

Criterion VII

7.2.1-D One Best practice of the department (QLM)

Title of the practice: Mentoring

Objectives of the Practice:

1. **Enhancing Business Communication Skills:** To equip students with essential communication skills required in a professional business environment, including email writing, presentation techniques, and business vocabulary development.
2. **Professional and Career Readiness:** To groom students with the right attitude and professional behavior, ensuring they are industry-ready and well-prepared for placements post-MBA.
3. **Strengthening Conceptual and Analytical Skills:** To develop students' comprehension of economic indicators, market analysis tools, global business trends, and management concepts, enabling them to engage in informed discussions on current affairs and industry developments.
4. **Fostering Reflective Learning and Personal Growth:** To encourage students to explore management literature, self-improvement concepts, and industry insights, fostering critical thinking, leadership, and continuous learning.
5. **Developing Research and Analytical Competencies:** To provide students with opportunities to engage in research-based activities, presentations, and analytical exercises that contribute to their master's thesis and professional development.

Context:

The Mentoring Activity for the MBA Programme is designed to support students in their academic, professional, and personal development. It provides structured guidance to enhance business communication, industry readiness, analytical thinking, and research skills. Through interactive sessions, discussions on current trends, and reflective learning exercises, students gain insights into global business dynamics and career growth strategies. The programme aims to equip MBA students with the essential competencies needed to excel in the corporate world and contribute effectively to the business environment.

The practice evidence of success:

The MBA Mentoring Programme at Christ (Deemed to be University) has significantly contributed to students' career readiness, as reflected in the 2023–2025 placement outcomes. With 130 organizations, including 45 new recruiters and 6 Fortune 500 companies, students have secured opportunities in leading firms. The highest CTC offered is ₹33 LPA, with an average CTC of ₹9.5 LPA. As of March 25, 2025, 492 students have been placed, achieving a 53% placement rate. This success highlights the impact of structured mentoring in developing industry-relevant skills, enhancing employability, and ensuring strong career prospects for MBA graduates.

Resources: Mentoring course plans

CHRIST (Deemed to be University)

VISION

Excellence and Service

MISSION

CHRIST (Deemed to be University) is a nurturing ground for an individual's holistic development to make an effective contribution to the society in a dynamic environment.

SCHOOL OF BUSINESS AND MANAGEMENT

VISION

Our vision is to be an institution of excellence developing leaders serving enterprises and society globally.

MISSION

Our mission is to develop socially responsible business leaders with the spirit of inquiry through academic and industry engagement

Program Educational Objectives (PEOs)

- Graduates possessing subject knowledge, analytical ability and skills to manage businesses.
- Graduates exhibiting spirit of inquiry, innovation and ability to solve problems in dynamic business environment.
- Graduates with value based leadership skills, entrepreneurial capabilities and global awareness serving enterprises and society.

<i>Program Learning Goals (PLGs)</i>	<i>Program Outcomes(POs)</i>
<u>PLG1</u> Social Responsibility and Ethical Sensitivity	<u>PO1</u> Apply Knowledge of Management Theories and Practices to solve business problems
<u>PLG2</u> Functional Knowledge and Application	<u>PO2</u> Foster Analytical and Critical abilities for data-based decision making
<u>PLG3</u> Communication	<u>PO3</u> Ability to develop value-based leadership ability
<u>PLG4</u> Critical Thinking	<u>PO4</u> Ability to understand, analyze, communicate global, economic, legal and ethical aspects of business
<u>PLG5</u> Global Awareness	<u>PO5</u> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to the team environment
	<u>PO6</u> Identify business opportunities, design and implement innovations in the work environment
	<u>PO7</u> Enhance capabilities for generating research ideas in respective management domains
	<u>PO8</u> Demonstrate sensitivity to sustainability issues and prepare for lifelong learning

School of Business and Management
CHRIST (Deemed to be University)

Course Plan 2025

Program	Master of Business Administration
Course Code & Name	MBA 311(Business Insights Essentials)
Trimester	III
Hours & Credits (1 Credit = 10 hours)	30 hours and 2 Credits
Course Anchor	Dr. Arun Kumar P
Course Facilitators at – Bangalore - Central Campus	All faculty
Course Facilitators at – Bangalore - Kengeri Campus	All faculty
Course Facilitators at – Bangalore - BGR Campus	All faculty
Course Facilitators at – Delhi - NCR Campus	All faculty
Course Facilitators at – Pune – Lavas Campus	All faculty
Course Anchor & Faculty Contact information	Dr. Arun Kumar P Bangalore Kengeri Campus Telephone: 9846102539 arunkumar.p@christuniversity.in

Course Name: Business Insights Essentials		Course Code: MBA311
Total number of hours: 30		Credits: 2
Course Description	This course provides opportunities to examine the latest trends shaping the global business landscape. Students will explore current global business trends, industry-specific dynamics, technological innovations, consumer behavior shifts, environmental and social considerations, economic indicators, and regulatory developments.	
Course Objectives	This course seeks to enable students in the following areas: • To analyze global business trends and industry-specific trends. • To examine technology, demographic, and consumer trends. • To analyze environmental, social, economic, and regulatory trends	

Terminology**	AACSB	NBA
	Program Learning Goals (PLGs)	Program Outcomes (POs)
	Program Learning Objective (PLO)	
	Course Learning Outcomes (CLO)	Course Outcomes (COs)

Programme Learning Goals –Course Objective Matrix (AACSB)/ NBA

Sl. No	CLO/CO	RBT	Unit	CIA	PLG	PLO	PO(Level) *
1	Analyze global business trends and industry-specific trends.	4	1	CIA I	5	5.1	PO4(1)
2	Explore technology, demographic, and consumer trends	4	2	CIA I	1	1.1	PO4(2)
3	Analyze environmental, social, economic, and regulatory trends	4	3	CIA II	1	1.1	PO4(2) PO8(2)

- When the correlation between CO and PO is more, the level is HIGH (3)
- When the correlation between CO and PO is medium, the level is MEDIUM (2)
- When the correlation between CO and PO is Dlow, the level is LOW (1)

Course Mapping

Unit	Unit details	Week (starting and end dates)	CO-PO	Exercises	Hours per week	Pedagogy (teaching-learning methods used)/ activities and or class trips/ dates for assessment	Resource/ Reference details
I	Introduction to Global Business Trends – Understanding globalization, key forces shaping industries.	Week 1 & 2	CO1 – PO4(1)	Research and present a comparative analysis of two global industries affected by globalization.	90 Mints	Interactive lecture, class discussion.	The Impact Of Globalization On International Business Strategies: Case Studies From Multinational Corporations (https://www.researchgate.net/publication/382009580_The_Impact_Of_Globalization_On_International_Business_Strategies_Case_Studies_From_Multinational_Corporations)
I	Industry-Specific Trends – Analysis of sectoral growth (technology, healthcare, finance).		CO1 – PO4(1)	Prepare a report on emerging trends in one specific industry of your choice.	90 Mints	Student Presentations	Sector-Specific Market Analysis: Emerging Trends in Technology, Healthcare, and Energy (https://www.bizzbuzz.news/markets/stock-market/sector-specific-market-analysis-emerging-trends-in-

							technology-healthcare-and-energy-1338473)
I	Emerging Markets and Opportunities – Identification of high-growth regions and sectors globally.	Week 3	CO1 – PO4(1)	Identify three emerging markets and describe their growth potential for new investments.	90 Mints	Basic research and class presentation.	Revisiting emerging markets: catalysts & opportunities ahead (https://www.blackrock.com/us/financial-professionals/insights/investing-in-emerging-markets)
II	Technological Innovations – Exploration of AI, blockchain, IoT, and their impact on businesses.	Week 4	CO2 – PO4(2)	Prepare a presentation on the role of AI or blockchain in transforming industries.	90 Mints	Lecture and group presentation.	Innovation in Business: What It Is & Why It's Important (https://online.hbs.edu/blog/post/importance-of-innovation-in-business)
II	Consumer Behaviour Shifts – Analysis of changing demographics and evolving market preferences.	Week 5	CO2 – PO4(2)	Conduct a survey on shifting consumer preferences in the digital market space.	90 Mints	Survey project and peer feedback.	16 Big Shifts In Consumer Behavior That Are Impacting Marketing Today (https://www.forbes.com/councils/forbesagencycouncil/2024/06/27/16-big-shifts-in-consumer-behavior-that-are-impacting-marketing-today/)

II	Strategic Adaptation – Strategies for responding to technological disruptions and demographic changes.	Week 6	CO4 – PO5(2)	Develop strategic solutions for a hypothetical company facing technological disruption.	90 Mints	Small group brainstorming session.	Business digital transformation: strategy adaptation, communication and future agenda (https://www.emerald.com/insight/content/doi/10.1108/jsma-09-2023-0233/full/html)
III	Environmental Sustainability – Corporate responsibility in addressing climate change and sustainability efforts.	Week 7	CO3 – PO8(2)	Design a sustainability initiative for a company, outlining its environmental benefits and ROI.	90 Mints	Group project with classroom review.	Making Sustainability More Tangible (https://hbr.org/2024/03/making-sustainability-more-tangible)
III	Social and Ethical Trends – Incorporating ethical business practices and social responsibility into operations.	Week 8	CO3 – PO8(2)	Discuss ethical dilemmas faced by companies and propose ethical business solutions.	90 Mints	Classroom debate.	Sustainable entrepreneurship and corporate social responsibility: Analysing the state of research (https://www.tandfonline.com/doi/full/10.1080/27658511.2024.2324572)

III	Economic Indicators and Market Volatility – Understanding economic cycles, inflation, and recession impacts.	Week 9	CO3 – PO4(1)	Analyze economic indicators (GDP, inflation) and predict their influence on a specific industry.	90 Mints	Data analysis workshop (Excel or Google Sheets).	Economic Indicators That Help Predict Market Trends (https://www.investopedia.com/articles/economics/08/leading-economic-indicators.asp)
III	Regulatory and Policy Trends – Examining regulatory changes, compliance, and industry policy developments.	Week 10	CO3 – PO4(1)	Analyze recent regulatory changes in an industry and suggest strategies for compliance.	90 Mints	Policy reviews and class discussion.	Ten Key Regulatory Challenges of 2024 (https://kpmg.com/us/en/articles/2023/ten-key-regulatory-challenges-2024.html)

ASSESSMENT OUTLINE

Component	Description	Units	Maximum marks	Weightage	Total
CIA1	Comprehensive Industry Analysis and Strategy Report	I	20	100%	20
CIA 2	The Ethical Consumer – Balancing Profit and Social Responsibility	II & III	15		15
Class Participation			15		15
TOTAL					50

ASSESSMENT DESCRIPTION

CIA I – Comprehensive Industry Analysis and Strategy Report

This assessment challenges students to thoroughly examine how globalization and emerging trends are reshaping industries, with a focus on strategic business adaptation. Students will select an industry experiencing significant disruption or growth due to global forces, such as renewable energy, healthcare, fintech, or logistics. The objective is to analyze the key drivers influencing this industry, including economic, technological, and geopolitical factors, and to propose actionable strategies that businesses can adopt to leverage emerging opportunities or mitigate risks.

