



**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**Syllabus for Bachelor of Vocation (B.Voc), II<sup>nd</sup> Semester**  
**Branch: Sales and Marketing**  
**Subject Name: Project – IV (Organisation Structure)**  
**Subject Code: 1122206**

**With effective  
from academic  
year 2021-2022**

**Teaching and Examination Scheme:**

Teaching Scheme			Credits	Examination Marks				Total Marks
L	P	OJT		Theory		Tutorial/ Practical		
			University exams (ESE)	Progressive Assessment (PA)	External Practical /viva Exam (ESE)	Internal evaluation Practical /viva Exam (PA)		
-	3	-	3	-	-	-	50	50

L- Lectures; P- Practical; OJT- On Job Training; C- Credit; ESE- End Semester Examination; PA- Progressive Assessment

**Content:**

Sr. No.	Content	Hrs.
1	Types of Organisation Structure	5
2	Vision and Mission statements	5
3	Brief profile of a company including history, objectives, SWOT analysis	5
4	Departmental Overview	5
5	Structure of a company	5
	<b>Total</b>	<b>25</b>

**Course Outcomes:**

After learning the course the students should be able to:

1. Learn roles and responsibilities of employees at all levels of management.
2. Examine how decision-making power is distributed among various levels of the organization.
3. Learn how company can move forward to achieve its goals and maintain its position.