

Department of B.Com (Bank Management)

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



Syllabus

2018-2019

DEPARTMENT OF B.COM (BANK MANAGEMENT)
St. JOSEPH'S COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)
CUDDALORE 1

SEMESTER I

S.N O	Part	Study components		Ins.hrs week	Credi t	Title of Paper	Maximum Mark		
		course title					CI A	Ex t	Tota l
SEMESTER I									
1	I	Language	LTC101T	5	3	Tamil - I	25	75	100
2	II	English	LEC101T	5	3	English -I	25	75	100
3	III	Core Theory-1	BM101T	6	4	Principles of Management	25	75	100
4	III	Core Theory-2	BM102T	6	4	Financial Accounting-I	25	75	100
5	III	Allied -I	AEBM101 T	5	5	Business Economics-I	25	75	100
6	IV	Foundation	VE101T	3	2	Value Education	25	75	100
				30	21		150	450	600

SEMESTER II

S.N O	Part	Study components		Ins.hr s week	Credi t	Title of Paper	Maximum Mark		
		course title					CI A	Ex t	Tota l
SEMESTER II									
7	I	Languag e	LTC202T	5	3	Tamil - II	25	75	100
8	II	English	LEC202T	5	3	English	25	75	100
9	III	Core Theory-3	BM203Q	6	4	Financial Accounting-II	25	75	100
10	III	Core Theory-4	BM204S	6	4	Business Correspondence	25	75	100
11	III	ALLIED II	AEBM202 T	5	5	Business Economics - II	25	75	100
12	IV	Non major	EPD201T	3	2	Dynamics of personality	25	75	100
				30	21		150	450	600

SEMESTER - III

S.NO	Part	Study components		Ins.hrs week	Credit	Title of Paper	Maximum Mark		
		course title					CIA	Ext	Total
SEMESTER III									
13	I	Core	BM305T	6	4	Indian Financial	25	75	100

		Theory -5				System			
14	II	Core Theory -6	BM306S	6	4	Corporate Accounting	25	75	100
15	III	Core Theory -7	BM307T	5	4	Principles of Marketing	25	75	100
16	III	Allied -I	ASBM301Q	5	4	Business Statistics	25	75	100
17	III	Allied -II	AECBM303	5	4	Indian Economy	25	75	100
18	IV	Skill Paper	AORB301	3	4	Rural Banking	25	75	100
				30	24		150	450	600

SEMESTER IV

S.NO	Part	Study components		Ins.hrs week	Credit	Title of Paper	Maximum Mark		
		course title					CIA	Ext	Total
SEMESTER IV							CIA	Ext	Total
19	I	Core Theory - 8	BM408Q	6	4	Banking Law and Practices	25	75	100
20	II	Core Theory - 9	BM409S	6	4	Cost Accounting	25	75	100
21	III	Core Theory - 10	BM410S	5	4	Financial Market and Services	25	75	100
22	III	Allied - I	ABM401	5	4	Banking Technology	25	75	100
23	III	Allied- II	AMBM401	5	4	Maths for competitive exam	25	75	100
24	IV	Non major	EVS401S	3	2	Environmental Science	25	75	100
				30	22		150	450	600

SEMESTER V

S.NO	Part	Study components		Ins.hrs week	Credit	Title of Paper	Maximum Mark		
		course title					CIA	Ext	Total
SEMESTER V							CIA	Ext	Total
25	I	Core Theory - 11	18BM501	6	5	Income Tax Law & Practice	25	75	100
26	II	Core Theory - 12	18BM502	6	5	Risk Management	25	75	100
27	III	Core Theory -13	18BM503	6	5	Bank Management	25	75	100
28	III	Core Elective -I - 14	18EBM504	6	5	International Banking	25	75	100
			18EBM505			Corporate Social Responsibility			
29	III	Core Elective - II-15	18EBM506	6	5	Practical Auditing	25	75	100
			18EBM 507			E-Banking			
				30	25		125	375	500

SEMESTER VI										
S.N O	Part	Study components		Ins.h rs	Credi t	Title of Paper	Maximum Mark			
		course title		week			CI A	Ex t	Tota l	
SEMESTER VI										
7	I	Core Theory -16	18BM601	6	5	Customer Relationship Management	25	75	100	
8	II	Core Theory -17	18BM602	6	5	Management Accounting	25	75	100	
9	III	Core Theory -18	18BM603	6	5	Human Resource Management	25	75	100	
10	III	Core Electiv e – III – 19	18EBM604	6	5	Retail Banking	25	75	100	
			18EBM605			Financial Management				
11	III	Core Electiv e – IV - 20	18EBM606	6	5	Services Marketing	25	75	100	
			18EBM 607			Cooperative Banking				
12			EU601	-	2	Extension Activities	-	-	-	
				30	27		125	37 5	500	

I-BBM	PRINCIPLES OF MANAGEMENT	CODE- BM101T
SEMESTER - I		HRS/WK - 6
CORE – 1		CREDIT - 4

Course Outcomes:

At the end of the Course the students should be able to

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

CO2: Understand better about Planning and Decision making.

CO3: Understanding the concepts, theories and process of Organizing.

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

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

SEME STER I	COURSE CODE: BM101T					TITLE OF THE PAPER: PRINCIPLES OF MANAGEMENT								HOU RS:6	CRED ITS:4
COUR SE OUTC OMES	PROGRAMME OUTCOMES(PO)					PROGRAMME SPECIFIC OUTCOMES(PSO)								MEAN SCORE OF CO'S	
	P O 1	P O 2	P O 3	P O 4	P O 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	

This Course is having **VERY HIGH** association with Programme Outcome and Programme Specific Outcome.

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

I-BBM	PRINCIPLES OF MANAGEMENT	CODE-BM101T
SEMESTER - I		HRS/WK - 6
CORE – 1		CREDIT - 4

OBJECTIVE:

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

UNIT –I INTRODUCTION TO MANAGEMENT (15Hrs)

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 (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 - Decision Tree

UNIT III-ORGANISING (20 Hrs)

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-DIRECTINGANDMOTIVATING (20Hrs)

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 (15Hrs)

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
2. PagareDinkar, Principles of Management, Sultan Chand & Sons, New Delhi, 2003.

REFERENCE BOOKS:

1. Koontz, O'Donnell, Weirich, Essentials of Management, Tata McGraw Hill Publishing Company Ltd., New Delhi, 5th Edition, 1998
2. Prakash Chandra Tripathi, Principles of Management, Tata Mc-Graw Hill Education 2008.

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

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

Course outcomes: Students will be able to

CO1. 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. Understand the procedure and principles of single entry system and able to assess the results of business entity under single entry system

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

CO4. 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. Know the joint venture system and gain knowledge to prepare joint venture accounts, assessing the results and determine the settlement amount.

SEMESTER	COURSE CODE	TITLE OF THE PAPER												HO URS	CRE DIT
I	BM102T	FINANCIAL ACCOUNTING -I												6	4
COURS E OUTC OMES (COs)	PROGRAMME OUTCOMES (POs)					PROGRAMME SPECIFIC OUTCOMES (PSOs)								MEA N SCO RE 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	PSO 8		
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	

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

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

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

OBJECTIVE:

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

UNIT-I BOOK KEEPING (15 hrs)

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 SINGLE ENTRY SYSTEM (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 NON- TRADING CONCERNS (20 hrs)

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-V CONSIGNMENT ACCOUNTS (15 hrs)

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

UNIT-V JOINT VENTURE (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 BOOK:

1. Reddy and Hari Prasad –Financial Accounting- Margham Publications, 2016
2. R.L.Gupta & V.K.Gupta, Financial Accounting, Sultan Chand New Delhi-2005.

