

Hrs/Week

JMC _____(3) **COMMUNICATION THEORY**

Max. MARKS: 75

w.e.f. 2021-2022 (20AH BATCH)

SYLLABUS

OBJECTIVES: To enable the students to

- Know the traditional models of communication which lead to the growth of the modern mass media
- Understand the role and dominance of politics in mass media
- Analyze the influence of international communication on development and social change

LEARNING OUTCOMES:

- List the various situations related to the models of communication
- Identify from the Newspaper and Electronic Media, various events and the underlying theories of mass communication
- Develop a hypothetical model of mass communication based on the existing models
- Interpret global news media through the theories of mass communication

Unit 1

Communication: concepts -Why communication is relevant?-Definitions of communication

Communication process-The process of communication

Characteristics of communication-The seven Cs of communication-Functions of communication

Types of communication-Different types of communication-Characteristics of mass communication-Characteristics of mass media

Basic models of communication-Basic communication models- Lasswell model,

Unit 2

Shannon & Weaver of model of communication

Two step & multi-step flow of communication-Two-step flow of communication-Opinion leaders-Multi-step flow of communication

Gate keeping models-Gate keeping-Selective gate keeping-Galtung and Ruge's list of news values

Verbal and non-verbal communication-Verbal communication: advantages and disadvantages-Non-verbal communication: characteristics

Unit 3

Marketing communication-Concepts of marketing communication-Promotion mix-Reinforcement-Sleeper effect

Organizational communication-Employee/organizational communication-Communication networks-Principles of successful internal communication-

Theories of balance and dissonance-Newcomb's balance theory-Three-way communication-Cognitive dissonance theory

Social judgment theory-Development of social judgment theory-Judgment process and attitudes-Latitudes of rejection, acceptance, and non-commitment

Unit 4

Mass society and magic bullet theory-Mass society theory-Magic bullet theory-Latitudes of rejection, acceptance, and non-commitment

Theories of selectivity-Selective attention-Selective perception-Selective recall-Selective action

Normative theories of media-Authoritarian theory-Libertarian theory-Social responsibility - Communist media theory-Development media theory-democratic participant theories-Principles of development media theory-Principles of democratic-participant theory

Unit 5

Cultivation theory-Cultivation theory and mainstreaming-Criticism of cultivation theory-

Agenda setting theory-Agenda-Processes in agenda setting-Significance of agenda setting

Dependency theory-Dependency theory: assumptions-Conceptual model

Uses and gratification theory-Cognition-Diversion-Withdrawal-

Theories of media effects-Functionalist and critical approach-Theories of media -effects

Mass media and democratic society-Role of media in the society-Media and society in the Indian context-Sunshine journalism

Reference Books

- David Berlo (1960). *The Process of communication*. New York: Holt,
 - Rhinehart and Winston
- Uma Narula (1976). *Mass Communication Theory and Practice*. New Delhi:
 - Har Anand.
- Denis McQuail (1987). *Mass communication theory: An introduction (2nd ed.)*. Thousand Oaks, CA, US: Sage Publications
- Denis Mcquail and Windhal (1993). *Communication Models for the study of*
 - *Mass Communications*: Longman
- John Fiske (2002) *Introduction to Communication Studies* London:
 - Routledge
- Denis Mcquail (1993) *Media performance*. London: Sage
- Denis Mcquail (2005) *Mass Communication Theory*. New Delhi: Sage.
- Defluer and Ball Rockech (1993): *Theory of Mass Communication*: May
 - Field
- Stanley J. Baran, Dennis K. Davis (2009). *Mass Communication Theory: Foundations, Ferment, and Future*. USA: Wadsworth

ST. JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS)
VISAKHAPATNAM
II SEMESTER JOURNALISM & MASS COMMUNICATION TIME: 7
HRS/WEEK
JMC _____(4) HISTORY OF MASS MEDIA MARKS: 100
w.e.f. 2021-2022) 21AI BATCH SYLLABUS

OBJECTIVES: To enable the students to

- Know the role of the mass media and its limitations
- Analyze the role of mass media in portraying gender roles
- Understand the types of mass media and the various formats

LEARNING OUTCOMES:

- Express a critical understanding of the contextual factors that shape the media message in a diverse, globalized media landscape.
- Analysing and interpreting various media forms (physical and online)
- Undertaking small studies on the impact of media on people
- Create a report on the findings and discuss the implications.

Unit 1

Origin of the Press and news books: The origin of the Press- Role and functions of the Press

Evolution of printing and books: The evolution of printing- The early books printed with multiple printing machines

Early newspapers in India and Hicky's Gazette- The evolution of early newspapers- The history of Bengal Gazette- James Augustus Hicky and his contributions as father of Indian journalism.

Growth of early newspapers in India: The growth of early newspapers in India

Early journalism in Madras: The early journalism and growth of newspapers in Madras Presidency

Unit 2

Early newspapers in Bombay presidency: The early newspapers in Bombay presidency
Bengal Journal and William Duane: The early journalism in Calcutta- Launching of Bengal journal- William Duane, one of the greatest editors of those times

Press in 19th century and growth of national Press: The growth of English as well as Vernacular newspapers in India- Contributions of James Silk Buckingham as editor

Growth of language journalism and Raja Ram Mohan Roy: The growth of language newspapers- The contributions of Raja Ram Mohan Roy

The role of press during the first war of independence: The role of newspapers during First war of Independence-The Gagging Act, Editors room, and the first Press Commissioner

Unit 3

Bal Gangadhar Tilak and the Indian Press: Bal Gangadhar Tilak as Editor and his contributions to language journalism and freedom movement- Indian National Congress and Swadeshi movement- The growth of Indian Press

Indian press in 20th century: The birth of the Associated Press of India- The Swadeshi Movement and the Press

Mahatma Gandhi and Indian journalism: Contributions of Mahatma Gandhi to Indian journalism

Role of press during freedom movement: Major newspapers during the freedom movement- The Press and the freedom movement

The All India Newspaper Editors' Conference: The All India Newspaper Editors' Conference- August revolution of 1942

Indian Press during Nehru era: The evolution of Press after independence

Press in the modern era

Unit 4

M. Chalapathi Rau and the National Herald: The contributions of M. Chalapathi Rau

Language journalism: The growth of vernacular press- Characteristics of the language Press

Origin and development of Telugu Press: The growth of the Telugu Press-New era in Telugu Press

Unit 5

History of radio in India-origin and growth- Commercial radio-growth of private radio station in radio

History of television in India- origin and growth-Doordarsan-different phases of growth- Emergence of cable TV in India

Origin of Indian cinema-Different phases of its growth, Telugu cinema and its growth

Reference books:

Nadig Krishna Murthy (1966). Indian journalism. Mysore: Mysore University Press

S. Natarajan. Indian journalism

R. Parthasarathi.(1991) Modern journalism in India. New Delhi: Sterling Publishers

J V Seshagiri Rao. Studies in the history of journalism

R. Anand Sekhar. Journalism charithra vyavastha

S. C. Bhatt (1999): Indian press since 1955. New Delhi, Publication Division

Ramakrishna Challa (2002). Historical perspective of press freedom in India

Visakhapatnam: Andhra University of Press and Publications

Murthy DVR (2010). Gandhian journalism, New Delhi, Kanishka Publishers.

