

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

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

POLLACHI 642 001



DERARTMENT OF COMMERCE BANKING AND INSURANCE (SF)

SYLLABUS

2021 - 2024

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.

Program Educational Objectives:

The B.Com – Banking and Insurance students will attain

PEO1	To excel in contemporary knowledge in commerce and the services offered by banking and insurance sectors.
PEO2	To pursue higher education in M.Com, M.Com (Banking and Insurance) and the like and professional courses like CA, CS, ICAI, CMA and the like.
PEO3	To produce employable graduates in the areas of Commerce, Banking and Insurance.
PEO4	To act as a Consultants in Commerce, Banking and Insurance.
PEO5	To get practical exposure in Commerce, Banking and Insurance fields which helps the students to take up a challenging job.

Program Outcomes:

After the successful completion of B.COM Banking and Insurance program, the students are able to

PO-1	Take up PG courses and professional courses like CA, CS, ICAI, CMA etc.,
PO-2	Know the functions of Commerce and services of Banking and Insurance disciplines.
PO-3	Update the latest innovations made in Commerce, Banking and Insurance fields.
PO-4	Analyze and apply the knowledge in the field of Commerce Banking and Insurance.
PO-5	Enhance the capability of decision making at personal and professional levels and develop entrepreneurial skills amongst learners.
PO-6	Enable graduates to get theoretical and practical exposure in Commerce Banking and Insurance fields.
PO-7	Equip the students to face the modern-day challenges in Commerce, Banking and Insurance.
PO-8	Strengthen their capacities in various areas of Commerce and service sectors and thereby facilitate a holistic approach towards the holistic development of the graduates.

Program Specific Outcomes:

After the successful completion of B.COM Banking and Insurance program, the students are able to

PSO-01	Pursue higher education in Commerce especially in Banking or Insurance.
PSO-02	Choose a rewarding career in the field of Banking and Insurance.

Question Paper Pattern (Based on Bloom's Taxonomy)

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

1. Theory Examinations: 70 Marks (Part I, II, & III)

(i) Test- I & II, ESE:

Knowledge Level	Section	Marks	Description	Total
K1 & K2 (Q 1 -10)	A (Q 1 – 5 MCQ) (Q 6–10 Define/Short Answer)	10 x 1 = 10	MCQ Define	70 (Reduced to 50 for ESE)
K3 (Q 11-15)	B (Either or pattern)	5 x 4 = 20	Short Answers	
K4 & K5 (Q 16 – 21)	C (Q -16 is Compulsory and Q 17 – 21 answer any 3)	4 x 10 = 40	Descriptive/ Detailed	

2. Theory Examinations: 50 Marks (Part IV except Self-study)

Knowledge Level	Section	Marks	Description	Total
K1 & K2 (Q 1 -10)	A (Q 1 – 5 MCQ) (Q 6–10 Define / Short Answer)	10 x 1 = 10	MCQ Define	50 (Reduced to 25 for ESE)
K3, K4 & K5 (Q 11-18)	B (Answer 5 out of 8)	5 x 8 = 40	Short Answers	

3. Practical Examinations: 100/50 Marks

Knowledge Level	Criterion	External/Internal Marks	Total
K3	Record work & Practical	50/50	100
K4			
K5		25/25	50

* In Theory ESE, Students will write Examination Maximum Marks as 70 and it will be reduced to 50 for Total Mark calculation.

Components of Continuous Assessment

THEORY

Maximum Marks: 100; CIA Mark: 50

Components		Calculation	CIA Total
Test 1	$(70 / 4.67) = 15$	15+15+10+05+05	50
Test 2 / Model	$(70 / 4.67) = 15$		
Assignment / Digital Assignment	10		
Seminar / Socratic Seminar	05		
Group Task : GD, Role Play, APS	05		

Maximum Marks: 50; CIA Mark: 25

Components		Calculation	CIA Total
Test / Model	10	10+5+5+5	25
Assignment / Digital Assignment	5		
Seminar / Socratic Seminar	5		
Group Task : GD, Role Play, APS	5		

PRACTICAL

Maximum Marks: 50; CIA Mark: 25

Components		Calculation	CIA Total
Test / Model	15	15+5+5	25
Observation Note	5		
Record	5		

Maximum Marks: 100; CIA Mark: 50

Components		Calculation	CIA Total
Test / Model	30	30+5+15	50
Observation Note	5		
Record	15		

Maximum Marks: 200; CIA Mark: 100

Components		Calculation	CIA Total
Test / Model	60	60+10+30	100
Observation Note	10		
Record	30		

PROJECT**Maximum Marks: 100; CIA Mark: 50**

Components		Calculation	CIA Total
Review I	10	10+10+10+20	50
Review II	10		
Review III	10		
Report Submission	20		

Maximum Marks: 200; CIA Mark: 100

Components		Calculation	CIA Total
Review I	20	20+20+20+40	100
Review II	20		
Review III	20		
Report Submission	40		

** Components for 'Review' may include the following:*

Originality of Idea, Relevance to Current Trend, Candidate Involvement and Presentation of Report for Commerce, Management & Social Work.

STUDENT SEMINAR EVALUATION RUBRIC

Grading Scale:

A	B	C	D
5	4	2 - 3	0 - 1

CRITERIA	A - Excellent	B - Good	C - Average	D - Inadequate
Organization of presentation	Information presented as interesting story in logical, easy to follow sequence	Information presented in logical sequence; easy to follow	Most of information presented in sequence	Hard to follow; sequence of information jumpy
Knowledge of subject & References	Demonstrated full knowledge; answered all questions with elaboration & Material sufficient for clear understanding AND exceptionally presented	At ease; answered all questions but failed to elaborate & Material sufficient for clear understanding AND effectively presented	At ease with information; answered most questions & Material sufficient for clear understanding but not clearly presented	Does not have grasp of information; answered only rudimentary Questions & Material not clearly related to topic OR background dominated seminar
Presentation Skills using ICT Tools	Uses graphics that explain and reinforce text and presentation	Uses graphics that explain text and presentation	Uses graphics that relate to text and presentation	Uses graphics that rarely support text and presentation
Eye Contact	Refers to slides to make points; engaged with audience	Refers to slides to make points; eye contact majority of time	Refers to slides to make points; occasional eye contact	Reads most slides; no or just occasional eye contact
Elocution – (Ability to speak English language)	Correct, precise pronunciation of all terms Voice is clear and steady; audience can hear well at all times	Incorrectly pronounces few terms Voice is clear with few fluctuations; audience can hear well most of the time	Incorrectly pronounces some terms Voice fluctuates from low to clear; difficult to hear at times	Mumbles and/or Incorrectly pronounces some terms Voice is low; difficult to hear

WRITTEN ASSIGNMENT RUBRIC

Grading Scale:

A	B	C	D	F
09 - 10	07 - 08	05 - 06	03 - 04	01 - 02

CRITERION	A - Excellent	B – Good	C - Average	D - Below Average	F - Inadequate
Content & Focus	Hits on almost all content exceptionally clear	Hits on most key points and writing is interesting	Hits in basic content and writing is understandable	Hits on a portion of content and/or digressions and errors	Completely off track or did not submit
Sentence Structure & Style	<ul style="list-style-type: none"> * Word choice is rich and varies * Writing style is consistently strong * Students own formal language 	<ul style="list-style-type: none"> * Word choice is clear and reasonably precise * Writing language is appropriate to topic * Words convey intended message 	<ul style="list-style-type: none"> * Word choice is basic * Most writing language is appropriate to topic * Informal language 	<ul style="list-style-type: none"> * Word choice is vague * Writing language is not appropriate to topic * Message is unclear 	* Not adequate
Sources	Sources are cited and are used critically	Sources are cited and some are used critically	Some sources are missing	Sources are not cited	Sources are not all cited
Neatness	Typed; Clean; Neatly bound in a report cover; illustrations provided	Legible writing, well-formed characters; Clean and neatly bound in a report cover	Legible writing, some ill-formed letters, print too small or too large; papers stapled together	Illegible writing; loose pages	Same as below standard
Timeliness	Report on time	Report one class period late	Report two class periods late	Report more than one week late	Report more than 10 days late

Continuous Internal Assessment for Project / Internship

The Final year Commerce students should undergo a project work during (V/VI) semester

- ❖ The period of study is for 4 weeks.
- ❖ Project / Internship work has to be done in an industrial organization (or) work on any industrial problem outside the organization is allowed.
- ❖ Students are divided into groups and each group is guided by a Mentor.
- ❖ The group should not exceed four students, also interested student can undergo individually.
- ❖ A problem is chosen, objectives are framed, and data is collected, analyzed and documented in the form of a report / Project.
- ❖ Viva – Voce is conducted at the end of this semester, by an External Examiner and concerned Mentor (Internal Examiner).
- ❖ Project work constitutes 100 marks, out of which 50 is Internal and 50 is External Marks.

Mark Split UP

Internal	External	Total
50	50	100

S. No	Internal Components	Marks
1	Review – I	10
2	Review – II	10
3	Review – III	10
4	Rough Draft Submission	20
Total		50

S. No	External Components	Marks
1	Originality of Idea	05
2	Relevance to Current Trend	05
3	Candidate Involvement	05
4	Thesis Style / Language	05
5	Presentation of Report	10
6	Viva-Voce	20
Total		50

ANNEXURE 1

LIST OF PART V SUBJECTS TO BE INCLUDED IN SEMESTER I, II, III and IV

S.No	Subject code	Subjects
1	21 UNC401	NCC
2	21 UNS 402	NSS
3	21 USG 403	Sports and Games
4	21 URO 404	Rotract Club
5	21 URR 405	Red Ribbon Club
6	21 UYR 406	Youth Red Cross
7	21 UCA 407	Consumer Awareness Club
8	21 UED 408	Entrepreneurship Development Cell
9	21 UCR 409	Center For Rural Development
10	21 USS 410	Student Guild of Service
11	21 UGS 411	Green Society
12	21 UEO 412	Equal Opportunity Cell
13	21 UFA 413	Fine Arts Club
14	21 UAM 414	Arutchelver Students Thinkers Forum
15	21 USV 415	Swami Vivekanandhar Students Thinkers Forum

SCHEME OF EXAMINATION 2021-2024

SEMESTER – I

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

SEMESTER – II

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

SEMESTER – III

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

SEMESTER – IV

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

SEMESTER – V

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

* - Extra Credits

SEMESTER – VI

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

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

*Extra Credits

CC- Certificate Course/ Co-scholastic course

Grand Total = 3900; Total Credits = 140

Programme Code:	B.Com-BI		Programme Title:	Bachelor of Commerce –Banking and Insurance	
Course Code:	21UBI101		Title:	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	6	Semester:	I
			Financial Accounting - I	Credits:	4

Course Objective

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

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To recollect the basic concepts, conventions, methods and techniques underlying the accounting practices.	K1
CO2	To learn to prepare Bill of Exchange, Receipts & Payment Account, Income & Expenditure Account and Balance Sheet for Non-Profit Organizations.	K3
CO3	To determine the useful life and value of the depreciable asset	K3
CO4	To evaluate conceptual knowledge of Hire Purchase and Installment Purchase System.	K5
CO5	To understand the concept of Royalty accounting and learn the accounting treatment of the various aspects of Royalty accounting.	K2

