

Department of B.Com (Bank Management)

St. Joseph's college of Arts & Science (Autonomous),  
Cuddalore-607001



Syllabus

2016-2017

**B.COM (BANK MANAGEMAEENT)**  
**RESTRUCTURED ACADEMIC PROGRAMME – CBCS**  
**COURSE PATTERN- 2016 -2017 BATCH**

Year/ Semester	Part	Subject	Paper	Title of the Paper	Hrs
I Year I Semester	I	Language	1	French	5
	I	Language	1	Hindi-I	5
	I	Language	1	Tamil-I	5
	II	English	1	Foundation Course-English	5
	III	Core	1	Principles of Management	6
	III	Core	2	Financial Accounting-I	6
	IV	Allied	1	Business Economics- I	5
	V	Skilled	1	Value Education	3
I Year II Semester	I	Language	2	French	5
	I	Language	2	Hindi	5
	I	Language	2	Tamil	5
	II	English	2	Foundation Course-English-II	5
	III	Core	3	Financial Accounting-II	6
	III	Core	4	Business Correspondence	6
	IV	Allied	2	Business Economics-II	5
	V	Skilled	2	Basic Tamil/ Personality Development	3
II Year III Semester	III	Core	5	Banking Law and Practice	6
	III	Core	6	Corporate Accounting-I	6
	III	Core	7	Business Laws	5
	IV	Allied	3	Indian Economy	5
	IV	Allied	4	Business Statistics	5
	V	Skilled	3	Employability Skills	3
II Year IV Semester	III	Core	8	Principles of Marketing	6
	III	Core	9	Corporate Accounting-II	6
	III	Core	10	Entrepreneurial Development	6
	III	Core	11	Banking Technology	6
	IV	Allied	5	Mathematics for Competitive Exam	5
	V	Skilled	4	Environmental Science	3

III Year V Semester	III	Core	12	Cost Accounting	6
	III	Core	13	Income Tax Law & Practice	6
	III	Core	14	Banking and Regulatory Mechanism	6
	III	Core	15	International Finance	6

	III	Core	16	Project Management	6
III Year VI Semester	III	Core	17	Customer Relationship Management	6
	III	Core	18	Human Resource Management	6
	III	Core	19	Marketing for Banking Services	6
	III	Core	20	Management Accounting	6
	III	Core	21	Indian Capital Market	6
	VI			Extension Activities	

<b>I-BBM</b>	<b>PRINCIPLES OF MANAGEMENT</b>	<b>BM101T</b>
<b>SEMESTER - I</b>		<b>HRS/WK - 6</b>
<b>CORE – 1</b>		<b>CREDIT -2</b>

**Objective:**

To familiarize the students with the concepts and principles of management.

**UNIT –I INTRODUCTION TO MANAGEMENT:( 18Hr)**

Definition & Meaning of management-Functions of Management -Managerial skills -levels of management - roles of manager, Management as a Science or Art -Approaches to Management - Contribution to management by F.W.Taylor, Henry Fayol, Elton Mayo and Peter F. Drucker, C. K. Prahalad.

**UNIT-II - PLANNING:(17 Hr)**

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

**UNIT – III - ORGANISING AND STAFFING: (20 Hr)**

Organization - Importance - Principles of Organizing. Delegation & Decentralization – Departmentation - Span of Management.Organizational structure - line & staff and functional - organizational charts and manual-making organizing effective-Staffing-recruitment -selection- Training, promotion and appraisal.

**UNIT-IV - DIRECTINGAND MOTIVATING: (20 Hr)**

Function of directing - Motivation - Theories of motivation (Maslow, Herzberg and Vroom's theories) Motivation techniques. Communication - Function - Process - Barriers to effective communication. Leadership-Definition-Theories and approach to leadership-styles of leadership-Types

**UNIT –V -CO-ORDINATION AND CONTROL:( 15Hr)**

Nature - Problems of effective coordination. Control - Nature - Basic control process - control techniques (traditional and non-traditional)-Use of Computers in managing information – Concepts of keizen – six sigma.

**TEXT BOOK:**

1.Gupta C. B,Business Management, Sultan Chand & Sons, New Delhi, 2011

**REFERENCE BOOKS:**

- 1.Koontz, O'Donnell, Weirich, Essentials of Management,Tata McGraw Hill Publishing Company Ltd., New Delhi, 5th Edition, 1998
- 2.Pagare Dinkar,Principles of Management,sSultan Chand & Sons, New Delhi, 2003.
- 3.Sherlekar&Sherlekar, Principles of Business Management, Himalaya Publishing House, New Delhi, 2000

## QUESTION PAPER PATTERN:

**Time: 3 Hours**

**Marks: 75**

- 1) Part - A =  $10 \times 2 = 20$  Marks – All the Questions are to be Answered.
- 2) Part – B =  $5 \times 5 = 25$  Marks – Five Questions with Internal Choice.
- 3) Part – C =  $3 \times 10 = 30$  Marks – Three Out of Five – Open Choice.

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

<b>I-BBM</b>	<b>FINANCIAL ACCOUNTING -I</b>	<b>BM102T</b>
<b>SEMESTER - I</b>		<b>HRS/WK - 6</b>
<b>CORE – 2</b>		<b>CREDIT -4</b>

**Objective:**

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

**UNIT-I BOOK KEEPING**

Accounting-Introduction-Meaning and definition-Types of Accounting-Accounting concepts and Conventions- Double entry system- Accounting Rules- Journal-ledger- Subsidiary Books- Trail 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 SINGLE ENTRY SYSTEM**

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

**UNIT-III ACCOUNTING FOR 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 CONSIGNMENT ACCOUNTS**

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

**UNIT-V JOINT VENTURE**

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 BOOK:**

1. Reddy and Hari Prasad –Financial Accounting- Margham Publications

**REFERENCE BOOKS:**

1. RL Gupta and Radhasamy- Advanced Accounting- Sultan chand& sons publications
2. MC Sukkla- Advanced Accounting- Sultan chand& sons publications.

## **Problem Oriented paper**

**Time: 3 Hours**

**Marks: 75**

**Theory: 20% Problems: 80%**

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3. Part – C =  $3 \times 10 = 30$  Marks – Three Out of Five – Open Choice.

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<b>I-BBM</b>	<b>FINANCIAL ACCOUNTING- II</b>	<b>BM203Q</b>
<b>SEMESTER - II</b>		<b>HRS/WK - 6</b>
<b>CORE – 3</b>		<b>CREDIT -4</b>

**Objective:**

To enable the students to acquire knowledge in fire insurance claims settlement, preparation of accounts of Branch & Department and to understand the changes in accounting records when partner is admitted or retired including dissolution of firm.

**UNIT- I: AVERAGE DUE DATE AND ACCOUNT CURRENT [18 Hrs]**

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

**UNIT- II: BRANCH ACCOUNTS [15 Hrs]**

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

**UNIT -III: DEPARTMENTAL ACCOUNTS [15 Hrs]**

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: ADMISSION AND RETIREMENT OF PARTNERS [25 Hrs]**

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

**UNIT - V: DISSOLUTION OF PARTNERSHIP [20 Hrs]**

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
2. Financial Accounting R.L.Gupta&V.K.Gupta Sultan Chand New Delhi-2005.



