

Department of Commerce (UG)

(Banking & Insurance)

SYLLABUS AND REGULATIONS

Under

OUTCOME-BASED EDUCATION

2020

(Effective for the Batch of Students Admitted from 2020-2021)



AUXILIUM COLLEGE (Autonomous)

(Accredited by NAAC with A⁺ Grade with a CGPA of 3.55 out of 4 in the 3rd Cycle)

Gandhi Nagar, Vellore-632 006.

**Department of Commerce
(Banking & Insurance)**

**OUTCOME BASED EDUCATION - 2020
(Effective for the Batch of Students Admitted from 2020-2021)**

A) INSTITUTION LEVEL

Vision:

The vision of the college is the education of young women especially the poorest to become empowered and efficient leaders of integrity for the society.

Mission:

To impart higher education to the economically weak, socially backward and needy students of Vellore and neighboring districts.

B) NAME OF THE PROGRAMME: B.com (Banking & Insurance)

VISION

The Department of B. Com (Banking & Insurance) strives to provide an intellectual environment that fosters the search for new knowledge in highly Competitive Banking and Insurance sectors through its integrated quality education.

ELIGIBILITY CRITERIA OF THE PROGRAMME

A candidate who have passed the Higher Secondary Examinations (Academic [10 + 2] Stream) with Commerce, Accountancy, Economics, Computer Science/Statistics/Business Mathematics as subjects, conducted by the Government of Tamil Nadu or an Examination accepted as equivalent thereto by the Syndicate of the Thiruvalluvar University shall be eligible for admission to B.com (Banking & Insurance) Degree Course.

Sem	Part	Subject Code	Title of Subject	Hours/Week	Exam Hours	Credits	Marks
I	I	ULTAA20	Tamil Paper – I	6	3	3	40+60
	II	UENGA20	English Paper – I	6	3	3	40+60
	III	UCBIA20	Fundamentals of Banking	5	3	4	40+60
	III	UCBIB20	Principles of Accounting	5	3	4	40+60
	III	UABMA20	Allied I: Business Mathematics and Statistics	5	3	5	40+60
	IV		Skill Based Elective I:	2	2	2	
	IV	UVEDA20	Value Education	1	-	-	-
	TOTAL			30		21	
II	I	ULTAB20	Tamil Paper II	6	3	3	40+60
	II	UENGB20	English Paper II	6	3	3	40+60
	III	UCBIC20	Principles of Insurance	5	3	4	40+60
	III	UCBID20	Financial Accounting	5	3	4	40+60
	III	UASOR20	Allied II: Statistics & Operations Research	5	3	5	40+60
	IV		Skill Based Elective II	2	2	2	
	IV	UVEDA20	Value Education	1	2	-	
	TOTAL			30		21	

Sem	Part	Subject Code	Title of Subject	Hours /Week	Exam Hours	Credits	Marks
III	III	UCBIE20	Banking Legalities and Regulations.	6	3	4	40+60
	III	UCBIF20	Cost Accounting	6	3	4	40+60
	III	UCBIG20	Principles of Management	5	3	4	40+60
	III	UEBIA20	Elective I A: Marketing in Banking and Insurance	5	3	5	40+60
	III	UEBIB20	Elective I B: Entrepreneurship Management				
	III	UAMEA20	Allied III: Managerial Economics	5	3	5	40+60
	IV	USBIC20	Skill Based Elective III: Banking and Insurance Practical	2	2	2	
	Human Resource Management		2	2	2		
	IV	UVEDA20	Value Education	1	2	-	
	TOTAL			30		24	

Se m	Part	Subject Code	Title of Subject	Hours/ Week	Exam Hours	Credits	Marks
IV	III	UCBIH20	Regulatory Framework of Business and Insurance	5	3	4	40+60
	III	UCBII20	Accounting for Management	5	3	4	40+60
	III	UCBIJ20	Research Methodology	5	3	4	40+60
	III	UCBIK20	Taxation \: Law and Practice	5	3	5	40+60
	III	UAIBA20	Allied IV: International Business	5	3	5	40+60
	IV	UNEVS20	Environmental Studies	2	2	2	40+60
	IV	USBID20	Skill Based Elective IV: Banking and Insurance Practical Human Resource Management.	2	2	-	
	IV	UVEDA20	Value Education	1	2	-	
TOTAL				30		24	

Sem	Part	Subject Code	Title of Subject	Hours/ Week	Exam Hours		Credits	Marks
					Th	Pr		
V	III	UCBIL20	Accounting for Banking and Insurance	6	3	-	4	40+60
	III	UCBIM20	Corporate Laws	6	3	-	4	40+60
	III	UCBIN20	Practical Auditing	6	3	-	5	40+60
	III	UCBIO20	Project	6	-	3	5	40+60
	IV	UGBIA20	Non-Major Elective – I: Banking System in India	3	3	-	2	40+60
	IV	USBIE520 USBIF520	Skill Based Elective -V: Practical Aspects of Income Tax and E-Filing/ Banking and Business Correspondence	2	2	-	2	40+60
	IV	UVEDA20	Value Education	1	2	-	-	
	TOTAL			30			22	

VI	III	UCBIP20	Analytical Skills for Banking and Insurance Examination	6	3	-	4	40+60
	III	UCBIQ20	Financial Management	6	3	-	4	40+60
	III	UCBIR20	E-Commerce, E-Banking and Tally	4	3	-	3	40+60
	III	UCBIS20	Tally Practical	2	-	3	2	40+60
	III	UEBIE20	Elective – II A: Financial Services Management	6	3	-	5	40+60
	III	UEBIF20	Elective – II B: Marketing					
	IV	UGBIA20	Non-Major Elective – I: Banking System in India	3	3	-	2	40+60
	IV	USBIE620 USBIF620	Skill Based Elective -VI: Practical Aspects of Income Tax and E-Filing/ Banking and Business Correspondence	2	2	-	2	40+60
	IV	UVEDA20	Value Education	1	2	-	-	
	TOTAL				30			22
V	-	Extension Activities		-	-	1	-	
Grand Total							140	3900

PROGRAM OUTCOME (PO)

Undergraduate Programme (UG)

On completion of the UG Programme, students will be able to:

PO1: Attain knowledge and understand the principles and concepts in the respective discipline.

PO2: Acquire and apply analytical, critical and creative thinking, and problem-solving skills

PO3: Effectively communicate general and discipline-specific information, ideas and opinions.

PO4: Appreciate biodiversity and enhance eco-consciousness for sustainable development of the society.

PO5: Emulate positive social values and exercise leadership qualities and team work.

PO6: Pursue higher knowledge, qualify professionally, enhance entrepreneurial skills and contribute towards the needs of the society.

PROGRAM SPECIFIC OUTCOMES (PSO)

PSO1: To understand and apply the knowledge of Accounting & finance in the domain of Commerce, Banking and Insurance.

PSO2: Identify, analyse and synthesize problems related to the field of Banking and Insurance.

PSO3: To encourage teamwork and skills for effective Collaboration towards the changing needs of the environment.

PSO4: Engaging in Lifelong Learning, apply ethical principles and excel as a socially committed individual having empathy for the needs of the society.

PSO5: Enhance Eco-consciousness for sustainable development of the society through application of green Banking and Insurance services.

PSO6: Acquire competence to efficiently handle technology and communicate in the field of Banking and Insurance Sector through internship and project.

**MAPPING OF PROGRAMME SPECIFIC OUTCOME WITH PROGRAMME
OUTCOME**

PSO	PO					
	PO1	PO2	PO3	PO4	PO5	PO6
PSO1	H	H	H	H	M	M
PSO2	H	H	M	L	H	H
PSO3	H	M	H	L	M	H
PSO4	H	M	H	M	L	M
PSO5	H	M	H	H	H	H
PSO6	H	H	M	M	H	H

(H- HIGH M- MODERATE L- LOW)

PATTERN OF QUESTION PAPER

CONTINUOUS ASSESSMENT EXAMINATIONS: (50 Marks)

Time : 2 Hours

Section A – 7 x 2 = 14 marks

Answer **all** questions

7 questions

Section B – 3 x 7 = 21 marks

Answer **any three** questions

3 out of 5 questions

Section C– 1 x 15 = 15 marks

Answer **any one** question

2 Questions (1 question from each unit)

SBE :

Section A – 10 x 1 = 10 marks

Answer **all** questions

Section B - 2 x 5 = 10 marks

Either or questions – Answer all

Section C – 1 x 10 = 10 marks

Answer **any one** question

2 Questions (1 question from each unit)

SEMESTER EXAMINATION (100 MARKS)

Time: 3 Hours

Section A – 10 x 2 = 20 marks

Answer **all** questions

10 questions (2 questions from each unit)

Section B – 5 x 7 = 35 marks

Answer **all** questions

5 questions with internal choice (1 question from each unit)

Section C – 3 x 15 = 45 marks

Answer **any three** questions

5 questions (1 question from each unit)

SBE

Section A – 10 x 2 = 20 marks

Answer **all** questions

10 questions (2 questions from each unit)

Section B – 4 x 5 = 20 marks

Answer **4 out of 6** questions

Section C – 2 x 10 = 20 marks

Answer **any two out of three** question

SEMESTER – I

UCBIA20 - FUNDAMENTALS OF BANKING

Year: I	Course Code:	Title of the Course:	Course Type:	Course Category	H/W	Credits	Marks
SEM: I	UCBIA20	Fundamentals of Banking	Theory	Core	5	4	40+60

Course Objectives

- a. To Provide in-depth knowledge about the evolution of banks, banking structure in India and its function.
- b. To develop the capability to operate bank accounts.
- c. To make them aware of various negotiable instruments.
- d. To enable to understand duties and responsibilities of paying banker
- e. To impart knowledge about the role of Collecting Banker and Banking ombudsman

Course Outcomes (CO)

The Learners will be able to

- ☐ Identifies various types of Banks.
- ☐ Able to access Bank account
- ☐ Able to utilize variety of negotiable instruments
- ☐ Able to analyze the role of paying Banker
- ☐ Able to identify customer rights and Sort-out issues through Banking ombudsman

CO/PO	PO					
	1	2	3	4	5	6
CO1	H	H	H	M	M	M
CO2	H	H	H	M	M	H
CO3	H	H	M	M	M	H
CO4	H	M	M	M	M	H
CO5	H	H	M	M	M	H

(High – H Medium – M Low- L)

CO/PSO	PSO					
	1	2	3	4	5	6
CO1	H	H	M	M	M	M
CO2	H	M	H	M	M	H
CO3	H	M	H	M	M	H
CO4	H	M	M	H	M	M
CO5	H	H	M	H	M	H

Unit I: An Introduction to Banking (15 hours)

- 1.1 Introduction - Definition of Banking (K1, K2)
- 1.2 Banking Structure in India (K1, K2,)
- 1.3 Small Finance Bank and payment Banking (K1, K2,)
- 1.4 Commercial Banking - Functions (K1, K2)
- 1.5 Role of Banks in Economic Development (K1, K2,)
- 1.6 COVID-19 and its impact on Banking Sector (K1, K2,)

Unit II: Opening of Accounts (15 hours)

- 2.1 Bank Accounts – Types – Steps in Opening Accounts – Savings and Current Accounts (K1, K2, K3)
- 2.2 Pay-in-slip Book – Passbook. Bank Customer- Definition - Relationship – Types (K1, K2)
- 2.3 KYC Norms – Banking Lending – Significance (K1, K2, K3)
- 2.4 Lending Sources – Principles – Forms of Lending (K1, K2, K3)
- 2.5 Loan Evaluation Process – Securities of Lending (K1, K2, K3, K4)
- 2.6 Factors Influencing Bank Lending (K1, K2)

Unit III: Negotiable Instruments (15 hours)

- 3.1 Meaning – Characteristics – Nature – Features and Similarities- Types – Crossing (K1, K2, K3)
- 3.2 Definition – Objective – Crossing and Negotiability – Need for crossing – Types (K1, K2, K3)
- 3.3 Persons Eligible to do crossing – Consequences (K1, K2)
- 3.4 Endorsement – Meaning – Definition (K1, K2, K3)
- 3.5 Components of Endorsements – Types – Effects (K1, K2, K3, K4)
- 3.6 Duration – Rules regarding Endorsement (K1, K2, K3, K4)

Unit IV: Paying Banker (15 hours)

- 4.1 Meaning – Bankers duty (K1, K2)
- 4.2 Dishonoring Customers Cheque (K1, K2)
- 4.3 Discharge of Paying Banker (K1, K2, K3)
- 4.4 Payment of Cheque by Mistake – Material Alteration (K1, K2, K3)
- 4.5 Liability of Paying Banker (K1, K2, K3, K4)
- 4.6 Statutory Protection - Refusal of Payment (K1, K2, K3, K4)

**Unit V: Collecting Banker, Customer Grievances, Redressal and Ombudsman
(15 hours)**

5.1 Meaning of Collecting Banker – Role (K1, K2)

5.2 Statutory Protection – Duty -RBI's Instruction (K1, K2)

5.3 Collection of Bills of Exchange – Paying Banker Vs Collecting Banker (K1, K2, K3)

5.4 Customer Grievances – Grievances Redressal (K1, K2, K3)

5.5 Banking Ombudsman (K1, K2, K3, K4)

5.6 Procedure for Redressal OF Grievance (K1, K2, K3, K4)

BOOKS

Textbook:

Banking Theory Law and Practice – E. Gordon & K. Natarajan.

Himalaya publishing house

New Delhi. Reprint – 2016

Books for Reference:

1. Kandasamy K.P., Natarajan S. And Parameswaran R. – Banking – S. Chand and Co. Ltd., New Delhi (Latest Ed)
2. P.N. Varshney - Banking Law and Practice – Sultan Chand & Sons New Delhi - 24 th Edition.
3. Natarajan S. And Parameswaran R. – Indian Banking – S. Chand and Co. Ltd., New Delhi (Latest Ed)
4. Vasudevan S.V.- Theory of Banking – S. Chand and Co. Ltd. New Delhi (Latest Ed.)
5. Sundaram and Varshney – Banking Law and Practice – S. Chand and Co. Ltd., New Delhi (Latest Ed.)

WEB RESOURCE

1. rbi.org.in
2. www.bankingfinace.in
3. www.indianmoney.Com
4. Shankar banking academy
5. Anil Agarwal –YouTube channel

SEMESTER – I
UCBIB20 - PRINCIPLES OF ACCOUNTING

Year: I	Course Code:	Title of The Course:	Course Type:	Course Category:	H/W	Credits
SEM: I	UCBIB20	Principles of Accounting.	Theory	Core	5	4

Course Objectives

- a. To give insight into the basic accounting principles and Concept
- b. To prepare ledger accounts and trial balance.
- c. To prepare final accounts
- d. To enable students to prepare various subsidiary books.
- e. To prepare Bank Reconciliation statement

Course Outcomes (CO)

The Learners will be able to

- ☐ Acquire conceptual knowledge on basics of accounting
- ☐ Identity events that need to be recorded in the accounting statements.
- ☐ Prepares final accounts
- ☐ Identify and prepare various subsidiary books
- ☐ Able to prepare Bank Reconciliation statement.

CO/PO	PO					
	1	2	3	4	5	6
CO1	H	H	H	M	M	H
CO2	H	H	H	M	M	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	M	H
CO5	H	H	H	M	M	H

(HIGH M-MEDIUM L-LOW)

CO/PSO	PSO					
	1	2	3	4	5	6
CO1	H	M	M	H	M	M
CO2	H	H	M	H	M	H
CO3	H	H	H	H	H	H
CO4	H	H	M	H	H	H
CO5	H	H	H	H	H	H

COURSE SYLLABUS:

Unit – I: (15 hours)

Introduction to accounting

- 1.1 Principles of Double Entry System (K1,K2)
- 1.3 Types of Accounts (K1,K2)
- 1.4 Persons interested in accounting (K1,K2)
- 1.5 Accounting concepts and conventions (K1,K2)
- 1.6 Accounting Equation (K1,K2,K3)

Unit – II (15 hours)

- 2.1 Journal Entries ((K1,K2)
- 2.2 Journal for Adjusting Entries (K1,K2,K3)
- 2.3 Ledgers (K1,K2,K3)
- 2.4 Ledger for Subsidiary Books (K1,K2,K3)
- 2.5 Trial Balance (K1,K2,K3)
- 2.6 Trial Balance (Corrected Method) (K1,K2,K3,K4)

Unit – III (15 hours)

- 3.1 Final Accounts (K1,K2,K3,K4)
- 3.2 Provision for Bad and Doubtful Debts (K1,K2,K3)
- 3.3 Trading Account (K1,K2,K3,K4)
- 3.5 Profit and loss Account (K1,K2,K3,K4)
- 3.4 Adjusting Entries (K1,K2,K3,K4)
- 3.6 Balance Sheet with adjustments (K1,K2,K3,K4)

Unit – IV (15 hours)

- 4.1 Subsidiary Books (K1, K2)
- 4.2 Purchase, Sales – Returns (K1, K2)
- 4.3 Cash Book – Single Column (K1, K2)
- 4.4 Double Column Cash Book (K1, K2, K3)
- 4.5 Triple Column Cash Book(K1, K2,K3,K4)
- 4.6 Petty Cash(K1, K2,K3,K4)

Unit – V (15 hours)

- 5.1 Rectification of Errors (with Suspense Account) (K1, K2, K3,K4)
- 5.2 Error of Commission (K1, K2, K3, K4)
- 5.3 Error of Omission (K1,K2,K3,K4)
- 5.4 Purchase, Sales and Returns (K1,K2,K3,K4)
- 5.5 Bank Reconciliation Statement. (As per Cash book or Overdraft as per passbook) (K1,K2,K3,K4)
- 5.6 Bank Reconciliation Statement. (As per Passbook or Overdraft as per Cash book) (K1,K2,K3,K4)

BOOK

Textbook:

Reddy T.S.and Murthy A. -Financial Accounting -Margham Publications, Chennai, Reprint 2014.

Reference Books

1. Jain S. P. and Narang K.L. - Advanced Accounting -Kalyani Publishers, New Delhi, Revised 2013.
2. Nagarajan K.L. and Vinayagam N. and Mani P.L. - Principles of Accountancy - Eurasia Publishing House, New Delhi, Revised 2014
3. Grewal T.S. - Double Entry Book – S. Chand and Co. Ltd, New Delhi, Reprint 2010.
4. Tulsian P.C. - Financial Accounting - Tata McGraw Hill, New Delhi, Edition 2009.

