



(For Candidates admitted from the academic year 2022-23 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS)
TIRUCHIRAPPALLI-620 002
SCHOOL OF MANAGEMENT STUDIES
PG & RESEARCH DEPARTMENT OF COMMERCE
CHOICE BASED CREDIT SYSTEM
LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK (LOCF)
B. Voc. (Banking, Financial Services and Insurance)

Programme Outcomes (POs)

Upon completion of the B.Voc (BFSI) Degree Programme, the graduate will be able to

PO 1 - Demonstrate ability and attitude to acquire knowledge and skills in the advancing global scenario to apply them effectively and ethically for professional and social development.

PO 2 – Involve in research and innovative endeavors and share their findings for the wellbeing of the society.

PO 3 - Work effectively in teams and take up leadership in multi-cultural milieu.

PO 4 - Act with moral, ethical and social values in any situation.

PO 5 - Excel as empowered woman to empower women

PO 6 - Participate in activities towards environmental sustainability goals as responsible citizens.

PO 7 - Pursue higher studies in the related field of Sciences, Humanities and Management Studies

PO 8 - Exhibit business and accounting skills effectively for the betterment of business and economic environment.

PO 9 - Exhibit entrepreneurial and professional skills for the sustainable development of an economy.

Programme Specific Outcomes (PSOs)

Upon completion of these courses the learner would

PSO 1 – Exhibit administrative expertise in the various spheres of marketing, finance and Human resource management.

PSO 2 – Demonstrate skills to promote Insurance policies to individuals and businesses to protect them from financial risks.

PSO 3 – Excel as professionals and Entrepreneurs in the field of Banking, Financial Services and Insurance.

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CHOICE BASED CREDIT SYSTEM
LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK (LOCF)
UG COURSE PATTERN
B. Voc. (Banking, Financial Services and Insurance)

Semester	Part	Course	Title of The Course	Code	Hours/Week	Credits	Marks
I	I	Language	General Tamil I /	U22TL1GEN01/	3	3	100
			Hindi Paper I/	U22HN1HIN01/			
			French Paper I	U22FR1FRE01			
	II	English	General English I	U22EL1GEN01	3	3	100
	III	Major Core - 1	Financial Accounting	U22BV1MCT01	6	5	100
	III	Major Core - 2	Principles of Marketing	U22BV1MCT02	5	5	100
	III	Allied - 1	Business Mathematics and Statistics	U22MA1ALT06	4	2	100
	III	Allied - 2	Business Economics	U22EC1ALT02	4	2	100
	III	Internship	Internship in BFSI - I	U22BV1INT01	-	4	100
	IV	EVS	Environmental Studies	U22RE1EST01	2	1	100
	IV	MSBE-1	Entrepreneurship Development	U22BV1SBP01	2	1	100
	IV	Value Education	Ethics I/	U22VE2LVE01/	1	-	-
Catechism I /			U22VE2LVC01/				
Bible Studies I			U22VE2LVB01				
IV	SOC	Service Oriented Course		-	-	-	
TOTAL					30	26	900
II	I	Language	General Tamil II/	U22TL2GEN02/	3	3	100
			Hindi Paper II/	U22HN2HIN02/			
			French Paper II	U22FR2FRE02			
	II	English	General English II	U22EL2GEN02	3	3	100
	III	Major Core - 3	Fundamentals of General and Health Insurance	U22BV2MCT03	5	4	100
	III	Major Core - 4	Indian Financial System	U22BV2MCT04	5	4	100
	III	Major Core - 5	Banking Theory Law & Practice	U22BV2MCT05	4	3	100
	III	Allied - 3	Business Law	U22BV2ALT01	4	2	100
III	Internship	Internship in BFSI - II	U22BV2INT02	-	4	100	

	IV	Skill Based Course (SBC) – 1	Soft Skills Development	U22SS2SBC01	2	1	100
	IV	Skill Based Course (SBC) – 2	Sustainable Rural Development & Student Social Responsibility	U22RE2SBC02	2	1	100
	IV	Industrial Relations	Basics of Investments	U22BV2IRT01	1	1	100
	IV	Value Education	Ethics I/	U22VE2LVE01/	1	1	100
			Catechism I/	U22VE2LVC01/			
			Bible Studies I	U22VE2LVB01			
	IV	SOC	Service Oriented Course		-	-	-
	IV	Online course	Online Course (Extra Credit)	U22OC2ECT01	-	2	100
TOTAL					30	27 + 2	1200
III	I	Language	General Tamil III /	U22TL3GEN03/	3	3	100
			Hindi Paper III/	U22HN3HIN03/			
			French Paper III	U22FR3FRE03			
	II	English	General English III	U22EL3GEN03	3	3	100
	III	Major Core - 6	Financial Markets and Services	U22BV3MCT06	5	4	100
	III	Major Core - 7	Business Environment	U22BV3MCT07	5	4	100
	III	Major Elective	Human Resources Management / Creative Advertising	U22BV3MET01/ U22BV3MET02	4	3	100
	III	Allied - 4	Development and Investment Banking	U22BV2ALT02	4	2	100
	III	Internship	Internship in BFSI - III	U22BV3INT03	-	5	100
	IV	NME 1	Practical Banking	U22BV3NMT01	2	2	100
	IV	MSBE- 2	Business Software - Tally	U22BV3SBP02	2	1	100
	IV	Gender Studies	Gender Studies	U22WS3GST01	1	1	100
	IV	Value Education	Ethics II/	U22VE4LVE02/	1	-	-
			Catechism II /	U22VE4LVC02/			
Bible Studies II			U22VE4LVB02				
IV	SOC	Service Oriented Course		-	-	-	
IV	Online course	Online Course (Extra Credit)	U22OC3ECT02	-	2	100	

TOTAL					30	28 + 2	1100		
IV	I	Language	General Tamil IV/ Hindi Paper IV/ French Paper IV	U22TL4GEN04/ U22HN4HIN04/ U22FR4FRE04	3	3	100		
			II	English	General English IV	U22EL4GEN04	3	3	100
			III	Major Core - 8	Security Analysis & Portfolio Management	U22BV4MCT08	5	5	100
	III	Major Core - 9	Fundamentals of Life Insurance	U22BV4MCT09	4	4	100		
	III	Major Elective	Digital Marketing / Organisational Behaviour	U22BV4MET03/ U22BV4MET04	4	3	100		
	III	Allied - 5	Services Marketing	U22BV4ALT03	4	2	100		
	III	Allied - 6	Business Ethics	U22BV4ALT04	4	2	100		
	III	Internship	Internship in BFSI - IV	U22BV4INT04	-	5	100		
	IV	NME 2	Share Market Operations	U22BV4NMP02	2	2	100		
	IV	Value Education	Ethics II/ Catechism II / Bible Studies II	U22VE4LVE02/ U22VE4LVC02/ U22VE4LVB02	1	1	100		
			IV	SOC	Service Oriented Course (Extra Credit)	-	2	100	
			TOTAL					30	30 + 2
V	III	Major Core - 10	Income Tax Theory Law and Practice	U22BV5MCT10	6	5	100		
	III	Major Core - 11	Cost Accounting	U22BV5MCT11	6	5	100		
	III	Major Core - 12	Business Management	U22BV5MCT12	6	5	100		
	III	Major Core - 13	E-Banking	U22BV5MCT13	5	4	100		
	III	Major Elective	Business Communication / Total Quality Management	U22BV5MET05/ U22BV5MET06	4	3	100		
	III	Internship	Internship in BFSI - V	U22BV5INT05	-	5	100		
	IV	NME 3	Insurance Agent - Exams	U22BV5NMT03	2	2	100		
	IV	Value Education	Ethics III/ Catechism III / Bible Studies III	U22VE6LVE03/ U22VE6LVC03/ U22VE6LVB03	1	-	-		

	IV	Online course	Online Course (Extra Credit)	U22OC5ECT03	-	2	100
TOTAL					30	29 + 2	800
VI	III	Major Core - 14	Financial Management	U22BV6MCT14	6	5	100
	III	Major Core - 15	Management Accounting	U22BV6MCT15	5	4	100
	III	Major Core - 16	Principles of Auditing	U22BV6MCT16	5	4	100
	III	Major Core - 17	Company Law	U22BV6MCT17	5	4	100
	III	Major Elective	Fundamentals of E-Commerce / Investment Management	U22BV6MET07/ U22BV6MET08	4	3	100
	III	Internship	Internship in BFSI - VI	U22BV6INT06	-	5	100
	IV	NME 4	Competitive exam - Banks	U22BV6NMT04	2	2	100
	IV	Skill Based Course (SBC) – 3	Research Methodology	U22DS6SBC03	2	1	100
	IV	Value Education	Ethics III/	U22VE6LVE03/	1	-	100
			Catechism III /	U22VE6LVC03/			
	Bible Studies III	U22VE6LVB03					
IV	Extension Activity	RESCAPES – Impact study of Project (Extra Credit)	U22RE6ETF01	-	4	100	
TOTAL					30	28 + 4	1000
Grand Total					180	168 + 12	6100

(For Candidates admitted from the academic year 2022-23 onwards)

Course Title	MAJOR CORE 1 - FINANCIAL ACCOUNTING
Code	U22BV1MCT01
Course type	Theory
Semester	I
Hours/Week	6
Credits	5
Marks	100

CONSPECTUS

This course provides an insight into the fundamental aspects of financial accounting and application of the accounting principles in preparation of accounting records and financial statements of various entities.

COURSE OBJECTIVES

1. To understand the accounting concepts and conventions and prepare final accounts of sole trading concerns;
2. To analyse the accounting records to rectify the errors and prepare bank reconciliation statement;
3. To apply the accounting principles for recording transactions relating to bills of exchange;
4. To prepare final accounts of not-for-profit concerns;
5. To understand the accounting procedure relating to consignment accounts.

UNIT I: INTRODUCTION TO ACCOUNTING AND FINAL ACCOUNTS OF SOLE TRADING CONCERNS

18 HRS

- 1.1 Accounting Concepts and Conventions – Need for Accounting Standards.
- 1.2 Adjustment and Closing Entries.
- 1.3 Final Accounts of sole trading concerns.

Extra Reading/Keywords: *Double entry system, Latest developments in the field of Accountancy, Branches of Accounting.*

UNIT II: RECTIFICATION OF ERRORS AND BANK RECONCILIATION STATEMENT

18 HRS

- 2.1 Rectification of Errors: Rectification before and after preparation of trial balance, Suspense account.
- 2.2 Bank Reconciliation Statement: Causes for difference between balances as per cash book and bank statement, Preparation of bank reconciliation statement.

Extra Reading/Keywords: *Rectification after the preparation of final accounts, Bank statement.*

UNIT III: BILLS OF EXCHANGE

18 HRS

- 3.1 Bills of Exchange: Features, Recording transactions relating to bills: Drawing and accepting of bills.
- 3.2 Retiring, renewing and honouring of bills.
- 3.3 Dishonour of bills and insolvency of acceptor.

Extra Reading/Keywords: *Accommodation bills*

UNIT IV: ACCOUNTS OF NOT-FOR-PROFIT ORGANISATIONS **18 HRS**

- 4.1 Receipts and Payments Account
- 4.2 Income and Expenditure Account
- 4.3 Balance Sheet

Extra Reading/Keywords: *Examples of not-for-profit organisations.*

UNIT V: CONSIGNMENT ACCOUNTS **18 HRS**

- 5.1 Consignment Accounts: Valuation of stock.
- 5.2 Accounting for losses.
- 5.3 Cost price method and Invoice price method.

Extra Reading/Keywords: *Conversion of consignment into joint venture.*

Theory - 20% Problem: 80%

Note: Extra Reading/Keywords must be tested only through assignment and seminar.

TEXT BOOKS

- 1. Reddy T.S. & Murthy A. (2018). *Financial Accounting*. Chennai: Margham Publishers.
- 2. Dalston L. Cecil & Jenitra L. Merwin. (2018). *Financial Accounting*. Trichy: Learntech Press.

SUGGESTED READINGS

- 1. Shukla M.C. & Grewal T.S. (2017). *Advanced Accounts. Volume 1*, New Delhi: S .Chand.
- 2. Jain S.P. & Narang K.L., (2016) *Principles of Accountancy*. New Delhi: Kalyani Publishers.
- 3. Gupta R.L. & Radhaswamy M. (2018). *Advanced Financial Accounting*. New Delhi: Sultan Chand & Sons.
- 4. Charles T Horngren, Gary L Sundern, John A Elliott, Danna R Philbrick. (2017). *Introduction to Financial Accounting*. New Delhi: Pearson.
- 5. Tulsian P.C. & Bharat Tulsian. (2016). *Financial Accounting*. New Delhi: S.Chand.

WEB REFERENCES

- 1. Fundamentals of Accounting. Student Portal. ICAI. https://www.icai.org/post.html?post_id=17825
- 2. Principles and Practice of Accounting. <https://www.icai.org/post/sm-foundation-p1-may2021onwards>.
- 3. IFRS. <https://www.ifrs.org>.

Note: Learners are advised to use latest edition of books.

COURSE OUTCOMES

The learners

CO No.	Course Outcomes	Cognitive Level
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CO-1	Remember the basic concepts relating to financial accounting and various accounting records and final accounts of sole trading and not-for-profit organisations.	K1
CO-2	Discuss the accounting principles and the accounting procedure for transactions relating to bills and consignment and preparation of final accounts.	K2
CO-3	Demonstrate accounting skills in presenting the accounting information and financial statements.	K3
CO-4	Examine the accounting records and final accounts to verify the correctness of accounting entries and procedures.	K4

(K1 - Remember; K2 - Understand; K3 – Apply; K4 – Analyse)

PO – CO MAPPING

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO -1	M	L	L	M	L	L	H	H	H
CO -2	M	L	L	M	L	L	H	H	H
CO -3	H	L	L	M	L	L	H	H	H
CO -4	H	H	L	M	L	L	H	H	H

PSO – CO MAPPING

CO/PSO	PSO 1	PSO 2	PSO 3
CO -1	H	L	H
CO -2	H	L	H
CO -3	H	L	H
CO -4	H	L	H

(For Candidates admitted from the academic year 2022-23 onwards)

Course Title	MAJOR CORE-2- PRINCIPLES OF MARKETING
Code	U22BV1MCTO2
Course type	Theory
Semester	I
Hours/Week	5
Credits	5
Marks	100

CONSPECTUS

The course aims to equip the learners with the basic knowledge of concepts, principles, tools and techniques of marketing and to provide knowledge about various developments in marketing.

