

# Veer Narmad South Gujarat University

## 601 - Business Policy and Strategic Management

Third Year BBA(Semester6)

With Effect from A.Y.2021-22

### Objective of the course:

1. To acquaint students with the basic procedure of scientific businessresearch
2. To orient students with the methodology of research in a way that they can do their semester six project report work in an effectivemanner
3. To develop a research aptitude within students that is helpful in taking rational businessdecisions

### Teaching Pedagogy:

Lectures, Industry Experts, Case Studies from real business worlds, Presentations

### Course Content:

#### Unit 1: Introduction to Strategic Management (20%)

- **Conceptual Understandingof**
  - Strategy, Policy, Tactics, Strategic Management, Business Definition,SBU
- **Strategic ManagementProcess**
- **StrategicIntent**
  - Vision, Mission, Goals and Objectives (Their Formulation andrelevance)

#### Unit 2: Environmental Analysis (20%)

Concept and Role of Environmental Analysis,

- **Industry and CompetitionAnalysis**
  - IndustrySetting,Structure,Attractiveness,PerformanceandPractices.Forces shaping competition, Experience curve and its limitations. Competitor Analysis
- **OrganisationalAppraisal**
  - Concept, Role andProcess
  - Approaches for organizational analysis – Value chain approach and Functional approach
  - Conceptual Understanding of Core competence, Distinctive Competence,and Competitive Advantage, OCP,SAP

### **Unit 3: Grand Strategies (20%)**

- When and Why to pursue Stability, Growth, Retrenchment and Combination
- Business level Strategies (Cost Leadership, Differentiation and Focus)

### **Unit 4: Choice of Strategy (20%)**

Concept and Process, Evaluation of Strategic Alternatives (Corporate Portfolio Analysis, BCG, GE, SPACE, Product Market Evaluation Matrix, Directional Policy Matrix)

### **Unit 5: Strategic Implementation and Evaluation & Control (20%)**

- **Strategic Implementation**
  - Concept, McKinsey's 7S Framework
  - Interdependence of Strategic Formulation and Implementation
  - Strategy Activation
  - Structural Implementation, Behavioural Implementation, Functional Implementation, Project and Procedural Implementation
- **Strategic Evaluation & Control**
  - Stages of Control and Process
  - Evaluation and Control Criteria
  - Barriers

#### **Suggested Readings:**

1. *Strategic Management: L.M. Prasad, Sultan Chand & Sons*
2. *Strategic Management and Business Policy: Azhar Kazmi, McGraw Hill*
3. *Strategic Management: Text and Cases: VSP Rao & Krishna, Excel Group*
4. *Crafting and Executing Strategy: Concepts and Cases: Thompson Arthur Jr., McGraw Hill Education*
5. *Business Policy and Strategic Management Francis Cherunilam Himalaya Publishing House*
6. *Business Policy and Strategic Management Jauch, Gupta, Glueck Frank Bros. & Co.*
7. *Strategic Management, an integrated approach Hill, Charles W.L. Biztantra Jones, Gareth.R.*
8. *Exploring Corporate Strategies-Text and Cases Johnson Scholes Prentice Hall India*
9. *Strategic Management – Text and Cases Dess, Gregory, G. McGraw Hill / Irwin Lumpkin, G.T. Taylor, Marilyn, L*
10. *Strategic Management – Concepts and Cases David, Fred, R. PHI Learning*

# Veer Narmad South Gujarat University

## 602 – Financial Institutions and Markets

Third Year BBA(Semester6)

With Effect from A.Y.2021-22

### Objectives of the course:

1. To develop a deeper understanding of why certain markets and institutions exist, how they create economic value.
2. To acquaint students about Financial System, financial services and different financial intermediaries which play important roles in functioning of the economy

