

**SECOND YEAR B. B. A.**  
**Paper -8 PRACTICAL STUDIES**  
(Effective from June 1999)

**Objectives :**

The objectives of Industrial Training at the S.Y.B. B. A. level is to give a perspective about the organization and functioning of the following area of management in an industrial unit.

1. Personnel Department.
2. Marketing Department.
3. Finance and Accounts Department.

**Guidelines :**

The student shall be placed in different types of industrial undertaking where in they study and report on the following aspects pertaining to the unit in which they are placed for the purpose of Practical Training.

**1. General Information :**

1. History and Development of the unit.
2. Size of the unit and form of organization.
3. Manufacturing processes and product.
4. Time-keeping system.
5. Employee services.
6. Contribution of the unit to the industry.

**2. Personnel Management :**

1. Organization of Personnel Department.
2. Recruitment, Selection and induction.
3. Training and Management Department.
4. Job Description (Managerial level only).
5. Promotion and transfer policy.
6. performance and transfer policy.
7. Wage and salary administration.
8. Working of E.S.I. Scheme.
9. Study of Provident Fund Scheme.
10. Grievance handling procedure.
11. Collective bargaining and agreements.
12. Trade unions.
13. Personnel records.

**3. Marketing Management :**

1. Organization of Marketing Department.
2. Product Planning.
3. Market Segmentation.
4. Pricing Policies.
5. Channels of distribution.
6. Sales promotion.
7. Advertising.
8. Marketing research.

**4. Financial Management :**

1. Organization of Finance and accounts department.
2. Financial Planning.
3. Capitalization.
4. Capital Structure-use financial leverage to magnify equity earnings.
5. Management of fixed assets :
  - Capital budgeting.
  - Review of latest capital project with reference to project cost, project financial and its implementation.
6. Management of working capital :
  - Inventories.
  - Receivables.
  - Case and Bank including Case budgeting.

7. Operating leverage analysis.
8. Profitability and dividend distribution - A trend analysis of past several years.
9. Right issue, Bonus issue, convertible bonds issue, fund raising through public deposit etc.
10. Any special financial characteristics of the unit.

**Note :**

1. The duration of the training shall be at least three weeks.
2. All students shall write the report covering the aforesaid particulars about the units in which they are placed.
3. All students shall draft their report independently.
4. A certificate regarding the attendance for Practical issue by the industrial unit shall be attached to a copy of the report to be submitted to the University for the purpose of assessment.
5. The Practical study report shall be assessed exclusively at the end of the year by the Panel of examiners appointed by the University wherein the following criteria shall be considered for evaluation.
  - Evaluation of the Report 70%.
  - Performance in the Viva-Voca 30%.
6. The Industrial Training curriculum shall be assigned an overall weekly four hour's equivalent teaching work-load.