REFERENCE BOOKS:

1. RL Gupta and Radhasamy- Advanced Accounting- Sultan chand & sons publications
2. MC Sukkla- Advanced Accounting- Sultan chand & sons publications.
3. Financial Accounting P.C. Thulsian, Tata MC Graw Hill, New Delhi – 2005

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.

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

Course outcomes: Students will be able to

CO1. Understand the procedure to calculate average due date and able to determine the interest and instalment amount.

CO2. Acquire basic knowledge of different methods adopted to find profit and loss of a branch.

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

CO4. 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. 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.

SEMESTER	COURSE CODE	TITLE OF THE PAPER												HO URS	CRE DIT
II	BM203Q	FINANCIAL ACCOUNTING- II												6	4
COURS E OUTC OMES (COs)	PROGRAMME OUTCOMES (POs)					PROGRAMME SPECIFIC OUTCOMES (PSOs)								MEA N SCO RE 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	PSO 8		
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	

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

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

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

OBJECTIVE:

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

UNIT- I: AVERAGE DUE DATE AND ACCOUNT CURRENT [15 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 [20 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 [20 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 [20 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 [15 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, 2016, Chennai-5
2. Financial Accounting R.L.Gupta&V.K.Gupta Sultan Chand New Delhi-2005.

REFERENCE BOOKS:

1. Advance Accountancy – M.C.Skuhula&T.S.Grweal, Sultan Chand & Sons, New Delhi-2005.
2. Financial Accounting P.C. Thulsian, Tata MC Graw Hill, New Delhi – 2005
3. Advance Accountancy R.L.Gupta&V.K.Gupta, Gupta Edition, New Delhi-2005

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.

I-BBM	BUSINESS CORRESPONDANCE	CODE- BM204S
SEMESTER – II		HRS/WK -6
CORE – 4		CREDIT - 4

Course Outcomes:

After the course completion, the student will be capable to:

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

CO2: Draft various Business and Personnel correspondence.

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

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

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

SEMESTER	COURSE CODE		TITLE OF THE PAPER											HO URS	CRE DIT
II	BM204S		BUSINESS CORRESPONDANCE											6	4
COURS E OUTC OMES (COs)	PROGRAMME OUTCOMES (POs)					PROGRAMME SPECIFIC OUTCOMES (PSOs)								MEA N SCO RE OF COs	
	PO 1	PO 2	PO 3	PO 4	P O 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PSO 8		
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		

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

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

I-BBM	BUSINESS CORRESPONDANCE	CODE- BM204S
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.

UNIT-I ESSENTIALS OF EFFECTIVE BUSINESS LETTERS: (15hrs)

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

UNIT-II BUSINESS LETTERS AND PERSONNEL CORRESPONDENCE: (20hrs)

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 BANK, INSURANCE, AGENCY AND SECRETARIAL CORRESPONDENCE (20 Hrs)

Bank Correspondence – Insurance Correspondence – Agency Correspondence – Correspondence with Shareholders, Directors.

UNIT-IV OFFICE CORRESPONDENCE: (15hrs)

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

UNIT-V MODERN FORMS OF COMMUNICATION (20 Hrs)

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

TEXT BOOK:

1. R.S.N. Pillai and Bagavathi, Commercial Correspondence and Office Management, S.Chand and Co. Ltd. New Delhi, 1997.
2. M.S. Ramesh, C.C. Pattanshetti, 1996. Business Communication, R. Chand &co, New Delhi.

REFERENCE BOOKS:

1. Prasanta K. Ghosh, 2000. Office Management, New Delhi. S.Chand And Sons.
2. Homai Pradhan, D.S. Bhende, Vijaya Thakur, 1996. Business Communication, Bombay. Himalaya Publishing House.
3. Penrose, Rasberry, Myers. 2000. Advanced Business Communication. Bangalore: Thomson Southwestern Publishers.

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.

II -BBM	INDIAN FINANCIAL SYSTEM	CODE- BM305T
SEMESTER –III		HRS/WK -6
CORE – 5		CREDIT - 4

Course outcomes:At the end of the course the student will be able to

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

SEMESTER	COURSE CODE	TITLE OF THE PAPER												HO URS	CRE DIT
111	BM305T	INDIAN FINANCIAL SYSTEM												6	4
COURS E OUTC OMES (COs)	PROGRAMME OUTCOMES (POs)					PROGRAMME SPECIFIC OUTCOMES (PSOs)								MEA N SCO RE 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	PSO 8		
CO1	4	4	3	3	3	4	4	4	3	4	3	3	3	3.5	
CO2	4	3	3	4	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	
CO4	4	4	3	4	3	3	3	3	4	3	3	3	2	3.2	
CO5	4	3	3	3	3	3	3	3	3	3	3	2	2	2.9	
MEAN OVERALL SCORE													3.2		

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

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

II -BBM	INDIAN FINANCIAL SYSTEM	CODE- BM305T
SEMESTER –III		HRS/WK -6
CORE – 5		CREDIT - 4

OBJECTIVE:

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

UNIT I: FINANCIAL SYSTEM (15 hrs)

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

UNIT II: RESERVE BANK OF INDIA (15hrs)

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

UNIT III: COMMERCIAL BANKS (20 hrs)

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

UNITIV DEVELOPMENT BANKS (20Hrs)

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: STATE LEVEL DEVELOPMENT BANKS (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.
2. Khan, M.Y., “**Indian Financial System: Theory and practice**”, Vikas Publishing House, New Delhi

REFERANCE BOOKS

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

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.

II-BBM	CORPORATE ACCOUNTING	CODE- BM306S
SEMESTER – III		HRS/WK -6
CORE – 6		CREDIT - 4

Course outcomes: Students will be able to

CO1. 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. 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. 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. 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. 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.

SEMESTER	COURSE CODE		TITLE OF THE PAPER											HO URS	CRE DIT
III	BM306 S		CORPORATE ACCOUNTING											6	4
COURS E OUTC OMES (COs)	PROGRAMME OUTCOMES (POs)					PROGRAMME SPECIFIC OUTCOMES (PSOs)								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	PSO 8		
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	

This Course is having **High Association** with programme outcomes and programmespecificoutcomes.

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

II-BBM	CORPORATE ACCOUNTING	CODE- BM306S
SEMESTER - III		HRS/WK -6
CORE – 6		CREDIT - 4

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.

UNIT -I: ISSUE OF SHARES

(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: ACQUISITION OF BUSINESS

(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: FINAL ACCOUNTS OF COMPANIES

(15 hrs)

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

UNIT – IV:LIQUIDATION OF COMPANIES

(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:BankAccounts

(20 hrs)

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

TEXTBOOKS:

- 1) **T.S.ReddyandA.Murthy** “Corporate Accounting” (Volume I) -Margham Publications-Chennai, 2016
- 2) **R.L.Gupta and M.Radhaswamy** “Advanced Accountancy” (Volume I)Sultan Chand & Sons-New Delhi, 2016

REFERENCE BOOKS:

- 1) **S.P.Jain and K.L.Narang** -Corporate Accounting (Volume I) -Kalyani Publishers-Ludhiana-19th Revised Edition.
- 2) **S.P.Iyengar** Advanced Accountancy (Volume I) - Sultan Chand & Sons-New Delhi-26th Revised Edition.
- 3) **Dr.R.RangarajanandDr.V.Chandrasekaran**-Corporate Accounting S.Viswanathan (Printers and Publishers) Pvt. Ltd.,-Chennai-8th Revised Edition.

