

**SARDAR PATEL UNIVERSITY**  
**Vallabh Vidyanagar**  
**B. B. A. (Honours) Information Technology Management Program**  
**Semester – III**  
**UM03EBBI02 Industry Exposure**  
**(w.e.f. June 2016)**

**Total Credits: 3**  
**Total Marks: 100**

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

**Guidelines:**

**1) The visit will include the following aspects:**

- (A) Study of Organization and Organizational Structure.
- (B) Study of manufacturing processes.
- (C) Study of the working of: Finance & accounts department, Marketing department, H.R. department, Production department, Stores department.
- (D) Discussion with concern officials and executives.

**(2) The industrial exposure report should include following points:**

- (A) Profile of Organization (History & Establishment – Organization structure & nature – Promoters & Board of Directors – Products – Employees – Major markets & customers)
- (B) Production
- (C) Marketing
- (D) HRM & Industrial relations
- (E) Finance & Accounts (Capital, Reserves, sales, profits, taxes etc.) (Balance sheet and P&L Account of last accounting year if available).
- (F) Contribution of unit towards economic and industrial development.

**EVALUATION:**

**Internal: 40 marks**

**External: 60 marks (Report evaluation – 40 Marks and viva voce exam – 20 marks)**

**NOTE:**

- 1) The teacher concern shall guide the students in collecting relevant information prior to each visit as well as in writing of report.
- 2) Report must include **One Public limited company** and **One private limited company**.
- 3) A copy of report must be submitted to the University for Final University viva-voce Examination.
- 4) Students shall draft their report individually (Hand Written) under the guidance of concern teacher.