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**BUSINESS IMMERSION (BI) / SUMMER INTERNSHIP REGULATIONS AND  
GUIDELINES FOR THE YEAR 2024-25**

***PGDM 2024-26 Batch (Class of 2026), Harihar Campus***

**1. Background and Rationale for Business Immersion (BI) / Internship**

As part of the 2-year full-time residential PGDM curriculum, it is essential that every post-graduate student must undertake a Business Immersion (BI)/ Internship as a **mandatory 6-credit course in PGDM program** to gain hands-on exposure and immersive learning experience in the corporate world. The program enables the student(s) to apply academic learnings to real-life industry situations. It also helps them understand organisational dynamics, work culture, team dynamics, process flows, and acclimatize to the corporate environment and business ecosystem.

The Business Immersion and internship in industry/ organization provides an excellent opportunity for assessing students and encourages progressive organizations to make pre-placement offers (PPOs) based on the students' performance during their internship. This industry internship enables the students to gain hands-on training with companies, giving them experiential learning at an early stage of their career development.

**2. Primary Learning Objectives of the BI / Internship:**

The primary objectives of the BI/ Internship include the following, and the PGDM students are expected to work sincerely & diligently to derive maximum benefit from the process.

Objectives of the BI / Internship:

- a) To understand and gain the hands-on industry and immersive learning experience of working in an organization/ company.
- b) To apply the theoretical and conceptual learning (from the earlier learning, graduation and first year of PGDM) into the real-time problem solving in an industry context.
- c) To analyse the industry challenges, problems, issues and situations, etc., and work systematically for devising the solutions, as per the company's norms and organizational policies.
- d) To evaluate the growth, development, expansion and diversification opportunities, so as to productively contribute as 'Intern' and in the process have learning in real-time basis.
- e) To create and design the solutions to the tasks &/or responsibilities assigned by the Industry Mentor and refine the solutions by availing guidance from KIM's faculty mentor in a "collaborative learning ecosystem".

The PGDM students are advised to note that the BI/Internship is a unique opportunity to discover themselves, enhance their skills/ competencies and learn to work with others in real-life industry context. Hence, the '*learning mindset*' has to be almost near 100% in all the domains and functions of management.



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If a student/ intern gets an opportunity to undertake work on a problem/ issue related to his/her specialisation in PGDM program, it is welcome and desirable for his career growth. However, it may be noted that it is neither practically feasible nor it is expected to get the BI/ Internship opportunity in their chosen area of specialisation in PDGM, and therefore this alignment is not mandatory.

### 3. Duration of the BI / Internship and timelines:

As per academic curriculum framework, the PGDM student is expected to undergo the Business Immersion/ Internship for a **minimum of 10 weeks**, and it is advisable to undertake for up to 12 weeks in the interest of their careers and enhancing the value-chain of learning, which can add value in final placement process. It can be pursued up to 12 weeks (or 3 months), depending upon the provisions made by the company/ corporate.

The BI/Internship period is between **1<sup>st</sup> April to 30<sup>th</sup> June 2025**. The student is expected to report for BI ideally in the 1<sup>st</sup> week and within the 2<sup>nd</sup> week of April 2025.

This **6-credit course** will be evaluated based on continuous progress reporting, evaluation, presentation, and viva. There is a structured weekly reporting to KIM's Faculty Mentor along with Industry Mentor, and their joint evaluation is critical to have success in the learning journey at BI/Internship.

After the successful completion of BI, the student should re-join the academic program of 2<sup>nd</sup> year PGDM, which will commence in **1<sup>st</sup> week of July 2025** (Note: Please refer to the Academic Calendar announced by the Institute).

#### Timelines to finalise the BI/Internship:

- All the PGDM students are expected to get selected in BI of a company, **latest by 28<sup>th</sup> February 2025** (preferred), and **not later than 10<sup>th</sup> March 2025**.
- A copy of the BI offer letter has to be submitted, when it's a self-sourced internship opportunity.

