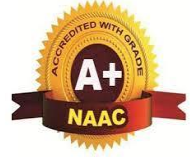




RASHTREEYA SIKSHANA SAMITHI TRUST®  
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**(Autonomous Institution Affiliated to BCU)**



## MANUAL- BUSINESS IMMERSION PROGRAMME

### I. Introduction:

Business Immersion Programme involves experiential learning based on observation and first-hand encounters with the business firm. The programme is designed to gain a preliminary understanding of an organisation, its functions, process and policies. The programme is a simulation of real work environment and expects the students to experience the rigor of professional environment in form and substance. It also develops technical, social and communication skills among students.

The purpose of Business Immersion Programme is to develop required skills and competencies to emerge as a good business leader and thinker. This could involve data analysis /organization study/ extension work or exploration of an idea or its implementation. The study can also be related to live management problems/issues concerning the organization.

Each student should undertake the Business Immersion Programme after the first semester Final examination, finalize a firm, visit the firm on regular intervals, observe the business activities, collect data and make a report on the organization. The students have to look for firms which are well established, have good number of employees, registered firms that are developing and sustainable.

This Immersion Programme will be under the guidance of Internal Faculty member as well as external mentor from the company. A group of students will be allotted to a mentor/guide who will be the lead the Business immersion programme immediately after completion of the 1<sup>st</sup> semester exam. The students will interact and meet the guide on regular intervals and explain the progress and the future plans. Provision has to be made to create a social interaction platform like WhatsApp or Telegram groups for the entire team. Every Saturday the students will present their progress to the guide at the institute. The students will prepare Microsoft Power point

presentation on the data collected and present the same at the institute. The Guide will evaluate the progress and suggest plans for improvement.

The soft copy of the report has to be prepared for plagiarism check before the completion of Immersion programme and submit the same to the institute. The final hard bound copy of the report will be submitted before commencement of second semester classes.

The programmes are so designed that each student will chose 1 firm in and around Bangalore. This will facilitate the internal mentor to visit the firm. Being in Bangalore, the student can meet the guide during the week.

### **Immersion objectives**

- Familiarize with various materials, processes, products and their applications along with relevant aspects of quality control in the organsiation.
- Learn to apply the technical knowledge in real industrial situations and gain experience in writing reports
- Promote academic, professional and/or personal development of students
- Understand the social, economic and administrative considerations that influence the working environment of industrial organizations
- Understand the psychology of the workers and their habits, attitudes and approach to problem solving.

### **Immersion Outcome (IO):**

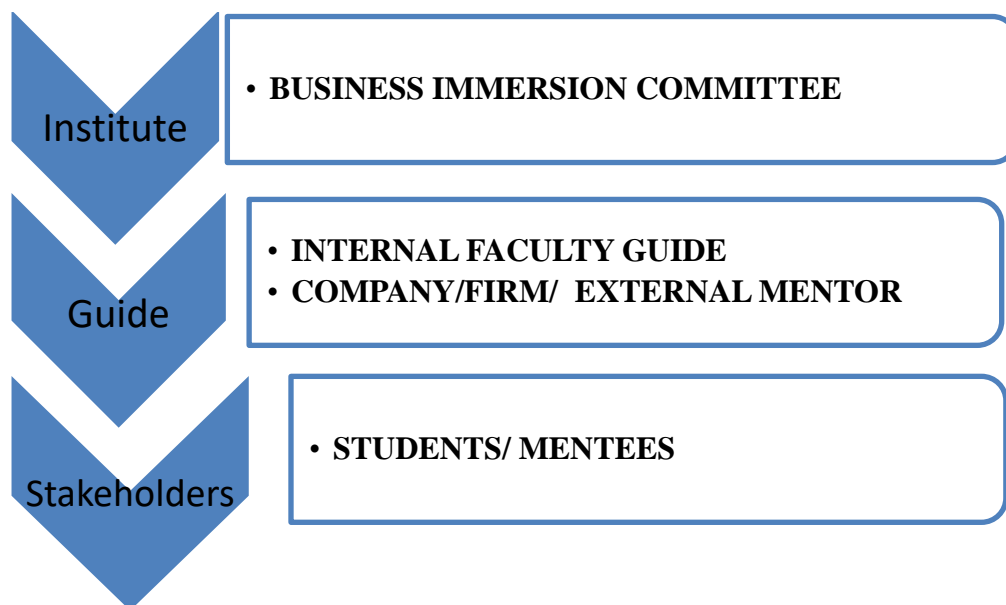
After successful completion of this immersion, the student will be able to facilitate the transition from traditional learning to problem based learning; Conduct independent study of organization and industry dynamics, cross functional areas, business functions and realities; Obtain analytical skills, cultivate relevant industry interaction; successfully evaluate and present their perspectives of business environments.