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.

II-BBM	PRINCIPLES OF MARKETING	CODE- BM307T
SEMESTER - III		HRS/WK -5
CORE – 7		CREDIT - 4

Objectives

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

Course Outcomes:

At the end of the Course the students should be able to

CO1: Know the basic principles and practices of Marketing.

CO2: Familiarize students about product and its classifications.

CO3: Understand the pricing mechanism and policies in marketing.

CO4: Know about the basic aspects of the channels of Distribution.

CO5: Aware of Sales Promotional techniques and various media of Advertising.

Relationship Matrix for Course Outcome, Program Outcomes and Program Specific Outcomes

SEMESTER III	COURSE CODE: BM307T					TITLE OF THE PAPER: PRINCIPLES OF MARKETING								HOURS:5	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	4	4	5	4	4	5	5	3	4	5	4.1	
CO2	4	4	4	4	5	5	5	4	5	5	4	4	5	4.4	
CO3	5	4	3	4	5	4	4	5	5	5	3	4	4	4.2	
CO4	5	4	4	5	4	4	5	4	4	5	4	4	4	4.3	
CO5	4	5	4	5	4	5	4	5	4	4	3	4	5	4.3	
Mean Overall Score														4.3	

This Course is having **VERY HIGH** association with Programme Outcome and Programme Specific Outcome

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

II-BBM	PRINCIPLES OF MARKETING	CODE- BM307T
SEMESTER - III		HRS/WK -5
CORE – 7		CREDIT - 4

Objectives

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

UNIT 1 INTRODUCTION (15 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 (15 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 (15 Hrs)

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

UNIT 4 DISTRIBUTION CHANNELS (15 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 (15 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, Modern Marketing principles& practices S. Chand& co ltd, New Delhi, 2004.
2. DR NRajan Nair &Sanjith R Nair, MARKETING, New Delhi , 2002.

REFERENCE BOOKS

1. Stanton William Charles Futrell, 2001 Fundamentals Mc Grew Hill book co
2. Edward W Cudiff 2006 Fundamentals of Modern Marketing New Delhi Prentice Hall of India.
3. Philip Kotler, 2003 Marketing Mangement [11 ED] Prentice Hall of India

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.

II -BBM	RURAL BANKING	CODE- AORB301
SEMESTER –111		HRS/WK -3
SKILL BASED-ELECTIVE-1		CREDIT - 4

Course outcomes:

At the end of the course the student will be able to

CO1. Understand the concept and need for Rural Banking

CO2. Familiarise with various Antipoverty Programmes

CO3. Know about the various sources of finance in Rural areas.

CO4. Understand the basic features of Lead bank scheme, District credit plans and ServiceArea Approach

CO5. Understand the role of various Institutions for Rural development.

SEMESTER	COURSE CODE	TITLE OF THE PAPER												HOURS	CREDIT
111	AORB301	RURAL BANKING												3	4
COURSE OUTCOMES (COs)	PROGRAMME OUTCOMES (POs)					PROGRAMME SPECIFIC OUTCOMES (PSOs)								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	PSO 8		
CO1	4	3	3	2	3	3	3	3	3	3	3	2	2	2.8	
CO2	4	3	3	3	3	4	3	4	3	4	3	2	2	3.2	
CO3	3	3	3	3	3	3	3	3	3	3	3	2	3	2.9	
CO4	3	3	3	2	3	3	3	3	3	3	3	2	2	2.8	
CO5	3	3	2	3	3	4	3	3	3	3	3	2	2	2.8	
MEAN OVERALL SCORE													2.9		

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

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0	3.1 - 4.0	4.1 - 5.0
Quality	Very poor	Poor	Moderate	High	Very High

II-BBM	RURAL BANKING	CODE- AORB301
SEMESTER-III		HRS/WK -3
SKILLBASED - ELECTIVE-1		CREDIT - 4

OBJECTIVE:

To provide basic level knowledge on concept, need for rural banking ,various antipoverty cum development programme and the role of various institutions, supporting for rural development

UNIT I RURAL BANKING (5 Hrs)

Concept of Rural banking – Need for Rural Banking – Priority Sector Lending: Terms and conditions.

UNIT-II ANTIPOVERTY PROGRAMMES (10Hrs)

Antipoverty – cum—development programmes: Integrated Rural Development Programme (IRDP), scheme for Training of Rural Youth in Self Employment (TRYSEM), development of Women and Children in Rural Areas (DECRA), scheme for providing Self-Employment to Educate Unemployed Youth (SEEUY), Self-Employment Programme for Urban Poor (SEPUP), Differential Rate of Interest Scheme (DRI), Bio-gas programme and 20 point Economic Programme –their basic featuridrole of banks.

UNIT-III SOURCES OF FINANCE IN RURAL AREAS (10Hrs)

Institutional Sources of Finance in Rural Areas: Co-operatiave Banks, Commercial banks Regional Rural Banks – their structure, policy, functions, clientele, progress and problems.

UNIT IV CREDIT PLANNING (10 Hrs)

Credit Planning at the Gross Root Level : Lead Bank Scheme, District Credit Plans and Service Area Approach – their basic features.

UNIT V: INSTITUTIONS FOR RURAL DEVELOPMENT (10Hrs)

Institutions supporting Rural Development: Reserve Bank o India (RET). National Bank for Agriculture and Rural Development (NABARD). District Industrial Centre (DIC), Khadi and Village Industries Commission (KVIC) and Voluntary Organizations – their role.

TEXT BOOKS

1. Dhingra, I.C. Rural Banking in India, Sultan Chand & sons, New Delhi, 1991.
2. Bhat, N.S. Aspecets of Rural Banking, Commonwealth publishers, Delhi 1988.

REFERENCE BOOKS:

- 1 Desai,S.S.M. Rural Banking in India, Himalaya Publishing House, Bombay,1986.
- 2 Sandhu, Banking and Rural Development, 2002.
- 3 Mandal, role of banks in rural development, 2002.

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.

I-BBM	BANKING LAW AND PRACTICE	CODE– BM408Q
SEMESTER – IV		HRS/WK -6
CORE –8		CREDIT – 4

Course Outcomes:At the end of the Course the students should be able to

- CO1:** Gather knowledge about Banking structure and different types of banking operations.
CO2: Understand the characteristics of different types of Negotiable instruments
CO3: Understand the relationship between Banker and Customer.
CO4: Impart knowledge on the functioning of Rural Banking services
CO5: Gain knowledge on the latest developments of banking activities.

SEME STER I	COURSE CODE: BM408Q					TITLE OF THE PAPER: BANKING LAW AND PRACTICE								HOU RS:6	CRED ITS:4
	PROGRAMME OUTCOMES(PO)					PROGRAMME SPECIFIC OUTCOMES(PSO)								MEAN SCORE OF CO'S	
COUR SE OUTC OMES	P O 1	P O 2	P O 3	P O 4	P O 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		

This Course is having **VERY HIGH** association with Programme Outcome and Programme Specific Outcome

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

II-BBM	BANKING LAW AND PRACTICE	CODE– BM408Q
SEMESTER – IV		HRS/WK -6
CORE –8		CREDIT - 4

OBJECTIVE:

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

UNIT-I: BANK - INTRODUCTION (15 Hrs)

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 (20 Hrs)

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 (20 Hrs)

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 (15 Hrs)

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(SHGs).