### Teaching Pedagogy:

Lectures, PowerPoint Presentations, Group Work

### Course Content:

- 1. Financial Institutions: (25%)**  
Financial System, Regulatory and Promotional Institutions: Financial System and Economic Development, Financial Sector reforms, financial inclusion. Regulatory and Promotional Institutions: Functions and Role of RBI, Monetary policy and techniques of monetary control of RBI, The Role and Functions of SEBI.
- 2. The Banking and Non-Banking Financial Institutions: (25%)**  
The public and private sectors, structure, Bank capital and Banking Innovations, Commercial and Co-operative Banks, Non-Banking Financial Institutions, Insurance Companies - Role of IRDA. Mutual Funds: Growth of Indian Mutual Fund and its Regulations- The Role of AMFI
- 3. Financial Markets: (25%)**  
Structure and Functions of Call Money Market, Government Securities Market, Treasury Bills Market, Commercial Bills Market, Commercial Paper and Certificates of Deposits, Securities Markets: Organization and Structure, Listing, Trading and Settlement, SEBI and Regulations of Primary and Secondary Markets.
- 4. Debt Market: (25%)**  
Introduction and meaning, Market for Government/Debt Securities in India, Secondary market for government/debt securities, over subscription and devolvement of Government Securities, Government securities issued by State Governments, Municipal Bonds, Corporate Bonds vs. Government Bonds

### Suggested Readings:

- *R. Shanmugham. Financial Services. 2<sup>nd</sup> Edition New Delhi: Wiley India Pvt.Ltd*
- *Pathak, Bharati V., Indian Financial System: Markets, Institutions and Services, Pearson education (Singapore), New Delhi, Second edition,2008.*
- *NIMS (National Institute of Security Markets – An Educational Initiative of SEBI), Merchant Banking, TaxMann Publications Pvt. Ltd.,Mumbai.*
- *Bhole, L.M. , Financial institutions and Markets: Structure, Growth and Innovations, McGrawHill, New Delhi, Fourth edition,2008.*
- *Khan M.Y, Financial Services, 5th edition Tata McGraw Hill, NewDelhi.*
- *Saunders, Anthony & Cornett, Marcia Millon (2007). Financial Markets and Institutions (3rd ed.). Tata McGrawHill*
- *Shahani, Rakesh( 2011). Financial Markets in India: A Research Initiative. Anamica Publications*

# Veer Narmad South Gujarat University

## MSE-3: 603 – Consumer Behaviour (Marketing Elective Group)

Third Year BBA(Semester6)

With Effect from A.Y.2021-22

### Objective of the course:

1. To orient the students with consumer behaviour and its determinants.
2. To understand consumer decisions and its determining factors.

### Teaching Pedagogy:

Lectures, Role Plays, Case Studies from real business worlds, Presentations, Quizzes, Group Activity, Mini Project work

### Course Content:

#### **Unit 1 Introduction to Consumer Behaviour (20%)**

Nature and scope of consumer behavior, Consumer Decision Making: four views of consumer decision making Economic man, Cognitive man, Emotional man, Passive man Consumer Decision process, Factors influencing consumer decision making process, Comprehensive models of consumer decision making: Nicosia Model, Howard-Sheth model, Engel-Kollat-Blackwell model Sheth's Family decision making model.

#### **Unit 2: Consumer Learning (20%)**

Element of learning process, Types of Learning Process, Classical Conditioning Theory, Operant / Instrumental Conditioning Theory, Cognitive Dissonance Theory, Consumer Memory

#### **Unit 3: Consumer Attitudes Models (20%)**

What are attitudes, Attitude formation, Tri-component attitude model, Multi-attribute model

#### **Unit 4: Social Class and Culture (20%)**

- Meaning of Social Stratification and Social Class, Nature of Social Class Influences, Social Class Characteristics, Social Influence on Consumer Behaviour
- Culture (Definitions and Meanings) -Traditional and Changing Indian Values, Sub Culture, Cross Cultural Marketing Analysis

## Unit 5: Diffusion of Innovation

(20%)

Diffusion of Innovations: The diffusion process, the adoption process, a profile of the consumer innovator.