### 4. Business Immersion process on 'Superset'

The institute has adopted a learning management system (LMS) entitled "Superset". This software access is given to all the PGDM students at KIM, so that the information, progress, updates and tracking is available in a seamless manner with transparency.

When students opt for Business Immersion opportunities through the Institute, the following procedure will be followed:

- a) All students must register on Superset with their academic, certification, and experience details and opt in for Business Immersion (BI) opportunities facilitated by the KIM Corporate Relations team.
- b) Students who wish to seek BI opportunities on their own sources or references (through personal/ professional/ social network) must also register on Superset and subsequently opt out of BI opportunities on Superset.
- c) The Corporate Relations team will notify students about prospective Business Immersion projects & opportunities with specific companies through notifications on



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Superset. It is the responsibility of each student to keep regular track of these updates shared on regular basis.

- d) Each notification will include basic details such as the company name, BI profile offered, location, and stipend (if any).
- e) Based on the shared information, students are strongly encouraged to apply for Business Immersion opportunities, and the selection process will be conducted as per the company's notification.
- f) After the selection process, the company will announce the results, and selected students will proceed to join the respective Business Immersion program as per joining date given by the company during BI period
- g) Business Immersion opportunities shall be provided irrespective of Dual Specialization, Core, or Secondary Specialization. This is as per the roles offered by the companies and institute has no role to play in this aspect.
- h) As opportunities are limited, students must perform well to qualify amidst both internal (within KIM) and external (B-school ecosystem) competition.
- i) The student representatives, from the PlaceCom team, are responsible for coordinating the Business Immersion and they will be the first point of contact for all the students to seek updates and get their doubts clarified, if any. The students are welcome to connect and discuss with Corporate Relations Team, for any help & guidance to achieving success in BI.
- j) If the student seeks BI opportunity through the institute, he/she will need to mandatorily join the respective organization, where he/she has been selected through a defined process. It may be noted that this is a matter of relationship and reputation for the institute with industry/corporates. If any student deviates from this guideline, it may lead to academic challenges (like pursuing BI in next year cycle) or not being considered for the final placement process in the 2<sup>nd</sup> year of PGDM or any such (suitable) measure.

**Important Note:** In case, a student decides to source the BI opportunity from their own individual source/network, he/she should inform the Corporate Relations team about getting their Business Immersion from the particular company in writing well in advance, and latest **by/before 31<sup>st</sup> December 2024**.

#### **5. Other Important Regulations & Guidelines related to Business Immersion (BI) / Internship at KIM**

- 1) All internship notifications and regular communications will be routed through the Corporate Relations team only.
- 2) Each student must submit their resume in the prescribed format on Superset/Google Link. It is advisable to edit/customise the resume as per company's roles (if applicable) so that it enhances the chances of getting shortlisted / selected. Please seek guidance from Faculty Mentor & Corporate relations team, where required.



- 3) Students may continue applying for internships until they receive a confirmed offer from a company. However, they cannot skip any eligible BI opportunity, when he/she is shortlisted by the company for the process.
- 4) Companies will shortlist students based on their selection criteria, and their decisions will be final. The institute has least or no role in this selection process, except facilitating and guiding the students.
- 5) For self-sourced BI opportunities, students are responsible for managing administrative tasks and obtaining the BI Completion Certificate from the company.
- 6) Attendance at all academic and training sessions, group discussions, aptitude tests, guest lectures, webinars, and mock interviews arranged by the Institute is mandatory. A minimum of 80% attendance is required to remain eligible for BI opportunities facilitated by the Corporate Relations team.
- 7) During the selection process & at the time of interview/ later, students are not permitted to discuss & negotiate with the BI company executives/manager about stipend and preference for location. This should be routed through Corporate Relations Managers only.
- 8) Students selected for BI through the Corporate Relations team cannot opt out for the self-sourced internships. Non-compliance in such instances will result in disqualification from the final placement process in the final year (2025–2026).
- 9) If a company requests a shortlist of students, it will be prepared based on available grades, either from past academic performance or current PGDM scores and any such criteria the company may indicate.
- 10) Once a student applies for a company, participation in all stages of the selection process (test, group discussion, interview, case analysis, etc.) is mandatory unless the student has already secured an offer through the Corporate Relations cell. Absence from any stage (either partially or completely) will make the student ineligible for further internship opportunities facilitated by the Institute. Then, such student should make his/her own arrangements for finding the BI/ Internship.
- 11) The first offer made to a student will automatically exclude him/her from all subsequent processes, so as to provide the opportunities to other students in the PGDM batch 2024-26.
- 12) Preferences for location, BI profile, or stipend will not be entertained during the BI placement process.
- 13) Student representatives from the PlaceCom team will serve as the first point of contact for updates and queries regarding Business Immersion.
- 14) Students are advised not to take leaves during the internship period unless in case of an emergency or any genuine problem (like accident, major ill health & hospitalization, death in family, etc) which requires prior approval in writing or by email from the BI company SPOC and the Corporate Relations cell.



