

**BBA Semester – II (Effective from November - 2010)****203 - PRACTICAL STUDIES**

**Objectives:** The objective of practical training is to develop among the students a feel about industrial environment and business practice. Also to develop a practical base in them as a supplement to the theoretical study of the management in general.

**All important instructions are attached hereby:**

1. General Information of Practical Studies Report;
2. Format;
3. Format of the Title Page.
4. Brief overview of the details to be included.
5. Important Instructions.

**1. General Information of Practical Studies Report.**

<b>Marks</b>	<b>50</b>
<b>Number of copies</b>	<b>Three (3)</b> <b>Two hard bound &amp; one soft copy in PDF format (CD)</b>
<b>Binding colour</b>	<b>Black</b>
<b>CD cover</b>	<b>White (Name &amp; Roll no to be written on CD &amp; cover )</b>
<b>Paper size</b>	<b>A4</b>
<b>Margins</b>	<b>Normal (All side 1")</b>
<b>Line spacing</b>	<b>1.5</b>
<b>Font type</b>	<b>Times New Roman</b>
<b>Font size</b>	<b>For Title – 14</b> <b>For internal contents - 12</b>

## 2. Format.

Serial no.	Particulars
1	Title page on the Report (On the cover page)
2	Title page in the Report (Inside the report)
3	Company certificate (Training Completion)
4	Company certificate (Attendance certificate)
5	Certificate of College/Principal
6	Certificate of Project Guide
7	Declaration
8	Acknowledgement
9	Preface
10	Index
11	Executive summary (Project in brief)
12	General Information
13	Production/Operation Department
14	Marketing Department
15	Human Resource Department
16	Financial Department
17	Accounting Department
18	Present Position & Future Scope
19	Conclusion
20	Appendix
21	Bibliography

## 3. Format of the Title Page.

**An  
Industrial Training Report  
ON  
(NAME OF THE COMPANY)**

**PREPARED BY  
(NAME OF THE STUDENT)  
ACADEMIC YEAR: CURRENT ACADEMIC YEAR**

**GUIDED BY  
(NAME OF THE GUIDE)**

**FOR THE PARTIAL FULFILLMENT OF B.B.A (SEM-II)**

**SUBMITTED TO  
SAURASHTRA UNIVERSITY  
RAJKOT**

**SHRI G.H.GOSRANI COMMERCE (ENG. MED) AND  
SHRI D.D.NAGDA B.B.A COLLEGE  
JAMNAGAR**

#### **4. Brief overview of the details to be included:**

**1. Minimum number of units to be visited: One.**

**2. The unit to be visited must be from the following sector.**

- a. Manufacturing Unit
- b. Non-manufacturing Unit (Trading Unit)
- c. Service sector (Bank, Insurance, Financial institution, Infrastructure unit etc.)
- d. Non-profit organization (Educational institution, charitable institution etc.)

**3. Nature of visit:**

The visit will include the following aspects:

1. Form of organization
2. Year of establishment and brief history
3. Promoters and existing managing group.
4. Installed and utilized capacity.
5. Industrial relations
6. Total employees: Executives, Officers, Skilled, Semi skilled & unskilled employees.
7. Contribution of the unit to the industry.
8. Products of the company
9. Manufacturing process of their products.
10. Financial information for the last year:
  - Share Capital: Authorized and Issued capital, Reserve and Surplus.
  - Loan Fund: Debentures, Bank Loans etc.
  - Sales: Local and export
  - Profits: Before tax, after tax, Dividend, Tax etc.
11. Marketing:
  - Channel of distribution, Distributors, Dealers etc.
  - Promotion activities: Advertising, Sales promotion, Distribution etc.

#### **5. Important Instructions:**

1. The Student shall prepare his Practical Studies report in **three copies**,
  - I. One hard Copy (Original) for University & one soft copy for College,
  - II. Second hard copy as his Personal Copy.
2. Only **Practical aspects** are required. Therefore the Book-concepts should be avoided from the report so far possible.
3. The report shall be assessed by the panel of examiners appointed by the University. The student also shall be examined by Viva-voce by the same panel of examiners.
4. Bibliography to be written as under:
  - **For books:** Author's last name, first name. Book title. Additional information. City of publication: publishing Company, publication date.
  - **For e.g.,** Allen, Thomas B. Vanishing Wildlife of North America. Washington, D.C.: National Geographic Society, 1974.