UNIT-V: BANKING TECHNOLOGIES (20 Hrs)

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.
2. Gurusamy.S, (2009), Banking Theory Law and Practice, Tata McGraw Hill, New Delhi

REFERANCE BOOKS

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.

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.

II-BBM	COST ACCOUNTING	CODE- BM409S
SEMESTER – IV		HRS/WK -6
CORE – 9		CREDIT - 4

Course outcomes: Students will be able to

CO1. Acquire knowledge of the basic concepts of cost, costing methods and able to prepare cost sheet of product and service to determine cost of production and fixing selling price.

CO2. Develops 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. 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. Acquires knowledge in preparing contract account and able to calculate profit of each contract.

CO5. 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.

SEMESTER	COURSE CODE	TITLE OF THE PAPER												HO URS	CRE DIT
IV	BM409 S	COST ACCOUNTING												6	4
COURS E OUTC OMES (COs)	PROGRAMME OUTCOMES (POs)					PROGRAMME SPECIFIC OUTCOMES (PSOs)								MEA N SCO RE 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	PSO 8		
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	

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

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

II-BBM	COST ACCOUNTING	CODE- BM409S
SEMESTER – IV		HRS/WK -6
CORE – 9		CREDIT - 4

Objective:

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

UNIT -I: COST SHEET (15 Hrs)

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

UNIT – II: MATERIAL COSTING (20 Hrs)

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: OVERHEADS (20Hrs)

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

UNIT-IV: CONTRACT COSTING (20 Hrs)

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: MARGINAL COSTING (15 Hrs)

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

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
2. P.V.Ratnam , Cost accounting , Sultan Chand publications
3. S.P.Jain&K.L.Narang , Cost Accounting, Prentice Hall

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.

II-BBM	FINANCIAL MARKET AND SERVICES	CODE– BM410S
SEMESTER –IV		HRS/WK - 5
CORE –10		CREDIT - 4

Objective:

To enable the students to acquire knowledge in Financial, Capital and Stock Market operations.

Course Outcomes: After the course completion, the student will be capable to:

CO1: Impart knowledge of Financial Markets and their Significance in India.

CO2: Understand the different forms of Capital Markets and their functions, procedures and legal requirements.

CO3: Acquire knowledge on the functionalities of Stock exchange and other concepts relating to it.

CO4: Procure knowledge about various provisions and regulations related to Security contract and Regulation Act.

CO5: Learn the functions and roles of the Financial Services.

SEMESTER	COURSE CODE	TITLE OF THE PAPER												HO URS	CRE DIT
IV	BM410S	FINANCIAL MARKET AND SERVICES												5	4
COURS E OUTC OMMES (COs)	PROGRAMME OUTCOMES (POs)					PROGRAMME SPECIFIC OUTCOMES (PSOs)								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	PSO 8		
CO1	4	3	5	4	3	4	3	5	3	3	3	3	4	3.6	
CO2	3	4	4	3	4	4	3	3	4	4	4	3	4	3.6	
CO3	3	4	4	3	4	3	3	5	5	4	3	4	3	3.6	
CO4	4	4	3	4	3	3	3	3	3	4	3	4	5	3.5	
CO5	3	3	4	3	3	4	3	4	3	3	3	3	4	3.3	
MEAN OVERALL SCORE														3.5	

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

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0	3.1 - 4.0	4.1 - 5.0
Quality	Very poor	Poor	Moderate	High	Very High

II-BBM	FINANCIAL MARKET AND SERVICES	CODE– BM410S
SEMESTER –IV		HRS/WK - 5
CORE –10		CREDIT - 4

OBJECTIVE:

To enable the students to acquire knowledge in Financial, Capital and Stock Market operations.

UNIT I :FINANCIAL MARKET IN INDIA: (15hrs)

Meaning and Significance. Money market: Indian money market's composition and structure; Acceptance House, Discount House, and call money market & recent trends in Indian money market

UNIT II :CAPITAL MARKET: (15hrs)

Security market- new issue market, Secondary market & Functions and role in stock exchanges: Listing Procedure and legal requirements; Public issue-pricing and marketing

UNIT III: STOCK EXCHANGE (15hrs)

Stock Exchanges - Functionaries on Stock Exchanges: Brokers, Sub Brokers, Marketmakers, Jobbers, Portfolio consultants, institutional investors, and NRI's NSE and Over -the-counter exchange

UNIT IV:SECURITY CONTRACT AND REGULATION ACT (15hrs)

Security Contract and regulation Act: Main provisions. Investors Protection: Grievance concerning stock exchanges dealings and their removal: Grievance cells in stock exchanges; SEBI: company law board; Press; Remedy through courts.

UNIT V: FINANCIAL SERVICES (15hrs)

Financial Services: Merchant banking – Functions and roles; SEBI guidelines; Credit ratings- concepts, Functions and types.

TEXT BOOKS:

Chandler M.V. and goldfield S.M. Economics of money and Banking; Harper and Row,

1. New York
2. Gupta, Suraj b: Monetary Economics; S. Chand and Co.

REFERENCE BOOKS:

1. Financial Services – M.Y.Khan
2. Financial Services – B.Santhanam
3. Indian Financial System – H.r.Machiraju

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.

II -BBM	BANKING TECHNOLOGY	CODE – ABM401
SEMESTER –IV		HRS/WK -5
ALLIED- I		CREDIT - 4

Course outcomes: At the end of the course the student will be able to

CO1. Understand the technological impact in banking operations and core banking

CO2. Understand the various delivery channels

CO3. Acquire knowledge about various Bank back office operations

CO4. Understand the various Interbank Payment systems

CO5. Know about the contemporary issues in banking techniques and Banking softwares.

SEMESTER	COURSE CODE	TITLE OF THE PAPER												HOURS	CREDIT
IV	ABM401	BANKING TECHNOLOGY												5	4
COURSE OUTCOMES (COs)	PROGRAMME OUTCOMES (POs)					PROGRAMME SPECIFIC OUTCOMES (PSOs)								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	PSO 8		
CO1	5	4	3	4	4	4	3	3	2	4	3	2	3	3.4	
CO2	5	3	4	3	3	4	3	3	3	4	4	3	3	3.5	
CO3	4	4	3	4	3	3	3	3	3	4	4	2	3	3.3	
CO4	4	4	4	3	4	4	3	3	2	4	4	3	3	3.5	
CO5	4	3	3	3	4	4	3	3	2	4	3	3	3	3.2	
MEAN OVERALL SCORE													3.4		

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

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

II -BBM	BANKING TECHNOLOGY	CODE – ABM401
SEMESTER –IV		HRS/WK -5
ALLIED- III		CREDIT - 4

OBJECTIVE

To provide basic level knowledge in technologies used in the banking operations.

UNIT-I Introduction

[15Hr]

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 BT Channels

[15Hr]

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 Data Management

[15Hr]

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 Mode of Payment Services

[15Hr]

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 Reports and Software

[15Hr]

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

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 –18BM501
SEMESTER - V		HRS/WK -6
CORE – 11		CREDIT -5

Course Outcomes: After the course completion, the student will be capable to:

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

CO2: Procure skills related to the computation of Income from House Property.

