

Curriculum - 2017 BBA Hons (Marketing) Degree Program Faculty of Management and Finance University of Ruhuna

BBA 42026: Internship

Level: 4000

Number of Credits : 06

Course Description

The internship provides an opportunity for students to observe pragmatic aspect of business management and apply theoretical and conceptual knowledge in a corporate environment.

Intended Learning Outcomes

At the end of the course, the student will be able to;

- Communicate effectively in a corporate environment
- Negotiate and make effective decisions in practical contexts
- Build and maintain a network of professional relationships
- Develop a vision and long term goals for life
- Work independently with minimum supervision in a corporate environment

Teaching/Learning Methods

Onsite training and Seminars

Methods of Assessment

Viva Voce I	: 20%
Internal supervisor's evaluation	: 20%
Onsite supervisor's evaluation	: 20%
Internship record book	: 10%
Viva Voce II	: 30%