Keval J Kumar. Mass communication in India. New Delhi: Jaico publications

**ST. JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS)
VISAKHAPATNAM**

CSP 2001 (4)
From AH Batch

8 Weeks
100 Marks

**Assessment methodology for Internships / On the Job Training /
Apprenticeship under the revised CBCS (2020 – 21 onwards)**

As per the revised CBCS based curriculum which is implemented from the academic year 2020-21, three internships are mandatory for all students irrespective of the type of College (Govt / Private Aided / Autonomous / Constituent / Private Un-aided) and the programme of study (BA/B.Com/B.Sc/BBA/Honours, etc.).The following is the evaluation methodology for awarding marks/grades.

First internship (April-May after 1st year examinations): Community Service Project

To inculcate social responsibility and compassionate commitment among the students, the summer vacation in the intervening 1st and 2nd years of study shall be for Community Service Project (the detailed guidelines are circulated separately).

Learning outcomes:

- To facilitate an understanding of the issues that confronts the vulnerable / marginalized sections of the society.
- To initiate team processes with the student groups for societal change.
- To provide students an opportunity to familiarize themselves with urban / rural community they live in.
- To enable students to engage in the development of the community.
- To plan activities based on the focused groups.\
- To know the ways of transforming the society through systematic programme implementation.

**Assessment Model for the First Internship (April-May after
1st year examinations):**

There will be only internal evaluation for this internship. Each faculty member is to be assigned with 10 to 15 students depending upon availability of the faculty members. The faculty member will act as a faculty-mentor for the group and is in-charge for the learning activities of the students and also for the comprehensive and continuous assessment of the students.

The assessment is to be conducted for 100 marks. The number of credits assigned is 4. Later as per the present practice the marks are converted into

grades and grade points to include finally in the SGPA and CGPA.

The weightings shall be:

Project Log	20%
Project Implementation	20%
Project report	35%,
Presentation	25%

Each student is required to maintain an individual logbook, where he/she is supposed to record day to day activities. The project log is assessed on an individual basis, thus allowing for individual members within groups to be assessed this way. The assessment will take into consideration the individual student's involvement in the assigned work.

While grading the student's performance, using the student's project log, the following should be taken into account -

- a. The individual student's effort and commitment.
- b. The originality and quality of the work produced by the individual student.
- c. The student's integration and co-operation with the work assigned.
- d. The completeness of the logbook.

The assessment for the **Community Service Project implementation** shall include the following components and based on the entries of Project Log and Project Report:

- a. Orientation to the community development
- b. Conducting a baseline assessment of development needs
- c. Number and Quality of Awareness Programmes organised on beneficiary programmes and improvement in quality of life, environment and social consciousness, motivation and leadership, personality development, etc.
- d. Number Quality and Duration of Intervention/service Programmes (Prevention or promotion programs that aim to promote behavioural change in defined community contexts to address social problems) organised.
- e. Followup Programmes suggested (Referral Services, Bringing Community Participation)
- f. Developing short and mid-term action plans in consultation with local leadership and local government officers.

The **Project Report** should contain

- a) Introduction, scope, objectives, and methodology
- b) Project specifications (area / background of the work assigned).
- c) Problems identified.
- d) Analyses of the problems
- e) Community awareness programmes conducted w.r.t the problems and their outcomes.
- f) Intervention/service programmes taken up
- g) Short-term and long term action plan for implementation
- h) Recommendations and conclusions.
- i) References

The **Project Presentation** is to be made by the student after he/she reports back to the College.

The components for assessment are –

- a. assessing the involvement in the project
- b. presentation skills
- c. final outcome of the project as evinced by the student.

Example:

Name of the Student:	X. YY ZZZ	
Class & Year of Study	II B.A. 2021 - 2022	
Registered Number	000000	
Assessment Component	Max Marks	Assessment method
1. Project Log	20	Internal
2. Project Implementation	20	Internal
3. Project Report	35	external
4. Presentation	25	external
TOTAL marks	100	

% Aggregated marks	Description	Grade Letter	Grade points
90 - ≤ 100	Outstanding	O	10.0
80 - < 90	Excellent	A+	9.0
70 - < 80	Very Good	A	8.0
60 - < 70	Good	B+	7.0
55 - < 60	Above Average	B	6.0
50 - < 55	Average	C	5.0
40 - < 50	Pass	P	4.0
<40	Fail	F	0.0



Program Book

Community Service Project

**AP STATE COUNCIL OF HIGHER
EDUCATION**

(A STATUTORY BODY OF GOVERNMENT OF ANDHRA PRADESH)

Program Book for Community Service Project

Name of the Student:

Name of the College:

Registration Number:

Period of CSP: From: To:

Name & Address of the Community/Habitation:

Instructions to Students for Community Service Project

Please read the detailed Guidelines on Community Service Project hosted on the website of AP State Council of Higher Education <https://apsche.ap.gov.in>

Link:

<https://apsche.ap.gov.in/Pdf/Guidelines%20for%20the%20OJT%20Internship%20Community%20Service%20Project.pdf>

1. It is mandatory for all the students to complete 2 months (180 hours) of Community Service Project as a part of the 10 month mandatory internship/on the job training.
2. Consider yourself as a committed volunteer in the community, you work with.
3. Every student should identify the village/community/habitation for Community Service Project (CSP) in consultation with the College Principal/the authorized person nominated by the Principal.
4. Report to the community/habitation as per the schedule given by the College. You must make your own arrangements of transportation to reach the community/habitation.
5. You will be assigned with a Faculty Guide from your College. He/She will be creating a WhatsApp group with your fellow volunteers. Post your daily activity done and/or any difficulty you encounter during the programme.
6. You should maintain punctuality in attending the CSP. Daily attendance is compulsory.
7. You are expected to learn about the community/habitation and their problems.
8. Know the leaders and the officials of the community/habitation.
9. While in project, always wear your College Identity Card.
10. If your College has a prescribed dress as uniform, wear the uniform daily.
11. Identify at least five learning objectives in consultation with your Faculty Guide. These learning objectives can address:
 - Information about the community, including the realities and problems of the society.
 - Need for creating awareness on socially relevant aspects/programs.
 - Acquiring specific Life Skills.
 - Learning areas of application of knowledge and technologies related to your discipline.
 - Identifying developmental needs of the community/habitation.