### **Benefits of Business Immersion:**

- An opportunity to get hired by the Industry/ organization and get practical experience in an organizational setting.
- Excellent opportunity to see how the theoretical aspects learned in classes are integrated into the practical world.

- it will help students to decide if the industry and the profession is the best career option to pursue.
- Opportunity to learn new skills, practice communication, teamwork skills and supplement knowledge.
- Opportunity to learn strategies like time management, multi-tasking etc in an industrial setup.
- Opportunity to meet new people and learn networking skills

### **Business Immersion Programme structure**



### **Monitoring / Surprise Visit by Internal Faculty Guide to the Organization**

The guide from the institutes will make a surprise visit to the organization to check the student's presence physically. Hence it is very important for students to be physically present in the organization. If the student is found absent without prior intimation to the firm and guide then the respective faculty guide can take action against the student. Also inform the Business immersion committee. However, the faculty mentor as well as the industry supervisor needs to be informed at least one day prior to availing leave by email or through any of the platform.

### **Business Immersion Guidelines**

1. Under this program every student is required to undertake a Business Immersion for a period of six weeks between I and II semester. It would be carried under the guidance of an identified internal faculty and an external mentor from the organization.

2. Students should find the organization before the completion first semester and finalize the scope of the study.
3. Students are allotted to respective internal guides based on the Mentoring Programme.
4. In case any changes regarding the Immersion title then respective guide should approach Business Immersion committee with proper reason and the proposed new topic for approval.

**A. The organization includes the following**

- a. Micro, Small, Medium or Large Business Organization in any sector
- b. PSU / Government Departments
- c. NGO/ CSO/ Voluntary Organizations
- d. Research Body or Development Agency
- e. Panchayat Raj Institution/s, Local Municipal Body, Legislature, Court, Etc.
- f. Service Organizations

**B. Business immersion should include the following areas**

- a) Working environment and organizational culture.
- b) Detailed study of the organization aspects like history, milestones, progress, performance, product profile, SWOT, 7s Frame Work, industry profile etc.
- c) Organization structure, authority flow and communication within the firm
- d) Study of the functional areas within the organization and assess performance
- e) Examine the changes seen in the working environment
- f) Identify any problems seen in the departments like Marketing or Finance or HR or Systems or General Organizational issues and analyze the same.
- g) Theoretical summary, findings, suggestions and conclusion on the immersion programme

**C. General Guidelines:**

1. Only one student is allowed to do internship in an organization.
2. The student shall attend to any task or assignment given by the organization.
3. There will be two guides. One at College (internal guide) and another at Organisation level. (External guide).
4. The student shall produce a certificate of completion of business immersion issued by the organization along with the report.
5. The student should follow the Chapter schemes.
6. Sources of the information should be provided wherever necessary.
7. The student has to meet the internal guide on every Saturday and should seek necessary guidelines. Also make presentations.

8. Weekly report has to be submitted to the guide as per the given format.
9. The students have to maintain a work done diary exclusively for the work carried out.
10. Meeting the faculty guide during the Business Immersion programme is considered as the attendance for internship.