CO3: Understand the procedures and techniques for computing income from Business and related deductions and depreciation thereof.

CO4: Acquire knowledge on the methods of computation of Income from Capital Gains and its related deductions and exemptions.

CO5: Familiarize with various Deductions u/s 80C to 80U.

SEMESTER	COURSE CODE		TITLE OF THE PAPER											HO URS	CRE DIT
V	18BM501		INCOME TAX LAW AND PRACTICE											6	5
COURS E OUTC OMES (COs)	PROGRAMME OUTCOMES (POs)					PROGRAMME SPECIFIC OUTCOMES (PSOs)								MEA N SCO RE OF COs	
	PO 1	PO 2	PO 3	PO 4	P O 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PSO 8		
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	

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

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

III-BBM	INCOME TAX LAW AND PRACTICE	CODE – 18BM501
SEMESTER - V		HRS/WK -6
CORE – 11		CREDIT -5

OBJECTIVE:

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

UNIT-I BASIC CONCEPTS (20 Hrs)

Basic Concepts and definitions of Previous Year, Assessment Year, Person, Assessee, Income, Gross Total Income – Residential status – Exempted Income – Agricultural Income. Computation of Salary Income – Taxable Allowances, Perquisites and Profit in lieu of salary

UNIT-II HOUSE PROPERTY (15Hrs)

Computation of Income from House Property --Annual value – Deductions.

UNIT-III INCOME FROM BUSINESS (20Hrs)

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

UNIT-IV CAPITAL GAINS (15Hrs)

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

UNIT-V DEDUCTIONS (20 Hrs)

Set off and carry forward of losses-- Deductions u/s 80 C to 80 U

TEXT BOOK

1. V.P.Gaur, D.B.Narang & PUJA GHAI—Income Tax Law Practice, Kalyani Publishers New-Delhi
2. Dr.N.Hariharan, Income Tax Law and Practice, Vijay Nicole Imprints Private Limited, Chennai

REFERENCE BOOKS

1. T S Reddy ,Hari Prasad Reddy- Income tax law and practice , Margam Publications, Chennai.
2. Dr.Vinod K Singhania—Monica Singhania- Students Guide To Income Tax, Taxmann Publications, New Delhi.
3. Dr. H C Mehrotra- Income Tax Law & Practice, Sri Venkateswara Publication

QUESTION PAPER PATTERN

Problem – 60%

Theory 40%

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.

III- BBM	RISK MANAGEMENT	CODE18BM502
SEM -V		HRS/WK - 6
CORE-12		CREDIT - 5

Course outcomes:

At the end of the course the student will be able to

- CO1.** Identify and know about the various risks faced by an organisation.
- CO2.** Know about the credit risk and RBI guidelines for Risk Management
- CO3.** Acquire the knowledge about the types and causes for operational risk.
- CO4.** Understand the various Market risks and treatment of market risk under Basel.
- CO5.** Familiarise with the Risk measurement and control norms.

SEMESTER	COURSE CODE		TITLE OF THE PAPER											HO URS	CRE DIT
V	18BM502		RISK MANAGEMENT											6	5
COURS E OUTC OMES (COs)	PROGRAMME OUTCOMES (POs)					PROGRAMME SPECIFIC OUTCOMES (PSOs)								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	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		

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

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

III- BBM	RISK MANAGEMENT	CODE18BM502
SEM -V		HRS/WK - 6
CORE-12		CREDIT - 5

OBJECTIVE:

To make the student understand the basic concept of risk management in banks and impart the skills required to mitigate and manage the risks as a professional risk manager.

UNIT I INTRODUCTION AND OVERVIEW: (15hrs)

Risk definition - BIS – Basel Committee – Basel I, II and III norms; Risk Process- Risk Organization - Key risks-Credit risk, market risk, operational risk, liquidity risk, legal risk, interest rate risk and currency risk – Concept of ALM for Banks.

UNIT II CREDIT RISK: (20hrs)

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 - Credit Bureaus - Stress test and sensitivity analysis - Internal Capital Adequacy Assessment Process (ICAAP) - Structured products.

UNIT III OPERATIONAL RISK: (20 hrs)

Definition - RBI guidelines for Operational risk - Types of operational risk - Causes for operational risk - Sound Principles of Operational Risk Management (SPOR) - Identification, measurement, control / mitigation of operational risks; Organizational set up and Policy requirements; Strategic approach and key responsibilities of ORM; Capital allocation for operational risk, methodology and qualifying criteria for banks for the adoption of the methods; Computation of capital charge for operational risk.

UNIT IV MARKET RISK: (15hrs)

Definition - Liquidity risk - Interest rate risk - foreign exchange risk - ALM organization - ALCO - Simulation, Gap, Duration analysis, Linear and other statistical methods of control; Price risk (Equity) - Commodity risk - Treatment of market risk under Basel- Standardized duration method- Internal measurement approach – VaR.

UNIT V RISK MEASUREMENT, CONTROL AND RISK MANAGEMENT: (20hrs)

Risk Calculation - Risk exposure analysis - Risk management / mitigation policy - Risk immunization policy / strategy for fixing exposure limits - Risk management policy and procedure - Risk adjusted return on capital - Prudential norms – Income Recognition and Asset Classification (IRAC) norms -Capital adequacy norms - Hedging – Forwards – Futures – Options Arbitrage opportunities -Regulatory prescriptions of risk management –Exposure Norms - Systems Audit - Risk Organization and Policy.

TEXT BOOK

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.

REFERENCE BOOKS:

1. John C. Hull, Risk Management and Financial Institutions, Pearson, 2009
2. Indian Institute Of Banking, Amp, Finance (IIBF), Risk Management, Macmillan Publishers India, 2010
3. Risk Measurement Models to Capital Allocation Policies, Wiley, ISBN: 978-0-470-02978 IIBF Material.

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.

III-BBM	BANK MANAGEMENT	CODE- 18BM503
SEMESTER –V		HRS/WK -6
CORE – 13		CREDIT -5

Course Outcomes: At the end of the Course the students should be able to

CO1: Learn about Banking Structure in India.

CO2: Impart knowledge on Lending Procedures.

CO3: Be aware of how to manage the Non-Performing Assets.

CO4: Gain knowledge about the priorities in allocation of bank funds.

CO5: Understand marketing strategy of banking products

SEMESTER I	COURSE CODE: 18BM503					TITLE OF THE PAPER: BANK MANAGEMENT								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	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
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		

This Course is having **VERY HIGH** association with Programme Outcome and Programme Specific Outcome

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

III-BBM	BANK MANAGEMENT	CODE- 18BM503
SEMESTER –V		HRS/WK -6
CORE – 13		CREDIT -5

OBJECTIVE:

To enable the students to understand and to contribute to the strategic operational policies and practices of commercial bank management in a competitive environment.

UNIT-I BANKING STRUCTURE

(15hrs)

Banking structure in India - banking functions and services - Foreign commercial banks - Private commercial banks - capital adequacy.

UNIT-II LENDING PROCEDURES

(20hrs)

Principles of lending - financial adequacy assessing the borrower - project appraisal - structural and Infrastructural analysis - legal formalities - follow up loans, asset management companies.