WEB RESOURCE:

1. MIT open Courseware for accounting
2. Accounting student network
3. Accounting.Com
4. www.icaai.org
5. Devika's Commerce and management academy – YouTube channel

SEMESTER – II

UCBIC20 - PRINCIPLES OF INSURANCE

Year: I SEM: II	Course Code: UCBIC20	Title of The Course: Principles of Insurance	Course Type: Theory	Course Category: Core	H/W 5	Credits 4	Marks 40+60
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Course Objectives:

- To provide basic knowledge about various types of insurance
- To impart thorough knowledge about life insurance Policies
- To give knowledge about various types of fire insurance Policy
- To make the students aware of various marine insurance Policies and their claim settlement process.
- To give them overview about various miscellaneous insurance.

Course Outcomes (CO):

The Learners will be able to

- ☐ Understands basic Concepts and principles of insurance
- ☐ Able to differentiate Life and Non-Life insurance policies
- ☐ Able to follow the procedures to apply for fire insurance Policy and settlement of claim
- ☐ Able to claim settlement from marine insurance Policy
- ☐ Able to choose various insurance Policies based on their needs

CO/PO	PO					
	1	2	3	4	5	6
CO1	H	H	H	M	M	H
CO2	H	H	H	M	M	H
CO3	H	H	M	M	M	H
CO4	H	H	H	M	H	H
CO5	H	M	H	M	H	M

(H- HIGH M-MEDIUM L-LOW)

CO/PSO	PSO					
	1	2	3	4	5	6
CO1	M	M	H	M	H	H
CO2	H	H	M	H	H	H
CO3	H	H	M	H	H	H
CO4	H	H	H	M	H	H
CO5	H	H	M	M	H	H

COURSE SYLLABUS:

Unit I: Principles and Importance of Insurance (15 hours)

- 1.1 Insurance – Meaning – Definition – Nature – Functions – Types of Insurance: Life Insurance – General Insurance (K1, K2)
- 1.2 Fire Insurance – Marine Insurance – Miscellaneous Insurance Interest – Specific Principles – Essentials of Insurable Interest – Existence of Insurable Interest (K1, K2)
- 1.3 Material Fact – Material Fact - Meaning – Examples of Material Facts Requiring Disclosure – Material Fact not to be Disclosed (K1, K2, K3)
- 1.4 Breach of Utmost Good Faith – Types of Indemnity provided under different policies (K1, K2)
- 1.5 How does Subrogation arise – Essentials of Doctrine of Subrogation (K1, K2)
- 1.6 Importance/ Advantages of Insurance - Importance to an Individual to Business – Important to Society –Terms used in Insurance (K1, K2, K3)

Unit II: Life Insurance (15 hours)

- 2.1 Life Insurance – Meaning – Definition Characteristics - Economic Uses – Advantages of Life Insurance Vs Non - Life Insurance (K1, K2)
- 2.2 Fundamental Principles of Life Insurance – Procedure for effecting Life Insurance (K1, K2, K3)
- 2.3 Life Insurance product of policies – Whole of Life Policies – Endowment Policies – Children’s Policies (K1, K2, K3)
- 2.4 Money Back Policies – Joint Life Policies – JeevanSaathi – Plan No. 89 – Women’s Policy – Term Policies – Special Policies (K1, K2)
- 2.5 Group Insurance Policies – Group Insurance Policies (K1, K2)
- 2.6 Difference Between Group Insurance and Individual Insurance (K1, K2)

Unit III: Fire Insurance**(15 hours)**

- 3.1 Fire Insurance – Meaning – Definition – Functions – Features – Scope – Add-on cover - Special Coverage – Hazards in Fire Insurance (K1, K2)
- 3.2 Principles of Fire Insurance – Essential Requirements of the Doctrine of Contribution – Example – Procedure of effecting a Fire Insurance Policy (K1, K2)
- 3.3 Rights of Insurer – Kinds of Fire Policies (K1, K2)
- 3.4 Fire Policy Conditions – Example – Rate Fixation Fire Insurance – System of Rate Fixation (K1, K2)
- 3.5 Tariff Rates – The Tariff Provides (K1, K2)
- 3.6 Procedures for settlement of Claims under Fire Insurance (K1, K2, K3)

Unit IV: Marine Insurance**(15 hours)**

- 4.1 Marine Insurance – Meaning – Definition – Subject Matter (K1, K2)
- 4.2 Types – Development of Marine Insurance – Lloyd’s Association (K1, K2)
- 4.3 Procedure Involved in Taking a Marine Policy –Differences between Marine Insurance and Fire Insurance (K1, K2, K3)
- 4.4 Essential Characteristics (or) fundamental Principles of Marine Insurance (K1, K2)
- 4.5 Kinds of Marine Insurance Policies (K1, K2)
- 4.6 Settlement of Claims in Marine Insurance (K1, K2, K3)

Unit V: Miscellaneous Insurance**(15 hours)**

- 5.1 Miscellaneous Insurance: Motor Insurance – Fundamental principles – Types – Exceptions – Extension of Cover – Reasonable expenses and minor repairs (K1, K2)
- 5.2 Procedure for effecting motor insurance – Motor Policy Conditions – Discount on premium – Settlement of Claims – under Motor Insurance (K1, K2, K3)
- 5.3 Social Sector Insurance – Bhagyashree Child Welfare Policy – Unique features – Raja Rajeshwar iMahila Kalyan Yojana policy – Unique Features – For and disablement of insured women (K1, K2)
- 5.4 Business Insurance – Burglary Insurance – Types of policies – Cash/Money in Transit Insurance – Scope of Cover – Extended Covers available Fidelity Guarantee Insurance (K1, K2)
- 5.5 Types of Fidelity Insurance – Neon Sign Insurance – Jewelers Block Insurance – Duty Insurance – Shopkeepers Insurance – Personal Package – Baggage Insurance (K1, K2)
- 5.6 All Risk Insurance – Amartya Shiksha Yojana Insurance – Pedal Cycle Insurance – Mobile Phone Insurance – Householders’ Insurance (K1, K2)

Textbook

1. Dr. Murthy A. – Principles and practice of Insurance – Margham Publications, Chennai, Reprint 2010.

Reference Books

1. Periasamy P. – Fundamentals of Insurance – Vijay Nicole Imprints Pvt.Ltd. Chennai, 2013 Ed.
2. Dr. Ramavath N. – Elements of Insurance – Sri Vishnu Publications., 3rd Edition, 2009
3. JyotsnaSethi and Nishwan Bhatia – Elements of Banking and Insurance – PHI Learning Private Limited., 2nd Edition, 2012
4. Dr. Balu V. and Dr. Premila N. – Elements of Insurance – Sri Venkateswara Publications – Feb 2009
5. Mishra M.N. and Mishra S.B – Insurance Principles and Practice – S. Chand Company Private Limited – 21st Revised Edition,2014.

WEB RESOURCE

1. www.licindia.in
2. www.gicouncil.com
3. www.Policyx.com
4. **academy of insurance**

SEMESTER – II

UCBID20 - FINANCIAL ACCOUNTING

Year: I SEM: II	Course Code: UCBID20	Title of The Course: Financial Accounting	Course Type: Theory	Course Category: Core	H/W 5	CREDITS 4	MARKS 40+60
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Course Objectives:

- To enable the students to Compute Depreciation under various methods
- To understand the accounting procedures for both Single and Double entry system.
- To impart knowledge about recording transactions related to Bills of Exchange.
- To make them understand the accounting procedures in Hire Purchase System.
- To build up capability of students in preparation of Fire Insurance Claims.

Course Outcomes (CO):

The Learners will be able to

- ☐ Able to calculate depreciation for fixed assets.
- ☐ Able to Compare, Contrast, and solve single entry to double entry system.
- ☐ Able to prepare Bill of exchange account
- ☐ Identifies and differentiate hire purchase and instalment system
- ☐ Prepare Fire Insurance Claim Statements.

CO/PO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	M	H
CO2	H	H	H	M	M	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

H- HIGH M-MEDIUM L-LOW

CO/PSO	PSO					
	1	2	3	4	5	6
CO1	H	H	M	H	H	H
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	M	H	H	H
CO5	H	H	H	H	H	H

COURSE SYLLABUS:

Unit I:

(15 hours)

- 1.1 Depreciation - Meaning - Definition - Causes - Method of Charging Depreciation (K1, K2, K3)
- 1.2 Straight Line Method and Written Down Value Method (K1, K2, K3)
- 1.3 Change in Methods of Charging Depreciation (K1, K2, K3)
- 1.4 Annuity Method - Depletion – Revaluation (K1, K2, K3)
- 1.5 Machine Hour Rate (K1, K2, K3, K4)
- 1.6 Sinking Fund - Insurance Policy Method. (K1, K2, K3, K4)

Unit II:

(15 hours)

- 2.1 Single Entry - Meaning - Definition (K1, K2)
- 2.2 Methods - Difference between Single Entry and Double Entry System (K1, K2)
- 2.3 Statement of Affairs Method (K1, K2, K3, K4)
- 2.4 Computation of Profit or Loss (K1, K2, K3, K4)
- 2.5 Conversion Method (K1, K2, K3, K4)
- 2.6 Prepare Trading Profit and Loss Account and Balance Sheet according to Conversion Method (K1, K2, K3, K4)

Unit III:

(15 hours)

- 3.1 Bills of Exchange- Meaning - Definition- Features (K1, K2)
- 3.2 Parties to Bills of Exchange (K1, K2)
- 3.3 Advantages - Types of Bills (K1, K2)
- 3.4 Recording Transaction in Journal and Ledger (K1, K2, K3)
- 3.5 Retiring a Bill under Rebate (K1, K2, K3, K4)
- 3.6 Dishonour of Bill (K1, K2, K3, K4)

Unit IV:

(15 hours)

- 4.1 Hire Purchase & Instalment Purchase Systems (K1, K2)
- 4.2 Difference between Hire Purchase and Instalment System (K1, K2)
- 4.3 Calculation of Interest (K1, K2, K3, K4)
- 4.4 Default and Repossession (K1, K2, K3, K4)
- 4.5 Complete Repossession (K1, K2, K3, K4)
- 4.6 Partial Repossession (K1, K2, K3, K4)

Unit V:

(15 hours)

- 5.1 Fire Insurance Claim (K1, K2)
- 5.2 Memorandum of Trading A/c (K1, K2, K3)
- 5.3 Actual Loss of Claim (K1, K2, K3)

5.4 Unrecorded Stock (K1,K2,K3)

5.5 Loss of Stock (K1,K2,K3,K4)

5.6 Loss of Profit (K1,K2,K3, K4)

BOOK

Textbook:

1. Reddy T.S. and Murthy A. -Financial Accounting -Margham Publications, Chennai, Reprint 2014.

Reference Books

1. Jain S. P. and Narang K.L. - Advanced Accounting -Kalyani Publishers, New Delhi, Revised 2013.
2. Nagarajan K.L. and Vinayaka N. and Mani P.L. - Principles of Accountancy - Eurasia Publishing House, New Delhi, Revised 2014.
3. Grewal T.S. - Double Entry Book – S. Chand and Co. Ltd, New Delhi, Reprint 2010.
4. Tulsian P.C. - Financial Accounting - Tata McGraw Hill, New Delhi, Edition 2009

WEB RESOURCE

1. MIT open Courseware for accounting
2. Accounting student network
3. Accounting.Com
4. www.icai.org
5. Devika's Commerce and management academy – YouTube channel

SEMESTER I / II
USBIA120/ USBIA220- SKILL-BASEDELECTIVE-I: BUSINESS
COMMUNICATION

Year: I	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
SEM: I/II	USBIA120/ 220	Business communication	Theory	Skill based Elective	2	2	40+60

Course Objective:

- a) To Understand business communication skills
- b) To understand the layout of Business letters
- c) To draft Bank related letters
- d) To draft Insurance related letters
- e) To enable them to prepare Business reports

Course Outcome (CO):

- ☐ Demonstrate students for Effective Business communication skills
- ☐ Able to prepare business related letters
- ☐ Able to prepare various types of Bank correspondence
- ☐ Able to prepare Insurance correspondence
- ☐ Able to prepare Business reports

CO/PO	PO					
	1	2	3	4	5	6
CO1	H	H	H	M	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

H- HIGH M-MEDIUM L-LOW

CO/PSO	PSO					
	1	2	3	4	5	6
CO1	M	H	H	H	H	H
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	M	H	H	H

COURSE SYLLABUS:

UNIT I

(6 HOURS)

- 1.1 Business Communication – Meaning – Definition (K1)
- 1.2 General Objectives – Specific Objectives (K1, K2)
- 1.3 Process of Communication (K1, K2, K3)
- 1.4 Types of Communication (K1, K2, K3)
- 1.5 Directions of Communications (K1, K2, K3)
- 1.6 Barriers to Effective Communication. (K1, K2, K3)

UNIT II

(6 HOURS)

- 2.1 7Cs for Effective Business Communication (K1, K2)
- 2.2 Layout of Business Letter (K1, K2, K3)
- 2.3 Features in Layout (K1, K2)
- 2.4 Kinds of Business Letters (K1, K2)
- 2.5 Need for Business Letter (K1, K2)
- 2.6 Functions of a Business Letter (K1, K2, K3)

UNIT III

(6 HOURS)

- 3.2 Bank Correspondence (K1)
- 3.3 Essential Features of Bank Correspondence (K1, K2)
- 3.3 Letters from Customers to Bank (K1, K2, K3)
- 3.4 Letters from Bank to Customers (K1, K2, K3)
- 3.5 Correspondence within the Bank (K1, K2, K3)
- 3.6 Kinds of Bank letters (K1, K2, K3)

UNIT IV

(6 HOURS)

- 4.1 Insurance Correspondence (K1)
- 4.2 Features (K1, K2)
- 4.3 Specific terms used in Insurance Correspondence (K1, K2, K3)
- 4.4 Specimen letters related to Life Insurance (K1, K2, K3)
- 4.5 Specimen letters related General Insurance (K1, K2, K3)
- 4.6 Specimen letters related Marine Insurance (K1, K2, K3)

UNIT V

(6HOURS)

- 5.1 Business Reports – Importance (K1, K2)
- 5.2 Guidelines for Effective Report (K1, K2)
- 5.3 Memorandum Reports (K1, K2)
- 5.4 Kinds of Reports (K1, K2, K3)
- 5.5 Main Features - Various Sections (K1, K2, K3)
- 5.6 Miscellaneous Reports – Sales Reports/ Production Reports/ News Reports.

Textbook:

Study material will be provided to the student

WEB RESOURCES:

1. <https://g.co/kgs/e69Kfp>
2. <https://www.managementstudyguide.com/seven-cs-of-effective-communication.htm>
3. www.elionline.com
4. www.isis-papyrus.com
5. courses.lumenlearning.com

SEMESTER - III

UCBIE20 - BANKING LEGALITIES AND REGULATIONS

Year: II SEM: III	Course Code:	Title of The Course:	Course Type:	Course Category:	H/W	Credits	Marks
	UCBIE20	Banking Legalities and Regulations	Theory	Core	6	5	40+60

Course Objectives:

- To impart knowledge on legal and regulatory framework of the banking system
- To make aware of legal aspects of banking operations
- To give them overview about banking related laws
- To provide knowledge on debt recovery procedure determined by tribunals.
- To educate students about Consumer protection act 1986.

Course Outcomes (CO):

The Learners will be able to

- ☐ Understands basic legal and regulatory framework of the banking system
- ☐ Able to access various banking operations
- ☐ Acquire knowledge about banking laws and their regulations
- ☐ Aware of debt recovery procedures
- ☐ Aware of Consumer Rights.

CO/PO	PO					
	1	2	3	4	5	6
CO1	H	M	H	M	M	M
CO2	H	M	M	M	M	H
CO3	H	H	H	M	M	M
CO4	H	M	M	M	M	M
CO5	H	M	H	M	H	M

H- HIGH M-MEDIUM L-LOW

CO/PSO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	M	M	M
CO2	H	M	M	M	M	H
CO3	H	H	H	M	M	M
CO4	H	M	M	M	M	M
CO5	H	M	M	M	H	M

COURSE SYLLABUS

UNIT I: Regulations and Compliance

(15 Hours)

- 1.1 Definition of Non-Banking Financial Companies. (K1)
- 1.2 Concepts of Non-Banking Financial Companies (K1, K2)
- 1.3 Banking Regulation Act 1949 – Important terms (K1, K2)
- 1.4 Regulation Act 1949- Provisions (K1,K2,K3)
- 1.5 Control over Organization of Banks. (K1, K2)
- 1.6 Licensing of Banking companies. (K1, K2)

UNIT II: Legal Aspects of Banking

(15 Hours)

- 2.1 Indemnities – Bank Guarantees (K1)
- 2.2 Letter of Credit (K1, K2)
- 2.3 Deferred Payment Guarantee (K1, K2)
- 2.4 Laws Relating to Bill Finance (K1, K2)
- 2.5 Laws Relating to Securities and Modes of Charging I – Law Relating to Securities and Modes of Charging II. (K1, K2)
- 2.6 Registration of Firms, Incorporation of Companies. (K1, K2, K3)

UNIT III: Banking Related Laws (Insolvency Act)

(15 Hours)

- 3.1 Insolvency and Bankruptcy Code, 2016 – Definition (K1, K2)
- 3.2 Regulations (K1, K2)
- 3.3 Central Registry (K1, K2)
- 3.4 Offences and Penalties (K1, K2)
- 3.5 Non-Performing Assets (NPA): Introduction, categories (K1, K2)
- 3.6 Types, NPA Management Strategies (K1, K2, K3, K4)

UNIT IV: Recovery of Debts due to Banks and Financial Institutions Act (DRT Act)

Preliminary

(15 Hours)

- 4.1 Establishment of Tribunal and Appellate Tribunal (K1)
- 4.2 Jurisdiction, Powers and Authority of Tribunals (K1, K2)
- 4.3 Procedure of Tribunals (K1, K2)
- 4.4 Recovery of Debts determined by the Tribunal Miscellaneous Provisions (K1, K2)
- 4.5 The Banker's Evidence Act, 1891 – Lok Adalat's. (K1, K2)
- 4.6 Miscellaneous Provisions (K1, K2)

UNIT V: Other Aspects

(15 Hours)

- 5.1 The Consumer Protection Act, 1986: Introduction, Features (K1, K2, K3)
- 5.2 Consumer Rights (K1, K2, K3)
- 5.3 Preamble, Extent and Definitions (K1)
- 5.4 Consumer Disputes Redressal Agencies. (K1, K2)
- 5.5 The Banker's Evidence Act, 1891 – LokAdalat's. (K1, K2, K3)
- 5.6 Powers of Consumer Disputes Redressal Agencies. (K1, K2, K3, K4)

BOOKS

TEXTBOOKS

Legal and Regulatory Aspects of Banking - Indian Institute of Banking and Finance – Macmillan Publisher – Third Edition – Reprint 2016.

