



SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.25))
Syllabus with effect from the Academic Year 2022-2023

BACHELOR OF BUSINESS ADMINISTRATION
BBA (General) Semester: III

Course Code	UM03SBBA71	Title of the Course	Industry Exposure
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ul style="list-style-type: none">• Industrial training is required to overcome the hurdles in the academic curriculum and in the industry.• This will help the students create and develop specific skills and competencies they require to become operable.• It gives the students a feel of how their work environment will be when they join the company.
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Course Content		
	Description	Weightage
1.	The visit will include the following aspects : <ul style="list-style-type: none">• 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	
2.	The Industrial exposure report should include following points: <ul style="list-style-type: none">• 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.	

Teaching- Learning Methodology	<ul style="list-style-type: none">• 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.
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage (%)
1.	Internal (Written)	15
2.	Internal Continuous Evaluation in the form of Quizzes, Seminars, Assignments and Attendance	15
3.	University Examination	70

Course Outcome

Industrial Visit brings clarity to important management concepts, as student practical experience firsthand how these concepts are put into action.
Industrial visit bridge the gap between classroom theoretical training and practical learning in a real-life environment.
Using the case study approach within the visit to bring out critical thinking among students and also gives students a platform to enhance their interpersonal skills.
The students get to see the best practices opted by different companies for similar work.

	<ul style="list-style-type: none">• Business Communication and Report Writing – R P Sharma and Krishna Mohan (Tata Mcgraw Hill 2002)• Communication Skills – Sanjay Kumar & Pushp Lata (OUP)
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On-line resources to be used as and when required.