



**Bachelor of Business Administration**  
**B.B.A (ISM) Semester-III**

<b>Course Code</b>	<b>UM03SBBS72</b>	<b>Title of the course</b>	<b>INDUSTRIAL EXPOSURE</b>
<b>Total Credits of the course</b>	<b>3</b>	<b>Hours per week</b>	<b>3</b>

<b>Course Objectives:</b>	1. Students get opportunities to work with industrial staff, understand their habits and approach towards problem solving.
	2. To get students familiarized with manufacturing, designing, testing and analysis, products, automation, etc.
	3. To help students to gain experience by knowing the structure of any industries, its scope and job responsibility, its departmental functions and much more.

<b>Course Content</b>			<b>Weightage</b>
<b>Units</b>	<b>Description</b>		
<b>1</b>	<b>Company form of organization and its formation</b>	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	<b>25%</b>
<b>2</b>	<b>Company Management</b>	Organizational activities Marketing Department, Role of marketing manager Human Resource Management- Scope of HRM	<b>25%</b>





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

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		<p>and Function of HRM</p> <p>Finance and Accounting- Meaning, Objectives, Functions of Finance department.</p> <p>Information Technology- Role of IT Department, Function of IT Manager, Various IT applications in different departments</p> <p>Production Department- Production Process</p>	
<b>3</b>	<b>Company Visit</b>	Report on any one Manufacturing company should be prepared. ( <b>Private or Public ltd manufacturing unit. IT or Management</b> )	25%
<b>4</b>	<b>Report writing on the Company visit (Hand written only)</b>	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%





<b>Teaching-Learning Methodology</b>	<ul style="list-style-type: none"><li>➤ White Board</li><li>➤ Presentation</li><li>➤ Video</li><li>➤ Case Study</li></ul>
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**COURSE OUTCOMES:**

<b>1</b>	Ability to acquire and apply fundamental principles of science and engineering.
<b>2</b>	Capability to communicate effectively
<b>3</b>	Ability to identify, formulate and model problems and find engineering solution based on a systems approach.
<b>4</b>	Ability to conduct research in the chosen fields of engineering.
<b>5</b>	Understanding of the importance of sustainability and cost-effectiveness in design and developments of engineering solution.
<b>6</b>	Ability to be a multi-skilled engineer with good technical knowledge, management, leadership and entrepreneurship skills.
<b>7</b>	Awareness of the social, cultural, global and environmental responsibility as an engineer.
<b>8</b>	Capability and enthusiasm for self-improvement through continuous professional development and life-long learning.

**Suggested References:**

<b>1</b>	Business Organization by MC Kuchhal
<b>2</b>	Forms of Business Organisation SP Shah