### Suggested Readings:

1. *Leon G. Schiffman & Leslie Lazar Kanuk: Consumer Behavior, Pearson PHI.*
2. *Batra & Kazmi, Consumer Behavior, Excel Books.*
3. *Hawkins, Best & Concy, Consumer Behaviour, Tata McGraw Hill.*
4. *Peter. D. Bennett Harold H. Kassarian: Consumer Behaviour (PHI).*
5. *Srivastava, Khandoi, Consumer Behaviour, Galgotia Publications.*
6. *M.S. Raju & Dominique. Xardel, Consumer Behaviour, Vikas Publications.*
7. *Loudon & Della Bitta, Consumer Behavior, Tata McGraw Hill,*
8. *Soloman, Consumer Behaviour: Buying, Having and Being, Pearson / PHI.*
9. *Kardes, F.R. Consumer Behaviour and managerial Decision making, Pearson*
10. *Nair – Consumer Behaviour and Marketing Research, Himalaya*

# Veer Narmad South Gujarat University

## MSE-4: 604 – Personal Selling and Sales Force Management (Marketing Elective Group)

Third Year BBA(Semester6)

With Effect from A.Y.2021-22

### Objective of the course:

3. To acquaint students in-depth understanding of sales related aspects of marketing.
4. To acquaint the students with the concepts, tools and techniques of sales and distribution management in Indian context.
5. It will also expose the students with the latest practices in sales field.

### Teaching Pedagogy:

Lectures, Guest Sessions, Role Plays, Case Studies from real business worlds, Presentations, Quizzes, Group Activity

### Course Content:

#### **Unit 1: Personal Selling**

**(20%)**

Evolution of sales department, Sales executive as coordinator, Theories of Selling, Objectives of Personal Selling, Process of Personal Selling - Prospecting, Sales presentations, Objection handling, Closing the sales and post sales activities, Relationship selling

#### **Unit 2: Sales Force Management**

**(20%)**

Recruitment and selection of sales force, Training of sales force, Motivating and compensating sales force, controlling the sales force, Designing sales territories, Sales quotas, Sales organization structure

#### **Unit 3: Negotiation**

**(20%)**

Bargaining strategies (Distributive Bargaining, Interactive bargaining), Negotiation process, Individual differences in negotiation effectiveness, Third party Negotiation, Global Implications, Cultural Differences in Negotiations

#### **Unit 4: Targets and Sales Management**

**(20%)**

Objectives of using targets, Types of targets and target setting procedures, administering target setting procedure

**Unit 5: Sales Territories****(20%)**

Reasons for establishing sales territories, process for setting up or revising sales territories

**Suggested Readings:**

1. Sales Management: Decisions, Strategies and Cases – Still, Cundiff, Govoni, PHI.
2. Sales Force Management - Johnston Marshal, Tata Mcgrow Hill, NewDelhi.
3. Sales and Distribution Management – S. L. Gupta, ExcelBooks.
4. Organisational Behaviour – Stephen Robbins, Timothy Judge and SeemaSanghi, Pearson education (For chapter onNegotiation)



# Veer Narmad South Gujarat University

## FSE-3: 603 – Investment and Portfolio Management (Finance Elective Group)

Third Year BBA(Semester6)

With Effect from A.Y.2021-22

### Course objectives

- To develop a concrete understanding of the theory and practice of investment management.
- To get the students familiar with the different investment avenues and management of investments.
- To develop the skills for the portfolio constructions, evaluation and investment advisory

### Teaching Pedagogy:

- Students are involved through lectures, discussions, numerical, stock exchange visit (if possible)

### Course Content

- **Introduction to Investment (15%)**  
Basic Concept, objectives and characteristics of investment, Investment vs. speculation and Gambling, Investment decision making Process, Different investment alternatives and their risk & return profile
- **Operations of Indian Stock Market (20%)**  
Basics of Stock Market, New issue market: IPO, Book building procedure, listing of securities, Secondary market: Types of brokers, types of orders, mechanics of investing, Basic objectives and functions: SEBI, NSE, BSE, NSDL
- **Security Analysis (20%)**  
Methods of security analysis: Basic theory of Technical Analysis (RSI, MACD), Fundamental Analysis (Economic, Industry and Company)
- **Introduction to Portfolio Management (25%)**  
Meaning of portfolio and portfolio management, Concept of Diversification and Portfolio management process, Portfolio Analysis and evaluation: Markowitz Model, Sharpe Single Index Model, Capital Assets Pricing Model (Theory & Examples)

