

DEPARTMENT OF COMMERCE (BANK MANAGEMENT)

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE (AUTONOMOUS), CUDDALORE-1 BOARD

OF STUDIES MEETING

The board of studies meeting for Commerce (Bank Management) course was held in the Department of Commerce(Bank management), St. Joseph's College of Arts & Science (Autonomous) Cuddalore on 9th march 2019(Saturday).

The members present were:

- 1. Chairman** - **Rev. Fr. A. Alex** , HOD,
Department of B.Com (Bank Management)
 - 2. University Nominee** - **Dr.G.Sasikumar**
Principal, Sun Arts and Science College
Vettavalam Road, Keranur,
Thiruvannamalai – 606755
 - 3. Subject Expert** - **Dr. V. Sundar**,
Associate Professor,
Department of Commerce,
Annamalai University, Chidambaram.
 - 4. Subject Expert
(Industry/Corporate Sector)** - **Mr.V.Kishore**
General Manager
Pondicherry Road Transport Corporation
 - 5. Alumni Representative** - **Rev. Fr. V. Messiah, Correspondent**
Parish priest and Correspondent,
Our lady of Assumption Church,
Velanthangal, Thiruvannamalai.
 - 6. Internal Members** - Dr. R. Krishnaveni
Mr. R. Punnniyaseelan
Dr. G. Bhuvaneshwari
Dr.R.Rajkumar
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MINUTES OF THE MEETING

1. The Board had suggested **new Curriculum Template and courses** to be taught, prepared as per new regulations of the UGC and advised to follow the new syllabi from 2019 Batch onwards.
2. The Board had given their consent and recommended to start **Value Added Course titled “GST – LAW AND PRACTICE”** during this even semester itself. (Nov 2018 – May 2019).
3. The board had suggested for taking one hour from Value education and Dynamics of Personality and it has been given to English Department to offer Communicative English as Ability Enhancement Compulsory Course in Semester I & II.
4. The board had recommended to include the **Generic elective course titled “English for competitive Exams”** given by English Department instead of “Principles of Marketing” in Semester III and in turn the Department has been suggested to give a course titled “Fundamentals of Digital Banking” to the English Department as Generic Elective in IV th Semester.
5. The Board had recommended for receiving **Skill Enhancement Course titled “Basics of computers and its applications”** from Computer Science Department instead of Rural Banking in III rd. Semester.
6. The board has suggested for removing Financial Market and service from Semester IV and to include **“Generic Elective course titled – Internet and its applications”** is given by Computer Science Department.
7. The Board had advised to pursue **online course chosen from the list given in NPTEL and SWAYAM** by the students in V th semester and accepted their pass in online course as pass in the regular Curriculum and awarded ‘2’ credits.
8. The board had advised to pursue the **Self Study Course titled “Campus Recruitment Training”** in VIth Semester by the students on their own initiative without tutorial hour. Evaluation has done to test their skill gained, through oral test. After passing oral test ‘2’ credit will be given.
9. Board had recommended to give **three papers as Discipline elective course** offered in Vth and VIth Semester:
 - Semester V – Discipline Elective I – 1. International Banking
 2. Corporate social responsibility
 3. Retail Marketing Management.

Semester V – Discipline Elective II – 1. Practical Auditing
2. E- Banking
3. Principles of Insurance

Semester VI – Discipline Elective III – 1. Retail Banking
2. Financial Management
3. Merchant Banking

Semester VI – Discipline Elective IV – 1. Service marketing
2. Co-operative Banking
3. Project.

10. The Board recommended to remove 'S' from course title "Banking Law & Practices" taught in IIIrd Semester and recommended to remove reference books given to the course "Principles of Management".

11. The board has recommended for making the following **changes in "Principles of Management" syllabus** followed in Ist Semester.

- Remove the topics Approaches to Management and C.K.Prahalad from Unit I.
- Remove Decision tree from Unit II
- Remove making organizing effective, Staffing, recruitment ,selection, Training, promotion and appraisal from Unit III.
- Remove communication , Function , Process , Barriers to effective communication from Unit IV.
- Remove Use of Computers in managing information , Concepts of keizen ,six sigma from Unit V.

12. The board has recommended for making the following **changes in "Business Correspondence" syllabus** followed in II nd Semester.

- Remove the topics Retrenchment, Complaints, Adjustments, Testimonial, Resignation and Secular letters from second unit.
- Change the Unit heading of II unit and IIIrd unit as
IInd Unit – Kinds of Business letter.
IIIrd Unit – Correspondence with Financial service institution
- Change the Tutorial hours of Unit I and Unit III as
Unit I – 20hours
Unit III – 15hours
- Remove FAX from Vth unit and include SMS, Mobile Communication in this unit.

