

OBJECTIVE

The objective of OJT is to enhance student industry interaction so that students can acquire experience of a Retail store which will bridge the gap between academic learning and field learning. This will also help students to gain knowledge and experience on the functioning of a Retail Store in real time. It is a three (3) credit course, where the training of students is initiated through tie ups between institute/centre and various retail organizations.

GUIDELINES

- Students would be required to undergo to start on job training with retail organizations during Trimester II & III.
- OJT is compulsory for all the students.
- Students will spend the OJT time in a retail/hypermarket in the 2nd and 3rd trimester.
- The request for OJT would be done by the Institute to the concerned retail organization on mail and confirmation received from their end. In case the student decides the company on their own the HR of the company should keep BIMTECH OJT coordinator in loop. First OJT of approximately 10 days shall be in 2nd trimester and 2nd OJT of approximately two weeks shall be in the 3rd trimester. Undertaking for OJT will be signed by parents mentioning their contact numbers also. The same shall be serial numbered by the Programme office and sent to the parents/guardian (if applicable).
- Attendance is compulsory during this training period and the same shall be submitted by the organization to the OJT Coordinator/Programme office on mail or hard copy.
- On completion of the 1st OJT there shall be a report submission to the industry mentor and interaction/interview with him/her. Similarly there shall be a report submission and interaction/interview with the industry mentor after completion of the 2nd OJT. The hard copy of the report shall be submitted to the Program office and a Viva for the same shall be conducted by the Retail Management Programme at the end of Trimester III.
- Student who will go on exchange programme during second phase of OJT will appear for VIVA as soon as they are back.
- Please note that the Institute will provide the transport facility during this period for those doing OJT in NCR at 8am approximately from BIMTECH, Greater Noida to Botanical Garden in the morning while going and 9.30 pm from Botanical Garden to BIMTECH, Greater Noida in the evening while returning. For students doing OJT outside NCR no transport facility shall be provided. Those doing OJT outside

NCR are doing so of their own interest and shall have to make their own arrangement for accommodation and local travel.

- The student shall be paid Rs 200/day for the OJT duration worked; by the Programme office.
- All students doing OJT will have to furnish an indemnity from their parents in writing to the college for doing OJT.
- Both the duration of OJT's shall be in different organizations (preferably, unless there is a constraint of options).
- Mentoring shall be provided by the faculty before the start of the OJT. During OJT students can call and clarify any issue with any faculty of their choice. Faculty mentor is to be chosen by each student subject to mutual agreement between the faculty and student. Faculty details will be shared by the Program Office.
- The student is expected to be in telephonic contact with the faculty mentor at least twice a week.
- The pass marks will 40 out of 100.

EVALUATION

On completion of each of the 1st OJT and the 2nd OJT; students will have to submit written report to the industry and Institute respectively. The number of days for OJT are indicative and can change. The evaluation shall be as follows:

Parameters for evaluation: OJT 1

(i) Attendance for 1st 10 days: Given by the industry mentor/store in charge: 5 marks (as per the format given below)

Attendance parameter

Total days	Present(days)	Marks
10	10	5
	9	4
	8	3
	7	2
	6	1
	5 and less than 5	0

(ii) OJT 1(10 days approx.): Written report submission and interaction with industry mentor/store manager: 20 marks (as per the format given below)

Name of the candidate		Roll no:	
OJT(On job training):Industry evaluation: criteria and marks			
Criterion	Maximum marks	Marks scored	Comment on the candidates performance on the criterion
Understanding about the company			
Organization and reporting structure of the company and the store(as applicable)	1		
Behavioural aspect: Willingness to learn and contribute	5		
Understanding of product portfolio, vendors/manufacturers, category, sub-category, brands, sub-brands, number of SKU's	5		
Evaluation of job/store performance	8		
	20		
Date	Organization name and location	Appraiser's name and designation	

i) Parameters for evaluation (subsequent 14 days of OJT)

Attendance for 2nd OJT of 20 days: Given by the industry mentor/store in charge: 10 marks (as per the format given below)

Attendance parameter

Total days	Present(days)	Marks
14	14	10

Total days	Present(days)	Marks
	13	9
	12	8
	11	7
	10	6
	less than 10	0

(ii)OJT (two weeks approx.): Written report submission and interaction with industry mentor/store manager: 30 marks (as per the format given below)

Name of the candidate		Roll no:	
OJT(On job training):Industry evaluation: criteria and marks			
Criterion	Maximum marks	Marks scored	Comment on the candidates performance on the criterion
Understanding about the company	2		
Organization and reporting structure of the company and the store(as applicable)	2		
Behavioural aspect: Willingness to learn and contribute	6		
Understanding of product portfolio, vendors/manufacturers, category, sub-category, brands, sub-brands, number of SKU's	7		
Evaluation of job/store performance	13		
	20		
Date	Organization name and location	Appraiser's name and designation	

Name of the candidate		Roll no:	

(III) Evaluation by college: In 3rd trimester

There shall be a combined viva in the college for (OJT1+OJT2) done by faculty: 15 marks

(IV) Rubrics for evaluation by BIMTECH faculty mentor: Written report on (OJT1+OJT2). Evaluation based on rubric: 20 marks

PILO 1(A) : Student shall be able to develop professional quality business documents in the retail domain

1A: Student shall be able to develop professional quality business documents in the retail domain.							
Task Description: (Teacher may explain specific assignment in this space.)							
Student Name: _____ Roll No. _____							
	Excellent	Very Good	Good			Satisfactory	Unsatisfactory
Criterion	70% and above	60-69%	50-59%				
			reness of the company and exhibits adequate awareness of retail business environm 40-49% below 40% Retail Organization			Demonstrates awareness of the company and exhibits some awareness of retail business environment by	Demonstrates awareness of the company and exhibits very limited awareness of retail business environment by identify
			Demonstrates strong awareness of the company and exhibits highly	Demonstrates good awareness of the company and exhibits develop	Demonstrates awareness		

			develop ed ed awaren ess of retail busines s environ ment by identify ing a wide range of key factors	identify ng some of the significa nt factors	
			ent by identifying some of the significant factors		
Conte nt	docume nt clearly states the purpose	docume nt clearly states the purpose	Purpose of document is partially clear	Purpose of docume nt is unclear	Purpose of documen t is unclear
	Approp riate explana tions or facts used to support the main idea	Some explana tions or facts used to support the main idea	More explanations or facts need to be used to support the main idea	Main idea is not support ed by explana tions or facts	Main idea is not supporte d by explanati ons or facts
	Easy to follow	Some what hard to follow	Confusing to follow. Digresses from the objective	Hard to follow	Letter rambles; hard to follow or

					understand
	Tone is appropriate for intended audience	Tone is generally appropriate for intended audience	Tone is too formal or too informal for intended audience	Tone is inappropriate for intended audience	Tone is inappropriate for intended audience
Appearance	Typed, using correct spacing, font, and format	Letter typed/memo with few problems in spacing, font, or format	Letter /memo typed with frequent problems in spacing, font, or format	Letter/memo not typed with frequent problems in spacing, font, or format	Letter/memo not typed; wrong format used and hard to read
Language Usage	Accurate use of punctuation, capitalization, sentence structure and grammar	One or two mistakes of punctuation, capitalization, sentence structure or grammar	Three to four mistakes of punctuation, capitalization, sentence structure or grammar	More than five mistakes of punctuation, capitalization, sentence structure or grammar	Incorrect use throughout the letter of punctuation, capitalization, sentence structure or grammar

	No Spelling errors	One or two spelling errors	Three to four spelling errors	More than four spelling errors	Frequent spelling errors distract from letter
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