- **Mutual Fund – An Investment Avenue** **(20%)**  
Concept, types and benefits of mutual funds, NAV, Entry and Exit load, risk in mutual funds, Flow chart of mutual fund, AMCs, Basics of Exchange Traded Funds (ETFs) and overview on Systematic Investment Plan(SIP)

**Suggested Reading:**

- P. Pandian, Security Analysis & Portfolio Management Vikas Publishing Latest Edition
- Kevin S. (2011), Security Analysis and Portfolio Management, PHI Learning Private Limited.
- Fischer Donald E. and Jordan Ronald J., Security Analysis and Portfolio Management, PHI, New Delhi, 6th edition, 1995.
- Amling Frederic, Investment, Prentice Hall Inc, Englewood Cliffs, New Jersey, 1983.
- Fuller Russell J. and Farrell James L., Modern Investment and Security Analysis, McGraw Hill, New York, 1993.
- Bhalla V.K., Investment Management: Security Analysis and Portfolio Management, S. CHAND, New Delhi, Latest Edition

# Veer Narmad South Gujarat University

## FSE-4: 604 – International Financial Management (Finance Elective Group)

Third Year BBA(Semester6)

With Effect from A.Y.2021-22

### Objectives:

- To acquaint the students with the Multinational financial system, instruments used in International Finance, short term financing related decision.
- Familiarize students with international financial transactions and Operational aspects of foreign exchange markets.

### Teaching Pedagogy:

- Students are involved through lectures, discussions, corporate cases and power point presentation

### Course Content:

#### **Unit 1: International Financial Environment (20%)**

An overview, reasons to pursue international business, how firm engage in international business, Balance of Payments, International Capital flows and facilitating agencies, Factors affecting international portfolio management,

#### **Unit 2: International Financial Markets (20%)**

Foreign exchange market: History, Transactions, Quotations and their interpretation, Money market: Origins and development, Global Bank regulations, Bond market: overview on Eurobond market and others, Stock market: Issuance of stock in foreign market and investing

#### **Unit 3: International Trade Financing (20%)**

Payment terms in international trade, Documents in international trade, financing techniques in international trade, government sources of export financing, Concept of parallel loans

#### **Unit 4: Short Term Financing (10%)**

Sources of short term financing and criteria for foreign financing, International Cash Management: centralized cash management, techniques to optimize cash flow, Complications in optimizing cash flow

## **Unit 5: Long Term Assets and Liability Management**

**(30%)**

Direct Foreign Investment: Motives, benefits and host government views, Barriers, Multinational Capital budgeting: Inputs, simple example and factors, International Acquisitions: Background, Models for valuing target, factors affecting cash flow determination of target, valuation process, why valuation differ and other type of multinational restructuring

### **Suggested Reading:**

- Madura J. International Financial Management, Asian Books Pvt Ltd, New Delhi.
- Shapiro, Alan C. Multinational Financial Management, Prentice hall of India, New Delhi, 1995.
- Bhalla, V.K. International Financial Management, Anmol publication, New Delhi.
- Buckley Adrian, Multinational Finance, Prentice hall of India, New Delhi, 1996.
- Abdullah, F.A. Financial Management of the Multinational Firms, Englewood Cliffs, New Jersey, 1987.
- Eun & Resnick (2008). International Financial Management, latest edition, Tata McGraw Hill, New Delhi.
- Sharan V. (2012). International Financial Management, Sixth edition, PHI Learning, New Delhi.

# Veer Narmad South Gujarat University

## HSE-3: 603 – Performance and Compensation Management (HRM Elective Group)

Third Year BBA(Semester6)

With Effect from A.Y.2021-22

**Objectives:** To provide in depth knowledge about Compensation and Performance management. The course will help the students to understand various technicalities regarding compensation and its legislation.

