

**ORGANISATION STUDY REPORT**

**“HDFC BANK LTD”**

Submitted By

**KEERTHANA J J**

**USN: 4AL20BA025**

Submitted to



**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAVI**

In partial fulfilment of the requirements for the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION**

Under the guidance of

**Prof. Vishnu Prasanna K N**

MBA Department

AIET, MIJAR



**ALVA'S**  
Education Foundation®

**PG DEPARTMENT OF BUSINESS ADMINISTRATION**

**ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY**

**SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI,**

**2021-2022**

# ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY



A Unit of Alva's Education Foundation (R)

( Affiliated to Visvesvaraya Technological University, Belagavi

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## CERTIFICATE

This is to certify that **KEERTHANA J J** bearing USN **4AL20BA025** is a bonafide student of Master of Business Administration program of the Institute (2020-21) affiliated to Visvesvaraya Technological University, Belagavi.

The Internship report on **HDFC BANK LTD** is prepared by her under the guidance of Dr. Vishnu Prasanna K N , Professor PG Dept. of Business Administration in fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

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PRINCIPAL

## EXECUTIVE SUMMARY

The MBA course offered by Visvesvaraya Technological University has its own unique syllabus as per the VTU regulation MBA student has to undertake organisation study in a particular company for a specified period of time. After the second semester students has to undertake organisation study minimum 4 weeks the purpose behind this organisation study is the student have to get the practical experience which will helps to the students to enrich their knowledge. In partial fulfilment oh MBA degree of Visvesvaraya Technological University I have Done my organisation study in HDFC BANK LIMITED or a period of one month.

The main intention of this study is to learn about company and its various activities. The study involves collecting information about the organization function and its structure which is clearly shown in the "MCKinsey7s". The administrative Department defined the company Incorporation, background and also vision and mission of the company. The MCKinsey7s will high lights the company profile and its structure. This study report also include SWOT analysis of the company. The study provides the great exposure to the corporate world. And also help to develop the corporate skill

INTRODUCTION ABOUT THE INDUSTRY