

St. Joseph's College of Arts & Science (Autonomous)

Cuddalore-607001



Department of Commerce (Bank Management)

Board of Studies

a. B.Com. (Bank Management)

Syllabus

2022 -2023

St. Joseph's College of Arts & Science (Autonomous), Cuddalore-1

Name of the Department : Department of Commerce (Bank Management)

Details of the Expert Members in the Board of Studies

S. No.	Category	Name and Official Address	E-Mail ID & Phone No.
1.	Chairman	Rev. Fr. Dr.A. Alex , M.Com, M.Ed, M.Phil, NET, SET, Ph.D Head,PG&ResearchDept.of Commerce (Bank Management) St.Joseph's College of Arts and science (Autonomous),Cuddalore-1	ponfatheralex@gmail.com 9443139911
2.	University Nominee	Dr.V.Sundar , M.Com.,B.Ed.,M.Phil.,Ph.D.,M.B.A Professor, Department of Commerce, Annamalai University, Chidambaram.	Vsundar21@gmail.com 9442545269
3.	Subject Expert	Dr.K.SenthilKumar , M.Com,MBA,M.Phil,PhD Assistant Professor, Department of Commerce, Sri Moogambigai Arts and Science College (Women), Mallupatti (po), PalacodeTaluk, Dharmapuri – 636805.	KsenthilphD@gmail.com 9994440305
4.	Subject Expert	Dr.M.Venkatesan , M Com, M.Ed., M.Phil, Ph.D, M.B.. A Assistant Professor, Department of Commerce, Government Arts & Science College, Tirupattur	Vishnuaventhika2013@gmail.com 7305995907
5..	Industry Expert	Mr.J.Jayanth Ram HR & Managing Director, NextGen Solutions Cuddalore	Hr.nextgensolutions@gmail.com Ram.jayanth89@gmail.com 9790037893
6.	Alumni Representative	Rev. Fr. V. Messiah , MBA,M.Com, MSW, M.PhIL Correspondent RC Primary School Velanthangal, Thiruvannamalai.	Messai78ya@gmail.com 9626037322

a. **B.Com. (BM) (Internal Members)**

S. No.	Category	Name And Official Address	E-Mail ID & Phone No
1.	Member (Internal) B.Com (BM)	Dr.R.Krishnaveni Assistant Professor	Kr0790@gmail.com 9486623048
2.	Member (Internal) B.Com (BM)	Mr. R. Punnniyaseelan Assistant Professor	rpseelan@gmail.com> 8608001500
3.	Member (Internal) B.Com (BM)	Dr. G. Bhuvanewari Assistant Professor	bhuvanbeni@gmail.com 9600348813
4.	Member (Internal) B.Com (BM)	Dr.R.Rajkumar Assistant Professor	09rajcumarr@gmail.com 9894702141
5.	Member (Internal) B.Com (BM)	Mr.A.Domnic Xavier Assistant Professor	adom.mca@gmail.com 8903951185

Minutes of Board of Studies

The board of studies meeting for Commerce (Bank Management) Programme was held in the Department of Commerce (Bank management), St. Joseph's College of Arts & Science (Autonomous) Cuddalore-1, on 27th June, 2022 (Monday) at 10 am. The Chairman, **Rev.Fr.Dr.A.Alex** welcomed and introduced the members.

The following were discussed in the BOS meeting. They are

1. To introduce **Principles of Marketing** to BBA (CA) in the place of **Financial Accounting and Analysis** in III Semester
2. To shift the **Financial Accounting and Analysis** from III Semester to IV Semester in the place of **Financial Software –Tally** to the department of BBA(CA)
3. To include **Technology in Banking** in IV Semester in the place of **Advanced Excel and Tally**

4. To offer Modern Banking Practices as NME to all disciplines in the place of Business Organisation and Management to Physics in IV Semester.
5. The board has recommended the course **Principles of Auditing** in V Semester instead of **Research methodology**
6. The board has recommended to remove the word “**Theory only**” in the course Income Tax Law & Practice in unit I, in V Semester
7. The Board has recommended to include **Business Environment** instead of **Project** in VI Semester

General Suggestions

- 1.. The Board has advised to add at the end course syllabus as Faculty member will impart the knowledge on recent trends (course name) to the students and these components will not cover in the examination
- 2.The existing online course through (NPTEL /MOOCS) and project shall be transferred to the VI semester as extra credit course in the place of Campus Recruitment training

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DEPARTMENT OF COMMERCE (BANK MANAGEMENT)									
CURRICULUM TEMPLATE - 2022-2025 BATCH									
a. B.Com (BM)									
SEMESTER - I									
S.No	Part		Hours/ Week	Credit	Course Code	Course Title	Maximum Marks		
							CIA	ESE	TOTAL
1	I	Language -1	5	3	21LTC01 / LH101S / LF101	Tamil-I / Hindi-I / French-I	25	75	100
2	II	English - 1	5	3	LEC101A	Communicative English – I	25	75	100
3	III	Core Theory - 1	6	4	19BM101	Principles of Management	25	75	100
4	III	Core Theory - 2	6	5	BM102T	Financial Accounting-I	25	75	100
5	III	Allied –I	5	3	21AEBM11	Business Economics	25	75	100
6	III	AECC - 1	1	1	PECM01A	Professional English	25	75	100
7	IV	SEC - 1	2	2	VE101A	Value Education	25	75	100
Semester Total			30	21			175	525	700
SEMESTER - II									
S.No	Part		Hours/ Week	Credit	Course Code	Course Title	Maximum Marks		
							CIA	ESE	TOTAL
8	I	Language - 2	5	3	21LTC02/ LH202S/ LF202	Tamil-II / Hindi -II / French-II	25	75	100
9	II	English - 2	5	3	LEC202A	Communicative English – II	25	75	100

10	III	Core Theory - 3	6	5	BM203Q	Financial Accounting-II	25	75	100
11	III	Core Theory - 4	6	4	19BM204	Business Correspondence	25	75	100
12	III	Allied -2	5	3	19AEBM 22	Monetary Economics	25	75	100
13	III	AECC- 2	1	1	PECM02 A	Professional English	25	75	100
14	IV	SEC - 2	2	2	EBT201 / EPD201A	Basic Tamil / Dynamics of Personality	25	75	100
Semester Total			30	21			175	525	700

SEMESTER - III

S.No	Part	Hours/ Week	Credit	Course Code	Course Title	Maximum Marks			
						CIA	ESE	TOTAL	
15	III	Core Theory-5	6	5	BM305T	Indian Financial System	25	75	100
16	III	Core Theory-6	6	5	BM306S	Corporate Accounting	25	75	100
17	III	Allied-III	5	4	ASBM301A	Business Statistics	25	75	100
18	III	Allied-IV	5	4	AEBM303	Indian Economy	25	75	100
19	IV	Generic Elective-1	5	4	19GBM31	Marketing Management (offered by BBA)	25	75	100
20	IV	NME	3	2		Choose anyone of the below	25	75	100
					3N MT QA	1. Quantitative Aptitude			
					3N BC FA	2. First Aid			
					3N PH EE	3. The Electrical And Electronic Fundamentals			
					3N CS IT	4. Introduction To Information Technology			
					3N CA DG	5. Designing Using GIMP			

					3N BC HH	6. Public Health And Hygiene			
					3N LI LM	7.Digital Library Management			
					3N PE YL	8.Yoga for Better Life			
		Semester Total	30	24			150	450	600

SEMESTER - IV

S.No	Part	Hours/ Week	Credit	Course Code	Course Title	Maximum Marks			
						CIA	ESE	TOTAL	
21	III	Core Theory-7	6	5	BM408Q	Banking Law and Practice	25	75	100
22	III	Core Theory-8	6	5	BM409S	Cost Accounting	25	75	100
23	III	Generic Elective-2	5	4	GBM42A	English Foundational Course for Bank Examination (offered by English)	25	75	100
24	III	Allied-V	5	4	ABM401A	Technology in Banking	25	75	100
25	III	Allied-VI	5	4	AMBM401	Maths for Competitive Exam	25	75	100
26	IV	AECC-3	3	2	EVS401S	Environmental Science	25	75	100
Semester Total			30	24			150	450	600

SEMESTER - V

S.No	Part	Hours/ Week	Credit	Course Code	Course Title	Maximum Marks			
						CIA	ESE	TOTAL	
27	III	Core Theory-9	6	5	BM501A	Income Tax Law & Practice	25	75	100
28	III	Core Theory-10	6	5	BM502A	Risk Management for Banks	25	75	100

29	III	Core Theory-11	6	5	BM503A	Entrepreneurial Development	25	75	100
30	III	DS Elective-I	6	5	18EBM504	International Banking*	25	75	100
					18EBM505	Corporate Social Responsibility			
					19EBM55A	Retail marketing management			
31	III	DS Elective-II	6	5		Principles of Auditing*	25	75	100
					18EBM507	E-Banking			
					19EBM508	Principles of Insurance			
Semester Total			30	25			125	375	500
SEMESTER - VI									
S.No	Part		Hours / Week	Credit	Course Code	Course Title	Maximum Marks		
							CIA	ESE	TOTAL
32	III	Core Theory-12	6	5	18BM601	Customer Relationship Management	25	75	100
33	III	Core Theory-13	6	5	18BM602	Management Accounting	25	75	100
34	III	Core Theory-14	6	5	18BM603	Human Resource Management	25	75	100
35	III	DS Elective-III	6	4	18EBM604	Retail Banking*	25	75	100
					18EBM605	Financial Management			
					19EBM65A	Merchant Banking			
36	III	DS Elective-IV	6	4	18EBM606	Services Marketing*	25	75	100
					18EBM606B	Cooperative Banking			
					18EBM606C	Business Environment			
37	V	Extension Activities	-	2					
Semester Total			30	25			125	375	500
Total Credits				140					

DEPARTMENT OF COMMERCE (BANK MANAGEMENT)

CURRICULUM TEMPLATE-2021-2024 Batch

a.B.Com (BM)

SEMESTER - I

S.No	Part		Hours/ Week	Credit	Course Code	Course Title	Maximum Marks		
							CIA	ESE	TOTAL
1	I	Language -1	5	3	21LTC01 / LH101S / LF101	Tamil-I / Hindi-I / French-I	25	75	100
2	II	English - 1	5	3	20LEC101	Communicative English – I	25	75	100
3	III	Core Theory - 1	5	3	19BM101	Principles of Management	25	75	100
4	III	Core Theory - 2	5	4	BM102T	Financial Accounting-I	25	75	100
5	III	Allied –I	5	3	AEBM101T	Business Economics	25	75	100
6	III	Core- 3	3	3	20PECM01	Professional English for Commerce and Management	25	75	100
7	IV	SEC - 1	2	2	VE101A	Value Education	25	75	100
Semester Total			30	21			175	525	700

SEMESTER - II

S.No	Part		Hours/ Week	Credit	Course Code	Course Title	Maximum Marks		
							CIA	ESE	TOTAL
8	I	Language -2	5	3	21LTC02/LH202S/LF202	Tamil-II / Hindi-II / French-II	25	75	100
9	II	English - 2	5	3	20LEC202	Communicative English – II	25	75	100
10	III	Core Theory - 4	5	4	BM203Q	Financial Accounting-II	25	75	100
11	III	Core Theory - 5	5	3	19BM204	Business Correspondence	25	75	100
12	III	Allied -2	5	3	19AEBM22	Monetary Economics	25	75	100
13	III	Core- 6	3	3	20PECM02	Professional English for Commerce and	25	75	100

						Management			
14	IV	SEC - 2	2	2	EBT201 / EPD201A	Basic Tamil / Dynamics of Personality	25	75	100
Semester Total			30	21			175	525	700

SEMESTER - III

S.No	Part		Hours/Week	Credit	Course Code	Course Title	Maximum Marks		
							CIA	ESE	TOTAL
15	III	Core Theory-7	6	5	BM305T	Indian Financial System	25	75	100
16	III	Core Theory-8	6	5	BM306S	Corporate Accounting	25	75	100
17	III	Allied-III	5	4	ASBM301A	Business Statistics	25	75	100
18	III	Allied-IV	5	4	AEBM303	Indian Economy	25	75	100
19	IV	Generic Elective-1	5	4	19GBM31	Marketing Management(offered by BBA)	25	75	100
20	IV	NME	3	2		Choose anyone of below	25	75	100
					3N MT QA	1.Quantitative Aptitude			
					3N BC FA	2.First Aid			
					3N PH EE	3. The Electrical And Electronic Fundamentals			
					3N CS IT	4. Introduction To Information Technology			
					3N CA DG	5. Designing Using GIMP			
					3N BC HH	6. Public Health And Hygiene			
					3N LI LM	7.Digital Library Management			
3N PE YL	8.Yoga for Better Life								
Semester Total			30	24			150	450	600

SEMESTER - IV

S.No	Part	Hours/ Week	Credit	Course Code	Course Title	Maximum Marks
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							CIA	ESE	TOTAL
21	III	Core Theory-9	6	5	BM408Q	Banking Law and Practice	25	75	100
22	III	Core Theory-10	6	5	BM409S	Cost Accounting	25	75	100
23	III	Generic Elective-2	5	4	GBM42A	English Foundational Course for Bank Examination (offered by English)	25	75	100
24	III	Allied-V	5	4	ABM401A	Technology in Banking	25	75	100
25	III	Allied-VI	5	4	AMBM401	Maths for Competitive Exam	25	75	100
26	IV	AECC-3	3	2	EVS401S	Environmental Science	25	75	100
Semester Total			30	24			150	450	600

SEMESTER - V

S.No	Part	Hours/Week	Credit	Course Code	Course Title	Maximum Marks			
						CIA	ESE	TOTAL	
27	III	Core Theory-11	6	5	BM501A	Income Tax Law & Practice	25	75	100
28	III	Core Theory-12	6	5	BM502A	Risk Management for Banks	25	75	100
29	III	Core Theory-13	6	5	BM503A	Entrepreneurial Development	25	75	100
30	III	DS Elective-I	6	5	18EBM504	International Banking*	25	75	100
					18EBM505	Corporate Social Responsibility			
					19EBM55A	Retail marketing management			
31	III	DS Elective-II	6	5		Principles of Auditing*	25	75	100
					18EBM507	E-Banking			
					19EBM508	Principles of Insurance			
Semester Total			30	25			125	375	500

SEMESTER - VI

S.No	Part	Hours/Week	Credit	Course Code	Course Title	Maximum Marks		
						CIA	ESE	TOTAL

32	III	Core Theory-14	6	5	18BM601	Customer Relationship Management	25	75	100
33	III	Core Theory-15	6	5	18BM602	Management Accounting	25	75	100
34	III	Core Theory-16	6	5	18BM603	Human Resource Management	25	75	100
35	III	DS Elective-III	6	4	18EBM604	Retail Banking*	25	75	100
					18EBM605	Financial Management			
					19EBM65A	Merchant Banking			
36	III	DS Elective-IV	6	4	18EBM606	Services Marketing*	25	75	100
					18EBM606B	Cooperative Banking			
					18EBM606C	Business Environment			
37	V	Extension Activities	-	2					
Semester Total			30	25			125	375	500
Total Credits				140					

DEPARTMENT OF COMMERCE (BANK MANAGEMENT)

CURRICULUM TEMPLATE—2020-2023 Batch

a.B.Com (BM)

SEMESTER - I

S.No	Part		Hours/Week	Credit	Course Code	Course Title	Maximum Marks		
							CIA	ESE	TOTAL
1	I	Language -1	5	3	LTC101T	Tamil-I / Hindi-I / French-I	25	75	100
2	II	English - 1	5	3	LEC101T	English – I	25	75	100
3	III	Core Theory - 1	6	4	19BM101	Principles of Management	25	75	100
4	III	Core Theory - 2	6	4	BM102T	Financial Accounting-I	25	75	100
5	III	Allied –I	5	4	AEBM101T	Business Economics	25	75	100
6	I V	AECC-I	1	1	19AEC101	Communicative English	25	75	100
7	I V	SEC - 1	2	2	VE101A	Value Education	25	75	100
Semester Total			30	21			175	525	700

SEMESTER - II

S.No	Part		Hours/Week	Credit	Course Code	Course Title	Maximum Marks		
							CIA	ESE	TOTAL
8	I	Language -2	5	3	LTC202T	Tamil-II / Hindi-II / French-II	25	75	100
9	II	English - 2	5	3	LEC202T	English – II	25	75	100
10	III	Core Theory - 3	6	4	BM203Q	Financial Accounting-II	25	75	100
11	III	Core Theory - 4	6	4	19BM204	Business Correspondence	25	75	100