12. Practice professional communication skills with team members, and with the leaders and officials of the community. This includes expressing thoughts and ideas effectively through oral, written, and non-verbal communication, and utilizing listening skills.
- 13. Be regular in filling up your Program Book. It shall be filled up in your own handwriting. Add additional sheets wherever necessary.**
14. At the end of Community Service Project, you shall be evaluated by the person in-charge of the community/habitation to whom you report to.
15. There shall also be evaluation at the end of the community service by the Faculty Guide and the Principal.
16. Do not indulge in any political activities.
17. Ensure that you do not cause any disturbance to the inhabitants or households during your interaction or collection of data.
18. Be cordial but not too intimate with the persons you come across during your service activities.
19. You should understand that during this activity, you are the ambassador of your College, and your behavior during the community service programme is of utmost importance.
20. If you are involved in any discipline related issues, you will be withdrawn from the programme immediately and disciplinary action shall be initiated.
21. Do not forget to keep up your family pride and prestige of your College.
22. Remember that you are rendering valuable service to the society and your role in the community development will become part of the history of the community.

Community Service Project Report

Submitted in accordance with the requirement for the degree of.....

Name of the College:

Department:

Name of the Faculty Guide:

Duration of the CSP: From.....To.....

Name of the Student:

Programme of Study

Year of Study:

Register Number:

Date of Submission:

Student's Declaration

I,....., a student ofProgram, Reg. No.of the Department of....., College do hereby declare that I have completed the mandatory community service from..... toin (Name of the Community/Habitation) under the Faculty Guideship of....., (Name of the Faculty Guide), Department of.....inCollege

(Signature and Date)

Endorsements

Faculty Guide

Head of the Department

Principal

Certificate from Official of the Community

This is to certify that (Name of the Community Service Volunteer) Reg. No..... of Name of the College) underwent community service in (Name of the Community) from..... to

The overall performance of the Community Service Volunteer during his/her community service is found to be (Satisfactory/Good).

Authorized Signatory with Date and Seal

ACKNOWLEDGEMENTS

CHAPTER 1: EXECUTIVE SUMMARY

The community service report shall have only a one-page executive summary. It shall include a brief description of the Community and summary of all the activities done by the student in CSP and five or more learning objectives and outcomes.

CHAPTER 2: OVERVIEW OF THE COMMUNITY

- *About the Community/Village/Habitation including historical profile of the community/habitation, community diversity, traditions, ethics and values.*
- *Brief note on Socio-Economic conditions of the Community/Habitation.*

CHAPTER 3: COMMUNITY SERVICE PART

Description of the Activities undertaken in the Community during the Community Service Project. This part could end by reflecting on what kind of values, life skills, and technical skills the student acquired.

ACTIVITY LOG FOR THE FIRST WEEK

DAY & DATE	BRIEF DESCRIPTION OF THE DAILY ACTIVITY	LEARNING OUTCOME	Person In-charge Signature
Day - 1			
Day - 2			
Day - 3			
Day - 4			
Day - 5			
Day - 6			

ACTIVITY LOG FOR THE SECOND WEEK

DAY & DATE	BRIEF DESCRIPTION OF THE DAILY ACTIVITY	LEARNING OUTCOME	Person In-charge Signature
Day - 1			
Day - 2			
Day - 3			
Day - 4			
Day - 5			
Day - 6			

ACTIVITY LOG FOR THE SECOND WEEK

DAY & DATE	BRIEF DESCRIPTION OF THE DAILY ACTIVITY	LEARNING OUTCOME	Person In-charge Signature
Day - 1			
Day - 2			
Day - 3			
Day - 4			
Day - 5			
Day - 6			

ACTIVITY LOG FOR THE THIRD WEEK

DAY & DATE	BRIEF DESCRIPTION OF THE DAILY ACTIVITY	LEARNING OUTCOME	Person In-charge Signature
Day - 1			
Day - 2			
Day - 3			
Day - 4			
Day - 5			
Day - 6			

ACTIVITY LOG FOR THE FOURTH WEEK

DAY & DATE	BRIEF DESCRIPTION OF THE DAILY ACTIVITY	LEARNING OUTCOME	Person In-charge Signature
Day - 1			
Day - 2			
Day - 3			
Day - 4			
Day - 5			
Day - 6			

ACTIVITY LOG FOR THE FIFTH WEEK

DAY & DATE	BRIEF DESCRIPTION OF THE DAILY ACTIVITY	LEARNING OUTCOME	Person In-charge Signature
Day - 1			
Day - 2			
Day - 3			
Day - 4			
Day - 5			
Day - 6			

Report of the mini-project work done in the related subject w.r.t the habitation/village.

A mini-project work in the related subject w.r.t the habitation/village. (For ex., a student of Botany may do a project on Organic Farming or Horticulture or usage of biofertilizers or biopesticides or effect of the inorganic pesticides, etc. A student of Zoology may do a project on Aquaculture practices or animal husbandry or poultry or health and hygiene or Blood group analysis or survey on the Hypertension or survey on the prevalence of diabetes, etc.

The Report shall be limited to 6 pages.

CHAPTER 6: RECOMMENDATIONS AND CONCLUSIONS OF THE MINI PROJECT

Student Self-Evaluation for the Community Service Project

Student Name:

Registration No:

Period of CSP: From: To:

Date of Evaluation:

Name of the Person in-charge:

Address with mobile number:

Please rate your performance in the following areas:

Rating Scale: 1 is lowest and 5 is highest rank

1) Oral communication	1	2	3	4	5
2) Written communication	1	2	3	4	5
3) Proactiveness	1	2	3	4	5
4) Interaction ability with community	1	2	3	4	5
5) Positive Attitude	1	2	3	4	5
6) Self-confidence	1	2	3	4	5
7) Ability to learn	1	2	3	4	5
8) Work Plan and organization	1	2	3	4	5
9) Professionalism	1	2	3	4	5
10) Creativity	1	2	3	4	5
11) Quality of work done	1	2	3	4	5
12) Time Management	1	2	3	4	5
13) Understanding the Community	1	2	3	4	5
14) Achievement of Desired Outcomes	1	2	3	4	5
15) OVERALL PERFORMANCE	1	2	3	4	5

Date:

Signature of the Student

Evaluation by the Person in-charge in the Community/Habitation

Student Name:

Registration No:

Period of CSP: From: To:

Date of Evaluation:

Name of the Person in-charge:

Address with mobile number:

Please rate the student's performance in the following areas:

Please note that your evaluation shall be done independent of the Student's self-evaluation