13. The Board recommended for making following **changes “Bank Management” syllabus** followed in Vth Semester.

- Unit I – Capital adequacy is removed and commercial banks and credit creation, Techniques, Advantages, Limitations, Criticism are included.
- Unit II – The contents of lending procedures has been revised entirely as follows: Bank Lending – Principles of Bank lending – Forms of Lending – Securities for lending – Factors influencing bank lending – Types of Loans & advances – Classification of loans & advances – Assessing credit worthiness of borrowers – Collection of credit information – Factors limiting the level of a bank advances – Consortium advances.
- Unit III – The following contents are included: Classification of NPAs – General aspects in NPA management - Procedure for purchase and sale of the NPAs among banks - Factors affecting NPAs in India – Impact of NPAs – Problems faced by banks in managing the NPAs - Steps taken to reduce NPAs.
- Unit IV – Investment of bank fund has been revised with following changes: Purpose of investment – Classification of investment – Investment in securities – Factors to be considered while investing – Different kinds of investment – Investment in Government securities – Valuation of investment – New mode of valuation of securities – Profitability management – Profit planning – source of profit – Steps to increase profit – Profit ratios.
- Unit V – E- Banking has been removed and marketing management in banks with following contents had been included: Marketing in Banks – Types of bank customers – Marketing Management – E- stages in evolution of marketing – Difference between service and products – Marketing of Banking products (Deposits, Advances), - Business of banking – Deposits, Deposit mobilization – Role of staff in deposit mobilization – Marketing mix – The 7ps – Promotional Programmes and sale of services.

14. The Board had advised to include **“Project” in VI th Semester** as mandatory to students.

UNDER GRADUATION PROGRAMME OUTCOMES

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

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

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

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

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

PROGRAMME SPECIFIC OUTCOMES

PSO 1 The students will **acquire adequate and depth knowledge** in the various courses of commerce, banking, finance, management, accounting, taxation, marketing and auditing.

PSO 2 The students can **exhibit business-related skills** in their behavior and attitude viz., leadership, teamwork, effective communication in oral and written, decision-making and problem-solving.

PSO 3 The students will **gain employable traits and career skills** to get placement in the field of banking, taxation, accounting and management.

PSO 4 The students will **develop entrepreneurial traits and abilities** to start and manage their own business in a successful manner.

PSO 5 The students will obtain **motivation for self-directed learning** to meet the changing demands of the workplace, and become capable to access the various ICT tools.

PSO 6 The students can **advance to further higher education** (or) proceed to undertake professional courses such as CA, CS, ICMA, CFA and to write Competitive Exams.

PSO 7 The students will **gain critical thinking and analytical skills** to manifest the issues and problems of Indian and international banking practices and able to perceive the best solution.

PSO 8 The students will show their **care and concern in saving the environment**, adopting business ethics, respecting cultural diversity and **observing moral values** in personal and social life.

CURRICULAM DESIGN: 2019-20

SEMESTER I

S. NO	Part	Study components		Ins.hrs	Credit	Title of the course	Maximum Mark		
				week			CIA	Ext	Total
1	I	Language	LTC101T	5	3	Tamil - I	25	75	100
2	II	English	LEC101T	5	3	English -I	25	75	100
3	III	Core Theory-1	19BM101	6	4	Principles of Management	25	75	100
4	III	Core Theory-2	BM102T	6	4	Financial Accounting-I	25	75	100
5	III	Allied -I	AEBM101T	5	4	Business Economics	25	75	100
6	IV	AECC-1	19AEC101	1	1	Communicative English -I	-	-	-
	IV	SEC - I	VE101T	2	2	Value Education	25	75	100
				30	21				

SEMESTER II									
S. NO	Part	Study components		Ins.hrs week	Credit	Title of the course	Maximum Mark		
							CIA	Ext	Total
7	I	Language	LTC202T	5	3	Tamil - II	25	75	100
8	II	English	LEC202T	5	3	English - II	25	75	100
9	III	Core Theory-3	BM203Q	6	4	Financial Accounting-II	25	75	100
10	III	Core Theory-4	19BM204	6	4	Business Correspondence	25	75	100
11	III	ALLIED II	19AEBM22	5	4	Monetary Economics	25	75	100
12	IV	AECC-II	19AEC202	1	1	Communicative English -II	-	-	-
	IV	SEC - 2	EPD201T	2	2	Dynamics of Personality	25	75	100
				30	21				

