

GANPAT UNIVERSITY										
FACULTY OF MANAGEMENT STUDIES										
Programme		Bachelor of Business Administration			Branch / Spec.		Business Analytics			
Semester		IV			Version		1.0.0.0			
Effective from Academic Year			2025-26		Effective for the Batch Admitted in				July 2024	
Subject Code		BBUA206		Subject Name		Project - Company Analysis				
Teaching Scheme					Examination Scheme (Marks)					
(Per week)		Lecture (DT)		Practical (Lab.)		Total		CE	SEE	Total
		L	TU	P	TW					
Credit		00	00	02	00	02	Theory	00	00	00
Hours		00	00	04	00	04	Practical	25	25	50

### Pre-requisite:

## Objective:

To provide students with practical industry exposure through company visits and project report preparation

### **Learning Outcome/Course Outcome:**

On successful completion of the course, the students will be able to:

CO1- Apply business concepts by analyzing real-world company operations and industry dynamics.

CO2- Demonstrate teamwork and communication skills through collaborative project execution and reporting.

CO3- Gain practical experience in data collection, analysis, and report writing within a professional setting.

CO4- Develop critical thinking skills by conducting SWOT analysis and evaluating company performance.

## Mapping of PO-CO and PSO-CO:

Course Outcome (CO) No.	PO-CO Mapping								PSO-CO Mapping					
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	2	1	3	1	2	3	2	3	3	2	3	2	1
CO2	1	3	3	2	1	2	1	1	2	1	3	1	2	1
CO3	2	3	2	2	1	1	3	3	3	2	3	3	1	1
CO4	3	2	1	3	1	1	2	2	2	3	2	2	2	1

## Theory Syllabus

Unit	Content	Hrs.
1	<p><b>Field / Company Visit</b></p> <p><b>I. Company Selection &amp; Approval:</b></p> <p>Students, in group, will identify and select a company within their specialization field/industry for the field visit. Prior to the visit, students must obtain formal consent from the chosen company and submit to Project Coordinator/ Subject Coordinator.</p> <p><b>II. Field/Company Visit:</b></p> <p>Duration: 45 hours (approximately 7-8 working days).</p> <p>Timing: Visits can be conducted during the semester or after the completion of the previous semester's examinations, subject to college/department approval.</p> <p><b>III. Project Report Preparation &amp; Submission:</b></p> <p>Report Focus: The "General Project Report" will document the practical exposure gained and data collected during the field visit.</p> <p>Submission Deadline: The completed project report must be submitted to the designated Project Guide at the college 10 days before the commencement of the Semester End Examination.</p> <p><b>IV. Project Report Structure (Indicative Chapters):</b></p> <p>The report should be structured based on the practical exposure and data collected, covering the following key areas:</p> <ul style="list-style-type: none"> <li>General Information:</li> </ul>	30

	<p>Company profile (history, mission, vision, values), Organizational structure, Products/services offered</p> <p>Market presence and competitive landscape</p> <p>Personnel Management:</p> <p>Human resource policies and practices, Recruitment and training procedures, Employee relations and performance management</p> <p>Marketing Management:</p> <p>Marketing strategies and channels, Market research and analysis, Branding and promotion efforts</p> <p>Financial Management:</p> <p>Financial statements analysis (if accessible), Budgeting and cost control measures, Ratio analysis, Fin Statement comparative analysis, Working capital analysis,</p> <p>Other Specific Departments:</p> <p>Coverage of other relevant departments based on the company's operations (e.g., Operations Management, Research &amp; Development, Information Technology).</p> <p>SWOT Analysis:</p> <p>A comprehensive analysis of the company's Strengths, Weaknesses, Opportunities, and Threats.</p> <p>Industry Analysis:</p> <p>Overview of the industry in which the company operates.</p> <p>Market trends, challenges, and opportunities.</p> <p>Competitive analysis.</p>	
2	<p>Learning at Class for Report</p> <p><b>I. Pre-Visit Phase (Preparation and Planning)</b></p> <p>Team Formation and Company Selection:</p> <p>Team member finalization and group formation.</p> <p>Company/Industry selection based on specialization and individual interests.</p> <p>Communication and Approval:</p> <p>Learning effective communication strategies for obtaining company approval for the visit.</p> <p>Developing teamwork skills for task allocation and coordination.</p> <p>Formal Documentation:</p> <p>Preparing and submitting permission letters to the subject coordinator.</p> <p>Data Collection and Theoretical Application:</p> <p>Understanding data collection methodologies relevant to the chosen industry.</p> <p>Learning to observe and analyze the practical application of theoretical concepts learned in class.</p> <p>Industry and SWOT Analysis Fundamentals:</p> <p>Introduction to basic industry analysis techniques.</p> <p>Understanding and applying SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis framework.</p> <p><b>II. During Visit Phase (Data Collection and Observation)</b></p> <p>Daily Report Preparation:</p> <p>Guidelines for preparing concise and informative daily reports.</p> <p>Key points to focus on during observation and data collection.</p> <p>Timely submission of daily reports to the coordinator by group leader.</p> <p><b>III. Post-Visit Phase (Report Writing and Presentation)</b></p> <p><b>Report Writing:</b></p> <p>Dos and don'ts of effective report writing.</p> <p>Structuring the report with Conclusion, and Recommendations etc.</p> <p>Proper citation and referencing style.</p> <p><b>Draft Submission Evaluation and Revision:</b></p> <p>Submitting a draft version of the report with a Group presentation for feedback</p> <p>Incorporating feedback and revising the report for clarity, accuracy, and completeness.</p> <p><b>Presentation:</b></p> <p>Preparing a concise and engaging presentation based on the Draft report.</p> <p>Developing effective presentation skills.</p>	30

	<p><b>Final Report Submission:</b>            Collect Certificate from company and coordinator,            Submitting the final, revised version of the report in required copies to the coordinator.</p>	
	Exam: Practical Viva Evaluation 100%	
<b>Text Book:</b>		
Project / Subject Coordinator notes		
<b>Reference Books:</b>		
	Kotler, P., & Keller, K. L. (2021). Marketing management (16th ed.). Pearson Education. Dessler, G. (2020). Human resource management (17th ed.). Pearson Education. Brigham, E. F., & Houston, J. F. (2019). Fundamentals of financial management (16th ed.). Cengage Learning. Grant, R. M. (2019). Contemporary strategy analysis (10th ed.). John Wiley & Sons.	
<b>Online Resource:</b>		