# Description: D:\Tamazhian NET\MSW Project\Field Work\Annamalai logo.jpgANNAMALAI UNIVERSITY

**112 B.Com. (Bank Management)**

Programme Structure and Scheme of Examination (under CBCS)

(Applicable to the candidates admitted in Affiliated Colleges in the academic year 2022 -2023 ONLY)

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | **Part** | **Study Components & Course Title** | **Hours/Week** | **Credit** | **Maximum Marks** | | |
| **CIA** | **ESE** | **Total** |
|  |  | **SEMESTER – I** |  |  |  |  |  |
| 22UTAML11 | I | Language Course - I : Tamil-I | 5 | 3 | 25 | 75 | 100 |
| 22UENGL12 | II | English Course - I : Communicative English I | 5 | 3 | 25 | 75 | 100 |
| 22UBBMC13 | III | Core Course - I : Financial Accounting I | 4 | 4 | 25 | 75 | 100 |
| 22UBBMC14 | Core Course - II : Principles of Management | 4 | 4 | 25 | 75 | 100 |
|  | Core Practical – I : Computer Application in Business | 4 | - | - | - | - |
|  | Allied Course – I | 4 | 3 | 25 | 75 | 100 |
| 22UBBMS16 |  | Skill Based Course I: Office Management | 2 | 2 | 25 | 75 | 100 |
| 22UENVS18 | IV | Environmental Studies | 2 | 2 | 25 | 75 | 100 |
|  | **Total** | | **30** | **21** |  |  | **700** |
|  |  | **SEMESTER – II** |  |  |  |  |  |
| 22UTAML21 | I | Language Course - II : Tamil-II | 5 | 3 | 25 | 75 | 100 |
| 22UENGL22 | II | English Course - II : Communicative English II | 5 | 3 | 25 | 75 | 100 |
| 22UBBMC23 | III | Core Course - III : Financial Accounting II | 5 | 4 | 25 | 75 | 100 |
| 22UBBMP24 | Core Practical – I :Computer Application in Business | 4 | 3 | 40 | 60 | 100 |
|  | Allied Course - II | 3 | 3 | 25 | 75 | 100 |
| 22UBBMS26 | Skill Based Course II: Business Communication | 2 | 2 | 25 | 75 | 100 |
| 22UVALE27 | IV | Value Education | 2 | 1 | 25 | 75 | 100 |
| 22USOFS28 | IV | Soft Skill | 2 | 1 | 25 | 75 | 100 |
| NMSDC01 |  | Language Proficiency for Employability: EFFECTIVE ENGLISH | 2 | 2 | 25 | 75 | 100 |
|  |  | **Total** | **30** | **22** |  |  | **900** |

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| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **SEMESTER – III** |  |  |  |  |  |
| 22UTAML31 | I | Language Course - III: Tamil-III | 5 | 3 | 25 | 75 | 100 |
| 22UENGL32 | II | English Course - III: English Through Literature – I | 5 | 3 | 25 | 75 | 100 |
| 22UBBMC33 | III | Core Course IV –Corporate Accounting | 4 | 4 | 25 | 75 | 100 |
| 22UBBMC34 | Core Course V – Banking Theory, Law and Practice | 4 | 4 | 25 | 75 | 100 |
|  | Core Practical – II : Principles and Practices of Banking | 3 | - | - | - | - |
|  | Allied Course - III | 3 | 3 | 25 | 75 | 100 |
| 22UBBME36 | Internal Elective – I | 4 | 3 | 25 | 75 | 100 |
| 22UBBMN37 | IV | Non-Major Elective – I: Modern Banking | 2 | 2 | 25 | 75 | 100 |
|  |  | **Total** | **30** | **22** |  |  | **700** |
|  |  | **SEMESTER – IV** |  |  |  |  |  |
| 22UTAML41 | I | Language Course - IV: Tamil-IV | 5 | 3 | 25 | 75 | 100 |
| 22UENGL42 | II | English Course - IV: English Through Literature – II | 5 | 3 | 25 | 75 | 100 |
| 22UBBMC43 | III | Core Course VI-: Cost Accounting | 4 | 4 | 25 | 75 | 100 |
| 22UBBMC44 | Core Course VII- Financial Markets and Services | 4 | 4 | 25 | 75 | 100 |
| 22UBBMP45 | Core Practical – II: Principles and practice of Banking | 3 | 3 | 40 | 60 | 100 |
| 22UBBMA46 | Allied Course - IV | 3 | 3 | 25 | 75 | 100 |
| 22UBBME47 | Internal Elective - II | 4 | 3 | 25 | 75 | 100 |
| 22UBBMN48 | IV | Non-Major Elective – II: Basics of Customer relationship Management | 2 | 2 | 25 | 75 | 100 |
| 22UNMSD02 | IV | MS Office Essentials |  | 2 | 25 | 75 | 100 |
|  |  | **Total** | **30** | **27** |  |  | **900** |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **SEMESTER – V** |  |  |  |  |  |
| 22UBBMC51 | III | Core Course - VIII: Risk Management in Banks | 5 | 5 | 25 | 75 | 100 |
| 22UBBMC52 | Core Course - IX: Retail Banking | 6 | 5 | 25 | 75 | 100 |
| 22UBBMC53 | Core Course – X : Income Tax Law and Practice | 6 | 5 | 25 | 75 | 100 |
|  | Core Practical – III : Entrepreneurial Development -Theory | 4 | - | - | - | - |
| 22UBBME54 | Internal Elective - III | 4 | 3 | 25 | 75 | 100 |
| 22UBBMS55 | IV | Skill Based Course – Company Law | 3 | 2 | 25 | 75 | 100 |
| 22UGENS57 | IV | Gender Studies | 2 | 1 | 25 | 75 | 100 |
|  |  | Total | **30** | **21** |  |  | **600** |
|  |  | **SEMESTER – VI** |  |  |  |  |  |
| 22UBBMC61 | III | Core Course - XI: International Banking | 6 | 5 | 25 | 75 | 100 |
| 22UBBMC62 | Core Course - XII : Bank Auditing | 6 | 5 | 25 | 75 | 100 |
| 22UBBMC63 | Core Course - XIII : Management Accounting | 6 | 6 | 25 | 75 | 100 |
| 22UBBMP64 | Core Practical – III: Business Plan Preparation and Appraisal | 5 | 4 | 40 | 60 | 100 |
| 22UBBME65 | Internal Elective - IV | 4 | 4 | 25 | 75 | 100 |
| 22UBBMS66 | IV | Skill Based Course – IV: Fundamentals of Digital Banking | 3 | 2 | 25 | 75 | 100 |
| 22UEXTA67 | V | Extension Activities | - | 1 | 100 | - | 100 |
|  |  | Total | **30** | **26** |  |  | **700** |
|  |  | Grand Total | **180** | **140** |  |  | **4500** |

**List of Allied Courses**

**(Choose one in each Semester)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Semester** | **Course Code** | **Course Title** | **H/W** | **C** | **CIA** | **ESE** | **Total** |
| I | 22UECOA01 | Business Economics – I | 4 | 3 | 25 | 75 | 100 |
| I | 22UBUMA01 | Business Mathematics | 4 | 3 | 25 | 75 | 100 |
| I | 22UCOMA02 | Consumerism | 4 | 3 | 25 | 75 | 100 |
| II | 22UECOA03 | Business Economics – II | 4 | 3 | 25 | 75 | 100 |
| II | 22UCOMA08 | Intellectual Property Rights | 4 | 3 | 25 | 75 | 100 |
| II | 22UCOMA10 | Project Management | 4 | 3 | 25 | 75 | 100 |
| III | 22UCOMA27 | Indian Financial System | 3 | 3 | 25 | 75 | 100 |
| III | 22UCOMA03 | Business Environment | 3 | 3 | 25 | 75 | 100 |
| IV | 22UCOMA17 | Development Banking | 3 | 3 | 25 | 75 | 100 |
| IV | 22UCOMA18 | Organizational Behaviour | 3 | 3 | 25 | 75 | 100 |

**List of Internal Elective Courses (Choose in each Semester)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Semester** | **Course Code** | **Course Title** | **H/W** | **C** | **CIA** | **ESE** | **Total** |
| III | 22UBBME36-1 | Banking Technology | 4 | 4 | 25 | 75 | 100 |
| 22UBBME36-2 | Business Law | 4 | 4 | 25 | 75 | 100 |
| 22UBBME36-3 | Investment Management | 4 | 4 | 25 | 75 | 100 |
| IV | 22UBBME47-1 | Services Marketing | 4 | 3 | 25 | 75 | 100 |
| 22UBBME47-2 | Treasury Management | 4 | 3 | 25 | 75 | 100 |
| 22UBBME47-3 | Retail Marketing Management | 4 | 3 | 25 | 75 | 100 |
| V | 22UBBME54-1 | Marketing Management | 4 | 3 | 25 | 75 | 100 |
| 22UBBME54-2 | Cooperative Banking | 4 | 3 | 25 | 75 | 100 |
| 22UBBME54-3 | Corporate Social Responsibility | 4 | 3 | 25 | 75 | 100 |
| VI | 22UBBME65-1 | Human Resources Management | 4 | 4 | 25 | 75 | 100 |
| 22UBBME65-2 | Financial Management | 4 | 4 | 25 | 75 | 100 |
| 22UBBME65-3 | Merchant Banking | 4 | 4 | 25 | 75 | 100 |

PROGRAMME OUTCOMES (POs)

On successful completion of the B.com.(Bank Management) program, the students are able

1. To have basic knowledge of finance, banking, accounting and taxation.
2. To equip with professional, inter-personal and entrepreneurial skills for economic and social growth.
3. To gear up with updated knowledge in implementing business practices.
4. To blend knowledge, skill and attitude that will sustain an environment of learning and creativity.
5. To impart value based and job oriented education, which ensures that the students are trained into up-to-date.

|  |  |  |
| --- | --- | --- |
| SEMESTER: I  CORE: I  PART: III | 22UBBMC13: FINANCIAL ACCOUNTING I | CREDITS: 4  HOURS: 4/W |

COURSE OBJECTIVES

1. To understand the basic Principles and practical Applications of Accounting
2. To have practical knowledge in the preparation of Double Entry System
3. To draft the Final Accounts as per the accounting standards
4. To acquire knowledge about Depreciation accounting
5. To gain expertise in preparation of Single-Entry System

Unit I:IntroductionHours:12

Meaning of accounting – objectives– advantages -limitations - Accounting concepts and conventions - Methods of accounting - Journal - Ledger– Trial Balance

Unit II: Final accountsHours:12

Meaning of final accounts – adjustments in preparation of final accounts – preparation of trading, profit & loss account and balance sheet of sole proprietorship concern.

Unit III: DepreciationHours:12

Meaning of depreciation – causes– need– Methods of calculating depreciation: straight line method and written down value method (change in method of depreciation is excluded) – Methods of recording depreciation: by charging depreciation to assets account or by creating provision for depreciation account.

Unit IV: Single entry systemHours:12

Meaning of single-entry system – features and limitations of single-entry system – Distinction between single entry system and double entry system - Methods of calculation of profit: 4 Statement of affairs method and Conversion method – Distinction between statement of affairs and balance sheet.

Unit V: Rectification of Errors and Bank Reconciliation Statement Hours:12

Classification of Errors – Rectification of Errors – Preparation of Suspense a/c. Bank Reconciliation Statement – Need and preparation

Theory 20%; Problem 80%

COURSE OUTCOMES

On Successful completion of the course, student will be able

1. To Understand the basic fundamentals of Double Entry System Accounting
2. To gain knowledge in Preparing Final Accounts
3. To understand the depreciation accounting
4. To acquire knowledge on preparing the accounts in single entry system
5. To understand the concept of accounting error

Text Books

1. Financial Accounting - T.S. Reddy &Dr.A.Murthy - Margham Publications Chennai.
2. Financial Accounting - Jain &Narang - Kalyani Publishers
3. Financial Accounting - S.N. Maheshwari - S.Chand Publications

Supplementary Readings

1. Advanced Accounting - Shukla&Grewal - S.Chand& Co. Publications
2. Financial Accounting - Hanif and Mukherjee - McGraw-Hill Publications
3. Financial Accounting - Tulsian - Pearson Publications

OUTCOME MAPPING

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Cos | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1 | 2 | 3 | 3 | 3 | 3 |
| CO2 | 3 | 3 | 3 | 3 | 3 |
| CO3 | 3 | 3 | 3 | 3 | 3 |
| CO4 | 3 | 3 | 3 | 3 | 3 |
| CO5 | 2 | 3 | 3 | 3 | 3 |

PO – Programme Outcome, CO – Course outcome

1 – Low, 2 – Moderate, 3 – High

|  |  |  |
| --- | --- | --- |
| SEMESTER:I CORE: II  PART:III | 22UBBMC14: PRINCIPLES OF MANAGEMENT | CREDITS:4  HOURS: 4/W |

COURSE OBJECTIVES

1. To enable the students to study the evolution and theories of Management
2. To enable the students to study about the different types of planning.
3. To make the students to understand the delegation of power and control.
4. To acquire the knowledge on directing and motivation in management.
5. To understand the process and techniques of control

Unit 1: IntroductionHours: 12

Management: -definitions- nature and Characteristics - Approaches to Management Managementvs Administration-functions of management – Management as a science or Art-Management as a profession- Contributions of F.W. Taylor And Henry Fayol

Unit II: Planning and Decision MakingHours: 12

Planning–Meaning–Nature and Characteristics of Planning–Planning process–Types of plans – Decision Making :Meaning -Steps in Decision Making - Techniques of Decision Making.

Unit III: OrganisingHours: 15

Meaning, Nature and purpose of organisation – principles of organization-Process of organisation–Types of organization structure–Functional organization and Line and staff organisation– departmentation, delegation of authority –Meaning-Types; decentralization – Difference between delegation and decentralization; span of management-Meaning- Theory of Graicunas.

Unit IV: Directing and MotivationHours: 9

Directing- Meaning - Characteristics and principles of Directing; Motivation –Meaning and nature - Need – Maslow’s Theory of Motivation – Herzberg and McGregor Theory of Motivation

Unit V: ControllingHours: 12

Definition of control, characteristics of control-– stages in the control process- requisites of effective control and controlling techniques –Traditional Techniques –Modern Techniques –Network Techniques

COURSE OUTCOMES

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

1. To learn about business management through its functions and principles
2. To understand the Planning and decision-making process
3. To gain knowledge on the organization structure, delegation, decentralization and span of management
4. To learn the principles of directing and Theories of motivation
5. To understand the control process and techniques

Text Books

1. Gupta C. B,Business Management, Sultan Chand & Sons, New Delhi
2. Dr.C.D.Balaji, Principles of Management, Margham Publications, Chennai
3. P.C. Tripathi& P.N. Reddy , Principles of Management , Tata McGraw-Hill, New Delhi

Supplementary Readings

1. Koontz and O‟Donald ,Principles of Management -Tata McGraw Hill Publishing Company Ltd., New Delhi
2. R.S.N.Pillai, S.Kala, Principles and practice of Management, ,Sultan Chand & Sons,
3. Y. K. Bhushan ,Business Organization and Management

OUTCOME MAPPING

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1 | 3 | 2 | 2 | 2 | 2 |
| CO2 | 3 | 3 | 2 | 3 | 2 |
| CO3 | 3 | 3 | 3 | 3 | 3 |
| CO4 | 3 | 3 | 2 | 3 | 2 |
| CO5 | 3 | 3 | 3 | 2 | 3 |

PO – Programme Outcome, CO – Course outcome,

1 – Low, 2 – Moderate, 3 – High

|  |  |  |
| --- | --- | --- |
| SEMESTER: I  CORE PRACTICAL: I  PART:III | COMPUTER APPLICATION IN BUSINESS | HOURS: 4/W |

COURSE OBJECTIVES

1. To acquire and apply the computer applications in different aspects of business.
2. To get an insight knowledge on Ms-office,Ms-excel.
3. To know the database maintenance in every type of applications.
4. To analyse the various types of charts in Ms.Excel
5. To develop the programs in Ms-word and Ms-excel.

LIST OF PROGRAMMES

MS-WORD

1. Text Manipulations.
2. Usage of Numbering, Bullets, Tools and Headers.
3. Usage of Spell Check and Find and Replace.
4. Text Formatting.
5. Picture Insertion and Alignment.
6. Creation of Documents Using Templates.
7. Creation of Templates.
8. Mail Merge Concept.
9. Copying Text and Picture From Excel.
10. Creation of Tables, Formatting Tables.

MS-EXCEL

1. Creation of Worksheet and Entering Information.
2. Aligning , Editing Data in Cell .
3. Excel Function (Date , Time, Statistical, Mathematical, Financial

Functions).

1. Changing of Column Width and Row Height (Column and Range of

Column).

1. Moving, copying, Inserting and Deleting Rows and Columns.
2. Formatting Numbers and Other Numeric Formats.
3. Drawing Borders Around Cells.
4. Creation of Charts Raising Moving
5. Changing Chart Type.
6. Controlling the Appearance of a Chart.

COURSE OUTCOMES

After the completion of course, the students would be able to:

1. Work with the required skills in Ms Office for office administration.
2. Work with the required set in MS Excel.
3. Use various math functions of MS Excel in business calculation.
4. Work with draw graphs using MS Excel.
5. Extract data using filter option in MS Excel.

OUTCOME MAPPING

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| COs | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1 | 2 | 3 | 3 | 3 | 3 |
| CO2 | 2 | 2 | 3 | 3 | 3 |
| CO3 | 3 | 3 | 2 | 3 | 3 |
| CO4 | 3 | 2 | 3 | 2 | 3 |
| CO5 | 3 | 3 | 3 | 3 | 3 |

PO – Programme Outcome, CO – Course outcome

1 – Low, 2 – Moderate, 3 – High

|  |  |  |
| --- | --- | --- |
| SEMESTER: I  PART: III | 22UECOA01: BUSINESS ECONOMICS- I | CREDITS:3  HOURS:4/W |

COURSE OBJECTIVES

1. To expose students to economic concepts and analytical approach.
2. To make them understand the role and responsibilities of business.
3. To make them to apply economic concepts in decision making.
4. To make them acquire knowledge about economic concepts which are used in business.
5. To make them apply economic concepts to different economic and business conditions.

Unit I: Nature and Scope of Business Economics

Meaning and scope of Business Economics- objectives of business- role and responsibilities of business-Micro economics and Macroeconomics- meaning and scope- interdependence between the two.

Unit II: Utility Analysis

Utility- meaning and types – cardinal utility analysis – law of diminishing marginal utility - law of equi – marginal utility – ordinal utility analysis – indifference curves – meaning and properties – budget line – consumer equilibrium using indifference curves .

Unit III: Demand and Supply Analysis

Meaning – determinants of demand - law of demand – exceptions to law of demand – supply - meaning – law of supply – elasticity of demand – price, income and cross elasticity of demand – methods of measuring elasticity of demand – importance of elasticity of demand.

Unit IV: Demand forecasting

Demand forecasting – definition – objectives – forecasting techniques – importance of demand forecasting.

Unit V: Production function

Meaning – short run and long run production functions – law of variable proportion – laws of returns – Cobb-Douglas production function

COURSE OUTCOMES

After the completion of the syllabus the students

1. Understand the meaning and importance of business economics and role of business
2. Understand cardinal and ordinal utility analysis
3. Get knowledge about demand, supply and elasticity of demand
4. Get knowledge about demand forecasting and use in business
5. Understand production function and laws.