REFERENCE

1. Kandasamy K.P., Nagarajan S and Parameswaran R. – Banking – S. Chand &Co. Ltd., New Delhi, Reprint 2010.
 2. Dr. Guruswamy S. – Banking Theory, Law and Practice – Vijay Nicole Imprints Pvt. Ltd., Reprint 2017.
 3. Natarajan S. and Parameswaran R. – Indian Banking – S. Chand & Co. Ltd., New Delhi, Reprint 2013.
 4. Vasudevan S.V. – Theory of Banking – S. Chand & Co. Ltd., New Delhi, Reprint 2015
- Sundaram and Varshney – Banking Law and practice – S. Chand & Co. Ltd., New Delhi, Reprint 2015

WEB RESOURCES

1. <https://www.investopedia.Com/>
2. <https://vikaspedia.in/social-welfare/financial-inclusion/financial-literacy/non-banking-financial-Companies>
3. <https://g.CLO/kgs/JyYmMk>
4. <https://www.mondaq.Com/>
5. <http://ncdre.nic.in>

**SEMESTER- III
COST ACCOUNTING**

Year: II SEM: III	Course Code: UCBIF20	Title of The Course: Cost Accounting	Course Type: Theory	Course Category: Allied	H/W 5	Credits 5	Marks 40+60
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COURSE OBJECTIVES

- a) To understand the concepts and methods of cost accounting
- b) To make them aware of material control techniques.
- c) To impart knowledge about the labour turnover and overhead cost measurement.
- d) To prepare the process accounts
- e) To develop the students to determine the Contract Costing

COURSE OUTCOMES (CO)

- ☐ Familiarize the concepts of Cost accounting
- ☐ Apply material control techniques.
- ☐ Measures labor cost and overhead cost.
- ☐ Prepares Process accounts
- ☐ Evaluates profit or loss of a contract.

CO/PO	PO					
	1	2	3	4	5	6
CO1	H	H	M	M	H	H
CO2	H	H	M	M	M	H
CO3	H	H	M	H	M	H
CO4	H	H	H	M	M	H
CO5	H	H	H	M	M	H

H- HIGH M-MEDIUM L-LOW

CO/PSO	PSO					
	1	2	3	4	5	6
CO1	H	M	H	H	M	H
CO2	M	H	M	H	H	H
CO3	H	M	M	M	M	H
CO4	H	H	H	H	M	M
CO5	H	M	H	M	H	M

COURSE SYLLABUS

UNIT I

(15 Hours)

- 1.1 Definition of Cost Costing (K1)
- 1.2 Cost Accounting and Cost Accountancy –
Cost Accounting Vs Financial Accounting (K1, K2)
- 1.3 Classification of Cost (K1, K2)
- 1.4 Methods of Cost Accounting (K1, K2)
- 1.5 Preparation of Cost Statement (K1, K2, K3)
- 1.6 Tenders and Quotations. (K1, K2, K3, K4)

UNIT II

(15 Hours)

- 2.1 Meaning of Material Control – Purchase Procedure (K1, K2)
- 2.2 Stock Levels – Economic Ordering Quantity (K1, K2)
- 2.3 Bin Card Vs Stores Ledger – Pricing of Issue of Materials (K1, K2)
- 2.4 Actual Price Methods (FIFO, LIFO, HIFO, Base Stock and Specific Price) (K1, K2, K3)
- 2.5 Average Price Methods (Simple, Average, Weighted Average
with returns and losses (K1, K2, K3)
- 2.6 Pricing of Issue of Materials (K1, K2)

UNIT III

(15 Hours)

- 3.1 Labour Turnover – Causes - Measurement – Calculation of Labour Cost – Calculation of
Normal and Overtime wages (K1, K2, K3)
- 3.2 Methods of Payment of remuneration and incentive (K1, K2, K3)
- 3.3 Time and piece wages – Taylor, Merrick, Halsey and Rowan. (K1, K2)
- 3.4 Allocation and Apportionment of Overheads (K1, K2)
- 3.5 Primary Distribution Summary (K1, K2)
- 3.6 Secondary Distribution Summary (Direct Re apportionment, Step Ladder, Simultaneous
Equation, Repeated Distribution and Trial and Error Method). (K1, K2)

UNIT IV

(15 Hours)

- 4.1 Process Costing – Introduction, Meaning (K1)
- 4.2 Characteristics features of Process costing (K1, K2)
- 4.3 Important aspects of process Costing (K1, K2, K3)
- 4.4 Process Accounts (K1, K2)
- 4.5 Normal Loss and Scrap (K1, K2)
- 4.6 Calculation and Treatment of Abnormal Loss and Abnormal Gain. (K1, K2, K3)

UNIT V

(15 Hours)

5.1 Contract Costing (K1)

5.2 Profit or loss on Contracts (K1, K2)

5.3 Treatment of Plant (K1, K2)

5.4 Completed Contracts – Incomplete Contracts (K1, K2)

5.5 Treatment of Profit (K1, K2, K3)

5.6 Contracts with losses (including balance sheet problems) (K1, K2, K3)

BOOKS

TEXTBOOK

Reddy T.S Hari Prasad Reddy Y – Cost Accounting – Margham Publications, Chennai (Latest Ed.)

REFERENCE

1. Jain S.P & Narang K.L – Cost Accounting, Kalyani Publishers, New Delhi (Latest Ed.)
2. Khanna Ahuja and Pandey – Cost Accounting – S. Chand & CLO Ltd., New Delhi (Latest Ed.)
3. Lall Nigam B.M and Jain I.c Cost Accounting – Prentice Hall of India Pvt Ltd., New Delhi (Latest Ed.)
4. Pillai R.S.N and Bagavathi V – Cost Accounting Sultan Chand & Sons New Delhi (Latest Ed.)

WEB RESOURCES

1. www.accountingnotes.net
2. www.yourarticlelibrary.Com
3. <https://www.yourarticlelibrary.Com/Cost-accounting/labour-turnover>
4. <https://g.CLO/kgs/epCQEj>

<https://www.iedunote.Com/CLOntract-Costing>

SEMESTER - III

UCBIG20 – PRINCIPLES OF MANAGEMENT

Year: II SEM: III	Course Code: UCBIG20	Title of The Course: Principles of Management	Course Type: Theory	Course Category: Core	H/W 5	Credits 4	Marks 40+60
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COURSE OBJECTIVES

- To understand the concepts of business management.
- To develop the knowledge of planning and decision making.
- To familiarize the students with principles of the organizing.
- To enable students to understand theories of motivation.
- To impart knowledge on various leadership styles.

COURSE OUTCOMES (CO)

The Learners will be able to

- ☐ Understands the Conceptual idea of management.
- ☐ Demonstrate the skills of planning and decision making.
- ☐ Aware of principles of organizing.
- ☐ Familiarize with motivational factors.
- ☐ Identifies various leadership styles.

CO/PO	PO					
	1	2	3	4	5	6
CO1	H	H	M	M	H	H
CO2	M	H	M	M	M	H
CO3	H	H	M	H	H	M
CO4	H	M	H	M	M	H
CO5	H	H	H	M	M	H

H- HIGH M-MEDIUM L-LOW

CO/PSO	PSO					
	1	2	3	4	5	6
CO1	H	M	H	H	M	H
CO2	M	H	M	H	H	H
CO3	H	M	H	M	M	H
CO4	M	H	H	H	M	M
CO5	H	M	H	M	H	M

COURSE SYLLABUS

UNIT I

(15 Hours)

- 1.1 Management - Meaning - Definition (K1)
- 1.2 Characteristics, Importance (K1, K2)
- 1.3 Contribution of F.W. Taylor (K1)
- 1.4 Henri Fayol & Peter F Drucker (K1)
- 1.5 Concept of Management by Objectives (M.B.O) and Management by Exception (M.B.E) (K1, K2, K3, K4)
- 1.6 Conceptual idea of Corporate Social Responsibility (C.S.R) (K1, K2, K3, K4)

UNIT II

(15 Hours)

- 2.1 Planning - Meaning -Definition (K1)
- 2.2 Nature, Importance (K1)
- 2.3 Types of Plans, Importance (K1, K2)
- 2.4 Advantages and Limitations (K1, K2)
- 2.5 Steps in the process planning (K1, K2, K3)
- 2.6 Decision Making - Meaning and Process (K1, K2, K3)

UNIT III

(15 Hours)

- 3.1 Organizing - Meaning - Nature – Importance (K1)
- 3.2 Principles – Steps (K1, K2)
- 3.3 Types - Line, Functional, Line and Staff, Committee (K1, K2, K3)
- 3.4 Styles - Functions – Importance (K1)
- 3.5 Types and Principles (K1, K2)
- 3.6 Centralization - Decentralization - Differences between both. (K1, K2)

UNIT IV

(15 Hours)

- 4.1 Staffing- Meaning – Importance (K1)
- 4.2 Directing - Meaning - Nature and Characteristics (K1, K2)
- 4.3 Leadership - Meaning - Nature - Styles - Functions – Importance (K1, K2, K3)
- 4.4 Styles - Functions – Importance (K1, K2)
- 4.5 Motivation Meaning -Monetary and Non-Monetary Incentives (K1, K2, K3)
- 4.6 Theories of Motivation - Maslow, McGregor and Herzberg (K1, K2)

UNIT V

(15 Hours)

- 5.1 Communication - Meaning - Nature - Process – Importance (K1, K2)
- 5.2 Essentials of good Communication (K1, K2)
- 5.3 Barriers to Communication - Steps to overcome the barriers. (K1, K2, K3)
- 5.4 Control -Definition - Meaning - Elements - Process. (K1, K2, K3)
- 5.5 Co-ordination – Meaning, Importance, Types, Problems (K1, K2, K3)
- 5.6 Difference between Co-ordination and Co-operation (K1, K2)

BOOKS

TEXTBOOKS

Dr. Gupta C.B.-Business Management – Sultan Chand& Sons, New Delhi, (Latest Ed.)

REFERENCE

1. Prasad L.M. - Management: Principles and Practices - Sultan Chand& CLO., New Delhi, (Latest Ed.)
2. Harold Koontz & Cyril O'Donnell - Essentials of Management - Tata McGraw Hill Publishing Co. Ltd., New Delhi, (Latest Ed.)
3. Sharma R.K. and Shashi K. Gupta - Principles of Management - Kalyani Publishers, New Delhi, (Latest Ed.)
4. Kumkum Mukherjee - Principles of Management - Tata McGraw Hill, New Delhi, (Latest Ed.)

WEB RESOURCES

1. <https://g.CLO/kgs/1Zu9Pz>
2. <https://Courses.lumenlearning.Com/>
3. <https://study.Com/academy/lesson/principles-of-organizational-management.html>
4. https://www.mindtools.Com/pages/article/newLDR_74.htm
5. <https://www.toppr.Com/guides/business-studies/directing/Communication>

SEMESTER - III

UEBIA20 - MARKETING IN BANKING AND INSURANCE

Year: II	Course Code:	Title of The Course:	Course Type:	Course Category	H/W	Credits	Marks
SEM: III	UEBIA20	Marketing in Banking and Insurance	Theory	Elective I A	5	5	40+60

COURSE OBJECTIVES

- To understand the classification of service.
- To develop knowledge on 7P's in service marketing.
- To familiarize with the concepts of internal marketing and external marketing.
- To identify the need for customer Relationship Management in service sector.
- To enhance the knowledge on marketing mix for Banking and Insurance sector.

COURSE OUTCOMES (CO):

The Learners will be able to

- ☐ Understands the Concepts of service marketing.
- ☐ Identifies the role of 7P's in service marketing
- ☐ Differentiates internal marketing from external marketing.
- ☐ Identifies customer relationship management of any service sector.
- ☐ Acquires the knowledge on marketing mix in marketing Banking and Insurance products.

CO/PO	PO					
	1	2	3	4	5	6
CO1	H	M	H	L	H	H
CO2	H	H	M	M	H	M
CO3	H	H	H	M	H	H
CO4	H	M	H	H	M	H
CO5	H	H	M	H	H	H

(H- HIGH M-MEDIUM L-LOW)

CO/PSO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	M	H
CO2	H	H	M	H	M	H
CO3	H	H	M	H	M	H
CO4	H	H	H	H	M	H
CO5	H	H	M	H	H	H

COURSE SYLLABUS:

UNIT I

(15 Hours)

- 1.1 Service - Meaning and Definition (K1)
- 1.2 Components of service (K1)
- 1.3 Characteristics (K1, K2)
- 1.4 Classification of Services by Adrian Payne (K1, K2)
- 1.5 Classification of Services - Christopher, Philip Kotler (K1, K2)
- 1.6 Differences between Goods and Services

UNIT II

(15 Hours)

- 2.1 Services Marketing - Meaning – Definition (K1)
- 2.2 Characteristics (K1, K2)
- 2.3 7p's of Service Marketing -Product, Levels of product (K1, K2, K3, K4)
- 2.4 Price – meaning, objectives (K1, K2, K3, K4)
- 2.5 Promotion-meaning, promotion mix, tools (K1, K2, K3, K4)
- 2.6 Place, People, Physical Evidence and Processes. (K1, K2, K3, K4)

UNIT III

(15 Hours)

- 3.1 Types of Marketing in Service Firms and Quality of Services (K1, K2)
- 3.2 Definition of Internal and External Marketing, Components
 - Internal Marketing (K1, K2, K3)
- 3.2 Steps in Developing Internal Marketing (K1, K2, K3, K4)
- 3.3 Services Triangle (K1, K2)
- 3.4 Goals of Relationship Marketing (K1, K2)
- 3.5 Quality of Service Dimensions (K1, K2)

UNIT IV

(15 Hours)

- 4.1 Managing Demand and Supply of Services (K1, K2)
- 4.2 Meaning - Strategies for managing Demand and Supply (K1, K2, K3)
- 4.3 Understanding capacity constraints (K1, K2)
- 4.4 Understanding demand patterns (K1, K2)
- 4.5 Capacity Planning - Managing capacity to match demand (K1, K2, K3)
- 4.6 Customer Relationship Management (CRM) (K1, K2, K3)

UNIT V

(15 Hours)

- 5.1 Marketing of Banking Services: Meaning - Characteristics – Importance (K1, K2)
- 5.2 Marketing Mix of Banking Services (K1, K2)
- 5.3 Role and Importance of Personal selling in Financial Services. (K1, K2, K3)
- 5.4 Marketing of Insurance Services: Market Segmentation and its significance in the Insurance Organization (K1, K2)
- 5.5 Formulation of Marketing Mix for Insurance companies- Creation of advertisement (K1, K2, K3, K4)
- 5.6 Crisis management – marketing during Covid -19 by Banking and Insurance Companies(K1,K2K3)

BOOKS

TEXTBOOK

Dr. Natarajan L. - Services Marketing - Margham Publications, Chennai - Reprint 2015

REFERENCE

1. Dr. L. Natarajan - Services Marketing - Margham Publications, Chennai - Reprint 2013.
2. Dr. V. Balu, Dr. N. Premila - Services Marketing - Sri Vekateswara Publications - Oct - 2006
3. Valarie A. Zeithaml, Ajay Pandit - Services Marketing - Tata McGraw Hill Education Pvt. Ltd., - 4th Edition, 8th Edition - 2010.
4. Balaji B. - Services Marketing and Management - S. Chand and Co. Ltd., - 1st Edition, 2002.

WEB RESOURCES:

1. <https://youtu.be/1zYsQSJvbog>
2. <https://www.managementstudyguide.Com/seven-p-of-services-marketing.htm>
3. <https://www.bmmagazine.CLO.uk/marketing/whats-the-difference-between-internal-and-external-marketing/>
4. <https://g.co/kgs/4AuqXJ>
5. <https://theintactone.Com/2018/12/12/sm-u4-topic-5-marketing-applications-in-banking-and-insurance-services/>

SEMESTER -III

UEBIB20 - ENTREPRENEURSHIP DEVELOPMENT

Year: II SEM: III	Course Code: UEBIB20	Title of The Course: Entrepreneurship Development	Course Type: Theory	Course Category : Elective I B	H/W 5	CREDITS 5	MARKS 40+60
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COURSE OBJECTIVES

- To understand the Concept of Entrepreneurship.
- To identify financial institutions providing funds.
- To encourage students to generate business ideas.
- To familiarize the students about different phases of entrepreneurial development programme.
- To enable the student to understand the importance of women entrepreneurship and related schemes.

COURSE OUTCOMES (CO)

The Learners will be able to

- ☐ Understands the Concepts of Entrepreneurship.
- ☐ Apply for financial assistance.
- ☐ Develops new business ideas.
- ☐ Evaluates entrepreneurial development programmed and related schemes.
- ☐ Establish as a woman entrepreneur and Contribute to the society.

CO/PO	PO					
	1	2	3	4	5	6
CO1	H	M	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	H	H	H
CO4	H	M	H	H	M	H
CO5	H	H	H	H	H	H

(H- HIGH M-MEDIUM L-LOW)

CO/PSO	PSO					
	1	2	3	4	5	6
CO1	H	M	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	H	H	H
CO4	H	M	H	H	M	H
CO5	H	H	H	H	H	H

COURSE SYLLABUS:

UNIT I (15 Hours)

- 1.1 Entrepreneur ad Entrepreneurship-Meaning and Definition (K1)
- 1.2 Concept of Intrapreneur (K1, K2)
- 1.3 Characteristics and Qualities of Entrepreneurs (K1, K2, K3)
- 1.4 Functions (K1, K2)
- 1.5 Classification of Entrepreneurs (K1, K2, K3)
- 1.6 Factors influencing Entrepreneurship (K1, K2)

UNIT II (15 Hours)

- 2.1 Entrepreneurial Development-Agencies: commercial Banks- District Industries Centre (DIC) (K1)
- 2.2 National Small Industries Corporation (K1, K2)
- 2.3 Small Industries Development Organization (K1, K2)
- 2.4 Small Industries Service Institute (K1, K2)
- 2.5 All India Financial Institutions- IDBI, IFCI (K1, K2)
- 2.6 History, functions of ICICI-IRDBI (K1, K2)

UNIT III (15 Hours)

- 3.1 Business Idea Generation (K1, K2, K3)
- 3.2 Business Idea Generation (K1, K2)
- 3.3 Feasibility study (K1, K2)
- 3.4 Appraisal (K1, K2)
- 3.5 Project Report (K1, K2)
- 3.6 Legal requirements for the establishment of a Business unit (K1, K2)

UNIT IV (15 Hours)

- 4.1 Entrepreneurial Development programmes (K1)
- 4.2 Phases of Entrepreneurial Development Programme (K1, K2)
- 4.3 Institutional efforts and Role of Government in developing Entrepreneurship (K1, K2)
- 4.4 Evaluation of EDP (K1, K2)
- 4.5 Problems in the conduct of EDP, Suggestions to make EDP successful (K1, K2, K3)
- 4.6 MSME Schemes: Stand Up India Scheme (K1, K2, K3, K4)

UNIT V (15 Hours)

- 5.1 Role of Entrepreneur in Economic development (K1, K2)

5.2 Role of Small Business (K1, K2)

5.3 Strategies in change in Economic during COVID pandemic

environment Economic Scenario (K1, K2, K3)

5.4 New Venture Expansion (K1, K2)

5.5 Woman Entrepreneurship: Meaning, Factors influencing, categories of women entrepreneurs Women Entrepreneurs schemes: Pradhan Mantri MUDRA Yojana (PMMY)

5.6 Problem faced by women entrepreneurs, suggestions for Women entrepreneurs

BOOKS

TEXTBOOKS

Renu Arora and Sood S.K.-Entrepreneurial Development – Kalyani Publishers, New Delhi.

