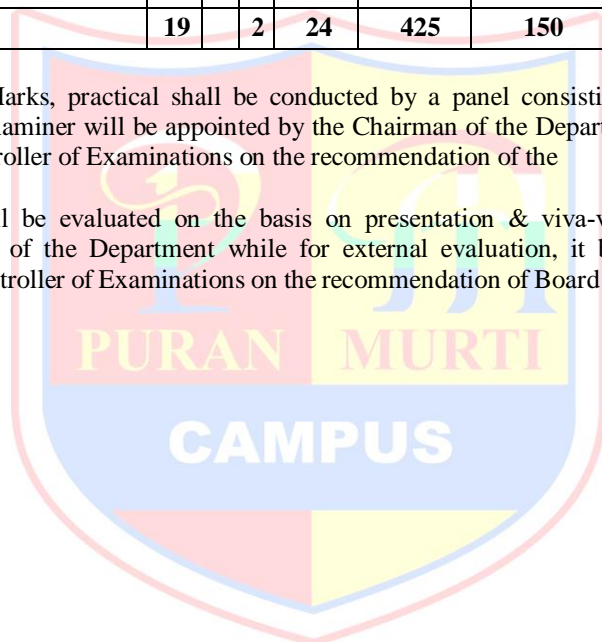


**BBA 3<sup>rd</sup> YEAR (SEMESTER – V)**  
**Choice Based Credit System (Scheme of Studies & Examination w.e.f. 2019-20)**

Type of Paper	Paper Code	Title of Paper	Periods			Credi t	External Marks	Internal Assessment	Practical Marks	Total Marks	Duration of Exam Hours
			L	T	P						
DSC	BBA301B	Company Law	4	-	-	4	75	25	-	100	3
DSC	BBA303B	Business Environment	4	-	-	4	75	25	-	100	3
DSC	BBA305B	Capital Markets	4	-	-	4	75	25	-	100	3
DSC	BBA307B	Computer Networking & Internet*	3	-	2	4	50	25	25	100	3
DSE	BBA309B	Retail Management	4	-	-	4	75	25	-	100	3
	OR										
	BBA311B	Sales and Distribution Management									
SEEC	BBA313B	Summer Internship Report- I <sup>#</sup>	-	-	-	4	75	25	-	100	-
<b>Total</b>			<b>19</b>	<b>2</b>	<b>2</b>	<b>24</b>	<b>425</b>	<b>150</b>	<b>25</b>	<b>600</b>	

\* In addition to the internal Marks, practical shall be conducted by a panel consisting of one internal and one external examiner. Internal examiner will be appointed by the Chairman of the Department and external examiner will be appointed by the Controller of Examinations on the recommendation of the

# Summer Internship Report will be evaluated on the basis on presentation & viva-voce taken by a committee constituted by the Chairman of the Department while for external evaluation, it be evaluated by an external examiner(s) appointed by Controller of Examinations on the recommendation of Board of Undergraduate Studies.



**Subject: COMPANY LAW:**  
**Subject Code: BBA301B**

**L T P**  
**4 - -**  
**Time: 3 hours**

**External Marks: 75**  
**Internal Marks: 25**  
**Total Marks: 100**

**Course Objective**

The objective of this course is to acquaint students with the basic definitions given in companies act. Students will be able to develop understanding about various types of companies and their formation, various statutory documents, meetings and company management.

**Course Contents:**

**Unit-I**

TOPIC NO1 The Companies Act, 2013: Nature and Types of Companies  
TOPIC NO2 Formation of a Company; Memorandum and Articles of Association

**Unit-II**

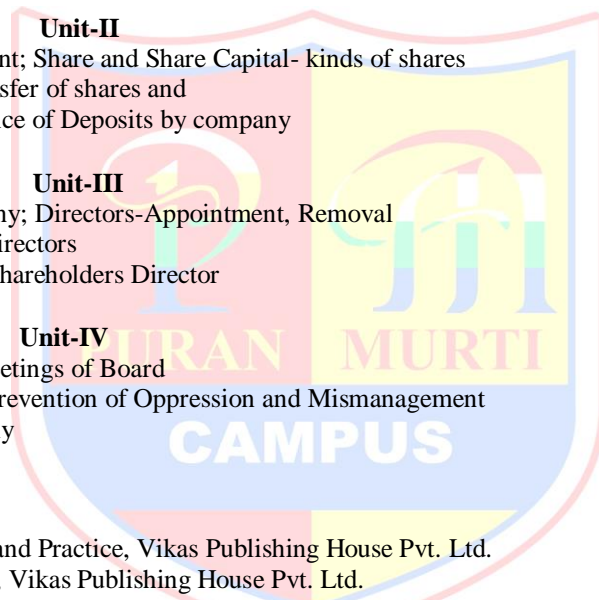
TOPIC NO3 Prospectus and its content; Share and Share Capital- kinds of shares  
TOPIC NO4 allotment of shares, transfer of shares and  
TOPIC NO5 Borrowing and acceptance of Deposits by company

