

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

2023 - 2026

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	Disciplinary Knowledge Capability of executing comprehensive knowledge and understanding of Commerce, Banking and Insurance fields and to take up PG and professional courses like CA, CS, ICAI, CMA and the like.
PO-2	Communication Skills i. Capacity to improve communication related to Commerce, Banking and Insurance fields. ii. Ability to communicate the unsolved problems remains standing in Commerce, Banking and Insurance disciplines.
PO-3	Reflective thinking: Critical sensibility to lived experiences in Banking and insurance industry, with self awareness and reflexivity of both self and society.
PO-4	Problem Solving Capability to deduce Business, Banking and Insurance related problems and to apply the class room learning into practice and to offer a suitable solution for the same.
PO-5	Leadership Skills Capability for mapping out the tasks of a team or an organization, and setting direction, formulating an inspiring vision, building a team who can help achieve the vision, motivating and inspiring team members to engage with that vision, and using management skills to guide people to the right destination, in a smooth and efficient way.
PO-6	Digital Literacy Skills Capability to use various technical ICT tools (like spreadsheet) for exploring, analysis, and using the information for Business, Banking and Insurance purposes and to enable graduates to get theoretical and practical exposure in Commerce, Banking and Insurance fields.
PO-7	Self-directed Learning Ability to work independently, identify appropriate resources required for a project, and manage a project through to completion..
PO-8	Lifelong learning Ability to acquire knowledge and skills, including 'learning how to learn', that are necessary for participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social and cultural objectives, and adapting to changing trades and demands of work place through knowledge/skill development/reskilling

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.

Mapping

PEOs POs \ PSOs	PEO1	PEO2	PEO3	PEO4	PEO5
PO1	H	H	H	H	M
PO2	M	M	H	M	H
PO3	H	H	H	H	H
PO4	H	M	H	H	H
PO5	M	M	M	M	M
PO6	M	H	H	H	H
PO7	H	H	H	H	M
PO8	H	H	H	H	H
PSO1	H	H	H	M	H
PSO2	M	M	H	H	H

H-High; M-Medium; L-Low

Question Paper Pattern (Based on Bloom's Taxonomy)

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

1. Theory Examinations: 75 Marks (Part I, II, & III)

(i) Test- I & II, ESE:

Knowledge Level	Section	Marks	Description	Total
K1 & K2 (Q1 - 10)	A (Q1 – 5 MCQ) (Q6 – 10 Define / Short Answer / MCQ)	$10 * 1 = 10$	MCQ / Define	75
K3 (Q11-15)	B (Either or pattern)	$5 * 5 = 25$	Short Answers	
K4 & K5 (Q16 – 20)	C (Either or pattern)	$5 * 8 = 40$	Descriptive/ Detailed	

2. Theory Examinations: 38 Marks (3 Hours Examination) (Part III: If applicable)

Knowledge Level	Section	Marks	Description	Total
K1 & K2 (Q1 - 10)	A (Q 1 – 10 MCQ)	$10 * 1 = 10$	MCQ	50 (Reduced to 38)
K3 (Q11 – 15)	B (Either or pattern)	$5 * 3 = 15$	Short Answers	
K4 & K5 (Q16-20)	C (Either or pattern)	$5 * 5 = 25$	Descriptive/ Detailed	

3. Theory Examinations: 38 Marks (2 Hours Examination) (Part IV: If applicable)

Knowledge Level	Section	Marks	Description	Total
K1 & K2 (Q1-10)	A (Q1 – 5 MCQ) (Q6–10 Define / Short Answer)	$10 * 1 = 10$	MCQ / Define	50 (Reduced to 38)
K3, K4 & K5 (Q11-15)	B (Either or pattern)	$5 * 8 = 40$	Descriptive/ Detailed	

4. Practical Examinations:

Paper	Maximum Marks	Marks for		Components for CIA		
		CIA	CEE	Tests	Observation Note	Record Note
Practical (Core / Elective)	50	20	30	10	05	05
Practical (Core / Elective)	75	30	45	20	05	05
Practical (Core / Elective)	100	40	60	30	05	05

5. Project:

Paper	Maximum Marks	Marks for		
		CIA	CEE	
			Evaluation	Viva-voce
Project	100	25	50	25
Project	150	40	75	35
Project	200	50	100	50

* CIA – Continuous Internal Assessment & CEE – Comprehensive External Examinations

Components of Continuous Internal Assessment (CIA)

THEORY

Maximum Marks: 100; CIA Mark: 25; CEE Mark: 75;

Components		Calculation	CIA Total
Test 1	75	$(75+75+15+10)/7$	25
Test 2 / Model	75		
Assignment / Digital Assignment	15		
Others*	10		

*Others may include the following: Seminar / Socratic Seminars, Group Discussion, Role Play, APS, Class participation, Case Studies Presentation, Field Work, Field Survey, Term Paper, Workshop / Conference Participation, Presentation of Papers in Conferences, Quiz, Report / Content Writing, etc.

Maximum Marks: 50; CIA Mark: 12; CEE Mark: 38; (Part III: If applicable)

Components		Calculation	CIA Total
Test 1	50	$(50+50+10+10)/10$	12
Test 2 / Model	50		
Assignment / Digital Assignment	10		
Seminar	10		

PROJECT

Maximum Marks: 100; CIA Mark: 25; CEE Mark: 75;

Components		Calculation	CIA Total
Review I	5	5+5+5+10	25
Review II	5		
Review III	5		
Report Submission	10		

Maximum Marks: 200; CIA Mark: 50; CEE Mark: 150;

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

** 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.

Synopsis, System Planning, Design, Coding, Input form, Output format, Preparation of Report & Submission for Computer Science cluster.

Continuous Internal Assessment for Project

For Commerce, Management & Social Work Programme

The Final year Commerce, Management & Social Work 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 25 is CIA and 75 is CEE Marks.

Mark Split UP

CIA	CEE	Total
25	75	100

S. No	Components for CIA	Marks
1	Review – I *	5
2	Review – II *	5
3	Review – III *	5
4	Rough Draft Submission	10
Total		25

* Review includes Objectives and Scope, Research Methodology, Literature Review, Data Analysis and Results, Discussion and Interpretation, Recommendations and Implications, Presentation and Format, Creativity and Originality, and Overall Impact and Contribution.

S. No	Components for CEE	Marks
1	Evaluation*	50
2	Viva-Voce	25
Total		75

* Evaluation includes Originality of Idea, Relevance to Current Trend, Candidate Involvement, Thesis Style / Language, and Presentation of Report.

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 at 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

ANNEXURE 1

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

S.No	Subject code	Subjects
1	23 UNC401	NCC
2	23 UNS 402	NSS
3	23 USG 403	Sports and Games
4	23 URO 404	Rotract Club
5	23 URR 405	Red Ribbon Club
6	23 UYR 406	Youth Red Cross
7	23 UCA 407	Consumer Awareness Club
8	23 UED 408	Entrepreneurship Development Cell
9	23 UCR 409	Center For Rural Development
10	23 USS 410	Student Guild of Service
11	23 UGS 411	Green Society
12	23 UEO 412	Equal Opportunity Cell
13	23 UFA 413	Fine Arts Club
14	23 UAM 414	Arutchelver Students Thinkers Forum
15	23 USV 415	Swami Vivekanandhar Students Thinkers Forum

Verified by	Checked by	Approved by
Head of the Department	Curriculum Development Cell	Controller of the Examination
Name: Dr. M. Jeeva	Name: Thiru. K. Srinivasan	Name: Dr. R. Manicka Chezhan
Signature:	Signature:	Signature:

B.Com. Banking and Insurance

(FOR THE CANDIDATES ADMITTED FROM THE ACADEMIC YEAR 2023 - 2024 ONWARDS)

I to VI SEMESTERS: SCHEME OF EXAMINATIONS

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	23UTL1C1	Tamil Paper-I	5	-	-	3	25	75	100	3
	23UHN1C1	Hindi Paper-I								
	23UFR1C1	French Paper-I								
II	23UEN101 / 23UEN102	Communication Skills – I (Level I) / Communication Skills – I (Level II)	5	-	-	3	25	75	100	3
III	23UBI101	CC - I: Financial Accounting	6			3	25	75	100	4
	23UBI102	CC - II: Indian Banking System	6			3	25	75	100	4
	23UBI1A1/ 23UBI1A2	GE - I – Allied I: Business Economics/ Indian Economy	6			3	25	75	100	4
IV		AECC - I: Environmental Studies	1	-		-	-	-	-	-
	23HEC101	Human Excellence - Personal Values & SKY Yoga Practice - I	1	-	-	2	20	30	50	1
V		Extension Activities – Annexure I	-	-	-	-	-	-	-	-
EC		Online Course (Optional) (MOOC / NPTEL / SWAYAM)								Grade
Total			30						550	19

CC – Core Course; GE – Generic Elective; AECC - Ability Enhancement Compulsory Course

EC – Extra Credit Course / Certificate Course / Co-scholastic Course / Job Oriented Course

SEMESTER - II											
Part	Subject Code	Title of the Paper	Hrs. / Week		Hrs. / Sem.	Exam Hrs.	Maximum Marks		Total Marks	Credits	
			L	P	T		Internal	External			
I	23UTL2C2	Tamil Paper-II	5	-	-	3	25	75	100	3	
	23UHN2C2	Hindi Paper-II									
	23UFR2C2	French Paper-II									
II	23UEN202 / 23UEN203	Communication - Skills – II (Level I) / Communication -Skills – II (Level II)	5	-	-	3	25	75	100	3	
III	23UBI203	CC - III : Financial Accounting II	5			3	25	75	100	4	
	23UBI204	CC - IV: Banking Law and Practice	5			3	25	75	100	4	
	23UBI2A1/ 23UBI2A2	GE - II – Allied II: Business Mathematics and Statistics / Mathematics for Finance and Statistical Models	6			3	25	75	100	4	
	23UBI2S1/ 23UBI2S2	SEC - I: Naan Mudhalvan : Digital skills for Employability /Certificate Course in Mutual Funds	2						50	2	
IV	23EVS201	AECC - I: Environmental Studies	1			2	-	50	50	2	
	23HEC202	Human Excellence - Family Values & SKY Yoga Practice - II	1			2	20	30	50	1	
V		Extension Activities - Annexure I	-	-	-	-	-	-	-	-	
EC	23CMM201	Manaiyiyal Mahathuvam - I				15 Hrs.	2	-	50	50	Grade
	23CUB201	Uzhavu Bharatham - I				15 Hrs.	2	-	50	50	Grade
		Online Course (Optional) (MOOC / NPTEL / SWAYAM)									Grade
Total			30						650	23	

CC – Core Course; GE – Generic Elective; AECC - Ability Enhancement Compulsory Course;
 EC – Extra Credit Course / Certificate Course / Co-scholastic Course / Job Oriented Course
 SEC – Skill Enhancement Course

