

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA(General)**  
**Semester: III**  
**Syllabus with effect from : JUNE 2012**

<b>Paper Code:</b> UM03EBBA01	<b>Total Credit: 3</b>
<b>Title Of Paper:</b> Industry Exposure	

Unit	Description in detail	Weighting (%)
<b>1</b>	<p><b>The visit will include the following aspects</b></p> <p>Study of Organization and Organizational Structure.            Study of manufacturing processes.            Study of the working of: Finance &amp; accounts department, Marketing department, H.R. department, Production department, Stores department            Discussion with concern officials and executives</p>	
<b>2</b>	<p><b>The Industrial exposure report should include following points:</b></p> <p>Profile of Organization (History &amp; Establishment – Organization structure &amp; nature – Promoters &amp; Board of Directors – Products – Employees – Major markets &amp; customers)            Production            Marketing            HRM &amp; Industrial relations            Finance &amp; Accounts (Capital, Reserves, sales, profits, taxes etc.) (Balance sheet and P&amp;L Account of last accounting year if available).            Contribution of unit towards economic and industrial development.</p>	

**NOTE :**

- The teacher concern shall guide the students in collecting relevant information prior to each visit as well as in writing of report.
- Report must include One Public limited company and One private limited company
- A copy of report must be submitted to the university for final university viva-voce examination.
- Students shall draft their report individually (hand written) under the guidance of concern teacher.