**Unit-III**

TOPIC NO 6 Membership in Company; Directors-Appointment, Removal  
TOPIC NO7 Powers and Duties of Directors  
TOPIC NO8 Independent and small shareholders Director

**Unit-IV**

TOPIC NO9 Company Meetings, Meetings of Board  
TOPIC NO10 Accounts and Audit; Prevention of Oppression and Mismanagement  
TOPIC NO11 Winding up of company



**Recommended Books**

- 1 Nolakha R., Company Law and Practice, Vikas Publishing House Pvt. Ltd.
- 2 Bagrial A.K, Company Law, Vikas Publishing House Pvt. Ltd.
- 3 Maheshwari, S.N. and Maheshwari, S.K., Company Law, Himalaya Publishing House.
- 4 Gonga P.P.S., A Textbook of Company Law, S. Chand Publishing.

**Reference Books**

- 1 Ramaiyam A., Guide to the Companies Act, Wadhwa Publication, Nagpur.
- 2 Tulisian P.C., Business Law, TMH, New Delhi
- 3 Kuchhal M.C. and Parkash Deepa, Business Legislation Management, Vikas Publishing House Pvt.Ltd.

**Subject: Business Environment:**

**Subject Code BBA303B**

**L T P**

**4 - -**

**Time: 3 hours**

**External Marks: 75**

**Internal Marks: 25**

**Total Marks: 100**

**Course objectives:**

The objective of this course is to sensitize towards the overall business environment within which organization has to function and to provide insight to students of its implication for decision making in business organizations.

**Course Contents:**

**Unit-I**

TOPIC NO1 Nature, components and determinants of business environment;  
TOPIC NO2 basic nature of Indian economic system; growth of public and private corporate sector;  
TOPIC NO3 social responsibility of business;

**Unit-II**

TOPIC NO4 Review of industrial policy developments and pattern of industrial growth since 1991;  
TOPIC NO5 industrial licensing policy; public sector reforms;  
TOPIC NO6 privatization and liberalization trends; growth and problems of SMEs; industrial sickness

**Unit-III**

TOPIC NO7 Development banking: an overview and current developments;  
TOPIC NO8 regulation of stock exchanges and the role of SEBI; capital market reforms;  
TOPIC NO9 banking sector reforms; challenges facing public sector banks;  
TOPIC NO10 growth and changing structure of non-bank financial institutions

**Unit-IV**

TOPIC NO11 Trend and pattern of India's foreign trade and balance of payments;  
TOPIC NO12 Foreign trade policy; India's overseas investments; policy towards foreign direct investment;  
TOPIC NO13 globalization trends in Indian economy;  
TOPIC NO14 role of MNCs; impact of multilateral institutions (IMF, World Bank and WTO) on Indian business environment

**Recommended Books**

1. Aswathappa, K., "Essentials of Business Environment", Himalaya Publishing House, New Delhi.
2. Bedi, Suresh, "Business Environment", Excel Book, New Delhi
3. Gopal, Namita, "Business Environment", Tata McGraw Hill, New Delhi

**SUGGESTED READINGS:**

1. Cherunilum F., Business Environment, Himalaya Publishing House, New Delhi
  2. Ghosh Biswanath, Economic Environment & Business, Vikas Publishing House, New Delhi
  3. Sengupta N.K., Government and Business, Vikas Publishing House, New Delhi
  4. Govt. of India, Economic Survey (latest year)
  5. Dutt, Ruddra and Sundaram, K.P.M., "Indian Economy", S. Chand & Co. Ltd., New Delhi.
- Note:
1. Latest editions of the suggested readings are to be referred.
  2. The list of cases and other specific reference material including recent articles will be given by the instructor at the time of launching the course.
  3. Examiner will set eight questions in all, selecting two questions from each unit. Students will attempt five questions in all selecting at-least one question from each unit.

**Subject: CAPITAL MARKET**  
**Subject Code BBA305B****L T P**  
**4 - -**  
**Time: 3 hours****External Marks: 75**  
**Internal Marks: 25**  
**Total Marks: 100****Course Objective :**

The main objective of this course is to promote an in-depth understanding the fundamentals of capital market and practice as well as to enhance users' ability to apply such concepts to make better informed professional decisions.

