

## **Dr. N.G.P.ARTS AND SCIENCE COLLEGE (Autonomous)**

### **REGULATIONS 2019-20 for Under Graduate Programme (Outcome Based Education model with Choice Based Credit System)**

#### **B.Com. Banking and Insurance Degree**

(For the students admitted during the academic year 2019-20 and onwards)

#### **Programme: B.Com Banking and Insurance**

#### **Eligibility:**

A candidate who has passed in Higher Secondary Examination with any Academic Stream or Vocational Stream as one of the subjects under Higher Secondary Board of Examination and as per the norms set by the Government of Tamil Nadu or an Examination accepted as equivalent thereto by the Academic Council, subject to such conditions as may be prescribed thereto are permitted to appear and qualify for the **Bachelor of Commerce Banking and Insurance Degree Examination** of this College after a programme of study of three academic years.

#### **Programme Educational Objectives:**

The Curriculum is designed to attain the following learning goals which students shall accomplish by the time of their graduation:

1. To gain a substantial understanding of concepts in key areas of Banking Insurance and its applications
2. To carry out the required analysis and synthesis involved in Banking, Insurance and its applications
3. Able to show professional competence in the industry and in its implementation
4. To develop and equip the employability skills to meet the requirement of the Banking and Insurance sector.



## PROGRAMME OUTCOMES:

On the successful completion of the program, the following are the expected outcomes.

PO Number	PO Statement
PO1	To develop and inculcate the traits of professionalism among the students. Professional attire, professional communication skills and Professional discipline will be inculcated.
PO2	Students undertaking the course will have comprehensive and up-to-date knowledge in the courses of Banking and Insurance.
PO3	Basic investment information is to combine academic work with financial markets.
PO4	The company's operation, accounting cycle within relevant books, records and financial statements and closing entries, and correction will be able to recognize.
PO5	Besides the knowledge of the basic law, promotes the development of ethical responsibilities of banking law, insurance law and capital market law.



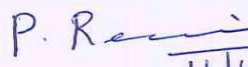
**Guidelines for Programmes offering Part I& Part II for Two Semesters:**

Part	Subjects	No.of Papers	Credit	Semester No.
<b>I</b>	Tamil / Hindi / French/Malayalam	2	2 x 3 = 6	I & II
<b>II</b>	English	2	2 x 3 = 6	I & II
<b>III</b>	Core (Credits 2,3,4 )	18-20	70	I to VI
	Inter Departmental Course (IDC)	4	16	I to IV
	Discipline Specific Elective (DSE)	3	3 x 4 =12	V & VI
	Skill Enhancement Course(SEC)	4	4 x 3=12	III ,IV,V& VI
	Generic Elective(GE)	2	2 x 2=4	III & IV
	Lab on Project (LoP)	1	1	III to V
<b>IV</b>	Environmental Studies(AECC)	1	2	I
	Value Education (VE) (Human Rights, Womens' Rights) (AECC)	2	4	II and III
	General Awareness(On-Line Exam) (AECC)	1	2	IV
	RM ( AECC)	1	2	V
	Innovation, IPR, Entrepreneurship (AECC)	1	2	VI
<b>V</b>	Extension Activity NSS / Sports / Department Activity	-	1	I to VI
<b>TOTAL CREDITS</b>			<b>140</b>	

## CURRICULUM

### B.Com. BANKING AND INSURANCE PROGRAMME

Course Code	Course Category	Course Name	L	T	P	Exam (hours)	Max Marks			Credits
							CIA	ESE	Total	
First Semester										
Part – I										
191TL1A1TA	Language - I	Tamil-I	4	1	-	3	25	75	100	3
191TL1A1HA		Hindi-I								
191TL1A1MA		Malayalam-I								
191TL1A1FA		French – I								
Part – II										
191EL1A1EA	Language - II	English – I	4	-	1	3	25	75	100	3
Part – III										
195CO1A1CA	Core - I	Financial Accounting-I	4	1	-	3	25	75	100	4
195BI1A1CA	Core – II	Indian Banking and Financial System	4	1	-	3	25	75	100	4
195BI1A1CP	Core Practical - I	Computerized Accounting	-	-	4	3	40	60	100	2
195FI1A1IA	IDC – I	Business Economics	4	-	-	3	25	75	100	4
Part - IV										
193MB1A1AA	AECC - I	Environmental Studies	2	-	-	3	-	50	50	2
Total			22	3	5	-	-	-	650	22

  
 16/4/2019  
 BoS Chairman/HoD  
 Department of Commerce (B & I)  
 Dr. N. G. P. Arts and Science College  
 Coimbatore - 641 048



Dr.NGPASC  
 COIMBATORE | INDIA

B.Com. Banking and Insurance (Students admitted during the AY 2019-20)



Course Code	Course Category	Course Name	L	T	P	Exam (h)	Max Marks			Credits
							CIA	ESE	Total	
Second Semester										
Part - I										
191TL1A2TA	Language - I	Tamil-II	4	1	-	3	25	75	100	3
191TL1A2HA		Hindi-II								
191TL1A2MA		Malayalam-II								
191TL1A2FA		French – II								
Part – II										
191EL1A2EA	Language - II	English – II	4	-	1	3	25	75	100	3
Part – III										
195BI1A2CA	Core - III	Financial Accounting-II	5	1	-	3	25	75	100	4
195BI1A2CB	Core - IV	Computer Application in Business	4	-	-	3	25	75	100	4
195BI1A2CP	Core Practical - II	Office Automation	-	-	4	3	40	60	100	2
195AT1A2IA	IDC - II	Fundamentals of Goods and Services Tax	4	-	-	3	25	75	100	4
Part - IV										
196BM1A2AA	AECC - II	Value Education- Human Rights	2	-	-	3	-	50	50	2
Total			23	2	5	-	-	-	650	22



Course Code	Course Category	Course Name	L	T	P	Exam (h)	Max Marks			Credits
							CIA	ESE	Total	
Third Semester										
195BI1A3CA	Core -V	Corporate Accounting	5	1	-	3	25	75	100	4
195BI1A3CB	Core - VI	Legal aspects of Banking	5	-	-	3	25	75	100	4
195BI1A3CC	Core -VII	Insurance Management	4	-	-	3	25	75	100	4
195BI1A3CD	Core -VIII	Business Organization and office management	4	-	-	3	25	75	100	3
192MT1B3IB		IDC - III	Business Mathematics	4	-	-	3	25	75	100
195BI1A3SA	SEC - I	Business Communication	3	-	-	3	25	75	100	3
	GE - I		2	-	-	3	-	50	50	2
	LoP	Lab on Project	-	-	-	-	-	-	-	-
Part - IV										
191TL1A3AA	AECC - III	Basic Tamil	2	-	-	3	-	50	50	2
191TL1A3AB		Advanced Tamil								
195CR1A3AA		Women’s Rights								
Total			29	1	-				700	26



Course Code	Course Category	Course Name	L	T	P	Exam (h)	Max Marks			Credits
							CIA	ESE	Total	
FourthSemester										
Part - III										
195BI1A4CA	Core – IX	Financial Management	4	1	-	3	25	75	100	4
195BI1A4CB	Core – X	Cyber security	4	1	-	3	25	75	100	4
195BI1A4CC	Core – XI	Entrepreneurial Development	4	1	-	3	25	75	100	4
195BI1A4CD	Core – XII	Company Law and Secretarial Practice	4	-	-	3	25	75	100	3
192MT1B4IB	IDC - IV	Business Statistics	4	-	-	3	25	75	100	4
195BI1A4SA	SEC – II	E-Commerce	3	-	-	3	25	75	100	3
	GE - II		2	-	-	3	-	50	50	2
	LoP	Lab on Project	-	-	-	-	-	-	-	-
Part - IV										
191TL1A4AA	AECC – IV	Basic Tamil	2	-	-	3	-	50	50	2
191TL1A4AB		Advanced Tamil								
192PY1A4AA		General Awareness								
Total			27	3	-	-	-	-	700	26



Course Code	Course Category	Course Name	L	T	P	Exam (h)	Max Marks			Credits
							CIA	ESE	Total	
Fifth Semester										
195PA1A5CC	Core – XIII	Income Tax Law and Practice	5	1	-	3	25	75	100	4
195BI1A5CA	Core – XIV	Cost Accounting	5	1	-	3	25	75	100	4
195BI1A5CB	Core – XV	Marketing of Financial and Insurance Products	5	1	-	3	25	75	100	4
195BI1A5SA	SEC - III	Information Technology in Banking and Insurance	4	-	-	3	25	75	100	4
195BI1A5DA	DSE - I	Retail Banking	5	1	-	3	25	75	100	4
195BI1A5DB		Rural Banking								
195BI1A5DC		Central Banking and Monetary Policy								
195BI1A5TA	IT	Industrial Training	Grade A to C							
195BI1A5LA	LoP	Lab on Project	-	-	-	-	50	-	50	1
Part - IV										
192MT1A5AA	AECC - V	Research Methodology	2	-	-	3	-	50	50	2
Total			26	4	-				600	23



Course Code	Course Category	Course Name	L	T	P	Exam (h)	Max Marks			Credits
							CIA	ESE	Total	
Sixth Semester										
Part-III										
195BI1A6CA	Core – XVI	Management Accounting	5	1	-	3	25	75	100	4
195BI1A6CV	Core – XVII: Project	Project Work	-	-	8	3	40	60	100	4
195BI1A6SP	SEC – IV	Banking and Insurance Practicals	-	-	4	3	40	60	100	2
195BI1A6DA	DSE-II	Banking operations and management	5	-	-	3	25	75	100	4
195BI1A6DB		Risk Management in Banking and Insurance								
195BI1A6DC		Practices of General Insurance								
195BI1A6DD	DSE-III	Principles of Management	5	-	-	3	25	75	100	4
195BI1A6DE		Commercial Bank Management								
195BI1A6DF		Green Business Management								
Part - IV										
195BI1A6AA	AECC - VI	Innovation and IPR	2	-	-	3	-	50	50	2
Part-V										
195BI1A6XA		Extension Activity	-	-	-	-	50	-	50	1
Total			17	1	12				600	21
Grand Total									3900	140



## DISCIPLINE SPECIFIC ELECTIVE

Students shall select the desired course of their choice in the listed elective course during Semesters V & VI

### Semester V (Elective I)

#### List of Elective Courses

S. No.	Course Code	Name of the Course
1.	195BI1A5DA	Retail Banking
2.	195BI1A5DB	Rural Banking
3.	195BI1A5DC	Central Banking and Monetary Policy

### Semester VI (Elective II)

#### List of Elective Courses

S. No.	Course Code	Name of the Course
1.	195BI1A6DA	Banking operations and management
2.	195BI1A6DB	Risk Management in Banking and Insurance
3.	195BI1A6DC	Practices of General Insurance

### Semester VI (Elective III)

#### List of Elective Courses

S. No.	Course Code	Name of the Course
1.	195BI1A6DD	Principles of Management
2.	195BI1A6DE	Commercial Bank Management
3.	195BI1A6DF	Green Business Management





### GENERIC ELECTIVE COURSES (GE)

The following are the courses offered under Generic Elective Course  
Semester III (GE-I)

S. No.	Course Code	Course Name
1	195BI1A3GA	Practical Banking

Semester IV (GE-II)

S. No.	Course Code	Course Name
1	195BI1A4GA	Practical Insurance

### EXTRA CREDIT COURSES

The following are the courses offered under self-study to earn extra credits:

S. No.	Course Code	Course Name
1	195BI1ASSA	International Financial Management
2	195BI1ASSB	Investment Management

### CERTIFICATE PROGRAMMES

The following are the programme offered to earn extra credits:

S. No.	Programme Code and Name	Course Code	Course Name
1	5BI5A Certificate course on Payroll accounting	195BI5A1CP	Payroll Accounting
2	5BI5B Certificate course on Insurance Legislations in India	195BI5A1CA	Insurance Legislations in India

### MOOC (NPTEL/SWAYAM/ SPOKEN TUTORIAL)

The following are the online courses offered:

Please refer the following link to select the courses

[www.swayam.org](http://www.swayam.org)

[www.nptel.ac.in](http://www.nptel.ac.in)

[www.spoken-tutorial.org](http://www.spoken-tutorial.org)



Effective from the academic year 2019-20 and applicable to the students admitted to the Degree of Bachelor of Science / Commerce/ Arts.

## 1. NOMENCLATURE

**1.1 Faculty:** Refers to a group of programmes concerned with a major division of knowledge are. Eg. Faculty of Computer Science consists of disciplines like Departments of Computer Science, Information Technology, Computer Technology and Computer Applications.

**1.2 Programme:** Refers to the Bachelor of Science / Commerce / Arts Stream that a student has chosen for study.

**1.3 Batch:** Refers to the starting and completion year of a programme of study. Eg. Batch of 2015–2018 refers to students belonging to a 3 year Degree programme admitted in 2015 and completing in 2018.

**1.4 Course Refers to** a component (a paper) of a programme. A course may be designed to involve lectures / tutorials / laboratory work / seminar / project work/ practical training / report writing / Viva voce, etc or a combination of these, to meet effectively the teaching and learning needs and the credits may be assigned suitably.

### a) Core Courses

A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course.

### b) Inter Disciplinary Course (IDC)

A course chosen generally from a related discipline/subject, with an intention to seek exposure in the discipline relating to the core domain of the student.

**c) Discipline Specific Elective (DSE) Course:** DSE courses are the courses offered by the respective disciplinary/ interdisciplinary programme.

**d) Skill Enhancement Courses (SEC):** SEC courses are value-based and/or skill-based and are aimed at providing hands-on-training, competencies, skills, etc.

**e) Ability Enhancement Courses (AEC):** AECC courses are the courses based upon the content that leads to Knowledge enhancement. These are mandatory for all disciplines. Environmental Science, Human Rights, Women's Rights, General Awareness, IPR and Innovation, Entrepreneurship Development and Research Methodology.

All these courses should be taught according to Outcome based Education.



### 1.5 Lab on Project (LoP)

To promote the undergraduate research among all the students, the LoP is introduced beyond their regular class hours. LoP is introduced as group project consisting of not more than five members. It consist of four stages namely Literature collection, Identification of Research area, Execution of research and Reporting / Publication of research reports/ product developments. These four stages spread over from III to V semester.

### 1.6 Project work

It is considered as a special course involving application of knowledge in problem solving / analyzing / exploring a real life situation / difficult problem. The Project work will be given in lieu of a Core paper.

### Extra credits

Extra credits will be awarded to a student for achievements in co-curricular activities carried out outside the regular class hours. The guidelines for the award of extra credits are given in section- these credits are not mandatory for completing the programme.

### Advanced Learner Course (ALC):

ALC is doing work of a higher standard than usual for students at that stage in their education. Research work carried out in University/ Research Institutions/ Industries of repute in India or abroad for a period of 15 to 30 days will be considered as Advanced Learners Course.



## 2. STRUCTURE OF PROGRAMME

### 2.1 PART – I: LANGUAGE

Tamil or any one of the languages namely Malayalam, Hindi and French will be offered under Part – I in the first two / four semesters.

### 2.2 PART – II : ENGLISH

English will be offered during the first two / four semester.

### 2.3 PART – III :

- Core course
- Inter Departmental Course (IDC)
- Discipline Specific Elective (DSE)
- Skill Enhancement Course (SEC)
- Generic Elective (GE)
- Lab on Project (LoP)
- Industrial Training (IT)

### 2.4 PART IV

#### 2.4.1 Ability Enhancement Compulsory Course

The ability enhancement courses such as i) Environmental Studies, ii) Human Rights, iii) Womens' Rights, iv) General Awareness, v) Research Methodology, vi) Intellectual Property Rights(IPR), Innovation and Entrepreneurship or IPR and Innovation from I to VI Semester.

a) Those who have not studied Tamil up to XII Std and taken a non-Tamil language under Part-I shall take Tamil comprising of two courses.

(OR)

b) Those who have studied Tamil up to XII std and taken a non-Tamil language under Part-I shall take Advanced Tamil comprising of two courses in the third and fourth semesters.

(OR)



c) Students who come under the above a+b categories are exempted from Women's Rights and General awareness during III and IV semester respectively.<sup>15</sup>

## 2.5PART V: EXTENSION ACTIVITIES

The following co-curricular and extracurricular activities are offered under institutional / department Association/ club/ extension programmes for the students under extension activities from I to IV semester.

### a) Institutional

- National Service Scheme (NSS)

Participation in any one of the camps organized by NSS unit.

- Friends of Police(FoP)

Active participation in traffic regulation and other extension activities

- Sports

Active participation in any one of the sports activities

- Youth Red Cross (YRC)

Active participation in YRC programmes

### b) Department Association

Membership and active participation in the department association activities.

### c) Clubs

Membership and active participation in any one club activities.

## 1. CREDIT ALLOTTMENT

The following is the credit allotment:

- **Lecture Hours (Theory)** : Max.1 credit per lecture hour per week,  
1 credit per tutorial hour per week
- **Laboratory Hours** : 1 credit for 2 Practical hours per week.
- **Project Work** : 1 credit for 2 hours of project work per week



## 2. DURATION OF THE PROGRAMME

- A student is normally expected to complete the B.Sc. /B.com. /BA Programme in 6 semesters. However, in any case not more than 7 consecutive semesters. Failing which the concern BoS will identify suitable / equivalent course.

## 3. REQUIREMENTS FOR COMPLETION OF A SEMESTER

Candidate shall be permitted to appear for the End Semester examinations for any semester(practical/theory) if

- i) He/she secures **not less than 75%** of attendance in the number of working days during the semester.
  - ii) He/she earns a progress certificate from the Head of the institution, of having satisfactorily completed the course of study prescribed in the scheme of examinations for that semester as required by these regulations, and
  - iii) His/her conduct / character is satisfactory.
- Provided that it shall be open to the Academic council, or any authority delegated with such powers by the Academic council, to grant exemption to a candidate who has failed to earn 75% of the attendance prescribed, for valid reasons, subject to usual conditions. (Refer the **Ordinance No.1 of 1990 of the Bharathiar University**)
  - A candidate who earned 75% of attendance and more in the current semester are eligible to write the examination in current semester subjects.
  - A candidate who has secured **less than 65% but 55%** and above attendance in any semester has to compensate the shortage in attendance in the subsequent semester besides earning the required percentage of attendance in that semester and appear for both semester papers together at the end of the later semester.





- A candidate who has secured **less than 55%** of attendance in any semester shall <sup>17</sup>not be permitted to appear for the regular examinations and to continue the study in the subsequent semester. He/she has to rejoin the semester in which the attendance is less than 55%.
- A candidate who has secured **less than 65%** of attendance in the final semester has to compensate his/her attendance shortage in a manner as decided by the concerned Head of the department after rejoining the same course.

#### 4. EXAMINATIONS

- The end semester examinations shall normally be conducted after completing 90 working days for each semester.
- The maximum marks for each theory and practical course (including the project work and Viva-Voce examination in the final Semester) shall be 100 with the following breakup.

##### (i) Theory Courses

Continuous Internal Assessment (CIA)	: 25 Marks
End Semester Exams (ESE)	: 75 Marks

##### (ii) For Practical/ Courses

Continuous Internal Assessment (CIA)	: 40 Marks
End Semester Exams (ESE)	: 60 Marks

- The following are the distribution of marks for the **Continuous Internal Assessment** in **Practical, Project/ Industrial Training Courses**.



### Continuous Internal Assessment for Practical Courses:

S.No	For - UG practical courses	Distribution of Marks					
1	Minimum 10 experiments to be conducted/practical paper/semester	20	15	10	8	5	4
2	Tests : Two tests out of which one shall be during the mid semester and the other to be conducted as model test at the end of the semester.)	16	10	10	8	6	6
3	Observation Note Book	4	5	5	4	4	-
	<b>TOTAL MARKS</b>	<b>40</b>	<b>30</b>	<b>25</b>	<b>20</b>	<b>15</b>	<b>10</b>

### Project viva-voce / Industrial Training

The following are the distribution of marks for the continuous Internal assessment in UG Project/Industrial Training courses.

S.no	For - UG Project courses//Industrial Training	Distribution of Marks	
1	Review-I	5	10
2	Review-II	5	10
3	Review-III	5	10
4	Document, Preparation and Implementation	10	10
	<b>TOTAL MARKS</b>	<b>25</b>	<b>40</b>

b. Following are the distribution of marks for the **External Examination** in UG Project /Industrial Training courses

S.no	For - UG Project //Industrial Training courses	Distribution of Marks	
1	Record Work and Presentation	35	40
2	Viva-Voce	15	20
	<b>TOTAL MARKS</b>	<b>50</b>	<b>60</b>

### Part – IV

The courses offered under Part – IV shall have only End Semester Examinations (ESE) for a maximum of 50 Marks. However, Students who select “Tamil” under Part IV, will be assessed



only by Continuous Internal Assessment (CIA). The marks shall be furnished to the COE<sup>18</sup> by the concerned Course teacher through the Head of the Department.

## 6.1 CONTINUOUS ASSESSMENT EXAMS

### 6.1 Theory courses

#### a) Continuous Internal Assessment test (CIA)

There will be a Minimum of two Continuous Assessment Exams, for each Theory course. The first and Second Assessment Exams will be conducted for a Maximum of 50 Marks and 75 marks respectively. The total marks secured in the Two Assessment Exams will be converted to 15 Marks.

#### b) Utilization of Library

Marks will be awarded to the student based on the hours spent in the library after the working hours and submission of report by the student.

Hours spent in Library	Marks	Type of Document submitted
2	1	Report/ Assignment/ Class presentation
4	2	
6	3	
8	4	
10	5	
12	6	

- During the Library hour, the student must spend time in reading the articles, books, journals of their subject of interest
- Each student should borrow minimum three books during the semester
- **Student is expected to submit one Report / Assignment/ Class Presentation per Course.**

#### c) Class Participation

Active participation in classroom discussion by the student will be evaluated based on Integration of knowledge, Interaction and Participation and demonstration of knowledge.

#### d) PAPERS / REPORTS/ ASSIGNMENTS/ CLASS PRESENTATION



The student will be evaluated based on his ability to do analysis of application of theory to real world problems or creative extension of class room learning and his/her ability to communicate the given topic effectively and clearly.

### Continuous Assessment OBE Rubrics Score Sheet

Degree: \_\_\_\_\_ Branch: \_\_\_\_\_ Semester: \_\_\_\_\_

Course Code: \_\_\_\_\_ Course: \_\_\_\_\_

Max. Marks: \_\_\_\_\_ Internal: \_\_\_\_\_ External: \_\_\_\_\_ Total: \_\_\_\_\_

S.No.	REG.NO	THEORY / PRACTICAL & LIBRARY CLASS PARTICIPATION (15) (Compulsory)				RUBRICS ASSESSMENT (SELECT ANY ONE)									Total Marks out of : 30
						PAPERS / REPORTS (15)			ASSIGNMENTS (15)			CLASS PRESENTATION (15)			
		Library	Integration of Knowledge	Interaction & Participation	Demonstration of Knowledge	Organization & Knowledge	Format & Spelling	Reference / Experiments	Demonstration of Knowledge	Format & Spelling	Reference	Content & Coherence	Creativity and Speaking Skills	Duration of Presentation	
1		6	3	3	3	5	5	5	5	5	5	5	5	5	

The following are the distribution of marks for the continuous internal assessment in UG practical courses

S.No	For - UG Practical Courses	Distribution of Marks					
1	Minimum 10 experiments to be conducted/practical paper/semester	20	15	10	8	5	4
2	Tests : Two tests out of which one shall be during the mid semester and the other to be conducted as model test at the end of the semester.)	16	10	10	8	6	6
3	Observation Note Book	4	5	5	4	4	-
	<b>TOTAL MARKS</b>	<b>40</b>	<b>30</b>	<b>25</b>	<b>20</b>	<b>15</b>	<b>10</b>



## 7.FOR PROGRAMME COMPLETION

**Programme Completion** (for students admitted in the A.Y.2019-20 and Onwards)

Student has to complete the following:

- i) **Part I,II,III,IV,V as mentioned in the scheme**
- ii) **Industrial/ Institutional training**

Students must undertake industrial / institutional training for a minimum of 15 days and not exceeding 30 days during the IV semester summer vacation. The students will submit the report for evaluation during V semester.

Based on the performance Grade will be awarded as follows:

Marks Scored	Grade to be awarded
75 and above	A
60-74	B
40-59	C
< 40	Re-Appearence

### iii) **Skill Enhancement Training**

Student must undergo Skill Enhancement training on Communication skills (I and II Semester) and Quantitative aptitude (III and IV Semester) respectively each for 40h.

## 8. EXTRA CREDITS

- Earning extra credit is mandatory. However, it is not essential for programme completion
- Extra Credits will be awarded to a student for achievement in co-curricular/ extracurricular activities carried other than the regular class-hours.
- The detailed guidelines for the award of extra credits are as follows:
- A student is permitted to earn a maximum of **five** extra Credits during the programme duration of UG from I to V Semester.
- Candidate can claim a maximum of 1 credit under each category listed.



The following are the guidelines for the award of Extra credits:

### 8.1 Proficiency in foreign language

Qualification	Credit
A pass in any foreign language in the examination conducted by an authorized agency	1

### 8.2 Proficiency in Hindi

Qualification	Credit
A pass in the Hindi examination conducted by Dakshin Bharat Hindi Prachar Sabha	1

Examination passed during the programme period only will be considered for extra credit

### 8.3 Self study Course

Qualification	Credit
A pass in the self study courses offered by the department	1

- The candidate should register the self study course offered by the department only in the III semester

### 8.4 Typewriting/Short hand

- A Pass in short hand /typewriting examination conducted by Tamil Nadu Department of Technical Education (TNDTE) and the credit will be awarded.

Qualification	Credit
A pass in the type writing / short hand examination offered by TNDTE	1





### 8.5 Diploma/Certificate

Courses offered by any recognized University / NCVRT

Qualification	Credit
A pass in any Certificate course/ Diploma / PG Diploma	1

### 8.6 CA/ICSI/CMA

Qualification	Credit
Qualifying foundation / Inter level / Final in CA/ICSI/CMA / etc.,	1

### 8.7 Sports and Games

The Student can earn extra credit based on their Achievement in sports as given below:

Qualification	Credits
Achievement in University/ State / National/ International	1

### 8.8 Online Courses

Pass in any one of the online courses

Qualification	Credit
SWAYAM/NPTEL/Spoken Tutorial etc.,	1

### 8.9 Publications /Conference Presentations (Oral/Poster)/Awards

Qualification	Credit
Research Publications in Journals/ oral/poster presentation in Conference	1



### 8.10 Innovation / Incubation / Patent / Sponsored Projects / Consultancy

Qualification	Credit
Development of model/ Products /Prototype /Process/App/Registration of Patents/ Copyrights/Trademarks/Sponsored Projects /Consultancy	1

### 8.11 Representation

Qualification	Credit
State / National level celebrations such as Independence day, Republic day Parade, National Integration camp etc.,	1



Course Code	Course Name	Category	L	T	P	Credit
191TL1A1TA	தமிழ்த்தாள் - I	மொழி - I	4	1	-	3

### குறிக்கோள்: (PREAMBLE)

இப்பாடத்திட்டம் மாணவர்கள் கற்றுக் கொள்வதற்காகவும் புரிந்து கொள்வதற்காகவும் உருவாக்கப்பட்டது.