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			
I	23UTL3C3	Tamil Paper-III	3	-	-	3	25	75	100	3	
	23UHN3C3	Hindi Paper-III									
	23UFR3C3	French Paper-III									
II	23UEN3C3	Communication : Skills – III	3	-	-	3	25	75	100	3	
III	23UBI305	CC - V: Corporate Accounting	6			3	25	75	100	4	
	23UBI306	CC - VI: Principles of Life Insurance	5			3	25	75	100	4	
	23UBI307	CC - VII: Mercantile and Company Law	5			3	25	75	100	4	
	23UBI308	CC - VIII: Business Application Software and Information Security	4			3	25	75	100	3	
	23UBI3A1/ 23UBI3A2	GE - III – Allied III: Programming Laboratory in MS Office / Programming Lab in HTML		2		3	20	30	50	2	
IV	23UBI3N1 / 23UBI3N2	Non Major Elective - I : Fundamental of Insurance / Non Major Elective - I : Fundamentals of Banking	1	-	-	2	-	50	50	2	
	23HEC303	Human Excellence - Professional Values & Ethics - SKY Yoga Practice - III	1	-	-	2	20	30	50	1	
V		Extension Activities - Annexure I	-	-	-	-	-	-	-	-	
EC	23CMM302	Manaiyiyal Mahathuvam - II				15 Hrs.	2	-	50	50	Grade
	23CUB302	Uzhavu Bharatham - II				15 Hrs.	2	-	50	50	Grade
	23UBI3VA	VAC I: E-Governance and Cyber Law				30 Hrs.					2*
						45 Hrs.					3*
Total			30						750	26	

CC – Core Course; GE – Generic Elective; VAC-Department Specific Value Added Course;

EC – Extra Credit Course / Certificate Course / Co-scholastic Course / Job Oriented Course

*Extra Credits;

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		
I	23UTL4C4	Tamil Paper-IV	3	-	-	3	25	75	100	3
	23UHN4C4	Hindi Paper-IV								
	23UFR4C4	French Paper-IV								
II	23UEN4C4	Communication Skills – IV	3	-	-	3	25	75	100	3
III	23UBI409	CC - IX: Cost Accounting	6			3	25	75	100	4
	23UBI410	CC - X: Principles of General Insurance	6			3	25	75	100	4
	23UBI411	CC - XI: Introduction to Industry 4.0	6			3	25	75	100	4
	23UBI4A1/ 23UBI4A2	GE - IV : Allied IV: Programming Laboratory in Tally/GST Practicals		2		3	20	30	50	1
	23UBI4S1/ 23UBI4S2	SEC - II: Naan Mudhalvan: Quantitative Aptitude / Public Speaking Skills	2				12	38	50	2
IV	23UBI4N1 / 23UBI4N2	Non Major Elective - II : Commerce and Banking Practicals Non Major Elective - II : Recent Trends in Banking	1	-	-	2	-	50	50	2
	23HEC404	Human Excellence - Social Values & SKY Yoga Practice - IV	1	-	-	2	20	30	50	1
V		Extension Activities - Annexure I	-	-	-	-	-	-	50	1
EC	23CMM403	Manaiyiyal Mahathuvam - III			15 Hrs.	2	-	50	50	Grade

	23CUB403	Uzhavu Bharatham - III		15 Hrs.	2	-	50	50	Grade
	23UBI4VA	VAC II: Competitive Exam for Banking and Insurance Sector		30 Hrs.					2*
				45 Hrs.					
Total			30					750	25

CC – Core Course; GE – Generic Elective; SEC – Skill Enhancement Course; VAC-Department Specific Value Added Course;

EC – Extra Credit Course / Certificate Course / Co-scholastic Course / Job Oriented Course

*Extra Credits;

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	23UBI512	CC - XII: Income Tax	6	-	6	3	25	75	100	4
	23UBI513	CC - XIII: Financial Innovations in Banking and Insurance	5	-	-	3	25	75	100	4
	23UBI5E1 / 23UBI5E2 / 23UBI5E3	DSE-I#: Human Resource Management/Principles of Management/ Retail Management	5	-	-	3	25	75	100	4
	23UBI514	CC - XIV: International Banking	5	-	-	3	25	75	100	4
	23UBI515	CC - XV: Marketing Management	5		-	3	25	75	100	4
	23UBI516	CC – XVI: Internship	-	-	-	3	20	30	50	2
	23UBI5S1 / 23UBI5S2	SEC - III: Entrepreneurial Development/ Investment Management	3	-	-	2	12	38	50	2
IV	23HEC505	Human Excellence - National Values & SKY Yoga Practice - V	1	-	-	2	20	30	50	1
EC	23CSD501	Soft Skills Development - I								Grade
	23GKL501	General Awareness - Self Study	SS			2	-	50	50	Grade
	23UBI5AL	ALC - I: Digital Marketing	SS					100	100	Credits**

Total	30					650	25
Discipline Specific Elective (DSE) – I#							
23UCS5E1: Human Resource Management							
23UCS5E2: Principles of Management							
23UCS5E3: Retail Management							

CC – Core Course; DSE – Discipline-Specific Elective; SEC – Skill Enhancement Course

ALC-Advanced Learner Course (Optional)

EC – Extra Credit Course / Certificate Course / Co-scholastic Course / Job Oriented Course

*Extra Credits;**Credits – Based on course content maximum of 4 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		
III	23UBI617	Core - XVI : Management Accounting	6			3	25	75	100	4
	23UBI6E4 / 23UBI6E5 / 23UBI6E6	DSE - II##: Business Correspondence / Customer Relationship Management / Consumer Behaviour	6			3	25	75	100	5
	23UBI6E7/ 23UBI6E8 / 23UBI6E9	DSE - III###: Financial Management / Risk Management in Banking and Insurance /Financial Markets and Institutions	6			3	25	75	100	5
	23UBI618	CC - XVII: Goods and Services Tax	6			3	25	75	100	4
	23UBI619	CC - XVIII: Commerce, Banking and Insurance Practicals	3			3	25	25	50	1
	23UBI6S1/ 23UBI6S2	SEC - IV: Naan Mudhalvan: Mutual Funds In India / Basics Of Finance And Fintech	2						50	2

IV	23HEC606	Human Excellence - Global Values & SKY Yoga Practice - VI	1	-	-	2	20	30	50	1
EC	23CSD602	Soft Skills Development - II								Grade
	23UBI6AL	ALC - II: Service Marketing	SS					100	100	Credits **
Total			30						550	22
Grand Total									3900	140

Discipline Specific Elective (DSE) – II ##	Discipline Specific Elective (DSE) – III ###
23UCS6E4: Business Correspondence	23UCS6E7: Financial Management
23UCS6E5: Customer Relationship Management	23UCS6E8: Risk Management in Banking and Insurance
23UCS6E6: Consumer Behaviour	23UCS6E9: Financial Markets and Institutions

CC – Core Course; DSE – Discipline-Specific Elective; SEC – Skill Enhancement Course
 EC – Extra Credit Course / Certificate Course / Co-scholastic Course / Job Oriented Course

ALC-Advanced Learner Course (Optional)

*Extra Credits;**Credits – Based on course content maximum of 4 credits

List of Abbreviations:

- CC – Core Course
- GE – Generic Elective
- AECC –Ability Enhancement Compulsory Course
- SEC – Skill Enhancement Course
- DSE – Discipline-Specific Elective
- VAC –Value Added Course

ALC – Advanced Learner Course

Grand Total = 3900; Total Credits = 140

Programme Code:	B.Com- BI		Programme Title:		Bachelor of Commerce – Banking and Insurance	
Course Code:	23UBI101		Title		Batch:	2023 - 2026
			Financial Accounting - I		Semester:	I
Lecture Hrs./Week Or Practical Hrs./Week	6	Tutorial Hrs./Sem.	6		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	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO										
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 – Rectification of Errors - Final Accounts of a Sole trader. Accounting Standards (Basic Level Theory Only).	18
Unit II	Average Due Date – Account Current – Product Method – Red-ink Interest Method - Bank Reconciliation Statement.	18
Unit III	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 IV	Depreciation – Meaning – Significance of Depreciation- Causes - Factors Affecting Depreciation - Methods of Depreciation - Straight Line Method - Diminishing Balance Method – <i>Difference between Straight Line Method and Diminishing Balance Method.</i>	18
Unit V	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
	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	2023

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS / EDITION	YEAR OF PUBLICATION
1	Gupta S.C. and Grewal, T.S	Introduction to Accountancy	S.Chand & Company Ltd	2016
2	Jain and Narang	Principles of Accounting	Kalyani Publishers, New Delhi	2017
3	Maheswari, S.K. and Reddy, T.	Advanced Accountancy	Vikas Publishers	2017
4	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: Dr. D. Rajasekaran	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:	23UBI102		Title	Batch:	2023 - 2026
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	P01	P02	P03	P04	P05	P06	P07	P08	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 for discussion only).	18
	Total Contact Hrs	90

**Italicized texts are for self study*

Pedagogy:

Direct Instruction, Digital Presentation

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.	2021

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	K C Shekhar & Lekshmy Shekhar	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: 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:	23UBI1A1		Title	Batch:	2023 - 2026	
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	Business Economics	Semester:	I
					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

PQ/PSO	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02
CO										
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 - Demand - Law of Demand - Factors affecting Demand - Elasticity of Demand - Factors Influencing Elasticity of Demand - Types - Price, Income and Cross Elasticity - Measurement - Methods of Demand Forecasting - - <i>Demand Distinctions.</i>	18
Unit II	Supply - Law of Supply - Factors determining Law of Supply - Elasticity of supply. Indifference Curve Analysis - Properties of Indifference Curve - Marginal Rate of Substitution - Budget Line - Consumer Equilibrium - Price, Income and Substitution Effect - Consumer Surplus - Measurement.	18
Unit III	Production Function - Law of Variable Proportion - Law of Returns to Scale - Producer's Equilibrium with the help of Iso-quants and Iso-cost lines - Economies of Scale - Types of Economies and Diseconomies.	18
Unit IV	Market Structure - Classification of Markets - Perfect Competition - Monopoly - Price Discrimination - Monopolistic - Oligopoly - Duopoly- Monopsony - Price determination in these markets.	18
Unit V	National Income - Meaning - Importance - <i>Circular flow of Income</i> - Concept of National Income- Measurement of National Income - Difficulties in measuring National Income.	18
	Total Contact Hrs	90

**Italicized texts are for self study*

Pedagogy:

Direct Instruction, Digital Presentation

Assessment Methods:

Test, Seminar, Quiz, Assignments, Group Discussion

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	2020

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: 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:	23UBI1A2			Title	Batch:	2023 - 2026
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	6	Indian Economy	Semester:	II
					Credits:	4

Course Objective

To acquire sufficient knowledge about India's economic features, occupational structure and the relative Sectors

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To present economic challenges ailments associated with or arising directly from the problem of Indian Economy	K3
CO2	To understand the issues and policies relating to agriculture and industry	K2
CO3	To understand industrial development and disinvestment	K3
CO4	To relate the strategy of development for energy.	K4
CO5	To evaluate the measures introduces for structural reforms in the economy.	K5

