**Industry Project – Year IV Semester II**

**2015/2016**

**Practical Training Unit**

**Faculty of Management Studies**

**Sabaragamuwa University of Sri Lanka**

Year IV Semester II students (2015/2016 Batch) who do not get an internship placement by 31st August 2021 due to the pandemic situation prevailing in the country are expected to do one of the following alternative industry projects to cover the credits requirement under the Internship. Also, you are advised to obtain necessary advice and guidance in this regard from the Academic Supervisor appointed for your Internship.

**Alternative I:** A Case Study on “Effect of Covid-19 and the strategic way out”. You are required to select an organization that you have the access to necessary information and conduct the study following the guidelines given below.

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| **No.** | **Guidelines** | **Description** | **Marks** |
| 01. | Give a brief introduction to the relevant industry, organization and/or branch | An introduction to the particular organization as well as the industry it operates in is expected. | 10 |
| 02. | Conduct a SWOT analysis for the relevant industry, organization and/or branch. | Just listing of the points is not enough, justifications are also expected. | 20 |
| 03. | Briefly explain the usual operations and functions of the particular organization or branch. | Primarily, the operations involve in the core business functions can be explained focusing on vertical and horizontal integrations in the organization. Use of presentation tools like Flow Charts and Network Diagrams are highly recommended. | 20 |
| 04. | Explain how Covid 19 pandemic have affected the operations function of the particular organization or branch. | Need to identify the supply chain elements relevant to the organization/branch and discuss how and to what extent they are disrupted by the pandemic. | 20 |
| 05. | Explain the strategies that have been implemented, if any, to start the functions back and/or what the strategies you propose for the industry, organization and/or branch to survive in the post pandemic are. | Need to discuss the strategies that have been used or can be used in this regard by focusing on a long term perspective. | 30 |
| Total for the Report | | | 100 |

**Alternative II:**

Students are required to develop an innovative business model which can be either a new business, product or a concept. When presenting the model, students can stick to the following guidelines.

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| **No.** | **Guidelines** | **Description** | **Marks** |
| 01. | Give a brief introduction to the industry/industries that the proposed business model is attached to. | Brief introduction to the industry/industries focusing on the competitive and complementary products already available would be ideal. | 10 |
| 02. | Explain the Model and its novelty (Comprehensive business model canvas of the new business/product.) | Need to provide a comprehensive idea about the business model emphasizing its novelty. This may include core business operations, supply chain elements, target market and market share etc. with proper justifications. | 40 |
| 03. | Do a pre-mortem to the Model by way of a SWOT. | Just listing of points is not enough, but justifications are also expected. | 40 |
| 04. | Briefly explain avenues, if any, for further improvement of the model. | Discuss the strategies that can be implemented to combat the weaknesses and threats identified in the SWOT. | 10 |
| Total | | | 100 |

**Alternative III**

Select a theory you learnt and examine the validity in the Sri Lankan context.

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| **No.** | **Guidelines** | **Description** | **Marks** |
| 01. | Give an overview to the selected theory. | Strongly recommended to select a theory that has not been invalidated in the context of developing countries. Ex: Capital Stature Theories, Social Exchange Theory, Theory of Plan Behavior…etc.  Need to explain the theory and its further developments with the assumptions, if any. | 20 |
| 02. | Review research findings in respect to the theory. | Students are expected to identify the empirical conditions that the selected theory being further validated and/or invalidated. | 20 |
| 03. | Analysis of the validity in the Sri Lankan context. | Need to test the theory in the Sri Lankan context by controlling the empirical conditions identified in the previous section. | 40 |
| 04. | Conclusion | Need to validate the conclusions derived through literature. | 20 |
| Total | | | 100 |

**Guidelines for the Report.**

Deadline for submission – 15th November 2021.

Write the report by using APA writing style.

Formatting – A4, Times New Roman -12, Margins -1” each side, Line Spacing 1.5.

Maximum number of pages 25, excluding the front page, table of content, list of abbreviations, references, and appendix.

Format for the front page of the report can be obtained from the Practical Training Unit (PTU).

**Note:** 1. In addition to the report, students are expected to deliver a presentation on the outcomes of the report in front of an examiner panel as in the normal circumstances of the Internship.

2. These alternatives for the Internship is provided only because of the pandemic situation prevailing in the county.