- மொழிப்பாடங்களின் வாயிலாக தமிழரின் பண்பாடு , பகுத்தறிவு ஆகியவற்றை அறியச் செய்தல்
- கலை மற்றும் மரபுகளை அறியச் செய்தல்
- மாணவர்களின் படைப்பாக்கத்திறன்களை ஊக்குவித்தல்

### பயனடைவுக்கல்வியின் விளைவாக ஏற்படும் பயன்பாடுகள் (COURSE OUTCOMES)

பாடத்திட்டப் பகுப்பு முறை	பாடத்திட்டத்தின் குறிக்கோள்	அறிவுத்திறன் வெளிப்படும் அளவு முறை
CO1	வாழ்க்கைத்திறன்கள் (Life Skills) – மாணவனின் செயலாக்கத்திறனை ஊக்குவித்தல்	K1,K2,K3
CO2	மதிப்புக்கல்வி (Attitude and Value education)	K2,K4
CO3	பாட இணைச்செயல்பாடுகள் (Co-curricular activities)	K2,K3,K4
CO4	சூழலியல் ஆக்கம் (Ecology)	K4
CO5	மொழி அறிவு (Tamil knowledge)	K5, K6

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	M	S
CO2	S	M	M	M	M
CO3	S	M	M	M	M
CO4	S	M	M	M	M
CO5	S	M	M	M	M

S

Strong

M

Medium

L

Low



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191TL1A1TA	தமிழ்த்தாள் - I	SEMESTER I
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Total Credits: 3

Total Instructions Hours: 60

**பாடத்திட்டம்****அலகு - 1 மறுமலர்ச்சிக் கவிதைகள்**

12 H

1. உயிர் பெற்ற தமிழர் பாட்டு - பாரதியார்
- 2 . படி - பாரதிதாசன்
3. போராடப் புறப்பட்டோம் - தமிழ் ஒளி
4. தமிழ்க் கொலை புரியாதீர் - புலவர் குழந்தை
5. திரைத்தமிழ்

அ) சுமமா கிடந்த நிலத்தை எனத்தொடங்கும் பாடல் - பட்டுக்கோட்டை கல்யாண சுந்தரனார்

ஆ) சமரசம் உலாவும் இடமும் எனத்தொடங்கும் பாடல் - மருதகாசி

இ) உன்னை அறிந்தால் எனத்தொடங்கும் பாடல் - கண்ணதாசன்

**அலகு - 2 புதுக்கவிதைகள்**

12 H

1. கடமையைச் செய் - மீரா
2. அம்மாவின் பொய்கள் - ஞானக்கூத்தன்
3. செருப்புடன் ஒரு பேட்டி - மு.மேத்தா
4. சிங்கவால் குரங்கின் மரணம் - சிற்பி
5. கடல்கோள் 2004 - முத்தமிழ் விரும்பி
6. கரிக் கிறது தாய்ப்பால் - ஆரூர் தமிழ்நாடன்
7. பள்ளி - நா. முத்துக்குமார்
8. ஹைகூ கவிதைகள் - 15 கவிதைகள்

**அலகு - 3 பெண்ணியம்**

08 H

1. ஒரு கதவும் கொஞ்சம் கள்ளிப்பாலும் - தாமரை
2. நீரில் அலையும் முகம் - அ. வெண்ணிலா
3. தொட்டிச் செடி - இளம்பிறை
4. ஏனிந்த வித்தியாசங்கள் - மல்லிகா

**அலகு - 4 சிறுகதைகள்**

15 H

1. வேப்பமரம் - ந. பிச்சமூர்த்தி
2. அகல்யை - புதுமைப்பித்தன்
3. ஒருபிடி சோறு - ஜெயகாந்தன்



4. காய்ச்சமரம் - கி. ராஜநாராயணன்
5. நிராசை - பாமா
6. எருமை சீமாட்டி - பெருமாள் முருகன்
7. குதிரை மசால் தாத்தா - சு. வேணுகோபால்

அலகு -5 இலக்கியவரலாறு இலக்கணம் மற்றும் பயிற்சிப் பகுதி

13 H

#### அ. இலக்கிய வரலாறு

1. மறுமலர்ச்சிக் கவிஞர்களின் தமிழ்ப்பணிகள்
2. புதுக்கவிதையின் தோற்றமும் வளர்ச்சியும்
3. சிறுகதையின் தோற்றமும் வளர்ச்சியும்

#### ஆ. இலக்கணம்

- 1.வல்லினம் மிகும், மிகா இடங்கள் (ஒற்றுப்பிழை நீக்கி எழுதுதல்)
2. ர,ற ,ல, ழ, ள ,ண, ந,ன, வேறுபாடு (ஒலிப்பு நெறி, சொற்பொருள் வேறுபாடு அறிதல்)

#### இ. படைப்பாக்கப் பயிற்சி

1. கவிதை, சிறுகதை எழுதுதல்

#### பாட நூல்

- 1 செய்யுள் மற்றும் உரைநடைத் திரட்டு . 2019. தொகுப்பு : தமிழ்த் துறை , டாக்டர் என். ஜி.பி. கலை மற்றும் அறிவியல் கல்லூரி . நியூ செஞ்சுரி புக் ஹவுஸ்(பி)லிட். சென்னை.

#### பார்வை நூல்கள்

- 1 வரதராசன்,மு. தமிழ் இலக்கிய வரலாறு. முதல் பதிப்பு 1972 .சாகித்திய அக்காதெமி. புது தில்லி.
- 2 தமிழண்ணல் . புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு . பதினாறாம் பதிப்பு 2000 மீனாட்சி புத்தக நிலையம். மதுரை.
- 3 பேராசிரியர் புலவர் இளவரசு ,சோம. புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு. எட்டாம் பதிப்பு ஜூலை 2012.மணிவாசகர் பதிப்பகம்.சென்னை.
- 4 பேராசிரியர் முனைவர் பாக்கியமேரி . இலக்கணம் இலக்கிய வரலாறு மொழித்திறன் . முதல் பதிப்பு 2013 . பூவேந்தன் பதிப்பகம். சென்னை.
- 5 தமிழ் இணையக் கல்விக்கழகம். <<http://www.tamilvu.org/>>



Course Code	Course Name	Category	L	T	P	Credit
191TL1A1HA	HINDI - I	Language - I	4	1	-	3

### குறிக்கோள்: (PREAMBLE)

- To develop the writing ability and develop reading skill.
- To learn various concepts and techniques for criticizing literature
- To learn the techniques for expansion of ideas and translation process

### Course Outcomes:

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

CO Number	CO Statements	Knowledge Level
CO1	Learn the fundamentals of novels and stories	K1
CO2	Understand the principles of translation work	K2
CO3	Apply the knowledge writing critical views on fiction	K3
CO4	Build creative ability	K3
CO5	Expose the power of creative reading	K2

### Mapping with Programme Outcomes

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	S
CO2	S	M	M	M	S
CO3	S	M	S	M	S
CO4	S	M	S	M	S
CO5	S	M	S	M	S

S - Strong, M - Medium, L - Low





191TL1A1HA	HINDI - I	SEMESTER - I
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**Total Credits: 3**  
**Total Instructions Hours: 60**

### Syllabus

#### UNIT - I

20 H

गद्य - नूतन गद्य संग्रह (जय प्रकाश)

पाठ 1- रजिया

पाठ 2- मक्रील

पाठ 3- बहता पानी निर्मला

पाठ 4- राष्ट्र पता महात्मा गाँधी

प्रकाशक: सु मत्र प्रकाशन

204 लीला अपार्टमेंट्स, 15 हेस्टिंग्स रोड

अशोक नगर इलाहाबाद-211001

#### UNIT - II

20 H

कहानी कुंज- डॉ वी.पी. 'अ मताभ'(पाठ 1-4)

प्रकाशक: गो वन्द प्रकाशन

सदर बाजार, मथुरा

उत्तर प्रदेश-281001

#### UNIT - III

18 H

व्याकरण : शब्द वचार ( संज्ञा, सर्वनाम, कारक, वशेशण)

पुस्तक: व्याकरण प्रदिप - रामदेव

प्रकाशक: हिन्दी भवन 36

टेगोर नगर

इलाहाबाद-211024

#### UNIT - IV

12 H

अनुवाद अभ्यास-III (केवल अंग्रेजी से हिन्दी में)

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(पाठ 1 to 10)

प्रकाशक: द क्षण भारत प्रचार सभा चेन्नई -17



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Course Code	Course Name	Category	L	T	P	Credit
191TL1A1MA	MALAYALAM – I	Language - I	4	1	-	3

**PREAMBLE:**

- To develop the writing ability and develop reading skill.
- To learn various concepts and techniques for criticizing literature
- To learn the techniques for expansion of ideas and translation process

**Course Outcomes:**

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

CO Number	CO Statements	Knowledge Level
CO1	Learn the fundamentals of novels and stories	K1
CO2	Understand the principles of translation work	K2
CO3	Apply the knowledge writing critical views on fiction	K3
CO4	Build creative ability	K3
CO5	Expose the power of creative reading	K2

**Mapping with Programme Outcomes**

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	S
CO2	S	M	M	M	S
CO3	S	M	S	M	S
CO4	S	M	S	M	S
CO5	S	M	S	M	S

S – Strong, M – Medium, L – Low



191TL1A1MA	MALAYALAM - I	SEMESTER I
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**Total Credits: 3**  
**Total Instructions Hours: 60**

## CONTENTS

### Paper I Prose, Composition & Translation

#### Syllabus

<b>UNIT I &amp; II</b>	30 H
Novel	
<b>UNIT III &amp; IV</b>	20 H
Short story	
<b>UNIT V</b>	10 H
Composition & Translation	

#### Text Books

- 1 Unit I & II - Vasudevan Nair, M.T. Naalukettu .D.C.Books. Kottayam. Kerala
- 2 Unit III & IV - Lalithampika Antharjanam . Manikkianum Mattu Prathana Kathakalum . D.C.Books. Kottayam. Kerala
- 3 Unit V- Expansion of ideas, General Essay and Translation of a simple passage from English about 100 words) to Malayalam

#### References

- 1 Dr. Leelavathi, M. Kavitha Sahithya Charitram. Kerala Sahithya Academy, Trichur.
- 2 Tharakan, K.M. Malayala Novel Sahithya Charitram. N.B.S. Kottayam
- 3 Sankarapillai, G. Malayala Nataka Sahithya Charitram. D.C.Books, Kottayam
- 4 Achuyuthan, M. Cherukatha Innale Innu. D.C. Books. Kottayam
- 5 Dr. George, K.M. (Chief Editor) (Sahithya Charitram Prasthanangalilude. D.C. Books, Kottayam.



Course Code	Course Name	Category	L	T	P	Credit
191TL1A1FA	FRENCH- I	Language - I	4	1	-	3

### PREAMBLE

- To Acquire Competence in General Communication Skills – Oral + Written –
- Comprehension and Expression
- To Introduce the Culture, life style and the civilization aspects of the French
- people as well as of France
- To help the students to acquire Competency in translating simple French
- sentences into English and vice versa

### COURSE OUTCOMES

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

CO Number	CO Statements	Knowledge Level
CO1	Learn the Basic verbs, numbers and accents	K1
CO2	To learn the adjectives and the classroom environment in France	K2
CO3	Learn the Plural, Articles and the Hobbies	K3
CO4	To learn the Cultural Activity in France	K3
CO5	To learn the Sentiments, life style of the French people and the usage of the conditional tense	K2

### Mapping with Programme Outcomes

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	S
CO2	S	M	M	M	S
CO3	S	M	S	M	S
CO4	S	M	S	M	S
CO5	S	M	S	M	S

S – Strong, M – Medium, L – Low



191TL1A1FA	FRENCH- I	SEMESTER I
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Total Credits: 3

Total Instructions Hours: 60

## Syllabus

### UNITÉ 1 Ici, en France

14 H

#### Compétence Culturelle

- Moi et les Autres
- La France Express

#### Compétence De communication

- INTERACTION:

s'identifier

- RÉCEPTION ECRITE:

Comprendre une annonce d'aéroport

- RÉCEPTION ORALE:

comprendre l'écrit de la rue

(Panneaux, plaques, rues...)

- PRODUCTION ÉCRITE:

écrire un SMS

#### Compétence grammaticale

- Le présent des verbes:

Je suis, je reste, J'arrive

- Le lieu:

(je suis) à...

(je suis) ici

- L'infinitif

### UNITÉ 2 Ici, en classe

12 H

#### Compétence Culturelle

- Moi et le français
- Le français dans le monde

#### Compétence De communication

- INTERACTION:

Se présenter

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- RÉCEPTION ORALE:

Comprendre des consignes

Orales

- RÉCEPTION ÉCRITE:

Comprendre une fiche

D'inscription

- PRODUCTION ÉCRITE:

écrire un texte à l'impératif

### **Compétence grammaticale**

- Tu/vous

- Le présent des

Verbes en-er et de

être:je, tu,vous

- La forme

Impérative (tu ,vous)

Des verbes en-er

UNITÉ 3 - Samedi

12 H

- **Compétence Culturelle**

Le fil du temps

- **Compétence De communication**

INTERACTION:

S'informer

- RÉCEPTION ORALE:

Comprendre une annonce

- RÉCEPTION ÉCRITE:

Comprendre un article

(titres et illustrations)

- PRODUCTION ÉCRITE:

écrire des slogans •

### **Compétence grammaticale**

Les articles

Défines:le,la,les

- A,de+le,la,les:

À,u,aux,du,des,à l', de l'

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- Être(présent)l'heure

- Il faut+nom

Il faut+infinitive

- Phrases verbe+complément,  
Complément+verbe

UNITÉ 4 Dimanche

12 H

### •Compétence Culturelle

Les activités Culturelles des Français •

### Compétence De communication

INTERACTION:

Acheter,demander des

Informations

- RECEPTION ORALE:

Comprendre les

Titres du journal à la radio

- RÉCEPTION ÉCRITE:

Comprendre les

Informations

- PRODUCTION ÉCRITE:

Inventer des noms de journaux

### Compétence grammaticale

- Faire, present

- Avoir, present

- Il y a

- Le présent des verbes en-er: Regarder

- Combien?

- Quand?

- Complément de nom:

Tremblement de terre, les noms de pays....

- Du,des,de la(reprise U2)

- Les adjectifs possessifs:

Mon,ta,son, Ma,ta,sa

Mes,tes,ses

UNITÉ 5 Dommage!

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10 H





### • **Compétence Culturelle**

Un baby-boom en 2000 et 2001

- L'amour, toujours

### **Compétence De communication**

#### • **INTERACTION:**

exprimer la tristesse, la peur,  
conseiller, encourager

- **RÉCEPTION ORALE:**

Comprendre une émission

De radio

- **RÉCEPTION ÉCRITE:**

Comprendre un sondage

- **PRODUCTION ÉCRITE:**

écrire des blogs

### **Compétence grammaticale**

- Est-ce que
- Le présent des verbes pouvoir, Vouloir
- Le conditionnel des

Verbs pouvoir,

Vouloir

- Ne...pas

### **Text Books**

- 1 **Alors, I.** *Marcella Di Giura Jean-Claude Beacco.* Goyal Publishers Pvt Ltd New Delhi.

Course Code	Course Name	Category	L	T	P	Credit
191EL1A1EA	ENGLISH - I	Language - II	4	0	1	3

### PREAMBLE

This course has been designed for students to learn and understand

- To experience the effect of dialogue, the brilliance of imagery and the magnificence of varied genres
- To strengthen the student's English vocabulary and understanding of English sentence structure
- To communicate effectively and acquire knowledge on the transactional concept of English language

### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Extend interest in and appreciation of the works of eminent writers from various literatures	K2
CO2	Interpret the genres in literature through the master works of great visionaries	K3
CO3	Perceive the language gaps through a clear model of the grammatical structure	K4
CO4	Analyze the concepts of texts in the course of different lessons which are realistic and discursive in nature	K4
CO5	Value the integral concepts of English grammar necessarily required in their linguistic competence	K5

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	M	S
CO2	S	S	S	S	S
CO3	M	S	S	S	M
CO4	S	S	M	S	M
CO5	S	S	S	S	M

S

Strong

M

Medium

L

Low



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B.Com. Banking and Insurance (Students admitted during the AY 2019-20)

191EL1A1EA	ENGLISH - I	SEMESTER I
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**Total Credits: 3**

**Total Instructions Hours: 60**

### Syllabus

**Unit I** Genre Studies - I 10 H

The Road not taken – Robert Frost

All the World's a Stage – William Shakespeare

Whitewashing the Fence – Mark Twain

The Face of Judas Iscariot - Bonnie Chamberlain

Soul Gone Home – Langston Hughes

**Unit II** Genre Studies - II 11 H

Ode on a Grecian Urn – John Keats

Mending Wall – Robert Frost

My Early Days – Dr. A.P.J. Abdul Kalam

Nightfall – Isaac Asimov

A Kind of Justice – Margaret Wood

**Unit III** Grammar - I 14 H

Parts of Speech

Articles and Prepositions

Subject Verb Agreement

Degrees of Comparison

Sequence of Tenses

**Unit IV** Genre Studies - III 11 H

On his Blindness - John Milton

Small Scale Reflections on a Great House – A.K. Ramanujam

On Prayer – Khalil Gibran

The Garden Party – Katherine Mansfield

The Tell-Tale Heart – Edgar Allan Poe



**Unit V** Grammar - II

14 H

If Conditionals

Modal Auxiliary Verbs

Question Types/Tags

Voice

Direct and Indirect Speech

**Text Books**

- 1 Krishnaswamy. N. 2000. Modern English: A Book of Grammar, Usage And Composition. Macmillan. New Delhi.
- 2

**References**

- 1 Bajwa and Kaushik. 2010. Springboard to Success- Workbook for Developing English and Employability Skills. Orient Black Swan. Chennai
- 2 Syamala. V. 2002. Effective English Communication for You. Emerald Publishers. Chennai.
- 3 Krishnaswamy. N, Lalitha Krishnaswamy & B.S. Valke. 2015. Eco English, Learning English through Environment Issues. An Integrated, Interactive Anthology. Bloomsbury Publications. New Delhi.
- 4 Swan, Michael and Catherine Walter. 2011. Oxford English Grammar Course. Oxford University Press. New York.
- 5 Wren and Martin. 2006. High School English Grammar And Composition. S. Chand Publishing. New Delhi.



Course Code	Course Name	Category	L	T	P	Credit
195CO1A1CA	CORE- I: FINANCIAL ACCOUNTING -I	Core	4	1		4

### PREAMBLE

This course has been designed for students to learn and understand

- To impart basic knowledge about the accounting principles and procedures
- To enhance the students with practical knowledge of book keeping
- To obtain knowledge about non-trading business organisation.

### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Know the concepts, conventions and rules of accounting to pass journal entries and prepare ledger accounts	K1
CO2	Obtain knowledge to prepare final accounts of a company and to gain skills to detect and prevent errors in journal and ledger accounts	K3
CO3	Capture the procedures relating to bills of exchange, and Average due date	K2
CO4	Acquire stuff to reconcile cash book and pass book and to prepare accounts of Non- trading concerns	K3
CO5	Classify and apply appropriate methods of depreciation	K3

### MAPPING WITH PROGRAMME OUTCOMES

Cos/Pos	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	S	M
CO2	S	S	M	S	M
CO3	S	S	M	S	M
CO4	S	S	M	S	M
CO5	S	S	M	S	M



195CO1A1CA	CORE- I: FINANCIAL ACCOUNTING -I	SEMESTER I
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**Total Credits: 4**

**Total Instructions Hours: 60**

### Syllabus

**Unit I** Fundamentals of Accounting 12 H

Accounting - Meaning - Objectives - Functions - Accounting Concepts and Conventions - Advantages - Limitations- Fundamentals of Book Keeping- Accounting Standards (AS -1 and AS-27) - Journal - Ledger - Subsidiary books - Trial balance.

**Unit II** Final Accounts of Sole Trader 11 H

Final Accounts of a Sole Trader - Trading Account, Profit and Loss Account, Balance sheet with adjustments - Differences between Trial Balance and Balance sheet - Rectification of errors: Types - Rectification.

**Unit III** Bills of Exchange and Average Due Date 13 H

Bills of Exchange - Promissory notes and bills of exchange - Recording of transactions relating to bills - Renewal of bills - Retiring of bills under rebate - Average Due Date - Meaning - Advantages - Calculation of Average Due Date.

**Unit IV** Bank Reconciliation Statement and Non-Trading Accounts 12 H

Bank Reconciliation Statement - Need - Reasons for difference between cash book and pass book balances - Preparation of Bank Reconciliation Statement - Accounting for Non Trading concerns - Receipts and Payments Account - Income and Expenditure Account - Differences between Receipts and Payments and Income and Expenditure Accounts -Balance sheet.

**Unit V** Depreciation 12 H

Depreciation - Meaning - Causes - objectives of depreciation - Factors affecting depreciation - Accounting Treatment - Methods of depreciation.- Straight line method - Diminishing Balance Method -Annuity Method- Sinking fund method.



## Text Books

- 1 Reddy,T.S. and Murthy,A. 2014. Financial Accounting, Sixth Edition. Margham Publications, Chennai.
- 2 Nagarajan.K.L., Vinayakam.N and Mani P.L. 2009. Principles of Accountancy First Edition. Sultan Chand & Company Ltd, New Delhi

## Reference Books

- 1 Jain,S.P., and Narang,K. 2014. Financial Accounting , Fifth Edition. Kalyani Publishers, New Delhi
- 2 Hanif., and Mukherjee,2015. Modern Accountancy, (Volume I),Second Edition.Tata Mcgraw Hill Publishing Co.Ltd.,Chennai
- 3 Arulandam. M.A and Ramaan.K.S, 2012. Advanced Accountancy, Revised Edition. Himalaya Publishing House, Mumbai.
- 4 Pillai. R.S.N and Bagavathi, Uma.S. 2012. Fundamentals of Advanced Accounting (Volume I), Third Revised Edition. Sultan Chand & Company Ltd, New Delhi.
- 5 Maheswari,S.N, Suneel Maheswari.K and Sharad Maheswari.K. 2015. Financial Accounting, Sixth Edition. Vikas Publishing House, Chennai.



Course Code	Course Name	Category	L	T	P	Credit
195BI1A1CA	CORE- II:INDIAN BANKING AND FINANCIAL SYSTEM	Core	4	1		4

### PREAMBLE

This course has been designed for students to learn and understand

- To enable the students to understand the banking system prevailing in India
- To gain the knowledge about Indian financial system
- To provide recent development in Banking and Financial sector.

### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the Basics of Banking, Relationship between Banker and Customer and Bank Deposit	K1
CO2	Understand the structure of a national banking system(tiers, bank types)	K3
CO3	Provide students insights into Recent Development in Banking Industry	K2
CO4	Understand the Government and RBI's powers to control and regulate banks	K3
CO5	Know about the components, classifications and structure of Indian Financial System	K3

### MAPPING WITH PROGRAMME OUTCOMES

Cos/Pos	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	M	S	S
CO3	S	S	M	S	S
CO4	M	S	M	S	S
CO5	S	S	M	S	S





195BI1A1CA	CORE- II:INDIAN BANKING AND FINANCIAL SYSTEM	SEMESTER I
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**Total Credits:** 4

**Total Instructions Hours:** 60H

### Syllabus

**Unit I** Introduction to Banking Business 12 H

Brief History- Business of Banking -meaning of Banking - Functions of Banks - Types of Banks - Difference between Banking and other business - Banker Customer Relationship: Banker - Customer - Bank Deposit.

**Unit II** Structure of Indian Banking System 12 H

Introduction - Banking Structure in India: Commercial Bank - Regional Rural Bank - Co-operative Bank - NABARD - NHB - SIDBI - IDBI - EXIM Bank.

**Unit III** Banking Sectors 11 H

Recent Development in Banking Industry - Banking Sectors - Corporate Banking - Retail Banking - International Banking - Rural Banking - Non-Banking Financial Intermediaries

**Unit IV** Reserve Bank of India 10 H

Objectives- Organization- Function and working- Monetary policy- Credit control measures and their effectiveness.

**Unit V** Financial System 15 H

Finance - Role of Finance - Types of Finance - Significance of financial system - Functions, Components and Classifications of financial system - Organizational structure of Indian financial system



## Text Books

- 1 Jagroop singh., 2015. Indian Banking System, Third Edition. Kalyani Publihers, New Delhi.
- 2 Sujatra Bhattacharyya., 2017. Indian Financial System, Oxford University Press, New Delhi.

## Reference Books

- 1 S.Natarajan & Dr.R.Parameshwaran Indian Banking, Revised edition 2012.S.Chand, New Delhi
- 2 Shekar. K. C, 2014. Banking theory & Practice ,Twenty first Edition.Vikas Publication, Noida
- 3 Sundharam . K. P. M, 2012. Banking theory law & practices, First Edition. S.Chand, New Delhi
- 4 Clifford Gomez, 2010. Financial markets, Institutions and Financial Services, PHI Publications, New Delhi
- 5 <https://www.rbi.org.in/home.aspx>



195BI1A1CP	Core Practical – I: Computerized Accounting	<b>SEMESTER I</b>
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**Total Credits: 2**  
**Total Instructions Hours: 48 H**

<b>S.No</b>	<b>Contents</b>
1	Fundamentals of Tally.ERP9 - Getting functional with Tally.ERP9
2	Fundamentals of Tally.ERP9 - Creation / Setting up of company
3	Accounting Masters - Creation and alteration of Groups, Ledgers and Voucher Types.
4	Accounting Masters - Reporting
5	Inventory Masters - Creation and Alteration of Stock Group, Stock Category, Unit of Measure, Godown and Stock Item.
6	Inventory Masters - Reporting
7	Creation and Alteration of Accounting Vouchers
8	Accounting Vouchers - Reporting
9	Creation and Alteration of Inventory Vouchers
10	Inventory Vouchers - Reporting
11	Preparation of Bank Reconciliation Statement
12	Creation and Alteration of Cost Centre and Cost Category



Course Code	Course Name	Category	L	T	P	Credit
195FI1A1IA	IDC - I: BUSINESS ECONOMICS	IDC	4			4

## PREAMBLE

This course has been designed for students to learn and understand

- To discuss the relationship between economics and business
- To analyze the application of economic theories in modern business
- To enable the students to understand the Indian economy in current scenario.

## COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Know the concepts of micro and macro economics and Law of demand	K1
CO2	Classify the market competitions to adopt appropriate pricing methods	K3
CO3	Understand about the Business Cycle and its effects in economy	K2
CO4	Know about the monetary policy and fiscal policy and its instruments	K1
CO5	Comprehend the methods of calculation of national income	K3

## MAPPING WITH PROGRAMME OUTCOMES

Cos/Pos	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	S	M	M	M	M
CO3	S	M	S	M	S
CO4	S	S	M	M	M
CO5	S	M	S	S	S



195FI1A1IA	IDC - I : BUSINESS ECONOMICS	SEMESTER I
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**Total Credits:** 4  
**Total Instructions Hours:** 48 H

### Syllabus

#### **Unit I** Demand Analysis 9 H

Meaning- Definition- Scope of Business Economics- Micro and Macro Economics- Significance of business Economics. Demand determinants – Law of demand and demand curves – Types of demand – Concept of elasticity – Methods of measuring price elasticity of demand.

#### **Unit II** Supply and Cost Analysis 9 H

Supply – Factors affecting supply – Law of supply – Elasticity of supply and types of elasticity of supply – Cost of production – Concepts of Cost and its types. Price and output decisions in various market forms: Determination of Perfect Market and Imperfect Market

#### **Unit III** Business Cycle and Inflation 10 H

Introduction -Characteristics of Business cycle- Phases of Business cycle- Boom-Recession- Depression- Recovery- Inflation and Deflation: Definition and Meaning- Types of Inflation -Deflation- Method of Calculation and its effect in economy

#### **Unit IV** Monetary and Fiscal Policy 10 H

Meaning of Monetary Policy- Objectives of Monetary Policy- Limitations of Monetary Policy- Instruments of Monetary Policy- Reserve Bank and control of credit (Monetary policy)- Methods : General Method (Quantitative) Selective Method (Qualitative)- Fiscal Policy: Meaning- Objectives of Fiscal Policy- Instruments of Fiscal Policy- Limitations of Fiscal Policy

#### **Unit V** National Income 10 H

Wealth and Income- Definition and Concepts of National Income- Gross Domestic Product (GDP) - Gross National Product (GNP)- Net National Product (NNP)- National Income (NI)- Personal Income (PI)- Disposable Personal Income – Per capita Income- National Income Accounts or Social Accounting – Methods of Computation of National Income- Difficulties of Computation of National Income and Per capita Income.



## Text Books

- 1 Sundaram. K.P.M and Shankaran. S, 2010 Business Economics. Fourth Edition. Sultan Chand and Sons Publishers New Delhi
- 2 RuddarDatt, 2005.Indian Economy, Fifty-one Edition. Sultan Chand & Sons, New Delhi.

## Reference Books

- 1 Dr.Ahuja. H.L 2014.Business Economics, Eleventh Edition. Sultan Chand Publications. New Delhi.
- 2 Shankaran. S, 2013. Economic Analysis, Seventh Edition. Margham Publication Chennai
- 3 Manab Adhikary 2010. Business Economics ,Second Edition. Excel Books, New Delhi
- 4 Maheshwari P.C, Maheswari B.B & Sinha V.C 2015. Business Economics, SBPD Publishing House, Agra.
- 5 <https://www.managementstudyguide.com/business-economics.htm>



Course Code	Course Name	Category	L	T	P	Credit
191TL1A2TA	தமிழ்த்தாள் - II	Theory	4	1	-	3

### PREAMBLE

This course has been designed for students to learn and understand

- மொழிப் பாடங்களின் வாயிலாக தமிழரின் பண்பாடு, பகுத்தறிவு ஆகியவற்றை அறியச் செய்தல்
- கலை மற்றும் மரபுகளை அறியச் செய்தல்
- மாணவர்களின் படைப்பாக்கத் திறன்களை ஊக்குவித்தல்

### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	வாழ்க்கைத்திறன்கள் (Life Skills)- மாணவனின் செயலாக்கத்திறனை ஊக்குவித்தல்	K1,K2,K3
CO2	மதிப்புக்கல்வி (Attitude and Value education)	K2,K4
CO3	பாட இணைச் செயல்பாடுகள் (Co-curricular activities)	K2,K3,K4
CO4	சூழலியல் ஆக்கம் (Ecology)	K4
CO5	மொழி அறிவு (Tamil knowledge)	K5, K6

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	M	S
CO2	S	M	M	M	M
CO3	S	M	M	M	M
CO4	S	M	M	M	M
CO5	S	M	M	M	M

S Strong

M Medium

L Low



191TL1A2TA	தமிழ்த்தாள் - II	SEMESTER II
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Total Credits: 3  
Total Instruction Hours: 60 h

### Syllabus

**Unit I**      அற இலக்கியம்      12 h

1. திருக்குறள்

அ.அறன் வலியுறுத்தல் (அ. எண்: 04)

ஆ.நட்பாராய்தல் (அ. எண்: 80)

இ.சான்றாண்மை (அ. எண்: 99)

ஈ.குறிப்பறிதல் (அ. எண்: 110)

2. முதுரை - ஒளவையார் (10 பாடல்கள் - 6,7,9,10,14,16,17,23,26,30)

**Unit II**      அற இலக்கியம்      10 h

1. நாலடியார் - அறிவுடைமை

2.பழமொழி நானூறு - வீட்டு நெறி

3. கார்நாற்பது - தோழி பருவங்காட்டி தலைமகளை வற்புறுத்திய பாடல்கள்  
(1முதல் - 18பாடல்கள் )

**Unit III**      உரைநடை      10 h

1. பெற்றோர்ப் பேணல் - திரு.வி.க.

2. உள்ளம் குளிர்ந்தது - மு.வரதராசனார்

3. சங்கநெறிகள் - வ.சுப.மாணிக்கம்

**Unit IV**      உரைநடை      13 h

1.பெரியார் உணர்த்தும் சுயமரியாதையும் சமதர்மமும் - வே. ஆனைமுத்து

2. வீரவணக்கம் - கைலாசபதி

3.மொழியும்நிலமும் - எஸ். ராமகிருஷ்ணன்

**Unit V**      இலக்கிய வரலாறு, இலக்கணம் மற்றும் பயிற்சிப்பகுதி      15 h

அ.இலக்கிய வரலாறு

1. பதினெண் கீழ்க்கணக்கு நூல்கள்

2. தமிழ் உரைநடையின் தோற்றமும் வளர்ச்சியும்

ஆ. இலக்கணம்

1. வழு, வழுவமைதி, வழாநிலை

இ. பயிற்சிப்பகுதி

1. நூல் மதிப்பீடு மற்றும் திரைக்கதை திறனாய்வு

2. தன்விவரக் குறிப்பு எழுதுதல்





## Text Books

- 1 தொகுப்பு: தமிழ்த்துறை, டாக்டர் என்.ஜி.பி. கலை மற்றும் அறிவியல் கல்லூரி (தன்னாட்சி) செய்யுள் மற்றும் உரைநடைத் திரட்டு. (முதல்பதிப்பு.) சென்னை: நியூ செஞ்சுரி பக்ஹவுஸ் (பி) லிட்.

## References

- 1 பேராசிரியர் புலவர் இளவரசு, சோம. (ஜூலை 2012). தமிழ் இலக்கிய வரலாறு. (எட்டாம் பதிப்பு) சென்னை: மணிவாசகர் பதிப்பகம்.
- 2 பேராசிரியர் முனைவர் பாக்கியமேரி (2013). இலக்கணம் இலக்கிய வரலாறு மொழித்திறன். (முதல் பதிப்பு) சென்னை பூவேந்தன் பதிப்பகம்.
- 3 தமிழ் இணையக் கல்விக்கழகம் <<http://www.tamilvu.org/>>



Course Code	Course Name	Category	L	T	P	Credit
191TL1A2HA	HINDI-II	Theory	4	1	-	3

### PREAMBLE

This course has been designed for students to learn and understand

- To develop the writing ability and develop reading skill.
- To learn various concepts and techniques for criticizing literature
- To learn the techniques for expansion of ideas and translation process.

### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Learn the fundamentals of novels and stories	K1
CO2	Understand the principles of translation work	K2
CO3	Apply the knowledge writing critical views on fiction	K3
CO4	Build creative ability	K3
CO5	Expose the power of creative reading	K2

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	S
CO2	S	M	M	M	S
CO3	S	M	M	M	S
CO4	S	M	S	M	S
CO5	S	M	S	M	S

**S Strong**

**M Medium**

**L Low**



191TL1A2HA	HINDI-II	SEMESTER II
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**Total Credits:** 3  
**Total Instruction Hours:** 60 h

### Syllabus

#### Unit I 15 h

आधुनिकपद्य – शबरी(श्रीनरेशमेहता)

प्रकाशक: लोकभारतीप्रकाशन

पहलीमंजिल, दरबारीबिल्डिंग,

महात्मागाँधीमार्ग, इलाहाबाद-211001

#### Unit II 15 h

उपन्यास: सेवासदन-प्रेमचन्द

प्रकाशक: सु मन्त्रप्रकाशन

204 लीलाअपार्टमेंट्स, 15 हेस्टिंग्सरोड

अशोकनगरइलाहाबाद-211001

#### Unit III 15 h

अनुवादअभ्यास-III (केवलहिन्दीसेअंग्रेजीमें)

(पाठ1 to 10)

प्रकाशक: द क्षणभारतप्रचारसभाचेनई-17

#### Unit IV 15 h

पत्रलेखन: (औपचारिकयाअनौपचारिक)



Course Code	Course Name	Category	L	T	P	Credit
191TL1A2FA	FRENCH- II	Theory	4	1	-	3

### PREAMBLE

This course has been designed for students to learn and understand

- To Acquire Competence in General Communication Skills – Oral + Written – Comprehension & Expression
- To Introduce the Culture, life style and the civilization aspects of the French people as well as of France
- To help the students to acquire Competency in translating simple French sentences into English and vice versa

### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Learn the Basic verbs, numbers and accents	K1
CO2	To learn the adjectives and the classroom environment in France	K2
CO3	Learn the Plural, Articles and the Hobbies	K3
CO4	To learn the Cultural Activity in France	K3
CO5	To learn the Sentiments, life style of the French people and the usage of the conditional tense	K2

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	S
CO2	S	M	M	M	S
CO3	S	M	S	M	S
CO4	S	M	S	M	S
CO5	S	M	S	M	S

**S Strong**

**M Medium**

**L Low**



191TL1A2FA	FRENCH- II	SEMESTER II
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**Total Credits:** 3

**Total Instruction Hours:** 60 h

### Syllabus

**Unit I** – Super! 13 h

• Compétence Culturelle

L'égalité homme/femme

Compétence De communication

INTERACTION:

Exprimer des sentiments, exprimer la joie, le plaisir, le bonheur

• RÉCEPTION ORALE:

Comprendre un jeu radiophonique

• RÉCEPTION ÉCRITE:

Comprendre des annonces

• PRODUCTION ÉCRITE:

Écrire des cartes postales •

Compétence grammaticale

Les noms de professions masculine/féminine

• Le verbe finir et les

Verbes du groupe

en-ir

• Le présent de l'impératif

• Savoir (présent)

• Le participe passé:

Fini, aimé, arrive, dit, écrit

• Quel(s), quelle(s)...

Interrogatif et Exclamatif

• À + infinitive

• Les articles: le, une, des

**Unit II** Quoi? 13 h

Compétence Culturelle

Le 20<sup>ème</sup> siècle:



Petits progrès Grand progrès

Compétence De communication

- INTERACTION:

Decrirequelque chose, unepersonne

- RECEPTION ORALE:

Comprendre un message publicitaire

- RÉCEPTION ÉCRITE:

Comprendre un dépliant touristique

- PRODUCTION

ÉCRITE: Écrire des petites annonces

Compétence grammatical

- On
- Plus, moins
- Le verbe aller:
- Present, impératif
- Aller + infinitive
- Le pluriel en -x

**Unit III** – Et après

12 h

Compétence Culturelle

Nouvelles du jour

Compétence De communication

INTERACTION:

Raconteur, situer un récit dans le temps

RÉCEPTION ORALE:

Comprendre une description

RÉCEPTION ÉCRITE:

Comprendre un test

PRODUCTION ÉCRITE:

écrire des cartes postales

Compétence grammaticale

L'imparfait:: quel-Quels forms pour introduire le récit: Il faisait, il y avait, il Était

Un peu, beaucoup, trop, Assez

Très

Le verbe venir:  
Dr. NGPASC

COIMBATORE | INDIA



Présent, impératif

En Suisse, au Maroc, aux Etats-Unis

#### **Unit IV** Maisoui!

12 h

Compétence Culturelle

La génération des 20-30 ans

Compétence De communication

INTERACTION:

Donner son opinion,

Expliquer pourquoi

RÉCEPTION ORALE:

Comprendre des informations à la radio

RÉCEPTION ÉCRITE:

Comprendre un texte informatif

PRODUCTION ÉCRITE:

écrire un mémo de protestation

Compétence grammaticale

Répondre, prendre:

Présent, impératif, part Passé

Parceque pourquoi

Tout/tous, toute/s

Tous/toutes les...

(répétition action)

#### **Unit V** Maisnon!

10 h

•Compétence Culturelle

De la ville à la campagne

Compétence De communication

INTERACTION:

Débat:: exprimer l'accord, exprimer le Désaccord

RECEPTION ORALE:

Comprendre un message sur un répondeur téléphonique

RÉCEPTION ÉCRITE:

Comprendre un témoignage

PRODUCTION ECRITE: Rédiger des petites Annonces immobilières

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Compétencegrammaticale

Le verbedevoir:Present et participe passé

Le verbe vivre, present

Aller + infinitive

Venir+ infinitive

Etre pour/contre

### Text Books

- 1 Marcella Di Giura Jean-Claude Beacco, AlorsINew Delhi – 110007:Goyal Publishers Pvt Ltd86, University Block Jawahar Nagar (Kamla Nagar).





Course Code	Course Name	Category	L	T	P	Credit
191TL1A2MA	MALAYALAM-II PROSE: NON-FICTION	Theory	4	1	-	3

### PREAMBLE

This course has been designed for students to learn and understand

- To develop the writing ability and develop reading skill.
- To learn various concepts and techniques for criticizing literature.
- To learn the techniques for expansion of ideas and translation process.

### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Learn the fundamentals of novels and stories	K1
CO2	Understand the principles of translation work	K2
CO3	Apply the knowledge writing critical views on fiction	K3
CO4	Build creative ability	K3
CO5	Expose the power of creative reading	K2

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	S
CO2	S	M	M	M	S
CO3	S	M	S	M	S
CO4	S	M	S	M	S
CO5	S	M	S	M	S

**S Strong**

**M Medium**

**L Low**



191TL1A2MA	MALAYALAM-II PROSE: NON-FICTION	SEMESTER II
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**Total Credits: 3**

**Total Instruction Hours: 60 h**

### Syllabus

<b>Unit I</b>	12 h
Biography	
<b>Unit II</b>	12 h
Biography	
<b>Unit III</b>	12 h
Travelogue	
<b>Unit IV</b>	12 h
Travelogue	
<b>Unit V</b>	12 h
Travelogue	

### Text Books

- 1 Unit III, IV & V: Pottakkadu, S.K. Kappirikalude Nattil. Kottayam: D.C. Books.
- 2 Bhatathirippadu, V.T. Kannerum Kinavum. Kottayam: D.C. Books.

### References

- 1 Dr. George, K.M.(). Jeevacharitrashithyam. (Edn.) Kottayam: N.B.S.
- 2 Dr. Naduvattom Gopalakrishnan. Jeevacharitrashithyam Malayalathil. Trivandrum: Kerala Bhasha Institute.
- 3 Dr. Vijayalam Jayakumar. Athmakathashithyam Malayalathil. (Kottayam: N.B.S.)
- 4 Prof. Ramesh Chandran. Sancharashithyam Malayalathil. (10 Edn.) Trivandrum: Kerala Bhasha Institute.



Course Code	Course Name	Category	L	T	P	Credit
191EL1A2EA	ENGLISH - II	Language - II	4	0	1	3

### PREAMBLE

This course has been designed for students to learn and understand

- To experience the effect of dialogue, the brilliance of imagery and the magnificence of varied genres
- To strengthen the student's English vocabulary and understanding of English sentence structure
- To communicate effectively and acquire knowledge on the transactional concept of English language

### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Interpret skills in communication and to shape their attitude	K2
CO2	Develop oral and written language skills in a business context	K3
CO3	Analyze to gain key strategies and expressions for communicating with professionals	K4
CO4	Inspect the knowledge to the corporate needs	K4
CO5	Formulate Inter and Intrapersonal skills	K6

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	M	S
CO2	S	S	S	S	S
CO3	M	S	S	S	M
CO4	S	S	M	S	M
CO5	S	S	S	S	M

S

Strong

M

Medium

L

Low



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191EL1A2EA	ENGLISH - II	SEMESTER II
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**Total Credits: 3**

**Total Instructions Hours: 60**

### Syllabus

#### **Unit I** Technical English 10

Communication: Process- Methods- Channels- Barriers of Communications

Phonetics: Basics of phonetics - Consonants and Vowel sounds - Pronunciation Guidelines- Problem Sounds and Differences in Pronunciation

Reading Skills: Skimming and Scanning- Reading Different Kinds of Texts- Types- Developing a Good Reading Speed

Writing Skills: Note- Making and note taking, Summarizing and Paraphrasing- Paragraph Writing: Structure and principles

#### **Unit II** Business English 11

Structure and Planning of Letters: Elements of Structure- Forms of Layout- Style- Importance and Steps for Planning- Writing Business Letters

Quotation, Order and Tender: Inviting - Sending Quotation letter - Placing Orders- Inviting Tenders

E-mail Correspondence: Structure- Procedure- Style- Guidelines- Jargon and Acronyms- Security Precaution

Seminar and Meetings: Introduction- Organizing a Seminar- Sample Brochure- Conducting and Participating in a Meeting

#### **Unit III** Professional English 14

Report Writing: Importance- Process- Types- Structure

Memo: Importance- Structure

Notice, Agenda and Minutes: Meeting- Notice- Agenda- Minutes: Preparation- Structure- Delivery

Brochures: Purpose- Audience- Qualities

#### **Unit IV** Employment Communication 11

Resume Writing : Elements of Resume - difference between CV and Resume - Writing Job Application Art of Conversation: Small Talk- Body Language- Principles of Good Conversation Interview: Organizational role- Goals- Types- Interview Process



**Unit V**      Soft Skills

14

Self - Discovery and Goal Setting: Self - Discovery - What Comprises It?- Goals and Types- Benefits, Areas and Clarity of Goal Setting - Critical thinking

Positive Thinking (PT) and Attitude: Benefits of PT and Attitude- Develop Positive Attitude and Thinking- Drive out Negative Thinking and Attitude

Etiquettes and Manners: Home, Table and Business- Time Management: Nature and Characteristics- Objectives and Significance

Developing Emotional Intelligence (EI): Salient Features- Components of EI- Intrapersonal Development

**Text Books**

- 1 Prabha, Dr. R. Vithya & S. Nithya Devi. 2019. Sparkle. (1st Edn.) McGraw - Hill Education. Chennai.
- 2 Rizvi, Ashraf. M. 2018. Effective Technical Communication. McGraw - Hill Education, Chennai.

**References**

- 1 Ghosh, B.N. Editor. 2017. Managing Soft Skills for Personality Development. McGraw - Hill Education, Chennai.
- 2 Adams, Katherine L. and Gloria I. Galanes. 2018. Communicating in Groups- Applications and Skills. McGraw - Hill Education, Chennai.
- 3 Koneru, Aruna. 2017. Professional Communication. McGraw - Hill Education, Chennai.
- 4 Koneru, Aruna. 2011. English Language Skills. McGraw - Hill Education, Chennai.
- 5 Sharma, R.C. and Krishna Mohan. 2016. Business Correspondence and Report Writing. 5th Edn. McGraw - Hill Education, Chennai.



Course Code	Course Name	Category	L	T	P	Credit
195BI1A2CA	CORE : FINANCIAL ACCOUNTING- II	CORE	5	1	-	4

### PREAMBLE

This course has been designed for students to learn and understand

- The procedure for different kinds of Businesses like Branch, Department ,Hire Purchase , etc.,
- The accounting knowledge relating to Hire purchase and Installment System
- The Accounting procedure and aspects of Partnership Firm.

### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	To understand the various methods of maintaining Branches and departmental accounts.	K2
CO2	To develop accounting knowledge relating to Hire purchase and Installment System	K3
CO3	To make the students understand the fundamentals of Partnership Accounts	K3
CO4	To learn the steps to prepare Partnership Accounts at the time of Admission and Retirement of Partner	K3
CO5	To expose the accounting knowledge about the dissolution of partnership firm	K3

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	S	M
CO2	S	S	M	S	M
CO3	S	S	M	S	M
CO4	S	S	M	S	M
CO5	S	S	M	S	M

**S Strong**

**M Medium**

**L Low**



195BI1A2CA	CORE : FINANCIAL ACCOUNTING- II	SEMESTER II
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**Total Credits: 4**

**Total Instruction Hours: 72 h**

### Syllabus

**Unit I** Branch Accounts and Departmental Accounts 14 h

Branch Accounts: Types of Branches- Dependent branches - Stock and Debtors system - Independent branch (foreign branches excluded).

Departmental Accounts: Need for departmental accounting- Basis for Allocation of expenses – Inter departmental transfer at cost or selling price.

**Unit II** Hire Purchase 14 h

Hire Purchase: Main Features – Difference between Hire Purchase and Installment Systems- Hire Purchase Trading Account – Debtors Method-Stock and Debtors System- Installment Purchase System- Meaning - Accounting Treatment- Journal Entries

**Unit III** Partnership Accounts - Fundamentals 15 h

Definition of Partnership- Partnership Deed –Necessary Adjustment in Accounts: Interest on Capital –Interest on Drawings-Partner's Salary or Commission –Interest on Partners' Loan – Profit and Loss Appropriation Account - Capital accounts- Division of Fixed and Fluctuating capitals -Past Adjustments -Guarantee of Profits.

**Unit IV** Admission and Retirement of Partner 15 h

Admission of Partner: Treatment of Goodwill - Revaluation of Assets and Liabilities - Calculation of Ratios for Distribution of Profits - Adjustment of Capital.

Retirement of Partner: Adjustment of Goodwill through Capital A/c only - Settlement of Accounts - Retiring Partner's Loan Account with equal Installments only.

**Unit V** Dissolution of Partnership Firm 14 h

Dissolution- Modes of Dissolution- Treatment of Goodwill-Treatment of Unrecorded assets and liabilities- Insolvency of Partners- Garner Vs Murray- Insolvency of all Partners - Deficiency A/c - Piecemeal Distribution - Proportionate Capital Method only.

**Note: The question paper shall cover 20% Theory and 80% Problem**



## Text Books

- 1 Reddy T.S and Murthy A, (2017). Financial Accounting. (6th Edn.) Chennai: Margham Publication.
- 2 Jain S.P and Narang K, (2011). Advanced Accountancy Volume 1. (17thEdn.) New Delhi : Kalyani Publishers .

## References

- 1 Shukla M.C Gupta S.C and Grewal.T.S, (2014). Advanced Accountancy Volume 1. (17th Edn.) New Delhi :Sultan Chand and Sons.
- 2 Maheshwari S.N, Suneel K and Maheshwari, (2012). Financial Accounting. (5th Edn.) Noida: Vikas Publications.
- 3 Narayanasamy.,R. (2017). Financial Accounting. (6th Edn.) New Delhi: PHI Publishers.
- 4 Karim,A. (2015). Financial Accounting. (1st Edn.) Agra: SBPD Publishers.





Course Code	Course Name	Category	L	T	P	Credit
195BI1A2CB	<b>CORE : Computer Application in Business</b>	CORE	4	-	-	4

### PREAMBLE

This course has been designed for students to learn and understand

- The basic knowledge about the Computer applicable for modern business.
- The students to know the functioning of Hardware and Software
- The students to know the detailed study on Tally with Security Services.

### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Gain Knowledge on the basis of computers and its uses in Modern Business.	K2
CO2	Familiarize on the types of Hardware and Software and its Operations.	K2
CO3	Obtain Knowledge on the application of word processing.	K3
CO4	Understand the spread sheet application and advanced tools	K3
CO5	Acquire knowledge on application of power point presentation.	K3

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	M
CO2	S	M	M	M	M
CO3	S	M	M	M	M
CO4	S	M	M	M	M
CO5	S	M	M	M	M

**S Strong**

**M Medium**

**L Low**



195BI1A2CB	CORE : Computer Application in Business	SEMESTER II
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**Total Credits: 4**

**Total Instruction Hours: 48 h**

### Syllabus

#### **Unit I** Computer 10 h

Introduction - Meaning - Characteristics -Classification-Classification of Digital Computer- Business and Scientific computer system- Time sharing, Multi Programming and Multi processing system- Generations - Types of Digital Computer - Components of Computer - Input, Storage and Output Devices - Uses of Computers in Modern Business.

#### **Unit II** Hardware and Software 10 h

Hardware: Meaning - Types of Hardware - Software: Meaning - Types of Software - Operating Systems: Meaning - Functions -Classification- Types - Programming Language - Machine Language- Assembly Language - High Level Language-Types of High Level Language - Compilers and Interpreters

#### **Unit III** Word Processing 08 h

Application of word processing - Menus Bars and Tool Bars - Word processor - Creating the document - Entering the document - Saving the document and printing the document - Editing and Formatting Text - Mail Merge.

#### **Unit IV** Spread Sheet 10 h

Application of work sheet/spread sheet - Menus and Tool bars - Creating a worksheet - Entering and editing of numbers - Cell referencing - Worksheet to analyze data with graphs and Charts. Advanced tools: Functions - Formulae - Formatting numbers - Macros - Sorting- Filtering - Validation and Consolidation of Data.

#### **Unit V** Power Point Presentation 10 h

Application of Power Point Presentation - Menus and Tool bars - Creating presentations - Adding - Editing and deleting slides - Templates and manually creating presentation- Slide show - Saving - Opening and closing a Presentation - Types of slides - Slide Views - Formatting - Insertion of Objects and Charts in slides



## Text Books

- 1 Parameswaran,R (2016). Computer Application in Business. (5th Edn.) New Delhi: Sultan Chand and Sons.
- 2 Sudalaimuthu,S (2010). Computer Application in Business. (1stEdn.) New Delhi: Himalaya Publishers.

## References

- 1 Srivatsava, (2014). Fundamentals of information technology. ( Edn.) New Delhi: Kalyani Publishers.
- 2 Puneet Kumar, Bhardwaj Sushil,. (2016). Computer Fundamentals And Computing Software. (1st Edn.) New Delhi: Kalyani Publishers.
- 3 Peter Norton, (2015). Introduction to Computers. (6th Edn.) New Delhi: Mc Graw Hill.
- 4 Alex leon., etl , (2013). Computer Application in Business. (1st Edn.) Chennai: Vijay Nicole.