Mapping

PQ /PSO	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02
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	Indian Economy: History of Indian Economy – Concept – Features of Developing and Developed economy- Nature - structure of Indian Economy – Characteristics – problems of Indian Economy - Economic Development with basic needs approach – Economic Determinants - India as a rapidly Developing Economy	18
Unit II	Indian Agriculture – features – problems – Agricultural development in planned era – Green revolution – Agricultural marketing - Problem of unemployment – Forms of Unemployment – Employment Generation and Poverty Alleviation Programmes in India. Agricultural Labour: Causes of Growth in the number of Agricultural Labourers – Conditions of Agricultural Labourers – Measures Adopted by the Government for their Improvement	18
Unit III	Indian Industry: Large scale, small scale and cottage industries, MSME, MUDRA Scheme-Industrial development during five year plans – Industrial policy-Make in India-Industrial Sickness-Industrial finance: Sources and Institutions- Industrial Development since Independence – Meaning of Disinvestment – Utilization of Money from Disinvestment	18
Unit IV	Infrastructure Energy – Sources of Energy – Crisis and measures to tackle - Conventional and Non-Conventional Energy- Energy Crisis in India –Science and Technology – Health Infrastructure – Population growth and Population explosion - Population Policy and programmes - National Urban Health Mission- Strengthening Existing Health System –HDI and its ranking.	18
Unit V	New Economic Reforms Generations of Economic Reforms - Rational behind Economic Reforms - Third Generation Reforms – Macro Economics Stabilization – Structural Reforms - An Assessment of New Economic Reforms (LPG) in India	18
	Total Contact Hrs	90

**Italicized texts are for self study*

Pedagogy

Direct Instruction, Digital Presentation

Assessment Methods:

Test, Seminar, Quiz, Assignments

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Misra and Puri	Indian Economy	Himalaya Publishing House, Mumbai.	2010

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Puri V. K. and Misra S. K	Indian Economy	Himalaya Publishing House, (33rd Edition), New Delhi	2015
2	Sivayya K.V., & Das V.B.M	Industrial Economics	S.Chand & Company, New Delhi.	2010
3	Geraid M. Meier and James E. Ranch	Leading Issues in Economic Development	Oxford University Press, New York	2015
4	Ruddar Datt & Sundaram KPM	Indian Economy	Sultan Chand & Company, New Delhi	2018
5	Barthoral R. R	Industrial Economics	New Age International (P) Limited, New Delhi	2000

E-Reference

1. www.rbi.org

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:	23UBI203		Title	Batch:	2023 - 2026
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	6	Semester:	II
			Financial Accounting - II	Credits:	4

Course Objective

To Familiarize the fundamental concepts of 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 CO	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02
C01	M	M	M	H	H	H	H	M	H	M
C02	M	L	M	H	H	H	M	H	L	M
C03	L	H	M	H	H	H	M	M	L	M
C04	L	M	M	L	M	H	M	M	M	M
C05	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 - Average Clause- 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

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	2023

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS / EDITION	YEAR OF PUBLICATION
1	Gupta S.C. and Grewal, T.S	Introduction to Accountancy	S.Chand & Company Ltd	2016
2	Jain and Narang	Principles of Accounting	Kalyani Publishers, New Delhi	2017
3	Maheswari, S.K. and Reddy, T.	Advanced Accountancy	Vikas Publishers	2017
4	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 Chezian
Signature:	Signature:	Signature:	Signature:

Programme Code:	B.Com - BI		Programme Title:	Bachelor of Commerce-Banking and Insurance	
Course Code:	23UBI204		Title	Batch:	2023 - 2026
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
CO1	To introduce the banking system followed in India.	K1
CO2	To get an idea about the relationship between banker and customer, various instruments used in banking transaction in practice.	K2
CO3	To know the different functions of a banker	K3
CO4	To analyse the different aspect of lien, pledge, mortgage and hypothecation followed in banking transactions.	K4
CO5	To gain expertise in current scenario followed in banking.	K3

Mapping

PO /PSO	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02
CO										
CO1	H	H	M	M	M	M	M	M	H	M
CO2	H	H	M	M	M	M	M	M	H	M
CO3	H	H	M	H	M	H	H	H	H	H
CO4	H	H	H	H	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	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 – PPs- 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 Charging Security – Lien, Pledge- Essentials – Advantages – Rights and Duties, Mortgage – Forms - Rights of Mortgager and Mortgagee - Assignment – Hypothecation-Characterstics.	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

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.	2020

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	2018
5	K.P.Kandasami, S.Natarajan, R.Parameswaran	Banking law and Practice of Banking	S.Chand Publishing	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: 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:	23UBI2A2		Title	Batch:	2023 - 2026
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
C01	To understand the basic concepts of mathematics and statistics	K2
C02	To provide practical exposure on calculation of measures of average	K2
C03	To apply the concept of matrix and various averages in real life	K3
C04	To measure the association of relationship between variables through correlation and regression	K4
C05	To equip the students by deploying set theory and Venn diagram concepts 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 - 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	Set Theory – Methods of Description of Sets - Types – Venn Diagram – Set Operations – Intersection of Sets – Union of Sets – Difference of Sets – Complement of Set – Laws and Properties of Sets.	15
Unit IV	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 V	Simple Correlation – Karl Pearson’s Co-efficient of Correlation – Interpretation of Co-efficient of Correlation. Simple Regression – Uses - Regression Equation – Difference between Correlation and Regression.	15
	Total Contact Hrs	75

NOTE: Mathematics: 60%

Statistics: 40%

***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.	Trichy: Jai Publishers	2022
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: Dr.M.Jeeva 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:	23UBI2A2		Title	Batch:	2023 - 2026
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-	Semester:	II
			Mathematics for Finance and Statistical Models	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
C01	To understand the basic concepts of mathematics and statistics	K2
C02	To provide practical exposure on statistical representation of data	K2
C03	To apply the concept of Index numbers in real life	K3
C04	To measure the association of relationship between variables through permutation and combinations	K4
C05	To equip the students by deploying analysis of time series and forecasting techniques in business.	K4

Mapping

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

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Mathematics of Finance: Ratios, Variations and Proportions - Permutation and Combinations , Quadratic Equations.	15
Unit II	Statistical Representation of Data :Diagrammatic representation of data - Frequency distribution- Graphical representation of Frequency Distribution – Histogram, Frequency Polygon Curve, Ogive, Pie-chart.	15
Unit III	Range, Quartiles and Quartile Deviation- Analysis of Time Series and Forecasting – Methods of Measuring Trend (Excluding Seasonal Changes).	15
Unit IV	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
Unit V	Probability: Independent and dependent events - Mutually exclusive events - Total and Compound Probability - Baye’s Theorem - Mathematical Expectation	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.	Navanitham, P.A.	Business Mathematics and Statistics.	Trichy: Jai Publishers	2016
2.	Aggarwal R.S.	Quantitative Aptitude for Competitive Exam	S. Chand	2017
3.	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.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.A.Gomathi	Name: Dr.M.Jeeva	Name: Thiru.K.Srinivasan	Name: Dr.R.Manicka Chezhan
Signature:	Signature:	Signature:	Signature:

Course Code:	23UBI305			Title	Batch:	2023 - 2026
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
C01	To recollect the basic concepts and terms of the corporate accounting.	K1
C02	To familiarize students with the accounting treatment adopted for raising funds and redeeming them	K1
C03	To understand the basis in preparing financial statements of joint stock company.	K2
C04	To make them aware about accounts of banking and insurance companies	K4
C05	To apply the knowledge in evaluating goodwill & share of a company	K5

Mapping

PO/PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
	C01	H	H	H	H	M	H	H	M	H
C02	M	H	M	H	H	M	M	M	M	M
C03	H	H	M	M	M	H	H	H	H	H
C04	H	M	H	H	H	H	H	H	M	H
C05	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 Debentures–Different methods of redemption of Debentures – cum – interest and Ex -interest- <i>Employee Stock Option Scheme</i> .	18
UNIT II	New Format Company Final Accounts – Calculation of Managerial Remuneration (Basic Adjustments).	18
Unit III	Valuation of Shares & Goodwill – Method of Valuation of Shares & Goodwill– Factors affecting valuation of Shares & Goodwill - 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> - Actuaries Basis of Accounting(Theory only).	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.	Gupta R.L and Radha Swamy. M.	Corporate Accounts, Theory Method and Applications	13th edition, New Delhi, Sultan Chand and Company.	2017
2.	Reddy and Murthy	Corporate Accounting	Chennai, Margham Publications.	2017
3.	Shukla, M.C., Grewal, T.S and Gupta, S.L	Advanced Accountancy	New Delhi; S. Chand & Co.	2016
4.	S.N.Maheswari	Advanced Accountancy	Kalyani Publishers 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. Anandhi prabha Signature:	Name: Dr. M. Jeeva Signature:	Name: Thiru. K. Srinivasan Signature:	Name: Dr. R. Manicka Chezhan Signature:
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Programme Code:	B.Com-BI		Programme Title:	Bachelor of Commerce – Banking and Insurance	
Course Code:	23UBI306		Title	Batch:	2023 - 2026
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-	Semester:	III
			Principles of Life Insurance	Credits:	04

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 understand the basic concepts of risk and Insurance	K1
CO2	To gain knowledge about Life Insurance contract	K2
CO3	To understand the different types of life insurance policies	K2
CO4	To understand the role of underwriters and reinsurers	K2
CO5	Able to interpret the surrender value, assignment and nomination	K2

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	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 – <i>Digitalisatization of Insurance Business in India</i> –KYC Norms - PAN and Aadhar Seeding.	15
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.	15
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.	15
Unit IV	Underwriting in Insurance: Medical and Financial Underwriting – Objectives and Principles of Underwriting –Underwriting in Life Insurance. Reinsurance – Characteristics – Types of Reinsurance – Double Insurance - <i>Difference between Reinsurance and Double Insurance.</i>	15
Unit V	Surrender Value - Forms of Payment of Surrender Values - Policy loans – Assignment of Life Policies – Nomination – Difference between Assignment and Nomination– Valuation and Surplus. Life Insurance Corporation Act, 1956: Objective – Scope - Insurance Regulatory and Development Authority Act, 1999: Objective – Scope.	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)
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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: Dr.M.Jeeva	Name: Dr.M.Jeeva	Name: Thiru.K.Srinivasan	Name: Dr.R.ManickaChezhian
Signature:	Signature:	Signature:	Signature:

Programme Code:	B.Com - BI		Programme Title:	Bachelor of Commerce – Banking and Insurance	
Course Code:	23UBI307		Title	Batch:	2023 - 2026
			Mercantile and Company Law	Semester:	III
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.		-	Credits:

Course Objective

To make the students to understand the fundamentals of Commercial Laws and to provide basic knowledge of the provisions of the companies Act 2013 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 understand the essentials of a valid consideration and legal rules relating to offer.	K1
C02	To apply the knowledge and skills in the special contract.	K2
C03	To state the law relating to companies Act 2013 and recollect the various types of companies in business environment.	K3
C04	To provide an insight in basic documents followed in company, different types of companies and their provisions.	K4
C05	To analyse the provisions relating to appointment of directors and their powers and duties.	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
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H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	CONTRACT ACT: Law – Meaning, Indian contract Act 1872 – Contract – Definition – Classification of Contracts – Essential Elements of a Valid Contract – Offer and Acceptance – Consideration and Free Consent – Void agreements and Contingent Contract.	15
Unit II	DISCHARGE OF CONTRACT AND SPECIAL CONTRACT: Discharge of Contract – Modes of Discharge – Remedies for Breach of Contract- Quasi Contract - Indemnity and Guarantee - Bailment and Pledge- Contract of Agency.	15
Unit III	COMPANY ACT 2013: Introduction of Company – Characteristics – Types of Companies including one person, small company and producer company – Formation of Company –online registration of the company- Dormant company.	15
Unit IV	ARTICLE AND MEMORANDUM: Contents and importance of Memorandum of Association and Articles of Association – Doctrine of Constructive notice and indoor management.	15
Unit V	DIRECTORS AND SECRETARY: Directors - Qualification and Disqualification of Directors – Appointment of Directors – Duties of Directors - Removal of Directors Secretary-Appointment -Role of Company secretary- Company secretary as a profession- Drafting and Conveyance relating to various deeds and agreements.	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.	Kapoor, N.D.	Business Law	New Delhi: S. Chand & Co Ltd.	2020
2.	Ashok K, and Bagrial, A.K	Company Law	New Delhi, Vikas Publishing House.	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS / EDITION	YEAR OF PUBLICATION
1.	Pillai, R.S.N. and Bagavathi	Business Law	New Delhi: Sultan Chand & Sons.	2019
2.	Arun Kumar Sen	Commercial Law	Kolkata: The World Press Pvt. Ltd.	2018
3.	Kapoor M.D.	Guide to the Companies Act	Nagpur Wadhwa And Company.	2019
4.	Avtar Singh	Company Law	Lucknow, Eastern Book Company.	2018
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.S.Mahalakshmi	Name: Dr.M.Jeeva	Name: Thiru.K.Srinivasan	Name: Dr.R.ManickaChezhian
Signature:	Signature:	Signature:	Signature:

