**GUJARAT UNIVERSITY SYLLABUS FOR S.Y BBA SEMESTER IV**

# CC – 214 INDUSTRIAL EXPOSURE AND VIVA-VOCE

## Introduction:-

The BBA programme aims at providing a practical insight to the student in the various functions of business enterprises. It is this aspect which gives a learner an edge over other programmes in the same area. Lack of industry exposure would prove fatal and hence a student of management needs to undergo practical training to sharpen his theoretical skills and knowledge.

## Objectives:-

The course in semester -IV is an extension of the practical studies course of semester-II. Here the students will be introduced to details of the functional areas of management (Marketing, Production or Human Resources). It will actually bridge the gap between theory and practice as they will study the same functional areas as theory papers too. The industrial visit and exposure will be followed by report writing and viva-voce. This paper also aims to sharpen the communicative skills of the students through practical training in some of the important skills required to be mastered by middle and higher level managers.

## Number of credits:- 3 Lectures per week:- 4.5

**GENERAL INSTRUCTIONS:-**

1. The industrial exposure and viva‐voce paper be incorporated in the fourth semester of BBA course with 3 credits and 4.5 hours per week in the following manner:‐

|  |  |
| --- | --- |
| **Component** | **Hours per week** |
| Communication  practicals | 1.5 |
| Project work | 3 |
| Total | 4.5 |

* 1. Each batch for practical studies should not have more than 40 students. For every batch, 1.5 hours per week have to be allocated for communication practicals and 3 hours per week for the project work.
  2. The evaluation of communication skills external practicals will be based on

group discussion(any one topic from the list declared by the university on the day of the exam) **and** group presentation (any one topic from the list attached herewith).

* 1. The project work will be evaluated on the basis of project report and individual viva‐voce.
  2. The allocation of marks will be as under:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Evaluation** | **Internal** | **External** |  |  |
| **Communication**  **Practicals** | **15 marks** | **35 marks** |  |  |
| Components | Group discussion 6 marks | Group presentation making  9 marks | Group discussion 15 marks | Group presentatio n making  20 marks |
| **Project work** | **15 marks** | **35 marks** |  |  |
| Components | Project report 6 marks | Viva voce 9 marks | Project  report 15 marks | Viva voce 20 marks |
| **Total marks** | **30** | **70** |  |  |
| **Minimum passing**  **marks** | **12 (out of 30)** | **28 (out of 70)** |  |  |

* + 1. The marks for practical studies shall be considered for deciding grade of the student.
    2. Minimum passing marks shall be at par with other subjects i.e. 40%.

**GUIDELINES FOR PROJECT WORK:‐**

1. The visit should be to a manufacturing unit, which can be of any size and any form of organization.
2. A batch size should not exceed 40 students for the visit. The last batch can be adjusted according to the strength of students in the institute.
3. Students are required to prepare an individual report based on information gathered during the visit and sessions with industry representatives in consultation with the concerned teacher.
4. The report can be of 30 to 40 pages, more descriptive in nature. Use of graphics and pictures should be minimized. Also, mere reproduction of secondary data should be avoided. It should cover the following areas:‐

**SECTION :‐I**

* 1. **COMPANY PROFILE:‐**

Name, Registered Address, Brief History, Mission, Vision, Products, Form of organization, Organisational Structure, Locational issues, Awards and Achievements.

* 1. **FINANCE:‐**

Turnover, Balance Sheet and Profit and Loss Account of last 3 Years. (If available), Capital invested and Sources of funds.

* 1. **SOCIAL RESPONSIBILITY AND FUTURE PLANS OF THE ORGANISATION.**

**SECTION :- II**

**( DETAILS OF ANY ONE OF MARKETING, HR OR PRODUCTION FUNCTIONS)**

1. **A PROJECT WITH MARKETING FOCUS SHOULD INCLUDE FOLLOWING DETAILS ABOUT THE ORGANISATION VISITED :‐**
   1. Products (Relate to concepts of marketing)
   2. Marketing staff and structure
   3. Segmentation, Targeting, Positioning
   4. Branding efforts
   5. Stage of Product Life Cycle for products
   6. Product hierarchy, line and mix
   7. Competitors and their strategies
   8. Pricing policies
   9. Marketing channels and distribution networks
   10. Promoting products – Advertising, Sales promotion, Publicity, Personal selling efforts
   11. Developing new products
   12. Marketing research activities
   13. Social responsibility of marketing.
2. **A PROJECT WITH HUMAN RESOURCES FOCUS SHOULD INCLUDE FOLLOWING DETAILS ABOUT THE ORGANISATION VISITED:‐**
   1. HR function at the organization, its values
   2. Organisational structure of HR department and its pyramidial break‐ up into levels and qualifications
   3. HR planning‐ Job Design classified into Job Description and Job Specification
   4. Recruitment, Selection, Orientation and Placement
   5. Training and Development practices
   6. Performance appraisal and Job evaluation
   7. Promotions, Transfers and Separations
   8. Industrial Relations
   9. Remuneration policies and its relation to Minimum Wages Act;
   10. Employee welfare, Safety and Health practices
   11. Trade Unions
   12. Disputes and their resolution
   13. New HR practices; if any.
3. **A PROJECT WITH PRODUCTION FOCUS SHOULD INCLUDE FOLLOWING DETAILS ABOUT THE ORGANISATION VISITED:‐**
   1. Organisation’s location and its issues for production
   2. Plant layout
   3. Organisation structure of the production department
   4. Production processes – continuous\intermittent
   5. Capacity planning
   6. Raw‐ material procurement and purchase decisions
   7. Materials handling
   8. Stores management
   9. ETP practices

## IMPORTANT:- AS THE FOCUS OF THE PROJECT WILL BE ON ONE FUNCTIONAL AREA TO BE INCLUDED IN SECTION II, A BRIEF OVERVIEW OF THE OTHER TWO SHOULD BE INCLUDED IN SECTION I.

1. **GUIDELINES FOR VIVA‐VOCE OF INDUSTRIAL VISIT:‐**

The viva‐voce for the student should be conducted on individual basis in English only and should be evaluated on the basis of following criteria:‐

* 1. Knowledge about the company visited
  2. Topics covered
  3. Applications related to functional focus
  4. Communication skills

1. **GUIDELINES FOR COMMUNICATION SKILLS PRACTICALS:‐**
2. **Group Discussion:**
3. The students will be divided into the groups such that the number of students in a group is 5.
4. The students will conduct the group discussion(on any one topic declared by the university at the time of examination) for 10 minutes on relevant and appropriate debatable issues.

## Group Presentation :

1. The students will make the presentation in a group of 5 (on any one topic as per the list attached herewith)
2. Such groups will be formed on the basis of the chronological order.
3. The duration of the presentation would be 2 minutes per speaker which means 10 minutes for the group of 5.
4. The presentation should have Power‐Point slides only as their visual aids and the judgement of its effectiveness should be purely done on the basis of the speakers’ **communication skills**.
5. The presentation SHOULD be related to any one of the following topics:
   1. Sales presentation focusing on any product or service
   2. Presenting a report to the Board of Directors
   3. Case‐Studies of Companies
   4. Issues of Social, Cultural and Academic Relevance

Management lessons from films/books/mythol