#### **D. Report Writing: Uniformity and Size of Type**

- The body of the text must be prepared from a clear and readable font set at the same size throughout the document.
- Accepted Font: Times New Roman, Size: 12, Spacing 1.5 lines
- Different point sizes can be used for tables, figures, or captions, as long as usage is consistent and conforms to the appropriate style manual.
- The use of bold, italic, capitalization, or any other writing convention should be consistent throughout the document and should follow the appropriate style manual.
- Alignment of text should be consistent (including justified alignment).
- The left side margin should be 1.5 inches, the right, top and bottom margin should be 1 inch
- All page numbers must appear centered or right side in the bottom margin. Page number starts from the Introduction up to Conclusion
- Header with “**A Report on Business Immersion Programme at .....**(company name) – Left side
- Footer [R.V. Institute of Management(Left side) with page number(right side)]
- There is no page number for the preliminary pages except Executive Summary. Executive Summary pages should be numbered with a, b... References and Annexure pages should be numbered with i, ii,iii
- Each chapter heading should be on a separate sheet at the beginning of the chapter (without page number)
- The report has to be printed on single side in Executive Bond Sheet
- The hard bound copy should have sky blue colour

#### **E. Some Dos and Don'ts:**

##### **Dos:**

1. Observe the organizational dynamics and activities
2. Make notes every day and collect- published documents
3. Accept the given task or work
4. Make an objective assessment of functional areas like Marketing, Finance, HR,

Production, general department, Administration department, MIS, etc.

5. Make efforts to learn about the organization environment
6. Maintain a cordial relationship with people in the organisation

### **Don'ts**

- 1) Do not criticize anybody
- 2) Do not make arguments about right and wrong doings
- 3) Neither be too appreciative nor too critical about the organization.
- 4) Do not participate in the organizational politics, if any

### **F. Format of the Report**

- Cover Page with Title and other details
- Student Declaration
- Certificate by Head of the Institution (Institute )
- Company Certificate
- Acknowledgements
- Table of Contents
- List of Tables
- List of Figures
- Chapters from 1 to 5
- References (Use APA format)
- Appendices – Plagiarism report of first three pages & weekly progress reports printout should be added

The organization of the business immersion will vary depending on your field of study. However, the general arrangement of a report of immersion often will be as follows:

**Total number of pages: 50-60**

## **CHAPTER SCHEME**

### **CHAPTER 1: ABOUT THE FIRM**

**(10-12 pages)**

- Brief History of the firm
- Vision, Mission, Objectives, Values, Mile stones
- Operations area and business, Product and service profile
- Organisation structure/chart, Management or Board of Directors (including CMD/CEO)
- Best practices/ Special achievements/success stories/ unique features/ core competencies
- SWOT Analysis of the firm
- Application of McKinsey 7S model to the firm
- Certificates (ISO etc), Achievements and Awards
- Future plans

### **CHAPTER 2: ABOUT THE INDUSTRY**

**(10-12 pages)**

- Brief history of the industry, Industry structure
- Industry Volume, Current scenario (In brief),
- Application of Porter Five Force model- (Competitors, Suppliers and Buyers, Substitutes)
- Forecasting Industry attractiveness

### **CHAPTER 3: ABOUT THE FUNCTIONAL AREAS**

**(8-10 pages)**

*Brief note on the composition- Structure- Policies- Best practices- Functions of each department*

- HR Department
- Marketing Department
- Finance Department (Including Accounting and book keeping)
- Productions Department
- Purchase Department
- Systems (MIS) Department
- Quality Assurance department
- R & D Department
- Any other departments in the organisation

### **CHAPTER 4: FINANCIAL PERFORMANCE ANALYSIS**

**(8-10 pages)**

- Application of Ratio analysis- *Profitability, Solvency, Liquidity, Turnover and Earnings*
- Application of Cost, Volume and Profit analysis
- Trend analysis and forecasting of future.

