

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE (AUTONOMOUS)-POLLACHI

450	B.Com (E-Commerce)	Core Elective - II : Customer Relationship Management	21UEC 6E3	2021
451	B.Com (E-Commerce)	Core Elective - II : E- commerce Strategy and Applications	21UEC6E4	2021
452	B.Com (E-Commerce)	Core Elective -III: Social Networking Services	21UEC6E5	2021
453	B.Com (E-Commerce)	Advanced Learner Course – II: Digital Marketing	21UEC6AL2	2021
454	B.COM(FINANCE)	Core -III-Financial Accounting II	21UCF203	2021
455	B.COM(FINANCE)	Allied –III-Business Mathematics	21UCF3A4	2021
456	B.COM(FINANCE)	Core IX-Corporate Accounting-II	21UCF409	2021
457	B.COM(FINANCE)	Core XVII-Goods and service Taxes	21UCF517	2021
458	B.COM(FINANCE)	Core Elective-I-International Finance	21UCF5E2	2021
459	B.COM(FINANCE)	Advanced Learner Course - I (Optional) - Self Study	21UCF5AL	2021
460	B.COM(FINANCE)	Skill Based Elective - I: Fundamentals of Entrepreneurship	21UCF5S1	2021
461	B.COM(FINANCE)	Skill Based Elective –I: Organizational Behavior	21UCF5S2	2021
462	B.COM(FINANCE)	Core - XX :Introduction to industry 4.0	21UCF620	2021
463	B.COM(FINANCE)	Core Elective - II :Derivatives Market	21UCF6E2	2021
464	B.COM(FINANCE)	Core Elective - II : E- commerce	21UCF6E3	2021
465	B.COM(FINANCE)	Core Elective - III :Research Methodology	21UCF6E5	2021
466	B.COM(FINANCE)	Advanced Learner Course - II (Optional) - Self Study	21UCF6AL	2021
467	B.COM(FINANCE)	Skill Based Elective - II: Project Management/	21UCF6S1	2021
468	B.Com PA	MIS and Industry 4.0	21UPA5E13	2021
469	B.Com PA	Customer Relationship management	21UPA6E23	2021
470	B.Com PA	Retail Business Management	21UPA6E33	2021
471	B.Com BI	Core Elective - I : Supply Chain Management	21UBI5E11	2021
472	B.Com BI	Core Elective I: Investment Management	21UBI5E12	2021
473	B.Com BI	Core Elective - I : Business Environment	21UBI5E13	2021
474	B.Com BI	Advanced Learner Course - I (Optional) - Self Study – Digital Marketing	21UBI5AL1	2021
475	B.Com BI	SBE I: Principles of Management	21UBI5S11	2021

Click here for
Highlighted
BoS Minutes

Metric : 1.2.1



New Course Introduced

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476	B.Com BI	Core Elective - II : Consumer Behaviour	21UBI6E21	2021
477	B.Com BI	Core Elective II: Financial Management	21UBI6E23	2021
478	B.Com BI	Core Elective - III : International Business	21UBI6E31	2021
479	B.Com BI	Core Elective – III : Retail Management	21UBI6E33	2021
480	B.Com BI	Advanced Learner Course - II (Optional) - Self Study – Services Marketing	21UBI6AL2	2021
481	B.Com (CA)	Fundamentals of Information Technology	21UCC102	2021
482	B.Com (CA)	Business Mathematics	21UCC2A2	2021
483	B.Com (CA)	Business Statistics	21UCC4A4	2021
484	B.Com (CA)	Financial Markets and Services	21UCC5E1	2021
485	B.Com (CA)	International Marketing	21UCC5AL	2021
486	B.Com (CA)	ERP and Industry 4.0	21UCC6E3	2021
487	B.Com (BPS)	Auditing Principles and Practices	21UBP5E3	2021
488	B.Com (BPS)	Executive Communication	21UBP6E6	2021
489	B.Com (BPS)	Financial Management	21UBP619	2021
490	B.COM IB	Principle of Accounting	21UIB101	2021
491	B.COM IB	Cost and Management Accounting	21UIB203	2021
492	B.COM IB	Transportation and Freight Management	21UIB5E2	2021
493	B.COM IB	Company Law and Secretarial Practice	21UIB5E3	2021
494	B.COM IB	Institution To Industry	21UIB6E1	2021
495	B.COM IB	Industrial Relations and Labour Law	21UIB6E3	2021
496	B.COM IB	Soft Skills for International Business	21UIB6E4	2021
497	B.COM IB	Shipping Ocean and Freight Management	21UIB6E5	2021
498	B.COM IB	Business Law	21UIB6E6	2021
499	M.Com (CA)	Management Information System	21PCC207	2021
500	M.Com (CA)	Brand Management	21PCC2E3	2021
501	M.Com (CA)	Logistics Management	21PCC3E2	2021

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B.COM – BANKING AND INSURANCE
NALLAMUTHU GOUNDER MAHALINGAM COLLEGE
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10th Board of Studies Meeting in the Department of
 B.Com –Banking and Insurance
 22.05.2021 & 10.00 a.m. to 2.00 p.m

Agenda

BoS / BI.10.1	:	Welcome address and Opening Remarks by Chairman, Board of studies in the B.Com –Banking and Insurance
BoS / BI.10.2	:	Confirmation of the Minutes of the 10 th meeting of Board of studies in the B.Com –Banking and Insurance held on 22.05.2021 and action taken report of 9 th meeting of Board of studies
BoS / BI.10.3	:	10.3.1 Syllabus of I B.Com –Banking and Insurance under Regulation 2021
	:	10.3.2 Syllabus of II B.Com –Banking and Insurance under Regulation 2022
	:	10.3.3 Syllabus of III B.Com –Banking and Insurance under Regulation 2023
	:	Any other Discussions if any
BoS / BI.10.4	:	Suggestion given by BOS Members
BoS / BI.10.5	:	Any other items

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MINUTES OF BOS MEETING

The 10th Meeting of the Board of studies of the B.Com – Banking and Insurance was held on 22.05.2021 at 10.00 a.m. through the online mode in Google Meet App, at Nallamuthu Gounder Mahalingam College, Pollachi.

BoS/BI10.1 Welcome address and opening remarks by Chairman, Board of studies in the B.com Banking and Insurance

The Chairman, BoS of the B.Com Banking and Insurance welcomed and introduced the members of 10th Board of Studies and thanked each one of them for sparing their valuable time to attend the meeting.

BoS/BI 10.2 To confirm the minutes of 9th BOS Meeting held on 22-02-2020.

The minutes of the 9th Board of Studies meeting held on 22-02-2020 were communicated to the members. The comments received have been incorporated and placed for confirmation. The same was approved by the previous academic meeting - Academic council.

BoS/BI 10.3

BoS/BI- 10.3.1 - I B.Com –Banking & Insurance (I & II Semester)

- ❖ 21UBI102 CORE II: Indian Banking System – The following course was revised by the course teacher with minor modifications:

- ✓ In Unit 1- Based on Functions, Based on Volume and Area of Operation, Unit 4 - Three Tier structure and In Unit 5- Origin, Definition, Business Of Banking Company

- ❖ 21UBI1A1 ALLIED I: Business Economics - The following course was revised by the course teacher with minor modifications:

- ✓ In Unit – III, the topic Producer's Equilibrium with the help of Iso-quants and Iso-cost lines is added.

- ❖ 21UBI203 CORE III: Financial Accounting-II - The presented syllabus was accepted by the experts and a few suggestions were given by the subject expert as follows:

- ✓ In Unit IV - Meaning, Procedure under Insolvency Acts and in Unit V - Fire Claims, Meaning, Need, Types of fire insurance policies topics are added.