Mapping

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

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Accounting – Definition - Concepts and Conventions – Journal- Ledger - Trial Balance - Final Accounts of a Sole trader.	18
Unit II	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.	18
Unit III	Depreciation – Meaning – Causes - Factors Affecting Depreciation - Methods of Depreciation - Straight Line Method - Diminishing Balance Method – <i>Difference between Straight Line Method and Diminishing Balance Method</i> - Annuity Method - Sinking Fund Method - Bank Reconciliation Statement.	18
Unit IV	Hire Purchase - Computation of Interest - Default and Repossession - Complete Repossession - Partial Repossession (Excluding Purchase Trading Account) – Installment Purchase System – <i>Difference between Hire Purchase and Installment Purchase System.</i>	18
Unit V	Royalty Accounting – Meaning - Methods of Recoupment – Recoupment of Short Workings – Strike and Lockouts (Excluding Sub-lease Account) – Accounting Standards (Theory Only).	18
	Total Contact Hrs	90

NOTE: Problems : 80% : Theory: 20%

***Italicized texts are for self study**

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

Test, Seminar, Quiz, Assignments

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Reddy and Murthy	Financial Accounting	Margham Publications, Chennai	2019

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Arulanadam, M.A. and Raman, K.S	Advanced Accountancy	Himalaya Publishing House, New Delhi	2017
2	Gupta S.C. and Grewal, T.S	Introduction to Accountancy	S.Chand & Company Ltd	2016
3	Jain and Narang	Principles of Accounting	Kalyani Publishers, New Delhi	2017
4	Maheswari, S.K. and Reddy, T.	Advanced Accountancy	Vikas Publishers	2017
5	Dr.V.Radha	Financial Accounting	Prasanna Publishers and Distributors, revised edition	2016

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

Programme Code:	B.Com-BI		Programme Title:	Bachelor of Commerce –Banking and Insurance	
Course Code:	21UBI102		Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	Semester:	I
			Indian Banking System	Credits:	4

Course Objective

To acquaint knowledge about the banking system prevailing in India.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To interpret the structure of Indian Banking System	K5
CO2	To examine the role of Indian banking system in growth and development of the economy	K4
CO3	To analyze the role of Reserve Bank of India and its functions	K4
CO4	To evaluate the role of state bank of India and its functions	K5
CO5	To understand the latest trends and regulations in commercial banking business	K2

Mapping

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

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Banking – Origin - Definition - Classification of Banks: Based on Functions, Based on Volume and Area of Operation - Banking System in India– Indigenous Bankers - Commercial Banks – Women’s Bank – Payment Banks – Small Finance Banks –Foreign Banks – Private Sector Banks - <i>Development Banks</i> .	18
Unit II	Reserve Bank of India – Constitution – Nationalization - Management of RBI – Main Functions of RBI – Demonetization and its Impact. State Bank of India – Nationalization – Management – Organizational Set Up – Functions.	18
Unit III	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.	18
Unit IV	Regional Rural Banks – Objectives – Organization, Capital and Management – Operations – Problems in RRB’s - Co-operative Banks – Three Tier structure – Functions - <i>Difference between Co-operative and Commercial Banks</i> .	18
Unit V	Banking Regulation Act, 1949 – Origin – Definition – Business of Banking Company - 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).	18
	Total Contact Hrs	90

**Italicized texts are for self study*

Pedagogy:

Direct Instruction, Digital Presentation
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Assessment Methods:

Test, Seminar, Quiz, Assignments, Group Task.(Group Discussion)

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Gordon, E. and Natarajan, K.	Banking Theory, Law and Practice.	New Delhi: Himalaya Publishing House.	2019

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Natarajan, S. and Parameswaran, R.	Indian Banking	S.Chand and Company Ltd, New Delhi	2018
2	Sundharam, K.P.M. and Varshney, P.N.	Banking Theory Law and Practice	Sultan Chand and Sons Publications, New Delhi	2017
3	<u>K C Shekhar</u> & <u>Lekshmy Shekhar</u>	Banking Theory and Practice,	Vikas Publishing House Pvt Ltd, 21 ST edition	2015
4	Muraleedharan, D	Modern Banking: Theory and Practice	PHI Learning Pvt. Ltd.	2019
5	Rajesh, R, Sivagnanansithi, T	Banking Theory: Law and Practice	Tata McGraw Hill Publishing Company Ltd	2019

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

Programme Code:	B.Com-BI		Programme Title:	Bachelor of Commerce –Banking and Insurance	
Course Code:	21UBI1A1		Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-	Semester:	I
			Business Economics	Credits:	4

Course Objective

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

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To familiarize the basic concepts of economics	K1
CO2	To get an idea about the use of economics in business	K2
CO3	To evaluate the theories and laws relating to demand, supply, production and market structure, national income	K5
CO4	To apply the concepts of economics in business	K3
CO5	To make decisions with the help of theoretical concepts	K5

Mapping

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

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	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 - <i>Demand Distinctions.</i>	15
Unit II	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.	15
Unit III	Production Function – Law of Variable Proportion - Law of Returns to Scale - Economies of Scale – Producer’s Equilibrium with the help of iso-quants and iso-cost lines - Types of Economies and Diseconomies – Concepts of Cost - Types– Cost-output Relationship - Concepts of Revenue and Revenue Curves.	15
Unit IV	Market Structure - Classification of Markets – Perfect Competition – Monopoly - Price Discrimination – Monopolistic - Oligopoly.	15
Unit V	National Income - Concept of National Income- Significance - Measurement of National Income- <i>Problems in Measuring National Income.</i>	15
	Total Contact Hrs	75

**Italicized texts are for self study*

Pedagogy:

Direct Instruction, Digital Presentation
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Assessment Methods:

Test, Seminar, Quiz, Assignments, Group Discussion
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Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Sundharam, K.P.M and Sundaram E.N.	Business Economics	New Delhi: Sultan Chand & Sons	2016

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Ahuja, H.L.	Business Economics	New Delhi: S.Chand and Company Ltd.,	2018
2	Reddy, P.N and Appanniah, H.R.	Principles of Business Economics	New Delhi: Sultan Chand & Sons	2017
3	Sankaran	Business Economics	Chennai: Margham Publications	2018
4	D.N. Dwivedi	Managerial Economics.	Uttar Pradesh, Vikas Pulishing House, Noida	2015
5	Dr. Anupam Agarwal and Anju Agarwal	Business Economics	SBPD Publications	2017
6	P.M.Salwan	Business Economics for CA.	Taxmann's Brand	2018

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

Programme Code:	B.Com- BI			Programme Title:	Bachelor of Commerce –Banking and Insurance	
Course Code:	21UBI203			Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	6	Financial Accounting - II	Semester:	II
					Credits:	4

Course Objective

To familiarize the fundamental concepts of higher financial Accounting.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To apply the accounting techniques for partnership account	K3
CO2	To understand the computation of various methods of goodwill and settlement of accounts to retiring partners and death of a partner	K2
CO3	To understand the techniques and procedures on insolvency of partner and conversion of firms	K2
CO4	To analyses the reasons for suspending partnership and identify modes of dissolution	K4
CO5	To understand the techniques of calculating fire claims	K2

Mapping

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

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Partnership Accounting – Introduction – Admission of Partner - Treatment of Goodwill - Revaluation of Assets and Liabilities - Calculation of Ratio for Distribution of Profits - Capital Adjustments.	18
Unit II	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) – <i>Factors affecting Goodwill</i> - Settlement of Accounts - Retiring Partner’s Loan Account (With Equal Installments Only) - Death of a Partner - Executor’s Account.	18
Unit III	Dissolution of a firm - Insolvency of Partners - Garner Vs Murray - Insolvency of all Partners - Deficiency Account - Piecemeal Distribution (Proportionate Capital Method Only).	18
Unit IV	Insolvency of Individuals - Meaning – Procedure under Insolvency Acts - Preparation of Statement of Affairs and Deficiency Account – <i>Difference between Statement of Affairs and Balance Sheet.</i>	18
Unit V	Fire Claims – Meaning – Need – Types of Fire Insurance Policies - Loss of Stock Policy - Normal Loss - Abnormal Loss - Loss of Profit Policy.	18
	Total Contact Hrs	90

NOTE: Problems : 80% Theory: 20%

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

Pedagogy

Direct Instruction, Digital Presentation
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Assessment Methods:

Test, Seminar, Quiz, Assignments

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Reddy and Murthy	Financial Accounting	Margham Publications, Chennai	2019

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Arulanadam, M.A. and Raman, K.S	Advanced Accountancy	Himalaya Publishing House, New Delhi	2017
2	Gupta S.C. and Grewal, T.S	Introduction to Accountancy	S.Chand & Company Ltd	2016
3	Jain and Narang	Principles of Accounting	Kalyani Publishers, New Delhi	2017
4	Maheswari, S.K. and Reddy, T.	Advanced Accountancy	Vikas Publishers	2017
5	Dr.V.Radha	Fianncial Accounting	Prasanna Publishers and Distributors, revised edition	2016

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

Programme Code:	B.Com - BI		Programme Title:	Bachelor of Commerce- Banking and Insurance	
Course Code:	21UBI204		Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-	Semester:	II
			Banking Law and Practice	Credits:	4

Course Objective

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

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
C01	To introduce the banking system followed in India.	K1
C02	To get an idea about the relationship between banker and customer, various instruments used in banking transaction in practice.	K2
C03	To know the different functions of a banker	K3
C04	To analyse the different aspect of lien, pledge, mortgage and hypothecation followed in banking transactions.	K4
C05	To gain expertise in current scenario followed in banking.	K3

Mapping

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

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Banker and Customer – Meaning – Relationship Between Banker and Customer - General Relationship - Special Relationship with reference to Rights and Obligations - <i>KYC Norms.</i>	15
Unit II	Types of Customers – Minor - Married Women - Partnership Firms – Joint Stock Companies – Executors – Trustees – Societies - Joint Account – Types of Accounts– Opening a bank account.	15
Unit III	Negotiable Instruments – Features – Types – Cheques – Salient Features – Material Alteration – Crossing – Types – Endorsement – Kinds – Non Negotiable Instruments.	15
Unit IV	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.	15
Unit V	Loans and Advances - <i>Principles of Sound Lending</i> - Secured and Unsecured Advances – Forms of Advances – Modes of Charge – Lien, Pledge, Mortgage, Hypothecation, Assignment.	15
	Total Contact Hrs	75

***Italicized texts are for self study**

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

Test, Seminar, Quiz, Assignments, Group Discussion
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Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Gordon, E. and Natarajan, K.	Banking Theory, Law and Practice.	New Delhi: Himalaya Publishing House.	2019

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Tannan, M.L.	Banking Theory, Law and Practice	Thackar & Co Ltd.,	2014
2	Sundharam, K.P.M. and Varshney, P.N	Banking Theory Law and Practice	Sultan Chand and Sons Publications, New Delhi	2017
3	P.N.Varshney	Banking Law and Practice	Sultan Chand and Sons Publications, New Delhi	2017
4	Shekhar K.C.	Banking Theory and Practice	Vikas Publishing House	2013
5	K.P.Kandasami, S.Natarajan, R.Parameswaran	Banking law and Practice of Banking	S.Chand Publishing	2010

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

Programme Code:	B.Com - BI		Programme Title:	Bachelor of Commerce – Banking and Insurance	
Course Code:	21UBI2A2		Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-	Semester:	II
			Business Mathematics and 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

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

CO Number	CO Statement	Knowledge Level
CO1	To understand the basic concepts of mathematics and statistics	K2
CO2	To provide practical exposure on calculation of measures of average	K2
CO3	To apply the concept of matrix and various averages in real life	K3
CO4	To measure the association of relationship between variables through correlation and regression	K4
CO5	To equip the students by deploying index numbers and trend analysis in business.	K4