Rating Scale: 1 is lowest and 5 is highest rank

1) Oral communication	1	2	3	4	5
2) Written communication	1	2	3	4	5
3) Proactiveness	1	2	3	4	5
4) Interaction ability with community	1	2	3	4	5
5) Positive Attitude	1	2	3	4	5
6) Self-confidence	1	2	3	4	5
7) Ability to learn	1	2	3	4	5
8) Work Plan and organization	1	2	3	4	5
9) Professionalism	1	2	3	4	5
10) Creativity	1	2	3	4	5
11) Quality of work done	1	2	3	4	5
12) Time Management	1	2	3	4	5
13) Understanding the Community	1	2	3	4	5
14) Achievement of Desired Outcomes	1	2	3	4	5
15) OVERALL PERFORMANCE	1	2	3	4	5

Date:

Signature of the Supervisor

PHOTOS AND VIDEO LINKS

ST. JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS), VISAKHAPATNAM
V SEMESTER **JOURNALISM AND MASS COMMUNICATION** TIME: 8
HRS/WEEK
JMC **INTRODUCTION TO FILM STUDIES**
w.e.f. (2022-23) **SYLLABUS** **MAX.**
MARKS: 100

OBJECTIVES:

- To trace the history and development of Cinema.
- To comprehend the role and impact of cinema in society and vice versa.
- To develop an understanding of the political, cultural and aesthetic nuances of film making.
- To critically analyse and appreciate cinema as an art.
- Familiarizing global theories of films and various schools of thoughts.

LEARNING OUTCOMES:

- Enabling to facilitate a fundamental understanding of cinema, its vast history and the role it plays in the society.
- Empowered to explore the skills to critically analyse and study films as artworks and social texts.
- Encourage critical thinking in students while developing a respect for cultural diversity as they become acquainted with it through the medium of cinema.

UNIT 1

History of Indian Cinema; Silent Era, Talkies- Golden Age of Indian Cinema- Cinema after 1970- Genres and styles; masala films, Parallel cinema- Film studios- cinema on the digital platform- National awards- Film Institutes

UNIT 2

Major theories of cinema: Munsterberg, Arnheim, Kracauer, Bazin, Balaz, Mitry, Eisenstein, Montage. Film Movements: Expressionism, Neo-realism, French new wave, Avant Garde, Film noir. Major film directors: Satyajit Ray, Alfred Hitchcock, Kurosawa, MajidMajidi, Girish Kasaravalli

UNIT 3

Major genres of cinema, documentary, social crusades, animation film, feature films, popular films, cinema and society.

UNIT 4

Film Criticism in India, promoting film culture in India- FTII, NFAI, NFDC Films Division, Directorate of Film Festivals, Film Awards.

UNIT5

Script writing features- story elements- screenplay format- three act structure- writing your screenplay-different types of genres- basic eight plots- beat sheet: six stages and five turning points- writing dramatic scenes and sequence- places to find ideas- creating subplot- Film screening- analysing a film scene by scene- popular film scriptwriters.

Suggested Readings

- Ashish Rajyadhyaksha & Paul Willeman. The Encyclopedia of Indian Cinema, Routledge, 1999
- K. Moti Gokulsing & Wimal Dissanayake. ROUTLEDGE HANDBOOK OF INDIAN CINEMAS, Routledge, 2013
- Syed Field. The Definitive Guide to Screen writing

Model Program Book



SEMESTER INTERNSHIP

ST. JOSEPH'S COLLEGE FOR WOMEN
(AUTONOMOUS) VISAKHAPATNAM

SLI 6001 (12)
From AH Batch



12 Weeks
200 Marks

An Internship Report on

(Title of the Semester Internship Program)

Submitted in accordance with the requirement for the degree of

Under the Faculty Guideship of

(Name of the Faculty Guide)

Department of

(Name of the College)

Submitted by:

(Name of the Student)

Reg.No: _____

Class & Group _____

(Name of the College)

TITLE PAGE

An Internship Report on

(Title of the Semester Internship Program) Submitted
in accordance with the requirement for the degree of

Under the Faculty Guideship of

(Name of the Faculty Guide)

Department of

(Name of the College)

Submitted by:

(Name of the Student)

Reg.No: _____

Class & Group _____

(Name of the College)

PROGRAM BOOK FOR
SEMESTER INTERNSHIP

Name of the Student:

Name of the College:

Registration Number:

Period of Internship: From: To:

Name & Address of the Intern Organization

_____ **SJCW(A)**
YEAR

Instructions to Students

Please read the detailed Guidelines on Internship hosted on the website of AP State Council of Higher Education <https://apsche.ap.gov.in>

1. It is mandatory for all the students to complete Semester internship either in V Semester or in VI Semester.
2. Every student should identify the organization for internship in consultation with the College Principal/the authorized person nominated by the Principal.
3. Report to the intern organization as per the schedule given by the College. You must make your own arrangements for transportation to reach the organization.
4. You should maintain punctuality in attending the internship. Daily attendance is compulsory.
5. You are expected to learn about the organization, policies, procedures, and processes by interacting with the people working in the organization and by consulting the supervisor attached to the interns.
6. While you are attending the internship, follow the rules and regulations of the intern organization.
7. While in the intern organization, always wear your College Identity Card.
8. If your College has a prescribed dress as uniform, wear the uniform daily, as you attend to your assigned duties.
9. You will be assigned a Faculty Guide from your College. He/She will be creating a WhatsApp group with your fellow interns. Post your daily activity done and/or any difficulty you encounter during the internship.
10. Identify five or more learning objectives in consultation with your Faculty Guide. These learning objectives can address:
 - a. Data and Information you are expected to collect about the organization / industry/institute
 - b. Job Skills you are expected to acquire.
 - c. Development of professional competencies that lead to future career success.
11. Practice professional communication skills with team members, co-interns, and your supervisor. This includes expressing thoughts and ideas effectively through oral, written, and non-verbal communication, and utilizing listening skills.
12. Be aware of the communication culture in your work environment. Follow up and communicate regularly with your supervisor to provide updates on your progress with work assignments.

13. Never be hesitant to ask questions to make sure you fully understand what you need to do your work and to contribute to the organization.
14. Be regular in filling up your Program Book. It shall be filled up in your own handwriting. Add additional sheets wherever necessary.
15. At the end of internship, you shall be evaluated by your Supervisor of the intern organization.
16. There shall also be evaluation at the end of the internship by the Faculty Guide and the Principal.
17. Do not meddle with the instruments/equipment you work with.
18. Ensure that you do not cause any disturbance to the regular activities of the intern organization.
19. Be cordial but not too intimate with the employees of the intern organization and your fellow interns.
20. You should understand that during the internship programme, you are the ambassador of your College, and your behavior during the internship programme is of utmost importance.
21. If you are involved in any discipline related issues, you will be withdrawn from the internship programme immediately and disciplinary action shall be initiated.
22. Do not forget to keep up your family pride and prestige of your College.

.....<<@>>.....

