

Programme code:	BBA	Programme Title :	Bachelor of Business Administration		
Course Code:	22UBM3VA	Title	Batch :	2022-25	
Lecture Hrs./Week	2	VAC I: Banking Theory Law & Practice	Semester	III	
		Tutorial Hrs./Sem.	-	Credits:	2

Course Objective

On successful completion of this course, through which students learn acquired knowledge and helps to promote banking growth and to promote education and knowledge of law and practice of banking

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To recall the idea about banking and its applications	K1
CO2	To understand negotiable instruments and its applications	K2
CO3	To apply the basic banking legal procedures and policies in to business transactions	K3
CO4	To analyze and compare different lending principles and models related to sound lending	K4
CO5	To evaluate and execute the recent trends in banking	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	L	H	M	H	L	L	M	L	M
CO2	M	H	H	H	M	M	M	H	H	H
CO3	H	M	M	H	L	M	M	M	H	L
CO4	L	H	M	M	H	-	M	H	M	M
CO5	H	M	M	M	H	H	L	M	M	H

H-High; M-Medium; L-Low

Unit	Content	Hrs
Unit: I	INTRODUCTION TO BANKING: Definition of banking, commercial – central – RBI: Functions and guidelines of RBI, commercial Bank – Industrial Development Banks (IDBI, ICICI) – <i>Recent trends in commercial banks in India</i>	10
Unit: II	BANKER AND CUSTOMER: Definition – Banker And Customer, Relationship between banker and customer – opening and closing of accounts, special types of customers – Minors, Lunatic, Drunkard, partnership firm- Negotiable Instruments-Meaning and Definition- Features, types (promissory note, Bill of Exchange, cheque)	10
Unit: III	RECENT TRENDS IN BANKING AND LOANS AND ADVANCES: Principles of sound lending – unsecured Advances – secured Advances - Guarantee and Indemnity - E-banking-features-Difference between traditional banking and E-banking-mobilebanking-NEFT-RTGS-MICR-CTS.	10

Total Contact Hours**Pedagogy and Assessment Methods :**

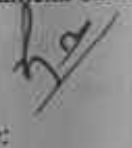
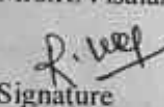
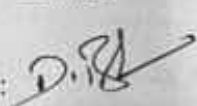
Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity

Note: *Italics denotes topics for self-study***Books for Study:**

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	E.Gordon, K.Natrajan	Banking theory law and practice	Himalaya Publications, 28th Revised Edition	2021
2	Jagroop Singh Sarita	Banking and Insurance Law	Sultan Sons and Company Limited, 8 th Edition	2012

Books for Reference:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Sharma and Shashi K. Gupta	Banking Theory, Law and Practice	Deepa and Deepa Publications Private Limited New Delhi, 16th Edition	2014
2	Varshney P.N	Banking Law & Practice	Sultan Chand & Sons, 2018 th Edition	2018
3	B.Santhanam	Banking Theory, Law & Practice	Margham Publications, 2019 th Edition	2019
4	S.Gurusamy	Banking Theory Law & Practice	Vijay Nicole Imprints Pvt Ltd, Fourth Edition	2017
5	Prof. Dr. Rega Surya Rao	Banking And Negotiable Instruments Act	Gogia Law Agency; First edition	2019

Course Designed by Name and Signature	Verified by HOD Name and Signature	CDC Checked by Name: Prof.K.Srinivasan Signature: 	COE Approved by Name: Dr.R.Manicka Chezian Signature: 
Name: Mrs.R. Visalakshi Signature: 	Name: Mr. D. Bhuvanendran Signature: 		

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Programme code:	BBA	Programme Title :	Bachelor of Business Administration
Course Code:	22UBM4VA	Title	Batch : 2022-25
Lecture Hrs./Week	2	VAC II: Introduction to MSMEs	Semester IV
		Tutorial Hrs./Sem.	Credits: 2

Course Objective

On successful completion of this course, students acquire knowledge and help create job opportunities through self-employment schemes.

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To recall the idea of to start MSMEs.	K1
CO2	To understand the growth and development of MSMEs and their impacts.	K2
CO3	To apply the basic banking legal procedures and policies to start a new business.	K3
CO4	To analyze a study on the feasibility of existing enterprises and starting a new venture.	K4
CO5	To evaluate the impact of globalization and execute Micro, Small and Medium Enterprises Development.	K5

Mapping

PO / PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO										
CO1	H	L	H	M	H	L	L	M	L	M
CO2	M	H	H	H	M	M	M	H	H	H
CO3	H	M	M	H	L	M	M	M	H	L
CO4	L	H	M	M	H	H	M	H	M	M
CO5	H	M	M	M	H	H	L	M	M	H

H-High; M-Medium; L-Low

Unit	Content	Hrs
Unit: I	INTRODUCTION: Micro, Small and Medium enterprises-Definition, characteristics and their role in economic development, Problems of small-scale industries, <i>Growth of small scale sector in India</i> . Setting up a Small Business: Determination of the nature of the business unit.	10
Unit :II	STUDY ON FEASIBILITY OF EXISTING ENTERPRISE AND STARTING A NEW VENTURE: Micro, Small and Medium enterprise, Comparative evaluation of feasibility of buying an existing enterprise. Setting up a new venture or starting the business through franchising, Location strategy, Preliminary registration with State Directorate of Industries.	10
Unit :III	IMPACT OF GLOBALIZATION: Changing scenario of MSMEs in the era of Liberalization and Globalization, Competitiveness- Quality control and branding- Micro, Small and Medium Enterprises Development Act (MSMEDA) 2006: Objectives and Definition, Provisions pertaining to promotion and development of MSMEs.	10

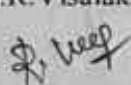
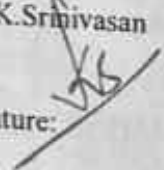
Total Contact Hours	30
Pedagogy and Assessment Methods : Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity	
Note: <i>Italics denotes topics for self-study</i>	

Books for Study:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	C.B. Gupta and S.S. Khanka,	Entrepreneurship and Small Business Management	Sultan Chand and Sons, New Delhi, 1 st Edition	2023
2	A. Sahay and V. Sharma	Entrepreneurship and New Venture Creation	Excel Books , New Delhi, 1st Edition	30 July 2008

Books for Reference:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Dr. Maturi Balakrishna Rao, Dr. Talluri Sreekrishna	MSME 's	KY Publications 1 st Edition	2018
2	Taxmann	MSME Ready Reckoner	Taxmann publications 3rd Edition	2022
3	Amit Baxi, Nisha Bhandari, Satyadev Purohit, Pragya Lalwani , Pragya Bhandari	Micro Small And Medium Enterprises	KY Publications 1 st Edition	2022
4	C.A. Kamal Garg	Start ups and MSMEs	TAX Publications 3 rd edition	2022

Course Designed by Name and Signature	Verified by HOD Name and Signature	CDC Checked by	COE Approved by
Name: Mrs.R.Visalakshi  Signature	Name: Mr. D. Bhuvanendran  Signature:	Name: Prof.K.Srinivasan  Signature:	Name: Dr.R.Manicka Chezian  Signature:

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