Programme Code:	B.Com - BI		Programme Title :	Bachelor of Commerce - Banking and Insurance	
Course Code:	23UBI308		Title	Batch:	2023 - 2026
Lecture Hrs./Week or Practical Hrs./Week	4	Tutorial Hrs./Sem.	-	Semester:	III
			Business Application Software and Information Security	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	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02
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

C04	M	L	M	H	H	M	M	L	H	H
C05	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 –Thesaurus- 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. Google Tools – Google Forms – Google Slides – Google Notes- Google Calendar- Google Spreadsheet – Google Classroom – Google Maps.	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	WordwarePublishing 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

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

Programme Code:	B.Com - BI			Programme Title :	Bachelor of Commerce - Banking and Insurance	
Course Code:	23UBI3A1			Title	Batch:	2023 - 2026
Lecture Hrs./Week or Practical Hrs./Week	2	Tutorial Hrs./Sem.	-	GE – III - Allied III: 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
CO1	To understand the practical part of Ms-Word, Excel, Power point and Access Concepts	K1, K2
CO2	To familiarize the skill in preparing word document for making business proposals.	K3
CO3	To expand the skill in creating work sheets for cash, inventory and receivable management.	K6
CO4	To achieve the capability in making power point presentation	K4

	in MS-Office.	
C05	Togain expertise in creating database using tables and queries.	K5

Mapping

PO /PSO	P01	P02	P03	P04	P05	P06	P07	...	PS01	PS02
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 ❖ Inserting Page Number, Date, Time and Clip Art ❖ 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 ❖ Auto and Advanced Filter 	8
Unit III	MS Power Point <ul style="list-style-type: none"> ❖ Slide Presentation about a New Car ❖ Graphics in Slide 	7

Unit IV	Google Tools <ul style="list-style-type: none"> ❖ Google Forms ❖ Google Slides ❖ Google Notes ❖ Google Calendar ❖ Google Spreadsheet ❖ Google Classroom ❖ Google Maps 	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. S.Mahalakshmi	Name: Dr.M.Jeeva	Name: Thiru.K.Srinivasan	Name: Dr.R.ManickaChezhian
Signature:	Signature:	Signature:	Signature:

Programme Code:	B.Com			Programme Title:	Bachelor of Commerce	
Course Code:	23UBI3A2			Title	Batch:	2023-2026
				GE – III - Allied III:	Semester:	III
Lecture Hrs./Week	2	Tutorial Hrs./Sem.	-	Programming Laboratory in HTML	Credits:	4

Course Objective

To enable the students to acquire knowledge on Internet Browsing and Web site

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember functions of clients and servers on the Web	*K1
CO2	To get a idea how to create a link within a web page	*K2
CO3	To apply how to combine basic HTML elements to create web pages.	*K3
CO4	To analyse how to use forms within web page	*K4
CO5	To evaluate how to create a new web page	*K5

Mapping

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

H-High; M-Medium; L-Low;

Units	Content	Hrs
Unit I	1. Create a HTML document using various tags 2. Create a HTML document to show a web page about the Post Graduate and Research department of Commerce 3. Create a HTML document to show the Computer advertisement details	7

Unit II	4. Create a Web page using the Ordered List 5. Create a HTML document using Unordered List 6. Create a HTML document using Definition List 7. Create a HTML document to show the subject covered in the B.Com – Banking and Insurance	8
Unit III	8. Create a HTML Web page to list out the syllabus of Internet and Web page 9. Create a HTML document to show the Time Table	7
Unit IV	10. Create a HTML document to link the text within a Web page 11. Create a HTML document to link External File 12. Create a HTML document using Forms 13. Create a HTML document to create Frames within a Webpage	8
	Total Contact Hrs	30

Pedagogy:

Direct Instruction, Digital Presentation
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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. S.Mahalakshmi	Name: Dr.M.Jeeva	Name: Thiru.K.Srinivasan	Name: Dr.R.ManickaChezhian	
Signature:	Signature:	Signature:	Signature:	
Programme Code:	B.Com-BI	Programme Title:	Bachelor of Commerce – Banking and Insurance	
Course Code:	23UBI3N1	Title	Batch:	2023 - 2026
Lecture		Fundamentals of	Semester:	III

Hrs./Week or Practical Hrs./Week	1	Tutorial Hrs./Sem.	-	Insurance	Credits:	2
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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
C01	To understand legal concepts of insurance	K2
C02	To know about the role of life insurance Corporation of India	K3
C03	To provide basic knowledge about different life insurance policies	K1
C04	To analyze legal concepts of general insurance	K4
C05	To evaluate the role of reinsurers, and to interpret the surrender value, assignment and nomination	K5

Mapping

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

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Insurance – Definition - History of Insurance– Principles of Insurance – Classification of Insurance - Functions of Insurance – Nature of Insurance – Benefits of Insurance -- <i>Privatization of Insurance Sector.</i>	3
Unit II	IRDA – Life and Non Life Insurance - Objectives of IRDA - Role of IRDA in Insurance.	3
Unit III	Life Insurance – Features of Life Insurance Contract - Life Insurance Corporation Act, 1956: Objective – Scope – Functions- Classification of Life Policies – Policies According to Duration – Whole Life Policies – Term Insurance Policies – Endowment Policies – Annuity Polices –ULIT (Unit Linked Insurance Policies).	3
Unit IV	General Insurance Act, 1972: Objective – Scope – Functions - Role of General Insurance in India – Classification of General insurance.	3
Unit V	Types of Insurance Organizations – Re-insurance – Characteristics –Double Insurance – Assignment and Nomination of Life Policy.	3
	Total Contact Hrs	15

**Italicized texts are for self study*

Pedagogy:

Direct Instruction, Digital Presentation,

Assessment Methods:

Test, Seminar, Quiz, Assignments, Group Task.(GD/ Roll Play)
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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
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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: Dr.D.Rajasekaran	Name: Dr.M.Jeeva	Name: Thiru.K.Srinivasan	Name: Dr.R.ManickaChezhian
Signature:	Signature:	Signature:	Signature:

Programme Code:	B.Com-BI			Programme Title:	Bachelor of Commerce – Banking and Insurance	
Course Code:	23UBI3N2			Title	Batch:	2023 - 2026
				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
C01	To study the basic concepts of banking	K1
C02	To understand the basic concepts of customers and accounts	K2
C03	To have a comprehensive view on banker and customer	K3
C04	To gain knowledge about negotiable instruments, bills of exchange and promissory notes	K2
C05	To acquire knowledge about loans and advances	K2

Mapping

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

C05	L	M	H	M	M	H	H	H	L	L
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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
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Assessment Methods:

Test, Seminar, Quiz, Assignments, Group Task.(GD/ Roll Play)
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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	Himalaya Publishing House, New Delhi	2019
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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: Dr. D. Rajasekaran	Name: Dr. M. Jeeva	Name: Thiru. K. Srinivasan	Name: Dr. R. ManickaChezhian
Signature:	Signature:	Signature:	Signature:

VAC - 1
Competitive Exams for Banking and Insurance Sector
Course Objective

To impart knowledge on the vital aspects of commerce arena in order to face the competitive exams

Course Outcomes (CO)

K1	CO1	To understand the essentials of banking and various investments avenues and different types of financial markets and institutions
K2	CO2	To enrich the knowledge on the basics and latest developments in economics
K3	CO3	To familiarise with basic numerical ability problems
K4	CO4	To learn and resolve verbal reasoning related problems

Syllabus

Unit-1: Investment

Investment Avenues: Shares, Debentures and Bonds – Money Market – Capital Market – SEBI – NSE. Fiscal Policy and Taxation Policy – Latest Development in Taxes and Duties. (2 hrs)

Unit-2: Numerical Ability

Numerical Ability – BODMAS – Ratio and Percentage – Calculation of Selling Price – Marked Price – Profit and Loss – Simple Interest – Compound Interest – Basic Logarithm – HCF – LCM – GCD Time, Speed and Distance - Mensuration. (3 hrs)

Unit-3: Reasoning Ability

Reasoning Ability – Direction – Blood Relation – English Comprehension – Spot the Error – Article/Proposition – Essay Writing. (3 hrs)

Total Contact hrs / Semester (13hours)

Seminar, Assignments, Group Discussion and PowerPoint

- Italics denotes self study topics

Book for study

Sanjeev Kumar (2019), *Objective Commerce*, Ramesh Publishing House, Chennai

Books for Reference

1. Vineet Kumar (2018), UGC NET / SET (JRF & LS) Commerce Paper II & III, Airhant Publications, Hyderabad
2. Purushottam Kumar (2019), *General Knowledge*, G.K. Publications, New Delhi
3. Singh, S.K. (2019), Reasoning and Numerical Ability for GATE, Cengage Learning India Pvt. Ltd., New Delhi.