## **CHAPTER 5: PROBLEM MAPPING & SOLVING**

**(8 -10 pages)**

- Identification of a problem
- Gathering data and problem mapping
- Application of right tool to analyse the problem
- Identification and testing of the feasible solution
- Development & Deployment of the solution

## **CHAPTER 6: FINDINGS, SUGGESTIONS AND LEARNINGS**

**(4- 6 pages)**

- Major findings
- Feasible Suggestions
- Learnings from the Immersion Experience

*After Chapters there should be Bibliography. It should be arranged in the APA 6<sup>th</sup> Edition format*

## **REFERENCES (as illustrated below)**

List of books, articles, websites that are referred and useful for your internship should be listed. The references should be provided in the following sequence – author, title of the book, edition, publisher, place of publication, year of publication. For Example:

- Books: Kotler Philip, “Marketing Management”, 10<sup>th</sup> Ed, Prentice Hall, NJ, 2004.
- Company Books and Manuals with full description
- Edited Volume: Ahroni Y (2009) “on measuring the success of Privatisation” in Ramamurthi R and Vernon R. (eds) Privatisation and control of state owned enterprises. Washington DC, World Bank.
- Journals: Boardman, D and Vining S (1989) “ ownership in Competitive Enviornments: A Comparison of the Performance of mixed, private and SOE’s, Journal of Law and Economics, April, Vol 1, No. 23, pp16.9
- Reports and Gazettes: Asian Development Bank (2010) India, Statisitcal Abstract 2008, Manila
- Newspapers and Magazines: Ahluwalia M (2003) “Some of the criticism directed at the IMF is not valid” as exclusive interview, D+C (Development and Cooperation), September Vol 30



- Websites: Ministry of Finance (2008) “Privatization”, viewed on 06/11/2003 in the MOF website. <http://www.mof.in/epa/prvatisse/index.html>.

## **ANNEXURE**

**Financial statements of the company, Questionnaire, Interview Schedule, Corporate governance etc.**

### **G. Plagiarism Check:**

All reports will be checked for plagiarism in turn-it-in/ drill bit software and the permissible limit in terms of similarity index is 15%

### **H. Report Submission:**

Hardbound bound copies 3 No’s, 1 soft copy in word 2010 format and pdf has to be submitted on to the respective guide. The 3 copies are (1 Institute copy, 1 student Copy and 1 copy for the Organisation). The bond paper has to be used for the Report. Out cover of the report has to be blue in colour. Student’s Work done Diary and Internship Report should be submitted by the students along with attendance record and an attendance sheet signed and stamped by the organisation to the Institute immediately after the completion of the Immersion.

## **II. Pedagogy:**

1. Project Based Learning
2. Research Based Learning
3. Seminars and Industry Interaction

### **IO-PO Mapping:**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
IO1	3	3	1	3	1	2	1	3	3	2	1

## EVALUATION PLAN:

The report will be evaluated both internally and externally. The Internal Assessment Marks 50 (given by faculty guide and organization mentor) and External Assessment (Final Viva Voce) is 50 Marks. The breakup of the marks sheet is given below:

<b>INTERNAL ASSESSMENT MARKS 50</b>		
<b>1</b>	Total Marks from External Mentor ( Organisation guide)	10 Marks
<b>2</b>	Total Marks from Guide – Student Performance Evaluation	25 Marks
<b>3</b>	Total Marks from Guide- Report Evaluation	15 Marks
<b>TOTAL INTERNAL ASSESSMENT MARKS</b>		<b>50 Marks</b>

<b>EXTERNAL ASSESSMENT MARKS 50</b>		
<b>1</b>	Total Marks from External Examiner – Student Performance Evaluation	25 Marks
<b>2</b>	Total Marks from External Examiner - Report Evaluation	15 Marks
<b>TOTAL EXTERNAL MARKS</b>		<b>50 Marks</b>