SEMESTER - III

S.NO	Part	Study components		Ins.hrs week	Credit	Title of the course	Maximum Mark		
							CIA	Ext	Total
13	III	Core Theory -5	BM305T	6	5	Indian Financial System	25	75	100
14	III	Core Theory -6	BM306S	6	5	Corporate Accounting	25	75	100
15	IV	Generic Elective-1	19GBM307	5	4	Marketing Management (BBA)	25	75	100
16	III	Allied -III	ASBM301Q	5	4	Business Statistics	25	75	100
17	III	Allied -IV	AEBM303	5	4	Indian Economy	25	75	100
18	IV	SEC-3	19AOBC31	3	2	Basis of Computer and its Application	25	75	100
				30	24				

SEMESTER IV									
S.NO	Part	Study components		Ins.hrs	Credit	Title of the course	Maximum Mark		
				week			CIA	Ext	Total
19	I	Core Theory - 7	BM408Q	6	5	Banking Law and Practices	25	75	100
20	II	Core Theory - 8	BM409S	6	5	Cost Accounting	25	75	100
21	IV	Generic Elective-II	19GBM410	5	4	English Foundational Course for Bank Examinations	25	75	100
22	III	Allied- V	ABM401	5	4	Banking Technology	25	75	100
23	III	Allied- VI	AMBM401	5	4	Maths for Competitive Exam	25	75	100
24	IV	AECC - III	EVS401S	3	2	Environmental Science	25	75	100
				30	24				

SEMESTER V									
S.NO	Part	Study components		Ins.hrs	Credit	Title of the course	Maximum Mark		
				week			CIA	Ext	Total
25	III	Core Theory - 9	18BM501	6	5	Income Tax Law & Practice	25	75	100
26	III	Core Theory - 10	18BM502	6	5	Risk Management	25	75	100
27	III	Core Theory - 11	19BM503	6	5	Bank Management	25	75	100
28	III	DS Elective -I	18EBM504	6	4	International Banking*	25	75	100
			18EBM505			Corporate Social Responsibility			
			19EBM55A			Retail marketing management			
29	III	DS Elective - II	18EBM506	6	4	Practical Auditing*	25	75	100
			18EBM507			E-Banking			
			19EBM508			Principles of Insurance			
30	IV	SEC-4	19SBM51	0	2	online Course-SWAYAM,NPTEL	-	-	-
				30	25				

SEMESTER VI									
S.NO	Part	Study components	Ins.hrs week	Credit	Title of the course	Maximum Mark			
						CIA	Ext	Total	
31	III	Core Theory -12	18BM601	6	5	Customer Relationship Management	25	75	100
32	III	Core Theory - 13	18BM602	6	5	Management Accounting	25	75	100
33	III	Core Theory -14	18BM603	6	5	Human Resource Management	25	75	100
34	III	DS Elective - III	18EBM604	6	4	Retail Banking*	25	75	100
			18EBM605			Financial Management			
			19EBM65A			Merchant Banking			
35	III	DS Elective - IV	18EBM606	6	4	Service Marketing*	25	75	100
			18EBM607			Cooperative Banking			
			19JBM608			Project			
	V		EU601		2	Extension Activities	-	-	-
				30	25				
	VI	SSC	19SSBM61		2	Campus Recruitment Training			

QUESTION PAPER PATTERN:

(A) For Theory subjects

Time: 3 Hours

Marks: 75

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

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

(B) For Problem Oriented Subjects

Time: 3 Hours

Marks: 75

Theory: 20% Problems: 80%

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

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

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

Course Outcomes:

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

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

CO2: Understand better about Planning and Decision making.

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

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

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

SEMESTER I	COURSE CODE: 19BM101					TITLE OF THE PAPER: PRINCIPLES OF MANAGEMENT								HOURS:6	CREDITS:4
COURSE OUTCOMES	PROGRAMME OUTCOMES(PO)					PROGRAMME SPECIFIC OUTCOMES(PSO)								MEAN SCORE OF CO'S	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	4	4	3	5	4	5	4	4	5	5	3	4	5	4.2	
CO2	4	5	4	4	5	5	5	5	5	5	4	4	5	4.6	
CO3	5	4	3	4	5	4	4	5	5	5	3	4	4	4.2	
CO4	5	4	5	5	4	4	5	4	4	5	4	5	4	4.4	
CO5	4	5	5	5	4	5	4	5	4	4	3	4	5	4.3	
Mean Overall Score													4.3		

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

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

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

OBJECTIVE:

