

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: III
Syllabus with effect from : JUNE 2012

Paper Code: UM03EBBS01	Total Credit: 3
Title Of Paper: Industrial Exposure	

Unit	Description in detail	Weighting (%)
1	Company form of organization and its formation Meaning, features, Merits and demerits of limited companies Formation procedure with emphasis on memorandum of Association - Articles of Association- Conversion of private company in to Public company	25 %
2	Company Management Organizational activities Marketing Department, Role of marketing manager Human Resource Management- Scope of HRM and Function of HRM Finance and Accounting- Meaning, Objectives, Functions of Finance department. Information Technology- Role of IT Department, Function of IT Manager, Various IT applications in different departments Production Department- Production Process	25 %
3	Company Visit Report on any one Manufacturing company should be prepared.(Private or Public ltd manufacturing unit. IT or Management)	25 %
4	Report writing on the Company visit (Hand written only) Report order: Form and structure of Organization, Existing managing body of the organization, Production / manufacturing department and its production process in detail, Human resource Department and its functions, Marketing department and its activities, Finance and Account Department and its functions, Research and development Department- Recent research undertaken, Brief overview of its competitors – Market share and market strategies, Corporate social responsibility practices by the company Student's observation	25 %

Basic Text & Reference Books

- Business Organization by MC Kuchhal.
- Forms of Business Organisation SP Shah.