12	III	Allied -2	5	4	19AEBM22	Monetary Economics	25	75	100
13	III	AECC-II	1	1	19AEC202	Communicative English II	25	75	100
14	I V	SEC - 2	2	2	EBT201 / EPD201A	Basic Tamil / Dynamics of Personality	25	75	100
Semester Total			30	21			175	525	700

SEMESTER - III

S.No	Part	Hours/Week	Credit	Course Code	Course Title	Maximum Marks			
						CIA	ESE	TOTAL	
15	III	Core Theory-5	6	5	BM305T	Indian Financial System	25	75	100
16	III	Core Theory-6	6	5	BM306S	Corporate Accounting	25	75	100
17	III	Allied-III	5	4	ASBM301Q	Business Statistics	25	75	100
18	III	Allied-IV	5	4	AEBM303	Indian Economy	25	75	100
19	IV	Generic Elective-1	5	4	19GBM31	Marketing Management(offered by BBA)	25	75	100
20	IV	NME	3	2	19AOBC31	Basics of Computer and Application	25	75	100
Semester Total			30	24			150	450	600

SEMESTER - IV

S.No	Part	Hours/Week	Credit	Course Code	Course Title	Maximum Marks			
						CIA	ESE	TOTAL	
21	III	Core Theory-7	6	5	BM408Q	Banking Law and Practice	25	75	100
22	III	Core Theory-8	6	5	BM409S	Cost Accounting	25	75	100
23	III	Generic Elective-2	5	4	19GBM42	English Foundational Course for Bank	25	75	100

						Examination (offered by English)			
24	III	Allied-V	5	4	ABM401	Banking Technology	25	75	100
25	III	Allied-VI	5	4	AMBM401	Maths for Competitive Exam	25	75	100
26	IV	AECC-3	3	2	EVS401S	Environmental Science	25	75	100
Semester Total			30	24			150	450	600

SEMESTER - V

S.No	Part	Hours/Week	Credit	Course Code	Course Title	Maximum Marks			
						CIA	ESE	TOTAL	
27	III	CoreTheory-9	6	5	BM501A	Income Tax Law & Practice	25	75	100
28	III	CoreTheory-10	6	5	BM502A	Risk Management for Banks	25	75	100
29	III	CoreTheory-11	6	5	BM503A	Entrepreneurial Development	25	75	100
30	III	DS Elective-I	6	5	18EBM504	International Banking*	25	75	100
					18EBM505	Corporate Social Responsibility			
					19EBM55A	Retail marketing management			
31	III	DS Elective-II	6	5	18EBM506	Practical Auditing*	25	75	100
					18EBM507	E-Banking			
					19EBM508	Principles of Insurance			
Semester Total			30	25			125	375	500

SEMESTER - VI

S.No	Part	Hours/Week	Credit	Course Code	Course Title	Maximum Marks			
						CIA	ESE	TOTAL	
32	III	CoreTheory-12	6	5	18BM601	Customer Relationship Management	25	75	100
33	III	CoreTheory-13	6	5	18BM602	Management Accounting	25	75	100
34	III	CoreTheory-14	6	5	18BM603	Human Resource Management	25	75	100
35	III	DS Elective-III	6	4	18EBM604	Retail Banking*	25	75	100
					18EBM605	Financial Management			
					19EBM65A	Merchant Banking			
36	III	DS Elective-IV	6	4	18EBM606	Services Marketing*	25	75	100

					18EBM606B	Cooperative Banking			
					18EBM606C	Business Environment			
37	V	Extension Activities	-	2					
Semester Total			30	25			125	375	500
Total Credits				140					

Extra Credit Course					
S.No	Semester	PART	Credit	Course Code	Course Title
1	III	VI	1	21BMF301	Field Visit / Field Project
2	IV	VI	2	21BMI501	Internship
3	V	VI	2	21SSBM61	SSC/SWAYAM/NPTEL/MOOC
4.	VI	VI	2	19JBM601	Project

Courses Offered to other Departments									
SEMESTER - III									
S.No	Part		Hours/Week	Credit	Course Code	Course Title	Maximum Marks		
							CIA	ESE	TOTAL
1	III	Allied-4	5	4	ABB304A	Principles of Marketing (For BBA)	25	75	100
2	III	SEC	6	4	19ABE303	Fundamentals of Digital Banking	25	75	100
SEMESTER - IV									
3	IV	NME	3	2	3NBMMB	Modern Banking Practices	25	75	100
4	IV	Allied	5	4	ABB405A	Financial Accounting and Analysis (For BBA)	25	75	100

Courses Offered by other Departments									
SEMESTER - III									
S.No	Part		Hours/ Week	Credit	Course Code	Course Title	Maximum Marks		
							CIA	ESE	TOTAL
1	III	Generic Elective- 1	5	4	19GBM31	Marketing Management (offered by BBA)	25	75	100
2	III	Allied- III	5	4	ASBM301A	Business Statistics	25	75	100
SEMESTER - IV									
3	IV	Generic Elective- 2	3	2	GBM42A	English Foundational Course for Bank Examination (offered by English)	25	75	100
4	IV	Allied- VI	5	4	AMBM401	Maths for Competitive Exam	25	75	100

NON MAJOR ELECTIVE COURSES

Part		Course Title	Course Code	Hours	Credit	Internal (25)	External (75)	Total (100)
IV	NME	Soft Skills (Dept. of English)	3N EN SS	3	2	25	75	100
IV	NME	Modern Banking Practices (Dept. of BBM)	3N BM MB	3	2	25	75	100
IV	NME	Quantitative Aptitude (Dept. of Mathematics)	3N MT QA	3	2	25	75	100
IV	NME	First Aid (Dept. of Biochemistry) - Only for Shift 1	3N BC FA	3	2	25	75	100
IV	NME	Electrical And Electronic Fundamentals (Dept. of Physics)	3N PH EE	3	2	25	75	100

IV	NME	Introduction To Information Technology (Dept. of Computer Science)	3N CS IT	3	2	25	75	100
IV	NME	Designing Using GIMP (Dept. of BCA)	3N CA DG	3	2	25	75	100
IV	NME	Public Health And Hygiene (Dept. of Biochemistry)	3N BC HH	3	2	25	75	100
IV	NME	Digital Library Management (Dept. of Library)-Only for Shift 2	3N LI LM	3	2	25	75	100
IV	NME	Yoga For Better Life (Dept. of Physical Education) –Only for shift 2	3N PE YL	3	2	25	75	100

UNDER GRADUATE PROGRAMME OUTCOMES (POs)

PO1: The Students find their footings in life through wholesome and integral education.

PO2: The Students are encouraged to climb the academic ladder by pursuing Post Graduate Education in different domain.

PO3: The Students are academically and technically equipped to steer the Nation along the path of progress and peace.

PO4: The Students are trained to be Employable and Entrepreneurial Citizen of the Nation.

PO5: The Students are fortified intellectually, ethically and socially to face the challenges in life.

PROGRAMME SPECIFIC OUTCOMES (PSOs)

PSO1: Disciplinary Knowledge

The students will **acquire adequate and depth knowledge** in the various courses of commerce, banking, finance, management, accounting, taxation, marketing and auditing.

PSO2: Design and Development

The students can **exhibit business-related skills** in their behavior and attitude viz., leadership, teamwork, effective communication in oral and written, decision-making and problem-solving

PSO3: Employable traits and career skills

The students will **gain employable traits and career skills** to get placement in the field of banking, taxation, accounting and management

PSO4: Environment Sustainability

The students will **develop entrepreneurial traits and abilities** to start and manage their own business in a successful manner

PSO5: ICT & Digital Literacy

The students will obtain **motivation for self-directed learning** to meet the changing demands of the workplace, and become capable to access the various ICT tools

PSO6: Advance to further higher education

The students can **advance to further higher education** (or) proceed to undertake professional courses such as CA, CS, ICMA, CFA and to write Competitive Exams.

PSO7: Critical thinking and analytical skills

The students will **gain critical thinking and analytical skills** to manifest the issues and problems of Indian and international banking practices and able to perceive the best solution.

PSO8: Ethics

The students will show their **care and concern in saving the environment**, adopting business ethics, respecting cultural diversity and **observing moral values** in personal and social life.

I-BBM	PRINCIPLES OF MANAGEMENT	CODE-19BM101
SEMESTER - I		HRS/WK –6
CORE – 1		CREDIT –4

Objective:

To give basic knowledge to the students on concepts and principles of management

COURSE OUTCOMES (COs):

CO1:To know the basic concepts, roles, skills and functions of Management.

CO2: To understand better about Planning and Decision making.

CO3: To understand the concepts, theories and process of Organizing.

CO4: To provides idea about Motivation, and practice the appropriate method of Leadership

CO5: To gather and analyze both Qualitative and Quantitative information to isolate issues and formulate best control methods.

Relationship Matrix Course Outcomes, Programme Outcomes and Programme Specific Outcomes

SEMESTER I	COURSE CODE: 19BM101					COURSE TITLE: PRINCIPLES OF MANAGEMENT								HOURS:6	CREDITS:4
COURSE OUTCOMES	PROGRAMME OUTCOMES(PO)					PROGRAMME SPECIFIC OUTCOMES(PSO)								MEAN SCORE OF CO'S	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	4	4	3	5	4	5	4	4	5	5	3	4	5	4.2	
CO2	4	5	4	4	5	5	5	5	5	5	4	4	5	4.6	
CO3	5	4	3	4	5	4	4	5	5	5	3	4	4	4.2	
CO4	5	4	5	5	4	4	5	4	4	5	4	5	4	4.4	
CO5	4	5	5	5	4	5	4	5	4	4	3	4	5	4.3	
Mean Overall Score													4.3		

Result: The score of this course is 4.3 (Very High)

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **VeryHigh** Association with Programme Outcome and Programme Specific Outcome

UNIT –I (15Hrs)

Introduction To Management: Definition & Meaning of management-Functions of Management -levels of management - roles of manager, Management as a Science or Art - Contribution to management by F.W.Taylor, Henry Fayol, and Peter F. Drucker.

UNIT-II (20 Hrs)

Planning : importance - Process of planning - types of planning - planning methods (Objectives- Policies- Procedures - Strategies & Programmes) - Obstacles to effective planning. Decision making - Steps – Types.

UNIT III (20 Hrs)

Organising: Organization - -Importance - Principles of Organizing Delegation & Decentralization – Departmentation - Span of Management. Organizational structure - line & staff and functional.

UNIT-IV (20Hrs)

Directing and Motivating: Function of directing - Motivation - Theories of motivation (Maslow, Herzberg and Vroom's theories) Motivation techniques. Leadership – Characteristics - Functions or Role of a Leader- Leadership styles – Theories of Leadership.

UNIT –V (15Hrs)

Co-Ordination And Control: Co-ordination – Characteristics – Elements – Types – Principles – Techniques – Co-ordination Vs Co- operation- Benefits – Problems. Control- Characteristics- Types – Steps- Advantages- Limitations. Techniques of Control (Traditional techniques, Modern techniques - Budgetary Control, Break- Even Point (BEP) Analysis- Return On Investment Control- Responsibility Accounting – Network Techniques – PERT and CPM)

Text Books:

1. Gupta C. B, Business Management, Sultan Chand & Sons, New Delhi, 2018
2. Dr. C.D. Balaji, Principles of Management, Margham Publications, 2015

Reference Books:

1. P.C. Tripathi & P.N. Reddy, Principles of Management, Tata McGraw-Hill, 2017
2. Principles and practice of Management, L.M. Prasad, Sultan Chand & Sons, 2018
3. Principles and practice of Management, R.S.N. Pillai, S.Kala, Sultan Chand & Sons, 2013.

I-BBM	FINANCIAL ACCOUNTING -I	CODE- BM102T
SEMESTER – I		HRS/WK –6
CORE – 2		CREDIT – 5

Objective:

The objective of this paper is to help the students to acquire fundamental knowledge of accounting and their applications.

COURSE OUTCOMES(COs):

CO1: To acquire knowledge of double entry system, keeping accounting records and able to prepare profit and loss account and balance sheet of a business entity

CO2: To understand the procedure and principles of single entry system and able to assess the results of business entity under single entry system

CO3: To maintain the accounting books and records of non -profit organisation and to able to Prepare its final accounts and statements.

CO4: To familiar with the practices of consignment and acquire knowledge to pass journal entries, value the stock at end and calculate profit and loss of each consignment

CO5: To know the joint venture system and gain knowledge to prepare joint venture accounts, assessing the results and determine the settlement amount.

Relationship Matrix Course Outcomes, Programme Outcomes and Programme Specific Outcomes

SEMESTER	COURSE CODE	COURSE TITLE											HOURS	CREDIT
I	BM102T	FINANCIAL ACCOUNTING -I											6	5
COURSE OUTCOMES (COs)	PROGRAMME OUTCOMES (POs)					PROGRAMME SPECIFIC OUTCOMES (PSOs)								MEAN SCORE OF Cos
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO8	
CO1	4	4	3	4	2	5	4	4	3	2	4	2	2	3.3
CO2	4	4	4	4	5	5	4	5	4	3	5	3	4	4.1
CO3	4	5	4	4	5	5	4	4	3	3	4	3	3	3.9
CO4	4	4	5	4	4	5	4	4	4	3	5	2	2	3.8
CO5	4	4	5	4	4	5	4	4	4	3	5	3	2	3.9
Mean Overall Score														3.8

Result: The score of this course is 3.8 (High)

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **High** Association with Programme Outcomes and Programme Specific Outcomes

UNIT-I**(15 hrs)**

Book Keeping: Accounting-Introduction-Meaning and definition-Types of Accounting-Accounting concepts and Conventions- Double entry system- Accounting Rules- Journal-ledger-Subsidiary Books- Trial Balance- Preparation of Profit and loss A/c and Balance Sheet-Advantages and disadvantages of Accounting- Uses of Financial Statement- Accounting of sole trading concern and non-trading concern.

UNIT-II**(20 hrs)**

Single Entry System:Meaning and Definition- Preparation of Trading profit and loss A/c and statement of affairs- Net worth Method- Conversion Method- Difference between Single entry system &Double entry system- Difference between Balance Sheet and Statement of Affairs.

UNIT-III**(20 hrs)**

Non Trading Concerns: Accounting for Non-trading concerns- Meaning and Definition of Income, Expenditure, General and Special Funds- Preparation of Receipts and Payment A/c, Income and Expenditure A/c & Balance Sheet

UNIT-IV**(15 hrs)**

Consignment Accounts: Consignment- Meaning- Accounting for consignment transaction-stock valuation-preparation of consignment A/c- Normal loss and Abnormal loss calculation.

UNIT-V**(20 hrs)**

Joint Venture: Meaning and Definition- Difference between partnership and joint venture- Journal entries for Joint Venture transactions when separate book for joint venture is maintained- (Recording Joint venture transactions in own books is Excluded)

Text Books:

1. Reddy and HariPrasad , Financial Accounting, Margham Publications, 2016.
2. R.L.Gupta&V.K.Gupta, Financial Accounting, Sultan Chand New Delhi, 2014.

Reference Books:

1. RL Gupta and Radhasamy, Advanced Accounting- Sultan Chand& sons publications, 2015.
2. MC Sukkla , Advanced Accounting- Sultan chand& sons publications, 2017.
3. Financial Accounting , P.C. Thulsian, Tata MC Graw Hill, New Delhi, 2014.

I-BBM	FINANCIAL ACCOUNTING- II	BM203Q
SEMESTER - II		HRS/WK –6
CORE – 3		CREDIT – 5

Objective:

To enable the students to acquire knowledge in preparation of Branch, Department and Partnership accounts

COURSE OUTCOMES (COs):

CO1: To understand the procedure to calculate average due date and able to determine the interest and instalment amount.

CO2: To acquire basic knowledge of different methods adopted to find profit and loss of a branch.

CO3: To accumulate the knowledge of distributing common expenditures among the departments and able to Prepare of trading and Profit & Loss account of the department.

CO4: To know the changes take place when a new partner is admitted or retired or died and acquire knowledge to incorporate these changes in partnership books of accounts and final statements

CO5: To familiar with dissolution procedures of the partnership and able to prepare a statements of distribution of cash from sale of assets and close the books of accounts of partnership business.