Text Books

1. Sankaran.S- *Business Economics (6 th ed)-* Margam Publication-Chennai
2. Ahuja.H.L-*Business Economics-* Sultan Chand& Sons-New Delhi
3. Chaudhary.C.M-*Business Economics-* RBSA Publishers-Jaipur

Supplementary Readings

1. Mithani. D.M& Murthy-*Fundamentals of BusinessEconomics-* Himalaya Publishing House-New Delhi
2. Cauvery- *Managerial Economics-* S.Chand-New Delhi
3. Sundaram.K.P.M and Sundaram .E.N-*Micro Economics-*S.Chand –New Delhi

OUTCOME MAPPING

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| CO/PO | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1 | 3 | 3 | 3 | 3 | 3 |
| CO2 | 2 | 3 | 3 | 2 | 3 |
| CO3 | 3 | 2 | 2 | 3 | 3 |
| CO4 | 2 | 2 | 2 | 2 | 2 |
| CO5 | 3 | 2 | 2 | 3 | 3 |

  1-LOW 2- MEDIUM 3- HIGH

|  |  |  |
| --- | --- | --- |
| SEMESTER – I  ALLIED-I | 22UBUMA01: BUSINESS MATHEMATICS | CREDIT – 3 HOURS – 4 |

(For All B.COM. Except B.COM (Cooperation) - I Year)

COURSE OBJECTIVES

The course aim is to introduce the concepts of operations on set and applications, to study the characteristic of analytical geometry, differential calculus, matrices and commercial arithmetic.

UNIT - I: SET THEORY

Basic concepts – Subsets – Operations on sets Applications – Cartesian Product – Relation – Properties of relation - Functions.

UNIT – II: ANALYTICAL GEOMETRY

Distance – Slope of a straight line – Equation of Straight line-Point of Intersection of two lines – Interpretation – Break even analysis – Parabolas.

UNIT – III: DIFFERENTIAL CALCULUS

Limits – Continuity –Changes in related variables-Average & Marginal concepts – Differential coefficient-Standard Forms – Simple applications to Economics.

UNIT – IV: MATRICES

Addition of matrices –Scalar multiplication-Multiplication of a matrix by a matrix- Inverse of a matrix – Solution of a system of linear equation –Input output Analysis.

UNIT – V: COMMERCIAL ARITHMETIC

Percentages – Simple and Compound interests – Arithmetic and Geometric Series – Simultaneous Linear equations.

COURSE OUTCOMES

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

1. Know the basic concepts of operations on sets, relations and functions.
2. Learn to find an equations of straight line, distance, slope and interpretations.
3. Abel to find Limit, Continuity, Average and Marginal cost using differential calculus.
4. Know the operations on Matrices, inverse of Matrix, Solution of system of linear equations and Input and Output Analysis using matrices.
5. Compute percentage, simple and compound interest, Arithmetic and Geometric series and solve Simultaneous Linear equations.

Text Books

1. Contents and Treatement as in “An Introduction to Business Mathematics”, V. Sundaresan, S. D. Jaya Seelan, S. Chand & Company Ltd, New Delhi(2003).

Unit-I: Chap:2 (Sec: 2.1 – 2.7), Pages(34-62)

Unit-II: Chap:1 (Sec: 1.1 –1.8), Pages(1-33)

Unit-III: Chap:3 (Sec: 3.1–3.6,3.11),Pages(75-91),Pages(116-123)

Unit-IV: Chap:8 (Sec: 8.2-8.7),Pages(285-328)

Unit-V: Chap:7 (Sec: 7.1,7.2,7.3,7.5),Pages(229-258),Pages(269-272).

Supplementary Readings

1. “Business Mathematics”, Qazi Zameeruddin, V. K. Kahanna, S. K. Bhambri, Vikas Publishing Pvt Ltd, New Delhi (1995).
2. “Business Mathematics”, V. K. Kapoor, S. Chand & Company Ltd, New Delhi (1994).
3. “Business Mathematics” P.R.Vittal , Margham Publications.

OUTCOME MAPPING

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| CO / PO | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1 | 3 | 3 | 3 | 2 | 2 |
| CO2 | 3 | 2 | 3 | 3 | 2 |
| CO3 | 3 | 3 | 3 | 3 | 2 |
| CO4 | 3 | 3 | 3 | 3 | 2 |
| CO5 | 2 | 3 | 3 | 3 | 2 |

1-Low 2-Moderate 3- High

|  |  |  |
| --- | --- | --- |
| SEMESTER: I  ALLIED: I  PART:III | 22UCOMA02: CONSUMERISM | CREDITS:3  HOURS:4/W |

COURSE OBJECTIVES

1. To make students to acquire knowledge of consumerism.
2. To understand the fundamentals of Consumerism.
3. To know the Consumer ProtectionAct,1986 and Consumer Protection Act 2006 (Amendments.)
4. To gain knowledge Consumer Protection Council.
5. To enable the redressal of consumer grievances.

Unit–I Introduction

Definitions of the term:-Consumer – Types of Consumer Appropriate authority –Complainant–Consumer dispute–Restrictive Trade Practice.

Unit– II Consumer Protection Act 1986

Introduction of Consumer Protection Act1986–Objectives -Consumer Protection Act 2006 (Amendments)–Salient features.

Unit–III Various forms of Consumer Rights

Thevarious Consumer Rights: -Right to Safety, Right to Information, Right to Choose, Right to be heard–Right against exploitation–Right to Consumer Education.

Unit–IV Consumer Protection Council

Consumer Protection Council: - Composition and Powers of National Commission, State Commission and District Consumer Forum.

Unit– V Redressal of consumer grievances

Redressal of consumer grievances- Goods & Services covered under Consumer Protection Act-Procedure for filing of complaints with District Forum, State Commission, National Commission.

COURSE OUTCOMES

At the end of the course, the students would be able to:

1. Understand the basic fundamentals of Consumerism
2. Apply the fundamentals of Consumer Protection Act and its Amendments.
3. Appraise various forms of consumer rights.
4. Evaluate the composition and powers of Consumer Protection Council.
5. Analyse the procedures for filing of complaints with various levels of Consumer forums.

Text Books

1. D. Regasurya Rao , Lecture on Tort and Consumer Protections Law, Asia Law House Hyderabad.
2. Prof. Rakesh, Consumer Protection Laws, Central – Law Agency
3. Khanna, Consumer Protection (Amendment) Act 2002, S. Chand & Sons. 2012.

Supplementary Readings

1. Dr.V.K.Agarwal, Consumer Protection ( Law & Practice) Bharat Law House Pvt. Ltd
2. H.D.Pithawalla, The Consumer Protection Act 2019, C. Jamnadas & Co
3. Avtar Singh, Consumer Protection ( Law & Practice), Eastern Book Co.

OUTCOME MAPPING

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| COs | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1 | 3 | 3 | 3 | 3 | 2 |
| CO2 | 3 | 2 | 3 | 2 | 3 |
| CO3 | 2 | 3 | 2 | 2 | 3 |
| CO4 | 2 | 3 | 3 | 3 | 2 |
| CO5 | 3 | 3 | 2 | 3 | 3 |

PO – Programme Outcome, CO – Course outcome

1 – Low, 2 – Moderate, 3 – High

|  |  |  |
| --- | --- | --- |
| SEMESTER:I  SKILL BASED: I  PART:III | 22UBBMS17: OFFICE MANAGEMENT | CREDITS: 2  HOURS: 2/W |

COURSE OBJECTIVES

1. To Acquire the knowledge of office Management
2. To Know about the office layout
3. To G ain knowledge on indexing and filing
4. To Know the importance of office communication
5. To know about office supervisor

Unit 1: Introduction to Office ManagementHours :12

Meaning–Functions and Significance – Qualifications of Office Manager -Organisational manual and flow of charts

Unit II :Office LayoutHours :12

Office Layout and Office Accommodation – Advantages and disadvantages – planning the office space –open & private offices- Office Machines and Equipments

Unit III: Filing And Indexing Hours :12

Filing and Indexing - Office records – Meaning, significance essentials of a good filing system- E-Filing–Data Processing System – EDP –Uses and Limitations

Unit IV: Office CommunicationHours :12

Office Communication – Meaning – Importance, Types-Internal and External Communication

Unit V: Office SupervisorHours :12

Meaning and characteristics of Supervisor - Place and Role of Supervisor Effective Supervisor - Qualification - Knowledge and skill of Supervisor.

COURSE OUTCOMES

On the successful completion of the course, student will be

1. To gain knowledge aboutorganisationalmanual and flow charts
2. To understandtheknowledgeon office layout
3. To know the filing and Indexing
4. To apply the office communication in real situation
5. Tolearn about Office Supervisor

Text Books

1. R.S.N.Pillai&Bhagwathi. V, 2014, Office Management, S.Chand, New Delhi
2. Balachandiran.V&Chandrasekaran, 2009, Office Management, Tata McGraw Hill Education, New Delhi
3. Arora S.P, Office Management, Vikas Publications Pvt. Ltd., Chennai.,E-Book

Supplementary Readings

1. Dr.I. M. Sahai, 2019, Office Management,SahityaBhawan Publications, Agra.
2. Prof. R. C. Agarwal ,Dr. Piyush Shalya,2022, Office Management,SBPD Publishing House, Agra
3. Dr.R.K. Chopra, PriyankaGowri, 2015, Office Management, Himalaya Publishing House, Bengaluru.

OUTCOME MAPPING

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1 | 3 | 2 | 2 | 2 | 2 |
| CO2 | 3 | 2 | 2 | 3 | 2 |
| CO3 | 3 | 3 | 3 | 3 | 3 |
| CO4 | 3 | 2 | 2 | 3 | 2 |
| CO5 | 3 | 2 | 3 | 2 | 3 |

PO – Programme Outcome, CO – Course outcome,

1 – Low, 2 – Moderate, 3 – High

|  |  |  |
| --- | --- | --- |
| SEMESTER: II  CORE: III  PART:III | 22UBBMC23: FINANCIAL ACCOUNTING - II | CREDIT:4 HOURS:5/W |

COURSE OBJECTIVES

1. To give an insight about Account Current and Average Due Date.
2. To understand the branch accounts and its types.
3. To have practical knowledge in the preparation departmental accounting.
4. To familiarize with accounting procedure on Partnership – Admission and Retirement.
5. To acquire practical knowledge in Partnership accounts on Dissolution.

Unit I : Average Due Date and Account Current Hours: 15

Average Due Date - meaning of Average due date-Uses of Average due date-basic problems in average due date-calculation of interests. Account Current-counting of days-methods of calculating interests-simple problems

Unit II: Branch Accounts Hours: 15

Branch – Meaning - Types of branches - Department branches – difference between branch and Department – Preparation of trading account of branches under debtor system – Stock and debtors’ system – whole sale branch system and Final account systems.

Unit III: Departmental Accounts Hours: 15

Introduction – Allocation of expenses – Calculation of department purchase Interdepartmental transfers at cost price – Selling price – Preparation of Trading and Profit & Loss account of the department.

Unit IV: Partnership - Admission and Retirement Hours: 15

Accounting Treatments - Admission of partner – Retirement of Partner – Death of Partner. Adjustments Regarding profit sharing Ratio, Good will and Capital (Simple Problems)

Unit V: Partnership – Dissolution Hours: 15

Dissolution of firm – Modes of dissolution – insolvency of a partner - Garner Vs. Murray rule - Insolvency of all partner – Piecemeal distribution – proportionate capital method - Maximum loss Method (simple problems)

COURSE OUTCOMES

At the completion of course, the learners would be able to:

1. Understand the concept and gain the knowledge on Average Due Date and Account Current.
2. Be familiar with the nuances of different systems of accounting followed in Branches.
3. Acquire the knowledge about Departmental Accounts.
4. Be acquainted with the accounting treatments required for admission, retirement and death of partners in Partnership firms.
5. Understand the accounting procedures involved in the Dissolution of firm under different situations.

Text Books

1. Jain, S.P., Narang, K.L., (2020).  *Financial Accounting.* New Delhi: India: Kalyani publishers.
2. Reddy, T.S. & Murthy A., (2020) *Financial Accounting*. Margham Publications, Chennai, India
3. Maheswari S.N. & Maheswari, S.K. (2005), *Financial Accounting,* Vikas Publishing House Pvt Ltd. New Delhi, India

Supplementary Readings

1. Gupta & V.K. Gupta, (2006), *Financial Accounting*. New Delhi, India: Sultan Chand& Sons,
2. Gupta. R.L. & M. Radhaswamy, (2006), *Advanced Accountancy Volume I*, New Delhi, India: Sultan Chand & Sons.
3. Jain S.P. & K.L. Narang, (2004), *Advanced Accountancy Volume I,* New Delhi, India: Kalyani Publishers.

OUTCOME MAPPING

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1 | 3 | 3 | 3 | 3 | 3 |
| CO2 | 2 | 3 | 2 | 3 | 3 |
| CO3 | 3 | 3 | 3 | 2 | 3 |
| CO4 | 3 | 3 | 3 | 3 | 3 |
| CO5 | 2 | 3 | 3 | 3 | 2 |

PO – Programme Outcome, CO – Course outcome

1 – Low, 2.– Moderate, 3 – High

|  |  |  |
| --- | --- | --- |
| SEMESTER : II  CORE PRACTICAL: I  PART: III | 22UBBMP24: COMPUTER APPLICATION IN BUSINESS | CREDITS : 3  HOURS : 4/W |

Lab Assignment for Computer Application in Business (Practical Only) Lab Assignment for MS Word (Model Questions)

1. Use mail merge feature of word processor to do the following: Write a letter to invite some of your friend to attend a seminar on your college.
2. Make a resume or Bio Date
3. Prepare a company letter head using logo
4. Draft covering letter for a job along with your resume
5. Design a certificate for your college seminar in landscape mode along with border in MS word
6. Design an invoice bill using MS Word
7. Create the following documents: A newsletter with a headline and 2 columns in portrait orientation, including at least one image surrounded by text.
8. Prepare a table in MS word containing Serial no, Name of the Students, Subject Name, and Total
9. Copy a document to a new document and align paragraph, line spacing, font size on the new document

Lab Assignment for MS EXCEL (Model Questions)

1. Create a student worksheet containing roll numbers, name, sex, address email and phone number
2. Create an invoice design using MS Excel
3. Create a worksheet for students contain Name, Subject Name, Total Average mark for a student and overall percentage of Subject.
4. Create a table in worksheet

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Name | Quantity | Price | Gross | Discount 5% | Net |
| Rice | 500 | 40 |  |  |  |
| Wheat | 500 | 35 |  |  |  |
| Oil | 250 | 170 |  |  |  |
| Sugar | 300 | 40 |  |  |  |

Use the forumala and drag for other cells

1. Enter the data in worksheet

|  |  |
| --- | --- |
| Department | Marks |
| English | 80% |
| Commerce | 90% |
| Maths | 85% |
| Computer Science | 70% |

Based on these data draw chart ( Pie, Bar, Line etc)

1. Create the following in Worksheet

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Roll No.** | **Employee Name** | **Basic** | **DA** | **Gross Salary** |
|  |  |  |  |  |
|  |  |  |  |  |

Use Formula for the calculation of DA and Gross Salary

Sort the items in descending order depending upon the gross salary Create a Bar chart to show Name and Gross Salary

1. Create the following Spreadsheet

|  |  |  |  |
| --- | --- | --- | --- |
| **Roll No.** | **Name** | **Marks** | **Grade** |

Assign Grade using conditioning – “if”

1. Principal Amount: 2, 00,000 Rate of interest : 5% Time period : 10 years Amount to be paid: ?

From the above, calculate the amount payable per annum and also show the effect on amount by changing: a) Rate of Interest to 3% and 8%; b) Time period to 5 Years and 3 Years.

1. Draw a Bar diagram for your class showing number of pass and fail for each subject.

Lab Assignment for MS POWERPOINT (Model Questions)

1. Prepare a power point side for your department including Vision mission Objectives of the department, Students Strength, Faculty Profile, Alumni of the department
2. Prepare a power point side for Unit 1
3. Prepare a power point side for college including Vision mission Objectives of the College, Students Strength, Faculty Profile, Alumni Details, Facilities, Library
4. Prepare a PowerPoint side based on your resume.
5. Prepare a PowerPoint side for your subject based on teachers’ discretion.

Lab Assignment for INTERNET (Model Questions)

1. Download a File on “Internet” from a website by using a search engine
2. Book Online Tickets to Chennai. (Train and Bus)
3. Using Search Engine, down load information on Benefits of Yoga.
4. Open an email account in your names
5. Write e-mail to Pradip by marking a blind copy to ramu
6. Select two electronics items by e-shopping.
7. Register yourself on job portal (nakuri.com)
8. Download a Three PDF for any of your subject on internet
9. Download information about greatness of Himalayas for tourism interest

University Examination: Practical Only Question Pattern : Internal (40 Marks) External (60 Marks)

|  |  |  |
| --- | --- | --- |
| SEMESTER:II  PART: III | 22UECOA03: BUSINESS ECONOMICS II | CREDIT:3  HOURS:3/W |

COURSE OBJECTIVE

1. To make students to understand about the cost and revenue concepts
2. To make them understand pricing under different market structures
3. To give them knowledge about theories of distribution
4. To make them understand the different pricing methods
5. To make them understand the techniques of capital budgeting

UNIT I: Cost and Revenue Analysis

Different types of costs-cost and output relation - TC, AC and MC- short run and long run cost-types of revenue-revenue curves under different market structures.

UNIT II: Market Structure

Types of market-features-price and output determination under perfect competition (short run and long run)-monopoly-monopolistic competition-oligopoly

UNIT III: Theories of Distribution

Meaning and types of distribution- theories of distribution-Marginal productivity theory-modern theory- theories of profit

UNIT IV: Pricing Methods

Different Pricing methods- full cost pricing-target pricing-marginal cost pricing-going rate pricing-customary pricing-differential pricing-pricing of new products-pricing of public utilities

UNIT V: Capital Budgeting

Meaning and need for capital budgeting- forms of capital budgeting-problem-requisites of good capital budgeting.

COURSE OUTCOME

After the completion of the course the students would be able to

1. Understand cost and revenue concepts
2. Gain knowledge about pricing under different market conditions
3. Get knowledge about theories of distribution and determination of profit
4. Learn about the pricing methods
5. Analyse capital budgeting

Text Books

1. Sankaran.S- *Business Economics (6 th ed)-* Margam Publication-Chennai
2. Ahuja.H.L-*Business Economics-* Sultan Chand& Sons-New Delhi
3. Chaudhary.C.M-*Business Economics-* RBSA Publishers-Jaipur

Supplementary Readings

1. Mithani. D.M& Murthy-*Fundamentals of BusinessEconomics-* Himalaya Publishing House-New Delhi
2. Cauvery- *Managerial Economics-* S.Chand-New Delhi
3. Sundaram.K.P.M and Sundaram .E.N-*Micro Economics-*S.Chand –New Delhi

OUTCOME MAPPING

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| CO/PO | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1 | 3 | 2 | 2 | 3 | 2 |
| CO2 | 2 | 3 | 3 | 2 | 3 |
| CO3 | 3 | 2 | 2 | 3 | 2 |
| CO4 | 3 | 3 | 2 | 2 | 3 |
| CO5 | 2 | 2 | 3 | 3 | 3 |

 1-LOW 2- MEDIUM 3- HIGH

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| --- | --- | --- |
| SEMESTER : II  ALLIED: II  PART : III | 22UCOMA08: INTELLECTUAL PROPERTY RIGHTS | CREDITS:3  HOURS:3/W |

COURSE OBJECTIVES

1. To introduce fundamental aspects of Intellectual property Rights.
2. To disseminate knowledge on patents, patent regime in India and abroad and registration aspects.
3. To explain the concept of copyrights and its related rights and registration aspects.
4. To evaluate the registration aspects of trademarks.
5. To assess the procedure for registration of Design, Geographical Indication (GI), Plant Variety and Layout Design Protection.