Student's Declaration

I, _____ a student of _____

Program, Reg. No. _____ of _____

College do hereby declare that I have completed the mandatory internship
from _____ to _____ in _____ (Name of
the intern organization) under the Faculty Guideship of

_____ (Name of the Faculty Guide), Department of

(Name of the College)

(Signature and Date)

Official Certification

This is to certify that _____ (*Name of the student*) Reg. No. _____ has completed his/her Internship in _____ (*Name of the Intern Organization*) on _____ (*Title of the Internship*) under my supervision as a part of partial fulfillment of the requirement for the Degree of _____ at _____ (*Name of the College*).

This is accepted for evaluation.

(Signatory with Date and Seal)

Endorsements

Faculty Guide

Head of the Department

Principal

Certificate from Intern Organization

This is to certify that _____ (*Name of the intern*)
Reg. No _____ of _____ (*Name of the*
College) underwent internship in _____ (*Name of the*
Intern Organization) from _____ to _____

The overall performance of the intern during his/her internship is found to be
_____ (*Satisfactory/Not Satisfactory*).

Authorized Signatory with Date and Seal

Acknowledgements

Contents

CHAPTER 1: EXECUTIVE SUMMARY

The internship report shall have a brief executive summary. It shall include five or more Learning Objectives and Outcomes achieved, a brief description of the sector of business and intern organization and summary of all the activities done by the intern during the period.

CHAPTER 2: OVERVIEW OF THE ORGANIZATION

Suggestive contents

- A. Introduction of the Organization
- B. Vision, Mission, and Values of the Organization
- C. Policy of the Organization, in relation to the intern role
- D. Organizational Structure
- E. Roles and responsibilities of the employees in which the intern is placed.
- F. Performance of the Organization in terms of turnover, profits, market reach and market value.
- G. Future Plans of the Organization.

CHAPTER 3: INTERNSHIP PART

Description of the Activities/Responsibilities in the Intern Organization during Internship, which shall include - details of working conditions, weekly work schedule, equipment used, and tasks performed. This part could end by reflecting on what kind of skills the intern acquired.

ACTIVITY LOG FOR THE FIRST WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1			
Day - 2			
Day - 3			
Day - 4			
Day - 5			
Day -6			

ACTIVITY LOG FOR THE SECOND WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1			
Day - 2			
Day - 3			
Day - 4			
Day - 5			
Day - 6			

Bi-Weekly Replot-I
Hard Copy to be submitted After Second Week

ACTIVITY LOG FOR THE THIRD WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1			
Day - 2			
Day - 3			
Day - 4			
Day - 5			
Day -6			

ACTIVITY LOG FOR THE FORTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1			
Day - 2			
Day - 3			
Day - 4			
Day - 5			
Day -6			

Bi-Weekly Reput-2
Hard Copy to be submitted After Fourth Week

Monthly Report – I
Typed hard copy to be submitted after Four weeks

ACTIVITY LOG FOR THE FIFTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1			
Day - 2			
Day - 3			
Day - 4			
Day - 5			
Day -6			

ACTIVITY LOG FOR THE SIXTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1			
Day - 2			
Day - 3			
Day - 4			
Day - 5			
Day - 6			

Bi-Weekly Reput-3
Hard Copy to be submitted After Sixth Week

ACTIVITY LOG FOR THE SEVEN WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1			
Day - 2			
Day - 3			
Day - 4			
Day - 5			
Day -6			

ACTIVITY LOG FOR THE EIGHTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1			
Day - 2			
Day - 3			
Day - 4			
Day - 5			
Day -6			

Bi-Weekly Reput-4
Hard Copy to be submitted After Eighth Week

Monthly Report - 2
Typed hard copy to be submitted after Eighth week

ACTIVITY LOG FOR THE NINETH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1			
Day - 2			
Day - 3			
Day - 4			
Day - 5			
Day -6			

ACTIVITY LOG FOR THE TENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1			
Day - 2			
Day - 3			
Day - 4			
Day - 5			
Day -6			

Bi - Weekly Report - 5
Hard copy to be submitted after Tenth week

ACTIVITY LOG FOR THE ELEVENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1			
Day - 2			
Day - 3			
Day - 4			
Day - 5			
Day -6			

ACTIVITY LOG FOR THE TWELVETH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1			
Day - 2			
Day - 3			
Day - 4			
Day - 5			
Day -6			

Bi Weekly Report - 6
Hard copy to be submitted after Twelfth week

Monthly Report - 3
Typed hard copy to be submitted after Twelfth week

ACTIVITY LOG FOR THE THIRTEENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1			
Day - 2			
Day - 3			
Day - 4			
Day - 5			
Day -6			

ACTIVITY LOG FOR THE FOURTEENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1			
Day - 2			
Day - 3			
Day - 4			
Day - 5			
Day -6			

Bi-Weekly Report – 7
Hard copy to be submitted after 14th week

ACTIVITY LOG FOR THE FIFTEENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1			
Day - 2			
Day - 3			
Day - 4			
Day - 5			
Day -6			

Bi weekly Report - 8
Hard copy to be submitted at the end of 15th / 16th week

Monthly Report - 4
Typed hard copy to be submitted after 16th week

CHAPTER 4: PROJECT REPORT
OVERALL INTERNSHIP REPORT

CHAPTER 5: OUTCOMES DESCRIPTION

5.1 Describe the work environment you have experienced (*in terms of people interactions, facilities available and maintenance, clarity of job roles, protocols, procedures, processes, discipline, time management, harmonious relationships, socialization, mutual support and teamwork, motivation, space and ventilation, etc.*)

5.2 Describe the real time technical skills you have acquired (*in terms of the job-related skills and hands on experience*)

5.3 Describe the managerial skills you have acquired *(in terms of planning, leadership, team work, behaviour, workmanship, productive use of time, weekly improvement in competencies, goal setting, decision making, performance analysis, etc.*

5.4 Describe how you could improve your communication skills (*in terms of improvement in oral communication, written communication, conversational abilities, confidence levels while communicating, anxiety management, understanding others, getting understood by others, extempore speech, ability to articulate the key points, closing the conversation, maintaining niceties and protocols, greeting, thanking and appreciating others, etc.,*)

5.5 Describe how could you could enhance your abilities in group discussions, participation in teams, contribution as a team member, leading a team/activity.

