

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		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	PSO	PSO	PSO	PSO	PSO	PSO
	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> <p>General Information: Company profile (history, mission, vision, values), Organizational structure, Products/services offered Market presence and competitive landscape</p> <p>Personnel Management: Human resource policies and practices, Recruitment and training procedures, Employee relations and performance management</p> <p>Marketing Management:</p>								30						

	<p>Marketing strategies and channels, Market research and analysis, Branding and promotion efforts</p> <p>Financial Management: Financial statements analysis (if accessible), Budgeting and cost control measures, Ratio analysis, Fin Statement comparative analysis, Working capital analysis,</p> <p>Other Specific Departments: Coverage of other relevant departments based on the company's operations (e.g., Operations Management, Research & Development, Information Technology).</p> <p>SWOT Analysis: A comprehensive analysis of the company's Strengths, Weaknesses, Opportunities, and Threats.</p> <p>Industry Analysis: Overview of the industry in which the company operates. Market trends, challenges, and opportunities. 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: 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.</p> <p>II. During Visit Phase (Data Collection and Observation)</p> <p>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.</p> <p>III. Post-Visit Phase (Report Writing and Presentation)</p> <p>Report Writing: Dos and don'ts of effective report writing. Structuring the report with Conclusion, and Recommendations etc. Proper citation and referencing style.</p> <p>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.</p> <p>Presentation: Preparing a concise and engaging presentation based on the Draft report. Developing effective presentation skills.</p> <p>Final Report Submission: Collect Certificate from company and coordinator, 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:		