**Unit I :Overview of Intellectual Property**

Introduction and the need for intellectual property right (IPR) – Kindsof Intellectual Property Rights: Patent, Copyright, Trade Mark, Design, Geographical Indication, Plant Varieties and Layout Design – Genetic Resources and Traditional Knowledge – Trade Secret - IPR in India : Genesis and development – IPR in abroad - Major International Instruments concerning Intellectual Property Rights: ParisConvention, 1883, the Berne Convention, 1886, the Universal Copyright Convention, 1952, the WIPO Convention, 1967,the Patent Co-operation Treaty, 1970, the TRIPS Agreement, 1994.

**Unit II :Patents**

Patents - Elements of Patentability: Novelty, Non Obviousness (Inventive Steps), Industrial Application - Non - Patentable Subject Matter - Registration Procedure, Rights and Duties of Patentee, Assignment and licence , Restoration of lapsed Patents, Surrender and Revocation of Patents, Infringement, Remedies & Penalties - Patent office and Appellate Board

**Unit III :Copyrights**

Nature of Copyright - Subject matter of copyright: original literary, dramatic, musical, artistic works; cinematograph films and sound recordings - Registration Procedure, Term of protection, Ownershipof copyright, Assignment and licence of copyright - Infringement, Remedies & Penalties – Related Rights - Distinction between related rights and copyrights

**UnitIV :Trademarks**

Concept of Trademarks - Different kinds of marks (brand names, logos, signatures, symbols, well known marks, certification marks and service marks) - Non Registrable Trademarks - Registration of Trademarks - Rights of holder and assignment and licensing of marks - Infringement, Remedies & Penalties - Trademarks registry and appellate board

**Unit V:Design and Geographical Indication (GI)**

Design: meaning and concept of novel and original - Procedure for registration, effect of registration and term of protection Geographical indication: meaning, and difference between GI and trademarks - Procedure for registration, effect of registration and term of protection.

COURSE OUTCOMES

At the completion of the course, the student would be able to

1. Understand the fundamental aspects of Intellectual property Rights.
2. Evaluate the registration procedure of patents and penalties for infringement.
3. Explain the concept of copyrights and its related rights and registration aspects.
4. Assess the registration aspects of trademarks.
5. Judge the procedure for registration of Design, Geographical Indication (GI), Plant Variety and Layout Design Protection.

Text Books

1. Nithyananda, K V. (2019). *Intellectual Property Rights: Protection and Management*. India, IN: Cengage Learning India Private Limited.
2. Neeraj, P., & Khusdeep, D. (2014). *Intellectual Property Rights*. India, IN: PHI learning Private Limited.
3. Subramanian, N., & Sundararaman, M. (2018). *Intellectual Property Rights*

Supplementary Readings

1. Ahuja, V K. (2017). *Law relating to Intellectual Property Rights*. India, IN: Lexis Nexis.
2. World Intellectual Property Organisation. (2004). *WIPO Intellectual property Handbook*. Retrieved from
3. Journal of Intellectual Property Rights (JIPR): NISCAIR .

OUTCOME MAPPING

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1 | 3 | 3 | 2 | 3 | 3 |
| CO2 | 2 | 3 | 3 | 3 | 3 |
| CO3 | 3 | 3 | 3 | 2 | 3 |
| CO4 | 2 | 3 | 3 | 3 | 3 |
| CO5 | 3 | 3 | 3 | 3 | 3 |

Match the COs with the POs and specify the correlation level,

i.e. 1 – Low, 2 – Moderate, 3 – High

|  |  |  |
| --- | --- | --- |
| SEMESTER:II ALLIED - II  PART:III | 22UCOMA10: PROJECT MANAGEMENT | CREDITS:3  HOURS:3/W |

COURSE OBJECTIVES

1. To understand the basic concept of project management
2. To know cost planning tools and techniques
3. To learn about the project appraisal
4. To understand the Management Techniques of project
5. To know the classifications and contents of project report

Unit I: Introduction to Project Management

Meaning Project – Characteristics of Project– Project Life Cycle Phases– Meaning of Project Management - Role of a project manager.

Unit II: The PlanningProcess

Work Break down Structure, Cost Planning Tools and Techniques– Time Planning Tools and techniques.

Unit III: Project Appraisal

Technical feasibility– Economic feasibility-Appraising under risk and uncertainty – Social cost benefit analysis

Unit IV: Project Management Techniques

Network analysis, Network techniques– PERT and CPM–– Control system– Control of constraints– Resources considerations in Projects. Project Management soft wares – advantages.

Unit V: Project Report

Meaning and importance of Project report– Characteristics and objectives of Project report– Project classification–Preparation of Project report (contents)

COURSE OUTCOMES

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

1. To understand the characteristics of project and project life cycle phases
2. To gain knowledge on cost planning tools and techniques
3. To learn about Technical and Economic feasibility
4. To gain knowledge on PERT , CPM and Management Softwares
5. To prepare project report

Text Books

1. Prasanna Chandra, 2005, Projects: Planning, Analysis, Selection, Implementation &Review, Tata McGraw-Hill Publishing Company Ltd., New Delhi,
2. Chandra, P. 2005, Projects. Tata McGraw Hill, New Delhi
3. P Gopalkrishnan& V E Ramamoorthy : Text Book of Project Management, McMillan ,New Delhi

Supplementary Readings

1. Harvey Maylor, Project Management, Pearson Education, New Delhi, 2nd Edition.
2. Project Management-Gray & Larson-Tata McGraw Hill, New Delhi
3. Prasanna Chandra, Project Management, Tata McGraw Hill, New Delhi

OUTCOME MAPPING

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1 | 3 | 2 | 2 | 2 | 2 |
| CO2 | 3 | 3 | 2 | 3 | 3 |
| CO3 | 2 | 3 | 3 | 3 | 3 |
| CO4 | 3 | 3 | 3 | 3 | 2 |
| CO5 | 3 | 3 | 3 | 2 | 3 |

PO – Programme Outcome, CO – Course outcome,

1 – Low, 2 – Moderate, 3 – High

|  |  |  |
| --- | --- | --- |
| SEMESTER:II  SKILL BASED: I  PART:III | 22UBBMS26: BUSINESS COMMUNICATION | CREDITS:2  HOURS: 2/W |

COURSE OBJECTIVES

1. To learn the essentials of an Effective Business Letters.
2. To draft various Business letters.
3. To outline letters related to Bank, Insurance andAgency.
4. To prepare Reports, Minutes of Meeting, Agenda, Circular and Notes.
5. To get acquainted with Modern forms of Communication

Unit I: IntroductionHours:12

Definition–Methods–Types–Principles of effective Communication – Barriers to Communication – Business Letter – Layout.

Unit II: Group CommunicationHours:12

Interview – Appointment – Acknowledgement –– Enquiries – Replies – Circular – Complaints.- Draft letters

Unit III: Financial Institutions correspondenceHours:12

Bank Correspondence – Insurance Correspondence – Agency Correspondence

Unit IV: Office CorrespondenceHours:12

Promotion -Reports Writing–Agenda, Minutes of Meeting–Memorandum–Office Order – Circular

Unit V: Modern forms of CommunicationHours:12

Fax – Email – Video Conferencing – Internet– Websites and their use in Business.

COURSE OUTCOMES

1. At the end of Students will be the Course able
2. To learn the types lay out of Business Letters.
3. To draft interview, appointment and complaints letters.
4. To draft Bank, Insurance and Agency correspondence
5. To gain knowledge on to prepare Reports, Minutes of Meeting, Agenda and Circular
6. To understand the modern forms of communication

Test Books

1. N.S.RagunathanandB.Santhanam,BusinessCommunication,Margham Publications,Chennai
2. BarbaraPachter&DeniseCowie(2013),TheEssentialsofBusinessEtiquette,McGrawHillEducation.
3. RajendraPaul&Korlahalli,J.S,(2014),EssentialsofBusinessCommunication,SultanChand& Sons, New Delhi.

Supplementary Readings

1. ShirleyTaylor,CommunicationforBusiness,PearsonPublications,NewDelhi.
2. Bovee,Thill,Schatzman,BusinessCommunicationToday,PearsonEducationPrivateLtd, New Delhi,
3. Penrose,Rasbery&Myers,AdvancedBusinessCommunication,South-Western,Bangalore.

OUTCOME MAPPING

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1 | 3 | 2 | 2 | 2 | 2 |
| CO2 | 3 | 3 | 2 | 3 | 3 |
| CO3 | 3 | 3 | 3 | 3 | 3 |
| CO4 | 3 | 3 | 2 | 3 | 2 |
| CO5 | 3 | 3 | 3 | 2 | 3 |

PO – Programme Outcome, CO – Course outcome,

1 – Low, 2 – Moderate, 3 – High

|  |  |  |
| --- | --- | --- |
| **SEMESTER:III**  **PART:III** | **22UBBMC33: CORPORATE ACCOUNTING** | **CREDIT:4**  **HOURS:4**/W |

Course Objectives

The objectives of this course are

1. To understand provisions and procedures of issue of shares to the public
2. To gain knowledge to calculate profit prior to incorporation.
3. To familiarise with company law provisions relating to schedules and final accounts of the company
4. To acquire ability to prepare liquidators final statements
5. To prepare schedules, profit and loss account and balance sheet of the banks

|  |
| --- |
| **Unit I:Issue of Shares and Debentures Hours: 12**  Issue of Shares and Debentures–Various Kinds–Forfeiture–Reissue–Underwriting of Shares and Debentures.  **Unit II: Redemption of Preference Shares and Debentures**  **Hours: 12**  Redemption of Preference Shares and Debentures – Purchase of business–Profits Prior to Incorporation.  **Unit III: Company Final Accounts**  **Hours: 12**  Preparation of company final accounts – Company balance sheet – Computation of Managerial Remuneration.  **Unit IV: Liquidation Of Companies Hours: 12**  Liquidation of Companies meaning of liquidation or winding up – Modes of winding up – – Liquidator’s Final Statement of accounts  **UnitV : Bank Accounts**  **Hours: 12**  Bank-Meaning-Legal requirements-Preparation of profit and loss accounts (Form ‘B’ of Schedule III) and Balance Sheet (Form ‘A’ of Schedule III). |

**Theory 20%; Problem 80%**

**Course Outcomes**

On the successful completion of the course, student will be able:

1. To able to pass journal entries of the issue in the books of the company
2. To gain ability to calculate profit prior to incorporation and redemption of preference shares
3. To able to prepare profit and loss accounts and balance sheet of company.
4. To acquire ability to prepare liquidators final statements when the company close its business
5. To gain ability to prepare schedules, profit and loss account and balance sheet of the banks

**Text Books**

1. T.S. Reddy & A. Murthy , 2020, Corporate Accounting –As Per Revised Schedule VI In New Format)MarghamPublication,Chennai
2. R.L.Gupta and M.Radhaswamy,2013,“Advanced Accountancy”, Sultan Chand& Sons-New Delhi,
3. Pillai,R.S.N. andBagavthi,2012.AdvancedAccountancy. S. Chand& Co Ltd., New Delhi.

**Supplementary Readings**

1. S.P.Jain and K.L.Narang,2019,Corporate Accounting (Volume I) -Kalyani Publishers-Ludhiana

2. M.A. Arulanandam& K.S. Raman, 2015,“Advanced Accountancy” Vol-I, Sixth Edition, Himalaya Publishing House, Mumbai.

3. Shukla MC, Grewal TS & Gupta SC,Advanced Accounts, Vol. II, Sultan Chand & Sons-New Delhi.

**Outcome Mapping**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | **3** | **2** | **2** | **2** | **3** |
| **CO2** | **3** | **3** | **2** | **3** | **3** |
| **CO3** | **3** | **3** | **3** | **3** | **3** |
| **CO4** | **3** | **3** | **2** | **3** | **2** |
| **CO5** | **3** | **3** | **3** | **2** | **3** |

**PO – Programme Outcome, CO – Course outcome, 1 – Low, 2 – Moderate, 3 – High**

|  |  |  |
| --- | --- | --- |
| **SEMESTER:III**  **PART:III** | **22UBBMC34: BANKING THEORY LAW AND PRACTICE** | **CREDIT:4**  **HOURS:4**/W |

Course objectives

The objectives of this course are

1. To understand the Banking legislations
2. To analyze the opening of bank account
3. To describe the various kinds of Negotiable instruments
4. To understand various statutory protections of the banker
5. To know the various forms of loans and advances

**Unit I: Banking Legislations an Introduction Hours:12**

Banking Legislation– Provisions of Banking Regulations Act 1949 - Definition of Bank – Licensing - Opening of Branches – Definition of Banker– Obligations of Banker – Rights of Banker– Pass Book – Legal Implications of Entries in Pass Book.

**Unit II: Types of Bank Accounts Hours:12**

Types of Bank Accounts – Fixed Deposit Account – Savings – Current and Recurring Account – Features – Benefits - Account Opening Formalities - KYC Norms – Fixed Deposit Receipts – Non Residence Deposit Account – Currency ( Domestic) Account – Senior Citizen Deposit Account – Flexi Deposit Account.-KYC

**Unit III : Negotiable Instruments Hours:12**

Definition – Essential Features – Types – Comparison Between Cheque, Bills and Promissory Note – Cheque – Crossing – Types – Endorsement – Types of Endorsement – Holder in due Course Privileges – Holder for Value – Acceptance for Honor

**Unit IV: Paying and Collecting Banker Hours:12**

Precaution before Paying a Cheque – Payment in Due Course – Statutory Protection to Paying Banker – Material Alterations- Closing of an Account –Collecting Bank – Statutory Profession to Collecting Banker – Negligence Liability of Collecting Banker – Duties of Collecting Banker.

**Unit V : Loans and Advances Hours:12**

Principles of good Lending – Forms of Unsecured Advances and Secured Advances –Advance Against Securities like Stock Exchange Securities, Document of title to Goods, Trust Receipts, Life Policy, Supply Bills – Fixed Deposit Receipt Mortgage – Types of Mortgage – Hypothecation – Pledge - Non Performing Assets- Causes - Remedial Measures-Management of NPA.

**Course Outcomes**

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

1. To understand the rights and obligations of Banker
2. To analyze the process of opening and functioning of bank account
3. To understand about the Crossing of Cheques
4. To gain knowledge on various statutory protection duties of the banker
5. To understand the procedure for the working of loans and advances in banks

**Text Books:**

1. GordenNataraj, 2016 Banking, Himalaya Publication, New Delhi
2. Tannan, ML ,2015,Banking Law & Practice in India, Indian Law House, New Delhi
3. Panikar, KK ,2015, Banking –Theory System, S.Chand& Co., New Delhi.

**Supplementary Readings**

1. Dr.S.SubbaRao and P.L Khanna,2015,Principles& Practice of Bank Management, Himalya Publishing House, Mumbai.
2. Gurusamy S,2017, Banking Theory Law & Practice, Tata McGraw Hill,Uttarpradesh
3. Murali.S.and Subbakrishna,2015, Bank and Credit Management, Himalaya Publishing House, New Delhi.

**Outcome Mapping**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | **3** | **2** | **2** | **2** | **2** |
| **CO2** | **3** | **3** | **2** | **3** | **3** |
| **CO3** | **3** | **3** | **3** | **3** | **3** |
| **CO4** | **3** | **2** | **2** | **3** | **2** |
| **CO5** | **3** | **3** | **3** | **2** | **3** |

**PO – Programme Outcome, CO – Course outcome, 1 – Low, 2 – Moderate, 3 – High**

|  |  |  |
| --- | --- | --- |
| **SEMESTER:III**  **PART:III** | **Core Practical-II:**  **PRINCIPLES AND PRACTICE OF BANKING** | **CREDIT:**  **HOURS:3**/W |

Course objectives

The objectives of this course are

1. To provide good understanding on the role of RBI
2. To know the functions of commercial bank
3. To learn about negotiable instruments
4. To understand the banker customer relationship
5. To know the banking sector reforms

**Unit I: Reserve Bank of India and Functions Hours:9**

Evolution of central bank – Functions of RBI – Credit Creations of RBI –Credit control

**Unit II: Commercial Bank** **Hours:9**

Meaning – Primary, secondary and modern functions of Commercial Bank

**Unit III: Endorsements Hours:9**

Cheque -Meaning – Crossing - Cheques payable to fictitious persons –Endorse ment- Endorsement by legal representative - Negotiation back - effect of endorsement - Rules regarding endorsement.

**Unit IV; Banker and Customer Relationship Hours:9**

Definition of banker and customer – Relationship between Banker and customer – Special types of customers.

**Unit V; Banking Sector Reforms in India Hours:9**

Banking Services: ATM, Credit Card, Debit Card, Rupay Card – E-Services – On-line/Internet Banking – Mobile Banking – EFT (Electronic Fund Transfer) –Real Time Gross Settlement (RTGS) System,

**Course outcomes**

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

1. To know the Functions of RBI
2. To Understand the functions of commercial bank and various types of deposit accounts
3. To Gain knowledge on cheque and endorsement
4. To understand the Banker and Customer Relationship
5. To understand the Banking Sector Reforms in India Current Scenario

**Text Books**

1. E.Gordon& K. Natrajan, 2015,“Banking Theory, Law & Practice”, Himalaya Publishing House, Mumbai
2. Radhaswami,M&Vasudevan ,2015, A Text Book of Banking, S.Chand&Co., New Delhi.
3. Gurusamy.S, 2017, Banking Theory Law and Practice, Tata McGraw Hill, New Delhi,

**Supplementary Readings**

1. K.P.M. Sundaram and P.N.Varshney, 2014,“Banking Law and Practice”, Sultan Chand & Sons Publishing House, New Delhi,
2. K.C.Shekar, LekshmyShekar, 2007,“Banking theory and Practice”, Vikas Publishing House Pvt.Ltd.,
3. Khubchandran, BS ,2015,Practice and Law of Banking, MacMillan Pub., New Delhi

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**Outcome Mapping**

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|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | **3** | **2** | **2** | **2** | **2** |
| **CO2** | **3** | **2** | **2** | **3** | **3** |
| **CO3** | **3** | **3** | **3** | **3** | **3** |
| **CO4** | **3** | **2** | **2** | **3** | **2** |
| **CO5** | **3** | **3** | **3** | **2** | **3** |

**PO – Programme Outcome, CO – Course outcome, 1 – Low, 2 – Moderate, 3 – High**

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| **SEMESTER:III**  **PART:III** | **22UCOMA27: INDIAN FINANCIAL SYSTEM** | **CREDIT:3**  **HOURS:3**/W |

**Course Objectives**

The objectives of this course are

1. To understand the financial system
2. To know the functions of RBI and Commercial Banks
3. To familiarize with financial markets
4. To know about the SEBI
5. To understand the depository system

**Unit I: Introduction Hours:9**

Financial System: Meaning, significance and components of Financial System

**Unit II: Financial Institutions Hours:9**

Reserve Bank of India -Organization -Management Functions of RBI- Traditional, Promotional and Supervisory Functions: Commercial Banks –Meaning-Functions of Commercial Banks.