UNIT-III MANAGEMENT OF NPAs

(20hrs)

Non Performing Assets (NPAs) - Early Warning Signals - Management of NPAs- Remedies Available - Recent Measures - loan recovery tribunals - Provisions of Revenue Recovery Act

UNIT-IV INVESTMENT OF BANK FUND

(15hrs)

Investment management - priorities in allocation of bank funds - investment in governments securities - maturity and yield - quality and diversification, profitability management - profit planning

UNIT-V E-BANKING

(20 hrs)

Traditional Banking vs. E-Banking - facets of E-Banking - Internet Procurement - E- Banking Transaction - Electronic Delivery Channels - Truncated Cheque - Complete Centralized Solution - Features of CCS - Advances of E-Banking - Constraints in E-Banking - Security Measures.

Text Books

1. Varshney, PN. Banking Law & Practice, Sultan Chand, New Delhi.
2. S.N.Maheswari, Banking Law & Practice, Ludiana, Kalyani Publications.

Reference Books

1. Vasant Desai, Principles of Bank Management, Mumbai, Himalaya Publications.
2. K.Subramanian, Banking Reforms in India, TMH, New Delhi.
3. Joseph Sinkey, Commercial Bank Financial Bank Financial Management, Pearson Education (Prentice Hall)

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.

III -BBM	INTERNATIONAL BANKING	CODE- 18EBM504
SEMESTER –V		HRS/WK -6
CORE ELECTIVE –I - 14		CREDIT -5

Course Outcomes:

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.

Semester	Course Code	Title of the paper												Hours	Credit
V	18EBM504	International Banking												6	5
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of COS	
	P O 1	P O 2	P O 3	P O 4	P O 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	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			

This Course is having **VERY HIGH** association with Programme Outcome and Programme Specific Outcome

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

III -BBM	INTERNATIONAL BANKING	CODE-18EBM504
SEMESTER –V		HRS/WK -6
CORE -ELECTIVE –I - 14		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

UNIT I INTERNATIONAL BANKING (15hrs)

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

UNIT II FOREIGN EXCHANGE (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 INTERNATIONAL FINANCIAL INSTITUTIONS (15hrs)

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

UNIT IV SOURCE OF FOREIGN EXCHANGE (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 FOREIGN EXCHANGE MANAGEMENT (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

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.

YEAR – I	CORPORATE SOCIAL RESPONSIBILTY	CODE- 18EBM505
SEMESTER - V		HRS/WK – 6
CORE - III		CREDIT – 5

Course Outcomes:

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.

Semester	Course Code	Title of the paper												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	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
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			

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

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

III -BBM	CORPORATE SOCIAL RESPONSIBILITY	CODE-18EBM505
SEMESTER -V		HRS/WK -6
CORE ELECTIVE -I - 14		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.

UNIT I: CORPORATE ETHICS (10Hrs)

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

UNIT II: CORPORATE SOCIAL RESPONSIBILITY (10Hrs)

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

UNIT III: CSR AND CONSUMER PROTECTION (10Hrs)

Consumerism –unethical issues in sales, marketing and technology – competitive strategy

UNIT IV: BUSINESS AND ECO SYSTEM (10Hrs)

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: ROLE OF GOVERNMENT (5Hrs)

Regulatory framework –SEBI –Competition Act -Competition Commission of India

TEXT BOOKS:

Baxi C.V. & Prasad Ajit, Corporate social responsibility, Excel Books, 2005.

REFERENCE BOOKS

1. KaurTripat, Values and ethics in management, Galgotiapublications, 2007.
2. Chakraborty S.K. , Human values for managers,Excel Books, 2005.
3. Badi R.V. &Badi N.V., Business ethics, Vrinda Publications, 201

III BBM	PRACTICAL AUDITING	CODE – 18EBM506
SEM V		HRS/WEEK – 6
CORE ELECTIVE - II - 15		CREDIT - 5

Course Outcomes: At the end of the Course the students should be able to

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.

SEME STER I	COURSE CODE: 18EBM506					TITLE OF THE PAPER: PRACTICAL AUDITING								HOU RS:6	CRED ITS:5
COUR SE OUTC OMES	PROGRAMME OUTCOMES(PO)					PROGRAMME SPECIFIC OUTCOMES(PSO)								MEAN SCORE OF CO'S	
	P O 1	P O 2	P O 3	P O 4	P O 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	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		

This Course is having **VERY HIGH** association with Programme Outcome and Programme Specific Outcome

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

III BBM	PRACTICAL AUDITING	CODE – 18EBM506
SEM V		HRS/WEEK – 6
CORE ELECTIVE - II - 15		CREDIT - 5

OBJECTIVE:

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

UNIT I INTRODUCTION TO AUDITING (15 Hrs)

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 AUDIT PLANNING (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 VERIFICATION AND VALUATION (15 Hrs)

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 COMPANY AUDIT (20 Hrs)

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 ELECTRONIC DATA PROCESSING (20 hrs)

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

QUESTION PAPER PATTERN

Time: 3 Hours

Marks: 75

Theory – 100%

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.

III -BBM	E-BANKING	CODE-18EBM 507
SEMESTER –V		HRS/WK -6
COREELECTIVE -15		CREDIT -5

Objective:

To provide technical knowledge on e- banking systems.

Course Outcomes:

After the course completion, the student will be capable to:

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.

SEMESTER	COURSE CODE	TITLE OF THE PAPER												HO URS	CRE DIT
V	18EBM 507	E - BANKING												6	5
COURS E OUTC OMES (COs)	PROGRAMME OUTCOMES (POs)					PROGRAMME SPECIFIC OUTCOMES (PSOs)								MEA N SCO RE OF COs	
	PO 1	PO 2	PO 3	P O 4	PO5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PSO 8		
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		

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

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0	3.1 - 4.0	4.1 - 5.0
Quality	Very poor	Poor	Moderate	High	Very High

III -BBM	E-BANKING	CODE-18EBM 507
SEMESTER –V		HRS/WK -6
COREELECTIVE -15		CREDIT -5

Objective: To provide technical knowledge on e- banking systems

UNIT I: 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: ELECTRONIC PAYMENT SYSTEMS

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: 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: 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: SECURITY FEATURES

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 Puri
3. Fundamentals of data base Systems by Jerome Lenter, Pearson

REFERANCE BOOKS

1. An Introduction to Information Technology byDr. Srinivasavallabhan, Sulthan Chand & Sons.

2. Law of Information Technology, D.P.Mittal, Tax Man.e Markets, Macmillan, 2007
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.

III-BBM	CUSTOMER RELATIONSHIP MANAGEMENT	CODE: 18BM601
SEMESTER - VI		HRS/WK -6
CORE – 16		CREDIT -5

Course Outcomes:

After the course completion, the student will be capable to:

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

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

CO3: Understand the process of Lead Management in CRM.

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

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

SEMESTER	COURSE CODE	TITLE OF THE PAPER												HO URS	CRE DIT
IV	18BM601	CUSTOMER RELATIONSHIP MANAGEMENT												6	5
COURS E OUTC OMES (COs)	PROGRAMME OUTCOMES (POs)					PROGRAMME SPECIFIC OUTCOMES (PSOs)								MEAN SCO RE OF COs	
	PO 1	PO 2	PO 3	PO 4	P O5	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		

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

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

III-BBM	CUSTOMER RELATIONSHIP MANAGEMENT	18BM601
SEMESTER - VI		HRS/WK -6
CORE – 16		CREDIT -5

OBJECTIVE:

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

UNIT – I :CRM

(15hrs)

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 : E-CRM

(20hrs)

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 :LEAD MANAGEMENT

(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 :DATA BASE MANAGEMENT

(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 :CUSTOMER SATISFACTION

(15hrs)

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

Text Book:

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

Reference 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.