**REFERENCE BOOKS:**

1. Advance Accountancy – M.C.Skudhala&T.S.Grweal, Sultan Chand & Sons, New Delhi-2005.
2. Advance Accountancy – I Jain &Narang, Kalyani Publications, New Delhi – 2003.
3. Advance Accountancy M.A.Arulandam& Raman, Himalaya Publishers, New Delhi-2003.
4. Financial Accounting P.C. Thulsian, Tata MC Graw Hill, New Delhi – 2005
5. Advance Accountancy R.L.Gupta&V.K.Gupta, Gupta Edition, New Delhi-2005

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<b>I-BBM</b>	<b>BUSINESS CORRESPONDANCE</b>	<b>BM204S</b>
<b>SEMESTER – II</b>		<b>HRS/WK -6</b>
<b>CORE – 4</b>		<b>CREDIT -2</b>

**Objectives:**

- 1 To familiarize with the essentials of an effective business letter.
- 2 To train them to draft business letters relating to different situations.

**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 (18 Hrs)**

**BUSINESS LETTERS AND PERSONNEL CORRESPONDENCE:** Business enquiries and replies - Credit and status enquiries – Placing and fulfilling orders - Complaints and adjustments - Collection letters - Secular letters - Sales letters-Application for employment - References - Testimonials - Letters of appointment - Confirmation - Promotion - Retrenchment and resignation.

**UNIT-III (17 Hrs)**

**BANK, INSURANCE, AGENCY AND SECRETARIAL CORRESPONDENCE:** Bank Correspondence – Insurance Correspondence – Agency Correspondence – Correspondence with Shareholders, Directors.

**UNIT-IV (18 Hrs)**

**OFFICE CORRESPONDENCE:** Reports Writing – Agenda, Minutes of Meeting – Memorandum – Office Order – Circular – Notes.

**UNIT-V (17 Hrs)**

**MODERN FORMS OF COMMUNICATION:** Fax – Email – Video Conferencing – Internet – Websites and their use in Business.

**TEXT BOOK:**

1. R.S.N. Pillai and Bagavathi, 1997. Commercial Correspondence and Office Management, New Delhi.S.Chand and Co. Ltd.

**REFERENCE BOOKS:**

1. Prasanta K. Ghosh, 2000. Office Management, New Delhi.S.ChandAnd Sons.
2. M.S. Ramesh, C.C. Pattanshetti, 1996. Business Communication, R. Chand &co,New Delhi.
3. HomaiPradhan, D.S. Bhende, Vijaya Thakur, 1996. Business Communication, Bombay. Himalaya Publishing House.
4. M.S. Ramesh, C.C. Pattanshetti, Madhumathi. M. Kulkarni, 2004.Business Communication, New Delhi. R.Chand& co.
5. Penrose, Rasberry, Myers. 2000. Advanced Business Communication. Bangalore: Thomson Southwestern Publishers.
6. Pearce, Figgins, Golen. Business Communication. 2<sup>nd</sup> edition, New York: John Wiley & Sons.
7. Raymond, John. D. Petit, 1990. Business Communication. 6<sup>th</sup> edition. New Delhi:All India Traveller Book Seller.

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<b>II-BBM</b>	<b>BANKING LAW AND PRACTICE</b>	<b>BM305S</b>
<b>SEMESTER - III</b>		<b>HRS/WK -6</b>
<b>CORE - 5</b>		<b>CREDIT -5</b>

**Objective:**

To make the students understand the law and practice of banking.

**UNIT -I: INTRODUCTION TO BANK (20 Hr)**

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: NEGOTIABLE INSTRUMENTS(15 Hr)**

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: BANKER AND CUSTOMER RELATINSHIPS AND TYPES OF CUSTOMERS (15 Hr)**

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: NABARD, RRBS AND SHGs(20 Hr)**

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: INNOVATIONS OF BANKING TECHNOLOGIES (20 Hr)**

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 BOOK:**

1. M. L.Tannan, (2009), Banking Law and Practice in India - India Book House, New Delhi.

**REFERENCEBOOKS:**

1. Sundaram, .K.P.M.&Varshney, (2003), Banking Theory Law & Practice, Sultan Chand & Sons, New Delhi.
2. Gordon, E.Natarajan, (2005), Banking Theory Law & Practice, Himalaya Publishing House, Mumbai.
3. Radhasamy&Vasudevan (2003), A Text Book of Banking, Sultan Chand & Sons, New Delhi.
4. Gurusamy.S, (2009), Banking Theory Law and Practice, Tata McGraw Hill, New Delhi
5. Rajesh (2009), Banking Theory Law and Practice, Tata McGraw Hill, New Delhi.

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

<b>II-BBM</b>	<b>CORPORATE ACCOUNTING-I</b>	<b>BM306</b>
<b>SEMESTER - III</b>		<b>HRS/WK -6</b>
<b>CORE – 6</b>		<b>CREDIT -5</b>

**Objectives:**

1. To help the students to understand the basic concepts relating to issue and redemption of shares.
2. To enable the students to prepare company final accounts and to understand accounting treatment on acquisition of business.

**UNIT -I: ISSUE OF SHARES**

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: REDEMPTION OF PREFERENCE SHARES**

Introduction-Meaning-Provision of the Companies Act Section 80 and 80A-Steps Involved in Redemption of Preference Shares-Balance Sheet (Revised Schedule VI).

**UNIT-III: ACQUISITION OF BUSINESS**

Introduction-Meaning-When new set of books are opened-Net asset method-Net payment method-Debtors and Creditors taken over on behalf of vendors-When same set of books are continued-When Debtors and Creditors are not taken over.

**UNIT-IV: PROFITS PRIOR TO INCORPORATION**

Introduction-Meaning-Methods of Ascertaining profit or loss Prior to Incorporation-Basis of Apportionment of Expenses.

**UNIT- V: 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.

**TEXTBOOKS:**

- 1) Advanced Accountancy (Volume I) **R.L.Gupta and M.Radhaswamy**-Sultan Chand & Sons-New Delhi-26<sup>th</sup> Revised Edition.
- 2) Advanced Accounts (Volume I) **M.C.Shukla, T.S.Grewal and S.C.Gupta**-S.Chand and Company Ltd.,-New Delhi-10<sup>th</sup> Revised Edition
- 3) Corporate Accounting (Volume I) **T.S.Reddy and A.Murthy**-Margham Publications-Chennai-6<sup>th</sup> Revised Edition.

**REFERENCE BOOKS:**

- 1) Corporate Accounting (Volume I) **S.P.Jain and K.L.Narang**-Kalyani Publishers-Ludhiana-19<sup>th</sup> Revised Edition.

- 2) Advanced Accountancy (Volume I) **S.P.Iyengar**- Sultan Chand & Sons-New Delhi-26<sup>th</sup> Revised Edition.
- 3) Corporate Accounting **V.RajasekaranandR.Lalitha**-Dorling Kindersley (India) Pvt. Ltd.,-Noida-5<sup>th</sup> Revised Edition.
- 4) Corporate Accounting **Dr.R.RangarajanandDr.V.Chandrasekaran**-S.Viswanathan (Printers and Publishers) Pvt. Ltd.,-Chennai-8<sup>th</sup> Revised Edition.