COURSE OBJECTIVES

1. To remember the marketing concepts and recent trends and bases of segmentation.
2. To understand the product life cycle, new product development and product policy.
3. To analyse the pricing policies and compare the various promotional forms.
4. To analyse the distribution channels and examine the factors determining channel selection.
5. To apply digital skills in marketing through website designing.

UNIT I: INTRODUCTION TO MARKETING

15 HRS

1.1 Marketing: Meaning, Importance and Functions of Marketing, Marketing mix – Marketing environment: Micro and Macro environment

1.2 Recent trends in Marketing – Customer driven marketing strategy - Market segmentation: Bases

Extra Reading / Keywords: *Unique selling point, Value proposition.*

UNIT II: PRODUCT

15 HRS

2.1 Product Concept - Product classifications - Major product decisions: Product line decisions - Product mix decisions

2.2 Product attributes – Branding, Packaging and Labelling

2.3 New product development – Product life cycle.

Extra Reading / Keywords: *Innovation in product development, Co-branding.*

UNIT III: PRICING AND PROMOTION

15 HRS

3.1 Pricing: Pricing objectives - Factors influencing pricing - Pricing strategies.

3.2 Promotion: Promotion Mix - Advertising, Sales promotion, Personal selling and Public relations.

Extra Reading / Keywords: *Pricing of consumer goods, Promotional activities for products in the market.*

UNIT IV: CHANNELS OF DISTRIBUTION **15 HRS**

4.1 Channels of Distribution - Channel Functions - Factors influencing Channel Decisions.

4.2 Middlemen: Wholesalers – Retailers.

4.3 Selection of marketing channels - Direct and Indirect Marketing Channels.

Extra Reading / Keywords: *Logistics and Supply chain management.*

UNIT V: DIGITAL SKILLS IN MARKETING **15 HRS**

5.1 Define a Target Group - Creating Web Sites

5.2 Writing the SEO content - SEO Optimisation Tools and Techniques of Search Engine Optimisation

5.3 Google Ad Words.

Extra Reading / Keywords: *On line business applications*

Note: Texts given in the Extra Reading /Keywords must be tested only through assignment and seminar.

TEXT BOOKS

1. Rajan Nair, (2018) *Marketing*, New Delhi: Sultan Chand and Sons.
2. Pillai & Bhagavathi (2018) *Modern Marketing*, New Delhi: Sultan Chand and Sons.

SUGGESTED READINGS

1. Philip Kotler, (2016) *Marketing: An Introduction*, New York: Prentice Hall, Englewood Cliffs.
2. Kotler Philip & Armstrong Gary, (2017) *Principles of Marketing*, New Delhi: Prentice Hall of India.
3. Ryan, D. (2020). *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*, Kogan Page Limited.
4. Pulizzi, J. (2013) *Epic Content Marketing*, McGraw Hill Education.

WEB REFERENCES

1. [https://studentzone-ngasce.nmims.edu > content >](https://studentzone-ngasce.nmims.edu/content)
2. <https://www.studocu.com/>
3. <https://cdn2.hubspot.net/>

Note: Learners are advised to use latest edition of books.

COURSE OUTCOMES

The learners

CO No.	Course Outcomes	Cognitive Level
CO-1	Recall the marketing concepts and philosophies with the environmental conditions affecting marketing decisions of a firm.	K1
CO-2	Identify the recent trends in marketing, elements of marketing mix and frame Google Ad Words	K2

CO-3	Exhibit the skills selecting various marketing strategies in promotion mix and marketing channels	K3
CO-4	Categorise and compare various search engine optimization tools and techniques and examine Google Ad Word's relevant for different target groups.	K4

(K1 - Remember; K2 - Understand; K3 – Apply; K4 – Analyse)

PO – CO MAPPING

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	H	L	L	H	L	M	H	H	H
CO 2	H	L	L	H	L	M	H	H	H
CO 3	H	L	L	H	L	M	H	H	H
CO 4	H	L	L	H	L	M	H	H	H

PSO – CO MAPPING

CO/PSO	PSO 1	PSO 2	PSO 3
CO 1	H	L	M
CO 2	H	L	M
CO 3	H	L	M
CO 4	H	L	M

Course Title	MAJOR CORE 3 - FUNDAMENTALS OF GENERAL AND HEALTH INSURANCE
Code	U22BV2MCT03
Course type	Theory
Semester	II
Hours/Week	5
Credits	4
Marks	100

CONSPECTUS

This course enables the students to understand the fundamentals of general and health insurance and its legislations.

COURSE OBJECTIVES

1. To understand the functions, role of insurance and Risk management techniques.
2. To analyse the role of insurance in providing customer service.
3. To analyse the different types of general insurance.
4. To analyse the health insurance products and its Documentation
5. To understand the insurance legislations and apply the KYC norms.

UNIT – I INTRODUCTION

15 hours

- 1.1 Insurance – Meaning - Functions – need for insurance.
- 1.2 Legal principles of an insurance Contract – Types of insurance – Role and importance of Insurance.
- 1.3 Risk management techniques.

Extra Reading/Keywords: *risk management, savings*

UNIT – II CUSTOMER SERVICE AND GRIEVANCE REDRESSAL

15 hours

- 2.1 Customer service – quality of service – insurance agent’s role in providing customer service.
- 2.2 Grievance redressal.
- 2.3 Communication skills – ethical behaviour.

Extra Reading/Keywords: *Grievance redressal*

UNIT – III GENERAL INSURANCE

15 hours

- 3.1 Fire Insurance Definition – Nature of fire insurance contract – kinds of fire insurance policies – tariff rates – methods of reinsurance.
- 3.2 Motor insurance – kinds – procedure for insurance; Personal accident – features – coverage.
- 3.3 Marine Insurance - Cargo Insurance – Freight Insurance – Documents of Marine insurance – Elements of Marine insurance contract - Total & Partial Loss.

Extra Reading/Keywords: *Reinsurance*

UNIT – IV HEALTH INSURANCE

15 hours

- 4.1 Meaning – healthcare – factors affecting the health systems in India.
- 4.2 Health insurance products.

4.3 Documentation – proposal – Policy document – premium receipt.

Extra Reading/Keywords: *Credit worthiness, Physical hazards*

UNIT – V INSURANCE LEGISLATION

15 hours

5.1 Insurance Act, 1938 – capital – registration – returns – licensing - duties & powers of controller of insurance.

5.2 Insurance Regulatory and Development Authority Act, 1999 – Framework – Duties, powers, and functions of Authority - Power of Central Government to issued directions & to supersede Authority.

5.3 Know Your Customer (KYC) Norms.

Extra Reading/Keywords: *Unexpired risk reserve, Dispute Resolution Mechanism*

Note: Texts given in the extra reading/key words must be tested only through assignment and seminars.

TEXT BOOKS

1. M.N. Mishra and Dr. S.B. Mishra, (2016) *Insurance principles and practice*, S.Chand and co., Ltd, New Delhi.
2. Insurance Institute of India - IC 38 Corporate Agents

SUGGESTED READINGS

1. Insurance Institute of India - IC 32- Practice of General Insurance
2. Insurance Institute of India - IC 34 - General Insurance
3. Insurance Institute of India - IC 27 - Health Insurance
4. Dr.P. Periasamy, (2017) *Principles and Practice of Insurance*, Himalaya Publishing House, Mumbai.
5. Pal, Karam, Bodla, B.S. and Garg, M.C. (2017) *Insurance Management - Principles and Practices*, Jain Book Agency.

WEB REFERENCES

1. <https://www.dripcapital.com/en-in/resources/blog/marine-insurance-meaning-types-benefits>
2. <https://www.irdai.gov.in/ADMINCMS/cms/Uploadedfiles/54.SFSP%20-%20Policy%20Wording.pdf>
3. <https://www.iii.org/publications/insurance-handbook/regulatory-and-financial-environment/reinsurance>
4. https://udrc.lkouniv.ac.in/Content/DepartmentContent/SM_7ac7a5a6-29fb-41dd-bb97-a852241de68e_30.pdf
5. <https://indiafreenotes.com/insurance-meaning-and-basic-nature-of-insurance/#:~:text=Insurance%20is%20contract%20between%20two,an%20uncertain%20event%20like%20DEATH>

Note: Learners are advised to use latest edition of books.

COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level
CO-1	Recall the basic concepts of general, health insurance, Customer service and Insurance Act;	K1
CO-2	Illustrate the role and importance of Insurance, Grievance redressal mechanism, kinds of general and health insurance its products and Insurance Regulatory and Development Authority Act;	K2
CO-3	Apply the principles of an insurance Contract, ethical behaviour as agent, procedure for general and health insurance, premium calculation and KYC Norms;	K3
CO-4	Analyse the Risk management techniques, quality of customer service, methods of reinsurance, underwriting of Documents and Duties and powers insurance Authorities;	K4

(K1- Remember; K2- Understand; K3 – Apply; K4 – Analyse; K5- Evaluate; K6 – Create)

PO – CO MAPPING

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	H	L	L	M	L	L	L	M	H
CO 2	H	L	L	M	L	L	L	M	H
CO 3	H	L	L	M	L	L	L	M	H
CO 4	H	L	L	M	L	L	L	M	H

PSO – CO MAPPING

CO/PSO	PSO 1	PSO 2	PSO 3
CO 1	L	H	H
CO 2	L	H	H
CO 3	L	H	H
CO 4	L	H	H

Course Title	MAJOR CORE 4 - INDIAN FINANCIAL SYSTEM
Code	U22BV2MCT04
Course type	Theory
Semester	II
Hours/Week	5
Credits	4
Marks	100

CONSPECTUS

To expose the students to various concepts in the Indian Financial System

COURSE OBJECTIVES

1. To understand the functions and structure of the Indian Financial System
2. To remember the functions of the various kinds of financial institutions
3. To remember the functions of the financial markets.
4. To analyse the different types of financial instruments
5. To understand the functions and importance of the regulatory authorities

UNIT-I FINANCIAL SYSTEM

15 Hours

1.1 Introduction – Meaning, Functions of Financial System

1.2 Financial Markets, Financial Institutions, Financial Instruments and Financial Services

1.3 Structure of the Indian Financial System - Indian financial system and the economy - Financial Sector reforms - Raghuram Rajan Committee.

Extra Reading/Keywords: *Financial intermediaries in India.*

UNIT –II FINANCIAL INSTITUTIONS

15 Hours

2.1 Evolution, Objectives and Functions of IDBI, SFCs, SIDCs, IFCI, ICICI, SIDBI, EXIM BANK, NABARD

2.2 Functions of Scheduled Commercial banks.

2.3 Functions - Non-banking Financial Institutions - Investment banks – Cooperative banks.

Extra Reading/Keywords: *Life Insurance companies in India.*

UNIT – III FINANCIAL MARKETS

15 Hours

3.1 Classification of Financial Markets - The Money market: Components of Money Market- Functions – Significance.

3.2 The Capital market: Components of Capital Market - Primary Capital market and Secondary Capital market

3.3 Stock Exchanges in India - BSE, NSE, OTCEI - Stock Market Index – Commodities Market in India.

Extra Reading/Keywords: *Capital market's impact on Indian economy.*

UNIT – IV FINANCIAL INSTRUMENTS

15 Hours

4.1 Money market instruments: Call money - Treasury Bills - Commercial Bills - Commercial Papers - Certificate of Deposits - Repo instruments

4.2 Gilt Edged Securities – Dematerialization - Capital Market instruments: Shares – Debentures – Bonds

4.3 Warrants and Convertibles, ADRs and GDRs, Derivatives- Options and Futures.

Extra Reading/Keywords: *Current developments in Money market and Capital market*

UNIT – V FINANCIAL REGULATION

15 Hours

5.1 The Reserve Bank of India: Objectives – Organisation - Functions & Role of RBI in the development of the Indian Financial System.

5.2 The Securities and Exchange Board of India: Management - Powers and Functions of SEBI - Regulation and Supervision of Securities market – Investor Protection measures –

5.3 Insurance Regulatory and Development Authority (IRDA) - The Pension Fund Regulatory and Development Authority (PFRDA) - Prevention of Monetary Laundering (PML) Objectives – Role, Functions and measures.

Extra Reading/Keywords: *Problems of Non-Performing Assets and other challenges for regulators.*

Note: Texts given in the extra reading/key words must be tested only through assignment and seminars.

TEXT BOOK

Gordon E & Natarajan K. (2016) Financial Markets & Services, Himalaya publishing House, New Delhi.

SUGGESTED READINGS

1. Bharati V Pathak, (2014) Indian Financial System, Pearson Publications.
2. Machiraju H R, (2010) Indian Financial System, Vikas Publishing House, New Delhi.
3. Khan M Y, (2019) Indian Financial System, Tata McGraw Hill Education Private Limited, New Delhi.
4. Santhanam B., (2017) Financial Services, Margham Publications, Chennai.
5. Gurusamy S., (2018) Financial Markets & Institutions, 2nd Edition, Tata McGraw Hill Education Private Limited, New Delhi.

WEB REFERENCES

1. https://en.wikipedia.org/wiki/Financial_market#:~:text=A%20financial%20market%20is%20a,th e%20financial%20markets%20as%20commodities.
2. <https://www.investopedia.com/terms/f/financial-market.asp>
3. <https://www.moneycontrol.com/mutual-funds/performance-tracker/returns/money-market-fund.html>
4. <https://scripbox.com/mf/money-market-instruments/>
5. <https://www.investopedia.com/terms/c/capitalmarkets.asp>
6. <https://cleartax.in/s/sebi>

Note: Learners are advised to use latest edition of books.

COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level
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CO-1	Describe the components of financial systems, Classification of Financial Markets, Money market instruments and Functions of RBI and SEBI;	K1
CO-2	Outline the functions of different components of financial markets and regulations proposed by regulatory authorities of financial markets;	K2
CO-3	Identify the nature and applicability of different types of financial instruments;	K3
CO-4	Analyse the financial Instruments, Components of Capital Market and its instruments and role of Prevention of Monetary Laundering (PML).	K4

(K1- Remember; K2- Understand; K3 – Apply; K4 – Analyse; K5- Evaluate; K6 – Create)

PO – CO MAPPING

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	H	L	L	L	L	M	M	L	H
CO 2	H	L	L	L	L	M	M	L	H
CO 3	H	L	L	L	L	M	M	L	H
CO 4	H	L	L	L	L	M	M	L	H

PSO – CO MAPPING

CO/PSO	PSO 1	PSO 2	PSO 3
CO 1	H	L	H
CO 2	H	L	H
CO 3	H	L	H
CO 4	H	L	H

Course Title	MAJOR CORE 5 - BANKING THEORY LAW AND PRACTICE
Code	U22BV2MCT05
Course type	Theory
Semester	II
Hours/Week	4
Credits	3
Marks	100

CONSPECTUS

This course aims at providing an understanding of banking law and practices and the recent trends in banking.

COURSE OBJECTIVES

1. To understand the functions of commercial banks, RBI, its organization, functions and methods of credit control.
2. To analyze the relationship between banker and customer and various types of bank accounts.
3. To understand negotiable Instruments, cheques and statutory protection to paying banker and collecting banker.
4. To analyze the procedure and policies adopted by banks to provide loans and advances to customers.
5. To understand the recent trends in banking and Indian financial network.

UNIT- I INTRODUCTION TO BANKING

12 Hours

1.1 Commercial Banks - Functions - Credit creation

1.2 Reserve Bank of India - Organisation and functions - Methods of credit control.

1.3 Business of Banking Companies- Control over Management- Prohibition of certain activities in relation to Banking Companies.

Extra Reading/Keywords: *History of Banking*

UNIT - II BANKER AND CUSTOMER RELATIONSHIP

12 Hours 2.1

Banker and Customer relationship - Special features.

2.2 Different types of accounts - Opening and closing of accounts - Forms used in the operation of bank account.

2.3 Cheque book, Passbook, Mistakes in the passbook.

2.4 Types of account holders.

Extra Reading/Keywords: *Relationship banking strategy*

UNIT- III NEGOTIABLE INSTRUMENTS

12 Hours 3.1

Negotiable instruments - Definition - Cheque - Features - Holder and holder in due course - Payment in due course.

3.2 Crossing - Different types. Endorsements - Different kinds.

3.3 Paying banker - Material alteration - Refusal of payment by banks - Statutory protection to the paying banker. Collecting banker - Statutory protection.

Extra Reading/Keywords: *Securitization, Remittance services*

UNIT - IV LOANS AND ADVANCES

12 Hours 4.1

Loans and Advances - Principles of good lending - Credit worthiness of borrowers.

4.2 Modes of securing advances - Lien, Pledge, Mortgage and Hypothecation.

4.3 Advances against different types of securities - Goods, Documents of title to goods, Life Insurance Policies, FDR, Government Securities.

Extra Reading/Keywords: *Loan syndication, bancassurance*

UNIT - V RECENT TRENDS IN BANKING

12 Hours

5.1 E-Banking – Internet Banking – Telephone Banking – Mobile Banking – ATMs.

5.2 Cash Machine – Electronic Money - Electronic Fund Transfer System (EFT) – RTGS, NEFT, MICR, KYC norms, Clearing house.

5.3 Indian Financial Network – Customer Grievances Redressal and Ombudsman.

Extra Reading/Keywords: *Core banking, Control mechanism*

Note: Texts given in the extra reading/key words must be tested only through assignment and seminars.

TEXT BOOK

1. Varshney P.N., and Sundharam K.P.M. (2016), Banking Theory Law and Practice; Sultan Chand Sons; New Delhi.

SUGGESTED REFERENCES

1. Tannan. M.L., (2017) - Banking Law and Practice in India, 27th edition, Indian Law House, New Delhi.
2. Radhasamy and Vasudevan, (2003) A Text Book of Banking, Sultan Chand & Sons, New Delhi.
3. E. Gordon and K. Natarajan, (2021)-Banking Theory Law and Practice, Himalayas Publishing House, New Delhi.
4. S. N. Maheswari and S. K. Maheswari, (2014), Banking Law and Practice – Kalyani Publishers, Ansari Rd, Daryaganj, New Delhi 110002.
5. Dr. O.P. Gupta and Santosh Kumari Gupta, (2019) Banking Law and Practice in India, Sahitya Bhawan Publications, Khandari, Agra, Uttar Pradesh - 282002.
6. Agarwal, O.P, (2019), Modern Banking of IndiaS, Himalaya Publications, Mumbai.
7. Panikar, KK (2015) Banking –Theory System, S.Chand & Co., New Delhi.

WEB REFERENCES

1. Reserve Bank of India - https://rbidocs.rbi.org.in/rdocs/Publications/PDFs/RBIAM_230609.pdf.
2. Banking Law and Practice: <https://www.icsi.edu/media/webmodules/publications/9.1%20Banking%20Law%20-Professional.pdf>.
3. Indian Institute of Banking and Finance – <https://www.yumpu.com/user/iibf.org.in>
4. KLE Law Academy – <https://www.gklawcollege.com/wp-content/themes/gklaw-theme/downloads/library/studymaterials/1banking-law.pdf>.

5. Symbiosis Law School, Hyderabad –
<https://www.slsh.edu.in/cbf>.

Note: Learners are advised to use latest edition of books.

COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level
CO-1	Recall the basic concepts in banking, its functions, roles and all the major banking activities.	K1
CO-2	Explain the general and special relationship between banker and customer, framework of negotiable instruments used in banking and modes of securing advances.	K2
CO-3	Apply the banking laws and its operations in day-to-day banking transactions.	K3
CO-4	Analyze the banking activities in relation to various banking regulations.	K4

(K1- Remember; K2- Understand; K3 – Apply; K4 – Analyse; K5- Evaluate; K6 – Create)

PO – CO MAPPING

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	H	L	L	L	L	L	H	L	H
CO 2	H	L	L	L	L	L	H	L	H
CO 3	H	L	L	L	L	L	H	L	H
CO 4	H	L	L	L	L	L	H	L	H

PSO – CO MAPPING

CO/PSO	PSO 1	PSO 2	PSO 3
CO 1	H	L	H
CO 2	H	L	H
CO 3	H	L	H
CO 4	H	L	H

Course Title	ALLIED 3 – BUSINESS LAW
Code	U22BV2ALT01
Course type	Theory
Semester	II
Hours/Week	4
Credits	2
Marks	100

CONSPECTUS

The objective of the course is to provide an understanding of the fundamental provisions of Indian Contract Act, Sale of Goods Act and Limited Liability Partnership Act. The course provides the students necessary analytical skills to solve issues arising in real life situations relating to the Indian Contract Act, Sale of Goods Act and The Limited Liability Partnership Act.

COURSE OBJECTIVES

1. To understand the essentials of a contract and the provisions regarding offer, acceptance, consideration and capacity to contract.
2. To understand the provisions regarding free consent, legality of object, void agreements and contingent contracts.
3. To understand the provisions regarding performance and discharge of contract, remedies for breach of contract and special kinds of contracts.
4. To analyse the laws relating to Contract of Agency, Limited Liability Partnership and Right to Information Act.
5. To understand the provisions of Sale of Goods Act, 1930.

UNIT – I INTRODUCTION TO CONTRACT

12 Hours

- 1.1 Law of contract - Nature and types of contract
- 1.2 Essentials of a valid contract - Offer and Acceptance
- 1.3 Consideration - Capacity to contract.

Extra Reading/Keywords: *Aleatory contract*

UNIT – II ELEMENTS OF VALID CONTRACT

12 Hours

- 2.1 Free consent - Coercion - Undue influence - Misrepresentation - Fraud - Mistake
- 2.2 Legality of object
- 2.3 Void agreements - Wagering agreement and Contingent contract.

Extra Reading/Keywords: *Case studies relating to agreements opposed to public policy*

UNIT – III PERFORMANCE OF CONTRACT AND SPECIAL CONTRACTS **12 Hours**

- 3.1 Performance of contract - Discharge of contract - Remedies for breach of contract
- 3.2 Quasi contract - Indemnity and Guarantee
- 3.3 Bailment and Pledge.

Extra Reading/Keywords: *Any three recent case studies on Breach of Contract*

UNIT – IV CONTRACT OF AGENCY AND LLP

12 Hours

- 4.1 Contract of Agency - Kinds - Duties - Authority of agent - Relation with third parties
- 4.2 Liabilities of parties under contract of agency - Termination of agency - Irrevocable agency.
- 4.3 The Limited Liability Partnership (LLP) Act, 2008 – Limited Liability Partnership - Salient features of LLP - Differences between LLP and partnership - LLP vs Company. Right to Information Act: Features – Objectives - Significance.

Extra Reading/Keywords: *Case laws relating to LLP in India, Cyber laws in India*

UNIT – V SALE OF GOODS ACT, 1930

12 Hours

- 5.1 Sale of Goods Act, 1930 with amendments – Sale and agreement to sell
- 5.2 Conditions and warranties – Passing of property
- 5.3 Performance – Remedies for breach – Rights of an unpaid seller.

Extra Reading/Keywords: *Auction sale*

Note: Texts given in the extra reading/key words must be tested only through assignment and seminars.

TEXT BOOK

Kapoor N.D. (2017), Business Law, Sultan Chand & Sons, New Delhi

SUGGESTED READINGS

1. Kuchhal M.C., Vivek Kuchhal. (2018), Mercantile Law, New Delhi: Vikas Publishing House.
2. [Gulshan S.S., Kapoor G. K.](#) (2018), Business Law Including Company Law, New Delhi: New Age International Publishers
3. T.R.Desai (2016), Law relating to Tenders and Government contracts, New Delhi, Universal Law Publishing Company.

WEB REFERENCES

1. <https://legislative.gov.in>
2. www.mca.gov.in
3. <https://rti.gov.in>
4. <https://icmai.in>
5. <https://www.icai.org>

Note: Learners are advised to use latest edition of books.

COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level
CO-1	Recall the basic definitions in Indian Contract Act, Sale of Goods Act, LLP Act and RTI Act;	K1

CO-2	Explain the provisions relating to essentials of a valid contract, sale of goods, RTI and LLP;	K2
CO-3	Apply the provisions relating to Indian Contract Act, Sale of Goods Act and RTI Act to solve problems in real life situations;	K3
CO-4	Examine the issues relating to contracts and right to information.	K4

(K1- Remember; K2- Understand; K3 – Apply; K4 – Analyse; K5- Evaluate; K6 – Create)

PO – CO MAPPING

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	H	L	L	M	L	L	H	M	H
CO 2	H	L	L	M	L	L	H	M	H
CO 3	H	L	L	M	L	L	H	M	H
CO 4	H	L	L	M	L	L	H	M	H

PSO – CO MAPPING

CO/PSO	PSO 1	PSO 2	PSO 3
CO 1	M	L	H
CO 2	M	L	H
CO 3	M	L	H
CO 4	M	L	H

Course Title	INDUSTRIAL RELATIONS - BASICS OF INVESTMENTS
Code	U22BV2IRT01
Course type	Theory
Semester	II
Hours/Week	1
Credits	1
Marks	100

CONSPECTUS

To expose the students on various investment alternatives.

COURSE OBJECTIVES

1. To understand different investment activities.
2. To understand bank and post office deposits.
3. To understand various types of mutual funds.
4. To understand various Life Insurance Policy.
5. To understand the basics of financial and non-financial investments.

UNIT I - INTRODUCTION TO INVESTMENTS

3 Hours

Investments - Savings Vs Investments – Importance of savings and investments – Objectives of investments - Investment alternatives - Financial Vs Non-financial assets.

Extra Reading/Keywords: *IRA, CD and money market accounts*

UNIT II – BANK & POST OFFICE DEPOSITS AND CERTIFICATES

3 Hours

Introduction to Bank Deposits, Types of Deposit Accounts, Common guidelines of opening and operating accounts, deposit related services, Deposit services offered to Non-Resident Indians– Post office Investment Savings schemes – Advantages

Extra Reading/Keywords: *Sukanya Samriddhi Accounts, Senior Citizen Savings Scheme*

UNIT III - MUTUAL FUNDS

3 Hours

New fund offer's & procedure for investing in NFO; Investors rights and obligations. Types of funds –Open ended schemes- Close ended funds –growth fund, Income fund, Tax saving schemes, Index schemes and Balanced schemes - diversified large cap funds, midcap funds.

Extra Reading/Keywords: *Thematic and Arbitrage funds*

UNIT IV –LIFE INSURANCE AND PROVIDENT FUND SCHEMES

3 Hours

Type of life insurance policy- Endowment policy -Term policy- Whole life policy -Money back policy- ULIPs- Kinds of provident funds - Statutory Provident Fund, Recognized Provident Fund, and Unrecognized Provident Fund. Equity Linked Savings Schemes (ELSSs) - Pension Plan

Extra Reading/Keywords: *Market linked investment plans, Retirement planning investment options*

UNIT V –REAL ASSETS AND CORPORATE SECURITIES

3 Hours

Investments in Real estate – E-Real estate- E-gold – Commodities- Shares- Debentures – Bonds – Derivatives.

Extra Reading/Keywords: *Collectables, equity crowd funding*

Note: Texts given in the Extra reading/ Key words must be tested only through Assignment and Seminars

TEXT BOOKS

1. Punithavathi Pandian, (2018), Security Analysis and Portfolio Management, Vikas Publishing House Pvt Ltd, New Delhi.
2. Preethi Singh ,(2018), Investment Management ,Himalaya Publishing House, New Delhi.

