



# GOVERNMENT BBA COLLEGE

(Self-Finance & Affiliated to Gujarat University)

Shri K.K. Shastri Educational Campus, Khokhra Road, Maninagar (E), Ahmedabad-380008.

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Date: 04/01/2022

## NOTICE

This is to inform the students of **SECOND YEAR B.B.A. (Semester-IV)** that for this Academic Year 2021 -'22, the **INDUSTRIAL VISIT** is not possible due to covid-19 pandemic but as a part of your syllabus every student has to prepare **INDUSTRIAL PROJECT** based on manufacturing industry. Here is the list of companies with their respective industries. Every student is instructed to prepare their projects based on the following companies.

Sr. No.	Roll Number	Company Name	Industry Name
1	4001 to 4010	Balaji Wafers Pvt. Ltd.	Food Industry
2	4011 to 4020	Samsung	Electronics Industry
3	4021 to 4030	Gopal Snacks Pvt. Ltd.	Food Industry
4	4031 to 4040	Amul	Dairy Industry
5	4041 to 4050	Nestle	Food Industry
6	4051 to 4060	TATA	Automobile Industry
7	4061 to 4070	Hyundai	Automobile Industry
8	4071 to 4080	Ranbaxy	Pharmaceutical Industry
9	4081 to 4090	Sony	Electronics Industry
10	4091 to 4100	PepsiCo.	Food & Beverages Industry
11	4101 to 4110	Honda	Automotive Industry
12	4111 to 4120	Johnson & Johnson	Personal Care Industry
13	4121 to 4130	Cipla	Pharmaceutical Industry
14	4131 to 4140	MDH	Spices Industry
15	4141 to 4152	Ramdev	Spices Industry
16	For Repeater Students	Raymand	Textile Industry

Prof. Prakash Parmar  
Co-Ordinator  
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# Government BBA College

Shri K.K Shastri Education Campus, Khokhara Road, Maninagar, Ahmadabad

Date: 04/01/2022

Project Guide: Prof. Krupal Acharya

• **Guideline for project work: (Semester IV)**

The report should be 30 to 40 pages, more descriptive in nature. Use necessary graphics and picture, it should be cover the following areas: -

<p><b>Section:1</b> <b>(A)COMPANYPROFIL E</b></p> <ul style="list-style-type: none"> <li>• Name</li> <li>• Registered Address</li> <li>• Brief History</li> <li>• Mission &amp; Vision</li> <li>• Form of Organization</li> <li>• Organizational Structure</li> <li>• Location Issues</li> <li>• Awards &amp; Achievements</li> </ul> <p><b>(B) FINANCE:</b></p> <ul style="list-style-type: none"> <li>• Turnover</li> <li>• Investment in the organization.</li> <li>• Balance sheet and Profit and Loss Account of last 3 years (If available)</li> <li>• Capital invested and Source of funds</li> </ul> <p><b>(C) Social Responsibility and Future plans of the Organization</b></p>	<p><b>Section:2</b> <b>(A) MARKETING</b></p> <ul style="list-style-type: none"> <li>• Product Portfolio</li> <li>• Marketing staff and structure</li> <li>• Segmentation, Targeting, Positioning</li> <li>• Branding efforts</li> <li>• Stage of PLC</li> <li>• Product mix</li> <li>• Competitor and their strategies</li> <li>• Pricing policies</li> <li>• Marketing channels and distribution networks</li> <li>• Promotion mix</li> <li>• Developing new product</li> <li>• Marketing research activity</li> <li>• Social responsibility of marketing</li> </ul>	<p><b>Section:2</b> <b>(B) HUMAN RESOURCES</b></p> <ul style="list-style-type: none"> <li>• HR function at the organization, its values</li> <li>• Structure of HR department</li> <li>• HR planning – job description, job specification</li> <li>• Recruitment, Selection, Orientation and Placement</li> <li>• Training and Development practices</li> <li>• Performance appraisal and job evaluation</li> <li>• Promotion and Transfers</li> <li>• Industrial relations</li> <li>• Remuneration policy</li> <li>• Employee welfare, Health and Safety policy</li> <li>• Trade unions</li> <li>• Dispute and their resolution</li> <li>• New HR practice, if any</li> </ul>	<p><b>Section:2</b> <b>(C) PRODUCTION</b></p> <ul style="list-style-type: none"> <li>• Organization's location and its issues for production</li> <li>• Plant layout</li> <li>• Organizational structure of production department</li> <li>• Production process</li> <li>• Capacity planning</li> <li>• Raw material procurement and purchase decision</li> <li>• Material handling</li> <li>• Store management</li> <li>• ETP practices</li> </ul>
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**Tentative Dates for Submission:**

- **Section I: 20<sup>th</sup> January 2022 (Soft Copy)**
- **Section II: 5<sup>th</sup> February 2022 (Soft Copy)**
- **Final Approval from Guide: 7<sup>th</sup> February 2022 (Soft Copy)**
- **Final Submission: 10<sup>th</sup> February 2022 (Spiral Binding)**

**Note: Every student need to submit their soft copy of section 1 and 2 through below mention Email address; [ffmsygbba@gmail.com](mailto:ffmsygbba@gmail.com)**