QUESTION PAPER PATTERN

Time: 3 Hours

Marks: 75

Theory – 100%

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

III-BBM	MANAGEMENT ACCOUNTING	CODE –18BM602
SEMESTER - VI		HRS/WK -6
CORE-17		CREDIT -5

Course outcomes: Students will be able to

C01. 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.

C02. Familiarize in various accounting ratios and its applications to evaluate operating, turnover performance and solvency position of a company.

C03. Acquire a skill to prepare a cash flow statement for a company as per AS-3.

C04. Develop knowledge to prepare various functional budgets and ability to compare with actual and making a report to management if unfavourable situations warrant.

C05. Develop ability to take rational decisions on heavy capital outlay requiring projects and selecting the best projects among the alternatives.

SEMESTER	COURSE CODE		TITLE OF THE PAPER											HO URS	CRE DIT
V	18BM602		MANAGEMENT ACCOUNTING											6	5
COURS E OUTC OMES (COs)	PROGRAMME OUTCOMES (POs)					PROGRAMME SPECIFIC OUTCOMES (PSOs)								MEA N SCO RE 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	PSO 8		
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	

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

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

III-BBM	MANAGEMENT ACCOUNTING	CODE – 18BM602
SEMESTER - VI		HRS/WK -6
CORE-17		CREDIT -5

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 (15 Hrs)

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: 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. (exclude using ratio to prepare Balance sheet)

UNIT-III: CASH FLOW STATEMENT (20hrs)

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: BUDGETARY CONTROL (20 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: CAPITAL BUDGETING (15hrs)

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

TEXT BOOKS

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

REFERENCE BOOK

1. H.Y Khan & P.K Jain – Management accounting
2. Pillai&Bagavathi – Management Accounting
3. Sharma and ShashiK.Gupta – 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.

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

Course Outcomes:At the end of the Course the students should be able to

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

CO2: Be familiar with effective Human resource Planning.

CO3: Understand various aspects of recruitment and Selection.

CO4: Equip himself with various Dimensions of Training and development.

CO5: Gain knowledge about Performance Appraisal and different methods.

SEME STER I	COURSE CODE: 18BM603					TITLE OF THE PAPER HUMAN RESOURCE MANAGEMENT								HOU RS:6	CRED ITS:5
COUR SE OUTC OMES	PROGRAMME OUTCOMES(PO)					PROGRAMME SPECIFIC OUTCOMES(PSO)								MEAN SCORE OF CO'S	
	P O 1	P O 2	P O 3	P O 4	P O 5	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	

This Course is having **VERY HIGH** association with Programme Outcome and Programme Specific Outcome

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

III-BBM	HUMANRESOURCE MANAGEMENT	CODE-18BM603
SEMESTER - VI		HRS/WK -6
CORE-18		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

UNIT- I: INTRODUCTION [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: HUMAN RESOURCE PLANNING [20 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: RECRUITMENT AND SELECTION [20 Hrs]

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

UNIT- IV: TRAINING [20 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: PERFORMANCE APPRAISAL [15 Hrs]

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

TEXT BOOK:

1. Human resource management S. S. Khanka.
2. Essentials of Human Resource Management – K.Sundar& J. Srinivasan

REFERENCEBOOKS:

1. Human resource management K. A. Aswathappa
2. Personnel management and industrial relations – P. C. Tripathi
3. Personnel management – ArunMonappa, Mirza S. Saiyadain.

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.

III - BBM	RETAIL BANKING	CODE – 18EBM604
SEMESTER - VI		HRS/WK - 6
CORE - ELECTIVE – III - 19		CREDIT - 5

Course Outcomes:After the course completion, the student will be capable to:

CO1: Define and understand the basic concepts of retailing.

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

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

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

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

SEMESTER	COURSE CODE		TITLE OF THE PAPER											HO URS	CRE DIT
IV	18EBM604		RETAIL BANKING											6	5
COURS E OUTC OMES (COs)	PROGRAMME OUTCOMES (POs)					PROGRAMME SPECIFIC OUTCOMES (PSOs)								MEA N SCO RE OF COs	
	PO 1	PO 2	PO 3	PO 4	P O 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PSO 8		
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	

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

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

III - BBM	RETAIL BANKING	CODE – 18EBM604
SEMESTER - VI		HRS/WK - 6
CORE - ELECTIVE – III - 19		CREDIT - 5

OBJECTIVE:

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

UNIT I CONCEPTS OF RETAILING (15hrs)

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

UNIT II RETAIL PRODUCTS (20hrs)

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

UNIT III CREDIT & DEBIT CARDS (20hrs)

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

UNIT IV SELLING OF RETAIL PRODUCTS (20hrs)

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

UNIT V CUSTOMER RELATIONSHIP MANAGEMENT (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
2. Retail Banking (a guide for Novices) by Dr. Ramamurthy N

Reference Books:

1. Retail Banking by Keith Pond
2. Retail Banking Technology by Suresh Samudrala
3. 3.Smart Manager Retail Banking Decoded, Poppy Sharma, Taxmann’s

QUESTION PAPER PATTERN

Time: 3 Hours

Marks: 75

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

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

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

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

III- BBM	FINANCIAL MANAGEMENT	CODE - 18EBM605
SEM -V		HRS/WK - 6
CORE ELECTIVE-16		CREDIT - 5

Objectives:

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: students will able to

- CO1.** Understand and familiarise with basic concepts of financial management and know the various source of finance.
- CO2.** Gain practical knowledge to determine cost of capital and leverages and understand its application in financing decisions.
- CO3.** Acquire knowledge in deciding optimum capital structure and dividend giving benefit to the shareholders, creditors and company
- CO4.** Have a Practical knowledge to estimate the working capital amount and decide the optimum credit policy favourable to the company.
- CO5.** Gain knowledge to do critical evaluation on various alternatives available and choose the best project or machinery among the alternatives.

SEMESTER	COURSE CODE		TITLE OF THE PAPER											HO URS	CRE DIT
V	18 BM 605		FINANCIAL MANAGEMENT											6	5
COURS E OUTC OMES (COs)	PROGRAMME OUTCOMES (POs)					PROGRAMME SPECIFIC OUTCOMES (PSOs)								MEA N SCO RE 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	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													3.9		

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

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0	3.1 - 4.0	4.1 - 5.0
Quality	Very poor	Poor	Moderate	High	Very High

III- BBM	FINANCIAL MANAGEMENT	CODE- 18EBM605
SEM -V		HRS/WK - 6
COREELECTIVE-16		CREDIT – 5

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.

UNIT- I FINANCE FUNCTIONS (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 FINANCING DECISIONS (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 CAPITAL STRUCTURE (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 WORKING CAPITAL MANAGEMENT (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 CAPITAL BUDGETING (12 Hrs)

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

TEXTBOOKS:

- 1) Financial Management (TEXT, PROBLEMS AND CASES) **M.Y.KHAN and P.K.JAIN**- Published by TataMcGraw-Hill Education Private Limited-New Delhi-10th Edition.
- 2) Financial Management-**I.M.Pandey**-Published by Vikas Publishing house Pvt. Ltd.-Noida-19th Edition.

REFERENCE BOOKS:

- 1) Financial Management **P.Periasamy**-Published by Tata McGraw-Hill Education Private Limited-New Delhi-6th Edition.

