



## Effective learning during industry internship creates pathways to better corporate career for students of professional course a study of internship learning that contributes to enhancement of human capital in Indian context

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### ABSTRACT

Corporate career requires competence, compatibility and adaptability apart from specific skills and values. The career becomes formidable and effective with a prior learning and experience through a similar corporate context prior to the entry to destination career. This is done through internship learning in business and corporate context in any country. Internship learning, thus enhances the quality and content of Human Capital in an individual professional. Finally contributing to the direct & indirect economic gain in a corporate organization and thereby the nation. Internship provides practical experience which enriches the knowledge and competence of the person. It provides hands on learning. Internship provides career related experience in his/her academic career both at undergraduate and postgraduate level. MBA students can do Internship can be done in any area. This study is on learning during internship and how effective it is for creating a corporate career in Indian context. Through the Internship process students develop good degree of knowledge of the corporate. One of the important things in the internship process is that students can get original information about the work and culture of the organization also how they operate in the market. In this entire practical learning process positive attitude is very important things to carry out entire work properly. Positive Attitude refers to affirmation towards any work with a view to undertake the work and taking it forward towards completion, based on the declared objective of the work. Through the internship learning students can learn hands on experiences, build their network with industry, can sharpen their professional capabilities and can learn the key areas that need to

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learn in the internship. Interns are destined to work with their values and ethics.

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## **INTRODUCTION**

Learning is an endless process. Learning may take place inside the classroom or outside. Learning can be in any form. Usually, it is classified as Theoretical and Practical. For both the varieties the context and content of learning becomes important. Apart from this, the learning pedagogy becomes very important in all varieties of learning. From the perspective of a learner, it stands important that how much we learn the things, memorize the contents of learning and implement that learning in the practical context. While the flow of knowledge transfer from the teacher to the learner has a general process and standard, the reception of knowledge inputs at the level of the learner becomes very important in learning. In the process the mental orientation of the teacher as also the attitude of the learner plays important role in the entire flow of learning. It is assuming that learning depends on the individuality of the learner on learning context and the flow of support things feeding to the learning. 'Effective learning' this term describes methods of teaching and learning that actively involve learner in their own learning and personal development

## **LEARNER ATTITUDE TO LEARNING**

Attitude of the learner refers to the state of mental awareness of the persons concerned. A positive attitude can bring best result out of the learning process. Whereas a negative attitude shall deter the learner from learning the actual essence of the content of the knowledge. We can expect that attitude of a learner is adapting in nature.

Generally, we find that there are different types of attitudes:

**#POSTIVE ATTITUDE,**

**#NEGATIVE ATTITUDE**

**# MIXED ATTITUDE.**

**OR**

**# ATTITUDE OF INDEFERENCE.**

Learning attitudes are essentially effective (emotional) in nature possessing referents (the objects for which there are feelings) – for example when, to state with relation to this present study, when a learner in internship program states “I like and enjoy my opportunity in the organization as a learner”, she/he expresses a positive attitude towards organization internship program and consequently her/his involvement in his organizational internship. Positive Attitude refers to affirmation

towards any work with a view to undertake the work and taking it forward towards completion based on the declared objective of the work. Negative attitude means always negative towards any work. Mixed attitude means sometimes positive or sometimes negative towards the work. Indifference towards work usually refers to non-involvement of the mind and conscious spirit of the person in the work. In this situation the work creates least or no impact in the mental frame of the person for doing the work.

During the internship learning students have these all kinds of attitudes. Interns do their internship in different companies. It has shown that their learning is different on the basis of their attitude towards learning. Learning through practical knowledge or learning through hands on experiences is more effective than any bookish learning. In management Internship is that kind of role which introduces them first time to the corporate world. We can say, it is the gateway to the corporate world by the students. Here they can learn hands on experiences, build their network with industry, can sharp their professional capabilities and can learn the key areas that needs to learn for the intern.