Mapping

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

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Mathematics of Finance: Simple and Compound Interest -Present Value - Bills Discounting - Arithmetic and Geometric Progression	15
Unit II	Matrix Algebra – <i>Types of Matrix</i> - Addition, Subtraction and Multiplication of Matrix - Rank of a Matrix - Inverse of Matrix - Determinants and Solution of Simultaneous Linear Equations Application to Business	15
Unit III	Meaning and Scope of Statistics – <i>Characteristics and Limitations</i> – Measures of Central Tendency - Mean Median, Mode - Measures of Dispersion – Mean Deviation – Standard Deviation.	15
Unit IV	Simple Correlation – Pearson’s Co-efficient of Correlation – Interpretation of Co-efficient of Correlation. Simple Regression – Regression Equation.	15
Unit V	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).	15
	Total Contact Hrs	75

NOTE: Mathematics : 40%

Statistics: 60%

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

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

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

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS / EDITION	YEAR OF PUBLICATION
1.	Navanitham, P.A.	Business Mathematics and Statistics.	Jai Publishers, Trichy	2016
2.	Gupta, S.P.	Statistical Methods	Sultan Chand & Sons	2019

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS / EDITION	YEAR OF PUBLICATION
1.	Pillai, Sundaresan and Jayaseelan	Introduction to Business Mathematics	New Delhi: Sultan Chand Company Ltd	2011
2.	Sanchetti, D.C. and Kapoor V.K.	Business Mathematics	Sultan Chand Company Ltd	2007
3.	T.R.Jain, S.C.Aggarwal	Business Statistics and Mathematics	VK Global Publications Pvt Ltd	2020
4.	Dr. P. R Vittal	Business Mathematics	Margham Publications	2016
5.	Dr.S.P.Rajagopalan, R.Sattanathan	Business Statistics	Vijay Nicole Imprints Pvt Ltd	2015

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

Course Code:	21UBI305			Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	5	Corporate Accounting	Semester:	III
					Credits:	4

Course Objective

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

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To recollect the basic concepts and terms of the corporate accounting.	K1
CO2	To familiarize students with the accounting treatment adopted for raising funds and redeeming them	K1
CO3	To understand the basis in preparing financial statements of joint stock company.	K2
CO4	To make them aware about accounts banking companies	K4
CO5	To apply the knowledge in evaluating goodwill & share of a company	K5

Mapping

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

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Issue of Shares and Debentures – Forfeiture and Re-issue of Shares – Redemption of Preference Shares - Employee Stock Option Scheme.	18
UNIT II	New Format Company Final Accounts – <i>Calculation of Managerial Remuneration</i> (Basic Adjustments).	18
Unit III	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).	18
Unit IV	Banking Company Accounts – Preparation of Profit and Loss Account and Balance Sheet.	18
Unit V	Insurance Company Accounts: Life and General Insurance – <i>Difference between Life and General Insurance.</i>	18
	Total Contact Hrs	90

NOTE: Problems: 80% Theory: 20%

***Italicized texts are for self study**

Pedagogy:

Direct Instruction, Digital Presentation
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Assessment Methods:

Test, Seminar, Quiz, Assignments

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS / EDITION	YEAR OF PUBLICATION
1.	Jain S.P and Narang K.L	Advanced Accountancy	New Delhi, Kalyani Publications.	2018

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS / EDITION	YEAR OF PUBLICATION
1.	Dr. Arulanandam, M. A. and Dr. Raman, K.S.	Advanced Accountancy	Sixth Edition, New Delhi; Himalaya Publications.	2016
2.	Gupta R.L and Radha Swamy. M.	Corporate Accounts, Theory Method and Applications	13th edition, New Delhi, Sultan Chand and Company.	2017
3.	Reddy and Murthy	Corporate Accounting	Chennai, Margham Publications.	2017
4.	Shukla, M.C., Grewal, T.S and Gupta, S.L	Advanced Accountancy	New Delhi; S. Chand & Co.	2016
5.	S.N.Maheswari	Advanced Accountancy	Kalyani Publishers Ltd.	2017

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

Programme Code:	B.Com-BI			Programme Title:	Bachelor of Commerce - Banking and Insurance	
Course Code:	21UBI306			Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	5	Executive Business Communication	Semester:	III
					Credits:	4

Course Objective

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

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To acquire knowledge on the fundamentals of business communication	K1
CO2	To gain experience in drafting business letters	K3
CO3	To gain expertise on banking, insurance and banking correspondence	K3
CO4	To equip the students with job seeking communication skills	K4
CO5	To develop the ability to prepare official/ formal reports and proceedings	K3 & K6

Mapping

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

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Business Communication – Meaning - Principles of Communication – Need and Functions of Business Letter – <i>Essentials of Effective Business Letter</i> – Layout of a Business Letter – Types of Business Letter – Barriers of Communication.	15
Unit II	Trade Enquires – Orders and Execution – Credit and Status Enquiries.	15
Unit III	Complaints and Adjustments – Collection letters – Sales Letters – Circular Letters.	15
Unit IV	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.	15
Unit V	Application letters – Preparation of Resume –Interview – Types of interview – Preparing Agenda and Minutes – Drafting an e-mail - Good speech - <i>Characteristics of Good Speech</i>	15
	Total Contact Hrs	75

**Italicized texts are for self study*

Pedagogy:

Direct Instruction, Digital Presentation
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Assessment Methods:

Test, Seminar, Quiz, Assignments, Roll Play

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Rajendra Pal and Korlahalli. J.S.	Essential of Business Communication	Sultan Chand and Sons, New Delhi	2017

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Ramesh, MS, and C.C. Pattanshetti,	Business Communication	S.Chand & Co, New Delhi	2017
2	Raghunathan N.S and Santhanam	Business Communication	Margham Publication	2017
3	R.S.N.Pillai and Bhagavathi	Commercial Correspondence	S. Chand Publications, New Delhi.	2013
4	R.K.Madhukar	Business Communication	Vikas Publishing House, New Delhi	2018
5	<u>C. B. Gupta</u>	Essential Business Communication	Cengage Learning India Pvt. Ltd	2019

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

Programme Code:	B.Com-BI			Programme Title:	Bachelor of Commerce – Banking and Insurance	
Course Code:	21UBI307			Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	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

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

CO Number	CO Statement	Knowledge Level
CO1	To remember knowledge in basics of Insurance	K1
CO2	To gain knowledge in basics of Life Insurance	K2
CO3	To make the students to understand the different types of policies in the Life Insurance	K2
CO4	To understand the role of underwriters and reinsurers	K2
CO5	Able to interpret the surrender values, assignment and nomination	K2

Mapping

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

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	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 – <i>Privatization of Insurance Business in India</i> – Performance – Criticism – Criteria for Success of Private Insurers – KYC Norms – Anti Money Laundering - PAN and Aadhar Seeding.	18
Unit II	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.	18
Unit III	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.	18
Unit IV	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 - <i>Difference between Reinsurance and Double Insurance.</i>	18
Unit V	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.	18
	Total Contact Hrs	90

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

Pedagogy:

Direct Instruction, Digital Presentation
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Assessment Methods:

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

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Mishra, M.N. and Mishra, S.B	Insurance Principles and Practice	S. Chand & Company Ltd, New Delhi, 22 nd edition	2016

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr. Ghanashyam Panda and Prof. Monika Mahajan.	Principles & Practice of Insurance	Kalayani Publishers, New Delhi	2017
3	Dr. Gupta P.K.	Insurance and Risk Management	Himalaya Publishing House, New Delhi, 2 nd edition	2017
4	Eswari Karthikeyan M	Fundamental Principles of Insurance	Sahitya Bhavan Publications, 1 st Edition	2020
5	Michael McNamara and George E. Rajda	Principles of Risk Management and Insurance	Pearson Publisher, 13 th Edition	2017

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

Programme Code:	B.Com - BI			Programme Title:	Bachelor of Commerce – Banking and Insurance	
Course Code:	21UBI308			Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-	Business Law	Semester:	III
					Credits:	4

Course Objective

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

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
C01	To remember rules and issues relating to the business.	K1
C02	To understand the fundamentals of commercial law.	K2
C03	To apply the knowledge and skills in the elective area of the business law.	K3
C04	To evaluate the principles and legal techniques to resolve practical problems in the area of commercial law.	K4
C05	To help the students to understand the concept of bailment and pledge.	K2

Mapping

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

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	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.	15
Unit II	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 – <i>Mistake and Misrepresentation.</i>	15
Unit III	Contingent Contract – Rules Regarding Contingent Contract – Performance of Contract – Modes of Performance – Essentials of Valid Tender – Quasi-Contract - Difference between Contract Vs Quasi Contract – Discharge of Contract – Modes of Discharge – Remedies for Breach of Contract.	15
Unit IV	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.	15
Unit V	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 - <i>Difference Between Sale and Agreement to Sell.</i>	15
	Total Contact Hrs	75

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

Pedagogy

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

Test, Seminar, Quiz, Assignments, Group Discussion
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Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS / EDITION	YEAR OF PUBLICATION
1.	Pillai, R.S.N. and Bagavathi	Business Law	New Delhi: S.Chand & Co Ltd.	2019

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS / EDITION	YEAR OF PUBLICATION
1.	Kapoor, N.D.	Business Law	New Delhi: Sultan Chand & Sons.	2019
2.	Arun Kumar Sen	Commercial Law	The World Press Pvt. Ltd, Kolkata	2018
3.	Arun Kumar Sen, Jitendra Kumar and Mitra	Commercial Law	The World Press Pvt.Ltd, Kolkata	2017
4.	M.C.Kuchhal, Vivek Kuchhal	Business Law	S. Chand Publication.	2018
5.	Taxmann	Business Law	Taxmann Publication.	2018

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

Programme Code:	B.Com - BI			Programme Title :	Bachelor of Commerce - Banking and Insurance	
Course Code:	21UBI3A3			Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	4	Tutorial Hrs./Sem.	-	Business Application Software and Information Security	Semester:	III
					Credits:	3

Course Objective

To expose the students about the applications of computer in banking and insurance industries and to create awareness regarding the uses of information security.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To familiarize the concepts of Ms- Office and Information Security	K1
CO2	To understand the theoretical part of Ms-Word, Excel, Power point and Access Concepts	K2
CO3	To gain expertise in preparing document, work sheets, power point presentation and creating database.	K3
CO4	To equip the students to analyse the concept of network and its security.	K4
CO5	To evaluate the performance of network security in practice.	K5

Mapping

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

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Word Processor – Creating a Document – Editing a Document – Move and Copy a text – Finding and Replacing a Text – Header and Footer – <i>Formatting Text and Paragraph</i> – Bullets and Numbering – Spelling and Grammar – Mail Merge – File Export and Import – Templates – Table Creations.	12
Unit II	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.	12
Unit III	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.	12
Unit IV	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.	12
Unit V	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 – <i>Steganography</i> .	12
	Total Contact Hrs	60

***Italicized texts are for self study**

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

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

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Taxali, R.K.	PC Software for Windows98 Made Simple.	McGraw Hill Education	2017

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Russell A. Stultz	Learn Microsoft Office 97	Wordware Publishing Inc	1997
2	Sanjay Sexeena	MS-Office 2000	Vikas Publishing House	2000
3	Michael E. Whitman, Herbert J. Mattord	Principles of Information Security	Cengage Learning, 7 th Edition	2021
4	Bernard Menezes	Network Security and Cryptography	Cengage Learning	2012
5	Atul Kahate	Cryptography and Network Security	McGraw-Hill Education, 4th Edition	2019
6	WM. Arthur Conklin, Greg White,	Principles of Computer Security	McGraw - Hill Education, 6th Edition	2021
7	Neal Krawetz	Introduction to Network Security	Cengage Learning	2007
8	Yang Xiao, Frank H Li, Hui Chen	Handbook of Security of Networks	World Scientific Publishing Company, 1 st Edition	2010