Relationship Matrix Course Outcomes, Programme Outcomes and Programme Specific Outcome

SEMESTER	COURSE CODE	COURSE TITLE:												HO UR S	CREDIT
II	BM203Q	FINANCIAL ACCOUNTING- II												6	5
COURSE OUTCOM ES	PROGRAMME OUTCOME (PO)					PROGRAMME SPECIFIC OUTCOME (PSO)								MEAN SCORE OF CO'S	
	PO 1	PO 2	PO 3	PO4	PO5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	5	4	5	3	3	5	5	3	3	4	5	5	3	4.1	
CO2	4	5	5	4	3	5	5	3	3	4	5	5	2	4.1	
CO3	4	5	4	4	3	5	4	4	4	3	5	4	3	4.0	
CO4	5	5	4	4	4	5	4	3	3	3	5	2	2	3.7	
CO5	4	4	4	4	4	5	4	4	3	3	5	2	2	3.6	
Mean Overall Score													3.9		

.Result: The score of this course is 3.9 (High)

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **High** Association with Programme Outcome and Programme Specific Outcome

UNIT- I (15 Hrs)

Average Due Date And Account Current: 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 (20 Hrs)

Branch Accounts: 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 (20 Hrs)

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

UNIT-IV (20 Hrs)

Admission And Retirement Of Partners: Accounting Treatments - Admission of partner – Retirement of Partner – Death of Partner. Adjustments Regarding profit sharing Ratio, Good will and Capital (simple problems)

UNIT - V (15 Hrs)

Dissolution Of Partnership: 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)

Text Books:

1. Financial Accounting ,T.S.Reddy& Murthy, Margham Publication, Chennai-5, 2016.
2. Financial Accounting ,R.L.Gupta&V.K.Gupta Sultan Chand New Delhi, 2014.

Reference Books:

1. Advance Accountancy ,M.C.Skudhala&T.S.Grweal, Sultan Chand & Sons, New Delhi, 2017.
2. Financial Accounting , P.C. Thulsian, Tata MC Graw Hill, New Delhi, 2017.
3. Advance Accountancy ,R.L.Gupta&V.K.Gupta, Gupta Edition, New Delhi, 2016.

I-BBM	BUSINESS CORRESPONDANCE	19BM204
SEMESTER – II		HRS/WK -6
CORE – 4		CREDIT –4

Objective:

To familiarize with the essentials of an effective business letter and to train them to draft business letters relating to different situations

COURSE OUTCOMES (COs):

CO1: To Learn and understand the essentials of an Effective Business Letters.

CO2: To Draft various Business and Personnel correspondence.

CO3: To Outline letters related to Bank, Insurance, Agency and Secretarial Correspondence.

CO4: To Prepare Office Correspondence such as Reports, Minutes of Meeting, Agenda, Circular and Notes.

CO5: To Get acquainted with Modern forms of Communication and how it facilitates Business operations.

Relationship Matrix Course Outcomes, Programme Outcomes and Programme Specific Outcomes

SEMESTER	COURSE CODE	COURSE TITLE:											HOURS	CREDIT
II	19BM204	BUSINESS CORRESPONDANCE											6	4
COURSE OUTCOMES	PROGRAMME OUTCOMES (PO)					PROGRAMME SPECIFIC OUTCOMES (PSO)								MEAN SCORE OF CO'S
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO8	
CO1	4	3	5	3	3	4	3	3	3	4	3	3	3	3.3
CO2	5	4	3	4	3	5	3	3	3	5	4	4	3	3.8
CO3	4	5	3	5	5	5	4	4	4	3	4	5	3	4.1
CO4	4	4	4	3	4	4	3	5	4	4	4	3	4	3.8
CO5	5	3	4	4	3	3	4	3	3	4	3	4	4	4.3
Mean Overall Score													3.8	

Result: the score of this course is 3.8 (High)

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **High** association with Programme Outcomes and Programme Specific Outcome

UNIT-I (20hrs)

Essentials of Effective Business Letters: Business Correspondence – Need – Functions – Kinds of Business Letters – Essentials of an Effective Business Letter - Layout.

UNIT-II (20hrs)

Kinds Of Business Letter: Business enquiries and replies - Credit and status enquiries – Placing orders – Sales letters - Collection letters. Applications for employment - References - Letters of appointment - Confirmation – Promotion.

UNIT-III (15Hrs)

Correspondence With Financial Service Institutions :Bank Correspondence – Insurance Correspondence – Agency Correspondence – Correspondence with Shareholders, Directors.

UNIT-IV: (15hrs)

Office Correspondence : Reports Writing – Agenda, Minutes of Meeting – Memorandum – Office Order – Circular– Notes.

UNIT-V (20 Hrs)

Modern Forms Of Communication: SMS – Email–Video Conferencing–Internet–Mobile Communication – Websites and their use in Business.

Text Books:

1. R.S.N. Pillai and Bagavathi, Commercial Correspondence and Office Management, S.Chand and Co. Ltd. New Delhi, 2018.
2. M.S. Ramesh, C.C. Pattanshetti, Business Communication, R. Chand &co, New Delhi, 2019.

Reference Books:

1. Prasanta K. Ghosh, Office Management, New Delhi.S.ChandAnd Sons, 2010.
2. HomaiPradhan, D.S. Bhende, Vijaya Thakur, Business Communication, Bombay. Himalaya Publishing House, 2003.
3. Penrose, Rasberry, Myers, Advanced Business Communication. Bangalore: Thomson South western Publishers, 2000.

II –BBM	INDIAN FINANCIAL SYSTEM	CODE- BM305T
SEMESTER –III		HRS/WK -6
CORE – 7		CREDIT –5

Objective:

To learn about the Indian Financial System and to understand the role and development of Banks in India.

COURSE OUTCOMES (COs):

CO1. Understand the components of Indian financial system and functions of Indian money market and capital market.

CO2. Know the management and functions of Reserve Bank of India.

CO3. Familiarise with functions and recent trends in Indian Commercial banks

CO4. Know about the functions of various All India Development Banks

CO5. Understand the functions and role of State Level Banks

Relationship Matrix Course Outcomes, Programme Outcomes and Programme Specific Outcomes

SEMESTER	COURSE CODE	COURSE TITLE												HOURS	CREDIT
III	BM305T	INDIAN FINANCIAL SYSTEM												6	5
COURSE OUTCOMES (COs)	PROGRAMME OUTCOMES (POs)					PROGRAMME SPECIFIC OUTCOMES (PSOs)								MEAN SCORE OF Cos	
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8		
CO1	4	4	3	3	3	4	4	4	3	4	3	3	3	3	3.5
CO2	4	3	3	4	3	3	3	3	3	3	3	3	2	2	3
CO3	3	4	3	4	3	4	3	4	3	3	3	3	3	3	3.3
CO4	4	4	3	4	3	3	3	3	4	3	3	3	2	2	3.2
CO5	4	3	3	3	3	3	3	3	3	3	3	3	2	2	2.9
Mean Overall Score														3.2	

Result: the score of this course is 3.2 (High)

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **High Association** with Programme Outcomes and Programme Specific Outcomes.

UNIT- I (15 hrs)

Financial System: Meaning, significance and components - Composition of Indian financial system-Indian money market – Indian capital market.

UNIT - II (15hrs)

Reserve Bank of India: Organization; Management; Functions – credit creation and credit control; monetary policy.

UNIT - III (20 hrs)

Commercial Banks: Meaning; Functions; Management and investment policies of commercial banks; recent trends in Indian commercial banks.

UNIT - IV (20Hrs)

Development Banks: All India Development Banks: Concept, objectives, and functions of various all India Development Banks; Operational and promotional activities of all India Development Banks – UTI.

UNIT - V (20 hrs)

State Level Development Banks: Objectives, functions and role of state level banks; State financial corporations; Development banks in industrial financing.

Text Books:

1. Bhole, L.M. , “Financial Markets and Institutions” Tata McGraw-Hill Publishing Company, New Delhi, 2017.
2. Khan, M.Y.,, “Indian Financial System: Theory and practice”, Vikas Publishing House, New Delhi, 2019.

Reference Books:

1. Chandra, Prasanna, “Financial Management: Theory and Practice”, Tata McGraw Hill Education, 2013.
2. Sharma, G.L. and Singh, Y.P. (eds.), “Contemporary Issues in Finance and Taxation”, Academic Foundation, Delhi, 2018.
3. Madura, Jeff, “Financial Marketsand Institutions”, West Publishing Co., New York, 2016.

II-BBM	CORPORATE ACCOUNTING	CODE- BM306S
SEMESTER – III		HRS/WK -6
CORE – 8		CREDIT –5

Objective:

To enable the students to understand the basic concepts relating to issue, redemption of shares, to prepare company final accounts and acquisition of business.

COURSE OUTCOMES (COs):

CO1: To understand the company law provisions and procedures of issue of shares to the public and able to pass journal entries of the issue in the books of the company

CO2: To gain knowledge to pass journal entries, preparing balance sheet of a company when it purchases the business of a sole trader and partnership and ability to calculate profit prior to incorporation.

CO3: To familiarise with company law provisions relating to schedules and final accounts of the company and able to prepare profit and loss accounts and balance sheet of company.

CO4: To acquire ability to prepare liquidators final statements when the company close its business and understand the winding up procedure and various modes of winding up of a company.

CO5: To acquaint with banking law provisions relating to bank’s final accounts and gain ability to prepare schedules, profit and loss account and balance sheet of the banks.

Relationship Matrix Course Outcomes, Programme Outcomes and Programme Specific Outcomes

SEMESTER	COURSE CODE	COURSE TITLE:											HOURS	CREDIT
III	BM306 S	CORPORATE ACCOUNTING											6	5
COURSE OUTCOMES (COs)	PROGRAMME OUTCOMES (POs)					PROGRAMME SPECIFIC OUTCOMES (PSOs)								MEAN SCORE OF COs
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO8	
CO1	4	5	4	5	4	5	4	5	3	4	5	5	3	4.3
CO2	4	5	4	3	3	5	4	4	3	4	5	3	2	3.7
CO3	5	5	5	4	2	5	5	5	3	4	5	5	2	4.2
CO4	4	4	3	3	2	5	5	4	3	4	5	5	2	3.7
CO5	4	5	4	4	3	5	5	5	2	4	5	5	3	4.1
Mean Overall Score													4.0	

Result: the score of this course is 4.0 (High)

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **High Association** with programme outcomes and programme specific outcome

UNIT -I (20hrs)

Issue of Shares: Introduction-Meaning-Definition-Features-Kinds of Components-Under Subscription and Over Subscription-Issue of shares at par-At Premium-At -Discount-Calls-in-arrears-Calls-in-advance-Forfeiture of Shares-Reissue of Forfeited shares-Balance Sheet (Revised Schedule VI).

UNIT-II (20 hrs)

Acquisition of Business: Meaning-When new set of books are opened-Purchase consideration - Net asset method-Net payment method-Debtors and Creditors taken over on behalf of vendors - Profits prior to incorporation -Meaning-Methods of Ascertaining profit or loss Prior to Incorporation-Basis of Apportionment of Expenses.

UNIT- III (15 hrs)

Final Accounts Of Companies: Introduction-Statement of profit and loss- (Part II of Revised Schedule VI)-Balance Sheet- (Part I of Revised Schedule VI)-Managerial Remuneration.

UNIT – IV (15hrs)

Liquidation of Companies: Meaning of liquidation or winding up – Modes of winding up – winding up by the Court, Compulsory, Voluntary, Members, Creditors – Order of Payment – Secured Creditors – Preferential Creditors – Liquidator’s Final Statement of accounts.

UNIT–V (20 hrs)

Bank Accounts:Bank-Meaning-Legal requirements-Preparation of profit and loss accounts (Form ‘B’ of Schedule III) and Balance Sheet (Form ‘A’ of Schedule III).

Text Books:

1. T.S. Reddy & A. Murthy -Corporate Accounting – Volume 2 (As Per Revised Schedule VI In New Format)-Publisher: Margham Publications-2020
2. R.L.Gupta and M.Radhaswamy“Advanced Accountancy” (Volume I)Sultan Chand& Sons-New Delhi, January ,2013

Reference Books:

1. S.P.Jain and K.L.Narang-Corporate Accounting (Volume I) -Kalyani Publishers-Ludhiana-19th Revised Edition- 2019
2. .M.A. Arulanandam& K.S. Raman, “Advanced Accountancy” Vol-I, Sixth Edition, 2015, Himalaya Publishing House, Mumbai.
3. .Dr.S.N. maheswariCasharad K .maheswari ,& Dr. sunilK.Maheswari – Corporate accounting - Vikas Publications 6th edition- 2018

I-BBM	BANKING LAW AND PRACTICE	BM408Q
SEMESTER – IV		HRS/WK -6
CORE –7		CREDIT –5

Objective:

To make the students understand the law and practice of banking

COURSE OUTCOMES (COs):

CO1: To gather knowledge about Banking structure and different types of banking operations.

CO2: To understand the characteristics of different types of Negotiable instruments

CO3: To understand the relationship between Banker and Customer.

CO4: To impart knowledge on the functioning of Rural Banking services

CO5: To gain knowledge on the latest developments of banking activities.

Relationship Matrix Course Outcomes, Programme Outcomes and Programme Specific Outcomes

SEMESTER IV	COURSE CODE: BM408Q					COURSE TITLE: BANKING LAW AND PRACTICE								HOURS: 6	CREDITS: 5
COURSE OUTCOMES	PROGRAMME OUTCOMES(PO)					PROGRAMME SPECIFIC OUTCOMES(PSO)								MEAN SCORE OF CO'S	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	5	4	3	4	4	5	4	5	5	4	3	4	5	4.2	
CO2	5	5	4	4	4	5	5	5	5	5	3	4	5	4.5	
CO3	4	4	3	4	5	4	5	5	5	4	3	4	4	4.1	
CO4	5	5	5	5	4	5	5	4	4	5	4	5	5	4.6	
CO5	5	5	5	4	4	5	4	5	5	4	3	5	5	4.5	
Mean Overall Score													4.3		

Result: the score of this course is 4.3 (Very High)

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **Very High** Association with Programme Outcome and Programme Specific Outcome

UNIT-I**(20 Hrs)**

Bank – Introduction: Bank –Meaning, Definition, Classification, types of banks and their functions and Services- Commercial Banks - Universal Banking - Central Bank - Credit control measures - EXIM Bank - Deposit Insurance and Credit Guarantee Corporation.

UNIT – II**(20 Hrs)**

Negotiable Instruments:Cheque - Essentials of a Cheque - Crossing of a Cheque - General Crossing – Special Crossing - Payment of Cheque - Collection of Cheque- Endorsement - Debit Card – Credit Card - Green Card - Smart Card.

UNIT – III**(20 Hrs)**

Banker And Customer Relationships: Banker - Customer - General and Special relationship between Banker and Customer - Opening of Current - Saving - Recurring - Fixed deposit Accounts - Special types of Accounts - Minor - Lunatic - Partnership Firm - Joint Stock Company -: Non - Trading Institutions.

UNIT –IV**(15 Hrs)**

NABARD, RRBS AND SHGs: National Bank for Agricultural and Rural Development (NABARD) - Objectives - Features - Functions - Co-operative Banks - Regional Rural Banks (RRBs) - Contribution to social and rural development - Micro Credit(SHG).

UNIT-V**(20 Hrs)**

Banking Technologies: E-Banking - Internet Banking - Telephone Banking - Mobile Banking- ATMs - Cash Machine - Electronic Money - Electronic Fund Transfer System (EFT) - Indian Financial Network - Customer Grievances Redressal and Ombudsman – core banking system – Electronic Clearing Services (ECS).

Text Books:

1. M. L.Tannan, Banking Law and Practice in India - India Book House, New Delhi, 2017.
2. Gurusamy.S, Banking Theory Law and Practice, Tata McGraw Hill, New Delhi, 2018.

Reference Books:

1. Sundaram, .K.P.M.&Varshney, Banking Theory Law & Practice, Sultan Chand & Sons, New Delhi, 2014.
2. Gordon,E.Natarajan, Banking Theory Law & Practice, Himalaya Publishing House, Mumbai, 2015.
3. Radhasamy&Vasudevan, A Text Book of Banking, Sultan Chand & Sons, New Delhi, 2003.

II-BBM	COST ACCOUNTING	BM409S
SEMESTER – IV		HRS/WK -6
CORE – 8		CREDIT - 5

Objective:

To familiarize the students on the use of cost accounting system in different nature of businesses

COURSE OUTCOMES (COs):

CO1:Toacquire 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.

CO2: To develop ability to maintain to keep store ledger, fixing stock level and economic order quantity and determine the price at which materials issued to the production centre.

CO3: To understand the primary and secondary distribution of overheads to different production and service departments and to know how the overheads charged to a product/service.

CO4:Toacquire knowledge in preparing contract account and able to calculate profit of each contract.

CO5: To acquaint a skill of critical and rational thinking, and decision making ability by dividing cost into fixed and variable and understand the application of marginal costing technique in business decision.