195BI1A2CP	CORE PRACTICAL : OFFICE AUTOMATION	SEMESTER II
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**Total Credits:** 2  
**Total Instructions Hours:** 48 h

**S.No****List of Exercises****MS WORD**

- 1 Program to illustrate Chairman's speech/ Auditor's report / Minutes/ Agenda with the following operations: Bold, Underline, Font Size, style, Background color, Text color, Line spacing, Spell Check, Alignment, Header & Footer, Inserting pages and page numbers, Find and Replace.
- 2 Program for creation of an invitation for the college function using Text boxes and clip arts.
- 3 Designing an invoice and Account sales by using Drawing tool bar, Clip Art, Word Art, Symbols, Borders and Shading.
- 4 Mail merging Shareholders meeting letter for 10 members
- 5 Creating a Resume by using Wizard/ Templates.

**MS Excel**

- 6 Program to illustrate a mark list of a class with a minimum of 5 subjects and practice the following operations: Data Entry, Total, Average, Result and Ranking by using arithmetic and logical functions and sorting.
- 7 Program to highlight the Final Accounts (Trading, Profit & Loss Account and Balance Sheet) by using formula.
- 8 Drawing the different type of charts (Line, Pie, Bar) to illustrate year-wise performance of sales, purchase, profit of a company by using chart wizard.

**MS Power Point**

- 9 Designing presentation slides for a product of your choice. The slides must include name, brand name, type of product, characteristics, special features, price, special offer etc. Add voice if possible to explain the features of the product. The presentation should work in manual mode.
- 10 Creating a presentation slides for organization details for 5 levels of hierarchy of a company by using organization chart.
- 11 Designing slides for a TV Channel to exhibit the headline news with the following transactions: Top down, Bottom up, Zoom in and Zoom out.- The presentation should work in custom mode.



- 12 Creating presentation slides for the Seminar Presentation using animation effects with the following operations: Creation of different slides, changing background color, font color using word art.

**NOTE: Out of 12 Exercises 8 are mandatory**



Course Code	Course Name	Category	L	T	P	Credit
195AT1A2IA	IDC : FUNDAMENTALS OF GOODS AND SERVICES TAX	IDC-II	4	-	-	4

### PREAMBLE

This course has been designed for students to learn and understand

- The basic concepts of Goods and Services Tax and its applicability in various sectors
- The Registration and Cancellation process under Goods and Services Tax
- The Current Changes in the taxation system of India

### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the Goods and Services Tax and its current rates in India	K1
CO2	Know the functions of various Council and the E-Way bill	K2
CO3	Aware of the dual concepts and its applicability	K3
CO4	Learn the Registration and Cancellation process of Goods and Services Tax	K3
CO5	Know the manner of issue of invoice and delivery Challan	K2

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	S
CO2	S	M	M	M	S
CO3	S	M	M	M	S
CO4	S	M	M	M	S
CO5	S	M	M	M	S

**S Strong**

**M Medium**

**L Low**



195AT1A2IA	IDC : FUNDAMENTALS OF GOODS AND SERVICES TAX	SEMESTER II
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**Total Credits: 4**

**Total Instruction Hours: 48 h**

### Syllabus

**Unit I** Introduction to GST 9 h

Goods and Service Tax - History of Goods and Service Tax - Need - Structure and Types of Taxes- Features of Indian Goods and Service Tax - Benefits of Goods and Service Tax - Difference between Earlier Vat & Present Goods and Service Tax - Levy of Goods and Service Tax - Rates of Goods and Service Tax in India.

**Unit II** Goods and Service Tax Council 10 h

Goods and Service Tax Council - Role and Functions of Goods and Service Tax Council - Goods and Service Tax Network - Function of Goods and Service Tax Network - Services by Goods and Service Tax Network - E-Way bill - Importance of E-Way bill -E-Way bill for Exempted Goods.

**Unit III** Dual Concepts 10 h

Dual concepts - State Goods & Service Tax - Central Goods & Service Tax - Integrated Goods & Service Tax - Union Territory Goods and Service Tax - Types of Rates under Goods and Service Tax - Taxes subsumed under State Goods and Services Tax Act 2017- Taxes subsumed under Central Goods and Services Tax Act 2017.

**Unit IV** Registration Process 10 h

Registration- Need for registration of Goods and Services Tax- Types of registration- Procedure for Registration- Consequences of Non Registration- Amendment of Registration- Cancellation of Registration and Revocation.

**Unit V** Invoice and Accounts 9 h

Invoice and Accounts: Tax Invoice - Content of Tax Invoice - Manner of Issue of Tax Invoice - Risk Code - Importance - Bill of Supply - Delivery Challan - Credit note and Debit note - Content -Accounts and details of Tax.



## Text Books

- 1 Mehrotra H.C, Agarwal, V.P (2018). Goods And Service Tax. (3th Edn.) Agra: Sahityabhawan Publications.
- 2 Parameswaran R ,Viswanathan,P. (2018). Indirect Taxes GST And Customs Laws. (13thEdn.) Coimbatore: Kavin Publications.

## References

- 1 Balachandran, V . (2016). Indirect Taxation . (1st Edn.) New Delhi: Sultan Chand & Sons.
- 2 Vineet Gupta and Gupta ,N.K (2018). Fundamentals of Goods and Services Tax. ( 1st Edn.) UP : Bharat's Publications.
- 3 Anoop Modi,Mahesh Gupta and Nikhil Gupta ,. (2019). Goods and Services Tax. (1st Edn.) Agra: SBPD .
- 4 Rakesh Garg & Sandeep Garg , . (2019 ). Hand Book of GST. (4th Edn.) New Delhi: Bloomsbury Publishing.





Course Code	Course Name	Category	L	T	P	Credit
196BM1A2AA	AECC : HUMAN RIGHTS	AECC	2	-	-	2

### PREAMBLE

This course has been designed for students to learn and understand

- To study how human values and personality traits help to develop the characteristics of each individual
- Understanding the moral values towards the enrichment of the society
- Identify the impact of ethics and values on the global development of the current scenario

### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the concept of human values, personality traits and character formation.	K2
CO2	Acquire the knowledge through value education towards national and global development.	K1
CO3	Introduce the basic concepts of conflict, emotions and adolescent emotions.	K1
CO4	Illustrate the techniques in therapeutic measures like yoga and meditation.	K2
CO5	Learn the concepts of human rights, rights for women and children and domestic violence.	K3

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	M	S	S	S
CO3	S	S	M	S	S
CO4	S	S	S	S	M
CO5	S	S	M	S	S



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**M Medium L Low**

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196BM1A2AA	AECC : HUMAN RIGHTS	SEMESTER II
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**Total Credits: 2**

**Total Instruction Hours: 24 h**

### Syllabus

**Unit I** Introduction to human values 05 h

Concept of Human Values - Value Education Towards Personal Development - Aim of education and value education - Evolution of value oriented education - Concept of Human values - Types of values - Components of value education - Personal Development: Self analysis and introspection - Sensitization towards gender equality - Physically challenged - Intellectually challenged - Respect to age - Experience - Maturity - Family members - Neighbours - Co-workers - Character Formation towards Positive Personality: Truthfulness - Constructivity - Sacrifice - Sincerity - Self Control - Altruism - Tolerance - Scientific Vision.

**Unit II** Value education and Social values 05 h

Value Education Towards National and Global Development National and International Values: Constitutional or national values - Democracy - Socialism - Secularism - Equality - Justice - Liberty - Freedom and fraternity -Social Values - Pity and probity - Self control - Universal brotherhood - Professional Values - Knowledge thirst - Sincerity in profession - Regularity - Punctuality and faith - Religious Values - Tolerance - Wisdom - Character - Aesthetic values - Love and appreciation of literature and fine arts and respect for the same - National Integration and international understanding.

**Unit III** Global Development on Ethics and Values 04 h

Impact of Global Development on Ethics and Values: Conflict of cross-cultural influences - Mass media - Cross-border education - Materialistic values - Professional challenges and compromise - Modern Challenges of Adolescent Emotions and behave or Sex and spirituality: Comparison and competition - Positive and negative thoughts - Adolescent Emotions - Arrogance - Anger - Sexual instability - Selfishness - defiance.

**Unit IV** Yoga and Meditation 05 h

Therapeutic Measures: Control of the mind through - Simplified physical exercise - Meditation - Objectives - Types - Effect on body - Mind - Soul - Yoga - Objectives - Types - Asanas - Activities: Moralisation of Desires -Neutralisation of Anger - Eradication of Worries - Benefits of Blessings.

**Unit V** Human Rights and Rights of Women and Children 05 h

Human Rights - Concept of Human Rights - Indian and International Perspectives  
Evolution of Human Rights - Definitions under Indian and International

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documents - Broad classification of Human Rights and Relevant Constitutional Provisions - Right to Life - Liberty and Dignity - Right to Equality - Right against Exploitation - Cultural and Educational Rights - Economic Rights - Political Rights - Social Rights - Human Rights of Women and Children - Social Practice and Constitutional Safeguards - Female Foeticide and Infanticide - Physical assault and harassment - Domestic violence - Conditions of Working Women - Institutions for Implementation - Human Rights Commission - Judiciary - Violations and Redressal Violation by State - Violation by Individuals - Nuclear Weapons and Terrorism Safeguards.

## References

1. Brain Trust Aliyar, 2008, Value Education for health, happiness and harmony. Vethathiri publications, Erode.
2. Grose. D. N, 2005, A text book of Value Education. Dominant Publishers and Distributors, New Delhi.
3. Yogesh Kumar Singh & Ruchika Nath, 2005, Value Education, P. H Publishing Corporation, New Delhi.
4. Venkataram & Sandhiya. N, 2001, Research in Value Education, APH Publishing Corporation, New Delhi.
5. Seetharam. R. (Ed), 1998, Becoming a better Teacher Madras Academic Staff College.
6. Brain Trust Aliyar, 2004, Value Education for Health, Happiness and Harmony. Vethathiri publications, Erode.
7. Swami Vivekananda, 2008, Personality Development. Advaita Ashrama, Kolkata.
8. Dey A. K, 2002, Environmental Chemistry. New Delhi - Vile Dasas Ltd

P. R. 16/11/2019

BoS Chairman/HoD  
Department of Commerce (B & I)  
Dr. N. G. P. Arts and Science College  
Coimbatore - 641 048



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Course Code	Course Category	Course Name	L	T	P	Exam (h)	Max Marks			Credits
							CIA	ESE	Total	
Third Semester										
195BI1A3CA	Core -V	Corporate Accounting	5	1	-	3	25	75	100	4
195BI1A3CB	Core - VI	Legal aspects of Banking	5	-	-	3	25	75	100	4
195BI1A3CC	Core -VII	Insurance Management	4	-	-	3	25	75	100	4
195BI1A3CD	Core -VIII	Business Organization and office management	4	-	-	3	25	75	100	3
192MT1B3IB	IDC - III	Business Mathematics	4	-	-	3	25	75	100	4
195BI1A3SA	SEC - I	Business Communication	3	-	-	3	25	75	100	3
	GE - I		2	-	-	3	-	50	50	2
	LoP	Lab on Project	-	-	-	-	-	-	-	-
Part - IV										
191TL1A3AA	AECC - III	Basic Tamil	2	-	-	3	-	50	50	2
191TL1A3AB		Advanced Tamil								
195CR1A3AA		Women’s Rights								
Total			29	1	-				700	26

### EXTRA CREDIT COURSES

The following are the courses offered under self study to earn extra credits:

S. No.	Course Code	Course Name
1	195BI1ASSA	International Financial Management
2	195BI1ASSB	Investment Management



Course Code	Course Name	Category	L	T	P	Credit
195BI1A3CA	CORPORATE ACCOUNTING	CORE	5	1	-	4

### PREAMBLE

This course has been designed for students to learn and understand

- The basic concepts and procedures in Company Accounts
- The knowledge of Banking Company Accounts
- The knowledge of Insurance Company Accounts

### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Familiarize with the accounting treatment adopted for issue and redemption of shares and debentures.	K3
CO2	Prepare final accounts of the company and know the methods of Valuing shares and Goodwill	K3
CO3	Obtain knowledge about the preparation of accounting for Amalgamation of companies as per IAS.	K3
CO4	Equip the students in special transaction of Banking companies and able to prepare financial statement.	K3
CO5	Make acquainted in special transaction of Insurance company Accounts.	K3

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	S	M
CO2	S	S	M	S	M
CO3	S	S	M	S	S
CO4	S	S	M	S	M
CO5	S	S	M	S	M

**S Strong**

**M Medium**

**L Low**



195BI1A3CA	CORPORATE ACCOUNTING	SEMESTER III
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**Total Credits: 4**

**Total Instruction Hours: 72 h**

### **Syllabus**

**Unit I**      Issue of Shares and Debentures      15 h

Issue of Equity Shares - Forfeiture and re-issue of Equity shares - Issue and Redemption of preference shares - Issue and redemption of Debentures - Profit to Prior to Incorporation.

**Unit II**      Final Accounts      14 h

Computation of managerial remuneration, and disposal of profit -Valuation of goodwill and shares

**Unit III**      Accounting for Amalgamation      14 h

Amalgamation of companies as per IAS 14- Absorption -Alteration of share capital - Accounting for Internal Reconstruction.

**Unit IV**      Banking Company Accounts      15 h

Preparation of final statement of banks - Capital Adequacy Norms-BASEL Norm III- Income recognition- Special transaction of banks.

**Unit V**      Insurance company Accounts      14 h

Preparation of final accounts- Life Insurance- General Insurance.

**Note: 80% Problem 20% Theory**





## Text Books

- 1 Reddy T.S and Murthy 2018 Corporate Accounting (Sixth Edition) Margham Publications, Chennai.
- 2 Shukla M.C, Gupta S.C and Grewal T.S 2016 Advanced Accountancy Volume 2 (Nineteenth Edition) Sultan Chand and Sons, New Delhi.

## References

- 1 Jain S.P and Narang K.L 2017 Advanced Accountancy (Twenty First Edition) Kalyani Publications, New Delhi.
- 2 Maheshwari S.N, Suneel K and Maheshwari 2014 Corporate Accounting (Fifth Edition) Vikas Publications, Noida.
- 3 Karim A 2015 Corporate Accounting (First Edition) SBPD, Agra.
- 4 Tulsian P.C 2014 Corporate Accounting (First Edition), S.Chand, New Delhi.



Course Code	Course Name	Category	L	T	P	Credit
195BI1A3CB	LEGAL ASPECTS OF BANKING	CORE	5	-	-	4

### PREAMBLE

This course has been designed for students to learn and understand

- The legal aspects relating to the Banking Business
- Fundamental legal issues pertaining to business especially banking
- The practical legal knowledge of banking related laws

### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Understand about basic banking operations and relationship between banker and customer	K2
CO2	Explain about various legal aspects of banking operations	K3
CO3	Aware of different modes of charge against securities for loans and advances	K2
CO4	Know the provisions of Banking Regulation Act 1949 as applicable to banking business	K2
CO5	Show specialized knowledge of Banking related laws.	K3

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	S	S
CO2	S	S	M	S	S
CO3	S	S	M	S	S
CO4	S	S	M	S	S
CO5	S	S	M	S	S

**S Strong**

**M Medium**

**L Low**





<b>195BI1A3CB</b>	<b>LEGAL ASPECTS OF BANKING</b>	<b>SEMESTER III</b>
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**Total Credits: 4**

**Total Instruction Hours: 60 h**

### **Syllabus**

**Unit I** Banker – Customer Relationship 12 h

Banker and Customer – Relationship between Banker and Customer: General Relationship – Rights and Duties of a Banker - General precautions for Opening Accounts –Various Types of customers in Banks-Variety of Types of Deposits- Know Your Customer’ (KYC) and Anti Money Laundering regulations.

**Unit II** Negotiable Instruments Act 1881 12 h

Introduction - Legal aspects of a Cheque – Crossing -Endorsement and its types - Precautions before honoring Cheque-Circumstances under which a cheque can be dishonored –Statutory protection to a Paying Banker –Payment in due course - Collecting Banker –Banker as a holder for Value-Banker as an agent - Statutory Protection –Duties.

**Unit III** Loan and advances 12 h

Principles of Sound Lending-Secured and Unsecured Advances- Forms of Advances- Documentation for various types of Loans and Advances –Mode of Charging Securities - lien, pledge, hypothecation and mortgage-- Securities for Advances –Advances against Document of Title to Goods.

**Unit IV** Banking Regulation Act, 1949 12 h

History- Social control- Banking Regulation Act as applicable to banking companies and public sector banks- Banking Regulation Act as applicable to Co-operative banks.

**Unit V** Banking Related Laws 12 h

Limitation Act – Important aspects - Period of Limitation for Certain Documents - Acknowledgment of debt - Important aspects of Bankers’ Book Evidence Act, 1891 - Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest (SARFAESI) Act, 2002: Introduction, Definitions, Regulations- Securitization - Asset Reconstruction - Enforcement of Security interest.

Note: Case studies related to the above topics to be discussed (Examined internal only)



## Text Books

- 1 Gordon E and Natarajan 2019 Banking Theory Law and Practices(Twenty Seventh Edition) Himalaya Publishing house, New Delhi (Unit I to IV)
- 2 Tannan M L et al 2017 Banking Law &Practice in India(Twenty Fifth Edition)Lexis Nexis, New Delhi.( Unit V)

## References

- 1 SundharamK.P.M &Varshney P.N 2015 Banking Theory, Law and Practice (Reprint 2015) Sultanchand & sons, New Delhi.
- 2 Shekar K. C 2015Banking Theory and Practice(Twenty First Edition) Vikas Publication, Noida.
- 3 Maheswari S. N 2014 Banking Law and Practice (Thirteenth Edition) Kalyani publishers, New Delhi.
- 4 Kandasami K.P 2013Banking Law and Practice (Fourth Edition) S.Chand, New Delhi.



Course Code	Course Name	Category	L	T	P	Credit
195BI1A3CC	INSURANCE MANAGEMENT	CORE	4	-	-	4

### PREAMBLE

This course has been designed for students to learn and understand

- The Fundamentals Principles and Practices of Insurance
- The theoretical knowledge and skills in the field of insurance
- The importance of business ethics with special reference to insurance

### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Gain the basic insurance knowledge and skills	K2
CO2	Apply the procedure for taking insurance policies	K3
CO3	Acquire knowledge about types of Insurance and its contracts	K2
CO4	Discuss the different types of Life insurance products	K2
CO5	Explain the importance of General insurance policies	K2

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	S	S	S	M	S
CO3	S	S	S	M	S
CO4	S	S	S	M	S
CO5	S	S	S	M	S

**S Strong**

**M Medium**

**L Low**



195BI1A3CC	INSURANCE MANAGEMENT	SEMESTER III
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**Total Credits: 4**

**Total Instruction Hours: 48 h**

### Syllabus

**Unit I Insurance 9 h**

Introduction - meaning and Definition - Evolution of Insurance: Kinds of Insurance - Functions of Insurance - Nature of Insurance - Role and Importance of Insurance - Types of Insurance Organizations - Insurance organizations in India.

**Unit II Procedure for taking policy 9 h**

Meaning, Importance, terms used (Insured, Proposal, Policy, Premium, Claim), Principles of Insurance, Double Insurance, Re- Insurance, Covered Loan, Insurable Interest - Procedure for taking policy, Fire Insurance, Marine Insurance, Health Insurance, General Insurance.

**Unit III Contract of Insurance 10 h**

Contract of Life Insurance- Contract of Marine insurance - Classes of Policy, Policy Condition, Marine Losses - Contract of Fire- Kinds of Policies - Re- Insurance - Miscellaneous Insurance.

**Unit IV Life Insurance Products 9 h**

Traditional and unit Linked Policies- Individual and group policies- with profit and without profit policies- Different types of insurance products - Whole life products -Interest sensitive products- Term- Assurance annuities- Endowment- Assurance.

**Unit V General Insurance Products 10 h**

Premium plans - Social security schemes - Pension policies - Group insurance scheme and financial gerontology of superannuating policies - Principles of Actuarial valuation.



## Text Books

- 1 MishraM .N and Dr. Mishra S.B 2016 Insurance Principles and Practice (Twenty Second Edition) Sultan Chand and Sons, New Delhi.
- 2 AnandGanguly2014 Insurance Management (Second Edition) New Age International Publishers, New Delhi.

## References

- 1 Inderjith Singh 2015 Insurance Management (FifthEdition) Kalyani publishers, New Delhi.
- 2 AgarwalO.P 2017 Banking and Insurance Management (Fourth Revised Edition) Himalaya Publishing house, New Delhi.
- 3 Neelam.C.Gulati2012 Principles of Insurance Management (First Edition) Excel Books, New Delhi.
- 4 Jagroop Singh 2012 Banking and Insurance Management (First edition) Kalyani publishers, New Delhi.



Course Code	Course Name	Category	L	T	P	Credit
195BI1A3CD	BUSINESS ORGANIZATION AND OFFICE MANAGEMENT	CORE	4	-	-	3

### PREAMBLE

This course has been designed for students to learn and understand

- Actionable plans to address the most significant management challenges.
- The skill of running a business organization as well as managing the problems.
- The procedure of filing the necessary documents.

### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the evolution of the business organization and understanding of social ethical and legal responsibilities.	K2
CO2	Abilities to organize offices and establish standard office procedures and practices.	K3
CO3	Develop the ability to support management in office administration.	K3
CO4	Demonstrate skills and tasks required to work in real Organization setting.	K3
CO5	Operate standard office machines and make use of relevant software packages.	K3

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	S	S
CO2	M	S	M	M	S
CO3	S	S	M	M	S
CO4	S	S	M	M	M
CO5	S	S	M	S	M

**S Strong**

**M Medium**

**L Low**



<b>195BI1A3CD</b>	<b>BUSINESS ORGANIZATION AND OFFICE MANAGEMENT</b>	<b>SEMESTER III</b>
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**Total Credits: 3**

**Total Instruction Hours: 48 h**

### **Syllabus**

**Unit I** Business Organization 10 h

Nature and Scope of Business - Forms of Business Organization -Sole Trader - Partnership Firm -Limited Liability Partnership - Limited Liability Company -Joint Stock Company and Co-operative Society - Public Enterprises.

**Unit II** Location of Business 9 h

Introduction- Meaning of the term Plant, Firm, and Industry - Measures of Size - Factors influence location - Localization of industries- Decentralization of Industries -Selection of Site.

**Unit III** Office Layout and Office Accommodation 10 h

Introduction - Meaning of Office - Functions of Office - Importance of an Office - Factors governing the effectiveness of Office Work - Location of Office Building - Office Space Planning and Lay out.

**Unit IV** Record Administration 9 h

Purpose-Principles -Essentials. Filing: Importance - Functions-Advantages-Objects -Essentials -Planning a Filing System Organizing of Filing -Methods of Filing and Indexing- Filing Routine.

**Unit V** Office Machines and Equipment 10 h

Importance-Advantages -Disadvantages-Factors in selection of Office Equipments- Telephone- Electronic Computer -Uses - Advantages and disadvantages - Office Automation- High speed internet access - Network router - file cabinet - Backup drive- personal server - Paper shredder.



## Text Books

- 1 Sharma R. K 2017 Business Organization and Office Management (Third Edition) Kalyani publishers, New Delhi. (Unit -I to V)
- 2 Bhatia R.C 2015 Business Organization and Office Management (First Edition) ANE Books, New Delhi

## References

- 1 Chopra R. K 2015 Office Management (Seventeenth Revised Edition) Himalaya Publishing house, New Delhi.
- 2 Ghosh P. K 2015 Office Management (Twelfth Edition) Sultan Chand and Sons, New Delhi.
- 3 Bhushan Y.K 2016 Fundamentals of Business Organization and Office Management (Twentieth Edition) Sultan Chand & Company Ltd, New Delhi.
- 4 Gupta C.B 2014 Business Organization and Management (Fifteenth Edition) Sultan Chand & Company Ltd, New Delhi.





Course Code	Course Name	Category	L	T	P	Credit
192MT1B3IB	BUSINESS MATHEMATICS	IDC	4	-	-	4

### PREAMBLE

This course has been designed for students to learn and understand

- proof of laws of a Set operations and differentiate between Simple interest and compound interest
- importance of Matrix method and simultaneous linear equation of the matrix
- Limits of differentiation and higher derivation in applications

### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	explain the concept of Set operations	K3
CO2	discuss about Arithmetic and Geometric Progression	K2
CO3	use the concept of matrix operations in solving simultaneous equations	K3
CO4	demonstrate the ideas of differentiation	K3
CO5	solve the maximum and minimum values for a given function	K3

### MAPPING WITH PROGRAMME OUTCOMES

COs/Pos	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	M	M
CO2	S	M	S	M	S
CO3	M	S	S	S	M
CO4	M	M	S	S	S
CO5	S	S	S	S	S

**S Strong**

**M Medium**

**L Low**



<b>192MT1B3IB</b>	<b>BUSINESS MATHEMATICS</b>	<b>SEMESTER III</b>
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**Total Credits: 4**

**Total Instruction Hours: 48 h**

### **Syllabus**

**Unit I** Set theory AP and GP 10 h

Sets - Types of sets - Venn diagram - Set operations - Union - Intersection - Complement - Difference - Law of Algebras of sets - Duality - Verification of laws - Proof of laws - Arithmetic and Geometric Progression

**Unit II** Interest 10 h

Simple interest - Compound interest - Interest Compounded Continuously - Amount at the changing rates of interest - Nominal and Effective rate of interest - Growth and Depreciation - Sinking fund - Annuities - Present value - Discounting of bills - True discount - Banker's gain

**Unit III** Matrix 10 h

Basic Concepts - Types of Matrices - Addition and Multiplication of Matrices - Determinants - Crammer's Rule - Inverse of a Matrix - Solution of Simultaneous Linear Equations by Matrix Method - Rank of a Matrix

**Unit IV** Limits and Differential Calculus 9 h

Variable - Constants - Functions - Limits of Algebraic functions - Differentiation in one variable - Process of differentiation - Rules of Differentiation - Derivatives of Power Functions - Exponential and Logarithmic Functions

**Unit V** Derivatives 9 h

Meaning of Derivatives - Evaluation of First and Second Order Derivatives - Applications of Simple Derivatives - Elasticity of Demand - Relation between Average and Marginal cost curves - Minimum of Average Cost - Maximum and Minimum Values of a Functions - Order Conditions for Maxima - Profit Maximization - Cost Minimization

**Note:** Theory 20% and Problems 80%



## Text Books

- 1 Navnitham, P.A, 2013, 'Business Mathematics and Statistics', 2nd edition, Jai Publishers, Trichy.

## References

- 1 Das, N.G. & Das J.K., 2012, 'Business Mathematics and Statistics', 1st edition, Mc Graw Hill Education Private Limited, New Delhi.
- 2 Sundaresan & Jayaseelan, 'An Introduction to Business Mathematics and Statistical Methods', 1st edition, Sultan Chand publishers, New Delhi.
- 3 Nag, N.K, 2014, 'Business Mathematics', 1st edition, Kalyani Publishers, New Delhi.
- 4 Asi Kumar Manna, 2018, 'Business Mathematics and Statistics', 1st edition, McGraw Hill Education Private Limited, New Delhi.



Course Code	Course Name	Category	L	T	P	Credit
195BI1A3SA	BUSINESS COMMUNICATION	SEC	3	-	-	3

## PREAMBLE

This course has been designed for students to learn and understand

- Reading, writing, comprehension and Communication, and also to use electronic media for business communication.
- The complexity of the communication process.
- The banking correspondence and interviews.

## COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Aware on Importance and Types of Business Communication and its barriers.	K1
CO2	Familiarize on Business Enquires and collection letters with complaints and adjustments.	K1
CO3	Gain Knowledge on banking correspondence its types and secretarial duties..	K2
CO4	Cognizant on Business Language its Errors and knowledge on Oral Presentation and Visual Aids.	K1
CO5	Obtain knowledge on Different types of Interviews and preparing on Resume Relating to Business and Banks.	K2

## MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	S	S
CO2	S	M	M	S	S
CO3	S	M	M	S	S
CO4	S	M	M	S	S
CO5	S	M	M	S	S

**S Strong**

**M Medium**

**L Low**



<b>195BI1A3SA</b>	<b>BUSINESS COMMUNICATION</b>	<b>SEMESTER III</b>
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**Total Credits: 3**

**Total Instruction Hours: 36 h**

### **Syllabus**

**Unit I** Business Communication 8 h

Nature - Process and Importance of Communication - 7 C's of effective Communication - Types of Communication - Different Forms of Communication - Organizational Communication - Downward vs. Upward Communication - Formal vs. Informal Communication - Barriers to Communication

**Unit II** Business Letters 7 h

Layout of Business Letters - Replies - Offer - Quotation - Order - Complaint and Adjustment-Collection Letter and Circular Letter - Status Enquiry-Mobile Phone communication-Modern application software in Mobile Phones communication.

**Unit III** Correspondence 7 h

Banking Correspondence - Meaning and Structure of Banking Correspondence - Elements of Good Banking Correspondence - Types - Insurance Correspondence - Different Types of Correspondence Relating to Insurance.

**Unit IV** Business Language and Presentation 7 h

Importance of Business Language - Vocabulary Words Often Confused - Words Often Misspelt - Common Errors in English - Oral Presentation Importance - Characteristics - Presentation Plan - Power Point Presentation - Visual Aids- Monologue, Dialogue- E mail and Memorandums - website- electronics clearance system.

**Unit V** Application Letters 7 h

Preparation of Resume - Interview: Objectives - Types of Interviews - Report Writing: Meaning - Importance - Characteristics of a good report - Reports by Individual - Committees - Precise Writing.



## Text Books

- 1 Rajendra pal and Koralahalli J. S 2017 Essentials of Business Communication (Thirteenth Edition) Sultan Chand and Sons New Delhi.
- 2 Alpana Gupta S. M 2015 Effective Business Communication (Second Edition) Himalaya Publishing house, New Delhi.

## References

- 1 Bhatia R. C 2015 Business Communication (Second Edition) ANE Books, New Delhi.
- 2 Premavathi N 2014 Business Communication and Correspondence (Third Edition) Sultan Chand and Sons, New Delhi
- 3 Anjali Kalkar 2010 Text books of Business Communication (First Edition) Orient Black wan, New Delhi.
- 4 Siju P.T and Anish Thomas, 2011, Business Communication and Management Information System, (Second Revised Edition) Kalyani Publishers, New Delhi



<b>195BI1A3GA</b>	<b>GENERIC ELECTIVE - PRACTICAL BANKING</b>	<b>SEMESTER III</b>
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**Total Credits: 2**

**Total Instructions Hours: 24 h**

<b>S.No</b>	<b>Contents</b>
<b>1</b>	Filling up of account opening forms for SB account, Current account FDR's, preparation of FDR's
<b>2</b>	Filling up opening form for Demat account, Procedure for opening Demat Account
<b>3</b>	Filling up of pay-in-slips, Demand draft applications and preparation of demand drafts.
<b>4</b>	Drawing, Endorsing and Crossing of Cheques
<b>5</b>	Procedure for filling up of RTGS , NEFT and SWIFT
<b>6</b>	Application and usage of ATM
<b>7</b>	Debit card Application form
<b>8</b>	Bank Account Closing form
<b>9</b>	Filling up Jewel loan application form, procedure for releasing of jewellery in jewel loans and repayment
<b>10</b>	Filling up Housing Loans application form
<b>11</b>	Filling up MUDRA application form
<b>12</b>	Digital Banking - Mobile Apps.



**TEXT BOOKS:**

1. *Jyotsna* Sethi and Nishwan Bhatia 2015 **Elements of Banking and Insurance (Second Edition)** PHI Learning Private Limited, Delhi.
2. *Sundharam K. P. M* 2015 **Banking Theory Law and Practices (First Edition)** Sultan Chand and Sons, New Delhi.

**REFERENCE BOOKS:**

1. *Gordon E and Natarajan* 2016 **Banking Theory Law and Practices (Twenty Fifth Edition)** Himalaya publishing House, New Delhi.
2. *Shekar K. C* 2014 **Banking Theory and Practice (Twenty First Edition)**, Vikas Publication, Noida





195BI1ASSA	SELF STUDY : INTERNATIONAL FINANCIAL MANAGEMENT	SEMESTER III
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**Total Credit: 1**

### **Syllabus**

#### **Unit I** International Financial Management

International Financial Management - Nature and Scope, IFM and Domestic Financial Management- Balance Of payments – significance- preparation of BOP statement – Link between BOP and the economy.

#### **Unit II** International Monetary System

International Monetary System – Gold standard – IMF and World Bank Exchange Rate mechanism – factors influencing exchange rate – Purchasing power parity and Interest Rate parity theorems.

#### **Unit III** Foreign Exchange Market

Foreign Exchange Market – Transactions – Spot, Forward, Futures, Options And Swaps – Arbitrage and speculation in Foreign exchange market.- Exchange arithmetic, Spread, premium and Discount.

#### **Unit IV** Foreign Exchange Exposure

Foreign Exchange Exposure – managing transaction, translation and operating Exposure – Techniques for covering the foreign exchange risk - Internal and external techniques of risk.

#### **Unit V** International financial market instruments

International financial market instruments – International Equities – ADR and GDR – Foreign Bond and euro-bond- Short-term and medium term instruments.



## Text Books

- 1 Apte P.G, 2017, International Financial Management, 7th Edition McGraw Hill Education (India) Private Limited,
- 2 Alan C. Shapiro, 2016, International Financial Management, 1st Edition, Wiely India Pvt ,New Delhi).

## References

- 1 Cheol S. Eun and Bruce G. Resnick, 2015, International Financial Management, 7th Edition , McGraw Hill Education (India) Private Limited.
- 2 Shashi KGupta, 2014, International Financial Management, 1st Edition Kalyani Publishers, New Delhi .
- 3 Vyuptakesh Sharan, 2012, International Financial Management, 6th Edition PHI Learning.
- 4 [https://www.academia.edu/42739597/International\\_Financial\\_Management\\_Seventh\\_Edition](https://www.academia.edu/42739597/International_Financial_Management_Seventh_Edition)



<b>195BI1ASSB</b>	<b>SELF STUDY : INVESTMENT MANAGEMENT</b>	<b>SEMESTER III</b>
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**Total Credit: 1**

## **Syllabus**

### **Unit I**      Concept of Investments

Meaning and importance of Investment - Features of Investment, Speculation - Forms of investment - Bank deposits, Post office schemes, Government Securities, Mutual fund schemes, Provident funds, Company deposits - Real estate, Gold & silver.

### **Unit II**      Investment Instruments

Capital market instruments, Money market instruments, Derivatives Futures & Options. Shares -types & features. Debentures - nature & types. Primary market - Role of New Issue Market , methods of floating new issues

### **Unit III**      Stock Markets in India

Introduction; Nature and Function of Stock Exchange; Organizational Structure of the Secondary Market - Stock Markets and Financial Development in India; Over the Counter Exchange of India; National Stock Exchange of India - Role of Securities Exchange Board of India (SEBI).

### **Unit IV**      Security Analysis

Fundamental analysis: Economic analysis - The Current State of the Economy - Industry analysis - The Industrial Growth Cycle; Structure and Operational Characteristics of the Industry - Company analysis. Technical Analysis: Dow Theory - Charting as a Technical Tool - Types of Charts.

### **Unit V**      Efficient Market Theory

Introduction; Forms of the Efficient Market Hypothesis: A Weak-Form and the Random Walk, Semi-Strong Form, Strong Form -Testing Market Efficiency - Implications - Challenge to Security Analysts - Market Efficiency and Anomalies.



## Text Books

- 1 Bhalla V.K 2013, "Investment Management", Nineteenth Edition, S.Chand, New Delhi
- 2 Preethi Singh 2018, "Fundamentals of Investment", First Edition, Himalaya Publication, New Delhi

## References

- 1 Dr. Natarajan L. 2018," Investment Management", Third Edition Reprint 2018, Margham Publications, Chennai
- 2 Gordon E , Natarajan K 2009, "Fundamentals of Investment", First Edition, Himalaya Publication, New Delhi
- 3 <https://epdf.pub/investment-management-securities-and-portfolio-management.html>
- 4 [www.bcci.bg/projects/latvia/pdf/8\\_IAPM\\_final.pdf](http://www.bcci.bg/projects/latvia/pdf/8_IAPM_final.pdf)



191TL1A3AA	பகுதி - 4 : அடிப்படைத்தமிழ்தாள் : 1(Basic Tamil )	SEMESTER III
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Total Credits: 2

Total Instruction Hours: 24 h

இளங்கலை 2019-20ஆம் கல்வியாண்டு முதல் சேர்வோர்க்குரியது (10 மற்றும் 12 - ஆம் வகுப்பு வரை தமிழ் மொழிப்பாடம் பயிலாதவர்களுக்கு) (பருவத் தேர்வு உண்டு )

அலகு : 1 தமிழ் மொழியின் அடிப்படைக் கூறுகள் 12 h

அ) எழுத்துகள் அறிமுகம் :

1. உயிர் எழுத்துக்கள் - குறில் , நெடில் எழுத்துகள்
2. மெய் எழுத்துக்கள் - வல்லினம், மெல்லினம், இடையினம்
3. உயிர்மெய் எழுத்துக்கள்

ஆ) சொற்களின் அறிமுகம்: பெயர்ச்சொல், வினைச்சொல் - விளக்கம் (எ.கா.)

அலகு : 2 குறிப்பு எழுதுதல் 12 h

1. பெயர், முகவரி, பாடப்பிரிவு , கல்லூரியின் முகவரி
2. தமிழ் மாதங்கள்(12), வாரநாட்கள்(7),
3. எண்கள் (ஒன்று முதல் பத்து வரை), வடிவங்கள், வண்ணங்கள்
4. ஊர்வன, பறப்பன, விலங்குகள், மனிதர்களின் உறவுப்பெயர்கள்
5. ஊர்களின்பெயர்கள் (எண்ணிக்கை 10)
6. பயிற்சிப் பகுதி (உரையாடும் இடங்கள்) : வகுப்பறை, பேருந்து நிலையம், சந்தை

வினாத்தாள் அமைப்பு முறை - மொத்த மதிப்பெண்கள் - 100

பகுதி -அ

சரியான விடையைத் தேர்வு செய்தல்

10x2=20

பகுதி -ஆ

சரியா? தவறா? தேர்ந்தெடுத்து எழுதுக .

10x2=20

பகுதி-இ

ஒரு பக்க அளவில் விடையளிக்க

03x20=60

குறிப்பு:

- அனைத்து அலகுகளில் இருந்தும் வினாக்கள் அமைதல் வேண்டும்
- பகுதி இ-க்கான வினாக்கள் இது அல்லது அது என்ற அடிப்படையில் அந்தந்த அலகுகளில் அமைதல் வேண்டும்



### Text Books

- 1 அடிப்படைத் தமிழ். 2019. தொகுப்பு : தமிழ்த் துறை, டாக்டர் என். ஜி.பி. கலை மற்றும் அறிவியல் கல்லூரி, நியூ செஞ்சுரி புக் ஹவுஸ்(பி)லிட். சென்னை

### References

- 1 ஒன்றாம் வகுப்பு பாடநூல் - தமிழ்நாடு அரசு பாடநூல் கழகம்
- 2 வலைதள முகவரி : <http://tamilvu.org>



191TL1A3AB	பகுதி - 4 : சிறப்புத் தமிழ் தாள் : 1 (Advanced Tamil )	SEMESTER - III
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Total Credits: 2

Total Instruction Hours: 24 h

இளங்கலை 2019- 2020 ஆம் கல்வியாண்டு முதல் சேர்வோர்க்குரியது (10 மற்றும் 12 - ஆம் வகுப்புகளில் தமிழ் மொழிப்பாடம் பயின்றவர்களுக்கு உரியது)(பருவத் தேர்வு உண்டு )

அலகு - 1 மரபுக் கவிதைகள் 05 h

அ) பாரதியார் கவிதைகள்

- தமிழ்நாடு
- மனதில் உறுதி வேண்டும்
- வருகின்ற பாரதம் (பா.எண்.5-8)

ஆ) பாரதிதாசன் கவிதைகள்

- இன்பத்தமிழ்
- நீங்களே சொல்லுங்கள்
- வாளினை எட்டா!

இ) தாராபாரதி கவிதைகள்

- வேலைகளல்ல வேள்விகள்

அலகு - 2 புதுக்கவிதைகள் 05 h

- கம்பன் கவியரங்கக் கவிதை - மு.மேத்தா
- தமிழா! நீ பேசுவது தமிழா! - காசியானந்தன்
- நட்புக் காலம் (10 கவிதைகள்) - அறிவுமதி கவிதைகள்

அலகு - 3 இலக்கணம் 04 h

- வல்லினம் மிகும் மற்றும் மிகா இடங்கள்
- ர, ற, - ல, ழ, ள - ந, ண, ன - ஒலிப்பு நெறி, பொருள் வேறுபாடு அறிதல்

அலகு - 4 கடிதங்கள் எழுதுதல் 05 h

- பாராட்டுக் கடிதம்
- நன்றிக் கடிதம்
- அழைப்புக் கடிதம்
- அலுவலக விண்ணப்பங்கள்

அலகு - 5 பாடம் தழுவிய வரலாறு 05 h

- பாரதியாரின் இலக்கியப் பணி
- பாரதிதாசனின் இலக்கியப்பணி
- மரபுக்கவிதை, புதுக்கவிதை - விளக்கம்



வினாத்தாள் அமைப்பு முறை -

மொத்த மதிப்பெண்கள் - 100

சரியான விடையைத் தேர்வு செய்தல்	பகுதி -அ	10x2=20
கோடிட்ட இடங்களை நிரப்புக.	பகுதி -ஆ	10x2=20
இரண்டு பக்க அளவில் விடையளிக்க	பகுதி -இ	4x15=60

குறிப்பு:

- பகுதி -அ அனைத்து அலகுகளில் இருந்தும் இரண்டு வினாக்கள் அமைதல் வேண்டும்
- பகுதி இ -க்கான வினாக்கள் இது அல்லது அது என்ற அடிப்படையில் அந்தந்த அலகுகளில் அமைதல் வேண்டும்

#### Text Books

- 1 சிறப்புத் தமிழ் . 2019. தொகுப்பு: தமிழ்த் துறை, டாக்டர் என். ஜி.பி. கலை மற்றும் அறிவியல் கல்லூரி, நியூ செஞ்சுரி புக் ஹவுஸ்(பி)லிட். சென்னை

#### References

- 1 புலவர் சோம. இளவரசு - 2014. இலக்கிய வரலாறு, மணிவாசகர் பதிப்பகம், சென்னை - 108
- 2 வலைதள முகவரி : <http://tamilvu.org>





<b>195CR1A3AA</b>	<b>WOMEN'S RIGHTS</b>	<b>SEMESTER III</b>
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**Total Credits: 2**

**Total Instruction Hours: 24h**

### **Syllabus**

#### **Unit I Rights to Infant & Child 4 h**

Issues for women in India- Law relating to Female infanticide-Rights to the survival of a child-Child Labour- Child trafficking –Child Marriage- Protection of Children against Sexual Offences Act 2012 (POCSO)

#### **Unit II Rights to women 5 h**

Matrimonial protection-Protection against dowry-Protection to pregnancy-Sexual offences-Law relating to work Place- Directive principles of Constitution (Article 39 a, d, e & Article 42, 43 & 46) - Trafficking of women

#### **Unit III Laws for Senior Citizen women 5 h**

Constitutional Rights –Personal Laws- The Tamil Nadu Maintenance and Welfare of Parents and Senior Citizens Rules in 2009- The National Council for Older person- Government Provisions for elderly persons

#### **Unit IV Civil and Political Rights of Women 5 h**

Right of inheritance-Right to live with decency and dignity-The Married women's Property Act 1874-Personal law women's right to property-Women Reservation Bill-National Commission for Women-Political participation Pre independent political participation of women-Participation of Women in post independent period

#### **Unit V International convention on Womens' Right 5 h**

Convention on the Elimination of All Forms of Discrimination against Women(CEDAW)-United Nations population Fund(UNFPA)-Protocol to the African Charter on the rights of women in Africa-Convention on the Nationality of Married women-Convention on the political rights of women- Inter-American convention on granting of civil and political rights for women-Universal declaration of Human rights



## Text Books

- 1 Women & Law(2009)-Krishna Pal Malik-Allahabad Law University, Delhi

## References

- 1 Women's Human Rights in India(2019)-Christian Foster and Jaya Sagade- Routledge India  
Justice for Women: Concerns and Expressions (2008)-Anand AS -Universal Law  
Publishing Co.
- 2

P. R.   
15/5/2020

BoS Chairman/HoD  
Department of Commerce (B & I)  
Dr. N. G. P. Arts and Science College  
Coimbatore – 641 048



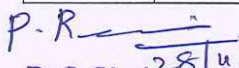
Dr.NGPASC

COIMBATORE | INDIA

Course Code	Course Category	Course Name	L	T	P	Exam (h)	Max Marks			Credits
							CIA	ESE	Total	
FourthSemester										
Part - III										
195BI1A4CA	Core – IX	Financial Management	4	1	-	3	25	75	100	4
195BI1A4CB	Core – X	Cyber security	4	1	-	3	25	75	100	4
195BI1A4CC	Core – XI	Entrepreneurial Development	4	1	-	3	25	75	100	4
195BI1A4CD	Core – XII	Company Law and Secretarial Practice	4	-	-	3	25	75	100	3
192MT1B4IB	IDC - IV	Business Statistics	4	-	-	3	25	75	100	4
195BI1A4SA	SEC – II	E-Commerce	3	-	-	3	25	75	100	3
	GE - II		2	-	-	3	-	50	50	2
	LoP	Lab on Project	-	-	-	-	-	-	-	-
Part - IV										
191TL1A4AA	AECC – IV	Basic Tamil	2	-	-	3	-	50	50	2
191TL1A4AB		Advanced Tamil								
192PY1A4AA		General Awareness								
Total			27	3	-	-	-	-	700	26

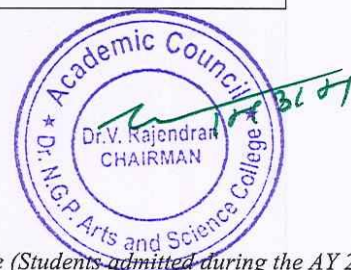
### Semester IV (GE-II)

S. No.	Course Code	Course Name
1	195BI1A4GA	Practical Insurance

P. R.   
 28/11/2020  
 BoS Chairman/HoD  
 Department of Commerce (B & I)  
 Dr. N. G. P. Arts and Science College  
 Coimbatore - 641 048  
 Dr. NGPASC



COIMBATORE | INDIA



B.Com. Banking and Insurance (Students admitted during the AY 2019-20)

Course Code	Course Name	Category	L	T	P	Credit
195BI1A4CA	FINANCIAL MANAGEMENT	CORE	4	1	-	4

### PREAMBLE

This course has been designed for students to learn and understand

- The financial management concepts and its tools formaking investment decisions by the managers.
- the skills necessary to manage a financial firm and to evaluate the role of technology and the legal, ethical and economic environment
- the conceptual framework of financial management

### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Know the concepts of financial management and maximization of profit and wealth	K1
CO2	Obtain knowledge about different sources of finance	K2
CO3	Calculate the cost of owner's fund, outsiders fund and various leverages	K3
CO4	Make acquainted in capital structure and dividend theories	K3
CO5	Understand the process and techniques of capital budgeting	K2

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	M
CO2	S	M	S	S	M
CO3	S	M	S	S	M
CO4	S	M	S	S	M
CO5	S	M	S	S	M

S Strong

M Medium

L Low



195BI1A4CA	FINANCIAL MANAGEMENT	SEMESTER IV
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**Total Credits:** 4

**Total Instructions Hours:** 60

### Syllabus

**Unit I** Financial-Management 12h

Evolution- Scope- Objectives of financial management-- Profit Maximization - Meaning- objectives of profit maximization-Advantages and drawbacks of profit maximization - wealth maximization-Difference between profit maximization and wealth maximization-Role of financial manager.

**Unit II** Sources of Finance 12 h

Sources of Short term finance - Meaning -Need for short term funds- Types - Long term funds-Equity shares- Preference shares-Debentures- kind of shares and Debentures- Difference between Share and Debentures- Public deposits - Financial institutions-Lease financing- factors affecting long term funds requirements.

**Unit III** Cost of Capital 12 h

Meaning-cost of specific Source of capital- Equity - Preferred stock Debt- Reserves- Weighted average cost of capital- Leverage - types of leverage Operating leverage , financial leverage and combined leverage .

**Unit IV** Capital Structure 14 h

Meaning- Factors influencing capital structure - optimal capital structure- Capital structure theories - NI approach-NOI approach and MM approach- Dividend and dividend policy: Meaning, Classification - sources available for dividends - Dividend policy - general determinations of dividend policy.

**Unit V** Capital budgeting 10h

Definition-Features -Objectives -Need and Significance - Advantage of capital Budgeting- Capital Budgeting Process - Various Budgeting Techniques-Payback period methods- Average Rate of return- Net present value method- Internal rate of return- Benefit cost Ratio- Profitability index method

**Note:** The question paper shall cover 80% Theory and 20% Problem



**Text Books**

- 1 Pandy I. M 2017 Essential of Financial Management (Eleventh Edition)Vikas Publishing House, New Delhi.
- 2 Mehta B. K 2015 Financial Management (First Edition) SBPD, Agra.

**Reference Books**

- 1 Maheswari S. N 2014 Financial Management (Fourteenth Edition)Sultan Chand and Sons, New Delhi.
- 2 Kulshreshtha R. S 2015 Financial Management (First Edition) SBPD Agra.
- 3 Murthy A 2017 Financial Management (First Edition) Margham Publications, Chennai.
- 4 Apte P.G 2016 International Financial Management (First Edition)MGH, New Delhi.





Course Code	Course Name	Category	L	T	P	Credit
194BI1A4CB	CYBER SECURITY	CORE	4	1	-	4

### PREAMBLE

This course has been designed for students to learn and understand

- The fundamentals of information system and security
- The application security and security threats
- The development of secure information system and security policies

### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Gain knowledge on Basic Concepts of Information System	K1
CO2	Learn about Information and Application Security	K2
CO3	Gain knowledge on Security Threats and E-Commerce threats.	K2
CO4	Build a Development of Secure Information System	K3
CO5	Demonstrate the Concept of Security Policies	K2

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	M	S
CO2	S	S	M	M	S
CO3	S	S	M	M	S
CO4	S	S	M	M	S
CO5	S	S	M	M	S

**S Strong**

**M Medium**

**L Low**



<b>194BI1A4CB</b>	<b>CYBER SECURITY</b>	<b>SEMESTER IV</b>
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**Total Credits: 4**

**Total Instruction Hours: 60 h**

### **Syllabus**

#### **Unit I Introduction to Information Systems 10 h**

Introduction - Modeling the Business Process- Business Profile, Model and Process- Information System Components -Information System Categories - Individuals in the Information System- Development of Information Systems- Beginning with the users- Determining Need and Performance Expectations-Characteristics of Good Organizational Talent: Personal attributes - Organizational Environment- Stages in process design

#### **Unit II Information Security and Application Security 12 h**

Information Security: Introduction - Definition of security- Importance of information security -Threats of information system: Security Threat Supply- Threat Agents- Threat Motivation-Threat intent -Information Assurance - Cyber Security and Security Risk

Application Security : Introduction - Info Security - E-Mail Security- net Security- Knowledge security issues- Security Technology - Intrusion Detection - Access management

#### **Unit III Security Threats 12 h**

Introduction to Security Threats: Virus- Worms- Trojan Horse - Bombs- TrapDoor- E-mail Spoofing - E-mail Virus: Virus Life-Cycle-How Virus Works- Macro Viruses - Malicious software

Security Threats to E- Commerce : Electronic Payment System - Credit/Debit Cards- Smart Cards- E-Money- Electronic Fund Transfer - E-commerce Business Model- E-Commerce Advantages- E-commerce Disadvantages- E-commerce Security Systems -Electronic Cash- Digital Signature - Public key Cryptography

#### **Unit IV Development of Secure Information System 14 h**

Introduction - Importance of information system security - Developing Secure Information System - key Elements of an Information Security Policy - Information System Development Life Cycle - Application Security -Information Security Governance and Risk Management - Risk Management - Security Architecture and Design





**Unit V**      Security Policies

12 h

Introduction - Computer Security Policy Categories and Types - Need of Security Policies -Security Policy Development - E-mail Security Policies

Note: Case studies related to the above topics to be examined (Examined internal only)

**Text Books**

- 1      MayankBhushan, Rajkumar Singh Rathore, AatifJamshed, "Fundamental of Cyber Security", 2018, Kindle Edition, BPB Publication

**References**

- 1      Nina Godbole, Sunit Bela pure, "Cyber Security", 2011, First Edition, Wiley India Pvt. Ltd. Publication. New Delhi.
- 2      Patrick Engbretson, "The Basics of Hacking and Penetration testing" Syngress, New Delhi.
- 3      John. R. Vacca, " Computer Forensics" Firewall media, New Delhi
- 4      Michael Sikorski, Andrew Honig, "Practical Malware Analysis: The Hands-On Guide to Dissecting Malicious Software", 1st Edition, No Starch Press, San Francisco



Course Code	Course Name	Category	L	T	P	Credit
195BI1A4CC	ENTREPRENEURIAL DEVELOPMENT	CORE	4	1	-	4

### PREAMBLE

This course has been designed for students to learn and understand

- About the entrepreneurial development.
- The functions of entrepreneurship.
- Phases of Entrepreneurial Development Programmes in India

### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	discover, nourish and nurture entrepreneurial traits and talents among the students	K3
CO2	Compare their personal characteristics and interests to that of the “successful” entrepreneur.	K3
CO3	enable students to learn about business idea generation, the sources of ideas, project planning, formulation, appraisal, and implementation strategies	K3
CO4	sensitize students about various institutions supporting and developing entrepreneurial talent	K3
CO5	provide knowledge about the need for training and development, and the various phases of Entrepreneurial Development Programmes in India	K3

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	M	S	S	M	S
CO3	S	S	S	M	S
CO4	S	S	S	M	M
CO5	S	M	S	M	M

S Strong

M Medium

L Low



195BI1A4CC	ENTREPRENEURIAL DEVELOPMENT	SEMESTER IV
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**Total Credits: 4**

**Total Instructions Hours: 60**

### Syllabus

#### **Unit I** Entrepreneur and Entrepreneurship 14h

Introduction - Evolution of the Concept of Entrepreneur- Characteristics of Successful entrepreneurs - The Charms of Becoming an Entrepreneur- Entrepreneurial decision Process - Functions of Entrepreneur - Need for an Entrepreneur - Types - Women Entrepreneur and Social Entrepreneur. Concept of Entrepreneurship - Factors influencing Entrepreneurship Growth - Entrepreneurship Growth in India - Role of Entrepreneurship in Economic Development.

#### **Unit II** Start-Up 12 h

Micro, Small and Medium Entrepreneurs- Meaning - definition - Essentials ,Features and Characteristics - Scope of Micro and Small Enterprises - Objectives of Micro Enterprises -Role of Micro Enterprises in Economic Development - Packages for Promotion of Micro and Small Scale Enterprises - Problems of Micro and Small Enterprises - Opportunity Identification and selection - Formulation of Business Plans.

#### **Unit III** Project Appraisal 12 h

Concept of Project Appraisal - Methods of Project Appraisal: Economic Analysis - Financial Analysis - Market Analysis - Technical Feasibility - Managerial Competence - Environmental Clearance for SMEs. Financing of Enterprise: Meaning and need for financial planning - Sources of Finance - Capital Structure - Capitalization - Term Loans - Sources of Short term loans - Venture Capital - Export Finance - Taxation Benefits.

#### **Unit IV** Institutional Finance to Entrepreneurs 12 h

Entrepreneurial Development - Agencies -Commercial Banks - District Industries Centre - National Small Industries Corporation - Small Industries Development Organization - Small Industries Service Institute. Financial Institutions - IFCI - IRBI- SFCs- SIDBI

#### **Unit V** Entrepreneurship Development in India 10 h

Entrepreneurial Development Programmes (EDP)-Objectives of EDPs - Role of Government in organizing EDPs - Critical evaluation of EDPs- Suggestions for Making Entrepreneurial Development Programmes more Effective.



## Text Books

- 1 Khanka S.S 2016 Entrepreneurial Development (Revised Edition) Sultan Chand and Sons, New Delhi. (Unit –I to V)
- 2 Dr. Gupta O.P 2015 Fundamentals of Entrepreneurship (First Edition) SBPD Publishing House, Agra. (Unit V)

## Reference Books

- 1 Gordon E and Natarajan K 2014 Entrepreneurship Development (Fifth Edition) Himalaya Publishing House, New Delhi.
- 2 JagatJyotiBaruah 2017 Basics of Entrepreneurship Development (First Edition) Mahaveer Publications, New Delhi.
- 3 Gupta.C.B 2010 Entrepreneurial Development (First Edition) Sultan Chand & Company Ltd, New Delhi.
- 4 Jayashree Suresh 2015 Entrepreneurial Development (First Edition), Margham Publisher Chennai.



Course Code	Course Name	Category	L	T	P	Credit
195BI1A4CD	COMPANY LAW AND SECRETARIAL PRACTICE	CORE	4	-	-	3

### PREAMBLE

This course has been designed for students to learn and understand

- the significant provisions of the Companies Act 2013
- the importance of Corporate Governance in the management of Organization.
- the concept of company law and secretarial practice and fundamentals, tools, techniques and its significance in the liberalized business environment

### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Familiarize with Corporate rules and regulations for establishing the Company form of Organization	K2
CO2	Acquire knowledge about Qualifications, appointment and removal of Directors and their powers and liabilities	K2
CO3	Know the standard practice that a corporate secretary should follow	K2
CO4	Understand the role of Secretary in Company meetings and able to draft the documents relating to the meeting	K2
CO5	Know Corporate Laws with regards to Winding up of the Company	K2

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	S	S
CO2	S	M	M	S	S
CO3	S	M	M	S	S
CO4	S	M	M	S	S
CO5	S	M	M	S	S

**S Strong**

**M Medium**

**L Low**



195BI1A4CD	COMPANY LAW AND SECRETARIAL PRACTICE	SEMESTER IV
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**Total Credits: 3**

**Total Instruction Hours: 48 h**

### Syllabus

#### **Unit I** Introduction 10 h

Meaning and Definition of Company - Nature - Formation and Incorporation of a Company -Types of Companies - Memorandum of Association - Alteration of Memorandum - Doctrine of Ultravires -Articles of Association - Contents - Alteration of Article - Doctrine of Indoor Management - Exceptions to Doctrine of Indoor Management - Prospectus -Contents - Deemed Prospectus - Misstatement in prospectus.

#### **Unit II** Directors 10 h

Legal position of Directors - Qualification and Disqualification of Directors - Number of Directors - Directors Identification Number - Appointment of Directors - Removal of Directors - Directors remuneration - Powers of Directors - Statutory provisions regarding Director' powers-Duties of Directors - Liabilities of Directors.

#### **Unit III** Company Secretary 08 h

Legal position of Company Secretary - Appointment of Company Secretary as per Companies Act 2013 - Qualities - Qualifications - Functions of a Company Secretary - Power - Rights - Duties - Liabilities of a Company Secretary - Role of a Company Secretary.

#### **Unit IV** Kinds of Company meetings 10 h

Statutory meeting - Annual General meeting - Extra ordinary General meeting - Board of Directors Meeting - Duties of a Company Secretary to all the company meetings - Drafting of Correspondence - Relating to the meetings - Notices - Agenda - Chairman's speech - Writing of Minutes.

#### **Unit V** Winding up 10 h

Meaning, Modes of Winding up - Compulsory Winding up by the court - voluntary Winding up - Types of Voluntary Winding up - Members voluntary Winding up - Creditors voluntary Winding up - Winding up subject to supervision of the court - Consequences of Winding up (General).

Note: Case studies related to the above topics to be examined (Examined internal only)



## Text Books

- 1 Kapoor N. D 2015 Elements of Company Law (Twenty Ninth Edition) Sultan Chand and Sons, New Delhi.
- 2 Gulshan S 2014 Business Law (Sixteenth Edition) New Age Publishers, New Delhi

## References

- 1 Gogna P .P .S 2015 Text Book of Company Law (Tenth Edition) Sultan Chand and Sons, New Delhi.
- 2 Gupta D.P 2015 Company Law (First Edition) SBPD, Agra.
- 3 Sreenivasan M.R 2017 Company Law (Third Edition) Margham Publications, Chennai
- 4 Shanthi.J 2017 Company Law and Secretarial Practice (First Editon) Margham Publications, Chennai



Course Code	Course Name	Category	L	T	P	Credit
192MT1B4IB	BUSINESS STATISTICS	IDC	4	-	-	4

### PREAMBLE

This course has been designed for students to learn and understand

- The requirements of a good average and differentiate between average and Dispersion
- The Importance as also the Limitation of Correlation and Regression Analysis
- To enhance student knowledge in Test of Significance and Chi-Square Test

### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Learn and know as to how Statistics can be used	K1
CO2	Know the main properties of each Measure of Central Tendency and select the most appropriate one for use with a given set of data	K2
CO3	Understand the Importance and Limitations of Correlation Analysis	K3
CO4	Recognize different components of a Time series	K3
CO5	Analyzing the concept of Test of Significance	K4

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	M	M
CO2	S	M	S	M	S
CO3	M	S	S	S	M
CO4	M	M	S	S	S
CO5	S	S	S	S	S

**S                      Strong                      M                      Medium                      L                      Low**





**Total Instruction Hours: 48 h**

<b>Unit I</b>	Statistics	9 h
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<b>Unit II</b>	<b>Measures of Central Value and Dispersion</b>	<b>9 h</b>
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<b>Unit III</b>	<b>Correlation and Regression</b>	<b>9 h</b>
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<b>Unit IV</b>	<b>Analysis of Time Series</b>	<b>9 h</b>
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**Unit V      Test of Significance and Chi-Square Test**

12 h

Testing of Hypothesis - Standard Error - Test of Significance for Attributes - Test for Proportion of Success - Test for Difference in Proportions - Test of Significance for Large Samples - The Standard error of mean - Testing the difference between means of Two Samples - Test of Significance for Small Samples - Students' t-Distribution - Chi Square Test - Characteristics of Chi Square Test - Degree of Freedom - Chi Square Test of goodness of fit - Chi Square as a test of independence

**Note: 20% Theory and 80% Problem**

**Text Books**

- 1 Pillai R.S.N. and Bagavathi V., 2002, "Statistics", 14th Edition, S. Chand and Company Ltd, New Delhi

**References**

- 1 Gupta S.P, 2014, "Statistical Methods", 34th Edition., Sultan chand and sons Educational Publishers, New Delhi.
- 2 Ken Black, 2009, "Business Statistics for Contemporary Decision Making", John Wiley and sons Pvt. Ltd, New Delhi.
- 3 Beri.G.C, 2010, "Business Statistics" 3rd Edition, Mc Graw Hill Education Pvt. Ltd, Chennai.
- 4 Frank , S Budnick, 2010, "Applied Mathematics for Business, Economics and the Social Sciences", 4th Edition., McGraw Hill Education Pvt. Ltd, Chennai.



Course Code	Course Name	Category	L	T	P	Credit
195BI1A4SA	E-COMMERCE	SEC	3	-	-	3

## PREAMBLE

This course has been designed for students to learn and understand

- the technical and business-related implications of electronically mediated commerce
- the development of electronic business from its origins in electronic data interchange to its current growing importance
- the potential of electronic business for future development

## COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	understand basic of E-Commerce	K2
CO2	apply various business applications of E-Commerce	K3
CO3	gain knowledge of business models and Electronic Data Interchange	K2
CO4	Learn E-marketing and E-Advertising concepts	K2
CO5	understand the Electronic Payment Systems	K2

## MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	M	S	S	S	S
CO3	S	S	M	S	S
CO4	S	S	M	M	M
CO5	S	S	M	M	S

**S Strong**

**M Medium**

**L Low**



<b>195BI1A4SA</b>	<b>E-COMMERCE</b>	<b>SEMESTER IV</b>
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**Total Credits: 3**

**Total Instruction Hours: 36 h**

### **Syllabus**

#### **Unit I Introduction 6 h**

Definition of E-Commerce - Difference between traditional commerce and E-Commerce- Advantages of E-Commerce - Advantages to Business, Consumers, Society and Nation - E-Business and E-Commerce - scope of E-Commerce- Evolution of E-Commerce—Growth of E-Commerce in India - Classification of E-Commerce.

#### **Unit II Framework and Applications 8 h**

E-Commerce framework - Building infrastructure - Anatomy - E-Commerce applications - Electronic Banking - Difference between traditional banking and internet banking - Electronic trading - E-Learning - Travel and tourism services - Employment placement and job market - Real estate - Online publishing - Insurance.

#### **Unit III Consumer E-Commerce and EDI 7 h**

Business models—(B2B) Business to Business- (B2C) Business to Customer - (C2B) Customer to Business - (G2B) Government to Business - Electronic Data Interchange (EDI) - Process of Electronic Data Interchange - Working of Electronic Data Interchange - Components - Traditional Electronic Data Interchange and E-Commerce - Benefits.

#### **Unit IV E-Marketing and E-Advertising 9 h**

E-Marketing - Advantages - Market segmentation - E-Marketing Mix - Marketing strategies - E-Marketing plan.

E-Advertising - Format for web advertising - Intelligent agents - features of Intelligent agents - advantages for buyers and sellers - E-Customer Relationship Management (E-CRM).

#### **Unit V Electronic Payment Systems 6 h**

Benefits of electronic payment - components of electronic system - Electronic fund transfer - Financial (EDI) Electronic Data Interchange - Credit card system on the internet - components of Online credit processing - Players in the credit card system - Popular electronic payment method - Security schemes in E-Payment system.



## Text Books

- 1 Dr.Abirami Devi.K, Dr.Alagammai.M, 2017 "E-Commerce", Margham Publications, Chennai.
- 2 Dr.U.S.Pandey, Er.Saurabh Shukla, 2014 "E-Commerce and Mobile Commerce Technologies", S.Chand Publishers, New Delhi.

## References

- 1 Puja Walia Mann, Nidhi, 2015 "E-Commerce", MJ Publishers.
- 2 Dr.P.rizwan Ahamed, 2018 "E-Commerce & E-Business", Margham Publications, Chennai.
- 3 Dr.C.S.Rayudu, 2018 "E-Commerce &E-Business", Himalaya Publishing House, New Delhi.
- 4 Daniel Minoli, Emma Minoli, 2012 "Web Commerce Technology Handbook", Tata McGraw Hill Publishing, New Delhi



195BI1A4GA	GE- PRACTICAL INSURANCE	SEMESTER IV
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**Total Credits: 2**  
**Total Instructions Hours: 24**

S.No	Excercise
1	Filling up of proposal form of Life Insurance Policy
2	Preparation of certificate of liability Insurance forms
3	Preparation of surrenders/partial withdrawal application form
4	Procedure to revive a lapsed policy and procedure for settling Account to the insured/nominee
5	Filling up of application forms and usage of non-life insurance policy.
6	Policy holders mandate form for paying premium
7	Draft the insurance payment demand letter
8	Procedure for claiming non-life insurance
9	Application for issuance of certificate (Endorsement)
10	Filling up Form of Notice of change of nomination in Life insurance policy
11	Filling up of application for Revival of postal/ Rural postal life insurance policy
12	Procedure for Policy holder Complaints Registration form



**TEXT BOOKS:**

1. Inderjithsingh 2014 Fundamentals of Insurance (Fifth Edition) Kalyani publishers, New Delhi.
2. Mishra M .N and Dr. Mishra S.B 2016 Insurance Principles and Practice (Twenty Second Edition) Sultan Chand and Sons, New Delhi.

**REFERENCES:**

1. Dr. Periasamy P 2014 Principles and Practice of Insurance (Second Edition) Himalaya Publishing House, New Delhi.
2. Murthy. A 2015 Principles and Practice of Insurance (First Edition) MarghamPublications, Chennai.



191TL1A4AA	பகுதி - 4 : அடிப்படைத்தமிழ் - தாள் : II (Basic Tamil )	SEMESTER IV
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Total Credits: 2

Total Instruction Hours: 24 h

இளங்கலை 2019-20ஆம் கல்வியாண்டு முதல் சேர்வோர்க்குரியது  
(10 மற்றும் 12 – ஆம் வகுப்பு வரை தமிழ் மொழிப்பாடம் பயிலாதவர்களுக்கு)  
(பருவத் தேர்வு உண்டு )

அலகு : 1

12 h

நீதி நூல்கள்

- I.ஆத்திசூடி - “அறம் செய விரும்பு” முதல் “ஒளவியம் பேசேல்”வரை -12 பாடல்கள்  
II.கொன்றைவேந்தன் - “அன்னையும் பிதாவும் முன்னறி தெய்வம்” முதல்  
“எண்ணும் எழுத்தும் கண் எனத் தகும்” வரை -7 பாடல்கள்

III.திருக்குறள் - 6 பாடல்கள்

1. அகர முதல .....1
2. மனத்துக் கண்.....34
3. இனிய உளவாக .....100
4. தீயவை தீய பயத்தலான்.....202
5. கற்க கசடற .....391
6. கண்ணொடு கண்ணினை.....1100

அலகு : 2

12 h

I. எளிய நீதிக்கதைகளும் வாழ்க்கை முறைகளும்

1. நீதிகாத்த மன்னன்
2. சிங்கமும் முயலும்
3. புத்திசாலி உழவனும் போக்கிரிப் பூதமும்
4. தேனீயும் புறாவும்
5. முயல் கூறிய தீர்ப்பு

II. தமிழகப் பண்பாடுகள்

1. தமிழர் விழாக்கள் - பொங்கல், ஆடிப்பெருக்கு
2. தமிழர் கலைகள் - தெருக்கூத்து, ஓவியம், சிற்பம்
3. தமிழர் விளையாட்டுகள்- ஏறுதழுவுதல், சடுகுடு





### III . பயிற்சிப் பகுதி

1. படத்திற்கு ஏற்ற சொற்களை எழுதுதல்.
2. சொற்களைத் தொடராக்குதல்.
3. பொருத்துதல்,
4. உரையாடல் பகுதி

**Note:** பயிற்சிப் பகுதியில் வினாக்கள் அமைத்தல் கூடாது

வினாத்தாள் அமைப்பு முறை - மொத்த மதிப்பெண்கள் - 100

பகுதி - அ

சரியான விடையைத் தேர்வு செய்தல் 10x2=20

பகுதி - ஆ

சரியா? தவறா? தேர்ந்தெடுத்து எழுதுக . 10x2=20

பகுதி - இ

ஒரு பக்க அளவில் விடையளிக்க 03x20=60

குறிப்பு:

- அனைத்து அலகுகளில் இருந்தும் வினாக்கள் அமைதல் வேண்டும்
- பகுதி இ -க்கான வினாக்கள் இது அல்லது அது என்ற அடிப்படையில் அந்தந்த அலகுகளில் அமைதல் வேண்டும்

### Text Books

- 1 அடிப்படைத்தமிழ் - 20-21. தொகுப்பு : தமிழ்த்துறை , டாக்டர் என்.ஜி.பி. கலை அறிவியல் கல்லூரி, நியூ செஞ்சுரி புக ஹவுஸ்(பி)லிட். சென்னை-600 098

### References

- 1 ஒன்றாம் வகுப்பு பாடநூல் - தமிழ்நாடு அரசு பாடநூல் கழகம்
- 2 வலைதள முகவரி : <http://tamilvu.org>



191TL1A4AB	பகுதி - 4 : சிறப்புத்தமிழ் - தாள் : II (Advanced Tamil )	SEMESTER - IV
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Total Credits: 2

Total Instruction Hours: 24 h

இளங்கலை 2019- 2020 ஆம் கல்வியாண்டு முதல் சேர்வோர்க்குரியது  
(10 மற்றும் 12 - ஆம் வகுப்புகளில் தமிழ் மொழிப்பாடம் பயின்றவர்களுக்கு உரியது  
(பருவத் தேர்வு உண்டு )

அலகு - 1

05 h

திருக்குறள்

I அறத்துப்பால்

1. இனியவை கூறல் - அதிகார எண் : 10
2. அடக்கமுடைமை - அதிகார எண் : 13

II பொருட்பால்

1. கல்வி - அதிகார எண் : 40
2. உழவு - அதிகார எண் : 104

III இன்பத்துப்பால்

1. தகையணங்குறுத்தல் - அதிகார எண் : 109
2. பிரிவாற்றாமை - அதிகார எண் : 116

அலகு - 2

05 h

கட்டுரைத் தொகுப்பு

I நல்வாழ்வு - டாக்டர் மு.வரதராசன்

1. நம்பிக்கை
2. புலனடக்கம்
3. பண்பாடு

II இளைஞர்களின் ஒளிமயமான எதிர்காலத்திற்கு - கு.வெ. பாலசுப்பிரமணியம்

1. காலக்கணக்கு
2. நற்பழக்கமே செல்வம்

அலகு - 3

05 h

I காப்பியங்கள் - குறிப்பு எழுதுதல்

1. சிலப்பதிகாரம்
2. மணிமேகலை
3. கம்பராமாயணம்
4. பெரியபுராணம்



**II ஊடகம் - காட்சி ஊடகங்கள்**

1. தொலைக்காட்சி
2. திரைப்படம்
3. இணையம்
4. முகநூல்
5. கீச்சகம்
6. கட்செவி அஞ்சல்

அலகு - 4

05 h

**இலக்கணம் - வழக்கறிதல்**

1. இயல்பு வழக்கு
2. தகுதி வழக்கு

அலகு - 5

04 h

**I படைப்பாற்றல் பகுதி**

கவிதை,கட்டுரை எழுதச்செய்தல் - பொதுத் தலைப்பு

**II பயிற்சிப் பகுதி**

தமிழில் தட்டச்சு செய்தல் - யூனிகோடு எழுத்துருவில்.

**Note:** பயிற்சிப் பகுதியில் வினாக்கள் அமைத்தல் கூடாது

வினாத்தாள் அமைப்பு முறை - மொத்த மதிப்பெண்கள் - 100

பகுதி -அ

சரியான விடையைத் தேர்வு செய்தல்

10x2=20

பகுதி -ஆ

கோடிட்ட இடங்களை நிரப்புக

10x2=20

பகுதி -இ

இரண்டு பக்க அளவில் விடையளிக்க

4x15=60

**குறிப்பு :**

- அனைத்து அலகுகளில் இருந்தும் இரண்டு வினாக்கள் அமைதல் வேண்டும்
- பகுதி இ -க்கான வினாக்கள் இது அல்லது அது என்ற வகையில் அந்தந்த அலகுகளிலிருந்து அமைதல் வேண்டும்.



### Text Books

- 1 சிறப்புத்தமிழ் 20-21. தொகுப்பு : தமிழ்த் துறை , டாக்டர் என்.ஜி.பி. கலை அறிவியல் கல்லூரி, நியூ செஞ்சுரி புக் ஹவுஸ்(பி) லிட். சென்னை- 600 098

### References

- 1 பேராசிரியர் புலவர் சோம . இளவரசு, எட்டாம் பதிப்பு - 2014, தமிழ் இலக்கிய வரலாறு - மணிவாசகர் பதிப்பகம், சென்னை - 600 108.
- 2 பேராசிரியர் முனைவர் பாக்கியமேரி , முதற் பதிப்பு- 2013, இலக்கணம் - இலக்கிய வரலாறு - மொழித்திறன் -பூவேந்தன் பதிப்பகம், சென்னை-600 004.
- 3 வலைதள முகவரி : <http://tamilvu.org>



192PY1A4AA	AECC : GENERAL AWARENESS	SEMESTER IV
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Total Credits: 2  
Total Instructions Hours: 24 h

S.No	Contents
1	Current Events
2	General Science
3	Geography of India
4	Tamil and Other Literature
5	Inventions and Discoveries
6	Numerical and Mental Aptitude
7	Verbal and Non Verbal Reasoning
8	Socio- Culture and Heritage of India
9	Indian Economy and Political System
10	History of India and Freedom Struggle

### References

- 1 Majid Hussain, Arora N D, 2019, "General Studies -TNPSC Group -I ", G.K.Publications (P) Ltd. New Delhi
- 2 Aggarwal R S, 2014, "Verbal and Non Verbal Reasoning" S Chand & Company, New Delhi
- 3 Competition Success Review, Competitive Success Publisher, New Delhi
- 4 Pratiyogita Darpan, Pratiyogita Darpan Publishers, Agra.

P. R.   
 28/11/2020  
 BoS Chairman/HoD  
 Department of Commerce (B & I)  
 D. N. G. P. Arts and Science College  
 Coimbatore – 641 048



Dr. NGPASC  
COIMBATORE | INDIA

B.Com. Banking and Insurance (Students admitted during the AY 2019-20)

Course Code	Course Category	Course Name	L	T	P	Exam (h)	Max Marks			Credits
							CIA	ESE	Total	
Fifth Semester										
195PA1A5CC	Core - XIII	Income Tax Law and Practice	5	1	-	3	25	75	100	4
195BI1A5CA	Core - XIV	Cost Accounting	5	1	-	3	25	75	100	4
195BI1A5CB	Core - XV	Marketing of Financial and Insurance Products	5	1	-	3	25	75	100	4
195BI1A5SA	SEC - III	Information Technology in Banking and Insurance	4	-	-	3	25	75	100	4
195BI1A5DA	DSE - I	Retail Banking	5	1	-	3	25	75	100	4
195BI1A5DB		Rural Banking								
195BI1A5DC		Central Banking and Monetary Policy								
195BI1A5TA	IT	Industrial Training	Grade A to C							
195BI1A5LA	LoP	Lab on Project	-	-	-	-	50	-	50	1
Part - IV										
192MT1A5AA	AECC - V	Research Methodology	2	-	-	3	-	50	50	2
Total			26	4	-				600	23



Course Code	Course Name	Category	L	T	P	Credit
195PA1A5CC	INCOME TAX LAW AND PRACTICE	CORE	4	2	-	4

## PREAMBLE

This course has been designed for students to learn and understand

- the basic concepts of Income Tax Act 1961
- the provisions related to income from salaries, income from house property and capital gains
- the computation of income from other sources and set off and carry forward of losses

## COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Define the basic concepts of Income Tax Act 1961 and find the residential status of all assesses.	K1
CO2	Outline the provisions of computation of Salaries and determination of Annual value of house property.	K2
CO3	Apply the provisions related to Profits and Gains of Business or Profession.	K3
CO4	Analyse the computation of Capital Gain, Exempted Capital Gain and Deductions from Gross Total Income.	K4
CO5	Obtain knowledge about Income from other sources, Set off and Carry forward of losses.	K5

## MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	M	S
CO3	S	S	S	S	M
CO4	M	S	S	S	S
CO5	S	S	S	S	S

**S Strong**

**M Medium**

**L Low**



195PA1A5CC	INCOME TAX LAW AND PRACTICE	SEMESTER V
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**Total Credits: 4**

**Total Instruction Hours: 72 h**

### Syllabus

**Unit I** Income Tax Act 12 h

Income Tax Act 1961- Definition of Income - Assessment year - Previous Year - Assessee - Scope of Income - Charge of Tax - Residential Status - Exempted Income u/s 10.

**Unit II** Income from Salaries and Income from House Property 15 h

Heads of Income- Income from Salaries: Definition- characteristics - computation of salary - Provident fund - Allowances - perquisites -Profit in lieu of salary - Deduction under section 16.

Income from House Property: Definition - Exempted Income from House property - Annual value - let out - self occupied - Deduction out of Net annual value.

**Unit III** Profit and Gains of Business or Profession 15 h

Profit and Gains of Business or Profession: Definition - allowable expenses - Disallowed expenses - Depreciation -Rates of depreciation - Computation of business income -Professional Receipts -Professional Expenses - Computation of professional income.

**Unit IV** Capital Gains 15 h

Capital Gains: Capital assets - Basis of charge - Transfer of capital assets - Computation of Capital gain - Cost of acquisition - Exempted Capital gain u/s 10(36) to 10(40) and u/s 54 to 54G .

Deductions from Gross Total Income: Deduction u/s 80C to GGA, 80IA to 80U.

**Unit V** Income from Other Sources and Set off and Carry forward of losses 15 h

Income from Other Sources: General Income u/s 56 (1) - Specific Income u/s 56 (2) -Deductions u/s 57 - Expenses disallowed u/s 58.

Set off and Carry forward of losses - Speculation loss - Capital losses - Carry forward of losses. Computation of Tax liability - Relief and Rebates - Assessment of Individuals.

**Note:**60% Problem 40% Theory





## Text Books

- 1 Gaur and Narang, 2021-2022. "Income Tax Law and Practice" Kalyani Publishers, New Delhi.
- 2 Mehrotra H.C, 2021-2022. "Income-tax Law and Accounts" Sahithya Bhavan publishers, New Delhi

## References

- 1 Hariharan .N, 2021-2022. Income Tax Law and Practice, Tata McGraw Hill Education Private Limited, New Delhi.
- 2 Reddy. T.S and Hariprasad Reddy A.Y, 2021-2022. Income Tax Theory, Law and Practice, Margham Publications, Chennai.
- 3 Dr.Vinod K. Singhanian A.Y, 2021-2022 & 2022-23. Direct Taxes Ready Reckoner, Taxmann Publications (P) Ltd. New Delhi.
- 4 M.Jeevarathinam and Vijay Vishnu kumar, 2021-2022. Income tax law and practice, SciTech publication (INDIA) Pvt. Ltd, Chennai.



Course Code	Course Name	Category	L	T	P	Credit
195BI1A5CA	COST ACCOUNTING	CORE	5	1	-	4

### PREAMBLE

This course has been designed for students to learn and understand

- the Costing Terms in business
- the adequate knowledge on Cost Accounting Practice
- various methods and techniques of costing

### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Discuss the methods of cost accounting and know about Cost Sheet.	K2
CO2	Apply different method to analysis level material control	K3
CO3	Use different methods of wages & incentives to labour and Absorption of overhead.	K3
CO4	Explain a process costing system and compute the Cost of each process of finished produced	K2
CO5	Retrieve the concept of Contract costing and Job costing.	K1

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

**S Strong**

**M Medium**

**L Low**



195BI1A5CA	COST ACCOUNTING	SEMESTER V
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**Total Credits: 4**

**Total Instruction Hours: 72 h**

### Syllabus

**Unit I** Cost Accounting 15 h

Definition- Meaning and Scope - Concept and Classification -Costing an aid to Management - Types and Methods of Cost - Elements of Cost - Preparation of Cost Sheet and Tender.

**Unit II** Material Control 16 h

Levels of material Control - Need for Material Control -Economic Order Quantity - ABC analysis - Perpetual inventory - Purchase and stores Control: Purchasing of Materials - Procedure and documentation involved in purchasing - Requisition for stores - Stores Control - Methods of valuing material issue - LIFO - FIFO.

**Unit III** Labour 16 h

System of wage payment - Idle time - Control over idle time - Labour turnover - Methods of Remuneration and incentive systems - Halsey Plan -Rowan Plan only - Overhead - Classification of overhead - Allocation of overhead and Absorption of overhead .

**Unit IV** Process costing 12 h

Features of process costing - process losses, wastage, scrap, normal process loss - abnormal loss, abnormal gain (Excluding inter process profits and equivalent production) - Standard Costing (Theory Only)

**Unit V** Contract costing 13 h

Meaning and Features of Contract Costing, Contract v/s Job Costing , Treatment of Profit on Incomplete Contracts as Credited Profit and Reserve Profit, Value of Work-in-progress and Practical Problems on Preparation of Contract Account and Balance Sheet. Reconciliation of Cost and Financial accounts.

**Note: 60% Problem 40% Theory**



## Text Books

- 1 Reddy.T.S., and Hari Prasad Reddy.Y. 2017.Cost Accounting, Margham Publications, Chennai.
- 2 Jain S.P and Narang K.L. 2014. Cost Accounting, Kalyani Publishers, NewDelhi.

## References

- 1 Iyengar. S.P. 2010. Cost Accounting Principles and Practice. SultanChand & Sons, New Delhi.
- 2 Pillai.R.S.N. and Bagavathi 2014.Cost Accounting. Sultan Chand and Company Ltd .,New Delhi.
- 3 Saxena V, Vashist C 2014. Advanced Cost Accounting. Sultan Chand and Company Ltd .,New Delhi.
- 4 M.N.Arora & Priyanka Katyal 2019. Cost Accounting. Vikas Publishing House, New Delhi.



Course Code	Course Name	Category	L	T	P	Credit
195BI1A5CB	MARKETING OF FINANCIAL AND INSURANCE PRODUCTS	CORE	5	1	-	4

### PREAMBLE

This course has been designed for students to learn and understand

- The concepts in Insurance Marketing
- The Various modes of distribution for service Intermediaries and role played by intermediaries in distributing services
- The importance of Service Marketing mix and types of Bank Segmentation

### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the Basic concept of service marketing and Emerging key service of Marketing	K2
CO2	Acquire knowledge about the Role of distribution channels and promotion methods of Insurance companies	K3
CO3	Know the concept of needs and factors that influence the consumer Behavior and Service Quality Model	K2
CO4	Study the Recent trends in Bank marketing and types of bank product services	K2
CO5	Obtain knowledge on Marketing Mix for Insurance and marketing in the Indian perspective	K2

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	M	S	S	M	S
CO3	S	S	M	S	S
CO4	S	S	M	M	S
CO5	S	S	M	M	S

**S Strong**

**M Medium**

**L Low**



195BI1A5CB	MARKETING OF FINANCIAL AND INSURANCE PRODUCTS	SEMESTER V
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**Total Credits: 4**

**Total Instruction Hours: 72 h**

### Syllabus

#### **Unit I** Services Marketing 14 h

Introduction - Definition- Classification of Services - Concept of Services marketing-Types - Need and Significance -7P's of Marketing Mix -Importance of Marketing Mix Elements - Salient Features of Marketing services -- Emerging key Services- -Factors determining service quality of an Insurance company

#### **Unit II** Service Intermediaries 14 h

Meaning- Types of Distribution in Services-The Strategic Role of Intermediaries-Key Intermediaries-Agents-Brokers-Electronic channels- In person-advisors-Problems and issues in channel Management-Intermediary control strategies.

#### **Unit III** Consumer Behaviour in Services 14 h

Introduction - Importance of Consumer behaviour - Factors influencing consumer behaviour -Service Quality Model (GAPS Analysis approach) -Consumer expectations - Service perception - Consumer's distinctive behaviour pattern towards services

Relationship marketing -Evaluation- Benefits-Lifetime Value of Customer-Customer Retention Strategies

#### **Unit IV** Bank marketing 14 h

Meaning-Concept - History of Bank Marketing-Bank Marketing Mix-Internal and Interacting Marketing-Recent trends in Bank Marketing -Market Segmentation and Targeting in service - Banking Ombudsman scheme- Globalization and its Impact on Financial Services.

#### **Unit V** Insurance marketing 12 h

Introduction to Insurance -The Market Situation for Insurance-Sales Force for Insurance-Marketing Objectives for Insurance-Challenges in Insurance Marketing-Insurance Marketing Strategies-Basic Qualities Needed for Insurance Salesmen/Agents-Pre-requisites of Effective Insurance Selling-Protection for Consumers in Insurance-Insurance product Services -Types of life insurance marketing



## Text Books

- 1 Dr.K.Karunakaran,2014,Service Marketing,Himalaya publication.(Unit I,II,III & V.
- 2 Arunajatesan S and Radhakrishnan S 2013 Bank Management (First Edition) Margam Publication, Chennai. (Unit IV)

## References

- 1 Radha Krishna, 2008, Marketing of Insurance Services in India, First Edition, ICFAI University Press.
- 2 S.M.Jha, 2007, Services Marketing, Sixth Editions Himalaya publication, Chennai.
- 3 Dwayne D. Gremler, Valarie A Zeithaml, Ajay Pandit, Mary Jo Bitner, Service Marketing Seventh Edition, McGraw Hill India2018
- 4 B.R. Bhardwaj S. Goel S.S. Vernekar,2005 Marketing of Services First Edition Deep and Deep Publications



Course Code	Course Name	Category	L	T	P	Credit
195BI1A5SA	INFORMATION TECHNOLOGY IN BANKING AND INSURANCE	SEC	4	-	-	4

### PREAMBLE

This course has been designed for students to learn and understand

- Framework of E-Commerce and technology behind the web
- Core Banking solution and its technological assistance to financial institutions
- Role of technology in banking and Insurance services

### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Understand about core banking and electronic payments system	K2
CO2	Gain knowledge about technology in banking	K2
CO3	Know e-Commerce and World Wide Web Architectural Framework of e-Commerce.	K1
CO4	Know about cybercrime and understanding how cybercriminals and hackers work	K1
CO5	Understand technology in insurance and related ethical issues.	K2

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	M	S	S	S	S
CO3	S	S	M	S	S
CO4	S	S	M	M	M
CO5	S	S	M	M	S

**S Strong**

**M Medium**

**L Low**





195BI1A5SA	INFORMATION TECHNOLOGY IN BANKING AND INSURANCE	SEMESTER V
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**Total Credits: 4**

**Total Instruction Hours: 48 h**

### Syllabus

#### **Unit I** Core Banking 10 h

Meaning, definition, features, advantages and limitations- core banking -evolution of core banking, the evolution of e-banking in India, Legal framework for e-banking. Electronic Payment System: Types of Electronic Payment Systems, Digital Token-based EPS, SmartCard EPS, Credit Card EPS, Risk in EPS, Designing a EPS

#### **Unit II** Technology in Banking 10 h

Features, norms and Limitations of E- banking, Mobile Banking, Internet Banking, RTGS, POS Terminal, NEFT, IMPS, Brown Label ATM's, White Label ATM's, NUUP, AEPS, APBS, CBS, CTS, Digital Signature, M- Wallets, Online opening of bank accounts - savings & current, and application for credit cards, loan. Applicability of KYC norms in Banking Sector.

#### **Unit III** Introduction to Electronic Commerce 10 h

E-Commerce Framework, E-Commerce and media convergence, anatomy of E-Commerce Applications, E-Commerce Consumer and Organization Applications. The network Infrastructure for Electronic Commerce - Market forces influencing the I-way, Components of I-way, Network Access Equipment- E-Commerce and World Wide Web Architectural framework of E-Commerce, WWW and its architecture, hypertext publishing, Technology behind the web, Security and the Web

#### **Unit IV** Cyber crime 10 h

Computer Forensics - Digital Evidence - Computer Hardware, Software and Internet overview- Understanding how cyber criminals and hackers work - Types of cybercrimes - Hacker Methodology - Trojans, Worms and Viruses. Cyber Forensics - Forensic cloning and bit stream imaging - Mathematical authentication - iPod forensics - Application forensics - Disk forensics.

#### **Unit V** Technology in Insurance 08 h

Internet of Things in Insurance markets - Automated underwriting, claims processing, and verification- Block chain for claims processing and verification - Bigdata/machine learning in actuarial science and related ethical issues - Telematics



## Text Book

- 1 Dr.Abhilasha. S.Magar, 2018 "Information Technology in Banking and Insurance-I",Himalaya Publishing House, Mumbai.
- 2 General Bank Management from Indian Institute of Banking and Finance, 2010 by Macmilan

## References

- 1 Uppal, R.K. 2007 "E-Banking in India (Challenges & Opportunities)", New Century Publications, New Delhi.
- 2 Modern Banking Technology, 2007, Firdos Temurasp Shroff -published by-Northern Book Center, New Delhi
- 3 An Overview of Cyber Crime & security, 2016, Volume1-1st Edition by Akash Kamal Mishra, Create Space Independent Publishing Platform, Chennai.



Course Code	Course Name	Category	L	T	P	Credit
195BI1A5DA	RETAIL BANKING	DSE	5	1	-	4

### PREAMBLE

This course has been designed for students to learn and understand

- The insights into the roles and functions of Retail Banking.
- About Electronic Customer Relationship Management in Banking.
- Various steps followed to Recovery of Retail Loans through RBI Guidelines.

### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Know the historical roles and functions of Retail Banking	K1
CO2	Acquire knowledge about the Retail Strategy and Delivery Channels.	K2
CO3	Understand the impact of Electronic Customer Relationship Management in Banking.	K2
CO4	Know the Trends in retailing and the growth of E-Banking	K1
CO5	Identify various steps followed to recovery of retail loans.	K2

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	S	S	S	M	S
CO3	S	S	S	M	S
CO4	S	S	S	M	S
CO5	S	S	S	M	S

**S Strong**

**M Medium**

**L Low**



195BI1A5DA	RETAIL BANKING	SEMESTER V
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**Total Credits:** 4

**Total Instruction Hours:** 72 h

### Syllabus

#### **Unit I** Introduction of Retail Banking 15 h

History and definition, role within the bank operations, Applicability of retailing concepts distinction between Retail and Corporate or Wholesale Banking. Retail Products overview – Customer requirements, Products development process, Liabilities and Assets Products or Description of Liability products, Description of Asset Products, Approval process for retail loans, Credit scoring - Credit Information Bureau India Limited(CIBIL).

#### **Unit II** Retail Strategies and Delivery Channels 15 h

Retail Strategies- Marketing or Selling of retail products Tie-up with Institutions for Personal loans or Credit cards or Educational loans, with OEMs or Authorized Dealers for Auto or Vehicle loans, and with Builders or Developers for Home loans.

Delivery Channels - Branch, Extension counters, ATMs, POS, Internet Banking, M Banking. Selling Process in retail products-Direct Selling Agents.

#### **Unit III** Electronic Customer Relationship Management in Banking: 14 h

Role and impact of Electronic Customer Relationship Management in Banking, Stages in Electronic Customer Relationship Management process in Banking - Regulations and compliance.

#### **Unit IV** Trends in retailing: 14 h

New products like Insurance, DEMAT services, online or Phone Banking, Mortgages of Property services, Investment advisory or Wealth management, Reverse Mortgage – Growth of E-Banking, Cross selling opportunities.

#### **Unit V** Recovery of Retail Loans 14 h

RBI Guidelines, Recovery process, Rescheduling, Defaults. SARAFAESI Act, DRT Act, use of Lok Adalat forum - Recovery Agents.



## Text Books

- 1 Agarwal O.P 2016 Fundamentals of Retail Banking (Fourth Edition) Himalaya Publishing House, New Delhi.
- 2 Indian Institute of Banking and Insurance 2017 Retail Banking Macmillan Publishers, Chennai.

## References

- 1 Suresh Samudrala, 2015 Retail Banking Technology (Second Edition) Jaico Publishing House, Mumbai.
- 2 Hugh Croxford, 2016 The Art of Better Retail Banking (Second Edition) Wiley Publications, Chennai.
- 3 Keith Pond, 2017 Retail Banking (Fourth Edition) Gosbrook Professional Publishing Limited, U.K
- 4 Dalip Mehra, 2017 Retail Banking (First Edition) Arvind Vivek Prakashan, Meerut.



Course Code	Course Name	Category	L	T	P	Credit
195BI1A5DB	RURAL BANKING	DSE	5	1	-	4

### PREAMBLE

This course has been designed for students to learn and understand

- Theoretical knowledge on Rural banking system in India
- About Rural Financial Services and advances of agricultural and allied activities.
- Various schemes of Priority Sector Financing and Government initiatives.

### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Know the roles and functions of Rural Banking	K1
CO2	Understand the Rural Development Regulations and Rural Financial Services	K2
CO3	Understand the various schemes introduced by government for extending rural credit.	K2
CO4	Know the various schemes of financing for Non-Farm activities introduced by government for extending rural credit.	K1
CO5	Understand the various schemes of Priority Sector Financing and Government initiatives	K2

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	S	S	S	M	S
CO3	S	S	S	M	S
CO4	S	S	S	M	S
CO5	S	S	S	M	S

**S Strong**

**M Medium**

**L Low**



195BI1A5DB	RURAL BANKING	SEMESTER V
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**Total Credits:** 4

**Total Instruction Hours:** 72 h

### Syllabus

#### **Unit I** Introduction to Rural Banking 15 h

Role of Banks in rural credit - Present structure of Rural Banking - Co-operatives, Commercial Banks, RRBs and other institutional agencies. - Evolution of Co-operatives, short-term & long term credit structure - Role of Commercial Banks in rural credit - Need of setting up of Regional Rural Banks - Salient provision of Regional Rural Banks Act, 1976 - Management and Organizational structure of RRBs - Performance of RRBs - Merger and Present status of RRBs.

#### **Unit II** Rural Development Regulation of Rural Financial Services 15 h

Role of Government - Function and policies of RBI in Rural Banking - NABARD Main functions, role, refinance support - New initiatives in rural banking: Financial inclusion & inclusive growth for rural development banking, rural insurance, micro insurance scheme, and concept of Business Facilitators and Business Correspondents in rural financing, Lead bank approach, State level and District Level Credit committees. Rural Credit Institutions - Role of Information and communication technologies in rural Banking - Models.

#### **Unit III** Agricultural and allied activities 12 h

General features of agricultural advances - Different types of Schemes - Contract farming- Different types of contract farming schemes - Finance for two/ four wheeler for transportation of produce - Different types of Financing.

#### **Unit IV** Financing for Non-Farm activities 15 h

Credit to small and micro enterprises in rural areas - Indirect advances to agriculture, artisans credit cards, swarojgar credit cards, Laghu Udhmi credit Cards, General Credit Card Scheme - Financing under Govt. sponsored schemes - Various types of Loan Securities - Securities for Loan - financial literacy and credit counseling - Role of farmers' club - Scope for financing rural youth - Risk mitigation strategies.



**Unit V**      Priority Sector Advances and Government initiatives      15 h

Components of priority sector Advances - RBI guidelines - Government initiatives; Poverty alleviation programmes - Employment programmes- Production oriented programmes ; rationale and philosophy, progress and impact, problems and deficiencies - Rural housing and urban housing schemes under priority sector, their refinance, Educational loans.

**Text Books**

- 1 Dr Sankaran S 2017 Rural Banking (First Edition) Margham Publications, Chennai.
- 2 Dr Kanhaiya Singh 2017 Rural Banking (First Edition) Arvind Vivek Prakashan, Meerut.

**References**

- 1 Indian Institute of Banking and Finance, Rural Banking Operations Taxmann Publications Pvt Ltd, 2nd Edition 2017.
- 2 Pai Panandikar and Mehra, Rural Banking, National Institute of Bank Management, Pune.
- 3 Indian Institute of Banking and Finance, 2017 Rural Banking Macmillan Publishers, Chennai.





Course Code	Course Name	Category	L	T	P	Credit
195BI1A5DC	CENTRAL BANKING AND MONETARY POLICY	DSE	5	1	-	4

### PREAMBLE

This course has been designed for students to learn and understand

- The insights into the roles and functions of Central Banks.
- About how monetary transmits across the economy and affects monetary policy as well as output and employment.
- Various instruments of Monetary Policy to control over the inflation.

### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Know the Functions of Central Bank	K1
CO2	Acquire knowledge about the evolution , constitution and governance of RBI	K2
CO3	Understand the policy that the Central Bank uses to regulate monetary conditions in the economy in order to achieve monetary stability	K2
CO4	Familiar with the credit policy, importance of budgets and how the Central and State Governments allocates funds.	K2
CO5	Identify various tools that the Central Bank can use against risks to financial stability under supervision.	K2

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	S	S	S	M	S
CO3	S	S	S	M	S
CO4	S	S	S	M	S
CO5	S	S	S	M	S

**S Strong**

**M Medium**

**L Low**



195BI1A5DC	<b>CENTRAL BANKING AND MONETARY POLICY</b>	<b>SEMESTER V</b>
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**Total Credits:** 4

**Total Instruction Hours:** 72 h

### **Syllabus**

**Unit I** Rationale and Functions of Central Bank: 15 h

Evolution and Functions of Central Banking: Evolutions of Theory and Practice of Central Banking ,Development of Central Banks in Developed and Developing countries – Functions of a Central Bank – Contemporary Issues in Central Banking.

**Unit II** Central banking in India: 15 h

Reserve Bank of India: Organizational evolution, Constitution and Governance, Major organizational and Functional Developments overtime, Recent Developments, RBI Act – India Specific Issues - Institutions setup by RBI: NABARD , IDBI, DFHI, IRBI, and UTI.

**Unit III** Monetary Policy : 14 h

Objectives, Reconciling dual objectives, The Taylor Rule, Indicators of Policy, instruments of policy ; Bank Rate, Open Market Operations, CRR, SLR etc.,- Policy Transmission mechanism and channels, transparency of policies, Lags in Monetary policy.

**Unit IV** Credit Policy: 14 h

Objectives, Theory and Practice, Instruments. An overview of Fiscal Policy: Importance of Budgets, Union Budget, State Budget, Finances of Union and State Governments, Finance Commission – Striking balance between inflation and growth through monetary and fiscal policies.

**Unit V** Supervision and Financial Stability: 14 h

Indian Financial System- Evolution of banking -Regulation and Supervision - Financial Development Vs Financial stability, Risks to Financial stability- early warning signals and remedial action.



## Text Books

- 1 Dr.Govinda Bhat K 2017 Central Banking in India (Fourth Edition) Himalaya Publishing House, New Delhi. (Unit - I to V)
- 2 ThammarakMonejak2014 Central Banking theory and practice in Sustaining Monetary and Financial Stability (First Edition) John Wiley and sons Singapore Pvt. Ltd. (Unit - I to V)

## References

- 1 Sylvester Eijffinger and Donato Masciandaro 2014 Modern Monetary Policy and Central Bank Governance (First Edition) Edward Elgar.
- 2 Finance, 2016 Central Banking Macmillan Publishers, Chennai.
- 3 Indian Institute of Banking & Finance 2018Central Banking, Macmillan Education, New Delhi.
- 4 Perry Warjiya , solkin.M.Juhro 2019 Central Bank Policy theory and practice, Emerald Publishing Limited.



Course Code	Course Name	Category	L	T	P	Credit
192MT1A5AA	RESEARCH METHODOLOGY	AECC	2	-	-	2

### PREAMBLE

This course has been designed for students to learn and understand

- the art of using different research methods and techniques
- planning and writing of research proposals and dissertations, as well as a thesis
- the necessity for research ethics and guidelines to pursue research

### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	learn the basics of the research methods and techniques	K1
CO2	remember the hypothesis, laws related to research problem	K1
CO3	understand the limitations of experimentation in research	K2
CO4	illustrate the concept of interdisciplinary and multidisciplinary research	K3
CO5	analyze the ethics and responsibilities of research	K3

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	M	S	S	S	S
CO3	S	S	M	S	S
CO4	S	S	M	M	M
CO5	S	S	M	M	S

**S Strong**

**M Medium**

**L Low**



192MT1A5AA	RESEARCH METHODOLOGY	SEMESTER V
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**Total Credits: 2**

**Total Instruction Hours: 24 h**

### Syllabus

**Unit I** Introduction to Research 4 h

Research: Introduction- Basic, Applied and Evaluation research – multidisciplinary and interdisciplinary Research – value of research skills – formulating a research problem – Research in relation to Teaching and Publishing

**Unit II** Hypotheses, Theories and Laws 6 h

Hypotheses – Theories – Laws. Scientific statements: their justification and acceptance: verification – Falsification – Acceptance – Peer review

**Unit III** Experimentation and research 5 h

The roles and limitations of experimentation – Experimentation and research – conducting experiments - validity and reliability in experimentation – Design of experiments

**Unit IV** Scientific method and Research Design 4 h

Introduction to Scientific method – Research Design - Components - research design and proposal - checklist in the preparation of proposals

**Unit V** Ethics and Responsibility in Scientific Research 5 h

Ethics – guidelines for Ethical practices in research - unethical to ethics in research - responsibility of Scientists and of Science as an Institution



## Text Books

- 1 PerterPruzan, (2016), Research Methodology: The Aims, Practices and Ethics of Science. Springer, Switzerland

## References

- 1 Thomas, C.G. (2015) Research Methodology and Scientific Writing. Ane Books Pvt. Ltd.: New Delhi.
- 2 Locharoenrat, K. (2017) Research Methodologies for Beginners. Pan Stanford Publishing: Singapore.
- 3 Ranjit Kumar, (2014) Research Methodology: A Step-by-Step Guide for Beginners. SAGE Publications Ltd.: Singapore.
- 4 Kothari, C.R. Garg, G. (2009) Research Methodology Methods and Techniques. New Age International Publishers, New Delhi..





Course Code	Course Category	Course Name	L	T	P	Exam (h)	Max Marks			Credits
							CIA	ESE	Total	
Sixth Semester										
Part-III										
195BI1A6CA	Core – XVI	Management Accounting	5	1	-	3	25	75	100	4
195BI1A6CV	Core – XVII: Project	Project Work	-	-	8	3	40	60	100	4
195BI1A6SP	SEC – IV	Banking and Insurance Practicals	-	-	4	3	40	60	100	2
195BI1A6DA	DSE-II	Banking operations and management	5	-	-	3	25	75	100	4
195BI1A6DB		Risk Management in Banking and Insurance								
195BI1A6DC		Practices of General Insurance								
195BI1A6DD	DSE-III	Principles of Management	5	-	-	3	25	75	100	4
195BI1A6DE		Commercial Bank Management								
195BI1A6DF		Green Business Management								
Part - IV										
195BI1A6AA	AECC - VI	Innovation and IPR	2	-	-	3	-	50	50	2
Part-V										
195BI1A6XA		Extension Activity	-	-	-	-	50	-	50	1
Total									600	21
Grand Total									3900	140



Dr. NGPASC

COIMBATORE | INDIA

P. R. 18/12/21  
 BoS Chairman/HoD  
 Department of Commerce (B & I)  
 Dr. N. G. P. Arts and Science College  
 Coimbatore - 641 048

B.Com. Banking and Insurance (Students admitted during the AY 2019-20)



Course Code	Course Name	Category	L	T	P	Credit
195BI1A6CA	MANAGEMENT ACCOUNTING	CORE	5	1	-	4

### PREAMBLE

This course has been designed for students to learn and understand

- the accounting tools and information and their uses in Decision making
- the marginal costing techniques for taking managerial decisions
- various tools and techniques in cost control like Budgeting and Budgetary control

### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Know the concept and relationship of Management Accounting with the Cost and Financial Accounting	K2
CO2	Calculate the liquidity, Solvency and Profitability ratios and gain the knowledge to analyze the same	K3
CO3	Prepare statements like Computation of Working Capital, Cash Flow and Fund Flow and its importance in managerial decisions	K3
CO4	Acquire knowledge and ability to apply the marginal costing techniques for taking managerial decisions	K4
CO5	Familiarize in various tools and techniques in cost control like Budgeting and Budgetary control and its preparation	K5

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	M	M	S	S	M
CO2	M	M	S	S	M
CO3	M	M	S	S	M
CO4	M	M	S	S	M
CO5	M	M	S	S	M

**S Strong**

**M Medium**

**L Low**





195BI1A6CA	MANAGEMENT ACCOUNTING	SEMESTER VI
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**Total Credits: 4**

**Total Instruction Hours: 72 h**

### Syllabus

**Unit I** Management accounting 14 h

Meaning- Definition – Characteristics - Scope Objectives and functions - Distinction between financial accounting and management accounting - Distinction between management accounting and cost accounting Tools and techniques of management accounting - Advantages and limitations.

**Unit II** Ratio Analysis 14 h

Ratio Analysis – Meaning- Advantages - Limitations- Classification of ratios Analysis of liquidity-Solvency and Profitability.

Working Capital-Working capital requirements and its computation.

**Unit III** Fund Flow Analysis and Cash Flow Analysis 16 h

Fund flow statement –Importance Limitations– Preparation of schedule of changes in working capital-Calculation of funds from operation - fund flow statement.

Cash flow statement –Meaning –Importance –Difference between fund flow and cash flow analysis –Advantages –Limitations –Computations of cash from operations –Cash flow statement.

**Unit IV** Marginal costing and Break Even Analysis 14 h

Managerial applications of marginal costing – Significance and limitations of marginal costing. Key factors: Make or Buy- Pricing decision –Effect of changes in sales price.

**Unit V** Budgeting and Budgetary control 14 h

Definition – Importance, Essentials – Classification of Budgets – Master Budget – Preparation of cash budget- sales budget - purchase budget- material budget- flexible budget.

**Note: 60% Problem 40% Theory**



## Text Books

- 1 T.S. Reddy and Y. Hari Prasad Reddy, Reprint 2019, "Management Accounting" Margham Publications, Chennai.
- 2 S.P. Jain and K.L. Narang, 2016. "Cost and Management Accounting", Kalyani Publishers, New Delhi.

## References

- 1 M N Arora & Priyanka Katyal. 2017. "Cost and Management Accounting", Vikas Publications, New Delhi.
- 2 Dr. K. L. Gupta, Dr. S.P. Gupta. 2019. "Management Accounting" Sathiya Bhawan Publications, New Delhi.
- 3 Dr. S.N. Maheswari. 2014. "Management Accounting", Sultan Chand & Sons, New Delhi.
- 4 Sharma and Shashi.K.Gupta. 2006. "Management Accounting", Kalyani Publishers, New Delhi.



195BI1A6CV	PROJECT WORK	SEMESTER VI
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**Total Credits: 4**

**Total Instructional Hours 96 h**

### GUIDELINES:

1. A Guide has been allotted to each student by the department. Student can select any topic in discussion with the supervisor. Students should maintain a work diary where in weekly work carried out has to be written. Guide should review the work every week and put his/her signature. The work diary along with project report should be submitted at the time of viva voce.
2. CA Marks Distribution: A minimum of three reviews have to be done, one at the time finalizing the project title, second at framing questionnaire/identifying the primary data and the third review at the time of commencement of report writing. They should be asked to present the work done to the respective guide in the three reviews. The guide will give the marks for CIA as per the norms stated below:

First Review	10 Marks
Second Review	10 Marks
Third Review	10 Marks
Document, Preparation and Implementation	10 Marks
<b>Total</b>	<b>40 Marks</b>

3. End Semester Examination: The evaluation for the end semester examination should be as per the norms Given Below:

Record work and Presentation	40 Marks
Viva-Voce	20 Marks
<b>Total</b>	<b>60 Marks</b>

Note: (End Semester Examination marks jointly given by the external and internal examiner).



195BI1A6SP	<b>BANKING AND INSURANCE PRACTICALS</b>	<b>SEMESTER VI</b>
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**Total Credits:** 2  
**Total Instructions Hours:** 48 h

S.No	Contents
	<b>Banking Oriented Instruments:</b>
1	Drawing, Endorsing and Crossing of Cheques.
2	Filling up of pay-in- slips, Demand draft applications and preparation of demand drafts.
3	Filling up of account opening forms for SB account, Current account FDR's, preparation of FDR's.
4	Procedure for filling up of RTGS, NEFT and SWIFT.
5	Application and usage of ATM.
6	Filling up Jewel loan application form, procedure for releasing of Jewellery in jewel loans and repayment.
7	Filling up Retail Loans application form.
8	Filling up MUDRA application form.
9	Filling up PMEGP application form.
10	Digital Banking - Mobile Apps.
	<b>Insurance Oriented Instruments:</b>
11	Filling up an application form for a LIC Policy.
12	Filling up of the premium form sending premium notice.
13	Filling up the Challan for remittance receipt for the premium.
14	The procedure to revive a lapsed policy and procedure for settling account to the insured/nominee.
15	A policy proposal specimen.



Course Code	Course Name	Category	L	T	P	Credit
195BI1A6DA	<b>BANKING OPERATIONS AND MANAGEMENT</b>	DSE	5	-	-	4

### PREAMBLE

This course has been designed for students to learn and understand

- Theoretical knowledge on Banking operations and management
- About the Banking Liquidity, Investment and credit management
- Steps taken to solve the problems of Non-Performing Assets

### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Know the Banking Liquidity and Investment Management	K1
CO2	Understand the Banking Liability Management	K2
CO3	Know the various Financial Statement Analysis and Management	K1
CO4	Understand about the International Banking Operations Management	K2
CO5	Understand about the Banking Cyber Crime and Fraud management	K2

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	M	S	S	S	S
CO3	S	S	M	S	S
CO4	S	S	M	M	M
CO5	S	S	M	M	S

**S Strong**

**M Medium**

**L Low**



195BI1A6DA	<b>BANKING OPERATIONS AND MANAGEMENT</b>	<b>SEMESTER VI</b>
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**Total Credits: 4**

**Total Instruction Hours: 60 h**

### **Syllabus**

#### **Unit I      Liquidity Management      12 h**

Liquidity Management-Introduction-Sources of Bank funds-Capital Adequacy Norms-Banker's obligation to depositors-Importance of Liquid Assets-Types of Liquid Assets-Theories of Liquidity Management: Commercial Loan Theory, Shiftability Theory, Anticipated Income Theory and Liabilities Management Theory.

#### **Unit II      Liability Management      12 h**

Introduction- Meaning of Deposit and Deposit Management-Importance of Deposit Management-Types of Deposits-Factors effecting Deposit Management-Deposit Mobilization - Deposit Mobilization Strategy-Deposit Mobilization Schemes-Quality of New Deposit Mobilization Schemes-Planning for Deposit Mobilization-Problems in Deposit Mobilization.

#### **Unit III      Financial Statement Analysis      12 h**

Introduction-Meaning -Types of Analysis-Analysis of Balance Sheet-Analysis of Profit and Loss account-Analysis of Funds flow/ cash flow statements-Techniques used in Analysis of Financial Statements- Du Pont Model-Financial Analysis by Bank as a Lender-Bankers as investors

#### **Unit IV      International Banking Management      13 h**

Overview of International Banking- Features - Evolution of International Banking- Legal and Regulatory Frame work- Legal Issues in International Banking Transactions- Features of Syndicated Credit - Application of International Laws in International Banking Scenario- International Banking Operations Management - Technology revolution in International Banking.

#### **Unit V      Cyber Crime and Fraud Management      11 h**

Introduction-Effects of CyberCrime-Reasons for Cyber Crime- Classification of Cyber Crimes-Financial crimes- Integrated Communication Network for Banks Security and Control Systems- Information System Security (ISS)- Information Technology Act, 2000.



## Text Books

- 1 Jagroop Singh, 2012, Banking and Insurance Management, Kalyani Publishers, New Delhi
- 2 The Institute of Company Secretaries of India, Banking Law and Practice.

## References

- 1 Vasant Desai, 2017, Principles of Bank Management, Himalaya Publications Mumbai
- 2 Neelam.C.Gulati, 2010, Principles of Banking Management [First Edition], Excel Books, New Delhi.
- 3 C.S.Rao, S.Arunajatesan, 2017, Technology in Banking, Margham Publications, Chennai.
- 4 <https://www.egyankosh.ac.in/bitstream/123456789/21496/1/Unit-1.pdf>  
(Unit V)



Course Code	Course Name	Category	L	T	P	Credit
195BI1A6DB	RISK MANAGEMENT IN BANKING AND INSURANCE	DSE	5	-	-	4

### PREAMBLE

This course has been designed for students to learn and understand

- Concept and application of Risk Management
- Theoretical Knowledge on risk management in banks and insurance companies
- The role of securitization in credit risk mitigation

### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the causes and nature of risks in banking and insurance	K2
CO2	Know the Challenges of credit Management and Measurement of Interest Rate Risk for Asset Liability Management	K2
CO3	Acquire Knowledge about the Regulatory & Supervisory Framework for Risk Management in banking	K2
CO4	Obtain knowledge on Risk Identification and Evaluation in Insurance	K3
CO5	Understand the identifying, analyzing the Risk Control Tools and Techniques in Insurance	K2

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	M	S
CO2	M	S	S	S	S
CO3	S	S	M	S	S
CO4	S	S	M	M	M
CO5	S	S	M	M	S

**S Strong**

**M Medium**

**L Low**





195BI1A6DB	<b>RISK MANAGEMENT IN BANKING AND INSURANCE</b>	<b>SEMESTER VI</b>
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**Total Credits: 4**

**Total Instruction Hours: 60 h**

### **Syllabus**

**Unit I** Risk Management Concept and application 12 h

Introduction- Meaning and Definition of Risk - Risk and Uncertainty - Nature of Risk - Sources of Risk- Handling Risks. Risk Management: Structure- Need- Objectives- Benefits- Nature- Development of Risk Management - Relation between risk and Capital-Risk Management Function.

**Unit II** Measurement and Management of Risks in Banks 12 h

Credit Risk -Challenges in credit risk management- Strategy-credit policy-Instruments of credit risk management. Concept of Market risk: Organizational set up for market risk management - Liquidity risk management - Interest rate risk management - Foreign exchange risk management.

**Unit III** Integrated Risk Management Policy (IRMP) 12 h

Basic Framework - Integrated risk - Credit risk - Implementation road map: Market risk implementation road map and operational risk implementation road map. Integrated Risk Management Policy - Risk governance structure - Objectives and Principles of Integrated Risk Management.

**Unit IV** Risks Management in Insurance 12 h

Growing interest in risk management - Methods of classifying risk - Risk management process - Methods of risk identification. Risk Assessment - Statistical Methods and Probability Concept - Diversification of risk using risk pooling.

**Unit V** Risk Handling Techniques 12 h

Loss or risk control - Risk transfer - Loss financing - Choosing an appropriate risk handling technique - Risk bearing financial institutions - Risk diversification - additional benefits from risk bearing financial institutions - Hedging - Speculative financial risk.



## Text Books

- 1 Mark.S.Dorfman, David A.Cather 2013, Introduction to Risk Management and Insurance (Tenth Edition) PHI Learning Private Limited Publication.
- 2 S.Singh,Yokesh singh 2008,Risk Management In Banks, (First Edition)Excel Books Publication,New Delhi.

## References

- 1 Dr.P.K.Gupta 2016, Essentials of Insurance and Risk Management, (First Edition), Himalaya Publishing house.
- 2 N.R. Mohan Prakash2016, Banking, Risk and Insurance Management,Vikas Publishing, Chennai
- 3 E. Rejda George and McNamara Michael 2017, Principles of Risk Management and Insurance (13Edition) Pearson.
- 4 N.R. Mohan Prakash 2016,Banking Risk and Insurance Management, Vikas Publishing, Chennai



Course Code	Course Name	Category	L	T	P	Credit
195BI1A6DC	PRACTICES OF GENERAL INSURANCE	DSE	5	-	-	4

## PREAMBLE

This course has been designed for students to learn and understand

- Specialized knowledge of law and practice relating to General Insurance
- The procedures and practices of various insurance policies
- Process and documents necessary for different types of claims

## COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Understanding the historical evolution of General insurance markets in India	K2
CO2	Understand the coverage of a fire and marine insurance policy to mitigate fire and marine loss consequence	K2
CO3	Understand the coverage of a miscellaneous insurance policy to mitigate miscellaneous loss consequence.	K2
CO4	Familiarize with the underwriting practices and procedures in General Insurance	K2
CO5	Study the importance of evaluating and assessing claims and the settlement practices.	K2

## MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	S	M
CO2	S	S	M	S	M
CO3	S	S	M	S	M
CO4	S	S	M	S	M
CO5	S	S	M	S	M

**S Strong**

**M Medium**

**L Low**



195BI1A6DC	PRACTICES OF GENERAL INSURANCE	SEMESTER VI
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**Total Credits: 4**

**Total Instruction Hours: 60 h**

### Syllabus

#### **Unit I** Introduction 12 h

Meaning of General Insurance - The History and Growth of General Insurance - Types of General Insurance - Recent innovations - Organization and Management of General Insurance Companies - Regulatory Framework for General Insurance in India - Insurance Ombudsman.

#### **Unit II** Fire and Marine Coverages 12 h

Standard Policies - Specified Perils Vs. All Risks - Fire Insurance Coverages - Reinstatement Value Policies - Declaration Policy - Floating Policies - Long Term Policies - Consequential Loss (Fire) Insurance - Marine Insurance Coverages - Hull Insurance - Marine (Cargo) Insurance - Institute Cargo Clauses - Types of Losses - Types of Marine Policies - Specific Policy.

#### **Unit III** Miscellaneous Coverages 12 h

Personal Accident Insurances - Burglary (Business Premises) Policy - All Risks Insurance Policy - Money Policy - Baggage Insurance - Legal Liability Insurance - Fidelity Guarantee Insurance - Jewelers Block Insurance - Aviation Insurance - Engineering Insurance - Rural Insurance - Micro Insurance.

#### **Unit IV** Specialized Insurances 12 h

Industrial All Risks Insurance - Oil and Energy Risks Insurance - Satellite Insurance - Underwriting - Underwriting Policy - Underwriting Practice - Physical Hazard - Underwriting of Physical Hazard - Underwriting of Moral Hazard - Acceptance of Risks Subject To Underwriting Safeguards

#### **Unit V** Claims 12 h

Claims Forms - Investigation and Assessment - Surveyors and Loss Assessors - Claims Documents - Arbitration - Limitation - Settlement - Discharge Vouchers - Post Settlement Action - Recoveries - Salvage - Loss Minimization and Salvage.



## Text Books

- 1 Mishra M.N. and Thomas G.E 2014 General Insurance Principles and Practice Cengage Learning, New Delhi.
- 2 Dr. Seethalakshmi and Jitendra Aherkar 2015 Principles and Practices of General Insurance, Sheth publishing house, Mumbai.

## References

- 1 Inderjith Singh 2014 Fundamentals of Insurance (Fifth Edition) Kalyani publishers, New Delhi.
- 2 Murthy A 2015 Principles and Practice of Insurance (First Edition) Margham Publications, Chennai.
- 3 D.S. Vital, G. Chamundeswari, G. Krishna Kavitha and Mohd. Abdval 2018 Practices of General Insurance, (First Edition) Himalaya Publications, New Delhi.
- 4 Mishra M.N and Dr. Mishra S.B 2016 Insurance Principles and Practice (Twenty Second Edition) Sultan Chand and Sons, New Delhi.



Course Code	Course Name	Category	L	T	P	Credit
195BI1A6DD	PRINCIPLES OF MANAGEMENT	DSE	5	-	-	4

## PREAMBLE

This course has been designed for students to learn and understand

- Functions and principles of management
- Application of the principles in an organization
- Tools and techniques to be used in the performance of the managerial job

## COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the nature, scope and principles of management	K2
CO2	Learn the steps in planning and decision making	K3
CO3	Obtain the skills to delegate authorities and responsibilities to manage the business organization effectively	K3
CO4	Know the recruitment process, motivation and leadership styles	K2
CO5	Comprehend the techniques of control and coordination for further implementation and growth	K3

## MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	M	M	S	M	S
CO2	M	M	S	M	S
CO3	S	S	S	S	S
CO4	M	S	S	S	S
CO5	S	S	S	S	S

**S Strong**

**M Medium**

**L Low**



195BI1A6DD	PRINCIPLES OF MANAGEMENT	SEMESTER VI
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**Total Credits: 4**

**Total Instruction Hours: 60 h**

### Syllabus

**Unit I** Management 12 h

Definition - Nature and Scope - Importance - Functions of Management - Management as an Art, Science and Profession - Scientific Management - Fayol's Principles of Management - Management By Objectives (MBO) - Management By Exception (MBE).

**Unit II** Planning 12 h

Definition - Nature - Objectives - Advantages and Disadvantages - Process - Types - Decision Making - Traditional and Modern Techniques - Steps involved in Decision Making

**Unit III** Organizing 12 h

Definition - Principles - Types - Importance - Elements of Organization Process - Delegation and Decentralization - Span of Control - Departmentation.

**Unit IV** Staffing 12 h

Meaning and Definition - Functions - Recruitment - Sources of Recruitment - Motivation - Importance of Motivation - Maslow's Theory of Motivation - X, Y and Z Theories - Leadership - Types - Qualities of a Good Leader

**Unit V** Controlling 12 h

Meaning and Definition - Need and Significance of Control - Process of Control - Techniques of Control. Co-ordination - Need and techniques.



## Text Books

- 1 Dinkar Pagare, 2011. Business Management [Fifth Edition] Sultan Chand & Sons, New Delhi. (Unit I – Unit V)
- 2 Prasad L.M, 2015. Principles and Practice of Management [Eight Edition], Sultan Chand & Sons, New Delhi.

## References

- 1 R.K.Sharma and Shashi K.Gupta, 2015. Principles of Management, Kalyani Publishers, New Delhi
- 2 Tripathi & Reddy, 2004. Principles of Management, Tata McGraw-Hill Education, New Delhi.
- 3 Jayasankar.J , 2015. Principles of Management, Margham Publishers, Chennai.
- 4 Ramaswamy.T, 2012. Principles of Management [Eight Edition] Himalaya Publishing Home Pvt Ltd, Mumbai (Unit I – Unit V)





Course Code	Course Name	Category	L	T	P	Credit
195BI1A6DE	COMMERCIAL BANK MANAGEMENT	DSE	5	-	-	4

### PREAMBLE

This course has been designed for students to learn and understand

- the conceptual knowledge about core commercial bank.
- the students' knowledge about the ingredients of the Banking Management.
- the concept of Private banking and its process.

### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Familiarize the students with basic principles of credit management in banking.	K2
CO2	Acquire knowledge regarding Management of Non-Performing Assets.	K2
CO3	Know the types of securities and classification of Investment in Banks.	K2
CO4	Understand types of services and customers in private banking.	K2
CO5	Gain knowledge on the Concept of Bank marketing and Customer Relationship Management.	K2

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	S	S
CO2	S	M	M	S	S
CO3	S	M	M	S	S
CO4	S	M	M	S	S
CO5	S	M	M	S	S

**S Strong**

**M Medium**

**L Low**



195BI1A6DE	COMMERCIAL BANK MANAGEMENT	SEMESTER VI
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**Total Credits: 4**

**Total Instruction Hours: 60 h**

### Syllabus

#### **Unit I** Credit Management 12 h

Basic principles of lending- Loans against Various Securities- Different types of Borrowers- Credit Appraisal Norms- Working Capital Loans and Term Loans- Appraisal and Assessment- Financial Statement Analysis and Interpretation: Importance of Ratios on Credit Decisions.

#### **Unit II** Management of Non- Performing Assets 12 h

Introduction- Meaning and Definition- Classification- Causes and Implications of increase in NPA - Remedial Measures to contain NPA- Recent Initiatives by the RBI and Government of India.

#### **Unit III** Investment Management 12 h

Purpose of Investments by Banks- Types of Securities - Classification of Investments- Profitability Management- Cash Management-Money Market-Treasury Management- Treasury Management and Money Market.

#### **Unit IV** Private Banking 12 h

Concept and Fundamentals of Private Banking-Growth-Private Banking Models-Bancassurance- Concept -Models of Bancassurance-Structural classification-Benefits of Bancassurance to the Banks-Personal finance-Key areas of financial Planning-Principles of Personal Finance.

#### **Unit V** Marketing Management 12 h

Introduction - Concept of Marketing in Banks - Internal and Interacting Marketing - Recent trends in Marketing - Bank Marketing Mix -Market Segmentation - Customer Segmentation and Customer Relationship Management - Market Review - Relationship Marketing.



## Text Books

- 1 Kanhaiya Singh 2015 Commercial Bank Management (First Edition) Tata Mc Graw Hill, New Delhi
- 2 Arunajatesan S and Radhakrishnan S 2013 Bank Management (First Edition) Margam Publication, Chennai. (Unit I to V)

## References

- 1 Peter S Rose 2013 Bank Management and Financial Services (Ninth Edition) Tata Mc Graw Hill, New Delhi.
- 2 MacDonald S 2014 Bank Management (Eighth Edition) South-Western College Publishing, New York
- 3 Neelam C Gulati 2010 Principles of Banking Management (First Edition) Excel Books, New Delhi.
- 4 Padmalatha Suresh & Justin Paul 2017 Management of Banking and Financial Services (Fourth Edition) Pearson India Education Services Pvt. Limited, Uttar Pradesh, India.



Course Code	Course Name	Category	L	T	P	Credit
195BI1A6DF	GREEN BUSINESS MANAGEMENT	DSE	5	-	-	4

## PREAMBLE

This course has been designed for students to learn and understand

- the strategies for building eco-business.
- the issues of sustainability and corporate social responsibility have become vital discussions in many industries within the public and private sectors.
- the overall community and ecological wellbeing can also allow businesses to flourish economically and socially.

## COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Understanding the historical evolution of Green Management	K2
CO2	Understand the Corporate Structure and Environment.	K2
CO3	Understand the Indicators of sustainability and Eco-system services and their sustainable use.	K2
CO4	Study the importance of Climate change business and ISO 14064.	K2
CO5	Familiarize with the underwriting the Green tax incentives and rebates.	K2

## MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	M	S	S	S	S
CO3	S	S	M	S	S
CO4	S	S	M	M	M
CO5	S	S	M	M	S

**S Strong**

**M Medium**

**L Low**



<b>195BI1A6DF</b>	<b>GREEN BUSINESS MANAGEMENT</b>	<b>SEMESTER VI</b>
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**Total Credits: 4**

**Total Instruction Hours: 60 h**

### **Syllabus**

**Unit I** Introduction to Green Management 10 h

The Concept of Green Management - Meaning - Definition - Evolution - Nature-Scope- Importance and Types - Developing a theory - Green Management in India - Relevance in twenty first century

**Unit II** Organizational Environment 14 h

Indian Corporate Structure and Environment- Corporate restructuring - How to go green - Spreading the concept in organization - Environmental and sustainability issues for the production of high-tech components and materials - Life Cycle Analysis of materials : Objectives , Process - Sustainable production - Principles of Sustainable production - Ways of Sustainable production - Role in Corporate Environmental Responsibility (CER)

**Unit III** Approaches from Ecological Economics 12 h

Indicators of sustainability - Eco- system services and their sustainable use - Types of Eco system use - Importance of sustainable development - Challenges of sustainable development - Bio-diversity - Indian Perspective -Recent Indian Perspective- Alternate theories -Key Principles

**Unit IV** Environmental Reporting and ISO 14001 13 h

Climate change business and ISO 14064 - Definition -Benefits - Green Financing - Sustainable Development Goals and Green Financing - Financial initiative by UNEP - UNEP Statement of Commitment by financial Institutions on Sustainable Development-Terms and conditions of joining UNIF FI- Works Streams of UNIF FI- Benefits of joining UNIF FI - Green energy management: Definition, Types - Green product management

**Unit V** Green Techniques and Methods 11 h

Green tax incentives and rebates (to green projects and companies) - Corporate energy tax credits - Green project management in action; Definitions and categories - Determinants of Eco-innovations - Business redesign - Eco-commerce models- Types of Innovation



## Text Books

- 1 Dr.Saroj Kumar and B.Syam Kumar, 2019, Green Business Management, Thakur Publication, Hyderabad.
- 2 Dayanand Prasad, Green Business Management, 2014, Anmol Publications Pvt Ltd.

## References

- 1 A. K.Townsend, Green Business, 2006, Schiffer Publishing Ltd.
- 2 Prof.PriyaRanjan Trivedi, Introduction to Green Business Management and Development, 2017, International Institute of Management, New Delhi.
- 3 Green Business:2019, Concepts, Methodologies, Tools, and Applications, Information Resources Management Association (USA).
- 4 Vishwajit Barbuddhe, Shraddha N Zanjat, Bhavana S Karmore, Green Business Management 2020, LAP Lambert Academic Publishing.



Course Code	Course Name	Category	L	T	P	Credit
195BI1A6AA	INNOVATION AND IPR	AECC	2	-	-	2

## PREAMBLE

This course has been designed for students to learn and understand

- basics of Intellectual Property Rights, Copy Right Laws Trade Marks and Patents
- ethical and professional aspects related to intellectual property law context
- Intellectual Property(IP) as an career option

## COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the concept of Creativity, Invention and innovation	K2
CO2	Know the value , purpose and process of Patent	K2
CO3	Understand the basics of trademarks and industrial designs	K2
CO4	Acquire knowledge about copyright and copyright law	K2
CO5	Identify Geographical Indications	K2

## MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	M
CO2	S	M	M	M	M
CO3	S	M	M	M	M
CO4	S	M	M	M	M
CO5	S	M	M	M	M

**S Strong**

**M Medium**

**L Low**



195BI1A6AA	INNOVATION AND IPR	SEMESTER VI
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**Total Credits: 2**

**Total Instruction Hours: 24 h**

### Syllabus

**Unit I** Introduction 05 h

Meaning of Creativity, Invention and innovation - Types of Innovation - Relevance of Technology for Innovation - Introduction and the need for Intellectual Property Right (IPR) - Kinds of IPR - National IPR Policy.

**Unit II** Patents 05 h

Introduction and origin of Patent System in India- Conceptual Principles of Patent Law in India - Process for obtaining patent - Rights granted to a Patentee - Infringement of Patent.

Case Study: When Google was sued for Patent Infringement.

**Unit III** Trademarks 05 h

Origin of Trade Marks System - Types - Functions - Distinctiveness and Trademarks - Meaning of Good Trademark - Rights granted by Registration of Trademarks - Infringement of trademark.

Case Study: Trademark mismanagement by Cadbury's.

**Unit IV** Copyright 05 h

Introduction and Evolution of Copyright - Objectives and fundamentals of Copyright Law - Requirements for Copyrights - Works protectable under Copyrights - Authorship and Ownership - Rights of Authors and Copyright owners - Infringement of Copyright.

Case Study: Copyright Case of Napster and Grokster.

**Unit V** Geographical Indications 04 h

Introduction and Concept of Geographical Indications - History - Administrative Mechanism - Benefits of Geographical Indications - Infringement of registered Geographical Indication.

Case Study: The story of the Tirupati Laddu.

**Note:**Case studies related to the above topics to be discussed (Examined internal only)






## Text Book

- 1 Nithyananda, K V. 2019, "Intellectual Property Rights" Protection and Management. India, IN: Cengage Learning India Private Limited.

## References

- 1 Ahuja, V K. 2017, "Law relating to Intellectual Property Rights" India, IN: Lexis Nexis.
- 2 Neeraj, P., &Khusdeep, D. 2014, "Intellectual Property Rights" India, IN: PHI learning Private Limited.
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P. R.   
 18/12/21  
**BoS Chairman/HoD**  
**Department of Commerce (B & I)**  
**Dr. N. G. P. Arts and Science College**  
**Coimbatore – 641 048**