- 2) Financial Management (Text and Cases)-**Eugene F. Brigham and Michael C. Ehrhardt**- Published by Cengage Learning India Pvt. Ltd.- 8th Edition.
- 3) Fundamentals of Financial Management-**Bhabatosh Banerjee**- Published by PHI Learning Private Ltd.- New Delhi-8th Edition.
- 4) Financial Management **Jonathan Berk, Peter DeMarzo and Ashok Thampy**- Dorling Kindersley (India) Pvt. Ltd.,-Noida-5th Revised Edition
- 5) Financial Management-**A.Murthy**-Published by Margham Publications-Chennai-5th Edition

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.

111 -BBM	SERVICES MARKETING	CODE-18EBM606
SEMESTER –V1		HRS/WK -6
COREELECTIVE 20		CREDIT - 5

Course outcomes: At the end of the course the student will be able to

- CO1.** Know about the nature, types and significance of services marketing.
- CO2.** Understand the features of marketing of financial services
- CO3.** Familiarize with the marketing of hospitality services.
- CO4.** Identify and know about the services of Marketing of Non-profit organization
- CO5.** Understand the 7P's in Marketing mix in services marketing

SEMESTER	COURSE CODE		TITLE OF THE PAPER											HO URS	CRE DIT
VI	18EBM606		SERVICES MARKETING											6	5
COURS E OUTC OMES (COs)	PROGRAMME OUTCOMES (POs)					PROGRAMME SPECIFIC OUTCOMES (PSOs)								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	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		

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

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

III -BBM	SERVICES MARKETING	CODE- 18EBM606
SEMESTER –VI		HRS/WK -6
CORE ELECTIVE –IV - 20		CREDIT -5

OBJECTIVE:

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

UNIT - I: INTRODUCTION TO SERVICE MARKETING (15 hrs)

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

UNIT - II MARKETING OF FINANCIAL SERVICES (20hrs)

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 MARKETING OF HOSPITALITY (20hrs)

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

UNIT – IV MARKETING OF NON - PROFIT ORGANISATIONS (15hrs)

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

UNIT - V MARKETING MIX IN SERVICE MARKETING (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 BOOK

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

REFERANCE 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

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.

III -BBM	CO-OPERATIVE BANKING	CODE-18EBM 607
SEMESTER –VI		HRS/WK -6
CORE ELECTIVE– 20		CREDIT -5

Objective:

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

Course outcomes: At the end of the course the student will be able to

- CO1.** Know about the principles and cooperative banking law
- CO2.** Understand the co-operative banking operations
- CO3.** Familiarize with Loan and investment policy
- CO4.** Understand and know about the technology in banking and risk management
- CO5.** Know about the supervisory and regulatory Act

SEMESTER	COURSE CODE	TITLE OF THE PAPER												HOURS	CREDIT
V	18EBM 607	COOPERATIVE 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	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PSO 8		
CO1	4	4	3	3	3	4	4	3	3	4	4	3	3	3.5	
CO2	4	4	4	3	4	4	4	4	3	4	4	3	4	3.8	
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													3.6		

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

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0	3.1 - 4.0	4.1 - 5.0

III -BBM	CO-OPERATIVE BANKING	CODE-18EBM 607
SEMESTER –VI		HRS/WK -6
CORE ELECTIVE– 20		CREDIT -5

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

UNIT-I CO-OPERATIVE BANKING LAW (20Hrs)

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:CO-OPERATIVE BANKING OPERATIONS (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 LOAN POLICY (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: TECHNOLOGY AND RISK MANAGEMENT (15Hrs)

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 NPAon profitability - Profitability Model

UNIT-V SUPERVISORY AND REGULATORY ASPECTS (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

TEXT BOOKS

Co-operative Banking in India. Author, S. Nakkiran.Publisher, Rainbow Publications, 1980.

REFERANCE BOOKS

1. Cooperative Banking – C.D. Indule
2. Principles and practice of Cooperative Banking in India – B.N. Chubeg.

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.

II –Physics	BUSINESS ORGANISATION AND MANAGEMENT For the students admitted in the year 2016	CODE: AOBM401
SEMESTER- IV		HRS/WK - 3
ALLIED-4		CREDIT -

Course Objectives: On successful completion of the course students will be able to

CO1: Understand the basic concepts in business organization and Equip with ethical issues in business, ethical codes and social responsibility of business.

CO2:Acquire the knowledge on Trade, Commerce and Industry.

CO3:To comprehend different forms of business organisation, its merits, demerits and applications

CO4:Providing conceptual understanding of management concepts and familiarizing the students with the contemporary management practices enabling them to apply the process of management's four functions: planning, organizing, leading, and controlling.

CO5: To familiarize about Motivation and various theories of Motivation.

Semester	Course Code	Title of the paper												Hours	Credit
IV	AOBM401	Business Organisation & Management												3	
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of COS	
	P O 1	P O 2	P O 3	P O 4	P O 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	4	4	5	4	5	4	4	5	5	4	3	4	3	4.15	
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	4	5	5	4	3	4	5	5	3	2	3	2	3.84	
CO5	3	3	4	4	5	4	4	4	5	4	3	4	4	3.92	
												Mean Overall Scores	3.93		

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

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

II –Physics	BUSINESS ORGANISATION AND MANAGEMENT For the students admitted in the year 2016	CODE: AOBM401
SEMESTER- IV		HRS/WK - 3
ALLIED-4		CREDIT -

UNIT- I BASICS OF BUSINESS (9 HRS)

Business – Meaning – Characteristics - Objectives - Criteria for Success in Modern Business – Classification of Business-Profession - Meaning-Distinction between Business and Profession - Social Responsibility of Business.

UNIT –II BASICS OF COMMERCE (9 HRS)

Commerce, Trade and Industry – Meaning – Scope and importance of commerce – Economic Basis of commerce

UNIT –III- FORMS OF ORGANAISATION (9 HRS)

Sole Trader – Partnership - Joint Stock Company – Definition – Meaning – Characteristics – Advantages – Limitations - Private and Public Limited Company – Government Companies – Public Utilities.

UNIT –IV- MANAGING BUSINESS (9 HRS)

Management: Meaning and definition, Nature and Characteristics, Functions of management, Principles of management, Management thought of F. W. Taylor, Henry Fayol.

UNIT –V-MOTIVATING THE EMPLOYEE (9 HRS)

Motivation – Meaning – Importance- Theories of Maslow, Herzberg and Mc.Gregor.

TEXT BOOKS:

1. C.B.Gupta, 2006, Business Organisation & Management, Sultan Chand & Sons, New Delhi.
2. Principles and Practices of Management, L.M.Prasad, Sultan Chand & Sons, 6th edition, New Delhi, 2001.

REFERENCE BOOKS:

1. Dinkar Pagare, 2002, Business Organisation & Management, 1st^(ed.) Sultan Chand & Sons, New Delhi.
2. P.N.Reddy & S.S.Gulshan, 1990, Business Organisation, (5th Ed.) Eurasia Publishing House (Pvt.) Ltd, New Delhi.
3. Y.K.Bhushan, 1995, Fundamentals of Business Organisation & Management, 13th edition, Sultan Chand & Sons, New Delhi.
4. Business Organization and Management, M.C.Shukla, S.Chand & Co, 1st edition, New Delhi, 1952.

QUESTION PAPER PATTERN:

Time: 3 Hours Marks: 75

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