SUGGESTED READINGS

1. Natarajan L, (2018), Investment Management, Security Analysis and Portfolio management, Margham Publications, Chennai.
2. Avadhani VA, (2018), Investment and Securities Market in India, Himalaya Publishing House, Mumbai.
3. Bhalla VK, (2018), Investment Management, Security Analysis and Portfolio Management, S.Chand and Company Ltd, New Delhi.
4. Prasanna Chandra, (2018), Investment Analysis and Portfolio Management, Tata McGraw-Hill Publishing Company Limited, New Delhi.
5. Graham and Dodd, (2018), Investment, Tata McGraw - Hill Publishing Company Limited, New Delhi.

WEB REFERENCES

1. <https://www.investopedia.com/terms/m/mutualfund.asp>
2. <https://www.geektonight.com/investment-management-pdf/>
3. http://www.aurobindo.du.ac.in/uploads/pdf/1585999470_Mutual_funds_.pdf

Note: Learners are advised to use latest edition of books.

COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level
CO-1	Describe the various investment alternatives.	K1
CO-2	Explain the guidelines for investing in financial and non-financial assets.	K2
CO-3	Illustrate the procedure for investment in various deposits	K3
CO-4	Analyze the different types of mutual funds and various deposit schemes available for an investment.	K4

(K1- Remember; K2- Understand; K3 – Apply; K4 – Analyse; K5- Evaluate; K6 – Create)

PO – CO MAPPING

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO -1	H	M	L	M	L	L	L	M	H
CO -2	H	M	L	M	L	L	L	M	H
CO -3	H	M	L	M	L	L	L	M	H

PSO – CO MAPPING

CO/PSO	PSO 1	PSO 2	PSO 3
CO -1	H	M	H
CO -2	H	M	H
CO -3	H	M	H

For Candidates admitted in the academic year 2022-23

Course Title	MAJOR CORE 6 – FINANCIAL MARKETS AND SERVICES
Code	U22BV3MCT06
Course type	Theory
Semester	III
Hours/Week	5
Credits	4
Marks	100

CONSPECTUS

The course aims to equip the learners with the basics of financial markets and services and its various dimensions, evaluation and benefits to the economy.

COURSE OBJECTIVES

1. To understand the features and importance of financial system.
2. To analyse the functions of the primary market and the secondary market.
3. To analyse the features and importance of financial services and merchant banking.
4. To analyse the functions and importance of venture capital, factoring and forfaiting
5. To understand the process of securitisation, kinds of mutual funds and the functions of credit rating agencies.

UNIT- I THE FINANCIAL SYSTEM

15 Hours

- 1.1 Functions of the Financial System – Development of financial institutions in India – Structure of financial markets in India.
- 1.2 Money Market – Composition of money market – Discount and Finance House of India (DFHI)
- 1.3 Capital Market - Composition of capital market

Extra Reading /Keywords: *Nationalisation of Banks, Development Banks*

UNIT- II SECURITIES MARKET IN INDIA

15 Hours

- 2.1 New Issue Market — Functions of new issue market – Methods of floating new issues
- 2.2 The Secondary Market – Relationship between primary market and secondary market- Functions of stock exchanges – Various stages in trading in stock exchange – NSE - BSE.
- 2.3 The Securities and Exchange Board of India (SEBI) – SEBI guidelines regarding investors' protection – Depository system.

Extra Reading /Keywords: *Spot Market, Derivatives Market, Commodities Market.*

UNIT- III INTRODUCTION TO FINANCIAL SERVICES AND MERCHANT BANKING

15 Hours

- 3.1 Financial Services: Meaning – Features – Importance
- 3.2 New Financial Products and Services – Innovative financial instruments – Challenges faced by financial services.

3.3 Merchant Banking: Origin - Development of merchant banking in India – Importance - Categories – Services - Default and Penalty.

Extra Reading /Keywords: *Case Studies of Companies that are rendering the merchant banking services in India.*

UNIT- IV VENTURE CAPITAL, FACTORING AND FORFAITING . 15 Hours

4.1 Venture Capital financing: Meaning – Features – Stages of financing – Redemption - Venture capital in India.

4.2 Factoring: Meaning – Modus operandi - Types - Functions – Benefits – Factoring in India.

4.3 Forfaiting: Definition – Modus operandi – Benefits - Factoring vs Forfaiting.

Extra Reading /Keywords: *Case Studies of Companies engaged in factoring services in India.*

UNIT- V SECURITISATION OF DEBT, MUTUAL FUNDS AND CREDIT RATING AGENCIES 15 Hours

5.1 Securitisation: Meaning - Securitisation Process – Merits – Securitisable assets – Types of securities – Conditions for successful securitisation.

5.2 Mutual fund: Meaning – Objectives – Types – Merits – Shortcomings

5.3 Credit Rating Agencies: Meaning - Functions – Credit rating agencies in India, CRISIL, ICRA, CARE and Credit Rating Symbols.

Extra Reading /Keywords: *Performance of different mutual fund companies in India*

Note: Texts given in the Extra Reading /Keywords must be tested only through assignment and seminar.

TEXT BOOKS

1. Gordon and Natarajan (2018): *Financial Markets and Services*, Himalaya Publishing House.
2. Gurusamy S, *Financial Services* (2018), Tata McGraw Hill Education Pvt. Ltd.

SUGGESTED READINGS

1. Machiraju H.R (2018) *Indian Financial System*, Delhi: Vikas Publishing House.
2. Chandler M.V. and Gold Feld .S. M. (2018), *Economics of Money and Banking*, New York: Harper and Row.
3. Shashi and Gupta (2018), *Financial Services*, Kalyani Publishers, 3rd Edition.
4. Bharathi V Pathak (2018), *Indian Financial System*, Pearson Education, 5th Edition.
5. Bhole L.M. (2019) *Financial Institution and Market: Structure, Growth and Innovation*, McGraw Hill Education, 6th edition.

WEB REFERENCES

1. http://tumkuruniversity.ac.in/oc_ug/comm/notes/FINANCIALMARKETANDSERVICES.pdf
2. <https://thenewcollege.edu.in/pdf/econtent/20211217091025MBFS%20NOTES.pdf>
3. <https://www.adb.org/sites/default/files/publication/379076/securitization-india-infrastructure.pdf>

Note: Learners are advised to use latest edition of books.

COURSE OUTCOMES

The learners

CO No.	Course Outcomes	Cognitive Level
CO-1	Explain the features and various constituents of the financial system.	K1
CO-2	Illustrate the importance of the various financial services.	K2
CO-3	Identify the various functions of merchant banking, venture capital, factoring, forfaiting and securitization in the financial system.	K3
CO-4	Examine the various kinds of mutual funds and the services of credit rating agencies and other innovative financial services in the financial markets	K4
CO-5	Appraise the various financial instruments available in the stock market.	K5

(K1- Remember; K2- Understand; K3 – Apply; K4 – Analyse; K5 - Evaluate)

PO – CO MAPPING

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	H	H	M	H	M	L	H	M	H
CO 2	H	H	M	H	M	L	H	M	H
CO 3	M	M	M	H	M	L	H	M	H
CO 4	H	H	M	H	M	L	H	M	H
CO 5	H	H	M	H	M	L	H	M	H

PSO – CO MAPPING

CO/PSO	PSO 1	PSO 2	PSO 3
CO 1	H	H	M
CO 2	H	H	H
CO 3	H	H	H
CO 4	H	H	H
CO 5	H	H	H

For Candidates admitted in the academic year 2022-23

Course Title	MAJOR CORE 7 – BUSINESS ENVIRONMENT
Code	U22BV3MCT07
Course type	Theory
Semester	III
Hours/Week	5
Credits	4
Marks	100

CONSPECTUS

To provide an overview of business environment and the elements of global business environment and its implications.

COURSE OBJECTIVES

1. To understand the concepts of business environment, environment analysis and strategic management.
2. To understand the concepts of economic environment that influence the business.
3. To analyse the policies of the government which influence the business.
4. To analyse the social and cultural environment of the business.
5. To understand the philosophies of global approaches to manage a business successfully in a global environment.

UNIT I: BUSINESS ENVIRONMENT - AN OVERVIEW

15 Hours

- 1.1. Business: Definition - Nature and Scope of business.
- 1.2. Business Environment: Definition - Nature and Significance - Types - PESTLE analysis.
- 1.3. Environmental Analysis and Strategic Management Process – Importance, Limitations and Approaches to Environmental Analysis.

Extra Reading/ Keywords: *e business, e business environment.*

UNIT II: ECONOMIC ENVIRONMENT

15 Hours

- 2.1. Brief history of Planning in India – Five Year Plans in India.
- 2.2. Finance Commission, NITI Aayog - Finances of the Union and the State Governments.
- 2.3. Economic Parameters – Description of Indices: Corruption Perception Index, Micro Economic Competitiveness Index and Technology Index.

Extra Reading/ Keywords: *Knowledge based economy, e budgets.*

UNIT III: POLITICAL ENVIRONMENT

15 Hours

- 3.1. Constitutional Environment: Features – Fundamental Rights and Duties, Provisions of Indian Constitution pertaining to business.
- 3.2. Political Environment: Government policies and business - Impact, importance and responsibilities of government towards business.
- 3.3. Government intervention in business - Environment Protection Act, 1986 and Competition Act, 2002.

Extra Reading/ Keywords: *e EPA, Intellectual Property Management.*

UNIT IV: SOCIAL AND CULTURAL ENVIRONMENT

15 Hours

- 4.1. Society: Elements – Types - Characteristics and its impact on business.
- 4.2. Culture: Concepts - Features – Elements - Functions, Traits and Effects of social and cultural environment on business. Foreign culture – Impact of foreign culture on business.
- 4.3. Business Ethics – Social responsibilities of business towards different groups.

Extra Reading/ Keywords: *e Business Ethics, e Business Culture.*

UNIT V: GLOBAL ENVIRONMENT

15 Hours

- 5.1. Globalisation: Definition - Process- Pre-requisites of globalisation - Strategies for globalisation - Role of various forms of foreign capital.
- 5.2. Functions of WTO and GATT – Trading blocks in globalisation.
- 5.3. Impact of globalisation on Indian business- Merits and Demerits of globalisation.

Extra Reading/ Keywords: *Global outsourcing, Global corporate governance practices.*

Note: Texts given in the Extra Reading/Keywords must be tested only through assignment and seminar.

TEXT BOOK

Gupta C. B (2018). *Business Environment*, Sultan Chand and Sons, New Delhi.

SUGGESTED READINGS

1. Aswathappa K. (2019), *Essentials of Business Environment*, Himalaya Publishing House, New Delhi.
2. Balaji.C.D (2017), *Business Environment*, Margham Publication, Chennai.
3. Francis Cherunilam, (2019). *Business Environment – Text and Cases*, Himalaya Publishing House, New Delhi.
4. Sankaran. S. (2017), *Business Environment – 3rd ed*, Margham Publication, Chennai.
5. Justin Paul (2018), *Business Environment*, McGraw Hill Education, New Delhi.

WEB REFERENCES

1. [www. https://www.niti.gov.in](https://www.niti.gov.in)
2. [www. https://iimm.org/wp-content/uploads/2019/04/IIMM_BE_Book.pdf](https://iimm.org/wp-content/uploads/2019/04/IIMM_BE_Book.pdf)
3. [www. https://ximb.edu.in](https://ximb.edu.in)

Note: Learners are advised to use latest edition of books.

COURSE OUTCOMES

The learners

CO No.	Course Outcomes	Cognitive Level
CO-1	Recall the concepts of business environment and various factors that influence the environment.	K1

CO-2	Describe the elements of economic, political, cultural, social and global environment of the business.	K2
CO-3	Apply the regulations related to economic, legal, political and global environment of business.	K3
CO-4	Analyse the impact of environmental factors on business.	K4
CO-5	Evaluate various strategies to manage a business successfully in economic, political, social and global environment.	K5

(K1- Remember; K2- Understand; K3 – Apply; K4 – Analyse; K5- Evaluate)

PO – CO MAPPING

O/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	H	L	M	H	H	M	H	H	L
CO 2	H	L	M	H	H	M	H	H	L
CO 3	H	L	M	H	H	M	H	H	L
CO 4	H	L	M	H	H	M	H	H	L
CO 5	H	L	M	H	H	M	H	H	L

PSO – CO MAPPING

CO/PO	PSO 1	PSO 2	PSO 3
CO 1	M	L	H
CO 2	M	L	H
CO 3	M	L	H
CO 4	M	L	H
CO 5	M	L	H

For Candidates admitted in the academic year 2022-23

Course Title	MAJOR ELECTIVE - HUMAN RESOURCES MANAGEMENT
Code	U22BV3MET01
Course Type	Theory
Semester	III
Hours/Week	4
Credits	3
Marks	100

CONSPECTUS

To enable the students to understand the importance of HRM in an organization and to familiarize the students with the processes and mechanism of managing human resources.

COURSE OBJECTIVES

1. To understand the importance and characteristics of Human Resource Management;
2. To understand the process of Human Resource planning and analyses the factors affecting talent acquisition.
3. To apply the different methods of training and development.
4. To understand the various performance appraisal techniques and methods of payment of wages.
5. To understand about Quality of Work life, conflict and Stress management.

UNIT – I INTRODUCTION

12 Hours

- 1.1 Human Resource Management – Characteristics – Objectives – Scope - Functions.
1.2 Qualities of a good HR Manager – Changing roles of HR Managers – Difficulties and challenges faced by HR managers.
1.3 Human Resource Accounting – advantages and problems; Human Resource Audit – process- benefits; Human Resource Information System – objectives – applications.

Extra Reading /Keywords: *PODSCORB, Twin goals, employee manual*

UNIT – II HUMAN RESOURCE PROCUREMENT

12 Hours

- 2.1 Human Resource Planning (HRP) – factors affecting HRP – HRP process – Importance. Job Analysis – description – specification.
2.2 Recruitment - factors affecting recruitment – source of recruitment – Green recruitment.
2.3 Selection - process – types of tests – kinds of interview – appointment order.

Extra Reading /Keywords: *Sapping, anamnesis*

UNIT – III HUMAN RESOURCE DEVELOPMENT

12 Hours

- 3.1 Career planning – objectives - process - merits and limitations.
3.2 Employee Training – Distinction between training and development – assessing training needs – steps in training process – methods of training – evaluation of training effectiveness
3.3 Management development – steps – methods – evaluation.

