

MBA 2nd Semester

COURSE CODE 5: ORGANISATIONL STUDY (100 MARKS)

Course Objectives

The objectives of the course are:

- i. helping the learners to develop an understanding of the functional areas of management in the context of an organization.
- ii. preparing the learners to have a grasp of environmental forces and the corresponding response of the organization
- iii. equipping the learners in documenting historical performance of an organisation and contemplation of innovative measures
- iv. offering an opportunity for the MBA learners to acquire knowledge skills and attitude pertaining to functional areas of management
- v. gaining deeper understanding in specific areas of application of management.

Course Outcomes

Upon successful completion of the course, the learners will be able to:

- i. construct the company profile by compiling the brief history, management structure, products / services offered, key achievements and market performance for chosen organisation.
- ii. assess its Strengths, Weaknesses, Opportunities and Threats (SWOT) and understand the competitive profile.
- iii. determining the challenges and future potential for chosen organisation in particular and the sector in general; recommend measures for improvement of organisational performances
- iv. apply various soft skills such as time management, positive attitude, information search and communication skills while collecting various data and information for conducting the various processes in submission of the report.

TOTAL MARKS: This is a 4 credit course. Total marks: 100.

Annexure IV

I. Organisational Study (MBA 2nd Semester)

GUIDELINES:

1. Learner Approach

i. While choosing the organization for the purpose of writing a report on an organisational study, the learner should select an organisation in which information on its performance can be accessed through various annual reports. This will help in developing the historical perspectives of an organisation. Hence, the organisation should not be a new Organisation. In addition to the information available in the website of the Organisation, its competitors and the different regulatory and industry bodies, the learners may approach the local level functionaries in their head office/regional office/branch office as may be applicable.

ii. As this the report needs to be submitted at the end of second semester, the learners should approach the Organisation study to have an understanding of the main functional areas of the Organisation (Marketing/HR/Finance/Operations/IT/procurement) in terms of response of the Organisation to the forces of business environment.

iii. The report should focus on analytical and reflective learning; not just reproduction of information available in the Organisation or in public domain.

2. No of copies to be submitted

Learners should prepare three copies of the project report, One copy for the University, one for the Study Centre and one for the learner him/herself. The copy for the University should be submitted to the study centre. At the top right corner of the first page of the report 'COPY FOR THE UNIVERSITY', 'COPY FOR THE STUDY CENTRE' should be neatly written/typed.

3. **Typing instructions:** The Initial pages (Cover page and certificate page) should not have any numbering. There should be a content page depicting the inside road map of the project. Numbering of pages may start from the next page of the content page.

The type font is: Arial. For general continuous texts, font size: 11. The major Section should be typed with BOLD letters with font size: 14. The Sub-sections should be typed with Title Case bold letters with font size 12.

The Project Report should be typed in double line space, with 1.5 inches of margin in left side and 1 inch margin in the right side of each page. The upper and lower margins should not be

less than 1 inch each. Project report should be printed on one side only and should be spiral bound. The length of project report should not be more than 50 pages.

4. Assessment: The assessment of the report will be based on originality of the report and timely submission of the report.

An indicative structure of the report is given in the following pages:

Organisational study

at

XYZ Company

Submitted in the partial fulfillment of the requirement

For 2nd semester of

Master of Business Administration

Of

Krishna Kanta Handiqui State Open University

Submitted by

XXXXX

Enrollment no.:XXXXXXXX

DECLARATION

I, xxxx, hereby declare that the report ontitled “An
Organisational Study at XYZ Company”

submitted in the partial fulfillment of the requirement for the 2nd
Semester of

Master of Business Administration is my original work and is not
submitted for the award of any Degree, Diploma, Fellowship or other
similar title or awards.

Place: xxxxxxxxxxxxxxxx

Date:

Reg no.:

xxxxxxxxxxxx

TABLE OF CONTENTS (This is an indicative structure. The exact headings will differ according to your collection of relevant information and analysis)

Chapter No.	Index	Page No.
1	Industry/Sector Profile: If you are choosing a bank for your Organisational study, in this section give an outline of the banking industry with regard to the current banking environment	4 (approx)
2	Company/Organisation Profile: If you are choosing a FMCG company as your Organisation present a profile of the company in terms of its formation, Vision, Mission and Values, growth, employees, products, market, innovation, Organisational Chart etc.	15 (approx)
4	Study of Functional Departments: In this section depending upon the products and services of the Organisation of your choice, you may present various information on the functional areas as indicated below: <ul style="list-style-type: none"> 1. Production Department/Operations 2. Finance Department 3. Marketing Department 4. Human Resource Department 5. IT Department 	15 (approx)
5	SWOT Analysis	2 (approx)
6	Summary of Findings	4 (approx)
7	Suggestions and Recommendations	1 (approx)
8	Conclusion	1 (approx)