- ❖ 21UBI204 CORE IV: Banking Law and Practice - The following course was revised by the course teacher with minor modifications:

- ✓ In Unit II, the topic Married Women is added. In Unit III, under negotiable instruments, the heading characteristics are changed into features.

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Dr. R. MU

Nallamuthu Gounder

Pollachi

- ❖ The following papers from B.Com-Banking and Insurance were accepted by the experts fully without further suggestions:

- ✓ 21UBI101 CORE I: Financial Accounting-I
- ✓ 21UBI2A2 ALLIED II: Business Mathematics and Statistics

- ❖ No New course is added for First and Second semester.

BoS/BI -10.3.2 - II B.Com - Banking and Insurance (III & IV Semester)

- ❖ 21UBI306 CORE VI: Executive Business Communication - The following course was revised by the course teacher with minor modifications:

- ✓ In Unit V, the topic Preparing Agenda and Minutes, Drafting an e-mail are added. The heading Good Speech is added. The topic Reports is deleted.

- ❖ 21UBI308 CORE VIII: Business Law - The following course was revised by the course teacher with minor modifications:

- ✓ In Unit III, Difference between Contract Vs Quasi Contract is added.

- ❖ 21UBI3N11 Non Major Elective - I : Fundamentals of Insurance - The presented syllabus was accepted by the experts and a few suggestions were given by the subject expert as follows:

- ✓ In Unit - IV Health Insurance topic is added and deleted the content of Medical Insurance

- ❖ 21UBI410 - CORE X: Principles of General Insurance - The presented syllabus was accepted by the experts and a few suggestions were given by the subject expert as follows:

- ✓ In Unit - IV Cover note topic is deleted.

- ❖ 21UBI411 - CORE XI: Principles of Marketing - The presented syllabus was accepted by the experts and a few suggestions were given by the subject expert as follows:

- ✓ In Unit IV, In Promotion, the topic Definition is deleted and technique is added. Personal Selling, Methods, Steps in Personal Selling, Techniques are added. Sales Promotion Techniques is added.

- ✓ In Advertising, the topics Benefits, Media are added and the topics Functions and Importance are deleted.

- ✓ In Unit V, In Consumer Protection Act 2019, Grievance and redressal mechanism is added and Consumer Courts is deleted.

- ❖ 21UBI412 - CORE XII: Company Law - The presented syllabus was accepted by the experts and a few suggestions were given by the subject expert as follows:

- ✓ Companies Act Bills 2013 topic is added in Unit - V


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- ❖ The following papers from B.Com-Banking and Insurance were accepted by the experts fully without further suggestions:

- ✓ 21UBI305 CORE V: Corporate Accounting
- ✓ 21UBI307 CORE VII: Principles of Life Insurance
- ✓ 21UBI3A3 ALLIED III: Business Application Software and Information Security
- ✓ 21UBI3A4 ALLIED LAB I: Programming Laboratory – I: MS Office
- ✓ 21UBI3N12 Non Major Elective - I : Fundamentals of Banking
- ✓ 21UBI409 CORE IX: Cost Accounting
- ✓ 21UBI4A5 ALLIED IV: Operations Research
- ✓ 21UBI4N21 Non Major Elective - II : Commerce and Banking Practical
- ✓ 21UBI4N22 Non Major Elective - II : Recent Trends in Banking

- ❖ No New course is added for Third and Fourth semester.

BoS/BI -10.3.3 - III B.Com - Banking and Insurance (V&VI Semester)

- ❖ 21UBI513 Core - XIII : Income Tax - The presented syllabus was accepted by the by the experts and a few suggestions were given by the course teacher and the university nominee as follows:

- ✓ In Unit - II, the topics Allowances Perquisites, Profit in Lieu of Salary are included.
- ✓ In Unit - III, the topics Computation of Annual Value is added. In Computation of Income from Profits and Gains of Business and Profession, the headings Doctor, Lawyer, Chartered Accountant are included.
- ✓ In Unit – IV, In Capital Gains, Computation of Short Term and Long Term Capital Gains is included. Computation of General Income and Specific Income is included.
- ✓ In Unit - V, Procedure for Filling Tax Returns of Individual is added.

- ❖ 21UBI515 Core - XV : Skill Enhanced Course - International Banking - The following course was revised by the course teacher with minor modifications:

- ✓ In Unit – IV, In International Financial Institutions, BIS is added.

- ❖ 21UBI5S11 Skill Based Elective - I : Principles of Management - The presented syllabus was accepted by the experts and a few suggestions were given by subject expert as follows:

- ✓ Unit V is revamped and added the topics Decision Making, Process of Decision Making, Importance, Steps involved in Decision Making, Control, Meaning, Types of Control, and Span of Control.

- ✓ Communication and Types of Communication topics are deleted in Unit – V

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- ❖ 21UBI5S12 Skill Based Elective - I : Entrepreneurship Development - The presented syllabus was accepted by the experts and a few suggestions were given by subject expert as follows:

- ✓ In Unit – I Social Entrepreneur topic is included.

- ❖ 21UBI620 Core - XX : Skill Enhanced Course - Commerce, Banking and Insurance Practicals - The following course was revised by the course teacher with minor modifications:

- ✓ In Commerce Part, Application for DEMAT Account is added and Share Application and Railway Ticket Booking are deleted.

- ❖ 21UBI6E32 Core Elective - III : / Financial Markets and Institutions - The presented syllabus was accepted by the experts and a few suggestions were given by Course Teacher, University Nominee, Subject Expert as follows:

- ✓ In Unit 1 - Features, Importance, Innovative Financial Instruments, In Unit 2 - Online trading and Merits of online trading and In Unit 3 - Need, Factors affecting Investors' Interest, Investor Protection Measures topics are added and deleted the content Players in Financial Service Sector in Unit-1 and Role of Institutional Investors in Capital Market, Foreign Institutional Investors (FIIs) of Medical Insurance in Unit-3.

- ❖ The following papers from B.Com-Banking and Insurance were accepted by the experts fully without further suggestions:

- ✓ 21UBI514 Core - XIV : Financial Innovations in Banking and Insurance
 - ✓ 21UBI516 Core - XVI : Principles and Practices of Auditing
 - ✓ 21UBI517 Core - XVII : Internship
 - ✓ 21UBI618 CORE XVIII: Management Accounting
 - ✓ 21UBI619 CORE XIX: Indirect Tax
 - ✓ 21UBI6E22 Core Elective - II : / Customer Relationship Management
 - ✓ 21UBI621 Core - XXI : Programming Laboratory in Tally
 - ✓ 21UBI6S21 Skill Based Elective - II : E-Commerce and Its Applications
 - ✓ 21UBI6S22 Skill Based Elective - II : Human Resource Management

New Course Added:

The following papers from B.Com – Banking and Insurance were accepted by the experts fully without further suggestions

- ❖ 21UBI5E11 Core Elective - I : / Supply Chain Management
- ❖ 21UBI5E13 Core Elective - I : / Business Environment
- ❖ 21UBI5E12 Core Elective - I : / Investment Management
- ❖ 21UBI5AL1 Advanced Learner Course - I (Optional) - Self Study – Digital Marketing

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- ❖ 21UBI6E21 Core Elective - II : / Consumer Behaviour
- ❖ 21UBI6E23 Core Elective - II : Financial Management
- ❖ 21UBI6E31 Core Elective - III : / International Business
- ❖ 21UBI6E33 Core Elective - III : Retail Management
- ❖ 21UBI6AL2 Advanced Learner Course - II (Optional) - Self Study – Services Marketing

These changes have been made effect for the students admitted in 2021 with Ist to VIth Semesters accordingly.