The assessment consists of two primary components – an industry analysis report and a classroom presentation. The written report (1500-2000 words) will require students to assess the global impact on their chosen industry, highlighting 3-4 critical trends and potential long-term effects. In addition to analyzing market growth drivers and barriers, students must incorporate data and case studies to support their findings. The report's strategic section will challenge students to propose innovative solutions, such as expanding into emerging markets, adopting new technologies, or repositioning products and services to stay competitive.

For the presentation component, students will summarize their findings and defend their strategies in a 10-minute session, followed by a Q&A segment where peers and faculty will critically assess the feasibility and creativity of the proposed solutions. This task is designed to cultivate analytical thinking, strategic planning, and communication skills, ensuring students can articulate complex ideas clearly and confidently.

Submission:

- Presentation during mentoring session followed by Q&A
- Duration of 8 minutes

Rubrics

Program Learning Goals	PLG5 Global Awareness					
Program Learning Objectives	PLO5.1: Identify challenges and opportunities through global perspective					
Total Marks	20 Marks					
Criteria/Weightage/PLO	CO-PO	Excellent (5)	Very Good (4)	Good (3)	Average (2)	Needs Improvement (1)
Analysis of Global and Industry Trends/PLO5.1. (5 marks)	CO1 – PO4(1)	Provides in-depth analysis of 3-4 global trends with clear insights, supported by data and examples.	Strong analysis with detailed identification of trends and drivers.	Basic trend analysis with minimal depth and examples.	Limited trend analysis with weak insights.	Minimal or no effort in identifying trends.

Strategic Recommendations/PLO5.1 (5 marks)	CO1 – PO4(1)	Proposes innovative, actionable strategies addressing key industry challenges and opportunities.	Presents relevant strategies with strong feasibility.	Recommendations are generic or lack innovation.	Basic strategies with limited practicality.	No clear or actionable recommendations.
Use of Case Studies and Data /PLO5.1 (5 marks)	CO1 – PO4(1)	Integrates relevant case studies and data effectively to support analysis and recommendations.	Incorporates case studies and data with minor gaps.	Some data or case studies are referenced but lack depth.	Limited or irrelevant use of supporting data.	No data or case studies used in the report.
Presentation and Communication (5 Marks)	CO1 – PO4(1)	Delivers a well-structured, engaging 8-minute presentation with seamless flow and clear articulation.	Presentation is clear but lacks engagement or structure.	Moderate delivery with areas lacking clarity.	Presentation is disorganized and lacks focus.	Presentation is unclear or incomplete.

CIA II – The Ethical Consumer – Balancing Profit and Social Responsibility

Students will select a consumer-centric industry, such as fashion, food, or technology, to analyze how evolving consumer preferences reshape industry practices. The task will require students to investigate current market trends, demographic shifts, and regulatory frameworks emphasizing ethical business practices. Additionally, students will develop strategic recommendations for businesses to integrate social responsibility into their operations.

This CIA enhances critical thinking, ethical reasoning, and strategic planning by encouraging students to evaluate the interplay between consumer behavior, regulatory expectations, and corporate responsibility.

The assessment consists of two components:

1. **Case Study Report (1500 words):** A written report analyzing the ethical challenges and opportunities faced by a company or industry, supported by data, case studies, and real-world examples.
2. **Panel Discussion/Group Debate:** Students will engage in a panel discussion or debate, presenting their findings and defending their recommendations for enhancing social responsibility. This will encourage collaborative learning and the exchange of diverse perspectives.

Rubrics

Program Learning Goals	PLG1					
Program Learning Objectives	PLO1.1: Analyze sustainability issues from stakeholder's perspectives					
Total Marks	15 Marks					
Criteria / Weightage/PLO	CO-PO	Excellent (5)	Very Good (4)	Good (3)	Average (2)	Needs Improvement (1)
Explore technology, demographic and consumer trends (concerning specialization) /PLO3.2 (5 marks)	CO2 – PO4(2)	Provides a comprehensive analysis of consumer trends with detailed data	Strong analysis with relevant insights into consumer behaviour.	Moderate analysis with basic examples.	Limited analysis, few examples.	Minimal effort or inaccurate assessment.

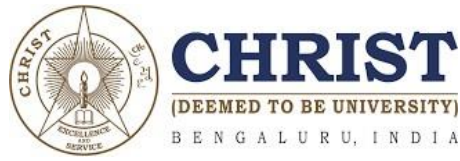
		and case studies.				
Ethical and Regulatory Alignment/PLO3.2 (5 marks)	CO2 – PO8(2)	Clear and thorough evaluation of regulatory frameworks and ethical challenges.	Detailed assessment with some minor gaps.	Basic alignment with regulatory trends.	Limited understanding of ethical regulations.	Minimal or no reference to regulations.
Economic Indicators and Market Volatility – PLO3.2 (5 marks)	CO3 – PO4(2)	Demonstrates a thorough and comprehensive understanding of economic indicators, including their definitions, types, and applications.	Shows a solid understanding of economic indicators, with minor gaps in detail or application. Explains their role in market trends with relevant examples.	Demonstrates a basic understanding of economic indicators but lacks depth or clear connections to market trends. Some examples may be vague or partially relevant.	Limited understanding of economic indicators. Explanations are unclear or inaccurate, with few or irrelevant examples.	Minimal or no understanding of economic indicators. Explanations are absent, incorrect, or unsupported by examples..

*Weightage (Levels) can vary depending on assignments

**Prepared by
Dr. Arun Kumar P**

**Reviewed by
Dr. Santosh Basavaraj**

**Approved by
Dr. Sathiyaseelan B**



School of Business and Management
Master of Business Administration (MBA)
Batch 2024 – 26

Trimester I (October – January 2025)
MBA111 – Business and Current Affairs

Course Pack

June 2024



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Programme Educational Objectives (PEOs)

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Master of Business Administration

Program Learning Goals (PLGs)

Program Outcomes (POs)

PLG1	Social Responsibility and Ethical Sensitivity	PO1	Apply knowledge of Management and Practices to solve business problems
PLG2	Functional Knowledge and Application	PO2	Foster Analytical and Critical abilities for data-based decision making
PLG3	Communication	PO3	Ability to develop value-based leadership ability
PLG4	Critical Thinking	PO4	Ability to understand, analyse, communicate global economic, legal and ethical aspects of business
PLG5	Global Awareness	PO5	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to the team environment
		PO6	Identify business opportunities, design and implement innovations in the work environment
		PO7	Enhance capabilities for generating research ideas in respective management domains
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Business and Current Affairs 2024 - INDEX

S. No.	Content
1	Course Syllabus
2	Course Plan

Course Syllabus

Course Name: Business and Current Affairs	Course Code: MBA111
Total number of hours: 30 Hrs	Credits: 1
Total Number of Sessions: 20	Hours per Session: 1.5 hours
Course Description: This course offers students comprehension of economic indices, currency baskets, exchange rates, and market analysis tools such as Sensex, engage in discussions surrounding the most recent advancements in technology, business, and economics. They will explore topics related to management, current affairs, and societal trends. Students will have the opportunity to review and present insights from renowned management and self-improvement literature, fostering reflective learning and personal growth.	
Course Learning Outcomes: On completing the course students should be able to: CLO1: Analyze economic indices, currency baskets, exchange rates, and market analysis tools, such as Sensex. CLO2: Evaluate recent advancements in technology, business, and economics and their impact on markets and societal trends. CLO3: Assess reflective learning and personal growth through the review and presentation of insights from prominent management and self-improvement literature.	
Pedagogy: This course uses multiple pedagogies like Discussions, real-world scenarios, group discussions, hands-on exercises, presentations, quizzes.	

School of Business and Management
CHRIST (Deemed to be University)
Course Plan

Program	Master of Business Administration
Course Code & Name	MBA111 Business and Current Affairs
Trimester	First Trimester: June - September 2024
Hours & Credits (1 Credit = 10 hours)	30 hours, 1 Credit
Course Anchor	Dr. Delma Thaliyan
Course Facilitators at – Bangalore, Central Campus	All Faculty
Course Facilitators at – Bangalore, Kengeri Campus	All Faculty
Course Facilitators at – Bangalore, BGR Campus	All Faculty
Course Facilitators at – Delhi, NCR Campus	All Faculty
Course Facilitators at – Pune, Lavasa Campus	All Faculty
Course Anchor & Faculty Contact information	Dr. Delma Thaliyan School of Business and Management Bangalore Kengeri Campus, CHRIST (Deemed to be University), Kaniminike, Kumbalagodu, Bangalore 560074. Faculty Cabin No 5 (Ground floor) Ext No: 8801 delma.thaliyan@christuniversity.in

Course Name: Business and Current Affairs		Course Code: MBA111
Total number of hours: 30 Hrs		Credits: 1
Total Number of Sessions: 20		Hours per Session: 1.5 hours
Course Description	This course offers students comprehension of economic indices, currency baskets, exchange rates, and market analysis tools such as Sensex, engage in discussions surrounding the most recent advancements in technology, business, and economics. They will explore topics related to management, current affairs, and societal trends. Students will have the opportunity to review and present insights from renowned management and self-improvement literature, fostering reflective learning and personal growth.	
Course Objectives	On completing the course student should be able to CLO1: Analyze economic indices, currency baskets, exchange rates, and market analysis tools, such as Sensex. CLO2: Evaluate recent advancements in technology, business, and economics and their impact on markets and societal trends. CLO3: Assess reflective learning and personal growth through the review and presentation of insights from prominent management and self-improvement literature.	

