

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: III
Syllabus with effect from: June-2012

The objective of Industrial Exposure at III semester B.B.A. Programme is to give practical Exposure about the organization and its major functional areas.

Paper Code: UM03EBBI01	Total Credit:3
Title of Paper: Industry Exposure	

Unit	Description in detail	Weighting (%)
	The visit will include the following aspects: 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	
	The industrial exposure report should include following points: 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	

NOTE:

- 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.