**Unit III: Financial Markets Hours : 9**

Money Market- Meaning -structure of Indian Money market-differences between money market and capital market. Capital Market-Meaning- Functions of New issue market- Foreign Exchange Market –Meaning-Functions of Foreign Exchange Market

**Unit IV: Securities and Exchange Board of India Hours:9**

Objectives – powers and organisation of SEBI -SEBI guidelines for primary market, secondary market, bonus shares, rights issue, debentures and underwriters

**Unit V: Depository system Hours:9**

Definition-objectives-activities-interacting institutions-trading-depository system in India-SEBI (depository and participants) Regulation Act-benefits-Secondary market-service of stock exchanges-listing of securities-advantages-listing procedure-obligations-defects of Indian capital market-recent developments

**Course outcomes**

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

1. To understand the components of financial system
2. To gain knowledge on the functions of RBI and Commercial Banks
3. To familiarize with money markets and functions of New Issue Market
4. To know about the Powers of SEBI and guidelines for primary and secondary market
5. To understand the depository system and listing procedure

**Text Books:**

1. Bhole, L.M. 2017, “Financial Markets and Institutions” Tata McGraw-Hill Publishing Company, New Delhi.
2. Khan, M.Y.2019, “Indian Financial System: Theory and practice”, Vikas Publishing House, New Delhi,
3. Sundaram&Varshney,(2015),*BankingTheoryLawandPractice,*SultanChand&Co.,NewDelhi.

**Supplementary Readings:**

1. Chandra, Prasanna,2013, “Financial Management: Theory and Practice”, Tata McGraw Hill Education,
2. Sharma, G.L. and Singh, Y.P. (eds.), 2018,Contemporary Issues in Finance and

Taxation”, Academic Foundation, Delhi,

1. Madura, Jeff, 2016 “Financial Markets and Institutions”, West Publishing Co., New York,

**Outcome Mapping**

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|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | **3** | **2** | **2** | **2** | **2** |
| **CO2** | **3** | **3** | **2** | **3** | **3** |
| **CO3** | **3** | **3** | **3** | **3** | **3** |
| **CO4** | **3** | **3** | **3** | **3** | **3** |
| **CO5** | **3** | **3** | **3** | **2** | **3** |

**PO – Programme Outcome, CO – Course outcome, 1 – Low, 2 – Moderate, 3 – High**

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| SEMESTER: III  ALLIED: II  PART:III | 22UCOMA03: Business Environment | CREDITS:3  HOURS:3/W |

COURSE OBJECTIVES

1. To know and analysis different business environment.
2. Conduct a business analysis of the local environment.
3. Understand the major problems in Indian Economy.
4. Know about five year planning and LPG on different sectors.
5. Explain the concept of social and political responsibilities of Business.

UNIT I: Indian Business Environment:

Meaning of Business Environment, Factors affecting environment to the business, Internal and external environment, micro environment, macro environment.

UNIT II: Economic Environment:

Business and economic environment – Economic Systems – Economic parameters and their impact on business – Economic reforms – Liberalisation; Privatisation; Globalisation – Impact on LPG on different sectors, Foreign Investments – MNCs.

UNIT III: Political and Legal Environment

Political Institutions – Legislative – Executive and judiciary – Constitution of India – Fundamental rights – Directive Principles of State policy – Business Responsibilities to Government – Government responsibilities to business – Legal framework of Business

UNIT IV: Socio-Cultural Environment

Business and Society – Objectives of Business – Social Responsibilities of Business – Business and culture – Cultural dimensions – Social audit – Nature – Evolution – benefits – Social Audit in India – Business Ethics – Nature Sources – Managing Ethics – Corporate Governance – Nature and Mechanism.

UNIT V: Natural and Technological Environment

Innovation, technological leadership and followership, sources of technological dynamics, impact of technology on globalization, transfer of technology, time lags in technology introduction, Status of technology in India; Management of technology; Features and Impact of technology.

COURSE OUTCOMES

1. Understanding the basic of concept of Business Environment.
2. Gained knowledge on Economic Systems.
3. Acquired knowledge on Political and Legal Environment
4. To Inculcate the Socio-Cultural Environment
5. Obtained Knowledge on technological leadership and followership

Text Books

1. Francis Cherunilam, Business Environment Text and Cases, Himalaya Publishing House, Text and Cases, Himalaya Publishing House.
2. K. Aswathappa: Essentials of Business Environment, Himalaya Publishing House, New Delhi
3. Joshi Rosy Kapoor Sangam, Business Environment, Kalyani Publishers,Ludhiana

Supplementary Readings

1. Veena Keshav Pailwar, Business Environment, Prentice Hall of India Private Limited.
2. Dr.K.Chidambaram and Dr.V.Alagappan, :Business Environments, Vikas Publishing House Pvt Ltd**.,** New Delhi.
3. Dr.S.Sankaran, Business Environment, Margham Publications

OUTCOME MAPPING

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| --- | --- | --- | --- | --- | --- |
|  | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1 | 3 | 3 | 2 | 3 | 3 |
| CO2 | 2 | 2 | 2 | 3 | 2 |
| CO3 | 2 | 3 | 3 | 3 | 2 |
| CO4 | 2 | 2 | 2 | 3 | 3 |
| CO5 | 2 | 3 | 2 | 2 | 3 |

PO – Programme Outcome, CO – Course outcome, 1 – Low, 2 – Moderate, 3 – High (Preferably use 2 or 3 levels)

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| **SEMESTER:III**  **PART:III** | **22UBBME36-1: BANKING TECHNOLOGY** | **CREDIT:3**  **HOURS:4**/W |

**Course Objectives**

The objectives of this course are

1. To Know the technological impact in banking operations
2. To Learn the usage of delivery channels
3. To Know about the electronic payment system
4. To Learn the back office operations
5. To Understand the issues in banking techniques

**Unit I: Banking Computerization Hours : 12**

Rangarajan Committee Reports -Different approaches to Banking computerization, Technological Impact in Banking Operations – Total Branch Computerization -WAN, LAN, VSAT, Networking system –Single Window concept-Centralized Banking – Concept, Opportunities, Challenges & Implementation

**Unit II: Delivery Channels Hours : 12**

ATM-usage of ATM – Advantages, Limitation – Anywhere Banking –Anytime Banking – Home Banking – Internet Banking – UPI- G-pay, Phone Pay - Online enquiry and update facilities –PIN – Card Technologies-Signature storage and display by electronic means.

**Unit III: Online Payment System Hours : 12**

Meaning- Advantages - Electronic fund transfer – SWIFT – Electronic clearing system – Debit and Credit Clearing –Negotiated Dealing Systems and Securities Settlement Systems – Electronic Money – E Cheques

**Unit IV: Back Office Operations Hours : 12**

Bank back office management – Inter branch reconciliation – Data center Management – Knowledge Management (MIS/DSS/EIS) – Customer Relationship Management-Call center – Customer satisfaction

**Unit V : Contemporary Issues in Banking Techniques Hours : 12**

Contemporary Issues in Banking Techniques –Cyber-crimes – Cyber laws and its implications - Banking

software's..

**Course Outcomes**

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

1. To know the concept of Centralised Banking
2. To gain the knowledge on ATM, Cards and UPI
3. To know the usage of ECS and NDS
4. To gain the knowledge on data centre management and Customer satisfaction
5. To understand the cyber laws and banking software's.

**Text Books:**

1. Dr.K.AbiramiDevi . Dr.M.Alagammai,2014, E-Commerce, Margham Publications
2. Vasudeva, 2005,“E – Banking”, Common Wealth Publishers, New Delhi.
3. Andrew S. Tanenbaum, (2016), Computer Networks, Prentice Hall Publication

**Supplementary Readings**

1. Kaptan S S&Choubey N S.2003, “E-Indian Banking in Electronic Era”, Sarup& Sons, New Delhi.
2. Donald H. Sanders, (2015), Computers Today, McGraw-Hill
3. Revell J.R.S,2014,Technology and Banks NIBM Pune

**Outcome Mapping**

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|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | **3** | **2** | **2** | **2** | **2** |
| **CO2** | **3** | **3** | **2** | **3** | **3** |
| **CO3** | **3** | **3** | **3** | **3** | **3** |
| **CO4** | **3** | **2** | **2** | **3** | **2** |
| **CO5** | **3** | **3** | **3** | **2** | **3** |

**PO – Programme Outcome, CO – Course outcome, 1 – Low, 2 – Moderate, 3 – High**

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| SEMESTER : III  PART : III | 22UBBME36-2  COURSE TITLE : BUSINESS LAW | CREDIT : 3 HOURS : 4/W |

LEARNING OBJECTIVES

1. To understand the concept of Law.
2. To identify the various requisites of valid Contract & practices in the field of Law
3. To gain knowledge of various special contracts.
4. To apply the concepts of sale according to Sale of Goods Act.
5. To follow the latest Consumer Protection Act for filing and redressal process..

Unit I :Indian Contract Act 1872 Hours : 12

Law-Meaning – Objectives –.Law of Contract – Contract - Definition – Agreement and its Enforceability – Essential Elements of a Valid Contract – Classification of Contracts. Offer and Acceptance – Legal Rules as to Offer and Acceptance.

Unit II :Indian Contract Act 1872 (Other Essential Elements) Hours : 12

Consideration – Definition – Meaning – Legal Rules as to Consideration – Valid Contracts without Consideration. Capacity to Contract - Agreements with Minor – Minor’s Liability for Necessaries Free Consent – Coercion – Undue Influence – Fraud – Misrepresentation -Mistake.

Unit III :Indian Contract Act 1872 (Special Contracts) Hours : 12

Special Contracts–Bailment and Pledge–Indemnity and Guarantee-Various Modes of Discharge of Contract–Breach of Contract–Meaning-Remedies for Breach of Contract -Quasi Contract–Types.

Unit IV :Sale of Goods Act 1930 Hours : 12

Sale of Goods Act 1930**-**Definition of Sale- Sale Vs Agreement to Sell, Goods-Condition and Warranties–Warranty Vs Guarantee-Express and Implied Conditions-“Doctrine of Caveat Emptor”-Rights of Unpaid Seller.

Unit V:Consumer Protection Act 2019 Hours : 12

Definitions – Consumer – Complainant – Complaint–Objectives–ConsumerProtectionCouncils: Central Council and State Council – Central Consumer Protection Authority (CCPA)-Role of Consumer Disputes Redressal Agencies: District Commission–State Commission -National Commission-Procedure of Filing Complaint.

COURSE OUTCOMES

At the completion of the course, the learner would be able to:

1. CO1: Understand the frame work of Indian Contract Act 1872.
2. CO2: Analyse the other essential elements of Indian Contract 1872
3. CO3: Summarise the provisions of Special Contract sand Modes of Discharge.
4. CO4: Develop Knowledge of Sale of Goods Act 1930.
5. CO5: Explain the important provisions on Consumer Protection Act 2019.

Text Books

1. N.D.Kapoor, Business Laws, Sultan Chand & Sons, NewDelhi
2. R.S.N.Pillai & Bagavathi, Business Laws, S. Chand & Co., NewDelhi
3. M.C.Dhandapani, Business Laws, Sultan Chand & Sons, NewDelhi

**Reference Books**

1. Dr.N.Premavathy, Business Law, Sri Vishnu Publications,Chennai.
2. P.C. Tulsian, Business Laws, Tata McGraw Hill, NewDelhi.
3. Balachandran. V and Thothadri. R, Business Law, Vijay Nicholes Imprint Pvt. Ltd.,Chennai

OUTCOME MAPPING

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1 | 3 | 3 | 2 | 3 | 3 |
| CO2 | 3 | 3 | 3 | 3 | 3 |
| CO3 | 3 | 3 | 2 | 2 | 2 |
| CO4 | 2 | 3 | 3 | 3 | 3 |
| CO5 | 3 | 3 | 3 | 3 | 3 |

Match the COs with the POs and specify the correlation level,

i.e. 1 – Low, 2 – Moderate, 3 – High

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| **SEMESTER:III**  **PART:III** | **22UBBME36-3:**  **INVESTMENT MANAGEMENT** | **CREDIT:3**  **HOURS:4/W** |

**Course Objectives**

The objectives of this course are

1. To know the concept of Investment

2. To understand the Capital Market

3. To know the concept of risk and return

4. To learn the investment analysis

5. To understand the investment information

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| **Unit I: Introduction**  **Hours: 12**  Investment Meaning- Investment Vs. Speculation- Investment Vs Gambling- Important factors favorable for investment program- stages in investment - investors classification-Various Investment Avenues – Equity, Fixed Income Securities, Deposits, Mutual funds, Equity oriented mutual funds, Real estates, Insurance Investments.  **Unit II: Capital Market**  **Hours: 12**  Capital Market – Procedures for Buying and Selling Shares –Tax consideration in Investment Management – SEBI guidelines on primary and secondary market – Recent Trends in Security market.  **Unit III: Investment attributes for evaluating Investment**  **Hours: 12**  Investment attributes for evaluating Investment – Risk and Return- Types of risk- Measurement of risks – Comparison of various Investment Avenues.  **Unit IV: Investment Analysis**  **Hours: 12**  Investment Analysis- Financial Statement Analysis–Ratios–Industry analysis  **Unit V: Investment Information**  **Hours: 12**  Investment Information –EPS, DPS, Price earnings ratios –Other financial Measures –Technical Analysis – Fundamental Analysis – Dow Theory - Random Walk Theory – Efficient market theory – Capital Asset Pricing Theory |

**Course Outcomes:**

On successful completion of the course the students will be able

1. To know the concept and stages of Investment
2. To understand the procedure for buying and selling of shares
3. To gain the knowledge on the concept of risk and return
4. To learn the investment analysis and financial statement analysis
5. To gain the knowledge on the investment information

**Text Books**

1. Preeti Singh,2016, Investment Management, Himalaya Publishing House. New Delhi.
2. Prasanna Chandra, 2021, Investment Analysis and Portfolio Management, Tata McGraw - Hill Publishing Company Limited, New Delhi.
3. PratapGiri. S, 2021,Investment Banking, McGraw Hill, New Delhi.

**Supplementary Readings**

1. Natarajan L,2012, Investment Management Security Analysis and Portfolio Management, Margham Publication, Chennai**.**
2. Avadhani VA, 2017, Investment and Securities Market in India, Himalaya Publishing H ouse, Mumbai.
3. Bhalla VK, 2013, Investment Management, Security Analysis and Portfolio Management S..Chand and Company Ltd, New Delhi

**Outcome Mapping**

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|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | **3** | **2** | **2** | **2** | **2** |
| **CO2** | **3** | **3** | **2** | **3** | **3** |
| **CO3** | **3** | **2** | **3** | **3** | **3** |
| **CO4** | **3** | **2** | **2** | **3** | **2** |
| **CO5** | **3** | **3** | **3** | **2** | **3** |

**PO – Programme Outcome, CO – Course outcome, 1 – Low, 2 – Moderate, 3 – High**

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| **SEMESTER:III**  **PART:IV** | **22UBBMN37: MODERN BANKING** | **CREDIT:2**  **HOURS:2/W** |

**Course Objectives:**

The objectives of this course are

1. To know the types of Banks
2. To learn the functions of Commercial Banks
3. To understand the types of customers
4. To Know Negotiable Instruments
5. To Understand Modern Banking technology

**Unit I: Introduction Hours:6**

Bank: Definition – origin and development of modern banking-– Types of Banks – Public Sector, Regional Banks, Private Sector Banks – Universal Banking – Branch Banking-Foreign Banks.

**Unit II: Commercial Bank Hours:6**

Commercial Banking: Meaning – Definition – Functions – Role of Commercial Banks in socio economic development.

**Unit III: Types of Customers Hours:6**

Banker and Customer – Definition –– Types of customers – opening of Accounts of Individuals-Minor, Illiterate person, Joint Account -Partnership firm and Companies- Know Your Customer Guidelines

**Unit IV: Negotiable Instruments Hours:6**

Definition – Characteristics – Types of NIs: Cheques – Crossing of Cheques – Types -Drafts.

**Unit V: Modern Banking Technology Hours:6**

ATMs – Internet banking – Mobile banking – Debit, Credit, and Smart Cards – Electronic Payment Systems (EPS) – Magnetic Ink Character Recognition (MICR) – Electronic Clearing System (ECS) – Electronic Fund Transfer (EFT) – National Electronic Fund Transfer (NEFT) – Real Time Gross Settlement (RTGS) – Immediate Payment Service (IMPS) –Digital Signature-UPI payments.

**Course Outcomes**

On successful completion of the course the students will be able

1. To understand the origin and types of Banks
2. To gain knowledge on the modern functions of Commercial Banks
3. To understand the types of customers and account opening procedures
4. To learn the types of Negotiable Instruments and crossing og cheques
5. To gain knowledge on Modern Banking services

**Text Books**

1. M. L. Tannan, 2009, Banking Law and Practice in India – India Book House, New Delhi.
2. Gurusamy. S, 2009, Banking Theory Law and Practice, Tata McGraw Hill, New Delhi.
3. K.Subramanian, 2013, Banking Reforms in India, TMH, New Delhi.

**Supplementary Readings**

1. Sundaram, K. P. M. &Varshney2003, Banking Theory Law & Practice, Sultan Chand & Sons, New Delhi.
2. Gordon, E. Natarajan, 2005, Banking Theory Law & Practice, Himalaya Publishing House, Mumbai.
3. Radhasamy&Vasudevan ,2003, A Text Book of Banking, Sultan Chand & Sons, New Delhi.

**Outcome Mapping**

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|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | **3** | **2** | **2** | **2** |  |
| **CO2** | **3** | **3** | **2** | **3** | **3** |
| **CO3** | **3** | **3** | **3** | **3** | **3** |
| **CO4** | **3** | **3** | **2** | **3** | **2** |
| **CO5** | **3** | **3** | **3** | **2** | **3** |

**PO – Programme Outcome, CO – Course outcome, 1 – Low, 2 – Moderate, 3 – High**

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| **SEMESTER:IV**  **PART:III** | **22UBBMC43: COST ACCOUNTING** | **CREDIT:4**  **HOURS:4**/W |

**Course Objectives:**

1. To familiarize the students on the use of cost accounting system
2. To understand material costing
3. To know the distribution of overheads
4. To learn the procedure for contract costing
5. To know about marginal costing

**Unit I: Cost Sheet** **Hours:12**

Cost accounting – Meaning – definition – objectives – advantages – limitations –methods of costing – types of costing – differences between cost accounting, management accounting and financial accounting -Cost – Element of cost– meaning – definition– cost sheet- Meaning – Preparation of cost sheet – tenders and quotation.

**Unit II: Material Costing** **Hours:12**

Material control - Meaning objectives – need – advantages – Stock levels and EOQ- methods of pricing material issues – FIFO – LIFO – Simple average method – Weighted average method – Standard price method

**Unit III: Overheads** **Hours:12**

Overheads – meaning – definitions – importance – classifications –Distribution of over heads-machine hour rate computation

**Unit IV: Contract Costing** **Hours:12**

Meaning, features of contract costing, Applications of contract costing, procedure of contract costing, profit on incomplete contracts, Problems.

**Unit V: Marginal Costing Hours:12**

Marginal costing – definition – features – advantages – limitations – breakeven analysis –PV ratio - margin of safety.

**Theory 20% ; Problem 80%**

**Course Outcomes:**

On successful completion of the course students will be able

1. To acquire knowledge of the basic concepts of cost, costing methods and able to prepare cost sheet of product and service to determine cost of production and fixing selling price.
2. To maintain to fix stock level and economic order quantity and determine the price at which materials issued to the production center.
3. To Compute Machine hour rate
4. To gain the knowledge in preparing contract account and able to calculate profit of each contract.
5. To learn to calculate P/V ratio and Break even analysis

**Text Books**

1. T S.Reddy, Y.Hariprasad Reddy,2018 – Cost Accounting – Margam Publications ,Chennai

2. A.Murthy& S. Gurusamy, 2009, Cost Accounting – Tata Mcgraw Hill publishing co Ltd, New Delhi

3.S.P. Jain and K.L. Narang, 2011, “Cost Accounting”, Kalyani publications. New Delhi.

