

	<p>Marketing Management: 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.</p> <p>Company/Industry selection based on specialization and individual interests.</p> <p>Communication and Approval: Learning effective communication strategies for obtaining company approval for the visit. Developing teamwork skills for task allocation and coordination.</p> <p>Formal Documentation: Preparing and submitting permission letters to the subject coordinator.</p> <p>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.</p> <p>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: Theory 0%, Numerical 0%, Practical Viva Evaluation 100%	
Text Book:		
	Project / Subject Coordinator notes	
Reference Books:		
	Kotler, P., & Keller, K. L. (2021). Marketing management (16th ed.). Pearson Education.	

	<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:	