Extra Reading /Keywords: *Onboarding, career advancement, succession planning*

UNIT – IV HUMAN RESOURCE EVALUATION AND COMPENSATION **12 Hours**

4.1 Performance Evaluation – meaning – advantages - methods of performance appraisal – criteria for evaluation.

4.2 Compensation - Objectives – pay structure – steps in compensation administration.

4.3 Incentives and benefits – prerequisites for good incentive scheme - types of incentive scheme.

Extra Reading /Keywords : *360 degree performance appraisal, Laws related to payment wages in India*

UNIT – V HUMAN RESOURCE MAINTENANCE **12 Hours**

5.1 Quality of Work Life (QWL) – measures to improve QWL – benefits of QWL.

5.2 Conflict – definition – causes for conflict in an organization – types and outcomes of conflict.

5.3 Work from home (WFH). Stress – meaning – causes – consequences – managing stress.

Extra Reading /Keywords : *counselling, workers participation in management.*

Note: Texts given in the Extra Reading/ Keywords must be tested only through assignment and seminar.

TEXT BOOKS

1. Khanka, (2018) Human Resources Management, S. Chand, New Delhi
2. Dr. Pravin Durai, (2021) Human resources Management, Pearson, New Delhi

SUGGESTED READINGS

1. Gupta C.B, Human Resource Management, Sultan Chand and Sons, 14th Edition, New Delhi, 2019.
2. Aswathappa K, Human Resource Management, 6th Edition, Tata McGraw-Hill Education Pvt. Ltd, 2018
3. Mamoria C.B, & Rao V. S. P, Personnel Management (Text and Cases), Himalayan Publications, New Delhi, 2018.
4. Wayne Mondy Robert, Human Resource Management, Pearson Education, 12th Edition, New Delhi, 2019.
5. Greg.L.Stewart,Kenneth G Brown (2019) Human Resource Management : Linking Strategy to practice; Wiley, 4th edition

WEB REFERENCES

1. <https://www.uou.ac.in/sites/default/files/slm/HM-204.pdf>
2. <https://old.mu.ac.in/wp-content/uploads/2014/04/Human-Resource-Management-Paper-I-English-Book.pdf>
3. <http://kamarajcollege.ac.in/Department/BBA/III%20Year/e003%20Core%2019%20-%20Human%20Resource%20Management%20-%20VI%20Sem.pdf>

Note: Learners are advised to use latest edition of books.

COURSE OUTCOMES

The learners

CO No.	Course Outcomes	Cognitive Level
CO-1	Recall the concepts related to HR planning , recruitment, selection, training, performance evaluation, compensation, Quality of Work life, conflict and Stress management	K1
CO-2	Explain the process involved in recruitment, selection, training, development, performance evaluation, causes for conflict in an organization and stress.	K2
CO-3	Apply suitable procedures for selection, performance evaluation strategies, conflict resolving and stress management.	K3
CO-4	Examine the various sources of recruitment, interview methods, appraisal, compensation techniques, causes for conflict and consequences of stress in an organisation.	K4
CO-5	Judge and justify the appropriate Sources of recruitment, interview methods, appraisal, compensation techniques, causes for conflict and consequences of stress in an organisation.	K5

(K1- Remember; K2- Understand; K3 – Apply; K4 – Analyse; K5 - Evaluate)

PO – CO MAPPING

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	H	M	H	H	L	L	H	M	H
CO 2	H	M	H	H	L	L	H	M	H
CO 3	H	M	H	H	L	L	H	M	H
CO 4	H	M	H	H	L	L	H	M	H
CO 5	H	M	H	H	L	L	H	M	H

PSO – CO MAPPING

CO/PSO	PSO 1	PSO 2	PSO 3
CO 1	H	L	H
CO 2	H	L	H
CO 3	H	L	H
CO 4	H	L	H
CO 5	H	L	H

For Candidates admitted in the academic year 2022-23

Course Title	MAJOR ELECTIVE - CREATIVE ADVERTISING
Code	U22BV3MET02
Course Type	Theory
Semester	III
Hours/Week	4
Credits	3
Marks	100

CONSPECTUS

This course enables the students understand the concepts and techniques involved in developing creative advertisements.

COURSE OBJECTIVES

1. To understand the elements and principles of advertising layout and designs.
2. To understand the advertisement communication models and budget allocation.
3. To understand the production process of television, radio and web advertising.
4. To analyse various media of advertising and identify the methods for measuring advertising effectiveness.
5. To apply the Photoshop tools in editing images and creating animation.

UNIT-I INTRODUCTION

12 Hours

- 1.1. Creativity in Advertising – Creative Process – Creative Thinking – Lateral thinking techniques.
- 1.2. Big idea- Advertising Appeals- Selling style- Creative Strategies.
- 1.3. Elements and Principles of Design- Layout Types.

Extra Reading /Keywords: *Divergence and creativity*

UNIT- II ADVERTISING PLANNING

12 Hours

- 2.1. Communication Process – Exposure and familiarity Model – Response Hierarchy Models: AIDA model, Hierarchy-of-effects model- Innovation-adoption model, Information processing model- Operational model.
- 2.2. Advertising Planning – Unique Selling Proposition – Advertising Objectives.
- 2.3. Budget Allocation – Factors affecting budget allocation.

Extra Reading /Keywords: *Case studies of five USP*

UNIT- III ADVERTISING PRODUCTION

12 Hours

- 3.1. Designing Print Advertisement – Print Copy Elements- Types of headlines-Types of advertisement copy.
- 3.2. Advertisement Production Process- Television Commercials – Story Board writing- Radio Commercials.
- 3.3. Web Advertising- Designing Web Advertisements- Production Process.

Extra Reading /Keywords: *Story board designing*

UNIT- IV MEDIA PLANNING

12 Hours

4.1 Types of media–Print, Electronic and Digital media– Pros and Cons.

4.2 Media Planning: Process- Methods of measuring advertising effectiveness - Frequency and Reach.

Extra Reading /Keywords: *Advertising in social networks*

UNIT-VPHOTOSHOP

12 Hours

5.1 Photoshop -Working with Images - Resizing and Cropping Images.

5.2 Layers- Painting.

Extra Reading /Keywords: *Palettes*

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminar.

TEXT BOOK

Robin Landa (2021), Advertising by Design: Generating and Designing Creative Ideas Across Media, Fourth Edition.

SUGGESTED READINGS

1. Jefkins Frank, Yadin Daniel (2019), Advertising, Fourth Edition, Pearson Education, New Delhi.
2. Gupta S.L., Ratna V.V., Advertising and Sales Promotion Management, (2015), Sultan Chand and Sons, New Delhi.
3. Belch E.George, Belch A. Michael, Advertising and Promotion (An Integrated Marketing Communications Perspective), (2015), Seventh Edition, Tata McGraw Hill, New Delhi.

WEB REFERENCES

1. www.adobe.com
2. <https://blog.gwi.com/marketing/advertising-effectiveness/>
3. <https://smallbusiness.chron.com/advertising-plan-30905.html>

Note: Learners are advised to use latest edition of books.

COURSE OUTCOMES

The learners

CO No.	Course Outcomes	Cognitive Level
CO-1	Recall the concepts relating to advertising design, layout, communication, budget and media.	K1
CO-2	Understand the communication models, media planning and production process.	K2
CO-3	Apply the creative strategies and photo shop tools to design advertisements.	K3

CO-4	Analyse the various methods used for measuring advertising effectiveness.	K4
CO-5	Decide the appropriate advertising design, layout, communication, budget and media for effective advertising	K4

(K1- Remember; K2- Understand; K3 – Apply; K4 – Analyse; K5 - Evaluate)

PO – CO MAPPING

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO- 1	H	L	L	H	M	L	L	L	H
CO- 2	H	L	L	H	M	L	L	L	H
CO- 3	H	L	L	H	M	L	L	L	H
CO- 4	H	L	L	H	M	L	L	L	H
CO- 5	H	L	L	H	M	L	L	L	H

PSO – CO MAPPING

CO/PSO	PSO 1	PSO 2	PSO 3
CO- 1	H	M	L
CO -2	H	M	L
CO -3	H	M	L
CO -4	H	M	L
CO -5	H	M	L

For Candidates admitted in the academic year 2022-23

Course Title	ALLIED 4 - DEVELOPMENT AND INVESTMENT BANKING
Code	U22BV3ALT02
Course type	Theory
Semester	III
Hours/Week	4
Credits	2
Marks	100

CONSPECTUS

To provide the students with the knowledge of the various functions and services provided by development banks in India and also to get exposure on schemes and implementation of development banks.

COURSE OBJECTIVES

1. To understand the functions and structure of the Development Banking system in India
2. To analyse the features and functions of the various kinds of development financial institutions
3. To understand the progress and performance of Rural Co-Operative Banks and State Level Development Banks
4. To understand the advisory functions of the Investment Banks
5. To analyse the functions and importance of micro finance.

UNIT – I INTRODUCTION

12 Hours

1.1 Development banks – Concepts – Evolution - Objectives – Functions – Operational Activities.

1.2 Difference between commercial banking and development banking – Role of development banks in developing the economy of India.

1.3 Development banks in India – Industrial development Banks – Agricultural Development Banks – Export and Import Development Bank – Housing Development Bank.

Extra reading /Key words: *Housing Development Banks.*

UNIT – II DEVELOPMENT FINANCIAL INSTITUTIONS

12 Hours

2.1 Development financial institutions - Meaning - Objectives - Functions

2.2 IFCI, IDBI, SIDBI, ICICI - Organization - Objectives – Functions

2.3 EXIM BANK, NABARD, IDFC-UTI – Organization - Objectives – Functions.

Extra reading /Key words: *ECGC.*

UNIT – III RURAL CO-OPERATIVE BANKS AND STATE LEVEL DEVELOPMENT BANKS

12 Hours

3.1 Rural and Co- operative Banks in India: Features – Objectives - Functions

3.2 Role of Regional rural banks in rural India - Role of Co-operative banks in rural India - Progress and performance.

3.3 State level development banks – State Finance Corporation, Small Industries Development Corporation

3.4 TIIC – Organization – objectives – functions - Role of industrial development in the states.

Extra reading /Key words: *Classification of rural and co-operative banks.*

UNIT – IV INVESTMENT BANKING

12 Hours

- 4.1 Investment banking - concept - history – Investment Institutions.
- 4.2 Functions of Investment banks – Specialized Financial Institutions
- 4.3 Advisory functions of Investment Banking – Wealth management

Extra reading /Key words: *Investment alternatives, Portfolio management.*

UNIT – V MICROFINANCE

12 Hours

- 5.1 Concepts – Meaning – Need and key Principles of Microfinance
- 5.2 Microfinance Products – Micro credit – Micro Savings – Micro Insurance – Payments and Transfer – Difference between Traditional Financing and Micro Financing.
- 5.3 Micro Enterprise and Entrepreneur – Importance – Business Plan for Micro Enterprise – Preparation of business plan

Extra reading /Key words: *Financial Inclusion, micro loan*

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

TEXT BOOKS

1. Vasant Desai. (2017), Development Banking, Himalaya Publishers
2. Basu, S.K, (2016) Theory and practice of Development Banking in India.

SUGGESTED READINGS

1. Kaushal Kumar Arora, (2017), Development Banking in India, Atlantic Publishers and Distributors.
2. Vasant Desai. (2015), Development Banking, Himalaya Publishers
3. Ledgerwood, J. (2013)*The new microfinance handbook*. Washington, DC: The World Bank.
4. S.C. Kuchal., (2015) Corporation Finance in India, Chaithanya Publishing House.

WEB REFERENCES:

1. <https://theintactone.com/2019/09/13/ibs-u1-topic-6-development-banks/>
2. <https://www.investopedia.com/ask/answers/061615/what-are-major-categories-financial-institutions-and-what-are-their-primary-roles.asp>
3. <https://www.toppr.com/guides/fundamentals-of-economics-and-management/financial-institutions/sfc/>
4. <https://corporatefinanceinstitute.com/resources/ebooks/investment-banking-book-pdf/>

Note: Learners are advised to use latest edition of books.

COURSE OUTCOMES

The learners

CO No.	Course Outcomes	Cognitive Level
CO-1	Recall the features and constituents of the development banks and institutions in India	K1

CO-2	Describe the importance and functions of various development banks	K2
CO-3	Identify the various services rendered by the Industrial development Banks, Agricultural Development Banks, Export and Import Development Bank, Housing Development Bank.	K3
CO-4	Examine the advisory functions of Investment banks and micro finance	K4
CO-5	Appraise the various services rendered by development institutions and investment banks	K5

(K1- Remember; K2- Understand; K3 – Apply; K4 – Analyse; K5 - Evaluate)

PO – CO MAPPING

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO- 1	H	L	L	H	M	L	L	L	H
CO- 2	H	L	L	H	M	L	L	L	H
CO- 3	H	L	L	H	M	L	L	L	H
CO- 4	H	L	L	H	M	L	L	L	H
CO- 5	H	L	L	H	M	L	L	L	H

PSO – CO MAPPING

CO/PSO	PSO 1	PSO 2	PSO 3
CO- 1	H	M	L
CO -2	H	M	L
CO -3	H	M	L
CO -4	H	M	L
CO -5	H	M	L

For Candidates admitted in the academic year 2022-23

Course Title	NON-MAJOR ELECTIVE 1 – PRACTICAL BANKING
Code	U22BV3NMT01
Course type	Theory
Semester	III
Hours/Week	2
Credits	2
Marks	100

CONSPECTUS

To expose the students to understand the basic knowledge and the recent practices of banking.

COURSE OBJECTIVES

1. To remember the concepts and functions of different commercial bank in India.
2. To analyse the various types procedures for operating bank accounts and the required KYC documentation.
3. To analyse the usage of various bank instruments
4. To understand the relationship between a banker and a customer.
5. To remember the various concepts related to e-banking services and the recent trends in internet banking

UNIT- I INTRODUCTION

6 Hours

Definition of Bank - Basic functions commercial Bank - Banking System in India. - Commercial Banks -Private Sector Banks - Public Sector Banks - Foreign Banks- Regional Rural Banks - Co-operative Banks - Reserve Bank of India.