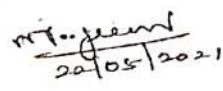
BoS/BI-10.4 Suggestions Given by the BOS Members

The members had a brainstorming discussion and interaction among themselves. After discussion, fruitful suggestions were incorporated appropriately in the Curriculum and Syllabi.

Based on the suggestions given by the members, BOS resolved to recommend the following to the Academic Council for further approval.

- a) The syllabus of First Year B.Com – Banking and Insurance under Regulation 10.3.1
- b) The syllabus of Second Year B.Com – Banking and Insurance under Regulation 10.3.2
- c) The syllabus of Third Year B.Com – Banking and Insurance under Regulation 10.3.3
- d) Any other discussion

Members Present:

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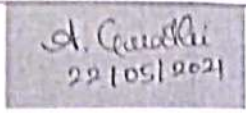
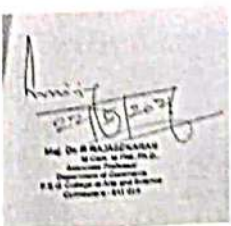
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7	Dr. K. Selvaraj Associate Professor and HOD of Commerce Mahendra Arts and Science College (Autonomous) Namakkal Mobile Number: 98947 17781 Mail Id: selvarajmasc@gmail.com	Academic Experts  SUBJECT EXPERT Board of Studies in Commerce (Banking and Insurance) Nallamuthu Gounder Mahalingam College (Autonomous) Pollachi - 642 001.
8	Dr. D. Geetha Prof and Head, Department of Commerce Avinashilingam Institute for Home Science and Higher Education for Women Coimbatore - 43 Mobile Number: 94433 65052 Mail Id: dgeethaj@gmail.com	Academic Auditor  ACADEMIC AUDITOR Board of Studies in Commerce (Banking and Insurance) Nallamuthu Gounder Mahalingam College (Autonomous) Pollachi - 642 001.
9	Mr. Nagarajan Chief Manager State Bank of India Pollachi Mobile Number: 94431 64770 Mail Id: sbi.00899@sbi.co.in	Industrial Expert - Banking Absent
10	Mr. S. Sahasranaman Branch Manager Life Insurance Corporation of India - I, Pollachi Mobile Number: 94430 11099 Mail Id: sahas64kannan@gmail.com	Industrial Expert - Life Insurance 
11	Mr. V. Vishwanathan Senior Divisional Manager RS Puram, Coimbatore Mobile Number: 98940 43370 Mail Id: vvishwanathan@uiic.co.in	Industrial Expert - General Insurance 

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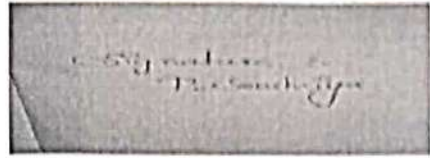
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12	Mr. S. Kamalesh Corporate Agency Manager HDFC Life Insurance Coimbatore Mobile Number: 82481 16036 Mail Id: kamaleshlops@gmail.com	Alumnus nominated by Principal / HoD  22/05/2021
13	Ms. Sowmiya III year - B.Com – Banking and Insurance, Nallamuthu Gounder Mahalingam College, Pollachi Coimbatore-642001 Mobile Number : 9791842630 Mail Id: sowmi995889@gmail.com	Student Members 

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NALLAMUTHU GOUNDER MAHALINGAM COLLEGE
(AN AUTONOMOUS COLLEGE AFFILITED TO BHARATHIAR UNIVERSITY)

RE-ACCERDITED BY NAAC AND
ISO 9001: 2015 CERTIFIED INSTITUTION

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DERARTMENT OF COMMERCE BANKING AND INSURANCE (SF)

SYLLABUS

2021 - 2024




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SCHEME OF EXAMINATION 2021-2024

SEMESTER – I

Part	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem.	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P	T		Internal	External		
I	21UTL101 / 21UHN101 / 21UFR101	Tamil Paper - I /	6	-	-	3	50	50	100	3
		Hindi Paper - I /	6	-	-					
		French Paper – I	6	-	-					
II	21UEN101	Communication Skills-I (Level I)	5	-	-	3	50	50	100	3
	21UEN102	Communication Skills-I (Level II)	5	-	-					
III	21UBI101	CORE I: Financial Accounting-I	6	-	6	3	50	50	100	4
	21UBI102	CORE II: Indian Banking System	6	-	-	3	50	50	100	4
	21UBI1A1	ALLIED I: Business Economics	5	-	-	3	50	50	100	4
IV	21UHR101	Human Rights	1	-	-	2	-	-	50	2
	21HEC101	Human Excellence - Personal Values & SKY Yoga Practice - I	1	-	-	2	25	25	50	1
V		Extension Activities – Annexure I	-	-	-	-	-	-	-	-
CC	21CFE101	Fluency in English - I	-	-	-	-	-	-	-	-
		Online Course (Optional) (MOOC / NPTEL / SWAYAM)								Grade
Total			30	-	-	-	275	325	600	21




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SEMESTER – II										
Part	Subject Code	Title of the Paper	Hrs / Week			Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P	T		Internal	External		
I	21UTL202 / 21UHN202 / 21UFR202	Tamil Paper - II /	6	-	-	3	50	50	100	3
		Hindi Paper - II /	6	-	-					
		French Paper – II	6	-	-					
II	21UEN202	Communication Skills - II (Level I)	5	-	-	3	50	50	100	3
	21UEN203	Communication Skills - II (Level II)	5	-	-					
III	21UBI203	CORE III: Financial Accounting-II	6	-	6	3	50	50	100	4
	21UBI204	CORE IV: Banking Law and Practice	5	-	-	3	50	50	100	4
	21UBI2A2	ALLIED II: Business Mathematics and Statistics	5	-	-	3	50	50	100	4
IV	21EVS201	Environmental Studies	2	-	-	2	-	50	50	2
	21HEC202	Human Excellence - Family Values & SKY Yoga Practice – II	1	-	-	2	25	25	50	1
V		Extension Activities - Annexure I	-	-	-	-	-	-	-	-
CC	21CFE202	Fluency in English - II	-	-	-	-	-	-	-	-
	21CMM201	Manaiyiyal Mahathuvam - I	1*	-	-	2	-	(50)	(50)	Grade
	21CUB201	Uzhavu Bharatham – I	1*	-	-	2	-	(50)	(50)	Grade
		Online Course (Optional) (MOOC / NPTEL / SWAYAM)								Grade
Total			30	-		-	275	325	600	21



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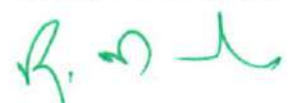
SEMESTER – III										
Part	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem. T	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P			Internal	External		
III	21UBI305	CORE V: Corporate Accounting	6	-	5	3	50	50	100	4
	21UBI306	CORE VI: Executive Business Communication	5	-	5	3	50	50	100	4
	21UBI307	CORE VII: Principles of Life Insurance	6	-	-	3	50	50	100	4
	21UBI308	CORE VIII: Business Law	5	-	-	3	50	50	100	4
	21UBI3A3	ALLIED III: Business Application Software and Information Security	4	-	-	3	50	50	100	3
	21UBI3A4	ALLIED LAB I :Programming Laboratory in MS Office	-	2	-	3	25	25	50	1
IV	21UBI3N1 / 21UBI3N2	Non Major Elective - I : Fundamentals of Insurance / Non Major Elective - I : Fundamentals of Banking	1	-	-	2	-	50	50	2
	21HEC303	Human Excellence - Professional Values & Ethics - III	1	-	-	2	25	25	50	1
V		Extension Activities - Annexure I	-	-	-	-	-	-	-	-
CC	21CFE303	Fluency in English - III	-	-	-	-	-	-	-	-
	21CMM302	Manaiyiyal Mahathuvam - II	1*	-	-	2	-	(50)	(50)	Grade
	21CUB302	Uzhavu Bharatham – II	1*	-	-	2	-	(50)	(50)	Grade
Total			28	2	-	-	300	350	650	23