**Problem Oriented paper**

**Time: 3 Hours**

**Marks: 75**

**Theory: 20 %Problems: 80%**

**QUESTION PAPER PATTERN:**

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3. Part – C =  $3 \times 10 = 30$  Marks – Three Out of Five – Open Choice.

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<b>II-BBM</b>	<b>BUSINESS LAWS</b>	<b>BM307S</b>
<b>SEMESTER - III</b>		<b>HRS/WK -5</b>
<b>CORE – 7</b>		<b>CREDIT -4</b>

**Objective:**

To understand the legal aspects of business operations

**UNIT – I** **[20 Hrs]**

Law-Meaning & Definitions – Need – Indian Contract Act 1872-Contract – Meaning & Definitions - Nature of Contract – Essentials-Classifications – Offer and Acceptance – Capacities of parties to contract – Free Consent – Consideration – Lawful Object - Agreement declared void.

**UNIT – II** **[15 Hrs]**

Performance of Contract – Quasi Contract - Discharge of Contract – Remedies for Breach of Contract.

**UNIT -III** **[20 Hrs]**

An Overview of Special Contract – **Indemnity & Guarantee** – Meaning & Definitions – Essentials – Rights of indemnity holder and indemnifier – Differences between Contract of Indemnity & Guarantee Rights of surety – Surety’s liability-**Bailment** - Meaning & Definitions – Essentials – Rights and duties of bailor&bailee – **Pledge** - Meaning & Definitions – Essentials – Rights and duties of pawnor and pawnee.

**UNIT –IV** **[15Hrs]**

Sale of goods act 1930- goods –meaning - classifications-contract of sale - difference between sale and agreement to sell- conditions and warranties- Caveat emptor-Exceptions-transfer of property in and title of goods-performance of contract of sale-Delivery of goods – Modes and Rules of delivery-Rights and duties of buyer and seller- auction sale.

**UNIT – V** **[15 Hrs]**

The Consumer Protection Act, 1986. – Definition of “Consumer” – Objectives –Role of Consumer Protection Council – Central council and State council – Consumer Disputes Redressal agencies – Meaning of Deficiency in service -District forum for Consumer Redressal – National commission—Jurisdiction – composition – Appeal. State commission - Jurisdiction – composition – Appeal

**TEXT BOOK:**

1. Business Law, N.D.kapoor, Sultan Chand, 3rd edition, New Delhi, 1999.

**REFERENCE BOOKS:**

1. Business Law,R.S.N.PillaiBagavathi,Chand& co, 1<sup>st</sup>edition,New Delhi,2000.
2. Business Law,P.C.Tulsian, Tata MCGrawell Hill, 2<sup>nd</sup> edition, New Delhi, 2002.
3. Legal Aspects of Business ,P.Saravanel& S. Sumathi, Himalaya publication,1<sup>st</sup>edition,New Delhi,2005.



4. Business Law, M.R.Sreenivasan, Margham publication, 1st edition, Chennai, 2006.
5. Legal Aspects of Business, Akhilashware Pathek, Tata MCGrawell Hill, 3<sup>rd</sup> edition, New Delhi 2005.
6. Business Law – Bulchandhani K.P, HPH, 2<sup>nd</sup> edition, New Delhi, 2001.
7. Business Law, M.C. Kuchal, Vikas Publication, 4<sup>th</sup> edition, New Delhi, 2005.

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**Time: 3 Hours**

**Marks: 75**

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

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

<b>II-BBM</b>	<b>EMPLOYABILITY SKILLS</b>	
<b>SEMESTER - III</b>		<b>HRS/WK -3</b>
<b>SKILLED – 3</b>		<b>CREDIT -2</b>

### **Objective**

To introduce the students to the gradations of developing the basic skills that required of an educated youth; and to train them to present the best of themselves as job seekers.

### **Unit 1: Effective Communication**

Basics of communication - definition of communication, Barriers of Communication, Non-verbal Communication; Effective Communication - Johari Window, The Art of Listening, Conversation Techniques, Good manners and Etiquettes.

### **Unit II: Resume Writing and Interview skills**

Resume Writing: meaning of resume, resume writing- Types of Resume - Chronological, Functional and Mixed Resume, Steps in preparation of Resume - differences between Bio data, resume and CV. Interview Skills: Common interview questions, Attitude, Body Language, The mock interviews, Phone interviews, Behavioral interviews.

### **Unit III: Group Discussion**

Group Discussion Basics, GD Topics for Practice, Points for GD Topics. Personal Effectiveness: Self Discovery; and Goal Setting

### **Unit IV: Numerical Ability**

Average, Percentage; Profit and Loss, Simple Interest, Compound Interest; Time and Work, Pipes and Cisterns; Time and Distance, Problems on Trains, Boats and Streams; and Calendar, Rations and Proportions.

### **Unit V: Test of Reasoning**

Verbal Reasoning: Series Completion, Analogy; Data Sufficiency, Assertion and Reasoning; and Logical Deduction. Non-Verbal Reasoning: Series; and Classification

**REFERENCE BOOKS:**

1. Aggarwal, R.S. 2010. A Modern Approach to Verbal and Non Verbal Reasoning.S.Chand, New Delhi.
2. Covey, Stephen. 2004. 7 Habits of Highly effective people, Free Press. Egan, Gerard. (1994). The Skilled Helper (5th Ed). Pacific Grove, Brooks/ Cole.
3. Khera, Shiv 2003. You Can Win. Macmillan Books , Revised Edition.
4. Murphy, Raymond. 1998. Essential English Grammar. 2nd ed., Cambridge University Press.Sankaran, K., & Kumar, M. Group Discussion and Public Speaking.M.I.Pub, Agra, 5th ed., Adams, Media.
5. Trishna's 2006. How to do well in GDs & Interviews, Trishna Knowledge Systems.
6. Yate, Martin. 2005. Hiring the Best:

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<b>II-BBM</b>	<b>PRINCIPLES OF MARKETING</b>	
<b>SEMESTER - IV</b>		<b>HRS/WK -6</b>
<b>CORE – 8</b>		<b>CREDIT -5</b>

### **Objectives**

1. To enable the students to understand the elements of Marketing Mix and bases for Market segmentation
2. To know the stages of Product Life Cycle

### **UNIT 1 INTRODUCTION**

**(17 Hrs)**

Market- Meaning- Definition- Classification of markets. Marketing – Meaning – Definition- Evolution – Approaches - Modern marketing concepts - Marketing Mix with Extended 7Ps and 10 Ps-- Meaning-Concepts - Role of Marketing in Economic Development-Market Segmentation-Definition –Requirements –Bases for Market Segmentation.

### **UNIT 2 PRODUCT**

**(20 Hrs)**

Meaning- Features-Classification of products- Product Mix- Product Innovation-New Product Development-Product Life Cycle- Branding- Meaning- Advantages and Limitations - Packaging- Meaning- Kinds- Labeling- Meaning-Advantages and Limitation.