Relationship Matrix Course Outcomes, Programme Outcomes and Programme Specific Outcomes

SEMESTER	COURSE CODE	COURSE TITLE:												HOURS	CREDIT
IV	BM409 S	COST ACCOUNTING												6	5
COURSE OUTCOMES	PROGRAMME OUTCOME (PO)					PROGRAMME SPECIFIC OUTCOME (PSO)								MEAN SCORE OF COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	5	5	4	4	3	5	5	4	3	4	5	4	4	4.2	
CO2	4	4	4	3	3	5	4	4	3	4	5	3	3	3.7	
CO3	4	4	4	3	3	5	4	4	3	4	5	3	3	3.7	
CO4	5	5	4	4	4	5	5	4	5	3	5	4	2	4.2	
CO5	4	5	4	3	3	5	5	3	3	3	5	5	3	3.9	
Mean Overall Score														3.9	

Result: the score of this course is 3.9 (High)

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **High**associationwithProgramme Outcomes and Programme Specific Outcome.

UNIT - I (15 Hrs)

Cost Sheet: 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 (20 Hrs)

Material Costing: Material control - Meaning objectives – need – advantages .1 - Inventory control and its techniques – Stock levels and EOQ- methods of pricing material issues – FIFO – LIFO – HIFO – Simple average method – Weighted average method – Standard price method – Base stock method.

UNIT - III (20Hrs)

Overheads: Overheads -meaning – definitions – importance – classifications – primary distribution– secondary distribution of overheads – machine hour rate computation.

UNIT-IV (20 Hrs)

Contract Costing: Meaning, features of contract costing, Applications of contract costing, similarities and dissimilarities between job and contract costing, procedure of contract costing, profit on incomplete contracts, Problems.

UNIT- V (15 Hrs)

Marginal Costing: Marginal costing – definition – features – advantages – limitations – breakeven analysis –PV ratio - margin of safety - Application of break even analysis

Text Books :

1. Ts.Reddy, Y.Hariprasad Reddy – Cost Accounting – Margam Publications -2018
2. A.Murthy& S. Gurusamy – Cost Accounting – TATA Mcgraw Hill publishing co Ltd- 2nd edition -2009

Reference Books:

1. MN.Arrora- Cost accounting- Vikas Publishing House Pvt Ltd- 3rd edition-2019
2. V. Rajesh Kumar, RK. Sreekantha- Cost Accounting- Mcgraw Hill Education pvt Ltd-2018
3. Dr. SN Maheswari,Dr.S.N.Mittal – Cost Accounting: Theory and problems –Shree Mahavir Book Depot(Publishers)-2008

II BBM	TECHNOLOGY IN BANKING	CODE- ABM401A
SEMESTER - IV		HRS/WK - 5
ALLIED -V		CREDIT - 4

Objective:

To learn about the different E-payment methods and E-Security Schemes

COURSE OUTCOMES (COs):

CO1: To understand about the bank computerization

CO2: To acknowledge about various Bank back office operations

CO3: To understand the various E-Payment Methods

CO4: To know about the contemporary issues in banking techniques and Cyber laws

CO5: To know about the E-Payment securities

Relationship Matrix Course Outcomes, Programme Outcomes and Programme Specific Outcomes

SEMESTER	COURSE CODE					COURSE TITLE:								HOUR S	CREDI T
IV	ABM401A					TECHNOLOGY IN BANKING								5	4
Course Outcomes (COs)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of CO'S	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	5	4	5	4	5	4	5	4	5	4	5	4	3	4.38	
CO2	3	5	4	5	4	3	4	4	5	3	4	5	6	4.23	
CO3	4	4	5	5	4	5	5	5	4	4	4	4	3	4.31	
CO4	5	5	5	5	5	3	4	5	5	3	3	3	2	4.08	
CO5	4	3	4	5	5	4	4	5	5	4	5	4	5	4.38	
Mean Overall Scores												4.28			

Result: the score of this course is 4.28 (Very High)

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **Very High** association with Programme Outcomes and Programme Specific Outcomes

UNIT-I

(15 Hrs)

Introduction : Evolution of Banks - Technological Impact in Banking Operations – Different approaches to Banking computerization, WAN, LAN, VSAT, Networking system –Single Window concept – Core Banking – Concept, Opportunities, Challenges & Implementation

UNIT-II(15 Hrs)

Back Office Operation: Bank back office management – Inter branch reconciliation – Data center Management – Knowledge Management (MIS/DSS/EIS) – Treasury Management – Foreign Exchange Management

UNIT-III

(15Hrs)

E-Payment:Meaning of E-Payment –Benefits of E-Payment- Components of Electronic System- Popular electronic payment methods-Electronic fund transfer – Electronic clearing system – Debit and Credit Card system on the internet- Components of online credit processing-Fintec Companies.

UNIT-IV

(15Hrs)

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

UNIT –V

(15Hrs)

E-Payment Security: Meaning of E- Security - Security requirement in E-payment systems - Details of Security threats – Secured payments - E-Payment Security - E-Security Protection - Key Security schemes - AI and machine learning - Smart payments.

Text Books:

1. Technology and banks – national institute of banking, pune.
2. Electronic banking and information technology –IIB

Reference Books:

1. Information technology in Indian commercial banks nibs punenaiduc.a.s
2. Computer today ,Mcgraw hill, Donald h. sunden
3. Computer networks prentice hall publication tanenbaum Andrews.

III – BBM	INCOME TAX LAW AND PRACTICE	CODE – BM501A
SEMESTER – V		HRS/WK – 6
CORE –		CREDIT – 5

Objective:

To enable the students to understand basic concepts and to compute the income of individuals under various heads of income.

COURSE OUTCOMES (COs):

CO1: Enlighten with the basic concepts related to Income Tax and Residential Status.

CO2: Obtain the knowledge on the computation of Income on Salaries.

CO3: Procure skills related to the computation of Income from House Property.

CO4: Understand the procedures and techniques for computing income from Business and related deductions and depreciation thereof.

CO5: Acquire knowledge on the methods of computation of Income from Capital Gains and other sources with various Deductions u/s 80C to 80U.

Relationship Matrix Course Outcomes, Programme Outcomes and Programme Specific Outcomes

SEMESTER	COURSE CODE	COURSE TITLE											HOURS	CREDIT
V	BM501A	INCOME TAX LAW AND PRACTICE											6	5
COURSE OUTCOMES (COs)	PROGRAMME OUTCOMES (POs)					PROGRAMME SPECIFIC OUTCOMES (PSOs)								MEAN SCORE OF COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	
CO1	4	4	3	3	3	4	4	5	3	3	4	3	3	3.5
CO2	3	4	3	4	4	3	5	3	4	3	4	3	3	3.5
CO3	4	3	5	4	3	4	3	4	3	4	4	3	4	3.6
CO4	3	4	3	3	4	3	4	3	5	3	3	4	4	3.5
CO5	3	3	4	4	3	5	3	4	4	3	3	3	3	3.4
Mean Overall Score													3.5	

Result: the score of this course is 3.5 (High)

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **High** association with Programme Outcomes and Programme Specific Outcomes

UNIT – I **(15 Hrs)**

Introduction And Residential Status: Concepts of Assessment Year, Previous Year, Person, Assessee, Income, Gross Total Income – Total Income – Residential status – Exempted Income – Agricultural Income

UNIT – II **(20 Hrs)**

Income From Salaries: Computation of Salary Income – Taxable Allowances, Perquisites and Profit in lieu of salary.

UNIT – III **(20 Hrs)**

Income From House Property: Computation of Income from House Property – Annual value – Deductions.

UNIT – IV **(20 Hrs)**

Profits And Gains Of Business Or Profession: Profits & Gains from business or Profession – Expressly allowed and disallowed – deductions – Depreciation – Block of assets.

UNIT – V **(15 Hrs)**

Capital Gains And Income From Other Sources: Income from Capital gains – deductions and exemptions – Income from other sources – Grossing up of interest – Deemed Income – Set off and Carry forward of Losses – Deductions u/s 80C to 80U.

Text Books:

1. Dr. A. Murthy, Income Tax Law and Practice, Vijay Nicole Imprints Private Limited, Chennai.
2. T. S. Reddy , Hari Prasad Reddy- Income tax law and practice , Margam Publications, Chennai

Reference Books:

1. Dr. Vinod K Singhania—Monica Singhania- Students Guide To Income Tax, Taxmann Publications, New Delhi.
2. Dr. H. C. Mehrotra- Income Tax Law & Practice, Sri Venkateswara Publication, Chennai.

111-BBM	RISK MANAGEMENT FOR BANKS	CODE-BM502A
SEMESTER - V		HRS/WK - 6
CORE – 10		CREDIT - 5

Objective

To learn about the various types of risks for Banks and to know about the Money Laundering Act.

COURSE OUTCOMES (COs):

CO1. Identify and know about the various risks faced by Banks and Basel Norms..

CO2. Know about the credit risk and RBI guidelines for Credit Risk Management

CO3. Acquire the knowledge about the types and causes for operational risk.

CO4. Understand the types foreign Exchange risks and FEMA Act.

CO5. Familiarise with the Money Laundering and Anti-Money Laundering Act.

Relationship Matrix Course Outcomes, Programme Outcomes and Programme Specific Outcomes

SEMESTER	COURSE CODE	COURSE TITLE												HOURS	CREDIT
V	BM502A	RISK MANAGEMENT FOR BANKS												6	5
COURSE OUTCOMES (COs)	PROGRAMME OUTCOMES (POs)					PROGRAMME SPECIFIC OUTCOMES (PSOs)								MEAN SCORE OF COs	
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8		
CO1	4	4	4	3	4	4	3	3	2	3	3	2	2	3.2	
CO2	4	4	4	4	4	4	3	3	2	3	3	3	2	3.3	
CO3	4	4	4	4	4	4	3	3	2	3	3	3	2	3.3	
CO4	4	4	4	4	4	3	3	3	3	3	3	3	2	3.3	
CO5	4	4	3	4	4	3	3	3	2	3	3	2	2	3.1	
Mean Overall Score													3.2		

Result: the score of this course is 3.2 (High)

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **High** Association with Programme Outcomes and Programme Specific Outcomes

UNIT -I (15hrs)

Introduction And Overview: Risk definition - BIS – Basel Committee – Basel I, II and III norms; Risk Process- Risk Organization – Types of Risk – Concept of ALM for Banks-ALCO

UNIT- II (20 hrs)

Credit Risk: Definition - - Framework for risk management - RBI guidelines for risk management - Risk rating and risk pricing - Methods for estimating capital requirements - Credit risk – Standardized approach and advanced approach - Credit rating /scoring -Stress test and sensitivity analysis - Internal Capital Adequacy Assessment Process (ICAAP)

UNIT -III (20 hrs)

Operational Risk: 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- IV (15hrs)

Foreign Exchange Risk: Meaning –Causes- Types of foreign exchange risk –FEMA Act – Scope- Guidelines and Recent developments in FEMA.

UNIT- V (20hrs)

Money Laundering Act: Meaning of Money Laundering – Process-Methods-Regulations of Money Laundering Act 2002 and 2017- Measures to prevent money laundering in India- Guidelines of Anti-Money Laundering Act in India.

Text Books:

1. RiskManagement,Indian Institute of Banking & Finance, Macmillan Publications India Private Limited,2010
2. The Prevention of Money Laundering Act 2002,Commercial Law Publisher (India) Pvt ltd.

Reference Books:

1. Foundations of Banking Risk: An Overview of Banking, Banking Risks, and Risk-Based Banking Regulation by GARP (Global Association of Risk Professionals).
2. MooradChoudhry, Bank Asset and Liability Management: Strategy, Trading, Analysis, Wiley Publishing.
3. John C. Hull, Risk Management and Financial Institutions, Pearson, 2009
4. Indian Institute Of Banking, Amp, Finance (IIBF), Risk Management, Macmillan Publishers India, 2010
5. Websites, e-books and RBI Bulletins For IV and V units

III – BBM	ENTREPRENEURIAL DEVELOPMENT	CODE: BM503A
SEMESTER -V		HRS/WK – 6
CORE- 11		CREDIT - 5

Objective

To enable the students in the entrepreneurial skills Development.

COURSE OUTCOMES (COs):

CO1: To familiarize the students with the concept of entrepreneurship.

CO2: To impart knowledge regarding effective business ideas and how to start new ventures

CO3: To make aware of the steps for starting MSMEs and about the measures taken by Government to promote MSMEs.

CO4: To enable the student to learn about institutional finance and service to entrepreneurs.

CO5: To make them know about the problems faced by women entrepreneurs and the different entrepreneurship in informal sector.

Relationship Matrix Course Outcomes, Programme Outcomes and Programme Specific Outcomes

SEMESTER I	COURSE CODE: BM503A					COURSE TITLE: ENTREPRENEURIAL DEVELOPMENT								HOURS: 6	CREDITS: 5
COURSE OUTCOMES	PROGRAMME OUTCOMES(PO)					PROGRAMME SPECIFIC OUTCOMES(PSO)								MEAN SCORE OF CO'S	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	4	4	3	5	4	5	4	4	5	5	3	4	5	4.2	
CO2	4	5	4	4	5	5	5	5	5	5	4	4	5	4.6	
CO3	5	4	3	4	5	4	4	5	5	5	3	4	4	4.2	
CO4	5	4	5	5	4	4	5	4	4	5	4	5	4	4.4	
CO5	4	5	5	5	4	5	4	5	4	4	3	4	5	4.3	
Mean Overall Score														4.3	

Result: the score of this course is 4.3 (Very High)

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **Very High** association with Programme Outcome and Programme Specific Outcome.

UNIT-I

(15 Hrs)

Introduction: Entrepreneurship – Definition, Role and expectations – Entrepreneurial styles and types – Characteristics of the Entrepreneur – Functions of an Entrepreneur – Promotion of Entrepreneurship – Role of Socio-Cultural, Economic and Political Environment – Growth of Entrepreneurship in Pre and Post independence era – Constraints for the Growth of Entrepreneurial Culture.

UNIT- II

(20 Hrs)

New Venture: Meaning – Promoting new venture – Sources of Business ideas – Idea Generation Techniques – Project Identification – Project Selection – Procedure to start a new venture. Project – Meaning – Types – Formulation of Project report - Project Appraisal – Network Analysis.

UNIT – III

(20Hrs)

MSMEs: Introduction - Classification – Characteristics – Objectives – Advantages & Disadvantages – Role, Importance of MSME's in developing countries – Problems – Steps for starting MSMEs – Government regulatory framework for MSMEs - Measures taken by the government for the promotion of MSMEs.

UNIT – IV

(20 Hrs)

Institutional Assistance And Subsidies: Institutional service to entrepreneurs - DIC, SIDCO, NSIC, MSMEDI - SSIC, SIDCO - ITCOT, IIC - KVIC. Institutional finance to entrepreneurs: IFCI -SFC, IDBI, ICICI, TIIC, LIC and GIC, UTI, SIPCOT - SIDBI commercial Bank. Incentives and Subsidies – Meaning – Needs – Incentives and Subsidies available to Entrepreneurs .

UNIT – V

(20 Hrs)

Women Entrepreneurship: Need – Growth of women Entrepreneurship – Problems faced by Women Entrepreneurs – Development of women Entrepreneurship – Entrepreneurship in Informal Sector – Rural Entrepreneurship – Entrepreneurship in Sectors like Agriculture, Tourism, health care, Transport and allied services.

Text Books:

1. Dr.S.S.Khanka, Entrepreneurial Development, Sultan Chand Company Ltd.
2. C.B. Gupta&N.P. Sreenivasan: Entrepreneurial Development, Sultan Chand.

Reference Books:

1. PoornimaM.Charantimath ,Entrepreneurship Development & Small Business Enterprises – Second Edition, , Pearson
2. Prasanna Chandra: Project Planning, Analysis, Selection, Implementation and Review, Tata McGraw Hill.
3. Vasantha Desai: Dynamics of Entrepreneurial Development, Himalaya.
4. P.Saravanavel, Entrepreneurial Development, Ess Pee kayPublishing House, Chennai - 1997.

III -BBM	INTERNATIONAL BANKING	CODE-18EBM504
SEMESTER –V		HRS/WK -6
ELECTIVE –I(A)		CREDIT -5

Objective:

To obtain basic knowledge about the role and function of overseas banking and banking instruments foreign exchange mechanism and international financial intermediaries

COURSE OUTCOMES (COs):

CO1: To impart the students with knowledge in the field of international banking, international financial transactions across borders.

