

**"A STUDY ON THE FACTORS INFLUENCING THE
EFFECTIVENESS OF INTERNSHIP TRAINING PROGRAM
CONDUCTED BY THE FACULTY OF COMMERCE AND
MANAGEMENT"**

Dept of Management
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ABSTRACT

Training is a process of learning a sequence of programmed behavior. It is application of knowledge. It gives people an awareness of the rules and procedures to guide their behavior. It attempts to improve their performance on the current job or prepare them for an intended job.

The research study has intended the title, "A study on the Factors Influencing the Effectiveness of Internship Training Program conducted by Faculty of Commerce and Management." The objectives of this research study were to measure the effectiveness of internship training program conducted by Faculty of Commerce and Management and to identify the factors for ineffectiveness of internship training program. Conceptualization framework of the research study has five variables such as training need analysis, resource personnel, trainer & trainee commitment, training method and evaluation.

Primary and secondary data were used in this study. Primary data were collected from questionnaires and secondary data were collected from presentation reports of internship training program. 50 participants were selected as a sample and questionnaires were issued to them to collect the data. The collected data were analyzed using the univariate method and used SPSS package. The collected data were presented in the form of tables.

If the training program should be in high level of effectiveness the above mentioned five variables are essential. But the research findings shows, The Factors Influencing the Effectiveness of Internship Training Program conducted by Faculty of Commerce and Management was in moderate level. Almost all the variables contributed in determining the research output.

Therefore the key recommendation for the high level of effectiveness of training program is to more concern about the process of training need analysis, resource personnel, trainer & trainee commitment, training method and evaluation during design the internship training program conducted by Faculty of Commerce and Management. I hope this research on effectiveness of internship training program will be helpful in enabling the Faculty of Commerce and Management to modify the content and the methods of the internship training program.

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