

Department of Commerce (Bank Management)

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



Syllabus

2021-2022

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**DEPARTMENT OF COMMERCE (BANK MANAGEMENT)**

**CURRICULUM STRUCTURE FOR THE BATCH: 2021-2024**

| Semester | Part |                    | Subject Title  | Subject Code | Hours     | Credit    |
|----------|------|--------------------|--|--------------|-----------|-----------|
| I        | I    | Language           | Tamil – I  | 21LTC01      | 5         | 3         |
|          | II   | English            | Communicative English –I                                 | 20LEC101     | 5         | 3         |
|          | III  | Core Theory-1      | Principles of Management                                 | 19BM101      | 5         | 3         |
|          | III  | Core Theory-2      | Financial Accounting-I                                   | BM102T       | 5         | 4         |
|          | III  | Allied –I          | Business Economics                                       | AEBM101T     | 5         | 3         |
|          | III  | Core Theory -3     | Professional English for commerce And Management         | 20PECM01     | 3         | 3         |
|          | IV   | SEC - I            | Value Education  | VE101A       | 2         | 2         |
|          |      |                    | <b>Total</b>   |              | <b>30</b> | <b>21</b> |
| Semester | Part |                    | Subject Title  | Subject Code | Hours     | Credit    |
| II       | I    | Language           | Tamil – II   | 21LTC02      | 5         | 3         |
|          | II   | English            | Communicative English – II                               | 20LEC202     | 5         | 3         |
|          | III  | Core Theory-4      | Financial Accounting-II                                  | BM203Q       | 5         | 4         |
|          | III  | Core Theory-5      | Business Correspondence                                  | 19BM204      | 5         | 3         |
|          | III  | ALLIED- II         | Monetary Economics                                       | 19AEBM22     | 5         | 3         |
|          | III  | Core Theory-6      | Professional English for commerce And Management         | 20PECM02     | 3         | 3         |
|          | IV   | SEC - 2            | Dynamics of Personality                                  | EPD201A      | 2         | 2         |
|          |      |                    | <b>Total</b>   |              | <b>30</b> | <b>21</b> |
| Semester | Part |                    | Subject Title  | Subject Code | Hours     | Credit    |
| III      | III  | Core Theory-7      | Indian Financial System                                  | BM305T       | 6         | 5         |
|          | III  | Core Theory-8      | Corporate Accounting                                     | BM306S       | 6         | 5         |
|          | III  | Allied-III         | Business Statistics                                      | ASBM301Q     | 5         | 4         |
|          | III  | Allied-IV          | Indian Economy   | AEBM303      | 5         | 4         |
|          | IV   | Generic Elective-1 | Marketing Management(offered by BBA)                     | 19GBM31      | 5         | 4         |
|          | IV   | NME-( SEC-3)       | Basics of Computer and itsApplications (offered by C S ) | 19AOBC31     | 3         | 2         |
|          |      |                    |  | <b>Total</b> |           | <b>30</b> |
| Semester | Part |                    | Subject Title  | Subject Code | Hours     | Credit    |
|          | III  | Core Theory-9      | Banking Law and Practice                                 | BM408Q       | 6         | 5         |

|                 |     |                    |  |                     |                 |               |           |
|-----------------|-----|--------------------|--|---------------------|-----------------|---------------|-----------|
| IV              | III | Core Theory-10     | Cost Accounting  | BM409S              | 6               | 5             |           |
|                 | III | Generic Elective-2 | English Foundational Course for Bank Examination (offered by English ) | 19GBM42             | 5               | 4             |           |
|                 | III | Allied-V           | Advanced Excel and Tally (offered by C S )                             | <b>21ABM401</b>     | 5               | 4             |           |
|                 | III | Allied-VI          | Maths for Competitive Exam   | AMBM401             | 5               | 4             |           |
|                 | IV  | AECC-I             | Environmental Science  | EVS401S             | 3               | 2             |           |
|                 |     |                    |  | <b>Total</b>        |                 | <b>30</b>     | <b>24</b> |
| <b>Semester</b> |     | <b>Part</b>        | <b>Subject Title</b>   | <b>Subject Code</b> | <b>Hours</b>    | <b>Credit</b> |           |
| V               | III | Core Theory-11     | Income Tax Law & Practice  | 20BM501             | 6               | 5             |           |
|                 | III | Core Theory-12     | Risk Management for Banks  | 20BM502             | 5               | 5             |           |
|                 | III | Core Theory-13     | Entrepreneurial Development  | 20BM503             | 6               | 5             |           |
|                 | III | DS Elective-I      | <b>International Banking*</b>  |                     | 18EBM504        | 5             | 4         |
|                 |     |                    | Corporate Social Responsibility  |                     | 18EBM505        |               |           |
|                 |     |                    | Retail marketing management  |                     | 19EBM55A        |               |           |
|                 | III | DS Elective-II     | <b>Research Methodology*</b>   |                     | <b>21EBM506</b> | 5             | 4         |
|                 |     |                    | E-Banking  |                     | 18EBM507        |               |           |
|                 |     |                    | Principles of Insurance  |                     | 19EBM508        |               |           |
|                 | IV  | SEC-4(NME)         | <b>Electric Wiring</b>   | <b>21SBM51</b>      | 3               | 2             |           |
|                 |     |                    | <b>Total</b>   |                     | <b>30</b>       | <b>25</b>     |           |
| <b>Semester</b> |     | <b>Part</b>        | <b>Subject Title</b>   | <b>Subject Code</b> | <b>Hours</b>    | <b>Credit</b> |           |
| VI              | III | Core Theory-14     | Customer Relationship Management                                       | 18BM601             | 6               | 5             |           |
|                 | III | Core Theory-15     | Management Accounting  | 18BM602             | 6               | 5             |           |
|                 | III | Core Theory-16     | Human Resource Management  | 18BM603             | 6               | 5             |           |
|                 | III | DS Elective-III    | Retail Banking*  |                     | 18EBM604        | 6             | 4         |
|                 |     |                    | Financial Management   |                     | 18EBM605        |               |           |
|                 |     |                    | Merchant Banking   |                     | 19EBM65A        |               |           |
|                 | III | DS Elective-IV     | Service Marketing  |                     | 18EBM606        | 6             | 4         |
|                 |     |                    | Cooperative Banking  |                     | 18EBM607        |               |           |
|                 |     |                    | <b>Project*</b>  |                     | 19JBM608        |               |           |
|                 | V   |                    | Extension Activities   | EU601               | 0               | 2             |           |
|                 |     |                    | <b>Total</b>   |                     | <b>30</b>       | <b>25</b>     |           |
|                 |     |                    | <b>Total Credits(21+21+24+24+25+25)</b>                                |                     |                 | <b>140</b>    |           |
| Semester III    | V   |                    | Field study  | <b>21BMF301</b>     | <b>0</b>        | 01            |           |
| Semester V      | V   |                    | Internship   | <b>21BMI501</b>     | <b>0</b>        | 02            |           |
| Semester VI     | IV  |                    | Online Course-SWAYAM,NPTEL   | <b>21SSBM61</b>     | <b>0</b>        | 02            |           |
|                 |     |                    | <b>Grand Total Credits</b>   |                     |                 | <b>145</b>    |           |

#### COURSES OFFERED TO OTHER DEPARTMENTS

| Semester |     | Part     | Subject Title                               | Subject Code   | Hours | Credit |
|----------|-----|----------|---|----------------|-------|--------|
| III      | III | Allied-4 | Financial Accounting and Analysis (For BBA) | <b>21ABB34</b> | 5     | 4      |

|     |     |                  |   |                 |   |   |
|-----|-----|------------------|---|-----------------|---|---|
| III | III | Generic Elective | Fundamentals of Digital Banking                     | 19ABE303        | 6 | 4 |
| IV  | IV  | NME              | Competitive Exam and Entrepreneurial Skill (For CS) | <b>21AOCS41</b> | 3 | 2 |
| IV  | IV  | NME              | Business organization and Management (For Physics)  | AOBM401         | 3 | 2 |
| IV  | IV  | Allied           | Financial software –Tally (For BBA)                 | <b>21ABB45</b>  | 5 | 4 |

#### COURSES OFFTERED BY OTHER DEPARTMENTS

| Semester |     | Part               | Subject Title  | Subject Code    | Hours | Credit |
|----------|-----|--------------------|--|-----------------|-------|--------|
| III      | IV  | NME (SEC-3)        | Basics of Computer and its Applications (offered by C S )              | 19AOBC31        | 3     | 2      |
| III      | IV  | Generic Elective-1 | Marketing Management (offered by BBA)                                  | 19GBM31         | 5     | 4      |
| IV       | III | Generic Elective-1 | English Foundational Course for Bank Examination (offered by English ) | 19GBM42         | 5     | 4      |
| IV       | III | Allied-V           | Advanced Excel and Tally (offered by CS)                               | <b>21ABM401</b> | 5     | 4      |
| V        | IV  | SEC-4              | Electrical wiring (offered by Physics)                                 | <b>21SBM51</b>  | 3     | 2      |

|                     |                                     |                     |
|---------------------|-------------------------------------|---------------------|
| <b>I-BBM</b>        | <b>PRINCIPLES<br/>OF MANAGEMENT</b> | <b>CODE-19BM101</b> |
| <b>SEMESTER - I</b> |                                     | <b>HRS/WK –5</b>    |
| <b>CORE – 1</b>     |                                     | <b>CREDIT –3</b>    |

**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.

| <b>SEME<br/>STER<br/>I</b>           | <b>COURSE CODE:<br/>19BM101</b>   |                      |                      |                      |                      | <b>TITLE OF THE PAPER:<br/>PRINCIPLES OF MANAGEMENT</b> |                  |                  |                  |                  |                  |                  |                  | <b>HOU<br/>RS:5</b>               | <b>CRED<br/>ITS:3</b> |
|--------------------------------------|-----------------------------------|----------------------|----------------------|----------------------|----------------------|---|------------------|------------------|------------------|------------------|------------------|------------------|------------------|-----------------------------------|-----------------------|
| <b>COUR<br/>SE<br/>OUTC<br/>OMES</b> | <b>PROGRAMME<br/>OUTCOMES(PO)</b> |                      |                      |                      |                      | <b>PROGRAMME SPECIFIC<br/>OUTCOMES(PSO)</b>             |                  |                  |                  |                  |                  |                  |                  | <b>MEAN<br/>SCORE OF<br/>CO'S</b> |                       |
|                                      | <b>P<br/>O<br/>1</b>              | <b>P<br/>O<br/>2</b> | <b>P<br/>O<br/>3</b> | <b>P<br/>O<br/>4</b> | <b>P<br/>O<br/>5</b> | <b>PS<br/>O1</b>  | <b>PS<br/>O2</b> | <b>PS<br/>O3</b> | <b>PS<br/>O4</b> | <b>PS<br/>O5</b> | <b>PS<br/>O6</b> | <b>PS<br/>O7</b> | <b>PS<br/>O8</b> |                                   |                       |
| <b>CO1</b>                           | 4                                 | 4                    | 3                    | 5                    | 4                    | 5   | 4                | 4                | 5                | 5                | 3                | 4                | 5                | <b>4.2</b>                        |                       |
| <b>CO2</b>                           | 4                                 | 5                    | 4                    | 4                    | 5                    | 5   | 5                | 5                | 5                | 5                | 4                | 4                | 5                | <b>4.6</b>                        |                       |
| <b>CO3</b>                           | 5                                 | 4                    | 3                    | 4                    | 5                    | 4   | 4                | 5                | 5                | 5                | 3                | 4                | 4                | <b>4.2</b>                        |                       |
| <b>CO4</b>                           | 5                                 | 4                    | 5                    | 5                    | 4                    | 4   | 5                | 4                | 4                | 5                | 4                | 5                | 4                | <b>4.4</b>                        |                       |
| <b>CO5</b>                           | 4                                 | 5                    | 5                    | 5                    | 4                    | 5   | 4                | 5                | 4                | 4                | 3                | 4                | 5                | <b>4.3</b>                        |                       |
| <b>Mean Overall Score</b>            |                                   |                      |                      |                      |                      |   |                  |                  |                  |                  |                  |                  |                  | <b>4.3</b>                        |                       |

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

| <b>Associatio<br/>n</b> | <b>1%-20%</b>             | <b>21%-40%</b>              | <b>41%-60%</b>              | <b>61%-80%</b>              | <b>81%-100%</b>             |
|-------------------------|---------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|
| <b>Scale</b>            | <b>1</b>                  | <b>2</b>                    | <b>3</b>                    | <b>4</b>                    | <b>5</b>                    |
| <b>Interval</b>         | <b>0&lt;=rating&lt;=1</b> | <b>1.1&lt;=rating&lt;=2</b> | <b>2.1&lt;=rating&lt;=3</b> | <b>3.1&lt;=rating&lt;=4</b> | <b>4.1&lt;=rating&lt;=5</b> |
| <b>Rating</b>           | <b>Very Poor</b>          | <b>Poor</b>                 | <b>Moderate</b>             | <b>High</b>                 | <b>Very High</b>            |

|                     |                                     |                     |
|---------------------|-------------------------------------|---------------------|
| <b>I-BBM</b>        | <b>PRINCIPLES<br/>OF MANAGEMENT</b> | <b>CODE-19BM101</b> |
| <b>SEMESTER - I</b> |                                     | <b>HRS/WK –5</b>    |
| <b>CORE – 1</b>     |                                     | <b>CREDIT –3</b>    |

**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 -levels of management - roles of manager, Management as a Science or Art - Contribution to management by F.W.Taylor, Henry Fayol, and Peter F. Drucker.

**UNIT-II – 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.

**UNIT III-ORGANISING (20 Hrs)**

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

**UNIT-IV-DIRECTINGANDMOTIVATING (20Hrs)**

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

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

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

**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

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

**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 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 Unit

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|                     |                                |                     |
|---------------------|--------------------------------|---------------------|
| <b>I-BBM</b>        | <b>FINANCIAL ACCOUNTING -I</b> | <b>CODE- BM102T</b> |
| <b>SEMESTER – I</b> |                                | <b>HRS/WK –5</b>    |
| <b>CORE – 2</b>     |                                | <b>CREDIT – 4</b>   |

**Course outcomes:**

At the end of the course the 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.

| <b>SEMESTER</b>                | <b>COURSE CODE</b>              |             | <b>TITLE OF THE PAPER</b>      |             |             |   |              |              |              |              |              |              | <b>HO URS</b> | <b>CRE DIT</b>             |
|--------------------------------|---------------------------------|-------------|--------------------------------|-------------|-------------|---|--------------|--------------|--------------|--------------|--------------|--------------|---------------|----------------------------|
| <b>I</b>                       | <b>BM102T</b>                   |             | <b>FINANCIAL ACCOUNTING -I</b> |             |             |   |              |              |              |              |              |              | <b>5</b>      | <b>4</b>                   |
| <b>COURS E OUTC OMES (COs)</b> | <b>PROGRAMME OUTCOMES (POs)</b> |             |                                |             |             | <b>PROGRAMME SPECIFIC OUTCOMES (PSOs)</b> |              |              |              |              |              |              |               | <b>MEA N SCO RE OF Cos</b> |
|                                | <b>PO 1</b>                     | <b>PO 2</b> | <b>PO 3</b>                    | <b>PO 4</b> | <b>PO 5</b> | <b>PS O1</b>                              | <b>PS O2</b> | <b>PS O3</b> | <b>PS O4</b> | <b>PS O5</b> | <b>PS O6</b> | <b>PS O7</b> | <b>PSO 8</b>  |                            |
| <b>CO1</b>                     | 4                               | 4           | 3                              | 4           | 2           | 5   | 4            | 4            | 3            | 2            | 4            | 2            | 2             | <b>3.3</b>                 |
| <b>CO2</b>                     | 4                               | 4           | 4                              | 4           | 5           | 5   | 4            | 5            | 4            | 3            | 5            | 3            | 4             | <b>4.1</b>                 |
| <b>CO3</b>                     | 4                               | 5           | 4                              | 4           | 5           | 5   | 4            | 4            | 3            | 3            | 4            | 3            | 3             | <b>3.9</b>                 |
| <b>CO4</b>                     | 4                               | 4           | 5                              | 4           | 4           | 5   | 4            | 4            | 4            | 3            | 5            | 2            | 2             | <b>3.8</b>                 |
| <b>CO5</b>                     | 4                               | 4           | 5                              | 4           | 4           | 5   | 4            | 4            | 4            | 3            | 5            | 3            | 2             | <b>3.9</b>                 |
| <b>MEAN OVERALL SCORE</b>      |                                 |             |                                |             |             |   |              |              |              |              |              |              | <b>3.8</b>    |                            |

This Course is having **High** Associationwith Programme Outcomes and ProgrammeSpecificOutcomes

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



|                     |                                 |                     |
|---------------------|---------------------------------|---------------------|
| <b>I-BBM</b>        | <b>FINANCIAL ACCOUNTING - I</b> | <b>CODE- BM102T</b> |
| <b>SEMESTER - I</b> |                                 | <b>HRS/WK - 5</b>   |
| <b>CORE – 2</b>     |                                 | <b>CREDIT - 4</b>   |

**OBJECTIVE:**

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

**UNIT-I BOOK KEEPING (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-IV 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 BOOKS:**

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

**REFERENCE BOOKS:**

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

Time: 3 Hours

Marks: 75

Theory: 20% Problems: 80%

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.

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|                      |                                 |                    |
|----------------------|---------------------------------|--------------------|
| <b>I-BBM</b>         | <b>FINANCIAL ACCOUNTING- II</b> | <b>CODE-BM203Q</b> |
| <b>SEMESTER - II</b> |                                 | <b>HRS/WK –5</b>   |
| <b>CORE – 4</b>      |                                 | <b>CREDIT – 4</b>  |

**Course outcomes:**

At the end of the Course 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       |      |      |      |                                    |       |       |       |       |       |       |      | HOURS             | CREDIT |
|---------------------------|--------------------------|--------------------------|------|------|------|------------------------------------|-------|-------|-------|-------|-------|-------|------|-------------------|--------|
| II                        | BM203Q                   | FINANCIAL ACCOUNTING- II |      |      |      |                                    |       |       |       |       |       |       |      | 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 | PSO8 |                   |        |
| 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               |        |
| <b>MEAN OVERALL SCORE</b> |                          |                          |      |      |      |                                    |       |       |       |       |       |       |      | <b>3.9</b>        |        |

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 - 5  |
| 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, Chennai-5, 2016.
2. Financial Accounting ,R.L.Gupta&V.K.Gupta Sultan Chand New Delhi, 2014.

**REFERENCE BOOKS:**

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

**QUESTION PAPER PATTERN:**

Time: 3 Hours

Marks: 75

Theory: 20% Problems: 80%

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.

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|                      |                                |                      |
|----------------------|--------------------------------|----------------------|
| <b>I-BBM</b>         | <b>BUSINESS CORRESPONDANCE</b> | <b>CODE- 19BM204</b> |
| <b>SEMESTER – II</b> |                                | <b>HRS/WK -5</b>     |
| <b>CORE – 5</b>      |                                | <b>CREDIT –3</b>     |

**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      |      |      |      |                                    |       |       |       |       |       |       |      | HOURS             | CREDIT |
|---------------------------|--------------------------|-------------------------|------|------|------|------------------------------------|-------|-------|-------|-------|-------|-------|------|-------------------|--------|
| II                        | 19BM204                  | BUSINESS CORRESPONDANCE |      |      |      |                                    |       |       |       |       |       |       |      | 5                 | 3      |
| 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 | PSO8 |                   |        |
| CO1                       | 4                        | 3                       | 5    | 3    | 3    | 4                                  | 3     | 3     | 3     | 4     | 3     | 3     | 3    | 3.3               |        |
| CO2                       | 5                        | 4                       | 3    | 4    | 3    | 5                                  | 3     | 3     | 3     | 5     | 4     | 4     | 3    | 3.8               |        |
| CO3                       | 4                        | 5                       | 3    | 5    | 5    | 5                                  | 4     | 4     | 4     | 3     | 4     | 5     | 3    | 4.1               |        |
| CO4                       | 4                        | 4                       | 4    | 3    | 4    | 4                                  | 3     | 5     | 4     | 4     | 4     | 3     | 4    | 3.8               |        |
| CO5                       | 5                        | 3                       | 4    | 4    | 3    | 3                                  | 4     | 3     | 3     | 4     | 3     | 4     | 4    | 4.3               |        |
| <b>MEAN OVERALL SCORE</b> |                          |                         |      |      |      |                                    |       |       |       |       |       |       |      | <b>3.8</b>        |        |

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      |

|                      |                                |                      |
|----------------------|--------------------------------|----------------------|
| <b>I-BBM</b>         | <b>BUSINESS CORRESPONDANCE</b> | <b>CODE- 19BM204</b> |
| <b>SEMESTER – II</b> |                                | <b>HRS/WK -5</b>     |
| <b>CORE – 5</b>      |                                | <b>CREDIT - 3</b>    |

**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: (20hrs)**

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

**UNIT-II KINDS OF BUSINESS LETTER: (20hrs)**

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

**UNIT-III CORRESPONDENCE WITH FINANCIAL SERVICE INSTITUTIONS (15Hrs)**

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)**

SMS – Email–Video Conferencing–Internet–Mobile Communication – Websites and their use in Business.

**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

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

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

**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

| <b>SEMESTER</b>                 | <b>COURSE CODE</b>              |             | <b>TITLE OF THE PAPER</b>      |             |             |   |              |              |              |              |              |              |              | <b>HO URS</b>              | <b>CRE DIT</b> |
|---------------------------------|---------------------------------|-------------|--------------------------------|-------------|-------------|---|--------------|--------------|--------------|--------------|--------------|--------------|--------------|----------------------------|----------------|
| <b>III</b>                      | <b>BM305T</b>                   |             | <b>INDIAN FINANCIAL SYSTEM</b> |             |             |   |              |              |              |              |              |              |              | <b>6</b>                   | <b>5</b>       |
| <b>COURS E OUTC OMMES (COs)</b> | <b>PROGRAMME OUTCOMES (POs)</b> |             |                                |             |             | <b>PROGRAMME SPECIFIC OUTCOMES (PSOs)</b> |              |              |              |              |              |              |              | <b>MEA N SCO RE OF COs</b> |                |
|                                 | <b>PO 1</b>                     | <b>PO 2</b> | <b>PO 3</b>                    | <b>PO 4</b> | <b>PO 5</b> | <b>PS O1</b>                              | <b>PS O2</b> | <b>PS O3</b> | <b>PS O4</b> | <b>PS O5</b> | <b>PS O6</b> | <b>PS O7</b> | <b>PSO 8</b> |                            |                |
| <b>CO1</b>                      | 4                               | 4           | 3                              | 3           | 3           | 4   | 4            | 4            | 3            | 4            | 3            | 3            | 3            | 3.5                        |                |
| <b>CO2</b>                      | 4                               | 3           | 3                              | 4           | 3           | 3   | 3            | 3            | 3            | 3            | 3            | 2            | 2            | 3                          |                |
| <b>CO3</b>                      | 3                               | 4           | 3                              | 4           | 3           | 4   | 3            | 4            | 3            | 3            | 3            | 3            | 3            | 3.3                        |                |
| <b>CO4</b>                      | 4                               | 4           | 3                              | 4           | 3           | 3   | 3            | 3            | 4            | 3            | 3            | 3            | 2            | 3.2                        |                |
| <b>CO5</b>                      | 4                               | 3           | 3                              | 3           | 3           | 3   | 3            | 3            | 3            | 3            | 3            | 2            | 2            | 2.9                        |                |
| <b>MEAN OVERALL SCORE</b>       |                                 |             |                                |             |             |   |              |              |              |              |              |              | <b>3.2</b>   |                            |                |

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

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

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

**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, 2017.
2. Khan, M.Y.,, “Indian Financial System: Theory and practice”, Vikas Publishing House, New Delhi, 2019.

**REFERENCE BOOKS**

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

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

**Course outcomes:**

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

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

**CO2.** 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                   | 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    | 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                 |         |
| <b>MEAN OVERALL SCORE</b> |                          |                      |      |      |      |                                    |       |       |       |       |       |       |       | <b>4.0</b>          |         |

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      |

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

**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:BANK ACCOUNTS**

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

**REFERENCE BOOKS:**

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

**QUESTION PAPER PATTERN:**

Time: 3 Hours

Marks: 75

Theory: 20% Problems: 80%

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

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|                      |                                 |                     |
|----------------------|---------------------------------|---------------------|
| <b>I-BBM</b>         | <b>BANKING LAW AND PRACTICE</b> | <b>CODE– BM408Q</b> |
| <b>SEMESTER – IV</b> |                                 | <b>HRS/WK -6</b>    |
| <b>CORE –9</b>       |                                 | <b>CREDIT –5</b>    |

**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.

| <b>SEME<br/>STER<br/>I</b>           | <b>COURSE CODE:<br/>BM408Q</b>    |                      |                      |                      |                      | <b>TITLE OF THE PAPER: BANKING<br/>LAW AND PRACTICE</b> |                  |                  |                  |                  |                  |                  |                  | <b>HOU<br/>RS:6</b>               | <b>CRED<br/>ITS:5</b> |
|--------------------------------------|-----------------------------------|----------------------|----------------------|----------------------|----------------------|---|------------------|------------------|------------------|------------------|------------------|------------------|------------------|-----------------------------------|-----------------------|
| <b>COUR<br/>SE<br/>OUTC<br/>OMES</b> | <b>PROGRAMME<br/>OUTCOMES(PO)</b> |                      |                      |                      |                      | <b>PROGRAMME SPECIFIC<br/>OUTCOMES(PSO)</b>             |                  |                  |                  |                  |                  |                  |                  | <b>MEAN<br/>SCORE OF<br/>CO'S</b> |                       |
|                                      | <b>P<br/>O<br/>1</b>              | <b>P<br/>O<br/>2</b> | <b>P<br/>O<br/>3</b> | <b>P<br/>O<br/>4</b> | <b>P<br/>O<br/>5</b> | <b>PS<br/>O1</b>  | <b>PS<br/>O2</b> | <b>PS<br/>O3</b> | <b>PS<br/>O4</b> | <b>PS<br/>O5</b> | <b>PS<br/>O6</b> | <b>PS<br/>O7</b> | <b>PS<br/>O8</b> |                                   |                       |
| <b>CO1</b>                           | 5                                 | 4                    | 3                    | 4                    | 4                    | 5   | 4                | 5                | 5                | 4                | 3                | 4                | 5                | <b>4.2</b>                        |                       |
| <b>CO2</b>                           | 5                                 | 5                    | 4                    | 4                    | 4                    | 5   | 5                | 5                | 5                | 5                | 3                | 4                | 5                | <b>4.5</b>                        |                       |
| <b>CO3</b>                           | 4                                 | 4                    | 3                    | 4                    | 5                    | 4   | 5                | 5                | 5                | 4                | 3                | 4                | 4                | <b>4.1</b>                        |                       |
| <b>CO4</b>                           | 5                                 | 5                    | 5                    | 5                    | 4                    | 5   | 5                | 4                | 4                | 5                | 4                | 5                | 5                | <b>4.6</b>                        |                       |
| <b>CO5</b>                           | 5                                 | 5                    | 5                    | 4                    | 4                    | 5   | 4                | 5                | 5                | 4                | 3                | 5                | 5                | <b>4.5</b>                        |                       |
| <b>Mean Overall Score</b>            |                                   |                      |                      |                      |                      |   |                  |                  |                  |                  |                  |                  |                  | <b>4.3</b>                        |                       |

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

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

|                      |                                 |                     |
|----------------------|---------------------------------|---------------------|
| <b>I-BBM</b>         | <b>BANKING LAW AND PRACTICE</b> | <b>CODE– BM408Q</b> |
| <b>SEMESTER – IV</b> |                                 | <b>HRS/WK -6</b>    |
| <b>CORE –9</b>       |                                 | <b>CREDIT –5</b>    |

**OBJECTIVE:**

To make the students understand the law and practice of banking

**UNIT-I: BANK – INTRODUCTION (20 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(SHG's).

**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 BOOKS:**

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

**REFERENCE BOOKS**

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

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|----------------------|------------------------|---------------------|
| <b>II-BBM</b>        | <b>COST ACCOUNTING</b> | <b>CODE- BM409S</b> |
| <b>SEMESTER – IV</b> |                        | <b>HRS/WK -6</b>    |
| <b>CORE – 10</b>     |                        | <b>CREDIT - 5</b>   |

**Course outcomes:**

At the end of the Course the 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 |      |      |      |                                    |       |       |       |       |       |       |      | HOURS             | CREDIT |
|---------------------------|--------------------------|--------------------|------|------|------|------------------------------------|-------|-------|-------|-------|-------|-------|------|-------------------|--------|
| IV                        | BM409 S                  | COST ACCOUNTING    |      |      |      |                                    |       |       |       |       |       |       |      | 6                 | 5      |
| COURSE OUTCOMES (COs)     | PROGRAMME OUTCOMES (POs) |                    |      |      |      | PROGRAMME SPECIFIC OUTCOMES (PSOs) |       |       |       |       |       |       |      | MEAN SCORE OF COs |        |
|                           | PO 1                     | PO 2               | PO 3 | PO 4 | PO 5 | PS O1                              | PS O2 | PS O3 | PS O4 | PS O5 | PS O6 | PS O7 | PSO8 |                   |        |
| CO1                       | 5                        | 5                  | 4    | 4    | 3    | 5                                  | 5     | 4     | 3     | 4     | 5     | 4     | 4    | 4.2               |        |
| CO2                       | 4                        | 4                  | 4    | 3    | 3    | 5                                  | 4     | 4     | 3     | 4     | 5     | 3     | 3    | 3.7               |        |
| CO3                       | 4                        | 4                  | 4    | 3    | 3    | 5                                  | 4     | 4     | 3     | 4     | 5     | 3     | 3    | 3.7               |        |
| CO4                       | 5                        | 5                  | 4    | 4    | 4    | 5                                  | 5     | 4     | 5     | 3     | 5     | 4     | 2    | 4.2               |        |
| CO5                       | 4                        | 5                  | 4    | 3    | 3    | 5                                  | 5     | 3     | 3     | 3     | 5     | 5     | 3    | 3.9               |        |
| <b>MEAN OVERALL SCORE</b> |                          |                    |      |      |      |                                    |       |       |       |       |       |       |      | <b>3.9</b>        |        |

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      |

|                      |                        |                     |
|----------------------|------------------------|---------------------|
| <b>II-BBM</b>        |                        | <b>CODE- BM409S</b> |
| <b>SEMESTER – IV</b> | <b>COST ACCOUNTING</b> | <b>HRS/WK -6</b>    |
| <b>CORE -10</b>      |                        | <b>CREDIT - 5</b>   |

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

**REFERENCE BOOKS:**

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

**QUESTION PAPER PATTERN:**

**Time: 3 Hours**

**Marks: 75**

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

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.
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|                     |                                    |                      |
|---------------------|------------------------------------|----------------------|
| <b>III – BBM</b>    | <b>INCOME TAX LAW AND PRACTICE</b> | <b>CODE –20BM501</b> |
| <b>SEMESTER – V</b> |                                    | <b>HRS/WK – 6</b>    |
| <b>CORE – 11</b>    |                                    | <b>CREDIT – 5</b>    |

**Course Outcomes:**

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

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

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

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

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

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

| SEMESTER                  | COURSE CODE              | TITLE OF THE PAPER          |      |      |      |                                    |       |       |       |       |       |       |      | HOURS             | CREDIT |
|---------------------------|--------------------------|-----------------------------|------|------|------|------------------------------------|-------|-------|-------|-------|-------|-------|------|-------------------|--------|
| V                         | 20BM501                  | INCOME TAX LAW AND PRACTICE |      |      |      |                                    |       |       |       |       |       |       |      | 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 | PSO8 |                   |        |
| CO1                       | 4                        | 4                           | 3    | 3    | 3    | 4                                  | 4     | 5     | 3     | 3     | 4     | 3     | 3    | 3.5               |        |
| CO2                       | 3                        | 4                           | 3    | 4    | 4    | 3                                  | 5     | 3     | 4     | 3     | 4     | 3     | 3    | 3.5               |        |
| CO3                       | 4                        | 3                           | 5    | 4    | 3    | 4                                  | 3     | 4     | 3     | 4     | 4     | 3     | 4    | 3.6               |        |
| CO4                       | 3                        | 4                           | 3    | 3    | 4    | 3                                  | 4     | 3     | 5     | 3     | 3     | 4     | 4    | 3.5               |        |
| CO5                       | 3                        | 3                           | 4    | 4    | 3    | 5                                  | 3     | 4     | 4     | 3     | 3     | 3     | 3    | 3.4               |        |
| <b>MEAN OVERALL SCORE</b> |                          |                             |      |      |      |                                    |       |       |       |       |       |       |      | <b>3.5</b>        |        |

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

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

|                     |                                    |                      |
|---------------------|------------------------------------|----------------------|
| <b>III - BBM</b>    | <b>INCOME TAX LAW AND PRACTICE</b> | <b>CODE -20BM501</b> |
| <b>SEMESTER - V</b> |                                    | <b>HRS/WK - 6</b>    |
| <b>CORE - 11</b>    |                                    | <b>CREDIT - 5</b>    |

**OBJECTIVE:**

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

**UNIT – I INTRODUCTION AND RESIDENTIAL STATUS (15 Hrs)**

Concepts of Assessment Year, Previous Year, Person, Assessee, Income, Gross Total Income – Total Income – Residential status – Exempted Income – Agricultural Income (Theory Only).

**UNIT – II INCOME FROM SALARIES (20 Hrs)**

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

**UNIT – III INCOME FROM HOUSE PROPERTY (20 Hrs)**

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

**UNIT – IV PROFITS AND GAINS OF BUSINESS OR PROFESSION (20 Hrs)**

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

**UNIT – V CAPITAL GAINS AND INCOME FROM OTHER SOURCES(15 Hrs)**

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

**TEXT BOOKS**

1. Dr. A. Murthy, Income Tax Law and Practice, Vijay Nicole Imprints Private Limited, Chennai, 2021.
2. T. S. Reddy , Hari Prasad Reddy , Income tax law and practice , Margam Publications, Chennai, 2021.

**REFERENCE BOOKS**

1. Dr. Vinod K Singhania—Monica Singhania, Students Guide To Income Tax, Taxmann Publications, New Delhi, 2021.
2. Dr. H. C. Mehrotra, Income Tax Law & Practice, Sri Venkateswara Publication, Chennai, 2021.
3. Murthy . A, Income Tax Law & Practice, Vijay Nicole Publishers, 2021

**QUESTION PAPER PATTERN:**

Time: 3 Hours

Marks: 75

Theory: 20% Problems: 80%

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

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|                     |                                  |                     |
|---------------------|----------------------------------|---------------------|
| <b>111-BBM</b>      | <b>RISK MANAGEMENT FOR BANKS</b> | <b>CODE-20BM502</b> |
| <b>SEMESTER - V</b> |                                  | <b>HRS/WK – 5</b>   |
| <b>CORE – 12</b>    |                                  | <b>CREDIT – 5</b>   |

**Course outcomes:**

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

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

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

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

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

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

| <b>SEMESTER</b>                | <b>COURSE CODE</b>              |             | <b>TITLE OF THE PAPER</b>        |             |             |   |              |              |              |              |              |              |              | <b>HO URS</b>              | <b>CRE DIT</b> |
|--------------------------------|---------------------------------|-------------|----------------------------------|-------------|-------------|---|--------------|--------------|--------------|--------------|--------------|--------------|--------------|----------------------------|----------------|
| <b>V</b>                       | <b>20BM502</b>                  |             | <b>RISK MANAGEMENT FOR BANKS</b> |             |             |   |              |              |              |              |              |              |              | <b>5</b>                   | <b>5</b>       |
| <b>COURS E OUTC OMES (COs)</b> | <b>PROGRAMME OUTCOMES (POs)</b> |             |                                  |             |             | <b>PROGRAMME SPECIFIC OUTCOMES (PSOs)</b> |              |              |              |              |              |              |              | <b>MEA N SCO RE OF COs</b> |                |
|                                | <b>PO 1</b>                     | <b>PO 2</b> | <b>PO 3</b>                      | <b>PO 4</b> | <b>PO 5</b> | <b>PS O1</b>                              | <b>PS O2</b> | <b>PS O3</b> | <b>PS O4</b> | <b>PS O5</b> | <b>PS O6</b> | <b>PS O7</b> | <b>PSO 8</b> |                            |                |
| <b>CO1</b>                     | <b>4</b>                        | <b>4</b>    | <b>4</b>                         | <b>3</b>    | <b>4</b>    | <b>4</b>                                  | <b>3</b>     | <b>3</b>     | <b>2</b>     | <b>3</b>     | <b>3</b>     | <b>2</b>     | <b>2</b>     | <b>3.2</b>                 |                |
| <b>CO2</b>                     | <b>4</b>                        | <b>4</b>    | <b>4</b>                         | <b>4</b>    | <b>4</b>    | <b>4</b>                                  | <b>3</b>     | <b>3</b>     | <b>2</b>     | <b>3</b>     | <b>3</b>     | <b>3</b>     | <b>2</b>     | <b>3.3</b>                 |                |
| <b>CO3</b>                     | <b>4</b>                        | <b>4</b>    | <b>4</b>                         | <b>4</b>    | <b>4</b>    | <b>4</b>                                  | <b>3</b>     | <b>3</b>     | <b>2</b>     | <b>3</b>     | <b>3</b>     | <b>3</b>     | <b>2</b>     | <b>3.3</b>                 |                |
| <b>CO4</b>                     | <b>4</b>                        | <b>4</b>    | <b>4</b>                         | <b>4</b>    | <b>4</b>    | <b>3</b>                                  | <b>3</b>     | <b>3</b>     | <b>3</b>     | <b>3</b>     | <b>3</b>     | <b>3</b>     | <b>2</b>     | <b>3.3</b>                 |                |
| <b>CO5</b>                     | <b>4</b>                        | <b>4</b>    | <b>3</b>                         | <b>4</b>    | <b>4</b>    | <b>3</b>                                  | <b>3</b>     | <b>3</b>     | <b>2</b>     | <b>3</b>     | <b>3</b>     | <b>2</b>     | <b>2</b>     | <b>3.1</b>                 |                |
| <b>MEAN OVERALL SCORE</b>      |                                 |             |                                  |             |             |   |              |              |              |              |              |              | <b>3.2</b>   |                            |                |

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

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



|                     |                                  |                     |
|---------------------|----------------------------------|---------------------|
| <b>111-BBM</b>      | <b>RISK MANAGEMENT FOR BANKS</b> | <b>CODE-20BM502</b> |
| <b>SEMESTER - V</b> |                                  | <b>HRS/WK - 5</b>   |
| <b>CORE – 12</b>    |                                  | <b>CREDIT - 5</b>   |

**OBJECTIVE:**

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

**UNIT I INTRODUCTION AND OVERVIEW**

**(15hrs)**

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

**UNIT II CREDIT RISK**

**(20 hrs)**

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

**UNIT III 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) -Key responsibilities of ORM; Capital allocation for operational risk.

**UNIT IV FOREIGN EXCHANGE RISK**

**(15hrs)**

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

**UNIT V MONEY LAUNDERING ACT**

**(20hrs)**

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

**TEXT BOOKS:**

1. Risk Management, Indian Institute of Banking & Finance, Macmillan Publications India Private Limited, 2016
2. The Prevention of Money Laundering Act 2002, Commercial Law Publisher (India) Pvt Ltd.

**REFERENCE BOOKS:**

1. Foundations of Banking Risk: An Overview of Banking, Banking Risks, and Risk-Based Banking Regulation by GARP (Global Association of Risk Professionals). 2009
  2. John C. Hull, Risk Management and Financial Institutions, Pearson, 2009
  3. Indian Institute Of Banking, Amp, Finance (IIBF), Risk Management, Macmillan Publishers India, 2010
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**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 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

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|--------------------|------------------------------------|----------------------|
| <b>III – BBM</b>   | <b>ENTREPRENEURIAL DEVELOPMENT</b> | <b>CODE: 20BM503</b> |
| <b>SEMESTER -V</b> |                                    | <b>HRS/WK – 6</b>    |
| <b>CORE- 13</b>    |                                    | <b>CREDIT - 5</b>    |

**Course Outcomes:**

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

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

**CO2:** Impart knowledge regarding creativity and Innovation

**CO3:** To make aware of Innovation and Entrepreneurship in a Social Context.

**CO4:** To enable the student to learn about family business and Entrepreneurship.

**CO5:** To make them know about the financing for entrepreneurial business.

| <b>SEMESTER I</b>         | <b>COURSE CODE: 20BM503</b>   |            |            |            |            | <b>TITLE OF THE PAPER:ENTREPRENEURIAL DEVELOPMENT</b> |             |             |             |             |             |             |             | <b>HOURS:6</b>            | <b>CREDITS:5</b> |
|---------------------------|-------------------------------|------------|------------|------------|------------|---|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------------------------|------------------|
| <b>COURSE OUTCOMES</b>    | <b>PROGRAMME OUTCOMES(PO)</b> |            |            |            |            | <b>PROGRAMME SPECIFIC OUTCOMES(PSO)</b>               |             |             |             |             |             |             |             | <b>MEAN SCORE OF CO'S</b> |                  |
|                           | <b>PO1</b>                    | <b>PO2</b> | <b>PO3</b> | <b>PO4</b> | <b>PO5</b> | <b>PSO1</b>   | <b>PSO2</b> | <b>PSO3</b> | <b>PSO4</b> | <b>PSO5</b> | <b>PSO6</b> | <b>PSO7</b> | <b>PSO8</b> |                           |                  |
| <b>CO1</b>                | 4                             | 4          | 3          | 5          | 4          | 5   | 4           | 4           | 5           | 5           | 3           | 4           | 5           | <b>4.2</b>                |                  |
| <b>CO2</b>                | 4                             | 5          | 4          | 4          | 5          | 5   | 5           | 5           | 5           | 5           | 4           | 4           | 5           | <b>4.6</b>                |                  |
| <b>CO3</b>                | 5                             | 4          | 3          | 4          | 5          | 4   | 4           | 5           | 5           | 5           | 3           | 4           | 4           | <b>4.2</b>                |                  |
| <b>CO4</b>                | 5                             | 4          | 5          | 5          | 4          | 4   | 5           | 4           | 4           | 5           | 4           | 5           | 4           | <b>4.4</b>                |                  |
| <b>CO5</b>                | 4                             | 5          | 5          | 5          | 4          | 5   | 4           | 5           | 4           | 4           | 3           | 4           | 5           | <b>4.3</b>                |                  |
| <b>Mean Overall Score</b> |                               |            |            |            |            |   |             |             |             |             |             |             | <b>4.3</b>  |                           |                  |

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

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

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|--------------------|------------------------------------|---------------------|
| <b>III – BBM</b>   | <b>ENTREPRENEURIAL DEVELOPMENT</b> | <b>CODE:20BM503</b> |
| <b>SEMESTER -V</b> |                                    | <b>HRS/WK – 6</b>   |
| <b>CORE- 13</b>    |                                    | <b>CREDIT –5</b>    |

### **Objective**

To enable the students in the entrepreneurial skills Development.

### **Unit-1 Entrepreneurial Management**

The evolution of the concept of entrepreneurship - John Kao's Model on Entrepreneurship - Idea Generation - Identifying opportunities and Evaluation - Building the Team - Financing entrepreneurial ventures - Managing growth- Valuation of a new company - Harvesting and Exit Strategies.

### **Unit-2 Entrepreneurship, Creativity and Innovation**

Stimulating Creativity - Organisational actions that enhance/hinder creativity -Managerial Responsibilities - Creative Teams - Sources of Innovation in Business - Managing Organizations for Innovation and Positive Creativity.

### **Unit-3 Social Entrepreneurship**

Introduction to Social Entrepreneurship - Characteristics and Role of Social Entrepreneurs Innovation and Entrepreneurship in a Social Context - Start-Up – Early Stage Venture Issues - Creating and Sustaining a Non-profits Organization – financing and risks - Business Strategies and Scaling up.

### **Unit-4 Family Business and Entrepreneurship**

The Entrepreneur - Role and personality - Family Business: Concept, structure and kinds offamily firms - Culture and evolution of family firm - Managing Business - family and shareholder relationships - Conflict and conflict resolution in family firms - Managing leadership - succession and continuity - women's issues in the family business - Encouraging change in the family business system.

### **Unit-5 Financing the Entrepreneurial Business**

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

### **Text books**

1. Dr. C. B. Gupta & Dr. N.P Srinivasan, Entrepreneurial Development, Sultan Chand & Sons Publication, 2020 edition.
  2. Holt, D. H. (2004). Entrepreneurship new venture creation. New Delhi: Prentice Hall of India.
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**Reference Books**

1. Dr. Vasant Desai, Dynamics of Entrepreneurial Development and Management, Sixth Edition- 2011, Himalaya Publishing House.
2. Dr.S.S.Khanka, Entrepreneurial Development, Fourth Edition,2006, S.Chand And Company Limited.

**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 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

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| <b>III -BBM</b>                          | <b>INTERNATIONAL BANKING</b> | <b>CODE-18EBM504</b> |
| <b>SEMESTER –V</b>                       |                              | <b>HRS/WK -5</b>     |
| <b>Discipline Specific Elective-I(A)</b> |                              | <b>CREDIT -4</b>     |

**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 |       |       |       |                                    |       |       |       |       |       |             |       | 5                 | 4      |
| 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              |        |
| <b>Mean Overall Scores</b> |                          |                       |       |       |       |                                    |       |       |       |       |       | <b>4.07</b> |       |                   |        |

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      |

|  |                              |                      |
|--|------------------------------|----------------------|
| <b>III –BBM</b>                          | <b>INTERNATIONAL BANKING</b> | <b>CODE-18EBM504</b> |
| <b>SEMESTER –V</b>                       |                              | <b>HRS/WK -5</b>     |
| <b>Discipline Specific Elective-I(A)</b> |                              | <b>CREDIT -4</b>     |

## **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 RupnarayanBose,LaxmiPublications, NewDelhi,First edition (2014)
2. International Banking by Macmillan, MacMillan Publishers India 2013

## **REFERENCE BOOKS:**

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

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| <b>III -BBM</b>                           | <b>CORPORATE SOCIAL RESPONSIBILITY</b> | <b>CODE-18EBM505</b> |
| <b>SEMESTER –V</b>                        |  | <b>HRS/WK -5</b>     |
| <b>Discipline Specific Elective-I( B)</b> |  | <b>CREDIT -4</b>     |

**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.

| <b>SEMESTER</b>                | <b>COURSE CODE</b>              | <b>TITLE OF THE PAPER</b>              |              |              |             |   |              |                |              |              |              |              | <b>HO URS</b> | <b>CRE DIT</b>           |
|--------------------------------|---------------------------------|--|--------------|--------------|-------------|---|--------------|----------------|--------------|--------------|--------------|--------------|---------------|--------------------------|
| <b>V</b>                       | <b>18EBM 505</b>                | <b>CORPORATE SOCIAL RESPONSIBILITY</b> |              |              |             |   |              |                |              |              |              |              | <b>5</b>      | <b>4</b>                 |
| <b>COURS E OUTC OMES (COS)</b> | <b>PROGRAMME OUTCOMES (POS)</b> |  |              |              |             | <b>PROGRAMME SPECIFIC OUTCOMES (PSOS)</b> |              |                |              |              |              |              |               | <b>MEAN SCORE OF COS</b> |
|                                | <b>P O 1</b>                    | <b>P O 2</b>                           | <b>P O 3</b> | <b>P O 4</b> | <b>PO 5</b> | <b>PS O1</b>                              | <b>PS O2</b> | <b>P S O 3</b> | <b>PS O4</b> | <b>PS O5</b> | <b>PS O6</b> | <b>PS O7</b> | <b>PS O8</b>  |                          |
| <b>CO1</b>                     | <b>5</b>                        | <b>5</b>                               | <b>4</b>     | <b>4</b>     | <b>4</b>    | <b>5</b>                                  | <b>5</b>     | <b>4</b>       | <b>5</b>     | <b>3</b>     | <b>4</b>     | <b>4</b>     | <b>5</b>      | <b>4.38</b>              |
| <b>CO2</b>                     | <b>5</b>                        | <b>4</b>                               | <b>5</b>     | <b>4</b>     | <b>5</b>    | <b>4</b>                                  | <b>5</b>     | <b>4</b>       | <b>5</b>     | <b>4</b>     | <b>5</b>     | <b>4</b>     | <b>3</b>      | <b>4.38</b>              |
| <b>CO3</b>                     | <b>4</b>                        | <b>4</b>                               | <b>4</b>     | <b>4</b>     | <b>4</b>    | <b>5</b>                                  | <b>5</b>     | <b>5</b>       | <b>4</b>     | <b>4</b>     | <b>4</b>     | <b>4</b>     | <b>3</b>      | <b>4.15</b>              |
| <b>CO4</b>                     | <b>3</b>                        | <b>2</b>                               | <b>4</b>     | <b>5</b>     | <b>4</b>    | <b>3</b>                                  | <b>2</b>     | <b>4</b>       | <b>2</b>     | <b>3</b>     | <b>4</b>     | <b>5</b>     | <b>6</b>      | <b>3.62</b>              |
| <b>CO5</b>                     | <b>5</b>                        | <b>5</b>                               | <b>4</b>     | <b>4</b>     | <b>4</b>    | <b>5</b>                                  | <b>5</b>     | <b>4</b>       | <b>5</b>     | <b>3</b>     | <b>4</b>     | <b>4</b>     | <b>5</b>      | <b>4.38</b>              |
| <b>Mean Overall Scores</b>     |                                 |  |              |              |             |   |              |                |              |              |              |              | <b>4.18</b>   |                          |

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

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

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| <b>III –BBM</b>                           | <b>CORPORATE SOCIAL RESPONSIBILITY</b> | <b>CODE-18EBM505</b> |
| <b>SEMESTER –V</b>                        |  | <b>HRS/WK -5</b>     |
| <b>Discipline Specific Elective-I( B)</b> |  | <b>CREDIT -4</b>     |

**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:**

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

**REFERENCE BOOKS:**

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

**QUESTION PAPER PATTERN:**

Time: 3 Hours

Marks: 75

1. Part - A =  $10 \times 2 = 20$  Marks – All the Questions are to be Answered.
2. Part – B =  $5 \times 5 = 25$  Marks – Five 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

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| <b>III- BBM</b>                          | <b>RETAIL MARKETING MANAGEMENT</b> | <b>CODE: 19EBM55A</b> |
| <b>SEMESTER –V</b>                       |                                    | <b>HRS/WK –5</b>      |
| <b>Discipline Specific Elective-I(C)</b> |                                    | <b>CREDIT – 4</b>     |

**Course Outcomes:**

After completing this course, the student will be able to:

**CO1:** Define retailing and various types of retailers.

**CO2:** Acquire in depth knowledge of merchandise management.

**CO3:** Gain knowledge on the retail location, site location and layout.

**CO4:** Know various promotion of retail outlets.

**CO5:** Articulate Information Technology techniques used in retailing.

| <b>SEME<br/>STER<br/>I</b>           | <b>COURSE CODE:<br/>19EBM55A</b>  |                      |                      |                      |                      | <b>TITLE OF THE PAPER: Retail<br/>Marketing Management</b> |                  |                  |                  |                  |                  |                  |                  | <b>HOU<br/>RS:5</b>               | <b>CRED<br/>ITS:4</b> |
|--------------------------------------|-----------------------------------|----------------------|----------------------|----------------------|----------------------|--|------------------|------------------|------------------|------------------|------------------|------------------|------------------|-----------------------------------|-----------------------|
| <b>COUR<br/>SE<br/>OUTC<br/>OMES</b> | <b>PROGRAMME<br/>OUTCOMES(PO)</b> |                      |                      |                      |                      | <b>PROGRAMME SPECIFIC<br/>OUTCOMES(PSO)</b>                |                  |                  |                  |                  |                  |                  |                  | <b>MEAN<br/>SCORE OF<br/>CO'S</b> |                       |
|                                      | <b>P<br/>O<br/>1</b>              | <b>P<br/>O<br/>2</b> | <b>P<br/>O<br/>3</b> | <b>P<br/>O<br/>4</b> | <b>P<br/>O<br/>5</b> | <b>PS<br/>O1</b>   | <b>PS<br/>O2</b> | <b>PS<br/>O3</b> | <b>PS<br/>O4</b> | <b>PS<br/>O5</b> | <b>PS<br/>O6</b> | <b>PS<br/>O7</b> | <b>PS<br/>O8</b> |                                   |                       |
| <b>CO1</b>                           | 4                                 | 4                    | 3                    | 3                    | 4                    | 4  | 4                | 3                | 4                | 4                | 3                | 4                | 4                | <b>3.6</b>                        |                       |
| <b>CO2</b>                           | 4                                 | 4                    | 3                    | 4                    | 4                    | 4  | 4                | 4                | 4                | 4                | 4                | 4                | 5                | <b>4.0</b>                        |                       |
| <b>CO3</b>                           | 3                                 | 4                    | 3                    | 4                    | 4                    | 4  | 3                | 4                | 5                | 4                | 3                | 4                | 4                | <b>3.7</b>                        |                       |
| <b>CO4</b>                           | 4                                 | 3                    | 4                    | 3                    | 4                    | 4  | 5                | 4                | 4                | 4                | 3                | 5                | 4                | <b>3.9</b>                        |                       |
| <b>CO5</b>                           | 4                                 | 3                    | 4                    | 4                    | 4                    | 3  | 4                | 4                | 4                | 4                | 3                | 4                | 4                | <b>3.7</b>                        |                       |
| <b>Mean Overall Score</b>            |                                   |                      |                      |                      |                      |  |                  |                  |                  |                  |                  |                  | <b>3.7</b>       |                                   |                       |

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

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

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| <b>III- BBM</b>                          | <b>RETAIL MARKETING MANAGEMENT</b> | <b>CODE: 19EBM55A</b> |
| <b>SEMESTER –V</b>                       |                                    | <b>HRS/WK –5</b>      |
| <b>Discipline Specific Elective-I(C)</b> |                                    | <b>CREDIT – 4</b>     |

### **OBJECTIVE**

To create a strong knowledge base in retail marketing and motivate the students to take up retailing business as a career.

### **UNIT-I INTRODUCTION TO RETAILING [14 Hrs]**

Retailing – meaning, definition, characteristics, importance and functions – types of retailers – types of retailing formats – Product Retailing Vs. Service Retailing – Retailing environment.

### **UNIT-II MERCHANDISE MANAGEMENT [18 Hrs]**

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

### **UNIT – III LOCATION OF RETAIL UNITS [20 Hrs]**

Retail location - factors affecting Retail location decision – site location and lay out - factors affecting site location and lay out – steps in selecting site. Store design – interiors and exteriors. Retailing strategies – differentiation strategies – growth strategies – expansion strategies – pricing strategies. Meaning of logistic and supply chain management- issues of storage and warehouse facility.

### **UNIT – IV PROMOTION OF RETAIL OUTLETS [18Hrs]**

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

### **UNIT – V INFORMATION TECHNOLOGY IN RETAILING [20 Hrs]**

Meaning and definition of IT – advantages and limitations of IT in Retail trade – competitive advantage of using IT – capturing and transmitting data at point of sale – systems for business communication and exchanging data – merchandise reordering system – E - Retailing – merits – systems of E - Retailing – kinds of retailers engaged in E - commerce – Future trends – smart cards – E-cash - Multimedia Kiosk – Customer-specific offers – Electronic body scanners – E-Tailing in India.

### **TEXT BOOKS:**

1. C.Murthy-Retail Marketing Management – Lap Lambert Academic Publishing GMBHKG-2012
2. TL. Prabhu, Guru M.–Retail marketing Management- nest fame Creations Pvt Ltd-April 2019- e book

**REFERENCE BOOKS:**

1. SwapnaPradhan – Retailing Management: Text and cases- Tata Mcgraw Hill Education private ltd- 2011
2. Retail Marketing Management-Principles and Practice- Helen goworek,peter Helen Goworek, Peter McGoldrick – Pearson education ltd- 2015
3. David Gilbert-Retail Marketing Management –Rearson Education Ltd -2003

**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 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

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| <b>III BBM</b>                             |                             | <b>CODE -21EBM506</b> |
| <b>SEM V</b>                               | <b>RESEARCH METHODOLOGY</b> | <b>HRS/WEEK – 5</b>   |
| <b>DISCIPLINE SPECIFIC ELECTIVE-II( A)</b> |                             | <b>CREDIT – 4</b>     |

**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.

| <b>SEME<br/>STER<br/>I</b>           | <b>COURSE CODE:<br/>21EBM506</b>  |                      |                      |                      |                      | <b>TITLE OF THE PAPER:<br/>RESEARCH METHODOLOGY</b> |                  |                  |                  |                  |                  |                  |                  | <b>HOU<br/>RS:5</b>               | <b>CRED<br/>ITS:4</b> |
|--------------------------------------|-----------------------------------|----------------------|----------------------|----------------------|----------------------|---|------------------|------------------|------------------|------------------|------------------|------------------|------------------|-----------------------------------|-----------------------|
| <b>COUR<br/>SE<br/>OUTC<br/>OMES</b> | <b>PROGRAMME<br/>OUTCOMES(PO)</b> |                      |                      |                      |                      | <b>PROGRAMME SPECIFIC<br/>OUTCOMES(PSO)</b>         |                  |                  |                  |                  |                  |                  |                  | <b>MEAN<br/>SCORE OF<br/>CO'S</b> |                       |
|                                      | <b>P<br/>O<br/>1</b>              | <b>P<br/>O<br/>2</b> | <b>P<br/>O<br/>3</b> | <b>P<br/>O<br/>4</b> | <b>P<br/>O<br/>5</b> | <b>PS<br/>O1</b>                                    | <b>PS<br/>O2</b> | <b>PS<br/>O3</b> | <b>PS<br/>O4</b> | <b>PS<br/>O5</b> | <b>PS<br/>O6</b> | <b>PS<br/>O7</b> | <b>PS<br/>O8</b> |                                   |                       |
| <b>CO1</b>                           | 4                                 | 4                    | 3                    | 5                    | 4                    | 5   | 4                | 4                | 4                | 5                | 4                | 4                | 5                | <b>4.2</b>                        |                       |
| <b>CO2</b>                           | 5                                 | 5                    | 4                    | 4                    | 5                    | 5   | 5                | 5                | 4                | 5                | 4                | 4                | 5                | <b>4.6</b>                        |                       |
| <b>CO3</b>                           | 5                                 | 4                    | 3                    | 4                    | 5                    | 5   | 5                | 5                | 5                | 4                | 4                | 4                | 5                | <b>4.4</b>                        |                       |
| <b>CO4</b>                           | 5                                 | 4                    | 4                    | 3                    | 4                    | 4   | 5                | 5                | 4                | 3                | 5                | 5                | 5                | <b>4.3</b>                        |                       |
| <b>CO5</b>                           | 4                                 | 5                    | 5                    | 5                    | 4                    | 5   | 4                | 5                | 4                | 4                | 4                | 5                | 5                | <b>4.5</b>                        |                       |
| <b>Mean Overall Score</b>            |                                   |                      |                      |                      |                      |   |                  |                  |                  |                  |                  |                  | <b>4.4</b>       |                                   |                       |

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

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

|   |                             |                       |
|---|-----------------------------|-----------------------|
| <b>III BBM</b>                            |                             | <b>CODE -21EBM506</b> |
| <b>SEM V</b>                              | <b>RESEARCH METHODOLOGY</b> | <b>HRS/WEEK – 5</b>   |
| <b>Discipline Specific Elective-II(A)</b> |                             | <b>CREDIT - 4</b>     |

**OBJECTIVE:**

The course aims at introducing them the basic concepts used in research and to scientific social research methods and their approach.

**Unit – I Introduction to Research and Methods (15Hrs)**

Research –Meaning and Definition- Types of Research – Research Methods – Problems faced by Researcher – Research Process \_ Various Steps in Research Process. Review of literature – Identification Research Gap – social relevance of research - Research Problem – Sources, Identification and Developing Research Problem – Construction of Research Questions – Framing Objectives and hypotheses.

**Unit –II Research Design (18 Hrs)**

Concepts– Meaning, Definition and types - Variables – Meaning & Definition – Types of Variables. Research Design - Meaning, Definition - types of Research Design – Experimental and non-Experimental Research Design – Characteristic of good Research Design – Relationship between Research Problem and Research Design.

**Unit –III Sampling Design and Data Collection (17Hrs)**

Sample – meaning and definition- sample size- sampling design – meaning and definition- essentials of good sampling design- methods of sampling- random and non- random sampling- sampling and non- sampling error- reduction of sampling errors. Data- types of data- primary data- different methods of collecting primary data- measurement of scale and scaling techniques- construction of questionnaire- secondary data- various sources of secondary data

**Unit –IV Data analysis (15Hrs)**

Steps in processing the data – editing- coding- classification- content analysis- tabulation- methods of tabulation. Application of statistics in data analysis- descriptive statistics- mean, median, mode, standard deviation- correlation and regression- inferential statistics using Excel- chi-square test- ANNOVA, T- test-,F-Test- tools for testing hypothesis. Application of computer in modern research.

**Unit –V Report writing (10Hrs)**

Research report- meaning-, types of research report- essential of good research report- stages in preparing research report- structure of research report- preliminary pages, main body of the report and reference material- guidelines and mechanics for preparing research report.

**TEXT BOOKS :**

1. C.R. Kothari- Research Methodology- New age international pvt Ltd- 2004
2. Ranjit Kumar – Research Methodology: A step by step guide for Beginners- Sage publications Ltd- - 3<sup>rd</sup> edition-2011



**REFERENCE BOOKS:**

1. R.Pannerselvam – Research Methodology- PHI Learning Private Ltd - 2014
2. PagadalaSugandha Devi – Research Methodology : A Hand book for Beginners- Notion press- 2017
3. Dr.J.A.Khan – Research Methodology – APH publishing Corporation- 2011

**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 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

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|  |                  |                       |
|--|------------------|-----------------------|
| <b>III –BBM</b>                            | <b>E-BANKING</b> | <b>CODE-18EBM 507</b> |
| <b>SEMESTER –V</b>                         |                  | <b>HRS/WK -5</b>      |
| <b>Discipline Specific Elective-II( B)</b> |                  | <b>CREDIT -4</b>      |

**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.

| <b>SEMESTER</b>                                | <b>COURSE CODE</b>                  |                 | <b>TITLE OF THE PAPER</b> |                 |                      |   |                  |                  |                  |                  |                  |                  |                  | <b>HO<br/>URS</b>                              | <b>CRE<br/>DIT</b> |
|--|-------------------------------------|-----------------|---------------------------|-----------------|----------------------|---|------------------|------------------|------------------|------------------|------------------|------------------|------------------|--|--------------------|
| <b>V</b>                                       | <b>18EBM507</b>                     |                 | <b>E – BANKING</b>        |                 |                      |   |                  |                  |                  |                  |                  |                  |                  | <b>5</b>                                       | <b>4</b>           |
| <b>COURS<br/>E<br/>OUTC<br/>OMES<br/>(COs)</b> | <b>PROGRAMME<br/>OUTCOMES (POs)</b> |                 |                           |                 |                      | <b>PROGRAMME SPECIFIC OUTCOMES<br/>(PSOs)</b> |                  |                  |                  |                  |                  |                  |                  | <b>MEA<br/>N<br/>SCO<br/>RE<br/>OF<br/>Cos</b> |                    |
|  | <b>PO<br/>1</b>                     | <b>PO<br/>2</b> | <b>PO<br/>3</b>           | <b>PO<br/>4</b> | <b>P<br/>O<br/>5</b> | <b>PS<br/>O1</b>                              | <b>PS<br/>O2</b> | <b>PS<br/>O3</b> | <b>PS<br/>O4</b> | <b>PS<br/>O5</b> | <b>PS<br/>O6</b> | <b>PS<br/>O7</b> | <b>PSO<br/>8</b> |  |                    |
| <b>CO1</b>                                     | <b>3</b>                            | <b>4</b>        | <b>4</b>                  | <b>3</b>        | <b>5</b>             | <b>3</b>                                      | <b>3</b>         | <b>3</b>         | <b>3</b>         | <b>3</b>         | <b>3</b>         | <b>3</b>         | <b>3</b>         | <b>4</b>                                       | <b>3.4</b>         |
| <b>CO2</b>                                     | <b>4</b>                            | <b>3</b>        | <b>4</b>                  | <b>3</b>        | <b>4</b>             | <b>3</b>                                      | <b>5</b>         | <b>3</b>         | <b>4</b>         | <b>4</b>         | <b>3</b>         | <b>3</b>         | <b>3</b>         | <b>3</b>                                       | <b>3.5</b>         |
| <b>CO3</b>                                     | <b>3</b>                            | <b>4</b>        | <b>3</b>                  | <b>3</b>        | <b>4</b>             | <b>3</b>                                      | <b>4</b>         | <b>5</b>         | <b>4</b>         | <b>4</b>         | <b>3</b>         | <b>4</b>         | <b>3</b>         | <b>3</b>                                       | <b>3.6</b>         |
| <b>CO4</b>                                     | <b>4</b>                            | <b>4</b>        | <b>3</b>                  | <b>4</b>        | <b>3</b>             | <b>5</b>                                      | <b>3</b>         | <b>4</b>         | <b>3</b>         | <b>3</b>         | <b>4</b>         | <b>4</b>         | <b>3</b>         | <b>3</b>                                       | <b>3.6</b>         |
| <b>CO5</b>                                     | <b>4</b>                            | <b>3</b>        | <b>4</b>                  | <b>5</b>        | <b>3</b>             | <b>3</b>                                      | <b>3</b>         | <b>3</b>         | <b>3</b>         | <b>3</b>         | <b>4</b>         | <b>3</b>         | <b>3</b>         | <b>3</b>                                       | <b>3.4</b>         |
| <b>MEAN OVERALL SCORE</b>                      |                                     |                 |                           |                 |                      |   |                  |                  |                  |                  |                  |                  |                  | <b>3.5</b>                                     |                    |

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

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

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|--|------------------|-----------------------|
| <b>III –BBM</b>                                | <b>E-BANKING</b> | <b>CODE-18EBM 507</b> |
| <b>SEMESTER –V</b>                             |                  | <b>HRS/WK -5</b>      |
| <b>Discipline Specific<br/>Elective-II( B)</b> |                  | <b>CREDIT -4</b>      |

**Objective:**

To provide technical knowledge on e- banking systems

**UNIT I: E-BANKING (15hrs)**

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 (20hrs)**

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 (15hrs)**

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 (20hrs)**

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 (20hrs)**

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 Y.K. Puri and VipinPuri

## **REFERENCE BOOKS**

1. An Introduction to Information Technology by Dr. Srinivasavallabhan, Sulthan Chand & Sons. 2011
2. Law of Information Technology, D.P. Mittal, Tax Mane Markets, Macmillan, 2007.
3. Fundamentals of data base Systems by Jerome Lenter, Pearson

## **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 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

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|--|--------------------------------|-----------------------|
| <b>III-BBM</b>                             | <b>PRINCIPLES OF INSURANCE</b> | <b>CODE: 19EBM508</b> |
| <b>SEMESTER – V</b>                        |                                | <b>HRS/WK -5</b>      |
| <b>Discipline Specific Elective-II (C)</b> |                                | <b>CREDIT -4</b>      |

**Course outcomes:**

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

**CO1.** Know about the concept of insurance and its types

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

**CO3:** Familiarize with Constituents and operations of Insurance market

**CO4:** Understand and know about the insurance customers

**CO5:** Know about the significance and principles of insurance contract

| <b>SEMESTER</b>                | <b>COURSE CODE</b>              |             | <b>TITLE OF THE PAPER</b>      |             |             |   |              |              |              |              |              |              |              | <b>HO URS</b>            | <b>CRE DIT</b> |
|--------------------------------|---------------------------------|-------------|--------------------------------|-------------|-------------|---|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------------------|----------------|
| <b>V</b>                       | <b>19EBM 508</b>                |             | <b>PRINCIPLES OF INSURANCE</b> |             |             |   |              |              |              |              |              |              |              | <b>5</b>                 | <b>4</b>       |
| <b>COURS E OUTC OMES (COs)</b> | <b>PROGRAMME OUTCOMES (POs)</b> |             |                                |             |             | <b>PROGRAMME SPECIFIC OUTCOMES (PSOs)</b> |              |              |              |              |              |              |              | <b>MEAN SCORE OF COs</b> |                |
|                                | <b>PO 1</b>                     | <b>PO 2</b> | <b>PO 3</b>                    | <b>PO 4</b> | <b>PO 5</b> | <b>PS O1</b>                              | <b>PS O2</b> | <b>PS O3</b> | <b>PS O4</b> | <b>PS O5</b> | <b>PS O6</b> | <b>PS O7</b> | <b>PSO 8</b> |                          |                |
| <b>CO1</b>                     | <b>4</b>                        | <b>4</b>    | <b>3</b>                       | <b>3</b>    | <b>3</b>    | <b>4</b>                                  | <b>4</b>     | <b>3</b>     | <b>3</b>     | <b>4</b>     | <b>4</b>     | <b>3</b>     | <b>3</b>     | <b>3.5</b>               |                |
| <b>CO2</b>                     | <b>4</b>                        | <b>4</b>    | <b>3</b>                       | <b>3</b>    | <b>4</b>    | <b>4</b>                                  | <b>4</b>     | <b>4</b>     | <b>3</b>     | <b>4</b>     | <b>3</b>     | <b>3</b>     | <b>4</b>     | <b>3.6</b>               |                |
| <b>CO3</b>                     | <b>4</b>                        | <b>4</b>    | <b>3</b>                       | <b>4</b>    | <b>4</b>    | <b>4</b>                                  | <b>4</b>     | <b>3</b>     | <b>3</b>     | <b>3</b>     | <b>4</b>     | <b>3</b>     | <b>4</b>     | <b>3.6</b>               |                |
| <b>CO4</b>                     | <b>4</b>                        | <b>4</b>    | <b>3</b>                       | <b>4</b>    | <b>4</b>    | <b>4</b>                                  | <b>4</b>     | <b>3</b>     | <b>3</b>     | <b>4</b>     | <b>3</b>     | <b>3</b>     | <b>3</b>     | <b>3.5</b>               |                |
| <b>CO5</b>                     | <b>4</b>                        | <b>4</b>    | <b>3</b>                       | <b>3</b>    | <b>3</b>    | <b>4</b>                                  | <b>3</b>     | <b>4</b>     | <b>3</b>     | <b>3</b>     | <b>4</b>     | <b>3</b>     | <b>3</b>     | <b>3.4</b>               |                |
| <b>MEAN OVERALL SCORE</b>      |                                 |             |                                |             |             |   |              |              |              |              |              |              |              | <b>3.5</b>               |                |

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

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

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|--|--------------------------------|------------------------|
| <b>III-BBM</b>                                 | <b>PRINCIPLES OF INSURANCE</b> | <b>CODE: 19EBM 508</b> |
| <b>SEMESTER – V</b>                            |                                | <b>HRS/WK -5</b>       |
| <b>Discipline Specific<br/>Elective-II (C)</b> |                                | <b>CREDIT -4</b>       |

**OBJECTIVE:**

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

**UNIT – I CONCEPT OF INSURANCE AND ITS EVOLUTION (20 Hrs)**

Concept and nature of insurance – evolution of insurance - how insurance operates today – Types of insurance – importance of insurance.

**UNIT – II BUSINESS OF INSURANCE (15 Hrs)**

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

**UNIT - III INSURANCE MARKET (20 Hrs)**

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

**UNIT – IV INSURANCE CUSTOMERS (15 Hrs)**

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

**UNIT – V INSURANCE CONTRACT (15 Hrs)**

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

**TEXT BOOKS:**

1. Dr. Rakesh Agarwal, Principles of Insurance, Sashi Publications Pvt Ltd, New Delhi, 2019.
2. Dr.A.Murthy, Principles & Practice of Insurance, Margham Publications, 2012.

**REFERENCE BOOKS:**

1. Dr. Robert I. Mehr, Richard D, Principles of Insurance ,Irwin Publications, 1985.
  2. Dr.S.B.Mishra, M.N.Mishra – Insurance – Principles & Practice, S.Chand, 2007.
  3. Principles of Insurance, The Insurance Times, New Delhi.
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**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 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

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|----------------------|---|----------------------|
| <b>III-BBM</b>       | <b>CUSTOMER RELATIONSHIP MANAGEMENT</b> | <b>CODE: 18BM601</b> |
| <b>SEMESTER - VI</b> |   | <b>HRS/WK -6</b>     |
| <b>CORE – 14</b>     |   | <b>CREDIT -5</b>     |

**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               |      |      |      |                                    |       |       |       |       |       |       |      | HOURS             | CREDIT |
|---------------------------|--------------------------|----------------------------------|------|------|------|------------------------------------|-------|-------|-------|-------|-------|-------|------|-------------------|--------|
| IV                        | 18BM601                  | CUSTOMER RELATIONSHIP MANAGEMENT |      |      |      |                                    |       |       |       |       |       |       |      | 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 | PSO8 |                   |        |
| 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               |        |
| <b>MEAN OVERALL SCORE</b> |                          |                                  |      |      |      |                                    |       |       |       |       |       |       |      | <b>3.4</b>        |        |

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      |



|                      |   |                      |
|----------------------|---|----------------------|
| <b>III-BBM</b>       | <b>CUSTOMER RELATIONSHIP MANAGEMENT</b> | <b>CODE: 18BM601</b> |
| <b>SEMESTER - VI</b> |   | <b>HRS/WK -6</b>     |
| <b>CORE – 14</b>     |   | <b>CREDIT -5</b>     |

**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 Books:**

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

**Reference Books:**

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

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|                      |                              |                      |
|----------------------|------------------------------|----------------------|
| <b>III-BBM</b>       | <b>MANAGEMENT ACCOUNTING</b> | <b>CODE –18BM602</b> |
| <b>SEMESTER - VI</b> |                              | <b>HRS/WK -6</b>     |
| <b>CORE-15</b>       |                              | <b>CREDIT -5</b>     |

**Course outcomes:**

After the course completion the students will be able to

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

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

**CO3.** Acquire a skill to prepare a cash flow statement for a company as per AS-3.

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

**CO5.** 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    |      |      |      |                                    |       |       |       |       |       |       |      | HOURS             | CREDIT |
|---------------------------|--------------------------|-----------------------|------|------|------|------------------------------------|-------|-------|-------|-------|-------|-------|------|-------------------|--------|
| V                         | 18BM602                  | MANAGEMENT ACCOUNTING |      |      |      |                                    |       |       |       |       |       |       |      | 6                 | 5      |
| COURSE OUTCOMES (COs)     | PROGRAMME OUTCOMES (POs) |                       |      |      |      | PROGRAMME SPECIFIC OUTCOMES (PSOs) |       |       |       |       |       |       |      | MEAN SCORE OF COs |        |
|                           | PO 1                     | PO 2                  | PO 3 | PO 4 | PO 5 | PS O1                              | PS O2 | PS O3 | PS O4 | PS O5 | PS O6 | PS O7 | PSO8 |                   |        |
| CO1                       | 4                        | 5                     | 4    | 4    | 3    | 5                                  | 5     | 5     | 4     | 4     | 4     | 5     | 3    | 4.2               |        |
| CO2                       | 4                        | 5                     | 5    | 4    | 3    | 5                                  | 4     | 4     | 3     | 4     | 5     | 5     | 3    | 4.1               |        |
| CO3                       | 5                        | 5                     | 4    | 4    | 2    | 5                                  | 5     | 5     | 4     | 3     | 5     | 5     | 3    | 4.2               |        |
| CO4                       | 5                        | 5                     | 5    | 4    | 3    | 5                                  | 5     | 3     | 5     | 4     | 5     | 3     | 3    | 4.3               |        |
| CO5                       | 5                        | 5                     | 5    | 5    | 4    | 5                                  | 5     | 4     | 3     | 3     | 5     | 5     | 3    | 4.3               |        |
| <b>MEAN OVERALL SCORE</b> |                          |                       |      |      |      |                                    |       |       |       |       |       |       |      | <b>4.2</b>        |        |

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      |

|                      |                              |                      |
|----------------------|------------------------------|----------------------|
| <b>III-BBM</b>       | <b>MANAGEMENT ACCOUNTING</b> | <b>CODE -18BM602</b> |
| <b>SEMESTER - VI</b> |                              | <b>HRS/WK -6</b>     |
| <b>CORE-15</b>       |                              | <b>CREDIT -5</b>     |

**OBJECTIVE:**

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

**UNIT- I INTRODUCTION TO MANAGEMENT ACCOUNTING (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. T.S. Reddy and murthy -Management accounting- Margam Publications -2013
2. A.Murthy and S.Gurusamy – Management Accounting – Vijay Nicole imprint pvt Ltd- 2013

### **REFERENCE BOOKS**

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

### **QUESTION PAPER PATTERN:**

**Time: 3 Hours**

**Marks: 75**

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

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**.

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

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|                      |                                      |                     |
|----------------------|--------------------------------------|---------------------|
| <b>III-BBM</b>       | <b>HUMAN<br/>RESOURCE MANAGEMENT</b> | <b>CODE-18BM603</b> |
| <b>SEMESTER - VI</b> |                                      | <b>HRS/WK -6</b>    |
| <b>CORE-16</b>       |                                      | <b>CREDIT -5</b>    |

**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.

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

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

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

|                      |                                  |                     |
|----------------------|----------------------------------|---------------------|
| <b>III-BBM</b>       | <b>HUMAN RESOURCE MANAGEMENT</b> | <b>CODE-18BM603</b> |
| <b>SEMESTER - VI</b> |                                  | <b>HRS/WK -6</b>    |
| <b>CORE-16</b>       |                                  | <b>CREDIT -5</b>    |

**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 BOOKS:**

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

**REFERENCE BOOKS:**

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

**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 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

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|---|-----------------------|------------------------|
| <b>III – BBM</b>                              | <b>RETAIL BANKING</b> | <b>CODE -18EBM 604</b> |
| <b>SEMESTER – VI</b>                          |                       | <b>HRS/WK – 6</b>      |
| <b>Discipline Specific Elective – III (A)</b> |                       | <b>CREDIT – 4</b>      |

**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 |      |      |      |                                    |       |       |       |       |       |       |            | HOURS             | CREDIT |
|---------------------------|--------------------------|--------------------|------|------|------|------------------------------------|-------|-------|-------|-------|-------|-------|------------|-------------------|--------|
| IV                        | 18EBM604                 | RETAIL BANKING     |      |      |      |                                    |       |       |       |       |       |       |            | 6                 | 4      |
| COURSE OUTCOMES (COs)     | PROGRAMME OUTCOMES (POs) |                    |      |      |      | PROGRAMME SPECIFIC OUTCOMES (PSOs) |       |       |       |       |       |       |            | MEAN SCORE OF COs |        |
|                           | PO 1                     | PO 2               | PO 3 | PO 4 | PO 5 | PS O1                              | PS O2 | PS O3 | PS O4 | PS O5 | PS O6 | PS O7 | PSO8       |                   |        |
| CO1                       | 4                        | 5                  | 4    | 3    | 4    | 3                                  | 3     | 4     | 3     | 4     | 3     | 4     | 4          | 3.6               |        |
| CO2                       | 3                        | 3                  | 3    | 4    | 5    | 4                                  | 4     | 3     | 4     | 3     | 3     | 3     | 4          | 3.5               |        |
| CO3                       | 3                        | 4                  | 3    | 3    | 3    | 4                                  | 4     | 5     | 3     | 4     | 4     | 3     | 3          | 3.5               |        |
| CO4                       | 3                        | 4                  | 3    | 3    | 3    | 5                                  | 4     | 4     | 4     | 3     | 4     | 3     | 3          | 3.5               |        |
| CO5                       | 3                        | 3                  | 3    | 5    | 3    | 4                                  | 3     | 4     | 3     | 3     | 3     | 4     | 4          | 3.4               |        |
| <b>MEAN OVERALL SCORE</b> |                          |                    |      |      |      |                                    |       |       |       |       |       |       | <b>3.5</b> |                   |        |

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      |

|   |                       |                        |
|---|-----------------------|------------------------|
| <b>III – BBM</b>                                  | <b>RETAIL BANKING</b> | <b>CODE -18EBM 604</b> |
| <b>SEMESTER – VI</b>                              |                       | <b>HRS/WK - 6</b>      |
| <b>Discipline Specific<br/>Elective – III (A)</b> |                       | <b>CREDIT - 4</b>      |

**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 2017
2. Retail Banking (a guide for Novices) by Dr. Ramamurthy N 2013

**REFERENCE BOOKS:**

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

**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 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.
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|                        |                             |                        |
|------------------------|-----------------------------|------------------------|
| <b>III- BBM</b>        | <b>FINANCIAL MANAGEMENT</b> | <b>CODE:18 EBM 605</b> |
| <b>SEM -VI</b>         |                             | <b>HRS/WK - 6</b>      |
| <b>COREELECTIVE-16</b> |                             | <b>CREDIT – 4</b>      |

**Course out comes:**

After the Completion of course the students will able to

**CO1.** Understand and familiarize 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 favorable 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   |      |      |      |                                    |       |       |       |       |       |       |            | HOURS             | CREDIT |
|---------------------------|--------------------------|----------------------|------|------|------|------------------------------------|-------|-------|-------|-------|-------|-------|------------|-------------------|--------|
| V                         | 18 EBM 605               | FINANCIAL MANAGEMENT |      |      |      |                                    |       |       |       |       |       |       |            | 6                 | 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 | PSO8       |                   |        |
| CO1                       | 4                        | 5                    | 3    | 4    | 2    | 5                                  | 5     | 4     | 3     | 2     | 5     | 4     | 2          | 3.6               |        |
| CO2                       | 4                        | 5                    | 4    | 4    | 3    | 5                                  | 4     | 5     | 4     | 3     | 5     | 5     | 3          | 4.1               |        |
| CO3                       | 4                        | 5                    | 4    | 4    | 3    | 5                                  | 4     | 4     | 3     | 3     | 5     | 5     | 3          | 4.0               |        |
| CO4                       | 4                        | 5                    | 5    | 4    | 4    | 5                                  | 4     | 4     | 4     | 3     | 5     | 4     | 2          | 4.0               |        |
| CO5                       | 4                        | 5                    | 5    | 4    | 4    | 5                                  | 4     | 4     | 4     | 3     | 5     | 5     | 2          | 4.1               |        |
| <b>MEAN OVERALL SCORE</b> |                          |                      |      |      |      |                                    |       |       |       |       |       |       | <b>3.9</b> |                   |        |

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      |

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

**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 %**)

**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

1. M.Y .Khan , PK .jain – Financial Management : Text ,problems and Cases- Mcgraw Hill Education pvt Ltd-2019
2. I.M.Pandey - Financial Management- Pearson education (publishers)- 2021

3. SandeepGoel – Financial management Practice in India- RoutledgeIndia(Publishers)-2018

**QUESTION PAPER PATTERN:**

**Time: 3 Hours**

**Marks: 75**

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

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

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|   |                         |                       |
|---|-------------------------|-----------------------|
| <b>III-BBM</b>                              | <b>MERCHANT BANKING</b> | <b>CODE: 19EBM65A</b> |
| <b>SEMESTER – VI</b>                        |                         | <b>HRS/WK -6</b>      |
| <b>Discipline Specific Elective-III (C)</b> |                         | <b>CREDIT -4</b>      |

**Course Outcomes:**

After the completion of the course the students will be able to:

**CO1:** Familiarize with merchant banking and its legal frame work

**CO2:** Understand the various pre and post issue activities and issue marketing

**CO3:** Determine the most suitable type of merger and acquisition and credit rating

**CO4:** Enable to get familiarize with leasing and hire purchasing

**CO5 :** Making a deep understanding on real estate financing, discounting bills and factoring.

| SEMESTER                  | COURSE CODE              | TITLE OF THE PAPER |      |      |      |                                    |       |       |       |       |       |       |            | HOURS             | CREDIT |
|---------------------------|--------------------------|--------------------|------|------|------|------------------------------------|-------|-------|-------|-------|-------|-------|------------|-------------------|--------|
| VI                        | 19EBM65A                 | MERCHANT BANKING   |      |      |      |                                    |       |       |       |       |       |       |            | 6                 | 4      |
| COURSE OUTCOMES (COs)     | PROGRAMME OUTCOMES (POs) |                    |      |      |      | PROGRAMME SPECIFIC OUTCOMES (PSOs) |       |       |       |       |       |       |            | MEAN SCORE OF COs |        |
|                           | PO 1                     | PO 2               | PO 3 | PO 4 | PO 5 | PS O1                              | PS O2 | PS O3 | PS O4 | PS O5 | PS O6 | PS O7 | PSO8       |                   |        |
| CO1                       | 5                        | 4                  | 5    | 5    | 4    | 5                                  | 3     | 3     | 4     | 4     | 5     | 4     | 3          | 4.2               |        |
| CO2                       | 5                        | 4                  | 5    | 3    | 5    | 4                                  | 3     | 4     | 3     | 4     | 3     | 5     | 3          | 3.9               |        |
| CO3                       | 4                        | 4                  | 4    | 5    | 4    | 4                                  | 4     | 5     | 3     | 4     | 4     | 5     | 4          | 4.2               |        |
| CO4                       | 4                        | 5                  | 4    | 5    | 4    | 5                                  | 4     | 3     | 5     | 3     | 5     | 3     | 5          | 4.2               |        |
| CO5                       | 5                        | 4                  | 3    | 5    | 4    | 4                                  | 5     | 4     | 4     | 5     | 4     | 4     | 4          | 4.2               |        |
| <b>Overall Mean Score</b> |                          |                    |      |      |      |                                    |       |       |       |       |       |       | <b>4.1</b> |                   |        |

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      |

|   |                         |                       |
|---|-------------------------|-----------------------|
| <b>III-BBM</b>                              | <b>MERCHANT BANKING</b> | <b>CODE: 19EBM65A</b> |
| <b>SEMESTER – VI</b>                        |                         | <b>HRS/WK -6</b>      |
| <b>Discipline Specific Elective-III (C)</b> |                         | <b>CREDIT -4</b>      |

**UNIT – I MERCHANT BANKING**

**(20 Hrs)**

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

**UNIT – II ISSUE MANAGEMENT**

**(20 Hrs)**

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

**UNIT – III OTHER FEE BASED SERVICES**

**(15 Hrs)**

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

**UNIT – IV FUND BASED FINANCIAL SERVICES**

**(20 Hrs)**

Leasing and Hire Purchasing – Basics of Leasing and Hire purchasing – Financial Evaluation.

**UNIT – V OTHER FUND BASED FINANCIAL SERVICES**

**(15 Hrs)**

Consumer Credit – Credit Cards – Real Estate Financing – Bills Discounting – factoring and Forfeiting – Venture Capital.

**TEXT BOOKS**

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

**REFERENCE BOOKS**

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

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

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



|  |                           |                      |
|--|---------------------------|----------------------|
| <b>III -BBM</b>                          | <b>SERVICES MARKETING</b> | <b>CODE-18EBM606</b> |
| <b>SEMESTER –V1</b>                      |                           | <b>HRS/WK -6</b>     |
| <b>Discipline Specific Elective-IV A</b> |                           | <b>CREDIT – 4</b>    |

**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 |      |      |      |                                    |       |       |       |       |       |       |       | HOURS             | CREDIT |
|---------------------------|--------------------------|--------------------|------|------|------|------------------------------------|-------|-------|-------|-------|-------|-------|-------|-------------------|--------|
| VI                        | 18EBM606                 | SERVICES MARKETING |      |      |      |                                    |       |       |       |       |       |       |       | 6                 | 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                        | 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               |        |
| <b>MEAN OVERALL SCORE</b> |                          |                    |      |      |      |                                    |       |       |       |       |       |       | 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      |

|  |                           |                      |
|--|---------------------------|----------------------|
| <b>III -BBM</b>                          | <b>SERVICES MARKETING</b> | <b>CODE-18EBM606</b> |
| <b>SEMESTER –V1</b>                      |                           | <b>HRS/WK -6</b>     |
| <b>Discipline Specific Elective-IV A</b> |                           | <b>CREDIT – 4</b>    |

**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 - PRORFIT 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 BOOKS**

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

**REFERENCE BOOKS**

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

**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 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

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|  |                             |                       |
|--|-----------------------------|-----------------------|
| <b>III -BBM</b>                            | <b>CO-OPERATIVE BANKING</b> | <b>CODE-18EBM 607</b> |
| <b>SEMESTER -VI</b>                        |                             | <b>HRS/WK -6</b>      |
| <b>Discipline Specific Elective-Iv (B)</b> |                             | <b>CREDIT -4</b>      |

**Course outcomes:**

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

**CO1.** Acquire the basic knowledge of co-operative banking law, provision and recovery of debt.

**CO2.** Familiarize with credit management, MSME finance and operations.

**CO3.** Understand the Investment Management - CRR / SLR Management - Financial Markets

**CO4.** Obtaining the approach of Banks to profitability, Effects of NPA on profitability and Profitability Model

**CO5.** Exhibits the Regulatory aspects Banking Regulation Act and Role of Directors and Corporate Governance Best Practices

| SEMESTER                  | COURSE CODE              | TITLE OF THE PAPER   |      |      |      |                                    |       |       |       |       |       |       |            | HOURS             | CREDIT |
|---------------------------|--------------------------|----------------------|------|------|------|------------------------------------|-------|-------|-------|-------|-------|-------|------------|-------------------|--------|
| VI                        | 18EBM607                 | CO-OPERATIVE BANKING |      |      |      |                                    |       |       |       |       |       |       |            | 6                 | 4      |
| COURSE OUTCOMES (COs)     | PROGRAMME OUTCOMES (POs) |                      |      |      |      | PROGRAMME SPECIFIC OUTCOMES (PSOs) |       |       |       |       |       |       |            | MEAN SCORE OF Cos |        |
|                           | PO 1                     | PO 2                 | PO 3 | PO 4 | 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               |        |
| <b>MEAN OVERALL SCORE</b> |                          |                      |      |      |      |                                    |       |       |       |       |       |       | <b>4.0</b> |                   |        |

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      |

|  |                             |                       |
|--|-----------------------------|-----------------------|
| <b>III -BBM</b>                            | <b>CO-OPERATIVE BANKING</b> | <b>CODE-18EBM 607</b> |
| <b>SEMESTER -VI</b>                        |                             | <b>HRS/WK -6</b>      |
| <b>Discipline Specific Elective-Iv (B)</b> |                             | <b>CREDIT -4</b>      |

**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:**

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

**REFERENCE BOOKS:**

- 1) Nakkiran S, Urban Cooperative Banking, Rainbow Publications, Coimbatore, 2018.
- 2) Nakkiran S. & John Winfred A, Cooperative Banking in India, Rainbow Publications, Coimbatore, 2014.
- 3) Ravichandran K and S.Nakkiran , Cooperation: Theory and Practice, Abijit Publications, Delhi, 2017.

**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 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

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|                                     |         |                  |
|-------------------------------------|---------|------------------|
| YEAR - III                          | PROJECT | CODE –19JBM608   |
| SEMESTER – VI                       |         | HOURS / WEEK – 6 |
| Discipline Specific Elective-IV (C) |         | CREDIT - 4       |

**Course outcomes:**

**CO1:** Know the technique how to write the introduction, familiar with research methodology and the contents are included in the introduction part.

**CO2:** Acquire knowledge to write review of literature and organize them to suit with objectives

**CO3:** Know how to write and organize the profile of study area and study population.

**CO4:** Acquire knowledge to choose and apply various statistical tools and how to write interpretation.

**CO5:** Obtain a skill to prepare a project report and organize of the contents of the project reports.

| Semester                        | Course Code<br>19JBM608     |             |             |             |             | Title of the paper                 |          |          |          |          |          |                            |          | Hou<br>rs               | Cre<br>dit |
|---------------------------------|-----------------------------|-------------|-------------|-------------|-------------|------------------------------------|----------|----------|----------|----------|----------|----------------------------|----------|-------------------------|------------|
| VI                              |                             |             |             |             |             | Project work                       |          |          |          |          |          |                            |          | 6                       | 4          |
| Course<br>Outco<br>mes<br>(COS) | Programme<br>Outcomes (POS) |             |             |             |             | Programme Specific Outcomes (PSOS) |          |          |          |          |          |                            |          | Mean<br>Score Of<br>COS |            |
|                                 | P<br>O<br>1                 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | PS<br>O1                           | PS<br>O2 | PS<br>O3 | PS<br>O4 | PS<br>O5 | PS<br>O6 | PS<br>O7                   | PS<br>O8 |                         |            |
| CO1                             | 5                           | 4           | 5           | 4           | 5           | 4                                  | 5        | 4        | 5        | 4        | 5        | 4                          | 3        | 4.38                    |            |
| CO2                             | 3                           | 5           | 4           | 5           | 4           | 3                                  | 4        | 4        | 5        | 3        | 4        | 5                          | 6        | 4.23                    |            |
| CO3                             | 4                           | 4           | 5           | 5           | 4           | 5                                  | 5        | 5        | 4        | 4        | 4        | 4                          | 3        | 4.31                    |            |
| CO4                             | 5                           | 5           | 5           | 5           | 5           | 3                                  | 4        | 5        | 5        | 3        | 3        | 3                          | 2        | 4.08                    |            |
| CO5                             | 4                           | 3           | 4           | 5           | 5           | 4                                  | 4        | 5        | 5        | 4        | 5        | 4                          | 5        | 4.38                    |            |
|                                 |                             |             |             |             |             |                                    |          |          |          |          |          | <b>Mean Overall Scores</b> |          | <b>4.28</b>             |            |

This Course is having **VERY HIGH** association with Programme Outcomes and Program 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      |

|                       |                |                         |
|-----------------------|----------------|-------------------------|
| <b>YEAR - III</b>     | <b>PROJECT</b> | <b>CODE – 19JBM608</b>  |
| <b>SEMESTER – VI</b>  |                | <b>HOURS / WEEK – 6</b> |
| <b>DS ELECTIVE-IV</b> |                | <b>CREDIT - 4</b>       |

| <b>Chapter</b>    | <b>Contents</b>  |
|-------------------|--|
| <b>Chapter -1</b> | Introduction   |
|                   | Need for the study   |
|                   | Objectives of the study  |
|                   | Hypotheses of the study  |
|                   | Scope of the study   |
|                   | Limitations of the study   |
|                   | Research Methodology <ul style="list-style-type: none"> <li>• Nature of the study</li> <li>• Study area</li> <li>• Period of study</li> <li>• Population</li> <li>• Sample size</li> <li>• Sampling technique</li> <li>• Sample collection instrument</li> <li>• Method of data collection</li> <li>• Data analysis tools (statistical tools)</li> </ul> |
|                   | Chapter Scheme   |
| <b>Chapter -2</b> | Review of Literature <ul style="list-style-type: none"> <li>• Conceptual Literature</li> <li>• Related Literature</li> </ul>   |
| <b>Chapter -3</b> | Company Profile / Industry profile   |
| <b>Chapter -4</b> | Analysis and Interpretation of Data <ul style="list-style-type: none"> <li>• Frequency Tables (Percentage analysis)</li> <li>• Tools Tested Tables</li> </ul>  |
| <b>Chapter -5</b> | Findings<br>Suggestions<br>Conclusion  |
| <b>Chapter -6</b> | Appendices <ul style="list-style-type: none"> <li>• Bibliography</li> <li>• Questionnaire/Interview Schedule</li> </ul>  |

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## **Guidelines**

Group Project shall be undertaken.

- Maximum number of students per group is five (5).
- Project work shall be done in companies/Banks/Institution/General Public
- Project report is mandatory (in prescribed format)
- Hard bound copy and soft copy of the project report must be submitted to the department.

## **Examination Pattern**

- **Project report – 75 Marks**
- **Viva Voce – 25 Marks**

**(Detailed Project Guidelines are attached at the end)**

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## A.OFFERED TO ENGLISH DEPARTMENT

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

### Course Outcomes:

After the completion of the course Students will be able to

**CO1:** Familiar with types of banks, accounts opened in banks and digital banking products

**CO2:** Gain Knowledge on various operations done through ATM machines and fund transfer.

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

**CO4.** Acquire knowledge and skill in online banking operations, e-commerce transactions and mobile banking operations.

**CO5.** Gain ability to do payments through AEPS, NFS, RTGS, NEFT and E-Wallets

| Semester              | Course Code              | Title of the paper   |      |      |      |                                    |       |       |       |       |       |       |       | Hours             | Credit |
|-----------------------|--------------------------|--|------|------|------|------------------------------------|-------|-------|-------|-------|-------|-------|-------|-------------------|--------|
| III                   | 19ABE303                 | FUNDAMENTALS OF DIGITAL BANKING<br>( GENERIC ELECTIVE – I) |      |      |      |                                    |       |       |       |       |       |       |       | 6                 | 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 | PSO 1                              | PSO 2 | PSO 3 | PSO 4 | PSO 5 | PSO 6 | PSO 7 | PSO 8 |                   |        |
| CO1                   | 5                        | 5  | 4    | 4    | 5    | 5                                  | 3     | 5     | 5     | 4     | 3     | 4     | 5     | 4.4               |        |
| CO2                   | 4                        | 5  | 5    | 5    | 5    | 4                                  | 5     | 4     | 3     | 5     | 5     | 4     | 3     | 4.4               |        |
| CO3                   | 5                        | 5  | 5    | 4    | 5    | 3                                  | 5     | 4     | 3     | 4     | 5     | 4     | 4     | 4.3               |        |
| CO4                   | 5                        | 5  | 5    | 5    | 5    | 5                                  | 4     | 5     | 5     | 3     | 3     | 4     | 3     | 4.4               |        |
| CO5                   | 5                        | 4  | 5    | 5    | 5    | 3                                  | 5     | 3     | 5     | 3     | 4     | 5     | 3     | 4.2               |        |
| Mean Overall Scores   |                          |  |      |      |      |                                    |       |       |       |       |       |       | 4.3   |                   |        |

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      |

|                             |  |                      |
|-----------------------------|--|----------------------|
| <b>IIYR-BA (ENG)</b>        | <b>FUNDAMENTALS OF DIGITAL BANKING</b> | <b>CODE:19ABE303</b> |
| <b>SEMESTER – III</b>       |  | <b>HRS/WEEK – 6</b>  |
| <b>GENERIC ELECTIVE – 1</b> |  | <b>CREDIT – 4</b>    |

## **OBJECTIVES**

To learn about the types of Banks and Digital Banking Products.

### **UNIT-I: BANKING AND DIGITAL BANKING PRODUCTS (15 hrs)**

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

### **Unit-II: ATM (15 hrs)**

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

### **UNIT- III:CASH DEPOSIT MACHINES (15hrs)**

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

### **UNIT IV- INTERNET AND MOBILE BANKING (15 hrs)**

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

### **UNIT-V PAYMENT SYSTEMS (15 hrs)**

Overview of global payment systems -Overview of domestic payment systems-RuPay and RuPay Secure-Immediate Payment Service (IMPS) -National Unified USSD Platform (NUUP) - National Automated Clearing House (NACH) -Aadhaar Enabled Payment System (AEPS) e-KYC -Cheque truncation System (CTS)-National Financial Switch-(NFS) ,RTGS ,NEFT – payment through E-wallets .

## **TEXT BOOKS:**

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

**REFERENCE BOOKS:**

1. Power of mobile banking- Sankar Krishnan-John Willy & Sons- Inc- New York-2016
2. Digital banking tips- Tolga Tarlas- Create Space Independent Publishing House-2013
3. Digital banking Revolution- E book- [www. digitalbankingrevolution.com](http://www.digitalbankingrevolution.com)

**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 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

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## B. OFFERED TO BBA(CA) DEPARTMENT

|                |                                   |                  |
|----------------|-----------------------------------|------------------|
| YEAR - II      | FINANCIAL ACCOUNTING AND ANALYSIS | CODE – 21ABB34   |
| SEMESTER – III |                                   | HOURS / WEEK – 5 |
| ALLIED - 4     |                                   | CREDIT - 4       |

### Course outcomes

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

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

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

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

**CO 5.** To develop knowledge to prepare various functional budgets and ability to compare with actual and making a report to management if unfavorable situations warrant.

| Semester                   | Course Code              |      |      |      |      | Title of the paper                 |       |       |       |       |       |            |       | Hours              | Credit |
|----------------------------|--------------------------|------|------|------|------|------------------------------------|-------|-------|-------|-------|-------|------------|-------|--------------------|--------|
| III                        | 21ABB34                  |      |      |      |      | Financial Accounting and Analysis  |       |       |       |       |       |            |       | 5                  | 4      |
| Course Outcomes (COS)      | Programme Outcomes (POS) |      |      |      |      | Programme Specific Outcomes (PSOS) |       |       |       |       |       |            |       | Mean Score Of CO'S |        |
|                            | PO 1                     | PO 2 | PO 3 | PO 4 | PO 5 | PS O1                              | PS O2 | PS O3 | PS O4 | PS O5 | PS O6 | PS O7      | PS O8 |                    |        |
| 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                |        |
| <b>Mean Overall Scores</b> |                          |      |      |      |      |                                    |       |       |       |       |       | <b>3.8</b> |       |                    |        |

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

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

|                       |  |                         |
|-----------------------|--|-------------------------|
| <b>YEAR - II</b>      | <b>FINANCIAL ACCOUNTING AND<br/>ANALYSIS</b> | <b>CODE – 21ABB34</b>   |
| <b>SEMESTER – III</b> |  | <b>HOURS / WEEK – 5</b> |
| <b>ALLIED - 4</b>     |  | <b>CREDIT - 4</b>       |

**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

**Unit-II Final Accounts (15 hrs)**

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

**Unit-III: Ratio Analysis (15 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-IV: Cash Flow Statement (15 hrs)**

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

**Unit – V: Budgetary Control (15 Hrs)**

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

**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

4. RL Gupta and Radhasamy , Advanced Accounting- Sultan Chand& sons publications, 2015.
  5. H.Y Khan & P.K Jain – Management accounting- McGraw Hill Education Pvt Ltd- 2013
  6. R.S.N.Pillai&Bagavathi – Management Accounting- S.Chand& company Ltd-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 – Answer five out of seven – Open choice.
- 3) Part – C =  $3 \times 10 = 30$  Marks – Answer three out of five – Open Choice.

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

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

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|                      |                                   |                         |
|----------------------|-----------------------------------|-------------------------|
| <b>YEAR - II</b>     | <b>FINANCIAL SOFTWARE - TALLY</b> | <b>CODE –21ABB45</b>    |
| <b>SEMESTER – IV</b> |                                   | <b>HOURS / WEEK – 5</b> |
| <b>ALLIED - 5</b>    |                                   | <b>CREDIT - 4</b>       |

**Course outcomes After completing this course, the student will be able to:**

**CO1:** Know the basic aspects of Tally Accounting.

**CO2:** Prepare the Tally Vouchers and BRS.

**CO3:** Prepare the Tally Inventory Accounting and Interest Calculation.

**CO4:** Know the GST, TDS analysis and Consolidate of Accounts.

**CO5:** Analysis the Security Control and Tally Audit.

| Semester                   | Course Code              | Title of the paper        | Hours | Credit |      |                                    |       |       |       |       |       |       |            |                    |
|----------------------------|--------------------------|---------------------------|-------|--------|------|------------------------------------|-------|-------|-------|-------|-------|-------|------------|--------------------|
| III                        | 21ABB45                  | Financial Software -Tally | 5     | 4      |      |                                    |       |       |       |       |       |       |            |                    |
| Course Outcomes (COS)      | Programme Outcomes (POS) |                           |       |        |      | Programme Specific Outcomes (PSOS) |       |       |       |       |       |       |            | Mean Score Of CO'S |
|                            | PO 1                     | PO 2                      | PO 3  | PO 4   | PO 5 | PSO 1                              | PS O2 | PS O3 | PS O4 | PS O5 | PS O6 | PS O7 | PS O8      |                    |
| 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                |
| <b>Mean Overall Scores</b> |                          |                           |       |        |      |                                    |       |       |       |       |       |       | <b>3.8</b> |                    |

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

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



|                      |                                   |                         |
|----------------------|-----------------------------------|-------------------------|
| <b>YEAR - II</b>     | <b>FINANCIAL SOFTWARE - TALLY</b> | <b>CODE -21ABB45</b>    |
| <b>SEMESTER – IV</b> |                                   | <b>HOURS / WEEK – 5</b> |
| <b>ALLIED - 5</b>    |                                   | <b>CREDIT - 4</b>       |

**Unit – I** (15 Hrs)

1. Introduction to Tally.
2. Tally Accounting.
3. Prepare Trading and Profit and Loss Account and Balance sheet of a company.

**Unit – II** (15 Hrs)

4. Tally Vouchers.
5. Cost category and cost centre.
6. Bank Reconciliation Statement.

**Unit – III** (15 Hrs)

7. Inventory and Stock.
8. Invoicing.
9. Interest Calculation.

**Unit – IV** (15 Hrs)

10. GST Features.
11. TDS Analysis.
12. Consolidation of Accounts.

**Unit – V** (15 Hrs)

13. Security control.
14. Display and Reporting.
15. Scenario Management and Miscellaneous reports.
16. Tally Audit.

**TEXT BOOKS**

1. **Tally (Power of simplicity), Shraddha Singh, Version ERP 9, (2016)**, Tally Solutions Pvt Ltd.
2. Genesis Tally Bible 9.0 – V.Sundaramoorthy, GENESIS – VBSE PVT LTD., First Edition

**REFERENCE BOOKS**

1. Self-Learning Guide and Work Book – Tally Solutions Pvt Ltd.
  2. Official guide to financial accounting using Tally ERP 9 (2017), Tally Solutions Pvt Ltd.
  3. Tally.ERP 9 in simple steps, Dreamtech Press, (2016)
-

## 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 – Answer five out of seven – Open choice.
- 3) Part – C =  $3 \times 10 = 30$  Marks – Answer three out of five – Open Choice.

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

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### C. OFFERED TO COMPUTER SCIENCE DEPARTMENT

|                     |   |                     |
|---------------------|---|---------------------|
| <b>YEAR – II</b>    | <b>Competitive Exam and Entrepreneurial Skills<br/>(Offered to the Dept. of Computer Science)</b> | <b>CODE-21AOC41</b> |
| <b>SEMESTER– IV</b> |   | <b>HRS/WK-3</b>     |
| <b>SEC</b>          |   | <b>CREDIT – 2</b>   |

**Objective:**

A learning experience that grows with time that increase skills

**Course Outcomes:**

CO1: To be able to apply what is learned to everyday life understands knowledge of Group Discussion.

CO2: Ability to know about Interview preparation.

CO3: Ability to know quantitative aptitude.

CO4: Ability to know the basic concept of Logical Reasoning with example.

CO5: Ability to know the procedures to start the self-business.

**Relationship Matrix Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

| SEMESTER<br>IV            | COURSE CODE:<br>21AOC41 |     |     |     |     | TITLE OF THE PAPER:<br>Competitive Exam and<br>Entrepreneurial Skills |      |      |      |      | HOURS:<br>3        | CREDITS:<br>2 |
|---------------------------|-------------------------|-----|-----|-----|-----|---|------|------|------|------|--------------------|---------------|
| COURSE<br>OUTCOMES        | PROGRAMME OUTCOMES(PO)  |     |     |     |     | PROGRAMME SPECIFIC<br>OUTCOMES(PSO)                                   |      |      |      |      | MEAN SCORE OF CO'S |               |
|                           | PO1                     | PO2 | PO3 | PO4 | PO5 | PSO1  | PSO2 | PSO3 | PSO4 | PSO5 |                    |               |
| CO1                       | 4                       | 3   | 5   | 5   | 4   | 4   | 4    | 4    | 4    | 3    | 4.0                |               |
| CO2                       | 4                       | 4   | 3   | 4   | 3   | 4   | 4    | 3    | 3    | 4    | 3.6                |               |
| CO3                       | 4                       | 4   | 3   | 3   | 4   | 4   | 4    | 3    | 4    | 4    | 3.7                |               |
| CO4                       | 4                       | 4   | 3   | 3   | 3   | 4   | 4    | 3    | 4    | 4    | 3.6                |               |
| CO5                       | 4                       | 4   | 3   | 3   | 3   | 4   | 4    | 3    | 4    | 4    | 3.6                |               |
| <b>Mean Overall Score</b> |                         |     |     |     |     |   |      |      |      |      | <b>3.7</b>         |               |

**Result: The Score of this Course is 3.7(High)**

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

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

|                     |  |                     |
|---------------------|--|---------------------|
| <b>YEAR – II</b>    | <b>Competitive Exam and Entrepreneurial Skills</b> | <b>CODE-21AOC41</b> |
| <b>SEMESTER– IV</b> |  | <b>HRS/WK-3</b>     |
| <b>IV</b>           |  | <b>CREDIT – 2</b>   |

**Unit-I**

**10 hrs**

Group Discussion: Why Group Discussion is important- Types of Group Discussion-techniques in Group Discussion-Tips for Group Discussion.

**Unit-II**

**10 hrs**

Interview Preparation- Common Interview Questions - Questions to Ask Your Employer- What Employers Want- Attitude & Effort - Body Language –Types of Interview: The Mock Interview- Phone Interviews- Behavioural Interviews- Closing the Interview-Thank You Notes & Follow-Ups.

**Unit III**

**15 hrs**

The evolution of the concept of entrepreneurship - John Kao’s Model on Entrepreneurship- Idea Generation - Identifying opportunities - Building the Team - Financing entrepreneurial ventures - Managing growth. Women Entrepreneurship – Government schemes for entrepreneurship

**Unit-III**

**15 hrs**

Quantitative Aptitude: Time and work -Time and Distance -Heights and Distances Data Interpretation: Tabulation – Bar Graphs – Pie Charts – Line Graphs (MCQ Only)

**Unit-V**

**10 hrs**

Logical Reasoning: Sequence and Series -Code based questions on letters of alphabet-Syllogism- Statement and Conclusion. (MCQ Only)

**References:**

1. Group Discussion: A Practical Guide to Participation And Leadership by Kathryn Sue Young, Julia T. Wood, Gerald M. Phillips and Douglas J. Pedersen (Jun 25, 2006)
  2. How To Interview Like A Pro: Forty-Three Rules For Getting Your Next Job Paperback – July 25, 2012-by JD Mary Greenwood (Author)
  3. R.S. Aggarwal, Objective Arithmetic , S. Chand & Company, New Delhi , 2005  
Govind Prasad Singh and Rakesh Kumar, Text Book of Quickest Mathematics (for all Competitive Examinations), KiranPrakashan, 2012
  4. R.S. Aggarwal, Quantitative Aptitude, S. Chand & Company, New Delhi, 2012
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## **QUESTION PAPER PATTERN:**

### **First CIA Pattern**

#### **Descriptive question pattern for First Three Units**

1. Part - A =  $5 \times 2 = 10$  Marks – All the Questions are to be Answered.
2. Part – B =  $4 \times 5 = 20$  Marks – Four out of Five - Open Choice.
3. Part – C =  $2 \times 10 = 20$  Marks – Two out of Three – Open Choice.

### **Second CIA Pattern for Last Two Units**

#### **25 Multiple Choice Questions ( $25 \times 2 = 50$ )**

### **Semester Pattern**

Time: 3 Hours

Marks: 75

4. Part - A =  $10 \times 2 = 20$  Marks – Multiple Choice Questions.
  5. Part – B =  $5 \times 5 = 25$  Marks – Five out of Seven - Open Choice.
  6. Part – C =  $3 \times 10 = 30$  Marks – Three out of Five – Open Choice.
-

**D.OFFERED TO PHYSICS DEPARTMENT**

|                     |  |                      |
|---------------------|--|----------------------|
| <b>II –Physics</b>  | <b>BUSINESS ORGANISATION AND<br/>MANAGEMENT (Offered to the<br/>Department of Physics)</b> | <b>CODE: AOBM401</b> |
| <b>SEMESTER- IV</b> |  | <b>HRS/WK - 3</b>    |
| <b>ALLIED-4</b>     |  | <b>CREDIT - 2</b>    |

**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 Organization & Management |       |       |       |                                    |       |       |       |       |       |                            |       | 3                 | 2      |
| 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              |        |
|                       |                          |                                    |       |       |       |                                    |       |       |       |       |       | <b>Mean Overall Scores</b> |       | <b>3.93</b>       |        |

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      |

|                     |   |                      |
|---------------------|---|----------------------|
| <b>II –Physics</b>  | <b>BUSINESS ORGANISATION AND<br/>MANAGEMENT</b> | <b>CODE: AOBM401</b> |
| <b>SEMESTER- IV</b> |   | <b>HRS/WK - 3</b>    |
| <b>ALLIED-4</b>     |   | <b>CREDIT - 2</b>    |

#### **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, 6<sup>th</sup> edition, New Delhi, 2001.

#### **REFERENCE BOOKS:**

1. DinkarPagare, 2002, Business Organisation& Management, 1st<sup>(ed.)</sup> Sultan Chand & Sons, New Delhi.
  2. P.N.Reddy&S.S.Gulshan, 1990, Business Organisation, (5<sup>th</sup> Ed.) Eurasia Publishing House (Pvt.) Ltd, New Delhi.
  3. Y.K.Bhushan, 1995, Fundamentals of Business Organisation& Management, 13<sup>th</sup> edition, Sultan Chand & Sons, New Delhi.
  4. Business Organization and Management, M.C.Shukla, S.Chand& Co, 1st edition, New Delhi, 1952.
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**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 out of Seven Questions - Open Choice.
  - 3) Part – C =  $3 \times 10 = 30$  Marks – Three out of Five – Open Choice.
-



## COURSE OFFERED BY OTHER DEPARTMENT

### A. OFFERED BY COMPUTER SCIENCE DEPARTMENT

|                       |  |                        |
|-----------------------|--|------------------------|
| <b>YEAR - II</b>      | <b>BASICS OF COMPUTERS AND ITS APPLICATIONS</b><br>(offered to Department of Commerce (Bank Management)) | <b>CODE – 19A0BC31</b> |
| <b>SEMESTER - III</b> |  | <b>HOURS / WEEK –3</b> |
| <b>SKILL COURSE</b>   |  | <b>CREDIT -2</b>       |

#### Objective:

To know the fundamentals of computers to understand how to use computer application in day today business.

#### Course Outcomes:

**CO1:** To Understand what is a Computer and Basic concept of computer is.

**CO2:** Aware about various types of Computers, types of input and output devices

**CO3:** To Learning about the Installing& Removing of Software

**CO4:** Understand computer viruses and its types.

**CO5:** To Understanding basics usage of MS-Office Packages and the basics concept of Internet.

|                           |                               |            |            |            |            |  |             |             |             |             |                           |                   |
|---------------------------|-------------------------------|------------|------------|------------|------------|--|-------------|-------------|-------------|-------------|---------------------------|-------------------|
| <b>SEMESTER IV</b>        | <b>COURSE CODE: 19A0BC31</b>  |            |            |            |            | <b>TITLE OF THE PAPER: Competitive Exam and Entrepreneurial Skills</b> |             |             |             |             | <b>HOURS: 3</b>           | <b>CREDITS: 2</b> |
| <b>COURSE OUTCOMES</b>    | <b>PROGRAMME OUTCOMES(PO)</b> |            |            |            |            | <b>PROGRAMME SPECIFIC OUTCOMES(PSO)</b>                                |             |             |             |             | <b>MEAN SCORE OF CO'S</b> |                   |
|                           | <b>PO1</b>                    | <b>PO2</b> | <b>PO3</b> | <b>PO4</b> | <b>PO5</b> | <b>PSO1</b>  | <b>PSO2</b> | <b>PSO3</b> | <b>PSO4</b> | <b>PSO5</b> |                           |                   |
| <b>CO1</b>                | 4                             | 3          | 5          | 5          | 4          | 4  | 4           | 4           | 4           | 3           | 4.0                       |                   |
| <b>CO2</b>                | 4                             | 4          | 3          | 4          | 3          | 4  | 4           | 3           | 3           | 4           | 3.6                       |                   |
| <b>CO3</b>                | 4                             | 4          | 3          | 3          | 4          | 4  | 4           | 3           | 4           | 4           | 3.7                       |                   |
| <b>CO4</b>                | 4                             | 4          | 3          | 3          | 3          | 4  | 4           | 3           | 4           | 4           | 3.6                       |                   |
| <b>CO5</b>                | 4                             | 4          | 3          | 3          | 3          | 4  | 4           | 3           | 4           | 4           | 3.6                       |                   |
| <b>Mean Overall Score</b> |                               |            |            |            |            |  |             |             |             |             | <b>3.7</b>                |                   |

**Result: The Score of this Course is 3.7(High)**

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

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

|                       |  |                        |
|-----------------------|--|------------------------|
| <b>YEAR - II</b>      | <b>BASICS OF COMPUTERS AND ITS APPLICATIONS</b>              | <b>CODE – 19A0BC31</b> |
| <b>SEMESTER - III</b> |  | <b>HOURS / WEEK –3</b> |
| <b>SKILL COURSE</b>   | <b>(offered to Department of Commerce (Bank Management))</b> | <b>CREDIT -2</b>       |

### **UNIT- I:Introduction of Basics of Computers**

Introduction of Computer-Computer and its components- Characteristics of Computer- Generation of Computer-Types of Computers- Uses of Computers- Latest trends in computer

### **UNIT- II: Computer peripherals and Installing & Removing of Software**

**Computer Peripherals:** - CPU –Types of Processors- Memory - Storage Devices - Input Devices - Output Devices: **Installing & Removing of Software:**-Installing of new software - Removing of a Software -Installing of new fonts -Tamil Fonts – Viruses-Antivirus Software's

### **UNIT- III: PC Package:**

Introduction to Word Processing, Advantages of word processing, Creating, Saving and Editing a document: Selecting, Deleting, Replacing Text, Copying text to another file. Formatting Text and Paragraph: Using the Font Dialog Box, Paragraph Formatting using Bullets and Numbering in Paragraphs, Checking Spelling, Line spacing, Margins, Space before and after paragraph.

### **UNIT- IV :**

Introduction to spreadsheet, Entering information: Numbers, Formula, Editing Data in a cell, Excel functions, Using a Range with SUM, Moving and copying data, Inserting and Deleting Row and Columns in the worksheet, Using the format cells Dialog box, Using chart wizard to create a chart.

### **UNIT: V: Introduction to Power Point and Internet Basics**

Introduction of slide presentation- Presentations-Creating, Manipulating & Enhancing Slides- Organizational Charts- Inserting clip Arts, Adding Objects- formatting and checking text. **Internet Basics:** Internet basics - Basic internet terms - Getting connected to internet - Internet applications - Electronic Mail - Searching the Web.

### **TEXT BOOKS:**

1. Fundamentals of Computer , Kritika Gupta, Sunil Chauhan, AkashSaxena– Laxmi Publication.-2008
2. Fundamentals of Computer, Raja Raman, Prentice Hall of India publications .-2003
3. Microsoft Office 2007 Bible. , John Walkenbach, Herb Tyson, Cary N.Pr, FaitheWempen, John Wiley & Sons publications, 2007
4. Fundamentals of Internet and the World Wide Web “Raymond Greenlaw--Second Edition- McGraw- Hill publications,2017

### **REFERENCE BOOKS:**

1. “Introduction to Computers and Basic Programming, Xavier,” 3rd Edition , New Age International, New Delhi ,2008
  2. “Computer Fundamentals “,Sinha P. K., 6<sup>th</sup>Edition,BPB publications, 2004.
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3. "Microsoft Office 2007, Will Train, GiniCorter, Annette Marquis" BPB publications, 2007
  4. "PC Software for Windows 98, Made Simple R. K. TAXALI" TMH publications, 2001
  5. "MS Office 2000 for every one", Sanjay Saxena, Vikas Publishing House PVT LTD, 2000
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|                       |   |                      |
|-----------------------|---|----------------------|
| <b>II B. Com (BM)</b> | <b>ADVANCED EXCEL AND TALLY</b><br><b>(Offered by Department of Computer Science)</b> | <b>Code:21ABM401</b> |
| <b>SEMESTER – IV</b>  |   | <b>HRS/WK: 5</b>     |
| <b>Allied</b>         |   | <b>Credit :4</b>     |

**OBJECTIVE:**

To enable Students to learn Advanced Excel concepts and also to perform basic accounting using Tally.

**COURSE OUTCOMES:**

**CO1:** To uncover the Advanced features of Excel that assists students in Financial Modeling.

**CO2:** To Provide Practical experience of using Statistical and Mathematical Functions.

**CO3:** To enable students to learn Excel with latest options in Interface.

**CO4:** To Familiarize the concepts of Tally and create an account.

**CO5:** To Assist students in developing their Financial statements in Tally.

| Semester                   |                          | Course Code |      |      |      |                                    | Title of the paper       |       |       |       |       |       |            |                    | Hours | Credit |
|----------------------------|--------------------------|-------------|------|------|------|------------------------------------|--------------------------|-------|-------|-------|-------|-------|------------|--------------------|-------|--------|
| III                        |                          | 21ABM401    |      |      |      |                                    | Advanced Excel and Tally |       |       |       |       |       |            |                    | 5     | 4      |
| Course Outcomes (COS)      | Programme Outcomes (POS) |             |      |      |      | Programme Specific Outcomes (PSOS) |                          |       |       |       |       |       |            | Mean Score Of CO'S |       |        |
|                            | PO 1                     | PO 2        | PO 3 | PO 4 | PO 5 | PSO 1                              | PS O2                    | PS O3 | PS O4 | PS O5 | PS O6 | PS O7 | PS O8      |                    |       |        |
| 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                |       |        |
| <b>Mean Overall Scores</b> |                          |             |      |      |      |                                    |                          |       |       |       |       |       | <b>3.8</b> |                    |       |        |

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

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

|                       |  |                       |
|-----------------------|--|-----------------------|
| <b>II B. Com (BM)</b> | <b>ADVANCED EXCEL AND TALLY</b><br>(Offered by Department of Computer Science) | <b>Code: 21ABM401</b> |
| <b>SEMESTER – IV</b>  |  | <b>HRS/WK: 5</b>      |
| <b>Allied</b>         |  | <b>Credit :4</b>      |

#### **UNIT-I: Introduction to Advanced EXCEL**

Mathematical Functions - Statistical problems- Numerical Methods-Excel solutions- Accessing functions in Excel- Auditing tools.

#### **UNIT-II:Excel with Tables**

Data Tables - Setting up Data Tables with one input - Setting up Data Tables with two inputs - XY charts - Access to Data Analysis and Solver - Using range names – Regression.

#### **UNIT-III:Excel with Matrix Applications**

Matrix algebra and related functions - Introduction to matrices - Transposing a matrix - Adding matrices - Multiplying matrices- Solving systems of simultaneous linear equations - Summary of Excel's matrix functions.

#### **UNIT-IV: TALLY ERP for Financial Management**

Introduction to Tally - Account Creation- Prepare Trading and Profit and Loss Account and Balance sheet of a company.

#### **UNIT-V:TALLY ERP for Financial Management**

Tally Vouchers - Cost category and cost Centre - Bank Reconciliation Statement - Inventory and Stock – Invoicing - Interest Calculation.

#### **Text books:**

1. Advanced Modelling in Finance using Excel and VBA - Mary Jackson and Mike Staunton - JOHN WILEY & SONS, LTD, 2001.
2. Self-Learning Guide and Work Book – Tally Solutions Pvt Ltd.

#### **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 out of Seven - Open Choice.
3. Part – C = 3x10 = 30 Marks – Three out of Five – Open Choice.

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

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## B. OFFERED BY PHYSICS DEPARTMENT

| YEAR-III<br>SEM- V  | Course Code:<br>21SBM51   | Title of the Paper:<br>ELECTRICAL WIRING<br>(Skill development course) |         |     |          |  |         | HRS/WK<br>3 | CREDITS<br>2 |      |      |                    |
|---|---|--|---------|-----|----------|--|---------|-------------|--------------|------|------|--------------------|
| <b>Course Outcomes</b>  |   |  |         |     |          |  |         |             |              |      |      |                    |
| CO1   | To learn the fundamentals of electricity, electrical parameters and testing tool.   |  |         |     |          |  |         |             |              |      |      |                    |
| CO2   | Understand different methods of electricity generation and types of motors.   |  |         |     |          |  |         |             |              |      |      |                    |
| CO3   | Study the electrical components, symbols, types of circuits and tools   |  |         |     |          |  |         |             |              |      |      |                    |
| CO4   | To Study the various methods of joining conductors and electrical accessories   |  |         |     |          |  |         |             |              |      |      |                    |
| CO5   | Learn the methods of wiring a house and industry and<br>To Hands on training on house wiring and troubleshooting the electrical circuits and appliances |  |         |     |          |  |         |             |              |      |      |                    |
| <b>Mapping of course outcomes with the program specific outcomes</b>            |   |  |         |     |          |  |         |             |              |      |      |                    |
| Course Outcomes<br>COs  | Programme Outcomes POs  |  |         |     |          | Programme Specific Outcomes PSOs   |         |             |              |      |      | Mean Score of CO's |
|   | PO1   | PO2  | PO3     | PO4 | PO5      | PSO1   | PSO2    | PSO3        | PSO4         | PSO5 | PSO6 |                    |
| CO1   | 3.3   | 4.6  | 3.1     | 4.6 | 3.2      | 4.6  | 4.7     | 4.4         | 4.7          | 4.5  | 3.4  | 4.10               |
| CO2   | 3.0   | 4.7  | 3.5     | 4.6 | 3.1      | 4.1  | 4.8     | 4.8         | 4.6          | 4.3  | 3.1  | 4.03               |
| CO3   | 3.1   | 4.6  | 3.6     | 4.7 | 3.2      | 4.2  | 4.6     | 4.7         | 4.8          | 4.8  | 3.1  | 4.12               |
| CO4   | 3.0   | 3.8  | 3.4     | 4.6 | 3.1      | 4.3  | 4.7     | 4.6         | 4.5          | 4.5  | 3.3  | 3.98               |
| CO5   | 3.0   | 4.1  | 3.6     | 4.8 | 3.0      | 4.7  | 4.4     | 4.9         | 4.1          | 4.7  | 3.5  | 4.07               |
| <b>Mean Overall Score</b>   |   |  |         |     |          |  |         |             |              |      |      | 4.06               |
| <b>Result: The Score for this course is High</b>                                |   |  |         |     |          |  |         |             |              |      |      |                    |
| 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    |      |      |                    |
| <b>Value Scaling</b>  |   |  |         |     |          |  |         |             |              |      |      |                    |
| Mean Score of COs= $\frac{\text{Total Values}}{\text{Total No.of POs \& PSOs}}$ |   |  |         |     |          | Mean Overall Score of COs= $\frac{\text{Total Mean Scores}}{\text{Total No.of COs}}$ |         |             |              |      |      |                    |

|                        |   |                      |
|------------------------|---|----------------------|
| <b>III B. Com (BM)</b> | <b>ELECTRICAL WIRING</b><br>(Skill development course)<br><b>(Offered by Department of Physics)</b> | <b>Code: 21SBM51</b> |
| <b>SEMESTER – V</b>    |   | <b>HRS/WK: 3</b>     |
| <b>SEC-4</b>           |   | <b>Credit :2</b>     |

**Unit-I:ELECTRICITY GENERATION**

**(9 Hours)**

Fundamentals of electricity - Current, Voltage, resistance - Ohm's law - Power -Kilowatt hour - Watt meter - Electrical measurements - Electric power generation by Thermal, hydro, atomic and nuclear methods - Batteries -Generators - Study of Generator.

**Unit-II:ELECTRIC CIRCUITS AND DISTRIBUTION**

**(9 Hours)**

Symbols of electrical parameters - Importance Series, Parallel connections -Ac and DC - Conductors - Inductor, Capacitor and transformer - Distribution methods - single phase and three phase - Star and delta connections - Rules of electric connections - SWG -Motors - Study of motor, series and parallel circuits.

**Unit-III:ELECTRICAL WIRING -I**

**(9 Hours)**

Tools - Methods of Joining conductors - House wiring methods - Gilt, wood casing, Tough - Rubber sheathed, conduit or PVC pipe and concealed –Switches - ceiling roze - lamp holders, sockets - Fuse base - Distribution box–Trip switches - Earth connection -Experimental study of house wiring.

**Unit-IV :ELECTRICAL WIRING - II**

**(9 Hours)**

Main board preparation - Distribution - Cut - out preparation - Switch board preparation - Power factor - IEE regulations - Safety precautions –Testing the insulation -Experimental study of main, distribution and switchboards.

**Unit-V:ELECTRICAL APPLIANCES & SAFETY PRECAUTIONS**

**(9 Hours)**

Tungsten - filament bulb - tube light -mercury and sodium vapour lamp -LED lamp - heater - iron box - table fan - ceiling fan - battery eliminator -electrical requirement to washing machine and refrigerator - procedure to rectify the electrical faults in electrical appliances.

**Safety precautions**

Precautions in handling tools Electric shock-First aid on electric shock Precautions to be observed while installing different electric appliances in houses.

**Textbook:**

Course material prepared by the Department.

**C. OFFERED BY ENGLISH DEPARTMENT**

|  |  |                     |
|--|--|---------------------|
| <b>YEAR – II</b>                           | <b>ENGLISH FOUNDATIONAL<br/>COURSE<br/>FOR BANK EXAMINATIONS<br/>(Offered To BBM Department)</b> | <b>CODE:19GBM42</b> |
| <b>SEMESTER IV</b>                         |  | <b>Hours: 5</b>     |
| <b>Inter-Disciplinary Course<br/>(IDC)</b> |  | <b>Credit: 4</b>    |

**Course Outcome: At the end of the course Students should exhibit**

**CO1.** creative thinking, decision making, communication, and understanding of operations and change

**CO2** .verbal ability and quantitative ability

**CO3** .individual presentations and interview skills

**CO4** .The skills and self-confidence to assist in effective career

**CO5.** Acquire professional life to work as a business manager and entrepreneur.

| <b>SEMESTER - IV</b>      |             | <b>COURSE CODE: 19GBM42</b>    |             | <b>TITLE OF THE PAPER : English Foundational Course for Bank Examinations</b> |             |  |              |              |              | <b>HOURS:5</b> |              | <b>CREDIT:4</b> |              |                           |  |
|---------------------------|-------------|--------------------------------|-------------|---|-------------|--|--------------|--------------|--------------|----------------|--------------|-----------------|--------------|---------------------------|--|
| <b>COURSE OUTCOMES</b>    |             | <b>PROGRAMME OUTCOMES(P O)</b> |             |   |             | <b>PROGRAMME SPECIFIC OUTCOMES (PSO)</b> |              |              |              |                |              |                 |              | <b>MEAN SCORE OF CO'S</b> |  |
| <b>CO</b>                 | <b>Po 1</b> | <b>Po 2</b>                    | <b>Po 3</b> | <b>Po 4</b>   | <b>Po 5</b> | <b>PSo 1</b>                             | <b>PSo 2</b> | <b>PSo 3</b> | <b>PSo 4</b> | <b>PSo 5</b>   | <b>PSo 6</b> | <b>PSo 7</b>    | <b>PSo 8</b> | <b>Mean score</b>         |  |
| <b>CO1</b>                | 5           | 4                              | 4           | 5   | 5           | 4  | 5            | 5            | 5            | 4              | 5            | 4               | 5            | 4.6                       |  |
| <b>CO2</b>                | 5           | 4                              | 3           | 5   | 4           | 3  | 4            | 5            | 4            | 5              | 5            | 3               | 5            | 4.2                       |  |
| <b>CO3</b>                | 5           | 5                              | 4           | 3   | 3           | 4  | 3            | 4            | 5            | 5              | 5            | 3               | 5            | 4.1                       |  |
| <b>CO4</b>                | 5           | 5                              | 4           | 4   | 5           | 5  | 5            | 3            | 5            | 4              | 4            | 5               | 5            | 4.5                       |  |
| <b>CO5</b>                | 5           | 5                              | 4           | 5   | 3           | 4  | 4            | 5            | 4            | 5              | 5            | 4               | 5            | 4.4                       |  |
| <b>Mean Overall Score</b> |             |                                |             |   |             |  |              |              |              |                |              |                 |              | <b>4.3</b>                |  |

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

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



|  |   |                     |
|--|---|---------------------|
| <b>YEAR – II</b>                           | <b>ENGLISH FOUNDATIONAL<br/>COURSE<br/>FOR BANK EXAMINATIONS<br/>(Offered to BBMDepartment)</b> | <b>CODE:19GBM42</b> |
| <b>SEMESTER IV</b>                         |   | <b>Hours: 5</b>     |
| <b>Inter-Disciplinary Course<br/>(IDC)</b> |   | <b>Credit: 4</b>    |

**Unit – I Knowledge [ 15 HRS]**

1. Parts of Speech
2. Sentence Structure
3. Answering a Passage
4. Fill In the Blanks (American Words, Grammar, Homophones)

**Unit – II Understanding [ 15 HRS]**

1. Error Spot
2. Odd One Out
3. Phrase Replacement
4. Sentence Connector

**Unit – III Skill/ Ability [15 HRS]**

1. Cloze Test
2. Sentence Rearrangement
3. Double Filters
4. Reading Comprehension

**Unit – IV Writing [15 HRS]**

1. Word Association
2. One Word Substitution
3. Verbal Ability
4. Writing Skill with Expressions.

**Unit – V Creative Technique [15 HRS]**

1. Multiple Meaning
2. Miscellaneous
3. Sentence Improvement
4. Mock Interview

**Text & Reference**

1. R.S.Agarwal, *Objective English*. Chennai.
  2. Lewis,Norman. *Word Power Made Easy*.
  3. S.P.Bakshi and Richa Sharma. *Descriptive General English*.
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**QUESTION PAPER PATTERN - (FROM BATCH 2019)**

**OBJECTIVE TYPE**

**Section-A** I. Reading (Knowledge, Understanding, Ability) 80x½=40(Answer all)

**Section-B:** II. Skill Based (Writing, Creative Technique) 70x½=35(Answer all)

**Total Objective Questions 150**

**NOTE: Questions must be taken covering all units.**



#### D.OFFERED BY BBA (CA) DEPARTMENT

|                       |   |                        |
|-----------------------|---|------------------------|
| <b>YEAR - II</b>      | <b>MARKETING MANAGEMENT</b><br>offered to Department of Commerce (Bank<br>Management) | <b>CODE – 19GBM31</b>  |
| <b>SEMESTER – III</b> |   | <b>HOURS / WEEK –5</b> |
| <b>ALLIED</b>         |   | <b>CREDIT -4</b>       |

**Course outcomes: Students will be able**

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

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

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

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

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

| Semester                   | Course Code              | Title of the paper   |       |       |       |                                    |       |       |       |       |       |             |       | Hours              | Credit |
|----------------------------|--------------------------|----------------------|-------|-------|-------|------------------------------------|-------|-------|-------|-------|-------|-------------|-------|--------------------|--------|
| III                        | 19GBM31                  | Marketing Management |       |       |       |                                    |       |       |       |       |       |             |       | 5                  | 4      |
| Course Outcomes (COS)      | Programme Outcomes (POS) |                      |       |       |       | Programme Specific Outcomes (PSOS) |       |       |       |       |       |             |       | 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     | 4     | 5     | 4                                  | 5     | 4     | 5     | 4     | 5     | 4           | 3     | 4.38               |        |
| CO2                        | 3                        | 5                    | 4     | 5     | 4     | 3                                  | 4     | 4     | 5     | 3     | 4     | 5           | 6     | 4.23               |        |
| CO3                        | 4                        | 4                    | 5     | 5     | 4     | 5                                  | 5     | 5     | 4     | 4     | 4     | 4           | 3     | 4.31               |        |
| CO4                        | 5                        | 5                    | 5     | 5     | 5     | 3                                  | 4     | 5     | 5     | 3     | 3     | 3           | 2     | 4.08               |        |
| CO5                        | 4                        | 3                    | 4     | 5     | 5     | 4                                  | 4     | 5     | 5     | 4     | 5     | 4           | 5     | 4.38               |        |
| <b>Mean Overall Scores</b> |                          |                      |       |       |       |                                    |       |       |       |       |       | <b>4.28</b> |       |                    |        |

This Course is having **VERYHIGH** 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      |

|                       |   |                        |
|-----------------------|---|------------------------|
| <b>YEAR - II</b>      | <b>MARKETING MANAGEMENT</b><br><b>offered to Department of Commerce (Bank Management)</b> | <b>CODE – 19GBM31</b>  |
| <b>SEMESTER - III</b> |   | <b>HOURS / WEEK –5</b> |
| <b>ALLIED</b>         |   | <b>CREDIT - 4</b>      |

**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 I: 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 II: 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 III: PRICING (15 Hrs)**

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

**UNIT IV: DISTRIBUTION CHANNELS ( 15Hrs)**

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 V: 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, Social Media Advertising,- Web Advertising, and Mobile Advertising.

**Text Book**

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

**Reference Books**

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

**COURSE: SHARPENING THE EMPLOYABILITY SKILLS**

**DURATION: 30 Hours**

**Objective:** The Objective of this course is to stimulate the students and prepare them to appear for interviews.

### **Course Outcome:**

**CO1:** Completion of this course will enable the students to speak, write

**CO2:** The course will prepare the students to enable them for appearing for PPT presentations.

**CO3:** The students will be knowing about their own standards in the competitive society and motivate themselves for competing.

### **Unit 1 Behavioural Skills**

**(5 Hours):**

Self awareness and Confidence Building – Social etiquette – Perception

### **Unit 2 English Literacy**

**(6 Hours)**

Role Play – Hot seat- Treasure hunt – Sharing Information- Singular – Plural- Listening – Reading – Simple writing – sentence framing – Extempore- Vocabulary building.

### **Unit 3 Communication Skills:**

**(6 Hours)**

Verbal – Non Verbal – Presentation Skills.

### **Unit 4 Interview Skills:**

**(7Hours)**

Group Discussion – Personal Interview- FAQ- Mock Interview – Resume building

### **Unit 5 IT Literacy**

**(6 Hours)**

Mails- MS word- MS power point- Mobile applications.

### **TEXT BOOKS**

1. Dr. K. Alex, Soft Skills, S Chand & Co Ltd, 2015 edition.
2. Dr. C. B. Gupta & Dr. N.P Srinivasan, Entrepreneurial Development, Sultan Chand & Sons Publication, 2020 edition.

### **REFERENCE BOOKS**

1. JohnSonmez, Soft Skills: The Software Developer's Life Manual, Manning Publications. 2014.
  2. BarunMitra, Personality Development and Soft Skills, OUP, India. 2012.
  3. Sangeetha Sharma, Entrepreneurial Development, PHI Learning, Publications. 2016.
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