

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: I
Syllabus with effect from: JUNE 2011

Paper Code:UM01CBBI04	Total Credit: 3
Title Of Paper: Industry Awareness and Exposure - I	

Unit	Description in detail	Weighting (%)
I	Conceptual Framework of Industrial Visits and Awareness: Forms of Business Organisation (Brief Conceptual understanding), Organisation Structures, Promoters and Existing management of the company.	20 %
II	Functional Areas of Company: Production / Manufacturing, Marketing, Accounting, and Finance, Human Resource Management including Social Responsibility.	20 %
III	Company Visit: Visit of Manufacturing Companies(TWO), Public Limited Companies, Certificate Shall be Issued by the concerned college for the visit to each student who has completed the visit	30 %
IV	Report Writing on the Company Visit: Handwritten Report Writing, Order of the Report: (a) Form of Organisation (b) Organisation Structure (c) Promoters and Existing Managing Group (d) Production / Manufacturing Department, Production Process, (e) Human Resource Department, functions of HR Department in the company (f) Marketing Department, Activities by the Department (g) Accounts and Finance Department, Activities undertaken by the Department (h) Research and Development Department, Activities undertaken by the Department (i) Brief Profile of Competitors, Market Share of Competitors and the company under the study (j) Any activities undertaken for Environment and Social Responsibility (k) Student's observation about the company.	30 %