CO2: To enrich the students understanding with respect to foreign exchange, spot and forward cover and hedging.

CO3: To familiarise with international financial institutions and functions of international financial bodies.

CO4: To understand sources of foreign exchange earnings, receipts and borrowings with respect to NRI.

CO5: To acquire insights regarding foreign exchange management, currency convertibility and foreign exchange reserves.

Relationship Matrix Course Outcomes, Programme Outcomes and Programme Specific Outcomes

SEMESTER	COURSE CODE	COURSE TITLE												HOURS	CREDIT
V	18EBM504	INTERNATIONAL BANKING												6	5
COURSE OUTCOMES (COS)	PROGRAMME OUTCOMES (POS)					PROGRAMME SPECIFIC OUTCOMES (PSOS)								MEAN SCORE OF COS	
	PO 1	PO 2	PO 3	PO 4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	5	4	5	4	5	4	5	4	5	4	5	4	3	4.38	
CO2	3	2	4	5	4	3	2	4	2	3	4	5	6	3.61	
CO3	4	4	4	4	4	5	5	5	4	4	4	4	3	4.15	
CO4	5	5	5	5	5	3	4	5	5	3	2	2	2	3.92	
CO5	3	3	4	5	5	4	4	5	5	4	5	4	5	4.30	
Mean Overall Scores												4.07			

Result: the score of this course is 4.07 (Very High)

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **Very High** association with Programme Outcome and Programme Specific Outcome

UNIT - I (15hrs)

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

UNIT - II (20hrs)

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 – Basic exchange arithmetic – Forward Cover and Hedging.

UNIT - III (15hrs)

International Financial Institutions and Functions: World Bank: IMF: Asian Development Bank – International Financial Corporation: International Development Association.

UNIT- IV (20hrs)

Source 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.

UNIT- V (20hrs)

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

Text Books:

1. Fundamentals of International Banking by Rupnarayan Bose
2. International Banking by Macmillan, MacMillan Publisher's

Reference Books:

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

III -BBM	CORPORATE SOCIAL RESPONSIBILITY	CODE-18EBM505
SEMESTER –V		HRS/WK -6
ELECTIVE –I (B)		CREDIT -5

Objective:

To acquaint the students to understand the importance of values in business and to know Trends in corporate social responsibility and the social responsibility of business.

COURSE OUTCOMES (COs):

CO1:To impart conceptual understanding of business ethics, values and its relevance to modern business.

CO2:To acquire insights regarding social responsibility of a business and its influence on Indian firms.

CO3:To understand the concepts of consumerism and unethical practices in business.

CO4:To acquire familiarity in market eco systems, environment sensibility and sustainability.

CO5:To enrich the students understanding with respect to SEBI and Competition Commission of India.

Relationship Matrix Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester	Course Code	COURSE TITLE												Hours	Credit
V	18EBM505	Corporate Social Responsibility												6	5
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of COS	
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8		
CO1	5	5	4	4	4	5	5	4	5	3	4	4	5	4.38	
CO2	5	4	5	4	5	4	5	4	5	4	5	4	3	4.38	
CO3	4	4	4	4	4	5	5	5	4	4	4	4	3	4.15	
CO4	3	2	4	5	4	3	2	4	2	3	4	5	6	3.62	
CO5	5	5	4	4	4	5	5	4	5	3	4	4	5	4.38	
Mean Overall Scores													4.18		

Result: the score of this course is 4.18 (Very High)

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **Very High** association with Programme Outcome and Programme Specific Outcome

UNIT –I (15Hrs)

Corporate Ethics Values –concepts –types and formation –principles of managerial ethics – relevance of ethics and values in business

UNIT - II (20Hrs)

Corporate Social Responsibility: Social responsibility of a business firm –stakeholders – response of Indian firms towards CSR

UNIT - III (20Hrs)

CSR And Consumer Protection: Consumerism –unethical issues in sales, marketing and technology – competitive strategy

UNIT- IV (20Hrs)

Business And Eco System: Markets for eco system services –issues and opportunities for business in socially and environmentally sensitive world –social and environmental problems and shaping market –3 P’s of sustainability –people –planet –profit

UNIT -V (15Hrs)

Role Of Government: Regulatory framework –SEBI –Competition Act –Competition Commission of India

Text Books:

1. Baxi C.V. & Prasad Ajit, Corporate social responsibility, Excel Books, 2005.
2. Badi R.V. & Badi N.V., Business ethics, Vrinda Publications, 2015

Reference Books:

1. Kaur Tripat, Values and ethics in management, Galgotia publications, 2007.
2. Chakraborty S.K. , Human values for managers, Excel Books, 2005.

III- BBM	RETAIL MARKETING MANAGEMENT	CODE: 19EBM55A
SEMESTER -V		HRS/WK –6
Discipline Specific Elective-I(C)		CREDIT - 5

Objective

To create a strong knowledge base in retail marketing.

COURSE OUTCOMES (COs):

CO1: To define retailing and various types of retailers.

CO2: To acquire in depth knowledge of merchandise management.

CO3: To gain knowledge on the retail location, site location and layout

CO4: To know various promotion of retail outlets.

CO5: To articulate Information Technology techniques used in retailing.

Relationship Matrix Course Outcomes, Programme Outcomes and Programme Specific Outcomes

SEMESTER I	COURSE CODE: 19EBM55A					COURSE TITLE: RETAIL MARKETING MANAGEMENT								HOURS:6	CREDITS:5
COURSE OUTCOMES	PROGRAMME OUTCOMES(PO)					PROGRAMME SPECIFIC OUTCOMES(PSO)								MEAN SCORE OF CO'S	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	4	4	3	3	4	4	4	3	4	4	3	4	4	3.6	
CO2	4	4	3	4	4	4	4	4	4	4	4	4	5	4.0	
CO3	3	4	3	4	4	4	3	4	5	4	3	4	4	3.7	
CO4	4	3	4	3	4	4	5	4	4	4	3	5	4	3.9	
CO5	4	3	4	4	4	3	4	4	4	4	3	4	4	3.7	
Mean Overall Score													3.7		

Result: the score of this course is 3.7 (High)

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **High** association with Programme Outcome and Programme Specific Outcome

UNIT-I

[14 Hrs]

Retailing: Meaning, definition, characteristics, importance and functions – types of retailers – types of retailing formats – Product Retailing Vs. service Retailing – Retailing environment.

UNIT-II

[18 Hrs]

Merchandise Management: Definition, key areas – phases in developing Merchandise plan – Methods of planning and calculating inventory level – basic stock method, percentage variation method, week's supply method and stock to sales method – merchandiser's skill and profile.

UNIT – III

[20 Hrs]

Location Of Retail Units: 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. Retailing strategies – differentiation strategies – growth strategies – expansion strategies – pricing strategies. Meaning of logistic and supply chain management- issues of storage and warehouse facility.

UNIT – IV

[18Hrs]

Retailing promotion: definition – promotional objectives – SMARRTT objectives – approaches to promotional budget – promotional advertising – sales promotion - objectives and types- personal selling.

UNIT – V

[20 Hrs]

Information Technology In Retailing: Meaning and definition of IT – advantages and limitations of IT in Retail trade – competitive advantage of using IT – capturing and transmitting data at point of sale – systems for business communication and exchanging data – merchandise reordering system – 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.

Text Books:

1. Dr. L.Natarajan, 4th Ed 2014, Retail Marketing, MargamPblications, Chennai.
2. Retail Marketing Management – SwapnaPradhan

Reference Books:

1. Channel Management & Retail Marketing – MeenalDhotre.
2. Retail Marketing Management – David Gilbert.
3. Gibson & Vedamani, Retail Management, 2000, Jaice Publishing House, New Delhi.

III BBM	PRACTICAL AUDITING	CODE -18EBM506
SEM V		HRS/WEEK – 6
DISCIPLINE SPECIFIC ELECTIVE-II(A)		CREDIT - 5

Objective:

To enable the students understand the importance of Auditing and to acquaint them with the latest trends in Practical auditing

COURSE OUTCOMES (COs):

- CO1: Understand the fundamental concepts of Auditing.
- CO2: Be able to create a Structure Audit Planning and Programme.
- CO3: Learn how to verify and value Assets and Liabilities.
- CO4: Know the statutory rights, Duties, Role and Qualification of Auditor.
- CO5: Familiarize with the EDP based environment.

Relationship Matrix Course Outcomes, Programme Outcomes and Programme Specific Outcomes

SEMESTER I	COURSE CODE: 18EBM506					COURSE TITLE: PRACTICAL AUDITING								HOURS:6	CREDITS:5
COURSE OUTCOMES	PROGRAMME OUTCOMES(PO)					PROGRAMME SPECIFIC OUTCOMES(PSO)								MEAN SCORE OF CO'S	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	4	4	3	5	4	5	4	4	4	5	4	4	5	4.2	
CO2	5	5	4	4	5	5	5	5	4	5	4	4	5	4.6	
CO3	5	4	3	4	5	5	5	5	5	4	4	4	5	4.4	
CO4	5	4	4	3	4	4	5	5	4	3	5	5	5	4.3	
CO5	4	5	5	5	4	5	4	5	4	4	4	5	5	4.5	
Mean Overall Score													4.4		

Result: the score of this course is 4.4 (Very High)

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **Very High** association with Programme Outcome and Programme Specific Outcome

UNIT - I (15 Hrs)

Introduction To Auditing: Auditing - Meaning – Definition – Objectives – Scope – Advantages, Limitations - Distinction between Accounting and auditing – Difference between Auditing and Investigation, materiality in auditing, evidence – audit techniques, classification as to methods of approach to work – types and conduct of audit.

UNIT - II (20 Hrs)

Audit planning: audit engagement letter - factors considered before commencing a new audit, audit programme, audit files, audit note book, working papers – vouching of cash and trading transaction – internal check – internal control – internal audit.

UNIT – III (15 Hrs)

Verification And Valuation: Verification and valuation of assets and liabilities – meaning – objectives of verification and vouching – classifications of asset – importance of valuation – difference between verifications and valuation – verification and valuation of liabilities.

UNIT – IV (20 Hrs)

Company Audit: Audit of limited companies – necessity of company Audit - Qualification and disqualifications of auditors – appointment of auditors, ceiling on numbers of audits, remuneration of auditors, removal of auditors- powers, duties and liabilities of a company auditor- Special audit U/S 233A – powers of central government, powers and duties of special auditors - contents of special audit report.

UNIT - V (20 Hrs)

Electronic Data Processing: Investigation – scope – objectives, procedures followed in investigation – investigation under the company act – powers of inspectors .Electronic Data Processing systems – Characteristics – comparison of manual and Electronic Data Processing systems – features of auditing through computer system – computer based accounting – features of CAAT – uses of CAAT.

Text Books:

1. N. Premavathi – “Practical Auditing”, Sri Vishnu Publications.
2. B. Tandon – “Practical Auditing”, S. Chand

Reference Books:

1. S. Vengadamani – “Practical Auditing”, Margam publication
2. V. H. Krishanadwala& N. H. Krishanadwala – Sultan Chand Sons
3. Principles and practice of auditing – by Dinkarpagare sultan Chand Sons

III –BBM	E-BANKING	CODE-18EBM507
SEMESTER –V		HRS/WK -6
Discipline Specific Elective-II(B)		CREDIT -5

Objective:

To provide technical knowledge on e- banking system

COURSE OUTCOMES (COs):

CO1: Understanding the basic concepts of E-Banking.

CO2: Determining the overall view of electronic payment systems.

CO3: Know about the Electronic the fund transfer systems of Banking.

CO4: Understand the methods and technology management.

CO5: Learn the significance of security features of E- Banking Systems.

Relationship Matrix Course Outcomes, Programme Outcomes and Programme Specific Outcomes

SEMESTER	COURSE CODE	COURSE TITLE												HOURS	CREDIT
V	18EBM507	E - BANKING												6	5
COURSE OUTCOMES (COs)	PROGRAMME OUTCOMES (POs)					PROGRAMME SPECIFIC OUTCOMES (PSOs)								MEAN SCORE OF COs	
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO8		
CO1	3	4	4	3	5	3	3	3	3	3	3	3	4	3.4	
CO2	4	3	4	3	4	3	5	3	4	4	3	3	3	3.5	
CO3	3	4	3	3	4	3	4	5	4	4	3	4	3	3.6	
CO4	4	4	3	4	3	5	3	4	3	3	4	4	3	3.6	
CO5	4	3	4	5	3	3	3	3	3	3	4	3	3	3.4	
Mean Overall Score														3.5	

Result: the score of this course is 3.5 (High)

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **High** association with Programme Outcomes and Programme Specific Outcomes.

UNIT- I

(15 Hrs)

E-Banking: Concepts of E-Banking – features of E - banking strategy & models: IT in finance & service delivery- Introduction to ATMs, Internet Banking & Mobile Banking- Standalone systems, LAN & WAN.

UNIT-II

(20 Hrs)

Electronic payment systems: Teller machines at the bank counters, cash dispensers, ATMs, Anywhere Anytime banking, Home banking (Corporate and Personal), online enquiry and update facilities personal Identification. Numbers and their use in conjunction with magnetic cards of both credit and debit cards, smart cards, signature storage and display by electronic means, cheque truncation, Micro fiche, note and coin counting devices.

UNIT- III

(20 Hrs)

Electronic fund transfers system: Electronic fund transfers system – Playing messages (telex or data communication) – structured messages (SWIFT etc.), RTGS information Technology: Current trends, Bank net RBI net, Demat, Nic net, I-net, Internet, E-mail etc,

UNIT –IV

(20 Hrs)

Technology Management: Impact of technology and banks protecting the confidentiality and secrecy of data effect on customers and service quality- A. Audit Trails: Rangarajan, Saraf and shree committee recommendation. B. Technology Management: RTGS: Infrastructure requirement, RTGS transactions.

UNIT- V

(15Hrs)

Security features: SFMS - Formats of SFMS, SFMS transaction, Security aspects; RAS:Requirements of RAS, Application, security features of RAS, Digital Certificate: PKI, CCA, CA, RA – Types of digital Certificates, application of digital Certificate, legal status, IT Act: Electronic Records, Digital Signature, application of Electronic transactions; Cyber law – Its application.

Text Books:

1. Managing with information by H.JeromeLenter
2. Computer information Technology Global Business by Puri and Vidin Puri3. Fundamentals of data base Systems by Jerome Lenter, Pearson

Reference Books

1. An Introduction to Information Technology byDr. Srinivasavallabhan, Sulthan Chand & Sons.
- 2.Law of Information Technology, D.P.Mittal, TaxMan.e Markets, Macmillan, 2007

III-BBM	PRINCIPLES OF INSURANCE	CODE: 19EBM508
SEMESTER – V		HRS/WK -6
Discipline Specific Elective-II (C)		CREDIT -5

Objective:

To understand the basic insurance mechanism and the concept of insurance and how it is used to cover risk.

COURSE OUTCOMES (COs):

CO1. Know about the concept of insurance and its types

CO2. Understand the Management of risk by and contribution of insurance to the society

CO3. Familiarize with Constituents and operations of Insurance market

CO4. Understand and know about the insurance customers

CO5. Know about the significance and principles of insurance contract

Relationship Matrix Course Outcomes, Programme Outcomes and Programme Specific Outcomes

SEMESTER	COURSE CODE	COURSE TITLE												HOURS	CREDIT
V	19EBM 508	PRINCIPLES OF INSURANCE												6	5
COURSE OUTCOMES (COs)	PROGRAMME OUTCOMES (POs)					PROGRAMME SPECIFIC OUTCOMES (PSOs)								MEAN SCORE OF COs	
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8		
CO1	4	4	3	3	3	4	4	3	3	4	4	3	3	3.5	
CO2	4	4	3	3	4	4	4	4	3	4	3	3	4	3.6	
CO3	4	4	3	4	4	4	4	3	3	3	4	3	4	3.6	
CO4	4	4	3	4	4	4	4	3	3	4	3	3	3	3.5	
CO5	4	4	3	3	3	4	3	4	3	3	4	3	3	3.4	
MEAN OVERALL SCORE														3.5	

Result: the score of this course is 3.5 (High)

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **High** Association with Programme Outcomes and Programme Specific Outcomes

UNIT – I (20 Hrs)

Concept of Insurance and its Evolution: Concept and nature of insurance – evolution of insurance - how insurance operates today – Types of insurance – importance of insurance.

UNIT – II (15 Hrs)

Business of Insurance: Management of risk by individuals – management of risk by insurers – fixing of premiums – reinsurance and its importance for insurers - role of insurance in economic development and social security - contribution of insurance to the society.

