



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

Course Code	UM03SBB171	Title of the Course	Industry Exposure
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ul style="list-style-type: none"><li>• Industrial training is required to overcome the hurdles in the academic curriculum and in the industry.</li><li>• This will help the students create and develop specific skills and competencies they require to become operable.</li><li>• It gives the students a feel of how their work environment will be when they join the company.</li></ul>
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Course Content		
Unit	Description	Weightage*(%)
1.	<p>The visit will include the following aspects :</p> <ul style="list-style-type: none"><li>• Study of Organization and Organizational Structure.</li><li>• Study of manufacturing processes.</li><li>• Study of the working of: Finance &amp; accounts department, Marketing department, H.R. department, Production department, Stores department</li><li>• Discussion with concern officials and executives</li></ul>	
2.	<p>The Industrial exposure report should include following points:</p> <ul style="list-style-type: none"><li>• Profile of Organization (History &amp; Establishment</li><li>• Organization structure &amp; nature</li><li>• Promoters &amp; Board of Directors</li><li>• Products</li><li>• Employees</li><li>• Major markets &amp; customers</li><li>• Production</li><li>• Marketing</li><li>• HRM &amp; Industrial relations</li><li>• Finance &amp; Accounts (Capital, Reserves, sales, profits, taxes etc.) (Balance sheet and P&amp;L Account of last accounting year if available).</li><li>• Contribution of unit towards economic and industrial development.</li></ul>	





Teaching-Learning Methodology	<ul style="list-style-type: none"><li>• The teacher concern shall guide the students in collecting relevant information prior to each visit as well as in writing of report.</li><li>• Report must include One Public limited company and one private limited company.</li><li>• A copy of report must be submitted to the University for Final University viva-voce Examination.</li><li>• Students shall draft their report individually (hand written) under the guidance of concern teacher.</li></ul>
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal report preparation and submission(As per CBCS R.6.8.3)	15%
2.	Internal Practical Viva-voce (As per CBCS R.6.8.3)	15%
3.	University Examination (Viva-voce )	70%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Industrial Visit brings clarity to important management concepts, as student practical experience first-hand how these concepts are put into action.
2.	Industrial visit bridge the gap between classroom theoretical training and practical learning in a real-life environment.
3.	Using the case study approach within the visit to bring out critical thinking among students and also gives students a platform to enhance their interpersonal skills.
4.	The students get to see the best practices opted by different companies for similar work.

Suggested References:	
Sr. No.	References
1.	Business Communication and Report Writing– RP Sharma and Krishna Mohan (TataMcgraw Hill 2002)

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