Internship provides exposure to the real world. It also provides a platform to establish critical networking connections. Internship allows learning for the intern. He/she start as an intern in a specific field. But the more they explore it, the more they will discover about it. Every industry has its pros and cons. Working in a real-world environment will help them to understand the depths of the field and will help them to determine whether it is a career he/she wish to pursue in the future or not. An internship will help you learn about your capabilities and ultimately encourage you to have a greater understanding of your strengths and weaknesses. It can be a challenging experience at times. Still, the benefits you gain from being pushed out of your comfort zone will help you tremendously in the future when you are presented with a difficult task or face a difficult situation. Internships equips the intern with more than just technical skills. Internships allow the intern to gain a competitive edge that means in the competitive job market Internships can provide experience and the skills to help make employers notice that individual intern and as well as showing them that he/she would be a good fit for their company. It also shows that he/she are someone who has the drive and passion and has been motivated to acquire experience outside of just University/college. In the UK, [Sutton Trust's 2018 report showed](#) "Completing an internship was associated with higher salaries, for both middle and working-class students". These studies all show the importance of an internship in today's environment. Internships play a crucial role in shaping one's career. It not only helps undergraduates and graduates gain real exposure to working environments but also helps them develop the necessary skills required to stand out in a saturated job market.

## **ISSUES INVOLVED**

Students undertaking corporate internship usually face certain challenges and

constrains. Highlight of which runs as follows:

- I. Challenges of working in a structured, disciplined, corporate environment.
- II. Working in the context of the social dynamics involved to fulfil corporate objective with respect to the assigned work.
- III. Carrying a corporate identity to face the market and society on the basis of the same identity.
- IV. Challenges of the confirming the learned input with the context and content of the work.
- V. A new Bio-physiological Matrix to fatten the design and content of the work.

Learner and teacher are both way responsible to be a good learning process. The learning process involves the learner with his entire personality. The teacher or the instructor with his entire tools and pedagogy and top of it the environment and arrangement is conducive to the transactions in the learning as process. Attitude falls under mental condition. Mentally confused person can't be a proper learner. Attitude is a very important thing of any person's behavior. Internship learning is not a generic learning it is specific. Specific learning is different in the different industries. Learner has to be on active mode during the learning process and absorbed learning is the best way to inherit something. A 360-degree learning approach from industry for students is most effective. In a learning process, if learner is present physically but his mind is not present there that means learning process is incomplete. In learning there be some differences in traditional approach and recent approach. Now Great Philosopher and educationist John Dewey's said that learner objective should be learning as a fun and joy. He said that teacher's role is bigger than the students in a learning process. Learning process can be done in any environment.

Internship is a practical knowledge for business process. Students are not only gaining knowledge from one domain of internship but also learning so many things besides this knowledge. Things like Time management—a very important thing to survive in this corporate world, how to fix your future goal and plan accordingly, meet the deadline properly, how to manage your people those who are surroundings to you, how to explore new opportunities to the business and how to present your work and yourself to the world-----so many things besides the practical knowledge they can learn. For Fresher's this work base learning process is more effective than any other learning.

After Internship students gather some practical knowledge which is very important for them. Some of these are:

- # How to motivate customer
- # How to increase the sale
- # How to push sales happened through establishing customer relationship
- # How to help customers
- # Providing the necessary information
- # How to gather knowledge about the financial market or share market, capital market,

investment market

# How to run organization

# Which rules and regulation maintain to run the business

# What is target and how to meet the target properly

at a time-these are among others that they can learn from the internship.

Internship learning is now becoming a very important thing for both corporate and students those who are seeking job or to enter in the corporate world. This is not applicable only for management students but also all those students who try to build their career in the corporate sector. After getting a job it is quite challenging for them mostly for the fresher's to maintain that job and meet the satisfaction level of the company. Companies have also a high demand from the new employee at that time of internship. Knowledge and learning will help to cope up with that new types of work and atmosphere. At the time of internship mentoring is also important factor for the intern without that they cannot channelize their learning in a proper way. Without proper mentorship there will be a learning gap.