**Supplementary Readings**

1. M.N. Arora, 2005, “Cost Accounting”, Sultan chand, New Delhi.

**2.** V. Rajesh Kumar, RK. Sreekantha, 2018, Cost Accounting- Mcgraw Hill Education pvtLtd,New Delhi

3. Dr. SN Maheswari, Dr.S.N.Mittal, 2008 – Cost Accounting: Theory and problems –Shree Mahavir Book Depot(Publishers)

**Outcome Mapping**

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|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | **3** | **2** | **2** | **2** | **2** |
| **CO2** | **3** | **3** | **2** | **3** | **2** |
| **CO3** | **3** | **3** | **3** | **3** | **3** |
| **CO4** | **3** | **3** | **2** | **3** | **2** |
| **CO5** | **3** | **3** | **2** | **2** | **3** |

**PO – Programme Outcome, CO – Course outcome, 1 – Low, 2 – Moderate, 3 – High**

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| **SEMESTER:IV**  **PART:III** | **22UBBMC44:**  **FINANCIAL MARKETS AND SERVICES** | **CREDIT:4**  **HOURS:4**/W |

**Course Objectives**

The objectives of this course are

1. To understand the nature of Money markets in India.
2. To gain an insight on the nature of Non-Banking financial intermediaries.
3. To learn the importance of capital markets.
4. To know about factoring, leasing and credit rating
5. To learn about merchant banking

**Unit I: Concept and Meaning of Money Market Hours: 12**

Money Market - Call Money Market - Treasury Bills Market- Commercial Bills Market-Markets for Commercial paper and Certificates of Deposits-The Discount Market - Market for Financial Guarantee-Government (Gilt-edged)Securities Market.

**Unit II: Non-Banking Financial Intermediaries Hours: 12**

Non- Banking Financial Intermediaries –Investment Companies –Hire Purchase Finance– Venture Capital Funds - Small Savings and Provident Funds-Unit Trust of India and Mutual Funds

**Unit III: Capital Market Hours: 12**

New Issue Market– Meaning and Advantages–General Guidelines for New Issue–Methods of Floating–Players–Recent Trends .Secondary Market: Stock Exchanges- Functions – Role of Securities and Exchange Board of India – Listing – Reforms in Secondary Market

**Unit IV: Factoring and Leasing Hours: 12**

Factoring–Meaning, Functions, Types, Cost and Benefit of Factoring - Leasing – types of Leases – Evaluation of Leasing Option Vs. Borrowing, Credit Rating – Meaning and Functions

**Unit V: Merchant Banking Hours: 12**

Merchant Banking–Definition, Origin of Merchant Banking–Merchant Banking in India–Services of Merchant Bankers- Qualities required for Merchant Bankers - Problems and Scope of Merchant Banking in India.

**Course Outcomes**

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

1. To understand the nature of Money markets in India.
2. To gain an insight on venture capital and mutual fund.
3. To learn about functions of stock exchange and listing of securities..
4. To know about functions and types of factoring, leasing and credit rating
5. To gain knowledge on services of merchant bankers.

**Text Books**

1. GurusamyS ,2015, Financial Markets and Institutions, S. Vijay Nicole Imprints (P) Ltd Chennai.
2. Gordon and Natarajan, 2011, Financial Markets and Services, Himalaya Publishing House. Mumbai.
3. NaliniPravaTripathy, 2015,Financial Instruments and Services, , Prentice Hall of India, New Delhi

**Supplementary Readings**

1. Jeff Madura, 2011, Financial Markets and Institutions, South-Western College Publishing.
2. Khan, M.Y, 2012, Financial Services, Tata McGraw Hill. Publishing Company Limited, New Delhi.
3. Bhole L.M, 2016, Financial Institutions and Markets, Tata McGraw Hill Publishing Company Limited, New Delhi.

**Outcome Mapping**

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|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | **3** | **2** | **2** | **2** | **2** |
| **CO2** | **3** | **3** | **2** | **3** | **2** |
| **CO3** | **2** | **3** | **3** | **3** | **3** |
| **CO4** | **3** | **3** | **2** | **3** | **3** |
| **CO5** | **2** | **3** | **3** | **2** | **3** |

**PO – Programme Outcome, CO – Course outcome, 1 – Low, 2 – Moderate, 3 – High**

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| **SEMESTER:IV**  **PART:III** | **22UBBMP45: PRINCIPLES AND PRACTICE OF BANKING** | **CREDIT:3**  **HOURS:3**/W |

**Course objectives**

The objectives of this course are

1. To know to open accounts
2. To know to open special types customer’s accounts
3. To learn to fill cheque
4. To fill banking instruments
5. To prepare report

**Unit 1: Types of deposits Accounts Hours:9**

Deposit Accounts-Savings Accounts, Current Accounts, Fixed Deposit Accounts. Opening and operation of Accounts -KYC requirements. Pass Book -practical filling up of KYC forms

**Unit II: Special Types of Customers Hours:9**

Opening, operation and closing of accounts of Minors, Partnerships and Companies- various documents used to open deposit accounts and how to fill it up

**Unit III: Cheques and Endorsements Hours:9**

Demonstrating Cheques, Banker's Cheques, Demand Drafts, ATM & Debit Cards, Credit Cards, Charged Cards, Crossing of Cheques, Endorsement, Checking of Cheques –Filling up Cheques

**Unit IV: E-Banking Hours:9**

Filling up of different banking instruments like pay-in-slip, RTGS, NEFT - Visit to various bank branches make a comparison of any three products offered by those bank

**Unit V: Prepare a Report Hours:9**

Visit Bank or Websites of Two Different Commercial Banks (One Public Sector and one Private Sector Banks) offering Retail Banking Products--Prepare a Comprehensive Report of each bank

**Course outcomes**

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

1. To know to fill deposit accounts forms and KYC forms
2. To gain knowledge to fill special types customer’s accounts
3. To learn to fill cheques
4. To learn to fill RTGS and NEFT
5. To learn to prepare report on retail products offered by two different banks.

**Text Books**

1. E. Gordon & K. Natrajan, 2015,“Banking Theory, Law & Practice”, Himalaya Publishing House, Mumbai
2. Radhaswami,M&Vasudevan ,2015, A Text Book of Banking, S.Chand& Co., New Delhi.
3. Gurusamy.S, 2017, Banking Theory Law and Practice, Tata McGraw Hill, New Delhi,

**Supplementary Readings**

1. K.P.M. Sundaram and P.N.Varshney, 2014,“Banking Law and Practice”, Sultan Chand & Sons Publishing House, New Delhi,
2. K.C.Shekar, LekshmyShekar, 2007,“Banking theory and Practice”, VikasPublishing House Pvt.Ltd.,
3. Khubchandran, BS ,2015,Practice and Law of Banking, MacMillan Pub., New Delhi

**Outcome Mapping**

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|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | **3** | **2** | **2** | **2** | **2** |
| **CO2** | **3** | **3** | **3** | **3** | **2** |
| **CO3** | **2** | **3** | **3** | **3** | **3** |
| **CO4** | **3** | **3** | **3** | **3** | **3** |
| **CO5** | **3** | **3** | **3** | **2** | **3** |

**PO – Programme Outcome, CO – Course outcome, 1 – Low, 2 – Moderate, 3 – High**

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| **SEMESTER:IV**  **PART:III** | **22UCOMA17**  **DEVELOPMENT BANKING** | **CREDIT:3**  **HOURS:3**/W |

**Course objectives**

The objectives of this course are

1. To know the development banks
2. To know the various schemes of assistance
3. To learn the functions of All India Development Banks
4. To understand the functions of StateLevel Development Banks
5. To learn the lending procedures in India.

**Unit I:Introduction Hours: 9**

Development Bank – Meaning - Its evolution, objectives, Organization, and Management of a Development bank - Difference between Commercial Banks and Development Banks – Functions of development banks – features-types of development banks

**Unit II: Schemes of Assistance Hours: 9**

Direct Assistance. Defiance Bill, rediscount Assistance – Direct Assistance, Assistance to join and Public sector, Encouragement to new Entrepreneurs and Technocrats, Export Finance, Subscription to shares and bond to financial institutions

**Unit III: All India Development Banks Hours: 9**

All India Development Banks: Concept and objectives – Functions and promotional activities of IFCI, IDBI, ICICI, EXIM ,NABARD, NHB and SIDBI

**Unit IV: State Level Development Banks Hours: 9**

State Level Development Banks: Objectives and role of state level banks - Functions of State financial corporation's (SFC’s), State Industrial Development Corporation (SIDCs) State Industrial Investment Corporations (SIICs) and the land development banks.

**Unit V: Lending in India Hours: 9**

Lending in India. Need for simplification of lending procedures - end use supervision and follow upon action by term lending instructions– Sanctions and Disbursement Policies-procedures and techniques for financial assistance.

**Course Outcomes**

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

1. To know the development banks
2. To know the various schemes of assistance
3. To learn the functions of All India Development Banks
4. To understand the functions of State Level Development Banks
5. To learn the lending procedures in India

**Text Books**

1. GurusamyS ,2015, Financial Markets and Institutions, S. Vijay Nicole Imprints (P) Ltd Chennai.
2. Vishwanathan. R. 2016, Industrial Finance, Lakshmi publications private limited,
3. B.Santhanam, Financial Services, Margham publications, Chennai

**Supplementary Readings**

1. Kausal Kumar Arora, Development Banking in India, Atlantic Publishers
2. Nyhart J D, Development Banking,Sagwan Press
3. Annual Reports of IFCI, IDBI, ICICI, EXIM ,NABARD, NHB and SIDBI

**Outcome Mapping**

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|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | **3** | **2** | **3** | **2** | **2** |
| **CO2** | **3** | **3** | **2** | **3** | **2** |
| **CO3** | **3** | **3** | **3** | **3** | **3** |
| **CO4** | **2** | **3** | **2** | **3** | **3** |
| **CO5** | **3** | **3** | **3** | **2** | **3** |

PO – Programme Outcome, CO – Course outcome, 1 – Low, 2 – Moderate, 3 – High

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| SEMESTER:IV  PART:III | 22UCOMA18: ORGANIZATIONAL BEHAVIOUR | CREDIT: 3 HOURS: 4/W |

**Learning Objectives**

1. To enable the students to understand the basic aspects of organizational behaviour in current scenario
2. To help students to appraise the motivational theories.
3. To appraise the motivation theories
4. To evaluate the leadership theories.
5. To expose the students on the various organizational structure and design.

Unit-I :Fundamental concepts Hours:12

Organizational Behaviour - Fundamental concepts - nature and scope - OB in the new millennium - Foundations of Individual behavior - Personality, Perception, Learning, Values and Attitudes.

Unit-II :Motivation Hours: 12

Motivation - Early theories - Contemporary theories - Motivation at work - Designing and Motivating for jobs.

Unit-III: Group Dynamics Hours:12

Group Dynamics - Group Behaviour - Inter-group relations - Communication and Group - Decision making.

Unit-IV: Leadership Hours:12

Leadership - Trait, behaviour and contingency theories - Power and Politics - Conflict - Causes, conflict management, Transactional Analysis (TA) - Work Stress.

Unit-V: Organizational Structure and Design Hours: 12

Organizational Structure and Design: Organizational changes and development - Organizational culture and climate - Organizational effectiveness.

COURSE OUTCOMES

At the completion of course, the student would be able to:

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| 1. Gain knowledge on basic aspects of organizational behaviour in current scenario 2. Apply the motivation theories in the organization. 3. Appraise the various dimensions of group dynamics. 4. Improve their ability in leadership and communication. 5. Compare the various organizational structure and design. |

Text Books

1. Stephen Robbins, (2001). *Organisational Behaviour*. (10th ed.) New Delhi, India: Pearson Education.
2. Fred Luthans. (1998). *Organizational Behaviour*. McGraw Hill.
3. Wagner. (2002). *Organizational Behaviour*. Thomson Learning.

Supplementary Readings

1. Khanka, S.S. (2007). *Organisational Behaviour*. New Delhi, India: S. Chand & Co.
2. Shajahan, S. & Linu Shajahan. *Organisational Behaviour*. New Delhi, India: New age International Publishers,.
3. Gupta, C.B. *A Text Book of Organisation Behaviour Text and Cases.* (1st ed.). New Delhi, India: S.Chand & Co.

Outcome Mapping

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|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | **3** | **3** | **3** | **3** | **3** |
| **CO2** | **3** | **3** | **3** | **3** | **3** |
| **CO3** | **3** | **3** | **3** | **2** | **3** |
| **CO4** | **3** | **2** | **3** | **3** | **3** |
| **CO5** | **3** | **3** | **3** | **3** | **3** |

PO – Programme Outcome, CO – Course outcome

1 – Low, 2.– Moderate, 3 – High

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| **SEMESTER:III**  **PART:III** | **22UBBME47-1: SERVICES MARKETING** | **CREDIT:3**  **HOURS:4**/W |

**Course objectives**

1. To know about the nature, types and significance of services marketing.
2. To understand the service design and blue printing
3. To familiarize with the marketing of financial services.
4. To know the hospitality services
5. To know about the Marketing of Non-profit organization

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| **Unit I:Introduction To Service Marketing** **Hours : 12**  Services Marketing - meaning –characteristics and Components of services - Types and Significance of Services Marketing– Difference Between Goods and services- Market segmentation - Bases of Market Segmentation- Market Mix-7 P’s in marketing mix  **Unit II: Service Design Hours : 12**  Principles -Design and Delivery Components – Factors to be considered in Designing the services process- Blue printing – Components – steps in preparation of blue print-Uses  **Unit III:** **Marketing of Financial Services** **Hours : 12**  Features of Banking, Insurance, Lease, Mutual Fund, Factoring, Portfolio services- product decisions - Promotion of Services and Distribution Methods for Services  **Unit IV: Marketing of Hospitality services** **Hours : 12**  Meaning of hospitality services– meaning and Features of Tourism, Hotel and Travel services - Airlines, Railway, Passenger and Goods Transport -Promotion of Services and Distribution Methods  **Unit V: Marketing of Non - Profit Organisations** **Hours : 12**  Meaning and characteristics of Non-Profit Organisations - Services offered by charities - Educational service - Power and Telecommunication-Internet services |

**Course outcomes**

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

1. To know about the characteristics, types and market mix of services marketing.
2. To understand the components of service design and blue printing
3. To gain the knowledge on marketing of financial services.
4. To know the promotion and distribution methods of hospitality services
5. To identify and know about the services of Marketing of Non-profit organization

**Text Books**

1. Ravi Shankar, 2008,Services Marketing, The Indian Perspective,Excelbooks,New Delhi,
2. C.Bhattacharjee,2010, Service Marketing, Concepts, Planning and implementation, Excel Books. New Delhi
3. R.Srinivasan, 2014, Services Marketing-The Indian Context, PHI Learning Private limited, New Delhi,

**Supplementary Readings**

1. RajendraNargundkar, 2010,Services Marketing, Text & Cases, Tata McGraw-Hill Publishing Company, New Delhi,

1. VasanthiVenugopal, 2010,“Services Marketing”, Himalaya Publishing House,
2. R.Srinivasan, 2010, Services Marketing-The Indian Context, Prentice Hall of India Private limited, New Delhi,

**Outcome Mapping**

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|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | **3** | **2** | **3** | **2** | **2** |
| **CO2** | **3** | **3** | **2** | **3** | **3** |
| **CO3** | **3** | **3** | **3** | **3** | **3** |
| **CO4** | **3** | **3** | **3** | **3** | **2** |
| **CO5** | **3** | **3** | **3** | **2** | **3** |

**PO – Programme Outcome, CO – Course outcome, 1 – Low, 2 – Moderate, 3 – High**

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| **SEMESTER:III**  **PART:III** | **22UBBME47-2: TREASURY MANAGEMENT** | **CREDIT:3**  **HOURS:4**/W |

**Course Objectives:**

The objectives of this course are

1. To know the concept of Treasury Management
2. To understand the Treasury control
3. To know the concept of asset liability management
4. To know the investment instruments
5. To understand the foreign currency market

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| **Unit I: Introduction Hours : 8**  Meaning and Concept of Treasury Management - Employment of Statutory / Surplus funds - Role and Functions of Treasury Department.  **Unit II: Treasury Control and Payments System Hours : 12**  Treasury controls; treasurer job description; position of treasury department and its components – front, mid and back office- Payment systems overview; cash payments; check-based payments; large-value funds; electronic Transfers (Wire Transfer); small-value transfer or automated clearing house systems (ACH); and card based payment systems  **Unit III: Asset Liability Management Hours : 14**  Meaning –Concept-asset management strategies, liability management strategy, fund management strategy; interest rate risk: forces determining interest rates, the measurement of interest rates, asset-liability management committee  **Unit IV: Investment Instruments Hours : 14**  Money market investment instruments: Treasury bills, short-term treasury notes and bonds, government agency securities, certificate of deposit, international Eurocurrency deposits, bankers’ acceptance, commercial paper, short-term municipal obligations; capital market investment instruments: Treasury notes and bonds, municipal notes and bonds, corporate notes and bonds; investment securities held by banks; factors affecting choice of securities; evaluating investment risk  **Unit V: Foreign Treasury Management. Hours : 12**  Foreign Currency Market - Combined Treasury Management- RBI and Regulatory Functions |

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**Course Outcomes:**

On successful completion of the course the students will be able

1 To understand the concept of Treasury Management

2 To acquire knowledge on Treasury Controls and Payment Systems.

3 To learn the Concept and Strategies of Asset liability Management.

4 To gain the knowledge on investment instruments

5 To learn about foreign currency market

**Text Books**

1. Radha V, (2001), Capital Market and Financial Services, Lions Publication
2. Rose, P. S., & Hudgins, S. C. Bank management and financial services. New Delhi: Tata McGraw-Hill Education. New Delhi
3. Jack Clank Francis, (2015), Management of Investments, McGraw Hill Inc., New Delhi

**Supplementary Readings**

1. Gup, B. E., &Kolari, J. W. Commercial banking. New Delhi: Willey India
2. **E-Resources** Jack Clark Francis, (2016), Investments: Analysis and Management, McGraw Hill, New Delhi
3. Association of Financial Professionals. Essentials of treasury management

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**Outcome Mapping**

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|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | **3** | **2** | **2** | **2** | **2** |
| **CO2** | **3** | **3** | **2** | **3** | **3** |
| **CO3** | **2** | **3** | **2** | **3** | **3** |
| **CO4** | **3** | **3** | **2** | **3** | **2** |
| **CO5** | **3** | **3** | **3** | **2** | **3** |

**PO – Programme Outcome, CO – Course outcome, 1 – Low, 2 – Moderate, 3 – High**

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| **SEMESTER:IV**  **PART:III** | **22UBBME47-3: RETAIL MARKETING MANAGEMENT** | **CREDIT:3**  **HOURS:4**/W |

**Course Objectives:**

The objectives of this course are

1. To know the basic concepts of Retailing
2. To learn about the retail location and layout
3. To understand the methods of calculating inventory level
4. To know various promotion of retail outlets.
5. To learn about E-Retailing

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| **Unit-I :Introduction To Retailing Hours : 12**  Retailing – meaning, definition, characteristics, importance and functions – types of retailers – types of retailing formats  **Unit II: Retail Location Hours : 12**  Retail location - factors affecting Retail location decision – site location and lay out - factors affecting site location and lay out – steps in selecting site. Store design – interiors and exteriors.  **Unit III: Merchandise Management Hours : 12**  Merchandise Management – Definition, key areas – phases in developing Merchandise plan – Methods of calculating inventory level – basic stock method, week’s supply method and stock to sales method – merchandiser’s skill and profile.  **Unit IV: Promotion of Retail Outlets Hours : 12**  Retailing promotion – definition – promotional objectives – approaches to promotional budget – sales promotion - objectives and types- personal selling and methods of advertising  **Unit V: E- Retailing Hours : 12**  E - Retailing – merits – systems of E - Retailing – kinds of retailers engaged in E - commerce – Future trends – smart cards – E-cash - Multimedia Kiosk – Customer-specific offers – Electronic body scanners – E-Tailing in India. |