Terminology**	AACSB	NBA
	Program Learning Goals (PLGs)	Program Outcomes (POs)
	Program Learning Objective (PLO)	
	Course Learning Outcomes (CLO)	Course Outcomes (COs)

Programme Learning Goals –Course Objective Matrix (AACSB)/ NBA

Sl. No	CLO/CO	RBT	Unit	CIA	PLG	PLO	PO(Level)
1	To infer the Impact of Economic Factors on business and market dynamics	4	1	1	2	2.1	PO1(2)
2	Assess the effects of recent advancements in technology, business, and economics on markets and societal trends	5	2	2	3	3.2	PO5(2)
3	Prioritize the learning and Personal Growth methodologies to enhance their professional development	5	3	2	3	3.2	PO5(2)

Course Mapping

Unit No.	Session No.	Unit Details	Week No.	CLO & PLO	Duration	Pedagogy (teaching learning methods used)/ activities and or class trips/ dates for assessment	Resource / Reference Details
1	1	Understanding key economic indicators such as GDP, inflation rates, and their implications on market trends.	Week 1	CO1-PO1	90 Mins	Interactive discussion with the new mentees	Newspaper reading
1	2	Introduction to currency baskets, exchange rate fluctuations, and their impact on global trade.	Week 2	CO1 – PO1	90 Mins	Interactive discussion with the mentees and making them to participate	Newspapers and websites
1	3	Analysis of major stock market indices including Nifty and Sensex.	Week 3	CO1 – PO1	90 Mins	Interactive discussion with the mentees and making them to participate	Newspaper reading
2	4	Exploration of technological innovations such as AI, blockchain, and IoT, and their influence on business models and consumer behavior.	Week 4	CO2 – PO5	90 Mins	Interactive discussion with the mentees and making them to participate	Newspapers and websites including research journals

2	5	Examination of global economic shifts, trade policies, and societal trends.	Week 5	CO2 – PO5	90 Mins	Interactive discussion with the mentees and making them to participate	Newspapers and websites including research journals and presentations
2	6	Discussion on the interplay between technology, business, and economic trends.	Week 6	CO2 – PO5	90 Mins	Interactive discussion with the mentees and making them to participate	Newspapers and websites including research journals and presentations
3	7	Review of influential management books, self-help, and personal development literature.	Week 7	CO3- PO5	90 Mins	Interactive discussion with the mentees and making them to participate	Books on various management topics
3	8	Presentation of key insights from management and self-improvement literature.	Week 8	CO3- PO5	90 Mins	Interactive discussion with the mentees and mentees driven activities	Books on various management topics
3	9	Reflecting on personal experiences and growth journey.	Week 9	CO3- PO5	90 Mins	Interactive discussion with the mentees and mentees driven activities	Books on various management topics
3	10	Setting personal and professional goals.		CO3- PO5	90 Mins	Interactive discussion with the mentees and mentees driven activities	Books on various management topics

ASSESSMENT OUTLINE

Component	Description	Units	Max Marks	Weightage (in the total marks)	Total
CIA-I	Assignment & Team presentation: Economic Indices - Impact	1	15	100%	15
CIA-II	Team Presentation & Individual Student Activity	2, 3	20	100%	20
Class Participation		1,2,3	15	100%	15
Total			50	100%	50

CIA DESCRIPTIONS:

CIA 1

Description:

This is a team presentation activity (2 members in each team). No two teams can take the same topic. The mentor should ensure the syllabus is spread across teams. Teams are expected to read the newspapers and apply the concepts of economic indices in the business context. The assessment has two parts. One is an analytical essay, and the second one is a team presentation. An analytical essay can focus on the impact of economic indices (currency baskets, exchange rates, and market analysis tools) on any contemporary business practice and should be followed by a student presentation—references and sources to be clearly specified.

Rubrics

Program Learning Goals	2 – Functional Knowledge and Application			
Program Learning Objectives	2.1- Examine management theories in the context of business problems			
Total Marks	15 Marks			
CIA 1				
Rubric Criteria	Parameter	Excellent	Satisfactory	Needs improvement
Examine the economic context (CO1) (Analytical essay) (5 marks)	Identification of Economic contexts	Entire context is explained with all relevant factors including the fine points	Context is comprehended with <i>adequate</i> details	There is <i>no or little clarity</i> in understanding the problem
Analyse economic indices and its impact on Business (CO1) (Analytical essay) (5 marks)	Impact on Business	Relates the scenarios with the relevant theories and the analysis of the outcome is integrated across functions With examples	Links the scenario with the relevant theories and the outcome analysis is synthesized across functions	Fails to link the scenario to the appropriate theories
Team Presentation of the analysis (CO1) (5 marks)	Dissemination of Knowledge	Provides insightful analysis with depth and clarity and offers compelling arguments.	Offers basic analysis with some depth, and presents arguments supported leading to a reasonable understanding of the topic.	Lacks analysis or depth, and presents weak or insufficient arguments, lacking evidence.

CIA 2 DESCRIPTIONS:

Description

Group presentation on the technological innovations shaping contemporary business landscapes and their implications, as well as utilizing advanced concepts and strategic frameworks to elucidate the implications of technological innovations for businesses and society. The presentation empowers participants to grasp the profound transformations underway in contemporary business landscapes by integrating real-world case studies, practical examples, and forward-thinking perspectives. It equips them with actionable insights to navigate these changes successfully. One group can have 3 students.

Book-themed Activities: (Individual activity) Design fun and creative activities inspired by the book's themes, characters, or settings. For example, you could organize a themed scavenger hunt, trivia game, or art project, encouraging students to interact meaningfully with the material.

Program Learning Goals	3 – Communication			
Program Learning Objectives	3.2 – Develop Professional Oral Presentation			
Total Marks	20 Marks			
Rubric Criteria	Parameter	Excellent	Satisfactory	Needs improvement
Evaluate alternatives to operate effectively in a global environment (CO2) (5 marks)	Identification and analysis	Identify and analyze challenges & opportunities with detailed background information.	Identify and analyze challenges & opportunities with limited background information.	Identify challenges or opportunities with no background information.
Suggest complementary interventions and suggestions (CO2) (5 marks)	Evaluation and recommendation	Detailed evaluation of complementary interventions and actions to be effective	Limited evaluation of complementary interventions and actions to be effective	Evaluation of interventions and actions lacks clarity and relevance.
Book Review: Deliver professional oral presentation (CO3) (10 Marks)	Language, clarity, and fluency	Uses professional language choices to communicate with clarity and fluency	Moderate clarity and fluency using professional language choices	Fails to convince audience/readers due to inconsistent language

Class participation (15 marks)

In the mentoring sessions, capturing and evaluating class participation and demonstrable performance behavior is crucial for fostering an engaging and productive learning environment. The following rubrics is designed to provide clear and structured criteria for assessing each student's involvement and performance throughout the 30-hour program, consisting of 20 sessions of 90 minutes each. The evaluation focuses on five key criteria, each critical to the holistic development of MBA students:

Criteria	Excellent (5)	Good (3)	Needs Improvement (1)
Preparation and Readiness (5 marks)	Always well-prepared, having completed all readings and assignments.	Usually prepared, with most readings and assignments completed.	Rarely prepared, with many readings and assignments incomplete.
Engagement and Participation (5 marks)	Actively engages in discussions and frequently contributes insightful comments.	Participates regularly, contributing valuable comments and questions.	Rarely participates, with minimal or no contributions.
Collaboration and Teamwork (5 marks)	Consistently works well with peers, actively supporting group goals.	Usually works well with peers, contributing to group goals.	Rarely collaborates effectively, often disengages or disrupts group work.

Prepared by Dr Delma Thaliyan (Faculty in charge)	Reviewed by Dr. Santosh Basavaraj AOL	Approved by Dr. Sathiyaseelan HoS
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School of Business and Management

Master of Business Administration (MBA) Batch 2023 – 25

Trimester IV (June – September 2024)

MBA 411 – Research Competency

Course Plan

June 2024



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Master of Business Administration

Program Learning Goals (PLGs)

Program Outcomes (POs)

PLG1	Social Responsibility and Ethical Sensitivity	PO1	Apply knowledge of Management and Practices to solve business problems
		PO2	Foster Analytical and Critical abilities for data-based decision making
PLG2	Functional Knowledge and Application	PO3	Ability to develop value-based leadership ability
		PO4	Ability to understand, analyse, communicate global economic, legal and ethical aspects of business
PLG3	Communication	PO5	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to the team environment
PLG4	Critical Thinking	PO6	Identify business opportunities, design and implement innovations in the work environment
PLG5	Global Awareness	PO7	Enhance capabilities for generating research ideas in respective management domains
		PO8	Demonstrate sensitivity to sustainability issues and prepare for lifelong learning

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Course Syllabus

Course Name: Research Competency	Course Code: MBA411
Total number of hours: 30 Hours	Credits: 2
Course Description: This course is delivered for MBA students during Trimester IV. This course includes readings, presentations, activities, and synopsis preparation which help students acquire and develop research competencies that will serve them in carrying out the master thesis requirement for the MBA program.	
Course Objectives: The objective of the course is to enable students; • To make effective use of various online / offline research resources • To carry out a review of literature of the tentative topic and to identify relevant research methods for the master thesis • To probe the ethical issues in academic research	
Course Learning Outcomes: At the end of the course the student will be able to: CLO1: Utilize research resources effectively CLO2: Identify appropriate research method for master thesis CLO3: Discuss ethical issues, regulations in research	
Pedagogy: This course uses student presentations, discussions, analysis, readings and mentor driven activities.	
Syllabus Unit I Research Resources and Computer Competency 10 Hours Research resources effectively, computer competency for research applications Unit II Development of Research Framework and Methodology 10 hours Research statements, questions, hypotheses, and theoretical frameworks, and select appropriate research methods for data collection and analysis. Unit III Ethical Principles in Academic Research 10 hours Ethical principles and standards in academic research, including intellectual property, privacy, copyright, and plagiarism. Essential Reference: Chawla, D., & Sodhi, N. (2016). <i>Research Methodology Concepts and Cases</i> . Vikas Publishing House, New Delhi Recommended References: • Saunders, M., Lewis, P., & Thornhill, A. (2019). <i>Research methods for business students</i>. Pearson education. Harlow • Purdue Online Writing Lab (OWL). <i>Conducting Research</i> • Badke, W. B. (2014). <i>Research Strategies: Finding Your Way Through the Information Fog</i> (5th ed.). iUniverse.	