9	Charles Pfleeger and Shai Lawrence Pfleeger	Security in Computing	Pearson Education, 5 th Edition, Prentice hall	2018
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Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Name: Ms. A. Gomathi	Name: Dr.M.Jeeva	Name: Thiru.K.Srinivasan	Name: Dr.R.Manicka Chezhan
Signature:	Signature:	Signature:	Signature:

Programme Code:	B.Com - BI			Programme Title :	Bachelor of Commerce - Banking and Insurance	
Course Code:	21UBI3A4			Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	2	Tutorial Hrs./Sem.	-	Programming Laboratory in MS-Office	Semester:	III
					Credits:	1

Course Objective

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

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
C01	To understand the practical part of Ms-Word, Excel, Power point and Access Concepts	K1, K2
C02	To familiarize the skill in preparing word document for making business proposals.	K3
C03	To expand the skill in creating work sheets for cash, inventory and receivable management.	K6
C04	To achieve the capability in making power point presentation in MS-Office.	K4
C05	To gain expertise in creating database using tables and queries.	K5

Mapping

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

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	MS WORD <ul style="list-style-type: none"> ❖ Formatting Text ❖ Table Creation ❖ Mail Merge ❖ Template 	7
Unit II	MS Excel <ul style="list-style-type: none"> ❖ Invoice Preparation ❖ Salary Bill Creation ❖ Inventory List Creation ❖ Student Result Analysis using Chart ❖ Calculation of Compound Interest 	8
Unit III	MS Power Point <ul style="list-style-type: none"> ❖ Slide Presentation about a New Car ❖ Graphics in Slide 	7
Unit IV	MS Access <ul style="list-style-type: none"> ❖ Creations of tables (1) Student Personal Details (2) Student Mark List ❖ Queries using 'Order by' ❖ Form Creation ❖ Report Generation 	8
	Total Contact Hrs	30

Pedagogy:

Direct Instruction, Digital Presentation

Assessment Methods:

Observation Note, Record Note, Test

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

Programme Code:	B.Com-BI			Programme Title:	Bachelor of Commerce – Banking and Insurance	
Course Code:	21UBI3N1			Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	1	Tutorial Hrs./Sem.	-	Fundamentals of Insurance	Semester:	III
					Credits:	2

Course Objective

To Provide Basic Knowledge about Fundamentals of Insurance

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To understand basic legal concepts of insurance	K2
CO2	To enable the students to know the types of insurance in life insurance	K3
CO3	To provide basic knowledge about different life insurance policies	K1
CO4	To analyze basic legal concepts of general insurance	K4
CO5	To evaluate the role of reinsurers, and to interpret the surrender values, assignment and nomination	K5

Mapping

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

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Insurance – Definition – Functions of Insurance – Nature of Insurance – Principles of Insurance – Classification of Insurance – Benefits of Insurance – IRDA – Objectives – Functions – Role.	3
Unit II	Types of Insurance – Life Insurance – Features of Life Insurance Contract - Life Insurance Corporation Act, 1956: Objective – Scope – Functions – <i>Role of Life Insurance in India.</i>	3
Unit III	Classification of Life Policies – Policies According to Duration – Whole Life Policies – Term Insurance Policies – Endowment Policies.	3
Unit IV	General Insurance Act, 1972: Objective – Scope – Functions - Role of General Insurance in India – Health Insurance.	3
Unit V	Types of Insurance Organizations – Re-insurance – Characteristics – Double Insurance – Assignment of Life Policy – Nomination – Surrender Value – Payment of Claims.	3
	Total Contact Hrs	15

***Italicized texts are for self study**

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

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

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Mishra, M.N. and Mishra, S.B	Insurance Principles and Practice	S. Chand & Company Ltd, New Delhi. 22 nd ed.	2016

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr. Ghanashyam Panda and Prof. Monika Mahajan	Principles & Practice of Insurance	Kalayani Publishers, New Delhi	2017
2	Dr. Gupta P.K.	Insurance and Risk Management	Himalaya Publishing House, New Delhi. 2 nd edition	2017
3	Dr. Periasamy P.	Principles & Practice of Insurance	Himalaya Publishing House, New Delhi. 2 nd edition	2017
4	Eswari Karthikeyan M	Fundamental Principles of Insurance	Sahitya Bhavan Publications, 1 st Edition	2020
5	Michael MCNamara and George E. Rajda	Principles of Risk Management and Insurance	Pearson Publisher, 13 th Edition	2017

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

Programme Code:	B.Com-BI			Programme Title:	Bachelor of Commerce – Banking and Insurance	
Course Code:	21UBI3N2			Title	Batch:	2021 - 2024
				Fundamentals of Banking	Semester:	III
Lecture Hrs./Week or Practical Hrs./Week	1	Tutorial Hrs./Sem.	-		Credits:	2

Course Objective

To make the students aware of the laws relating to banking

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To study the basic concepts of banking	K1
CO2	To understand the basic concepts of customers and accounts	K2
CO3	To have a comprehensive view on banker and customer	K3
CO4	To gain knowledge about negotiable instruments, bills of exchange and promissory notes	K2
CO5	To acquire knowledge about loans and advances	K2

Mapping

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

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Banking – Meaning – Definition - Nature and Scope.	3
Unit II	Bank and Customers – Meaning –Types of Customers - Types of Accounts – Savings – Current – Deposits – Cash Credit.	3
Unit III	Bank - Customer Relationship: General relationship - Special Relationship - Rights and Obligations.	3
Unit IV	Negotiable Instruments – Meaning – Types – Cheque - Cheque Truncation System - Bills of Exchange - Promissory Notes - Crossing – Meaning - Kinds - Endorsement - Meaning - <i>Types</i> .	3
Unit V	Paying Banker: Meaning - Obligations - Protection to Paying Banker - Collecting Banker - Loans and Advances - Meaning - Methods.	3
	Total Contact Hrs	15

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

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

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

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Gordon, E. and Natarajan, K.	Banking Theory, Law and Practice	Himalaya Publishing House, New Delhi	2019

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Natarajan, S. and Parameswaran, R.	Indian Banking	S.Chand and Copany Ltd, New Delhi	2018
2	Sundharam, K.P.M. and Varshney, P.N.	Banking Theory Law and Practice	Sultan Chand and Sons Publications, New Delhi	2017
3	Vinod Kothari	Tannan's Banking Law and Practice in India	Lexisnexis Publication. 26 th Edition	2017
4	Toor N.S and Arundeeep Toor	Principles and Practices of Banking	Skylark Publications. 16 th Edition	2021
5	Abinash Kumar Mandilwar	Principles and Practices of Banking	Ramesh Publishing House	2020

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

Programme Code:	B.Com – BI			Programme Title :	Bachelor of Commerce - Banking and Insurance	
Course Code:	21UBI409			Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	5	Cost Accounting	Semester:	IV
					Credits:	4

Course Objective

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

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
C01	To introduce with cost concepts, costing system and their relationship with other accounting systems followed in India	K1
C02	To understand the major elements of cost accounting and their uses in business organization for managerial decision making.	K2
C03	To apply the concepts and latest provisions underlying in process and material control.	K4
C04	To estimate the results under various heads of cost accounting.	K5
C05	To evaluate the results under various heads of cost accounting for the use of business organisation.	K5

Mapping

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

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Cost Accounting – Definition - Meaning and Scope - <i>Relationship of Cost Accounting with Financial Accounting and Management Accounting</i> - Costing as an Aid to Management – Limitations and Objections against Cost Accounting - Elements of Cost - Cost Sheet.	18
Unit II	Materials - Levels of Inventory – EOQ - Methods of Valuing Material Issues – FIFO – LIFO - Simple Average - Weighted Average.	18
Unit III	Labour –Measurement of Labour Cost - Systems of Wage Payment – <i>Methods of Calculation of Wage Payment</i> - Time Rate - Piece Rate - Taylor, Merrick, Piece Rate System - Incentive Schemes - Halsey – Rowan. Overheads – Classification – Allocation, Apportionment and Absorption of Overheads.	18
Unit IV	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.	18
Unit V	Contract Accounts – Reconciliation of Cost and Financial Accounts.	18
	Total Contact Hrs	90

NOTE: Problems : 80% Theory: 20%

***Italicized texts are for self study**

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

Test, Seminar, Quiz, Assignments, APS

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Reddy, T.S, and Hari Prasad Reddy. V	Cost Accounting	Margham Publications	2017

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Jain, S.P and Narang, K.L.	Cost Accounting	New Delhi: Kalyani Publishers	2010
2	Arora, M.N	Cost Accounting	New Delhi: Sultan Chand	2015
3	Iyyangar, S.P.	Cost Accounting Principles and Practices	New Delhi: Sultan Chand	2015
4	Saxena, V.K and Vashist, C.D.	Cost Accounting	New Delhi: Sultan Chand	2015
5	M.P. Gupta	Cost Accounting Text and Problems	S.Chand Publishing	2018

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

Programme Code:	B.Com-BI			Programme Title:	Bachelor of Commerce – Banking and Insurance	
Course Code:	21UBI410			Title	Batch:	2021 - 2024
				Principles of General Insurance	Semester:	IV
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-		Credits:	4

Course Objective

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

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To study the basic concepts of general insurance	K1
CO2	To understand the concept of fire insurance	K2
CO3	To make the students to gain knowledge in the field of marine insurance	K2
CO4	To make the students to gain knowledge in the field of miscellaneous insurance	K2
CO5	To analyze the role of agent and development officer in the field of insurance and the latest provisions relating to IRDA Act	K4

Mapping

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

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	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 – <i>Marketing Strategies of Insurance Players in India.</i>	18
Unit II	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.	18
Unit III	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.	18
Unit IV	Miscellaneous Insurance – Motor Insurance– 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.	18
Unit V	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 - <i>Role of Brokers in IRDA</i> – 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.	18
	Total Contact Hrs	90

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

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

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

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Mishra, M.N. and Mishra, S.B	Insurance Principles and Practice	S. Chand & Company Ltd, New Delhi. 22 nd ed.	2016

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr. Ghanashyam Panda and Prof. Monika Mahajan	Principles & Practice of Insurance	Kalayani Publishers, New Delhi	2017
2	Dr. Gupta P.K.	Insurance and Risk Management	Himalaya Publishing House, New Delhi. 2 nd edition	2017
3	Dr. Periasamy P.	Principles & Practice of Insurance	Himalaya Publishing House, New Delhi. 2 nd edition	2017
4	Eswari Karthikeyan M	Fundamental Principles of Insurance	Sahitya Bhavan Publications, 1 st Edition	2020
5	Michael McNamara and George E. Rajda	Principles of Risk Management and Insurance	Pearson Publisher, 13 th Edition	2017

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

Programme Code:	B.Com - BI		Programme Title :	Bachelor of Commerce - Banking and Insurance	
Course Code:	21UBI411		Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-	Semester:	IV
					Credits:
Principles of Marketing					

Course Objective

To endow students with the knowledge of marketing.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To understand the key concept and elements of marketing mix	K1
CO2	To be able to develop a product mix for a product	K3
CO3	To be able to choose a most appropriate price mix	K3
CO4	To analyze the promotion mix and also be able to select a channel of distribution	K4
CO5	To gain awareness about the laws protecting consumers and the latest trends in marketing	K5