REFERENCE

1. Khanka S.S. – Entrepreneurial Development – S. Chand Publications, New Delhi. Reprint 2011.
2. Vasant Desai- Small Scale Industries and Entrepreneurship-Himalaya Publishing House.
3. Mohanty S.K. – Fundamentals of Entrepreneurship – Prentice Hall of India.
4. Gordon E. and Natarajan K. “Entrepreneurship Development” Himalaya Publishing House, Mumbai, Reprint 2012.
5. C.B. Gupta and N.P. Srinivasan – Entrepreneurial Development- Sultan Chand Publications, New Delhi, revised Edition 2013, Reprint 2014.

WEB RESOURCES

1. <https://Courses.lumenlearning.Com/boundless-business/chapter/introduction-to-entrepreneurship/>
2. <https://www.toppr.Com/guides/business-studies/entrepreneurship-development/process-of-entrepreneurship-development/>
3. <https://www.quora.Com/What-is-role-of-government-in-entrepreneurship>
4. <https://www.slideshare.net/DakshGoyal3/entrepreneurship-development-programmes>
5. <https://www.tandfonline.Com/doi/full/10.1080/08985626.2016.1255438>

SEMESTER III

UAMEA20 - MANAGERIAL ECONOMICS

Year: II	Course Code:	Title of The Course:	Course Type:	Course Category	H/W	Credits	Marks
SEM: III	UAMEA20	Managerial Economics	Theory	Allied	5	5	40+60

COURSE OBJECTIVES

- To understand the role of managers in Business firms.
- To impart knowledge on demand analysis.
- To familiarize with Concept of supply.
- To Provide knowledge on pricing methods
- To make them aware of various types of market structure.

COURSE OUTCOMES (CO)

The Learners will be able to

- ☐ Understand the Concepts of Managerial Economics.
- ☐ Able to analyze the demand patterns of the market.
- ☐ Able to compute Breakeven Point.
- ☐ Able to Compare various pricing strategies prevailing in the market.
- ☐ Demonstrates the decision -making skills under different marketing structure.

CO/PO	PO					
	1	2	3	4	5	6
CO1	H	M	H	H	M	H
CO2	H	H	H	M	H	H
CO3	M	H	H	M	H	H
CO4	H	M	H	H	M	H
CO5	H	H	M	H	H	H

H- HIGH M-MEDIUM L-LOW

CO/PSO	PSO					
	1	2	3	4	5	6
CO1	H	M	H	H	H	H
CO2	H	H	M	M	H	H
CO3	M	H	H	H	M	H
CO4	H	M	H	H	M	H
CO5	H	H	H	H	H	H

COURSE SYLLABUS

UNIT I

(15 Hours)

- 1.1 Introduction to Managerial Economics, Definition (K1)
- 1.2 Characteristics (K1, K2)
- 1.3 Scope of Managerial Economics (K1, K2)
- 1.4 Uses (K1, K2)
- 1.5 Economic tools in Managerial Economics (K1, K2)
- 1.6 Role and Responsibility of Managerial Economist. (K1, K2, K3)

UNIT II

(15 Hours)

- 2.1 Demand Analysis – Meaning (K1)
- 2.2 Law of Demand (K1, K2)
- 2.2 Types of Demand (K1, K2, K3)
- 2.3 Prices of related goods and Demand (K1, K2)
- 2.5 Indifference curve Analysis (K1, K2, K3)
- 2.6 Demand Forecasting (K1, K2, K3, K4)

UNIT III

(15 Hours)

- 3.1 Supply – Meaning (K1)
- 3.2 Law of Supply (K1, K2)
- 3.3 Contraction and Expansion of supply (K1, K2, K3)
- 3.4 Elasticity of supply and its measurement (K1, K2, K3)
- 3.5 Break Even Analysis (K1, K2, K3, K4)
- 3.6 Cost -Types -Cost reduction - Cost control. (K1, K2, K3)

UNIT IV

(15 Hours)

- 4.1 Law of returns (K1)
- 4.2 Production Function (K1, K2)
- 4.3 Pricing Methods and strategies -Objectives (k1, k2)
- 4.4 Factors Influencing pricing (K1, K2, K3, K4, K5)
- 4.5 Price discrimination. (K1, K2)
- 4.6 Role of Government in Pricing (K1, K2, K3)

UNIT V

(15 Hours)

- 5.1 Perfect competition -Definition - Features and conditions (K1, K2)
- 5.2 Price determination under perfect competition (K1, K2, K3)
- 5.3 Equilibrium price (K1, K2, K3)
- 5.4 Monopoly - Definition -determination of price difference
between perfect and monopoly (K1, K2, K3, K4)

5.5 Monopolistic Competition - Assumptions- features – Defects

5.6 Duopoly - Oligopoly. (K1, K2, K3, K4)

BOOKS

TEXTBOOK

Varshney R.L &Maheshwari K.L – Managerial Economics – Sultan Chand &Sons, Educational Publishers, latest Edition.

REFERENCE

1. Joel Dean –Managerial Economics – Prentice Hall of India, Latest Edition
2. Dwivedi D.N – Managerial Economics – Vikas Publishing House,6th Edition, 2006.
3. Sankaran S. Indian Economy – Margham Publications,
4. Mehta P. L – Analysis, Problem and Cases, Managerial Economics, S. Chand& CO., New Delhi,2014.
5. Varshney and Maheshwari – Managerial Economics – Sultan Chand and Sons, New Delhi, 2010.

WEB RESOURCES:

- 1.<https://aits-tpt.edu.in/wp-Content/uploads/2018/08/Introduction-to-Managerial-Economics.pdf>
2. <https://businessjargons.Com/demand-analysis.html>
- 3.<https://www.investopedia.Com/terms/l/law-of-supply-demand.asp>
- 4.www.investopedia.Com
5. <https://g.co/kgs/Ykqx6K>

SEMESTER -III
USBIC20 -BANKING AND INSURANCE PRACTICALS

Year: II SEM: III	Course Code: USBIC20	Title of The Course: Banking and Insurance Practical	Course Type: Theory	Course Category: Skill Based Elective	H/W 2	Credits 2	Marks 40+60
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COURSE OBJECTIVES

- a. To educate students to fill the banking relevant forms
- b. To enable the students to know the procedures for applying jewel loan
- c. To enhance the knowledge on E banking procedures
- d. To familiarize about the various forms regarding insurance Policies
- e. To make the students to fill the claim forms and IT forms

COURSE OUTCOMES (CO)

- ☐ Able to fill the forms related to banking sector
- ☐ Able to fill the various loan applications forms
- ☐ Access the E - banking facilities
- ☐ Able to fill the Insurance forms
- ☐ Ability to fill the claim forms

CO/PO	PO					
	1	2	3	4	5	6
CO1	H	M	H	M	M	H
CO2	H	M	M	M	M	H
CO3	H	H	H	M	M	M
CO4	H	M	M	M	M	H
CO5	H	M	M	M	M	M

H- HIGH M-MEDIUM L-LOW

CO/PSO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	M	M	H
CO2	H	M	M	M	M	H
CO3	H	H	H	M	M	M
CO4	H	H	M	M	M	H
CO5	H	M	M	M	H	H

COURSE SYLLABUS

UNIT 1

(6 Hours)

- 1.1 Drawing Endorsing and Crossing of Cheques (K1, K2)
- 1.2 Filling up of pay in slips Demand draft application (K1, K2, K3)
- 1.3 Making entries in the passbook and filling up of Account Opening Forms for SB account, Current Account (K1, K2, K3)
- 1.4 FDR's- both online and offline forms (K1, K2, K3)
- 1.5 Drawing and endorsing of Bills of Exchange and Promissory notes (K1, K2, K3)
- 1.6 Preparation of Demand Drafts. (K1, K2, K3)

UNIT II

(6 Hours)

- 2.1 Filling up of Application Forms for Admission in cooperative societies (K1, K2, K3)
- 2.2 Filling up of Loan Application form (K1, K2, K3, K4)
- 2.2 Filling up of Deposit Challan (K1, K2, K3, K4)
- 2.4 Filling up of Jewel Loan Application form (K1, K2, K3)
- 2.5 Procedure for Jewel loan (K1, K2, K3)
- 2.6 Procedure for repayment of Jewel Loan (K1, K2, K3, K4)

UNIT III

(6 Hours)

- 3.1 Activation of Net Banking, Account Summary (K1, K2, K3, K4)
- 3.2 E –Statement, Add Beneficiary (K1, K2)
- 3.3 Funds Transfer- NEFT: Service availability durations minimum/ maximum amount for transactions (K1, K2, K3, K4)
- 3.4 Transaction flow, Processing Charges/ Service Charges (K1, K2, K3)
- 3.5 RTGS: Making Payment, Procedure, Working of RTGS (K1, K2, K3)
- 3.6 IMPS: Modes of transfer, Process flow, Advantages & Disadvantages (K1, K2, K3)

UNIT IV

(6 Hours)

- 4.1 Filling up of an application form of LIC (K1, K2, K3, K4)
- 4.2 How to fill a various insurance policy form (K1, K2, K3, K4)
- 4.3 Filling up the premium form (K1, K2, K3, K4)
- 4.4 Filling up the claim form (K1, K2, K3, K4)
- 4.5 filling up the challan for remittance of premium through Online (K1, K2, K3)
- 4.6 filling up the challan for remittance of premium through Offline. (K1, K2, K3)
- 4.7

UNIT V

(6 Hours)

- e.1 Filling up of a Claim Forms of about LIC Policies (K1, K2, K3)
- e.2 Filling up of a Claim Forms of General Insurance Policies (K1, K2, K3)
- e.3 Filling up Income tax returns (K1, K2)
- e.4 Banking Ombudsman Scheme (K1, K2)

e.5 Insurance Ombudsman Scheme (K1, K2)

e.6 Filling up Application of Permanent Account Number (K1, K2)

TEXTBOOK

STUDY MATERIAL

WEB SOURCES

1.<https://g.cokgs/q6fUxa>

2.<https://1firstcashadvance.org/how-to-fill-out-a-loan-application-form/>

3.www.onlinesbi.Com

4.<https://youtu.be/mjrn79ADO2I>

5.<https://www.Policyholder.gov.in/ombudsman.aspx>

SEMESTER-IV

UCBIH20 - REGULATORY FRAMEWORK OF BUSINESS AND INSURANCE

Year: II SEM: IV	Course Code: UCBIH20	Title of The Course: Regulatory Framework of Business and Insurance	Course Type: Theory	Course Category: Core	H/W 5	Credits 5	Marks 40+60
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COURSE OBJECTIVES

- To provide an adequate knowledge on Indian Contract Act 1972 and its Provisions.
- To make aware of Sale of Goods ACT 1930 and its various Components.
- To impart knowledge about the History of Insurance and its acts.
- To familiarize with Insurance Regulatory Development Authority (IRDA)act.
- To educate about various Rural Insurance Schemes.

COURSE OUTCOMES (CO):

The Learners will be able to

- ☐ Able to understand the provisions of Indian Contract Act 1972.
- ☐ Acquire knowledge on the sale of goods act.
- ☐ Aware of various acts related to Insurance.
- ☐ Understands the provisions of IRDA act.
- ☐ Able to choose suitable insurance Policies based on their needs.

CO/PO	PO					
	1	2	3	4	5	6
CO1	H	H	M	M	M	M
CO2	H	M	M	M	H	M
CO3	H	M	M	M	M	M
CO4	H	M	M	M	M	H
CO5	H	H	M	M	H	M

H- HIGH M-MEDIUM L-LOW

CO/PSO	PSO					
	1	2	3	4	5	6
CO1	H	H	M	H	M	M
CO2	H	M	M	M	H	M
CO3	H	H	M	M	M	H
CO4	H	M	M	H	H	H
CO5	H	H	H	M	H	M

COURSE SYLLABUS

UNIT I

(15 Hours)

- 1.1 Indian Contract Act 1972: Law of contract (K1)
- 1.2 Offer and Acceptance (K1, K2, K3)
- 1.3 Consideration and capacity (K1, K2, K3)
- 1.4 Free Consent (K1, K2, K3)
- 1.5 Discharge of Contract (K1, K2, K3, K4)
- 1.6 Breach of Contract (K1, K2, K3, K4)

UNIT II

(15 Hours)

- 2.1 Sale of Goods Act 1930: Definition of Sale – Actual Sale – Agreement to Sell Distinction between sale and agreement to sell – Consideration (K1, K2, K3)
- 2.2 Considerations and Warranties (K1, K2)
- 2.3 Doctrine of Caveat Emptor (K1, K2, K3, K4)
- 2.4 Delivery of Goods (K1, K2, K3)
- 2.5 Transfer of Property – Transfer of title by non-owners Resale (K1, K2, K3, K4)
- 2.6 Auction sale. (K1, K2, K3, K4)

UNIT III

(15 Hours)

- 3.1 History of Insurance – An Introduction to the Legal aspects Insurance, The Insurance Act, 1938 (K1, K2)
- 3.2 The Life Insurance Corporation of India Act, 1956 (K1, K2)
- 3.3 The General Insurance Business Nationalization Act, 1972 (K1, K2, K3)
- 3.4 Insurance Regulatory and Development Authority Act, 1999 (K1, K2)
- 3.5 Insurance Regulatory and Development Authority (Appointed Actuary) Regulation, 2000 (K1, K2, K3)
- 3.6 Powers and procedure for Appointment of an Appointed Actuary (K1, K2, K3)

UNIT IV

(15 Hours)

- 4.1 Insurance Regulatory and Development Authority (General Insurance - Reinsurance) Regulation, 2000 (K1, K2, K3)
- 4.2 Insurance Regulatory and Development Authority (Protection of Policyholder's Interests) Regulation, 2000 (K1, K2, K3)
- 4.3 Insurance Regulatory and Development Authority (Licensing of Corporate Agents) Regulations, 2002 (K1, K2, K3)
- 4.4 Insurance Regulatory and Development Authority (Obligations of Insurer to Rural Social Sectors) Regulation, 2002. (K1, K2, K3)
- 4.5 Insurance Ombudsman: Eligibility, terms. (K1, K2, K3, K4)
- 4.6 Powers & Duties, procedure for Removal from office. (K1, K2, K3, K4)

UNIT V

(15 Hours)

- 5.1 Rural Insurance in India, Introduction, Rural Insurance Schemes, Special Features Benefits (K1, K2)
- 5.2 Challenges to be encountered in the Indian Rural Insurance Market – Scope of Collaborative Action (K1, K2)
- 5.3 Health Insurance in India – Introduction – Definition (K1)
- 5.4 Health Insurance Schemes (K1, K2, K3)
- 5.5 Health Insurance Initiatives by State Governments (K1, K2)
- 5.6 Concerns, Challenges, and the Way ahead. (K1, K2, K3)

TEXTBOOK

1. Murthy A – Principles and Practice of Insurance – Margham Publication, Chennai, Reprint 2016.
2. Kapoor N. D – Business Law – Sultan Chand & Publications, New Delhi, 30th Ed, 2017.

REFERENCE

1. Saravana Val P. and Sumathi S – Legal Systems in Business – Himalaya Publishing House, 7th Ed. 2013.
2. Kaushal M.C – Business Law – Vikas Publications, 4th Edition, 2005
3. Akhileshwar Pathak – Legal Aspects of Business – Tata McGraw Hill, 3rd Edition, 2005
4. Periasamy P – Fundamentals of Insurance – Vijay Nicole Imprints Pvt. Ltd. Chennai, 2013.
5. Periasamy P & Veer Selvam M – Risk and Insurance Management – Vijay Nicole Imprints Pvt. Ltd. Chennai, 2013.

WEB RESOURCES

1. <https://g.co/kg>
2. <https://g.co/kgs/6Yg99W>
3. <https://youtu.be/oH7vUV9g8ys>
4. <https://youtu.be/GE0ckHRBPls>
5. <https://youtu.be/tL0a7uWrmB>

SEMESTER - IV

UCBII20- ACCOUNTING FOR MANAGEMENT

Year: II SEM: IV	Course Code: UCBII20	Title of The Course: Accounting for Management	Course Type: Theory	Course Category: Core	H/W 5	Credits 4	Marks 40+60
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COURSE OBJECTIVES

- To understand the concept of management accounting.
- To make them aware of the Ratio Analysis.
- To prepare Fund Flow statement.
- To prepare cashflow statement.
- To calculate marginal cost.

COURSE OUTCOMES

The Learners will be able to

- ☐ Understands management accounting.
- ☐ Analyze various ratios and develops capability to make decision.
- ☐ Prepares Fund Flow statement.
- ☐ Prepares cashflow statement.
- ☐ Calculates marginal cost.