## Rubrics of Internal Valuation

<b>Student Performance Evaluation</b>			<b>Report Evaluation</b>			
Punctuality & Discipline	Quality of outcome and recognition by company	Overall engagement in the firm	Chapter wise Presentation	Presentation and usage of references and Documents	Overall Quality of report	Total
<b>5 Marks</b>	<b>10 Marks</b>	<b>10 Marks</b>	<b>5 Marks</b>	<b>5 Marks</b>	<b>5 Marks</b>	<b>40 Marks</b>

### III.ANNEXURES

(i) Format of Title Page

A REPORT ON BUSINESS IMMERSION

AT

**(Name of the organisation & place in capital letters)** (font 16, Arial Narrow)

SUBMITTED TO R V INSTITUTE OF MANAGEMENT (font 14, Arial Narrow)

**(AUTONOMOUS INSTITUTION AFFILIATED TO BCU)**

IN PARTIAL FULFILLMENT OF THE

REQUIREMENT FOR THE DEGREE OF

**MASTER OF BUSINESS ADMINISTRATION**

SUBMITTED BY

(Student name in Capital letters)

REG. NO: .....

UNDER THE GUIDANCE OF

(External mentor Name)

(Internal guide Name)

(Designation)

(Designation)

(Name of the Organisation)

R V Institute of Management

**RVIM LOGO**

**R. V. INSTITUTE OF MANAGEMENT**

CA 17, 36<sup>th</sup> Cross, 26<sup>th</sup> Main, 4<sup>th</sup> "T" Block, Jayanagar, Bangalore-560041.

**(Autonomous Institution Affiliated to BCU)**

2023

*(ii)Format of Student Declaration*

**DECLARATION BY THE STUDENT** (TNR, 14, bold)

I, hereby declare that the Report on Business Immersion at (Name of the organisation)..... submitted in partial fulfillment of the requirement for the award of the degree of Master of Business Administration is my original work under the guidance and supervision of (internal guide name) (designation) RV Institute of Management(**Autonomous Institution Affiliated to BCU**)

This report has not been submitted to any other institution or university for the award of any other degree or diploma or any other similar titles. (TNR, 14)

Date:

(Name of the student)

Place: Bangalore

Reg. No:.....

*(iii) Format of Completion Certificate (in Organisation Letterhead)*

**CERTIFICATE**

This is to certify that (Student Name).....bearing Register Number....., of RV Institute of Management, Bengaluru, **(Autonomous Institution Affiliated to BCU)** had undertaken a Business Immersion at our Organization from.....(date) to .....(date).

He/She has completed the Organization Study successfully and his/her conduct during the internship at the organisation was good.

Date:  
signatory

Name of the authorized

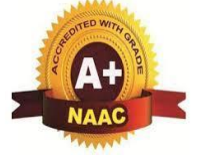
Place: Bangalore

Designation

iv. Format of Faculty Guide Certificate



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**GUIDE CERTIFICATE (TNR, 14, bold)**

This is to certify that (Student Name) ..... bearing Register Number ....., student of II semester MBA Programme has satisfactorily completed the Business Immersion programme and prepared the Report under my guidance and supervision.

This Business Immersion Report has not been submitted to any other institution or university for the award of any other degree or diploma or any other similar titles.

(TNR, 14)

Date :

Guide name

Place: Bangalore

Designation

**v. Format of College Certificate (in College Letterhead)**



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This is to certify that (Student Name)..... bearing Register Number.....,..... student of II semester MBA Programme, had undertaken an Business Immersion programme at ....., under the guidance of (Internal guide name) (designation), RVIM.

This business Immersion Report has not been submitted to any other Institution or University for the award of any degree or diploma or any other similar titles.

