RV Institute of Management®
CA 17, 36th Cross Rd, 26th Main, 4th T Block East,
Jayanagar, Bengaluru - 560041, Karnataka, India
(Autonomous Institution Affiliated to Dr. Manmohan Singh BCU)

MANUAL- BUSINESS IMMERSION PROGRAMME 2026

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 **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 Programme will be under the guidance of Internal Faculty mentor 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 Programme immediately after completion of the 2nd 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 programme.. 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):

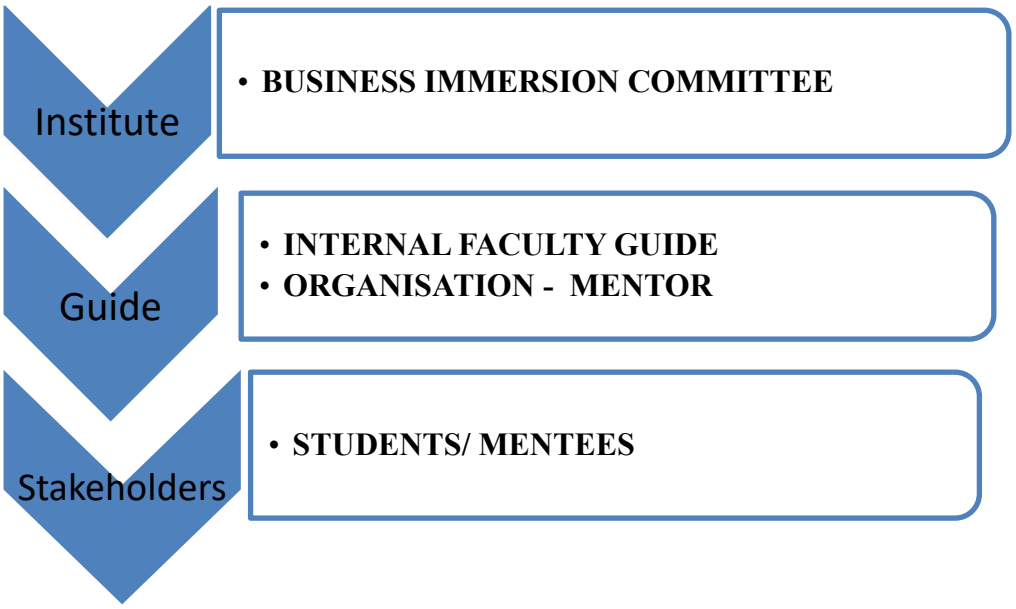
After successful completion of this immersion, the student will be able to facilitate the transition from traditional learning to problem based learning; Conduct independent study of organization and industry dynamics, cross functional areas, business functions and realities; Obtain analytical skills, 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 mentor 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 scale business organization in any sector
b. PSU / Government Departments/ Government Companies
c. Research Body or Development Agency
d. Panchayat Raj Institution/s, Local Municipal Body, Legislature, Court, Etc.
e. 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 with in 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 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 mentor on every Saturday and should seek necessary guidance.
8. Weekly report and organization attendance sheet has to be submitted to the internal mentor as per the given format.
9. The students have to maintain a work done dairy exclusively for the work carried out.
10. Meeting the internal mentor 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. 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 colour

E. Format of the Report

- Cover Page with Title and other details
- Student Declaration
- Acknowledgements
- Company Certificate
- Guide Certificate
- Certificate of Originality given by the Institute
- Table of Contents
- List of Tables
- List of Figures
- Chapters from 1 to 6
- References (Use APA format)
- Appendices –
    - *a.* Plagiarism report of first three pages (Similarity index and AI report)
    - *b.* weekly progress reports printout signed by the internal mentor should be added
    - *c.* Any documents supporting the research- survey/ questionnaire/interview schedule

Report should be of 58-70 Pages

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: OPERATIONAL/ FINANCIAL DATA ANALYSIS (08-10 pages)

- Basic Financial Performance of the Company (Important Ratios, Trend / Common Size Analysis / Comparative analysis / Cost Volume profit analysis etc.)

