



Instructions to S.Y. BBA students regarding summer training

As per university requirement of BBA curriculum & with a view to provide exposure to real world business situations, each student shall have to undergo a two month summer training at the end of second year of BBA programme. Satisfactory completion of this training is a mandatory requirement to get admission to third year. After students submit their reports, a team of examiners will evaluate them. Students may have to appear for a viva exam or may have to give an audio / audio-visual presentation.

General Rules:

1. The job of locating an appropriate company is student's responsibility. During this training, no guide is appointed. Students shall do this training during summer vacation. It will start in 4th week of April 2019 or in 1 week of May 2019.
2. All the students must register their names & names of business units with concerned teacher on or before 25.2.19. The process of registration will start at 11.50 am on 10.01.2019. Students should bring confirmation letter of company within 15 days of registration, or else, that company can be given to other students.
3. In any organization, maximum two students are permitted. Names of the students shall be registered on 'First come, first served' basis.
4. Selection of very small units, dealership out-lets, bank branches, trading units is not permitted. Please also avoid going to small textile units & diamond industry units. Please select those units where all four functional areas are present in a formal manner. Students are also advised not to restrict search of organizations only up to Surat city & surrounding areas. Within the limitations of resources, they can select good organizations in Ahmedabad, Murnbaj, Vadodara, Bharuch, Ankleshwar, Vapi, Silvassa & Daman. The faculty-in charge shall decide about acceptability of unit.
5. The fourth day after the opening of fifth semester shall be the last day to submit the project report.

Specifications for report preparation:

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| Size of Page: A4 | Page numbering: Upper right corner |
| Type of: Bond paper | Type of binding: Hard bound |
| Font size for text: 12 — | No of copies: Three (one each for college, student & organisation) |
| Font size for titles: 14 | Left margin : 1.25", Right margin: 1" |

Sarvajanik Education Society

BRCM COLLEGE OF BUSINESS ADMINISTRATION

Contents of the training & Project report:

Following sequence of training report chapters & their contents automatically specify the areas to be covered by students during training. Samples of title page, acknowledgement shall be put on the notice board. Each student must follow that format.

1. Title Page
2. Company Certificate
3. College Certificate
4. Acknowledgement
5. Index
6. Study of four functional areas in the format mentioned on the next page. Within each chapter, sufficient detailing is given. Each point shall appear as a sub-topic in that chapter & students must cover maximum details on each sub-topic.

Chapters 1. Introduction

Industry details. Company details. History of organization. Location of offices, branches & factories. Financial highlights & recent financial performance. Details of promoters & owners. Organization structure of the company. Future plans of organization

Chapter 2. Marketing & Sales functions.

Detailed organization structure of marketing department. Types & classifications of products & their sale volumes. Details of competitors. Unique features of various products of company. Customer segmentation & target markets and Product positioning. Distribution net-work. Which philosophy of marketing is more applicable for marketing of company's product? Identify the impact of various environmental variables on company's marketing activities. Identify in which stage of product life cycle the company's product(s) fall? Discuss relevant marketing strategies to manage the product effectively in that stage of life cycle. Evaluate the effectiveness of packaging and labeling of the company's product based upon how well they are fulfilling various functions of packaging and labeling. Sales procedure. Study of how customer orders are processed. Documents related with sales. Details of competitors. Comparison of 4 Ps of various products of organization with competitors. Study of generic level competition. Forecasting & sales plan preparation. Which method of pricing is used by the firm? What type of price discounts and allowance offered by the firm? Pricing policies. Promotional and advertising policies. Taxes applicable on sale activity. Study of control system & reporting system designed for sales employees working in field. Different reports generated in Marketing Department.

Chapter 3. Production Management

Detailed organization structure of Production Department. How production plan is prepared from sales plan? How production plan is converted in material equipment plan & ultimately in purchase

plan. Flow diagram of production process, Analysis of plant location considering various factors. Plant lay-out of entire factory showing positions of various departments & buildings, internal plant lay-out of main production departments. types & classes of material handling equipments. Inventory control systems. Inventory valuation methods. Classification of inventories according to ABC analysis &, VED analysis. Study of material codification systems. Different records kept in store. Material receipt procedure. Material issue procedure, Documents related with material issue & receipt, Purchase procedure. Documents of purchasing (Purchase Request, Inquiry, Comparison Statements, Purchase orders etc). Maintenance planning system. Records related to production operations t at different machines & within different departments. Quality control system. Quality control guidelines for raw materials & finished products. In- process quality control guidelines. Documents related to quality control. Different reports generated in Production Department.

Chapter 4. Finance & Accounts:

Detailed organization structure of Finance Department. Revenue budgeting. Capital budgeting. Costing methods. Cost structure. Costing sheets & classification of costs in different categories. Working capital management. Preparation & analysis of funds flow statement., To find out operating leverage, financial leverage and total leverage, To find out operating cycle length, internal audit policies & financial control systems. Accounting policies. Inventory valuation methods. Methods to calculate depreciation. Analysis of P&L account & balance sheet by ratio analysis, trend analysis, common sized statement. Interaction with bankers

chapter 5. Human Resource Management:

Study of organization structure to decide what type of organization structure is designed for company. Study of organization structure of all the departments to decide what type of organization structure is designed for various departments. Study of basis of departmentation in each department. Human Resource Planning process. Recruitment & selection process. Documents related to recruitment & selection. Sources of recruitment. Job description & Job specification for various positions. Performance appraisal process and documents. Promotion, demotion & increment policies. Different welfare activities. Employment records kept. Training & development. Induction training. How training needs are identified for existing employees?

Labour relations & activities of trade unions. Wage & salary administration. Incentive & motivation systems.

Note: It may happen that some of the activities, functions, documents are not present in the organization. In that situation, students are supposed to study & suggest the guidelines. For example there may not be a formal performance appraisal system. In that case student will suggest

appraisal system & will design appraisal forms for various positions. if formal costing system is not there, you have to design costing sheets for various products.