(TNR, 14)

Date:

Place: Bangalore

Director

**Vi. Format for Table of Contents**

<b>CHAPTER NO</b>	<b>PARTICULARS</b>	<b>PAGE NO</b>
	<b>EXECUTIVE SUMMARY</b>	
<b>1</b>	ABOUT THE FIRM	
<b>2</b>	ABOUT THE INDUSTRY	
<b>3</b>	ABOUT THE FUNCTIONAL AREAS	
<b>4</b>	FINANCIAL PERFORMANCE ANALYSIS	
<b>5</b>	PROBLEM MAPPING AND SOLVING	
<b>6</b>	FINDINGS, SUGGESTIONS AND LEARNINGS	
	REFERENCES	
	ANNEXURE	

***vii. FORMAT FOR LIST OF TABLES***

<b>Table No</b>	<b>Description</b>	<b>Page No</b>
1.1		
1.2		

***viii. FORMAT FOR LIST OF FIGURES***

<b>Table No</b>	<b>Description</b>	<b>Page No</b>
1.1		
1.2		



**Ix. Format Work Done Report**



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**BUSINESS IMMERSION PROGRAMME 2023**

**WEEKLY WORK DONE REPORT**

Name of the student:	
Register Number	
Internal Guide Name:	
External Guide Name:	
Name of the Organization	
Period of the weekly report:	
Progress during the Current Week:	
Proposed work to be Carried on during the following week:	

**Signature of the Student**

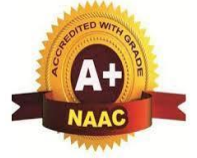
**Signature of Guide with date**

*Note: This report has to be submitted at end of every week to the Faculty guide in the institute. Take multiple copies.*

**X. Format Of Attendance Sheet**



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**BUSINESS IMMERSION PROGRAMME 2023**

**ATTENDANCE SHEET**

**(Sign & date)**

SL. No.	Name of the Student	Register Number	Meeting 1	Meeting 2	Meeting 3	Meeting 4	Meeting 5	Meeting 6
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								
11								
12								

Name of the Guide:

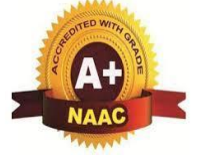
Signature:

Date:

**xi. Format of Registration form**



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**BUSINESS IMMERSION PROGRAMME 2023**

**REGISTRATION FORM**

<b>Name of the Guide</b>	
<b>Name of the Student</b>	
<b>Register Number</b>	
<b>E-mail ID</b>	
<b>Mobile number</b>	
<b>Organization Selected</b>	
<b>Address of the Firm</b>	
<b>Name of the Mentor (External):</b>	
<b>E-mail ID</b>	
<b>Contact number:</b>	

<b>About the organization</b>
<b>Comments from the Guide (Approved)</b>

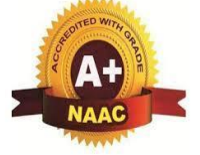
Signature of the Student

Signature of the Guide

Xii Format of the Attendance sheet (organsiation)



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**BUSINESS IMMERSION PROGRAMME 2023**  
**ATTENDANCE SHEET ( Organisation)**

NAME OF THE STUDENT:

SL. No.	Date	Allotted work / remarks	Name & Signature of the External Mentor

Seal of the organization

Name and Signature of the External Mentor

*Xiii: Format of the report prepared by the Faculty guide*



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**BUSINESS IMMERSION PROGRAMME 2023**

**REPORT ON ORGANISATION VISIT BY MENTOR/GUIDE**

<b>Date of Visit:</b>	<b>Name of the Student:</b>	<b>Name of the Organisation Mentor:</b>
<b>Name of the Organisation Visited:</b>		<b>Name of the Faculty :</b>

**Student Feedback:**

**Organisation Mentor Feedback:**

**Faculty Experience:**

**Photo Gallery:**

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**BUSINESS IMMERSION PROGRAMME 2023**

**EVALUATION FORM**

**ORGANISATION MENTOR**

Name of the student	
Name and address of the Organisation	
Name of the Organisation Mentor	
Designation	

**Evaluation Criteria**

Sl. No	Particulars	Maximum Marks	Marks Allotted
1	Enthusiasm shown by the student in the Organisation Study	4	
2	Quality of the work	4	
3	Punctuality and Discipline of the student	2	
	Total Marks	10	

Total Marks (in words).....

Any Feedback/Observation:

**Signature of Organisation Mentor**

**/ Seal**