CHAPTER 5: RESEARCH PROBLEM IDENTIFIED (18 -20 pages)

- Identification of a problem in the firm- Observation/ Interview/Survey
- Research methodology used to solve the problem
- Tools for Data Analysis
- Data Analysis and Interpretation

CHAPTER 6: FINDINGS, SUGGESTIONS AND LEARNINGS (6 pages)

- Summary of the findings
- Feasible Suggestions
- Leanings from the Immersion Experience

After Chapters there should be Bibliography. It should be arranged in the APA 6th 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", 10th 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, Statisitical 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

F. 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 less than 15% and AI should be within 10%

H. Report Submission:

Hardbound bound copies 2 No's, soft copy in word format and pdf has to be submitted to the respective guide. The 2 **copies are (1 Institute copy, 1 student Copy)**. 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 organsiation 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
IO1	3	3	1	3	1	2	1	3

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:

Internal Valuation

Sl. No	Register Number	Student Performance Evaluation			Report Evaluation				
		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	External mentor Valuation	Total Marks
		5 Marks	**10 Marks**	**10 Marks**	**5 Marks**	**5 Marks**	**5 Marks**	**10 Marks**	**50**

External Valuation

Sl. No	Register Number	Student Performance Evaluation			Report Evaluation				
		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	Viva Voce	Total
		5 Marks	**10 Marks**	**10 Marks**	**5 Marks**	**5 Marks**	**5 Marks**	**10 Marks**	**50**

II. ANNEXURES – 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)**

RV Institute of Management®

CA 17, 36th Cross Rd, 26th Main, 4th T Block East,
Jayanagar, Bengaluru - 560041, Karnataka, India

(AUTONOMOUS INSTITUTION AFFILIATED TO DR. MANMOHAN SINGH BCU)

IN PARTIAL FULFILLMENT OF THE

REQUIREMENT FOR THE DEGREE OF

MASTER OF BUSINESS ADMINSTRATION

SUBMITTED BY

(Student name in Capital letters)

REG. NO: ..…….

UNDER THE GUIDANCE OF

(External mentor Name)	(Internal Mentor Name)
(Designation)	(Designation)
(Name of the Organization)	R V Institute of Management

2026

(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 mentor name) (designation) RV Institute of Management **(Autonomous Institution Affiliated to DR. MANMOHAN SINGH 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 DR. MANMOHAN SINGH 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: Name of the authorized signatory

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)- it will be given to the students from the committee

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CERTIFCATE OF ORIGINALITY

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

CHAPTER NO	PARTICULARS	PAGE NO
1	ABOUT THE FIRM	
2	ABOUT THE INDUSTRY	
3	ABOUT THE FUNCTIONAL AREAS	
4	OPERATIONAL/ FINANCIAL DATA ANALYSIS	
5	RESEARCH PROBLEM IDENFTIFIED	
6	FINDINGS, SUGGESTIONS AND LEARNINGS	
	REFERENCES	
	ANNEXURE	

vii. FORMAT FOR LIST OF TABLES

Table No	Description	Page No
1.1		
1.2		

viii. FORMAT FOR LIST OF FIGURES

Table No	Description	Page No
1.1		
1.2		

Ix. Format Work Done Report

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BUSINESS IMMERSION PROGRAMME 2026

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 the External mentor/ date**

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

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BUSINESS IMMERSION PROGRAMME 2026

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 Internal Mentor:

Signature:

Date:

xi. Format of Registration form

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BUSINESS IMMERSION PROGRAMME 2026

REGISTRATION FORM

Name of the Student	
Register Number	
Mobile number of the student	
Organization Selected	
Address of the Firm	
Name of the External Mentor/ designation	
E-mail ID of the mentor	
Contact number/ mobile number:	
About the organization (nature of business)	
Nature of work assigned to the intern	
Number of expected working hours- Estimate	
Remuneration/ stipend provided	

Signature of the Student **Signature of the External mentor with date**

Xii Attendance sheet from the organsiation

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BUSINESS IMMERSION PROGRAMME 2026

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 2026

REPORT ON ORGANISATION VISIT BY MENTOR/GUIDE

Date of Visit:	Name of the Student:	Name of the Organisation Mentor:
Name of the Organisation Visited:		Name of the Faculty :

Student Feedback:

Organisation Mentor Feedback:

Faculty Experience:

Photo Gallery:

xiv: External mentor Evaluation form

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BUSINESS IMMERSION PROGRAMME 2025

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

-----xxxxxx-----