



B. J. VANIJYA MAHAVIDYALAYA

(Autonomous)

(Grant-in-Aid)

(Affiliated to Sardar Patel University)

Vallabh Vidyanagar- 388 120, Dist. Anand, Gujarat, India

Accredited with CGPA of 2.78 on four-point scale at B++ Grade by NAAC

Syllabus as per the NEP 2020 with effect from - December 2025

Bachelor of Business Administration (General)

Semester – IV

Course Code	UM04SEBBA01	Title of the Course	Industry Exposure
Total Credits of the Course	02	Hours per week	02

Course Objectives:	<ol style="list-style-type: none">1) Industrial training is requires 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.
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Course Content		
Unit No.	Description	Weightage (%)
1	The visit will include the following aspects : <ul style="list-style-type: none">• Study of Organization and Organizational Structure.• Study of manufacturing processes.• Study of the working of: Finance & accounts department, Marketing department, H.R. department, Production department, Stores department• Discussion with concern officials and executives	50%
2	The Industrial exposure report should include following points: <ul style="list-style-type: none">• Profile of Organization (History & Establishment• Organization structure & nature• Promoters & Board of Directors• Products• Employees• Major markets & customers• Production	50%



	<ul style="list-style-type: none"> • 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. 	
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Teaching-Learning Methodology	<ul style="list-style-type: none"> • The teacher concern shall guide the students in collecting relevant Information prior to each visit as well as in writing of report. • Report must include one Public limited company and one private limited company. • A copy of report must be submitted to the College for Final viva-voce Examination. • Students shall draft their report individually (hand written) under the guidance of concern teacher. • The teacher concern shall guide the students in collecting relevant information prior to each visit as well as in writing of report. Report must include One Public limited company and one private limited company. A copy of report must be submitted to the university for final university viva-voce examination. Students shall draft their report individually (hand written) under the guidance of concern teacher.
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Internal and External Examination Evaluation

Sr. No.	Details of the Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1	Class Test (at least one)	15 (30%)	10 (40%)
2	Quiz (at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	----
4	Home Assignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	----
6	Attendance	05 (10%)	05 (20%)
Total Internal (%)		50 (100%)	25 (100%)
Final Examination (%)		50 (100%)	25 (100%)

Sr. No.	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.
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Sr. No.	Suggested References:
1)	Business Communication and Report Writing – R P Sharma and Krishna Mohan (Tata Mcgraw Hill 2002)
2)	Communication Skills – Sanjay Kumar & Pushp Lata (OUP)