The term human capital refers to the economic value of a worker's experience and skills. Human capital includes assets like education, training, intelligence, skills, health, and other things employers value such as loyalty and punctuality. It also can be improved by providing proper things in proper time. Superior value and content of a human capital contributes effectively in the economic potential and value of the nation. This research work is undertaken to find out effectiveness of internship learning and also how that learning contributes to enhance the human capital and create better corporate career of students of professional courses in Indian context.

## **LITERATURE REVIEW:**

- 1. Chan, S.C. H., &Ko, S. (2019):**In this study, authors have done his research on 236 BBA students of a business school in HONG KONG, China. Here author want to establish that how the Individual learners' characteristics influence attitude and learning performance. How Personal response system(PRSs) is became a very useful tools in learning environment and its relation with individual learner and instructor. Individual learner's attitude and characteristics, effect the learning performance. Instructor's attitude, learner's interaction in the class, instructor's ability to teach things these all are how inter connected in learning process— author try to establish that. In the proposed study it is trying to find out that the role of learner, attitude of learner of MBA intern students.
- 2. Weible, R. & McClure, R. (2011):**In this study authors are try to establish the benefits or gains which has received by the marketing department through the internship process. Here authors had done their research among 161 Business Schools in the United States those have marketing program in their B-Schools (Among 180 responded). This data is maintained by AACSB (Association to

advance collegiate schools of Business). Here authors try to focus some areas like Does internship really impact on the curriculum and class room study, Classroom activities benefited for this type of training program in the curriculum, Internship can attract new students through increase their institute's reputation and offering a bridge between school & carrier, Institute's reputation can be improved by showing that Best graduating students from marketing department. In the proposed study it is trying to find out Internship student's attitude at the time of doing internship.

3. **KIRIRI, P.N.(2019):**In this study author try to find out the perception of the students of United States International University –Africa towards quality of the work of placement and effect of the learning of Work integrated learning course. This WIL course encourage the students for real world experience. The sample of this study is the United States International University-Africa's 2018 graduate students. In this study responded reply that program performed well in terms of authenticity, learning activities and integrated earning support is average performed and many others dimensions are also there. In the proposed study it is trying to find out the internship learning and attitude of learning of post graduate students.
4. **MONAGHAN.C.H. & CERVERO.R.M.(2006):**In this study author try to address CMS (Critical Management Studies) COURSE's learner, position of the learner about their learning process, attitude and belief about the management. He addressed some quarries like this what is the impact of CMS (Debate course) courses on learner philosophy. In this study author try to contribute a better understanding of training designed to influence employees' attitude and belief. This understanding can provide HRD specialist a better understanding to reorient with their thoughts, methods of works and evaluation of the trainings. He had done his study on U.K University. In the proposed study it is trying to find out the learner attitude of general management students.
5. **Kota,M., Kudo,H&Okita,K.(2018):**In this study total 245 physical therapist students were participated in the study. Through this study authors try reveal the relationship between physical therapist student's motives to become physical therapist and their academic performance. This was evaluating on the basis of delayed and non- delayed graduation, and their learning's in school and their internship. In this study motive of them was that what are the perception of learning in the school and in the internship. Motive was not only learning through internship and school but also become a therapist in practical. Learning from internship experience was also good for the students. In the proposed study it is try to establish that practical experience like internship how it is help the students how was the attitude towards that learning.