5.6 Describe the technological developments you have observed and relevant to the subject area of training (*focus on digital technologies relevant to your job role*)

Student Self Evaluation of the Semester Internship

Student Name:	Registration No:	
Term of Internship:	From:	To :
Date of Evaluation:		
Organization Name & Address:		

Please rate your performance in the following areas:

Rating Scale: **Letter grade of CGPA calculation to be provided**

1	Oral communication	1	2	3	4	5
2	Written communication	1	2	3	4	5
3	Proactiveness	1	2	3	4	5
4	Interaction ability with community	1	2	3	4	5
5	Positive Attitude	1	2	3	4	5
6	Self-confidence	1	2	3	4	5
7	Ability to learn	1	2	3	4	5
8	Work Plan and organization	1	2	3	4	5
9	Professionalism	1	2	3	4	5
10	Creativity	1	2	3	4	5
11	Quality of work done	1	2	3	4	5
12	Time Management	1	2	3	4	5
13	Understanding the Community	1	2	3	4	5
14	Achievement of Desired Outcomes	1	2	3	4	5
15	Regularity	1	2	3	4	5
16	OVERALL PERFORMANCE	1	2	3	4	5

Date:

Signature of the Student

Evaluation by the Supervisor of the Intern Organization

Student Name:	Registration No:
Term of Internship:	From: To :
Date of Evaluation:	
Organization Name & Address:	
Name & Address of the Supervisor with Mobile Number	

Please rate the student's performance in the following areas:

Rating Scale: 1 is lowest and 5 is highest rank

1	Oral communication	1	2	3	4	5
2	Written communication	1	2	3	4	5
3	Proactiveness	1	2	3	4	5
4	Interaction ability with community	1	2	3	4	5
5	Positive Attitude	1	2	3	4	5
6	Self-confidence	1	2	3	4	5
7	Ability to learn	1	2	3	4	5
8	Work Plan and organization	1	2	3	4	5
9	Professionalism	1	2	3	4	5
10	Creativity	1	2	3	4	5
11	Quality of work done	1	2	3	4	5
12	Time Management	1	2	3	4	5
13	Understanding the Community	1	2	3	4	5
14	Achievement of Desired Outcomes	1	2	3	4	5
15	Regularity	1	2	3	4	5
16	OVERALL PERFORMANCE	1	2	3	4	5

Date:

Signature of the Supervisor

% Aggregated marks	Description	Grade Letter	Grade points
90 - ≤ 100	Outstanding	O	10.0
80 - < 90	Excellent	A+	9.0
70 - < 80	Very Good	A	8.0
60 - < 70	Good	B+	7.0
55 - < 60	Above Average	B	6.0
50 - < 55	Average	C	5.0
40 - < 50	Pass	P	4.0
<40	Fail	F	0.0

PHOTOS & VIDEO LINKS

Assessment

Assessment Component	Max Marks	Assessment method
1. Continuous Assessment	80	Internal
2. End semester Assessment	80	External
3. VivaVoce	40	External
TOTAL MARKS	100	
Assessment Component	Max Marks	Assessment method
Continuous assessment		
1. Project Log	24	Internal
2. Project Implementation	16	Internal
3. Project Report	25	Internal
4. Presentation	15	Internal
TOTAL MARKS	80	
Assessment Component	Max Marks	Assessment method
End Semester Assessment		
1. Marks awarded by Industry/Organization	80	External
TOTAL MARKS	80	
Assessment Component	Max Marks	Assessment method
Viva voce		
1. Knowledge	10	External
2. Presentation	10	External
3. Viva voce	20	External
TOTAL MARKS	40	

Marks awarded by Industry/Organization

1	Oral communication	1	2	3	4	5
2	Written communication	1	2	3	4	5
3	Proactiveness	1	2	3	4	5
4	Interaction ability with community	1	2	3	4	5
5	Positive Attitude	1	2	3	4	5
6	Self-confidence	1	2	3	4	5
7	Ability to learn	1	2	3	4	5
8	Work Plan and organization	1	2	3	4	5
9	Professionalism	1	2	3	4	5
10	Creativity	1	2	3	4	5
11	Quality of work done	1	2	3	4	5
12	Time Management	1	2	3	4	5
13	Understanding the Community	1	2	3	4	5
14	Achievement of Desired Outcomes	1	2	3	4	5
15	Regularity	1	2	3	4	5
16	OVERALL PERFORMANCE	1	2	3	4	5
	Total Marks					80



ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

(A Statutory Body of the Government of Andhra Pradesh)

2nd, 3rd, 4th and 5th floors, Neeladri Towers, Sri Ram Nagar, 6th Battalion Road

Atmakur (V)Mangalagiri (M), Guntur, Andhra Pradesh, Pin - 522 503

www.apsche.ap.gov.in

ST. JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM
IV SEMESTER **JOURNALISM & MASS COMMUNICATION** TIME:5
Hrs/Week

JMC _____(4) **PUBLIC RELATIONS & CORPORATE COMMUNICATION** MARKS:
100

w.e.f.2021-2022 ("19AG)

SYLLABUS

OBJECTIVES: To enable the students to

- Know the concepts in PR and Corporate Communication
- Understand how they are changing and different in the current world

LEARNING OUTCOMES:

- Learn to research, write, plan, design and implement strategic communications plans for real clients, analyze paid influencers, organize real events for local charities, produce videos and newsletters, and write media releases and employee intranet articles in CP style;
- Gain an understanding of how communications strategies influence employee attitudes, shift stakeholders' opinions and tell an organization's story to the media;
- Connect with the PR industry;
- Work with real clients on campaigns designed and executed by students. Past and current clients include: Alpine Canada, Invictus Games

Unit-1

Definitions – nature – scope- Evolution of PR in India – publicity – propaganda - Dynamic role of PR in public affairs – PR management– structure – PR policy – Four steps of PR - Methods of PR – Press relations – House journals- Periodicals – Books and other publications

Unit- 2

PR for central government –State government – Local bodies – Private Organizations – Employees relations Professional organizations of PR PRSI, PASA, IPRA, BPRA – A brief survey of PR in India – techniques – evaluation – recent trends.

Unit 3

Corporate Communication-Types - Marketing communications-Organizational communications- Definition-Tools of corporate communication-Visual identity systems-Integrated marketing communications-Coordinating teams-Communication planning system-The communication agenda to build reputation.

Unit 4

Communication to Reputation- Brand, image, - The value of a good reputation- The influence of psychology, economics, strategic management, sociology,

organizational science - Linking corporate communication to reputation- Defining identity- Corporate Identity

Unit 5

Communicating with the corporate Brand-The drivers of corporate branding- Strategy drivers-Organizational drivers- Employee drivers- Value drivers- Generating value from the corporate brand-Organizational associations-Typologies of corporate brands.

Reference books:

1. Cutlip& Centre. (2005). Effective public relations, New Delhi: Pearson.
2. J V Vilanilam (2011). Public Relations in India. New Delhi: Sage.
3. Alison Thaker. (2004). The Public Relations Handbook. London: Routledge.
4. J V Vilanilam. (2005). Mass Communication in India. New Delhi; Sage.
5. Cees B.M. van Riel and Charles J Fombrun . Essentials of Corporate Communication: Implementing practicals for effective reputation management. Routledge. 2007
6. J Jaiswamy (2011). Corporate Communication, New Delhi: Oxford University.