**Pedagogic Tools:** Lectures, Assignments, Case Studies, Presentations, Practical Examples from corporate and business world.

### Course Content:

#### **Chapter 1: Performance Management (30%)**

1. Performance Management: Objectives and features, performance as integral part of performance management
2. Development and Process of Performance Management System
3. Performance Appraisal and performance Management and Techniques of Appraisal
4. Methods for evaluating Performance: 360 Degree appraisal, Competency Mapping & Competency Modelling, H. R. Scorecard, H. R. Audit
5. Performance Appraisal Problems and dealing with Performance Appraisal Problems

#### **Chapter 2: Various Performance Management Strategies (20%)**

1. Performance Mentoring: Objectives, Process, Conditions for Effective Performance mentoring
2. Performance Monitoring: Assessment Center, Measuring performance, Criteria for performance measurement; Setting Organizational, Team & Individual Performance Standards
3. Potential Appraisal
4. Ethics in Performance and Compensation management

#### **Chapter 3: Rewards (25%)**

1. Managing Basic remuneration, Incentives and Benefits

2. Rewarding Special Groups Rewarding Directors, Senior Executives, Sales, Services staff, Knowledge workers, manualworkers
3. Employee Benefit and Pension Scheme Employee Benefits, Flexible Benefits, Pension Scheme
4. The Practice of Reward Management: Developing Reward System, Managing Reward System
5. Evaluating Reward System, Responsibility for Rewards
6. Digitized rewards and recognition

**Chapter 4: Compensation management and its relevant Laws**

**(25%)**

1. Payment of Wages Act,1936
2. Minimum Wages Act,1948
3. Payment of Gratuity Act,1972
4. Payment of Bonus Act,1965
5. Equal Remuneration Act,1976
6. Income tax act provisions with respect to salaried persons
7. Employees' State Insurance Act,1948
8. Employees' P F & Misc Provisions Act,1952
9. Workmen's Compensation Act,1923
10. Maternity Benefits Act,1981
11. Unorganized Sector Workers' Social Security Act,2008
12. Social Security Act
13. Medclaim Policies and their salient features

**Reference Books:**

- 1) Human Resource Management by C. B. Gupta
- 2) Human Resource Management by S. S. Khanka
- 3) Essentials of Human Resource Management and Industrial Relations by P. Subba Rao
- 4) Organization Behaviour By K. Ashwathappa
- 5) Human Resource Management by Gary Dessler
- 6) Human Resource Management by Biswajeet Patnayak

7) Human Resource Management by K.Ashwathappa

8) Compensation Management by Mousumi Bhattacharya, NilanjanSengupta

# Veer Narmad South Gujarat University

## HSE-4: 604 – Management of Industrial Relations (HRM Elective Group)

**Third Year BBA(Semester6)**

**With Effect from A.Y.2021-22**

**Objectives:** The subject will give basic understanding about the relationship between three parties to Industrial Relations- Employer, Employee and Government. The subject will enable the students to understand Trade Unions, Collective Bargaining and various aspects of Industrial conflicts. Being HR students, they must know the Health and Safety and its legislative matters. The subject will cover all those concepts and the students will be able to connect various issues of IR with management.

**Pedagogic Tools:** Lectures, Assignments, Case Studies, Presentations, Practical Examples from corporate and business world.

**Course Content:**

### **Chapter 1: Industrial Relations**

**(20%)**

1. Meaning, Objectives and Importance of Industrial Relations
2. Parties to Industrial Relations
3. Approaches to Industrial Relations
4. Conditions for good Industrial Relations
5. Industrial Relations in India- History, Present and Future
6. Workers participation in Management

### **Chapter 2: Trade Unions and Collective Bargaining**

**(20%)**

1. Meaning, Objectives and Importance of trade union
2. Union Structure and types of Trade Unions
3. Functions of Trade Unions
4. Trade Union Act, 1926 and Amendment Act, 2001
5. Problems and measures to strengthen Trade Unions
6. Meaning, Objectives and Importance of Collective Bargaining
7. Collective Bargaining Process
8. Bargaining Strategies