Extra reading /Key words : *Financial intermediation, informational asymmetries*

UNIT - II OPERATION OF BANK ACCOUNTS

6 Hours

Types of accounts - Deposit Accounts-Savings Accounts, Current Accounts, Fixed Deposit Accounts. Opening of Accounts - Nomination. KYC Requirements – Filling up of KYC forms - Procedures of opening and closing of bank accounts

Extra reading /Key words : *Relationship banking strategy, bank marketing*

UNIT - III BANK INSTRUMENTS

6 Hours

Cheques - Demonstrating Cheques, Banker's Cheques. Demand Drafts, ATM & Debit Cards, Credit Cards. Crossing of Cheques - Endorsement, Checking of Cheques - Filling up of different banking instruments.

(Visit various bank branches and compare any three products / services offered by those banks)

Extra reading /Key words : *Securitization, Remittance services*

UNIT – IV BANKER AND CUSTOMER RELATIONSHIP

6 Hours

Relationship between Banker and Customer - Special Types of Customers - Customer grievance - Banking Ombudsman

Extra reading /Key words : *information system, banc assurance*

UNIT – E-SERVICES

6 Hours

E-Services: Meaning - Benefits - Home banking - Internet Banking - Mobile banking - Virtual Banking - NEFT, RTGS - Electronic wallets and Digital cash. Role of information technology in banks
Extra reading /Key words : *Core banking, control mechanism*

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

TEXT BOOK

Mahmood Shah & Steve Clarke, (2015) E- banking management; Information Science reference, Hershey, New York

BOOKS FOR REFERENCE

1. Sundaram & Varshney P.N. (2014) Banking Theory Law and Practice; Sultan Chand Sons; New Delhi.
2. Jagroop Singh & Anil Sharma (2020) Practical Banking; Kalyani Publishers, New Delhi.
3. Gordon & Natarajan (2020) Banking Theory Law and Practice; Himalayas Publishing House, New Delhi.

COURSE OUTCOMES

The learners

CO No.	Course Outcomes	Cognitive Level
CO-1	Recalls the basic concepts in banking its roles and all the major banking activities.	K1
CO-2	Explain the general and special relationship between banker and customers, instrument used in banking.	K2
CO-3	Apply the various operations of day-to-day banking transactions.	K3
CO-4	Analyse the recent trends in banking	K4
CO-5	Recommend the procedures for operating bank accounts, usage of various bank instruments and e-banking services.	K5

(K1- Remember; K2- Understand; K3 – Apply; K4 – Analyse; K5 - Evaluate)

For Candidates admitted in the academic year 2022-23

Course Title	MSBE 2 – BUSINESS SOFTWARE – TALLY
Code	U22BV3SBP02
Course type	Practical
Semester	III
Hours/Week	2
Credits	1
Marks	100

CONSPECTUS

This course aims to equip the students with the practical skills of Tally.

COURSE OBJECTIVES

1. To understand the concepts of Computerized Accounting.
2. To understand all types of Vouchers.
3. To analyse Final Accounts with Adjustments.
4. To understand the preparation of stock ledger.
5. To analyse accounting for Cost Centre and Cost category.

UNIT-I INTRODUCTION

6 Hours

Meaning of Computerized Accounting – Meaning of Computers – Importance of computerized accounting – Computerized Accounting Vs Manual Accounting. Introduction to architecture of Tally – Creation of company – Creation of groups – Various kinds of groups – multiple and single – Creation of ledgers – Various kinds of ledgers.

Extra Reading /Keywords: *Computerized Accounting*

UNIT- II VOUCHING

6 Hours

Entering vouchers – Journal voucher, purchase voucher, sales voucher, receipt vouchers, payment vouchers – Role and importance of function keys.

Extra Reading /Keywords: *Function Keys and Vouchers*

UNIT- III FINAL ACCOUNTS

6 Hours

Extraction of Trial Balance, Trading Account, Profit and Loss Account and Balance Sheet, Simple sums with and without adjustments – Alter – Select – Edit – Delete – Selection of company.

Extra Reading /Keywords: *Final Accounts with Adjustments*

UNIT- IV INVENTORIES

6 Hours

Introduction to inventories – Creation of stock category – Stock groups – Stock items – Editing and deletion of stock items – Usage of stock in voucher entry – Stock voucher or purchase orders – Sales orders – Customer and supply analysis – Extracting simple reports and graphs

with tally accounting package.

Extra Reading /Keywords: *Inventories, Stock vouchers*

UNIT–V COST CENTRE

6 Hours

Introduction to cost – Creation of cost category – Cost centre category – Editing and deleting cost centre. Usage of cost category and cost centre in voucher entry – Budget control – Creation of budgets – Editing and deleting budgets –Reports.

Extra Reading /Keywords: *Cost Centre and Cost category.*

Note: Texts given in the Extra Reading /Key words must be tested only through Assignment and Seminars.

Note: Learners are advised to use latest edition of books.

TEXT BOOK

ICAR and D Team, (2018) Tally 9, New Delhi, Vikas Publishing House Pvt. Ltd.

SUGGESTED READINGS

1. Asok K Nadhani (2018), Tally ERP. 9 Training Guide, New Delhi: BPB Publications.
2. Gaurav Agarawal (2021), Tally Prime with GST book Digital Mumeen Ji, 1st edition
3. Vikas Gupta (2020), Tally ERP with GST in simple steps, DT Editorial Services.
4. Vikas Gupta (2018) Comdex Tally. ERP .9 Dreamtech Press.
5. Srinivasa Vallaban (2019) Computer Applications in Business, New Delhi: Sultan and Sons.

WEB REFERENCES

1. <https://tallysolutions.com/tally/what-is-tally-erp-9-and-how-to-use-it/>
2. <https://tallysolutions.com/learning-hub/>
3. https://help.tallysolutions.com/article/Tally.ERP9/Voucher_Entry/Accounting_Vouchers/Voucher_Entry_in_Tally.htm#:~:text=A%20voucher%20is%20a%20document,financial%20position%20of%20the%20company.

Note: Learners are advised to use latest edition of books.

COURSE OUTCOMES

The learners

CO No.	Course Outcomes	Cognitive Level
CO-1	Recall the concepts of Computerised accounting and Tally software	K1
CO-2	Identify the types of vouchers and procedure for preparing final accounts, inventory accounting, cost centers and cost categories.	K2
CO-3	Construct the final accounts with adjustments and create vouchers and inventory accounts and bill wise details of cost categories.	K3
CO-4	Demonstrate accounting skills and analytical skills in using Tally software	K4
CO-5	Examine the accounting procedures to rectify the correctness of accounting procedure for companies	K5

(K1- Remember; K2- Understand; K3 – Apply; K4 – Analyse; K5 - Evaluate)

PO – CO MAPPING

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO -1	H	L	L	L	L	M	H	H	H
CO -2	H	L	L	L	L	M	H	H	H
CO -3	H	L	L	L	L	M	H	H	H
CO -4	H	L	L	L	L	M	H	H	H
CO -5	H	L	L	L	L	M	H	H	H

PSO – CO MAPPING

CO/PSO	PSO 1	PSO 2	PSO 3
CO -1	H	L	M
CO -2	H	L	M
CO -3	H	L	M
CO -4	H	L	M
CO -5	H	L	M

B. Voc. (BFSI) (For Candidates admitted from the academic year 2022-23 onwards)

Course Title	MAJOR CORE - 8: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT
Code	U22BV4MCT08
Course Type	Theory
Semester	IV
Hours/Week	5
Credits	5
Marks	100

CONSPECTUS

To understand the Concepts relating to Portfolio Construction, Portfolio Management and Principles of Portfolio Management.

COURSE OBJECTIVES

1. To understand the concepts of Investments, objectives of an investor and Investment alternatives for selecting the best Investment proposals.
2. To understand the Indian Financial System.
3. To apply the theory of fundamental analysis in stock selection.
4. To apply the important technical tools to predict the short to mid-term movement of share price in the stock market.
5. To understand the principles of Portfolio Management and to practically build a portfolio.

UNIT I INVESTMENT

15 Hours

Investment – Differences of Investment, Speculation, Gambling – Objectives of an investor – Essentials of an Investment programme - Investment process. Investment alternatives – Direct and Indirect investing (Mutual fund, ETF etc) - Various Asset classes available to an Indian investor.

Extra Reading/Keywords: *Financial assets, E-Gold, NAV.*

UNIT II CAPITAL MARKET

15 Hours

New issue Market – Functions of New issue Market - Methods of floating new issues – Different type of issues - Parties and players involved in a new issue market - Problems faced by the New issue Market. The secondary market – Differences between the Primary market and the Secondary market - Functions of the Stock exchanges – Various stages involved in trading in stock exchange – NSE, BSE.

Extra Reading/Keywords: *IPO's, SEO's*

UNIT III FUNDAMENTAL ANALYSIS

15 Hours

Fundamental Analysis - Economic Analysis - Industry Analysis - Factors influencing the growth of an Industry – Life cycle of an Industry. Company Analysis - Factors to be considered while evaluating a Company – Analysis of Financial statements.

Extra Reading/Keywords: *GDP, Balance of Payment, SWOT Analysis. Ratio analysis.*

UNIT IV TECHNICAL ANALYSIS

15 Hours

Basic Assumptions of Technical analysis – Differences between technical and fundamental analysis - Dow Theory. Important tools and chart patterns adopted in technical analysis – Support and resistance level – Moving averages method – Oscillators – Head and Shoulder analysis – Elliot's wave Theory – Short selling – Odd lot Trading.

Extra Reading/Keywords: *Trend lines, Doji Candle Stick, Break out signal, Random Variations.*

UNIT V PORTFOLIO MANAGEMENT

15 Hours

Portfolio Construction and Choice – Risks in Investments - Systematic Risk - Unsystematic Risk – Diversification – Portfolio revision - Process of Portfolio Construction - Portfolio Management – Principle and Process of Portfolio Management.

Build a portfolio of 10 stocks based on assessment on risk, diversification, valuation and future growth prospects of the company. (This whole module can be done through the stock market simulator and portfolios can be monitored, altered and recorded on a real time basis)

Extra Reading/Keywords: *Risk, Returns, Efficient Portfolio.*

Note: Texts given in the extra reading/key words must be tested only through assignment and seminars.

TEXT BOOKS

1. Punithavathi Pandian, (2018), Security Analysis and Portfolio Management, Vikas Publishing House Pvt ltd, New Delhi.
2. Preethi Singh, (2018), Investment Management, Himalaya Publishing House, New Delhi.

SUGGESTED READINGS

1. Natarajan L, (2018), Investment Management, Security Analysis and Portfolio management, Margham Publications, Chennai.
2. Avadhani VA, (2018), Investment and Securities Market in India, Himalaya Publishing House, Mumbai.
3. Bhalla VK, (2018), Investment Management, Security Analysis and Portfolio Management, S.Chand and Company Ltd, New Delhi.
4. Prasanna Chandra, (2018), Investment Analysis and Portfolio Management, Tata McGraw-Hill Publishing Company Limited, New Delhi.
5. Grahamand Dodd, (2019),Investment, Tata McGraw-Hill Publishing Company Limited, New Delhi.

WEB REFERENCES

1. http://tumkuruniversity.ac.in/oc_ug/comm/notes/FINANCIALMARKETANDSERVICES.pdf
2. <https://thenewcollege.edu.in/pdf/econtent/20211217091025MBFS%20NOTES.pdf>
3. <https://www.adb.org/sites/default/files/publication/379076/securitization-india-infrastructure.pdf>

Note: Learners are advised to use latest edition of books.

COURSE OUTCOMES

CO. NO	Course Outcomes	Cognitive Level
CO-1	Recall the various investment alternatives;	K1
CO-2	Explain the various investment alternatives that are available for an investor;	K2
CO-3	Identify the efficient portfolio and Indian Financial System;	K3
CO-4	Evaluate the Stock Market Value of Shares by applying various technical tools;	K4
CO-5	Compare the intrinsic value of a share with the market price of a share and the suggest the investor, the right time to buy or sell or to withhold the shares.	K5

(K1- Remember; K2- Understand; K3 – Apply; K4 – Analyse; K5- Evaluate; K6 – Create)

PO – CO MAPPING

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	H	H	M	H	M	L	H	M	H
CO 2	H	H	M	H	M	L	H	M	H
CO 3	M	M	M	H	M	L	H	M	H
CO 4	H	H	M	H	M	L	H	M	H
CO 5	H	H	M	H	M	L	H	M	H

PSO – CO MAPPING

CO/PSO	PSO 1	PSO 2	PSO 3
CO 1	H	H	M
CO 2	H	H	H
CO 3	H	H	H
CO 4	H	H	H
CO 5	H	H	H

B. Voc. (BFSI) (For Candidates admitted from the academic year 2022-23 onwards)

Course Title	MAJOR CORE - 9: FUNDAMENTALS OF LIFE INSURANCE
Code	U22BV4MCT09
Course Type	Theory
Semester	IV
Hours/Week	4
Credits	4
Marks	100

CONSPECTUS

To understand and analyze the General life Insurance Market in India, outline various life insurance policies, underwriting, and claim settlement relating to life Insurance.

COURSE OBJECTIVES

1. To remember the basic principles of life insurance and understand the role of insurance agents
2. To understand the role financial planning and life insurance products.
3. To understand the pricing basic elements and valuation in life insurance.
4. To apply the appropriate documentation procedure at various stages.
5. To understand the underwriting procedure for medical and non-medical policies.

UNIT – I INTRODUCTION TO LIFE INSURANCE

12 Hours

Life Insurance – Meaning - Features - Growth and development of Indian insurance industry - Basic Principles of Insurance – elements of a valid contract. Customer service – communication process - forms - barriers - customer relationship. Role of insurance agents – ethical behaviour - grievance redressal channels – insurance ombudsman – regulation of insurance agents.

Extra Reading/Keywords: *Unexpired risk reserve, Dispute Resolution Mechanism.*

UNIT – II FINANCIAL PLANNING AND LIFE INSURANCE PRODUCTS

12 Hours

Financial planning – individual’s life cycle – financial products - role of financial planning – elements of financial planning – types of financial planning. Traditional life insurance product – term insurance, whole life insurance, endowment insurance plan. Non-traditional life insurance product – variable insurance plans – unit linked insurance plans.