UNIT - III (20 Hrs)

Insurance Market: Constituents of the insurance market – operations of insurance companies - operations of intermediaries – specialist insurance companies – insurance specialists.

UNIT – IV (20 Hrs)

Insurance Customers: Understanding insurance customers – customer needs - importance of customers – customer mindsets - customer behaviour at purchase point - customer behaviour when claim occurs - importance of ethical behaviour.

UNIT – V (15 Hrs)

Insurance contract: significance – the principle of indemnity - the principle of subrogation - the principle of contribution – disclosure of all relevant information - principle of utmost good faith - the relevance of proximate cause - the insurance contract.

Text Book:

1. Principles of Insurance, Dr. Rakesh Agarwal, Sashi Publications Pvt Ltd, New Delhi.

Reference Books:

1. Principles of Insurance, Dr. Robert I. Mehr, Richard D Irwin Publications.
2. Principles of Insurance, The Insurance Times, New Delhi

III-BBM	CUSTOMER RELATIONSHIP MANAGEMENT	18BM601
SEMESTER - VI		HRS/WK -6
CORE – 12		CREDIT -5

Objective:

To understand how information technology can be aligned with business practices.

COURSE OUTCOMES (COs):

CO1: To Understand the Basic Concepts about the Customer Relationship Management.

CO2: To Get acquainted with the knowledge about E- CRM.

CO3: To Understand the process of Lead Management in CRM.

CO4: To Procure ideas about Data Management techniques related to customer database.

CO5: To Highlight the significance of Customer satisfaction and its outcomes.

Relationship Matrix Course Outcomes, Programme Outcomes and Programme Specific Outcomes

SEMESTER	COURSE CODE	COURSE TITLE												HOURS	CREDIT
VI	18BM601	CUSTOMER RELATIONSHIP MANAGEMENT												6	5
COURSE OUTCOMES	PROGRAMME OUTCOMES (POs)					PROGRAMME SPECIFIC OUTCOMES (PSOs)								MEAN SCORE OF CO'S	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PSO 8		
CO1	4	3	4	4	5	3	4	4	3	3	3	3	3	3.5	
CO2	3	3	4	3	4	3	5	4	4	4	4	3	4	3.6	
CO3	3	3	3	5	3	4	3	3	4	3	4	3	3	3.3	
CO4	4	3	3	3	4	5	3	3	3	4	3	4	3	3.4	
CO5	3	4	4	4	4	5	3	4	3	4	3	4	3	3.6	
Mean Overall Score														3.4	

Result: the score of this course is 3.4 (High)

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **High** association with Programme Outcomes and Programme Specific Outcomes.

UNIT – I (15Hrs)

CRM: Customer Relationship Management (CRM): Meaning – Definitions– Objectives - Benefits - Advantages and Disadvantages - Types - CRM Cycle - Necessity for adoption in CRM- Implementation of CRM - Reasons and failure of CRM.

UNIT – II (20Hrs)

E-CRM: 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 (20hrs)

Lead Management: Meaning - Process – Needs – Benefits. Contact Management: Meaning – Needs – Benefits. Enterprise Marketing Automation: Meaning – Functions –Components. Campaign management: Meaning – Significance – Benefits. Call Center Operations: Meaning – Components – Types – Benefits.

UNIT – IV (20Hrs)

Database Management: Meaning - Definitions– Importance. Customer database: Meaning – Importance – Implementation of a Customer Database.Database Construction: Meaning – Definition – Phases. Data Structure: Meaning – Definition – Advantages and disadvantages. Data Mining: Meaning – Features – Elements – Tools and Techniques. Data Warehousing: Meaning – Characteristics – Domains – Functions.

UNIT – V (15Hrs)

Customer Satisfaction: Meaning – Definition – Significance – Components. Customer Delight: Meaning – Purpose – Principles.

Text Books:

1. Customer Relationship Management, Dr. K. GovindaBhat, Himalaya Publishing House, Mumbai, 2016.
2. Customer Relationship Management , Emerging concepts, Tools and applications by Jagdish N Sheth, McGraw Hill Education, New Delhi(2017).

Reference Books:

1. Customer Relationship Management ,P.P.Singh and JinendarKum, Regal publications, New Delhi, 2017.
2. Customer Relationship Management: Emerging concepts, tools, and applications ,Jagdish N. Sheth, AtulParvatiyar, G.Shainesh, Tata Mcgraw-Hill Education, Noida, 2015.
3. Customer Relationship Management: Concepts and cases ,Alok Kumar Rai, Prentice Hall of India, New Delhi, 2014.

III-BBM	MANAGEMENT ACCOUNTING	18BM602
SEMESTER - VI		HRS/WK -6
CORE-13		CREDIT -5

Objective:

To enable the students to understand the analysis and interpretation of financial statements with a view to prepare management reports for decision-making

COURSE OUTCOMES (COs):

CO1: To develop basic knowledge of management accounting concepts, tools for analysing financial statements and have practical knowledge to analysis the final accounts and able to prepare reports to indicate critical situation.

CO2: To familiarize in various accounting ratios and its applications to evaluate operating, turnover performance and solvency position of a company.

CO3: To acquire a skill to prepare a cash flow statement for a company as per AS-3.

CO4: To develop knowledge to prepare various functional budgets and ability to compare with actual and making a report to management if unfavourable situations warrant.

CO5: To develop ability to take rational decisions on heavy capital outlay requiring projects and selecting the best projects among the alternatives.

Relationship Matrix Course Outcomes, Programme Outcomes and Programme Specific Outcomes

SEMESTER	COURSE CODE	COURSE TITLE												HOURS	CREDIT
VI	18BM602	MANAGEMENT ACCOUNTING												6	5
COURSE OUTCOMES	PROGRAMME OUTCOMES (PO)					PROGRAMME SPECIFIC OUTCOMES (PSO)								MEAN SCORE OF CO'S	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PSO8		
CO1	4	5	4	4	3	5	5	5	4	4	4	5	3	4.2	
CO2	4	5	5	4	3	5	4	4	3	4	5	5	3	4.1	
CO3	5	5	4	4	2	5	5	5	4	3	5	5	3	4.2	
CO4	5	5	5	4	3	5	5	3	5	4	5	3	3	4.3	
CO5	5	5	5	5	4	5	5	4	3	3	5	5	3	4.3	
Mean Overall Score														4.2	

Result: the score of this course is 4.2(Very High)

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **Very High** with Programme Outcome and Programme Specific Outcome

UNIT- I**(15 Hrs)**

Introduction To Management Accounting: Management Accounting: Meaning –Definition – Objectives–Nature and Scope–Role of Management Accountant - Difference between Financial Accounting, Cost Accounting and Management Accounting. Analysis of Financial Statements: Types of Analysis – Vertical and Horizontal–Comparative Statement analysis –Common Size Statement analysis and Trend Analysis.

UNIT-II**(20 Hrs)**

Ratio Analysis: Meaning and Definition of Ratio, Classification of Ratios, Uses & Limitations –Meaning and types of Ratio Analysis –Calculation of Liquidity ratios, Profitability ratios and Solvency ratios. (exclude using ratio to prepare Balance sheet)

UNIT-III**(20hrs)**

Cash Flow Statement: Meaning and Definition of Cash Flow Statement –Uses of Cash Flow Statement – Differences between Cash Flow Statement and Fund Flow Statement -Limitations of Cash Flow Statement –Procedure for preparation of Cash Flow Statement (as per Accounting Standard – 3 /IAS – 7/ IND AS - 7) (Indirect Method Only).

UNIT – IV**(20 Hrs)**

Budgetary Control: Meaning and definition of budget-essential features of budget-budgeting-budgetary control-objectives-essentials of successful budgetary control –classification of budgets-on the basis of time-on the factors of production -on the basis of flexibility–on the basis of functions-zero based budgeting -advantages and limitations of budgetary control-preparation of production, sales, materials, material purchase, production cost, cash and flexible budgets

UNIT-V**(15hrs)**

Capital Budgeting: Concepts – Nature – Advantages and Limitations – Ranking Investment Proposals – Pay Back Period, ARR, NPV, IRR and Present Value Index.

Text Books

1. T.S. Reddy and murthy -Management accounting- Margam Publications -2013
2. A.Murthy and S.Gurusamy – Management Accounting – Vijay Nicole imprint pvt Ltd-2013

Reference Books

1. H.Y Khan & P.K Jain – Management accounting- Mcgraw Hill Education pvt Ltd-2013
2. R.S.N.Pillai&Bagavathi – Management Accounting- S.Chand& company Ltd-2007
3. Debarshi Bhattacharyya- Management Accounting – Dorling Kindersley (India) Pvt Ltd-2011

III-BBM	HUMAN RESOURCE MANAGEMENT	18BM603
SEMESTER - VI		HRS/WK -6
CORE-14		CREDIT -5

Objective:

To enable the students to understand the Human resource management concepts and principles and create an awareness about the existing HR practices of the companies in India

COURSE OUTCOMES (COs):

CO1: To gain exposure on the Principles and practices of Human resource Management.

CO2: To be familiar with effective Human resource Planning.

CO3: To understand various aspects of recruitment and Selection.

CO4: To equip himself with various Dimensions of Training and development.

CO5: To gain knowledge about Performance Appraisal and different methods.

Relationship Matrix Course Outcomes, Programme Outcomes And Programme Specific Outcomes

SEMESTER VI	COURSE CODE: 18BM603					COURSE TITLE: HUMAN RESOURCE MANAGEMENT								HOURS:6	CREDITS:5
COURSE OUTCOMES	PROGRAMME OUTCOMES(PO)					PROGRAMME SPECIFIC OUTCOMES(PSO)								MEAN SCORE OF CO'S	
	P O1	P O2	P O3	P O4	P O5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	5	4	5	5	4	5	4	5	5	5	3	5	5	4.6	
CO2	5	5	4	4	5	5	5	5	5	5	4	4	5	4.6	
CO3	5	4	3	4	5	5	5	5	5	5	3	4	4	4.3	
CO4	5	4	5	5	4	5	5	4	4	5	4	5	4	4.5	
CO5	5	5	5	5	4	5	4	5	4	5	3	4	5	4.5	
Mean Overall Score														4.5	

Result: the score of this course is 4.5 (Very High)

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **Very High** association with Programme Outcome and Programme Specific Outcome

UNIT- I**[15 Hrs]**

Introduction: Human resources management – definition – meaning, nature, scope and objectives, functions, importance, qualities and roles of HR manager - problems and challenges of a HR manager-Human capital management (HCM) jobs and career in human capital management

UNIT -II**[20 Hrs]**

Human Resource Planning: 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**[20 Hrs]**

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

UNIT- IV**[20 Hrs]**

Training: Meaning – nature, principles, assessing the needs of training, Inputs and gaps in training– training and development as source of competitive advantage – methods of training, evaluation of effectiveness of training programme

UNIT- V**[15 Hrs]**

Performance Appraisal: Performance and potential Appraisal meaning, purpose-process - methods, problem - managing grievances and discipline. Stress Management – Meaning - Features - Causes of Stress - Management of Stress.

Text Books:

1. S. S. Khanka, Human resource management, S.Chand, 2013.
2. K.Sundar& J. Srinivasan, Essentials of Human Resource Management ,Vijay Nicole, 2017

Reference Books:

1. K. A. Aswathappa , Human resource management, Tata McGraw Hill, 2017
2. P. C. Tripathi , Personnel management and industrial relations, McGraw Hill, 2013.
3. ArunMonappa, Mirza S. Saiyadain, Personnel management, Tata McGraw Hill, 1999.

III – BBM	RETAIL BANKING	18EBM604
SEMESTER – VI		HRS/WK – 6
Discipline Specific Elective – III (A)		CREDIT – 4

Objective:

To give basic knowledge on retail products of banks and its related process.

COURSE OUTCOMES (COs):

CO1: To define and understand the basic concepts of retailing.

CO2: To acquire an overview of Retail Products and their development process and the requirements of customers.

CO3: To know about the Eligibility, Process and purpose of using Credit and Debit Cards.

CO4: To understand the methods and techniques of marketing and selling Retail Products.

CO5: To learn the significance of role and impact of Customer Relationship Management in Retail banking.

Relationship Matrix Course Outcomes, Programme Outcomes and Programme Specific Outcomes

SEMESTER	COURSE CODE	COURSE TITLE												HOURS	CREDIT
VI	18EBM604	RETAIL BANKING												6	4
COURSE OUTCOMES	PROGRAMME OUTCOMES (PO)					PROGRAMME SPECIFIC OUTCOMES (PSO)								MEAN SCORE OF COs	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PSO8		
CO1	4	5	4	3	4	3	3	4	3	4	3	4	4	3.6	
CO2	3	3	3	4	5	4	4	3	4	3	3	3	4	3.5	
CO3	3	4	3	3	3	4	4	5	3	4	4	3	3	3.5	
CO4	3	4	3	3	3	5	4	4	4	3	4	3	3	3.5	
CO5	3	3	3	5	3	4	3	4	3	3	3	4	4	3.4	
Mean Overall Score														3.5	

Result: the score of this course is 3.5 (High)

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **High** association with Programme Outcomes and Programme Specific Outcomes.

UNIT- I (15hrs)

Concepts Of Retailing: Retailing Concepts- History and definition, role within the bank operations, Applicability of retailing concepts, distinction between Retail and Corporate/Wholesale Banking.

UNIT- II (20hrs)

Retail Products: Retail Products Overview – Customer requirements, Products development process, Liabilities and Assets Products / Description of Liability products, Description of Asset Products.

UNIT- III (20hrs)

Credit &Debit Cards: Credit / Debit Cards – Credit Vs Debit Cards, Eligibility, Purpose, Amounts, Margin, Security, Process of using the cards, Billing Cycle, Credit Points.

UNIT -IV (20hrs)

Selling Of Retail Products: Marketing / Selling of retail products, Tie –up with Institutions for Delivery Channels – Branch, Extension counters, ATM, POS, Internet Banking, M- Banking.

UNIT -V (15hrs)

Customer Relationship Management: Role and impact of Customer relationship, Stages in customer relationship management process. Account opening, basic loan origination data.

Text Books:

1. Retail Banking by Macmillan Education Experts and Macmillan Education 2017
2. Retail Banking (a guide for Novices) by Dr. Ramamurthy N 2013

Reference Books:

1. Retail Banking by KeithPond, 2007
2. Retail Banking Technology by Suresh Samudrala
3. Smart Manager Retail Banking Decoded, Poppy Sharma, Taxmann's 2015

III- BBM	FINANCIAL MANAGEMENT	18 EBM 605
SEM -VI		HRS/WK - 6
Discipline Specific Elective -III (B)		CREDIT – 4

Objective:

To make the students to learn the concepts and scope of financial management and understand the application of tools and techniques of financial management in research.

COURSE OUTCOMES (COs):

CO1: To understand and familiarize with basic concepts of financial management and know the various source of finance.

CO2: To gain practical knowledge to determine cost of capital and leverages and understand its application in financing decisions.

CO3: To acquire knowledge in deciding optimum capital structure and dividend giving benefit to the shareholders, creditors and company

CO4: To have a Practical knowledge to estimate the working capital amount and decide the optimum credit policy favorable to the company.

CO5: To gain knowledge to do critical evaluation on various alternatives available and choose the best project or machinery among the alternatives.