9. Case studies of Collective Bargaining in Indian history

**Chapter 3: Industrial Conflicts**

**(20%)**

1. Introduction, Definition and Features of Industrial Conflicts
2. Causes of Industrial Conflicts
3. Types of Industrial Conflicts
4. Prevention and Settlement of Industrial Conflicts

**Chapter 4: Industrial Health & Safety (20%)**

1. Meaning and Definition of Industrial Health
2. Occupational Hazards and Occupational Diseases
3. Safety & Safety Organization
4. Statutory Provisions to maintain Health & Safety
4. Accidents
5. Alcoholism and Drug Abuse in Industries
6. Absenteeism and Turnover
7. Counselling skills for managers

**Reference Books:**

- 1) Human Resource Management by C. B. Gupta
- 2) Human Resource Management by S. S. Khanka
- 3) Essentials of Human Resource Management and Industrial Relations by P. Subba Rao
- 4) Organization Behaviour by K. Ashwathappa
- 5) Human Resource Management by Gary Dessler
- 6) Human Resource Management by Biswajeet Patnayak
- 7) Human Resource Management by K. Ashwathappa
- 8) Industrial Relations by Mamoria

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# DETAILED GUIDELINES

## SUMMER INTERNSHIP REPORT

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Credit - 4

### Bachelor of Business Administration

**(Effective from Academic Session 2019-2020)**

*As part of the requirements to be fulfilled for the award of the degree of bachelor in Business Administration (BBA) from Veer Narmad south Gujarat University students are expected to undergo 6-8 week summer internship after their fourth semester, i.e. during their summer break (June-July). The candidates are expected to present an academic report on the same in starting of their fifth semester. This document contains details of expected practices and guidelines with respect to the summer internship and subsequent report. Clearly general guidelines such as these may not cover all circumstances. Particular emphasis and minor adjustments may be necessary in individual cases. Such adjustments are to be brought to the notice of the faculty and only on their approval it should be incorporated in the report. It is thus imperative that students consult their faculty members for specific advice and guidance on matters pertaining to the design and content of internship and of course, the reporting of it.*

## **PART 1: THE SUMMER INTERNSHIP**

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Participants (in a group of Maximum 5 members) of the BBA Sem.-IV course have to undergo 6-8 weeks of summer internship during their summer break after fourth semester examinations. They are also required to submit a report on the same in the starting of their 5<sup>th</sup> semester which will be treated at par with a full course and marks will be reflected in semester 5<sup>th</sup> marksheet.

### **1.1 Objectives of the Summer Internship**

- To provide extensive exposure to the participant of hands on experience in a corporate environment
- To provide participants an opportunity for application of knowledge and techniques learnt in the first year of their programme to real business problems and to test out and enrich one's understanding, knowledge and skills
- To give participants an insight into the working of the real organizations and gaining deeper understanding of specific functional areas
- To help participants develop an appreciation for the linkages among different functions and developing a realistic managerial perspective about organizations in their totality
- To provide a platform for the corporate to test the reliability, quality and performance of the participants and make a match for final job offer later if they so deem fit

### **1.2 Supervision**

1. During the internship the student will be under the supervision of a person in the organization who will act as his/her corporate guide. He/she will provide guidelines on how the student should work during the stay with the organization.
2. In addition, each student will be guided by a faculty of College.

The student will be required to report to the faculty guide immediately after joining the company for the project. The student is required to meet the faculty guide before departing for the summer internship and take necessary instruction from him/her.

The faculty guide may consult the corporate guide from time to time for obtaining information on the progress of the internship of the student.

## **PART 2: SUMMER INTERNSHIP REPORT AND ITS EVALUATION**

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### **2.1 Basic Requirements**

- All the students have to prepare and submit a written project (70-100 pages) at the end of the internship.
- Each participant will make at least one hard bound copy + CD of internship report in the recommended format to be submitted to the College
- The submission is to be made as per the Submission schedule displayed by the college for the summer internship.
- It is the students' responsibility to organize the binding and make sure that the copies are ready before the submission date.
- The report should include a certificate issued by a competent authority from the

Company.