Extra Reading/Keywords: *Savings, risk management.*

UNIT – III PRICING AND VALUATION IN LIFE INSURANCE

12 Hours

Insurance pricing basic elements – premium – rebate – charges - Components of premium. Surplus and bonus – types of reversionary bonuses. Claims – types – forms to be submitted for death claim.

Extra Reading/Keywords: *Credit worthiness*

UNIT – IV DOCUMENTATION

12 Hours

Proposal stage – prospectus – proposal form – proofs. Age proof – standard and non-standard – free-look period. Policy stage – premium receipt – policy document. Policy conditions and privileges – grace period – lapse and revival – nomination – assignment.

Extra Reading/Keywords: *key man insurance, married woman*

UNIT – V UNDERWRITING

12 Hours

Underwriting – risk classification – selection process – methods of underwriting. Non medical underwriting – conditions – rating factors. Medical underwriting – factors.

Extra Reading/Keywords: *AML, KYC*

Note: Texts given in the extra reading/key words must be tested only through assignment and seminars.

TEXT BOOKS

1. Insurance Institute of India - IC 38 Corporate Agents
2. Kanika Mishra, (2017) *Fundamentals of Life Insurance: Theories and Applications*, Prentice Hall of India: New Delhi.

SUGGESTED READINGS

1. Kanika Mishra, (2017) *Fundamentals of Life Insurance: Theories and Applications*, Prentice Hall of India: New Delhi.
2. M.N.Mishra and Dr. S.B.Mishra, (2016) *Insurance principles and practice*, S.Chand and co., Ltd, New Delhi.
3. Dr.P.Periasamy, (2017) *Principles and Practice of Insurance*, Himalaya Publishing House, Mumbai.
4. Pal, Karam, Bodla, B.S. and Garg, M.C. (2017): *Insurance Management - Principles and Practices*, Jain Book Agency.

WEB REFERENCES

1. <https://www.iii.org/publications/insurance-handbook/regulatory-and-financial-environment/reinsurance>
2. https://udrc.lkouniv.ac.in/Content/DepartmentContent/SM_7ac7a5a6-29fb-41dd-bb97-a852241de68e_30.pdf

Note: Learners are advised to use latest edition of books.

COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level
CO-1	Recall the basic concepts of life insurance, Customer service and financial planning;	K1
CO-2	Illustrate the role and importance of Insurance, Grievance redressal mechanism, kinds of life insurance products;	K2
CO-3	Apply the principles of an insurance Contract, ethical behaviour as agent, procedure for life insurance, documentation and KYC Norms;	K3

CO-4	Analyse the quality of customer service, forms to be submitted for death claim and methods of underwriting;	K4
CO-5	Assess the quality of customer service and underwriting process.	K5

(K1- Remember; K2- Understand; K3 – Apply; K4 – Analyse; K5- Evaluate; K6 – Create)

PO – CO MAPPING

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	H	L	L	M	L	L	L	M	H
CO 2	H	L	L	M	L	L	L	M	H
CO 3	H	L	L	M	L	L	L	M	H
CO 4	H	L	L	M	L	L	L	M	H
CO 5	H	L	L	M	L	L	L	M	H

PSO – CO MAPPING

CO/PSO	PSO 1	PSO 2	PSO 3
CO 1	L	H	H
CO 2	L	H	H
CO 3	L	H	H
CO 4	L	H	H
CO 5	L	H	H

. Voc. (BFSI) (For Candidates admitted from the academic year 2022-23 onwards)

Course Title	MAJOR ELECTIVE: DIGITAL MARKETING
Code	U23BV4MET03
Course Type	Theory
Semester	IV
Hours/Week	4
Credits	3
Marks	100

CONSPECTUS

To understand and explore the various digital marketing strategies and platforms.

COURSE OBJECTIVES

1. To understand the fundamentals of digital marketing and search engine optimization.
2. To identify the various pay per clicks and Digital Display Ads.
3. To analyze the strategies of E-mail marketing and Mobile marketing.
4. To distinguish various social media marketing and ways of implementation.
5. To demonstrate the four stages of strategy and planning process.

UNIT-I INTRODUCTION AND SEO

12 Hours

Introduction to Digital Marketing - Search Engine Optimization: Introduction–Search Engine Result Pages – Search Behavior – Goals – On Page Optimization - Off Page Optimization – Analyze.

Extra Reading/Keywords: *Online Marketing*

UNIT-II PAY PER CLICK AND DIGITAL DISPLAY ADVERTISING

12 Hours

Introduction –goals – Setup. **Digital Display Advertising:** Introduction - Display Advertising – stages.

Extra Reading/Keywords: *CTR, CPA, CPC*

UNIT-III EMAIL MARKETING AND MOBILE MARKETING

12 Hours

Introduction – Data and Email Marketing process – Design and content – Delivery – Discovery: Report and analysis. **Mobile Marketing:** Introduction – Opportunity – Optimize.

Extra Reading/Keywords: *Marketing Mix*

UNIT-IV SOCIAL MEDIA MARKETING

12 Hours

Introduction – Goals – Channels: Facebook – Twitter – LinkedIn - Google+ - YouTube – Blogs – Overview of Instagram - Implementation.

Extra Reading/Keywords: *Network Marketing*

UNIT-V STRATEGY AND PLANNING

12 Hours

Introduction – Approach – Audience – Activities –Analysis.

Extra Reading/Keywords: *B2B, Marketing*

Note: Texts given in the extra reading/key words must be tested only through assignment and seminars.

TEXT BOOKS

Dodson Ian, (2016). The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns. Wiley.

Unit I: Chapter-1, 2

Unit II: Chapter-3, 4

Unit III: Chapter-5, 8

Unit IV: Chapters 6, 7

Unit V: Chapters 10

SUGGESTED READINGS

1. Ahuja Vandana, (2016). Digital marketing. Oxford University Press.
2. Ryan Damian, (2016). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation. Kogan Page Limited.
3. Shah, Kruti and D'Souza, Alan (2014). Advertisement and Promotion: An IMC Perspective. McGraw Hill Education.
4. Baack, E. Donald and Clow, E. Kenneth. (2014). Integrated Advertising, Promotion and Marketing Communications. Pearson Education.
5. Nag, A. (2013). Sales and Distribution Management. McGraw-Hill Education

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1. <https://digitalfireflymarketing.com/wp-content/uploads/2017/02/Big-Book-of-Digital-Marketing.pdf>
2. <https://www.7boats.com/academy/wp-content/uploads/2016/10/50-shades-of-digital-marketing.pdf>
3. <https://webmarketingacademy.in/wp-content/uploads/2015/09/A-Step-By-Step-Guide-to-Modern-Digital-Marketing.pdf>
4. <https://www.lyfemarketing.com/blog/wp-content/uploads/2017/12/Digital-Marketing-Strategy-eBook.pdf>
5. <http://netmining.com/wp-content/uploads/2015/09/Netmining-Marketing-Big-Book.pdf>

Note: Learners are advised to use latest edition of books.

COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level
CO-1	Recognize the importance of digital marketing and search engine optimization	K1
CO-2	Identify the various digital platform used to achieve marketing goals	K2
CO-3	Apply different stages of digital display advertising to implement marketing strategies using digital platform.	K3
CO-4	Examine the digital marketing platform suitable for performing marketing strategies and plan in real-time scenario.	K4
CO-5	Evaluate the digital platform that provides secured and effective method to accomplish the strategy of digital marketing	K5

(K1- Remember; K2- Understand; K3 – Apply; K4 – Analyse; K5- Evaluate; K6 – Create)

PO – CO MAPPING

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO-1	H	M	H	M	H	H	M	M	L
CO-2	H	M	H	M	H	H	M	M	L
CO-3	H	M	H	M	H	H	M	M	L
CO-4	H	M	H	M	H	H	M	M	L
CO-5	H	M	H	M	H	H	M	M	L

PSO – CO MAPPING

CO/PSO	PSO1	PSO2	PSO3
CO-1	M	L	L
CO-2	M	L	L
CO-3	M	M	M
CO-4	M	H	M
CO-5	M	H	M

B. Voc. (BFSI) (For Candidates admitted from the academic year 2022-23 onwards)

Course Title	MAJOR ELECTIVE - ORGANIZATIONAL BEHAVIOUR
Code	U22BV4MET04
Course Type	Theory
Semester	IV
Hours/Week	4
Credits	3
Marks	100

CONSPECTUS

To understand individual and group behavior in an organization and to enhance skills, for managing organizational behavior successfully.

COURSE OBJECTIVES

1. Remember the need, importance and applications of Organizational behavior.
2. Understand the concepts of Individual behavior and the various factors and theories.
3. Analyse the behaviour modification and methods of Motivation.
4. Understand the group behavior and group decision making.
5. Analyse the leadership, power organizational culture and organizational development.

UNIT- I BASICS OF ORGANISATIONAL BEHAVIOUR

12 Hours

Definition – Need, Importance and Applications of Organizational Behaviour. Nature and scope –Models. Organizational Behaviour in the global context.

Extra Reading /Keywords: *Cross-cultural psychology.*

UNIT –II INDIVIDUAL BEHAVIOUR

12 Hours

Biographical features- Personality- types- factors - theories. Learning – types- process - theories. Attitudes –characteristics – components – formation-measurement – values and theories. Emotions – emotional labour - emotional intelligence- theories. Perceptions- importance – factors – interpersonal perception.

Extra Reading /Keywords: *Modus operandi of behaviour modification.*

UNIT –III MOTIVATION CONCEPTS

12 Hours

Motivation- importance-types-effects on work behavior. Behaviour modification – Participative management – Performance based compensation. Flexible benefits – Two tier pay systems, Job redesigning – Stress management Strategies

Extra Reading /Keywords: *noetic, prosody*

UNIT -IV GROUP BEHAVIOUR

12 Hours

Group behavior and group decision making. Classification of groups - Stages of group development - Group decision-making.

Extra Reading /Keywords: *Bohemianism, eclecticism*

UNIT –V CONFLICT MANAGEMENT

12 Hours

Leadership and Power – Sources of power - Tactics – Coalitions – Organizational politics. Conflict process – Managing inter-group conflict. Organizational culture: creating and sustaining culture – Forces of organizational change – Resistance – Implementation of change – Organizational Development interventions. (*Grievance Redressal System adopted in various organizations*)

Extra Reading /Keywords: *hegemony, fracas*

Note: Texts given in the extra reading/key words must be tested only through assignment and seminars.

TEXT BOOK

L.M. Prasad., (2019) Principles of Organizational Behavior, Sultan Chand and Sons, 23, Daryaganj, Ansari Road, New Delhi-110002

SUGGESTED READINGS

1. Stephen Robbins and Timothy Judge (2021), Essentials of Organizational Behavior, 15th edition, Pearson Education Limited;,Noida, Uttar Pradesh 201301.
2. Steven L Mcshane and Mary Ann Von Glinow, (2022), Organizational Behavior 9th Edition by McGraw Hill India.
3. Griffin, Phillips, G. (2020), Organizational Behavior 13th Edition, Cengage Publishing Private Ltd, MayurVihar, Delhi 110091.
4. NeeruVasishth, (2019), Taxmann Publications Private Limited, West punjabiBagh, New Delhi 110026.
5. Dr. Saroj Kumar and Vikrant Verma (2021), Thakur Publishers, Jankipuram, Uttar Pradesh, Lucknow-226021.

WEB REFERENCES

1. <https://library.iima.ac.in>
2. <https://www.london.edu>
3. <https://www.gsb.stanford.edu>
4. <https://www.hbs.edu>

Note: Learners are advised to use latest edition of books.

COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level
CO-1	Remember the fundamental concepts of organizational behaviour	K1
CO-2	Describe the behaviour, concepts and conflict management in an organization .	K2
CO-3	Apply theories of behaviour, motivational concepts and management to overcome the conflicts	K3

CO-4	Analyze the various factors influencing the behaviour and their management process.	K4
CO-5	Evaluate the sources of behaviour, conflicts and methods to manage them successfully.	K5

(K1- Remember; K2- Understand; K3 – Apply; K4 – Analyse; K5- Evaluate; K6 – Create)

PO–CO MAPPING

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	H	M	M	M	M	H	H	H	H
CO2	H	M	M	M	H	M	H	H	H
CO3	H	M	M	M	M	H	H	H	H
CO4	H	M	M	H	H	H	H	H	H
CO5	H	M	M	H	H	H	H	H	H

PSO–COMAPPING

CO/PSO	PSO1	PSO2	PSO3
CO1	H	M	H
CO2	H	M	H
CO3	H	M	H
CO4	H	M	H
CO5	H	M	H

B. Voc. (BFSI) (For Candidates admitted from the academic year 2022-23 onwards)

Course Title	ALLIED-5 - SERVICES MARKETING
Code	U22BV4ALT03
Course Type	Theory
Semester	IV
Hours/Week	4
Credits	2
Marks	100

CONSPECTUS

The course provides basic understanding of application of marketing principles in the area of services, the dimensions of service quality.

COURSE OBJECTIVES

1. To understand the services marketing concepts, classification and role of services.
2. To understand the components of services marketing mix.
3. To understand the measurement of service quality and analyse the challenges to international marketing of services.
4. To analyse the marketing practices in banking, insurance, tourism and hotel services.
5. To analyse the marketing practices in hospitals and educational institutions.

UNIT – I INTRODUCTION TO SERVICES MARKETING 12 Hours

Services – Features - Reasons for growth in service sector - Role of services in an Economy. Distinction between goods and services - Classification of services. Marketing management process for service marketing.

Extra Reading /Keywords: *Recent trend in service sector*

UNIT – II SERVICES MARKETING MIX 12 Hours

Development of service marketing mix - Components in the mix. Product – Price – Place – Promotion - People - Process - Physical evidence.

