

SARDAR PATEL UNIVERSITY
BBA (ISM) (3 Years) Semester - 3
Syllabus with Effect from: 2019-20

UM03SBBS22 : INDUSTRIAL EXPOSURE

Theory – 100 Marks

Credit – 3

UNIT1:	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%
Unit 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%
Unit 3:	Company Visit Student Must visit any two manufacturing unit and make project report on it(Any two Private OR Public company)	25%
Unit 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%

Reference:

Business Organization by MC Kuchhal,
Forms of Business Organisation SP Shah,

Evaluation Scheme: Internal (Theory) = 40 Marks External (Theory) = 60 Marks

Note: Report on any one company should be prepared.