**Course Contents:****Unit I**

- TOPIC NO1 Introduction: elements of Indian financial system
- TOPIC NO2 Capital market segments, participants and functions
- TOPIC NO3 Regulatory framework of capital market in India.
- TOPIC NO4 Role of capital market in resource allocation and capital formation
- TOPIC NO5 An overview of various capital market instruments available in India

**Unit II**

- TOPIC NO6 Financial Intermediaries framework in capital market
- TOPIC NO7 Primary market intermediaries-merchant bankers, underwriters and bankers to issue
- TOPIC NO8 Secondary market intermediaries-stock brokers and subbrokers and their registration
- TOPIC NO9 Registration of trading and clearing members
- TOPIC NO10 clearing and settlement process of transactions and fund settlement in secondary market

**Unit-III**

- TOPIC NO11 Capital Market investment institutions: Role, objectives and importance of Industrial development financial institutions
- TOPIC NO12 Mutual fund, Pension fund
- TOPIC NO13 Insurance companies & venture capital fund in economic development of Indian economy

**Unit IV**

- TOPIC NO14 Investor Protection Fund: objectives and grievance redressal mechanism under IPF
- TOPIC NO15 Investor protection and education fund- objectives and important provisions
- TOPIC NO16 Securities appellate tribunal- procedures
- TOPIC NO17 obligations of banking companies and financial institutions under the prevention of money laundering act, 2002.

**Recommended Books**

1. E-Gordon and Natarajan, "Capital Market in India", Himalya Publishing House, New Delhi.
2. Aggarwal, Snajiv, "Guide to Indian capital Market", Bharath Law House, Delhi
3. Reference Books
  1. Shekar, K. "Guide to SEBI Capital Issues Debenture Listing"
  2. MachiRaju, H.R. "Indian Financial System", Vikas Publishing House.
  3. V.L.Iyer, "SEBI Practical Manual" Tax man Allied Services
  4. NCFM (Capital Market Dealers module work book) www.nseindia.com
  5. Indian Securities Market by NSEIL Publication

**Note:** Examiner will set eight questions in all, selecting two questions from each unit. Students will attempt five questions in all selecting one question from each unit

Subject: **COMPUTER NETWORKS AND INTERNET**

Subject Code **BBA307B**

**L T P Credit**  
**3 - 2 4**

**External Marks: 50**

**Internal Marks: 25**

**Practical: 25**

**Total Marks: 100**

**Time: 3 hours**

**Course Objective:**

To familiarize participants with technologies like networking and internet and to build skills in applying these technologies to various business processes

**Course Contents:**

**Unit-I**

TOPIC NO1 Evolution on Computer Networks, Impact of Computers Networks on Business

TOPIC NO2 Data Signals: Analog and Digital signals, Bandwidth, Data Transmission

TOPIC NO3 Communication Modes, Transmission Modes, Transmission Media

**Unit-II**

TOPIC NO4 Computer Networks: Basic concept

TOPIC NO5 Advantages, classification, topologies, Components of computer networks

TOPIC NO6 Hardware components, Software components. Network Architecture Models

TOPIC NO7 Introduction to OSI and TCP/IP Models

**Unit-III**

TOPIC NO8 Internet: History and Development, how it works, control mechanism

TOPIC NO9 WWW: Hypertext and Hyperlinks

TOPIC NO10 Websites and web pages, URL, IP addressing and Domain Naming System

TOPIC NO11 Internet and WWW tools and Applications: Browser, FTP, Telnet, Email

**Unit-IV**

TOPIC NO12 Network Security: Security Threats and their sources

TOPIC NO13 Countermeasures to ensure security, Cryptography

TOPIC NO14 Networking applications in Education and Training, Healthcare, Banking

TOPIC NO15 e-governance and social networking

TOPIC NO16 Major issues and considerations in networked economy

TOPIC NO17 Social issues, Economic issues, Ethical Issues, Privacy issues and Health issues

**Recommended Books:**

1. Dhunna, Mukesh and Verma, Deepak, Computer Networks and Internet, Vayu Education of India
2. Forouzan, B. A., Data Communication and Networking, Tata McGraw Hill
3. Tanenbaum, A. S., Computer Networks, Pearson Education

**Reference Books**

1. Stallings W, "Computer Networks", Pearson Education
2. Douglas E. Comer & M.S Narayanan, "Computer Network & Internet", Pearson Education
3. Behraj A Forouzan, "Data Communication & Networking", McGraw-Hill.
4. Natalia Olifar & Victor Olifer, "Computer Networks", Willey Pub.
5. Prakash C. Gupta, "Data Communications and Computer Networks", PHI
6. Bertsekas & Gallager "Data Network", PHI
7. Gallo, "Computer Communication & Networking Technologies", Cengage Learning

**Note:** Examiner will set eight questions in all, selecting two questions from each unit. Students will attempt five questions in all selecting one question from each unit.



