

SARDAR PATEL UNIVERSITY
Programme: BBA(General)
Semester: III
Syllabus with effect from : JUNE 2019

Paper Code: UM03SBBA21	Total Credit: 3
Title Of Paper: Industry Exposure	

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