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

UNIT –I INTRODUCTION TO MANAGEMENT (15Hrs)

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

UNIT-II – PLANNING (20 Hrs)

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

UNIT III-ORGANISING (20 Hrs)

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

UNIT-IV-DIRECTINGANDMOTIVATING (20Hrs)

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

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

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

TEXT BOOK:

- 1.Gupta C. B,Business Management, Sultan Chand & Sons, New Delhi, 2011
2. Dr. C.D.Balaji, Principles of Management, Margham Publications

REFERENCE BOOKS:

- 1.Hanagan , Management Concepts & Practices , MacMillan India Ltd.
2. Stoner, Freeman & Gilbert Jr –Management –Prentice Hall of India
3. P.C. Tripathi& P.N. Reddy , Principles of Management , Tata McGraw-Hill

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

Course outcomes: Students will be able to

Co1. Acquire knowledge of double entry system, keeping accounting records and able to prepare profit and loss account and balance sheet of a business entity

Co2. Understand the procedure and principles of single entry system and able to assess the results of business entity under single entry system

Co3. Maintain the accounting books and records of non -profit organisation and to able to Prepare its final accounts and statements.

Co4. Familiar with the practices of consignment and acquire knowledge to pass journal entries, value the stock at end and calculate profit and loss of each consignment

Co5. Know the joint venture system and gain knowledge to prepare joint venture accounts, assessing the results and determine the settlement amount.

SEMESTER	COURSE CODE	TITLE OF THE PAPER												HOURS	CREDIT
I	BM102T	FINANCIAL ACCOUNTING -I												6	4
COURSE OUTCOMES (COs)	PROGRAMME OUTCOMES (POs)					PROGRAMME SPECIFIC OUTCOMES (PSOs)								MEAN SCORE OF COs	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PSO8		
CO1	4	4	3	4	2	5	4	4	3	2	4	2	2	3.3	
CO2	4	4	4	4	5	5	4	5	4	3	5	3	4	4.1	
CO3	4	5	4	4	5	5	4	4	3	3	4	3	3	3.9	
CO4	4	4	5	4	4	5	4	4	4	3	5	2	2	3.8	
CO5	4	4	5	4	4	5	4	4	4	3	5	3	2	3.9	
MEAN OVERALL SCORE													3.8		

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

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

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

OBJECTIVE:

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

UNIT-I BOOK KEEPING

(15 hrs)

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

UNIT-II SINGLE ENTRY SYSTEM

(20 hrs)

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

UNIT-III NON- TRADING CONCERNS

(20 hrs)

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

UNIT-V CONSIGNMENT ACCOUNTS

(15 hrs)

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

UNIT-VJOINTVENTURE

(20 hrs)

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

TEXT BOOK:

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

REFERENCE BOOKS:

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

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

Course outcomes: Students will be able to

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

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

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

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

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

SEMESTER	COURSE CODE	TITLE OF THE PAPER												HOURS	CREDIT
II	BM203Q	FINANCIAL ACCOUNTING- II												6	4
COURSE OUTCOMES (COs)	PROGRAMME OUTCOMES (POs)					PROGRAMME SPECIFIC OUTCOMES (PSOs)								MEAN SCORE OF COs	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PSO8		
CO1	5	4	5	3	3	5	5	3	3	4	5	5	3	4.1	
CO2	4	5	5	4	3	5	5	3	3	4	5	5	2	4.1	
CO3	4	5	4	4	3	5	4	4	4	3	5	4	3	4.0	
CO4	5	5	4	4	4	5	4	3	3	3	5	2	2	3.7	
CO5	4	4	4	4	4	5	4	4	3	3	5	2	2	3.6	
MEAN OVERALL SCORE														3.9	

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

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

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

OBJECTIVE:

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

UNIT- I: AVERAGE DUE DATE AND ACCOUNT CURRENT [15 Hrs]

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

UNIT- II: BRANCH ACCOUNTS [20 Hrs]

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

UNIT -III: DEPARTMENTAL ACCOUNTS [20 Hrs]

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

UNIT-IV: ADMISSION AND RETIREMENT OF PARTNERS [20 Hrs]

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

UNIT - V: DISSOLUTION OF PARTNERSHIP [15 Hrs]

Dissolution of firm – Modes of dissolution – insolvency of a partner - Garner Vs Murray rule - Insolvency of all partner – Piecemeal distribution – proportionate capital method- Maximum loss Method (simple problems)

TEXT BOOKS:

1. Financial Accounting T.S.Reddy& Murthy, Margham Publication, 2016, Chennai-5
2. Financial Accounting R.L.Gupta&V.K.Gupta Sultan Chand New Delhi-2005.