ST. JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM
III SEMESTER **JOURNALISM & MASS COMMUNICATION** TIME:
7HRS/WEEK
JMC _____(4) **REPORTING AND WRITING FOR MEDIA**
Max.MARKS:100 w.e.f.2021 – 2022 20AH BATCH **SYLLABUS**

OBJECTIVES: To enable the students to

- Understand and comprehend the working and technical aspects of Print Journalism
- Know what is reporting, interpretation and editing of news
- Apply the skills in writing headlines, editing and the different forms of reporting

LEARNING OUTCOMES:

- Identifying the roles, responsibilities & qualities of the reporters, Editors and all Press Officials
- Analyzing news, features, structure and layout of columns and headlines of news stories
- Applying and Creating newspapers (Designing Campus Newspapers in Teams)
- Examining and analyzing the importance of letters to the editor, proof reading and responsibilities of proof readers (Proof reading assignments)

UNIT 1: News Definition- News Value- Source of News –Structure of News– 5W and 1H - Inverted pyramid pattern - Different types of News

Unit 2: Report writing skills for news stories, - Introduction to lead and Intro, super lead, Kinds of leads,

Unit 3: Kinds of reporting: Press Conference, Interviewing techniques, Human interest stories. Reporting Special events: Disasters and accidents, crime, Sports, Public Speech Reporting, Investigative reporting, Mofussil reporting, Citizen Reporting, Advocacy Reporting.

Unit 4: Features – News features – historical features - photo features – profiles – syndicate features. Reviews – definitions – scope –types of reviews – books –films – performing arts – contemporary trends in reviews.

Unit 5: Editorial writing – Types of editorials –Column writing – writing creative middles – language as a tool of writing

Reference Books

- Anna McKane (2006). *News Writing*: London, Sage.

- Curtis Macdougall (1953): *Interpretative reporting*. New York George Allen & Unwin Ltd.
- Rangaswamy Parthasarathy (1984). *Basic Journalism*: New Delhi, Sterling.
- George, T J S (1981). *Editing- Principles and Practices*. Indian Institute of Mass Communication, New Delhi
- Frank Barton (1989): *The Newsroom: A manual of journalism*. New Delhi: Sterling Publishers
- Rangaswamy Parthasarathy (1984). *Basic Journalism*: New Delhi, Sterling.
- Anna McKane (2006). *News Writing*: London, Sage.
- Ian Hargreaves (2005). *Journalism: A very short introduction*: London, Sage.
- Bowles A. Dorothy and Borden L. Diane (2000). *Creative Editing*, Belmont: Wadsworth, Thomson Learning Inc.
- Ahuja, B. N. and Chhabra, S. S. (2004). *Editing*, Delhi: Surjeet Publications.

ST. JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM

STI 4001 (4)
From AH Batch

8 Weeks
100 Marks

Assessment methodology for Internships / On the Job Training /Apprenticeship under the revised CBCS (2020 – 21 onwards)

As per the revised CBCS based curriculum which is implemented from the academic year 2020-21, three internships are mandatory for all students irrespective of the type of College (Govt / Private Aided / Autonomous / Constituent / Private Un-aided) and the programme of study (BA/B.Com/B.Sc/BBA/Honours, etc.).The following is the evaluation methodology for awarding marks/grades.

Second Internship (April-May after 2nd year examinations): Apprenticeship / Internship / On the job training / In-house Project / Off- site Project

To make the students employable, an Apprenticeship / Internship / On the job training / In-house Project / Off-site Project shall be undertaken by the students in the intervening summer vacation between the 2nd and 3rd years.

Learning outcomes

- Explore career alternatives prior to graduation.
- Integrate theory and practice.
- Assess interests and abilities in their field of study.
- Learn to appreciate work and its function towards future .
- Develop work habits and attitudes necessary for job success.
- Develop communication, interpersonal and other critical skills in the future job.
- Build a record of work experience.
- Acquire employment contacts leading directly to a full-time job following graduation from college.
- Acquire additional skills required for world of work.

Assessment Model for the Second Internship (April-May after 2nd year examinations):

There will be only internal evaluation for this internship. Each faculty member is to be assigned with 10 to 15 students depending upon availability of the faculty members. The faculty member will act as a faculty-mentor for the group and is in-charge for the learning activities of the students and also for the comprehensive and continuous assessment of the students.

The assessment is to be conducted for 100 marks and the credits assigned are 4. Later as per the present practice the marks are converted into grades and grade points to include finally in the SGPA

and CGPA.

The weightings shall be:

Project Log	20%
Project Implementation	20%
Project report	35%,
Presentation	25%

Each student is required to maintain an individual logbook, where he/she is supposed to record day to day activities. The project log is assessed on an individual basis, thus allowing for individual members within groups to be assessed this way. The assessment will take into consideration the individual student's involvement in the assigned work.

While grading the student's performance, using the student's project log, the following should be taken into account -

- The individual student's effort and commitment.
- The originality and quality of the work produced by the individual student.
- The student's integration and co-operation with the work assigned.
- The completeness of the logbook.

The assessment for Project Implementation during **second internship / Project Work / On the Job Training / Apprenticeship** shall include the following components and based on the entries of Project Log and Project Report:

- Involvement in the work assigned
- Regularity in the work assigned
- New knowledge acquired
- New skill acquired

The Project Report should contain

- Introduction.
- Project specifications (area / background of the work assigned).
- Problems taken up.
- Analysis of the problem.
- Recommendations and conclusions.

The Project Presentation is to be made by the student after he/she reports back to the College. The components for assessment are –

- assessing the involvement in the project
- presentation skills
- final outcome of the project as evinced by the student.

Example:

Name of the Student:	X. YY ZZZ	
Class & Year of Study	II B.A. 2021 - 2022	
Registered Number	000000	
Assessment Component	Max Marks	Assessment method
1. Project Log	20	Internal

2. Project Implementation	20	Internal
3. Project Report	35	External
4. Presentation	25	External
TOTAL MARKS	100	

% Aggregated marks	Description	Grade Letter	Grade points
90 - ≤ 100	Outstanding	O	10.0
80 - < 90	Excellent	A+	9.0
70 - < 80	Very Good	A	8.0
60 - < 70	Good	B+	7.0
55 - < 60	Above Average	B	6.0
50 - < 55	Average	C	5.0
40 - < 50	Pass	P	4.0
<40	Fail	F	0.0

Program Book

Short Term Internship

Program Book for Short-Term Internship

Name of the Student:

Name of the College:

Registration Number:

Period of Internship: From: To:

Name & Address of the Intern Organization

Instructions to Students

Please read the detailed Guidelines on Internship hosted on the website of AP State Council of Higher Education <https://apsche.ap.gov.in>

