

# 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<sup>+</sup>** KCG-Dept of Edu. Govt. of Gujarat-April 2017

NAAC Reaccredited - CGPA 3.30 - GRADE **'A<sup>+</sup>'** UGC – MHRD, Govt. of India – June 2022

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

## Bachelor of Business Administration (BBA-General)

### Semester - IV

<b>Course Code</b>	<b>UM4SEBBA03</b>	<b>Title of the Course</b>	<b>INDUSTRY EXPOSURE</b>
<b>Total Credits of the Course</b>	<b>02</b>	<b>Hours per Week</b>	<b>02</b>

<b>Course Objectives</b>	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

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

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	<ul style="list-style-type: none"><li>• Promoters &amp; Board of Directors</li><li>• Products • 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>	
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<b>Teaching-Learning Methodology</b>	<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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<b>Evaluation Pattern</b>		
<b>Sr. No.</b>	<b>Details of the Evaluation</b>	<b>Weightage</b>
1.	Report Writing and submission of report	<b>50 %</b>
2.	External Examination (VIVA)	<b>50 %</b>

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<b>Course Outcomes</b>	
1.	Industrial Visit brings clarity to important management concepts, as student practical experience first-hand how these concepts 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 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.

<b>Suggested References</b>	
<b>Sr. No.</b>	<b>References</b>
1	Business Communication and Report Writing– RP Sharma and Krishna Mohan (Tata Mc graw Hill 2002)

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