



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: 28/12/2022

BBA Sem-4 Project Submission Notice

This is to inform to students of second year BBA (Semester-4) that for academic year 2022-23 the industrial visit which is held on AMUL company. Those students who was present and visited at industry has to prepare industrial project based on company visit. every student instructs to prepare project report according to guidelines and submit their report on predefined time duration.

● Guideline for project work: (Semester IV)

Project Guide: Prof. Jyoti Jain

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

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

Tentative Dates for Submission:

- Section I: 9th January 2022 (soft copy)
- Section II: 18th January 2022 (Soft copy)
- Final Submission: 28th January 2022 (Spiral binding)



Prof. Ishwar Rathod
(Co-Ordinator)

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Dr. Yogesh Yadav
(Principal)

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