Mapping

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

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Market – Marketing – Selling – Meaning and Definition- Evolution of the Concept of Marketing –Objectives and Importance of Marketing – <i>Modern Marketing Concept</i> – Marketing Functions – Market Segmentation - Basis – Criteria – Benefits.	15
Unit II	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.	15
Unit III	Price – 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.	15
Unit IV	Promotion - Meaning –Techniques – Personal Selling and Salesmanship –Methods - Steps in Personal Selling- <i>Essential Qualities of Good Salesman</i> - Sales Promotion – Objectives and Importance of Sales Promotion – Techniques. Advertising – Meaning – Objectives –Benefits - Media – Publicity – Kinds.	15
Unit V	Consumerism – Meaning – Types of Exploitation – Consumer Rights – Laws protecting the Consumer Interest – Consumer Protection Act 2019– Grievance and redressal mechanism- Retail Marketing – Methods - Rural Marketing – Green Marketing – Online Marketing.	15
	Total Contact Hrs	75

**Italicized texts are for self study*

Pedagogy:

Direct Instruction, Digital Presentation

Assessment Methods:

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

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION

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

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Philip Kotler	Principles of Marketing	Prentice Hall of India, New Delhi	2017
2	Pingali Venugopal	Marketing Management	SAGE Publication, New Delhi, Edition-1	2017
3	Ranjan Nair and Gupta C.B	Marketing Management	Sultan Chand & Sons, New Delhi.	2018
4	Sonatakki C.N	Principles Of Marketing	Kalyani publishers, New Delhi	2019
5	Natarajan.L	Marketing	Margham Publications, Chennai	2017

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

Programme Code:	B.Com - BI			Programme Title:	Bachelor of Commerce – Banking and Insurance	
Course Code:	21UBI412			Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-	Company Law	Semester:	IV
					Credits:	4

Course Objective

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

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
C01	To state the law relating to companies Act 2013 and recollect the various types of companies in business environment.	K1
C02	To provide an insight in basic documents followed in company, different types of companies and their provisions.	K2
C03	To analyse the provisions relating to appointment of directors and their powers and duties.	K4
C04	To figure out the situations for winding up of a company and its consequences, appointment of liquidators.	K4
C05	To understand the modes of winding up.	K2

Mapping

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

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	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 – <i>Remuneration to Promoters.</i>	15
Unit II	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.	15
Unit III	Prospectus – Definition – Contents – Deemed Prospectus – Misstatement in Prospectus – Minimum Subscription – Kinds of Shares and Debentures – Rights Issue – Bonus Shares – SEBI Guidelines.	15
Unit IV	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 – <i>Annual General Meeting</i> – Extra Ordinary General Meeting – Board Meeting.	15
Unit V	Company Act Bills 2013 - 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.	15
	Total Contact Hrs	75

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

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

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

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS / EDITION	YEAR OF PUBLICATION
1.	Ashok K, and Bagrial, A.K	Company Law	New Delhi, Vikas Publishing House.	2019

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS / EDITION	YEAR OF PUBLICATION
1.	Kapoor M.D.	Guide to the Companies Act	Nagpur Wadhwa And Company.	2019
2.	Avtar Singh	Company Law	Lucknow, Eastern Book Company.	2018
3.	G.K.Kapoor & Sanjay Dhamija	Company Law and Practice	Taxmann Publication.	2019
4.	Bagrial A.K	Company Law	Vikas Publishing House.	2017
5.	K.C.Garg ,Vijay Gupta &Joy Dhingra	Company Law	Kalyani Publishers.	2021

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

Programme Code:	B.Com - BI		Programme Title:	Bachelor of Commerce – Banking and Insurance	
Course Code:	21UBI4A5		Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	6	Semester:	IV
			Operations Research	Credits:	4

Course Objective

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

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To get an idea about framing linear programming equation	K1
CO2	To acquire knowledge in the transportation problem	K2
CO3	To evaluate conceptual knowledge of Assignment Problems & Sequencing Problems	K5
CO4	To apply the concepts of Assignment, Sequencing and Inventory Control in real life	K3
CO5	To equip the students with the concepts of network scheduling	K5

Mapping

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

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Introduction to Operations research - LPP: Framing Linear Equation – Graphical Solution Method – General Linear Programming Problem (Definition alone)	18
Unit II	Transportation Problem: <i>Types of Transportation Problems</i> - Row Minimum–Column Minimum-NWC – LCM – VAM – UV Method (Simple Problems Only).	18
Unit III	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).	18
Unit IV	Inventory Control: Introduction – Types of Inventory – Economic Order Quantity (EOQ): Case 1: EOQ with No Shortage & Case 2: EOQ with Shortage.	18
Unit V	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 – <i>Difference between CPM and PERT</i> (Simple Problems only).	18
	Total Contact Hrs	90

NOTE: Problems : 80% Theory: 20%

***Italicized texts are for self study**

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

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

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS / EDITION	YEAR OF PUBLICATION
1.	Vittal, P.R. and Malini, V.	Operations Research	Margham Publication, Chennai	2016

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS / EDITION	YEAR OF PUBLICATION
1.	Kalavathy S.	Operations Research	Vikas Publishing House	2012
2.	Kant Swarup, Gupta, P K, and Manmohan	Operations Research	Sultan Chand & Sons.	2019
3.	Mariappan, P.	Operations Research Methods and Applications.	Pearson.	2015
4.	Hamdy A. Taha	Operations Research- An Introduction.	Pearson.	2019
5.	Hillier and Lieberman	Introduction to Operations Research	McGraw - Hill International Education.	2021

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

Programme Code:	B.Com-BI			Programme Title:	Bachelor of Commerce – Banking and Insurance	
Course Code:	21UBI4N1			Title	Batch:	2021 - 2024
				Commerce and Banking Practicals	Semester:	IV
Lecture Hrs./Week or Practical Hrs./Week	1	Tutorial Hrs./Sem.	-		Credits:	2

Course Objective

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

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To enhance the students to give practical knowledge in the field of commerce	K1
CO2	To fill up the various forms used in commerce transactions	K1
CO3	To enhance the students to give practical knowledge in the field of banking	K2
CO4	To fill up the various forms used in banking transactions	K2
CO5	To know the practical usage of various banking transactions	K3

Mapping

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

H-High; M-Medium; L-Low

Commerce Oriented:**(8 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:**(7 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 : 15

Pedagogy:

Direct Instruction, Digital Presentation
--

Assessment Methods:

Test, Forms Filling , Record Note

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

Programme Code:	B.Com-BI			Programme Title:	Bachelor of Commerce – Banking and Insurance	
Course Code:	21UBI4N2			Title	Batch:	2021 - 2024
				Recent Trends in Banking	Semester:	IV
Lecture Hrs./Week or Practical Hrs./Week	1	Tutorial Hrs./Sem.	-		Credits:	2

Course Objective

To acquaint knowledge about the banking system prevailing in India.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To acquire knowledge about banking system in India	K1
CO2	To understand the latest trends and regulations in electronic banking	K2
CO3	To analyze the role and functions of Banking Regulation Act 1949 and reserve bank of India act	K4
CO4	To familiarize the latest changes in doorstep banking, retail banking	K4
CO5	To gain knowledge about business correspondent	K2

Mapping

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

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Banking – Definition – E-banking – Features - ATM – Operation – Practical Issues – Credit Card – Features – Operation - Advantages and Disadvantages – Debit Card – Features – CDM – Operations – Practical Issues	3
Unit II	Mobile Banking – Advantages and Disadvantages – Internet Banking – Advantages and Disadvantages – ECS – <i>EFT</i> – <i>Advantages</i> - Electronic Cheque – Essential Features.	3
Unit III	Corporate Banking – Product and Service – Features –Micro Small and Medium Enterprises – Meaning – Features - Classification.	3
Unit IV	Door Step Banking – Retail Banking - Product and Service – Growth Drivers of Retail Banking – Challenges – Insta Banking – Itrack – Imobile – Tab Banking - Self Help Groups.	3
Unit V	Business Correspondent - PMJDY – PMJBY Scheme I and Scheme II - NEFT – RTGS – MICR – CTS.	3
	Total Contact Hrs	15

**Italicized texts are for self study*

Pedagogy

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

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

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Gordon, E. and Natarajan, K.	Banking Theory, Law and Practice.	Himalaya Publishing House, New Delhi	2019

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Natarajan, S. and Parameswaran, R.	Indian Banking	S.Chand and Copany Ltd, New Delhi	2018
2	Sundharam, K.P.M. and Varshney, P.N.	Banking Theory Law and Practice	Sultan Chand and Sons Publications, New Delhi	2017
3	Vinod Kothari	Tannan's Banking Law and Practice in India	Lexisnexis Publication, 26 th Edition	2017
4	Toor N.S and Arundeeep Toor ,	Principles and Practices of Banking	Skylark Publications. 16 th Edition	2021
5	Abinash Kumar Mandilwar	Principles and Practices of Banking	Ramesh Publishing House.	2020

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

Programme Code:	B.Com – BI		Programme Title :	Bachelor of Commerce - Banking and Insurance	
Course Code:	21UBI513		Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	6	Semester:	V
			Income Tax	Credits:	4

Course Objective

To familiarize the students with recent amendments in Income-tax.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To acquaint with the latest provisions of Income Tax Act 1961	K2
CO2	To develop the skills in computation of income under the head Salary	K3
CO3	To develop the skills in computation of income under the head House Property and Business/Profession	K3
CO4	To develop the skills in computation of income under the head Capital gains and income from other sources	K3
CO5	To equip the students for filling tax returns of an individual	K5

Mapping

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

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	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 - <i>Exempted Incomes.</i>	18
Unit II	Income from Salaries – Computation of Income from Salary – Allowances – Perquisites – Profit in Lieu of Salary.	18
Unit III	Income from House Property – Computation of Annual Value. Computation of Income from Profits and Gains of Business and Profession- Doctor, Lawyer, Chartered Accountant.	18
Unit IV	Capital Gains –Computation of Short Term and Long Term Capital Gains. Income from other Sources- Computation of General Income and Specific Income.	18
Unit V	<i>Deductions from Gross Total Income – 80C to 80GG, 80QQB and 80U (Theory only) -</i> Clubbing of Income – Set off and Carry Forward of Losses - Assessment of Individuals – Computation of Total Income of Individuals – Procedure for Filling Tax Returns of Individual.	18
	Total Contact Hrs	90

NOTE: Problems : 80% Theory: 20%

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

Pedagogy:

Direct Instruction, Digital Presentation
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Assessment Methods:

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

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Gaur, V.P , Narang, D.B, Puja Gaur and Rajeev Puri	Income Tax Law and Practice	Kalyani Publishers, New Delhi,	Current edition

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Bhagawathi Prasad	Law and Practice of Income Tax in India	Navman Prakashan Aligarh.	Current edition
2	Dr. Mehrotra, H.C	Income Tax Law and Accounts	Sahithya Bhavan Publishers	Current edition
3	Reddy T.S & Hari Prasad Reddy	Income Tax Theory, Law & Practice	Margham Publications,Chennai	Current edition
4	Dr. Sha	Income Tax Law and Practice	Himalaya Publishing House Pvt Ltd., Mumbai.	Current edition
5	Dinkar Pagare	Income Tax Law and Practice	Sultan Chand & Sons, New Delhi	Current edition

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

Programme Code:	B.Com-BI			Programme Title:	Bachelor of Commerce – Banking and Insurance	
Course Code:	21UBI514			Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-	Financial Innovations in Banking and Insurance	Semester:	V
					Credits:	4

Course Objective

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

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To gain knowledge about e-banking operations	K1
CO2	To understand recent development in banking industry	K2
CO3	To understand the concept of business correspondent and banking ombudsman	K2
CO4	To evaluate the benefits of insurance to the individuals and society	K5
CO5	To analyze the latest policies emerging in life and general insurance	K4