CO/PO	PO					
	1	2	3	4	5	6
CO1	H	H	M	M	H	M
CO2	H	M	M	M	H	M
CO3	H	M	H	M	M	M
CO4	H	M	M	H	M	H
CO5	H	H	M	M	H	M

H- HIGH M-MEDIUM L-LOW

CO/PSO	PSO					
	1	2	3	4	5	6
CO1	H	H	M	H	M	M
CO2	H	M	M	M	H	M
CO3	H	H	M	H	M	H
CO4	H	M	M	H	H	H
CO5	H	M	H	M	H	M

COURSE SYLLABUS:

UNIT I (15 Hours)

- 1.1 Management Accounting: Meaning - Definition (K1)
- 1.2 Nature and Scope, Objectives and Functions (K1, K2)
- 1.3 Installation of Management Accounting System (K1, K2)
- 1.4 Relationship Between financial, Cost and Management Accounting (K1, K2)
- 1.5 Financial Statement Analysis - Meaning - Comparative and Common Size financial statement (K1, K2, K3)
- 1.6 Trend percentages (K1, K2, K3)

UNIT II (15 Hours)

- 2.1 Ratio analysis: Introduction, Meaning (K1, K2)
- 2.2 Steps in Ratio Analysis (K1, K2)
- 2.3 Advantages and Limitations of ratio analysis (K1, K2)
- 2.4 Classification of ratio analysis (K1, K2, K3)
- 2.5 Calculation of Profitability (K1, K2, K3)
- 2.6 Solvency and Turnover Ratios (including Reconstruction of Profit and Loss Account and Balance Sheet (K1, K2, K3)

UNIT III (15 Hours)

- 3.1 Fund Flow Analysis - Meaning – Definition (K1)
- 3.2 Importance (K1, K2)
- 3.3 Advantages – Limitations (K1, K2)
- 3.4 Guidelines for Transaction Analysis (K1, K2, K3)
- 3.5 Statement of Changes in Working Capital (K1, K2, K3)
- 3.6 Preparation of Funds Flow Statement (K1, K2, K3)

UNIT IV (15 Hours)

- 4.1 Cash Flow Analysis Meaning – Definition (K1)
- 4.2 Importance (K1, K2)
- 4.3 Advantages – Limitations (K1, K2)
- 4.4 Statement of Change in Working Capital (K1, K2, K3)
- 4.5 Preparation of Funds Flow Statement (K1, K2, K3)
- 4.6 Application of AS -3 (K1, K2, K3)

UNIT V (15 Hours)

- 5.1 Marginal Costing – Features (K1)
- 5.2 Marginal and Absorption Costing (K1, K2)
- 5.3 Some Important Concepts and Terms in Cost (K1, K2)
- 5.4 Profit Analysis (K1, K2)
- 5.5 Limitations of Marginal Costing (K1, K2)
- 5.6 Break Even Analysis (K1, K2)

TEXTBOOK:

Reddy T.S. and Hari Prasad Reddy Y. - Management Accounting - Margham publications, Chennai, Revised Edition 2013

BOOKS FOR REFERENCE

1. Khan M.Y and Jain S.P. - Management Accounting - Tata McGraw Hill, New Delhi, Reprint 2013
2. Pillai R.S.N. and Bagavathi V. - Management Accounting - S. Chand and Co. Ltd, New Delhi, Reprint 2013
3. Dr. Murthy A. and Bagavathi V. - Management Accounting - Margham publications, Chennai, Revised 2012
4. Manmohan S.P. and Goyal P.S. - Management Accounting - S. Chand and CLO Ltd, New Delhi, Reprint 2012
5. Saravana P. - Management Accounting - Crown publication, Chennai, Reprint 2012
6. Sumathi S – Legal Systems in Business – Himalaya Publishing House, 7th Ed. 2013.
7. Akhileshwar Pathak – Legal Aspects of Business – Tata Mc Graw Hill, 3rd Edition, 2005
8. Periasamy P – Fundamentals of Insurance – Vijay Nicole Imprints Pvt. Ltd. Chennai, 2013.
9. Periasamy P & Veer Selvam M – Risk and Insurance Management – Vijay Nicole Imprints Pvt. Ltd. Chennai, 2013.

WEB RESOURCES

- 1.<https://youtu.be/9XTrTqOBtN0>
- 2.<https://www.educba.Com/ratio-analysis-types/>
- 3.<https://youtu.be/Ao3UPLOKshzI>
- 4.<https://www.investopedia.Com/investing/what-is-a-cash-flow-statement/>
- 5.<https://g.co/kgs/sbsdno>

SEMESTER-IV
UCBIJ20- RESEARCH METHODOLOGY

Year: SEM: IV	Course Code: UCBIJ20	Title of The Course: Research Methodology	Course Type: Theory	Course Category: Elective IIA	H/W 5	Credits 4	Marks 40+60
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Course Objectives

- a) To understand research and its process.
- b) To identify research problem and appropriate tools to analyse it.
- c) To impart knowledge on various sampling methods in research.
- d) To make familiarize with data collection methods suitable for various type of research.
- e) To enhance the knowledge for preparation of project report.

Course Outcomes (CO):

The Learners will be able to

- ☐ Understands research and its procedures.
- ☐ Identifies problem and use SPSS to analyse it.
- ☐ Identifies appropriate sample size and sampling methods for research
- ☐ Apply a suitable data collection method to extract reliable information
- ☐ Prepares project report with appropriate suggestions contributing to the society

CO/PO	PO					
	1	2	3	4	5	6
CO1	H	H	H	M	H	M
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

H- HIGH M-MEDIUM L-LOW

CO/PSO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	M	H	M
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

Course Syllabus

Unit I: Introduction of Research and Research Process (15 Hours)

- 1.1 Definition of Research – Meaning (K1)
- 1.2 Objectives (K1, K2)
- 1.3 Types of Research (K1, K2)
- 1.4 Research Process (K1, K2, K3)
- 1.5 Qualities of a Researcher – Criteria of Good research (K1, K2)
- 1.6 Problems Encountered in research (K1, K2, K3)

Unit II: Research Design (15 Hours)

- 2.1 Defining Research Problem (K1)
- 2.2 Research Design – Features of Good Research Design (K1, k2)
- 2.3 Types of Research Design – Factors Affecting Research Design (K1, k2)
- 2.4 Hypothesis – Meaning – Definition (K1, k2)
- 2.5 Need for Hypothesis – Formulation of Hypothesis – Types of Hypothesis (K1, k2)
- 2.6 Test of Hypothesis – Type I and Type II Error. (K1, k2, k3)

Unit III: Sampling (15 Hours)

- 3.1 Sampling – meaning (K1)
- 3.2 Techniques (K1, K2)
- 3.3 Types (K1, K2, K3)
- 3.4 Steps (K1, K2, K3)
- 3.5 Merits (K1, K2)
- 1.6 Demerits. (K1, K2)

Unit IV: Primary and Secondary Data (15 Hours)

- 4.1 Collection of Primary and Secondary Data (K1, K2)
- 4.2 Sources of Secondary Data (K1, K2, K3)
- 4.3 Interview Techniques - Survey and Interview Method (K1, K2)
- 4.4 Interview Techniques - Merits and Demerits (K1, K2)
- 4.5 Questionnaire – Pre-Requisites of Using Questionnaire (K1, K2)
- 4.6 Structure and Unstructured Questionnaire (K1, K2, K3)

Unit V: Report Writing and SPSS Application (15 Hours)

- 5.1 Measurement and Scaling Techniques (K1, K2)
- 5.2 Analysis (K1, K2)
- 5.3 Interpretation (K1, K2)
- 5.4 Report Writing (K1, K2, k3)
- 5.5 Application of SPSS (K1, k2, K3, K4)
- 5.6 Advantages of SPSS (K1, k2)

Textbook:

1. P. Ravilochanan – Research Methodology – Margham Publication, Chennai, Latest Edition.

Books for Reference:

1. B.N. Ghosh – Scientific Methods and Social Research – Sterling Publishers Pvt. Ltd., Delhi (Latest Ed.)
2. Dipakkumar Bhattacharya – Research Methodology – Excel Books, 2nd Edition 2010.
3. C.R. Kothari – Research Methodology Methods and Techniques – New Age International Publishers, Latest Edition.
4. Suresh Chandra and Mohit Kr. Sharma – Research Methodology, Narosa Publishing House – New Delhi – Second Edition

WEB RESOURCE

1. www.researchgate.net
2. www.research-methodology.net
3. www.academia.edu
4. Indian Academic researcher's association (IARA)

SEMESTER-IV

UCBIK20- TAXATION - LAW AND PRACTICE

Year: II	Course Code:	Title of The Course: Taxation- Law and Practice	Course Type: Theory	Course Category: Allied	H/W 5	CREDITS 5	MARKS 40+60
SEM: IV	UCBIK20						

COURSE OBJECTIVES

- To provide a thorough knowledge on concepts of Income tax, its provisions related to salary head.
- To impart knowledge on Income from House Property with deductions.
- To compute Capital Gain and with its exemptions.
- To Compute profits and gains from Business or Profession.
- To calculate income from other sources.

COURSE OUTCOME (CO):

The Learners will be able to

- ☐ Able to understand the provision and Compute Salary Income.
- ☐ Able to compute income from house property.
- ☐ Compute income from Capital Gain.
- ☐ Able to compute profit and gain of Business or Profession.
- ☐ Able to calculate income chargeable to Tax under other sources

CO/PO	PO					
	1	2	3	4	5	6
CO1	H	M	H	M	M	M
CO2	H	M	H	M	M	M
CO3	H	M	H	M	M	M
CO4	H	M	H	M	M	M
CO5	H	M	H	M	M	M

H- HIGH M-MEDIUM L-LOW

CO/PSO	PSO					
	1	2	3	4	5	6
CO1	H	M	H	H	M	H
CO2	H	M	H	H	M	M
CO3	H	H	M	H	H	M
CO4	H	M	H	H	M	M
CO5	H	M	H	M	H	M

COURSE SYLLABUS:

UNIT I (15 Hours)

- 1.1 Income Tax Act, 1961 – Important Definitions: Assessee, Assessment Year, Income, Person, Previous Year (K1, K2)
- 1.2 Incidence of Tax (K1, K2, K3)
- 1.3 Income exempt from Tax (K1, K2)
- 1.4 Salaries – Definition (K1)
- 1.5 Perquisites – Valuation and taxability of perquisites (K1, K2, K3)
- 1.6 Allowances – Deductions. (K1, K2, K3)

UNIT II (15 Hours)

- 2.1 Income from House Property: Introduction (K1)
- 2.2 Municipal tax and standard Rent (K1, K2, K3)
- 2.3 Determination of Annual Value (K1, K2, K3)
- 2.4 Computation of Income from House property for Let out house (K1, K2, K3)
- 2.5 Computation of Income from House property for Self-occupied house (K1, K2, K3)
- 2.6 Deductions. (K1, K2, K3)

UNIT III (15 Hours)

- 3.1 Capital Gains: Introduction – Definition (K1)
- 3.2 Kinds of Capital Assets (K1, K2)
- 3.3 Transfer – Transfer not regarded as transfer (K1, K2)
- 3.4 Computation of Short-term capital gain (Simple Problems) (K1, K2, K3)
- 3.5 Computation of Long-Term capital gain (Simple problems) (K1, K2, K3)
- 3.6 Exemption u/s 54(Simple Problems) (K1, K2, K3)

UNIT IV (15 Hours)

- 4.1 Profits and Gains of Business or Profession: Introduction, Definition of business, Definition of Profession (K1, K2)
- 4.2 Income chargeable to Income tax under the head Profits and Gains of Business or Profession (K1, K2)
- 4.3 Profits and Gains of Business or Profession-Depreciation: Meaning, Assets eligible for Depreciation (K1, K2)
- 4.4 Profits and Gains of Business or Profession–Depreciation (Simple problems)
- 4.5 Computation of Business Income (K1, K2, K3)
- 4.6 Computation of professional Income. (K1, K2, K3)

UNIT V (15 Hours)

- 5.1 Income from other Sources: Introduction, Definition (K1)
- 5.2 Income from other sources u/s 56 (K1, K2)
- 5.3 Incomes chargeable to tax (K1, K2)
- 5.4 Procedure for computing income from other sources (Simple Problems) (K1, K2, K3)
- 5.5 Deductions (K1, K2, K3)
- 5.6 Tax treatment of Income from other sources (Simple Problems) (K1, K2, K3)

TEXTBOOK

Mehrotra H.C. – Income Tax Law and Practice – Sahithya Bhawan Publications, Agra (Latest Ed.)

REFERENCE

1. Vinod K. Singhania – Students Guide to Income Tax – Taxman Publications Pvt. Ltd., (Latest Ed.)
2. Gaur and Narang – Income Tax – Sultan Chand and CLO. (Latest Ed.)
3. Hariharan – Income Tax Law and Practice – Vijay Nicole Imprints Pvt. Ltd., Chennai (Latest Ed.)
4. Reddy T.S. and Hari Prasad Reddy Y. – Income Tax – Margham Publications, Chennai. (Latest Ed.)

WEB RESOURCES

- 1.<https://www.aegonlife.Com/insurance-investment-knowledge/inCome-tax-act-1961/>
- 2.<https://youtu.be/zchTfweoMHs>
- 3.<https://youtu.be/eTeMhqzl30A>
- 4.<https://youtu.be/sDXkWU2s5u0>
- 5.<https://youtu.be/5SH9z-afsA0>

SEMESTER-IV

UAIBA20- INTERNATIONAL BUSINESS

Year: II SEM: IV	Course Code: UAIBA20	Title of The Course: International business	Course Type: Theory	Course Category: Elective II B	H/W 5	Credits 5	Marks 40+60
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COURSE OBJECTIVES

- To introduce the concept of LPG and its impact on international business
- To make the students aware about the International trade organization WTO, UNCTAD.
- To develop investment decision making skills in International Financial Environment.
- To provide knowledge about operation management in International business.
- To enable the students aware of Export and Import procedures.

COURSE OUTCOMES (CO):

The Learners will be able to

- ☐ Understands the impact of globalization towards International business
- ☐ Aware about the functions of WTO, and UNCTAD.
- ☐ Ability to make money management decisions.
- ☐ Understands various operations involved in International business.
- ☐ Aware of documents required for export and import.

CO/PO	PO					
	1	2	3	4	5	6
CO1	H	M	H	M	M	M
CO2	H	M	H	M	M	M
CO3	H	M	H	M	M	M
CO4	H	M	H	M	M	M
CO5	H	M	H	M	M	M

H- HIGH M-MEDIUM L-LOW

CO/PSO	PSO					
	1	2	3	4	5	6
CO1	H	M	H	M	L	M
CO2	H	H	H	M	M	M
CO3	H	H	H	L	L	M
CO4	H	M	H	M	M	M
CO5	H	M	H	M	M	M

COURSE SYLLABUS:

UNIT I Introduction to International Business (15Hours)

- 1.1 Globalization – Drives of Globalization – Difference between Domestic Business and International Business – Advantages (K1, K2)
- 1.2 Problems in International Business (K1, K2)
- 1.3 Mode of Entry into International Business (K1, K2, K3)
- 1.4 International Business Environment (K1, K2)
- 1.5 Economic Indicators (K1, K2)
- 1.6 Principles of International Business Law (K1, K2)

UNIT II International Trade Organization (15 Hours)

- 2.1 An Overview – Policy framework for Global Trade (K1)
- 2.2 Instruments of Trade Policy – Development of World Trade System (K1, K2)
- 2.3 World Trade Organization (WTO) – Establishment – Principles – World Trade Organization (WTO) and India (K1, K2, K3)
- 2.4 World Trade Organization (WTO) – Establishment – Principles – World Trade Organization (WTO) and India (K1, K2, K3)
- 2.5 United Nations Conference on Trade and Development (UNCTAD)(K1, K2)
- 2.6 2.6 Export Promotion Council. (K1, K2)

UNIT III Regional Economic Cooperation (15 Hours)

- 3.1 Integration and its Impact (K1, K2)
- 3.2 Integration efforts among countries in Europe and Asia (K1, K2)
- 3.3 International Financial Environment (K1, K2)
- 3.4 Investment Decisions (K1, K2)
- 3.5 Financial decisions (K1, K2, K3)
- 3.6 Money management decisions (K1, K2, K3)

UNIT IV Organizational Structure for International Business Operations (15 Hours)

- 4.1 Operation Management (K1, K2, K3)
- 4.2 Financial Management (K1, K2, K3)
- 4.3 Human Resource Management (K1, K2, K3)
- 4.4 Marketing Management (K1, K2)
- 4.5 Conflicts and Negotiation in International Business. (K1, K2)
- 4.6 Negotiation International Business. (K1, K2, K3)

UNIT V Export Import Procedure and Documentation (15 Hours)

- 5.1 Export Procedures in India – Export/Import Documents – Import Finance (K1, K2)
- 5.2 Multinational Enterprises – Types of Multinational Enterprises – Characteristics (K1, K2)
- 5.3 Impact of MNEs on Host Countries (K1, K2)
- 5.4 Factors influencing growth of Multinational Enterprises (MNEs) (K1, K2, K3)
- 5.5 Trade Agreement and Tariff (K1, K2)
- 5.6 Bill of Lading – Bill of Entry – Clearing and Forwarding Agents.

TEXTBOOK

Jeyaranthanam. M – International Business Management – Himalaya Publishing House, Mumbai 2016.

REFERENCE

1. Dr. C. B. Gupta – International Business – Sultan Chand Publications, New Delhi, 2014.
2. Sankaran. S – International Business and Environment, Margham Publications, 1st Edition, 2012.
3. Francis Cherunilam – International Business, Prentice Hall of India, 5th Edition, 2010.
4. Charles W.L. Hill and Arun Kumar Jain – International Business: Competing in the Global Market Place – McGraw Hill, 2013.
5. Justin Paul – International Business, Prentice Hall of India, 5th Edition, 2016.

WEB RESOURCES

1. https://youtu.be/P3_UONlthQg
2. www.wto.org
3. <https://www.careerlauncher.Com/rbi-grade-b/regional-Economic-CLOoperation/>
4. www.yourarticlelibrary.Com
5. <https://www.slideshare.net/sabzdavid/exPLOrt-imPLOrt-procedure-and-documentation>

SEMESTER-IV

USBID20-HUMAN RESOURCE MANAGEMENT

Year: II SEM IV	Course Code: USBID20	Title of The Course: Human Resource Management	Course Type: Theory	Course Category: Skill Based Elective	H/W 2	Credits 2	Marks 40+60
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COURSE OBJECTIVES

1. To impart knowledge about Human resource management.
2. To understand the concept of job evaluation and job analysis
3. To identify various motivational factors.
4. To develop the knowledge about Recruitment and Selection Procedures
5. To evaluate various Training and Performance appraisal methods.

COURSE OUTCOMES (CO):

1. Understands the need for Human resource management.
2. Demonstrates the knowledge of differentiating Job evaluation and job analysis.
3. Identifies various motivational factors.
4. Understands the Recruitment procedure and selection Policy of various sectors.
5. Able to identify the type of Training method and performance appraisal method required.