Relationship Matrix Course Outcomes, Programme Outcomes and Programme Specific Outcomes

SEMESTER	COURSE CODE	COURSE TITLE												HOURS	CREDIT
VI	18 EBM 605	FINANCIAL MANAGEMENT												6	4
COURSE OUTCOMES	PROGRAMME OUTCOMES (POs)					PROGRAMME SPECIFIC OUTCOMES (PSOs)								MEAN SCORE OF CO'S	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PSO8		
CO1	4	5	3	4	2	5	5	4	3	2	5	4	2	3.6	
CO2	4	5	4	4	3	5	4	5	4	3	5	5	3	4.1	
CO3	4	5	4	4	3	5	4	4	3	3	5	5	3	4.0	
CO4	4	5	5	4	4	5	4	4	4	3	5	4	2	4.0	
CO5	4	5	5	4	4	5	4	4	4	3	5	5	2	4.1	
MEAN OVERALL SCORE														3.9	

Result: the score of this course is 3.9 (High)

Association Scale	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **High Association** with Programme Outcome and Programme Specific Outcome

UNIT- I**(12HRS)**

Finance functions: Meaning- Definition and scope of Financial functions- Objectives of Financial Management- Profit maximization and Wealth maximization. Sources of Finance- Short term- Long term – Shares- equity Shares- Preference Shares- Debentures-Debt (**Theory Only**)

UNIT- II**(17 Hrs)**

Financing Decisions: Cost of Capital - Cost of specific Sources of Capital- Equity-preferred stock – debt- Reserves- Weighted average cost of Capital, Operating Leverage and Financial Leverage. (**Problem and Theory Questions**)

UNIT- III**(14Hrs)**

Capital Structure: Factors influencing Capital Structure- Optimal Capital Structure- Capital Structure Theory- Dividend and Dividend policy: Meaning, classification – sources available for dividends – Dividend policy general, determinants of dividend policy (**Theory only**)

UNIT- IV**(20 Hrs)**

Working Capital Management: Concepts – Importance- Determinants of Working Capital- Working Capital management- Problems Cash management: Motives for holding cash- Objectives and strategies of cash management Receivables Management: Objectives- Cost of credit Extension, benefit – credit policies- credit terms- Collection Policies (**Problem and Theory Questions**)

UNIT- V**(12 Hrs)**

Capital Budgeting: Meaning – Objectives- Preparation of various types of capital budgeting (**Problem and Theory Questions**) (**Theory carries 70% and problems carry 30 %**)

Text Books:

1. Dr. Anutham Paul- Financial management – McGraw Hill Education (India) private Ltd- 2020
2. Prasanna Chandra- Financial management- Theory and practice - Tata McGraw-Hill Education Private Limited-2011

Reference Books:

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

Question Paper Pattern

Theory: 20% Problems: 80%

III-BBM	MERCHANT BANKING	19EBM65A
SEMESTER – VI		HRS/WK -6
Discipline Specific Elective-III (C)		CREDIT -4

Objective:

To understand the legal frame work and various services of Merchant Banking.

COURSE OUTCOMES (COs):

CO1: To familiarize with merchant banking and its legal frame work

CO2: To understand the various pre and post issue activities and issue marketing

CO3: To determine the most suitable type of merger and acquisition and credit rating

CO4: To enable to get familiarize with leasing and hire purchasing

CO5: To making a deep understanding on real estate financing, discounting bills and factoring.

Relationship Matrix Course Outcomes, Programme Outcomes And Programme Specific Outcomes

SEMESTER	COURSE CODE	COURSE TITLE												HOURS	CREDIT
VI	19EBM65A	MERCHANT BANKING												6	4
COURSE OUTCOMES	PROGRAMME OUTCOMES (PO)					PROGRAMME SPECIFIC OUTCOMES (PSO)								MEAN SCORE OF CO'S	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PSO8		
CO1	5	4	5	5	4	5	3	3	4	4	5	4	3	4.2	
CO2	5	4	5	3	5	4	3	4	3	4	3	5	3	3.9	
CO3	4	4	4	5	4	4	4	5	3	4	4	5	4	4.2	
CO4	4	5	4	5	4	5	4	3	5	3	5	3	5	4.2	
CO5	5	4	3	5	4	4	5	4	4	5	4	4	4	4.2	
Overall Mean Score													4.1		

Result: the score of this course is 4.1 (Very High)

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **Very High Association** with Programme Outcomes and Programme Specific Outcomes

UNIT – I

(20 Hrs)

Merchant Banking: Recent Developments and Challenges ahead – Institutional Structure – Functions - Legal and Regulatory Framework – Provisions of Companies Act - SEBI guidelines- FEMA, etc. - Relation with Stock Exchanges and OTCEI.

UNIT – II

(20 Hrs)

Issue Management: Issue Pricing – Book Building – Preparation of Prospectus Selection of Bankers, Advertising Consultants, etc. - Role of Registrars –Bankers to the Issue, Underwriters, and Brokers. – Shore Issues. – Issue Marketing – Advertising Strategies – NRI Marketing – Post Issue Activities.

UNIT – III

(15 Hrs)

Other Fee Based Services: Mergers and Acquisitions – Portfolio Management Services – Credit Syndication – Credit Rating – Mutual Funds - Business Valuation.

UNIT – IV

(20 Hrs)

Fund Based Financial Services: Leasing and Hire Purchasing – Basics of Leasing and Hire purchasing – Financial Evaluation.

UNIT – V

(15 Hrs)

Other Fund Based Financial Services: Consumer Credit – Credit Cards – Real Estate Financing – Bills Discounting – factoring and Forfeiting – Venture Capital.

Text Books

1. M.Y.Khan, Financial Services, Tata McGraw-Hill, 11th Edition, 2017
2. NaliniPravaTripathy, Financial Services, PHI Learning, 2008.

Reference Books

1. Machiraju, Indian Financial System, Vikas Publishing House, 4 th Edition, 2010.
2. Varshney P.N. & Mittal D.K., Indian Financial System, Sultan Chand & Sons, New Delhi.,2015
3. Sasidharan, Financial Services and System, Tata Mcgraw Hill, New Delhi, 1st Edition, 2008.

111 -BBM	SERVICES MARKETING	18EBM606
SEMESTER –V1		HRS/WK -6
Discipline Specific Elective-IV A		CREDIT – 4

Objective:

To enable the students to trace the growing importance of Services and to familiarise with the special characteristics of services relevant for marketing

COURSE OUTCOMES (COs):

CO1: To know about the nature, types and significance of services marketing.

CO2: To understand the features of marketing of financial services

CO3: To familiarize with the marketing of hospitality services.

CO4: To identify and know about the services of Marketing of Non-profit organization

CO5: To understand the 7P's in Marketing mix in services marketing

Relationship Matrix Course Outcomes, Programme Outcomes And Programme Specific Outcomes

SEMESTER	COURSE CODE	COURSE TITLE												HOURS	CREDIT
VI	18EBM606	SERVICES MARKETING												6	4
COURSE OUTCOMES	PROGRAMME OUTCOMES (PO)					PROGRAMME SPECIFIC OUTCOMES (PSO)								MEAN SCORE OF CO'S	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PSO 8		
CO1	4	4	3	3	4	4	3	3	3	4	3	2	2	3.2	
CO2	4	4	3	4	4	4	4	4	3	4	3	2	2	3.5	
CO3	4	4	3	4	4	4	4	4	4	4	4	2	3	3.7	
CO4	4	4	3	4	4	4	3	4	4	3	3	2	3	3.5	
CO5	4	4	3	4	4	4	3	3	3	3	3	2	2	3.2	
MEAN OVERALL SCORE														3.4	

Result: the score of this course is 3.4 (High)

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

. This Course is having **High Association** with Programme Outcomes and Programme Specific Outcomes

UNIT - I (15 hrs)

Introduction to Services Marketing: Services Marketing - meaning - nature of services - Types and Significance of Services Marketing– Designing the services Blueprint - Market segmentation – Process of Market segmentation.

UNIT - II (20hrs)

Marketing of Financial Services: Marketing of services with special reference to Financial services- Concept - Features of Banking, Insurance, Lease, Mutual Fund, Factoring, Portfolio and financial intermediary services

UNIT – III (20hrs)

Marketing of hospitality: Perspectives of Tourism, Hotel and Travel services - Airlines, Railway, Passenger and Goods Transport - Leisure services.

UNIT – IV (15hrs)

Marketing of Non-Profit Organisations: Services offered by charities - Educational service-miscellaneous services - Power and Telecommunication

UNIT - V (20 hrs)

Marketing mix in services marketing: The seven P's –Product decisions – pricing strategies-Promotion of Services and Distribution Methods for Services –Internet as a service channel.

Text Books

1. Ravi Shankar, Services Marketing, The Indian Perspective,Excelbooks,New Delhi,2010
2. C.Bhattacharjee, Service Marketing, Concepts, Planning and implementation, Excel Books.2010

Reference Books

- 1 RajendraNargundkar, Services Marketing, Text & Cases, Tata McGraw-Hill Publishing Company, New Delhi, 2010.
- 2 VasanthiVenugopal, “Services Marketing”, Himalaya Publishing House, 2010
- 3 R.Srinivasan, Services Marketing-The Indian Context, Prentice Hall of India Private limited, New Delhi,2010

III -BBM	CO-OPERATIVE BANKING	18EBM606B
SEMESTER –VI		HRS/WK -6
Discipline Specific Elective-IV(B)		CREDIT -4

Objective:

To provide basic knowledge on co-operative law and banking operation

COURSE OUTCOMES (COs):

CO1: To acquire the basic knowledge of co-operative banking law, provision and recovery of debt.

CO2: To familiarize with credit management, MSME finance and operations.

CO3: To understand the Investment Management - CRR / SLR Management - Financial Markets

CO4: To obtaining the approach of Banks to profitability, Effects of NPA on profitability and Profitability Model

CO5: To exhibits the Regulatory aspects Banking Regulation Act and Role of Directors and Corporate Governance Best Practices

Relationship Matrix Course Outcomes, Programme Outcomes and Programme Specific Outcomes

SEMESTER	COURSE CODE	COURSE TITLE												HOURS	CREDIT
VI	18EBM606B	CO-OPERATIVE BANKING												6	4
COURSE OUTCOMES	PROGRAMME OUTCOMES (PO)					PROGRAMME SPECIFIC OUTCOMES (PSO)								MEAN SCORE OF CO'S	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PSO 8		
CO1	4	5	3	4	2	5	5	4	3	2	5	4	2	3.6	
CO2	4	5	4	4	3	5	4	5	4	3	5	5	3	4.1	
CO3	4	5	4	4	3	5	4	4	3	3	5	5	3	4.0	
CO4	4	5	5	4	4	5	4	4	4	3	5	4	2	4.0	
CO5	4	5	5	4	4	5	4	4	4	3	5	5	2	4.1	
Mean Overall Score														4.0	

Result: the score of this course is 4.0 (High)

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **High Association** with Programme Outcomes and Programme Specific Outcomes

UNIT-I (20Hrs)

Co-Operative Banking Law: Principles and Laws of co-operative Banking Law and rules relating to Co-op Banks Principles of Co-operation - brief overview of structure of co-operative credit institutions - Membership - Legal aspects of banking operations - Banking related laws - Provisions of Bankers Book Evidence Act - Special features of Recovery of Debts Due to Banks and Financial Institutions Act, 1993 -Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002-The Consumer Protection Act, 1986 - Banking Ombudsman

UNIT-II (20Hrs)

Co-operative Banking Operations: Deposits, Credit & Investment Management Different Deposit Products - Deposit Policy - Credit Management Loans and advances - Priority sector lending - MSME financing - Personal Finance - Banker - Customer relations - Garnishee orders and Attachment orders, Bankers' right of lien, set-off and appropriation - 8 Indemnities and Bank Guarantees;

UNIT-III (20 Hrs)

Loan Policy: Management of NPA - Investment Management - CRR / SLR Management - Financial Markets - guidelines of RBI / NABARD in regard to investment - Money Market - Call money - Repos and Reverse Repos - Foreign Exchange Market - Debt market - Banc assurance - Meaning and Scope of Investment Policy

UNIT-IV (15Hrs)

Technology And Risk Management: Technology in Banking - Electronic Payment systems / core banking solutions - Electronic funds transfer systems - RTGS - Risk Management - Exposure limits-Asset Liability Management - Capital Adequacy - Basel-II - Profit and Profitability - Approach of Banks to profitability - Effects of NPA on profitability - Profitability Model

UNIT-V (15Hrs)

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, Weaker section lending, Control Returns - Recommendations of Marathe Committee, MadhavRao Committee and Vaidyanathan committee - Role of Directors and Corporate Governance Best Practices - Management Information System

Txt Books:

1. Chouby B.N, Cooperative Banking in India, Asia Publishing House, Bombay, 2018.
2. Laud G.M, Cooperative Banking in India, TheCooperators Book Depot, Bombay, 2016.

Reference Books:

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

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

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

III -BBM	BUSINESS ENVIRONMENT	18EBM606C
SEMESTER –VI		HRS/WK -6
Discipline Specific Elective-IV (C)		CREDIT -4

Objective

To expose the students to the effect of various environmental factors in India

COURSE OUTCOMES (COs):

CO1: Learn about factors of environment in India.

CO2: Impart knowledge on economic environment

CO3: Learn about Socio-cultural environment and its impact in business

CO4: Gain knowledge about Natural Environment and its impact in business

CO5: Understand technological impact in business in India.

Relationship Matrix Course Outcomes, Programme Outcomes and Programme Specific Outcomes

SEMESTER VI	COURSE CODE: 18EBM606C					COURSE TITLE: BUSINESS ENVIRONMENT								HOURS:6	CREDITS:4
COURSE OUTCOMES	PROGRAMME OUTCOMES(PO)					PROGRAMME SPECIFIC OUTCOMES(PSO)								MEAN SCORE OF CO'S	
	P O1	P O2	P O3	P O4	P O5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	5	4	4	5	4	5	5	4	5	5	3	4	5	4.4	
CO2	5	4	5	4	5	4	4	5	5	5	4	5	5	4.6	
CO3	4	4	3	4	4	4	4	5	5	5	3	5	4	4.1	
CO4	5	4	5	4	4	5	5	4	4	5	4	5	4	4.4	
CO5	5	5	4	5	4	5	5	5	4	4	3	5	4	4.4	
Mean Overall Score													4.3		

Result: the score of this course is 4.3(Very High)

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **Very High** association with Programme Outcome and Programme Specific Outcome

UNIT –I

(15 Hours)

Introduction Of Business Environment :Significance and Scope of Business – Characteristics of Business- Objectives and Uses of Study of Business Environment- Types of Business environment.–Environmental Factors – Environmental Scanning –Process of Environmental Scanning -

UNIT- II

(20 Hours)

Economic Environment : Strategic and Economic Planning in India – Economic reforms in India-Economic Parameters - Economic Policies - Liberalisation, Privatisation and Globalisation of Indian Economy – Foreign Trade Policy and their impact on Indian business..

UNIT –III

(20 Hours)

Socio Cultural Environment In India: Features of Indian culture, values and their implications for Indian Business - Social Responsibilities of Business- Business Ethics & Corporate Governance –impact of mass media on Indian Industry – introduction to Consumer laws – Consumer Protection Act 2019- cost and business behavior

UNIT- IV

(15 Hours)

Natural Environment: Meaning and Components of Natural Environment-Impact of Natural Environment on Business - Guidelines for Development of Natural Resources - Sustainable Development – its impact on business-Green Index

UNIT –V

(20 Hours)

Technological Environment: Meaning, Factors Governed and Impact of Technology in business- MNC as a Source of transfer of technology and its implications – Impact of Technology on Globalization- Opportunities and threats in WTO and the new international trading regime.

Text Books:

1. Gupta C.B., Essentials of Business Environment, Sultan & Chand Publications, First Edition, 2018.
2. Dhanabhakiam. M & Kavitha. M., Business Environment, Vijay Nicole Imprints Private Ltd., Chennai., 2014.
3. Sankaran, Business Environment, Margham Publications. Chennai

Reference Books

1. Cherunilam, F. (2013). Business Environment: Text and cases. New Delhi: Himalaya Publishing House Pvt. Ltd.
2. Sloman, J. & Sutcliffe, M. (2004). Economics for Business (3rd Edition.). New Delhi: Pearson Education.
3. Dhingra, I. C. & Dhingra, N. (2014). Concise Business Environment (1st Ed.). New Delhi: Book Age Publications

YEAR - II	PRINCIPLES OF MARKETING	CODE – ABB304A
SEMESTER – III		HOURS / WEEK –5
ALLIED - 4		CREDIT - 4

Objective:

To gain the basic knowledge of Market segmentation and Marketing Mix

COURSE OUTCOMES (COs):

CO1: To understand about marketing management concepts and frameworks, marketing mix, market segmentation and apply these to a new or existing business.

CO2: To cognize and able to differentiate industrial and consumer goods, the concepts of new product development and product life cycle.

CO3: To have an overview of pricing, pricing objectives and to develop skills to analyze, determine price for various products and methods of pricing

CO4: To demonstrate various distribution channel, channel partners, importance and services offered by various middlemen.

CO5: To synthesize information and derive insights related to sales promotion and advertising, various modes of advertising, its merits and demerits.

