

GANPAT UNIVERSITY								
FACULTY OF MANAGEMENT STUDIES								
Programme		BBA Honours			Branch / Spec.		International Business	
Semester		IV			Version		1.0.0.0	
Effective from Academic Year			2025-26		Effective for the Batch Admitted in			July 2024
Subject Code		BINB204		Subject Name		Project - Company Analysis		
Teaching Scheme					Examination Scheme (Marks)			
(Per week)		Lecture (DT)		Practical (Lab.)		Total		
		L	TU	P	TW			
Credit	00	00	02	00	02	Theory	00	00
Hours	00	00	04	00	04	Practical	25	25
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	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
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	<p>Field / Company Visit</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>IV. Project Report Structure (Indicative Chapters): 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"> General Information: Company profile (history, mission, vision, values), Organizational structure, Products/services offered Market presence and competitive landscape Personnel Management: Human resource policies and practices, Recruitment and training procedures, Employee relations and performance management Marketing Management: 	30

	<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 & 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>I. Pre-Visit Phase (Preparation and Planning)</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>II. During Visit Phase (Data Collection and Observation)</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>III. Post-Visit Phase (Report Writing and Presentation)</p> <p>Report Writing:</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>Draft Submission Evaluation and Revision:</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>Presentation:</p> <p>Preparing a concise and engaging presentation based on the Draft report.</p> <p>Developing effective presentation skills.</p> <p>Final Report Submission:</p> <p>Collect Certificate from company and coordinator,</p> <p>Submitting the final, revised version of the report in required copies to the coordinator</p>	30
	Exam: Practical Viva Evaluation 100%	
Text Book:		
	Project / Subject Coordinator notes	
Reference Books:		
	<p>Kotler, P., & Keller, K. L. (2021). Marketing management (16th ed.). Pearson Education.</p> <p>Dessler, G. (2020). Human resource management (17th ed.). Pearson Education.</p> <p>Brigham, E. F., & Houston, J. F. (2019). Fundamentals of financial management (16th ed.). Cengage Learning.</p> <p>Grant, R. M. (2019). Contemporary strategy analysis (10th ed.). John Wiley & Sons.</p>	
Online Resource:		