Programme Code:	B.Com – BI			Programme Title :	Bachelor of Commerce - Banking and Insurance	
Course Code:	23UBI409			Title	Batch:	2023 - 2026
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	PS01	PS02
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 - ABC Analysis.	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 – Treatment of Cost and Revenue -Preparation of Contract Costing – Reconciliation of Cost and Financial Accounts - Reasons for the Difference in Profit or Loss of Cost and Financial Accounting - Preparation of Reconciliation Statement; Memorandum Reconciliation Statement.	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
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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.ManickaChezhian
Signature:	Signature:	Signature:	Signature:

Programme Code:	B.Com-BI			Programme Title:	Bachelor of Commerce – Banking and Insurance	
Course Code:	23UBI410			Title	Batch:	2023 - 2026
				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
C01	To study the basic concepts of general insurance	K1
C02	To understand the concept of fire insurance	K2
C03	To gain knowledge in the field of marine insurance	K2
C04	To gain knowledge in the field of miscellaneous insurance	K2
C05	To analyze the role of agent and development officer in the field of insurance and the latest legal provisions relating to insurance	K4

Mapping

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

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	General Insurance – Meaning – Types – Difference between Life Insurance and General Insurance – Nationalization – Privatization of General Insurance Business - General Insurance Corporation of India 2000 –Role of GIC – Progress of General Insurance Business - IRDA – National Re-Insurance – <i>Role of Public Sector and Private Sector Insurers in India.</i>	18
Unit II	Fire Insurance: Definition - Nature of Fire Insurance – Causes of fire – Prevention of Loss- Elements of Fire Insurance Contract - Kinds of Policies – Rate Fixation in Fire Insurance –Payment of Claims.	18
Unit III	Marine Insurance: Meaning - Subject Matter of Marine Insurance – Hull – Cargo – Freight – Liability – Document of Marine Insurance Contract – Elements of Marine Insurance Contract – Marine Insurance Policies – Premium Calculation- Payment of claims.	18
Unit IV	Motor Vehicle Insurance– Classification of Motor Vehicles- Kinds of Policies- Procedure – Settlement of Claims - Certificate of Insurance – Add on Covers - Burglary Insurance –Types of Policies - Personal Accident Insurance - Health Insurance –Types of Policies - Catastrophe Insurance - Types of policies – Liability Insurance - Types of Policies.	18
Unit V	Role of Development Officer – Characteristics of Successful Development Officers - Role of Insurance Agents – Duties of the Agents – <i>Role of Brokers in IRDA</i> – Insurance Management Firm (IMF) - Bancassurance – Meaning - Bancassurance in India- Bancassurance Models. 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
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Assessment Methods:

Test, Seminar, Quiz, Assignments, Group Task.(GD/ Roll Play)
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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: Dr. D. Rajasekaran	Name: Dr. M. Jeeva	Name: Thiru. K. Srinivasan	Name: Dr. R. ManickaChezhian
Signature:	Signature:	Signature:	Signature:

Programme Code:	B.Com- BI		Programme Title:	Bachelor of Commerce – Banking and Insurance	
Course Code:	23UBI411		Title	Batch:	2023 - 2026
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	6	Semester:	IV
			Introduction to Industry 4.0	Credits:	4

Course Objective

To enable the students to gain knowledge in Industry 4.0.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Define the students in introduction to industrial internet (Industry 4.0).	K1
CO2	Outline the various systems of artificial intelligence.	K2
CO3	Apply the technologies enhancing productivity, improving customer service.	K3
CO4	Analyse the value of supply chains in industry.	K4
CO5	Explain the knowledge of modern method and techniques of planning designing and dimensioning.	K5

Mapping

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

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Industry 4.0 - Need – Reason for Adopting Industry 4.0 - Definition – Goals and Design Principles. Technologies of Industry 4.0 – Big Data – Artificial Intelligence (AI) – Industrial Internet of Things - <i>Cyber Security</i> – Cloud – Augmented Reality.	18
Unit II	Artificial Intelligence: Artificial Intelligence (AI) – What & Why? - History of AI – Foundations of AI -The AI - Environment - Societal Influences of AI - Application Domains and Tools - Associated Technologies of AI - Future Prospects of AI - Challenges of AI.	18
Unit III	Big Data: Evolution - Data Evolution - Data : Terminologies - Big Data Definitions - Essential of Big Data in Industry 4.0 - Big Data Merits and Advantages - Big Data Components : Big Data Characteristics - Big Data Processing Frameworks. Big Data Applications - Big Data Tools – Big Data Domain Stack : Big Data in Data Science – Big Data in I o T - Big Data in Machine Learning - Big Data in Databases - Big Data Use cases : Big Data in Social Causes - Big Data for Industry - Big Data Roles and Skills -Big Data. Roles - Learning Platforms;	18
Unit IV	Internet of Things (I o T): Introduction to I o T – Architecture of I o T - Technologies for I o T - Developing I o T Applications -Applications of I o T : Manufacturing – Healthcare – Education – Aerospace and Defense – Agriculture – Transportation and Logistics – <i>Security in I o T</i> . Impact of Industry 4.0 on Society: Impact on Business, Government , People. Tools for Artificial Intelligence, Big Data and Data Analytics, Virtual Reality, Augmented Reality, I o T, Robotics.	18
Unit V	Jobs 2030 - Industry 4.0 – Education 4.0 – Curriculum 4.0 – Faculty 4.0 – Skills required for Future -Tools for Education – Artificial Intelligence Jobs in 2030 –Framework for aligning Education with Industry 4.0.	18
Total Contact Hrs		90

**Italicized texts are for self study*

Pedagogy:

Direct Instruction, Digital Presentation
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Assessment Method

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

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	YEAR OF PUBLICATION

1	P. Kaliraj, T. Devi	Higher Education for Industry 4.0 and Transformation to Education	2020.
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Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS / EDITION	YEAR OF PUBLICATION
1.	Stuart J. Russell, Peter Norvig	Artificial Intelligence - A Modern Approach	Pearson Publishers, Third Edition	2015
2.	S.N. Sivanandam, S.N. Deepa	Principles of Soft Computing	Wiley India, Second Edition	2007

Web links:

1. <https://nptel.ac.in/courses/106/105/106105195/>
2. <https://nptel.ac.in/courses/106/106/106106139/>
3. <https://nptel.ac.in/courses/106/105/106105077/>
4. <https://nptel.ac.in/courses/112/101/112101098/>

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. S.Mahalakshmi	Name: Dr.M.Jeeva	Name: Thiru.K.Srinivasan	Name: Dr.R.ManickaChezhian
Signature:	Signature:	Signature:	Signature:

Programme Code:	B.Com- BI		Programme Title:	Bachelor of Commerce – Banking and Insurance		
Course Code:	23UBI4A1		Title	Batch:	2023 - 2026	
Lecture Hrs./Week or Practical Hrs./Week	2	Tutorial Hrs./Sem.	-	Programming Laboratory in Tally-	Semester:	IV
				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
C01	To know the basic knowledge in Company Creation	K3
C02	To apply the Voucher and Ledger in Business	K4
C03	To create stock summary	K4
C04	To create godown with stock summary	K4
C05	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
C01	H	H	M	M	M	H	M	M	H	M
C02	H	M	M	H	H	H	H	M	H	H
C03	H	M	M	H	H	H	H	H	H	H
C04	H	M	M	H	H	H	H	H	H	H
C05	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. Trial Balance
8. Final Accounts without Adjustments
9. Final Accounts with Adjustments
10. Inventory Vouchers (Stock Summary, Creating and Displaying Godown)
11. Reports
12. 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: Ms.A.Anandhiprabha	Name: Dr.M.Jeeva	Name: Thiru.K.Srinivasan	Name: Dr.R.ManickaChezhian
Signature:	Signature:	Signature:	Signature:

Programme Code:	B.Com- BI		Programme Title:	Bachelor of Commerce – Banking and Insurance	
Course Code:	23UBI4A2		Title	Batch:	2023 - 2026
Lecture Hrs./Week or Practical Hrs./Week	2	Tutorial Hrs./Sem.	-	Semester:	IV
			Programming Laboratory – GST Practical	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
C01	To know the basic knowledge in Company Creation	K3
C02	To apply the Voucher and Ledger in Business	K4
C03	To create stock summary	K4
C04	To create godown with stock summary	K4
C05	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
C01	H	H	M	M	M	H	M	M	H	M
C02	H	M	M	H	H	H	H	M	H	H
C03	H	M	M	H	H	H	H	H	H	H
C04	H	M	M	H	H	H	H	H	H	H
C05	H	M	M	H	H	H	H	H	H	H

H-High; M-Medium; L-Low

1. Creation of Company
2. Ledger creation.
3. Calculation of GST in Purchase Ledger
4. Calculation of GST in Sales Ledger
5. Report Summary
 - a. GST R1
 - b. GST R2
 - c. GST 3B

Total Hours : 30

Pedagogy:

Direct Instruction, Digital Presentation

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: Ms.A.Anandhiprabha	Name: Dr.M.Jeeva	Name: Thiru.K.Srinivasan	Name: Dr.R.ManickaChezhian
Signature:	Signature:	Signature:	Signature:

Programme Code:	UAP			Programme Title:	B.A., / B.Sc., / B. Com.,
CourseCode:	23UAP4S1			Title	Batch: 2023-2026
				SEC II: Naan Mudhalvan: Quantitative Aptitude	Semester: IV
LectureHrs./Weekor PracticalHrs./Week	2	TutorialHrs./Sem.	5		Credits: 2

Course Objective

- To enable the students to refine their mathematical, logical, and analytical skills.
- The student will be able to answer real-life simple problems by using HCF and LCM.
- The student is able to apply the correct sequence of operations to find out the value of a given mathematical expression.
- The student will be able to solve the problem involving square roots, cube roots, and average.
- To make them prepare for various public and private sector exams and placement drives.
- To understand the functions of tableau for data process and deploy dashboard.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To have fundamental knowledge of Mathematics about problems of numbers using Mathematical formulae.	K1
CO2	To understand the concepts of profit & loss related processing, simplification, etc.,	K2
CO3	To apply the formulae to real time problems on probability, Areas of surfaces and apply data visualization tool for any data set.	K3
CO4	To analyze the problems solving related to Age, Time and Distance and Time and Work etc. To examine their employability skills.	K4

CO5	Use their logical thinking and analytical abilities to evaluate puzzle and decision making related questions from company specific and other competitive tests / To critically evaluate numerous possibilities related to puzzles.	K5
	To develop their Competitive skills and improve the decision-making skills. To generate analytical reports and presentations using Data Interpretation.	K6

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	H	M	M	M	L	H	M	M	M	M	M	M
CO2	H	L	H	M	M	M	L	M	M	M	M	M
CO3	H	H	M	M	L	H	H	H	L	H	M	H
CO4	H	M	H	H	H	M	H	H	H	H	L	H
CO5	M	M	L	H	M	H	M	M	M	M	H	M

*H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Numbers-HCF And LCM of Numbers-Decimal Fractions- Comparison of Fractions - Simplification- Square Root and Cube Roots – Average.	6
Unit II	Time and Work - Time and Distance – Mixtures or Allegations - Problems on Numbers - Problems on Ages –Percentage - Profits and Loss.	6
Unit III	Ratio and Proportion - Time and Work - Time and Distance - Simple Interest - Compound Interest - Area-Volume and Surface Area.	6
Unit IV	Permutation and Combination - Probability, Height and Distances - Boats and Streams - Odd Man Out &Series.	6
Unit V	Interpretation: Tabulation, Bar Graphs, Pie Chart, Line Charts.	6
	Total Contact Hrs	30

Pedagogy

Direct Instruction, Flipped Class, Digital

Assessment Methods

Seminar, Quiz, Assignments,

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	R.S. Aggarwal	Quantitative Aptitude for Competitive Examinations	S.Chand & Company Ltd., New Delhi.	2018

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dinesh Khattar	The Pearson Guide to Quantitative Aptitude for Competitive Examinations	Pearson's Publications, New Delhi. 2 nd Edition	2013
2	Praveen R.V	Quantitative Aptitude and Reasoning	PHI Learning Pvt. Ltd., New Delhi. 3 rd Edition.	2016
3	Rajesh Varma	Fast Track Objective Arithmetic	Arihant Publications India Limited, New Delhi	2018
4	Abhijit Guha	Quantitative Aptitude for Competitive Examinations	McGraw Hill Education (India) Private Limited. 7 th Edition	2020
5	Sarvesh K Verma	Quantitative Aptitude Quantum CAT	Arihant Publications India Limited, New Delhi; Twelve edition	2022

Web References :