1. It is mandatory for all the students to complete 2 months (180 hours) of short-term internship either physically or virtually.
2. Every student should identify the organization for internship in consultation with the College Principal/the authorized person nominated by the Principal.
3. Report to the intern organization as per the schedule given by the College. You must make your own arrangements of transportation to reach the organization.
4. You should maintain punctuality in attending the internship. Daily attendance is compulsory.
5. You are expected to learn about the organization, policies, procedures, and processes by interacting with the persons working in the organization and by consulting the supervisor attached to the interns.
6. While you are attending the internship, follow the rules and regulations of the intern organization.
7. While in the intern organization, always wear your College Identity Card.
8. If your College has a prescribed dress as uniform, wear the uniform daily, as you attend to your assigned duties.
9. You will be assigned with a Faculty Guide from your College. He/She will be creating a WhatsApp group with your fellow interns. Post your daily activity done and/or any difficulty you encounter during the internship.
10. Identify five or more learning objectives in consultation with your Faculty Guide. These learning objectives can address:
 - Data and Information you are expected to collect about the organization and/or industry.
 - Job Skills you are expected to acquire.
 - Development of professional competencies that lead to future career success.
11. Practice professional communication skills with team members, co-interns and your supervisor. This includes expressing thoughts and ideas effectively through oral, written, and non-verbal communication, and utilizing listening skills.

12. Be aware of the communication culture in your work environment. Follow up and communicate regularly with your supervisor to provide updates on your progress with work assignments.
13. Never be hesitant to ask questions to make sure you fully understand what you need to do your work and to contribute to the organization.
- 14. Be regular in filling up your Program Book. It shall be filled up in your own handwriting. Add additional sheets wherever necessary.**
15. At the end of internship you shall be evaluated by your Supervisor of the intern organization.
16. There shall also be evaluation at the end of the internship by the Faculty Guide and the Principal.
17. Do not meddle with the instruments/equipment you work with.
18. Ensure that you do not cause any disturbance to the regular activities of the intern organization.
19. Be cordial but not too intimate with the employees of the intern organization and your fellow interns.
20. You should understand that during internship programme, you are the ambassador of your College, and your behavior during the internship programme is of utmost importance.
21. If you are involved in any discipline related issues, you will be withdrawn from the internship programme immediately and disciplinary action shall be initiated.
22. Do not forget to keep up your family pride and prestige of your College.

An Internship Report
On
(Title of the Internship)

Submitted in accordance with the requirement for the degree of.....

Name of the College:

Department:

Name of the Faculty Guide:

Duration of the Internship: From.....To.....

Name of the Student:

Programme of Study

Year of Study:

Register Number:

Date of Submission:

Student's Declaration

I,.....,a student ofProgram, Reg. No.of the Department of....., College do hereby declare that I have completed the mandatory internship from..... toin (Name of the intern organization) under the Faculty Guideship of....., (Name of the Faculty Guide), Department of..... (Name of the College)

(Signature and Date)

Endorsements

Faculty Guide

Head of the Department

Principal

Certificate from Intern Organization

This is to certify that (Name of the intern) Reg.No.....
of Name of the College) underwent internship in
..... (Name of the Intern Organization) from.....
to

The overall performance of the intern during his/her internship is found to be
..... (Satisfactory/Not Satisfactory).

Authorized Signatory with Date and Seal

ACKNOWLEDGEMENTS

CHAPTER 1: EXECUTIVE SUMMARY

The internship report shall have only a one-page executive summary. It shall include five or more Learning Objectives and Outcomes achieved, a brief description of the sector of business and intern organization and summary of all the activities done by the intern during the period.

CHAPTER 2: OVERVIEW OF THE ORGANIZATION

Suggestive contents

- A. Introduction of the Organization
- B. Vision, Mission and Values of the Organization
- C. Policy of the Organization, in relation with the intern role
- D. Organizational Structure
- E. Roles and responsibilities of the employees in which the intern is placed.
- F. Performance of the Organization in terms of turnover, profits, market reach and market value.
- G. Future Plans of the Organization.

CHAPTER 3: INTERNSHIP PART

Description of the Activities/Responsibilities in the Intern Organization during Internship, which shall include - details of working conditions, weekly work schedule, equipment used, and tasks performed. This part could end by reflecting on what kind of skills the intern acquired.

ACTIVITY LOG FOR THE FIRST WEEK

DAY & DATE	BRIEF DESCRIPTION OF THE DAILY ACTIVITY	LEARNING OUTCOME	Person In-charge Signature
Day - 1			
Day - 2			
Day - 3			
Day - 4			
Day - 5			
Day - 6			

ACTIVITY LOG FOR THE SECOND WEEK

DAY & DATE	BRIEF DESCRIPTION OF THE DAILY ACTIVITY	LEARNING OUTCOME	Person In-charge Signature
Day - 1			
Day - 2			
Day - 3			
Day - 4			
Day - 5			
Day - 6			

ACTIVITY LOG FOR THE THIRD WEEK

DAY & DATE	BRIEF DESCRIPTION OF THE DAILY ACTIVITY	LEARNING OUTCOME	Person In-charge Signature
Day - 1			
Day - 2			
Day - 3			
Day - 4			
Day - 5			
Day - 6			

ACTIVITY LOG FOR THE FOURTH WEEK

DAY & DATE	BRIEF DESCRIPTION OF THE DAILY ACTIVITY	LEARNING OUTCOME	Person In-charge Signature
Day - 1			
Day - 2			
Day - 3			
Day - 4			
Day - 5			
Day - 6			

ACTIVITY LOG FOR THE FIFTH WEEK

DAY & DATE	BRIEF DESCRIPTION OF THE DAILY ACTIVITY	LEARNING OUTCOME	Person In-charge Signature
Day - 1			
Day - 2			
Day - 3			
Day - 4			
Day - 5			
Day - 6			

Student Self Evaluation of the Short-Term Internship

Student Name: & Registration No:

Term of Internship: From To

Date of Evaluation:

Organization Name& Address:

Name & Address of the Supervisor
with Mobile Number:

Please rate your performance in the following areas:

Rating Scale: Letter grade of CGPA calculation to be provided

1) Oral communication	1	2	3	4	5
2) Written communication	1	2	3	4	5
3) Initiative	1	2	3	4	5
4) Interaction with staff	1	2	3	4	5
5) Attitude	1	2	3	4	5
6) Dependability	1	2	3	4	5
7) Ability to learn	1	2	3	4	5
8) Planning and organization	1	2	3	4	5
9) Professionalism	1	2	3	4	5
10) Creativity	1	2	3	4	5
11) Quality of work	1	2	3	4	5
12) Productivity	1	2	3	4	5
13) Progress of learning	1	2	3	4	5
14) Adaptability to organization's culture/policies	1	2	3	4	5
15) OVERALL PERFORMANCE	1	2	3	4	5

Signature of the Student

PHOTOS & VIDEO LINKS