**Course outcomes**

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

1. To define retailing and various types of retailers.

2. To gain knowledge on the retail location, site location and layout

3. To acquire in depth knowledge of merchandise management.

4. To know various promotion of retail outlets and promotional methods

5. To gain knowledge on E-Retailing in India.

**Text Books**

1. C.Murthy-2012, Retail Marketing Management – Lap Lambert Academic Publishing GMBHKG-

2. T.L. Prabhu, Guru M.–2019, Retail marketing Management- nest fame Creations Pvt Ltd-e book

3.Dr.L.Ntarajan,2014-Retail Marketing-Margham Publications-Chennai+

**Supplementary Readings**

1. SwapnaPradhan –2011 Retailing Management: Text and cases- Tata Mcgraw Hill Education private ltd- New Delhi

2. Helen goworek ,peter[HelenGoworek](https://www.google.co.in/search?safe=images&hl=en&sxsrf=ALeKk02URdBKJVgDClGx6wYchnAtKZvpIg:1618841159825&q=inauthor:%22Helen+Goworek%22&tbm=bks), [Peter McGoldrick](https://www.google.co.in/search?safe=images&hl=en&sxsrf=ALeKk02URdBKJVgDClGx6wYchnAtKZvpIg:1618841159825&q=inauthor:%22Peter+McGoldrick%22&tbm=bks) ,2011,Retail Marketing Management-Principles and Practice- – Pearson education ltd-· New Delhi

3. David Gilbert-2003Retail Marketing Management –Pearson Education Ltd -

**Outcome Mapping**

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|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | **3** | **2** | **2** | **2** | **2** |
| **CO2** | **3** | **3** | **2** | **3** | **2** |
| **CO3** | **2** | **3** | **3** | **3** | **3** |
| **CO4** | **2** | **3** | **2** | **3** | **2** |
| **CO5** | **2** | **3** | **3** | **2** | **3** |

**PO – Programme Outcome, CO – Course outcome, 1 – Low, 2 – Moderate, 3 – High**

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| **SEMESTER:IV**  **PART:IV** | **22UBBMN48: BASICS OF CUSTOMER RELATIONSHIP MANAGEMENT** | **CREDIT:2**  **HOURS:2**/W |

**Course objectives**

**The objectives of this course are**

1. To understand the Basic Concepts about the Customer Relationship Management.
2. To get acquainted with the knowledge about E- CRM.
3. To understand the Customer data base
4. To procure ideas about complaint redressal methods
5. To highlight the significance of Customer satisfaction

**Unit I: Introduction to CRM Hours: 6**

Customer Relationship Management (CRM): Meaning – Definitions– Objectives - Benefits - CRM Cycle - Necessity for adoption in CRM- Implementation of CRM

**Unit II: E-CRM Hours: 6**

Electronic Customer Relationship Management (E-CRM): Meaning -Definition –Features, Advantages and Disadvantages –Difference between CRM and E-CRM – Components and Challenges of E-CRM.

**Unit III: Customer Data base and Call centre operations Hours: 6**

Customer data base – data mining- data warehouse-Call Centre Operations: Meaning – Components – Types – Benefits.

**Unit IV: Complaint redressal methods Hours : 6**

Complaint redressal methods Talwar and Goiporia committee report, customer service committee, customer day - Copra Forum - ombudsman.

**Unit V: Customer Satisfaction Hours: 6**

Meaning –Significance –components- Review and Evaluation of Customer Satisfaction.

**Course outcomes**

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

1. To Understand the Basic Concepts about the Customer Relationship Management.

2. To gain knowledge about components of E- CRM.

3. To Understand the Customer data base and data warehouse

4. To learn about complaint redressal methods

5. To gain knowledge on Customer satisfaction and its outcomes

**Text Books:**

1. Dr. K. GovindaBhat , 2016, Customer Relationship Management, , Himalaya Publishing House, Mumbai, .
2. Jagadish N Sheth,2017 Customer Relationship Management , Emerging concepts, Tools and applications by McGraw Hill Education, New Delhi
3. P.P.Singh and JinendarKum,2017,Customer Relationship Management , Regal publications, New Delhi,

**Supplementary Readings**

1. Jagdish N. Sheth, AtulParvatiyar, G.Shainesh, 2015, Customer Relationship Management: Emerging concepts, tools, and applications ,, Tata Mcgraw-Hill Education, Noida,
2. Alok Kumar Rai ,2014Customer Relationship Management: Concepts and cases ,, Prentice Hall of India, New Delhi,
3. S H.Peeru Mohamed & A. Sangadevan , Customers Relationship Management – A Step –by–step approach , Vikas Publishing House Private Limited , Noida .

**Outcome Mapping**

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|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | **3** | **2** | **2** |  |  |
| **CO2** | **3** | **3** | **2** | **3** | **2** |
| **CO3** | **2** | **3** | **3** | **3** | **3** |
| **CO4** | **2** | **3** | **2** | **3** | **2** |
| **CO5** | **2** | **3** | **3** | **2** | **3** |

**PO – Programme Outcome, CO – Course outcome, 1 – Low, 2 – Moderate, 3 – High**

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| **SEMESTER:V**  **PART:III** | **22UBBMC51: RISK MANAGEMENT IN BANKS** | **CREDIT:5**  **HOURS:5**/W |

**Course Objectives**

**The objectives of this course are**

1. To know about the various risks faced by an organisation.
2. To Know about the credit risk and RBI guidelines for Risk Management
3. To Acquire the knowledge about liquidity Risk
4. To acquire the knowledge about the types and causes for operational risk.
5. To Know about the Interest Rate Risk.

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| **Unit I: Introduction Hours:15**  Risk definition - BIS – Basel Committee – Basel I, II and III norms; Risk Process- Sources of Risk- Risk Organization – Types of Risk – Concept of ALM for Banks-ALCO  **Unit II: Credit Risk Hours:15**  Definition - RBI guidelines for risk management - Risk rating and risk pricing - Methods for estimating capita lrequirements - standardized approach and advanced approach - Credit rating /scoring –Structured products  **Unit III: Liquidity Risk Hours:15**  Meaning- Categories of liquidity risk-sources – Liquidity Risk Managements Policy- Regulatory prescriptions- Measurement of liquidity risk -Liquidity Gap analysis ,scenario analysis  **Unit IV : : Operational Risk Hours:15**  Definition – RBI guidelines for Operational risk - Types of operational risk - Causes for operational risk - Sound Principles of Operational Risk Management (SPOR) -Key responsibilities of ORM; Capital allocation for operational risk.  **Unit V: Interest Rate Risk Hours:15**  Meaning –Categories –measurement of Interest rate risk- Gap analysis –duration analysis-Value at Risk(VaR)-Stress test- use of derivatives |

**Course Outcomes**

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

1. To gain knowledge on Basel norms and various risks faced by an organization.
2. To know about the methods for estimating capital requirements
3. To acquire the knowledge about sources and regulatory prescriptions of liquidity Risk
4. To acquire the knowledge about the types and causes for operational risk.
5. To understand the Measurement of Interest Rate Risk.

**Text Books:**

1. Indian Institute of Banking & Finance , 2016, Risk Management,, Macmillan Publications India Private Limited, New Delhi
2. Michel Crouhy - Dan Galai – Robert Mart, 2014,Essentials of Risk Management McGraw Hill Education, New Delhi
3. Indian Institute Of Banking, 2010, Amp, Finance (IIBF), Risk Management, Macmillan Publications India Private Limited, New Delhi

**Supplementary Readings**

1. Foundations of Banking Risk: An Overview of Banking, Banking Risks, and Risk-Based BankingRegulation by GARP (Global Association of Risk Professionals).
2. John C. Hull,2009, Risk Management and Financial Institutions, Pearson
3. IIBF,2015, Advanced Bank Management, 3rd Edition, MacMillan Education.New Delhi

**Outcome Mapping**

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|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | **3** | **2** | **2** | **2** | **2** |
| **CO2** | **3** | **3** | **2** | **3** | **2** |
| **CO3** | **2** | **3** | **3** | **3** | **3** |
| **CO4** | **2** | **3** | **2** | **3** | **2** |
| **CO5** | **2** | **3** | **3** | **2** | **3** |

**PO – Programme Outcome, CO – Course outcome, 1 – Low, 2 – Moderate, 3 – High**

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| **SEMESTER:V**  **PART:III** | **22UBBMC52: RETAIL BANKING** | **CREDIT:5**  **HOURS:6**/W |

**Course Objectives**

The objectives of this course are

1. To know about retail banking.
2. To learn the Retail asset Products and the requirements of customers.
3. To know about the Eligibility, Process and purpose of using Credit cards
4. To gain knowledge on the various methods of retail payments
5. To learn the significance of role of Customer Relationship Management in Retail banking

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| **Unit I: Introduction**  **Hours:15**  Retail Banking –Meaning and definition-History -Features –Advantages-distinction between Retail and Corporate/Wholesale Banking.-Reasons for emergence of retail banking business in India  **Unit II: Retail Asset Products** **Hours:20**  Retail Products Overview – Customer requirements, Products development process- Retail Asset products -Home Loans, Auto/ Vehicle loan, personal loan and education loan-Eligibility, Purpose, Amounts, Margin, Security ,Disbursement, Moratorium, Prepayment issues, Repayments / Collection- Credit Scoring  **Unit III**: **Retail liability products and Credit Cards** **Hours:20**  Retail liability products- procedure to opening of various accounts- KYC-Credit Cards – Meaning- Evolution- features- Types - Credit vs Debit Cards- Process of issuing the cards, Billing Cycle, Important Terms in Credit Card Operations -Credit Points.  **Unit IV**: **Retail Payments** **Hours:20**  Automated Teller Machines (ATMs) –National Electronic Funds Transfer - SWIFT, SFMS- Real Time Gross Settlement System (RTGS) - Securities Settlement System (SSS) -Electronic Clearing Service (ECS) –– Money Transfer Service Scheme (MTSS) - Immediate Payment Service (IMPS) - The Unified Payments Interface (UPI) - Bharat Bill Payment System (BBPS) – Card Payments - Mobile Payments - Aadhar Pay - UPI Payments - Bharat QR Code - Digital Wallets – Bank Wallets – Private Wallets - Business Models – Technology Models  **Unit V: Customer Relationship Management. Hours:15**  Customer Relationship Management – Meaning- Need for CRM –Principles-Implementation Process of CRM -Implementation Stages in CRM- Integration of CRM with ERP system-Recent Trends in Retail Banking. |

**Course Outcomes**

**On the successful completion of the course, student will be able**

1. To know about features of retail banking.
2. To understand the credit scoring, customers’ requirements and eligibility for retail asset products
3. To know the procedure to open various accounts, process and purpose of using Credit cards’
4. To understand the various methods of retail payments and business models
5. To gain knowledge on implementation of Customer Relationship Management process

**Text Books**

1. Macmillan Education 2017, Retail Banking,IIBF,Macmillanpublications,New Delhi
2. Sanjay Kumar Trivedy, 2015,Retail Banking, RSTC, Mumbai, e-material
3. Jaspal Singh, 2019, Digital Payments in India: Background, Trends and Opportunities, , New Century Publications

**Supplementary readings**

1. KeithPond, 2007,Retail Banking
2. Poppy Sharma, 2015, Smart Manager Retail Banking Decoded, Taxmann’s
3. CAIIB,2018,Retail Banking, Macmillan publications, New Delhi

**Outcome Mapping**

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|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | **3** | **2** | **3** | **2** | **2** |
| **CO2** | **3** | **3** | **3** | **3** | **3** |
| **CO3** | **3** | **2** | **3** | **3** | **3** |
| **CO4** | **3** | **2** | **3** | **3** | **3** |
| **CO5** | **2** | **3** | **3** | **2** | **3** |

**PO – Programme Outcome, CO – Course outcome, 1 – Low, 2 – Moderate, 3 – High**

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| **SEMESTER:V**  **PART:III** | **22UBBMC53: INCOME TAX LAW AND PRACTICE** | **CREDIT:5**  **HOURS:6**/W |

**Course Objectives:**

The objectives of this course are

1. To understand the concept of Income tax.
2. To describe how to arrive taxable salary.
3. To measure the income from house property and Business or profession
4. To measure the capital gains and income from other sources
5. To exercise the set off and carry forward and deductions from gross total income

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| **Unit I: Basic Concepts Hours: 15**  Basic concepts–Definition–Previous year–Assessment year–Person–Assessee–Gross total Income – Total Income –Residential status and incidence of tax–incomes exempt u/s 10  **Unit II :Income from Salary Hours: 20**  Salary – Basis of charge – Different forms of salary – allowances – gratuity –pension–perquisites–deduction from salary–computation of taxable salary  **Unit III :House property and Profits and gains of Business or profession**  **Hours:20**  House property–income from let – out property – deductions – computation of House property income  Profits and gains of business or profession – basis of charge – methods of accounting – deductions – allowable expenses and disallowable expenses- Computation of taxable profit  **Unit IV: Capital gains and Income from other sources Hours: 20**  Computation of Income from Capital Gains – Income from other sources.  **Unit V: Set off and carry forward Hours: 15**  Aggregation of income, Set – off or carry forward and set off of losses – Deductions from gross total income – Computation of total income of an individual and tax payable; Rebates and relief’s – Provisions concerning advance tax and tax deducted at source –Provisions for filing of return of income. |

Distribution of Marks: Theory -40% : Problem- 60%

**Course Outcomes**

**On the successful completion of the course, student will be able**

1. To understand the concept of Income tax and residential status of an Individual
2. To learn to compute taxable salary.
3. To Gain knowledge on compute the income from house property and Business or profession
4. To learn to calculate the capital gains and income from other sources
5. To gain knowledge on Compute total income and tax payable of an individual

**TextBooks (CurrentEdition)**

1. Dr.Vinod K. Singhania, Taxmen’s, Direct Taxes Law&Practice.TaxmanPublications, New Delhi.
2. Dr.A.Murthy, IncomeTaxLawandPractice-VijayNicholePublications, Chennai.
3. Dr.T.S.Reddy&Dr.Hariprasad,Income tax lawandpractice,Margam publications, Chennai.

**Supplementary Readings**

1. Gaur and Narang, “ Income Tax Law and Practice” Kalyani Publishers, New Delhi.
2. Dr. H. C.Mehrotra, “ Income Tax Law and Accounts” SahithyaBhavan publishers, Agra.
3. R. G. Shaha, Income Tax Law and Practice( Direct Tax) Himalaya Publications, Mumbai

**Outcome Mapping**

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|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | **3** | **2** | **3** | **2** | **3** |
| **CO2** | **3** | **2** | **2** | **3** | **3** |
| **CO3** | **3** | **3** | **3** | **3** | **3** |
| **CO4** | **3** | **3** | **2** | **3** | **2** |
| **CO5** | **3** | **3** | **2** | **2** | **3** |

**PO – Programme Outcome, CO – Course outcome, 1 – Low, 2 – Moderate, 3 – High**

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| **SEMESTER:V**  **PART:III** | **ENTREPRENEURIAL DEVELOPMENT** | **CREDIT:**  **HOURS:4**/W |

**Course Objectives**

The objectives of this course are

1. To understand the concept to Entrepreneurship
2. To identify significant changes and trends which create new business ideas
3. To know about startups and project appraisal.
4. To learn the role of Entrepreneurial Development Programmes
5. To know the sources of financing for Entrepreneur

**Unit I : Concept of Entrepreneurship Hours:12**

Entrepreneurship – Meaning – Types – Qualities of an Entrepreneur – Classification of Entrepreneurs – Factors influencing Entrepreneurship –Functions of Entrepreneurs. Women entrepreneurship – EntrepreneurialMotivation-EntrepreneurialCompetencies-Entrepreneurial Mobility

**Unit II: Idea Generation and Business Plan Hours:12**

Idea generation – Sources of Data- Methods of generating Ideas: Business plan- Objectives of Business plan-Preparation of Business plan- Business plan process - Advantages of Business Planning- Marketing Plan- Production plan- Organization Plan- Financial Plan-: Business Model – Functions of a Business Model - Business Models to Business Plans.

**Unit III: Start Up Hours:12**

Small Enterprises: An Introductory Framework – Project Identification and Selection – Project Formulation – Project Appraisal – Legal, Regulatory and Statutory Body – Clearance Approvals and NOC – Compliance – - Ownership Structures- Preparation of Final Project Report

**Unit IV: Entrepreneurial Development Programmes Hours:12**

Entrepreneurial Development Programmes (EDP) – Role, relevance and achievements – Role of Government in organizing EDPs – Critical evaluation.

**Unit V: Sources of Finance Hours:12**

Arrangement of funds - Traditional sources of financing - Loan syndication – Consortium Finance - role played by commercial banks - appraisal of loan applications by financial institutions - Venture capital – Crowd funding

**Course outcomes**

**On the successful completion of the course, student will be able**

1. Tounderstand the concept of Entrepreneurship and to learn the professional behavior about Entrepreneurship.
2. Tolearn about develop the new business ideas and prepare business plans
3. To know about project formulation, project appraisal and to prepare project report
4. Togain the knowledge on Entrepreneurial Development Programmes
5. To understand the sources of financing and appraisal of loan applications by financial institutions.

**Text Books**

1. Khanka . S.S.,2017, Entrepreneurial Development, S.Chand& Co. Ltd., New Delhi.
2. Raj Shankar.,2013, Essentials of Entrepreneurship, Vijay Nicole Imprints Private Ltd., Chennai.
3. Gupta. C.B. & Khanka S.S.2013, Entrepreneurship and Small Business Management, Sultan Chand & Sons, 7th Revised Edition-

**SupplementaryReadings.**

1. Dr. Vasant Desai, 2011, Dynamics of Entrepreneurial Development and Management, Sixth Edition- Himalaya Publishing House.
2. Dr. C. B. Gupta & Dr. N.P Srinivasan, 2020, Entrepreneurial Development, Sultan Chand & Sons Publication,
3. Holt, D. H. ,2004. Entrepreneurship new venture creation. New Delhi: Prentice Hall of India.

**Outcome Mapping**

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|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | **3** | **3** | **3** | **2** | **2** |
| **CO2** | **3** | **3** | **3** | **3** | **3** |
| **CO3** | **3** | **3** | **3** | **3** | **3** |
| **CO4** | **3** | **3** | **3** | **3** | **2** |
| **CO5** | **3** | **3** | **3** | **2** | **2** |

**PO – Programme Outcome, CO – Course outcome, 1 – Low, 2 – Moderate,3 – High**

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| **SEMESTER:V**  **PART:III** | **22UBBME54-1: MARKETING MANAGEMENT** | **CREDIT:3**  **HOURS:4**/W |

**Course objectives**

The objectives of this course are

1. To conceptualize basic ideas about marketing
2. To understand about the product
3. To learn the various pricing methods
4. To aware the role of channels of distribution in marketing
5. To know the various promotional methods

**Unit:1 Nature of Marketing Hours:12**

Meaning and definition of Marketing - Evolution of marketing –Modern views on marketing –concepts- product concept – selling concepts-marketing concept-societal concepts- market planning process--functions of marketing management- 7 P’s in Marketing Mix

**Unit II: Product Hours:12**

Product meaning – product mix decision – production positioning-branding and packaging –product life cycle – marketing strategies for introduction –growth maturity and declining stages – meaning of new product –need for developing a new product –various stages in new product development process

**Unit III: Pricing Hours:12**

Pricing – meaning and role of pricing – pricing objectives – pricing methods – product line pricing – pricing strategy for different stages in the life cycle of a product

**Unit IV: Channels of Distribution Hours:12**

Channel decision – Meaning of distribution channel – classification of channel and intermediaries-changes in channel of distribution – intensive, extensive and selection distribution – factors governing choice of channel- selection of channel for new product or new company.