- 15) Students must complete their internship in accordance with the Business Immersion guidelines shared by the Faculty BI Coordinator of KIM.
- 16) It is the student's responsibility to perform well during the internship and obtain the BI Completion Certificate and BI Company Guide Evaluation.
- 17) Only students who have successfully completed the internship and cleared all academic backlogs by the last declared results will be eligible for the final placement program.

**6. Pre-requisites and formalities to be completed before Joining the BI:**

- a) The student should have passed in all the courses of PGDM 1st year (and there should not be any backlogs).
- b) The clearance from the Dean-Academics, Controller of Examinations (CoE) and PGDM Office is a must pre-requisite.
- c) Each should have paid his/her all fees for the 1st year PGDM and a No Due Certificate (NDC) from Accounts Dept. of KIM is essential requirement.
- d) The No Due Certificate (NDC) from Library of KIM is required (i.e., all the books & other resources borrowed from library must be submitted,
- e) It's the student's individual responsibility to meet the health check criteria of the BI Company (if and when required / applicable in some cases), before joining.

**NOTE:** These compliances should be completed on or before the commencement of End-term Examinations Trimester 3, of 1<sup>st</sup> year of PGDM or 22<sup>nd</sup> of March 2025, whichever is earlier.

**7. Core Committee for the Business Immersion /Internship for Batch 2024-26**

Dr. Nandeesh V Hiremath	Director – Harihar Campus, Ex Officio Member of the team
Dr. Nagaraj B. V.	Professor & Dean – Academics & Accreditations, KIM, Harihar
Mr. Shankar Rane	Head – Corporate Relations, KIM
Mr. Rajesh Dixit	Manager-Corporate Relations & Alumni Engagement, KIM Harihar
Mr. Manas Koli	Manager – Corporate Relations, KIM

**Note:** If a student has any concerns/ challenges, he/she should consult the Manager-Corporate relations, then the Head-Placements. In case of necessity, this committee will be taking the decision(s) or corrective measure appropriately.

**8. Business Immersion / Internship Faculty Coordinator:**

Dr. Chetan Hiremath, Associate Professor & Area Chair (Operations Management)



**9. Student Placement Committee (PlaceCom) Representatives of PGDM Batch 2024-26 for KIM, Harihar:**

Sahana GV	Archana PC	Mohammad Yusuf Hasan	Sanjay SK
Rajeshwari NM	Mayur Chaudhari	Akash Kumar Pandey	Rishank Singh
Dhruvi M Shetty	Alan T Lindon	Hardik G	Danesh Yalamalli

**10. IMP NOTE:**

- All the students must read, understand and adhere to these guidelines as per the institute's academic and placement policy.
- The Institute reserves the right to make changes and amendments to these guidelines, and such amendments will be communicated to the students and stakeholders *by email or through updated version on Superset or through Corporate Relations & PlaceCom team.*

Mr. Shankar Rane  
Head – Corporate Relations, KIM

Dr. Nagaraj B.V.  
Professor & Dean – Academics & Accreditations

Dr. Nandeesh V Hiremath  
Director, KIM, Harihar Campus

*Date: 20<sup>th</sup> Dec 2024 // Place: Harihar – 577601 (Karnataka)*