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SEMESTER – IV										
Part	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem.	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P	T		Internal	External		
III	21UBI409	CORE IX: Cost Accounting	6	-	5	3	50	50	100	4
	21UBI410	CORE X: Principles of General Insurance	6	-	-	3	50	50	100	4
	21UBI411	CORE XI: Principles of Marketing	5	-	-	3	50	50	100	4
	21UBI412	CORE XII: Company Law	5	-	-	3	50	50	100	4
	21UBI4A5	ALLIED IV: Operations Research	6	-	6	3	50	50	100	4
IV	21UBI4N1 / 21UBI4N2	Non Major Elective - II : Commerce and Banking Practicals / Non Major Elective - II : Recent Trends in Banking	- 1	1 -	-	2	-	50	50	2
	21HEC404	Human Excellence - Social Values & SKY Yoga Practice - IV	1	-	-	2	25	25	50	1
V		Extension Activities - Annexure I	-	-	-	-	-	-	50	1
CC	21CFE404	Fluency in English - IV	-	-	-	-	-	-	-	-
	21CMM403	Manaiyiyal Mahathuvam - III	1	-	-	2	-	(50)	(50)	Grade
	21CUB403	Uzhavu Bharatham - III	1	-	-	2	-	(50)	(50)	Grade
Total			29	1	-	-	275	325	650	24




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SEMESTER – V										
Part	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P	T		Internal	External		
III	21UBI513	Core - XIII : Income Tax	6	-	6	3	50	50	100	4
	21UBI514	Core - XIV : Financial Innovations in Banking and Insurance	5	-	-	3	50	50	100	4
	21UBI515	Core - XV : Skill Enhanced Course - International Banking	5	-	-	3	50	50	100	4
	21UBI516	Core - XVI : Principles and Practices of Auditing	5	-	-	3	50	50	100	4
	21UBI517	Core - XVII : Internship	-	-	-	-	50	50	100	2
	21UBI5E1 / 21UBI5E2 / 21UBI5E3	Core Elective - I : Supply Chain Management/ Core Elective - I : Investment Management/ Core Elective - I : Business Environment/	5	-	-	3	50	50	100	5
	21UBI5AL	Advanced Learner Course - I (Optional) - Self Study – Digital Marketing	-	-	-	3	(50)	(50)	(100)	2*
IV	21UBI5VA	Department Specific Value Added Course(Mandatory) – Electronic banking	30 Hrs	-	-	-	-	-	-	2*
	21UBI5S1 / 21UBI5S2	Skill Based Elective - I : Principles of Management/ Skill Based Elective - I : Entrepreneurship Development	3	-	-	2	25	25	50	3
	21HEC505	Human Excellence - National Values & SKY Yoga Practice – V	1	-	-	2	25	25	50	1
CC	21CFE505	Fluency in English - V	-	-	-	-	-	-	-	-
	21CSD501	Soft Skills Development – I	-	-	-	-	-	-	-	Grade
	21GKL501	General Awareness - Self Study	SS		-	2	-	(50)	(50)	Grade
Total			30	-	-	-	325	425	700	27

* - Extra Credits



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SEMESTER – VI										
Part	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P	T		Internal	External		
III	21UBI618	CORE XVIII: Management Accounting	6	-	6	3	50	50	100	4
	21UBI619	CORE XIX: Indirect Tax	5	-	-	3	50	50	100	4
	21UBI620	Core - XX : Skill Enhanced Course - Commerce, Banking and Insurance Practicals	2	-	-	3	50	50	100	1
	21UBI6E1 / 21UBI6E2 / 21UBI6E3	Core Elective - II : Consumer Behaviour / Core Elective - II : Customer Relationship Management / Core Elective - II : Financial Management	6	-	-	3	50	50	100	5
	21UBI6E4 / 21UBI6E5 / 21UBI6E6	Core Elective - III : / International Business Core Elective - III : / Financial Markets and Institutions Core Elective – III : Retail Management	5	-	-	3	50	50	100	5
	21UBI621	Core - XXI : Programming Laboratory in Tally	-	2	-	3	50	50	100	1
	21UBI6AL	Advanced Learner Course - II (Optional) - Self Study – Services Marketing	-	-	-	3	(50)	(50)	(100)	2*
IV	21UBI6VA	Department Specific Value Added Course(Mandatory) - Stock Trading Mechanism In India	30 Hrs	-	-	-	-	-	-	2*
	21UBI6S1 / 21UBI6S2	Skill Based Elective - II : E-Commerce and Its Applications / Skill Based Elective - II : Human Resource Management	3	-	-	2	25	25	50	3
	21HEC606	Human Excellence - Global Values & SKY Yoga Practice - VI	1	-	-	2	25	25	50	1
CC	21CFE606	Fluency in English - VI	-	-	-	-	-	-	-	-
	21CSD602	Soft Skills Development - II	-	-	-	-	-	-	-	Grade
Total			28	2	-	-	300	350	700	24

ALC - Advanced Learner Course (Optional); VA- Department Specific Value Added Course;

*Extra Credits

CC- Certificate Course/ Co-scholastic course

Grand Total = 3900; Total Credits = 140



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Pollachi - 642 001, Coimbatore District.

Programme Code:	B.Com- BI			Programme Title:	Bachelor of Commerce –Banking and Insurance	
Course Code:	21UBI5E1			Title	Batch:	2021 - 2024
				Supply Chain Management	Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-		Credits:	5

Course Objective

To improve the knowledge of students in the areas of product delivery system and new opportunities in Supply Chain Management

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To keep in mind the principles, practices and application in Supply Chain Management	K1
CO2	To understand the legal aspects in Supply Chain Management	K2
CO3	To evaluate the planning and sourcing decision in supply chain	K5
CO4	To apply the various dimensions of financial supply chain management and its strategies	K3
CO5	To analyze the impact of logistics and supply chain management with a competitive strategy	K4

Mapping

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

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Supply Chain – Introduction – Meaning – Definition - Objectives – Functions - Evolution - Need-Issues involved in developing SCM Framework- Importance - Supply Chain Performance - Supply Chain Drivers and Obstacles - Types - SCM activities - Constituents – Organization.	15
Unit II	Supply chain Integration - Push, Pull strategies – Demand driven strategies – Stages - Barriers to internal integration - Achieving Excellence in SCM - Dimensions of Supply Chain Excellence - Forces influencing SCE Emotions - Physical and Financial Supply Chains.	15
Unit III	Planning and Managing Inventories in a Supply Chain – Managing Economies of Scale in the Supply Chain - Retailer-Supplier Relationship - Monitoring Supplier Performance - Stages of Retailer - Supplier Relationship Development - Factors Affecting Retailer-Supplier Relationship. Demand Forecasting in a Supply Chain.	15
Unit IV	Purchasing and Supply Management – Introduction -Importance – Objectives- Purchasing process - Purchasing & other functions – Purchasing and integrated logistics interfaces Types of purchase - Purchasing partnerships - Materials sourcing - Just-in-time purchasing.	15
Unit V	Performance Measurement in SCM – Meaning -Advantages of performance measures - The benefits of performance measurement - Measuring SCM - Supplier performance measurement - Parameters of choosing suppliers. Sourcing Decisions in a Supply Chain - Transportation in a Supply Chain - Information Technology and Supply Chain - E-business and Supply Chain.	15
	Total Contact Hrs	75

****Italicized texts are for self study***

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

Test, Seminar, Quiz, Assignments, Group Task.(GD/ Roll Play /APS)

Programme Code:	B.Com - BI			Programme Title :	Bachelor of Commerce - Banking and Insurance	
Course Code:	21UBI5E2			Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-	Investment Management	Semester:	V
					Credits:	5

Course Objective

To impart skills on the fundamentals of investment and security analysis.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
C01	To familiarize the concepts of Investment, Speculation, Gambling, Risk and Return.	K1
C02	To understand the various economic indicators used of fundamental and technical analysis.	K1
C03	To analyse the performance of economical, company and technical analysis while making investment.	K3
C04	To equip the students with the concept of theories in investment and portfolio management	K3
C05	To evaluate the theories based on the financial performance of listed companies in a security market.	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C01	M	H	M	M	M	M	H	M	H	H
C02	H	H	M	M	H	H	H	M	M	H
C03	M	M	H	H	H	H	M	H	H	H
C04	M	H	H	M	H	H	H	H	H	H
C05	H	H	H	H	H	H	H	H	H	H

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Investment – Financial and Economic Meaning of Investment –Investment and Gambling – Importance of Investments – <i>Factors Favorable for Investment</i> – Investment Media – Investment Programme – Features of Investment Programme.	15
Unit II	Risk – Systematic and Unsystematic Risk – Returns – Traditional Technique – Holding Period – Yield Method – Probability Distribution.	15
Unit III	Fundamental Analysis - Economic Analysis – Economic Indicators - Industry Analysis –Industry Life Cycle – Reasons for Stagnation Stage - Company Analysis-Limitations of Fundamental Analysis.	15
Unit IV	Technical Analysis – Difference between Fundamental and Technical Analysis - Basic Technical Assumption – Dow Theory – Elliot Wave Principles – <i>Charts as a Technical Tool</i> .	15
Unit V	Portfolio – Meaning – Principles of Portfolio Investment Process – Portfolio Management – Elements of Portfolio Management – Portfolio Selection – Performance Evaluation and Portfolio Revision – Theories of Portfolio - Markovitz Theory – Sharp Ratio – Trainer Ratio - Capital Asset Pricing Model – Efficient Market Theory.	15
	Total Contact Hrs	75

****Italicized texts are for self study***

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

Test, Seminar, Quiz, Assignments, Group Task.(GD/ Roll Play /APS)

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Preeti Singh.	Investment Management.	Himalaya Publishing House. New Delhi	2019

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Bhalla, V.K.	Investment Management.	Sultan Chand & Co Ltd. New Delhi.	2018
2	Prasanna Chandra	Investment Analysis and Portfolio Management	3 rd Revised Edition. Tata McGraw Hill. New Delhi	2017
3	O.P. Agarwal	Security Analysis and Investment Management	Himalaya Publishing House. New Delhi	2019
4	Dr. V.A. Avadhani	Investment Management	Himalaya Publishing House. New Delhi	2019
5	Prof. H.R. Appanaiah Mukund Sharma	Investment Management,	Himalaya Publishing House. New Delhi	2019

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Name: Ms. A. Gomathi	Name: Dr.M.Jeeva	Name: Thiru.K.Srinivasan	Name: Dr.R.Manicka Chezian
Signature:	Signature:	Signature:	Signature:

Programme Code:	B.Com – BI			Programme Title :	Bachelor of Commerce - Banking and Insurance	
Course Code:	21UBI5E3			Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-	Business Environment	Semester:	V
					Credits:	5

Course Objective

To acquaint the students with the new concepts of various business environment and emerging issues in business.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
C01	To familiarize the concepts of economic, demographic, natural, technological and political environment in business.	K1
C02	To understand the various techniques and economic policies in environmental analysis.	K2
C03	To analyse the importance and role of Corporate Social Responsibility in a business.	K3
C04	To equip the students with the concept of monetary policy and fiscal policy used in business.	K4
C05	To evaluate the reasons for growing demand in CSR and Corporate governance in business.	K5

Mapping

PO /PSO CO	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02
C01	M	H	M	M	M	M	H	M	H	H
C02	H	H	M	M	H	H	H	M	M	H
C03	M	M	H	H	H	H	M	H	H	H
C04	M	H	H	M	H	H	H	H	H	H
C05	H	H	H	H	H	H	H	H	H	H

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Business Environment-Type of Environment-Internal, External, Micro and Macro environment - Competitive structure of Industries - Environmental analysis and Strategic Management. - Techniques for environmental analysis - Steps in/approaches to environmental analysis.	15
Unit II	Economic Environment - Nature of the economy - Structure of the economy - Economic conditions - Economic policies- Monetary Policy - Measures of Money stock - Monetary policy and Money supply - Instruments of Monetary Policy - Fiscal Policy - The Union Budget - State Budgets - Finances of the Union and States - The Finance Commission - <i>Importance of the Budget.</i>	15
Unit III	Natural and Technological Environment – Innovation - Technological leadership and followership - Technology and competitive advantage - Sources of technological dynamics - Time lags in technology introduction/absorption - Appropriate technology and Technology adaptation - Impact of technology on globalization – <i>Demographic Environment.</i>	15
Unit IV	Political and Government Environment – Functions of State - Economic roles of Government - Government and Legal Environment - Economic Roles of Government in India - The Constitutional environment. Corporate Social Responsibility - Classical and contemporary views - Social orientations of Business - Factors affecting Social orientation - Responsibilities to different sections - The Indian situation - Arguments for and against Social Involvement; Social Audit.	15
Unit V	Corporate Governance – Meaning - Reasons for the growing demand for corporate governance - Importance of Corporate governance - Prerequisites; Regulatory and Voluntary actions - Recommendations of Birla Committee - Legal environment of Corporate Governance in India.	15
	Total Contact Hrs	75

****Italicized texts are for self study***

Pedagogy:

Direct Instruction, Digital Presentation
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Assessment Methods:

Test, Seminar, Quiz, Assignments, Group Task.(GD/ Roll Play /APS)

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Cherunilam, Francis	Business Environment - Text and Cases	Himalaya Publishing House. New Delhi	2019

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Aswathappa, K	Essentials of Business Environment	Himalaya Publishing House, New Delhi	2021
2	Dr. V.C.Sinha	Business Environment,	SPBD Publishing House.	2020
3	Prof. S.R. Pandian	Economic Foundations of Business Environment	Himalaya Publishing House. New Delhi	2007
4	Apexa V. Jain, Dr. Khushpat S. Jain	Business Environment	Himalaya Publishing House. New Delhi	2014
5	K. Aswathappa and G. Sudarsana Reddy	Business Environment for Strategic Management	Himalaya Publishing House. New Delhi	2016

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Name: Ms. A. Gomathi	Name: Dr.M.Jeeva	Name: Thiru.K.Srinivasan	Name: Dr.R.Manicka Chezian
Signature:	Signature:	Signature:	Signature:

Programme Code:	B.Com - BI			Programme Title:	Bachelor of Commerce-Banking and Insurance	
Course Code:	21UBI5AL			Title	Batch:	2021 - 2024
				Digital Marketing	Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	-	Tutorial Hrs./Sem.	-		Credits:	2*

Course Objective

To create awareness among the students about how digital marketing can be utilised by organisation.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
C01	To familiarize the goals and stages of digital marketing.	K1
C02	To understand the Online advertising platforms	K2
C03	To equip the students with the concept of web page and website	K4
C04	To gain expertise in current scenario followed in Social media platforms	K3
C05	To Evaluate the Mobile marketing tools and platforms	K5

Mapping

PO /PSO CO	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02
C01	M	M	M	L	M	M	M	H	H	H
C02	M	M	M	H	H	L	M	H	H	H
C03	M	H	L	M	M	H	M	M	M	M
C04	M	M	H	M	M	L	H	H	H	M
C05	H	M	M	M	L	M	M	M	M	H

H-High; M-Medium; L-Low

Units	Content
Unit I	Digital marketing – Introduction –Meaning - Techniques - Goal s- Digital Marketing Advantages-Limitations - Legal and Regulatory Obligations- Digital Marketing Trends.
Unit II	Digital Marketing Channels and Tools - Search Engine Marketing Platforms - Online advertising platforms-Online buying customer behaviour -Types of online advertisement-Social media advertising-Content marketing.
Unit III	Web page and website- Website platforms-Domain name and Host- Creating website (important rules)-Web Banner-Web Directories - Types of Websites.
Unit IV	Social media-Social media platforms - Linkedin, Twitter, Instagram, YouTube)- Creating a Facebook account.
Unit V	E-Mail Marketing-Blog Marketing - Viral Marketing -Podcasts and Vodcasts-Mobile marketing tools and platforms-Static Timing Analysis & Google Analytics- Facebook Analytics.

****Italicized texts are for self study***

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS / EDITION	YEAR OF PUBLICATION
1.	Anita Agarwal, Rahul Kotian, Tushar Agarwal, Vijayalakshmi Kannan	E-Commerce and Digital Marketing	Himalaya Publishing House Edition	2016

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS / EDITION	YEAR OF PUBLICATION
1.	Ian Dodson	The Art of Digital Marketing	Wiley Publication.	2016
2.	Simon Kingsnorth	Digital Marketing Strategy	Kogan page Publisher	2019
3.	NitinKamat, Chinmay Nitin Kamat	Digital Marketing	Himalaya Publishing House	2018
4.	Puneet Singh Bhatia	Fundamentals of Digital Marketing	Pearson	2019
5.	Seema Gupta	Digital Marketing	Mcgraw Hill	2020

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Name: Ms. M.Shanmugapriya	Name: Dr.M.Jeeva	Name: Thiru.K.Srinivasan	Name: Dr.R.Manicka Chezhan
Signature:	Signature:	Signature:	Signature:

Programme Code:	B.Com – BI			Programme Title :	Bachelor of Commerce - Banking and Insurance	
Course Code:	21UBI5S1			Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	3	Tutorial Hrs./Sem.	-	Principles of Management	Semester:	V
					Credits:	3

Course Objective

To make the students understand the conceptual framework of Business Management.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
C01	To familiarize the management principles introduced by FW Taylor and Hendry Fayol	K1
C02	To understand the major elements of business management and their uses in business organization for managerial decision making.	K2
C03	To understand the importance and functions of management in business organization.	K2
C04	To apply the conceptual knowledge relating to work delegation and decentralization and leadership skills.	K3
C05	To evaluate the performance of the business organization based on the management principles.	K4

Mapping

PO /PSO CO	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02
C01	M	H	M	M	M	M	H	M	H	H
C02	H	H	M	M	H	H	H	M	M	H
C03	M	M	H	H	H	H	M	H	H	H
C04	M	H	H	M	H	H	H	H	H	H
C05	H	H	H	H	H	H	H	H	H	H

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Management – Meaning and Definition – Nature and Scope - Importance – <i>Functions of Management</i> – Management as an Art, Science and Profession – Contributions of FW Taylor, Henry Fayol.	9
Unit II	Planning – Meaning and Definition– Nature – Objectives – Advantages and Disadvantages – Process – Types of Planning.	9
Unit III	Organization – Meaning and Definition – Formal and Informal Organization – Importance – Principles of Sound Organization – Delegation and Decentralization – Line, Functional and Staff Organization – Span of Control.	9
Unit IV	Staffing – Sources of Recruitment – Maslow’s Theory of Motivation -- Leadership – Functions and Types – X, Y and Z Theories – <i>Qualities of a Good Leader</i> .	9
Unit V	Decision Making – Process of Decision Making – Importance – Steps involved in Decision Making – Control – Meaning – Types of Control – Span of Control.	9
	Total Contact Hrs	45

**Italicized texts are for self study*

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

Test, Seminar, Quiz, Assignments, Group Task.(GD/ Roll Play /APS)

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dinkar Pagare	Business Management	New Delhi, Sultan Chand and Sons	2017

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr. Gupta, C.B.	Business Management	New Delhi: Sultan Chand & Sons	2017
2	Jayashankar, J.	Principles and Practices of Management	Chennai: Margham Publications	2019
3	Dr. Prasad, L.M.	Principles and Practice of Management	New Delhi: Sultan Chand & Sons.	2019
4	Ramasamy, T.	Principles of Management	Delhi: Himalaya Publising House	2018
5	R.S.N. Pillai and S. Kala	Principles and Practice of Management	S. Chand Publishing	2018

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Name: Ms. A. Gomathi	Name: Dr.M.Jeeva	Name: Thiru.K.Srinivasan	Name: Dr.R.Manicka Chezian
Signature:	Signature:	Signature:	Signature:

Programme Code:	B.Com – BI		Programme Title :	Bachelor of Commerce - Banking and Insurance	
Course Code:	21UBI6E1		Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	Consumer Behaviour	Semester:	VI
				Credits:	5

Course Objective

To provide a thorough understanding about consumer behaviour

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To understand the role of consumer behaviour in marketing	K1
CO2	To analyse the concepts of consumer motivation, involvement and perception	K4
CO3	To analyse the concepts of consumer learning and attitude formation	K4
CO4	To acquire the skill of probing consumer decision making process	K3
CO5	To evaluate the role of reference groups in consumer behaviour	K5

Mapping

PO /PSO CO	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02
CO1	M	H	L	L	L	M	L	M	M	M
CO2	M	H	L	H	M	M	L	M	H	M
CO3	M	H	L	H	M	M	L	M	H	M
CO4	M	H	M	H	H	M	M	H	H	H
CO5	M	H	H	H	H	M	H	H	H	H

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Consumer Behaviour – Meaning – Definition – Nature – Need To Study Consumer Behaviour- Factors Influencing Consumer Behaviour – Changing Trends In Consumer Behaviour – Consumer Behaviour And Marketing- Applications Of Consumer Behaviour in Marketing.	18
Unit II	Consumer motive –Meaning- Types Of Motives. Consumer motivation – Definition – Needs, Wants, Goals And Motivation- Theories Of Motivation. Consumer involvement- Definition - Types of involvement, Measuring involvement. Consumer perception – Meaning - Thresholds of perception-Three elements of perception: Perceptual selection, organization and interpretation- Marketing implications of perception – Perceived price, risk, quality.	18
Unit III	Consumer learning – Meaning - Elements Of Consumer Learning: Motivation, Cues – Response - Reinforcement-Behavioral Learning Theories. Consumer attitude– Meaning – Definition- Elements – Formation of attitude- Factors affecting attitude – Functions of attitude – Strategic models of attitude-Consumer attitude formation and change.	18
Unit IV	Consumer decision making – Steps in consumer decision making- Pre-purchase behaviour - Purchase behaviour – Post purchase behaviour - Models of consumer behaviour : Economic model, Learning model, Sociological model, Howard sheth model of buying.	18
Unit V	Consumer Reference groups - Meaning-Characterstics- Types of Reference Groups- Functions of primary and secondary reference group- Influence of reference group on consumer behaviour- Application of reference group in marketing a product.	18
	Total Contact Hrs	90

****Italicized texts are for self study***

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

Test, Seminar, Quiz, Assignments, Group Task.(GD/ Roll Play /APS)

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Suja R Nair	Consumer Behaviour	Himalaya Publishing House	2017

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	<u>Schiffman Leon G. , Wisenblit Joe and Kumar S. Ramesh</u>	Consumer Behavior	Pearson Education	2018
2	Atish Singh	Consumer Behaviour	Himalaya Publishing House	2016
3	Dr. Dharmendra Kumar	Basics of Consumer Behaviour	Sahitya Bhawan publications, New Delhi.	2017
4	David loudon and Albert J Della Bitta.	Consumer Behavior: Concepts and Applications	McGraw-Hill International Editions	2018
5	Gurpreet Kaur Chhabra	Consumer Behaviour	Dreamtech Press India Pvt. Ltd	2018

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Name: Ms.V.Poornima	Name: Dr.M.Jeeva	Name: Thiru.K.Srinivasan	Name: Dr.R.Manicka Chezian
Signature:	Signature:	Signature:	Signature:

Programme Code:	B.Com – BI			Programme Title :	Bachelor of Commerce - Banking and Insurance	
Course Code:	21UBI6E3			Title	Batch:	2021 – 2024
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	Financial Management	Semester:	VI
					Credits:	5

Course Objective

To enlighten the students with new concepts of Financial Management.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To familiarize the concepts cost of capital, capital budgeting, capital structure, dividend and retained earnings.	K1
CO2	To understand the importance of financial decisions, investment decisions and dividend decisions in business.	K2
CO3	To gain expertise in preparing optimum capital structure for profitable business.	K3
CO4	To equip the students with the concept wealth and profit maximization using capital budgeting decisions,	K3
CO5	To evaluate the financial and operational performance of companies based on changing business environment.	K5

Mapping

PO /PSO CO	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02
C01	H	H	H	M	M	H	H	M	H	H
C02	H	H	H	M	H	H	H	H	H	H
C03	H	H	H	H	M	H	H	H	H	H
C04	H	H	H	H	H	H	H	H	H	H
C05	H	H	H	H	H	H	H	H	H	H

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Financial Management – Meaning - Scope and Functions– Goals of Financial Management – Role of Financial Manager – <i>Functions of Controller and Treasurers in India.</i>	18
Unit II	Capital Budgeting Decisions – Techniques, Cost of Capital – Significance – Concepts of Cost of Capital – Cost of Debt Capital, Preference Capital, Equity Capital and Retained Earnings – Weighted Average Cost of Capital.	18
Unit III	Capital Structure – Concept – Capital Structure Theories: Net Income Theory, Net Operating Income Theory – Determinants of Optimal Capital Structure.	18
Unit IV	Management of Working Capital – <i>Determinants of Working Capital</i> – Management of Accounts Receivable, Inventory and Cash – Financing of Working Capital.	18
Unit V	Dividend Theories – Types of Dividend- Walter’s Model – Gordon’s Model – Dividend Policy – Determinants of Dividend Policy.	18
	Total Contact Hrs	90

NOTE: Theoretical Aspects only (All Units)

****Italicized texts are for self study***

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

Test, Seminar, Quiz, Assignments, Group Task.(GD/ Roll Play /APS)

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Shashi K Gupta. and Sharma, R.K.	Financial Management	Kalyani Publishers. 6 th Revised Edition. New Delhi:	2018

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Khan, M.Y. and Jain, P.K.	Financial Management: Text, Problems and Cases.	New Delhi: Tata McGraw Hill Publishing Company Ltd, 8 th Edition.	2018
2	James Van Horne and John M. Wachowicz Jr	Fundamentals of Financial Management	Pearson	2018
3	Prasanna Chandra	Fundamentals of Financial Management	Tata McGrawHill Publishing Company Ltd, New Delhi	2020
4	I.M. Pandey	Financial Management	Vikas Publishing House	2016
5	C. Paramasivam and T. Subramaniam	Financial Management	New Age International Pvt. Ltd	2018

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Name: Ms. A. Gomathi	Name: Dr.M.Jeeva	Name: Thiru.K.Srinivasan	Name: Dr.R.Manicka Chezhan
Signature:	Signature:	Signature:	Signature:

Programme Code:	B.Com – BI			Programme Title :	Bachelor of Commerce - Banking and Insurance	
Course Code:	21UBI6E4			Title	Batch:	2021 – 2024
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-	International Business	Semester:	VI
					Credits:	5

Course Objective

To notify the students with national and international business issues at the light of new economic policies.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To familiarize the concept of globalization and it's impact in the evaluation of international business.	K1
CO2	To understand the changing environment of international business.	K1
CO3	To analyze the role of regional economic integration and the reason for integration.	K3
CO4	To investigate the importance of GATT, WTO and UNCTAD in international business	K4
CO5	To evaluate the Indian's Foreign Trade Policy and its scope of international business in India.	K5

Mapping

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

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Introduction to International Business - Evaluation and Features of International Business - Factors encouraging International Business - Modes of International Business - International business vs. domestic business - Advantages and Disadvantages of International Business - Globalization and its drivers. - Scope of International Business in India - Approaches of International Business - Theories of International Trade.	15
Unit II	The Changing Environment of International Business: Globalisation – Features – Essence - Economic Globalisation- FDI - Multinationals. Balance of Payments (BOP) – Importance of Balance of Payments – Concept – Components - Difference between Balance of Payment and Balance of Trade - Measures for Managing BOP.	15
Unit III	Regional Economic Integration (Regional Blocks) - Concept - Reasons for Economic Integrations - Levels of Economic Integration – Free Trade Area - Customs Union - Common Market - Economic Union and Economic Integration, Regional Economic Integration in Europe - European Free Trade Area (EFTA) - European Union - European Council NAFTA - Andean Community – ASEAN - SAPTA/SAFTA – SAARC - Integration of Business.	15
Unit IV	GATT, WTO and UNCTAD: GATT – Major Provisions of GATT - GATT Proposal (Dunkel Draft) - New Areas TRIPS, TRIMS, GATS - Problems of GATT, WTO – Ministerial Conferences - Doha Round - Functions of WTO, Principles of the Trading System, Organizational Structure - Trade Without Discrimination - Encouraging Development and Economic Reform - UNCTAD –Objective – Membership- Organisation Structure - Main Activities of UNCTAD.	15
Unit V	Indian's Foreign Trade Policy: Foreign Trade Policy 2009-14 – Main Goals, Special Focus Initiative of FTP 2009-14 - Strategy of Foreign Trade Policy of India - Exim Policy 2002-07 - Exim Policy 1997-2002 - Future Trends in International Business Recent Trends in India's Foreign Trade: Introduction - Value and Volume of Trade during Planning Period - Recent Trends in Trade - Composition and Direction of Imports and Exports	15
	Total Contact Hrs	75

****Italicized texts are for self study***

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

Test, Seminar, Quiz, Assignments, Group Task.(GD/ Roll Play /APS)

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Bimal Jaiswal	International Business	Himalaya Publishing House, Revised Edition	2017

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Francis Cherunilam	International Business	PHI Learning Pvt Ltd.	2020
2	P. Subba Rao,	International Business	Himalaya Publishing House	2017
3	K. Aswathappa	International Business	McGraw Hill Education, 7 th Edition	2020
4	Simon Collinson, Rajneesh Narula, Alan M. Rugman	International Business	Pearson Education, 8 th Edition.	2020
5	Varma Sumati	Fundamentals of International Business	Pearson Education, 4 th Edition	2019

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Name: Ms. A. Gomathi	Name: Dr.M.Jeeva	Name: Thiru.K.Srinivasan	Name: Dr.R.Manicka Chezian
Signature:	Signature:	Signature:	Signature:

Programme Code:	B.Com- BI			Programme Title:	Bachelor of Commerce –Banking and Insurance	
Course Code:	21UBI6E6			Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-	Retail Management	Semester:	VI
					Credits:	5

Course Objective

To expose the students in the area of retail marketing management and to understand the emerging area of retailing as an industry

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To familiarize the students with retail management concepts and operations	K1
CO2	To provide understanding of retail management and types of retailers	K2
CO3	To develop an understanding of retail management terminology including retail locations and retail strategy	K3
CO4	To analyze retail merchandising, opportunities and competitive advantage of legal and ethical aspects of retail management	K4
CO5	To create awareness about emerging trends in retail management	K3

Mapping

PO /PSO CO	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02
C01	L	H	M	M	L	M	L	M	L	M
C02	L	M	H	M	M	M	M	M	L	M
C03	L	M	H	M	M	M	M	M	L	M
C04	M	M	M	H	H	M	H	H	M	M
C05	M	M	H	M	M	M	H	M	M	H

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Retail – Meaning - Functions and Special Characteristics of a Retailer - Retail Management – Meaning – Significance - Importance of retailing - Functions of retailing - Factors Influencing retail management – Scope of retail management - Retail formats and types - Retailing Channels - Retail Industry in India.	15
Unit II	Retail consumer behavior - Factors influencing the retail consumer – Retail customer decision making process- Types of decision making - Market research for understanding retail consumer - Retail model and theories of retail development – Lifecycle and phase in growth of retail markets – Business models in retail.	15
Unit III	Retail strategy - Definition- Steps involved in Developing Strategy- Strategies for penetration of new markets - Growth strategies - Retail value chain - Retail locations - Importance of Retail locations - Types of retail locations- Factors determining the location decision - Steps involved in choosing a retail locations.	15
Unit IV	Retail merchandising - Meaning - Factors influencing merchandising - Functions of merchandising manager- Merchandise planning - Merchandise buying - Analyzing merchandise performance - Retail pricing - Factors influencing retail prices - Pricing strategies - Controlling costs.	15
Unit V	Retail Space Management: Definition - Store layout and Design - Visual Merchandising - Promotions Strategy - Relationship Marketing Strategies - Retail Marketing Mix - Retail Communication Mix. Emerging trends in retailing: IT in retail – Importance – Advantages and Disadvantages – FDI in retailing – Meaning – Need for FDI in Indian retail scenario – E-tailing - Green retailing.	15
	Total Contact Hrs	75

****Italicized texts are for self study***

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

Test, Seminar, Quiz, Assignments, Group Task.(GD/ Roll Play /APS)

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS / EDITION	YEAR OF PUBLICATION
1.	Booma Halpeth and Veena Prasad	Retailing Management	Himalaya Publishing House	2017

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS / EDITION	YEAR OF PUBLICATION
1.	Barry Berman, Ritu Shrivastava and Joel R. Evans	Retail Management - A Strategic Approach	13 th Edition, Pearson Publisher.	2017
2.	Mathur U. C	Retail Management Text and cases	Dreamtech Press	2019
3.	Nayaki J.K and Prakash C. Dash	Retail Management	1 st Edition, Cengage India Private Limited.	2016
4.	Swapna Pradhan	Retailing management Text and cases	6 th Edition, Tata McGraw Hill.	2020
5.	Gibson G. Vedamani	Retail Management	5 th Edition, Pearson Education.	2017

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Name: Ms.A. Anandhiprabha	Name: Dr.M.Jeeva	Name: Thiru.K.Srinivasan	Name: Dr.R.Manicka Chezian
Signature:	Signature:	Signature:	Signature:

Programme Code:	B.Com – BI		Programme Title:	Bachelor of Commerce- Banking and Insurance	
Course Code:	21UBI6AL		Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	-	Tutorial Hrs./Sem.	-	Semester:	VI
			Services Marketing	Credits:	2*

Course Objective

To create awareness among the students about the services marketing.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
C01	To remember knowledge in services marketing .	K1
C02	To gain knowledge in basics Impact of service recovery effort on consumer loyalty	K2
C03	To make the students to understand Branding of service.	K2
C04	To analyze Measure the quality of service and Improving service quality and productivity	K4
C05	Able to interpret the Recent trends in marketing of services	K2

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C01	M	H	M	H	M	M	M	H	H	H
C02	M	M	M	L	L	M	H	M	H	M
C03	H	M	H	M	M	M	H	H	H	M
C04	M	M	M	H	H	M	H	L	H	H
C05	L	H	H	L	H	H	M	M	M	L

H-High; M-Medium; L-Low

Units	Content
Unit I	Introduction to Services Marketing - Meaning -Defining Services - Role of Services in Modern Economy - Factors Contributing Growth of Service Sector in India - Distinctive Characteristics of Service - Services Marketing Triangle - Marketing Challenges of Service
Unit II	Services Marketing Environment - Goods Vs Services Marketing – Goods - Services Continuum-Consumer Behaviour - Positioning a Service in the Market Place - Variations in Customer Involvement - Impact of Service Recovery Effort on Consumer Loyalty - Types of Contact
Unit III	Service Product - Pricing Mix - Promotion and Communication Mix - Place/Distribution of Service - Branding of Services - Problems and Solutions - Options for Service Delivery.
Unit IV	Improving Service Quality and Productivity - Defining Service Quality – GAP Model - Bench Marketing - Measuring Service Quality - Zone of Tolerance and Improving Service Quality - Defining Productivity - Improving Productivity.
Unit V	International and Global Strategies in Services Marketing - Recent Trends in Marketing of Services in Tourism, Hospitality, Healthcare, Banking, Insurance, Education, IT and Entertainment Industry- Ethics in Services Marketing - Meaning and Importance.

Note : Self Study Paper

Pedagogy:

Self study

Assessment Methods:

Test, Assignments

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS / EDITION	YEAR OF PUBLICATION
1.	Dr.Nishikant Jha, Dr. Jay Prakash Verma, Prof. Rimi Moitra	Services Marketing,	Himalaya Publishing House	2018

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS / EDITION	YEAR OF PUBLICATION
1.	Valarie A.Zeithamp,Joe Bitner	Services Marketing	Tata Mcgraw Hill	2018
2.	K.Douglas Hoffman, John E.G.Bateson	Services Marketing	Cengage India Pvt Ltd	2017
3.	Jochen Wirtz	Services Marketing	Pearson Education	2017
4.	Shajahan.S	Services Marketing	Himalaya Publishing House	2017
5.	Sharma.S.P	Services Marketing	Paradise publishers	2017

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Name: Ms. M.Shanmugapriya	Name: Dr.M.Jeeva	Name: Thiru.K.Srinivasan	Name: Dr.R.Manicka Chezian
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