School of Business and Management

CHRIST (Deemed to be University)

Course Plan

Program	Master of Business Administration
Course Code & Name	MBA411: Research Competency
Trimester	Fourth Trimester; June – September 2024
Hours & Credits (1 Credit = 10 hours)	30 hours, 2 Credits
Course Anchor	Dr Deepti Sinha
Course Facilitators at – Bangalore - Central Campus	All faculty mentors
Course Facilitators at – Bangalore - Kengeri Campus	All faculty mentors
Course Facilitators at – Bangalore - BGR Campus	All faculty mentors
Course Facilitators at – Delhi - NCR Campus	All faculty mentors
Course Facilitators at – Pune – Lavas Campus	All faculty mentors
Course Anchor & Faculty Contact information	Dr Deepti Sinha deepti.sinha@christuniversity.in 8130666470

Course Name: Research Competency		Course Code: MBA411
Total number of hours: 30		Credits: 2
Course Description	This course is delivered for MBA students during Trimester IV. This course includes readings, presentations, activities, and synopsis preparation which help students acquire and develop research competencies that will serve them in carrying out the master thesis requirement for the MBA program.	
Course Objectives	The objective of the course is to enable students; • To make effective use of various online / offline research resources • To carry out a review of literature of the tentative topic and to identify relevant research methods for the master thesis • To probe the ethical issues in academic research	

Terminology**	AACSB	NBA
	Program Learning Goals (PLGs)	Program Outcomes (POs)
	Program Learning Objective (PLO)	
	Course Learning Outcomes (CLO)	Course Outcomes (COs)

Programme Learning Goals –Course Outcome Matrix (AACSB)/ NBA

Sl. No	CLO/CO	RBT	Unit	CIA	PLG	PLO	PO(Level)*
1	Utilize research resources effectively	4	1	1	PLG 4	PLO 4.1	PO2(3)
2	Identify appropriate research method for master thesis	5	3	3	PLG 4	PLO 4.2	PO7(3)
3	Discuss ethical issues, regulations in research	5	4	4	PLG 1	PLO 1.2	PO4(3)

- When the correlation between CO and PO is more, the level is HIGH (3)
- When the correlation between CO and PO is medium, the level is MEDIUM (2)
- When the correlation between CO and PO is low, the level is LOW (1)

Course Mapping

Unit number	Unit details	Week (starting and end dates)	CO-PO	Exercises	Hours per week	Pedagogy (teaching learning methods used)/ activities and or class trips/ dates for assessment	Resource/ Reference details
Unit 1	Unit 1: Research Resources and Computer Competency (10 hours) Research resources effectively, computer competency for research applications.	Week 1 Week 2 Week 3	CO1-PO2	Demonstration and discussion on various research tools	3	Guided use of research tools (Google Scholar, Mendeley, Knimbus, AI-enabled tools like Elicit, Chat PDF, Cite Fast, etc.)	Purdue Online Writing Lab (OWL). <i>Conducting Research</i> Badke, W. B. (2014). <i>Research Strategies: Finding Your Way Through the Information Fog</i> (5th ed.). iUniverse.
Unit 2	Unit 2: Development of Research Framework and Methodology (10 hours) Research statements, questions, hypotheses, and theoretical frameworks, and select appropriate research methods for data collection and analysis.	Week 4 Week 5 Week 6 Week 7	CO2-PO7	Refer to two to three research proposals on different topics	3	Use of library resources, capturing literature review; Meeting with a research mentor, peer discussions.	Snyder, H. (2019). <i>Literature review as a research methodology: An overview and guidelines</i> . Elsevier Researcher Academy Emerald Publishing
Unit 3	Unit 3: Ethical Principles in Academic Research (10 hours) Ethical principles and standards in academic research, including	Week 8 Week 9 Week 10	CO3-PO4	Discussion on ethical issues in research, implications of breach of	3	Exploration of academic research related ethics, similarity index, peer discussion, meeting with a mentor,	https://www.ugc.gov.in Guidance Document: Good Academic Research Practices

	intellectual property, privacy, copyright, and plagiarism.			code of conduct			Consortium for Academic Research and Ethics CARE
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ASSESSMENT OUTLINE

CIA DESCRIPTION

CIA 1: Research Tools and Resources – Individual Assignment

Assignment: Students are expected to identify the various online tools and resources they could use for their master thesis research. This should include, at the minimum – a list of research management tools, top Indexing agencies, and data collection and referencing tools.

Tentative submission date 5th July

Assessment: Parameters for assessment include (a) tool identification (b) categories of tools identified (c) description of tools

Submission: Report (up to 1000 words-MS Word document)

CIA2: Research Proposal - Individual Assignment

The students are expected to prepare the **RESEARCH PROPOSAL** based on the topic.

Tentative submission date: 15th August

Introduction

1.1 Motivation for the study

2 Literature review (Minimum 10 papers need to be reviewed)

2.1 The concept of your topic (as per the factors identified, separately for Independent Variable (IV) and Dependent Variable (DV))

Table 1: Research Gaps in previous studies

Research question: How IV shapes their view on DV?

2. 2 Hypothesis Development (give a strong base for developing your hypothesis)

Table 2 Source of dimensions and variables taken for the study

For example, Hypothesis: Ethical leadership positively influences employees' perceptions of the company's CSR activities.

3. Research Design

3.1 Population Determination and Sample Size Determination.

3.2. Sampling and data collection

3.3 Methods and techniques used for data analysis

Students shall be assessed based on the a) Logical flow of the research proposal, b) Synchronising the topic with the research proposal, and c) In-depth Research methodology

Submission: Synopsis presentation in the mentoring class & Report submission (MS word)

CIA3: Ethical Principles in Research – Group Assignment (THREE students in a group)

Identify an exciting research topic and proposed approach (what will you implement in your master thesis research work) and identify the ethical integrity and concerns related to your proposal. **Tentative submission date: 31st August**

The assignment will be assessed on the following parameters:

- Evaluation of the ethical issues: Extent of mastery of research ethics and similarity index
- Decide regulatory issues in the research work: The extent of focus, consistency, development of ideas, and fresh insight offered
- Prioritise social issues involved in research: The credibility of the sources of reference for the write-up
- Language of research work: Whether the write-up can serve as a reference source for inclusion in one's own proposed research work and the grammar, spelling, and punctuation errors

Submission type: PPT of the group presentation

Students are assessed for 100 marks through CIA evaluation.

Component	Description	Units	Maximum marks	Weightage	Total
CIA1	Research tools & resources	1	25		25
CIA2	Research Proposal	2	30		30
CIA3	Ethical Principles in Research	3	30		30
	Class participation		15		15
	Total		100		100

ASSESSMENT RUBRICS

CIA- 1 Rubrics

Program Learning Goals	PLG 4 Critical Thinking		
Program Learning Objectives	PLO 4.1: Analyse business scenarios		
Total Marks	25 Marks		
Criteria	Exceeds Expectations	Meets Expectations	Does not meet expectations
Identify the parameters for analysis. CO1-PO2 10 Marks	Relevant parameters mapped to the business scenarios (8-10)	Partial identification of relevant parameters (4-7)	Lack of clarity in identifying parameters (0-3)
Inference of results CO1-PO2 10 Marks	Inference is detailed and structured. (8-10)	Inference is presented with limited details and is partially structured. (4-7)	Inference does not match the requirements. (0-3)
Selection of appropriate research tool to analyse business scenario 5 marks CO1-PO2	Selection of research tools for the chosen problem was accurate. (4-5)	Selection of most of the research tools for the chosen problem was accurate. (2-3)	Selection of research tools for the chosen problem needed to be more accurate. (0-1)

CIA2 Rubrics – 30 marks

Program Learning Goals	PLG 4 Critical Thinking		
Program Learning Objectives	PLO 4.2: Construct integrated solution framework		
Total Marks	30 Marks		
Criteria	Exceeds Expectations	Meets Expectations	Does not meet expectations
Literature Review 7.5 marks CO2-PO7	Effectively & systematically relates to the research topic (6-7.5)	Moderately relates to the research topic (3-5)	Inadequately relates to research topic (0-2)
Solution framework 7.5 marks CO2-PO7	An integrated solution framework was developed for the business problem. (6-7.5)	Integrated solution framework developed partially (3-5)	The solution framework needs integration. (0-2)
Synchronizing the topic with the research proposal	Effectively and systematically synchronizes the	An adequate level of synchronization needs to be improved in two	Inadequately coherent and synchronized (0-2)

7.5 marks CO2-PO7	research topic with the proposal format. (6-7.5)	to three areas to make it more effective. (3-5)	
In-depth Research methodology 7.5 marks CO2-PO7	Can effectively bring depth to the research methodology (6-7.5)	In two or three places, the depth is required (3-5)	Inadequate or poor reflection of research methodology (0-2)

CIA3 Rubrics

Program Learning Goals	PLG 1 - Social Responsibility And Ethical Sensitivity		
Program Learning Objectives	PLO 1.2 Develop value-based leadership through appropriate managerial actions.		
Total Marks	30 Marks		
Criteria	Exceeds Expectations	Meets Expectations	Does not meet expectations
Content and similarity index 7.5 marks CO3-PO4	Work demonstrates exceptional originality with minimal borrowed content.0-15 % All sources are accurately cited and referenced according to the required citation style. (6-7.5)	15-25% Work shows good originality with some borrowed content. Most sources are accurately cited, with minor errors in formatting (3-5)	Above 25 % Work shows moderate originality with a noticeable amount of borrowed content. Some sources are accurately cited, but there are notable errors or omissions. (0-2)
Ethical decision making 7.5 marks CO3-PO4	Develop value-based decisions based on ethical considerations and integrate perspectives with thorough analysis. (6-7.5)	Develops value-based decisions based on ethical considerations without integrating different perspectives. (3-5)	Justification of decisions is inadequate (0-2)
Determines the regulatory issues in the research work 7.5 marks CO4-PO4	Identifies all the regulatory issues in the research work. (6-7.5)	Identifies most of the regulatory issues in the research work. (3-5)	Fails to identify the regulatory issues in the research work. (0-2)
Appraise social issues involved in research 7.5 marks CO4-PO4	Uses professional language choices to communicate with clarity and fluency (6-7.5)	Moderate clarity and fluency using professional language choices (3-5)	Lack of clarity and shortcomings in choice of language (0-2)

Class participation (15 marks)

In the mentoring sessions, capturing and evaluating class participation and demonstrable performance behavior is crucial for fostering an engaging and productive learning environment. The following rubrics is designed to provide clear and structured criteria for assessing each student's involvement and performance throughout the 30-hour program, consisting of 20 sessions of 90 minutes each. The evaluation focuses on three key criteria, each critical to the research competency of MBA students:

Criteria	Excellent (5)	Good (3)	Needs Improvement (1)
Preparation and Readiness (5 marks)	Always well-prepared, having completed all readings and assignments.	Usually prepared, with most readings and assignments completed.	Rarely prepared, with many readings and assignments incomplete.
Engagement and Participation (5 marks)	Actively engages in discussions and frequently contributes insightful comments.	Participates regularly, contributing valuable comments and questions	Rarely participates, with minimal or no contributions.
Collaboration and Teamwork (5 marks)	Consistently works well with peers, actively supporting group goals.	Usually works well with peers, contributing to group goals.	Rarely collaborates effectively, often disengages or disrupts group work.