CO/PO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	M	H
CO2	H	M	H	M	H	M
CO3	H	M	H	H	M	M
CO4	H	M	H	H	M	H
CO5	H	M	H	H	H	H

H- HIGH M-MEDIUM L-LOW

CO/PSO	PSO					
	1	2	3	4	5	6
CO1	M	M	H	M	H	H
CO2	H	H	M	H	H	H
CO3	H	H	H	H	M	H
CO4	H	H	H	M	M	H
CO5	H	H	M	M	H	H

COURSE SYLLABUS:

UNIT I

(6 Hours)

- 1.1 Introduction of Human Resource Management – Meaning – Definition (K1)
- 1.2 Characteristics (K1, K2)
- 1.3 Functions (K1, K2, K3)
- 1.4 Nature (K1, K2)
- 1.5 Role of HR Manager (K1, K2, K3)
- 1.6 Objectives of HRM (K1, K2)

UNIT II

(6 Hours)

- 2.1 Job Analysis and Evaluation – Meaning –Definition (K1)
- 2.2 Advantages of Job Analysis (K1, K2)
- 2.3 Job Description (K1, K2)
- 2.4 Job Specification (K1, K2)
- 2.5 Job Evaluation: Introduction, Meaning (K1, K2)
- 2.6 Advantages and Limitations of Job evaluation. (K1, K2, K3)

UNIT III

(6 Hours)

- 3.1 Motivation – Meaning- Definition (K1)
- 3.2 Nature of Motivation (K1, K2)
- 3.3 Characteristics of Motivation (K1, K2)
- 3.4 Characteristics of Motivation (K1, K2)
- 3.5 Importance of Motivation (K1, K2, K3)
- 3.6 Various Process of Motivation (K1, K2, K3)

UNIT IV

(6 Hours)

- 4.1 Recruitment – Meaning and Definition (K1)
- 4.2 Sources of Recruitment (K1, K2, K3)
- 4.3 Merits and Demerits of Recruitment (K1, K2)
- 4.4 Factors Determining Recruitment (K1, K2)
- 4.5 Selection – Definition (K1)
- 4.6 Steps involved in Selection process. (K1, K2, K3, K4)

UNIT V

(6 Hours)

- 5.1 Training – Needs for Training (K1, K2)
- 5.2 Importance of training (K1, K2, K3)
- 5.3 Methods of Training (K1, K2, K3)
- 5.4 Merits and Demerits (K1, K2)
- 5.5 Performance Appraisal (K1, K2, K3, K4)
- 5.6 Steps involved in Selection process. (K1, K2, K3, K4)

TEXTBOOK

1. Dr. Ashwatthama, Human Resource management, McGraw Hill Education
2. S.S. Kanga, Human Resource management, S. Chand & sons
3. Edwin Phillip – Personnel Management
4. L. M. Prasad – Human Resource Management.

WEB RESOURCES

1. <https://youtu.be/d8FpuHxd7MQ>

2. <http://www.whatishumanresource.Com/>

3. <https://youtu.be/oJ8y7HjUBCA>

4. www.yourarticlelibrary.Com

5. <https://g.CLO/kgs/j5yQ5a>

SEMESTER - V
UCBIL20- ACCOUNTING FOR BANKING AND INSURANCE

Year: SEM: V	Course Code: UCBIL20	Title of The Course: Accounting for Banking and Insurance	Course Type: Theory	Course Category: Core	H/W 6	Credits 5	Marks 40+60
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Course Objective

- a) To understand the procedures for issue of shares, forfeitures and reissue.
- b) To provide knowledge on redemption of preference shares.
- c) To enable students to prepare final statements of insurance Company.
- d) To give knowledge on preparation of final accounts of Banking Companies.

Course Outcomes (CO):

The Learners will be able to

- ☐ Understands the procedures for issue of shares and able to apply for shares in the Companies.
- ☐ Able to Compute accounts related to redemption of preference shares
- ☐ Prepares final accounts life insurance Companies as per IRDA regulations.
- ☐ Prepares final accounts of marine insurance Companies as per IRDA regulations.
- ☐ Prepares profit & loss accounts and Balance sheet of Banking Companies

CO/PO	PO					
	1	2	3	4	5	6
CO1	H	H	H	M	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	M	H	H

H- HIGH M-MEDIUM L-LOW

CO/PSO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

COURSE SYLLABUS:

Unit I: Joint Stock Companies

(15 Hours)

- 1.1 Joint Stock Companies meaning, definition (K1, K2)
- 1.2 Issue of share – Meaning (K1, K2)

- 1.3 Types of shares and share capital (K1, K2, K3)
- 1.4 Forfeiture of share – Meaning (K1, K2)
- 1.5 Re-issue of share (K1, K2, K3, K4)
- 1.6 Calculation of Capital Reserve of shares (K1, K2, K3, K4)

Unit II: Redemption of Shares

(15 Hours)

- 2.1 Redemption of Preference shares –meaning (K1, K2)
- 2.2 Redemption of Preference shares (K1, K2, K3, K4)
- 2.3 Issue of debentures (K1, K2, K3, K4)
- 2.4 Redemption of debentures (K1, K2, K3, K4)
- 2.5 Underwriting of Shares (K1, K2, K3, K4)
- 2.6 Underwriting of Debentures (K1, K2, K3, K4)

Unit III: Insurance Company Accounts–LIC

(15 Hours)

- 3.1 Insurance Company Accounts – Meaning (K1, K2)
- 3.2 Life insurance – Meaning (K1, K2)
- 3.3 Life Insurance - IRDA Regulations (K1, K2, K3)
- 3.4 Preparation of Profit and Loss account per IRDA Regulations (K1, K2, K3, K4)
- 3.5 Preparation of Balance sheet as per IRDA Regulations (K1,K2.K3.K4)
- 3.6 Valuation of Balance Sheet (K1, K2, K3, K4)

Unit IV: Insurance Company Accounts–GIC

(15 Hours)

- 4.1 Insurance Company Accounts – General insurance – Meaning (K1, K2)
- 4.2 Format to Prepare Financial statements as per IRDA Regulations (K1, K2, K3, K4)
- 4.3 Fire Insurance – Introduction (K1, K2)
- 4.4 Fire Insurance – Preparation of Financial statements as per IRDA Regulations (K1, K2, K3, K4)
- 4.5 Marine Insurance – Introduction (K1, K2)
- 4.6 Marine Insurance – Preparation of Financial statements as per IRDA Regulations (K1, K2, K3, K4)

Unit V: Accounts of Banking Companies

(15 Hours)

- 5.1 Accounts of Banking Companies – Introduction (K1, K2)
- 5.2 Accounts of Banking Companies – Schedules (K1, K2)
- 5.3 Calculation of Rebate on bills discounted (K1, K2, K3)
- 5.4 Accounts of Banking Companies - Profit & Loss (K1, K2, K3, K4)
- 5.5 Accounts of Banking Companies– Balance sheet (Simple problems) (K1, K2, K3, K4)
- 5.6 Preparation of Financial Statement (K1, K2, K3, K4)

Textbook

Reddy T. S. & Murthy A. –Corporate Accounting - Margham Publications, Chennai (latest Ed.)

Books for Reference:

1. Jain S.P. & Narang K.L. - Advanced Accounts - Vol. II - Kalyani Publishers., New Delhi, (Latest Ed.)
2. Gupta R.L. & Radhasamy M. - Advanced Accounts - II - S. Chand & CLO, Ltd., New Delhi, (Latest Ed.)
3. Dr. Maheshwari S.N. –Corporate Accounting - Vikas Publishing House, New Delhi, (Latest Ed.)
4. Dr. Arulanandam M.A. & Raman K.S. - Advanced Accountancy - Himalaya Publishing House, (Latest Ed.)
5. Shukla M.C., Grewal T.S. and Gupta - Advanced Accounts – Vol. II - S. Chand & Sons, New Delhi, (Latest Ed.)
6. Jain S.P. & Narang K.L. –Corporate Accounting - I – Kalyani Publishers., New Delhi, (Latest Ed.)

WEB RESOURCE

1. www.finance.ucla.edu
2. www.mca.gov.in
3. Accounting coach
4. Saheb academy – YouTube channel

SEMESTER- V

UCBIM20 - CORPORATE LAWS

Year: Sem: V	Course code: Ucbim20	Title Of The Course: Corporate Laws	Course Type: Theory	Course Category: Core	H/W 6	Credits 4	Marks 40+60
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Course Objective

- Understands provisions of the Companies Act 2013.
- To develop knowledge on structure of Company management.
- To enable students to understand the procedures followed in conducting various meeting in Companies.
- To provide an overview of various Acts related to employees.
- To make students aware of winding up and modes of winding up of Companies.

Course Outcomes (CO):

The Learners will be able to

- ☐ Understands the frameworks of The Companies Act 2013.
- ☐ Identifies the procedures of appointment and role of directors.
- ☐ Understands and differentiates the need for articles of association and memorandum of association.
- ☐ Aware and apply the knowledge about rights of employees.
- ☐ Finds out the reason for winding up of Companies.

CO/PO	PO					
	1	2	3	4	5	6
CO1	H	H	M	M	H	H
CO2	H	M	M	M	H	H
CO3	H	M	M	M	M	H
CO4	H	H	H	H	H	H
CO5	H	M	M	M	M	H

H- HIGH M-MEDIUM L-LOW

CO/PSO	PSO					
	1	2	3	4	5	6
CO1	H	H	M	M	H	H
CO2	H	M	M	M	H	H
CO3	H	M	M	M	M	H
CO4	H	H	H	H	H	H
CO5	H	M	M	M	M	H

COURSE SYLLABUS:

Unit I: The Companies Act, 2013 (15 Hours)

- 1.1 Companies Act, 2013- Introduction (K1)
- 1.2 Tabulation of all important Changes in the provisions between the Companies Act 1956 and the Companies, Act 2013(K1, K2)
- 1.3 Kinds of Companies (K1, K2)
- 1.4 Registration – Documents for Registration (K1, K2, K3)
- 1.5 Memorandum and Articles of Association – Preliminary Prospectus (K1, K2, K3)
- 1.6 Lifting the Corporate Veil – Doctrine of Indoor Management – Doctrine of Constructive Notice (K1, K2)

Unit II: Company Management (15 Hours)

- 2.1 Reasons for Separation of Ownership and Management (K1, K2)
- 2.2 Structure of Company Management (K1, K2)
- 2.3 Legal position of Directors – Appointment of Directors – Retirement of Directors – By Rotation (K1, K2)
- 2.4 Re-appointment of retiring Directors – Appointment of new directors other than retiring directors (K1, K2)
- 2.5 Appointment of Independent Directors (K1, K2, K3)
- 2.6 Code of Conduct for Independent Directors (K1, K2, K3)

Unit III: Company Meetings: Law, Practice and Procedure (15 Hours)

- 3.1 Meaning – Kinds of Company Meetings(K1)
- 3.2 General objects and purposes of Meetings (K1, K2)
- 3.3 Statutory Meetings (K1, K2)
- 3.4 Annual General Meeting – Statutory Provisions relating to Annual General Meeting – Duties of Company Secretary during Annual General Meeting (K1, K2)
- 3.5 Extraordinary General Meetings – Board Meetings- Committee Meetings – Class Meetings – Creditors’ Meetings (K1, K2)
- 3.6 Statutory Meeting – Statutory Report – Provisions relating to holding of Statutory Meeting – Secretarial Duties relating to Statutory Meetings - Proxies – Minutes of Resolutions (K1, K2, K3)

Unit IV: Laws relating to the Employees (15 Hours)

- 4.1 The Employee’s Provident Fund and Miscellaneous Act, 1952 – Definitions (K1, K2)
- 4.2 Scheme and Features (K1, K2)
- 4.3 Determination of Moneys due from Employer - Recovery of Money due from Employers (K1, K2, K3)
- 4.4 The Payment of Bonus Act, 1956 – Objectives – Definitions – Determination of Bonus (K1, K2)
- 4.5 The Payment of Gratuity Act, 1972 – Definitions – Payment of Gratuity (K1, K2)
- 4.6 The Employees State Insurance (ESI) Act, 1948 – Definitions –Types of Benefits under the Act (K1)

Unit V: Winding Up of the Company (15 Hours)

- 5.1 Meaning of Winding Up (K1, K2)
- 5.2 Winding Up and Dissolution (K1, K2)

5.3 Modes of Winding Up – Winding Up by the Tribunal- Official Liquidator (K1, K2)

5.4 Power exercisable with the sanction of the Tribunal (K1, K2)

5.5 Voluntary Winding Up – Procedure of Compulsory and Voluntary winding up (K1, K2, K3)

5.6 Powers and duties of Company liquidator in Voluntary winding up (K1, K2)

Text Books:

Santhi. J - company Law – Margham Publications, Chennai, 2018, Latest edition.

Books for Reference:

1. Kapoor N.D – Business Law – Sultan Chand & Publications, New Delhi, 2016.
2. Kapoor N.D – Mercantile Law – Sultan Chand & Publications, New Delhi, 2013.
3. company Law and Secretarial Practice – Balachandarn - Sultan Chand & Publications, New Delhi, 2016

WEB RESOURCE

1. Law 360: Corporate
2. Corporate law blog
3. www.mca.gov.in
4. Corporate law academy – YouTube channel

SEMESTER – V
UCBIN20 - PRACTICAL AUDITING

Year: III SEM: V	Course Code: UCBIN20	Title of The Course: Practical Auditing	Course Type: Theory	Course Category: Core	H/W 6	Credits 5	Marks 40+60
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Course Objectives

- a. To provide knowledge on fundamental Concepts of auditing
- b. To impart knowledge about various audit programme
- c. To make them aware about vouching of trading transactions
- d. To provide knowledge about verification and valuation of various types of assets and liabilities
- e. To enable students to prepare audit report

Course Outcomes (CO):

- ☐ Students will be versed in Concepts of auditing
- ☐ Apply various audit programme
- ☐ Able to vouch various trading transactions
- ☐ Able to evaluate various assets and liabilities
- ☐ Able to prepare audit report

CO/PO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	M	H
CO2	H	H	H	M	M	H
CO3	H	H	H	M	M	H
CO4	H	H	M	M	H	M
CO5	H	H	M	H	H	H

H- HIGH M-MEDIUM L-LOW

CO/PSO	PSO					
	1	2	3	4	5	6
CO1	M	M	H	H	M	H
CO2	M	M	H	H	H	H
CO3	H	M	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	M	M	H	H

COURSE SYLLABUS:

Unit I: Introduction of Auditing (15 Hours)

- 1.1 Meaning and Definition of Auditing (K1, K2)
- 1.2 Nature and Scope of Auditing (K1, K2)
- 1.3 Accountancy and Auditing, Auditing and Investigation (K1, K2)
- 1.4 Objectives of Auditing (K1, K2)
- 1.5 Limitations of Audit - Advantages of Audit (K1, K2)
- 1.6 Classification of Audit (K1, K2)

Unit II: Audit Programme and Internal Check (15 Hours)

- 2.1 Meaning and Definition of Audit Programme (K1)
- 2.2 Advantages and Disadvantages (K1, K2)
- 2.3 Audit File, Audit Notebook (K1, K2)
- 2.4 Audit Working Papers - Purpose and Importance of Working Papers (K1, K2, K3)
- 2.5 Internal Check – Meaning, Objectives of Internal Check (K1, K2)
- 2.6 Features of Good Internal Check System - Auditors duty with regards to Internal Check System - Internal Check and Internal Audit. (K1, K2)

Unit III: Vouching (15 Hours)

- 3.1 Vouching – Meaning (K1)
- 3.2 Objects (K1, K2)
- 3.3 Importance of Vouching (K1, K2)
- 3.4 Meaning of Voucher (K1, K2)
- 3.5 Vouching of Cash receipts and Cash Payments (K1, K2, K3)
- 3.6 Vouching of Trading Transactions. (K1, K2, K3)

Unit IV: Verification and Valuation of assets and liability (15 Hours)

- 4.1 Verification and Valuation of assets (K1, K2, K3)
- 4.2 Verification and Valuation of liabilities (K1, K2, K3)
- 4.3 Meaning Verification (K1, K2, K3)
- 4.4 Objects of Verification (K1, K2)
- 4.5 Vouching and Verification (K1, K2)
- 4.6 Verification and Valuation of Different kinds of Assets and Liabilities (K1, K2, K3)

Unit V: Audit of Limited Companies and Auditors Report (15 Hours)

- 5.1 The Audit of Limited Companies (K1, K2)
- 5.2 Necessity of Company Audit (K1, K2)
- 5.3 Qualification and Disqualification of Auditors (K1, K2)
- 5.4 Appointment - Removal - Remuneration - Status of Auditors (K1, K2, K3)
- 5.5 Rights - Power - Duties and Liabilities of Auditors (K1, K2)
- 5.6 Auditor's Report - Importance and Contents (K1, K2)

Textbook:

Dr. Sundar J. and Parekh - Practical Auditing - Vijay Nicole Imprints, Chennai (Latest Ed.)

Books for Reference:

1. B.N. Tandon - A handbook of Practical Auditing Sultan Chand, New Delhi (Latest Ed.)
2. Tandon B.N., Sundharsanama and Sundharabahu - Practical Auditing - S. Chand, New Delhi (Latest Ed.)
3. Sharma - Auditing - SahityaBhawan Publication, Agra
4. Dr. N. Premavathy, Practical Auditing, Sri Vishnu Publications, Chennai.
5. DinakarPagare - Principles and Practice of Auditing - Sultan Chand & Sons, New Delhi, 2014.

WEB RESOURCE

1. www.icaew.Com
2. www.auditnet.org
3. www.isaca.org
4. Pwcinternal audit academy

SEMESTER-V

UCBIO20 – PROJECT

- During the fifth semester every student shall undertake a Project under the guidance of a supervisor/ guide from among the Staff members in the Department.
- The student shall select a topic related to Banking/ Insurance sectors and carry out the research study in a Public/ Private Sector Banks/ Insurance Companies.
- A Questionnaire shall be framed, and Sample Size shall be of 35.
- The student shall submit the dissertation at the fifth semester.
- The dissertation shall be valued for 100 marks.
- The allotment of marks shall be as follows:
Internal Valuation – 40 Marks.
External Valuation of the dissertation – 40 Marks.
Viva Voce by the External Examiner – 20 Marks.

Course Objectives

- a) To enable students to undertake a relatively major research work related to Bank and Insurance sector.
- b) To enable students to write the research work in an effective manner.
- c) To provide a holistic knowledge on overall management, operation and functions of bank and insurance sector.

Course Outcomes (CO):

The Learners will be able to

- ☐ Identify Research Problem.
- ☐ Able to identify sample and collect data.
- ☐ Conduct research independently
- ☐ Demonstrate the skill of working on SPSS
- ☐ Carry out research in specialized areas like Bank and Insurance sector.
Transmit their knowledge to the society.

