

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

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

POLLACHI 642 001



DERARTMENT OF COMMERCE BANKING AND INSURANCE (SF)

SYLLABUS

2020 - 2023

NGM College

Vision

Our dream is to make the college an institution of excellence at the national level by imparting quality education of global standards to make students academically superior, socially committed, ethically strong, spiritually evolved and culturally rich citizens to contribute to the holistic development of the self and society.

Mission

Training students to become role models in academic arena by strengthening infrastructure, upgrading curriculum, developing faculty, augmenting extension services and imparting quality education through an enlightened management and committed faculty who ensure knowledge transfer, instill research aptitude and infuse ethical and cultural values to transform students into disciplined citizens in order to improve quality of life.

Department of Commerce – Banking and Insurance

Vision

Blossoming as a “Center of Excellence” in Commerce education with a special focus on Banking and Insurance.

Mission

Framing unique curriculum of global standards and by imparting quality education in the field of Banking and Insurance with all theoretical and practical skills.

SCHEME OF EXAMINATION 2020-2023

Part	Subject code	TITLE	Duration in hours per week	Examination				Credit
				Hours	CIA	ESE	Total	
Semester - I								
I	20 UTL101/ 20 UHN 101	Tamil/Hindi Paper-I	6	3	30	70	100	3
II	20 UEN 101	English for Enrichment-I	5	3	30	70	100	3
III	20 UBI101	CORE I: Financial Accounting-I	6	3	30	70	100	4
	20 UBI102	CORE II: Indian Banking System	6	3	30	70	100	4
	20 UBI1A1	ALLIED I: Business Economics	5	3	30	70	100	4
IV	20 UHR 101	Human Rights in India	1	2	-	50	50	2
	20 HEC 101	Human Excellence: Personal Values & Sky Yoga Practice-I	1	2	25	25	50	1
V		Extension Activities (NSS, NCC, Sports & Games)						
Total			30	-	175	425	600	21

Semester - II								
I	20 UTL202/ 20 UHN 202	Tamil/Hindi Paper - II	6	3	30	70	100	3
II	20 UEN 202	English for Enrichment - II	5	3	30	70	100	3
III	20 UBI203	CORE III: Financial Accounting-II	6	3	30	70	100	4
	20 UBI204	CORE IV: Banking Law and Practice	5	3	30	70	100	4
	20 UBI2A2	ALLIED II: Business Mathematics and Statistics	5	3	30	70	100	4
IV	20 EVS 201	Environmental Studies	2	2	-	50	50	2
	20 HEC 202	Human Excellence: Family Values & Sky Yoga Practice-II	1	2	25	25	50	1
V		Extension Activities (NSS, NCC, Sports & Games)						
Total			30	-	175	425	600	21

Semester - III								
III	20 UBI305	CORE V: Corporate Accounting	6	3	30	70	100	4
	20 UBI306	CORE VI: Executive Business Communication	5	3	30	70	100	4
	20 UBI307	CORE VII: Principles of Life Insurance	6	3	30	70	100	4
	20 UBI308	CORE VIII: Business Law	5	3	30	70	100	4
	20 UBI3A3	ALLIED III: Business Application Software and Information Security	4	3	30	70	100	3
	20 UBI3A4	Programming Laboratory – I: MS Office	2	3	20	30	50	1
IV	20 HEC 303	Human Excellence: Professional Values & Sky Yoga Practice-III	1	2	25	25	50	1
	20 UBI3N1/ 20 UBI3N2	Non-Major Elective: Fundamentals of Insurance/ Fundamentals of Banking	1	2	-	50	50	2
V		Extension Activities (NSS, NCC, Sports & Games) – List attached						
Total			30	-	195	455	650	23

Semester - IV								
III	20 UBI409	CORE IX: Cost Accounting	6	3	30	70	100	4
	20 UBI410	CORE X: Principles of General Insurance	6	3	30	70	100	4
	20 UBI411	CORE XI: Principles of Marketing	5	3	30	70	100	4
	20 UBI412	CORE XII: Company Law	5	3	30	70	100	4
	20 UBI4A5	ALLIED IV: Operations Research	6	3	30	70	100	4
IV	20 HEC 404	Human Excellence: Social Values & Sky Yoga Practice-IV	1	2	25	25	50	1
	20 UBI4N3/ 20 UBI4N4	Non-Major Elective: Commerce and Banking Practicals/ Recent Trends in Banking	1	2	-	50	50	2
V	20 UNC 401/ 20 UNS 402/ 20 USG 403	Extension Activities (NSS, NCC, Sports & Games)	-	-	-	50	50	1
Total			30	-	175	475	650	24

Semester - IV								
III	20 UBI513	CORE XIII: Income Tax	6	3	30	70	100	4
	20 UBI514	CORE XIV: Indirect Tax	6	3	30	70	100	4
	20 UBI515	CORE XV: International Banking	6	3	30	70	100	4
	20 UBI516	CORE XVI: Principles and Practices of Auditing	5	3	30	70	100	4
	20 UBI517	CORE XVII: Institutional Training	-	-	20	80	100	2
	20 UBI518	Major Elective - I: Customer Relationship Management	5	3	30	70	100	5
IV	20 HEC 505	Human Excellence: National Values: Sky Yoga Practice-V	1	2	25	25	50	1
	20 UBI5S1/ 20 UBI5S2	Skill Based Elective(Major): Principles of Management/ Entrepreneurship Development	1	2	-	50	50	2
	20 GKL 501	General Knowledge and General Awareness (SBE)	*SS	2	-	50	50	2
Total			30	-	195	555	750	28

Semester -VI								
III	20 UBI619	CORE XVIII: Management Accounting	6	3	30	70	100	4
	20 UBI620	CORE XIX: Financial Innovations in Banking and Insurance	6	3	30	70	100	4
	20 UBI621	CORE XX: Programming Laboratory- II Tally	2	3	20	30	50	1
	20 UBI622	CORE XXI: Commerce, Banking and Insurance Practicals	2	3	40	60	100	1
	20 UBI623	Elective - II: Financial and Investment Management	6	3	30	70	100	5
	20 UBI624	Elective - III: Financial Markets and Institutions	6	3	30	70	100	5
IV	20 HEC 606	Human Excellence: Global Values & Yoga Practice-VI	1	2	25	25	50	1
	20 UBI6S3/ 20 UBI6S4	Skill Based Elective (Major): E-Commerce and Its Applications/ Human Resource Management	1	2	-	50	50	2
Total			30	-	205	445	650	23
Grand Total			180	-	1120	2780	3900	140

Bloom's Taxonomy Based Assessment Pattern

K1-Remember ; **K2**- Understanding ; **K3**- Apply ; **K4**-Analyze ; **K5**- Evaluate

1. Part I,II & III - Theory: 75 Marks

(i) TEST- I & II and ESE:

Knowledge Level	Section	Marks	Description	Total
K1& K2	A(Answer all) Q.NO: 1-5 Multiple Choice Question 6-10 Short Answers	10x1=10	MCQ/Define	70
K3	B (Either or pattern) Q.NO:11-15	5x5=25	Short Answers	
K4 & K5	C (Answer 4 out of 6) Q.NO:16-21 16th question is compulsory	4x10=40	Descriptive/ Detailed	

2. Part IV - Theory: 50 Marks

Knowledge Level	Section	Marks	Description	Total
K1& K2	A(Answer all)	10x1=10	MCQ/Define	50
K3, K4 & K5	B (Answer 5 out of 8)	5 x 8=40	Descriptive/ Detailed	

3. Practical Examinations:

Knowledge Level	Section	Marks	Total
K3	Practicals & Record work	60	100
K4		40	
K5			

Programme Outcomes

PO1. To prepare the students to get placement in the field of commerce, banking and Insurance.

PO2. To equip the students to face any challenges in national and international level.

Programme Specific Outcomes

PSO1 To enable the students skill, attitude and creativity to sustain academic and working environment

PSO2 To develop an understanding in Commerce, Banking and Insurance aspects.

PSO3 To apply Theories, Concepts and Laws related to Commerce, Banking and Insurance fields in any business Organizations

PSO4 To bridge the gap between theory and practical aspects through training and exposure to the marketing environment

PSO5 To acquaint the students with the latest trends and changing scenario both at National and International level

Verified by HoD	Checked by	Approved by
Name and Signature	CDC	COE
Name: M.Jeeva	Name: Thiru.K.Srinivasan	Name: Dr. R. Muthukumaran
Signature:	Signature:	Signature:

Programme Code:	B.Com- BI	Programme Title :	Bachelor of Commerce – Banking and Insurance	
Course Code:	20UBI101	Title	Batch :	2020-2023
		Financial Accounting - I	Semester	I
Hrs/Week:	06		Credits:	04

Course Objective

To impart knowledge to the students for preparation of various accounting statements

Course Outcome

K1	C01	To recollect the basic concepts, conventions, methods and techniques underlying the accounting practices.
K2	C02	To get the idea for preparing and presenting financial statements in accordance with generally accepted accounting principles.
K3	C03	To apply skills in critical-thinking and problem-solving
K4	C04	To evaluate conceptual knowledge of the financial accounting and to impart skills for recording various kinds of business transactions.

Syllabus

Unit-1

(15 Hrs)

Accounting – Definition - Concepts and Conventions – Journal- Ledger - Trial Balance - Final Accounts of a Sole Trader.

Unit-2

(16 Hrs)

Bills of Exchange – Types of Bills - Bill honored on Due Dates - Renewal and Dishonor of Bills – Final Accounts of Non-Trading Concerns – Receipts and Payments Account – Income and Expenditure Account – Balance Sheet.

Unit-3

(15 Hrs)

Depreciation – Meaning – Causes - Factors Affecting Depreciation - Methods of Depreciation - Straight Line Method - Diminishing Balance Method – *Difference between Straight Line Method and Diminishing Balance Method* - Annuity Method - Sinking Fund Method - Bank Reconciliation Statement.

Unit-4

(16 Hrs)

Hire Purchase - Computation of Interest - Default and Repossession - Complete Repossession - Partial Repossession (Excluding Purchase trading Account) – Installment Purchase System – *Difference between Hire Purchase and Installment Purchase System.*

Unit-5

(16 Hrs)

Royalty Accounting – Meaning - Methods of Recoupment – Recoupment of Short workings – Strike and Lockouts (Excluding Sub-lease Account) – Accounting Standards (Theory Only).

Total Hours: 78

NOTE: Problems : 80% : Theory: 20%

**Italicized texts are for self study*

Teaching Aids: Group discussions, Seminar and Assignment

Books for Study:

Reddy and Murthy (2019), Financial Accounting, Chennai, Margham Publications .

Books for Reference:

1. Arulanadam, M.A. and Raman, K.S (2017). Advanced Accountancy. New Delhi; Himalaya Publishing House.
2. Gupta S.C. and Grewal, T.S(2009). Introduction to Accountancy. S.Chand & Company Ltd.
3. Jain and Narang (2017), Principles of Accounting. New Delhi, Kalyani Publishers.
4. Maheswari, S.K. and Reddy, T. (2011). Advanced Accountancy. Vikas Publishers.
5. Dr.V.Radha revised edition (2016), Financial Accounting, Prasanna Publishers and Distributors

Mapping

CO	PSO	PS01	PS02	PS03	PS04	PS05
CO1		H	H	M	M	H
CO2		H	M	M	M	H
CO3		M	H	M	H	M
CO4		H	H	H	H	M

H-High; M-Medium; L-Low

Course Designed by	Verified by HOD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE

Name: Dr.M.Jeeva	Name: Dr.M.Jeeva	Name: Thiru.K.Srinivasan	Name: Dr.R.Muthu kumaran
Signature:	Signature:	Signature:	Signature:

Programme Code:	B.Com-BI	Programme Title :	Bachelor of Commerce – Banking and Insurance	
Course Code:	20UBI102	Title	Batch :	2020-2023
		Indian Banking System	Semester	I
Hrs/Week:	6		Credits:	4

Course Objective

To acquaint knowledge about the banking system prevailing in India.

Course Outcomes (CO)

K1	CO1	To recollect the structure of Indian Banking System and Performance of Indian Banking
K2	CO2	To understand the role of Indian banking system in growth and development of the economy
K3	CO3	To analyze the role of central banking and its functions in the economy
K4	CO4	To understand the latest trends and regulations in commercial banking business

Syllabus

Unit-1

(15Hrs)

Banking – Origin - Definition - Classification of Banks – Banking System - Banking System in India– Indigenous Bankers - Commercial Banks – Women’s Bank – Payment Banks – Small Finance Banks –Cooperative Banks – Foreign Banks – Private Sector Banks - *Development Banks.*

Unit-2

(15Hrs)

Reserve Bank of India – Objectives- Powers – Constitution – Nationalization - Management of RBI – Main Functions of RBI – Demonetization and its Impact. State Bank of India – Nationalization – Management – Organizational Set Up – Functions.

Unit-3

(16Hrs)

Commercial Banks and Economic Development – Features – Innovative Schemes: The Lead Bank Scheme, Village Adoption Scheme, Service Area Approach, SESEUY, SGSY, IRDP, DIR, SFDA, MFAL and CGTMSE.

Unit-4

(16Hrs)

Regional Rural Banks – Objectives – Organization and Management – Operations – Problems in RRB’s - Co-operative Banks – Structure – Functions - *Difference between Co-operative and Commercial Banks.*

Unit-5

(16Hrs)

Banking Regulation Act, 1949 - Capital Requirements - Licensing of Banks – Opening of New Branches – New Licensing Policy – Loans and Advances – Inspection of Banks – Powers of RBI – Returns to be Submitted – Acquisition, Amalgamation and Winding up of Banking Companies (Case Study).

Total Hours : 78

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

Teaching Aids: Group discussions, Seminar ,Quiz, Assignment,

Books for Study:

Gordon, E. and Natarajan, K. (2019). Banking Theory, Law and Practice. New Delhi: Himalaya Publishing House.