Extra Reading /Keywords : *Customer contact, Service factory, Forecasting demand*

UNIT – III MANAGING SERVICES QUALITY AND GLOBALISATION OF SERVICES 12 Hours

Managing service quality: Dimensions and measurement of service quality – Gap analysis. Globalisation of services - Challenges to global service marketers. Typical international services - Barriers to international marketing of service.

Extra Reading /Keywords : *Quality circle, Protectionism*

UNIT-IV MARKETING PRACTICES OF BANKING, INSURANCE AND HOSPITALITY INDUSTRIES 12 Hours

Marketing of services: Banking and Insurance services - Users – Benefits - Formation of marketing mix for banking and insurance products. Hospitality services: Tourism - Marketing mix for tourism - Hotel - Market segmentation for hotels - Marketing mix for hotels.

Extra Reading /Keywords: *Banking and Insurance, Tourism and Hotel services.*

UNIT-V MARKETING PRACTICES OF HEALTH CARE AND EDUCATIONAL INSTITUTIONS

12 Hours

Marketing of health care - Types of hospitals - Marketing mix for health care. Literacy - concept - Marketing mix for elementary, secondary and higher education.

Extra Reading /Keywords: *Health care, Literacy, Marketing mix for adult education*

Note: Texts given in the extra reading/keywords must be tested only through assignment and seminars.

TEXT BOOK

Vasanthi Venugopal & Raghu V. N, (2019). *Services Marketing*, Himalaya Publishing House, New Delhi.

SUGGESTED READINGS

- 1.Jha S.M., (2018). *Service marketing*, Himalaya publishing House, New Delhi.
2. Zeithaml, V.A, Gremler D, Ajay Pandit and Bitner M.J, (2018). *Services Marketing*, McGraw Hill Inc., New Delhi.
- 3.JochenWirtz& Christopher, H. Lovelock, (2021). *Service Marketing*, World Scientific Publishing Co Inc, USA.
4. Ruchika Sharma &Kritika Nagdev, (2019), *Service Marketing*, Sun India Publications.
5. Mathur S.P & Nishu Mathur, (2018), *Service Marketing*, New Age International Ltd. Publishers.

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- 1.https://books.google.co.in/books?id=pe6ZhsRRInoC&printsec=frontcover&source=gbs_ge_summary_r&cad=0#v=onepage&q&f=false
- 2.https://books.google.co.in/books?id=sIJaWp8CVAMC&printsec=frontcover&dq=ebook+on+services+marketing+available&hl=en&newbks=1&newbks_redir=0&source=gb_mobile_search&sa=X&ved=2ahUKEwiDo8DLpsf7AhWmpVYBHVOgCX4Q6AF6BAgGEAM#v=onepage&q&f=false
- 3.<http://www.mim.ac.mw/books/Lovelock%20-%20Services%20Marketing.pdf>
- 4.https://onlinecourses.swayam2.ac.in/imb21_mg51/preview

Note: Learners are advised to use latest edition of books.

COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level
CO-1	Recall the concepts of services marketing and components of services marketing mix.	K1
CO-2	Discuss the role of services at national and international level	K2
CO-3	Apply services marketing practices in banking, insurance, hospitality, healthcare and educational services.	K3
CO-4	Examine the development of services marketing mix, challenges of global service marketers and marketing mix elements of various services.	K4
CO-5	Assess the marketing skills required in service sectors.	K5

(K1- Remember; K2- Understand; K3 – Apply; K4 – Analyse; K5- Evaluate; K6 – Create)

PO – CO MAPPING

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	H	M	M	M	H	H	H	H	H
CO 2	H	M	M	M	H	H	H	H	H
CO 3	H	M	M	M	H	H	H	H	H
CO 4	H	M	M	M	H	H	H	H	H
CO 5	H	M	M	M	H	H	H	H	H

PSO – CO MAPPING

CO/PSO	PSO 1	PSO 2	PSO 3
CO 1	H	H	L
CO 2	H	H	L
CO 3	H	H	L
CO 4	H	H	L
CO 5	H	H	L

Offered to B. Voc. (SD)
(For Candidates admitted from the academic year 2022-22 onwards)

Course Title	ALLIED 5 - BUSINESS SOFTWARE – TALLY
Code	U22BV4ALP05
Course type	Practical
Semester	IV
Hours/Week	4
Credits	2
Marks	100

CONSPECTUS

This course aims to equip the students with the practical skills of Tally.

COURSE OBJECTIVES

1. To understand the concepts of Computerized Accounting.
2. To understand all types of Vouchers.
3. To analyse Final Accounts with Adjustments.
4. To understand the preparation of stock ledger.
5. To analyse accounting for Cost Centre and Cost category.

UNIT–I INTRODUCTION

12 Hours

Meaning of Computerized Accounting – Meaning of Computers – Importance of computerized accounting – Computerized Accounting Vs Manual Accounting. Introduction to architecture of Tally – Creation of company – Creation of groups – Various kinds of groups – multiple and single – Creation of ledgers – Various kinds of ledgers.

Extra Reading /Keywords: *Computerized Accounting*

UNIT– II VOUCHER ENTRY

12 Hours

Entering vouchers – Journal voucher, purchase voucher, sales voucher, receipt vouchers, payment vouchers – Role and importance of function keys.

Extra Reading /Keywords: *Function Keys and Vouchers*

UNIT– III FINAL ACCOUNTS

12 Hours

Extraction of Trial Balance, Trading Account, Profit and Loss Account and Balance Sheet, Simple sums with and without adjustments – Alter – Select – Edit – Delete – Selection of company.

Extra Reading /Keywords: *Final Accounts with Adjustments*

UNIT– IV INVENTORIES

12 Hours

Introduction to inventories – Creation of stock category – Stock groups – Stock items – Editing and deletion of stock items – Usage of stock in voucher entry – Stock voucher or purchase orders – Sales orders – Customer and supply analysis – Extracting simple reports and graphs with tally accounting package.

Extra Reading /Keywords: *Inventories, Stock vouchers*

UNIT–V COST CENTRE

12 Hours

Introduction to cost – Creation of cost category – Cost centre category – Editing and deleting cost centre. Usage of cost category and cost centre in voucher entry – Budget control – Creation of budgets – Editing and deleting budgets –Reports.

Extra Reading /Keywords: *Cost Centre and Cost category.*

Note: Texts given in the Extra Reading /Key words must be tested only through Assignment and Seminars.

TEXT BOOK

ICAR and D Team, (2018) Tally 9, New Delhi, Vikas Publishing House Pvt. Ltd.

SUGGESTED READINGS

1. Asok K Nadhani (2018), Tally ERP. 9 Training Guide, New Delhi: BPB Publications.
2. Gaurav Agarawal (2021), Tally Prime with GST book Digital Mumeen Ji, 1st edition
3. Vikas Gupta (2020), Tally ERP with GST in simple steps, DT Editorial Services.
4. Vikas Gupta (2018) Comdex Tally. ERP .9 Dreamtech Press.
5. Srinivasa Vallaban (2019) Computer Applications in Business, New Delhi: Sultan and Sons.

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1. <https://tallysolutions.com/tally/what-is-tally-erp-9-and-how-to-use-it/>
2. <https://tallysolutions.com/learning-hub/>
3. https://help.tallysolutions.com/article/Tally.ERP9/Voucher_Entry/Accounting_Vouchers/Voucher_Entry_in_Tally.htm#:~:text=A%20voucher%20is%20a%20document,financial%20position%20of%20the%20company.

Note: Learners are advised to use latest edition of books.

COURSE OUTCOMES

The learners

CO No.	Course Outcomes	Cognitive Level
CO-1	Recall the concepts of Computerised accounting and Tally software	K1
CO-2	Identify the types of vouchers and procedure for preparing final accounts, inventory accounting, cost centers and cost categories.	K2
CO-3	Construct the final accounts with adjustments and create vouchers and	K3

	inventory accounts and bill wise details of cost categories.	
CO-4	Demonstrate accounting skills and analytical skills in using Tally software	K4
CO-5	Examine the accounting procedures to rectify the correctness of accounting procedure for companies	K5

(K1- Remember; K2- Understand; K3 – Apply; K4 – Analyse; K5 - Evaluate)

PO – CO MAPPING

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO -1	H	L	L	L	L	M	H	H	H
CO -2	H	L	L	L	L	M	H	H	H
CO -3	H	L	L	L	L	M	H	H	H
CO -4	H	L	L	L	L	M	H	H	H
CO -5	H	L	L	L	L	M	H	H	H

PSO – CO MAPPING

CO/PSO	PSO 1	PSO 2	PSO 3
CO -1	H	L	M
CO -2	H	L	M
CO -3	H	L	M
CO -4	H	L	M
CO -5	H	L	M

B. Voc. (BFSI) (For Candidates admitted from the academic year 2022-23 onwards)

Course Title	ALLIED-6 - GLOBAL BUSINESS ETHICS AND CORPORATE GOVERNANCE
Code	U22BV4ALT04
Course Type	Theory
Semester	IV
Hours/Week	4
Credits	2
Marks	100

CONSPECTUS:

The objective of the course is to enable the learners to understand Global Business Ethics & Corporate Governance

Course Objectives:

1. To understand trans cultural human values.
2. To understand ethical dilemma and code of ethics.
3. To understand Work ethics.
4. To remember the overview of corporate governance.
5. To understand Indian Ethos Management

UNIT 1 – BUSINESS ETHICS

12 Hours

Trans-cultural Human Values in Management Education – Relevance of Values in Management. Need for values in Global Change - Indian Perspective - Values for Global managers

Extra Reading/Key Words: *Ethnocentrism*

UNIT II- ETHICAL DILEMMA

12 Hours

Ethical decision making - Ethical Reasoning - Benefits of managing ethics in workplace. Organization Ethics Development System - Organizational Culture - Ethics Tools. Code of ethics - Guidelines for developing code of ethics - Value based leadership

Extra Reading/Key Words: *Deontological ethics*

UNIT III- WORK ETHICS

12 Hours

Work culture - Introduction to Work Ethics - Ethical behaviour at the work place - Unethical behavior. Ethical theories - Environmental ethics - Environmental Management - Environmental Management System - Environmental Laws. Ethics of Environmental protection - Consumer Protection

Extra Reading/Key Words: *Anthropocentrism*

UNIT IV – CORPORATE GOVERNANCE

12 Hours

Meaning - Code of Corporate Governance - Audit Committee. Corporate Excellence - Role of Independent Directors - protection of Stakeholders. Corporate Social Responsibility - Changing Role of Corporate

Extra Reading/Key Words: *Creating shared value*

UNIT V- INDIAN ETHOS MANAGEMENT

12 Hours

CO 3	H	H	H	H	H	H	H	H	M
CO 4	H	H	H	H	H	H	H	M	M
CO 5	H	H	H	H	H	H	H	M	M

PSO – CO MAPPING

CO/PSO	PSO 1	PSO 2	PSO 3
CO 1	H	M	H
CO 2	M	H	H
CO 3	H	H	H
CO 4	H	M	H
CO 5	H	M	H

B. Voc. (BFSI) (For Candidates admitted from the academic year 2022-23 onwards)

Course Title	NON-MAJOR ELECTIVE 2 – SHARE MARKET OPERATIONS
Code	U22BV4NMP02
Course type	Practical
Semester	IV
Hours/Week	2
Credits	2
Marks	100

CONSPECTUS

To provide an understanding for the students on basic knowledge about the financial services and its various dimensions, evaluation, and benefits to the economy

COURSE OBJECTIVES

1. To remember the meaning and definitions of a company.
2. To understand the various types of primary and secondary market.
3. To understand the meaning of stock exchanges and the different stock exchanges prevailing in India.
4. To understand the investment schemes through online and offline trading of shares.
5. To understand the SEBI functionalities.

UNIT-I INTRODUCTION TO COMPANY

6 Hours

Company –meaning –definitions –types of companies.

Extra reading /Key words: *Financial intermediation, informational asymmetries*

UNIT - II STOCK MARKET

6 Hours

Share –meaning –types of shares –how to apply for shares – primary market – secondary market–market conditions –bull-bear.

Extra reading /Key words: *Primary market, secondary market*

UNIT - III STOCK EXCHANGES

6 Hours

Stock exchanges in India –NSE, BSE –Sensex Nifty.

Extra reading /Key words: *Securitization, Remittance services*

UNIT - IV INVESTMENTS IN SHARES

6 Hours

Investments in shares – Dmat – Trading account on line and off line trading of shares –day trading.

Extra reading /Key words: *Mutual fund, securities*

UNIT - V SEBI

6 Hours

SEBI –functions – concepts of capital gain dividend –EPS- market capitalization –listed companies –NCFM – PAN –price band –STT – STOP LOSS –Volatility

Extra reading /Key words: *Risk, Returns*

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

TEXT BOOK

Gordon and Natarajan, (2016), *Financial Services and Markets*, Himalaya Publishing House.

SUGGESTED READINGS

1. Punithavathi Pandiyan (2018), *Securities & Portfolio management*, Vikas Publishing House.
2. Jagroop Singh & Anil Sharma (2020) *Practical Banking*; Kalyani Publishers, New Delhi.

Note: Learners are advised to use latest edition of books.

COURSE OUTCOMES

The learners

CO No.	Course Outcomes	Cognitive Level
CO-1	Recalls the basic meaning and definitions of a company.	K1
CO-2	Explain the various functions of SEBI and types of primary and secondary market.	K2
CO-3	Apply the various operations in primary and secondary market.	K3
CO-4	Analyse the investment schemes through online and offline trading of shares.	K4
CO-5	Recommend the procedures for operating online and offline trading of shares.	K5

(K1- Remember; K2- Understand; K3 – Apply; K4 – Analyse; K5- Evaluate; K6 – Create)

PO – CO MAPPING

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	H	H	M	H	M	L	H	M	H
CO 2	H	H	M	H	M	L	H	M	H
CO 3	M	M	M	H	M	L	H	M	H
CO 4	H	H	M	H	M	L	H	M	H
CO 5	H	H	M	H	M	L	H	M	H

PSO – CO MAPPING

CO/PSO	PSO 1	PSO 2	PSO 3

CO 1	H	H	M
CO 2	H	H	H
CO 3	H	H	H
CO 4	H	H	H
CO 5	H	H	H