6. **Singaravelu,Dr.G.(2008)** :In this study author felt that in D.T. ED, programme students and teachers have some restrictions in acquiring skills of teaching competencies during their internship program. So that the problem is that teaching capabilities of D.T.ED, trainees in internship programme. Here author try to find out that, is there any prominent difference in mean value of male or female students of D.T.ED program regarding their skill planning, presentation, closure, managerial skill and evaluation skill. Try to find out that is there any major difference D.T.ED students of Govt schools and others schools. He had done his study on 225 students of different institutes from Mannargudi only. In the proposed study it is try to focus on management internship and learning attitude of that learner.
7. **LIU.Y., XU. J., WEITZ. B.A. (2011)**:In this study authors examine the proactive role of intern in the internship process specifically examine the roles of the intern of emotional expression and social activates play for gathering positive internship experience, as indicated by increased learning and mentoring received. They also examined that this positive experience is beneficial for both the interns (that means are they satisfied with their internship job) and the internship company (that means are they also satisfied or not). Data was collected from 3 business school affiliated by large state universities. They had done their survey on retail management students. The proposed study will be done on all management students of Kolkata and their learning attitude.
8. **Xiong,S. & Eamoraphan, S. (2018)**: This study focused on adult learners' attitudes towards native and non-native Chinese speaking teachers at a Chinese language academy in Bangkok, Thailand. Objectives of this study are ---The level of attitude of adult learner towards native and non-native Chinese speaking teacher in Chinese language academy in Bangkok, Thailand and another one was-- is there any significant difference between attitude of adult learner towards Chinese speaking teacher in a Chinese academy in Bangkok. Here authors used ABC model to explain the attitude structure. Total 124 adult learners from 3 different level of learner in Chinese academy were participated in the survey. Adult learner had no preference towards native and non-native speaking teachers. zIn the proposed study will be conducted on management intern's and their learning attitude.
9. **Saeed, K, M., Khaksari,M., Eng ,L,S., Ghani,A,M, Abdul (2016)**: This research was based on the role of learner towards learning efficiency on speaking skill. They found out that participation in the classroom interaction was helped the learner for improving communication skill. If learner do not practice the language they not able to fluent in speaking so, they will not be a good speaker and this will affect their future carrier. 52 international male post graduate students enrolled in an intensive English class at the Language Centre at University Utara Malaysia

(UUM) during the time of the study. They wanted to join this English course to develop speaking skill after they failed in the pre-test. From the study It is found that classroom interaction was helpful in between course of study. It was also enhancing their speaking skill of second language.

10. **SAKAMBA R & CHISHIKO, S.(2021)**:In this study authors try to focus on two different areas like determine the relationship between school leadership and learner performance in secondary schools and leadership practices either positively or negatively affects leaner performance in secondary schools.Zambia's education structure is characterized by a broad base. The education starts with four years of pre – school, seven years of primary school, fourteen years of secondary school and 20 – 24 of age proceed to higher learning. However, only 20% of the primary school pupils enter secondary education while 2% of pupils enter a University or higher learning (Silanda et al, 1999, p. 2). In 1998 they faced massive dropout. Data was collected 12 different secondary schools in kabwe district. In the proposed study it is trying to find out attitude of learner in internship.
11. **Ciftci,Y,A.(2020)**: In this study author said that proper education fundamentally depends on quality of teaching, classroom learning, workshops and other things. This study aims to evaluate child development associate degree program students in their learning during their summer internships the scope of Raelin's Work-Based Learning Model. This study was qualitative research and this study designed like a case study. The working group of the research of 2nd grade students of the Child Development Associate Degree Program of a foundation university in Istanbul.

## **RESEARCH OBJECTIVES**

1. To identify whether internship creates significant impact on career and that contributes to the enhancement of human capital.
2. Professional learning with eternal values make an effective career for an individual internship.
3. To identify whether hands on learning through internship makes any difference from traditional process or not.

## **RESEARCH METHODOLOGY**

Pilot study on a sample group of MBA interns in different MNC's in India, who are also present in most Asian countries. Questionnaire based on which the pilot study has been carried out, is amended with this paper.

## **FINDING AND DISCUSSION**

1. The pilot study shows that internship for MBA's in MNC's in India makes significant positive impact on the corporate career. It also enhances the content and value of human capital.
2. During corporate internship the internee makes better performance when supported by value.
3. Hands' learning through internship helps the internee is getting a superior career path.

## **COCLUSION**

Professional students can be benefited through this study. They can learn that what should be the learning attitude of intern in the professional studies, also the impact of the same in their career path, what should be the values and ethics of learner. This study was on management students of Kolkata, India. In the long run it will also beneficiary for any learner of the society.

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