### **UNIT 3 PRICING**

**(17 Hrs)**

Price – Meaning - Pricing- Importance - Objectives- Factors affecting pricing decisions Pricing Policies- Procedure for price determination- Kinds of Pricing

### **UNIT 4 DISTRIBUTION CHANNELS**

**(18 Hrs)**

Meaning-Importance-Marketing and Distribution- Middlemen in distribution - Function and Kinds of Middlemen -- Agents and Merchant Middlemen-Wholesalers –Types -- Services rendered by wholesalers - Retailers- Types – Requisites – Services rendered by retailers- Introduction to Supply Chain and Logistic Management – Introduction to Networking Marketing and Niche Marketing.

### **UNIT 5 PROMOTION**

**(18 Hrs)**

Sales Promotion - Personal Selling – Meaning – Purpose – Types – Advantages - Limitations – Factors to be considered on Personal Selling. Advertising- Meaning and definition– Medias- Advantages- Limitations –Advertising copy – Definition – Elements of an Advertisement copy – Introduction to Cinema Advertising, SocialMedia Advertising, Web Advertising, and Mobile Advertising.

### **TEXT BOOKS**

1. R S N Pillai & Bagavathi' 2004 Modern Marketing principles & practices New Delhi, S. Chand & co ltd.
2. DR N Rajan Nair & Sanjith R Nair, 2002 MARKETING, New Delhi

### **REFERENCE BOOKS**

2. Gary Armstrong & Philip Kotler, 2005 Marketing an Introduction Pearson Prentice Hall
3. Stanton William Charles Futrell, 2001 Fundamentals Mc Graw Hill book co
4. Edward W Cudiff 2006 Fundamentals of Modern Marketing New Delhi Prentice Hall of India.
5. Philip Kotler, 2003 Marketing Management [11 ED] Prentice Hall of India
6. DR N Rajan Nair, Marketing 2002, An Introductory Text New Delhi, Sultan Chand & Sons,

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**Time: 3 Hours**

**Marks: 75**

- 1) Part - A =  $10 \times 2 = 20$  Marks – All the Questions are to be Answered.
- 2) Part – B =  $5 \times 5 = 25$  Marks – Five Questions with Internal Choice.
- 3) Part – C =  $3 \times 10 = 30$  Marks – Three Out of Five – Open Choice.

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

<b>II-BBM</b>	<b>CORPORATE ACCOUNTING-II</b>	<b>BM409</b>
<b>SEMESTER - IV</b>		<b>HRS/WK -6</b>
<b>CORE – 9</b>		<b>CREDIT -5</b>

**Objective:**

The enable the students to acquire knowledge in valuation of shares and goodwill, Liquidation accounting procedure and various business combinations.

**UNIT -I: Valuation of Goodwill and Shares**

Goodwill-Introduction-Meaning-Definition-Need-Factors Affecting Value of Goodwill- Methods-Average profit method-Weighted Average-Super profit method-Annuity method-Capitalization Method-Shares-Introduction-Meaning-Definition-Need-Factors affecting valuation of shares-Methods-Net asset method-Yield method-Fair value method.

**UNIT-II: Alteration of share Capital and Internal Reconstruction**

Introduction-Meaning-Different kinds of alteration of share capital-Capital reduction-Procedure for reduction of share capital.

**UNIT-III: Amalgamation, Absorption and External Reconstruction**

Amalgamation-Introduction-Meaning (Accounting Standard 14)-Types of amalgamation-Amalgamation in the nature of Merger-In the nature of Purchase-Computation of Purchase Consideration-Lump sum method-Net payment method-Net asset method-Intrinsic value method-Absorption-Meaning-Methods- Net payment method-Net asset method-Intrinsic value method-External Reconstruction-Introduction-Meaning-Methods-Lump sum method-Net payment method-Intercompany holding excluded.

**UNIT IV: Holding Companies**

Holding Company-Introduction-Meaning-Definition-Subsidiary Company-Meaning-Capital Profit-Revenue profit-Minority Interest-Goodwill/Capital reserve-Unrealized profit-Computation of consolidated balance sheet (As per Revised Schedule VI).

**UNIT-V: Bank Accounts**

Introduction-Meaning-Business of banking companies-Legal requirements-Preparation of profit and loss accounts (Form ‘B’ of Schedule III) and Balance Sheet (Form ‘A’ of Schedule III).

**TEXTBOOKS:**

- 1) Advanced Accountancy (Volume II) **R.L.Gupta and M.Radhaswamy**-Sultan Chand & Sons-New Delhi-26<sup>th</sup> Revised Edition.
- 2) Advanced Accounts (Volume II) **M.C.Shukla, T.S.Grewal and S.C.Gupta**-S.Chand and Company Ltd.,-New Delhi-10<sup>th</sup> Revised Edition
- 3) Corporate Accounting (Volume II) **T.S.ReddyandA.Murthy**-Margham Publications-Chennai-6<sup>th</sup> Revised Edition.

**REFERENCE BOOKS:**

- 1) Corporate Accounting (Volume II) **S.P.Jain and K.L.Narang**-Kalyani Publishers-Ludhiana-19<sup>th</sup> Revised Edition.
- 2) Advanced Accountancy (Volume II) **S.P.Iyengar**- Sultan Chand & Sons-New Delhi-26<sup>th</sup> Revised Edition.
- 3) Corporate Accounting **V.RajasekaranandR.Lalitha**-Dorling Kindersley (India) Pvt. Ltd.,-Noida-5<sup>th</sup> Revised Edition.
- 4) Corporate Accounting **Dr.R.RangarajanandDr.V.Chandrasekaran**-S.Viswanathan (Printers and Publishers) Pvt. Ltd.,-Chennai-8<sup>th</sup> Revised Edition.

**Problem Oriented paper****Time: 3 Hours****Marks: 75****Theory: 20% Problems: 80%****QUESTION PAPER PATTERN:**

1. Part - A = 10x2 =20 Marks – All the Questions are to be Answered.
2. Part – B = 5x5 = 25 Marks –Five out of Seven - Open Choice..
3. Part – C = 3x10 = 30 Marks – Three Out of Five – Open Choice.

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

<b>II-BBM</b>	<b>ENTREPRENURSHIP DEVELOPEMENT</b>	<b>BM410</b>
<b>SEMESTER - IV</b>		<b>HRS/WK -5</b>
<b>CORE –10</b>		<b>CREDIT -4</b>

### Objectives

1. To make the students aware of the importance of entrepreneurship opportunities
2. Facilitates the students in decision making process for setting-up of a new enterprise;

### **UNIT-I Introduction (20 Hrs)**

Entrepreneurship: Meaning- Nature-Importance-Theories- Entrepreneur: Meaning-Definition- Characteristics-Qualities-Types And Roles of an Entrepreneur-Entrepreneur vs Intrapreneur- Factors Promoting An Entrepreneur - Women Entrepreneur : Concept and Definition - Problems of Women Entrepreneurs

### **UNIT-II Entrepreneurship Development Programmes (15Hrs)**

Meaning-Needs-Objectives –Course Contents and Curriculum-Phases of EDP-Problems and Constraints of EDP- Organisations providing Entrepreneurship Development Programmes

### **UNIT-III New Venture (20 Hrs)**

Meaning – Promoting New Venture –Sources of Business Ideas - Idea Generation Techniques- Project Identification-Project Selection- Licensing Procedures- Procedures to Start a New Venture- Project : Meaning- Types-formulation of Project report -Project Appraisal- Network Analysis.