Relationship Matrix Course Outcomes, Programme Outcomes and Programme Specific Outcomes

SEMESTER	COURSE CODE		COURSE TITLE:											HO UR S	CRED IT
III	ABB304A		PRINCIPLES OF MARKETING											5	4
COURSE OUTCOMES (COS)	PROGRAMME OUTCOMES (POS)					PROGRAMME SPECIFIC OUTCOMES (PSOS)								MEAN SCORE OF CO'S	
	PO 1	PO 2	PO 3	PO 4	PO5	PSO1	PSO2	PS O3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	5	4	5	4	5	4	5	4	5	4	5	4	3	4.38	
CO2	3	5	4	5	4	3	4	4	5	3	4	5	6	4.23	
CO3	4	4	5	5	4	5	5	5	4	4	4	4	3	4.31	
CO4	5	5	5	5	5	3	4	5	5	3	3	3	2	4.08	
CO5	4	3	4	5	5	4	4	5	5	4	5	4	5	4.38	
Mean Overall Scores													4.28		

Result: the score of this course is 4.28 (Very High)

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **Very High** association with Programme Outcomes and Programme Specific Outcomes

UNIT- I (15 Hrs)

Marketing: Meaning, Definition and importance of marketing- Approaches of marketing - Functions- Marketing environment – Internal and External factors- Marketing mix – 7 elements of marketing mix- Market segmentation- Definition - bases for market segmentation

UNIT - II (14 Hrs)

Consumer and industrial goods:Meaning and definition - Consumer and industrial goods – New product development – Meaning- Steps in New Product Development- Product life cycle – Reasons for product failure.

UNIT -III (14Hrs)

Pricing: Price – Definition – Objectives of pricing – Factors affecting pricing decision- Pricing policies – Procedure for price determination – Methods of pricing.

UNIT - IV (16 Hrs)

Channels of Distribution: Definition and importance - types of channels; factors affecting choice of a particular channel –Kinds of middlemen – Agent andMerchant Middlemen – Wholesalers – Types-Services rendered by wholesalers: Retailers –Requisites –Types- Services rendered by retailers.

Unit V (16 Hrs)

Sales promotion: Meaning - Purpose–Types-Advantages and limitations of sales promotion
Advertising - Meaning –Definition- Medias and its relative merits and demerits. Social Media
Advertising - Web Advertising, and Mobile Advertising.

Text Books:

1. R.S.N.Pillai&Bagavathi, , Modern Marketing – principles and practices, S.Chand&sons, New Delhi.4th Edition 2009
2. Marketing Management - V. S Ramaswamy& S. Namakumari- Mcmillan India Limited ,New Delhi- 3rd Edition- 2002

Reference Books:

1. Dr.C.B. Gupta and Dr. N. Rajan Nair. Marketing Management, S. Chand & sons, New Delhi.7th Edition,2005
2. S.A.Sherlakar, , Marketing Management, Himalaya Publishing House, New Delhi.12th Edition
3. PhilipKotler and Gary Armstrong, 11th Edition, Principles of Marketing, Pearson Prentice Hall of India Ltd, New delhi.12th Edition - 2005

IYR-BA (ENG)	FUNDAMENTALS OF DIGITAL BANKING	CODE:19ABE303
SEMESTER – III		HRS/WEEK – 6
GENERIC ELECTIVE – I		CREDIT – 4

Objective:

To learn about the types of Banks and Digital Banking Products

COURSE OUTCOMES (COs):

CO1: To familiar with types of banks, accounts opened in banks and digital banking products

CO2: To gain Knowledge on various operations done through ATM machines and fund transfer.

CO3: To understand the working of cash deposit machines, technology applied, cash recycler and risk associated with cash deposit operations.

CO4: To acquire knowledge and skill in online banking operations, e-commerce transactions and mobile banking operations.

CO5: To gain ability to do payments through AEPS, NFS, RTGS, NEFT and E-Wallets

Relationship Matrix Course Outcomes, Programme Outcomes and Programme Specific Outcomes

SEMESTER	COURSE CODE	COURSE TITLE:												HOURS	CREDIT
III	19ABE303	FUNDAMENTALS OF DIGITAL BANKING												6	4
COURSE OUTCOMES (COS)	PROGRAMME OUTCOMES (POS)					PROGRAMME SPECIFIC OUTCOMES (PSOS)								MEAN SCORE OF COS	
	PO 1	PO 2	PO 3	PO 4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	5	5	4	4	5	5	3	5	5	4	3	4	5	4.4	
CO2	4	5	5	5	5	4	5	4	3	5	5	4	3	4.4	
CO3	5	5	5	4	5	3	5	4	3	4	5	4	4	4.3	
CO4	5	5	5	5	5	5	4	5	5	3	3	4	3	4.4	
CO5	5	4	5	5	5	3	5	3	5	3	4	5	3	4.2	
Mean Overall Scores													4.3		

Result: the score of this course is 4.3 (Very High)

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **Very High** association with Programme Outcomes and Programme Specific Outcomes

UNIT-I (15 hrs)

Banking And Digital Banking Products: Introduction –Banks-types of banks- types of bank accounts and procedure to open bank accounts- services provided in branch -Need for Digital Banking Products - Digital Banking Products -Cards -Overview and brief history-Variety types of cards -Product features - EMV technology -New Technologies – Tap and Go, NFC, etc. -Approval Processes for Cards -Back End operations -Recovery and Follow up

UNIT-II (15 hrs)

ATM: Overview and Brief History-Product Features -Instant Money Transfer -Systems -Various Value-Added Services (eg., bill payments, donations, etc) -Proprietary, Brown Label and White Label ATM - ATM Network Planning – Onsite / Offsite -Security and Surveillance of ATM Sites --Risk Management and Frauds-Back End operations and Technology

UNIT- III (15hrs)

Cash Deposit Machines: Overview and Brief History-Product Features -CDM Network Planning – Onsite / Offsite -Risk Management and Frauds -Back End Operations and Technology -cash re-cyclers – Overview-Product Features-Risk Management and Frauds-Back End Operations and Technology

UNIT - IV (15 hrs)

Internet And Mobile Banking: Internet banking: Overview and Brief History -Product Features - Corporate and Individual Internet Banking Integration with e-Commerce Merchant sites -Risk Management and Frauds-Back End Operations and Technology-pos terminals-Overview and Brief History -Product Features-Approval processes for POS Terminals -Profitability of POS business Risk Management and Frauds -Back End Operations and Technology- Mobile banking- Overview and Brief History -Product Features and Diversity -IMPS -Profitability of Mobile Banking -Risk Management and Frauds-Back End Operations and Technology

UNIT-V (15 hrs)

Payment Systems: Overview of global payment systems -Overview of domestic payment systems-RuPay and RuPay Secure-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 through E-wallets .

Text Books:

1. Digital banking- Indian institute of bankers and finance- new Delhi- 2016
2. Digital banks –Raj.Ksingh –Adyyan publication-new delhi-2015

Reference Books:

1. Power of mobile banking- Sankar Krishnan-John Willy & Sons- inc- Newyork-2016
2. Digital banking tips- Tolga Tarlas- create space independent publishing house-2013
3. Digital banking Revolution- E book- [www. digitalbankingrevolution.com](http://www.digitalbankingrevolution.com)

YEAR - II	FINANCIAL ACCOUNTING AND ANALYSIS	CODE – ABB405A
SEMESTER – IV		HOURS / WEEK – 5
ALLIED - 4		CREDIT - 4

Objective:

To familiarize with the basic concepts of financial accounting and Management accounting

COURSE OUTCOMES (COs):

CO1: To acquire knowledge of double entry system, keeping accounting records.

CO2: To acquire knowledge to prepare profit and loss account and balance sheet of a business entity

CO3: To familiarize in various accounting ratios and its applications to evaluate operating, turnover performance and solvency position of a company.

CO 4. To acquire a skill to prepare a cash flow statement for a company as per AS-3.

CO5: To develop knowledge to prepare various functional budgets and ability to compare with actual and making a report to management if unfavorable situations warrant.

Relationship Matrix Course Outcomes, Programme Outcomes and Programme Specific Outcomes

SEMESTER	COURSE CODE					COURSE TITLE								HOURS	CREDIT
IV	ABB405A					FINANCIAL ACCOUNTING AND ANALYSIS								5	4
COURSE OUTCOMES (COS)	PROGRAMME OUTCOMES (POS)					PROGRAMME SPECIFIC OUTCOMES (PSOS)								MEAN SCORE OF CO'S	
	PO 1	PO 2	PO 3	PO 4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	4	4	3	4	2	5	4	4	3	2	4	2	2	3.3	
CO2	4	4	4	4	5	5	4	5	4	3	5	3	4	4.1	
CO3	4	5	4	4	5	5	4	4	3	3	4	3	3	3.9	
CO4	4	4	5	4	4	5	4	4	4	3	5	2	2	3.8	
CO5	4	4	5	4	4	5	4	4	4	3	5	3	2	3.9	
Mean Overall Scores												3.8			

Result: the score of this course is 3.8 (High)

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **High** association with Programme Outcomes and Programme Specific Outcomes.

UNIT- I

(15 hrs)

Book Keeping: Accounting-Introduction-Meaning and definition-Types of Accounting-Accounting concepts and Conventions- Double entry system- Accounting Rules- Journal-ledger-Subsidiary Books-Trial Balance

UNIT-II

(15 hrs)

Final Accounts: Preparation of Profit and loss A/c and Balance Sheet-Advantages and disadvantages of Accounting- Uses of Financial Statement- Accounting of sole trading concern and non-trading concern

UNIT-III

(15 Hrs)

Ratio Analysis: Meaning and Definition of Ratio, Classification of Ratios, Uses & Limitations –Meaning and types of Ratio Analysis –Calculation of Liquidity ratios, Profitability ratios and Solvency ratios. (exclude using ratio to prepare Balance sheet)

UNIT-IV

(15 hrs)

Cash Flow Statement: Meaning and Definition of Cash Flow Statement –Uses of Cash Flow Statement – Differences between Cash Flow Statement and Fund Flow Statement -Limitations of Cash Flow Statement –Procedure for preparation of Cash Flow Statement (as per Accounting Standard – 3 /IAS – 7/ IND AS - 7) (Indirect Method Only).

UNIT – V

(15 Hrs)

Budgetary Control: Meaning and definition of budget-essential features of budget-budgeting-budgetary control-objectives-essentials of successful budgetary control –classification of budgets-on the basis of time-on the factors of production -on the basis of flexibility–on the basis of functions-zero based budgeting -advantages and limitations of budgetary control-preparation of production, sales, materials, material purchase, production cost, cash and flexible budgets

Text Books:

1. Reddy and Hari Prasad, Financial Accounting, Margham Publications, 2016.
2. T.S. Reddy and Murthy -Management accounting- Margam Publications -2013

Reference Books:

1. RL Gupta and Radhasamy , Advanced Accounting- Sultan Chand& sons publications, 2015.
2. H.Y Khan & P.K Jain – Management accounting- McGraw Hill Education Pvt Ltd- 2013
3. R.S.N.Pillai&Bagavathi – Management Accounting- S.Chand& company Ltd-2007

Theory 20%: Problem 80%

Guidelines for Extra Credit Courses

Extra credit courses are offered within or outside the curriculum to enable the students to earn extra credits besides their regular credits in UG and PG programs.

I. Field Visit and Internship

1. It is mandatory to undergo at least one Field Visit and Internship by a student during the course of study.
2. If the Field Visit and Internship are included within 140 credits (UG) they should be noted in Part IV. If they were included as extra credits they have to be noted in Part VI.
3. For UG, Field Visit should be included in III Semester and Internship in V Semester.
4. If the Field Visit and Internship for PG courses are included as extra credits, they have to be noted in Part IV.
5. One credit will be allotted for each Field Visit and Internship.
6. A report of completed Field Visit should be submitted by the students to the concern mentor for earning the credit.
7. For Internship, the student should submit a report and acceptance letter or Certificate provided by the concern organization to the mentor.
8. The list of students who have completed the Field Visit and Internship should be submitted to the office of the CoE through the HoD by the Second Semester Mentor and Fourth Semester Mentor respectively for awarding the prescribed credits. The credits will be added in the III Semester mark sheet and V Semester mark sheet, respectively.

II. SSC/SWAYAM/NPTEL

1. Extra credits will be awarded for the students of UG and PG programs who complete online courses offered by SWAYAM, NPTEL etc.,
2. Credit transfer will be done for the students who pass the examination for the courses registered in SWAYAM, NPTEL etc.,
3. The VI semester mentor will submit the copy of the online course certificates to the office of the CoE through the HoD and the credits will be included in the VI semester mark sheet.

III. Project Guidelines

A project is a scientific and systematic study of real issue or a problem intended to resolve the problem with application of management concept and skills. The essential requirement of a project is scientific approach for collection and presentation of documents relevant to banking services and products.

1.1 Collection of Documents:

Students must collect documents in blank, details necessary and terms and conditions relating to the following;

A. Retail products:

- ❖ Personal Loan
- ❖ Home loan
- ❖ Car loan
- ❖ Agricultural and Rural loan
- ❖ Loan against property
- ❖ Loan against Fixed deposit
- ❖ Educational loan
- ❖ Any other loan ,specially offered in the branch

B. Business Products:

- ❖ Business loan
- ❖ Cash Credit
- ❖ Overdraft
- ❖ Secured term loan
- ❖ Merchant loan
- ❖ Trade finance
- ❖ Digital Business loan
- ❖ Any other Loan offered by Branch

C. Services offered

- ❖ Offline services (at branch Counter)
- ❖ Online services
- ❖ Demat account services
- ❖ Services to offshore countries

1.2. Preparation of Report

Students are asked to follow the report format and submit the final report.

a. Instructions for Typing

- Left Size – 1 inch
- Right Side -.5inch
- Top Side – 1inch
- Bottom Side – 0.5inch
- All font should be in Times News Romans
- Line Spacing –1.5
- Paragraph Spacing2

- Font Size:-
- All main headings 14 (Bold)
- All Sub main headings 13 (Bold)
- Matter 12 (Regular)

b. Research Report Format

1. Outer Cover
2. Title Page
3. Certificate
4. Declaration
5. Acknowledgement
6. Table of Contents

c. Chapter Plan

Chapter I : History and Profile of the bank

Chapter II : Services offered

Chapter III : Retail Products

Chapter IV : Business Products

Chapter V : Financial statements of latest year

Appendix : Bibliography and documents which support the contents of the report.

1.3 Specimen

A. Specimen Title Page:

Title of the project should be precise, revealing the basic thrust of the study. The content and the format of Outer cover and the Title page are the same. A model is shown below.

Title

Project report Submitted to the Department of Commerce (Bank Management),

St. Joseph's College of Arts & Science College (Autonomous)

In partial fulfillment of the requirement for the award of the degree of

BACHELOR OF Commerce (Bank Management)

Submitted By Under the Guidance of

College Emblem

DEPARTMENT OF COMMERCE (BANK MANAGEMENT)

St. Joseph's College of Arts & Science (Autonomous)

Cuddalore -1
Month/Year

B. Specimen Certificate

Guide Name

Department of Commerce (Bank Management)

St. Joseph's College of Arts & Science College (Autonomous)

Cuddalore -607001

CERTIFICATE

This is to certify that the project Report entitled to “-
_____ (ProjectTitle) _____” is of personal
effort and work carried out by _____ StudentName _____, a student of regular course
of Commerce (Bank Management), St. Joseph’ s College of Arts & Science College
(Autonomous) Cuddalore -607001 during the period of his study in the academic year
2019 – 2020, in partial fulfillment of the requirement for the award of the degree of
BACHELOR OF COMMERCE (Bank Management). The project Report represents an
independent work on the part of the candidate, but general guidance rendered by me.

Head of the Department

Supervisor

Place:

Date:

C. Specimen Declaration

Student Name
Reg.No. _____,
Final Year BBM,
Department of
Commerce (Bank
Management)
St. Joseph' s College of Arts & Science College (Autonomous)
Cuddalore -607001

DECLARATION

I declare that this Project Report entitled to “ _____ Topic _____ ” is a record of an independent research work carried out by me under the supervision and guidance of _____ . This has not been previously submitted for the award of any Diploma/ Degree/ Associate ship or other similar titles.

D. Specimen Table of Contents

Chapters	Contents	Page No
	Certificate	
	Declaration	
	Acknowledgement	
Chapter I	History of Bank	
Chapter II	Services offered	
Chapter III	Retail Products	
Chapter IV	Business products	
Chapter V	Financial statements	
	Bibliography	
	Other documents	

Question pattern

For Theory and problem papers

Continuous Internal Assessment (CIA) 25marks

1. Two Internal Examinations	15 marks
2. Assignment/ Seminar	5 marks
3. Attendance	5 marks
Total	25 marks

Semester Examination (75 marks)

Time: 3 Hours

Marks: 75

Part – A (10x2 =20) Marks

Answer all the Questions

Two questions from each unit

Part – B (5x5 = 25)

Answer ANY FIVE out of SEVEN

One question from each unit and two questions from important topics

Part – C (3x10 = 30)

Answer Any THREE out of FIVE

One question from each unit

Question Paper Pattern For Problem Papers

Theory: 20% Problems: 80%