Prepared by Dr. Deepti Sinha (Faculty in charge)	Reviewed by Dr Santosh Basavaraj AoL team	Approved by Dr. Sathiyaseelan HOD
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CHRIST (Deemed to be University)

VISION

Excellence and Service

MISSION

CHRIST (Deemed to be University) is a nurturing ground for an individual's holistic development to make effective contribution to the society in a dynamic environment.

SCHOOL OF BUSINESS AND MANAGEMENT

VISION

Our vision is to be an institution of excellence developing leaders serving enterprises and society globally

MISSION

Our mission is to develop socially responsible business leaders with the spirit of inquiry through academic and industry engagement

Programme Educational Objectives (PEOs)

- Graduates possessing subject knowledge, analytical ability and skills to manage business.
- Graduates exhibiting spirit of inquiry, innovation and ability to solve problems in dynamic business environment.
- Graduates with value based leadership skills, entrepreneurial capabilities and global awareness serving enterprises and society.

Master of Business Administration

Program Learning Goals (PLGs)

Program Outcomes (POs)

PLG1 Social Responsibility and Ethical Sensitivity	PO1 Apply knowledge of Management and Practices to solve business problems
PLG2 Functional Knowledge and Application	PO2 Foster Analytical and Critical abilities for data-based decision making
PLG3 Communication	PO3 Ability to develop value-based leadership ability
PLG4 Critical Thinking	PO4 Ability to understand, analyse, communicate global economic, legal and ethical aspects of business
PLG5 Global Awareness	PO5 Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to the team environment
	PO6 Identify business opportunities, design and implement innovations in the work environment
	PO7 Enhance capabilities for generating research ideas in respective management domains
	PO8 Demonstrate sensitivity to sustainability issues and prepare for lifelong learning

School of Business and Management

CHRIST (Deemed to be University)

Course Plan

2021-23

Program	Master of Business Administration
Course Code & Name	MBA511: Campus to Corporate
Trimester	Fifth Trimester: September 2024 to December 2024
Hours & Credits (1 Credit = 10 hours)	15 hours, 1 Credit
Course Anchor	Dr.Santhosh Basavaraj
Course Facilitators at – Bangalore - Central Campus	Faculty mentors
Course Facilitators at – Bangalore - Kengeri Campus	Faculty mentors
Course Facilitators at – Bangalore - BGR Campus	Faculty mentors
Course Facilitators at – Delhi - NCR Campus	Faculty mentors
Course Facilitators at – Pune –LavasaCampus	Faculty mentors
Course Anchor & Faculty Contact information	Email: Dr Santosh Basavaraj Associate Professor HR Specialization School of Business and Management, Bangalore Kengeri Campus.

Course Name: Campus to Corporate	Course Code: MBA511
Total number of hours: 15 Hrs	Credits: 1
Course Description	This course is offered to MBA students during the fifth trimester. Mentors provide support to the students in resume preparation, group discussion, and mock interviews. Mentors inculcate responsible citizenship behavior like timeliness, punctuality, and a professional approach among the students through activities and role modeling.
Course Objectives	By the end of the course, the student should be able to: • To examine business, societal, ethical, and technological aspects that affect business • To employ appropriate managerial communication channels for better decisions • To evaluate student's candidature to match corporate requirements

Terminology**	AACSB	NBA
	Program Learning Goals (PLGs)	Program Outcomes (POs)
	Program Learning Objective (PLO)	
	Course Learning Outcomes (CLO)	Course Outcomes (COs)

Programme Learning Goals –Course Objective Matrix (AACSB)/ NBA

Sl. No	CLO/CO	RBT	Unit	CIA	PLG	PLO	PO(Level)*
1	Analyze business, societal, ethical, and technological aspects that affect business	L3	1	CIA1	1	1.1	PO4(3)
2	Examine the flow of communication in an interview	L4	2	CIA2	3	3.2	PO5(2)
3	Assess student's candidature to match corporate requirements	L5	3	CIA3	3	3.2	PO5(2)

- **When the correlation between CO and PO is more, the level is HIGH (3)**
- **When the correlation between CO and PO is medium, the level is MEDIUM (2)**
- **When the correlation between CO and PO is low, the level is LOW (1)**

Course Mapping

Unit number	Unit details	Week (starting and end dates)	CO-PO	Exercises	Hours per week	Pedagogy (teaching learning methods used)/ activities and or class trips/ dates for assessment	Resource/ Reference details
Unit 1: Group Discussions	Analytical topics from Business, Society, ethics, and Technology among others	1, 2,3	CO1-PO4	Group discussions based on current affairs	5	Class discussions, group discussions	Newspapers
Unit 2: Grooming for interviews, mail communication	E-mail communication etiquette, Mock interviews.	4,5,6	CO2-PO5	Discuss a sample of emails used in official communication. -Discuss the essentials of report writing - Conduct Mock interview	3	E-mail writing and mock interview	Official emails and Mock interview videos
Unit 3: Placement readiness	Resume Building, Personal Grooming, SWOT analysis	7,8,9,10	CO3-PO5	Resume presentation -SWOT analysis	7	Workshop mode	Naurki.com to see the job opening LinkedIn job searches

ASSESSMENT OUTLINE

ASSESSMENT DESCRIPTION

Group discussion (1.1 and 3.2) – maximum marks 25

This is an individual assignment performed by the students.

1. Each student is advised to speak on a management topic by the mentor.
2. Topics can be chosen by the mentees after validation by the mentor.
3. This is an oral presentation for a duration ranging from 5 - 7 minutes.
4. Assessment is based on the content, organization of thoughts, presentation, and communication skills.
5. Students develop the ability to build up the capacity for public speaking and personality development.

Interview (3.2) - maximum marks 25

Assignment Description: Team activity

The students are expected to choose one person from the industry and get interviewed by that person. Students need to get interviewed by a manager working in a company. All the team members need to be interviewed. The objective is to identify a key aspect involved in the interview.

The teams are expected to plan and conduct an interview video of 8 minutes for each student and submit it in the Google Classroom.

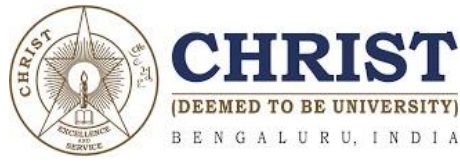
In the video, students need to discuss the following sequence.

1. Introduce themselves to the manager.
2. The interview duration for each student is 8 minutes (If the team has four members, the TOTAL duration would be 32 minutes) – the interview's central aim is to assess the candidate's critical challenges during the interview.
3. The interview shall focus on the job applied. Subsequently, students shall evaluate their own performance in the interview **(Please note that the self-evaluation is not to be conducted in the presence of an external interviewer).**
4. **Submission: TEAMWISE video submission.**

Program Learning Goals	PLG1 Social Responsibility and Ethical Sensitivity PLG3 Communication					
Program Learning Objectives (PLOs)	1.1 Analyze sustainability issues from stakeholder's perspectives 3.2 Develop professional oral presentation					
Total Marks	50 Marks					
Criteria / Weightage/PLO	CO-PO	Excellent (12.5)	Very Good (10)	Good (7.5)	Average (5)	Needs Improvement (2.5)
Identify sustainability issues from a business perspective PLO 1.1 12.5 Marks	CO1-PO4	Identify the concepts of society, ethics, and technology impacting business with relevant examples.	Identify the relevant concepts of society, ethics, and technology with relevant applications. Slips few points	Identify adequate concepts with moderation applications. Slips half of the points	Identify inadequate concepts with relevant applications Misses many points	Identification of concepts is poor with relevant applications Do not cover even basic points
Utilize appropriate communication mode for effective team collaboration. PLO3.2 12.5 Marks	CO3-PO5	Communication modes utilized by the team members are relevant and lead to close coordination among team members.	The communication modes used by the team need a few more relevant points and need more coordination.	Communication modes utilized by the team members is partially relevant and lead to a moderate level of coordination among the team members	Communication modes utilized by the team members need to be better in terms of coordination among the team members.	Communication modes utilized by the team members are inappropriate and lead to a lack of coordination among the team members.
Examine the flow of communication PLO3.2	CO2-PO5	Communication is clear in its design, logic,	Communication is needing few more clarity in its	Communication is partially appropriate in its	Communication is inappropriate in its design, logic, and organization.	Communication has limited clarity in its design, logic, and organization.

12.5 Marks		and organization.	design, logic, and organization.	design, logic, and organization.		
Defend using appropriate language PLO 3.2 12.5 Marks		Influences audience/readers with convincing language consistently and effectively.	Falls short of convincing language to influence an audience	Moderately influences audience/readers with language	Need a few more points to convince the audience/readers, inconsistent language	Fails to convince audience/readers due to inconsistent language

Prepared by Dr.Santosh Basavaraj (Faculty in-charge)	Reviewed by AoL Committee	Approved by Dr.Sathiyaseelan B HoD
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School of Business and Management
Master of Business Administration (MBA)
Batch 2024 – 26

Trimester II (September - December 2024)
MBA211 – Business Communication Mastery

Course Pack

June 2024



CHRIST (Deemed to be University)

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CHRIST (Deemed to be University) is a nurturing ground for an individual's holistic development to make effective contribution to the society in a dynamic environment.

SCHOOL OF BUSINESS AND MANAGEMENT

VISION

Our vision is to be an institution of excellence developing leaders serving enterprises and society globally

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Our mission is to develop socially responsible business leaders with the spirit of inquiry through academic and industry engagement

Programme Educational Objectives (PEOs)

- Graduates possessing subject knowledge, analytical ability and skills to manage business.
- Graduates exhibiting spirit of inquiry, innovation and ability to solve problems in dynamic business environment.
- Graduates with value based leadership skills, entrepreneurial capabilities and global awareness serving enterprises and society.