### **UNIT-IV Supporting Agencies (20 Hrs)**

Sources of Raising Fund for Entrepreneur- Need for Institutional Finance- Various Institutions supporting Entrepreneurial growth - Incentives and Subsidies: Meaning-Needs-Incentives and Subsidies available to Entrepreneurs– DIC- Industrial Estates

### **UNIT -V Successful Entrepreneurs ( 15Hrs)**

**Dhirubhai Ambani, JRD Tata, Narayana Murthy, CK Ranganathan, Steve Jobs, Indra Nooyi:** Struggles-Business strategies-Achievements(case studies)- Role of entrepreneurs in India's Economic Development- Social Responsibilities of an Entrepreneur



### **TEXT BOOKS**

1. Jaishreesuresh –Entrepreneurship Development
2. Dr.S.S Khanka , Entrepreneurial Development, Sultan chand company Ltd, 2012

### **REFERENCE BOOKS**

1. Prasanna Chandra- Project Preparation , Appraisal, Implementation, Tata McgrawHill, New Delhi.
2. G.N.Pande- A Complete Guide To Successful Entrepreneurship- VikasPublishingHouse, New Delhi
3. C B Gupta &Srinivasan : Entrepreneurship Development in India, Sultan Chand.
4. A Gupta : Indian Entrepreneurial Culture, New Age International.
5. Tandon B.C.-Environment And Entrepreneur, Chugh Publications, Allahabad

### **QUESTION PAPER PATTERN:**

**Time: 3 Hours**

**Marks: 75**

- 1) Part - A =  $10 \times 2 = 20$  Marks – All the Questions are to be Answered.
- 2) Part – B =  $5 \times 5 = 25$  Marks – Five Questions with Internal Choice.
- 3) Part – C =  $3 \times 10 = 30$  Marks – Three Out of Five – Open Choice.

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

<b>II-BBM</b>	<b>BANKING TECHNOLOGY</b>	<b>ABM401</b>
<b>SEMESTER - IV</b>		<b>HRS/WK -5</b>
<b>CORE – 11</b>		<b>CREDIT -2</b>

**Objective:**

To enlighten the students in the Area of Banking Operations and trends in the Current Banking Technology:-

**UNIT-I**

Branch Operation and Core Banking - Introduction and Evolution of Bank Management – Technological Impact in Banking Operations – Total Branch Computerization – Concept of Opportunities – Centralized Banking – Concept, Opportunities, Challenges & Implementation

**UNIT -II**

Delivery Channels - Overview of delivery channels – Automated Teller Machine (ATM) – Phone Banking – Call centers – Internet Banking – Mobile Banking – Payment Gateways – Card technologies – MICR electronic clearing

**UNIT -III**

Back office Operations - Bank back office management – Inter branch reconciliation – Treasury Management – Forex Operations – Risk Management – Data center Management – Network Management – Knowledge Management (MIS/DSS/EIS) – Customer Relationships Management (CRM)

**UNIT -IV**

Interbank Payment System - Interface with Payment system Network – Structured Financial Messaging system – Electronic Fund transfer – RTGSS – Negotiated Dealing Systems & Securities Settlement Systems – Electronic Money – E Cheques

**UNIT-V**

Contemporary Issues in Banking Techniques – Analysis of Rangarajan Committee Reports – E Banking - Budgeting – Banking Softwares.

**TEXT BOOK:**

1. Financial Services Information Systems - Jessica Keyes Auerbach publication; 2nd edition.

**REFERENCE BOOKS:**

1. Kaptan S S&Choubey N S., "E-Indian Banking in Electronic Era", Sarup& Sons, New Delhi.
2. Vasudeva, "E – Banking", Common Wealth Publishers, New Delhi.
3. Banking Technology - Indian Institute of Bankers Publication.

**QUESTION PAPER PATTERN:****Time: 3 Hours****Marks: 75**

- 1) Part - A =  $10 \times 2 = 20$  Marks – All the Questions are to be Answered.
- 2) Part – B =  $5 \times 5 = 25$  Marks – Five Questions with Internal Choice.
- 3) Part – C =  $3 \times 10 = 30$  Marks – Three Out of Five – Open Choice.

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

<b>III-BBM</b>	<b>COST ACCOUNTING</b>	<b>BM512</b>
<b>SEMESTER - V</b>		<b>HRS/WK -6</b>
<b>CORE – 12</b>		<b>CREDIT -5</b>

**Objective:**

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

**UNIT -I: INTRODUCTION TO COSTING METHODS (15 Hrs)**

Costing methods –Meaning, Importance and objectives of Cost Accounting -Cost accountings Vs Financial Accounting and its Reconciliation of Cost. Preparation of Cost sheet

**UNIT-II: JOB AND BATCH COSTING (15Hrs)**

Job costing Meaning, prerequisites, job costing procedures, Features, objectives, applications, advantages and disadvantages of Job costing. Batch costing : Meaning, advantages, disadvantages, determination of economic batch quantity. Comparison between Job and Batch Costing – problems.

**UNIT-III: PROCESS COSTING (15Hrs)**

Introduction, meaning and definition, Features of Process Costing, applications, comparison between Job costing and Process Costing, advantages and disadvantages, treatment of normal loss, abnormal loss and abnormal gain, rejects and rectification -Joint and by -products costing – problems under reverse cost method.

**UNIT-IV: CONTRACT COSTING**

**(15Hrs)**

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: MATERIAL AND LABOUR COSTING (15Hrs)**

Material control - Meaning objectives – need – advantages .l - Inventory control and its techniques – Stock levels and EOQ- methods of pricing material issues – FIFO – LIFO – HIFO. Labour - Labour turn over-idle time-over time- remuneration-time rate and piece rate – Incentive system- halsey and rowan plans.

**TEXT BOOKS :**

1. MC Shukla T.S Grewal, MP Gupta - Cost accounting - S. Chand & Co ltd. New delhi
2. RSN Pillai&Bagavati. Cost accounting - S. Chand & Co ltd. New delhi

**REFERENCE BOOK:**

1. Dr. SN Maheswari Principles of Cost and Management accounting- S. Chand & Co ltd. New delhi

**Problem Oriented paper****Time: 3 Hours****Marks: 75****Theory: 20% Problems: 80%****QUESTION PAPER PATTERN:**

1. Part - A =  $10 \times 2 = 20$  Marks – All the Questions are to be Answered.
2. Part – B =  $5 \times 5 = 25$  Marks – Five out of Seven - Open Choice.
3. Part – C =  $3 \times 10 = 30$  Marks – Three Out of Five – Open Choice.