- The copies must be signed by the supervising authority at the organization only in the bounded form.
- The report should also accompany the Summer Internship Feedback form duly signed by the supervisor at the sponsoring company
- This may not necessarily be a statistical or analytical report; it could be learning and experience sharing too.
- Detailed format and guidelines for writing the report are attached herewith for your reference in subsequent sections.

## **2.2 Evaluation Pattern**

The General Project Subject shall carry 100 marks. The evaluation pattern will be as follows:

- Internal Evaluation : 30 Marks (To be done by Guide)
- External Evaluation : 70 Marks (To be done by College Faculty members other than Guide, 35 Marks Report + 35 marks Presentation)

## **PART 3: SPECIFIC ASPECTS OF THE REPORT**

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What follows is an attempt to provide you with some rules, and some helpful advice on an acceptable practice. However you are still advised to consult your faculty for more specific advice in relation to your summer internship report. Supervisor may be fully independent to kind of work and responsibility given to the students.

### **3.1 The Generic Structure**

College Certificate  
Company Certificate  
Acknowledgements  
Declaration  
Abstract/Executive Summary  
Table of Contents  
List of Tables  
List of Graphs  
List of Figures

#### **CHAPTER 1 AIM & ESTABLISHMENT OF THE COMPANY**

- Establishment of the company
- Position in Industry
- Types of services/products given/produced
- Mission statement and aim of the company

#### **CHAPTER 2 POLICY OF THE COMPANY**

This chapter enlists organizational policies concerning customer services, personnel (motivation, how staff are expected to behave etc.) production, advertising/promotion, environment and so on. For example, 'The customer is always right'; 'Do not harm the environment'; 'Staff must wear uniform'; etc.

#### **CHAPTER 3 ORGANIZATIONAL STRUCTURE OF THE COMPANY**

- Identify Various Departments (Marketing/Finance/ HR/Operations/Production etc.)
- Description of functions of each applicable department
- Organizational chart of the company
- Key Personnel in each Department

#### CHAPTER 4 DESCRIPTION OF WORK RESPONSIBILITIES TAKEN

- Describe the department you worked in
- Layout of the office
- Job description
- Machines, Computer programmes used
- Description of Work Responsibilities Taken

#### CHAPTER 5 EXPERIENCE GAINED AND PROBLEMS FACED

- What did you learn? How will this experience help you in the future?
- Problems faced
- What was missing /lacking?
- How could you have done your work better?
- How could you have gained more experience?

#### CHAPTER 6 CONCLUSION, SUMMARY AND RECOMMENDATIONS

Your thoughts, views and comments in general about the company and your work experience

### 3.2 Specific Mechanics of the Report

#### 3.2.1 Word Length

The total length of the report would be 70-100, A-4 size pages. This length is exclusive of title and contents page, figures, tables, appendices and references.

#### 3.2.2 General Text

Text should be one and a half spaced using printing on both sides of the pages and duly numbered. However, new chapters, sections, etc. should start from odd numbered pages.

**Font:** Times New Roman, Size 16-14-12, heading-subheading-content, Justified (both left and right) alignment

**In-text emphasis:** Use italics or bold typeface

**Paragraphs:** 0.5" First line indentation; One and half line spacing with 12 point space after paragraph

**Page Margins:** Top: 1"; Bottom: 1"; Inside: 1.5"; Outside: 1" (Mirrored layout)

**Page numbers:**

- Centered at the bottom of the page
- Roman numerals (i,ii,...) should be used for initial pages (excluding the title page)
- The main body of the text (where the Introduction) commences on Page 1
- The pages included in Appendices/Annexure are to be numbered in roman numerals (i,ii,...)

#### 3.2.3 Headings:

- Chapter Headings size 16 in bold typeface
- Sub-Headings size 14 in bold typeface
- Main Chapter headings in block capitals
- Chapter headings left justified at the top of a new page
- Use sub-headings together with a numbering system used in this document thus giving structure to your work.