1. https://www.javatpoint.com/aptitude/quantitative
2. https://www.toppr.com/guides/quantitative-aptitude/
3. https://www.tutorialspoint.com/quantitative_aptitude/index.htm
4. https://www.sscadda.com/quantitative-aptitude/
5. https://prepinsta.com/learn-aptitude/
6. https://www.indiabix.com/
7. https://www.icai.org/post.html?post_id=17790
8. https://tnpsc.news/tnpsc-study-materials
9. http://www.kalvisolai.com/p/kalvisolai-tnpsc-study-materials.html
10. https://byjus.com/free-ias-prep/tnpsc-study-material/

Course Designed by	Checkedby	Approvedby
Name and Signature	Co-ordinator CDC	COE
Name: Mr. K. Srinivasan & Dr. V. Indhumathi Signature:	Name: Mr. K. Srinivasan Signature:	Name: Dr. R. Manickachezian Signature:

Programme Code:	B.Com-BI		Programme Title:	Bachelor of Commerce – Banking and Insurance	
Course Code:	23UBI4N1		Title	Batch:	2023 – 2026
Lecture Hrs./Week or Practical Hrs./Week	1	Tutorial Hrs./Sem.	-	Semester:	IV
				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
C01	To enhance the practical knowledge in the field of commerce	K1
C02	To fill up the various forms used in commerce transactions	K1
C03	To enhance the practical knowledge in the field of banking	K2
C04	To fill up the various forms used in banking transactions	K2
C05	To know the practical usage of various banking transactions	K3

Mapping

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

H-High; M-Medium; L-Low

Commerce Oriented:**(8Hrs)**

1. Pay Roll
2. Fixing Brand Name
3. USP
4. Office Layout
5. Application Letter and KYC
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:**(7Hrs)**

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	Name: Dr.M.Jeeva	Name: Thiru.K.Srinivasan	Name: Dr.R.ManickaChezhian
Signature:	Signature:	Signature:	Signature:

Programme Code:	B.Com-BI			Programme Title:	Bachelor of Commerce – Banking and Insurance	
Course Code:	23UBI4N2			Title	Batch:	2023 - 2026
				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 followed in India	K1
CO2	To understand the latest trends and regulations in electronic banking	K2
CO3	To analyze the role and functions of MSME	K4
CO4	To familiarize about the latest trends in corporate banking	K4
CO5	To understand the Financial Inclusion schemes of the Government	K2

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	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 – Features - Online Payment System – Types.	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 - <i>Self Help Groups</i> .	3
Unit V	Business Correspondent - PMJDY – PMJBY Scheme I and Scheme II - NEFT – RTGS – MICR – CTS – Recent trends in Banking – UPI Transactions – Phone Pay, Google Pay, Pay TM, BHIM, Whatsapp.	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	2022

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. Gomathi	Name: Dr.M.Jeeva	Name: Thiru.K.Srinivasan	Name: Dr.R.ManickaChezhian
Signature:	Signature:	Signature:	Signature:

VAC - 2

Governance and Cyber Law

Learning Objective The objective of the course is

- LO1: To introduce the cyber world and cyber law in general
- LO2: To explain about the various facets of cyber crimes
- LO3: To enhance the understanding of problems arising out of online transactions and provoke them to find solutions
- LO4: To clarify the Intellectual Property issues in the cyber space and the growth and development of the law in this regard,
- LO5: To educate about the regulation of cyber space at national and international level.

Course Outcome After completing the course, students will be familiar with

- CO1: Understanding concepts related to cyber world and cyber law in general
- CO2: Develop competitive edge on various facets of cyber crimes
- CO3: Problems arising out of online transactions and provoke them to find solutions
- CO4: Intellectual property issues in the cyber space and the growth and development of the law
- CO5: Regulation of cyber space at national and international level.
- CO6: Upholding ethical standards in cyber laws and intellectual property issues

Unit-1 Introduction to Web Technology (12 h) Introduction, Computers and its Impact in Society, Overview of Computer and Web Technology, Need for Cyber Law, Cyber Jurisprudence at International and Indian Level – Introduction to e-governance, techniques, e-governance in India, Challenges faced, Indian theory of Public administration

Unit-2 International Cyber Law (12 h) Cyber Law - International Perspectives, UN & International Telecommunication Union (ITU) Initiatives, Council of Europe - Budapest Convention on Cybercrime, Asia-Pacific Economic Cooperation (APEC), Organization for Economic Co-operation and Development (OECD), World Bank, Commonwealth of Nations

Unit – 3 :Ethics and Business (12 h) Moral & ethical dilemmas. Ethics and Business: A sense of business ethics. Ethics and International Business: Ethics Issues beyond borders. “Current Streams of Thought”.

Text Books

1. Satyanarayana.J, E Government: The Science of the Possible, PHI Learning Pvt. Ltd.. (2012) 2. SudhirNaib, The Information Technology Act, 2005: A Handbook, OUP, New York, (2011)

Supplementary Readings

1. Verma S, K, Mittal Raman, Legal Dimensions of Cyber Space, Indian Law Institute, New Delhi, (2004) 2. S. R. Bhansali, Information Technology Act, 2000, University Book House Pvt. Ltd., Jaipur (2003). 3. Vasu Deva, Cyber Crimes and Law Enforcement, Commonwealth Publishers, New Delhi, (2003)

Programme Code:	B.Com – BI			Programme Title :	Bachelor of Commerce - Banking and Insurance	
Course Code:	23UBI512			Title	Batch:	2023 - 2026
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	6	Income Tax	Semester:	V
					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
C01	To acquaint with the latest provisions of Income Tax Act 1961	K2
C02	To develop the skills in computation of income under the head Salary	K3
C03	To develop the skills in computation of income under the head House Property and Business/Profession	K3
C04	To develop the skills in computation of income under the head Capital gains and income from other sources	K3
C05	To equip the students for filling tax returns of an individual	K5

Mapping

PO /PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO										
C01	L	M	H	L	L	M	H	M	H	H
C02	H	M	M	H	M	M	H	M	M	H
C03	H	M	M	H	L	M	H	M	M	H
C04	H	M	M	H	L	M	H	M	M	H
C05	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	Clubbing of Income – Set off and Carry Forward of Losses - <i>Deductions from Gross Total Income – 80C to 80GG, 80QQB and 80U (Theory only)</i> - Assessment of Individuals – Computation of Total Income of Individuals – Procedure for Filing Tax Returns of Individual – e-filing Procedures.	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.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:	23UBI513		Title	Batch:	2023 - 2026
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-	Semester:	V
			Financial Innovations in Banking and Insurance	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
C01	To gain knowledge about e-banking operations	K1
C02	To understand recent development in banking industry	K2
C03	To understand the concept of business correspondent and banking ombudsman	K2
C04	To evaluate the benefits of insurance to the individuals and society	K5
C05	To analyze the latest policies emerging in life and general insurance	K4

Mapping

PO / PSO	P01	P02	P03	P04	P05	P06	P07	P08	PSO1	PSO2
CO										
C01	L	H	H	H	M	H	H	H	L	H
C02	L	H	H	H	M	H	H	H	L	H
C03	L	M	H	M	L	M	L	L	L	M
C04	L	M	M	M	H	L	M	M	M	M
C05	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 (Automated Teller Machine) – Operation – Credit Card – Features – Operation – Advantages and Disadvantages – Debit Card – Features.	15
Unit II	Mobile Banking – Advantages and Disadvantages – Internet Banking – Advantages and Disadvantages – NACH (National Automated Clearing House)- <i>EFT</i> (Electronic Funds Transfer) – <i>Advantages</i> – NEFT(National Electronic Funds Transfer) – RTGS (Real Time Gross Settlement)– CTS (Cheque Truncation System)– Essential Features – Merits – Electronic Cheque – Essential Features – Mechanism – Advantages – CDM (Cash Deposit Machine) – Issues – Security Threats in Digital Banking.	15
Unit III	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 (Magnetic Ink Character Recognition) – IFSC (Indian Financial System Code) – IMPS (Immediate Payment Service).	15
Unit IV	Financial Inclusion: Business Correspondent(BC)– PMJDY (Pradhan Mantri Jan-Dhan Yojana) – PMJJBY (Pradhan Mantri Jeevan Jyoti Bima Yojana) Scheme I and Scheme II . Banking Ombudsman –Appointment – Powers and Duties – Type of Complaints – Procedure for filing Complaint – Rejection of Complaint – Procedure for Redressal of Grievance – Customer Care Center. Rights to Information Act – Objective – Scope and Powers – Exclusion.	15
Unit V	Micro Insurance Plans – <i>Pension Plans</i> – Health Plan – Single Window System – Online Insurance – Different Payment Gateways: ECS (Electronic Clearing Service) – EBPP (Electronic Bill Presentment and Payment) – ATM (Automated Teller Machine) – PORTAL (Private Offerings Retail Trading Automated Linkage)–AP online – MP online – Agents Collection – SMS Payment – SUVIDHAA – Direct Debit – Senior Business Associates – Retired Employee Collection Payment – PMJDY (Pradhan Mantri Jan-Dhan Yojana) – PMJJBY (Pradhan Mantri Jeevan Jyoti Bima Yojana) – Information Technology and LIC – Grievance Redressal – PMSYM (Pradhan Mantri Shram Yogi Maan-dhan).	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.	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.	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: Mr. D. Rajasekaran Ms. S. Mahalakshmi	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:	23UBI5E1			Title	Batch:	2023 - 2026
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-	Human Resource Management	Semester:	V
					Credits:	4

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 remember the importance of human resource management in organizations.	K1
CO2	To get the idea about training and development needed to the human resource.	K3
CO3	To identify the nature and sources of conflict and different strategies, approaches used in the resolution of conflict.	K3
CO4	To analyze the key issues related to administering the human elements such as motivation, performance appraisal, recruitment and training.	K3
CO5	To evaluate the performance of the employees in the field of resource development.	K5

Mapping

PO /PSO	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02
CO										
CO1	H	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	Introduction Human Resource Management- Meaning and Scope – Importance - Evolution of Human Resource Management – HR Policies – HR Information System – International HRM – HRM vs IHRM - Human Resource Function.	15
Unit II	Acquisition of Human Resource Manpower Planning - Importance – Factors governing Human Resource Planning. Recruitment – Factors Governing Recruitment - Recruitment Process - Sources of Recruitment - Selection Process – Tests – Interviews - Placement – Induction - Evaluation of Recruitment Methods.	15
Unit III	Training and Development Concept and Importance - Identifying Training and Development needs - Methods of Training – Evaluating Training effectiveness – Training Process Outsourcing - Management and career development	15
Unit IV	Performance Appraisal Performance Appraisal - Objectives – Importance – Modern techniques of performances appraisal – Compensation: Concepts and Policies – Methods of wage Payment and incentive plans – Fringe benefits – Performance linked compensation.	15
Unit V	Employee Relations Employee relations - An overview – Grievances handling and redressal - Conflict Management- Types of Conflict- Stages of Conflict - Causes and Remedies of Conflict – Measures to Stimulate Conflicts.	15
	Total Contact Hrs	75

**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: Mr.D.Rajasekaran	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:	23UBI5E2			Title	Batch:	2023 - 2026
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-	Principles of Management	Semester:	V
					Credits:	4