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

<b>III-BBM</b>	<b>INCOME TAX LAW AND PRACTICE</b>	
<b>SEMESTER - V</b>		<b>HRS/WK -6</b>
<b>CORE – 13</b>		<b>CREDIT -5</b>

**Objective:**

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

**UNIT-1 (28 Hrs)**

Basic Concepts and definitions of Previous Year, Assessment Year, Persons, Assessee, Income, Gross Total Income – Residential status – Exempted Income – Agricultural Income Computation of Salary Income – Taxable Allowances, Perquisites and Profit in lieu of salary – Deductions u/s 80 C to 80 U

**UNIT-2 (12 Hrs)**

Computation of House Property income -Annual value – Deductions.

**UNIT-3 (15 Hrs)**

Profits & Gains from business or Profession – Expressly allowed and disallowed deductions – Depreciation – Block of assets.

**UNIT-4 (15 Hrs)**

Income from Capital gains – deductions and exemptions – Income from other sources – Grossing up of interest.

**UNIT-5 (5 Hrs)**

Deemed Income -Set off and carry forward of losses .

**TEXT BOOK:**

1. Gaur & Narang—Income Tax Law Practice Kalyani Publications New-Delhi

**REFERENCE BOOKS:**

1. T S Reddy—Hari Prasad Reddy-Business Taxation 2<sup>nd</sup> Magma Publication
2. Dr. Vinod K Singhanian—Monica Singhanian- Students Guide To Income Tax, Taxmann Publications, New Delhi
3. Dr. H C Mehrotra- Income Tax Law & Practice Sri Venkateswara Publication

**QUESTION PAPER PATTERN:**

**Time: 3 Hours**

**Marks: 75**

**Theory - 40% Problem - 60%**

**Note: Questions should be from Computation of individuals only**

- 1) Part - A =  $10 \times 2 = 20$  Marks – All the Questions are to be Answered.
- 2) Part – B =  $5 \times 5 = 25$  Marks – Five out of Seven - Open Choice.
- 3) Part – C =  $3 \times 10 = 30$  Marks – Three Out of Five – Open Choice.

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

<b>III-BBM</b>	<b>BANKING AND REGULATORY MECHANISM</b>	<b>BM513</b>
<b>SEMESTER - V</b>		<b>HRS/WK -6</b>
<b>CORE – 14</b>		<b>CREDIT -5</b>

**Objective:**

To enlighten the students in the area of banking operations and trends in the Regulatory Mechanism:-

**UNIT- I: BANKING REGULATION ACT (15 Hrs )**

Banking Companies Act 1949 – title and scope of the Act – Legal framework of regulation of banks – Regulation of banking business – Salient features of the Banking Regulation Act 1949.

**UNIT- II: CENTRAL BANKING (15 Hrs)**

Central Banking – evolution, definition, concepts and functions – Qualitative Methods of Credit Control. RBI Act 1934 – Role of RBI as a Regulatory Mechanism.

**UNIT- III: NEGOTIABLE INSTRUMENTS ACT (CHEQUES ONLY) (15 Hrs)**

Negotiable Instruments- Introduction, Features- Cheque - Meaning, definition- types crossing-account payee crossing-double crossing-precaution to be taken by paying banker- proper form of the cheque- date of cheque- amount of cheque – material alterations. Collecting banker- Duties of collecting banker- liabilities of collecting banker- reserve bank’s instructions to banks.

**UNIT -IV: LEGAL ASPECTS OF BANKING OPERATION (15 Hrs)**

The banking Ombudsman scheme,2006. Basel Committee- Regulatory Response to the Financial Crisis- Design and Main Features of Basel III- Global Policy Reform Progress on Basel Rules Implementation. Letter of credit and Banking Guarantees- legal protection of financial operations.

**UNIT- V: NON –BANKING FINANCIAL COMPANIES (NBFC) (20 Hrs)**

NBFC : Introduction – Meaning- Growth of NBFC -Role of NBFC – functions of NBFC – Reason for Failures of NBFC – Current RBI’s regulations of NBFC.

**TEXT BOOKS :**

1. Banking and Financial System. B.Santhanam,Margham Publications
2. Banking Theory and practice. Dr. P.kSrivastava, Himalaya Publishing House 2000
3. Legal and Regulatory Aspects of Banking. Macmillan,Indian Institute of Banking and Finance. 2 nd Edition,2008.

**REFERENCE BOOKS :**

1. Banking and Financial Services- Dr.NirmalaPrasad,K. Chandrdass Himalaya Publishing House
2. Banking Theory and Practice .K. C.Shakhar.Vikas Publishing House Pvt Ltd,1995
3. Banking Law and Practice P.N Varshney, Sultan Chand and sons,2001.
4. Banking Law and Practice S.N. Maheswari, Kalyani’s Publication 2001



5. Modern Banking Theory & Practice- D.Muraleedharan. PHL Learning Private Limited, Delhi,2014.

**QUESTION PAPER PATTERN:**

**Time: 3 Hours**

**Marks: 75**

- 1) Part - A =  $10 \times 2 = 20$  Marks – All the Questions are to be Answered.
- 2) Part – B =  $5 \times 5 = 25$  Marks – Five Questions with Internal Choice.
- 3) Part – C =  $3 \times 10 = 30$  Marks – Three Out of Five – Open Choice.

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

<b>III-BBM</b>	<b>INTERNATIONAL FINANCE</b>	<b>EBM514</b>
<b>SEMESTER - V</b>		<b>HRS/WK -6</b>
<b>CORE – 15</b>		<b>CREDIT -5</b>

**Objectives:**

- 1 To enable the students to understand the functions International Banking
2. To understand the various functions of International Financial Institutions

**UNIT- I INTRODUCTION**

International banking – Meaning – Origin - Functions – Risks - Domestic banking – Foreign trade financing – International financial transaction: lending and borrowing across borders

**UNIT -II FOREIGN EXCHANGE MARKET**

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 INTERNATIONAL FINANCIAL INSTITUTIONS**

World Bank- IMF – Asian Development Bank – International Financial Corporations – International Development Associations - Functions

**UNIT -IV SOURCES OF FOREIGN EXCHANGE**

Export earnings - Invisible export earnings - Role of NRI remittances - Foreign Direct Investment - Foreign Institutional Investment - External Commercial Borrowings - Global Depositor Receipts - Offshore borrowings.

**UNIT- V FOREIGN EXCHANGE MANAGEMENT**

Foreign exchange management-composition of foreign exchange reserve-foreign currencies-gold and SDR-current account convertibility-capital account convertibility and precautions.

**TEXT BOOK:**

1. C. Jeevananandam, Foreign Exchange, 2006, Sultan Chand Publication.

**REFERENCE BOOK:**

1. Foreign exchange, International Finance and Risk Management.A.V.Rajwade.

**QUESTION PAPER PATTERN:**

**Time: 3 Hours**

**Marks: 75**

- 1) Part - A =  $10 \times 2 = 20$  Marks – All the Questions are to be Answered.
- 2) Part – B =  $5 \times 5 = 25$  Marks – Five Questions with Internal Choice.
- 3) Part – C =  $3 \times 10 = 30$  Marks – Three Out of Five – Open Choice.

