



New Horizon Leadership Institute
Ring Road, Panathur Post, Near Marathahalli
Bangalore-560 087

GUIDELINES FOR CORPORATE EXPOSURE TRAINING

The Corporate Exposure Training for IVth Trimester PGDM students is incorporated with main objective of

- (1) To expose the students to the working of an organization,
- (2) To relate the theoretical concepts learnt in the classroom to organizational functioning and
- (3) To learn real life application of Management. The duration of the training will be 4-6 weeks and will have to be Company based training only.

The sources of data for submitting a report after the CET will have to be collected during these 4 - 6 weeks. Familiarization and observing the corporate functioning will constitute the primary data. The industry profile, history of the organization, past performance will constitute the secondary data.

The study during the in plant training and writing of report there after will have to be based on the collection of the following information.

PART - A

1. INDUSTRY PROFILE

2. COMPANY PROFILE

- a. Background and inception of the company
- b. Nature of the business carried.]
- c. Vision, Mission and quality Policy
- d. Product/services Profile
- e. Area of Operation – Global/National/Regional
- f. Ownership Pattern
- g. Competitors Information
- h. Infrastructural Facilities/
- i. Achievement/Award if any
- j. work flow model (End to End)
- k. Organizational structure – Departments functions, Roles & Responsibilities.
- L. Future growth and prospects

PART-B

SWOT Analysis of the company.

PART-C

Summary of latest annual report of the company.

PART-D

Learning experience gained by the candidate during in plant training.

The student shall seek the guidance of the internal guide on a continuance basis, and the guide shall give a certificate to the effect that the candidate has worked satisfactorily under his/her guidance.

On completion of the project work, student shall prepare a report with the following format:

- 1) The project report shall be prepared using word processor viz, MS word.
- 2) All the report shall be printed in the A4 size 1” margin on all side.
- 3) The report shall be hard bound facing sheet (only creamy yellow colour), indicating title of the report, name and registration number of the student, name of the guide, name of the college and month & year of admission (Spiral binding not permitted)
- 4) A certificate by the guide, HOD, and Head of the institution indicating the bonafide performance of project by the student to be enclosed.
- 5) a under taking by the student to the effect, that the work is independently carried out by him.
- 6) The certificate from the organization.
- 7) Acknowledgement.

The total number of pages of In plant training report shall not exceed 50 pages.