Subject: **SALES AND DISTRIBUTION MANAGEMENT**  
Subject Code: **BBA311B**

**L T P**  
**4 - -**  
**Time: 3 hours**

**External Marks: 75**  
**Internal Marks: 25**  
**Total Marks: 100**

**Course Objective:**

To develop an understanding of Sales and Distribution Channel Management with regards to Business Development and in correlation to the Marketing Management as Process in coherence with the complete Supply Chain Management System

**Course Contents:**

**Unit I**

TOPIC NO1 Introduction to Sales Management: The Sales Management Function, Nature, Scope  
TOPIC NO2 Importance; Personal Selling Process and Approaches  
TOPIC NO3 Sales Forecasting: Methods and Types of Sales Forecasting  
TOPIC NO4 How to Improve Sales Forecasting  
TOPIC NO5 Sales Territory Design: Benefits and Procedure of Territory Design

**Unit II**

TOPIC NO6 Sales Force Management: Organizational Structure its purposes  
TOPIC NO7 types and Size of the sales force. Recruiting and Selecting Sales Personnel  
TOPIC NO8 Training Sales Personnel; Motivating the Sales Force  
TOPIC NO9 Sales Force Compensation; Evaluating Sales Performance

**Unit III**

TOPIC NO10 Distribution Management: Need and Strategies of Distribution channels  
TOPIC NO11 Marketing Channels: Structure, Functions and advantages  
TOPIC NO12 Types of channel intermediaries – wholesalers, distributors, stockiest  
TOPIC NO13 sales agents, brokers, franchisers, C&F agents, and retailers  
TOPIC NO14 Channel Dynamics – Vertical Marketing Systems; Horizontal Marketing Systems  
TOPIC NO15 Multichannel Marketing Systems

**Unit IV**

TOPIC NO16 Logistics & Supply Chain Management: Introduction – Objectives, Scope and Functional  
TOPIC NO17 Areas of Logistics. Transportation decision  
TOPIC NO18 Mode selection, Freight consolidation and Vehicle routing and Scheduling  
TOPIC NO19 Factors affecting for transportation cost .Supply Chain Management  
TOPIC NO20 Need for supply chain, Principles for supply chain, Influencing Factors for supply chain  
TOPIC NO21 Difference between supply chain and Logistics management

**Recommended Books**

1. Panda, Tapan K. & Sahadev, Sunil. "Sales & Distribution Management", Oxford University Press
2. Havaladar & Cavale. "Sales & Distribution Management", McGraw Hill Publications.
- 3.

**Reference Books**

1. Havaladar & Cavale. "Sales & Distribution Management", McGraw Hill Publications.
2. Panda, Tapan K. & Sahadev, Sunil. "Sales & Distribution Management", Oxford University Press
3. Still, Richard R. Cundiff, Edward W. & Govoni, Norman A. P. "Sales Management: Decisions, Strategies and Cases", Prentice-Hall of India, New Delhi.
4. Singh Ramendra. "Sales and Distribution Management : A Practice –Based Approach" Vikas Publishing House.
5. Gupta, S.L. "Sales & Retail Management an Indian Perspective", Excel Books Publication, New Delhi.
6. Dalrymple, Douglas J. and Crowe, William L. "Sales Management", John Wiley & Company.

**Note:**

1. A minimum of Three (03) and maximum of Eight (08) cases shall be discussed by the faculty  
The list of cases and other specific reference material including recent articles will be given by the instructor at the time of launching the course

Subject: **Summer Internship Report:**

Subject Code: **BBA313B**

**L T P Credit**

**2 - - 2**

**Time: 3 hours**

**External Theory Marks: 75**

**Internal Marks: 25**

**Total Marks: 100**

Every student of MBA shall be required to undergo a practical **training in an industrial** Organization approved by the Institute as per their scheme of examination.

The evaluation of the Report will be done as per scheme of examination. A candidate shall submit her/his Summer Internship Report as prescribed in scheme of examination. In case a candidate's report is rejected or s/he is unable to complete it within the prescribed period for her/his category, s/he may be dealt as reappear in that paper and will be dealt accordingly.

**The detailed guidelines for Summer Internship and the specific aspects and format of the Summer Internship Report are available at annexure 'A'.**