**Unit V: Promotion Hours:12**

Sales promotion – sales promotion objective- major decision insales promotion at dealers and at dealers and at customers level.–Advertising – meaning and role of advertising –management of advertising- advantages– personal selling – importance – status of personal selling in India- Recent trends.

**Course Outcomes**

**On the successful completion of the course, student will be able**

1. To recall basic ideas about marketing
2. To understand the product life cycle, Branding and Packaging
3. To describe the various pricing strategies to maximize profit
4. To analyze the classifications of channels of distributions in marketing
5. To evaluate promotional decisions

**Text Books**

1. R.S.N.Pillai&Bagavathi, 2009 , Modern Marketing – principles and practices, S.Chand&sons, New Delhi.
2. V.. S Ramaswamy& S. Namakumari- 2001,Marketing Management,Macmillan India Limited,

New Delhi

1. PhilipKotler and Gary Armstrong, 2005, Principles of Marketing, Pearson Prentice Hall of India Ltd, New Delhi

**SupplementaryReadings**

1. Dr.C.B. Gupta and Dr. N. Rajan Nair,2005,Marketing Management, S. Chand & sons, New Delhi.
2. S.A.Sherlakar, , Marketing Management, Himalaya Publishing House, New Delhi.
3. Ramaswamy, V.S., 2002, Marketing Management, Macmilan India, New Delhi

**Outcome Mapping**

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|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | **3** | **2** | **3** | **2** | **2** |
| **CO2** | **3** | **2** | **3** | **3** | **2** |
| **CO3** | **3** | **2** | **3** | **3** | **3** |
| **CO4** | **3** | **3** | **3** | **3** | **3** |
| **CO5** | **3** | **3** | **3** | **3** | **3** |

**PO – Programme Outcome, CO – Course outcome, 1 – Low, 2 – Moderate, 3 – High**

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| **SEMESTER:V**  **PART:III** | **22UBBME54-2: COOPERATIVE BANKING** | **CREDIT:4**  **HOURS:4**/W |

**Course Objectives**

**The objectives of this course are**

1. To acquire the basic knowledge on principles of co-operative banking

2.To exhibit the Role of Directors and Corporate Governance Best Practices

3.To familiarize with cooperative Banking operations

4. To understand the Investment Management

5.To know the technology in banking.

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| **Unit I: Introduction to Cooperation Hours:12**  Co-operation: Concept – Features – Benefits of Co-operation. Co-operative Principles: Meaning – Evolution of Co-operative -Principles – Rochdale Principles – Reformulation of Co-operative Principles by ICA 1937, 1966 – ICA Co-operative Identity Statement 1995: Definition, Values and Principles.  **Unit II: Supervisory And Regulatory Aspects Hours:12**  Supervisory and Regulatory aspects Banking Regulation Act (As applicable to Co-op. Banks) - Role of R.B.I. -Supervision and control - Branch licensing-Inspection / audit-Statutory / Reserve requirements - R.B.I. guidelines on Deposits, Advance, Priority sector lending and Weaker section lending, - Role of Directors and Corporate Governance Best Practices  **Unit III: Co-Operative Banking Operations Hours:12**  Co-operative Banking Operations- Deposits, Different Deposit Products - Deposit Policy - Credit Management Loans and advances - Priority sector lending - MSME financing - Personal Finance  **Unit IV: Loan Policy and Investment Management Hours:12**  Loan Policy - Management of NPA – Investment Management - CRR / SLR Management - - guidelines of RBI / NABARD in regard to investment - Money Market - Call money - Repos and Reverse Repos - Foreign Exchange Market - Debt market - Banc assurance  **Unit V: Technology In Banking Hours:12**  Technology in Banking - Electronic Payment systems / core banking solutions - Electronic funds transfer systems - RTGS - Risk Management - Exposure limits-Asset Liability Management - Capital Adequacy - Recent trends. |

**Course Outcomes**

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

1. To understand the principles of co-operative banking
2. To understand the procedure for branch licensing and Corporate Governance Best Practices
3. To Familiarize with cooperative Banking operations and MSME operations
4. To understand the loan policy Investment Management
5. To know the technology in banking and capital adequacy norms.

**Text Books**

1. Chouby B.N, 2018, Cooperative Banking in India, Asia Publishing House, Bombay,
2. Laud G.M, 2016, Cooperative Banking in India, The Cooperators Book Depot, Bombay,
3. Krishnaswami O.R and Dr.V.Kulandaiswamy, 2000,- Co-operative – Concept and Theory

**Supplementary Readings**

1. Nakkiran S, Urban,2018, Cooperative Banking, Rainbow Publications, Coimbatore,

2. Nakkiran S. & John Winfred A,2014, Cooperative Banking in India, Rainbow Publications, Coimbatore,

3.Ravichandran K and S.Nakkiran, 2017, Cooperation: Theory and Practice, Abijit Publications, Delhi,

**Outcome Mapping**

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|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | **3** | **2** | **3** | **2** | **2** |
| **CO2** | **2** | **2** | **3** | **3** | **2** |
| **CO3** | **2** | **3** | **3** | **3** | **3** |
| **CO4** | **3** | **3** | **3** | **3** | **2** |
| **CO5** | **2** | **3** | **3** | **2** | **3** |

PO – Programme Outcome, CO – Course outcome, 1 – Low, 2 – Moderate, 3 – High

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| **SEMESTER:V**  **PART:III** | **22UBBME54-3: CORPORATE SOCIAL RESPONSIBILITY** | **CREDIT:4**  **HOURS:4**/W |

**Course Objectives**

The objectives of this course are

1. To impart conceptual understanding of CSR
2. To acquire insights regarding Corporate governance
3. To understand the concepts of CSR legislations
4. To know various stakeholders of CSR
5. To know opportunities in CSR

**Unit I: Introduction to CSR Hours:12**

Meaning & Definition of CSR, History and evolution of CSR. Concept of Charity, Corporate philanthropy, Corporate Citizenship, CSR-an overlapping concept. Concept of sustainability Management.

**Unit II: CSR and Corporate governance Hours:12**

Relation between CSR and Corporate governance; environmental aspect of CSR; models of CSR in India, Carroll's model; drivers of CSR, Social responsibility of business, major codes on CSR; Initiatives in India

**Unit III: CSR Legislations Hours:12**

CSR-Legislation In India - Section 135 of Companies Act 2013.Scope for CSR Activities under Schedule VII, Appointment of Independent Directors on the Board, and Computation of Net Profit’s Implementing Process in India.

**Unit IV: Stakeholders of CSR Hours:12**

Role of Public Sector in Corporate, government programs that encourage voluntary responsible action of corporations. Role of Non-profit &Local Self-governance in implementing CSR; Contemporary issues in CSR & MDGs. Global Compact Self-Assessment Tool, National Voluntary Guidelines by Govt. of India- roles and responsibilities of corporate foundations.

**Unit V: Recent Trends in CSR Hours:12**

Review current trends and opportunities in CSR.CSR as a Strategic Business tool for Sustainable development. Review of successful corporate initiatives and challenges of CSR.

**Course Outcomes**

**On the successful completion of the course, student will be able**

1. To understand evolution and concept of CSR
2. To acquire knowledge on Corporate governance and models of CSR
3. To understand the computation of Net profit’s Implementing process in India
4. To learn the roles and responsibilities of various stakeholders
5. To gain knowledge on current trends, opportunities and challenges of CSR.

**Text Books:**

1. Baxi C.V. & Prasad Ajit, 2005,Corporate social responsibility, Excel Books,New Delhi
2. Sanjay K. Agarwal, 2008, Corporate Social Responsibility in India, SAGE Publications, New Delhi.
3. Sharma, J.P., Corporate Governance and Social Responsibility of Business, Ane Books Pvt. Ltd, NewDelhi.

**Supplementary Readings**

1. KaurTripat, 2007, Values and ethics in management, Galgotia Publications,
2. Chakraborty S.K.,2005, Human values for managers,Excel Books, New Delhi
3. Samuel O.Idowu, 2014,.Corporate social responsibility and Governance:TheoryandPractice, ,Springer Cham Heidelberg New York,

**Outcome Mapping**

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|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | **3** | **2** | **3** | **2** | **2** |
| **CO2** | **2** | **3** | **3** | **3** | **2** |
| **CO3** | **3** | **2** | **3** | **3** | **3** |
| **CO4** | **3** | **3** | **3** | **3** | **3** |
| **CO5** | **3** | **3** | **3** | **2** | **3** |

**PO – Programme Outcome, CO – Course outcome, 1 – Low, 2 – Moderate, 3 – High**

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| SEMESTER: V  PART:IV | COURSE CODE:22UBBMS55  COURSE TITLE:COMPANY LAW | HOURS: 3  CREDIT:2/W |

LEARNING OBJECTIVES

1. To understand the basic concepts of the company
2. To enable the students to learn the various rights, duties and liabilities of Company Secretary.
3. To identify the procedure for formation of companies.
4. To know about significance of the memorandum and articles of association.
5. To analyze the share capital structure

UNIT-I: Introduction Hours:12

Introduction - Definition of Company - Characteristic - Advantages - Lifting of the Corporate veil - Kinds of Company - The Companies Act, 1956 ( Overview ) - The Company Secretaries Act, 1980 ( Overview ) .

UNIT-II: Company Secretary Hours:12

Secretary - Definition - Types of Secretaries - Company Secretary - Legal Position -Qualification - Appointment of Rights, Duties and Liabilities - Dismissal of Company Secretary.

UNIT-III: Formation of Company Hours:12

Formation of Company - Incorporation - Documents to be filled with Registrar - Certificate of Incorporation - Effects of Registration - Promoter - Preliminary Contracts - Duties of Secretary at the Promotion stage.

UNIT-IV : Memorandum of Association Hours:12

Memorandum of Association - Articles of Association - Contents - Alteration - Secretary’s Duties - Prospectus - Contents.

UNIT-V :Share Capital Hours:12

Share Capital - Meaning Kinds - Alternation of Capital - Reduction of Capital - Secretarial procedure for reduction of Capital - Guidelines for the issue of fresh capital - Secretary’s duties in connection with issue of shares.

COURSE OUTCOMES

At the completion of course, the learners would be able to:

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| 1. Understand the introduction about the companies |
| 1. Gain knowledge about the company secretary ship . |
| 1. Get the knowledge regarding formation of company |
| 1. Analyse about the memorandum of association. |
| 1. Gain knowledge about Distribution of Overheads. |

Text Books

1. N.D. Kapoor, Company Law and Secretarial Practice, Sultan Chand and Sons.
2. M.C. Shukla and Gulshan, Principles of Company Law, S. Chanda and Co.
3. C.L. Bansal, Business and Corporate law, Excel Books.

Reference Books

1. S.S Gulshan, Company Law, New Age International.
2. Maheshwari and Maheshwari, Elements of Corporate Laws, Himalaya Publishers
3. P.N. Reddy and H.R. Appanaiah, Essentials of Company Law and Secretarial Practice,Himalaya Publishers.

Mapping with Programme Outcomes

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| COs | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1 | 3 | 3 | 3 | 3 | 3 |
| CO2 | 3 | 3 | 3 | 2 | 3 |
| CO3 | 3 | 2 | 3 | 3 | 2 |
| CO4 | 3 | 3 | 2 | 3 | 3 |
| CO5 | 2 | 3 | 3 | 1 | 3 |

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| **SEMESTER:VI**  **PART:III** | **22UBBMC61:INTERNATIONAL BANKING** | **CREDIT:5**  **HOURS:6**/W |

**Course Objectives**

**The objectives of this course are**

1. To know the international banking, international financial finance
2. To aware the foreign exchange Reserves
3. To learn the determination of exchange rates
4. To familiarize with international financial institutions
5. To understand sources of foreign exchange earnings

**Unit I: International Banking Hours:15**

International Banking vs Domestic Banking – Foreign Trade Financing – International Financial Transactions: Lending and Borrowing across borders.

**Unit II: Foreign Exchange Management Hours:20**

Foreign Exchange Management – Composition of Foreign Exchange Reserves: Foreign Currencies – Gold and SDR – Current Account Convertibility – Capital Account Convertibility and Precautions.

**Unit III: Foreign Exchange Hours:20**

Foreign Exchange: Market rate and Currency – Exchange rate determination under Fixed exchange rate and Floating exchange rate regimes – Determination of exchange rates: Spot and Forward – Forward Cover and Hedging.

**Unit IV: International Financial Institutions Hours:15**

International Financial Institutions and Functions: World Bank: IMF: Asian

Development Bank – International Financial Corporation: International Development Association.

**Unit V: Sources of Foreign Exchange Hours:20**

Sources of Foreign Exchange – Export Earnings – Invisible Export Earnings – Role of NRI Remittances – Foreign Direct Investment – Foreign Institutional Investment – External Commercial Borrowings – Global Depositors Receipts – Offshore Borrowings

**Course Outcomes**

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

1. To understand the foreign trade financing
2. To gain knowledge on foreign currencies and current account and capital account convertibility
3. To acquire knowledge on determination of exchange rates
4. To know the functions of various international financial institutions
5. To understand the role of NRI and foreign Direct Investment.

**Text Books**:

1. Rupnarayan Bose, 2014, Fundamentals of International Banking,LaxmiPublications,New Delhi, First edition
2. Macmillan experts,2013, International Banking by Macmillan, MacMillan Publishers India
3. IIB,Introduction to Foreign Trade, Foreign Exchange Risk Management

**Supplementary Readings**

1. Andrew Mullinuex and Victor Murinde, 2003,Hand Book of International Banking by,2003
2. Indian Institute of Banking and Finance ,2007,International Banking: Legal and Regulatory aspects, Macmillan Education,2007
3. Indian Institute of Banking and Finance ,,2017,Intertnational Banking Operations, , Macmillan Education,2nd Edition 2017

**Outcome Mapping**

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|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | **3** | **2** | **3** | **2** | **2** |
| **CO2** | **3** | **3** | **3** | **3** | **2** |
| **CO3** | **2** | **3** | **3** | **3** | **3** |
| **CO4** | **3** | **3** | **3** | **3** | **2** |
| **CO5** | **2** | **3** | **3** | **2** | **3** |

**PO – Programme Outcome, CO – Course outcome, 1 – Low, 2 – Moderate, 3 – High**

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| **SEMESTER:VI**  **PART:III** | **22UBBMC62: BANK AUDITING** | **CREDIT:5**  **HOURS:6**/W |

**Course Objectives**

**The objectives of this course are**

1. To understand the concepts of Auditing.
2. To know the internal control and Internal audit
3. To learn about banking companies Audit
4. To familiarize with verification and valuation of assets and liabilities
5. Togain knowledge on new areas of Audit

**Unit I :Introduction To Auditing Hours:15**

Auditing - Meaning – Definition – Objectives – Scope – Advantages, Limitations - Distinction between Accounting and auditing -Classifications of Audit – Techniques of Auditing –Audit Evidence – Criteria for Selection of Audit Evidence – Process of gathering Evidence-Audit Programme – Audit Note Book – Working Paper – Audit Planning -Engagement of an Auditor for Audit Work

**Unit II : Internal Control, Internal Audit and Professional Ethics Hours:20**

Internal Control – Objectives of Internal Control – Forms of Internal Control – Merits and drawback of Internal Control – Internal Audit – Features – Objectives – Advantages of Internal Audit- Distinction Between Internal Control and Internal audit.

Professional Ethics-Meaning of Professional Ethics Meaning of Professional Misconduct, Schedules to the Chartered Accountants Act, 1949 Relating to Professional Misconduct, Enquiry into Charges of Misconduct of Chartered Accountants

**Unit III: Banking Companies Hours:20**

Introduction of Banking Companies--legislations – Restrictions –Approaches to Bank Audit-capital and liabilities-Assets-Audit of Nationalised Banks- Appointment of Auditor –qualifications of Auditor-Auditor’s Report- Format of Audit Report.

**Unit IV: Vouching, Verification and Valuation Hours:20**

Meaning – Definition – Objective – Requisites of a Valid Voucher – Types of Vouching – Vouching of Cash Transaction – importance of valuation – difference between verifications and valuation – verification and valuation of liabilities-Verifications of Assets and Balances

**Unit V: New areas of Audit Hours:15**

Introduction to Forecast Audit, Social Audit, Tax Audit, Forensic Audit and Environmental (Green) Audit. Audit in an EDP Environment- Introduction, General Approach to EDP Based Audit and Special Techniques for Auditing in an EDP Environment.

**Course Outcomes**

**On the successful completion of the course, student will be able**

1.To understand the concepts and techniques of Auditing.

2. To know the forms of Internal Control and the professional ethics of Auditing

3. To know the statutory rights, Duties and Qualification of Auditor and contents of audit report

4. .To gain the knowledge on vouching, verification and valuation of Assets and Liabilities

5. To familiarize with the EDP based environment procedure for investigation

**Text Books**

**1.** Tandon B.N 2015 Practical Auditing, S.Chand& Co, New Delhi

2. Sundar K. and Paari, 2016 Auditing Vijay Nicole, Imprints Private Ltd, Chennai

3. Saxena, R.G. 2016 Principles of Auditing, Himalaya Publishing House, New Delhi.

**Supplementary readings**

1. Natarajan, L. 2013. Auditing Chennai: MarghamPublications.Chennai.
2. Tandon, B.N&Sudharsanam, S. 2016. A Handbook of Practical Auditing : S Chand & Company Pvt. Ltd. New Delhi
3. Kamal Gupta, 2015,Contemporary Auditing, Tata McGraw Hill, New Delhi.

**Outcome Mapping**

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|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | **3** | **2** | **3** | **2** | **2** |
| **CO2** | **2** | **3** | **3** | **3** | **2** |
| **CO3** | **3** | **3** | **3** | **3** | **3** |
| **CO4** | **2** | **3** | **3** | **3** | **2** |
| **CO5** | **3** | **3** | **3** | **2** | **3** |

**PO – Programme Outcome, CO – Course outcome, 1 – Low, 2 – Moderate, 3 – High**

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| **SEMESTER:VI**  **PART:III** | **22UBBMC63: MANAGEMENT ACCOUNTING** | **CREDIT:6**  **HOURS:6**/W |

**Course Objectives**

* 1. To enlighten students on Financial Statement Analysis with the emphasis on the preparation of fund flow and cash flow statement
  2. To impart knowledge of financial statements and their analysis and interpretations
  3. To emphasize on application of theoretical knowledge and help managers in decision making
  4. To familiarize the students with managerial financial decisions which are taking place in organizations.
  5. To acquire the importance of financial information for decision making process

**Unit I :Analysis and Interpretation of Financial Statement Hours: 15**

Management Accounting: Definition - objectives - Functions - Advantages and limitations - Financial Statement Analysis - Comparative and Common size statements - Trend Analysis

**Unit II: Analysis and Interpretation of Financial Statement -Ratio Analysis Hours:20**

Ratio Analysis: Definition - Significance and Limitations - Classification - Liquidity, Solvency, Turnover and Profitability ratios - Computation of Ratios from Financial Statements - Preparation of Financial Statement from Ratios

**Unit III: Fund Flow and Cash Flow Analysis Hours:20**

Fund Flow and Cash Flow Analysis: Concept of Funds, Sources and Uses of Funds - Fund Flow Statement - Concept of Cash Flow - Cash Flow Statement as Per AS3.