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

<b>III-BBM</b>	<b>PROJECT MANAGEMENT</b>	<b>EBM515</b>
<b>SEMESTER - V</b>		<b>HRS/WK -6</b>
<b>CORE – 16</b>		<b>CREDIT -5</b>

**Objective:**

The subject emphasis an imparting the knowledge , skills, tools, and techniques involving in carrying out activities so as to ensure that project are developed with budget and schedule

**UNIT-I CONCEPT OF PROJECT MANAGEMENT: [13 Hrs]**

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

**UNIT-II THE PLANNING PROCESS: [15 Hrs]**

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

**UNIT-III PROJECT APPRAISAL: [15 Hrs]**

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

**UNIT-IV SCHEDULING: [16 Hrs]**

Graphic responsibility of project activity, Network analysis, Network techniques– PERT and CPM– Resource allocation– Characteristics of project– Control system– Control of constraints– Cost and time.

**UNIT-V PROJECT REPORT [16 Hrs]**

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

**TEXT BOOKS:**

1. Harvey Maylor, Project Management, Pearson Education, New Delhi, 2nd Edition.
2. Prasanna Chandra, Projects: Planning, Analysis, Selection, Implementation & Review, Tata McGraw-Hill Publishing Company Ltd., New Delhi, 6th Edition..
3. Chandra, P., Project Planning: Analysis, Implementation and Review Bhavesh, M. Patel (2000).
4. Project Management: Strategic Financial Planning Evaluation and Control. Vikas Publishing House Pvt. Ltd.
5. Chandra, P. (5th ed., 2005). Projects. Tata McGraw Hill.
6. P Gopalkrishnan & V E Ramamoorthy : Text Book of Project Management, McMillan .
7. V Desai : Project Management :
8. B M Patel: Project Management, Vikas.

**QUESTION PAPER PATTERN:**

**Time: 3 Hours**

**Marks: 75**

- 1) Part - A =  $10 \times 2 = 20$  Marks – All the Questions are to be Answered.
- 2) Part – B =  $5 \times 5 = 25$  Marks – Five Questions with Internal Choice.
- 3) Part – C =  $3 \times 10 = 30$  Marks – Three Out of Five – Open Choice.

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

<b>III-BBM</b>	<b>CUSTOMER RELATIONSHIP MANAGEMENT</b>	<b>BM616T</b>
<b>SEMESTER - VI</b>		<b>HRS/WK -6</b>
<b>CORE – 17</b>		<b>CREDIT -5</b>

**Objectives:**

1. To provide the conceptual understanding of CRM.
2. To make the students to assess a company’s ability to harvest customers information.

**UNIT-I INTRODUCTION**

Relationship Marketing – Evolution, stages and Purpose of relationship Marketing. CRM - Meaning and Definitions, Importance, Advantages, Types, CRM cycle, Necessity for adoption, Implementation, reasons and failure of CRM..

**UNIT –II E-CRM**

Meaning and Definition – Features, Advantages, Difference between CRM and E-CRM, Components and challenges of E-CRM

**UNIT- III TOOLS**

Lead management, contact management, enterprise marketing automation: campaign management, customer service and support, contact and call centre operations, Important CRM Softwares.

**UNIT-IV DATA BASE MANAGEMENT**

Meaning and Definitions, Importance, Customer database - Database construction - Data Structure – Data mining, Data mining tools and techniques – Data Warehousing.

**UNIT-V CUSTOMER SATISFACTION**

Meaning, Definitions, Significance, Components, Customer satisfaction models, Measuring customer satisfaction, Customer satisfaction practices, Customer Delight.

**TEXT BOOKS:**

1. Customer Relationship Management, P.P.Singh and JinendarKum, Regal Publications, New Delhi.
2. Customer relationship management: Emerging concepts, tools, and applications, Jagdish N. Sheth, AtulParvatiyar, G.Shainesh, Tata McGraw-Hill Education, Noida 2001.
3. Customer relationship management: Concepts and Cases, Alok Kumar Rai, Prentice Hall of India, New Delhi.

**REFERENCEBOOKS:**

1. The CRM Handbook – A Business Guide to Customer Relationship Management, PearsonEducation, New Delhi.
2. Customer Relationship Management, KaushikMukerjee ,Prentice Hall of India, New Delhi.

3. Customer Relationship Management: A Strategic Perspective , G Shainesh, Jagdish N Sheth, [MacMillan](#).
4. Customer Relationship Management An Indian Perspective, MukeshChaturvedi, AbhinavChaturvedi, Excel.

**QUESTION PAPER PATTERN:**

**Time: 3 Hours**

**Marks: 75**

- 1) Part - A =  $10 \times 2 = 20$  Marks – All the Questions are to be Answered.
- 2) Part – B =  $5 \times 5 = 25$  Marks – Five Questions with Internal Choice.
- 3) Part – C =  $3 \times 10 = 30$  Marks – Three Out of Five – Open Choice.

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

<b>III-BBM</b>	<b>HUMAN RESOURCES MANAGEMENT</b>	<b>BM618</b>
<b>SEMESTER - VI</b>		<b>HRS/WK -6</b>
<b>CORE – 18</b>		<b>CREDIT -5</b>

**Objectives:**

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

**UNIT- I:**

**[15 Hrs]**

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:**

**[15 Hrs]**

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:**

**[10 Hrs]**

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

**UNIT- IV:**

**[15 Hrs]**

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 and potential Appraisal meaning, purpose-process - methods, problem - - managing grievances and discipline.

**TEXT BOOK:**

1. Human resource management S. S. Khanka.



**REFERENCEBOOKS:**

1. Personnel management – C. B. Mamoria
2. Human resource management K. A. Aswathappa
3. Personnel management and industrial relations – P. C. Tripathi
4. Personnel management – ArunMonappa, Mirza S. Saiyadain.
5. Human resource management – L. M. Prasad.
6. Human resource management – Davis & Werthnz.

**QUESTION PAPER PATTERN:****Time: 3 Hours****Marks: 75**

- 1) Part - A =  $10 \times 2 = 20$  Marks – All the Questions are to be Answered.
- 2) Part – B =  $5 \times 5 = 25$  Marks – Five Questions with Internal Choice.
- 3) Part – C =  $3 \times 10 = 30$  Marks – Three Out of Five – Open Choice.

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

<b>III-BBM</b>	<b>MARKETING FOR BANKING SERVICES</b>	
<b>SEMESTER - VI</b>		<b>HRS/WK -6</b>
<b>CORE – 19</b>		<b>CREDIT -5</b>

**Objectives:**

1. To make clear of the concepts of marketing for banking services.
2. To give a practical knowledge about the consumer behavior.

**UNIT- I**

Marketing concepts and their Application to Banking Industry – Marketing concepts and elements – Why Marketing? – Special features of Bank Marketing – Product and Service Marketing.

**UNIT- II**

Environmental Scanning – Assessment and Management of Competition – Macro and Micro factors influencing the market goods and services – applicability to Banking – Banking regulation and its impact on Bank marketing strategies – Understanding competition, Identification of competition and their focus – Strategic benefits of good competition – What makes a good competitor.

**UNIT- III**

Customer need analysis and customer care : customer focus – Understanding customer need – customer care – Consumer motivation and buying behaviour – perception / behaviour – other factors affecting buying behaviour – decision making process – individual and organizational – selective exposure, selective distortion, and effect on consumer behaviour.