Master of Business Administration

Program Learning Goals (PLGs)

Program Outcomes (POs)

PLG1	Social Responsibility and Ethical Sensitivity	PO1	Apply knowledge of Management and Practices to solve business problems
		PO2	Foster Analytical and Critical abilities for data-based decision making
PLG2	Functional Knowledge and Application	PO3	Ability to develop value-based leadership ability
		PO4	Ability to understand, analyse, communicate global economic, legal and ethical aspects of business
PLG3	Communication	PO5	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to the team environment
PLG4	Critical Thinking	PO6	Identify business opportunities, design and implement innovations in the work environment
PLG5	Global Awareness	PO7	Enhance capabilities for generating research ideas in respective management domains
		PO8	Demonstrate sensitivity to sustainability issues and prepare for lifelong learning

Business Communication Mastery course plan 24-25 INDEX

S. No.	Content
1	Course Syllabus
2	Course Plan
3	CIA 1 and 2 details

Course Syllabus

Course Name: Business Communication Mastery		Course Code: MBA211
Total number of hours: 30		Credits: 1
Course Description: The course aims to equip students with the essential skills needed to communicate effectively in a business environment using English. Through a combination of theoretical knowledge and practical exercises, students will develop proficiency in various aspects of business communication, including email writing, presentation skills, and vocabulary development.		
Course Learning Outcomes: On completing the course student should be able to CLO1: Develop proficiency in business English communication. CLO2: Enhance presentation skills and effectively communicating business plans. CLO3: Showcase communication skills across various social media platforms.		
Pedagogy: Interactive discussions, hands-on activities, group discussions and peer learning, guest speakers, role-playing exercises, case studies and analysis, presentations, feedback and reflection, technology integration, project-based learning.		
Unit 1: Business English Communication and Email Writing (10 hours) Introduction to business English communication; vocabulary building exercises related to jobs, companies, and business concepts; understanding different email formats and their purposes; writing emails with appropriate formatting, subject lines, and language; correcting common errors in punctuation, capitalization, and tone.		
Unit 2: Presentation Skills and Business Plan Communication (10 hours) Organizing and delivering engaging presentations; using persuasive language and visual aids effectively; writing a mini business plan with appropriate vocabulary; presenting a business plan orally in a structured and engaging manner.		
Unit 3: Leveraging media platforms for networking and self-promotion (10 hours) Media platforms in professional networking and their relevance in professional contexts; optimizing profiles on platforms such as LinkedIn, Twitter, and ePortfolios; engaging with professionals and building meaningful connections on social media; showcasing expertise to attract connections; crafting effective posts and updates; track engagement and assess the effectiveness of self-promotion efforts.		
Assessment Outline:		
S. No.	Particulars	Marks
1	CIA-1	20
2	CIA-II	15
4	Class Participation	15
TOTAL		50

**School of Business and
Management CHRIST (Deemed
to be University) Course Plan**

Program	Master of Business Administration
Course Code & Name	MBA111 Business Communication Mastery
Trimester	Second Trimester: September – December 2024
Hours & Credits (1 Credit = 10 hours)	30 hours, 1 Credit
Course Anchor	Dr. Elizabeth Chacko
Course Facilitators at – Bangalore, Central Campus	All Faculty
Course Facilitators at – Bangalore, Kengeri Campus	All Faculty
Course Facilitators at – Bangalore, BGR Campus	All Faculty
Course Facilitators at – Delhi, NCR Campus	All Faculty
Course Facilitators at – Pune, Lavasa Campus	All Faculty
Course Anchor & Faculty Contact information	Dr. Elizabeth Chacko Bangalore Central Campus, 2nd Floor, Cabin #289 Email: elizabeth.chacko@christuniversity.in Contact No: 080-40129520

Course Name: Business Communication Mastery		Course Code: MBA211
Total number of hours: 30 Hrs		Credits: 1
Total Number of Sessions: 20		Hours per Session: 1.5 hours
Course Description	The course aims to equip students with the essential skills needed to communicate effectively in a business environment using English. Through a combination of theoretical knowledge and practical exercises, students will develop proficiency in various aspects of business communication, including email writing, presentation skills, and vocabulary development.	
Course Objectives	Course Learning Outcomes: On completing the course student should be able to CLO1: Develop proficiency in business English communication. CLO2: Enhance presentation skills and effectively communicating business plans. CLO3: Showcase communication skills across various social media platforms.	

Terminology**	AACSB	NBA
	Program Learning Goals (PLGs)	Program Outcomes (POs)
	Program Learning Objective (PLO)	
	Course Learning Outcomes (CLO)	Course Outcomes (COs)

Programme Learning Goals –Course Objective Matrix (AACSB)/ NBA

Sl. No	CLO/CO	RBT	Unit	CIA	PLG	PLO	PO(Level)
1	Develop proficiency in business English communication	4	1	1	2	2.1	PO1(2)
2	Enhance presentation skills and effectively communicating business plans.	5	2	2	3	3.2	PO5(2)
3	Showcase communication skills across various social media platforms	5	3	2	3	3.2	PO5(2)

Course Mapping

Unit No.	Session No.	Unit Details	Week No.	CLO & PLO	Duration	Pedagogy (teaching learning methods used)/ activities and or class trips/ dates for assessment	Resource / Reference Details
1	1	Introduction to Business Communication. Recognize different forms of business communication	Week 1	CO1-PO1	90 Mins	Group discussion on the significance of clear communication in business settings. Case study analysis of communication failures in businesses.	Newspaper reading
1	2	Email Writing Assessment	Week 2	CO1 – PO1	90 Mins	Writing a comprehensive business email based on a given scenario. Peer review and feedback.	Newspapers and websites
2	3	Presentation Skills	Week 3	CO1 – PO1	90 ins	Introduction to audience analysis.	Newspaper reading, Assignment: Outline a short presentation on a topic of choice.

2	4	Visual Aids and Design Principles - Effective use of visual aids (PowerPoint, charts, graphs), design principles.	Week 4	CO2 – PO5	90 Mins	Critique sample presentations, practice creating slides using various AI tools available as open source	Create a set of slides for the presentation
2	5	Delivering the Message - Engaging Your Audience , Handling Q&A and Feedback Techniques for clear and confident speaking, body language, handling nervousness. Techniques for audience engagement, using stories and examples	Week 5	CO2 – PO5	90 Mins	1. Practice delivery in pairs, provide peer feedback. 2. Deliver a short story-based presentation	Record a practice presentation for self-review.
3	6	Media Platforms for Networking - Personal Branding Basics. Understand the landscape of media platforms and their relevance for professional networking	Week 6	CO2 – PO5	90 Mins	Create an account on at least one professional media platform. Develop a personal branding statement	Overview of different media platforms (LinkedIn, Twitter, Instagram, Facebook, etc.). Submit a draft of your personal branding statement for feedback.
3	7	Creating an Effective Media Profile Components of a compelling profile (photo, bio, headline, etc.), and tips for optimizing profiles on various platforms	Week 7	CO3- PO5	90 Mins	Revise and enhance your profile on your chosen platform	

3	8	Content Creation and Strategy	Week 8	CO3-PO5	90 Mins	Plan a week's worth of content for your platform. Create and post one piece of content and analyze its impact	Types of content (posts, articles, videos, etc.), content strategy, and the importance of consistency.
3	9	Networking Tactics and Etiquette, Managing Online Reputation	Week 9	CO3-PO5	90 Mins	Identify and reach out to 5 potential connections. Join a professional group or attend an online networking event. Conduct an audit of your online presence.	Monitoring your digital footprint, handling negative feedback, and building a positive reputation.
3	10	Leveraging Media for Career Opportunities	Week 10	CO3-PO5	90 Mins	Apply for a job or seek career advice through your network	Searching for job opportunities, leveraging connections for career advice, and promoting achievements

ASSESSMENT OUTLINE

Component	Description	Units	Max Marks	Weightage (in the total marks)	Total
CIA-I	Crafting a Comprehensive Business Email and Developing a Story-Based Presentation	1, 2	20	100%	20
CIA-II	Individual Student Activity	3	15	100%	15
Class Participation		1,2,3	15	100%	15
Total			50	100%	50

CIA DESCRIPTIONS:

CIA 1

Description:

This is an individual activity. In this activity, you will enhance your professional communication skills through two key tasks. First, write a comprehensive business email based on a given scenario, focusing on clarity and persuasiveness. Second, create and deliver a short story-based presentation that illustrates a key business concept. Your presentation should include a narrative with characters and conflicts, demonstrating the importance of effective communication and problem-solving. This exercise aims to improve your ability to convey complex information engagingly and persuasively, both in written and verbal forms.

Rubrics

Program Learning Goals	2 – Functional Knowledge and Application			
Program Learning Objectives	2.1- Examine management theories in the context of business problems			
Total Marks	20 Marks			
CIA 1				
Rubric Criteria	Parameter	Excellent	Satisfactory	Needs improvement
Structure , Relevance to Topic, Professionalism (CO1) (Analytical essay) (5 marks)	Rubric for Email Drafts	Clear, correct, Highly relevant and professional	Somewhat correct and clear , relevant and professional	Incorrect and unclear, Irrelevant and Unprofessional
Content and Structure , Delivery and Engagement (CO1) (Analytical	Presentation Skills Rubric	Thorough and well-organized, Engaging and confident	Basic structure, Somewhat clear, moderate engagement	Lacks clarity and organization, Hesitant, low engagement

essay) (5 marks)				
Visual Aids, Audience Interaction , Time Management (CO2) (10 marks)	Dissemination of Knowledge	High-quality, Highly interactive, handles questions well, Adheres to the time limit.	Basic quality, Some interaction, handles some questions, Noticeably over/under time	No visual aids or ineffective, No interaction, unable to handle questions, No regard for time limits

CIA 2 DESCRIPTIONS:

Objective:

The objective of this activity is to help MBA students understand the importance of media platforms for professional networking and to develop strategies for effective online engagement. Students will create a professional profile, engage with industry-related content, and build their network on a chosen media platform.

Instructions:

1. Profile Creation:

- Choose a media platform such as LinkedIn, Twitter, or a professional forum relevant to your industry.
- Create or update your profile with a professional photo, detailed bio, and relevant skills and experiences.

2. Content Engagement:

- Follow at least 10 industry leaders, companies, or groups.
- Engage with content by liking, commenting, and sharing posts that are relevant to your field.
- Post at least three original pieces of content (articles, insights, questions) over the course of the activity.

3. Networking:

- Connect with at least 20 new professionals in your industry.
- Send personalized connection requests or messages.
- Participate in at least two online discussions or groups related to your field.

4. Reflection:

- Write a 500-word reflection on your experience, discussing what you learned about networking, the challenges you faced, and how you plan to continue building your professional network.

Submission Requirements:

1. **Profile Link:** Submit the link to your updated professional profile.