**Unit IV: Marginal Costing and Profit Planning Hours:20**

Marginal Costing: Definition - Advantages and Limitation - Break Even Point - Margin of Safety - P/V Ratio - Key factor - Make or Buy Decision - Selection of Product Mix - Changes in Selling Price - Foreign Market Offer - Desired Level of Profit

**Unit V: Budget and Budgetary Control Hours:15**

Budget and Budgetary Control: Definition - Objectives - Essentials - Uses and Limitations - Preparation of Material Purchase, Production, Sales, Cash and Flexible Budget - Zero Base Budgeting.

**Course Out Comes :**

After Successful completion of the course, student will be able

1. To learn the preparation of Financial Statement Analysis.
2. To gain effective knowledge about Ratio Analysis
3. To impart knowledge about Fund Flow and Cash Flow Analysis.
4. To study about Marginal Costing techniques.
5. To know about the preparation of Budget and Budgetary Control

**Text Books (In API Style)**

1. S.N. Maheswari - Management Accounting - Sultan Chand & Sons, New Delhi.
2. T.S. Reddy &Hari Prasad Reddy - Management Accounting - Margham Publications,
3. A. Murthy & S. Gurusamy, - Management Accounting - Vijay Nicole Imprints Private Ltd., Chennai.

**Supplementary Readings**

1. S.P.Gupta - Management Accounting - Sultan Chand & Sons, New Delhi.
2. Charles T. Horngren and Gary Sundem, N,-Introduction to Management Accounting- Prentice Hal
3. Sharma and Shashi K. Gupta,-Management Accounting-Kalyani Publishers

**Outcome Mapping**

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| --- | --- | --- | --- | --- | --- |
| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | **3** | **3** | **3** | **3** | **3** |
| **CO2** | **3** | **3** | **3** | **3** | **3** |
| **CO3** | **3** | **3** | **3** | **3** | **3** |
| **CO4** | **3** | **3** | **3** | **3** | **3** |
| **CO5** | **3** | **3** | **3** | **3** | **3** |

PO – Programme Outcome, CO – Course outcome 1 – Low, 2.– Moderate, 3 – High

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| **SEMESTER:VI**  **PART:III** | **22UBBMP64: BUSINESS PLAN PREPARATION AND APPRAISAL** | **CREDIT: 4**  **HOURS: 5**/W |

**Course Objectives**

The objectives of this course are

1. To understand the funding schemes of women Entrepreneurship
2. To learn to prepare project report
3. To know about business plan for start-ups
4. To learn the role of Government in Entrepreneurial Development Programmes
5. To know about loan procedure

**Unit I: Women Entrepreneurship Hours:15**

Women Entrepreneurship- Special Scheme for Women Entrepreneurs- prepare profile and report of a successful women entrepreneur. Visit a bank /financial institution to enquire about various funding schemes and prepare report

**Unit II: Prepare project Report Hours:15**

Idea Selection -Selection of the Product / Service - Aspects of a Project - Project Report Contents of a Project Report - Performa of a Project Report for a manufacturing Organization- Prepare project profile and project report based on a selected business idea.

**Unit III: Business plan Hours:15**

Various Skills to develop to start small scale industries –Develop entrepreneurial personality to initiate start up and SSI- prepare the budget for the given venture. –prepare details of given start up business plan

**Unit IV: Marketing strategy Hours:15**

Role of Government in organizing EDPs – Organisations providing EDP in India- Prepare a report on comparison of any two EDP organizations –prepare marketing strategy for selected business.

**Unit V: Loan appraisal Hours:15**

Collect and fill the loan application forms of nationalized banks/ other financial institutions – various documents needed- how to appraise the loan applications of any two institutions.

**Course Outcomes**

**On the successful completion of the course, student will be able**

1. To gain knowledge on the funding schemes of women Entrepreneurship
2. To learn to prepare project report based on a selection business idea
3. To prepare budget and business plan for start-ups
4. To learn the role of Government in Entrepreneurial Development Programmes and prepare the marketing strategy
5. To know to fill the loan applications of the financial institutions.

oof Project report/Profile

Note:

1. At the end of the course students should have cultivated the ability to prepare project profile

based on their selected business idea.

2. One Credit is allocated to project profile prepared by students.

of Project report/Profile

Note:

1. At the end of the course students should have cultivated the ability to prepare project profile

based on their selected business idea.

2. One Credit is allocated to project profile prepared by students.

of Project report/Profile

Note:

1. At the end of the course students should have cultivated the ability to prepare project profile

based on their selected business idea.

2. One Credit is allocated to project profile prepared by studen

**Text Books**

1. Khanka . S.S.,2017, Entrepreneurial Development, S.Chand& Co. Ltd., New Delhi.
2. Raj Shankar.,2013, Essentials of Entrepreneurship, Vijay Nicole Imprints Private Ltd., Chennai.
3. Gupta. C.B. & Khanka S.S.2013, Entrepreneurship and Small Business Management, Sultan Chand & Sons, 7th Revised Edition-

**Supplementary Readings**

1. Dr.Vasant Desai, 2011, Dynamics of Entrepreneurial Development and Management, Sixth Edition- Himalaya Publishing House.
2. Dr. C. B. Gupta &Dr. N.P Srinivasan, 2020, Entrepreneurial Development, Sultan Chand & Sons Publication,
3. Holt, D. H. ,2004. Entrepreneurship new venture creation. New Delhi: Prentice Hall of India.

**Outcome Mapping**

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| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | **3** | **2** | **3** | **3** | **3** |
| **CO2** | **3** | **3** | **3** | **3** | **2** |
| **CO3** | **2** | **3** | **3** | **3** | **3** |
| **CO4** | **2** | **3** | **3** | **3** | **2** |
| **CO5** | **2** | **3** | **3** | **2** | **3** |

**PO – Programme Outcome, CO – Course outcome, 1 – Low, 2 – Moderate, 3 – High**

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| **SEMESTER:VI**  **PART:III** | **22UBBME65-1: HUMAN RESOURCES MANAGEMENT** | **CREDIT: 4**  **HOURS: 4**/W |

**Course Objectives**

**The objectives of this course are**

1. To gain exposure on the concept of Human resource Management.
2. To be familiar with effective Human resource Planning.
3. To understand various aspects of recruitment and Selection.
4. To equip himself with various Dimensions of Training and development.
5. To gain knowledge about Performance Appraisal and different methods

**Unit I: Introduction Hours:12**

HRM Concept and Functions, Role, Status and competencies of HR Manager -HR Policies - Evolution of HRM - HRM vs HRD - Evolution of HRM - Emerging Challenges of Human Resource Management - Workforce diversity; Empowerment - Human Resource Information System.

**Unit II: Human Resource Planning Hours:12**

Human resource planning – definition, need and importance, HRP process, problems and barriers to HRP- Effective HRP -Job analysis – nature, process, concept of job design, methods- techniques– Job description- job specification

**Unit III: Recruitment And Selection Hours:12**

Recruitment and selection – meaning and definition, objectives - sources of recruitment, process, methods, and recruitment practice in India- interviews -Types

**Unit IV: Training and development Hours:12**

Training -Meaning principles, Inputs and gaps in training– training and development as source of competitive advantage – methods of training and development, evaluation of effectiveness of training programme-Training Process Outsourcing - Management Development - Career Development.

**Unit V: Performance Appraisal Hours:12**

Performance Appraisal - meaning, purpose-process - methods, problems and techniques of performance appraisal- managing grievances and discipline.

**Course Outcomes**

**On the successful completion of the course, student will be able**

**1.** To gain knowledge on the functions of Human resource Management.

2. To learn the Human resource Planning process and methods of job analysis

3. To understand process of recruitment and Selection.

4. To gain knowledge on various Dimensions of Training and development.

5. To understand the methods and techniques of performance appraisal

**Text Books**

1. S. S. Khanka, 2013, Human resource management, S.Chand, New Delhi
2. K.Sundar& J. Srinivasan, 2017,Essentials of Human Resource Management ,Vijay Nicole,Chennai.
3. P.G.Aqinas: Human Resource Management Principles and Practice: Vikas Publishing House Pvt.

Ltd., New Delhi

**Suggested Readings**

1. K. A. Aswathappa , 2017,Human resource management, Tata McGraw Hill, New Delhi
2. P. C. Tripathi ,2013, Personnel management and industrial relations, McGraw Hill, 2013. , New Delhi
3. ArunMonappa, Mirza S. Saiyadain, Personnel management , Tata McGraw Hill,New Delhi

**Outcome Mapping**

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|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | **3** | **2** | **3** | **2** | **2** |
| **CO2** | **2** | **3** | **3** | **3** | **2** |
| **CO3** | **2** | **3** | **3** | **3** | **3** |
| **CO4** | **2** | **3** | **3** | **3** | **2** |
| **CO5** | **3** | **3** | **3** | **2** | **3** |

**PO – Programme Outcome, CO – Course outcome, 1 – Low, 2 – Moderate, 3 – High**

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| **SEMESTER:VI**  **PART:III** | **22UBBME65-2: FINANCIAL MANAGEMENT** | **CREDIT: 4**  **HOURS: 4**/W |

**Course Objectives**

The objectives of this course are

1. To familiarize with basic concepts of financial management
2. To know the Theories of Capital Structure
3. To acquire knowledge on operating and financial leverage
4. To have a knowledge to estimate the working capital
5. To gain knowledge on Inventory Management

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| **Unit I: Introduction Hours:12**  Financial Management: Meaning and scope – Objectives: Profit maximization, Wealth maximization – Functions – Financial decisions – Time value of money: Present value and Compound value – Cost of capital – Cost of debt – Cost of preference share capital  **Unit II: Capital Structure Hours:12**  Meaning and features–Factors determining capital structure–Theories of capital structure: Net income approach, Net operating income approach, MM approach and Traditional approach.  **Unit III: Leverages Hours:12**  Leverage – Meaning, significance and types – Operating leverage - Financial leverage–Combined leverage–Dividend policy–Determinants of dividend policy – Forms of dividend  **Unit IV: Working Capital Management**  **Hours:12**  Working Capital management: Concepts – Importance- Determinants of Working Capital-Working Capital management- Cash management: Motives for holding cash- Objectives and strategies of cash management  **Unit V: Receivables Management Hours:12**  Receivables management – Objectives – Factors influencing size of receivables –Credit policy – Credit standard – Credit term – Collection policies: Inventory management – Meaning – Types of inventory – Purpose of holding inventory. |

**Course Outcomes**

**On the successful completion of the course, student will be able**

1. To understand the basic concepts of financial management
2. To acquire knowledge in deciding optimum capital structure
3. To learn the operating and financial leverage
4. To have a Practical knowledge to estimate the working capital amount
5. To understand the purpose of holding Inventory

Theory:20% Problem:80%

**Text Books**

1. Dr.Anutham Paul-2020, Financial management – Mcgraw Hill Education (India ) private Ltd- New Delhi
2. Prasanna Chandra-,2011, Financial management- Theory and practice - Tata McGraw-Hill Education Private Limited, New Delhi
3. C. Paramasivan and T. Subramanian, Financial Management, New age International (P) Limited publishers, New Delhi.(E-Book)

**SupplementaryReadings**

1. M.Y .Khan , PK .jain – 2019, Financial Management : Text ,problems and Cases- Mcgraw Hill Education pvt Ltd-New Delhi
2. I.M.Pandey-2021, Financial Management- Pearson education (publishers)
3. SandeepGoel –2018, Financial management Practice in India- RoutledgeIndia(Publishers)

**Outcome Mapping**

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|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | **3** | **2** | **3** | **2** | **2** |
| **CO2** | **2** | **2** | **3** | **3** | **2** |
| **CO3** | **3** | **2** | **3** | **3** | **3** |
| **CO4** | **2** | **3** | **3** | **3** | **2** |
| **CO5** | **2** | **3** | **3** | **2** | **3** |

**PO – Programme Outcome, CO – Course outcome, 1 – Low, 2 – Moderate, 3 – High**

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| **SEMESTER:VI**  **PART:III** | **22UBBME65-3: MERCHANT BANKING** | **CREDIT: 4**  **HOURS: 4**/W |

**Course Objectives**

**The objectives of this course are**

1. To familiarize with merchant banking and its legal frame work
2. To know about Port-folio Management
3. To learn the capital market instruments.
4. To understand merchant Banking Activities
5. To understand the various public and post issue activities

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| **Unit I : Introduction to Merchant Banking Hours:12**  Merchant Banking –Definition - Recent Developments and Challenges ahead –– Functions - Legal and Regulatory Framework – SEBI guidelines- Registration of Merchant Bankers – Procedure- Capital Adequacy Requirement – Lead Merchant Banker Appointment, Restrictions and Responsibilities  **Unit II : Port Folio Management Hours:12**  Port Folio Management – Functions – Registration of Port-folio Managers – Obligation –Investment of Client Funds – Maintenance of Book and Accounts – Reports to be Furnished- Code of conduct  **Unit III: Capital Market Instruments Hours:12**  Capital Market Instruments – Meaning and Types – Commercial Paper – Issue of Commercial Paper – Usaance – E-nomination – Ceiling – Mode of Issue – Credit Syndication- Raising Capital from International Markets - Needs of Indian companies for raising Funds from Foreign Markets, Evaluation of various types of Depository Receipts - American Depository Receipts, Global Depository Receipts ,FCCBs and FCEBs.  **Unit IV: Merchant Banking Activities Hours:12**  Merchant Banking Activities -Mergers, Acquisitions and Takeovers- Consumer Credit – Credit Cards – Real Estate Financing – Bills Discounting – factoring and Forfeiting  **Unit V: Issue Management Hours:12**  Public Issue Management -:Functions and Mechanism – Categories of Issue – Issue Manager– Marketing of New Issues – Methods – Pricing of Rights and Other Public Issues: Post Issue Management – Allotment / Dispatch of Shares / Refunds – Basis of Allotment –Procedure – Listing Requirements of Stock Exchanges – Listing Requirements of OTCEI. |

**Course Outcomes**

**On the successful completion of the course, student will be able**

1. To familiarize with functions of merchant banking and its legal frame work
2. To know about registration procedure for port folio managers
3. To learn the capital market instruments and raising capital from international market
4. Togain knowledge on real estate financing and mergers
5. To understand the basis of allotment and listing requirements of stock exchange

**Text Books**

1. M.Y.Khan, 2017,Financial Services, Tata McGraw-Hill, New Delhi, 11th Edition,
2. NaliniPravaTripathy, 2008,Financial Services, PHI Learning,
3. Dr. S Guruswamy,Merchant Banking and Financial Services –Fourth Edition, Delhi Publishing House.

**Supplementary Readings**

1. Machiraju, 2010,Indian Financial System Vikas Publishing House.
2. Varshney P.N. & Mittal D.K, 2015, Indian Financial System, Sultan Chand & Sons, New Delhi.,
3. Sasidharan, 2008, Financial Services and System, Tata Mcgraw Hill, New Delhi.

**Outcome Mapping**

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|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | **3** | **2** | **3** | **2** | **2** |
| **CO2** | **2** | **3** | **3** | **3** | **2** |
| **CO3** | **2** | **3** | **3** | **3** | **3** |
| **CO4** | **3** | **3** | **3** | **3** | **2** |
| **CO5** | **3** | **3** | **3** | **2** | **3** |

**PO – Programme Outcome, CO – Course outcome, 1 – Low, 2 – Moderate, 3 – High**

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| **SEMESTER:VI**  **PART:IV** | **22UBBMS66: FUNDAMENTALS OF DIGITAL BANKING** | **CREDIT:2**  **HOURS:3**/W |

**Course Objectives**

**The objectives of this course are**

1. To Know the digital banking products
2. To Gain Knowledge on various operations done through ATM machines and Cards
3. To Understand the Payment and settlement systems
4. To Acquire knowledge and skill in online banking operations and mobile banking operations.
5. To Learn about marketing of digital banking products

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| **Unit I: Introduction to Digital Banking Hours:9**  Digital Banking –Meaning, Benefits, Digital Banking products-Need for Digital Banking products - Limitations of Digital Banking-Digital Banking in India-Emerging Forms of Digital Banking  **Unit II: ATM and Cards Hours:9**  ATM : Overview and Brief History- Types of ATM -Value-Added Services -ATM Network Planning – Onsite / Offsite -Security and Surveillance of ATM Sites --Risk Management and Frauds-Back End operations and Technology  Cards :Overview and Brief History-Types of Cards- Product features-Credit cards in India-EMV technology-objectives – types of data authentication- forms of offline authentications- Approval Processes for Cards  **Unit III: Payment and Settlement systems Hours:9**  Payment and settlement system in India- National Payments Corporation Of India (NPCI) and its Products/Services: Immediate Payment Service (IMPS) ,National Unified USSD Platform (NUUP) ,National Automated Clearing House (NACH) , Aadhaar Enabled Payment System (AEPS) e-KYC ,Cheque truncation System (CTS) ,National Financial Switch (NFS) ,RTGS , NEFT –Payment protection Insurance (PPI) - Recent trends  **Unit IV : Internet And Mobile Banking Hours:9**  Internet banking: Overview and Brief History -Product Features -Corporate and Individual Internet Banking Integration with e-Commerce Merchant sites: POS terminals-Overview and Brief History -Product Features-Approval processes for POS Terminals: Mobile banking- Overview and Brief History -Product Features and Diversity -IMPS -Profitability of Mobile Banking – Frauds in mobile banking  **Unit V : Marketing of Digital Banking Products**  **Hours:9**  Objectives ,Product Planning -Structure for Marketing Digital Banking Products- Sales delivery to customers -  Concept of e-Galleries -After sales service to customers - Marketing for Financial Inclusion -Dangers of Mis-selling -Use of analytics in marketing Digital Banking Products |

**Course Objectives**

**On the successful completion of the course, student will be able**

1. To understand benefits of the digital banking and various digital banking products.
2. To gain Knowledge on EMV technology
3. To learn the NPCI products and services
4. To gain knowledge on mobile banking operations
5. To understand about marketing of digital banking products

**Text Books:**

1. Digital banking- 2016, Indian institute of banking and finance-, Macmillan Publishers India Pvt ltd. NewDelhi
2. Raj.Ksingh,2015, Digital banks ––Adyyan publication-New Delhi
3. Jaspal Singh,2019, Digital Payments in India: Background, Trends and Opportunities, New Century Publications,

**Supplementary Readings**

**1.**Sankar Krishnan-2016, Power of mobile banking- John wilay& sons- inc- Newyork-

2.TolgaTarlas, 2013, Digital banking tips- - create space independent publishing house-

3. Digital banking Revolution- E book- www. digitalbankingrevolution.com

**Outcome Mapping**

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|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | **3** | **2** | **3** | **2** | **3** |
| **CO2** | **3** | **3** | **3** | **3** | **3** |
| **CO3** | **3** | **3** | **3** | **3** | **3** |
| **CO4** | **3** | **3** | **3** | **3** | **2** |
| **CO5** | **2** | **3** | **3** | **2** | **3** |

**PO – Programme Outcome, CO – Course outcome, 1 – Low, 2 – Moderate, 3 – High**

**Question Paper Pattern**

**Time: 3 Hours Marks: 75**

1) Part - A = 10x2 =20 Marks – All the Questions are to be Answered.

2) Part – B = 5x5 = 25 Marks – Five Questions with Internal Choice.

3) Part – C = 3x10 = 30 Marks – Three Out of Five – Open Choice.

**Note:** Questions should be asked from all Units. Equal importance should be given to all Units.