#### 3.2.4 Quotations:

- 1.5 line-spacing
- Must include author name, date and page number referring to the parent text

### 3.2.5 Tables, Figures etc

- Must be numbered according to the chapter (e.g. Table 5.1 means that it is located in Chapter 5 and that it is the first table presented and discussed in this chapter)
- Must have a title at the top and key (legend) underneath
- The table title must be set in sentence case (only first letter in capital) as follows:  
**Table 5.1** Summary of sample characteristics
- Only the Table index number should be in bold. Rest of the title should be in plain text

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# DETAILED GUIDELINES

## PROJECT REPORT

### (In the area of Specialization)

### BBA Semester -VI

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Credit - 8

(Effective from Academic Session 2019-2020)

#### 1. OBJECTIVE:

The objective of the study paper is to help the students to develop ability to apply multi-disciplinary concepts, tools & techniques to analyze various situations pertaining to the area of specialization and of the study evaluate alternative solutions and suggest appropriate ways to achieve organization specific objectives.

#### 2. TYPE OF PROJECTREPORT:

The project report may be any one of the following types:

2.1 Comprehensive case study (covering single organization/multifunctional area, problem formulation, analysis and recommendations)

2.2 Single organizational/inter- organizational study aimed at organizational comparisons of various practices adopted / to be adopted for growth in market place/for organizationalefficiency.

2.3 Field study for functional / behavioural findings based on data collection and dataanalysis.

#### 3. PROPOSAL SUBMISSION:

Project of the project should be prepared in consultation with the project guide from organization and institution submitted to the Director/BBA programme co-ordinator. The synopsis should clearly state the brief description of the organization objectives and research methodology of the proposed project to be undertaken. It should have full details of the rationale sampling instruments to be used, limitations if any and future directions for further research etc. in a format given by college.

#### 4. ELIGIBLE GUIDES:

1. Recognized Faculty of the BBA College having degree inmanagement.
2. Professionals in the relevant area holding degree/diploma in management and allieddiscipline.

## 5. SYNOPSIS SUBMISSION:

Students are advised to submit their synopsis within 15 days of the starting the project in any organization to their respective guides in organization and institute. Students are also advised to submit the bio data of their guide in case the proposed guide does not belong to the category (1).

## 6. APPROVAL OF THE SYNOPSIS:

The synopsis shall be discussed with both the guides in details and necessary corrections be made before start of the project. This exercise should not take more than 2 days.

## 7. PROJECT REPORT FORMAT\*:

The project report should include

- Declaration
- Acknowledgements,
- Index,
- List of tables,
- List of figures,
- Executive Summary
- Chapters (1 to 6, viz. Introduction to Industry, Introduction to company, Theoretical Framework, Review of Literature, Research Methodology, Data Analysis, Conclusion, Recommendations – whichever decided by college guide.)
- Reference Material – (i) Bibliography (ii) Appendices

***[\*FORMAT IS SUBJECT TO NATURE OF REPORT]***

The title page should include - Title of the project, Name of the organization / Institution, Degree for which the report is presented, Name of the candidate/class, Month & Year of submission

1. The length of report may be about 70 to 100, 1.5 spaced typed A4 sized pages. (Excluding appendices and exhibits.) However 10% variation is permissible.
2. The report must adequately explain the research methodology adopted and the directions for future research.
3. The report should also contain - Approved Proposal and synopsis, Certificate of originality of the work by the guide.

## 8. SUBMISSION OF THE REPORT:

Two typed original copies of the report are to be submitted to Principal/Director in prescribed format on the date of submission given by the college. Failing which the students shall not be Allowed to appear for the forthcoming annual/viva examinations.

## 9. PROJECT REPORT EVALUATION:

Project report shall be evaluated by the panel of members duly constituted by the



Authority concerned.

10. Viva-voce:

Students shall be required to appear for a viva-voce. The students shall be duly intimated about it through the notice board. The project study + Viva Voce shall be equivalent to two paper i.e. of 200 marks.

11. FINALDECISION:

The decision of the principal/director shall be the final in all respect which shall be bindings to all concerned.