GANPAT UNIVERSITY
FACULTY OF MANAGEMENT STUDIES

Programme	BBA Honours		Branch / Spec.	General	
Semester	IV		Version	1.0.0.0	
Effective from Academic Year		2025-26	Effective for the Batch Admitted in		July 2024
Subject Code	BGEN207	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 Outcomes/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	2	2	1	2	3
CO2	1	3	3	2	1	1	2	2	2	3	1	3	2	1
CO3	2	2	1	2	1	1	2	3	2	1	1	2	3	2
CO4	2	1	1	3	1	1	2	2	2	2	3	1	1	3

Theory Syllabus

Unit	Content	Hrs.

1	**Field / Company Visit**
	I. Company Selection & Approval:
	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.
	 II. Field/Company Visit:
	Duration: 45 hours (approximately 7-8 working days).
	Timing: Visits can be conducted during the semester or after the completion of the previous semester's examinations, subject to college/department approval.
	III. Project Report Preparation & Submission:
	Report Focus: The "General Project Report" will document the practical exposure gained and data collected during the field visit.
	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.
	IV. Project Report Structure (Indicative Chapters):
	The report should be structured based on the practical exposure and data collected, covering the following key areas:
	    General Information:
	        Company profile (history, mission, vision, values), Organizational structure, Products/services offered
	        Market presence and competitive landscape
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		Personnel Management:
		    Human resource policies and practices, Recruitment and training procedures, Employee relations and performance management
		Marketing Management:
		    Marketing strategies and channels, Market research and analysis, Branding and promotion efforts
		Financial Management:
		    Financial statements analysis (if accessible), Budgeting and cost control measures, Ratio analysis, Fin Statement comparative analysis, Working capital analysis,
		Other Specific Departments:
		    Coverage of other relevant departments based on the company's operations
		    (e.g., Operations Management, Research & Development, Information Technology).
		SWOT Analysis:
		    A comprehensive analysis of the company's Strengths, Weaknesses, Opportunities, and Threats.
		Industry Analysis:
		    Overview of the industry in which the company operates.
		    Market trends, challenges, and opportunities.
		    Competitive analysis.	

2		Learning at Class for Report
		I. Pre-Visit Phase (Preparation and Planning)
		    Team Formation and Company Selection:
		    Team member finalization and group formation.
		    Company/Industry selection based on specialization and individual interests.
		    Communication and Approval:
		    Learning effective communication strategies for obtaining company approval for the visit.
		    Developing teamwork skills for task allocation and coordination.
		    Formal Documentation:
		    Preparing and submitting permission letters to the subject coordinator.
		    Data Collection and Theoretical Application:
		    Understanding data collection methodologies relevant to the chosen industry.
		    Learning to observe and analyze the practical application of theoretical concepts learned in class.
		    Industry and SWOT Analysis Fundamentals:
		    Introduction to basic industry analysis techniques.
		    Understanding and applying SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis framework.
		II. During Visit Phase (Data Collection and Observation)
		    Daily Report Preparation:
		    Guidelines for preparing concise and informative daily reports.
		    Key points to focus on during observation and data collection.
		    Timely submission of daily reports to the coordinator by group leader.
		III. Post-Visit Phase (Report Writing and Presentation)
		    Report Writing:
		    Dos and don'ts of effective report writing.
		    Structuring the report with Conclusion, and Recommendations etc.
		    Proper citation and referencing style.
		    Draft Submission Evaluation and Revision:
		    Submitting a draft version of the report with a Group presentation for feedback
		    Incorporating feedback and revising the report for clarity, accuracy, and completeness.
		    Presentation:
		    Preparing a concise and engaging presentation based on the Draft report.
		    Developing effective presentation skills.
		    Final Report Submission:
		    Collect Certificate from company and coordinator,
		    Submitting the final, revised version of the report in required copies to the coordinator.
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		Exam: Practical Viva Evaluation 100%	
Text Book:			

	Project / Subject Coordinator notes

Reference Books:

	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.

Online Resource: