

Bharati Vidyapeeth
(Deemed to be University)

Institute of Management & Research, New Delhi
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Ref: BV/IMR/ND/2143/2020-21


Date: 18th March 2021


Notice for BBA VI (2018 course)


Dear Students,

The list of faculty guides allotted to you and guidelines pertaining to Industrial exposure subject is attached here for your reference. There will be sessions on every Saturday from 3:00 -3:50 P.M. via MST. You all are required to attend it compulsorily.

Kindly note that no Viva will be conducted in case the project file won't get approved from your respective guide. The sessions will be starting from 20th March


Dr. Ashima Bhatnagar
Dr. Bhawna Dhawan
Programme Coordinators


Dr. Parul Agrawal
HOD – BBA


19.3.2021
Dr. A. K. Srivastav
Director I/C



Part A (Rough draft to be approved by 17th April'21)

Unit 1:

The students have to individually visit a service organization like hospital, hotel, bank etc. He has to observe the functioning of the organization. He can have formal and informal discussions with the employees, managers, owners etc. of the organization. Based on this he has to write a report of the visit in the journal.

Part B (Rough draft to be approved within 1 week of either online/offline industrial visit done)

Unit 2:

An Industrial Visit should be organized to any manufacturing industry in the vicinity by the Coordinator in which all the students have to participate. They have to observe the activities of the organization; they can have formal and informal dialogs with the authorities of the organization. Based on this visit they have to write a visit report individually in the Journal.

Part C (Presentation to be conducted on 24th April'21 as internal assessment*)

Unit 3:

Specific industries like Agriculture, food processing, furniture, garment, insurance, pharmaceuticals, banking, film, wine, paper etc. will be assigned to individual students or a group of two students. The students are expected to collect the information about the industry's history, present practices, products, players in the industry, trends in the industry, contribution of the industry to the development of the nation, future of the industry etc. by referring newspapers, journals, periodicals, business, magazines and different websites etc.

Unit 4:

Based on data collection in Unit 3, the students have to give the presentation of this industry in the class. The presentations will be evaluated on the basis of its content, information gathering, explanation etc. The students have to also write an overview of the industry in the Journal.

Part D (Rough draft to be approved by 1st May'21)

Unit 5:

The student will be assigned to any specific trade organization like FICCI, Indian Tea Association, Indian Chamber of Commerce & industry, ASSOCHAM, CII, Hotel Association of India, Indian Agro Paper Mills Association etc. By the Co-ordinator. The students have to search the information relating to this trade organization through internet websites and other sources. Students have to write a detailed profile and functioning of the trade organization in the Journal.

Final Submission to be done by 22th May, 2021 (without fine) and incase of delay, the projects will not be accepted later than 27th May, 2021 (with fine of Rs. 200/day)

Note : Students have to give Viva-Voce at the cud of the semester based on their performance in the assignments during the term.

Mode of Evaluation:

The performance of the Students in this course will be evaluated as under.

- A) Internal evaluation (Class Participation and Internal Assessment*) -- 20 marks (10 marks each)
- B) Oral presentation by the student based on the assignments performed in the class during the Term – 20 Marks
- C) Journal maintained by the student – 20 Marks
- D) Viva-voce at the end of the term based on the assignments performed – 40 Marks

List of Mentors for Industrial Exposure

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