



Gyanmanjari
Innovative University

Course Syllabus

Gyanmanjari Institute of Management Studies
Semester-7 (BBA)

Subject: On the Job Training-BBAXX17405

Type of course: On Job Training (OJT)

Prerequisite: Students should possess fundamental knowledge of Principles of Management, Marketing Management, Financial Accounting, Human Resource Management, Business Communication, and Computer Applications.

Rationale:

On-The-Job Training (OJT) provides experiential learning opportunities to students by exposing them to real workplace environments. The course enables students to bridge the gap between academic learning and industry expectations through practical engagement in business operations, observation of organizational processes, participation in functional assignments, and interaction with industry professionals. The training develops managerial competencies, workplace ethics, communication skills, teamwork abilities, and professional confidence necessary for successful careers in the corporate and business world.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks					Total Marks
CI	T	P	C	SEE		CCE			
				Theory	Practical	MSE	V	ALA	
0	0	12	6	00	80	00	20	00	100

Legends: CI-Class Room Instructions; T – Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; MSE- Mid Semester Examination; V – Viva voce; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.

Course Outcome:

After learning the course, the students should be able to:	
CO1	Apply managerial knowledge, tools, and techniques to perform assigned workplace tasks effectively.
CO2	Analyze organizational workflows, project requirements, and workplace practices to understand professional responsibilities.
CO3	Maintain systematic documentation including work diaries, activity logs, reports, and technical records.

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CO4	Demonstrate professional ethics, workplace discipline, teamwork, communication, and interpersonal skills in an organizational environment.
CO5	Present training experiences, acquired competencies, and learning outcomes through professional reports and presentations.

Evaluation Parameter

Total Marks (100 = 80 External + 20 Internal)

Internal Assessment (20 Marks)

Parameters	Marks
Progress Review by Faculty Mentor	10
Understanding of Work Assigned	10
Total	20

External Assessment (80 Marks)

Parameters	Marks
Industry Mentor Evaluation	20
Log Book and Documentation	20
Professional Conduct and Communication Skills	10
OJT Report	20
Presentation & Viva-Voce	10
Total	80

Guidelines**Training Organization**

The training may be carried out in:

- Corporate Houses
- Manufacturing Companies
- Startups
- MSMEs
- Government Organizations
- Banking and Financial Institutions

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- Retail and FMCG Companies
- Approved Industry Partners
- Marketing and Advertising Agencies
- Business Consulting Firms

Recommended Training Areas

Students may undergo training in:

- Marketing Management
- Sales and Business Development
- Human Resource Management
- Financial Management and Accounting
- Operations Management
- Retail Management
- Digital Marketing
- Business Analytics
- Supply Chain and Logistics
- Banking and Finance
- Entrepreneurship and Startups
- General Management

Professional Code of Conduct

- Confidentiality of organizational information.
- Professional dress code.
- Punctuality.
- Ethical conduct.
- Respectful communication.
- Compliance with organizational policies.

Duration

- Minimum: 180 Hours
- Maximum: 240 Hours

Mentorship

Each student shall be assigned:

- Industry Mentor
- Faculty Mentor

The mentors shall monitor progress periodically.

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Students must maintain at least 90% attendance during the OJT period, certified by the industry mentor. Failure to meet the minimum attendance requirement may result in non-award of course credits.

Student Deliverables

1. Weekly Work Diary / Log Book

The log book shall include:

- Date
- Hours Worked
- Task Assigned
- Task Completed
- Tools/Methods Used
- Learning Outcome
- Mentor Remarks

2. OJT Report

1. Organization Profile

- Introduction
- Vision and Mission
- Services / Products
- Organizational Structure

2. Department Overview

- Department Details
- Roles and Responsibilities
- Work Environment
- Tools and Systems Used

3. Training Activities

- Tasks Assigned
- Activities Performed
- Weekly Learning Summary
- Workplace Exposure



4. Skills Acquired

- Functional Skills
- Professional Skills
- Business Tools and Software Learned

5. Learning Outcomes and Reflection

- Key Learning
- Challenges Observed
- Solutions Identified
- Future Learning Plan

References

Annexures

- Attendance Requirement
- Weekly Log Book
- Industry Mentor Feedback
- Faculty Mentor Feedback
- Work Samples / Screenshots