2. Engagement Evidence: Provide screenshots of your engagements (likes, comments, shares, original posts). 3. Networking List: Submit a list of new connections made, including their names and roles. 4. Reflection Essay: Submit your 500-word reflection as a Word document or PDF				
Program Learning Goals	3 – Communication			
Program Learning Objectives	3.2 – Develop Professional Oral Presentation			
Total Marks	15 Marks			
Rubric Criteria	Parameter	Excellent	Satisfactory	Needs Improvement
Profile Quality (CO3) (5 marks)	Professionalism: Profile picture, detailed bio, and completeness of sections Relevance: Skills and experiences relevant to the chosen industry Clarity: Clear and concise information presentation	Identify and analyze challenges & opportunities with detailed background information.	Identify and analyze challenges & opportunities with limited background information.	Identify challenges or opportunities with no background information.
Content Engagement (CO3) (5 marks)	Diversity of Engagement: Engaging with a variety of content types (articles, posts, discussions) Originality: Posting original content that demonstrates industry knowledge and insights Consistency: Regular and meaningful interaction with posts and discussions	Detailed evaluation of complementary interventions and actions to be effective	Limited evaluation of complementary interventions and actions to be effective	Evaluation of interventions and actions lacks clarity and relevance.
Networking and Reflection (CO3) (5 Marks)	Networking Efforts: Number and quality of connections made Personalization: Personalized messages	Uses professional language choices to communicate	Moderate clarity and fluency using professional language choices	Fails to convince audience/readers due to inconsistent language

	and meaningful interactions Reflection Quality: Insightful reflection on the learning experience, challenges, and future plans	with clarity and fluency		
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Class Participation (15 marks)

Criteria	Excellent (5)	Good (3)	Needs Improvement (1)
Preparation and Readiness (5 marks)	Always well-prepared, having completed all readings and assignments.	Usually prepared, with most readings and assignments completed.	Rarely prepared, with many readings and assignments incomplete.
Engagement and Participation (5 marks)	Actively engages in discussions and frequently contributes insightful comments.	Participates regularly, contributing valuable comments and questions.	Rarely participates, with minimal or no contributions.
Collaboration and Teamwork (5 marks)	Consistently works well with peers, actively supporting group goals.	Usually works well with peers, contributing to group goals.	Rarely collaborates effectively, often disengages or disrupts group work.

Prepared by Dr Elizabeth Chacko (Faculty in charge)	Reviewed by Dr. Santosh Basavaraj AOL	Approved by Dr. Sathiyaseelan HoS
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Title of the Practice:
Organization Structure Training

Objectives of the Practice:

1. **Understanding Corporate Hierarchies:** To familiarize MBA students with different organizational structures—functional, divisional, matrix, and hybrid—and their implications for communication, decision-making, and workflow.
2. **Role Clarity and Interdepartmental Coordination:** To help students understand the roles and responsibilities at various levels of management and how departments interact to achieve business goals.
3. **Strategic Alignment:** To enable students to see how organizational structures support strategy implementation and influence business performance.
4. **Preparation for Corporate Integration:** To ensure students can quickly adapt to corporate structures in internships and final placements.
5. **Critical Thinking and Application:** To encourage students to analyze real-world organizational charts and case studies, fostering decision-making and problem-solving skills.

Context:

The Organization Structure Training is a pre-MBA induction initiative designed for students to complete after admission and before the commencement of classes. This training bridges the gap between academic concepts and practical corporate understanding, ensuring students enter the MBA program with a solid foundation in organizational design principles. The module includes interactive workshops, case-based discussions, and simulations that expose students to various corporate structures and their strategic advantages. By understanding the “big picture” of how organizations are designed and function, students are better equipped to contextualize their MBA learning within real business environments.

The Practice Evidence of Success:

Students who have undergone this training demonstrate improved comprehension in core MBA subjects such as Management, Strategy, and HRM. Feedback from faculty indicates that these students actively engage in class discussions with greater awareness of corporate realities. Early internship supervisors have also noted that such students adapt faster to company workflows, communicate more effectively across departments, and contribute meaningfully to cross-

functional projects. Over the years, this training has contributed to higher satisfaction ratings from recruiters and smoother integration of fresh graduates into organizational roles.

Resources:

Training modules, case studies, corporate guest lectures, and organizational chart analysis tools.





School of Business and Management

Master of Business Administration (MBA)

Batch 2025 – 27

Trimester 1 (June 2025- Sept. 2025)

MBA 181- Organizational Structure Training

Course Pack

June 2025

CHRIST (Deemed to be University)

VISION

Excellence and Service

MISSION

CHRIST (Deemed to be University) is a nurturing ground for an individual's holistic development to make effective contribution to the society in a dynamic environment.

SCHOOL OF BUSINESS AND MANAGEMENT

VISION

Our vision is to be an institution of excellence developing leaders serving enterprises and society globally

MISSION

Our mission is to develop socially responsible business leaders with the spirit of inquiry through academic and industry engagement

Programme Educational Objectives (PEOs)

- Graduates possessing subject knowledge, analytical ability and skills to manage business.
- Graduates exhibiting spirit of inquiry, innovation and ability to solve problems in dynamic business environment.
- Graduates with value based leadership skills, entrepreneurial capabilities and global awareness serving enterprises and society.

Master of Business Administration

Program Learning Goals (PLGs)

Program Outcomes (POs)

PLG1	Social Responsibility and Ethical Sensitivity	PO1	Apply knowledge of Management and Practices to solve business problems
PLG2	Functional Knowledge and Application	PO2	Foster Analytical and Critical abilities for data-based decision making
PLG3	Communication	PO3	Ability to develop value-based leadership ability
PLG4	Critical Thinking	PO4	Ability to understand, analyse, communicate global economic, legal and ethical aspects of business
PLG5	Global Awareness	PO5	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to the team environment
		PO6	Identify business opportunities, design and implement innovations in the work environment
		PO7	Enhance capabilities for generating research ideas in respective management domains
		PO8	Demonstrate sensitivity to sustainability issues and prepare for lifelong learning

S. No.	Content
1	Course Syllabus
2	Course Plan
3	Reading material

Course Name: Organizational Structure Training (OST)	Course Code: MBA181
Total number of hours:20 Hrs	Credits: 2
Course Description: This course is undertaken by the students as a self-study project. The project is carried out by the students for one month before joining the MBA program and is evaluated during Trimester I. It will be an organizational study in a manufacturing-oriented, large organization for a minimum of thirty days.	
Learning Objectives At the end of the course, students should have the knowledge and application of • Vision, mission and objectives of business organization • Organizational structure in business organizations • Business functions in a business firm • Organization type the business under study fits in • SWOT analysis for a business organization • Key Result Areas of a business organization • Business growth over years with appreciation of enablers and barriers	
Course Learning Outcomes: On having completed this course student should be able to: At the end of the course the student will be able to: CLO1: List essential details and characteristics of the business organization and the industry it operates in CLO2: Examine the organizational structure and functions in a business organization. CLO3: Analyze the business organization using the SWOT framework CLO4: Assess OST project information to present to an audience CLO5: Organize information in the report in the appropriate manner and style	
Course Delivery 1. Organization Structure Training (OST) should be undertaken for thirty days in a reputed <u>manufacturing</u> organization with a minimum turnover of Rs. 100 crores. 2. The organization should be sufficiently large with all departments such as human resources (HR), production, marketing, and finance. 3. Students are required to be in touch with their mentor while choosing the organization and till the completion of the study. They need to apprise the faculty mentor about the progress of the OST on a weekly basis. 4. Students will be provided with an introduction letter by Associate Dean to enable them to approach companies for undertaking the OST. 5. Students have to do a self-study on the types of business organizations identifying the advantages and disadvantages of every type. Further, they need to map and relate their organization of study to its type. 6. Students need to keep a soft copy of the draft of the report. Some of the broad chapters of the report	

can be as follows.

- a) Introduction to Organization
 - b) Organization Structure
 - c) Functional Departments
 - d) SWOT Analysis
 - e) Functional Highlights across Key Result Areas (financial performance, marketing performance etc., over the years)
 - f) Findings, Recommendations and Conclusions
7. On joining the MBA program in June, the report has to be finalized in consultation with their respective faculty mentors.
8. Students are necessarily required to get OST completion certificates from the organizations supporting their OST, clearly mentioning the number of days of student visits for OST work.

Course Work

OST project work should cover the following topics.

- a) Organization's history
- b) Profile of the product
- c) Mission, objectives and strategies of the organization
- d) Organization chart - Design & Structure
- e) Policies and procedures followed
- f) Functions of various departments and their managers
- g) SWOT analysis of the organization
- h) Key Result Areas (KRAs) of the organization
- i) Significant factors for success
- j) System of accounting followed
- k) Product promotional measures
- l) Career planning and promotion policy of employees
- m) Training measures
- n) System followed for purchase of materials
- o) HRD measures (including welfare measures)
- p) Manpower planning
- q) Performance appraisal system
- r) Financial highlights during the last three years
- s) Future plans for growth of the organization
- t) Views of managers at various levels and non-managerial staff by detailed interaction.
- u) Advantages and drawbacks of the organization structure
- v) Recommendations to overcome the drawbacks.
- w) Modifications, if any, to the organization structure.