CO/ PO	PO					
	1	2	3	4	5	6
CO1	H	H	H	M	H	H
CO2	H	H	H	M	M	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

H- HIGH M-MEDIUM L-LOW

CO/PSO	PSO					
	1	2	3	4	5	6
CO1	M	M	H	H	H	H
CO2	H	H	M	H	H	H
CO3	H	H	M	H	H	H
CO4	H	H	H	H	H	H
CO5	M	H	M	H	M	H

SEMESTER V/VI

UGBIA520/ UGBIA620- BANKING SYSTEM IN INDIA

Year: III	Course Code: UGBIA520/ UGBIB620	Title of The Course: Banking System In India	Course Type: Theory	Course Category: Non- major Elective	H/W 3	Credits 2	Marks 40+60
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Course Objectives

- ☐ To provide basic knowledge about banking and its operation.
- ☐ To impart thorough knowledge on banking structure in India.
- ☐ To understand the functions of Reserve Bank of India.
- ☐ To understand and access Digital Banking.
- ☐ To transact using different modes of Digital payment.

Course Outcomes (CO):

The Learners will be able to

- ☐ Understands the concepts of Banking operation.
- ☐ Able to differentiate private and public sector banks.
- ☐ Understands the functions of RBI.
- ☐ Able to access digital banking.
- ☐ Able to transfer money through digital payment.

CO/PO	PO					
	1	2	3	4	5	6
CO1	H	M	H	M	M	H
CO2	H	H	M	H	M	H
CO3	H	M	H	M	M	M
CO4	H	H	M	H	M	H
CO5	H	H	H	M	H	H

H- HIGH M- MEDIUM L- LOW

CO/PSO	PSO					
	1	2	3	4	5	6
CO1	H	M	H	M	M	H
CO2	H	M	M	M	M	H
CO3	H	M	H	H	M	M
CO4	H	H	H	H	M	H
CO5	H	H	H	M	H	H

COURSE SYLLABUS:

Unit I: Introduction to Banking

(8 Hours)

- 1.1 Origin of Banking – Banker (K1, K2)
- 1.2 Banking and Other Business (K1, K2)
- 1.3 Customer – The relationship between a Banker and Customer (K1, K2)
- 1.4 General relationship (K1, K2)
- 1.5 Statutory Obligation to Honor Cheques (K1, K2, K3)
- 1.6 Banker's Lien – Duty to maintain secrecy of Customer's Account (K1, K2, K3)

Unit II: Banking Structure

(8 Hours)

- 2.1 Indigenous Bankers – Commercial Banks – Cooperative Banks – RRBs (K1, K2)
- 2.2 Foreign Banks – Development Banks (DB) (K1, K2, K3)
- 2.3 Industrial Development Bank of India (IDBI) (K1, K2, K3)
- 2.4 Industrial Finance Corporation of India (IFCI) – Industrial Reconstruction Bank of India (IRBI) (K1, K2)
- 2.5 National Bank for Agricultural and Rural Development (NABARD) – Export and Import Bank (EXIM) – National Housing Bank (NHB) (K1, K2)
- 2.6 Small Banking – Non- Banking Financial Company (NBFC) (K1, K2)

Unit III: Reserve Bank of India

(8 Hours)

- 3.1 Introduction - Reserve Bank of India – Meaning (K1, K2)
- 3.2 Functions of RBI – Monetary functions (K1, K2)
- 3.3 Functions of RBI – Non - Monetary functions (K1, K2)
- 3.4 Introduction - Credit Control (K1, K2)
- 3.5 Methods of Credit Control – Quantitative or General Methods (K1, K2, K3)
- 3.6 Methods of Credit Control – Quantitative or General Methods (K1, K2, K3)

Unit IV: Introduction to Digital Banking

(8 Hours)

- 4.1 Introduction to Digital Banking (K1, K2)
- 4.2 Brief History - Need for Digital Channels (K1, K2)
- 4.3 Customer preference for Digital Banking (K1, K2)
- 4.4 Types of Cards (K1, K2, K3)
- 4.5 Cards - Features – Benefits (K1, K2)
- 4.6 Magnetic Strip Card and Euro pay Master card Visa (EMV) Technology (K1, K2)

Unit V: Modes of Digital Payment

(8 Hours)

- 5.1 Automatic Teller Machine (ATM) - History – Product Features – Instant Money Transfer (IMT) (K1, K2, K3)
- 5.2 Cash Deposit Machine (CDM) – Mobile Banking – Product Features (K1, K2, K3)
- 5.3 Immediate Payment System (IMPS) (K1, K2)
- 5.4 Online Banking – Product Features – Point-of-Sale (POS) – Features – Types (K1, K2, K3)
- 5.5 Aadhaar Enabled Payment System (AEPS) – Real Time Gross Settlement (RTGS) (K1, K2, K3, K4)
- 5.6 National Electronic Funds Transfer (NEFT) (K1, K2, K3, K4)

BOOK

Study material will be provided to the students.

WEB RESOURCE

1. www.ebanking.Com
2. www.bigCommerce.Com
3. www.rbi.org
4. www.businessinsider.in

SEMESTER-V

USBIE520- PRACTICAL ASPECTS OF INCOME TAX AND E- FILLING

Year: III SEM: V	Course Code: USBIE520	Title of The Course: Practical aspects of income tax and e- filling	Course Type: Theory	Course Category: Skill Based Elective	H/W 2	Credits 2	Marks 40+60
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Course Objective

- a) To understand Set off and Carry forward of losses.
- b) To impart knowledge in Computing Total Income.
- c) To provide k
- d) knowledge on E-filing and its process.
- e) To understand instructions for filing out ITR forms
- f) To make them learn various procedure in XBRL

Course Outcomes (CO):

The Learners will be able to

- ☐ Understands set off and carry forward of losses.
- ☐ Able to Compute Total Income.
- ☐ Able to identify E-filing from regular filing returns.
- ☐ Able to file ITR online.
- ☐ Understands the Concept of XBRL.

CO/PO	PO					
	1	2	3	4	5	6
CO1	H	H	H	M	M	H
CO2	H	H	H	M	H	H
CO3	H	M	H	M	H	H
CO4	H	M	H	H	H	H
CO5	H	M	H	H	H	H

H- HIGH M-MEDIUM L-LOW

CO/PSO	PSO					
	1	2	3	4	5	6
CO1	H	M	H	H	H	H
CO2	H	H	H	H	M	H
CO3	H	H	M	H	M	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

COURSE SYLLABUS:

- Unit – I:** (6 Hours)
- 1.1 Set off and Carry forward of Losses (K1,K2,K3)
 - 1.2 Speculation Income (K1,K2,K3)
 - 1.3 Specific Business Income (K1,K2,K3)
 - 1.4 Horse Race Income (K1,K2,K3)
 - 1.5 Clubbing of Income (K1,K2,K3)
 - 1.6 Deemed Income (K1,K2,K3)
- Unit – II:** (6 Hours)
- 2.1 Gross Total Income (K1,K2,K3)
 - 2.2 Deductions form Gross Total Income (K1, K2,K3)
 - 2.3 Computation of Total Income (K1,K2,K3)
 - 2.4 Tax Deducted at Source (K1,K2,K3)
 - 2.5 Tax Collected at Source (K1,K2,K3)
 - 2.6 Computation of Tax Liability (K1,K2,K3)
- Unit – III** (6 Hours)
- 3.1 E-filing Practice: Introduction to E-filing (K1,K2,K3)
 - 3.2 E-filing different from the regular filling of returns (K1,K2,K3)
 - 3.3 Benefits – Limitation (K1,K2,K3)
 - 3.4 Types of E- Filing (K1,K2,K3)
 - 3.5 E-Filing process – IT Returns – Relevant Notification – E Filing security (K1,K2,K3)
 - 3.6 Introduction to GST – GSTIN - Procedure for Registration (K1, K2,K3)
- Unit – IV** (6 Hours)
- 4.1 Tax Return (K1,K2,K3)
 - 4.2 Tax Return Online (K1, K2, K3)
 - 4.3 Instructions for filling the Tax Return online (K1, K2, K3)
 - 4.4 ITR Tax -payer Guide Part I and Part II (K1, K2, K3)
 - 4.5 Instructions for Filing out ITR Forms (K1, K2, K3)
 - 4.6 Instructions for Filing out GST Forms (K1, K2, K3)
- Unit – V** (6 Hours)
- 5.1 XBRL Meaning (K1, K2)
 - 5.2 An introduction to Extensible business reporting language (XBRL) (K1, K2)
 - 5.3 E- filling procedure towards XBRL (K1, K2)
 - 5.4 E-Filing of ROC (K1, K2)
 - 5.5 Digital Signature (K1, K2, K3)
 - 5.6 Verification of Electronic Records. (K1, K2)

Textbook:

1. Mehrotra H.C.-Income Tax Law and Practice – Sahithya Bhawan Publications, Agra. (Latest.)
2. Web based material for E-Filing

Reference Book:

1. Vinod K. Singhaniania -students Guide to Income Tax – Taxman Publications Pvt. Ltd., (Latest.)
2. Gaur and Narang – Income Tax – Sultan Chand and CLO. (Latest Ed.)
3. Hariharan - Income Tax Law and Practice – Vijay Nicole Imprints Pvt. Ltd., Chennai (Latest.)
4. Reddy T.S. and Hari Prasad Reddy Y. – Income Tax – Margham Publications. Chennai. (Latest)

WEB RESOURCE

1. www.incometaxindia.gov.in
2. www.taxsmile.Com
3. National academy for direct taxes
4. www.cbic.gov.in

SEMESTER- VI
UCBIP20- ANALYTICAL SKILLS FOR BANKING AND INSURANCE
EXAMINATION

Year: III SEM:VI	Course Code: UCBIP20	Title of The Course: Analytical Skills for Banking and Insurance Examination	Course Type: Theory	Course Category: Core	H/W 6	Credits 4	Marks 40+60
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Course Objectives

- a. To enable students to acquire Competency in case of verbal
- b. To acquire knowledge in analytical skills
- c. To develop students to acquire Competency in case of non-verbal
- d. To make students aware of general knowledge related to Competitive exams.
- e. To provide Computer literacy related to the field

Course Outcomes (CO)

The Learners will be able to

- ☐ Demonstrate the knowledge in verbal reasoning.
- ☐ Demonstrates analytical skills in Mathematical operation
- ☐ Able to show skills in non -verbal reasoning
- ☐ Acquire updated knowledge in current affairs
- ☐ Demonstrate the knowledge of Computer technology.

CO/PO	PO					
	1	2	3	4	5	6
CO1	H	H	H	M	H	M
CO2	H	H	M	H	H	H
CO3	H	H	M	M	H	H
CO4	H	M	H	M	H	M
CO5	H	H	M	H	H	M

H- HIGH M-MEDIUM L-LOW

CO/PSO	PSO					
	1	2	3	4	5	6
CO1	M	H	M	H	M	H
CO2	H	M	H	M	H	H
CO3	H	H	M	H	M	H
CO4	H	H	M	H	M	H
CO5	H	H	H	M	H	M

Course Syllabus

Unit – I Verbal Reasoning – I (15 Hours)

- 1.1 Analogy Test (K1, K2, K3)
- 1.2 Coding – Decoding (K1, K2, K3)
- 1.3 Blood relations (K1, K2, K3)
- 1.4 Direction sense test (K1, K2, K3)
- 1.5 Sitting arrangement - Logical arrangement of words (K1, K2, K3)
- 1.6 Data Sufficiency - analytical reasoning statements, assumptions, arguments, and conclusion. (K1, K2, K3)

Unit – II Verbal Reasoning – II (15 Hours)

- 2.1 Comparison of ranks – Logical based Venn diagrams (K1, K2, K3, K4)
- 2.2 Logical alphabet, number and time sequence test (K1, K2, K3, K4)
- 2.3 Letter series – Number series (K1, K2, K3, K4)
- 2.4 Mathematical operations (K1, K2, K3, K4)
- 2.5 Number Puzzles – Clock (K1, K2, K3, K4)
- 2.6 Calendar – Arithmetical Reasoning. (K1, K2, K3, K4)

Unit – III Non -Verbal Reasoning (15 Hours)

- 3.1 Completion of series – Analogy (K1, K2, K3, K4)
- 3.2 Classification (K1, K2, K3, K4)
- 3.3 Counting of figures – Completion of figures (K1, K2, K3, K4)
- 3.4 Mirror image – Water Image (K1, K2, K3, K4)
- 3.5 Dot situation (or placement) (K1, K2, K3, K4)
- 3.6 English for competitive examination. (K1, K2, K3, K4)

Unit – IV General Awareness (15 Hours)

- 4.1 History of India – Geography (K1, K2)
- 4.2 Economics – International Trade (K1, K2)
- 4.3 India's five years plans (K1, K2)
- 4.4 Banking – Indian Constitution – Culture (K1, K2)
- 4.5 Everyday Science- Sports – Books and Authors – Honors and Awards – Days and Commission (K1, K2)
- 4.6 Current Affairs (K1, K2)

Unit – V Computer Knowledge (15 Hours)

- 5.1 Definition of computers – The Language of the Computer, Software – The History of Computers (K1, K2)
- 5.2 The development of computers – The characteristics of a computer – The different computing systems (K1, K2)
- 5.3 The need of computer literacy – Representing Information in computers (K1, K2)
- 5.4 Some Popular Operating systems (K1, K2)
- 5.5 Role of computers in Banking (K1, K2)
- 5.6 Important terms linked in Computer Technology (K1, K2)

Textbooks:

1. Agarwal R. S – A Modern Approach to Verbal Reasoning – S. Chand & Company Ltd., Ram Nagar, New Delhi-Reprint 2005.

Books for Reference:

1. Abhjit Gupta – Quantitative Aptitude for Competitive examinations – Tata McGraw Hill Publishing Company Limited, New Delhi, Seventh Reprint 2007.
2. Sewali B S & Indu Sijwali Reasoning Verbal and Nonverbal – Arihant Publications (I) Pvt Ltd, Meerut Single Ed, 2014.
3. R Gupta Popular master guide – Bank Clerical Cadre – Ramesh Publishing House, New Delhi, 2014
4. Sanjay Kumar – Unique Master Guide – State Bank of India: Clerical Recruitment Examination - Unique Publishers, New Delhi, 2012

WEB RESOURCES

1. www.examsdaily.in
2. www.educationforever.in
3. Banking academy
4. [www.exambazaar,Com](http://www.exambazaar.Com)

SEMESTER-VI
UCBIQ20- FINANCIAL MANAGEMENT

Year: SEM: VI	Course Code: UCBIQ20	Title of The Course: Financial Management	Course Type: Theory	Course Category: Core	H/W 6	Credits 4	Marks 40+60
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Course Objectives

- a) To understand the role of modern financial manager.
- b) To enable students to analyse cost of capital.
- c) To impart knowledge on identifying optimum capital structure and factors determining it.
- d) To compute leverage of a company
- e) To provide thorough knowledge on various source of finance.

Course Outcomes (CO):

The Learners will be able to

- ☐ Understands the role of financial manager.
- ☐ Analyse the complexities associated with management of cost of funds in the capital structure.
- ☐ Recognize the factors that determine optimum capital structure.
- ☐ Compute leverage of a company
- ☐ Identify and analyse various sources of capital.

CO/PO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	H	H	H

H- HIGH M-MEDIUM L-LOW

CO/PSO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	M	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	M	H	H	H
CO5	H	H	H	H	H	H

COURSE SYLLABUS:

Unit – I (15 hours)

- 1.1 Financial management meaning and definition (K1, K2)
- 1.2 Scope of Financial management (K1, K2)
- 1.3 Objectives of Financial management (K1, K2)
- 1.4 Functions of Financial management (K1, K2)
- 1.5 Role of Financial manager (K1, K2)
- 1.6 Methods and Tools of Financial management (K1, K2)

Unit – II (15 hours)

- 2.1 Cost of Capital meaning and definition (K1, K2)
- 2.2 Components and Importance of Cost of capital (K1, K2)
- 2.3 Types – Cost of Debt (K1, K2, K3, K4)
- 2.4 Cost of Preference share capital (K1, K2, K3, K4)
- 2.5 Cost of Equity (K1, K2, K3, K4)
- 2.6 Factors determining cost of capital. (K1, K2, K3)

Unit – III (15 hours)

- 3.1 Capital structure – meaning and definitions (K1, K2)
- 3.2 Difference between capital structure and capitalization (K1, K2)
- 3.3 Optimum capital structure- features (K1, K2, K3, K4)
- 3.4 Factors determining capital structure (K1, K2, K3)
- 3.5 Theories of capital structure – NI, NOI (K1, K2, K3)
- 3.6 Traditional approach and Modigliani and Miller Approach (K1, K2, K3)

Unit – IV (15 hours)

- 4.1 Leverage - meaning and Types (K1, K2)
- 4.2 Types of leverage and degree of leverage (K1, K2, K3)
- 4.3 Dividend policy meaning, definition and nature. (K1, K2)
- 4.4 Factors determining dividend policy (K1, K2)
- 4.5 Dividend theories – Walter's model and Gordon's model (K1, K2, K3)
- 4.6 Modigliani Miller Approach. (K1, K2, K3)

Unit – V (15 hours)

- 5.1 Sources of finance – Short term finance (K1, K2)
- 5.2 Purpose of short -term source (K1, K2)
- 5.3 Source of short- term finance (K1, K2, K3)
- 5.4 Long – term finance – purpose (K1, K2)
- 5.5 Factors determining financial requirements (K1, K2, K3)
- 5.6 Source of long -term finance. (K1, K2, K3)

Textbook:

1. Murthy A. – Financial Management – Margham Publications, Chennai, Reprint 2015

Books for Reference:

1. I.M. Pandey – Financial Management – Vikas publishing house Pvt ltd, New Delhi, 10th Edition, Reprint 2014
2. Dr. S. N. Maheswari – Financial Management – Principles and Practice – Sultan Chand & Sons Educational Publishers, New Delhi, 9th Edition 2014.
3. Prasanna Chandra – Financial Management – Theory & Practice – Tata McGraw Hill Publishing Company Ltd., New Delhi, 7th Edition 2011
4. Dr. N. Premavathy, Dr. M. Inbalakshmi – Financial Management – Sri Vishnu Publishers – Chennai, 1st Edition 2012.