Mapping

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

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	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)- <i>EFT – Advantages</i> – NEFT – RTGS – CTS – Essential Features – Merits – Electronic Cheque – Essential Features – Mechanism – Advantages – Cash Deposit Machine – Issues – Security Threats in Digital Banking.	15
Unit II	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.	15
Unit III	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.	15
Unit IV	Micro Insurance Plans – <i>Pension Plans</i> – 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.	15
Unit V	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 – AyusmanBharath - Passenger and Goods Carrying Policy – General Rules and Regulations – Reforms in General Insurance Industry – Challenges Ahead – Merger of Insurance Companies.	15
	Total Contact Hrs	75

**Italicized texts are for self study*

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

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

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS / EDITION	YEAR OF PUBLICATION
1.	Jyotsna Sethi and Nishwan Bhatia	Elements of Banking and Insurance.	2 nd Edition. Delhi: PHI Learning Private Limited.	2018

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS / EDITION	YEAR OF PUBLICATION
1.	Gordon, E. and Natarajan, K.	Banking Theory, Law and Practice.	26 th ed. New Delhi: Himalaya Publishing House.	2017
2.	Dr. Sunil Kumar	Elements of Banking and Insurance	2 nd Edition, JSR Publishing House LLP.	2020
3.	Toor N.S and Arundeeep Toor	Principles and Practices of Banking	16 th Edition, Skylark Publications.	2021
4.	Abinash Kumar Mandilwar	Principles and Practices of Banking	Ramesh Publishing House.	2020
5.	RBI Website - www.rbi.org.in			
6.	www.lic.org.in			

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

Programme Code:	B.Com-BI			Programme Title:	Bachelor of Commerce – Banking and Insurance	
Course Code:	21UBI515			Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-	International Banking	Semester:	V
					Credits:	4

Course Objective

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

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
C01	To get an idea about the foreign exchange market	K1
C02	To familiarize the students with the Financial Institution at International Level	K2
C03	To comprehend the usage of Letter of Credit	K3
C04	To analyze the Import and Export Procedures	K4
C05	To equip the students with the various ripples involved in International Trade	K5

Mapping:

PSO CO	PS01	PS02	PS03	PS04	PS05	PS06	PS07	PS08	PS01	PS02
C01	H	H	M	M	M	H	M	M	M	M
C02	H	H	M	H	M	H	M	M	H	H
C03	H	H	M	M	M	H	M	H	H	H
C04	H	M	M	H	H	H	H	H	H	H
C05	H	H	M	H	H	H	H	H	H	H

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	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. <i>Electronic Modes of Transmission – SWIFT, CHIPS and CHAPS</i>	15
Unit II	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.	15
Unit III	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.	15
Unit IV	International Financial Institutions – IMF – IBRD – BIS - IFC – ADB – World Bank Group – IDA – MIGA – ECGC of India – Roles, Products and Policies – EXIM Bank – Role, Functions and Facilities.	15
Unit V	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 – <i>Export Credit Insurance in International Trade.</i>	15
	Total Contact Hrs	75

***Italicized texts are for self study**

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

Test, Seminar, Quiz, Assignments, Group Discussion
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Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Indian Institute of Banking and Finance	Bank Financial Management.	Macmillan Publications	2nd edition, 2018

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Indian Institute of Banking and Finance	International Banking	Macmillan Publications	2018
2	Jeevanandam.	Foreign Exchange Practise, Concepts and Controls.	Sultan Chand and Sons, New Delhi, 14 th ed.	2015
3	Jhiangan M.L.	Money Banking International Trade	Vrinda Publications (P) Ltd.	2013
4	Francis Cherunilam	International Trade and Export Management.	Himalaya Publishing House	2017
5	O P Agarwal and B K Chudhary	Foreign Trade and Foreign Exchange.	Himalaya Publishing House	2017

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

Programme Code:	B.Com - BI			Programme Title:	Bachelor of Commerce - Banking and Insurance	
Course Code:	21UBI516			Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-	Principles and Practices of Auditing	Semester:	V
					Credits:	4

Course Objective

To expose the students to the principles and practices of auditing

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To gain knowledge about the basics concepts of auditing and its role in business	K1
CO2	To understand the process involved in internal control and vouching	K2
CO3	To acquire knowledge about Verification and Valuation of Asset and Liabilities	K2
CO4	To gain expertise in audit of a joint stock company	K1
CO5	To analyze the auditing standards, audit of computerized accounts and electronic auditing	K4

Mapping

PO /PSO	P01	P02	P03	P04	P05	P06	P07	P08	PSO1	PSO2
CO										
CO1	M	H	M	H	M	M	M	H	H	H
CO2	M	M	M	H	H	H	M	H	L	M
CO3	M	M	M	H	H	H	M	H	L	M
CO4	M	M	M	H	H	H	M	H	L	M
CO5	H	M	L	H	M	H	H	M	H	L

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Auditing – Origin – Definition – Objectives - Types – Advantages and Limitations – <i>Qualities of an Auditor.</i>	15
Unit II	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.	15
Unit III	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.	15
Unit IV	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.	15
Unit V	Investigation – Objectives of Investigation – Investigation Under the Provisions of Companies Act – <i>Audit of Computerized Accounts</i> – Electronic Auditing – Auditing Standards – Audit of Companies – Banking Company – Insurance Company.	15
	Total Contact Hrs	75

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

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

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

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS / EDITION	YEAR OF PUBLICATION
1.	Tandon. B.N, Sudharsana.S, Sundharabahu.S.	A Hand Book of Practical Auditing	New Delhi, S.Chand & Co Ltd	2017

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS / EDITION	YEAR OF PUBLICATION
1.	De Paula.F.R.M.	Auditing	London: The English Language Society and Sir Issac Pitman and Sons Ltd.	2017
2.	Pradeep Kumar	Auditing Principles and Practices	New Delhi, Kalyani Publication.	2017
3.	Dr Sharma T. R	Auditing	Sahitya Bhavan Publications.	2019
4.	Dr Jolly Rosalind Silva R	Auditing	Charulatha publications Private Limited.	2019
5.	Sanjay Gupta and Dr Rajeevsingh	Auditing	1 st Edition, SBPD Publications.	2019

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

Programme Code:	B.Com- BI		Programme Title:	Bachelor of Commerce –Banking and Insurance	
Course Code:	21UBI517		Title	Batch:	2021 - 2024
			Internship	Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	-	Tutorial Hrs./Sem.	-	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 Number	CO Statement	Knowledge Level
CO1	To understand about business organization and its structure	K1
CO2	To adopt to the changes in working environment	K2
CO3	To gain hands on training experience in the relevant field	K3
CO4	To bridge the gap between theory and practice	K4
CO5	To know the challenges faced by the company	K5

Mapping

PSO CO	PS01	PS02	PS03	PS04	PS05	PS06	PS07	PS08	PS01	PS02
CO1	H	H	M	M	M	M	M	M	M	H
CO2	H	H	M	H	M	M	M	M	H	H
CO3	H	H	H	H	H	M	M	H	H	H
CO4	H	H	H	H	H	M	H	H	H	H
CO5	h	H	H	H	M	M	H	H	H	H

H-High; M-Medium; L-Low

INTERNSHIP

Internship/ 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:

S. No	Internal Components	Marks
1	Review - I	10
2	Review - II	10
3	Review - III	10
4	Rough Draft Submission	20
Total		50

S. No	External Components	Marks
1	Originality of Idea	05
2	Relevance to Current Trend	05
3	Candidate Involvement	05
4	Thesis Style / Language	05
5	Presentation of Report	10
6	Viva-Voce	20
Total		50

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

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

Course Objective

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

Course Outcomes

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

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

Mapping

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

H-High; M-Medium; L-Low

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

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

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

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

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS / EDITION	YEAR OF PUBLICATION
1.	Shridhara Bhat K	Operations and Supply Chain Management	First Edition Himalaya Publishing House Mumbai.	2018

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS / EDITION	YEAR OF PUBLICATION
1.	Raghuram, G. and N. Rangaraj	Logistics and Supply Chain Management Cases and Concepts	J Macmillan Business Books	2017
2.	Sunil Chopra	Supply Chain Management: Strategy, Planning and Operation	Pearson Education Limited, New Delhi, 7th Edition	2018
3.	Michael Hugos	Essentials of Supply Chain Management	Wiley Publishers, 4th Edition	2018
4.	Shridhara Bhat K	Logistics and Supply Chain Management	First Edition Himalaya Publishing House Mumbai.	2016
5.	Sunil Chopra, Peter Meindl and Kalra D. V	Supply Chain Management	6th Edition, Pearson Publisher.	2016

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

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

Course Objective

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

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To familiarize the concepts of Investment, Speculation, Gambling, Risk and Return.	K1
CO2	To understand the various economic indicators used of fundamental and technical analysis.	K1
CO3	To analyse the performance of economical, company and technical analysis while making investment.	K3
CO4	To equip the students with the concept of theories in investment and portfolio management	K3
CO5	To evaluate the theories based on the financial performance of listed companies in a security market.	K5

Mapping

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

H-High; M-Medium; L-Low

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

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

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

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

Text Book

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

Reference Books

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

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

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

Course Objective

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

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To familiarize the concepts of economic, demographic, natural, technological and political environment in business.	K1
CO2	To understand the various techniques and economic policies in environmental analysis.	K2
CO3	To analyse the importance and role of Corporate Social Responsibility in a business.	K3
CO4	To equip the students with the concept of monetary policy and fiscal policy used in business.	K4
CO5	To evaluate the reasons for growing demand in CSR and Corporate governance in business.	K5

Mapping

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

H-High; M-Medium; L-Low

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

***Italicized texts are for self study**

Pedagogy:

Direct Instruction, Digital Presentation
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Assessment Methods:

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

Text Book

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

Reference Books

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

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

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

Course Objective

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

Course Outcomes

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

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

Mapping

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

H-High; M-Medium; L-Low

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

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

Text Book

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

Reference Books

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

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

Programme Code:	B.Com – BI		Programme Title :	Bachelor of Commerce - Banking and Insurance	
Course Code:	21UBI5VA		Title	Batch:	2021 - 2024
Lecture Hrs. or Practical Hrs.	30	Tutorial Hrs./Sem.	-	Semester:	V
				Credits:	2*

Objective : To acquaint the skill of performing electronic banking transactions.