References for Information on Topics

1. Harold Koontz and Heinz Weihrich. *Principles of management*. TataMcGraw Hill.
2. Meenakshi Gupta. *Principles of management*. PHI.
3. Tripathi and Reddy. *Principles of management*. Tata McGraw Hill.
4. Interaction with company people
5. Website of organization

School of Business and Management

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Course Plan

Program	Master of Business Administration
Course Code & Name	MBA181 Organization Structure Training
Trimester	Trimester I (June 2025-Sept 2025)
Hours & Credits (1 Credit = 10 hours)	30 hours, 2 credits
Course Anchor	Dr Arti Arun Kumar Dr Santosh Basavaraj
Course Facilitators at – Bangalore -Central Campus	All faculty
Course Facilitators at – Bangalore - Kengeri Campus	All faculty
Course Facilitators at – Bangalore - BGR Campus	All faculty
Course Facilitators at – Delhi - NCR Campus	All faculty
Course Facilitators at – Pune - Lavasa Campus	All faculty
Course Anchor & Faculty Contact information	Dr.Arti Arun Kumar arti.kumar@christuniversity.in 9916498611& Dr Santosh Basavaraj santosh.basavaraj@christuniversity.in , 9972099785

Course Name: Organization Structure Training		Course Code: MBA181
Total number of hours: 30		Credits: 2
Course Description	Course Description: This course is undertaken by the students as a self-study project. The project is carried out by the students for one month before joining the MBA program and is evaluated during Trimester 1. It will be an organizational study in a manufacturing-oriented organization (with a minimum turnover of INR 100 crores) for a minimum duration of thirty days.	
Course Objectives	At the end of the course, students should have the knowledge and application of • Vision, mission and objectives of business organization • Organizational structure in business organizations • Business functions in a business firm • Organization type the business under study fits in • SWOT analysis for a business organization • Key Result Areas of a business organization • Business growth over years with appreciation of enablers and barriers	

Terminology**	AACSB	NBA
	Program Learning Goals (PLGs)	Program Outcomes (POs)
	Program Learning Objective (PLO)	
	Course Learning Outcomes (CLO)	Course Outcomes (COs)

Program Outcomes

Sl.No	CLO/CO	RB T	Unit	CIA	PLG	PLO	PO (Level)*
1	List essential details and characteristics of the business organization and the industry it operates in.	L4	1	Weekly Report	PLG 2	PLO 2.1	PO2 (3)
2	Examine the organizational structure and functions in a business organization.	L4	2, 3	Weekly report	PLG 2	PLO 2.1	PO1 (3)
3	Analyze the business organization using the SWOT framework	L4	4	Weekly report	PLG 2	PLO2.1	PO1 (3)
4	Assess OST project information to present to an audience	L5	5,6	OST Presentation	PLG 3	PLO3.2	PO5 (2)
5	Organize information in the report in the appropriate manner	L3	5,6	OST Report	PLG 3	PLO 3.1	PO4 (2)

	and style						
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When the correlation between CO and PO is more, the level is HIGH (3); When the correlation between CO and PO is medium, the level is MEDIUM (2); When the correlation between CO and PO is low, the level is LOW (1)

Pedagogy: Organization Structure Training (OST) should be undertaken as self-study for thirty days in a reputed manufacturing organization with a minimum turnover of INR 100 crores.

The assigned faculty mentor should approve the company identified by the student. The student must undertake the self-study for 30 days and must report the project's progress to the academic mentor as per the guidelines.

Guidelines:

- The organization should be sufficiently large with all departments/functional areas such as Human Resources (HR), Production, Marketing, and Finance.
- Students are required to be in touch with their mentor while choosing the organization and till the completion of the study. They need to apprise the faculty mentor about the progress of the OST every week.
- The Associate Dean will provide students with an introduction letter to enable them to approach companies for undertaking the OST.
- Students have to self-study the types of business organizations, clearly identifying the advantages and disadvantages of every type. Further, they need to map and relate their organization of study to its type.
- Students need to keep a soft copy of the draft of the report. The report chapters are to be as follows:
 - Chapter 1: Introduction to Organization
 - Chapter 2: Organization Structure
 - Chapter 3: Functional Departments
 - Chapter 4: SWOT Analysis (Company, Industry)
 - Chapter 5: Functional Highlights across Key Result Areas (financial performance, marketing performance, etc., over the years)
 - Chapter 6: Findings, Recommendations, and Conclusions

For topics to be included in each chapter, refer to the table on Course Mapping

Note: Relevant tools/technology/platforms/software applications used in the organization need to be identified, wherever applicable, for the above topics

- On joining the MBA program in June, the report has to be finalized in consultation with their respective faculty mentors.
- Students will make OST presentations in their respective mentoring groups after the commencement of the MBA program
- Students must get an OST completion certificate from the organizations supporting their OST, clearly mentioning the start and end dates of the OST project.
- During zero week, scheduled before the commencement of regular classes, theory sessions will be conducted on business organizations. An MCQ quiz of 20 marks will follow this.

Course Work

The requirements for the successful completion of the OST Coursework include the following:

- Regularity and progress report to mentor
- OST project report submission as per the guidelines

- OST Presentations (to be made in the Mentoring classes)
- Quiz (to be conducted at the end of zero weeks)

Essential Reading:

- SHRM. (2023). Understanding Organizational Structures.
<https://www.shrm.org/resourcesandtools/tools-and-samples/toolkits/pages/understanding-organizational-structures.aspx>

Recommended Reading:

- Robbins, Stephen P, Coulter, Mary., Martocchio, Joseph J, Long lori K, & Fernandez, Agna. (2021). *Management* (14th ed.). Noida: Pearson education.
- Koontz, H., & Weihrich, H. (2018). *Essentials of Management: An International, Innovation, and Leadership Perspective* (10th ed.). New Delhi: McGraw Hill Education (India) Private Limited.
- Stoner, J. A. F., Freeman, R. E., Gilbert, D. R., Nambudiri, R., & Kodwani, A. D. (2018). *Management* (6th ed.). New Delhi: Pearson.

Relevant website

<https://www.investopedia.com/terms/o/organizational-structure.asp>
<https://whatfix.com/blog/organizational-structure/>
<https://www.aihr.com/blog/types-of-organizational-design/>

Course Mapping

Unit number	Unit details	Week (starting and end dates)	CO-PO	Exercises	Hours per week	Pedagogy (teaching-learning methods used)/ activities and or class trips/ dates for assessment	Resource/ Reference details
1	Chapter 1: Introduction to Organization (Organization's history, Vision, Mission, objectives and strategies of the organization, Key Result Areas (KRAs) of the organization)	On admission to MBA Program	CO1 –PO1 (2)	OST onsite /	5	Refer section on Pedagogy and Guidelines	Refer section on Recommended Reading
2	Chapter 2: Organization Structure (Organization chart – Design & Structure, Advantages and drawbacks of the organization structure, Policies, and procedures followed)	On admission to MBA Program	CO2 – PO2 (2)	SHRM handout on understanding organization structures	5	Refer section on Pedagogy and Guidelines	Refer section on Recommended Reading
3	Chapter 3: Functional Departments (Functions of various departments and their	On admission to MBA Program	CO2 – PO2 (2)	SHRM handout on understanding organization structures	5	Refer section on Pedagogy and Guidelines	Refer section on Recommended Reading

	managers, System of accounting followed, Profile of the products, Product promotional measures, Career planning and promotion policy of employees, Training measures, HRD measures (including welfare measures), Manpower planning, Performance appraisal system, System followed for purchase of materials, Views of managers at various levels and non-managerial staff by detailed interactions)						
4	Chapter 4: SWOT Analysis of Company and Industry (SWOT analysis of the organization, Significant factors for success, Recommendations to overcome the drawbacks and seize opportunities)	During OST report preparation	CO3 – PO2 (2)	Report preparation	5	Refer section on Pedagogy and Guidelines	Refer section on Recommended Reading
5	Chapter 5: Functional Highlights across Key Result Areas (Financial performance,	During OST report preparation	CO4 – PO5 (1) CO5 – PO5 (1)	Report preparation	5	Refer section on Pedagogy and Guidelines	Refer section on Recommended Reading

	Financial highlights during the last three years, Marketing performance, etc., over the years, Future plans for the growth of the organization)						
6	Chapter 6: Findings, Recommendations, and Conclusions (Modifications, if any, to the organization structure, observations on the operations of the	During OST report preparation	CO4 – PO5 (1) CO5 – PO5 (1)	Report preparation	5	Refer section on Pedagogy and Guidelines	Refer section on Recommended Reading

ASSESSMENT OUTLINE

Component	Description	Units	Maximum marks	Weightage	Total
1	Weekly Report	1, 2, 3	20		20
2	Certificate of Completion from an Industry mentor		10		10
3	Project Report*	5	30		30
4	Presentation*	4	20		20
5	Quiz	1,2,3,4,5	20		20
	Total		100		100

ASSESSMENT DESCRIPTION

Progress Report to Mentor (20 Marks)

The maximum marks given to regularity of the weekly report is eight marks. As OST is a 4-week stint, a weekly report is expected for four weeks at the end of every week. Hence the marks allotted for regularity of report per week is two marks. '0' marks for no submission, '1' for late submission, and '2' for timely submission.

The maximum marks given to weekly progress report to the mentor is 12 marks, three marks for each weekly report. '0' for no submission, '1' needs improvement, '2' for a good report, and '3' for an excellent report.

Evaluation Rubrics for Weekly Report

Students are evaluated on their punctuality in the weekly report submission.

Program Learning Goals	PLG 2: Students should be able to apply the knowledge of management theories and use it to find solution to business problems in a diverse environment.		
Program Learning Objectives	PLO 2.1: Examine management theories in the context of business problems		
Total Marks	20 marks		
Criteria	Exceeds Expectations	Meets Expectations	Does not meet expectations
Identification of business context (10 marks)	Entire context is explained with all <i>relevant factors</i> including the fine points	Context is comprehended with <i>adequate</i> details	There is <i>no or little clarity</i> in understanding the problem

Management Theories (10 marks)	Relates the scenarios with the relevant theories and the analysis of the outcome is <i>integrated across functions</i>	Links the scenario with <i>the relevant theories</i> and the outcome analysis is synthesized across functions	<i>Fails to link</i> the scenario to the appropriate theories
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Evaluation Rubrics for Project Report

Program Learning Goals: Students communicate effectively in interpersonal, team and organizational settings using verbal, presentation, and written communication skills			
Program Learning Objectives: Develop and demonstrate effective written skills			
Total Marks 30 marks			
Criteria / Weightage/PLO	Exceeds Expectations	Meets Expectations	Does not meet expectations
Content development and language use	Precise, professional and concise language that clearly communicates to the intended audience	Moderate exhibition of professionalism and conciseness in language.	Content and language do not address the intended audience.

Evaluation Rubrics for Project Presentation

Students are evaluated on their ability to examine the flow of communication along the dimensions of Content, Delivery, Organization Structure, and Design of the Presentation.

Program Learning Goals: Students communicate effectively in interpersonal, team and organizational settings using verbal, presentation, and written communication skills			
Program Learning Objectives: Develop professional oral presentation			
Total Marks: 20			
Criteria / Weightage/PLO	Exceeds Expectations	Meets Expectations	Does not meet expectations
Language, clarity and fluency (10 marks)	Uses professional language choices to communicate with clarity and fluency	Moderate clarity and fluency using professional language choices	Lack of clarity and shortcomings in choice of language
Design of Presentation (10 marks)	Slides are aesthetically designed with crucial information and contribute significantly to	Slides designed with crucial information and points are visible and sufficient to maintain interest	Slides provide an adequate backdrop for the audience to follow the presentation

	maintaining interest in the presentation	in the presentation	
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Prepared by Dr. Arti Arun Kumar	Reviewed by Dr. Santosh Basavaraj (AOL)	Approved by HoS Dr Santosh Basavaraj
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