

**Teaching Learning Resources:****Essential Readings:**

1. Business Analytics, Global Edition, 2nd Edition, James Evans, Pearson, ISBN-13 978-1292095448
2. Albright Winston "Business Analytics, Data Analysis and Decision Making" 5th edition, Cengage Publication
3. U Dinesh Kumar "Business Analytics: The Science of Data - Driven Decision Making" by Wiley Publications

**Reference Books:**

1. Jeffrey D Camm "Essentials of Business" by South Western Publishing. ISBN-13-978-8131527658 by R N Prasad, Seema Acharya, Fundamentals of Business Analytics, 2 Edition, Wiley publishing
2. Prescriptive Analytics: The Final Frontier for Evidence-Based Management and Optimal Decision Making by Dursun Delen, Pearson FT Press publishing
3. Prescriptive Analytics, Second Edition, by Gerard Blokdijk, ISBN-13 : 978-1978232211
4. Jeffrey S. Strickland, Simulation Educators (2014) Predictive Analytics using R

**Supplementary Resources:**

NPTEL Course: [https://onlinecourses.nptel.ac.in/noc21\\_cs70/preview](https://onlinecourses.nptel.ac.in/noc21_cs70/preview)

Coursera Course: <https://www.coursera.org/specializations/business-statistics-analysis>  
<https://www.coursera.org/specializations/business-analytics>

Data Sources: Kaggle: <https://www.kaggle.com/>

Data world: <https://data.world/>,

Data.gov.in: <https://data.gov.in/>

Databases: EBSCO: <https://www.ebsco.com/academic-libraries>,

JGATE: <https://jgateplus.com>

Pearson E library: <https://elibrary.in.pearson.com>

**CO PO MAPPING:**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	-	-	-	1	3	-	1
CO2	3	3	-	-	-	3	1	1
CO3	3	3	-	-	1	3	-	1

LEVEL: 3-Substantial 2-Moderate 1-Slight - No Co-relation

**Evaluation Metrics:**

SEE		CIA	
Certificate on Financial Planning	10	MCQ test on Financial Planning	10
MOOC Course	20	MOOC course presentation & Viva voce	20
Capstone Project	20	MCQ on Certification course	10
Total	50	Attendance and class participation	10
		Total	50

<b>Course Title</b>	<b>BUSINESS IMMERSION</b>
<b>Term/Semester</b>	<b>III</b>
<b>Course ID</b>	<b>23MBA831</b>
<b>Credits</b>	<b>4</b>

### **Introduction:**

Business Immersion Program involves experiential learning based on observation and first-hand encounters with the business firm. The program is designed to gain a preliminary understanding of an organization, its functions, process and policies. The program 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 Program 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 Program after the **Second Semester End Examination for 2 months' period**, 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 Program will be under the guidance of Internal Faculty member as well as external mentor from the firm. Generally, a group of 10 students will be allotted to a mentor/guide who will be the lead the Business Immersion Program immediately after completion of the 2<sup>nd</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 during their Saturday meeting. The Guide will evaluate the progress and suggest plans for improvement.

The soft copy of the report has to be prepared by student during the period of Immersion and will be submitted to the mentor for plagiarism check before the completion of Immersion program. The final hard bound copies of the report will be submitted before commencement of Third semester classes. The BIP is designed such a way that each student will choose 1 firm in and around Bangalore. This will facilitate the internal mentor to visit the firm. Also if the student is in Bangalore it is easy for the student to meet the guide during the weekly meetings. The Schedule will be given to the students at the time of commencement of BIP.

### **Immersion objectives**

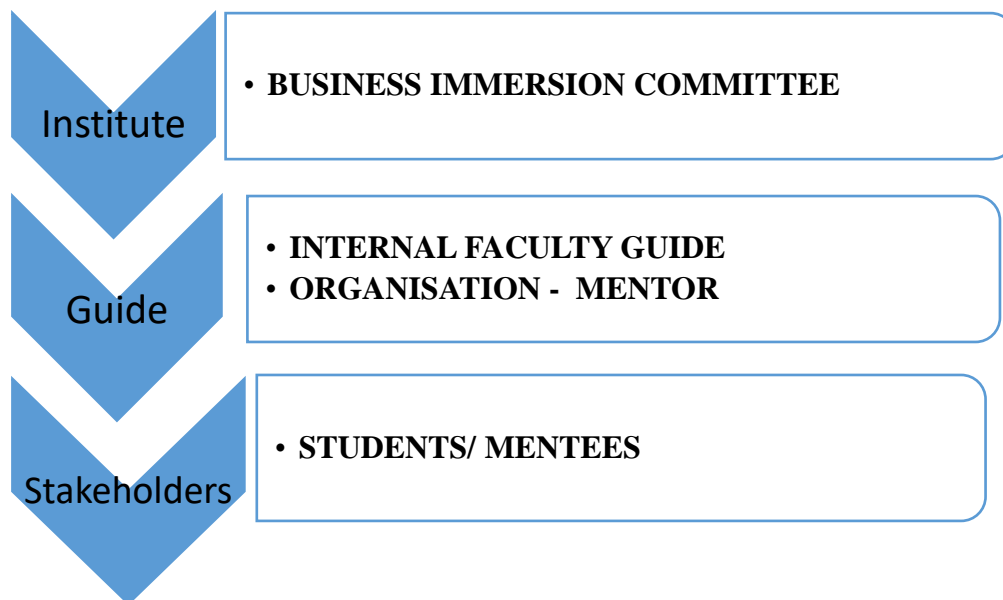
- Familiarize with various materials, processes, products and their applications along with relevant aspects of quality control in the organization.
- Learn to apply the technical knowledge in real industrial situations and gain experience in writing reports
- Promote academic, professional and/or personal 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 any industry and any 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 Institute will make a surprise visit to the organization to check the student's presence. Hence it is very important for students to be physically present in the organization. If the student is found absent without any prior intimation to the firm and to the guide, then the respective faculty guide can take action against the student. The student also should inform the Business Immersion Committee at the Institute.

**BIP Guidelines in brief:****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 in the working of the firm and a detailed research analysis in an area
- 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 and organization attendance sheet 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 program 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 Program 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. 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 outer cover of the hard bound copy should have sky blue color

#### **E. Format of the Report**

- Cover Page with Title and other details
- Student Declaration
- Acknowledgements
- Company Certificate
- Guide Certificate
- Certificate by Head of the Institution (Institute)
- Table of Contents
- List of Tables
- List of Figures
- Chapters from 1 to 6
- 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: 60-70**

#### **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
- Organization 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 organization

### **CHAPTER 4: RESEARCH METHODOLOGY AND DATA ANALYSIS**

**(18-20 pages)**

#### **A. Methodology**

- Type of Research
- Sample Size
- Sources of Data
- Research Techniques

#### **B. Data Analysis**

- Basic Financial Performance of the Company (Important Ratios, Trend / Common Size Analysis / Comparative analysis / CVP analysis etc.)
- Detailed research analysis (Survey based research if any)

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

**(8 -10 pages)**

- Identification of a problem- Observation/ interview/survey
- 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 Privatization” in Ramamurthi R and Vernon R. (eds) Privatization and control of state owned enterprises. Washington DC, World Bank.
- Journals: Boardman, D and Vining S (1989), ownership in Competitive Environments: 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, Statistical Abstract 2008, Manila