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**ASSESSING THE EFFECTIVENESS OF MBA INTERNSHIP PROGRAM-AN  
EMPIRICAL STUDY OF PANJAB UNIVERSITY**

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**ABSTRACT**

MBA internships are succinct, knowledge development work experiences. MBA internships are usually 8 week job experience that generally takes place in the summer between the first and second years of a full-time MBA program. The focus of the current study is to identify the likelihood predictors of MBA internship. A sincere effort is made to measure the effectiveness of internship across different MBA streams. To achieve this objective primary data is collected with the help of questionnaires as well as with the help of Interview method. The questionnaires were filled up by 138 interns of MBA (2011 Session) of University Business School, Panjab University. It concludes that Skill development and Learning acquired are two important factors which affect the overall effectiveness of an internship. The employers/supervisors, program coordinators, the sponsoring university should keep this in mind while designing the Internship programs. More focus should be given on designing the Internship programs that will help students in learning new things and encourages skill development.

**KEYWORDS:** *Internship, Effectiveness, Skill development, Corporate Experience, Learning, Experiential education.*

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