

**MBA-I / SEM-I / ORGANIZATIONAL BEHAVIOUR (2024-25)****COMPREHENSIVE CONCURRENT EVALUATION 2024-25****(Div C)****Course Code: 102 GC      Course Name: Organizational Behaviour****Faculty Name: Dr. Asita Ghewari**

The course is evaluated on the basis of following components

<b>Sr. No.</b>	<b>Parameter / Component</b>	<b>Marks</b>	<b>Date</b>
1	Poster Presentation - Business Leader	50	-
2	Movie Review and OB Lessons	50	-
3	Term End Paper	50	-

**CCE 1: Poster Presentation on Business Leader**

**Students are required to prepare a poster presentation on the allocated business leader. The poster presentation should effectively showcase key aspects of the leader's life, career, and contributions to the business world. The purpose of this task is to help you understand the role of leadership in shaping industries and to enhance your presentation skills.**

**The poster should include the following elements:**

**1. Professional Biography:**

A brief overview of the leader's career, key milestones, and major achievements.

**2. Contributions to the Business World:**

Discuss the significant contributions made by the leader to their industry or business world, including major projects, innovations, or strategic decisions.

**3. Personality Traits:**

Highlight important personality traits that define the leader, such as integrity, resilience, or visionary thinking, and explain how these traits contributed to their success.

**4. Leadership Style:**

Provide an analysis of the leader's leadership style (e.g., transformational, visionary, autocratic, etc.) and how it impacted their business and team.

**Guidelines:**

- Ensure that your poster is visually engaging, with a clear layout, appropriate images, and easy-to-read fonts.
- Use bullet points, diagrams, or info graphics to simplify information and highlight key points.
- Keep text concise and focus on impactful information.
- Your presentation should be able to engage the audience and provide a clear understanding of the business leader's significance.

**Please feel free to reach out if you have any questions or need assistance.**

## **CCE 2: Scrapbook on Movie Review and OB Lessons**

**As part of your CCE, you are required to create a scrapbook that combines a movie review with OB lessons learned from the movie. The scrapbook should be both creative and insightful, follow the below guidelines:**

### **1. Movie Review:**

Provide a brief review of the movie, focusing on its plot, themes, characters, and any significant takeaways.

### **2. OB Lessons:**

Identify key management lessons demonstrated in the movie. These can include aspects like leadership, decision-making, teamwork, conflict management, innovation, or problem-solving.

For each lesson, support it with specific incidents or scenes from the movie that clearly demonstrate the management concept in action.

### **3. Scrapbook Design:**

Be creative! Use images, quotes, and captions to make your scrapbook visually engaging.

Include movie stills, graphics, or sketches to support your review and lessons.

Ensure the scrapbook is neatly organized and easy to follow.

### **4. Submission Details:**

Format: Handmade or digital scrapbooks are accepted.

**Your scrapbook should reflect thoughtful analysis of the movie and demonstrate a clear connection between entertainment and real-world management principles. We look forward to seeing your creative and analytical skills!**

**If you have any questions, please feel free to reach out.**

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