



# GOVERNMENT BBA COLLEGE (SELF FINANCE)

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No.GBBA/NOTICE/31

Date: 22/02/2024

## NOTICE REGARDING PROJECT GUIDELINES FOR SEMESTER IV

This is to inform all the students of semester IV that every student needs to prepare a project report based on industrial visit. The report should be 35 to 40 pages, more descriptive in nature. Use necessary graphics and picture, it should be covering the following areas: -

Project Guide: Mrs. Jyoti Jain

Section:1 (A)COMPANYPROFILE	Section:2 (A) MARKETING	Section:2 (B) HUMAN RESOURCES	Section:2 (C) PRODUCTION
<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>	<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>	<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>	<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>

*Jyoti Jain*  
22/02/2024

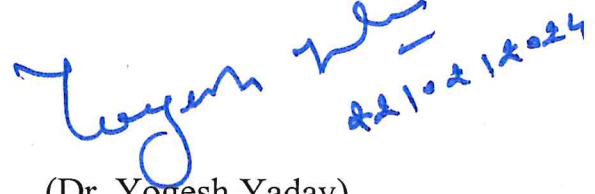
**Tentative Dates for Submission:**

- Section I and Section II: 29<sup>th</sup> February 2024, Thursday (soft copy)
- Final Submission: 4<sup>th</sup> March 2024, Monday (Spiral binding)



(Dr. Ishwar Rathod)  
Co-Ordinator

Government B.B.A College (Self-Finance)  
Maninagar, Ahmedabad.



(Dr. Yogesh Yadav)  
Principal

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