Books for Reference:


1. Natarajan, S. and Parameswaran, R. (2018). Indian Banking. New Delhi: S.Chand and Copany Ltd.
2. Sundharam, K.P.M. and Varshney, P.N. (2017). Banking Theory Law and Practice. New Delhi: Sultan Chand and Sons Publications.
3. RBI Website - www.rbi.org.in

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	H	H	H
CO2	M	H	M	M	H
CO3	M	H	M	M	M
CO4	H	H	H	H	H

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name:	Name:	Name:	Name:

Ms.A. Gomathi	Dr.M. Jeeva	Thiru.K.Srinivasan	Dr. R. Muthukumar
Signature: 	Signature:	Signature:	Signature:

Programme Code:	B.Com - BI	Programme Title :	Bachelor of Commerce - Banking and Insurance	
Course Code:	20UBI1A1	Title	Batch :	2020-2023
		Business Economics	Semester	I
Hrs/Week:	5		Credits:	4

Course Objective

To enable the student to apply economic concepts in the field of business

Course Outcomes (CO)

K1	CO1	To familiarize the basic concepts of economics
K2	CO2	To get an idea about the use of economics in business
K3	CO3	To evaluate the theories and laws relating to demand, supply, production and market structure, national income
K4	CO4	To apply the concepts of economics in business

Syllabus

Unit I

(13Hrs)

Economics - Micro and Macro Economics - Business Economics - Definition - Nature and Scope - Role and Responsibilities of a Business Economist - Law of supply - Factors determining Law of Supply - Elasticity of supply - Demand - Law of Demand - Factors Determining Demand - *Demand Distinctions.*

Unit II**(13Hrs)**

Elasticity of Demand - Factors Influencing Elasticity of Demand – Types - Price, Income and Cross Elasticity – Measurement - Methods of Demand Forecasting.

Indifference Curve Analysis – Properties of Indifference Curve - Marginal Rate of Substitution – Budget Line - Consumer Equilibrium – Price, Income and Substitution Effect - Consumer Surplus - Measurement.

Unit III**(13Hrs)**

Production Function – Law of Variable Proportion - Law of Returns to Scale - Economies of Scale – Types of Economies and Diseconomies – Concepts of Cost – Types – Cost-output Relationship - Concepts of Revenue and Revenue Curves.

Unit IV**(13Hrs)**

Market Structure - Classification of Markets - Perfect Competition – Monopoly - Price discrimination – Monopolistic - Oligopoly.

Unit V**(13Hrs)**

National Income - Concept of National Income- Significance - Measurement of National Income- *Problems in Measuring National Income.*

Total Hours: 65****Italicized texts are for self study***

Teaching Aids: Power point Presentations, Seminar ,Quiz, Assignment
--

Books for Study:

Sundharam, K.P.M and Sundaram E.N. (2016) Indian Economy. New Delhi: Sultan Chand & Sons.

Books for Reference:

1. Ahuja, H.L. (2018).Business Economics. New Delhi: S.Chand and Company Ltd.,
2. Reddy, P.N and Appanniah, H.R. (2017) Principles of Business Economics. New Delhi: Sultan Chand & Sons.
3. Sankaran, (2018) Business Economics. Chennai: Margham Publications.

Mapping

PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO					

C01	H	H	M	L	M
C02	M	H	H	H	M
C03	H	H	H	M	M
C04	M	H	H	M	H

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Dr.M.Jeeva	Name: Dr.M.Jeeva	Name: Thiru.K.Srinivasan	Name: Dr. R. Muthukumar
Signature:	Signature:	Signature:	Signature:

Programme Code:	B.Com- BI	Programme Title :	Bachelor of Commerce –Banking and Insurance	
Course Code:	20UBI203	Title	Batch :	2020-2023
Hrs/Week:	06	Financial Accounting - II	Semester	II
			Credits:	04

Course Objective

To familiarize the fundamental concepts of higher financial Accounting.

Course Outcomes (CO)

K1	C01	To recollect the rules for admission, retirement and death of a partner in a firm.
K2	C02	To get the idea about computation of various methods of goodwill and settlement of accounts to retiring partners.
K3	C03	To apply the relevant rule for settlement of accounts among partners after dissolution.
K4	C04	To analyses the procedures involved in accounting processes and its application.

Syllabus

Unit-1**(15Hrs)**

Partnership Accounting – Introduction – Admission of Partner - Treatment of Goodwill - Revaluation of Assets and Liabilities - Calculation of Ratio for Distribution of Profits - Capital Adjustments.

Unit-2**(16Hrs)**

Retirement of a Partner – Calculation of Gaining Ratio - Revaluation of Assets and Liabilities – Memorandum Revaluation Account - Treatment of Goodwill – Adjustment of Goodwill (Through Capital Account Only) – *Factors affecting Goodwill* - Settlement of Accounts - Retiring Partner’s Loan Account (With Equal Installments Only) - Death of a Partner - Executor’s Account.

Unit-3**(15Hrs)**

Dissolution of a firm - Insolvency of Partners - Garner Vs Murray - Insolvency of all Partners - Deficiency Account - Piecemeal Distribution (Proportionate Capital Method Only).

Unit-4**(16Hrs)**

Insolvency of Individuals - Preparation of Statement of Affairs and Deficiency Account – *Difference between Statement of Affairs and Balance Sheet.*

Unit-5**(16Hrs)**

Fire Claims – Loss of Stock Policy - Normal Loss -Abnormal Loss - Loss of Profit Policy.

Total Hours:78**NOTE: Problems : 80% Theory: 20%******Italicized texts are for self study*****Teaching Aids :Group discussions, Seminar and Assignment****Books for Study:**

Reddy and Murthy (2019), Financial Accounting, Chennai, Margham Publications .


Books for Reference:

1. Arulanadam, M.A. and Raman, K.S (2017). Advanced Accountancy. New Delhi; Himalaya Publishing House.
2. Grewal, T.S (2017), Introduction to Accountancy, New Delhi, S. Chand and Company.
3. Jain and Narang (2016) Principles of Accounting, New Delhi, Kalayani Publishers.
4. Maheswari, S.K. and Reddy, T. (2011) Advanced Accountancy. Vikas Publishers.
5. Dr.V.Radha revised edition (2016), Financial Accounting, Prasanna Publishers and Distributors

Mapping

CO	PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1		H	H	H	H	H
CO2		H	H	H	H	M
CO3		H	H	H	H	M
CO4		H	M	H	M	H

H-High; M-Medium; L-Low

Course Designed by Name and Signature	Verified by HoD Name and Signature	Checked by CDC	Approved by COE
Name: Ms. A.Gomathi Signature: 	Name: Dr.M.Jeeva Signature:	Name: Thiru.K.Srinivasan Signature:	Name: Dr.R.Muthu kumaran Signature:

Programme Code:	B.Com - BI	Programme Title :	Bachelor of Commerce-Banking and Insurance	
Course Code:	20UBI204	Title	Batch :	2020-2023
Hrs/Week:	5	Banking Law and Practice	Semester	II
			Credits:	4

Course Objective

To create awareness among the students about the laws relating to banking.

Course Outcomes (CO)

K1	CO1	To introduce the banking system followed in India.
----	-----	--

K2	C02	To get an idea about the relationship between banker and customer, various instruments used in banking transaction in practice.
K3	C03	To analyse the different aspect of lien, pledge, mortgage and hypothecation followed in banking transactions.
K4	C04	To gain expertise in current scenario followed in banking.

Syllabus

Unit-1

(13Hrs)

Banker and Customer – Meaning – Relationship Between Banker and Customer - General Relationship - Special Relationship with reference to Rights and Obligations - *KYC Norms*.

Unit-2

(13Hrs)

Types of Customers – Minor - Partnership Firms – Joint Stock Companies – Executors – Trustees – Societies - Joint Account – Types of Accounts – Opening a bank account.

Unit-3

(13Hrs)

Negotiable Instruments – Characteristics – Types – Cheques – Salient Features – Material Alteration – Crossing – Types – Endorsement – Kinds – Non Negotiable Instruments.

Unit-4

(13Hrs)

Paying Banker – Precautions before Honouring a Cheque – Circumstances under which a cheque can be Dishonoured - Statutory Protection to a Paying banker – Payment in due course – Collecting banker – Banker as a holder for value – Banker as a Agent – Statutory protection – Duties – Remittance of Funds.

Unit-5

(13Hrs)

Loans and Advances - *Principles of Sound Lending* - Secured and Unsecured advances – Forms of advances – Modes of charge – Lien, Pledge, Mortgage, Hypothecation, Assignment.

Total Hours: 65

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

Teaching Aids: Group discussions, Seminar ,Quiz, Assignment
--

Books for Study:

Gordon, E. and Natarajan, K. (2019). Banking Theory, Law and Practice. New Delhi: Himalaya Publishing House.

Books for Reference:

1. Tannan, M.L. (2014), Banking Theory, Law and Practice. Thackar & Co Ltd.,
2. Sundharam, K.P.M. and Varshney, P.N. (2017). Banking Theory Law and Practice. New Delhi: Sultan Chand and Sons Publications.

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	H	H	M	M
CO2	H	M	H	H	H
CO3	H	H	M	M	H
CO4	M	H	H	L	H

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Ms.M.Shanmugapriya	Name: Dr. M. Jeeva	Name: Thiru.K.Srinivasan	Name: Dr. R. Muthukumar
Signature:	Signature:	Signature:	Signature:

Programme Code:	B.Com - BI	Programme Title :	Bachelor of Commerce – Banking and Insurance	
Course Code:	20UBI2A2	Title	Batch :	2020-2023
		Business Mathematics and	Semester	II
Hrs/Week:	5	Statistics	Credits:	4

Course Objective

To input the basic knowledge of business mathematics and statistics to the students in the field of business

Course Outcomes (CO)

K1	CO1	To understand the basic concepts of mathematics and statistics
K2	CO2	To apply the concept of matrix and various averages in real life
K3	CO3	To measure the association of relationship between variables through correlation and regression
K4	CO4	To equip the students by deploying index numbers and trend analysis in business.

Syllabus

Unit-1

(13Hrs)

Mathematics of Finance: Simple and Compound Interest -Present Value - Bills Discounting - Arithmetic and Geometric Progression

Unit-2

(13Hrs)

Matrix Algebra – *Types of Matrix* - Addition, Subtraction and Multiplication of Matrix - Rank of a Matrix - Inverse of Matrix - Determinants and Solution of Simultaneous Linear Equations Application to Business

Unit-3

(13Hrs)

Meaning and Scope of Statistics – *Characteristics and Limitations* – Measures of Central Tendency - Mean Median, Mode - Measures of Dispersion – Mean Deviation – Standard Deviation.

Unit-4

(13Hrs)

Simple Correlation – Pearson’s Co-efficient of Correlation – Interpretation of Co-efficient of Correlation.

Simple Regression – Regression Equation.

Unit-5

(13Hrs)

Index numbers (Price Index Only) – Methods of Construction – Wholesale and Cost of Living Indices – Weighted Index Number – Laspeyre’s Method, Paasche’s Method, Fisher’s Ideal Index (Excluding tests of adequacy of index number formulae).

Total Hours:65

NOTE: Mathematics : 40% Statistics: 60%

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

Teaching Aids: Seminar, Assignment, Quiz

Books for Study:

1. Navanitham, P.A. Business Mathematics and Statistics. Trichy: Jai Publishers.
2. Gupta, S.P. (2014) Statistical Methods. 43rd Revised Edition. New Delhi: Sultan Chand & Sons.

Books for Reference:

1. Pillai, Sundaresan and Jayaseelan. (2011). Introduction to Business Mathematics. New Delhi: Sultan Chand Company Ltd.
2. Sanchetti, D.C. and KapoorV.K. (2007). Business Mathematics. Sultan Chand Company Ltd.
3. Sivathanu Pillai, M. Economics and Business Statistical.
4. Dr. P. R Vittal (2016), Business Mathematics, Margham Publications.

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	M	M	H
CO2	H	H	H	H	H
CO3	H	H	H	H	H
CO4	H	H	H	H	M

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Ms.A. Anandhi Prabha	Name: Dr.M.Jeeva	Name: Thiru.K.Srinivasan	Name: Dr. R. Muthukumar
Signature:	Signature:	Signature:	Signature:

Programme Code:	B.Com - BI	Programme Title :	Bachelor of Commerce – Banking and Insurance	
Course Code:	20UBI305	Title	Batch :	2020-2023
		Corporate Accounting	Semester	III
Hrs/Week:	06		Credits:	04

Course Objective

To inculcate knowledge among the students about corporate accounting and its implication

Course Outcomes (CO)

K1	CO1	To recollect the basic concepts and terms of the corporate accounting.
K2	CO2	To familiarize students with the accounting treatment adopted for raising funds and redeeming them
K3	CO3	To understand the basis in preparing financial statements of joint stock company.
K4	CO4	To apply the knowledge in evaluating goodwill & share of a company

Syllabus

Unit-1

(15Hrs)

Issue of Shares and Debentures – Forfeiture and Re-issue of Shares – Redemption of Preference Shares - Employee Stock Option Scheme.

Unit-2

(16Hrs)

New Format Company Final Accounts – *Calculation of Managerial Remuneration* (Basic adjustments).

Unit-3

(16Hrs)

Holding Company Accounts – Consolidation of Balance Sheets with Treatment of Mutual Owings, Contingent Liability, Unrealized Profit, Revaluation of Assets, Bonus Issue and Payment of Dividend (Inter Company and Multiple-holdings excluded).

Unit-4

(15Hrs)

Banking Company Accounts – Preparation of Profit and Loss Account and Balance sheet.

Unit-5

(16Hrs)

Insurance Company Accounts: Life and General Insurance – *Difference between Life and General Insurance.*

Total Hours: 78

NOTE: Problems: 80% Theory: 20%

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

Teaching Aids :Group discussions, Seminar and Assignment

Books for Study:

Jain S.P and Narang K.L (2017), Advanced Accountancy ,New Delhi, Kalyani Publications

Books for Reference:

1. Dr. Arulanandam, M. A. and Dr. Raman, K.S. Advanced Accountancy Part-I, Edition 2003, New Delhi; Himalaya Publications.
2. Gupta R.L and Radha Swamy. M. (2017), Corporate Accounts, Theory Method and Applications, 13th edition, New Delhi ,Sultan Chand and Company.
3. Reddy and Murthy (2017), Corporate Accounting, Chennai, Margham Publications.
4. Shukla, M.C., Grewal, T.S and Gupta, S.L.,(2016). Advanced Accountancy. New Delhi; S. Chand & Co.

