

GUJARAT UNIVERSITY
SYLLABUS FOR F.Y BBA

SEMESTER-II

CORE COURSE – 114 PRACTICAL STUDIES

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 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: This course aims at bridging the gap between theory and practice by providing an opportunity to the student to acquire basic understanding of the functioning of a business organisation. It attempts to introduce a student to the various functional areas of management through industrial exposure followed by report writing and *viva-voce*. It 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: 4½

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

17. GENERAL INSTRUCTIONS:-

13. The practical studies paper be incorporated in the second semester of B.B.A. course with 3 credits and 4 ½ hours per week in the following manner:-

Component	Hours per week
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Communication practicals	3 ½
Project work	1
Total	4 ½

14. Each batch for practical studies should not have more than 40 students. For every batch 3½ hours per week have to be allocated for communication practicals and 1 hour per week for the project work.

15. The evaluation of communication skills practicals will consist of role plays and speech making whereas the project work will be evaluated on the basis of project report and individual viva-voce.

16. The marks allocation will be as follows:-

Evaluation	Internal		External	
Communication Practicals	15 Marks		35 Marks	
Details	Role play 9	Speech making 6	Role play 20	Speech making 15
Project work	15 Marks		35 Marks	
Details	Viva voce 9	Project report 6	Viva voce 20	Project work 15
Total Marks	30		70	
Minimum Passing Marks	12 (out of 30)		28 (out of 70)	

17. The marks for practical studies shall be considered for deciding class and percentage of the student.

18. Minimum passing marks shall be at par with other subjects i.e. 40%.

21. GUIDELINES FOR PROJECT WORK:-

22. The visit should be to a manufacturing unit, which can be of any size and any form of organisation.

23. A batch of 35 to 40 students should be taken for the visit.

24. Students are required to prepare an individual report based on information gathered during the visit and/or sessions with industry representatives in consultation with the concerned teacher.

25. The report can be of 30 to 40 pages, more descriptive in nature. Use of graphics and pictures should be minimised. Also, mere reproduction of secondary data should be avoided. It should cover the

following areas:-

H. COMPANY PROFILE:-

Name, Registered address, Brief History, Mission, Vision, Products, Form of organisation, Organisation Structure, Locational issues, Awards and Achievements.

I. PRODUCTION:-

Product classification, Production process, Production capacity, Plant layout, Raw material and its procurement, Ways to handle industrial waste.

J. MARKETING:-

Basic data about product, price distribution and promotion as 4 p's of marketing, Competitors.

K. HUMAN RESOURCES:-

Number of employees at each level, shifts , Recruitment, Selection, Training initiatives, Compensation, Policies regarding promotion and transfer.

L. FINANCE:-

Investment in the organisation, Sources of funds, Last 3 years sales turnover, Profit and Loss account and Balance Sheet. (if available)

M. SOCIAL RESPONSIBILITY AND FUTURE PLANS OF THE ORGANISATION.

D. Guidelines for FYBBA Communication Skills Practical

28. Speech Making: The students would be asked to make extempore speeches on current topics (could be related to social evils, economic developments, political conditions, etc.) for the duration of 3 minutes.

29. Role Play: Role Play can be related to any of the following topics.

26. Conversing with an insurance agent

27. At a bank

28. At a shop

29. At a travel agency

30. At a ticket counter

31. Medical Representatives

- 32. Clients/patients to a counselor
- 33. Taking interviews (like a media personnel) of celebrities
- 34. Reactions/evasive replies/ negative responses to
unwanted telephone calls
- 35. Conversation between teacher-student/boss-employee