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 cost accounting 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	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	Introduction to Management: Evolution of management thought: Classical School of thought (Contributions of Taylor and Fayol) – Neo-classical School – Human Relations Approach (Hawthorne Experiments) – Modern Management Theory - Quantitative Approach, Systems Approach and Contingency Approach. Nature and significance of management - Managerial roles - Mintzberg - An overview of functional areas of management - Principles of Management – Managerial skills.	15
Unit II	Planning: Concept, process and objectives – Types of plans – MBO & MBE, Corporate planning: Environment analysis and diagnosis. Forecasting: Meaning and purpose of forecasting – Techniques of forecasting - Qualitative and quantitative Decision making: Concept and process; Delegation and Principles of delegation: Strategy Formulation.	15
Unit III	Organizing: Nature and Purpose of Organization – Principles of Organization – Organization structure and types – Departmentalization – Centralization vs. Decentralization of Authority – Span of Control – Meaning - Factors affecting span. Staffing: Nature and Process of Staffing.	15
Unit IV	Leadership: Concept and leadership styles: Leadership theories- Trait theory, Rensis Likert Management theory, situational contingency theory; Managerial control: concept and process: Effective control system: Techniques of control- traditional and modern. Co-ordination: Meaning – steps and methods of co- ordination.	15
Unit V	Concept, nature and process of planned change: Resistance to change: Emerging horizons of management in a changing environment. Business/Management Ethics – factors affecting ethical decisions, benefits of Business ethics	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)

Text Book

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

Reference Books

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

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature

Name: Ms. S. Mahalakshmi	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:	23UBI5E3			Title	Batch:	2023 - 2026
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-	Retail Management	Semester:	V
					Credits:	4

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
C01	To familiarize the students with retail management concepts and operations	K1
C02	To provide understanding of retail management and types of retailers	K2
C03	To develop an understanding of retail management terminology including retail locations and retail strategy	K3
C04	To analyze retail merchandising, opportunities and competitive advantage of legal and ethical aspects of retail management	K4
C05	To create awareness about emerging trends in retail management	K3

Mapping

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

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Retail – Meaning - Functions and Special Characteristics of a Retailer - Retail Management – Meaning – Significance - Importance of retailing - Functions of Retailing - Factors Influencing Retail Management – Scope of Retail Management - Retail Formats and Types - Retailing Channels - <i>Retail Industry in India.</i>	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 – Chain of Stores.	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 - <i>Green Retailing</i> – Hyper Market and Mall.	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:	23UBI514			Title	Batch:	2023 - 2026
				International Banking	Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-		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	PS01	PS02	PS03	PS04	PS05	PS06	PS07	PS08	PS01	PS02
CO										
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 – <i>Trade Credit</i> .	15
Unit IV	International Financial Institutions – IMF – IFC – ADB – World Bank - IBRD - IDA – MIGA – EXIM Bank – Organisation Structure and Functions of these Organizations - ECGC of India – Role, Products and Policies.	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.	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, 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, 2nd edition, (2018)	2018
2.	Jeevanandam.	Foreign Exchange Practise, Concepts and Controls.	Sultan Chand and Sons, New Delhi, 14 th ed.	2015
3.	Jhingan 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: 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:	23UBI515		Title	Batch:	2023 - 2026
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-	Semester:	V
			Marketing Management	Credits:	4

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
C01	To understand the key concept and elements of marketing mix	K1
C02	To develop a product mix for a product	K3
C03	To determine the most appropriate price mix	K3
C04	To analyze the promotion mix and be able to select appropriate channel of distribution	K4
C05	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										
C01	H	H	L	L	L	M	L	L	M	L
C02	H	H	M	H	H	H	M	H	H	H
C03	H	H	L	H	H	H	M	H	H	H
C04	H	H	L	H	H	H	M	H	H	H
C05	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 - Kinds of Pricing. Distribution Channels – Types of Channels – Factors Affecting Choice of Distribution.	15
Unit IV	Promotion - Meaning –Techniques –Sales Promotion – Objectives and Importance of Sales Promotion – Techniques. Advertising – Meaning – Objectives –Benefits – Media – Publicity.	15
Unit V	Consumerism – Meaning – <i>Types of Exploitation</i> – Consumer Rights – Consumer Protection Act 1986 – Grievance and Redressal Cell. Latest Trends in Marketing: Retail Marketing – Methods - Rural Marketing – Green Marketing – Online Marketing – Mobile Marketing – Social Media Marketing.	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)
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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	Modern Marketing Principles and Practices	New Delhi, S. Chand & Co Pvt. Ltd	2017

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: 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:	23UBI516			Title	Batch:	2023 - 2026
				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
C01	To understand about business organization and its structure	K1
C02	To adopt to the changes in working environment	K2
C03	To gain hands on training experience in the relevant field	K3
C04	To bridge the gap between theory and practice	K4
C05	To know the challenges faced by the company	K5

Mapping

PSO CO	PS01	PS02	PS03	PS04	PS05	PS06	PS07	PS08	PS01	PS02
C01	H	H	M	M	M	M	M	M	M	H
C02	H	H	M	H	M	M	M	M	H	H
C03	H	H	H	H	H	M	M	H	H	H
C04	H	H	H	H	H	M	H	H	H	H
C05	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. Weight age 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:	23UBI5S1		Title	Batch:	2023 - 2026
Lecture Hrs./Week or Practical Hrs./Week	3	Tutorial Hrs./Sem.	-	Title :	Semester:
				Entrepreneurial Development	V
				Credits:	2

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 <i>Women Entrepreneurs</i> – Problems faced by Women Entrepreneurs – Development of Women Entrepreneur - Social Entrepreneur.	9
Unit II	Entrepreneurship Development Programme (EDP): Barriers to Entrepreneurship – Need for Entrepreneurship Training – Concepts of Training Program – EDP in India – Entrepreneurship Skill Development Programme 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: Schemes available for Entrepreneurship - Incentives, Subsidies and Grants of State and Central Government - <i>Online Courses for Entrepreneurs</i> – Online Courses for Entrepreneurs – MSME – Objectives – Schemes – Steps to start MSME.	9
Total Contact Hrs		45

***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)
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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: 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:	23UBI5S2		Title	Batch:	2023 - 2026
Lecture Hrs./Week or Practical Hrs./Week	3	Tutorial Hrs./Sem.	-	Semester:	V
			Investment Management	Credits:	2

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	9
Unit II	Fundamental Analysis - Economic Analysis – Economic Indicators - Industry Analysis –Industry Life Cycle – Reasons for Stagnation Stage - Company Analysis-Limitations of Fundamental Analysis.	9
Unit III	Technical Analysis – Difference between Fundamental and Technical Analysis - Basic Technical Assumption – Dow Theory – Elliot Wave Principles – <i>Charts as a Technical Tool</i> - Trend and Trend Reversal Patterns.	9
Unit IV	Risk – Systematic and Unsystematic Risk – Returns – Traditional Technique – Holding Period – Yield Method – Probability Distribution.	9
Unit V	Portfolio – Meaning – Principles of Portfolio Investment Process – Portfolio Management – Elements of Portfolio Management – Portfolio Selection – Performance Evaluation and Portfolio Revision	9
	Total Contact Hrs	45

**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)
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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: 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:	23UBI5AL			Title	Batch:	2023 - 2026
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
CO1	To familiarize the goals and stages of digital marketing.	K1
CO2	To understand the online advertising platforms	K2
CO3	To equip the students with the concept of web page and website	K4
CO4	To gain expertise in current scenario followed in Social media platforms	K3
CO5	To Evaluate the Mobile marketing tools and platforms	K5

Mapping

PQ /PSO \ CO	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02
CO1	M	M	M	L	M	M	M	H	H	H
CO2	M	M	M	H	H	L	M	H	H	H
CO3	M	H	L	M	M	H	M	M	M	M
CO4	M	M	H	M	M	L	H	H	H	M
CO5	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-Pinterest - 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.

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.	Siman Kingsnorth	Digital Marketing Strategy	Kogan page	2019

3.	Nitin Kamat, Chinmay Nitin Kamat,	Digital Marketing	Himalaya Publishing House	2018
4.	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. S.Mahalakshmi	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:	23UBI617			Title	Batch:	2023 - 2026
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 and Interpretation 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.	18
Unit V	Marginal Costing – Break-Even Analysis – Applications of Marginal Costing Techniques – Standard Costing - 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
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Assessment Methods:

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

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS / EDITION	YEAR OF PUBLICATION
1	Sharma R.K and Sashi K.Gupta	Management Accounting	Kalyani Publishers, 13 th Edition, New Delhi,	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	Dr. Maheswari.S.N.	Cost and Management Accounting	16 th edition, New Delhi, Sultan Chand & Sons	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 Chezhan
Signature:	Signature:	Signature:	Signature:

Programme Code:	B.Com-BI			Programme Title:	Bachelor of Commerce - Banking and Insurance	
Course Code:	23UBI6E4			Title	Batch:	2023 - 2026
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	Business Correspondence	Semester:	VI
					Credits:	5

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
C01	To acquire knowledge on the fundamentals of business communication	K1
C02	To gain experience in drafting business letters	K3
C03	To gain expertise on banking and insurance correspondence	K3
C04	To equip the students with job seeking communication skills	K4
C05	To develop the ability to prepare official/ formal reports and proceedings	K3 & K6

Mapping

PQ / PSO	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02
CO										
C01	M	M	L	M	M	H	L	M	M	M
C02	M	H	L	M	H	M	H	M	H	H
C03	M	H	L	H	H	H	M	H	M	H
C04	L	H	M	H	M	H	H	H	M	H
C05	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.	18
Unit II	Trade Enquires – Orders and Execution – Credit and Status Enquiries.	18
Unit III	Complaints and Adjustments – Collection letters – Sales Letters – Circular Letters.	18
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.	18
Unit V	Application letters – Preparation of Resume –Interview – Types of interview – Preparing Agenda and Minutes – Drafting an e-mail - Good speech – <i>Requisites of Good Speech</i>	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, 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	New Delhi, Sultan Chand And Sons	2017

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS / EDITION	YEAR OF PUBLICATION
1	Ramesh, MS, and C.C. Pattanshetti,	Business Communication	New Delhi, S.Chand & Co.	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: Dr. D. Rajasekaran	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:	23UBI6E5		Title	Batch:	2023 - 2026
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
CO1	To create insight in the area of customer relationship management	K1
CO2	To understand the various strategies of CRM	K2
CO3	To analyze the different components of E CRM	K4
CO4	To identify the values created by customer relationship management in present scenario in banking sector	K1
CO5	To gain awareness about the CRM in insurance	K3

Mapping

PO / PSO	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02
CO										
CO1	M	M	M	H	H	M	M	M	H	M
CO2	H	M	H	H	H	M	M	M	H	H
CO3	M	H	M	H	H	M	H	M	M	H
CO4	M	M	H	M	H	H	M	H	M	M
CO5	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 - Features of CRM- Process of CRM – Types of CRM - Components of CRM – Steps of Achieving CRM Goals – CRM Selection and Implementation Process – Benefits of CRM -Advantages – <i>Limitations of CRM.</i>	18
Unit II	CRM Strategy: Introduction –Meaning-Features– Types of CRM Strategies – Building CRM Strategies – Implementing CRM Strategies – Essentials of CRM Strategy. CRM Process – Objectives – Benefits – Process Selection Procedure – Steps in CRM Implementation – CRM Business Cycle – CRM for Client Server Model.	18
Unit III	E-CRM – Meaning - Features – Needs – benefits - Challenges - difference between CRM and E-CRM- Components- E-CRM Architecture –Channels for customer Interaction – Basic Requirements – Dimension of E-CRM – Advantages – Problems in E-CRM – E-CRM tools.	18
Unit IV	CRM in Banking Sector – Meaning – Objectives - Needs - Importance – Challenges – Benefits – Features –Role of CRM in banking sector- Implementation of CRM in Banking Sector. Call Centre – Meaning – Objectives – Types - Features and Functionality – Components of Call Centre – Call Centre Architecture – <i>Call Centre Technology.</i>	18
Unit V	CRM in Life Insurance – CRM in General Insurance - Data Mining –Data Mining in Banks and Insurance Companies – Data Mining in Healthcare. Data Warehousing – Meaning – Types of Data Warehousing – Components of Data Warehousing - Data Warehousing Architecture – Data Warehousing and CRM.	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 perspective	Laxmi Publication	2016

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name: Ms. A.Anadhiprabha	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:	23UBI6E6		Title	Batch:	2023 - 2026
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	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO										
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
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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	Suja R Nair	Consumer Behaviour	Himalaya Publishing House	2017

Reference Books

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

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

Programme Code:	B.Com – BI		Programme Title :	Bachelor of Commerce - Banking and Insurance	
Course Code:	23UBI6E7		Title	Batch:	2023 – 2026
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	Semester:	VI
			Financial Management	Credits:	5

Course Objective

To enlighten the students with new concepts of Financial Management.