**UNIT- IV**

Market Segmentation(banking) – Product Designing – Marketing – feedback and review – purpose and content of product / Market expansion – Mass Marketing and Marketing segmentation – Definition of Market segmentation – Characteristics of a viable Market segment – Benefits from Market segmentation – Disadvantages – Market segmentation techniques for personal and corporate customers.

**UNIT- V**

Market information Research – Definition of marketing research and market research – Differences – Contributions of Marketing Research to a bank – Types of data – primary and secondary – Management Information System and Marketing Research – Need for situation analysis – steps involved in the development of a situation analysis – objective, strategies and tactics – sources of information for situation analysis.

**TEXT BOOK:**

1. Marketing of Banking Service – Rajeev

**REFERENCE BOOKS:**

1. The formula for successful Marketing, Galotia Publication, 1991 – Morz, Rarph

2. Dynamics of Bank Marketing, VBS publishers, 1990 – Madhukar R.K.
3. Principles of Bank Management, Himalaya Publication, 1993 – Desai, Vasant
4. Marketing of Banking Service – IIB

**QUESTION PAPER PATTERN:**

**Time: 3 Hours**

**Marks: 75**

- 1) Part - A =  $10 \times 2 = 20$  Marks – All the Questions are to be Answered.
- 2) Part – B =  $5 \times 5 = 25$  Marks – Five Questions with Internal Choice.
- 3) Part – C =  $3 \times 10 = 30$  Marks – Three Out of Five – Open Choice.

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

<b>III-BBM</b>	<b>MANAGEMENT ACCOUNTING</b>	<b>BM617</b>
<b>SEMESTER - VI</b>		<b>HRS/WK -6</b>
<b>CORE – 20</b>		<b>CREDIT -5</b>

**Objective:**

The objective of this subject is to enable the students to understand the analysis and interpretation of financial statements with a view to prepare management reports for decision-making.

**UNIT- I: INTRODUCTION TO MANAGEMENT ACCOUNTING (10 Hrs)**

Management Accounting: Meaning –Definition –Objectives–Nature and Scope–Role of Management Accountant - Relationship between Financial Accounting and Management Accounting, Relationship between Cost Accounting and Management Accounting. Analysis of Financial Statements: Types of Analysis –Methods of Financial Analysis–Problems on Comparative Statement analysis –Common Size Statement analysis and Trend Analysis.

**UNIT-II: RATIO ANALYSIS (20 Hrs)**

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.

**UNIT-III: FUND FLOW ANALYSIS (20 Hrs)**

Meaning and Definition of Fund Flow Statement –Uses and Limitations of Fund Flow Statement –Differences between Cash Flow Statement and Fund Flow Statement –Procedure for preparation of Fund Flow Statement –Statement of changes in Working Capital –Statement of Funds from Operations –Statement of Sources and Applications of Funds –Problems. Meaning and Definition of Cash Flow Statement –Uses of Cash Flow Statement –Limitations of Cash Flow Statement –Provisions of Ind AS-7 (old AS 3) –Procedure for preparation of Cash Flow Statement –Cash Flow from Operating Activities –Cash Flow from Investing Activities and Cash Flow from Financing Activities –Preparation of Cash Flow Statement according to Ind AS-7 (old AS 3) (Indirect Method Only).

**UNIT-IV: BUDGETING AND BUDGETARY CONTROL (15 Hrs)**

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: MARGIONAL COSTING (10Hrs)**

Marginal costing – definition – features – advantages - limitation - break even analysis and break even point – margin of safety.

**TEXT BOOKS**

1. S.N. Maheswari – Accounting and financial control , S. Chand & Co ltd. New delhi
2. S. Reddy and murthy Management accounting

**REFERENCE BOOK**

1. H.Y Khan & P.K Jain – Management accounting

**Problem Oriented paper****Time: 3 Hours****Marks: 75****Theory: 20% Problems: 80%****QUESTION PAPER PATTERN:**

- 1) Part - A =  $10 \times 2 = 20$  Marks – All the Questions are to be Answered.
- 2) Part – B =  $5 \times 5 = 25$  Marks – Five out of Seven - Open Choice.
- 3) Part – C =  $3 \times 10 = 30$  Marks – Three Out of Five – Open Choice.

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

<b>III-BBM</b>	<b>INDIAN CAPITAL MARKET</b>	
<b>SEMESTER - VI</b>		<b>HRS/WK -6</b>
<b>CORE – 21</b>		<b>CREDIT -5</b>

**Objective:**

To create a strong knowledge base in Indian capital market and its operations.

**UNIT I Capital Market**

**(15 Hrs)**

Capital Market – meaning - structure of Indian capital market – primary and secondary market. Stock exchanges – functions of stock exchanges – regulatory environment of stock exchanges. Financial instruments and institutions- recent trends in Indian capital market. Sensex index-Meaning – methods of calculation of sensex index. Nifty-Meaning.

**UNIT II Money market**

**(15Hrs)**

Money market – characteristics, importance, instruments and institutions – defects of Indian money market – steps taken by government to tune up Indian money market.

**UNIT III SEBI Guidelines for Stock Exchanges**

**(20Hrs)**

SEBI-meaning, objectives, functions-Guidelines for Stock Exchanges-Guideline to set up new stock exchange, Guideline for trading, clearing and settlement. Guideline for opening terminal in abroad.

**UNIT IV Merchant banking**

**(20Hrs)**

Merchant banking – meaning, functions and types. Underwriting – meaning, types and merits. Venture capital – meaning, features, importance and stages in venture capital financing. Factoring – meaning, characteristics, mechanism, types and benefits. Forfeiting – Meaning and Mechanism.

**UNIT V Mutual funds**

**(20Hrs)**

Mutual funds – meaning, features and types. Portfolio finance – meaning. Credit rating – meaning, features, process and advantages – Companies offering Credit rating services in India– Recent trends in financial services in India.

**TEXT BOOKS:**

1. Dr. S. Gurusamy, Financial services and markets, 2004, Vijay Nicole imprints pvt. Ltd. Chennai
2. B. Santhanam, Financial services, Reprint 2010, Margam Publications, Chennai
3. M. Y. Khan, Financial services, 4<sup>th</sup> Ed., 2006 TATA McGraw Hill Publishing Company ltd. New Delhi.

**REFERENCE BOOKS:**

1. L. M. Bhole, Financial Institutions and markets, 4<sup>th</sup> Ed. 2007 TATA McGraw Hill Publishing Company ltd. New Delhi.

2. Gordan E and K. Natrajan, Emerging Scenario of Financial Services, 2003, Himalaya Publishing House, Bombay.
3. Saha T. R. and Mondal A, Indian Financial System and Financial Market Operations, New Central book agency pvt. Ltd.

**QUESTION PAPER PATTERN:**

**Time: 3 Hours**

**Marks: 75**

- 1) Part - A =  $10 \times 2 = 20$  Marks – All the Questions are to be Answered.
- 2) Part – B =  $5 \times 5 = 25$  Marks – Five Questions with Internal Choice.
- 3) Part – C =  $3 \times 10 = 30$  Marks – Three Out of Five – Open Choice.

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