WEB RESOURCES:

1. www.toppr.com
2. www.tutorsglobe.com
3. www.bbamantra.com
4. www.corporatefinanceinstitute.com
5. www.accountingnotes.net

SEMESTER- VI

UCBIR20 - E –COMMERCE, E BANKING AND TALLY

Year: III SEM: VI	Course Code: UCBIR20	Title of The Course: E –Commerce, E Banking and Tally	Course Type: Theory	Course Category: Core	H/W 6	Credits 4	Marks 40+60
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Course Objectives:

- To understand and learn about various activities and Components of E- Commerce
- To provide knowledge about application of Mobile Commerce
- To learn various e banking technologies
- To make aware of emerging trends in banking
- To create awareness on preparation of various accounts in TALLY

Course Outcomes (CO):

The Learners will be able to

- Logically observes and experience the activities of E –Commerce
- Able to access various mobile applications and mobile payments
- Able to make e payment
- Able to transact through new technologies
- Apply knowledge and work on tally software

CO/PO	PO					
	1	2	3	4	5	6
CO1	H	H	H	M	M	H
CO2	H	H	M	H	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	M	H	M	H	H

H- HIGH M-MEDIUM L-LOW

CO/PSO	PSO					
	1	2	3	4	5	6
CO1	H	M	M	H	M	H
CO2	H	M	H	M	H	H
CO3	H	M	M	H	H	H
CO4	H	H	H	M	H	H
CO5	H	H	M	H	H	H

COURSE SYLLABUS:

Unit I: (15 Hours)

- 1.1 Concept – elements – E-Commerce in Indian Scenario – Economic potential of E-Commerce (K1, K2, K3)
- 1.2 M-Commerce – Implementation of E-Commerce (K1, K2, K3)
- 1.3 Creation of website – technology – constraints on implementation (K1, K2, K3)
- 1.4 Advantages of E-Commerce (K1, K2, K3)
- 1.5 Business models of E-Commerce – B2B, B2C (K1, K2, K3, K4)
- 1.6 C2B, G2B and E-Governance. (K1, K2, K3, K4)

Unit II: (15 Hours)

- 2.1 Mobile Commerce- Introduction – Factors that drive M-Commerce (K1, K2, K3)
- 2.2 Difference between E-Commerce and M-Commerce – Growth of M-Commerce in India (K1, K2, K3)
- 2.3 Advantages of mobile commerce (K1, K2, K3)
- 2.4 Technology behind Mobile commerce (K1, K2, K3)
- 2.5 Application of M-Commerce – Types of mobile payment (K1, K2, K3, K4)
- 2.6 Future of mobile commerce. (K1, K2, K3, K4)

Unit III: (15 Hours)

- 3.2 E-Banking- Meaning – Benefits – Internet banking services – mobile banking (K1, K2, K3)
- 3.2 Tele banking – call Centre banking – features – ATM, credit card, debit card, smart card (K1, K2, K3)
- 3.3 Biometric and MICR Cheques – Benefits (K1, K2, K3)
- 3.4 Electronic clearing system – RBI Guidelines – benefits – Cheque transactions – E-Cheques (K1, K2, K3)
- 3.5 E-Money – digital cash – benefits to banker and customer (K1, K2, K3)
- 3.6 Single window – concept and benefits. (K1, K2)

Unit IV: (15 Hours)

- 4.1 Emerging trends in banking – E-Banking (K1, K2, K3)
- 4.2 Centralized Online Realtime Electronic Banking CORE – Core banking solutions CBS (K1, K2, K3, K4)
- 4.3 Electronic clearing service ECS – Electronic fund transfer (K1, K2, K3, K4)
- 4.4 EFT – Realtime gross settlement RTGS (K1, K2, K3)
- 4.5 National electronic fund transfer NEFT (K1, K2, K3)
- 4.6 Society for worldwide interbank financial telecommunication SWIFT (K1, K2, K3, K4)

Unit V: (15 Hours)

- 5.1 Introduction to Tally: Accounting and inventory – an outline – ledger and accounts – Trial balance (K1, K2, K3)
- 5.2 Trading and Profit and Loss account – Balance sheet (K1, K2, K3)
- 5.3 Fundamental of inventory – Account creation, Account information – Groups Introduction to GST - Enable GST feature in Tally - Structure of GST- (CGST – SGST – UTGST & IGST) - (K1,K2,K3)
- 5.4 Multiple groups – Ledger (Multiple ledger). (K1,K2,K3)

- 5.5 Inventory master creation: Stock groups and stock items – entering vouchers and invoices: Different types of accounting vouchers and inventory vouchers (K1,K2,K3)
- 5.6 Reports in tally – Balance sheet, Profit and Loss account – Trial Balance – Day book – Ratio analysis – Reconciliation of bank account. (K1,K2,K3)

BOOK

Study material will be provided to the students.

WEB RESOURCE

1. www.ecommerceguide.com
2. www.bigcommerce.com
3. www.ibef.org
4. www.businessinsider.in
5. ECommerce Academy

SEMESTER- VI
UCBIS20- PRACTICAL TALLY

Year: III SEM: VI	Course: Code: UCBIS20	Title of The Course: Practical Tally	Course Type: Practical	Course Category: Core	H/W 2	Credits 2	Marks
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Course Objectives:

- a) To create Trading, Profit and Loss account.
- b) To Prepare Balance sheet using Single and Multiple Ledger.
- c) To calculate GST
- d) To prepare Bank Reconciliation Statement.
- e) To prepare stock summary.

Course Outcomes (CO):

- ☐ Creates Trading, Profit and Loss account.
- ☐ Prepares Balance sheet using Single and Multiple Ledger.
- ☐ Calculates GST and prepares tax statement
- ☐ Prepares Bank Reconciliation Statement.
- ☐ Analyze and prepares stock summary.

CO/PO	PO					
	1	2	3	4	5	6
CO1	H	H	H	M	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	H	H	H

H- HIGH M-MEDIUM L-LOW

CO/PSO	PSO					
	1	2	3	4	5	6
CO1	H	M	H	H	H	H
CO2	H	H	M	H	M	H
CO3	H	M	M	H	H	H
CO4	H	M	H	M	H	H
CO5	H	H	M	M	H	H

COURSE SYLLABUS:

Exercise – I	(6 hours)
Create a Trading and Profit and Loss Account	
Exercise – II	(6 hours)
Prepare a Balance Sheet Using Single and Multiple Ledger	
Exercise – III	(6 hours)
Enable GST feature and Prepare Tax Statement	
Exercise – IV	(6 hours)
Prepare a Bank Reconciliation Statement	
Exercise – V	(6 hours)
Analysing Inventory and Stock Summary	

Textbooks:

Material will be given to students

Web Resources:

1. www.tally.com
2. www.genesisaccounting.com
3. www.infosys.com
4. www.accountingstandards.com

SEMESTER- VI

UEBIE20- FINANCIAL SERVICES MANAGEMENT

Year: III	Course Code: UEBIE20	Title of The Course: Financial Services Management	Course Type: Theory	Course Category: Core Elective	H/W 6	Credits 5	Marks 40+60
SEM: IV							

Course Objective

- ☐ To provide knowledge on merchant banking
- ☐ To impart thorough knowledge about factoring and leasing
- ☐ To make the students aware of venture capital.
- ☐ To impart knowledge about various credit rating institution in India
- ☐ To enhance knowledge on capital market and DEMAT Account.

Course Outcomes (CO):

The Learners will be able to

- ☐ Understands the Concepts of merchant banking
- ☐ Able to follow the procedures of leasing and factoring
- ☐ Assess various methods of financing
- ☐ Understand the functions of credit rating agencies
- ☐ Create DEMAT account and access online stock trading

CO/PO	PO					
	1	2	3	4	5	6
CO1	H	M	M	M	H	H
CO2	H	M	M	M	H	H
CO3	H	M	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	H	H	H

H- HIGH M-MEDIUM L-LOW

CO/PSO	PSO					
	1	2	3	4	5	6
CO1	H	M	M	M	H	H
CO2	H	M	M	M	H	H
CO3	H	M	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	H	H	H

COURSE SYLLABUS

Unit I: (15 Hours)

- 1.1 Financial services – Meaning (K1, K2,)
- 1.2 Type of merchant banking (K1,K2)
- 1.3 Merchant banking – meaning (K1, K2, K3)
- 1.4 Scope (K1,K2,K3)
- 1.5 Limitations of merchant bankers in public issues (K1,K2,K3)
- 1.6 Rights Issue (K1,K2)

Unit II: (15 Hours)

- 2.1 Factoring – Definition – Types – Steps (K1,K2)
- 2.2 Key elements of Factoring (K1, K2)
- 2.3 Factoring (K1,K2,K3)
- 2.4 Leasing – Meaning – Terms in Leasing (K1,K2,K3)
- 2.5 Steps – Legal aspects – Advantages and Disadvantages (K1,K2,K3)
- 2.6 Types of Leasing (K1,K2,K3,K4)

Unit III: (15 Hours)

- 3.1 Venture capital – Meaning (K1,K2)
- 3.2 Features, Importance of Venture Capital (K1, K2)
- 3.3 Methods of financing (K1, K2)
- 3.4 Forms of Venture Capital Investment (K1, K2)
- 3.5 Venture Capital Investment in India (K1, K2)
- 3.6 Moratorium Banking (K1, K2)

Unit IV: (15 Hours)

- 4.1 Credit Rating – Objectives – Basis of Rating, Benefits- Defects (K1,K2,K3)
- 4.2 CRISIL (K1, K2, K3, K4)
- 4.3 ICRA (K1, K2, K3, K4)
- 4.4 CARE – International Credit Rating Centre (K1, K2, K3, K4)
- 4.5 Institutions (Moody's, Standard and poor, DCR) (K1, K2, K3, K4)
- 4.6 CIBIL – Calculation of CIBIL Score (K1, K2, K3, K4)

Unit V: (15 Hours)

- 5.1 Capital Market – Need and Importance (K1,K2,K3)
- 5.2 NIM – Classification (K1, K2)
- 5.3 Stock Exchanges – Functions – Powers (K1,K2,K3)
- 5.4 SEBI Regulations – Weakness of stock exchanges (K1,K2,K3)
- 5.5 Types of Stock Traders – Stock Trading System (K1,K2,K3)
- 5.6 Online stock Trading - DEMAT account (K1,K2,K3,K4)

Textbook:

1. Santhanam B. – Financial services – Margham Publications Chennai,2007

Book for Reference:

1. Santhanam B. – Banking and financial systems – Margham Publications Chennai (ED-2015)
- 2.Sharma – Indian stock market – Regulation, Performance and Policy perspective, Deep and Deep publications (ED-2007)

WEB RESOURCE

1. www.ibef.org
2. www.financialservices.gov.in
3. Financial planning academy
4. www.lifp.in

SEMESTER- VI
UEBIF20- MARKETING

Year: III SEM: VI	Course Code: UEBIF20	Title of The Course: Elective-II B: Marketing	Course Type: Theory	Course Category: Core Elective	H/W 6	Credits 5	Marks 40+60
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Course Objectives

- a) To understand the concepts of marketing and consumer behavior.
- b) To familiarize students about product and its brand loyalty
- c) To give knowledge about pricing policies
- d) To impart knowledge about promotion and its need
- e) To create awareness about Tele-marketing, E-marketing and Service marketing.

Course Outcomes (CO):

The Learners will be able to

- ☐ Understands the concept of marketing and consumer behavior
- ☐ Able to identify brand and build brand loyalty.
- ☐ Understands different methods of pricing
- ☐ Able to promote a product.
- ☐ Able to buy and sell through online marketing.

CO/PO	PO					
	1	2	3	4	5	6
CO1	H	H	H	M	H	M
CO2	H	H	M	H	H	M
CO3	H	H	M	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

H- HIGH M-MEDIUM L-LOW

CO/PSO	PSO					
	1	2	3	4	5	6
CO1	M	M	H	M	H	H
CO2	H	H	M	H	H	H
CO3	H	H	M	H	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

COURSE SYLLABUS:

Unit –I (15 Hours)

- 1.1 Marketing – Meaning (K1, K2)
- 1.2 Functions of Marketing (K1, K2)
- 1.3 Marketing Mix (K1, K2, K3)
- 1.4 Market Segmentation (K1, K2, K3)
- 1.5 Classification of Goods (K1, K2, K3)
- 1.6 Consumer Behavior – Meaning and Importance (K1, K2, K3)

Unit –II (15 Hours)

- 2.1 Product – Meaning – Features (K1, K2)
- 2.2 New Product Planning and Development (K1, K2)
- 2.3 Product Life Cycle (K1, K2, K3)
- 2.4 Branding-Brand Loyalty and Equity, Copyrights, Trademarks (K1, K2, K3)
- 2.5 Patents (K1, K2, K3)
- 2.6 Packaging (K1, K2, K3)

Unit – III (15 Hours)

- 3.1 Pricing – Meaning (K1)
- 3.2 Objectives (K1, K2)
- 3.3 Factors affecting Pricing (K1, K2, K3)
- 3.4 Methods of Pricing (K1, K2, K3)
- 3.5 Types of Pricing (K1, K2, K3)
- 3.6 Importance of Pricing (K1, K2, K3)

Unit - IV (15 Hours)

- 4.1 Promotion – Meaning (K1, K2)
- 4.2 Need (K1, K2)
- 4.3 Promotion Mix (K1, K2, K3)
- 4.4 Methods of Promotion – Meaning (K1, K2, K3)
- 4.5 Advantages (K1, K2, K3)
- 4.6 Limitations (K1, K2, K3)

Unit – V (15 Hours)

- 1.1 Channels of Distribution – Meaning (K1)
- 1.2 Types of Middlemen – Agent Middlemen and Merchant Middleman (K1, K2, K3)
- 1.3 Wholesalers and retailers (K1, K2, K3)
- 1.4 Tele-marketing, E-Marketing (K1, K2, K3)
- 1.5 Services Marketing (K1, K2, K3)
- 1.6 Recent Developments in Marketing (K1, K2, K3)

Textbook:

2. Pillai R.S.N. and Bagavathi V. – Modern Marketing – S. Chand and Co. Ltd., New Delhi, (Latest Ed.)

Books for Reference:

1. Rajan Nair and Sanjith R. Nair – Marketing – S. Chand and Co. Ltd., New Delhi, (Latest Ed.)
2. Philip Kotler – Marketing Management – Prentice Hall of India, New Delhi, (Latest Ed.)
3. Stanton William J.S. and Charles Futrell – Fundamentals of Marketing – Tata McGraw Hill, New Delhi, (Latest Ed.)
4. Gupta C.B. and Rajan Nair N. – Marketing Management – S. Chand and Co. Ltd., New Delhi, (Latest Ed.)
5. William M.O.C. Ferrel – Marketing: Concepts and Strategies – Himalaya Publishing House, New Delhi, (Latest Ed.)

WEB RESOURCE

1. Digital marketing academy India
2. www.businessjargons.com
3. www.marketing-school.org
4. web marketing academy

SEMESTER VI

USBIF620 - BANKING AND BUSINESS CORRESPONDENCE

Year: III SEM: VI	Course Code: USBIF620	Title of The Course: Banking and Business Correspondence	Course Type: Theory	Course Category: Skill Based Elective	H/W 2	Credits 2	Marks 40+60
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Course Objectives

- To understand techniques of effective communication.
- To enable students to prepare various banking correspondence letters.
- To make students aware of specific terms used in insurance correspondence.
- To develops improve various skills to attend interview.
- To provide knowledge on preparation of resume and self -assessment.

Course Outcomes (CO):

The Learners will be able to

- ☐ Able to communicate effectively.
- ☐ Able to draft letters to Banks
- ☐ Able to draft letter to an insurance company
- ☐ Demonstrates better performance in interview
- ☐ Create own resume and able to self -evaluate.

CO/PO	PO					
	1	2	3	4	5	6
CO1	H	H	M	M	M	H
CO2	H	M	H	M	M	H
CO3	H	H	M	H	M	M
CO4	H	M	H	M	M	H
CO5	H	M	M	M	M	H

H- HIGH M- MEDIUM L- LOW

CO/PSO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	M	M	H
CO2	H	M	M	H	M	H
CO3	H	H	H	M	M	M
CO4	H	M	M	H	M	H
CO5	H	M	H	M	M	H

COURSE SYLLABUS:

UNIT I: Introduction to Business Communication (6 Hours)

- 1.1 Business Communication – Meaning – Definition – Objectives (K1, K2)
- 1.2 Process of Communication (K1, K2)
- 1.3 Types of Communication (K1, K2)
- 1.4 Directions of Communication – Barriers to Effective Communication (K1, K2)
- 1.5 7Cs for Effective Business Communication (K1, K2)
- 1.6 Layout of Business Letter – Features in Layout (K1, K2, K3)

UNIT II: Bank Correspondence (6 Hours)

- 2.1 Bank Correspondence – Essential Features of Bank Correspondence (K1, K2)
- 2.2 Letters from Customers to Bank (K1, K2, K3)
- 2.3 Letters from Bank to customers (K1, K2, K3)
- 2.4 Correspondence within the Bank (K1, K2, K3)
- 2.5 Proposal to Bank (K1, K2, K3)
- 2.6 Reply to Authorities Letter (K1, K2, K3)

UNIT III: Insurance Correspondence (6 Hours)

- 3.1 Insurance Correspondence – Introduction (K1, K2)
- 3.2 Specific terms used in Insurance Correspondence (K1, K2)
- 3.3 Specimen letters – Meaning (K1, K2)
- 3.4 Specimen letters related to Life Insurance (K1, K2, K3, K4)
- 3.5 Specimen letters General Insurance (K1, K2, K3, K4)
- 3.6 Specimen letters Marine Insurance (K1, K2, K3, K4)

UNIT IV: Interview (6 Hours)

- 4.1 Interview – Types – Job Interview (K1, K2)
- 4.2 Interview Process – Specialized Interview Formats – Mock Interview (K1, K2, K3)
- 4.3 Tips for Interviewee and Interviewer (K1, K2)
- 4.4 Qualities of Good Interviewer (K1, K2, K3, K4)
- 4.5 Do's and Don'ts in Interview (K1, K2, K3, K4)
- 4.6 Common Interview Questions (K1, K2, K3, K4)

UNIT V: Self Appraisal and Personality Development (6 Hours)

- 5.1 Self -Assessment – Meaning (K1, K2)
- 5.2 Self –Assessment – way to Improve (K1, K2, K3, K4)
- 5.3 Market Assessment (K1, K2, K3, K4)
- 5.4 Resume (K1, K2, K3, K4)
- 5.5 Covering Letter to Resume (K1, K2, K3, K4)
- 5.6 Group Discussions (K1, K2, K3, K4)

BOOK:

Study Material

WEB RESOURCES:

1. www.webcommuni.com
2. www.bankingadda.com
3. www.ibpsguide.com