Course Objective

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

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To introduce the concept of electronic banking.	K1
CO2	To outline the current electronic banking techniques.	K3
CO3	To apply the various electronic banking techniques in practice.	K3
CO4	To equip the students to analyze the advanced strategies used in present banking scenario.	K3
CO5	To evaluate the pros and cons of electronic banking.	K5

Mapping

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

H-High; M-Medium; L-Low

Units	Content	Hours
Unit I	E-banking – Introduction – History – Features – Models of E-banking – Advantages – Constraints in E-banking – Frauds – Security Measures – Difference between Traditional Banking and E-banking.	10
Unit II	Electronic Delivery Channels: ATM – Evolution – Features – Mechanism – Types of ATM – Cards : Debit Card and Credit Card – Features – Operation – Advantages and Disadvantages – EMV technology – Mobile Banking – Operation – Advantages – IMPS – Process – Electronic Mobile Wallets.	10
Unit III	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.	10
	Total hours	30

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Jyotsna Sethi and Nishwan Bhatia	Elements of Banking and Insurance	PHI Learning Private Limited, 2 nd Edition	2014

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Gordon, E. and Natarajan, K.	Banking Theory, Law and Practice	Himalaya Publishing House, New Delhi, 26 th ed.	2017
2	Dr. Sunil Kumar	Elements of Banking and Insurance	JSR Publishing House LLP, 2 nd Edition	2020

3	Toor N.S and Arundeeep Toor	Principles and Practices of Banking	Skylark Publications, 16 th Edition	2021
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Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Name: Ms. V.Poornima	Name: Dr.M.Jeeva	Name: Thiru.K.Srinivasan	Name: Dr.R.Manicka Chezian
Signature:	Signature:	Signature:	Signature:

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

Course Objective

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

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To familiarize the management principles introduced by FW Taylor and Hendry Fayol	K1
CO2	To understand the major elements of business management and their uses in business organization for managerial decision making.	K2
CO3	To understand the importance and functions of management in business organization.	K2
CO4	To apply the conceptual knowledge relating to work delegation and decentralization and leadership skills.	K3
CO5	To evaluate the performance of the business organization based on the management principles.	K4

Mapping

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

H-High; M-Medium; L-Low

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

**Italicized texts are for self study*

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

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

Text Book

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

Reference Books

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

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

Programme Code:	B.Com – BI		Programme Title :	Bachelor of Commerce - Banking and Insurance	
Course Code:	21UBI5S2		Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	3	Tutorial Hrs./Sem.	-	Semester:	V
			Entrepreneurship Development	Credits:	3

Course Objective

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

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the legal and financial conditions as well as the importance of the entrepreneurial infrastructure for starting a business venture.	K1
CO2	To understand the effectiveness of different entrepreneurial strategies.	K2
CO3	To execute the entrepreneurial project and its essential elements	K3
CO4	To analyze the elements of success of entrepreneurial ventures.	K3
CO5	To evaluate the performance of the other organization in the development of entrepreneurial skill	K5

Mapping

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

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Concept of Entrepreneurship: Entrepreneur – Entrepreneurship – Meaning - Types - Qualities - Differences between Entrepreneur and Intrapreneur – Importance - Role of Entrepreneurship. Women Entrepreneurs – Development of Women Entrepreneurs - Social Entrepreneur.	9
Unit II	Entrepreneurship Development Programme (EDP): Barriers to Entrepreneurship – Need for Entrepreneurship Training – Concepts of Training Program – EDP in India – Phases of EDP.	9
Unit III	Institutional Finance to Entrepreneurs: SFCs – SIDCs – SIPCOT – TIIC – Commercial Banks – Small Industries Development Bank. Institutional Setup – DICs, SIDO, <i>NSIC</i> and SISs.	9
Unit IV	Project Management: Basic Idea Generation Techniques – Identification of Business Opportunities – Feasibility Study – Preparation of Project Report – Project Appraisal.	9
Unit V	Entrepreneurship Development: Incentives, Subsidies and Grants of State and Central Government.	9
	Total Contact Hrs	45

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

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

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

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	E. Gordon and K. Natarajan	Entrepreneurial Development	Himalaya Publishing House (VIth Revised Edition)	2017

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Robert D Hisrich, Michael P Peters and Dean A Shepherd	Entrepreneurship	Boston, McGraw-Hill/Irwin	2017
2	Gupta CB and Dr. N.P. Srinivasan	Entrepreneurial Development	New Delhi, Sultan Chand & Sons	2017
3	D. Uma Devi	Entrepreneurial Development	Sarup Book	2018
4	Dr. Vasant Desai	The Dynamics of Entrepreneurial Development and Management,	Himalaya Publishing House. New Delhi	2014
5	Dr. S.S. Khanka	Entrepreneurial Development	New Delhi, S. Chand & Sons	2018

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

Programme Code:	B.Com – BI			Programme Title :	Bachelor of Commerce - Banking and Insurance	
Course Code:	21UBI618			Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	6	Management Accounting	Semester:	VI
					Credits:	4

Course Objective

To enlighten the students on the different concepts of management accounting

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember the concepts and importance of management accounting in decision making.	K1
CO2	To understand and analyze financial statement to help managerial decision making.	K2
CO3	To prepare statements like cash flow, funds flow, budgets so as to assist the management to take meaningful and correct decision.	K3
CO4	To learn the various tools and techniques in cost control like Marginal costing, Break-even analysis.	K4
CO5	To prepare various budgets like Production budget, sales budget, Cash budget and the like.	K3

MAPPING

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO1	PSO2
CO1	H	M	M	M	M	M	M	M	H	H
CO2	H	H	M	M	M	M	M	M	H	H
CO3	H	H	M	H	M	H	H	H	H	H
CO4	H	H	M	H	H	H	H	H	H	H
CO5	H	H	M	H	H	H	H	H	H	H

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Management Accounting – Meaning – Definition – Objectives and Scope – Advantages and Limitations - Tools - Relationship between Management Accounting and Financial Accounting – Management Accounting and Cost Accounting.	18
Unit II	Ratio Analysis – Meaning – <i>Uses</i> – Limitations – Classification of Ratios – Computation of Ratios from Financial Statements.	18
Unit III	Funds Flow Analysis – Cash Flow Analysis (New format) (AS-03).	18
Unit IV	Budgetary Control – Flexible Budget – Sales Budget – Cash Budget – Production Budget – Purchase Budget. Working Capital – <i>Sources of Working Capital</i> – Estimation of Working Capital Requirements.	18
Unit V	Marginal Costing – Break-Even Analysis – Applications of Marginal Costing Techniques – Determination of Sales Mix – Key Factor – Make or Buy Decision (Simple Problems Only)	18
	Total Contact Hrs	90

NOTE: Problems : 80% Theory: 20%

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

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

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

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr. Maheswari.S.N.	Cost and Management Accounting	16 th edition, New Delhi, Sultan Chand & Sons	2017

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Jain.S.P and Narang. K L	Cost and Management Accounting	Kalyani Publishers, New Delhi	2017
2	Sharma and Gupta. S.K	Management Accounting	Kalyani Publishers, 13 th Edition, New Delhi,	2017
3	Sharma R.K Sashi K.Gupta, Neeti Gupta	Management Accounting	Kalyani Publisher, 4th edition.	2016
4	Reddy T.S and Reddy H.P	Management Accounting	Margham Publications, VIII Edition	2013
5	Jain and Narang	Cost and Management Accounting	Kalyani Publishers, 21st Edition	2013

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

Programme Code:	B.Com- BI		Programme Title :	Bachelor of Commerce – Banking and Insurance	
Course Code:	21UBI619		Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	Indirect Tax	Semester:	VI
				Credits:	4

Course Objective

To impart basic knowledge about the Indirect Tax system in India.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To understand indirect taxation system of India.	K1
CO2	To acquaint with the provisions relating to customs duty.	K2
CO3	To analyse about Goods and Services Tax Act 2017 and its working mechanisms.	K4
CO4	To know about the levy and Collection under SGST/CGST Acts	K4
CO5	To know about the levy and Collection under the Integrated Goods and Services Tax Act 2017	K4

Mapping

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

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Indirect Taxes- Meaning and Nature - Special Features of Indirect Taxes - Types - Objectives- <i>Direct Taxes Vs. Indirect Taxes</i> - Contribution to Government Revenues - Taxation under the Constitution- Advantages and Disadvantages of Indirect Taxes.	15
Unit II	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.	15
Unit III	Goods and Services 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.	15
Unit IV	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.	15
Unit V	Levy and Collection under the Integrated Goods and Services 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 - <i>Place of Supply of Goods or Services</i> - Zero-Rated Supply.	15
	Total Contact Hrs	75

***Italicized texts are for self study**

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

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

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Datey, V.S.	Indirect Taxes	Taxmann Publications Private Limited, Mumbai	2017

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Balachandran, V.	Indirect Taxation	Sultan Chand and Sons, New Delhi	2017
2	Mittal, J.K.	Law Practice and Procedures of Service Tax	Jain Book Agency, New Delhi	2017
3	RadhaKrishnan, R.	Indirect Taxation.	Kalyani Publishers, New Delhi	2017
4	Sethurajan	Indirect Taxation including Wealth Tax	Speed Publications	2017

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

Programme Code:	B.Com-BI		Programme Title :	Bachelor of Commerce – Banking and Insurance	
Course Code:	21UBI620		Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	2	Tutorial Hrs./Sem.	-	Semester:	VI
			Commerce, Banking and Insurance Practicals	Credits:	1

Course Objective

To enhance the student's practical exposure in Commerce, Banking and Insurance forms.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To prepare payroll, fix a brand name and design a office layout	K4
CO2	To apply for PAN card, passport and to be able to book a railway ticket	K3
CO3	To draft job related letters and file income tax returns	K4
CO4	To enable the students in filling various banking forms	K3
CO5	To enable the students with the usage of insurance firms	K3

Mapping

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

H-High; M-Medium; L-Low

Commerce Oriented:**(10 Hrs)**

1. Pay Roll
2. Fixing Brand Name and USP
3. Office Layout
4. Application Letter with Bio-data
5. Letter to Editor
6. Preparation of Income Tax Returns
7. E-Mail
8. Promissory Note
9. Passport Application Form
10. PAN Application Form

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. Application for DEMAT Account
13. IMPS Forms
14. Google Pay

Insurance Oriented:**(10 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: 30

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)

Pedagogy:

Direct Instruction, Digital Presentation

Assessment Methods:

Test, Seminar, Assignments, Record Note

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

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

Course Objective

To provide a thorough understanding about consumer behaviour

Course Outcomes

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

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

Mapping

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

H-High; M-Medium; L-Low

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

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

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

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

Text Book

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

Reference Books

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

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

Programme Code:	B.Com – BI		Programme Title:	Bachelor of Commerce – Banking and Insurance	
Course Code:	21UBI6E2		Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	Customer Relationship Management	Semester:	VI
				Credits:	5

Course Objective

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

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
C01	To create insight in the area of customer relationship management	K1
C02	To understand the conceptual foundations of relationship marketing and its implications for further development in the field of business	K2
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	K1
C05	To gain awareness about the E-CRM tools	K3

Mapping

PO /PSO	P01	P02	P03	P04	P05	P06	P07	P08	PSO1	PSO2
CO										
C01	M	M	M	H	H	M	M	M	H	M
C02	H	M	H	H	H	M	M	M	H	H
C03	M	H	M	H	H	M	H	M	M	H
C04	M	M	H	M	H	H	M	H	M	M
C05	H	H	H	H	H	H	H	H	H	H

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	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 – <i>Limitations of CRM.</i>	18
Unit II	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.	18
Unit III	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.	18
Unit IV	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 – <i>Call Centre Technology.</i>	18
Unit V	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.	18
	Total Contact Hrs	90

***Italicized texts are for self study**

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

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

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS / EDITION	YEAR OF PUBLICATION
1.	S. Alok Kumar Rai.	Customer Relationship Management.	Second edition. New Delhi: PHI Learning Private Limited.	2014

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS / EDITION	YEAR OF PUBLICATION
1.	Bhanu Prakash Verma and Tripti Singh	Customer Relationship Management.	Chennai: Thakur Publishers.	2012
2.	V.Kumar Werner Reinartz	Customer Relationship Management	Spinger Publication.	2018
3.	H.Peeru Mohamed and A.Sahadevan	Customer Relationship Management	Vikas publishing	2015
4.	Peelan. E	Customer Relationship Management	Pearson Education	2015
5.	G.Shainesh, Jagdish, N.Sheth	Customer Relationship Management strategic prespective	Laxmi Publication	2016