Course Outcomes

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

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

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	M	M	H	H	M	H	H
CO2	H	H	H	M	H	H	H	H	H	H
CO3	H	H	H	H	M	H	H	H	H	H
CO4	H	H	H	H	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	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 - Modigliani & Miller (MM) 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
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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	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:	23UBI6E8		Title	Batch:	2023 – 2026
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	Semester:	VI
			Risk Management in Banking and Insurance	Credits:	5

Course Objective

To enlighten the students with new concepts of risk management in banking and insurance.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the causes and nature of risks in banking and insurance	K1
CO2	Know the challenges of credit management and measurement of interest rate risk for asset liability management	K2
CO3	Acquire knowledge about the Regulatory and Supervisory framework for risk management in banking	K3
CO4	Obtain knowledge on risk identification and evaluation in insurance	K3
CO5	Understand the identifying, analyzing the risk control tools and techniques in insurance	K5

Mapping

PO /PSO	P01	P02	P03	P04	P05	P06	P07	P08	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	Risk Management Concept and application: Introduction – Meaning and Definition of Risk – Risk and Uncertainty – Nature of Risk – Sources of Risk – Handling Risks. Risk Management: Structure – Need – Objectives – Benefits – Nature – Development of Risk Management – Relation between risk and Capital – <i>Risk Management Function</i> .	18
Unit II	Measurement and Management of Risks in Banks: Credit Risk - Challenges in credit risk management- Strategy-credit policy. Instruments of credit risk management. Concept of Market risk: Organizational set up for market risk management – Liquidity risk management – Interest rate risk management – Foreign exchange risk management.	18
Unit III	Integrated Risk Management Policy (IRMP): Basic Framework – Integrated risk – Credit risk – Implementation road map: Market risk implementation road map and operational risk implementation road map. Integrated Risk Management Policy – Risk governance structure – Objectives and Principles of Integrated Risk Management.	18
Unit IV	Risks Management in Insurance: Growing interest in risk management Methods of classifying risk – Risk management process – Methods of risk identification. Risk Assessment – Statistical Methods and Probability Concept – <i>Diversification of risk using risk pooling</i> .	18

Unit V	Risk Handling Techniques: Loss or risk control – Risk transfer – Loss financing – Choosing an appropriate risk handling technique Risk bearing financial institutions R.sk diversification additional benefits from risk bearing financial institutions – Hedging – Speculative financial risk.	18
Total Contact Hrs		90

NOTE: Theoretical Aspects only (All Units)

**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)
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Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS/ EDITION	YEAR OF PUBLICATION
1	Mark.S.Dorfman, David A.Cather	Introduction to Risk Management and Insurance	PHI Learning Private Limited Publication, (Tenth Edition)	2013
2	S.Singh, Yokeshsingh	Risk Management in Banks	(First Edition)Excel Books Publication, New Delhi	2008

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS/ EDITION	YEAR OF PUBLICATION
1	Dr.P.K.Gupta	Essentials of Insurance and Risk Management	(First Edition), Himalaya Publishing House	2016
2	N.R. Mohan Prakash	Banking, Risk and Insurance Management	Vikas Publishing, Chennai	2016
3	E. Rejda George and McNamara Michael	Principles of Risk Management and Insurance	(13Edition) Pearson	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. D. Rajasekaran	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:	23UBI6E9		Title	Batch:	2023 - 2026
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	Financial Markets and Institutions	Semester:	VI
				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
C01	To acquaint with the functioning of financial markets and institutions	K1
C02	To understand the operation and position of primary and secondary markets	K2
C03	To gain knowledge about the role of SEBI	K3
C04	To analyse the performance of Credit Rating Agencies and Mutual fund in India	K4
C05	To evaluate the importance of Non Banking Financial companies	K5

Mapping

PO /PSO	P01	P02	P03	P04	P05	P06	P07	P08	PSO1	PSO2
CO										
C01	L	H	L	M	L	M	L	M	M	H
C02	M	H	L	M	M	M	L	M	M	M
C03	M	H	M	M	L	H	M	H	H	M
C04	M	H	H	M	L	H	M	H	H	M
C05	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>	18
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. Secondary Market – Services of Stock Exchanges – Online Trading – Merits of Online Trading.	18
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.	18
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>	18
Unit V	Non-banking Financial Companies : IDBI – Objectives and Functions- IFCI- Objectives and Functions – SFC - Objectives and Functions – SIDBI – Objectives and Functions - NABARD– Objectives and Functions.	18
	Total Contact Hrs	90

**Italicized texts are for self study*

Pedagogy:

Direct Instruction, Digital Presentation

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 McGraw Hill Company, India	2009
2	Khan M.Y.	Financial Services	Tata McGraw 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: Dr.D. Rajasekaran	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:	23UBI618		Title	Batch:	2023 - 2026
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	Goods and Services 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 types of taxes subsumed under GST .	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	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02
CO										
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.	18
Unit II	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.	18
Unit III	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 - Inter-State Supply and Intra-State Supply - Zero-Rated Supply -Composition Levy.	18
Unit IV	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.	18
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 - <i>Place of Supply of Goods or Services</i> .	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)
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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	Current edition

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: Ms.S. Mahalakshmi	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:	23UBI619		Title	Batch:	2023 - 2026
			Commerce, Banking and Insurance Practicals	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	3	Tutorial Hrs./Sem.		-	Credits:

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
C01	To prepare payroll, fix a brand name and design a office layout	K4
C02	To apply for PAN card, passport and to be able to book a railway ticket	K3
C03	To draft job related letters and file income tax returns	K4
C04	To enable the students in filling various banking forms	K3
C05	To enable the students with the usage of insurance firms	K3

Mapping

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

H-High; M-Medium; L-Low

Commerce Oriented:**(15 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:**(20 Hrs)**

1. Cheque
2. DD Challan
3. Deposit Form
4. Account Opening Form and KYC
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: 45

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
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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.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:	23UBI6S1		Title	Batch:	2023 - 2026
Lecture Hrs. or Practical Hrs.	2	Tutorial Hrs./Sem.	-	Semester:	VI
			Mutual Funds in India	Credits:	2

Course Objective

To expose the students to the Mutual Funds in India 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 mutual fund.	K1
CO2	To outline the types of mutual fund.	K3
CO3	To apply the various techniques in choosing mutual fund .	K3
CO4	To equip the students to analyze Mutual Funds Industry in India.	K3
CO5	To evaluate Growth Patterns and Prospects of Mutual Fund Industry.	K5

Mapping

PO /PSO	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02
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	Mutual Funds – Origin - Meaning - Growth of Mutual Funds – Fund Units Vs Shares - Types of Mutual Fund Schemes .	6
Unit II	Mutual Funds in India – UTI Schemes, SBI Mutual Fund, Other Mutual Funds – Mutual Funds Industry in India.	6
Unit III	Investors Protection and Mutual Fund Regulation: Investors Rights – Facilities available to Investors – Selection of a Fund	6
Unit IV	– Risk in mutual Fund Schemes - Advantages of Mutual Funds - Role and Function of AMFIs.	6
Unit V	Size and Growth Patterns of Mutual Funds – Prospects of Mutual Fund Industry - Organization of the Fund- Operation of the Fund – Net Asset Value.	6
Total hours		30

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	V.K. Avadhani	Marketing of Financial Services	Himalaya Publishing House, New Delhi	2021

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	R.Gorden and Natarajan	Emerging Scenario of Financial Services	Himalaya Publishing House, New Delhi.	2016
2	Fredman and Wiles:	How Mutual Funds work	Prentice Hall of India	2017
3	K.G. Sahadevan and M.Thripairaju	Mutual funds, data Interpretation and Analysis	Prentice Hall of India	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:	23UBI6S1		Title	Batch:	2023 - 2026
Lecture Hrs./Week or Practical Hrs./Week	2	Tutorial Hrs./Sem.	-	Semester:	VI
			Basics of Finance and Fintech	Credits:	2

Course Objective

To input the basic knowledge of basics of Finance and Financial technology

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
C01	To understand the basic of finance and Fintech Industry	K2
C02	To provide practical exposure on Fintech Hubs in India	K2
C03	To apply the concept of other areas of FinTech industry	K3
C04	To measure the association of relationship between variables through permutation and combinations	K4
C05	To equip the students by deploying analysis of time series and forecasting techniques in business.	K5

Mapping

PO /PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02
CO										
C01	H	M	H	H	H	M	H	H	H	H
C02	H	H	M	M	M	H	M	H	M	H
C03	M	M	H	H	H	H	H	M	M	H
C04	H	H	M	M	M	H	M	M	H	M
C05	M	H	M	H	M	M	H	M	M	H

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	FinTech : Introduction - Importance of FinTech - Understanding FinTech - The Financial Services Value Chain - Traditional Practices - The Advent of FinTech – PayTech	6
Unit II	InvesTech – LendingTech – RegTech - Fintech Hubs - The History of Fintech in India - Emerging Technologies - Regulatory Concerns	6
Unit III	Banking (BankTech): Loan Origination and Servicing - Social media-based profiling - Dynamic Credit Rating - Risk Management - Underwriting - Credit Counsellor Robots - Data Science for Cross Selling	6
Unit IV	Payment (PayTech) Technologies: Hybrid Lending Products - Individual Payments - Alternate Finance - Digital Wallets - Credit Card Innovations - M-Pesa - Cybersecurity	6
Unit V	Other Areas of FinTech: P2P Lending – WealthTech – TaxTech – RegTech - Data-driven Finance - Data Sharing - Artificial Intelligence and Machine Learning - RPA / DPA platform(s) such as UIPath, Pega, Automation Anywhere and Blue Prism. <i>Open APIs, mobile banking, and recent AR/VR/MR-based innovations in FinTech</i>	6
	Total Contact Hrs	30

**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)

Weblinks for Materials:

1. <https://emasters.iitk.ac.in/course/masters-in-fintech-and-financial-management#faq>
2. http://kb.naanmudhalvan.in/images/3/3b/KTC_NSE.pdf

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: