

B.Com. Banking and Insurance

(FOR THE CANDIDATES ADMITTED FROM THE ACADEMIC YEAR 2022 - 2025
ONWARDS)

III to VI SEMESTERS (Ratified)

SCHEME OF EXAMINATIONS

SEMESTER - III										
Part	Subject Code	Title of the Paper	Hrs. / Week		Hrs. / Sem.	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P			Internal	External		
I	22UTL3C3	Tamil Paper-III	3	-	-	3	50	50	100	3
	22UHN3C3	Hindi Paper-III								
	22UFR3C3	French Paper-III								
II	22UEN3C3	Communication Skills – III	3	-	-	3	50	50	100	3
III	22UBI305	CC - V: Corporate Accounting	6			3	50	50	100	4
	22UBI306	CC - VI: Principles of Life Insurance	5			3	50	50	100	4
	22UBI307	CC - VII: Mercantile and Company Law	5			3	50	50	100	4
	22UBI308	CC - VIII: Business Application Software and Information Security	4			3	50	50	100	3
	22UBI3A1/ 23UBI3A2	GE - III – Allied III: Programming Laboratory in MS Office / Programming Lab in HTML		2		3	20	30	50	2
IV	22UBI3N1 / 22UBI3N2	Non Major Elective - I : Fundamental of Insurance Non Major Elective - I : Fundamentals of Banking	1	-	-	2	-	50	50	2

	22HEC303	Human Excellence - Professional Values & Ethics - SKY Yoga Practice - III	1	-	-	2	25	25	50	1
V		Extension Activities - Annexure I	-	-	-	-	-	-	-	-
E C	22CMM302	Manaiyiyal Mahathuvam - II			15 Hrs.	2	-	50	50	Grade
	22CUB302	Uzhavu Bharatham - II			15 Hrs.	2	-	50	50	Grade
	22UBI3VA	VAC I: Managerial Skills			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	22UTL4C4	Tamil Paper-IV	3	-	-	3	50	50	100	3
	22UHN4C4	Hindi Paper-IV								
	22UFR4C4	French Paper-IV								
II	22UEN4C4	Communication Skills – IV	3	-	-	3	50	50	100	3
III	22UBI409	CC - IX: Cost Accounting	6			3	50	50	100	4
	22UBI410	CC - X: Principles of General Insurance	6			3	50	50	100	4
	22UBI411	CC - XI: Introduction to Industry 4.0	6			3	50	50	100	4
	22UBI4A1/ 22UBI4A2	GE - IV : Allied IV: Programming Laboratory in Tally/GST Practicals		2		3	25	25	50	2
	22UBI4S1/ 22UBI4S2	SEC - II: Naan Mudhalvan: Quantitative Aptitude/Business Correspondence	2				12	38	50	2
IV	22UBI4N1 / 22UBI4N2	Non Major Elective - II : Commerce and Banking Practicals Non Major Elective - II : Recent trends in Banking	1	-	-	2	-	50	50	2
	22HEC404	Human Excellence - Social Values & SKY Yoga Practice - IV	1	-	-	2	25	25	50	1
V		Extension Activities - Annexure I	-	-	-	-	-	-	50	1
EC	22CMM403	Manaiyiyal Mahathuvam - III			15 Hrs.	2	-	50	50	Grade
	22CUB403	Uzhavu Bharatham - III			15 Hrs.	2	-	50	50	Grade
	22UBI4VA	VAC II: Mutual Funds in India			30 Hrs.					2*
					45 Hrs.					3*

Total	30					750	25
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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.	Ex am Hrs .	Maximum Marks		Total Marks	Cre dits
			L	P	T		Intern al	External		
III	22UBI512	CC - XII: Income Tax	6			3	50	50	100	4
	22UBI513	CC - XIII: Financial Innovations in Banking and Insurance	5			3	50	50	100	4
	22UBI5E1 / 22UBI5E2 / 22UBI5E3	DSE-I#: Supply Chain Management/Investment Management/ Business Environment	5			3	50	50	100	5
	22UBI514	CC - XIV: International Banking	5			3	50	50	100	4
	22UBI515	CC - XV: Principles and Practices of Auditing	5			3	50	50	100	4
	22UBI516	CC – XVI : Internship	-			3	25	25	50	2
	22UBI5S1 / 22UBI5S2	SEC - III: Entrepreneurial Development/ Organizational Behavior	3			2	12	38	50	2
IV	22HEC505	Human Excellence - National Values & SKY Yoga Practice - V	1	-	-	2	20	30	50	1
EC	22CSD501	Soft Skills Development - I								Gra de
	22GKL501	General Awareness - Self Study	SS		-	2	-	50	50	Gra de
	22UBI5AL	ALC - I:Digital Marketing	SS					100	100	Credi ts**
Total			30						650	25
Discipline Specific Elective (DSE) – I#										
22UCS5E1: Supply Chain Management/										
22UCS5E2: Investment Management										

Credits:

22UCS5E3: Business Environment

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										
Par t	Subject Code	Title of the Paper	Hrs. / Week		Hrs. / Sem.	Exa m Hrs .	Maximum Marks		Total Marks	Credits
			L	P	T		Interna l	External		
III	22UBI617	Core - XVII : Management Accounting	6		6	3	50	50	100	4
	22UBI6E4 / 22UBI6E5 / 22UBI6E6	DSE - II##: Consumer Behaviour / Customer Relationship Management / Financial Management	6			3	50	50	100	5
	22UBI6E7/ 22UBI6E8 / 22UBI6E9	DSE - III###: / International Business / Financial Markets and Institutions/ Retail Management	6			3	50	50	100	5
	22UBI618	CC - XVIII: Goods and Services Tax	6			3	50	50	100	4
	22UBI619	CC - XIX: Commerce, Banking and Insurance Practicals	3			3	25	25	50	1
	22UBI6S1/ 22UBI6S2	SEC - IV: Naan Mudhalvan: Basics of Finance and Fintech/Basics of InsurTech	2						50	2
IV	22HEC606	Human Excellence - Global Values & SKY Yoga Practice - VI	1	-	-	2	20	30	50	1
EC	22CSD602	Soft Skills Development - II								Grade
	22UBI6AL	ALC - Services Marketing	SS					100	100	Credit s**
Total			30						550	22
Grand Total									3900	140

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

Discipline Specific Elective (DSE) – II ##	Discipline Specific Elective (DSE) – III ###
22UCS6E4: Consumer Behaviour	22UCS6E7: International Business
22UCS6E5: Customer Relationship Management	22UCS6E8: Financial Markets and Institutions
22UCS6E6: Financial Management	22UCS6E9: Retail Management

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

Course Code:	22UBI305			Title	Batch:	2022 - 2025
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	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02
C01	H	H	H	H	M	H	H	M	H	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 Preference Shares - <i>Employee Stock Option Scheme</i> .	18
UNIT II	New Format Company Final Accounts – Calculation of Managerial Remuneration (Basic Adjustments).	18
Unit III	Holding Company Accounts – Consolidation of Balance Sheets with Treatment of Mutual Owings, Contingent Liability, Unrealized Profit, Revaluation of Assets, Bonus Issue and Payment of Dividend (Inter Company and Multiple-holdings Excluded).	18
Unit IV	Banking Company Accounts – Preparation of Profit and Loss Account and Balance Sheet.	18
Unit V	Insurance Company Accounts: Life and General Insurance – <i>Difference between Life and General Insurance</i> - 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.	-

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:	22UBI306			Title	Batch:	2022 - 2025
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-	Principles of Life Insurance	Semester:	III
					Credits:	4

Course Objective

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

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
C01	To understand the basic concepts of risk and Insurance	K1
C02	To gain knowledge about Life Insurance contract	K2
C03	To understand the different types of life insurance policies	K2
C04	To understand the role of underwriters and reinsurers	K2
C05	Able to interpret the surrender value, assignment and nomination	K2

Mapping

PO / PSO CO	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02
C01	M	H	M	H	M	M	M	H	H	H
C02	M	H	M	H	H	H	M	H	H	H
C03	L	M	H	M	M	H	M	H	H	M
C04	L	M	M	H	H	H	H	M	M	M
C05	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
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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
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.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:	23UBI307			Title	Batch:	2022 - 2025
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-	Mercantile and Company Law	Semester:	III
					Credits:	4

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

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	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
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1.	Kapoor, N.D.	Business Law	New Delhi: S. Chand & Co Ltd.	2019
2.	Ashok K, and Bagrial, A.K	Company Law	New Delhi, Vikas Publishing House.	2019

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS / EDITION	YEAR OF PUBLICATION
1.	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.Manicka Chezhan
Signature:	Signature:	Signature:	Signature:

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Programme Code:	B.Com - BI		Programme Title :	Bachelor of Commerce - Banking and Insurance	
Course Code:	22UBI308		Title	Batch:	2022 - 2025
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
C01	To familiarize the concepts of Ms- Office and Information Security	K1
C02	To understand the theoretical part of Ms-Word, Excel, Power point and Access Concepts	K2
C03	To gain expertise in preparing document, work sheets, power point presentation and creating database.	K3
C04	To equip the students to analyse the concept of network and its security.	K4
C05	To evaluate the performance of network security in practice.	K5

Mapping

PO /PSO	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02
CO										
C01	M	M	H	H	H	M	H	L	M	H
C02	M	M	M	H	H	M	H	M	M	H
C03	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. Access – Database and Tables – Creating Tables for Storing Data- Relationship between Tables – Selections with Queries – Building user Interface with Forms – Displaying Data with Reports.	12
Unit IV	Components of Communication System – Transmission Media – Protocol Definition – Introduction to TCP/IP – Wireless Network – Basics of Internet – Types of Attack: Phishing, Spoofing, Impersonation, Dumpster Diving – Information Security Goals - Information Security Threats and Vulnerability: Spoofing Identity, Tampering with Data, Repudiation, Information Disclosure, Denial of Service, Elevation of Privilege.	12
Unit V	Authentication – Password Management – E-Commerce Security – Windows Security – Network Security: Network Intrusion detection and Prevention Systems – Firewalls – Software Security – Web Security: User Authentication, Authentication - Secret and Session Management, Cross Site Scripting, Cross Site Forgery, SQL injection. Computer Forensics – <i>Steganography</i> .	12
	Total Contact Hrs	60

**Italicized texts are for self study*

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

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

Text Book

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

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Russell A. Stultz	Learn Microsoft Office 97	Wordware Publishing Inc	1997
2	Sanjay Sexeena	MS-Office 2000	Vikas Publishing House	2000
3	Michael E. Whitman, Herbert J. Mattord	Principles of Information Security	Cengage Learning, 7 th Edition	2021
4	Bernard Menezes	Network Security and Cryptography	Cengage Learning	2012
5	Atul Kahate	Cryptography and Network Security	McGraw-Hill Education, 4th Edition	2019
6	WM. Arthur Conklin, Greg White,	Principles of Computer Security	McGraw - Hill Education, 6th Edition	2021
7	Neal Krawetz	Introduction to Network Security	Cengage Learning	2007
8	Yang Xiao, Frank H Li, Hui Chen	Handbook of Security of Networks	World Scientific Publishing Company, 1 st Edition	2010
9	Charles Pfleeger and Shai Lawrence Pfleeger	Security in Computing	Pearson Education, 5 th Edition, Prentice hall	2018

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
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Course Code:	22UBI3A1			Title	Batch:	2022 - 2025
				Programming Laboratory in MS-Office	Semester:	III
Lecture Hrs./Week or Practical Hrs./Week	2	Tutorial Hrs./Sem.	-		Credits:	2

Course Objective

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

Course Outcomes

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

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

Mapping

PO / PSO CO	P01	P02	P03	P04	P05	P06	P07	...	PS01	PS02
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
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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	MS Access <ul style="list-style-type: none"> ❖ Creations of tables (1) Student Personal Details (2) Student Mark List ❖ Queries using 'Order by' ❖ Form Creation ❖ Report Generation 	8
	Total Contact Hrs	30

Pedagogy:

Direct Instruction, Digital Presentation

Assessment Methods:

Observation Note, Record Note, Test

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

Programme Code:	B.Com	Programme Title:	Bachelor of Commerce
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Course Code:	22UBI3A2			Title	Batch:	2022-2025
				GE – III - Allied III:	Semester:	I
Lecture Hrs./Week	2	Tutorial Hrs./Sem.	-	Programming Laboratory in HTML	Credits:	2

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:	22UBI3N1			Title	Batch:	2022 - 2025
Lecture Hrs./Week or Practical Hrs./Week	1	Tutorial Hrs./Sem.	-	Fundamentals of Insurance	Semester:	III
					Credits:	2

Course Objective

To Provide Basic Knowledge about Fundamentals of Insurance

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To understand legal concepts of insurance	K2
CO2	To know about the role of life insurance Corporation of India	K3
CO3	To provide basic knowledge about different life insurance policies	K1
CO4	To analyze legal concepts of general insurance	K4
CO5	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
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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 – Functions of Insurance – Nature of Insurance – Principles of Insurance – Classification of Insurance – Benefits of Insurance – Role of IRDA - <i>Privatization of Insurance Sector</i> .	3
Unit II	Life Insurance – Features of Life Insurance Contract - Life Insurance Corporation Act, 1956: Objective – Scope – Functions.	3
Unit III	Classification of Life Policies – Policies According to Duration – Whole Life Policies – Term Insurance Policies – Endowment Policies.	3
Unit IV	General Insurance Act, 1972: Objective – Scope – Functions - Role of General Insurance in India – 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

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.Manicka Chezian
Signature:	Signature:	Signature:	Signature:

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Programme Code:	B.Com-BI			Programme Title:	Bachelor of Commerce – Banking and Insurance	
Course Code:	22UBI3N2			Title	Batch:	2022 - 2025
Lecture Hrs./Week or Practical Hrs./Week	1	Tutorial Hrs./Sem.	-	Fundamentals of Banking	Semester:	III
					Credits:	2

Course Objective

To make the students aware of the laws relating to banking

Course Outcomes

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

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

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02
CO1	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

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: Ms. A.Gomathi 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:	22UBI5VA		Title	Batch:	2022 - 2025
			Managerial Skills	Semester:	V
Lecture Hrs. or Practical Hrs.		Tutorial Hrs./Sem.	-	Credits:	2*

Course Objective

To expose the students to the managerial skills and its practices.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
C01	To introduce the concept of managerial skills.	K1
C02	Recognize the importance of self awareness.	K3
C03	Comprehend the value of decision – making skills	K3
C04	Appreciate the significance of effective time management	K3
C05	Take hold of the role of problem – solver and team manager	K5

Mapping

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

H-High; M-Medium; L-Low

Units	Content	Hours
Unit I	Managerial Skills: Introduction and importance, Self-Awareness: Introduction, Concept of Self Awareness, Importance of Self-Awareness, Strategies to Increase Self-Awareness: Self awareness wheel -Johari Window Model, Emotional Intelligence.	10
Unit II	Decision-Making and Problem Solving Skills: Introduction, Concept of Decision making-Importance of Decision making, Decision making Process, Time Management Skills: Introduction, Concept of Time Management-Importance of Time Management, Steps in Time Management, Techniques of Time Management.	10
Unit III	Team Management Skills: Concept of Team Management, Cog's Ladder: Understanding Group Formation, Team Effectiveness Assessment, Team Management Techniques, Team Briefing, Management by Wandering Around (MBWA), Losada Ratio, The Broaden-and-Build Theory, Heron's Six Categories of Intervention.	10
	Total hours	30

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	<u>Alex K</u>	Managerial Skill	S Chand	2019

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Griffin R W	Management Skills Assessment And Development	Cengage Learning	2018
2	David Rohlander	Management Skills	Alpha Publishers	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.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:	22UBI409			Title	Batch:	2022 - 2025
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

C0										
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 – Reconciliation of Cost and Financial Accounts.	18
	Total Contact Hrs	90

NOTE: Problems : 80% Theory: 20%

**Italicized texts are for self study*

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

Text Book

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

Reference Books

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

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

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

Programme Code:	B.Com-BI			Programme Title:	Bachelor of Commerce – Banking and Insurance	
Course Code:	22UBI410			Title	Batch:	2022 - 2025
				Principles of General Insurance	Semester:	IV
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-		Credits:	4

Course Objective

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

Course Outcomes

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

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

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	M	H	M	H	M	M	M	H	H	H
CO2	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 – Privatisation of General Insurance Business - General Insurance Corporation of India –Role of GIC – Progress of General Insurance Business – <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
--

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	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.Manicka Chezian
Signature:	Signature:	Signature:	Signature:

Programme Code:	B.Com - BI			Programme Title:	Bachelor of Commerce – Banking and Insurance	
Course Code:	22UBI411			Title	Batch:	2022 - 2025
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	6	Introduction to Industry 4.0	Semester:	IV
					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	PS01	PS02
CO										

C01	M	M	H	M	H	M	H	H	H	H
C02	H	H	H	H	M	M	H	H	H	H
C03	H	H	H	H	M	M	H	H	H	H
C04	M	M	H	M	H	H	H	H	H	H
C05	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 Methods:

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

Text Book

1. P. Kaliraj, T. Devi, Higher Education for Industry 4.0 and Transformation to Education 5.0, 2020.

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
3.	https://nptel.ac.in/courses/106/105/106105195/			
4.	https://nptel.ac.in/courses/106/106/106106139/			
5.	https://nptel.ac.in/courses/106/105/106105077/			
6.	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.Manicka Chezhan
Signature:	Signature:	Signature:	Signature:

Programme Code:	B.Com- BI			Programme Title:	Bachelor of Commerce – Banking and Insurance	
Course Code:	22UBI4A1			Title	Batch:	2022 - 2025
				Programming Laboratory in Tally-	Semester:	IV
Lecture Hrs./Week or Practical Hrs./Week	2	Tutorial Hrs./Sem.	-		Credits:	2

Course Objective

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

Course Outcomes (CO)

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

Mapping :

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

H-High; M-Medium; L-Low

1. Company Creation
2. Company Alteration
3. Creating and Displaying Ledger
4. Entry in Voucher
5. Alteration of Voucher
6. Deletion of Voucher
7. 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: 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:	22UBI4A2			Title	Batch:	2022 - 2025
Lecture Hrs./Week or Practical Hrs./Week	2	Tutorial Hrs./Sem.	-	Programming Laboratory – GST Practical	Semester:	IV
					Credits:	2

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
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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:	UAP8			Programme Title:	B.A., / B.Sc., / B. Com.,	
CourseCode:	22UAP4S1			Title	Batch:	2022-2025
				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 Presentation

Assessment Methods

Seminar, Quiz, Assignments, Group Task.

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:	22UBI4S2			Title	Batch:	2022 - 2025
Lecture Hrs./Week or Practical Hrs./Week	2	Tutorial Hrs./Sem.	-	Business Correspondence	Semester:	IV
					Credits:	2

Course Objective

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

Course Outcomes

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

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

Mapping

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

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Business Communication – Meaning - Principles of Communication – Need and Functions of Business Letter	6
Unit II	<i>Essentials of Effective Business Letter</i> – Layout of a Business Letter – Types of Business Letter – Barriers of Communication.	6
Unit III	Bank Correspondence – Correspondence with Customers – Correspondence with Head Office – Correspondence with other Banks	6
Unit IV	Insurance Correspondence – letter relating to Fire Insurance – Marine Insurance – Life Insurance - Agency Correspondence - Offer of Agency- Application for Agency.	6
Unit V	Drafting an e-mail - Good speech – <i>Requisites of Good Speech</i>	6
	Total Contact Hrs	30

**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 Signature:	Name: Dr.M.Jeeva Signature:	Name: Thiru.K.Srinivasan Signature:	Name: Dr.R.Manicka Chezian Signature:

Programme Code:	B.Com-BI			Programme Title:	Bachelor of Commerce – Banking and Insurance	
Course Code:	22UBI4N1			Title	Batch:	2022 - 2025
				Commerce and Banking Practicals	Semester:	IV
Lecture Hrs./Week or Practical Hrs./Week	1	Tutorial Hrs./Sem.	-		Credits:	2

Course Objective

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

Course Outcomes

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

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

Mapping

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

H-High; M-Medium; L-Low

Commerce Oriented:***(8 Hrs)***

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

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

Total Hours : 15

Pedagogy:

Direct Instruction, Digital Presentation
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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: 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:	22UBI4N2			Title	Batch:	2022 - 2025
				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	PS01	PS02
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 – 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.	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 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:	22UBI4VA		Title	Batch:	2022 - 2025
Lecture Hrs. or Practical Hrs.			Mutual Funds in India	Semester:	IV
	Tutorial Hrs./Sem.	-		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										
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02
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 - Organization of the Fund- Operation of the Fund – Net Asset Value.	10
Unit II	Investors Protection and Mutual Fund Regulation: Investors Rights – Facilities available to Investors – Selection of a Fund – Risk in mutual Fund Schemes - Advantages of Mutual Funds - Role and Function of AMFIs.	10
Unit III	Mutual Funds in India – UTI Schemes, SBI Mutual Fund, Other Mutual Funds – Mutual Funds Industry in India – Size and Growth Patterns of Mutual Funds – Prospects of Mutual Fund Industry.	10
	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.Thiripairaju	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 Signature:	Name: Dr.M.Jeeva Signature:	Name: Thiru.K.Srinivasan Signature:	Name: Dr.R.Manicka Chezian Signature:

Programme Code:	B.Com – BI			Programme Title :	Bachelor of Commerce - Banking and Insurance	
Course Code:	22UBI512			Title	Batch:	2022 - 2025
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
CO1	To acquaint with the latest provisions of Income Tax Act 1961	K2
CO2	To develop the skills in computation of income under the head Salary	K3
CO3	To develop the skills in computation of income under the head House Property and Business/Profession	K3
CO4	To develop the skills in computation of income under the head Capital gains and income from other sources	K3
CO5	To equip the students for filling tax returns of an individual	K5

Mapping

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

H-High; M-Medium; L-Low

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

NOTE: Problems : 80% Theory: 20%

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

Pedagogy:

Direct Instruction, Digital Presentation
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Assessment Methods:

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

Text Book

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

Reference Books

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

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Name: 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:	22UBI513			Title	Batch:	2022 - 2025
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-	Financial Innovations in Banking and Insurance	Semester:	V
					Credits:	4

Course Objective

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

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
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	PS01	PS02
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)– Collecting Bank – 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: 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:	22UBI5E1			Title	Batch:	2022 - 2025
				Supply Chain Management	Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-		Credits:	5

Course Objective

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

Course Outcomes

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

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

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02
CO1	M	M	L	H	H	M	L	L	L	M
CO2	L	M	M	M	M	L	M	M	L	M
CO3	L	H	H	L	M	M	H	M	M	M
CO4	L	M	L	H	H	M	L	M	L	M
CO5	L	M	H	H	M	L	L	M	L	M

H-High; M-Medium; L-Low

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

***Italicized texts are for self study**

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

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

Text Book

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

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

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Name: 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
		Title	Batch: 2022 - 2025

Course Code:	22UBI5E2			Investment Management	Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-		Credits:	5

Course Objective

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

Course Outcomes

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

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

Mapping

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

H-High; M-Medium; L-Low

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

***Italicized texts are for self study**

Pedagogy:

Direct Instruction, Digital Presentation
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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 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
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Course Code:	22UBI5E3			Title	Batch:	2022 - 2025
				Business Environment	Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-		Credits:	5

Course Objective

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

Course Outcomes

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

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

Mapping

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

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Business Environment-Type of Environment-Internal, External, Micro and Macro environment - Competitive structure of Industries – <i>Demographic Environment.</i>	15
Unit II	Economic Environment - Nature of the economy - Structure of the economy - Economic conditions - Economic policies- Monetary Policy - Measures of Money stock - Monetary policy and Money supply - Instruments of Monetary Policy - Fiscal Policy - The Union Budget - State Budgets	15
Unit III	Political and Government Environment – Functions of State - Economic roles of Government - Government and Legal Environment - Economic Roles of Government in India - The Constitutional environment.	15
Unit IV	Natural Environment and Disaster Management - Corporate Social Responsibility - Classical and contemporary views - Social orientations of Business - Corporate Governance – Meaning – Reasons for the growing demand for Corporate Governance - Importance of Corporate governance	15
Unit V	Technological Environment – Innovation - Technological leadership and followership - Technology and Competitive advantage - Sources of technological dynamics - Time lags in technology introduction/absorption - Appropriate technology and Technology adaptation - <i>Impact of technology on globalization.</i>	15
	Total Contact Hrs	75

**Italicized texts are for self study*

Pedagogy:

Direct Instruction, Digital Presentation
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Assessment Methods:

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

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

Reference Books

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

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

Programme Code:	B.Com-BI			Programme Title:	Bachelor of Commerce – Banking and Insurance	
Course Code:	22UBI514			Title	Batch:	2022 - 2025
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-	International Banking	Semester:	V
					Credits:	4

Course Objective

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

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To get an idea about the foreign exchange market	K1
CO2	To familiarize the students with the Financial Institution at International Level	K2
CO3	To comprehend the usage of Letter of Credit	K3
CO4	To analyze the Import and Export Procedures	K4
CO5	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										
CO1	H	H	M	M	M	H	M	M	M	M
CO2	H	H	M	H	M	H	M	M	H	H
CO3	H	H	M	M	M	H	M	H	H	H
CO4	H	M	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	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.	Jhiangan M.L.	Money Banking International Trade	Vrinda Publications (P) Ltd.	2013
4.	Francis Cherunilam	International Trade and Export Management	Himalaya Publishing House.	2017
5.	O P Agarwal and B K Chudhary	Foreign Trade and Foreign Exchange	Himalaya Publishing House.	2017

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

Programme Code:	B.Com - BI	Programme Title:	Bachelor of Commerce - Banking and Insurance
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Course Code:	22UBI515			Title	Batch:	2022 - 2025
				Principles and Practices of Auditing	Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-		Credits:	4

Course Objective

To expose the students to the principles and practices of auditing

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
C01	To gain knowledge about the basics concepts of auditing and its role in business	K1
C02	To understand the process involved in internal control and vouching	K2
C03	To acquire knowledge about Verification and Valuation of Asset and Liabilities	K2
C04	To gain expertise in audit of a joint stock company	K1
C05	To analyze the auditing standards, audit of computerized accounts and electronic auditing	K4

Mapping

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

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Auditing – Origin – Definition – Objectives - Types – Advantages and Limitations – <i>Qualities of an Auditor.</i>	15
Unit II	Internal Control – Internal Check and Internal Audit – Audit Programme - Audit Note Book – Working Papers. Vouching – Voucher – Vouching of Cash Book – Vouching of Trading Transaction – Vouching of Impersonal Ledger.	15
Unit III	Verification and Valuation of Asset and Liabilities – Auditor’s Position Regarding the Valuation and Verification of Assets and Liabilities – Depreciation – Reserves and Provisions – Secret Reserves.	15
Unit IV	Audit of Joint Stock Companies – Appointment of Company Auditor – Qualification – Disqualifications – Rights and Duties – Liabilities of a Company Auditor – Share Capital and Share Transfer Audit – Audit Report – Contents and Types.	15
Unit V	Investigation – Objectives of Investigation – Investigation Under the Provisions of Companies Act – <i>Audit of Computerized Accounts</i> – Electronic Auditing – Significance of Electronic Auditing - Auditing Standards.	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)
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Text Book

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

Reference Books

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

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Name: 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
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Course Code:	22UBI516			Title	Batch:	2022 - 2025
				Internship	Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	-	Tutorial Hrs./Sem.	-		Credits:	2

Course Objective

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

Course Outcomes

CO Number	CO Statement	Knowledge Level
CO1	To understand about business organization and its structure	K1
CO2	To adopt to the changes in working environment	K2
CO3	To gain hands on training experience in the relevant field	K3
CO4	To bridge the gap between theory and practice	K4
CO5	To know the challenges faced by the company	K5

Mapping

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

H-High; M-Medium; L-Low

INTERNSHIP

Internship/ Institutional Training is a part of B.Com. Banking and Insurance Curriculum. Students undergo training for a period of 30 days at the end of the Fourth Semester preferably in Banking and Insurance sector. The knowledge acquired through training is put to test at the end of Fifth semester by conducting Viva-voce examination. An External Examiner and the respective guides of the student evaluate the students Performance. 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
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Course Code:	22UBI5S1			Title	Batch:	2022 - 2025
				Title : SEC III : Entrepreneurial Development	Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	3	Tutorial Hrs./Sem.	-		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
C01	To remember the legal and financial conditions as well as the importance of the entrepreneurial infrastructure for starting a business venture.	K1
C02	To understand the effectiveness of different entrepreneurial strategies.	K2
C03	To execute the entrepreneurial project and its essential elements	K3
C04	To analyze the elements of success of entrepreneurial ventures.	K3
C05	To evaluate the performance of the other organization in the development of entrepreneurial skill	K5

Mapping

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

H-High; M-Medium; L-Low

Units	Content	Hrs
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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> - 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> .	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 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
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Course Code:	22UBI5S2			Title	Batch:	2022 - 2025
				Title : SEC III : Organizational Behavior	Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	3	Tutorial Hrs./Sem.	-		Credits:	2

Course Objective

On successful completion of this course, the student should have understood Personality, Perception, Motivation, Job Satisfaction, Morale, Group Dynamics, Leadership Traits, Counseling and Guidance, Etc

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
C01	To remember the basic organizational behavior principles	K1
C02	To understand different models used to explain individual behavior related to motivation and reward	K2
C03	To apply various process used in developing communication and resolving conflicts	K3
C04	To analyze organizational behavior issues in the context of principle, concepts, theories and models	K4
C05	To evaluate the appropriateness of various leadership styles and counseling methods	K5

Mapping

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

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	<u>ORGANISATIONAL BEHAVIOUR</u> Definition - OB model- Hawthorne studies and their implications-Contemporary organization and their changing Perspective and Re-engineering.	9
Unit II	<u>PERSONALITY</u> Personality –Meaning-Development of personality- <i>Individual Behavior</i> .	9
Unit III	<u>MOTIVATION</u> Meaning-Motives, primary and secondary. Theories of work motivation- Maslow’s need hierarchy theory	9
Unit IV	<u>GROUP DYNAMICS</u> Major Groups and their formation – Formal and informal group and their dynamics –Brain storming- Teams – Conflicts – Types of conflicts – Resolution of conflicts – Stress – Causes and effects of Occupational stress- Coping with stress	9
Unit V	<u>LEADERSHIP</u> Leadership theories – <i>Leadership styles and skills required</i> – Organization change and development – techniques and approaches.	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 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:	22UBI5AL			Title	Batch:	2022 - 2025
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

PO /PSO	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02
CO										
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.	Puneet Singh Bhatia	Fundamentals of Digital Marketing	-	2019
5.	Seema Gupta	Digital Marketing	Mcgraw Hill	2020

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Name: 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:	22UBI617			Title	Batch:	2022 - 2025
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
C01	To remember the concepts and importance of management accounting in decision making.	K1
C02	To understand and analyze financial statement to help managerial decision making.	K2
C03	To prepare statements like cash flow, funds flow, budgets so as to assist the management to take meaningful and correct decision.	K3
C04	To learn the various tools and techniques in cost control like Marginal costing, Break-even analysis.	K4
C05	To prepare various budgets like Production budget, sales budget, Cash budget and the like.	K3

MAPPING

PSO CO	PS01	PS02	PS03	PS04	PS05	PS06	PS07	PS08	PS01	PS02
C01	H	M	M	M	M	M	M	M	H	H
C02	H	H	M	M	M	M	M	M	H	H
C03	H	H	M	H	M	H	H	H	H	H
C04	H	H	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	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. Working Capital – <i>Sources of Working Capital</i> – Estimation of Working Capital Requirements.	18
Unit V	Marginal Costing – Break-Even Analysis – Applications of Marginal Costing Techniques – Determination of Sales Mix – Key Factor – Make or Buy Decision (Simple Problems Only)	18
	Total Contact Hrs	90

NOTE: Problems : 80% Theory: 20%

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

Pedagogy:

Direct Instruction, Digital Presentation
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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:	22UBI6E4			Title	Batch:	2022 - 2025
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
C01	To understand the role of consumer behaviour in marketing	K1
C02	To analyse the concepts of consumer motivation, involvement and perception	K4
C03	To analyse the concepts of consumer learning and attitude formation	K4
C04	To acquire the skill of probing consumer decision making process	K3
C05	To evaluate the role of reference groups in consumer behaviour	K5

Mapping

PO / PSO	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02
CO										
C01	M	H	L	L	L	M	L	M	M	M
C02	M	H	L	H	M	M	L	M	H	M
C03	M	H	L	H	M	M	L	M	H	M
C04	M	H	M	H	H	M	M	H	H	H
C05	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)
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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</u> <u>G. , Wisenblit Joe</u> and <u>Kumar S. Ramesh</u>	Consumer Behavior	Pearson Education	2018
2	Atish Singh	Consumer Behaviour	Himalaya Publishing House	2016
3	Dr. Dharmendra Kumar	Basics of Consumer Behaviour	Sahitya Bhawan publications, New Delhi.	2017
4	David loudon and Albert J Della Bitta.	Consumer Behavior: Concepts and Applications	McGraw-Hill International Editions	2018
5	Gurpreet Kaur Chhabra	Consumer Behaviour	Dreamtech Press India Pvt. Ltd	2018

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Name: 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:	22UBI6E5			Title	Batch:	2022 - 2025
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	Customer Relationship Management	Semester:	VI
					Credits:	5

Course Objective

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

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
C01	To create insight in the area of customer relationship management	K1
C02	To understand the various strategies of CRM	K2
C03	To analyze the different components of E CRM	K4
C04	To identify the values created by customer relationship management in present scenario in banking sector	K1
C05	To gain awareness about the CRM in insurance	K3

Mapping

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

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Customer Relationship Management – Evolution of CRM – Meaning - Definition – Characteristics of CRM – Objectives of CRM - 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 prespective	Laxmi Publication	2016

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Name: 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:	22UBI6E6			Title	Batch:	2022 – 2025
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	Financial Management	Semester:	VI
					Credits:	5

Course Objective

To enlighten the students with new concepts of Financial Management.

Course Outcomes

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

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

Mapping

PO / PSO	P01	P02	P03	P04	P05	P06	P07	P08	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	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)
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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
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Course Code:	22UBI6E7			Title	Batch:	2022 – 2025
				International Business	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-		Credits:	5

Course Objective

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

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
C01	To familiarize the concept of globalization and it's impact in the evaluation of international business.	K1
C02	To understand the changing environment of international business.	K1
C03	To analyze the role of regional economic integration and the reason for integration.	K3
C04	To investigate the importance of GATT, WTO and UNCTAD in international business	K4
C05	To evaluate the Indian's Foreign Trade Policy and its scope of international business in India.	K5

Mapping

PO /PS0 CO	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02
C01	H	M	M	M	H	M	H	H	M	M
C02	M	H	H	M	M	M	H	H	H	H
C03	M	H	H	H	H	H	H	H	H	H
C04	M	M	H	H	M	M	H	H	M	H
C05	H	H	H	M	M	H	H	H	H	H

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Introduction to International Business - Evaluation and Features of International Business - Factors encouraging International Business - Modes of International Business - International business vs. domestic business – Advantages and Disadvantages of International Business - Globalization and its drivers. – Scope of International Business in India - <i>Approaches of International Business</i> - Theories of International Trade.	18
Unit II	The Changing Environment of International Business: Globalisation – Features – Essence - Economic Globalisation- FDI - Multinationals. Balance of Payments (BOP) – Importance of Balance of Payments – Concept – Components - Difference between Balance of Payment and Balance of Trade - Measures for Managing BOP.	18
Unit III	Regional Economic Integration (Regional Blocks) - Concept - Reasons for Economic Integrations - Levels of Economic Integration – Free Trade Area - Customs Union - Common Market - Economic Union and Economic Integration, Regional Economic Integration in Europe - European Free Trade Area (EFTA) - European Union - European Council NAFTA - Andean Community – ASEAN - SAPTA/SAFTA – SAARC - Integration of Business.	18
Unit IV	GATT, WTO and UNCTAD: GATT – Major Provisions of GATT - GATT Proposal (Dunkel Draft) - New Areas TRIPS, TRIMS, GATS - Problems of GATT, WTO – Ministerial Conferences - Doha Round - Functions of WTO, Principles of the Trading System, Organizational Structure - Trade Without Discrimination - Encouraging Development and Economic Reform - UNCTAD –Objective – Membership- Organisation Structure - Main Activities of UNCTAD.	18
Unit V	India's Foreign Trade Policy: Foreign Trade Policy from 1951-Foreign Trade Policy 2015-2020 - Main Goals, Special Focus Initiative - Value and Volume of Trade during Planning Period - Foreign Trade Policy 2021-2026 - Main Goals, Special Focus Initiative - <i>Recent Trends in India's Foreign Trade.</i>	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	Bimal Jaiswal	International Business	Himalaya Publishing House, Revised Edition	2017

Reference Books

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

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

Programme Code:	B.Com - BI			Programme Title :	Bachelor of Commerce - Banking and Insurance	
Course Code:	22UBI6E8			Title	Batch:	2022 - 2025
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
CO1	To acquaint with the functioning of financial markets and institutions	K1
CO2	To understand the operation and position of primary and secondary markets	K2
CO3	To gain knowledge about the role of SEBI	K3
CO4	To analyse the performance of Credit Rating Agencies and Mutual fund in India	K4
CO5	To evaluate the importance of Non Banking Financial companies	K5

Mapping

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

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Financial Services – Meaning – Features – Importance – Scope – Causes for Financial Innovation – New Financial Products and Services – Innovative Financial Instruments– Challenges Faced by the Financial Service Sector – Present scenario- <i>Merchant Banking – Meaning – Services.</i>	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
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Assessment Methods:

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

Text Book

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

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr. Gurusamy. S.	Essentials of Financial Services and Duties	Tata 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 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 Chezian
Signature:	Signature:	Signature:	Signature:

Programme Code:	B.Com- BI			Programme Title:	Bachelor of Commerce –Banking and Insurance	
Course Code:	22UBI6E9			Title	Batch:	2022 - 2025
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	Retail Management	Semester:	VI
					Credits:	5

Course Objective

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

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
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 CO	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02
C01	L	H	M	M	L	M	L	M	L	M
C02	L	M	H	M	M	M	M	M	L	M
C03	L	M	H	M	M	M	M	M	L	M
C04	M	M	M	H	H	M	H	H	M	M
C05	M	M	H	M	M	M	H	M	M	H

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Retail – Meaning - Functions and Special Characteristics of a Retailer - Retail Management – Meaning – Significance - Importance of retailing - Functions of Retailing - Factors Influencing Retail Management – Scope of Retail Management - Retail Formats and Types - Retailing Channels - <i>Retail Industry in India.</i>	18
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.	18
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.	18
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.	18
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>	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
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1.	Booma Halpeth and Veena Prasad	Retailing Management	Himalaya Publishing House	2017
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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. S. Mahalakshmi	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
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Course Code:	22UBI618			Title	Batch:	2022 - 2025
				Goods and Services Tax	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-		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 CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
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
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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
5	Simplified Approach to GST – A Ready Reference.			

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:	22UBI619			Title	Batch:	2022 - 2025
				Commerce, Banking and Insurance Practicals	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	3	Tutorial Hrs./Sem.	-		Credits:	1

Course Objective

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

Course Outcomes

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

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

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02
CO1	M	H	M	H	H	H	M	M	M	H
CO2	M	H	H	H	M	H	M	H	M	H
CO3	M	H	M	H	M	H	M	H	M	H
CO4	M	H	H	H	L	H	M	L	L	M
CO5	M	H	H	H	L	H	M	L	L	M

H-High; M-Medium; L-Low

Commerce Oriented:**(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:**(15 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:**(15 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: Dr.D.Rajasekaran	Name: Dr.M.Jeeva	Name: Thiru.K.Srinivasan	Name: Dr.R.Manicka Chezhan
Signature:	Signature:	Signature:	Signature:

Programme Code:	UAP			Programme Title:	Bachelor of Commerce – Banking and Insurance	
Course Code:	22UBI6S1			Title	Batch:	2022 - 2025
Lecture Hrs./Week or Practical Hrs./Week	2	Tutorial Hrs./Sem.	-	Basics of Finance and Fintech	Semester:	VI
					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
CO1	To understand the basic of finance and Fintech Industry	K2
CO2	To provide practical exposure on Fintech Hubs in India	K2
CO3	To apply the concept of other areas of FinTech industry	K3
CO4	To measure the association of relationship between variables through permutation and combinations	K4
CO5	To equip the students by deploying analysis of time series and forecasting techniques in business.	K5

Mapping

PO /PSO CO	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02
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. Open APIs, mobile banking, and recent AR/VR/MR-based innovations in FinTech	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:

Programme Code:	B.Com - BI			Programme Title:	Bachelor of Commerce – Banking and Insurance	
Course Code:	22UBI6S2			Title	Batch:	2023 - 2026
Lecture Hrs./Week or Practical Hrs./Week	2	Tutorial Hrs./Sem.	-	Basics of InsurTech	Semester:	VI
					Credits:	2

Course Objective

To input the basic knowledge of Insurance technology

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 of finance and InsurTech Industry	K2
CO2	To provide practical exposure on InsurTech Hubs in India	K2
CO3	To apply the concept of other areas of InsurTech industry	K3
CO4	To understand the need of Robo Advisory in Insurtech Industry	K4
CO5	To Analyse the recent trends in InsurTech Industry	K4

Mapping

PO /PSO CO	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02
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	Insurtech : Introduction - Importance of Insurtech – Insurtech Companies – Role of Insurtech Companies - Insurance (InsurTech) Technologies	6
Unit II	Investment (InvesTech): Disruptions in Stock Broking - Discount Broking - Technology Stacks for Discount Brokers	6
Unit III	AlgoTrading - Risks, and Costs of AlgoTrading.	6
Unit IV	Backtesting Strategies - Robo Advisory - AI and ML for Investment Management - Business Model Disruption - Aggregators	6
Unit V	Risk Modeling - Fraud Detection - Processing Claims and Underwriting - Innovations in Insurance. Cryptocurrencies - Impact of Blockchain - Regulatory Framework	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)

Weblink for Material :

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 Chezian
Signature:	Signature:	Signature:	Signature:

Programme Code:	B.Com – BI			Programme Title:	Bachelor of Commerce- Banking and Insurance	
Course Code:	22UBI6AL			Title	Batch:	2022 - 2025
Lecture Hrs./Week or Practical Hrs./Week	-	Tutorial Hrs./Sem.	-	Services Marketing	Semester:	VI
					Credits:	2**

Course Objective

To create awareness among the students about the services marketing.

Course Outcomes

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

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

Mapping

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

H-High; M-Medium; L-Low

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

Note : Self Study Paper

Pedagogy:

Self study

Assessment Methods:

Test, Assignments

Text Book

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

Reference Books

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

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