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

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

Course Objective

To enlighten the students with new concepts of Financial Management.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
C01	To familiarize the concepts cost of capital, capital budgeting, capital structure, dividend and retained earnings.	K1
C02	To understand the importance of financial decisions, investment decisions and dividend decisions in business.	K2
C03	To gain expertise in preparing optimum capital structure for profitable business.	K3
C04	To equip the students with the concept wealth and profit maximization using capital budgeting decisions,	K3
C05	To evaluate the financial and operational performance of companies based on changing business environment.	K5

Mapping

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

H-High; M-Medium; L-Low

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

NOTE: Theoretical Aspects only (All Units)

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

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

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

Text Book

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

Reference Books

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

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

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

Course Objective

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

Course Outcomes

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

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

Mapping

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

H-High; M-Medium; L-Low

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

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

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

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

Text Book

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

Reference Books

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

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

Programme Code:	B.Com - BI		Programme Title :	Bachelor of Commerce - Banking and Insurance	
Course Code:	21UBI6E5		Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-	Semester:	VI
			Financial Markets and Institutions	Credits:	5

Course Objective

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

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To acquaint with the functioning of financial markets and institutions	K1
CO2	To understand the operation and position of primary and secondary markets	K2
CO3	To gain knowledge about the role of SEBI	K3
CO4	To analyse the performance of Credit Rating Agencies and Mutual fund in India	K4
CO5	To evaluate the importance of Non Banking Financial Institutions	K5

Mapping

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

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Financial Services – Meaning – Features – Importance - Scope – Causes for Financial Innovation – New Financial Products and Services - Innovative Financial Instruments– Challenges Faced by the Financial Service Sector – Present scenario- <i>Merchant Banking – Meaning – Services.</i>	15
Unit II	Capital Market - Primary Market - Functions –Methods of Floating New Issues – Instruments of Issue – Players in the New Issue Market - Listing – Procedure and Criteria for Listing – Advantages of Listing – Drawbacks. Secondary Market – Services of Stock Exchanges – Online Trading – Merits of Online Trading.	15
Unit III	SEBI – Functions – Powers – SEBI Guidelines. Investor Protection – Need –Factors Affecting Investors’ Interest – Investor Protection Measures. Credit Rating – Meaning – Functions – Credit Rating Agencies in India – Benefits.	15
Unit IV	Mutual Funds – Origin and Growth of Mutual Funds – Organization of the Fund – Types – Importance of Mutual Funds – Selection of a Fund – <i>Recent Trends of Mutual Funds in India.</i>	15
Unit V	Non-Banking Financial Intermediaries – IDBI – Objectives and Functions- IFCI- Objectives and Functions – SFC - Objectives and Functions – SIDBI – Objectives and Functions - NABARD– Objectives and Functions.	15
	Total Contact Hrs	75

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

Pedagogy:

Direct Instruction, Digital Presentation
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Assessment Methods:

Test, Seminar, Quiz, Assignments, Group Task.(GD)

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Gordon, E. and Natarajan, K.	Financial Services	Himalaya Publishing House	2018

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr. Gurusamy. S.	Essentials of Financial Services and Duties	Tata McGrew Hill Company, India	2009
2	Khan M.Y.	Financial Services	Tata McGrew Hill Education, New Delhi 9 th Edition	2017
3	Santhanam, B.	Financial Services	Margham Publications	2016
4	Dr.L.Natarajan	Financial markets and services	Margham Publications, Chennai	2019
5	Punithavathy Pandian	Financial Services And Markets	Vikas Publishing House	2019

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

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

Course Objective

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

Course Outcomes

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

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

Mapping

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

H-High; M-Medium; L-Low

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

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

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

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

Text Book

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

Reference Books

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

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

Programme Code:	B.Com- BI		Programme Title:	Bachelor of Commerce –Banking and Insurance	
Course Code:	21UBI621		Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	2	Tutorial Hrs./Sem.	-	Semester:	VI
				Credits:	1

Course Objective

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

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To know the basic knowledge in Company Creation	K3
CO2	To apply the Voucher and Ledger in Business	K4
CO3	To create stock summary	K4
CO4	To create godown with stock summary	K4
CO5	To equip the students in the practical part of Final Accounts	K5

Mapping :

PSO CO	PS01	PS02	PS03	PS04	PS05	PS06	PS07	PS08	PS01	PS02
CO1	H	H	M	M	M	H	M	M	H	M
CO2	H	M	M	H	H	H	H	M	H	H
CO3	H	M	M	H	H	H	H	H	H	H
CO4	H	M	M	H	H	H	H	H	H	H
CO5	H	M	M	H	H	H	H	H	H	H

H-High; M-Medium; L-Low

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

Total Hours : 30

Pedagogy:

Direct Instruction, Digital Presentation
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Assessment Methods:

Test, Assignment, Record note

Course Designed by	HOD	CDC	COE
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Name: Dr.M.Jeeva	Name: Dr.M.Jeeva	Name: Thiru.K.Srinivasan	Name: Dr.R.Manicka Chezhan
Signature:	Signature:	Signature:	Signature:

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

Course Objective

To create awareness among the students about the services marketing.

Course Outcomes

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

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

Mapping

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

H-High; M-Medium; L-Low

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

Note : Self Study Paper

Pedagogy:

Self study

Assessment Methods:

Test, Assignments

Text Book

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

Reference Books

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

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

Programme Code:	B.Com – BI		Programme Title :	Bachelor of Commerce - Banking and Insurance	
Course Code:	21UBI6VA		Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	3	Tutorial Hrs./Sem.	-	Semester:	VI
				Credits:	2*

Course Objective

To expose the students to the stock trading mechanism and its practices in India.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To promote conceptual understanding and in-depth knowledge of trading in securities and its implication in financial markets.	K1
CO2	To outline the current theory and practice used for the trading in security market.	K3
CO3	To apply the various methods to assess the SEBI Guidelines relating to listing of securities	K3
CO4	To equip the students to analyze the advanced strategies used in SENSEX, NIFTY and CNX NIFTY markets.	K3
CO5	To evaluate the performance of the Demat trading and role of depositories.	K5

Mapping

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

H-High; M-Medium; L-Low

Units	Content	Hours
Unit I	Secondary Market / Stock Exchange Origin and Management of stock exchanges in India – Characteristics – Functions – Members – Granting recognition to stock exchanges – Listing of securities and registration of brokers – Kinds of brokers in stock exchange – NSE – BSE – OTCEI – SEBI Guidelines relating to listing of securities.	10
Unit II	Financial Instruments in New Issue & Secondary Market Treasury bills- Commercial bills - Certificate of deposits- Equity shares - Preference shares - Sweat equity shares - Debentures - American Depository Receipts - Global Depository Receipts - Exchange traded funds and exchange traded notes – Mutual Funds.	10
Unit III	Mechanism of Stock Market Trading Screen based trading and internet based trading – Demat trading and role of depositories – Market Derivatives, advantages and its types – futures, hedge fund, forward, options and swaps Market indexes – SENSEX, NIFTY and CNX NIFTY (Basics).	10
	Total hours	30

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Preeti Singh	Investment Management	Himalaya Publishing House, New Delhi	2010

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Bhalla, V.K.	Investment Management.	Sultan Chand & Co Ltd, New Delhi	2019
2	Prasanna Chandra.	Investment Analysis and Portfolio Management	Tata McGraw Hill, New Delhi	2018

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

Programme Code:	B.Com – BI		Programme Title :	Bachelor of Commerce - Banking and Insurance	
Course Code:	21UBI6S1		Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	3	Tutorial Hrs./Sem.	-	Semester:	VI
				Credits:	3

Course Objective

To make clear the learner on the modern trends in E-Commerce.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
C01	To introduce the electronic commerce operations, models and conceptual framework in business	K1
C02	To get an idea about the working of e-commerce and firewall, Tunnels, encryption followed in e-commerce business.	K1
C03	To analyse the cyberlaw and the privacy factors followed in electronic business transactions.	K3
C04	To figure out the techniques used in authentication and electronic governance process.	K3
C05	To evaluate the performance of the e-commerce in the development of commercial aspects.	K4

Mapping

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

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	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.	9
Unit II	Electronic Data Interchange (EDI) – Components of EDI – Applications of EDI – EDI Standards – Electronic Payment System. E-Banking - <i>Changing Dynamics in E-Banking</i> - Advantages of E-Banking - Limitations of E-Banking - Transaction Processing – Online Purchases - Online Share Trading – Railway/Air Ticket Reservation.	9
Unit III	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.	9
Unit IV	Cyber Law - Introduction - Concept of Cyberspace - E-Commerce in India - Privacy Factors in E-Commerce - Cyber Law in E-Commerce - Contract Aspects.	9
Unit V	The Information Technology Act 2000 – Definition – Features of IT Act - Authentication of Electronic Records - Electronic Governance - <i>Digital Signature</i> .	9
	Total Contact Hrs	45

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

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

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

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Bharat Bhaskar	Electronic Commerce	Tata McGraw – Hill Publishing Company Limited, New Delhi	2017

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr. Rayudu.C.S	E-commerce and E-Business	Himalaya Publishing House	2017
2	Robert Kasey	Dropshipping and Shopify E-Commerce business model 2020	Charlie Creative Lab	2020
3	Ravi Kalakota and Andrew .B Whiston	Electronic Commerce	Dorling Kindersley (India) Pvt Ltd.	2017
4	P.T. Joseph S.J	E-Commerce: An Indian Perspective	PHI Learning Pvt. Ltd	2019
5	David Whitely	E-Commerce: Strategy, Technologies and Applications	McGraw Hill Education	2017

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

Programme Code:	B.Com – BI		Programme Title :	Bachelor of Commerce - Banking and Insurance	
Course Code:	21UBI6S2		Title	Batch:	2021 - 2024
			Human Resource Management	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	3	Tutorial Hrs./Sem.		-	Credits:

Course Objective

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

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
C01	To introduce the concept of human resource management and its needs for an organization.	K1
C02	To outline the current theory and practice used for the recruitment, selection and motivation.	K3
C03	To apply the various HR methods to assess the employees participation in Management.	K3
C04	To equip the students to analyze the advanced strategies used in HR practices.	K3
C05	To evaluate the performance of the employees in the field of resource development.	K5

Mapping

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

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Human Resource Management in Organizational Context – Analysis and Designing of Human Resource Department – Human Resource Planning – Job Evaluation – Job Description.	9
Unit II	Recruitment – Selection – Placement – Induction – Internal Mobility and Separation – Performance Appraisal – Planning – Training and Development.	9
Unit III	Motivation – Types – Theories of Motivation – Morale – Measures to Improve Morale – Job Satisfaction.	9
Unit IV	Salary and Wage Administration System – Bonus – Incentives – Conflict Management – Types of Conflict – <i>Causes and Remedies of Conflict.</i>	9
Unit V	Employee Participation in Management – Forms of Participation – Employees Stock Options – Joint Management Council – Merits and Limitations.	9
	Total Contact Hrs	45

**Italicized texts are for self study*

Pedagogy

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

Test, Seminar, Quiz, Assignments, Roll Play

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Aswathappa. K.	Human Resources and Personnel Management- Text and Cases.	Tata McGraw – Hill Publishing Company Limited, New Delhi	2017

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Subba Rao. P.	Personal and Human Resources Management- Text and Cases	Himalaya Publishing House	2017
2	Tripathi.P.C.	Human Resource Development	Sultan Chand & Sons, 7th Edition	2017
3	S. S. Khanka	Human Resource Management	S.Chand Publishing, 2 nd Edition	2019
4	Gary Dessler and Biju Varrkey	Human Resource Management	Pearson Education, 16 th Edition	2020
5	Biswajeet Pattanayak	Human Resource Management	PHI Learning	2018

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