

C P PATEL AND F H SHAH COMMERCE (AUTONOMOUS) COLLEGE, ANAND

(Managed by SARDAR PATEL EDUCATION TRUST, ANAND)

AFFILIATED TO SARDAR PATEL UNIVERSITY, V V NAGAR

An ISO 9001 2015 Certified / An ISO 14001-2015 Certified / An ISO 21001-2018 Certified
GUJARAT INSTITUTIONAL RATING FRAMEWORK (4 STAR)

AAA Reaccredited CGPA 3.56 – GRADE **A⁺** KCG-Dept of Edu. Got of Gujarat-April 2017

NAAC Reaccredited - CGPA 3.30 - GRADE **'A⁺'** UGC – MHRD, Govt of India – June 2022

Syllabus as per NEP 2020 with effect from the Academic Year 2024-2025

Bachelor of Business Administration (ITM - Information Technology Management) Semester – III

Course Code	UM3SEBBI01	Title of the Course	Industry Exposure
Total Credits of the Course	02	Hours per Week	02

Course Objectives	1. Industrial training is requiring to overcome the hurdles in the academic curriculum and in the industry.
	2. This will help the students create and develop specific skills and competencies they require to become operable.
	3. It gives the students a feel of how their work environment will be when they join the company

Course Content		
Unit	Description	Weightage (%)
1.	<p>The visit will include the following aspects:</p> <ul style="list-style-type: none">• Study of Organization and Organizational Structure,• Study of manufacturing processes, <p>Study of the working of:</p> <ul style="list-style-type: none">• Finance & accounts department,• Marketing department,• H.R. department,• Production department,• Stores department• Discussion with concern officials and executives	50%
2.	<p>The Industrial exposure report should include following points:</p> <ul style="list-style-type: none">• Profile of Organization (History & Establishment• Organization structure & nature• Promoters & Board of Directors• Products • Employees	50 %

C P PATEL AND F H SHAH COMMERCE (AUTONOMOUS) COLLEGE, ANAND

(Managed by SARDAR PATEL EDUCATION TRUST, ANAND)

AFFILIATED TO SARDAR PATEL UNIVERSITY, V V NAGAR

An ISO 9001 2015 Certified / An ISO 14001-2015 Certified / An ISO 21001-2018 Certified
GUJARAT INSTITUTIONAL RATING FRAMEWORK (4 STAR)

AAA Reaccredited CGPA 3.56 – GRADE **A⁺** KCG-Dept of Edu. Got of Gujarat-April 2017

NAAC Reaccredited - CGPA 3.30 - GRADE **'A⁺'** UGC – MHRD, Govt of India – June 2022

Syllabus as per NEP 2020 with effect from the Academic Year 2024-2025

	<ul style="list-style-type: none">• 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	
--	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--

Teaching-Learning Methodology	<ol style="list-style-type: none">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.
--------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written	50 %
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	
3.	External Examination	50 %

Course Outcomes	
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.

C P PATEL AND F H SHAH COMMERCE (AUTONOMOUS) COLLEGE, ANAND

(Managed by SARDAR PATEL EDUCATION TRUST, ANAND)

AFFILIATED TO SARDAR PATEL UNIVERSITY, V V NAGAR

An ISO 9001 2015 Certified / An ISO 14001-2015 Certified / An ISO 21001-2018 Certified
GUJARAT INSTITUTIONAL RATING FRAMEWORK (4 STAR)

AAA Reaccredited CGPA 3.56 – GRADE **A⁺** KCG-Dept of Edu. Govt of Gujarat-April 2017

NAAC Reaccredited - CGPA 3.30 - GRADE **'A⁺'** UGC – MHRD, Govt of India – June 2022

Syllabus as per NEP 2020 with effect from the Academic Year 2024-2025

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 (Tata Mcgraw Hill 2002)