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	H	M	H
CO2	H	H	H	H	H
CO3	M	H	M	M	H
CO4	H	H	H	H	M

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Ms.M.Shanmugapriya	Name: Dr.M.Jeeva	Name: Thiru.K.Srinivasan	Name: (Dr.R.Muthu kumaran)
Signature:	Signature:	Signature:	Signature:

Programme Code:	B.Com - BI	Programme Title :	Bachelor of Commerce - Banking and Insurance	
Course Code:	20UBI306	Title	Batch :	2020-2023
		Executive Business Communication	Semester	III
Hrs/Week:	5		Credits:	4

Course Objective

To create an understanding about business correspondence and to develop the skill of drafting business letters.

Course Outcomes (CO)

K1	CO1	To acquire knowledge on the fundamentals of business communication
K2	CO2	To gain experience in drafting business letters
K3	CO3	To equip the students with job oriented communication skills
K4	CO4	To have an understanding in the official/ formal communication process

Syllabus

Unit-1

(13 Hrs)

Business Communication – Meaning -Principles of Communication – Need and Functions of Business Letter – *Essentials of Effective Business Letter* – Layout of a Business Letter – Types of Business Letter – Barriers of Communication.

Unit-2 Hrs)

(13

Trade Enquires – Orders and Execution – Credit and Status enquiries.

Unit-3

(13 Hrs)

Complaints and Adjustments – Collection letters – Sales letters – Circular letters.

Unit-4

(13 Hrs)

Bank Correspondence – Correspondence with Customers – Correspondence with Head office – Correspondence with other Banks -Insurance Correspondence – letter relating to Fire Insurance – Marine Insurance – Life Insurance - Agency Correspondence - Offer of Agency- Application for Agency.

Unit-5

(13 Hrs)

Application letters – Preparation of Resume – *Characteristics of Good Speech* – Interview – Types – Reports.

Total Hours : 65

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

Teaching Aids: Group discussions, Seminar, Assignment

Books for Study:

Rajendra pal and Korlahalli. J.S. (2017), Essential of Business Communication, New Delhi, Sultan Chand And Sons.

Books for Reference:

1. Ramesh, MS, and C.C. Pattanshetti, (2017) , Business Communication, New Delhi, S.Chand & Co.
2. Raghunathan N.S and Santhanam.B (2017), Business Communication, Margham Publication.

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	M	H	H	M	L
C02	H	H	M	H	M
C03	H	H	M	H	M
C04	H	H	M	H	M

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Ms. V.Poornima	Name: Dr. M.Jeeva	Name: Thiru.K.Srinivasan	Name: Dr. R. Muthukumaran

Signature:	Signature:	Signature:	Signature:
------------	------------	------------	------------

Programme Code:	B.Com-BI	Programme Title :	Bachelor of Commerce – Banking and Insurance	
Course Code:	20UBI307	Title	Batch :	2020-2023
Hrs/Week:	6	Principles of Life Insurance	Semester	III
			Credits:	4

Course Objective

To enable the students to gain knowledge in the practice of life insurance.

Course Outcomes (CO)

K1	CO1	To gain knowledge in the Life Insurance
K2	CO2	To make the students to understand the different types of policies in the Life Insurance
K3	CO3	To understand the role of underwriters in Life Insurance
K4	CO4	Able to interpret the surrender values

Syllabus

Unit-1

(15 Hrs)

Insurance – Definition – Risk – Meaning – Types of Risk – Risk and Insurance - Functions – Nature of Insurance – Principles of Insurance – Classification of Insurance – Types of Insurance organizations – Users of Insurance – *Privatization of Insurance Business in India* – Performance – Criticism – Criteria for Success of Private Insurers – KYC Norms – Anti Money Laundering - PAN and Aadhar Seeding.

Unit-2**(15 Hrs)**

Life insurance Corporation of India- Organizational Structure-Features of Life Insurance contract – Benefits of Life Insurance - Life Insurance for the Under Privileged – Industrial Life Insurance – Group Life Insurance – Disability Benefit – Pension Plans - Micro Insurance – Characteristics of Micro Insurance – Benefits of Micro Insurance.

Unit-3**(16 Hrs)**

Life insurance Policies – Classification – Duration – Method of Premium payments – Participation in profits – Number of lives Covered – Annuities- Premium Calculation in Life Insurance – Mortality Table – Net Single Premium – Calculation of level premium – Calculation of Gross premium – Mode of Payment of Claims.

Unit-4**(16 Hrs)**

Underwriting in Insurance: Medical and Financial Underwriting – Objectives and Principles of Underwriting – Requisites of Good Underwriting – Underwriting in Life Insurance – Underwriting Process – Proposal Form – Policy Forms – Endorsements.

Reinsurance – Characteristics – Types of Reinsurance – Double Insurance - *Difference between Reinsurance and Double Insurance.*

Unit-5**(16 Hrs)**

Surrender Value – Bases of Calculating Surrender values – Forms of Payment of Surrender Values - Policy loans – Assignment of Life Policies – Procedure – Nomination – Difference between Assignment and Nomination- Valuation and Surplus – Sources of Surplus - Calculation Process – Bonus Options – Life Insurance Corporation Act, 1956: Objective – Scope - Functions - Insurance Regulatory and Development Authority Act, 1999: Objective – Scope – Functions.

Total Hours: 78

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

Teaching Aids: Seminar, Assignment, Power point Presentation

Books for Study:

Mishra, M.N. and Mishra, S.B., (2016). Insurance Principles and Practice. 22nd ed. New Delhi: S. Chand & Company Ltd.

Books for Reference:

1. Dr. Ghanashyam Panda and Prof. Monika Mahajan. (2017). Principles & Practice of Insurance. New Delhi: Kalayani Publishers.
2. Dr. Gupta P.K. (2017) Insurance and Risk Management. 2nd ed. New Delhi: Himalaya Publishing House.
3. Dr. Periasamy P. (2017) Principles & Practice of Insurance. 2nded. New Delhi: Himalaya Publishing House.

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	H	M	M
CO2	M	H	H	H	H
CO3	M	H	H	M	L
CO4	M	H	M	H	M

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Ms. A. Anandhi Prabha	Name: Dr. M. Jeeva	Name: Thiru. K.Srinivasan	Name: Dr. R. Muthukumarán
Signature:	Signature:	Signature:	Signature:

Programme Code:	B.Com-BI	Programme Title :	Bachelor of Commerce – Banking and Insurance	
Course Code:	20UBI308	Title	Batch :	2020-2023
		Business Law	Semester	III
Hrs/Week:	5		Credits:	04

Course Objective

To make the students to understand the fundamentals of Commercial Laws.

Course Outcomes (CO)

K1	C01	To remember rules and issues relating to the business.
K2	C02	To understand the fundamentals of commercial law.
K3	C03	To apply the knowledge and skills in the elective area of the business law.
K4	C04	To evaluate the principles and legal techniques to resolve practical problems in the area of commercial law.

Syllabus

Unit-1**(13 Hrs)**

Law – Meaning, Indian contract Act 1872 – Contract – Definition – Classification of Contracts – Essential Elements of a Valid Contract – Offer – Types – Legal Rules Relating to Offer – Acceptance – Types - Essentials of Valid Acceptance – Communication of Offer and Acceptance – Revocation of Offer and Acceptance.

Unit-2**(13 Hrs)**

Consideration – Essentials of a Valid Consideration – Stranger to Consideration – No Consideration No Contract – Exceptions – Capacity to Contract – Law Relating to Minor, Unsound Mind – Persons Disqualified by Law – Free Consent – Coercion – Undue Influence – Fraud – *Mistake and Misrepresentation*.

Unit-3**(13 Hrs)**

Contingent Contract – Rules Regarding Contingent Contract – Performance of Contract – Modes of Performance – Essentials of Valid Tender – Quasi-Contract – Discharge of Contract – Modes of Discharge – Remedies for Breach of Contract.

Unit-4**(13 Hrs)**

Contract of Indemnity and Guarantee – Rights of Indemnity Holder – Rights and Liabilities of Surety – Bailment and Pledge – Essentials of Bailment – Rights and Duties of Bailor and Bailee – Pledge – Essentials – Rights and Duties of Pawnor and Pawnee.

Unit-5**(13 Hrs)**

Contract of Agency – Classification – Creation of Agency – Rights and Duties of an Agent – Liabilities of the Principal to the Third Parties – Personal liability of an Agent – Termination of Agency – Contract of Sale of Goods (1930) – Scope – Classification of Goods – Essentials of Contract of Sale – Sale and Agreement to Sell - *Difference Between Sale and Agreement to Sell*.

Total Hours :65

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

Teaching Aids: Group discussions, Seminar ,Quiz, Assignment, Case Study
--

Books for Study:

Pillai, R.S.N. and Bagavathi. (2014). Business Law. New Delhi: S.Chand & Co Ltd.

Books for Reference:

1. Kapoor, N.D. (2013). Business Law. New Delhi: Sultan Chand & Sons.
2. Arun Kumar Sen. Commercial Law. Kolkata: The World Press Pvt. Ltd.
3. Arun Kumar Sen, Jitendra Kumar and Mitra. Commercial Law. Kolkata: The World Press Pvt. Ltd.

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	H	L	M
CO2	H	H	H	M	M
CO3	H	H	H	M	H
CO4	M	H	H	H	H

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Dr. M. Jeeva	Name: Dr. M. Jeeva	Name: Thiru. K. Srinivasan	Name: Dr. R. Muthukumaran
Signature:	Signature:	Signature:	Signature:

Programme Code:	B.Com-BI	Programme Title :	Bachelor of Commerce – Banking and Insurance	
Course Code:	20UBI3A3	Title	Batch :	2020-2023
Hrs/Week:	4	Business Application Software and Information Security	Semester	III
			Credits:	3

Course Objective

To expose the students about the applications of computer in business.

Course Outcomes (CO)

K1	C01	To familiarize the concepts of Ms- Word in business
K2	C02	To understand the theoretical part of Excel
K3	C03	To gain expertise in preparing power point presentation and access
K4	C04	To equip the students with the concept of network and its security

Syllabus

Unit-1

(10 Hrs)

Word Processor – Creating a Document – Editing a Document – Move and Copy a text – Finding and Replacing a Text – Header and Footer – *Formatting Text and Paragraph* – Bullets and Numbering – Spelling and Grammar – Mail Merge – File Export and Import – Templates – Table Creations.

Unit-2

(11 Hrs)

Work Sheet – Moving and Copying, Inserting and Deleting Rows and Columns – Creating Charts – Functions : Date and Time, Mathematical and Statistics – Formatting a Cell - Conditional Formatting – Sort – Filter – Auto Filter – Advanced Filter.

Unit-3

(10 Hrs)

Power Point – Power Point Presentation – Different Views of Power Point – Running a Slide Show – Custom Animation and Sound – Automation of Presentations.

Access – Database and Tables – Creating Tables for Storing Data- Relationship between Tables – Selections with Queries – Building user interface with Forms – Displaying Data with Reports.

Unit-4

(11 Hrs)

Components of Communication System – Transmission Media – Protocol Definition – Introduction to TCP/IP – Wireless Network – Basics of Internet – Types of Attack: Phishing, Spoofing, Impersonation, Dumpster Diving – Information Security Goals - Information Security Threats and Vulnerability: Spoofing Identity, Tampering with Data, Repudiation, Information Disclosure, Denial of Service, Elevation of Privilege.

Unit-5

(10 Hrs)

Authentication – Password Management – E-Commerce Security – Windows Security – Network Security: Network Intrusion detection and prevention systems – Firewalls – Software security – Web Security: User authentication, authentication - Secret and Session Management, Cross site scripting, Cross site forgery, SQL injection. Computer Forensics – *Steganography*.

Total Hours: 52

***Italicized texts are for self study**

Teaching Aids: Power point Presentations, Seminar, Assignment, Quiz

Books for Study:

1. Taxali, R.K. (2017) PC Software for Windows Made Simple.
2. www.ngmc.org.in – e-book

Books for Reference:


1. Russell A. Stultz. Learn Microsoft Office 97.
2. Sanjay Sexeena. MS-Office 2000.
3. Principles of Information Security: Michael E. Whitman, Herbert J. Mattord, CENGAGE Learning, 4th Edition.
4. Network Security and Cryptography: Bernard Menezes, CANGAGE Learning.
5. Cryptography and Network Security: Atul Kahate, Mc Graw Hill, 2nd Edition.
6. Principles of Computer Security: WM. Arthur Conklin, Greg White, TMH.
7. Introduction to Network Security: Neal Krawetz, CENGAGE Learning
8. Handbook of Security of Networks, Yang Xiao, Frank H Li, Hui Chen, World Scientific.
9. Charles Pfleeger and Shai Lawrence Pfleeger, “Security in Computing” 4th Edition, Printice hall.

Mapping

PSO \ CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	M	H	H
CO2	M	H	H	H	H
CO3	H	H	H	H	H
CO4	H	H	H	H	H

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE

Name: Ms.A. Gomathi	Name: Dr.M.Jeeva	Name: Thiru.K.Srinivasan	Name: Dr. R. Muthukumaran
Signature: 	Signature:	Signature:	Signature:

Programme Code:	B.Com-BI	Programme Title :	Bachelor of Commerce – Banking and Insurance	
Course Code:	20UBI3A4	Title	Batch :	2020-2023
		Programming Laboratory – I: MS-Office	Semester	III
Hrs/Week:	2		Credits:	1

Course Objective

To provide practical exposure to the students on MS-Office.

Course Outcomes (CO)

K3	C01	To familiarize the practical part of MS-Word.
K4	C02	To gain expertise in the working of Excel
K5	C03	To expertise in preparing power point and access

Syllabus

MS WORD

(6 Hrs)

- ❖ Formatting Text
- ❖ Table Creation
- ❖ Mail Merge
- ❖ Template

MS Excel

(7 Hrs)

- ❖ Invoice Preparation
- ❖ Salary Bill Creation
- ❖ Inventory List Creation
- ❖ Student Result Analysis using Chart
- ❖ Calculation of Compound Interest

MS Power Point

(6 Hrs)

- ❖ Slide Presentation about a New Car
- ❖ Graphics in Slide

MS Access**(7 Hrs)**

- ❖ Creations of tables (1) Student Personal Details (2) Student Mark List
- ❖ Queries using 'Order by'
- ❖ Form Creation
- ❖ Report Generation


Total Hours : 26

Teaching Aids: Power point Presentations, Observation Note, Record Note
--

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	H	H	H
CO2	H	H	H	H	H
CO3	H	H	H	H	H

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Ms. A. Gomathi Signature: 	Name: Dr. M. Jeeva Signature:	Name: Thiru. K. Srinivasan Signature:	Name: Dr. R. Muthukumaran Signature:

Programme Code:	B.Com-BI	Programme Title :	Bachelor of Commerce – Banking and Insurance	
Course Code:	20UBI3N1	Title	Batch :	2020-2023
		Fundamentals of Insurance	Semester	III
Hrs/Week:	1		Credits:	2

Course Objective

To Provide Basic Knowledge about Life Insurance

Course Outcomes (CO)

K1	CO1	To understand basic legal concepts and general principles of law
K2	CO2	To enable the students to know the different concepts in life insurance
K3	CO3	To provide basic knowledge about different life insurance policies
K4	CO4	To understand the latest changes in the role of development officer and agents

Syllabus

Unit-1

(2 Hrs)

Insurance – Definition – Functions of Insurance – Nature of Insurance – Principles of Insurance – Classification of Insurance – Benefits of Insurance – IRDA – Objectives – Functions – Role.

Unit-2

(3 Hrs)

Types of Insurance – Life Insurance – Features of Life Insurance Contract - Life Insurance Corporation Act, 1956: Objective – Scope – Functions – *Role of Life Insurance in India*.

Unit-3

(3 Hrs)

Classification of Life Policies – Policies According to Duration – Whole Life Policies – Term Insurance Policies – Endowment Policies.

Unit-4

(3 Hrs)

General Insurance Act, 1972: Objective – Scope – Functions - Role of General Insurance in India – Health Insurance – Medical Insurance.

Unit-5

(2 Hrs)

Types of Insurance Organizations – Re-insurance – Characteristics –Double Insurance– Assignment of Life Policy – Nomination – Surrender Value – Payment of Claims.

Total Hours: 13

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

Teaching Aids: Assignment, Quiz, Seminar

Books for Study:

Mishra, M.N. and Mishra, S.B., (2016). Insurance Principles and Practice. 22nd ed. New Delhi: S. Chand & Company Ltd.

Books for Reference:

1. Dr. Gupta P.K. (2017). Insurance and Risk Management. 2nd ed. New Delhi: Himalaya Publishing House.
2. Dr. Periasamy P. (2017). Principles & Practice of Insurance. 2nd ed. New Delhi: Himalaya Publishing House.

Mapping

PSO CO \	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	H	H	M	M
CO2	H	H	H	H	H
CO3	H	H	M	H	H
CO4	M	H	H	M	H

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Ms. A. Anandhi Prabha Signature:	Name: Dr. M. Jeeva Signature:	Name: Thiru.K.Srinivasan Signature:	Name: Dr. R. Muthukumaran Signature:

Programme Code:	B.Com-BI	Programme Title :	Bachelor of Commerce – Banking and Insurance	
Course Code:	20UBI3N2	Title	Batch :	2020-2023
		Fundamentals of Banking	Semester	III
Hrs/Week:	1		Credits:	2

Course Objective

To make the students aware of the laws relating to the business

Course Outcomes (CO)

K1	CO1	To study the basic concepts of banking
K2	CO2	To understand the basic concepts of customers and accounts
K3	CO3	To have a comprehensive view on banker and customer
K4	CO4	To acquire knowledge about loans and advances

Syllabus

Unit-1

(2 Hrs)

Banking – Meaning – Definition - Nature and scope.

Unit-2

(2 Hrs)

Bank and Customers – Meaning –Types of Customers - Types of Accounts – Savings – Current – Deposits – Cash Credit.

Unit-3**(3 Hrs)**

Bank - Customer Relationship: General relationship - Special Relationship - Rights and Obligations.

Unit-4**(3 Hrs)**

Negotiable Instruments – Meaning – Types – Cheque - Cheque Truncation System - Bills of Exchange - Promissory Notes - Crossing – Meaning - Kinds - Endorsement - Meaning - Types.

Unit-5**(3 Hrs)**

Paying Banker: Meaning - Obligations - Protection to Paying Banker - Collecting Banker - Loans and Advances - Meaning - Methods.

Total Hours : 13

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

Teaching Aids: Assignment, Quiz, Seminar

Books for Study:

Gordon, E. and Natarajan, K. (2019). Banking Theory, Law and Practice. 23rd ed. New Delhi: Himalaya Publishing House.

Books for Reference:

1. Natarajan, S. and Parameswaran, R. (2016). Indian Banking. New Delhi: S.Chand and Company Ltd.
2. Sundharam, K.P.M. and Varshney, P.N. (2014). Banking Theory Law and Practice. New Delhi: Sultan Chand and Sons Publications.

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	H	M	M
CO2	M	H	H	H	H
CO3	M	H	H	H	H
CO4	H	H	M	L	H

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
--------------------	-----------------	------------	-------------

Name and Signature	Name and Signature	CDC	COE
Name: Ms. A. Anandhi Prabha Signature:	Name: Dr. M. Jeeva Signature:	Name: Thiru. K.Srinivasan Signature:	Name: Dr. R. Muthukumar Signature:

Programme code:	B.Com-BI	Programme Title :	Bachelor of Commerce Banking and Insurance	
Course Code:	20UBI409	Title	Batch :	2020-2023
		Cost Accounting	Semester	IV
Hrs/Week:	6		Credits:	4

Course Objective

To expose the students to the basic concepts and the tools used in Cost Accounting.

Course Outcomes (CO)

K1	CO1	To introduce with cost concepts, costing system and their relationship with other accounting systems followed in India
K2	CO2	To understand the major elements of cost accounting and their uses in business organization for managerial decision making.
K3	CO3	To apply the concepts and latest provisions underlying in process and material control.
K4	CO4	To estimate the results under various heads of cost accounting and evaluate it for the use of business organisation.

Syllabus

Unit-1

(15Hrs)

Cost Accounting – Definition - Meaning and Scope - *Relationship of Cost Accounting with Financial Accounting and Management Accounting* - Costing as an Aid to Management – Limitations and Objections against Cost Accounting - Elements of Cost - Cost Sheet.

Unit-2

(16Hrs)

Materials - Levels of Inventory – EOQ - Methods of Valuing Material Issues – FIFO – LIFO - Simple Average - Weighted Average.

Unit-3

(16Hrs)

Labour –Measurement of Labour Cost - Systems of Wage Payment –*Methods of Calculation of Wage Payment* - Time Rate - Piece Rate - Taylor, Merrick, Piece Rate System - Incentive Schemes - Halsey – Rowan.

Overheads – Classification – Allocation, Apportionment and Absorption of Overheads.

Unit-4

(16Hrs)

Process Costing - Features – Preparation of Process Account – Process Loss - Normal Loss - Abnormal Loss - Abnormal Gain (Excluding Inter Process Profit and Equivalent Production) – Accounting for Joint Product and By-Product.

Unit-5

(15Hrs)

Contract Accounts – Reconciliation of Cost and Financial Accounts.

Total Hours : 78

NOTE: Problems : 80% Theory: 20%

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

Teaching Aids: Group discussions, Seminar ,Quiz, Assignment, Case study
--

Books for Study:

Reddy, T.S, and Hari Prasad Reddy. V. Cost Accounting, Chennai, Margham Publications.


Books for Reference:

1. Jain, S.P and Narang, K.L. (2017). Cost Accounting. New Delhi: Kalyani Publishers.
- 2.Khan. M.Y and Jain. P.K,(2017), Cost Accounting and Financial Management, 3rd Edition, New Delhi ,Tata MC Graw Hill Education Private Ltd.

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	H	H	H	L	M
C02	M	H	M	M	H
C03	H	H	H	H	M
C04	H	H	H	M	M

H-High; M-Medium; L-Low

Course Designed by Name and Signature	Verified by HoD Name and Signature	Checked by CDC	Approved by COE
Name: Ms. A. Gomathi Signature: 	Name: Dr. M. Jeeva Signature:	Name: Thiru. K.Srinivasan Signature:	Name: Dr. R. Muthukumar Signature:

Programme Code:	B.Com-BI	Programme Title :	Bachelor of Commerce – Banking and Insurance	
Course Code:	20UBI410	Title	Batch :	2020-2023
Hrs/Week:	6	Principles of General Insurance	Semester	IV
			Credits:	4

Course Objective

To enable the students to gain knowledge in the practice of general insurance.

Course Outcomes (CO)

K1	C01	To study the basic concepts of general insurance
K2	C02	To make the students to gain knowledge in the field of fire, marine and miscellaneous insurance
K3	C03	To understand the role of agent and development officer in the field of insurance
K4	C04	To know the latest provisions relating to IRDA Act

Syllabus

Unit-1

(13 Hrs)

General Insurance – Organizational Structure – Objectives – Issues – Functions – Progress of General Insurance Business – Role of Insurance in Indian Economy – Role of Public Sector and Private Sector Insurers in India- Product Design and Development – Product Development Process – Stages in New Product Development – Critical Success Factors for Insurance Players – Distribution Channels – *Marketing Strategies of Insurance Players in India.*

Unit-2

(13 Hrs)

Fire Insurance: Nature and use of Fire Insurance – Features - Elements of Fire Insurance Contract - Kinds of Policies – D-Tariff – Payment of Claims – Progress of Fire Insurance – Indian Insurers – Progress after Nationalization.

Unit-3

(13 Hrs)

Marine Insurance - Subject Matter of Marine Insurance – Hull – Cargo – Freight – Liability – Document of Marine Insurance contract – Elements of Marine Insurance Contract – Marine Insurance Policies – Premium Calculation in Marine Insurance (Theory Only) – Declaration Policy – Payment of Claims.

Unit-4

(13 Hrs)

Miscellaneous Insurance – Motor Insurance – Cover Note – Certificate of Insurance – Add on Covers - Burglary – Personal Accident Insurance - Health Insurance – Catastrophe Insurance – Liability Insurance – Government Schemes – Market Based Schemes – Social Risk – Natural Risk – Progress and Prospects of Liability Insurance - Actuaries.

Unit-5

(13 Hrs)

Role of Development Officer – Characteristics of Successful Development Officers - Role of Insurance Agents – Recruitment and Selection – Training – Duties of the Agents – Code of Conduct – Qualities of Successful Agent - Rights of Agents – Termination of Agents - *Role of Brokers in IRDA* – Insurance Management Firm (IMF) –Bancassurance.

Insurance Legislation in India – Insurance Act, 1938: Objective – Scope - Functions - Marine Insurance Act, 1963: Objective – Scope - Functions – General Insurance Act, 1972: Objective – Scope – Functions - Motor Vehicle Insurance Act 1988: Objective – Scope – Functions.

Total Hours: 65

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

Teaching Aids: Seminar ,Quiz, Assignment

Books for Study:

Mishra, M.N. and Mishra, S.B., (2016). Insurance Principles and Practice. 22nd ed. New Delhi: S. Chand & Company Ltd.

Books for Reference:

1. Dr. Ghanashyam Panda and Prof. Monika Mahajan. (2017). Principles & Practice of Insurance. New Delhi: Kalayani Publishers.
2. Dr. Gupta P.K. (2017). Insurance and Risk Management. 2nd ed. New Delhi: Himalaya Publishing House.
3. Dr. Periasamy P. (2017). Principles & Practice of Insurance. 2nded. New Delhi: Himalaya Publishing House.

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	H	H	M	M
CO2	H	H	M	M	H
CO3	H	H	H	H	H
CO4	H	H	H	H	H

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Ms. A. Anandhi Prabha	Name: Dr. M. Jeeva	Name: Thiru. K. Srinivasan	Name: Dr. R. Muthukumar
Signature:	Signature:	Signature:	Signature:

--	--	--	--

Programme Code:	B.Com - BI	Programme Title :	Bachelor of Commerce - Banking and Insurance	
Course Code:	20UBI411	Title	Batch :	2020-2023
		Principles of Marketing	Semester	IV
Hrs/Week:	05		Credits:	4

Course Objective

To endow students with the knowledge of marketing.

Course Outcomes (CO)

K1	CO1	To remember the key concept and elements of marketing.
K2	CO2	To understand the role of marketing in a business context.
K3	CO3	To deploy awareness and consideration of tools available to a marketer
K4	CO4	To analyze the marketing environment and opportunities.

Syllabus

Unit-1

(13 Hrs)

Market – Marketing – Selling –Meaning and Definition- Evolution of the Concept of Marketing –Objectives and Importance of Marketing – *Modern Marketing Concept* – Marketing Functions – Market Segmentation- Basis – Criteria – Benefits.

Unit-2

(13 Hrs)

Marketing Mix - Product Policy - Product Planning and Development – Product Life Cycle – Product Mix – Branding – Features – Types – Function – Packaging – Features – Types – Advantages – Brand Name and Trademark.

Unit-3

(13 Hrs)

Pricing – Importance – Objectives – Factors affecting Pricing Decisions – Procedure for Price Determination – Methods of Setting Price – Cost, Demand and Competition - Kinds of Pricing.

Distribution Channels – Types of Channels – Factors Affecting Choice of Distribution.

Unit-4

(13 Hrs)

Promotion - Meaning and Definition - Sales Promotion – Objectives and Importance of Sales Promotion – Salesmanship – *Essential Qualities of Good Salesman*.

Advertising – Meaning – Objectives – Functions and Importance – Publicity – Kinds.

Unit-5

(13 Hrs)

Consumerism – Meaning – Types of Exploitation – Consumer Rights – Laws protecting the Consumer Interest – Consumer Protection Act – Consumer Courts - Retail Marketing – Methods - Rural Marketing – Green Marketing – Online Marketing.

Total Hours: 65

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

Teaching Aids: Seminar ,Quiz, Assignment, Case study

Books for Study:

1. Pillai. R.S.N and Bagavathi(2017). Modern Marketing Principles and Practices, New Delhi, S. Chand & Co Pvt. Ltd.

Books for Reference:

1. Philip Kotler(2017), Principles of Marketing, New Delhi, Prentice Hall of India.
2. Pingali Venugopal(2017),Marketing Management, Edition-1, New Delhi, SAGE Publication.

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	H	M	M
CO2	M	H	H	L	H
CO3	M	H	M	M	M
CO4	H	H	M	H	H

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Ms. V.Poornima	Name: Dr. M.Jeeva	Name: Thiru. K.Srinivasan	Name: Dr. R. Muthukumar
Signature:	Signature:	Signature:	Signature:

Programme code:	B.Com - BI	Programme Title :	Bachelor of Commerce - Banking and Insurance	
Course Code:	20UBI412	Title	Batch :	2020-2023

		Company Law	Semester	IV
Hrs/Week:	5		Credits:	4

Course Objective

To provide basic knowledge of the provisions of the companies Act 1956 along with recent amendments.

Course Outcomes (CO)

K1	CO1	To state the law relating to companies Act 2013 and recollect the various types of companies in business environment.
K2	CO2	To provide an insight in basic documents followed in company, different types of companies and their provisions.
K3	CO3	To analyse the provisions relating to appointment of directors and their powers and duties.
K4	CO4	To figure out the situations for winding up of a company and its consequences, appointment of liquidators.

Syllabus

Unit-1

(13Hrs)

Company – Meaning, Definition – Characteristics – Types of Companies – Privileges of a Private Company - Formation of Companies – Promotion – Meaning – Promoters – Legal Status and Functions – Duties of Promoters – *Remuneration to Promoters*.

Unit-2

(13Hrs)

Memorandum of Association – Meaning – Purpose - Contents - Alteration of Memorandum – Doctrine of Ultravires – Articles of Association – Meaning – Contents – Alteration of Articles – Relationship between Articles and Memorandum – Constructive Notice of Memorandum and Articles – Doctrine of Indoor Management – Exceptions to Doctrine of Indoor Management.

Unit-3

(13Hrs)

Prospectus – Definition – Contents – Deemed Prospectus – Misstatement in Prospectus – Minimum Subscription – Kinds of Shares and Debentures – Rights Issue – Bonus Shares – SEBI Guidelines.

Unit-4

(13Hrs)

Directors - Qualification and Disqualification of Directors – Appointment of Directors – Removal of Directors – Director’s Remuneration – Powers of Directors – Duties of Directors – Liabilities of Directors - Notice – Agenda – Minutes.

Meetings – Statutory Meeting – *Annual General Meeting* – Extra Ordinary General Meeting – Board Meeting.

Unit-5**(13Hrs)**

Winding up – Meaning - Modes of Winding up – Compulsory Winding up by the Court – Voluntary Winding up – Types of Voluntary Winding up – Members voluntary Winding up – Creditors Voluntary Winding up – Winding up Subject to Supervision of the Court – Consequences of Winding up (General) – Liquidator – Powers and Duties.

Total Hours:65****Italicized texts are for self study***

Teaching Aids: Seminar ,Quiz, Assignment, Case study

Books for Study:

Ashok K, and Bagrial, A.K (2014), Company Law, New Delhi, Vikas Publishing House.

Books for Reference:

- 1.Kapoor M.D. (2014), Guide to the Companies Act, Nagpur Wadhwa And Company.
2. Avtar Singh (2014), Company Law, Lucknow, Eastern Book Company.

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	H	M	H
CO2	H	H	H	L	L
CO3	H	H	H	M	H
CO4	H	H	H	L	M

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Dr. M. Jeeva	Name: Dr. M. Jeeva	Name: Thiru. K.Srinivasan	Name: Dr. R. Muthukumaran
Signature:	Signature:	Signature:	Signature:

Programme code:	B.Com-BI	Programme Title :	Bachelor of Commerce – Banking and Insurance	
Course Code:	20UBI4A5	Title	Batch :	2020-2023
		Operations Research	Semester	IV
Hrs/Week:	6		Credits:	4

Course Objective

To enable the students to gain knowledge on Research Management Techniques.

Course Outcomes (CO)

K1	CO1	To get an idea about framing linear programming equation
K2	CO2	To acquire knowledge in the transportation problem
K3	CO3	To apply the concepts of Assignment, Sequencing and Inventory Control in real life
K4	CO4	To equip the students with the concepts of network scheduling

Syllabus

Unit-1

(15 Hrs)

Introduction to Operations research - LPP: Framing Linear Equation – Graphical Solution Method – General Linear Programming Problem (Definition alone)

Unit-2

(15 Hrs)

Transportation Problem: *Types of Transportation Problems* - Row Minimum–Column Minimum-NWC – LCM – VAM – UV Method (Simple Problems only).

Unit-3

(16 Hrs)

Assignment Problems: Definition – Assignment Algorithm – Hungarian Assignment – Unbalanced Assignment Method.

Sequencing Problems: Introduction – Problem with n jobs & 2 Machines – Problems with n Jobs & k Machines (Simple Problems only).

Unit-4

(16 Hrs)

Inventory Control: Introduction – Types of Inventory – Economic Order Quantity (EOQ):
Case 1: EOQ with No Shortage & Case 2: EOQ with Shortage.

Unit-5

(16 Hrs)

Network Scheduling: Introduction – Network & Basic Components – Rules of Network Constructions – Time Calculations in Networks – Critical Path Method (CPM) – Program Evaluation Review Technique (PERT) & PERT Calculations – *Difference between CPM and PERT* (Simple Problems only).

Total Hours: 78

NOTE: Problems : 80% Theory: 20%

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

Teaching Aids: Group discussions, Seminar, Assignment

Books for Study:

Vittal, P.R. and Malini, V. (2016) Operations Research. Chennai: Margham Publication.

Books for Reference:

1. Kalavathy, S. Operations Research.
2. Kant Swarup, Gupta, P K, and Manmohan, Operations Research. Sultan Chand & Sons.
3. Mariappan, P. Operations Research Methods and Applications.

Mapping

PSO CO \	PSO1	PSO2	PSO3	PSO4	PSO5
C01	H	H	H	H	H
C02	H	H	M	H	H
C03	M	H	H	H	M
C04	H	H	H	M	H

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Ms.M.Shanmugapriya	Name: Dr.M.Jeeva	Name: Thiru.K.Srinivasan	Name: Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

Programme Code:	B.Com-BI	Programme Title :	Bachelor of Commerce - Banking and Insurance	
Course Code:	20UBI4N3	Title	Batch :	2020-2023
		Commerce and Banking	Semester	IV
Hrs/Week:	1	Practicals	Credits:	2

Course Objective

To enhance the students practical exposure in Commerce and Banking practicals.

Course Outcomes (CO)

K3	CO1	To enhance the students to give practical knowledge in commerce
K4	CO2	To fill up the various forms used in banking transactions
K5	CO3	To know the practical usage of ATM

Syllabus

Commerce Oriented:

(7 Hrs)

1. Pay Roll
2. Fixing Brand Name
3. USP
4. Office Layout
5. Application Letter
6. Preparation of Bio-data
7. Letter to Editor

8. Preparation of Income Tax Returns
9. Share Application
10. E-Mail
11. Promissory Note
12. Passport Application Form
13. PAN Application Form
14. Railway Ticket Booking

BANKING Oriented:

(6 Hrs)

1. Cheque
2. DD Challan
3. Deposit Form
4. Account Opening Form
5. Loan Application Form
6. Application for ATM cum Debit Card/ Credit Card
7. RTGS / NEFT Forms
8. Application for Opening Mobile Banking
9. Application for Opening Net Banking
10. Online Account Opening Form
11. Online Loan Application Form
12. IMPS Forms
13. Google Pay

Total Hours : 13

Teaching Aids: Assignment, Quiz

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	H	H	H
CO2	H	H	H	H	H
CO3	H	H	H	M	H

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Ms. A. Anandhi Prabha	Name: M. Jeeva	Name: Thiru. K.Srinivasan	Name: Dr. R. Muthukumar
Signature:	Signature:	Signature:	Signature:

Programme Code:	B.Com-BI	Programmer Title :	Bachelor of Commerce – Banking and Insurance	
Course Code:	20UBI4N4	Title	Batch :	2020-2023
		Recent Trends in Banking	Semester	IV
Hrs/Week:	1		Credits:	2

Course Objective

To acquaint knowledge about the banking system prevailing in India.

Course Outcomes (CO)

K1	CO1	To acquire knowledge about banking system in India
K2	CO2	To understand the latest trends and regulations in commercial banking
K3	CO3	To know the role and functions of Banking Regulation Act 1949 and reserve bank of India act
K4	CO4	To familiarize the latest changes in electronic banking

Syllabus

Unit-1

(3 Hrs)

Banking – Definition – E-banking – Features - ATM – Operation – Practical Issues – Credit Card – Features – Operation - Advantages and Disadvantages – Debit Card – Features – CDM – Operations – Practical Issues

Unit-2

(2 Hrs)

Mobile Banking – Advantages and Disadvantages – Internet Banking – Advantages and Disadvantages – ECS – *EFT – Advantages* - Electronic Cheque – Essential Features.

Unit-3

(2 Hrs)

Corporate Banking – Product and Service – Features –Micro Small and Medium Enterprises – Meaning – Features - Classification.

Unit-4

(3 Hrs)

Door Step Banking – Retail Banking - Product and Service – Growth Drivers of Retail Banking – Challenges – Insta Banking – Itrack – Imobile – Tab Banking - Self Help Groups.

Unit-5

(3 Hrs)

Business Correspondent - PMJDY – PMJBY Scheme I and Scheme II - NEFT – RTGS – MICR – CTS.

Total Hours : 13

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

Teaching Aids: Group discussions, Quiz

Books for Study:

Gordon, E. and Natarajan, K. (2017). Banking Theory, Law and Practice.23rd ed. New Delhi: Himalaya Publishing House.

Books for Reference:

1. Natarajan, S. and Parameswaran, R. (2016). Indian Banking. New Delhi: S.Chand and Company Ltd.
2. Sundharam, K.P.M. and Varshney, P.N. (2014). Banking Theory Law and Practice. New Delhi: Sultan Chand and Sons Publications.

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	H	H	M	M	H
C02	H	H	H	H	H
C03	M	H	H	M	H
C04	H	H	H	H	H

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Ms. A. Anandhi Prabha	Name: Dr. M. Jeeva	Name: Thiru.K.Srinivasan	Name: Dr. R. Muthukumaran
Signature:	Signature:	Signature:	Signature:

Programme code:	B.Com - BI	Programme Title :	Bachelor of Commerce - Banking and Insurance	
Course Code:	20UBI513	Title	Batch :	2020-2023
		Income Tax	Semester	V
Hrs/Week:	6		Credits:	4

Course Objective

1. To enable the students to gain adequate knowledge on Income-tax and
2. To familiarize the students with recent amendments in Income-tax.

Course Outcomes (CO)

K1	C01	To familiarize the direct taxation system in India
K2	C02	To acquaint with the provisions of Income Tax Act 1961
K3	C03	To develop the skills in computation of income under various heads of Income Tax
K4	C04	To gain knowledge in latest amendments and to apply it in filing tax returns

Syllabus

Unit-1: **(15Hrs)**

Definitions under Income Tax Act – Agricultural Income – Person – Assessee – Income – Gross Total Income – Total Income – Assessment Year – Previous Year – Residential Status – Incidence and Scope of Total Income - *Exempted Incomes*.

Unit-2: **(16Hrs)**

Income from Salaries – Computation of Income from Salary.

Unit-3: **(16Hrs)**

Income from House Property - Profits and Gains of Business or Profession.

Unit-4: **(16Hrs)**

Capital Gains – Income from other Sources.

Unit-5: **(15Hrs)**

Deductions from Gross Total Income – 80C to 80GG, 80QQB and 80U (Theory only) - Clubbing of Income – Set off and Carry Forward of Losses - Assessment of Individuals – Computation of Total Income of individuals.

Total Hours: 78

NOTE: Problems : 80% Theory: 20%

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

Teaching Aids: Power point Presentations, Seminar ,Quiz, Assignment
--

Books for Study:

Gaur, V.P , Narang, D.B, Puja Gaur and Rajeev Puri (current edition). Income Tax Law and Practice. New Delhi: Kalyani Publishers.

Books for Reference:

1. Bhagawathi Prasad. Law and Practice of Income Tax in India. (current edition). Navman Prakashan Aligarh.

2. Dr. Mehrotra, H.C. Income Tax Law and Accounts. (current edition). Sahithya Bhavan Publishers.

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	H	H	L	H
CO2	M	H	H	M	H
CO3	H	H	H	H	M
CO4	H	H	H	H	H

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Ms. V.Poornima	Name: Dr.M.Jeeva	Name: Thiru.K.Srinivasan	Name: Dr. R. Muthukumaran
Signature:	Signature:	Signature:	Signature:

Programme code:	B.Com	Programme Title :	Bachelor of Commerce – Banking and Insurance	
Course Code:	20UBI514	Title	Batch :	2020-2023
		Indirect Tax	Semester	V
Hrs/Week:	6		Credits:	4

Course Objective

To impart basic knowledge about major Indirect Taxes.

Course Outcomes (CO)

K1	C01	To remember the rules and regulation of indirect taxation.
K2	C02	To understand the rules for registrations and its exemptions in taxation.
K3	C03	To implement GST and its working mechanisms.
K4	C04	To analyze and resolve tax problems.

Syllabus

Unit-1

(15 hrs)

Indirect Taxes- Meaning and Nature- Special features of Indirect Taxes - Types -Objectives- *Direct Taxes Vs. Indirect Taxes* -Contribution to Government Revenues- Taxation under the Constitution- Advantages and Disadvantages of Indirect Taxes.

Unit-2

(16 hrs)

Introduction and Scope of Customs Law in India-The Customs Act 1962 - Types - Levy and Collection from Customs Duty - Exemption from Customs Duty- Classification and Valuation of goods under Customs Law - Abatement of duty in Damaged or Deteriorated Goods- Remission on Duty on Lost, Destroyed or Abandoned Goods- Customs Duty Draw Back.

Unit-3

(16 hrs)

Goods and Service Tax - Introduction-Meaning - Need for GST- Features of GST - Advantages and Disadvantages of GST - Structure of GST in India- Dual Concepts – SGST – CGST - IGST-UTGST- Types of rates under GST- Taxes subsumed under State Goods and Services Tax Act 2017- Taxes subsumed under Central Goods and Services Tax Act 2017.

Unit-4

(16 hrs)

Levy and Collection under SGST/CGST Acts- Meaning of Important Term: Goods, Services, Supplier, Business, Manufacture, Casual Taxable person, Aggregate Turnover. Input Tax and Output Tax. Concept of Supply - Composite and Mixed Supplies - Composition Levy - Time of Supply of Goods and Services - Value of Taxable Supply. Input Tax Credit- Eligibility and Conditions for taking Input Credit- Registration procedure under GST- Filing of Returns.

Unit-5

(15 hrs)

Levy and Collection under the Integrated Goods and Service Tax Act 2017-Meaning of Important Terms: Integrated Tax, Intermediary, Location of the Recipient and Supplier of Services, Output Tax. Levy and Collection of Tax - Determination of Nature of Supply - Inter-State Supply and Intra-State Supply - *Place of Supply of Goods or Services* - Zero-Rated Supply.

Total Hours : 78

***Italicized texts are for self study**

Teaching aids :Group discussions, Seminar and Assignment.

Books for Study:

Datey, V.S. (2017). Indirect Taxes. Mumbai, Taxmann Publications Private Limited.

Simplified Approach to GST – A Ready Reference.

Books for Reference:

1.Balachandran, V. (2017). Indirect Taxation. New Delhi, Sultan Chand and Sons.

2.Mittal, J.K. (2017). Law Practice and Procedures of Service Tax. New Delhi, Jain Book Agency.


3.RadhaKrishnan, R. (2017). Indirect Taxation. New Delhi, Kalyani Publishers.

4.Sethurajan (2017). Indirect Taxation including Wealth Tax. Speed Publications

Mapping

CO	PSO	PSO1	PSO2	PSO3	PSO4	PSO5
C01		H	H	H	M	H
C02		H	H	H	H	M
C03		H	H	H	M	H
C04		H	H	H	H	M

H-High; M-Medium; L-Low

Course Designed by	Verified by HOD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: A.Gomathi	Name: Dr. M. Jeeva	Name: Thiru. K.Srinivasan	Name: Dr.R.Muthu kumaran
Signature: 	Signature:	Signature:	Signature:

Programme Code:	B.Com-BI	Programme Title :	Bachelor of Commerce – Banking and Insurance	
Course Code:	20UBI515	Title	Batch :	2020-2023

		International Banking	Semester	V
Hrs/Week:	6		Credits:	4

Course Objective

To enable the students to gain knowledge in the process involved in International Banking.

Course Outcomes (CO)

K1	CO1	To get an idea about the foreign exchange market
K2	CO2	To familiarize the students with the Financial Institution at International Level
K3	CO3	To comprehend the usage of Letter of Credit, Import and Export Procedures
K4	CO4	To equip the students with the various ripples involved in International Trade

Syllabus

Unit-1

(15 Hrs)

Introduction to International Banking - Foreign Exchange – Meaning – Foreign Exchange Markets – Factors Determining Exchange Rates – Exchange Rate Mechanism - FEMA – Provisions – FEDAI Regulations - Foreign Currency Account in India.

Electronic Modes of Transmission – SWIFT, CHIPS and CHAPS

Unit-2

(16 Hrs)

Letter of Credit – Meaning – Bank Guarantee - Types of Letters of Credit – Operations of Letter of Credit - Liabilities and Rights of the parties – Advantages – Disadvantages - Documents used in Letter of Credit – Bank Guarantee - Letter of Undertaking.

Unit-3

(15 Hrs)

Exchange and Trade Control Guidelines for Exporters – Facilities for Exporters – Export Finance – Objectives – Eligibility of Parties – Rate of Interest – Procedures – Payment Due Date - Basic documents Needed for Pre-shipment and Post-shipment Finance – Exchange and Trade Guidelines for Importers – Import Finance – Trade Credit.

Unit-4

(16 Hrs)

International Financial Institutions – IMF – IBRD – IFC – ADB – World Bank Group – IDA – MIGA – ECGC of India – Roles, Products and Policies – EXIM Bank – Role, Functions and Facilities.

Unit-5

(16 Hrs)

Risk – Risk Management and Control – Meaning – Objectives – Basic Risk Management Framework – Risk Identification – Risk in International Trade – Types of Risk – Country Risk – Credit Risk – Currency Risk – Hedging – Spot Contract – Forward Contract – Market Risk – Political Risk – Settlement Risk – Liquidity Risk – Operational Risk – Legal Risk – *Export Credit Insurance in International Trade.*

Total Hours: 78

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

Teaching Aids: Group discussions, Seminar, Assignment
--

Books for Study:

Bank Financial Management. 2nd edition, (2018) . Indian Institute of Banking and Finance. Macmillan.

Books for Reference:

1. International Banking. (2010). Indian Institute of Banking and Finance. Macmillan.
2. Jeevanandam. (2015). Foreign Exchange Practise, Concepts and Controls. 14th ed. New Delhi: Sultan Chand and Sons.
3. Jhiangan M.L. Money Banking International Trade.

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	H	H	H
CO2	H	H	M	H	H
CO3	M	H	H	H	H
CO4	H	H	M	H	H

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Dr. M. Jeeva	Name: Dr. M. Jeeva	Name: Thiru.K.Srinivasan	Name: Dr. R. Muthukumar
Signature:	Signature:	Signature:	Signature:

Programme Code:	B.Com - BI	Programme Title :	Bachelor of Commerce - Banking and Insurance	
Course Code:	20UBI516	Title	Batch :	2020-2023
Hrs/Week:	5	Principles and Practices of Auditing	Semester	V
			Credits:	4

Course Objective

To expose the students to the principles and practices of auditing.

Course Outcomes (CO)

K1	CO1	To recollect the concepts of auditing and its role in business
K2	CO2	To understand the process involved in auditing
K3	CO3	To gain expertise in audit of a joint stock company
K4	CO4	To review the auditing standards, audit of computerized accounts and electronic auditing

Syllabus

Unit-1

(13 Hrs)

Auditing – Origin – Definition – Objectives - Types – Advantages and Limitations – *Qualities of an Auditor.*

Unit-2

(13 Hrs)

Internal Control – Internal Check and Internal Audit – Audit Programme - Audit Note Book – Working Papers.

Vouching – Voucher – Vouching of Cash Book – Vouching of Trading Transaction – Vouching of Impersonal Ledger.

Unit-3

(13 Hrs)

Verification and Valuation of Asset and Liabilities – Auditor’s Position Regarding the Valuation and Verification of Assets and Liabilities – Depreciation – Reserves and Provisions – Secret Reserves.

Unit-4

(13 Hrs)

Audit of Joint Stock Companies – Appointment of Company Auditor – Qualification – Disqualifications – Rights and Duties – Liabilities of a Company Auditor – Share Capital and Share Transfer Audit – Audit Report – Contents and Types.

Unit-5

(13 Hrs)

Investigation – Objectives of Investigation – Investigation Under the Provisions of Companies Act – *Audit of Computerized Accounts* – Electronic Auditing – Auditing Standards – Audit of Companies – Banking Company – Insurance Company.

Total Hours: 65

***Italicized texts are for self study**

Teaching Aids: Seminar ,Quiz, Assignment

Books for Study:

Tandon. B.N, Sudharsana.S, Sundharabahu.S. (2017), A Hand Book of Practical Auditing, New Delhi, S.Chand & Co Ltd

Books for Reference:

1. De Paula.F.R.M.(2017), Auditing. London: The English Language Society and Sir Issac Pitman and Sons Ltd.
2. Pradeep Kumar. (2017), Auditing Principles And Practices, New Delhi, Kalyani Publication.

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	H	H	M	M
CO2	M	H	M	H	M
CO3	H	H	M	H	L
CO4	M	H	M	M	H

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Ms.M.Shanmugapriya	Name: Dr.M.Jeeva	Name: Thiru.K.Srinivasan	Name: Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

Programme Code:	B.Com-BI	Programme Title :	Bachelor of Commerce – Banking and Insurance	
Course Code:	20UBI517	Title	Batch :	2020-2023
		Institutional Training	Semester	V
Hrs/Week:	-		Credits:	2

Course Objective

1. To gain exposure in the practical aspects of the industry
2. To provide for a realistic hands on application training

Course Outcomes (CO)

K1	CO1	To understand about business organization and its structure
K2	CO2	To adopt to the changes in working environment
K3	CO3	To gain hands on training experience in the relevant field
K4	CO4	To bridge the gap between theory and practice

INSTITUTIONAL TRAINING

Institutional Training is a part of B.Com. Banking and Insurance Curriculum. Students undergo training for a period of 30 days at the end of the Fourth Semester preferably in Banking and Insurance sector. The knowledge acquired through training is put to test at the end of Fifth semester by conducting Viva-voce examination. An External Examiner and the respective guides of the student evaluate the students Performance. Weightage assigned for the subject is 100.

The distribution of which is as below:

Criteria	Marks
Institutional Training Report	20

Viva (External Examiner)	80
Total	100

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	M	H	M	H	M
C02	H	H	M	H	H
C03	H	H	L	H	H
C04	H	H	H	H	H

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Dr. M. Jeeva	Name: Dr. M. Jeeva	Name: Thiru.K.Srinivasan	Name: Dr. R. Muthukumaran
Signature:	Signature:	Signature:	Signature:

Programme Code:	B.Com-BI	Programme Title :	Bachelor of Commerce – Banking and Insurance	
Course Code:	20UBI518	Title	Batch :	2020-2023
		Customer Relationship Management	Semester	V
Hrs/Week:	5		Credits:	5

Course Objective

To enlighten the students about the customer relationship management techniques and practices used in banking and insurance.

Course Outcomes (CO)

K1	C01	To create insight in the area of customer relationship management
K2	C02	To understand the conceptual foundations of relationship marketing and its implications for further development in the field of business
K3	C03	To analyze the different components of customer relationship management plan
K4	C04	To identify the values created by customer relationship management and customer's behavior in present scenario

Syllabus

Unit-1

(13 Hrs)

Customer Relationship Management – Evolution of CRM – Meaning – Definition – Characteristics of CRM – Objectives of CRM - Process of CRM – Types of CRM - Components

of CRM – Steps of Achieving CRM Goals – CRM Selection and Implementation Process – Benefits of CRM – *Limitations of CRM.*

Unit-2

(13 Hrs)

CRM Strategy: Introduction – Reasons for adopting CRM Strategies – Types of CRM Strategies – Building CRM Strategies – Implementing CRM Strategies – Essentials of CRM Strategy.

CRM Process – Objectives – Benefits – Process Selection Procedure – CRM Business Transformation – Steps in CRM Implementation – CRM Business Cycle – CRM for client Server Model – CRM at work.

Unit-3

(13 Hrs)

CRM Services – CRM in b2c markets: CRM in Hospitality – Telecom – Airlines – CRM in Banking Sector – CRM in Insurance Sector – Healthcare – Retail Industry – Service Recovery – Service Guarantees – CRM in b2b markets – Characteristics of Business Markets – Importance – Key Account Management.

Unit-4

(13 Hrs)

Data Warehousing – Data Warehousing Architecture – Data Warehousing and CRM – Data Mining – Data Mining in Banks and Insurance Companies – Healthcare – CRM in Life Insurance – CRM in General Insurance.

Call Centre – Meaning – Objectives – Features and Functionality – Components of Call Centre – Call Centre Architecture – Measures for Call Centre – *Call Centre Technology.*

Unit-5

(13 Hrs)

E-CRM – Features – Need – e-CRM Architecture – Channels for customer Interaction – Need – Basic Requirements – Dimension of e-CRM – Applications of e-CRM – Advantages – Problems in e-CRM – e-CRM tools – Functional Components of CRM Solution.

Total Hours : 65

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

Teaching Aids: Seminar, Assignment, Case study

Books for Study:

S. Alok Kumar Rai. (2014). Customer Relationship Management. Second edition. New Delhi: PHI Learning Private Limited.

Books for Reference:

1. Bhanu Prakash Verma and Tripti Singh (2012). Customer Relationship Management. Chennai: Thakur Publishers.
2. Nisha Bansal and Preeti Chauhan. (2012). Customer Relationship Management. Delhi: Nisha Enterprises.

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	H	M	H
CO2	H	H	H	H	L
CO3	H	H	M	M	H
CO4	H	H	H	H	H

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Ms. A. Anandhi Prabha Signature:	Name: Dr. M. Jeeva Signature:	Name: Thiru.K.Srinivasan Signature:	Name: Dr. R. Muthukumar Signature:

Programme Code:	B.Com-BI	Programme Title :	Bachelor of Commerce - Banking and Insurance	
Course Code:	20UBI5S1	Title	Batch :	2020-2023
		Principles of Management	Semester	V
Hrs/Week:	1		Credits:	2

Course Objective

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

Course Outcomes (CO)

K1	CO1	To familiarize the management principles introduced by FW Taylor and Hendry Fayol
K2	CO2	To understand the importance and functions of management in business

		organization.
K3	C03	To apply the conceptual knowledge relating to work delegation and decentralization and leadership skills.
K4	C04	To evaluate the performance of the business organization based on the management principles.

Syllabus

Unit-1

(2 Hrs)

Management – Meaning and Definition – Nature and Scope - Importance – *Functions of Management* – Management as an Art, Science and Profession – Contributions of FW Taylor, Henry Fayol.

Unit-2

(3 Hrs)

Planning – Meaning and Definition– Nature – Objectives – Advantages and Disadvantages – Process – Types of Planning.

Unit-3

(3 Hrs)

Organization – Meaning and Definition – Formal and Informal Organization – Importance – Principles of Sound Organization – Delegation and Decentralization – Line, Functional and Staff Organization – Span of Control.

Unit-4

(3 Hrs)

Staffing – Sources of Recruitment – Maslow’s Theory of Motivation -- Leadership – Functions and Types – X, Y and Z Theories – *Qualities of a Good Leader*.

Unit-5

(2 Hrs)

Communication – Types, Channels of Communication – Barriers - Control – Process of Control.

Total Hours: 13

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

Teaching Aids: Group discussions, Seminar ,Quiz, Assignment

Books for Study:

Dinkar Pagare (2017), Business Management, New Delhi, Sultan Chand and Sons.


Books for Reference:

1. Gupta,C.B (2017),Business Management, New Delhi, Sultan Chand & Sons.
2. Ramasamy ,T(2017),Principles of Management, New Delhi , Sultan Chand & Sons.

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	H	M	M
CO2	H	H	H	M	M
CO3	H	H	H	H	M
CO4	H	H	H	H	H

H-High; M-Medium; L-Low

Course Designed by Name and Signature	Verified by HoD Name and Signature	Checked by CDC	Approved by COE
Name: Ms. A. Gomathi Signature: 	Name: Dr. M. Jeeva Signature:	Name: Thiru.K.Srinivasan Signature:	Name: Dr. R. Muthukumar Signature:

Programme Code:	B.Com-BI	Programme Title :	Bachelor of Commerce - Banking and Insurance	
Course Code:	20UBI5S2	Title : Entrepreneurship Development	Batch :	2020-2023
Hrs/Week:	1		Semester	VI
			Credits:	2

Course Objective

To enlighten the students with new concepts of development of entrepreneurs.

.Course Outcomes (CO)

K1	CO1	To remember the legal and financial conditions as well as the importance of the entrepreneurial infrastructure for starting a business venture.
K2	CO2	To understand the effectiveness of different entrepreneurial strategies.
K3	CO3	To execute the entrepreneurial project and its essential elements
K4	CO4	To analyze the elements of success of entrepreneurial ventures.

Syllabus

Unit-1

(3 Hrs)

Concept of Entrepreneurship: Entrepreneur – Entrepreneurship - Meaning- Types - Qualities - Differences between Entrepreneur and Intrapreneur. – Importance - Role of Entrepreneurship. Women Entrepreneurs – Development of Women Entrepreneurs.

Unit-2

(2 Hrs)

Entrepreneurship Development Programme (EDP): Barriers to Entrepreneurship – Need for Entrepreneurship training – Concepts of Training program – EDP in India – Phases of EDP.

Unit-3

(3 Hrs)

Institutional Finance to Entrepreneurs: SFCs – SIDCs – SIPCOT – TIIC – Commercial Banks – Small Industries Development Bank.

Institutional Setup – DICs, SIDO, NSIC and SISs.

Unit-4

(3 Hrs)

Project Management: Basic Idea Generation Techniques – Identification of Business Opportunities – Feasibility Study – Preparation of Project Report – Project Appraisal.

Unit-5

(2 Hrs)

Entrepreneurship Development: Incentives, Subsidies and Grants of State and Central Government.

Total Hours: 13

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

Teaching Aids: Group discussions, Seminar , Assignment

Books for Study:

E. Gordon and K. Natarajan. (2017) "Entrepreneurial Development" Himalaya Publishing House (VI th Revised Edition).


Books for Reference:

1. Robert D Hisrich, Michael P Peters and Dean A Shepherd (2017) Entrepreneurship, Boston, McGraw-Hill/Irwin.
2. Gupta CB & Khanka SS (2017), Entrepreneurship & Small Business Management, New Delhi, Sultan Chand & Sons.

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	H	H	M	M
CO2	H	H	H	H	H
CO3	H	H	H	M	M
CO4	M	H	H	M	H

H-High; M-Medium; L-Low

Course Designed by Name and Signature	Verified by HoD Name and Signature	Checked by CDC	Approved by COE
Name: Ms. A. Gomathi Signature: 	Name: Dr. M. Jeeva Signature:	Name: Thiru. K.Srinivasan Signature:	Name: Dr. R. Muthukumar Signature:

Programme Code:	B.COM- BI	Programme Title :	Bachelor of Commerce – Banking and Insurance
------------------------	-----------	--------------------------	--

Course Code:	20UBI619	Title	Batch :	2020-2023
		Management Accounting	Semester	VI
Hrs/Week:	6		Credits:	4

Course Objective

To enlighten the students on the different concepts of management accounting

Course Outcomes (CO)

K1	C01	To remember the concepts and importance of management accounting in decision making.
K2	C02	To understand and analyze financial statement to help managerial decision making.
K3	C03	To prepare statements like cash flow, funds flow, budgets so as to assist the management to take meaningful and correct decision.
K4	C04	To learn the various tools and techniques in cost control like variance analysis and budgetary control.

Syllabus

Unit-1 Basis of Management Accounting

(16 hrs)

Management Accounting – Meaning – Definition – Objectives and Scope – Advantages and Limitations - Tools - Relationship between Management Accounting and Financial Accounting – Management Accounting and Cost Accounting.

Unit-2 Ratio analysis

(16 hrs)

Ratio Analysis – Meaning – *Uses* – Limitations – Classification of Ratios – Computation of Ratios from Financial Statements.

Unit-3 Funds Flow and Cash Flow Statement

(15 hrs)

Funds Flow Analysis – Cash Flow Analysis (New format) (AS-03).

Unit-4 Budgetary Control

(15 hrs)

Budgetary Control – Flexible Budget – Sales Budget – Cash Budget – Production Budget – Purchase Budget. Working Capital – *Sources of Working Capital* – Estimation of Working Capital Requirements.

Unit-5 Marginal Costing Techniques

(15 hrs)

Marginal Costing – Break-Even Analysis – Applications of Marginal Costing Techniques – Determination of Sales Mix – Key Factor – Make or Buy Decision (Simple Problems Only)

Total Hours : 78

**Italicized texts are for self study*

Teaching aids : Group discussions, Seminar and Assignment

Books for Study:

Dr. Maheswari.S.N. (2017), "Cost and Management Accounting", 16th edition, New Delhi, Sultan Chand & Sons.

Books for Reference:

1. Jain.S.P and Narang. K L (2017), Cost and Management Accounting, New Delhi , Kalyani Publishers.

2. Sharma and Gupta. S.K (2017) "Management Accounting", 13th Edition, New Delhi, Kalyani Publishers

Mapping

CO	PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1		H	H	H	H	M
CO2		M	H	H	H	H
CO3		H	H	M	M	H
CO4		H	H	H	H	H

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Ms.V.Poornima	Name: Dr.M.Jeeva	Name: Thiru.K.Srinivasan	Name: Dr.R.Muthu kumaran
Signature:	Signature:	Signature:	Signature:

Programme Code:	B.Com-BI	Programme Title :	Bachelor of Commerce – Banking and Insurance	
Course Code:	20UBI620	Title	Batch :	2020-2023
Hrs/Week:	6	Financial Innovations in Banking and Insurance	Semester	VI
			Credits:	4

Course Objective

To know the recent innovations in the field of banking and insurance sector.

Course Outcomes (CO)

K1	CO1	To understand the marketing of banking and financial products
K2	CO2	To acquire basic skills in selling insurance products
K3	CO3	To know the benefits of insurance to the individuals and society
K4	CO4	To analyze the latest policies emerging in life and general insurance

Syllabus

Unit-1

(16 Hrs)

E-banking – Features – Difference between Traditional Banking and E-banking – Constraints in E-banking – Advantages and Disadvantages – Security Measures – Electronic Delivery Channels – ATM – Operation – Credit Card – Features – Operation – Advantages and Disadvantages – Debit Card – Features – Mobile Banking – Advantages and Disadvantages – Internet Banking – Advantages and Disadvantages – NACH (National Automated Clearing House)- *EFT* – Advantages – NEFT – RTGS – CTS – Essential Features – Merits – Electronic Cheque – Essential Features – Mechanism – Advantages – Cash Deposit Machine – Issues – Security Threats in Digital Banking.

Unit-2

(15 Hrs)

Recent Development in Banking Industry: Corporate Banking – Product and Service – Features – Role of Banking in Development of Micro Small and Medium Enterprises – PMMY - Door Step Banking – Cash Management System – Relationship Manager - Retail Banking - Product and Service – Growth Drivers of Retail Banking – Challenges – Insta Banking – Itrack – Imobile – Tab Banking – Net Interest Income – MCLR (Market Credit Link Rate) - Self Help Groups – MICR – IFSC – IMPS.

Unit-3

(16 Hrs)

Business Correspondent - PMJDY – PMJBY Scheme I and Scheme II – Rights to Information Act – Objective – Scope and Powers – Exclusion – Information Technology Act – Objectives – Features and Structure - Banking Ombudsman –Appointment – Powers and Duties –

Type of Complaints – Procedure for filing Complaint – Rejection of Complaint – Procedure for Redressal of Grievance – Customer Care Center - Recent Developments in Banking Sector Reforms.

Unit-4

(16 Hrs)

Micro Insurance Plans – *Pension Plans* – Health Plan – Single Window System – Online Insurance – Different Payment Gateways: ECS – EBPP – ATM – PORTAL – Collecting Bank – AP online – MP online – Agents Collection – SMS Payment – SUVIDHAA – Direct Debit – Senior Business Associates – Retired Employee Collection Payment – PMJDY – PMJBY – Information Technology and LIC – Grievance Redressal – PMSYM.

Unit-5

(15 Hrs)

Long Term Insurance Policy for Motor Vehicles – Students Safety Insurance – Overseas Health Policy – Conditions – Exclusion – Add on Covers – Topup and Super Topup Policy in Health Insurance – Ayushman Bharath - Passenger and Goods Carrying Policy – General Rules and Regulations – Reforms in General Insurance Industry – Challenges Ahead – Merger of Insurance Companies.

Total Hours: 78

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

Teaching Aids: Group discussions, Seminar ,Quiz, Assignment
--

Books for Study:

Jyotsna Sethi and Nishwan Bhatia (2014) Elements of Banking and Insurance.2nd Edition. Delhi: PHI Learning Private Limited.

Books for Reference:

1. Gordon, E. and Natarajan, K. (2017). Banking Theory, Law and Practice.26th ed. New Delhi: Himalaya Publishing House.

2. Jagroop Singh (2014) Banking and Insurance Law. Kalyani Publishers.

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	H	H	H	M	M
C02	H	H	H	H	H
C03	H	H	H	H	H
C04	H	H	H	H	M

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Ms.A.Anandhi Prabha Signature:	Name: Dr. M. Jeeva Signature:	Name: Thiru.K.Srinivasan Signature:	Name: Dr.R.Muthukumar Signature:

Programme Code:	B.Com-BI	Programme Title :	Bachelor of Commerce – Banking and Insurance	
Course Code:	20UBI621	Title	Batch :	2020-2023
		Programming Laboratory	Semester	VI
Hrs/Week:	2	-II: Tally	Credits:	1

Course Objective

- To create practical knowledge in accounting aspects
- To prepare the students for job market

Course Outcomes (CO)

K3	CO1	To know the basic knowledge in Company Creation
K4	CO2	To apply the Voucher and Ledger in Business
K5	CO3	To equip the students in the practical part of Final Accounts

Syllabus

1. Company Creation
2. Company Alteration
3. Creating and Displaying Ledger
4. Entry in Voucher
5. Alteration of Voucher
6. Deletion of Voucher
7. Final Accounts without Adjustments

(26 Hrs)

8. Final Accounts with Adjustments
9. Inventory Vouchers (Stock Summary, Creating and Displaying Godown)
10. Reports
11. Bank Reconciliation Statement


Total Hours : 26

Teaching Aids: Power point Presentations, Observation Note, Record Note
--

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	H	H	H
CO2	H	H	H	H	H
CO3	H	H	H	H	H

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Ms. A. Gomathi Signature: 	Name: Dr. M. Jeeva Signature:	Name: Thiru. K.Srinivasan Signature:	Name: Dr. R. Muthukumaran Signature:

Programme Code:	B.Com-BI	Programme Title :	Bachelor of Commerce – Banking and Insurance	
Course Code:	20UBI622	Title	Batch :	2020-2023
		Commerce, Banking and Insurance Practicals	Semester	VI
Hrs/Week:	2		Credits:	1

Course Objective

To enhance the students practical exposure in Commerce, Banking and Insurance.

Course Outcomes (CO)

K3	CO1	To get an idea in drafting, letter for interview, filling income tax returns
K4	CO2	To equip the students with the application of various banking forms
K5	CO3	To expertise the students with the usage of insurance firms

Syllabus

Commerce Oriented:

(12 Hrs)

1. Pay Roll
2. Fixing Brand Name
3. USP

4. Office Layout
5. Application Letter
6. Preparation of Bio-data
7. Letter to Editor
8. Preparation of Income Tax Returns
9. Share Application
10. E-Mail
11. Promissory Note
12. Passport Application Form
13. PAN Application Form
14. Railway Ticket Booking

Banking Oriented:

(10 Hrs)

1. Cheque
2. DD Challan
3. Deposit Form
4. Account Opening Form
5. Loan Application Form
6. Application for ATM cum Debit Card / Credit Card
7. RTGS / NEFT Forms
8. Application for Mobile Banking
9. Application for Net Banking
10. Online Account Opening Form
11. Online Loan Application Form
12. IMPS Forms
13. Google Pay

Insurance Oriented:

(4 Hrs)

I. LIC Forms

1. Proposal Form
2. Revival Form
3. Loan Form
4. Surrender Form
5. Discharge for Claims Form
6. NEFT Form

II. GIC Forms

1. Proposal Form for Motor Vehicle
2. Claim Form for Motor Vehicle

Total Hours: 26

NOTE:

1. Practical Examination will be conducted at the end of semester and students will be evaluated by both internal and external examiners.
2. Distribution of Marks:

End of Semester : 60 (Record 10 and Practical 50)

Continuous Assessment : 40 (Record 10 and Practical 30)

Teaching Aids: Power point Presentations, Record Note

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	H	H	H
CO2	H	H	H	H	H
CO3	H	H	H	H	H

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Dr. M. Jeeva	Name: Dr. M. Jeeva	Name: Thiru. K.Srinivasan	Name: Dr. R. Muthukumaran
Signature:	Signature:	Signature:	Signature:

Programme Code:	B.Com-BI	Programme Title :	Bachelor of Commerce - Banking and Insurance	
Course Code:	20UBI623	Title	Batch :	2020-2023
Hrs/Week:	6	Financial and Investment Management	Semester	VI
			Credits:	5

Course Objective

To enlighten the students with new concepts of Financial and Investment Management.

Course Outcomes (CO)

K1	CO1	To familiarize the concept of capital structure, dividend theories
K2	CO2	To implement the various theories and concept relating to management of finance for the effective utilization of funds.
K3	CO3	To analyse the conceptual knowledge in investment management, fundamental and technical theories.
K4	CO4	To sort out the reliable measures of maximize the profit and wealth of the organization for better future.

Syllabus

Unit-1

(15 Hrs)

Financial Management – Meaning - Scope and Functions– Goals of Financial Management – Role of Financial Manager – *Functions of Controller and Treasurers in India*

Unit-2

(16Hrs)

Capital Budgeting Decisions – Techniques. Cost of Capital – Significance – Concepts of Cost of Capital – Cost of Debt Capital, Preference Capital, Equity Capital and Retained Earnings.

Unit-3

(16Hrs)

Capital Structure – Concept – Capital Structure Theories: Net Income Theory, Net Operating Income Theory. Dividend Theories – Walter’s Model – Gordon’s Model.

Unit-4

(16Hrs)

Investment –Introduction - Financial and Economic Meaning of Investment – Investment and Gambling – Importance of Investments – *Factors Favorable for Investment* – Investment Media – Investment Programme – Features of Investment Programme.

Unit-5

(15 Hrs)

Fundamental of Economic Analysis – Economic Indicators – Industry Analysis – Company Analysis. Technical Analysis – Basic Technical Assumption –Dow Theory.

NOTE: Theoretical Aspects Only (All Units)

Total Hours: 78

***Italicized texts are for self study**

Teaching Aids: Group discussions, Seminar ,Quiz, Assignment
--

Books for Study:

ShashiK.Gupta and R.K.Sharma(2017). Financial Management, New Delhi, Kalyani Publishers.
Punithavathi Pandiyan, Security Analysis and Portfolio Management, Vikas Publishing.

Books for Reference:

1. Khan.M.Y. andP.K.Jain(2018). Financial Management, 6th Edition, New Delhi,TataMcGrawHill Publishing Company Ltd.
2. Prasanna Chandra, (2018), Financial Management-Theory and Practice, New Delhi,Tata McGraw Hill Publishing Company Ltd.

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	H	H	H	M	M
C02	H	H	H	H	H
C03	H	H	H	M	M
C04	H	H	M	M	H

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Ms. A. Gomathi	Name: Dr. M. Jeeva	Name: Thiru. K.Srinivasan	Name: Dr. R. Muthukumarar
Signature:	Signature:	Signature:	Signature:

Programme Code:	B.Com - BI	Programme Title :	Bachelor of Commerce - Banking and Insurance	
Course Code:	20UBI624	Title	Batch :	2020-2023
		Financial Markets and Institutions	Semester	VI
Hrs/Week:	6		Credits:	5

Course Objective

To create awareness about the contemporary theory and practice of Indian Financial Market and Institutions.

Course Outcomes (CO)

K1	CO1	To acquaint with the functioning of financial markets and institutions
K2	CO2	To understand the operation and position of primary and secondary markets
K3	CO3	To gain knowledge about SEBI, Credit rating, Mutual fund in India
K4	CO4	To evaluate the importance of Non Banking Financial Institutions

Syllabus

Unit-1

(15 Hrs)

Financial Services – Meaning – Scope – Causes for Financial Innovation – New Financial Products and Services. Players in Financial Service Sector – Challenges Faced by the Financial Service Sector – *Merchant Banking – Meaning – Functions.*

Unit-2

(16 Hrs)

Capital Market - Primary Market – Methods of Raising Funds in Primary Market - Functions – Instruments of Issue – Players in the New Issue Market - Listing – Criteria for Listing – Advantages of Listing – Drawbacks. Secondary Market – Services of Stock Exchanges.

Unit-3

(16 Hrs)

SEBI – Functions – Powers – Guidelines – Role of Institutional Investors in Capital Market - Foreign Institutional Investors (FIIs) – Investor Protection. Credit Rating – Meaning – Functions – Credit Rating Agencies in India – Benefits.

Unit-4

(16 Hrs)

Mutual Funds – Origin and Growth of Mutual Funds – Organization of the Fund – Types – Importance of Mutual Funds – Selection of a Fund – Mutual Funds in India – *Recent Trends.*

Unit-5

(15 Hrs)

Non-Banking Financial Intermediaries – IDBI – IFCI – SFC – SIDBI – NABARD.

Total Hours: 78

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

Teaching Aids: Group discussions, Seminar ,Quiz, Assignment

Books for Study:

Gordon, E. and Natarajan, K. (2018). Financial Services. Himalaya Publishing House.

Books for Reference:

1. Dr. Gurusamy. S. (2009). Essentials of Financial Services and Duties. India: Tata McGrew Hill Company.
2. Khan M.Y. (2017). Financial Services. 9th Edition. New Delhi: Tata McGrew Hill Education.
3. Santhanam, B. (2016). Financial Services. Chennai: Margham Publications.

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	H	M	M	M
CO2	M	H	M	M	M
CO3	H	H	H	H	H
CO4	M	H	M	M	M

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Ms.M.Shanmugapriya	Name: Dr.M.Jeeva	Name: Thiru.K.Srinivasan	Name: Dr.R.Muthukumar
Signature:	Signature:	Signature:	Signature:

Programme	B.Com-BI	Programme Title :	Bachelor of Commerce-
------------------	----------	--------------------------	-----------------------

Code:			Banking and Insurance	
Course Code:	20UBI6S3	Title	Batch :	2020-2023
		E-Commerce and Its	Semester	VI
Hrs/Week:	1	Applications	Credits:	2

Course Objective

To make clear the learner on the Modern Trend in E-Commerce.

Course Outcomes (CO)

K1	CO1	To introduce the electronic commerce operations, models and conceptual framework in business
K2	CO2	To get an idea about the working of e-commerce and firewall, Tunnels, encryption followed in e-commerce business.
K3	CO3	To analyse the cyberlaw and the privacy factors followed in electronic business transactions.
K4	CO4	To figure out the techniques used in authentication and electronic governance process.

Syllabus

Unit-1

(2Hrs)

Introduction to E-Commerce – Perspectives – Operation in Business: Employees – Customers – Channel Partners – Suppliers – Service Providers – Regulatory Authority – Conceptual Framework of Ecommerce – Information Management.

E-Commerce – Distinct Advantages – Business Models of E-commerce – B2B – B2C – C2B – C2C – G2B - E-Commerce on the Web – Adoption of E-commerce – E-Commerce in India.

Unit-2

(2Hrs)

Electronic Data Interchange (EDI) – Components of EDI – Applications of EDI – EDI Standards – Electronic Payment System.

E-Banking - Changing Dynamics in E-Banking - Advantages of E-Banking - Limitations of E-Banking - Transaction Processing – Online Purchases - Online Share Trading – Railway/Air Ticket Reservation.

Unit-3

(3Hrs)

Working of E-Commerce: Public and Private Information – Firewalls – Tunnels – Encryption: Secret Key – Public Key – Need for Setting up Shop for E-Commerce: Competition – Global Reach – Customer Service – Value Addition – Operations Oriented Process – ‘Nettish’ Products.

Unit-4**(3Hrs)**

Cyber Law - Introduction - Concept of Cyberspace - E-Commerce in India - Privacy Factors in E-Commerce - Cyber Law in E-Commerce - Contract Aspects.

Unit-5**(3Hrs)**

The Information Technology Act 2000 – Definition – Features of IT Act - Authentication of Electronic Records - Electronic Governance - *Digital Signature*.

Total Hours: 13

***Italicized texts are for self study**

Teaching Aids: Group discussions, Seminar, Assignment
--

Books for Study:

Dr. Rayudu.C.S, (2017), E-commerce and E-Business, Himalaya publishing house, New Delhi

Books for Reference:

1. Ravi Kalakota and Andrew .B Whiston (2017), Frontier of Electronic Commerce, Dorling Kindersley (India) Pvt Ltd.
2. Bharat Bhasker, (2017), Electronic Commerce, New Delhi, Tata McGraw Hill Publishing Co. Ltd.

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	H	H	H
CO2	H	H	H	H	M
CO3	H	H	H	H	H
CO4	M	H	H	H	M

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Ms. A. Gomathi	Name: Dr. M. Jeeva	Name: Thiru. K.Srinivasan	Name: Dr. R. Muthukumaran
Signature:	Signature:	Signature:	Signature:

<i>A. Jeeva</i>			
-----------------	--	--	--

Programme Code:	B.Com-BI	Programme Title :	Bachelor of Commerce - Banking and Insurance	
Course Code:	20UBI6S4	Title	Batch :	2020-2023
Hrs/Week:	1	Human Resource Management	Semester	VI
			Credits:	2

Course Objective

To expose the students to the Human Resource Management and its practices.

Course Outcomes (CO)

K1	CO1	To introduce the concept of human resource management and its needs for an organization.
K2	CO2	To outline the current theory and practice used for the recruitment, selection and motivation.
K3	CO3	To apply the various HR methods to assess the employees participation in Management.
K4	CO4	To equip the students to analyze the advanced strategies used in HR practices.

Syllabus

Unit-1

(3Hrs)

Human Resource Management in Organizational Context – Analysis and Designing of Human Resource Department – Human Resource Planning – Job Evaluation – Job Description.

Unit-2

(3Hrs)

Recruitment – Selection – Placement – Induction – Internal Mobility and Separation – Performance Appraisal – Planning – Training and Development.

Unit-3

(2Hrs)

Motivation – Types – Theories of Motivation – Morale – Measures to Improve Morale – Job Satisfaction.

Unit-4**(3Hrs)**

Salary and Wage Administration System – Bonus – Incentives - Conflict Management – Types of Conflict – *Causes and Remedies of Conflict.*

Unit-5**(2Hrs)**

Employee Participation in Management – Forms of Participation – Employees Stock Options – Joint Management Council - Merits and Limitations.

Total Hours: 13

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

Teaching Aids: Group discussions, Seminar ,Quiz, Assignment
--

Books for Study:

Aswathappa. K. (2017), 7th Edition, Human Resources and Personnel Management- Text and Cases. New Delhi, Tata MC.Graw- Hill Publishing Ltd.

Books for Reference:


1. Subba Rao. P. (2017), 4th Edition, Personal and Human Resources Management- Text and Cases, Mumbai, Himalaya Publishing House.
2. Tripathi.P.C. (2017) 7th Edition, Human Resource Development. New Delhi, Sultan Chand & Sons.

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	H	H	H	L	M
C02	H	H	H	M	M
C03	M	H	M	M	H
C04	H	H	H	H	M

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name:	Name:	Name:	Name:

Ms. A. Gomathi	Dr. M. Jeeva	Thiru. K.Srinivasan	Dr. R. Muthukumarar
Signature: 	Signature:	Signature:	Signature:

DEPARTMENT OF COMMERCE – BANKING AND INSURANCE

VALUE ADDED COURSE

Programme Code:	B.Com-BI	Programme Title :	Bachelor of Commerce – Banking and Insurance	
Hours:	30	Title : Investment Instruments For 1st Time Investors	Credits:	2

INVESTMENT INSTRUMENTS FOR 1ST TIME INVESTORS

Unit 1:

10 Hours

Investment: Meaning - Definition - Importance - Investment Instruments: Meaning- Definition - Risks - Factors influencing Choice of Instrument- Types of Instrument. Share of Equity (Blue chip scrip, Growth scrip, Income scrip, Cyclical scrip, Speculative scrip) - Debentures or Bonds (Government securities, Savings bonds, Public Sector Units bonds, Debentures of private sector companies, Preference shares).

Unit 2:

10 Hours

Money Market Instruments (Treasury Bills, Commercial Paper, Certificate of Deposits) - Mutual Funds (Equity Schemes, Debt Schemes, Balanced Schemes, Sector Specific Schemes etc) - Life Insurance (Endowment Insurance Policy, Money Back Policy, Whole Life Policy, Term Insurance Policy, General Insurance for any kind of assets) - Real Estate (Agricultural Land, Semi-Urban Land, Commercial Property, Raw House, Farm House etc).

Unit 3:

10 Hours

Precious Objects - Derivatives (Forwards, Futures, Options, Swaps etc) - (Non-Marketable Securities (Bank Deposits, Post Office Deposits, Company Deposits, Provident Fund Deposits) - Direct equity - Equity mutual funds - Debt mutual funds - National Pension System (NPS) - Public Provident Fund (PPF) - Bank fixed deposit (FD) - Senior Citizens' Saving Scheme (SCSS) - RBI Taxable Bonds.

Text Book

Preeti Singh. (2010). Investment Management. New Delhi: Himalaya Publishing House.

Reference Books

Bhalla, V.K. (2011). Investment Management. New Delhi: Sultan Chand & Co Ltd.

Prasanna Chandra. (2011). Investment Analysis and Portfolio Management. 3rd Revised Edition. New Delhi: Tata McGraw Hill.

QUANTITATIVE APTITUDE FOR BANKING

Programme Code:	B.Com-BI	Programme Title :	Bachelor of Commerce – Banking and Insurance	
Hours:	30	Title : QUANTITATIVE APTITUDE FOR BANKING	Credits:	2

Unit-1

10 Hours

Series Test: Number Series – Letter Series – Verbal Classification: Letter Classification – Word Classification – Jumbled Words – Graphical Missing Number – Alphabet Test – Classification Test.

Unit-2

10 Hours

Analogy Test - Coding And Decoding Test: Letter Coding – Number Coding - Statement Coding - Blood Relation Test - Direction Test.

Unit-3

10 Hours

Venn Diagram: Statement And Assumption Test – Statement And Argument Test – Arranging In Order Test - Problems on Trains.

Books for Study : Aggarwal R. S, Quantitative Aptitude, S. Chand & Company Ltd, Ram Nagar, New Delhi, 2013.

Reference Books:

1. Arun Sharma - Quantitative Aptitude for CAT.
2. Arihant Publications - Fast Track Objective Arithmetic.
3. R.D. Sharma - Mathematics Class 11th and 12th.
4. Sarvesh K. Verma- Quantitative Aptitude Quantum CAT Common Admission Tests.

Web Links

1. <https://www.fresherslive.com/online-test/aptitude-test/questions-and-answers>
2. <https://www.freshersnow.com/aptitude-questions-answers-solutions/>
3. <https://www.careerbless.com/aptitude/qa/home.php>