

Industrial Exposure and Corporate Etiquettes

Course Code : MGMT4014

Part - III

BY

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Industrial Visit

□ Introduction of Industrial Visit

- Industrial visit has its own importance in a career of a student who is pursuing a professional degree. It is considered as a part of college curriculum.
- The objective of an industrial visit is to provide us an insight regarding internal working of companies.
- We understand that theoretical knowledge is not enough for a successful professional career. With an aim to go beyond academics, industrial visit provides students a practical perspective of the work place.
- It provided us with an opportunity to learn practically through interaction, working methods and employment practices.
- It gives us an exposure to current work practices as opposed to possibly theoretical knowledge being taught at college.

❑ Introduction of Industrial Visit Cont...

- Industrial visits provide an excellent opportunity to interact with industries and know more about industrial environment.
- Industrial visits are arranged by colleges for us with an objective of providing us an opportunity to explore different sectors like IT, Manufacturing, services, finance and marketing.
- Industrial visit helps to combine theoretical knowledge with practical knowledge. Industrial realities are opened to the students through industrial visits.



❑ Significance of Industrial Visit

- Industrial visit is considered as one of the tactical methods of teaching.
- The main reason behind this- it lets student to know things practically through interaction, working methods and employment practices. Moreover, it gives exposure from academic point of view.
- Main aim industrial visit is to provide an exposure to students about practical working environment.
- They also provide students a good opportunity to gain full awareness about industrial practices. Through industrial visit students get awareness about new technologies.
- Technology development is a main factor, about which a students should have a good knowledge. Visiting different companies actually help students to build a good relationship with those companies.
- After visiting an industry students can gain a combined knowledge about both theory and practical.
- Students will be more concerned about earning a job after having an industrial visit.

❑ Benefits of Industrial Visits

- Educational institutes in India are largely adopting industrial visits as a value-added learning method for management students.
- Learning from textbooks, lectures and other study material does not suffice for holistic learning.
- Practical, hands-on learning is essential for better understanding of work processes and business functions.

Industrial visits give greater clarity about important management concepts, as students practically experience how these concepts are put into action.

❑ **Benefits of Industrial Visits for Management Students:**

1. For students pursuing professional education (Marketing/Finance/Operations/Supply Chain etc.), industrial visits help them gain hands-on experience of how industry operations are executed.
2. Industry visits bridge the gap between theoretical training and practical learning in a real-life environment.
3. Industry visits provide opportunity for active/interactive learning experiences in-class as well outside the classroom environment.
4. With industry visits, students are able to better identify their prospective areas of work in the overall organizational function.
5. Industry visits help enhance interpersonal skills and communication techniques.
6. Students become more aware of industry practices and regulations during industry visits.
7. Industry visits broaden the outlook of students with exposure to different workforces from different industries.

❑ Generally Adopted Format for Industrial-Visit Report

1. Introduction of company where you visited.
2. Facility provided by company or product range of company. And operation area also mention their functioning territory.
3. Information regarding the board of governance of the company.
4. Reformation regarding the employee of the company.(mentioning types of employee in terms of their skill or work orientation)
5. Mention company export process and collaborations.
6. Challenges faced by the company.
7. Strong holding of the company, mention other competitor in the particular segment wise.

❑ Generally Adopted Format for Industrial-Visit Report Cont...

8. Mention achievements and their social welfare initiative in context to CSR.
9. Mentioning production process step by step or mention functioning procedure if company working in service sector.
10. In this regards if describe their raw material availability or procurement of raw material, after this their working of progress and end of their product which is apply with their finished product utilities.
11. Write your experience with the company and learning outcomes.
12. Mention Conclusion of industrial visit.
13. Lastly mention source of information.

Sources :

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Thank You