REFERENCE BOOKS:

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

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

Course Outcomes:

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

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

CO2: Draft various Business and Personnel correspondence.

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

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

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

SEMESTER	COURSE CODE	TITLE OF THE PAPER												HOURS	CREDIT
II	19BM204	BUSINESS CORRESPONDANCE												6	4
COURSE OUTCOMES (COs)	PROGRAMME OUTCOMES (POs)					PROGRAMME SPECIFIC OUTCOMES (PSOs)								MEAN SCORE OF COs	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PSO8		
CO1	4	3	5	3	3	4	3	3	3	4	3	3	3	3.3	
CO2	5	4	3	4	3	5	3	3	3	5	4	4	3	3.8	
CO3	4	5	3	5	5	5	4	4	4	3	4	5	3	4.1	
CO4	4	4	4	3	4	4	3	5	4	4	4	3	4	3.8	
CO5	5	3	4	4	3	3	4	3	3	4	3	4	4	4.3	
MEAN OVERALL SCORE													3.8		

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

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

I-BBM	BUSINESS CORRESPONDANCE From 2019 -20 batch onwards	CODE- 19BM204
SEMESTER - II		HRS/WK -6
CORE - 4		CREDIT - 4

Objective:

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

UNIT-I ESSENTIALS OF EFFECTIVE BUSINESS LETTERS: (20hrs)

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

UNIT-II KINDS OF BUSINESS LETTERS: (20hrs)

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

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

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

UNIT-IV OFFICE CORRESPONDENCE: (15hrs)

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

UNIT-V MODERN FORMS OF COMMUNICATION: (20 Hrs)

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

TEXT BOOK:

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

REFERENCE BOOKS:

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

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

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

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

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

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

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

CO5. Understand the functions and role of State Level Banks

SEMESTER	COURSE CODE	TITLE OF THE PAPER												HOURS	CREDIT
111	BM305T	INDIAN FINANCIAL SYSTEM												6	4
COURSE OUTCOMES (COs)	PROGRAMME OUTCOMES (POs)					PROGRAMME SPECIFIC OUTCOMES (PSOs)								MEAN SCORE OF COs	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PSO 8		
CO1	4	4	3	3	3	4	4	4	3	4	3	3	3	3.5	
CO2	4	3	3	4	3	3	3	3	3	3	3	2	2	3	
CO3	3	4	3	4	3	4	3	4	3	3	3	3	3	3.3	
CO4	4	4	3	4	3	3	3	3	4	3	3	3	2	3.2	
CO5	4	3	3	3	3	3	3	3	3	3	3	2	2	2.9	
MEAN OVERALL SCORE													3.2		

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

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

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

OBJECTIVE:

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

UNIT I: FINANCIAL SYSTEM (15 hrs)

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

UNIT II: RESERVE BANK OF INDIA (15hrs)

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

UNIT III: COMMERCIAL BANKS (20 hrs)

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

UNITIV DEVELOPMENT BANKS (20Hrs)

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

UNIT V: STATE LEVEL DEVELOPMENT BANKS (20 hrs)

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

TEXT BOOKS

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

REFERANCE BOOKS

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

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

Course outcomes: Students will be able to

Co1. understand the company law provisions and procedures of issue of shares to the public and able to pass journal entries of the issue in the books of the company

Co2. Gain knowledge to pass journal entries, preparing balance sheet of a company when it purchases the business of a sole trader and partnership and ability to calculate profit prior to incorporation.

Co3. Familiarise with company law provisions relating to schedules and final accounts of the company and able to prepare profit and loss accounts and balance sheet of company.

Co4. Acquire ability to prepare liquidators final statements when the company close its business and understand the winding up procedure and various modes of winding up of a company.

Co5. Acquaint with banking law provisions relating to bank's final accounts and gain ability to prepare schedules, profit and loss account and balance sheet of the banks.

SEMESTER	COURSE CODE		TITLE OF THE PAPER											HOURS	CREDIT
III	BM306 S		CORPORATE ACCOUNTING											6	4
COURSE OUTCOMES (COs)	PROGRAMME OUTCOMES (POs)					PROGRAMME SPECIFIC OUTCOMES (PSOs)								MEAN SCORE OF COs	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PSO8		
CO1	4	5	4	5	4	5	4	5	3	4	5	5	3	4.3	
CO2	4	5	4	3	3	5	4	4	3	4	5	3	2	3.7	
CO3	5	5	5	4	2	5	5	5	3	4	5	5	2	4.2	
CO4	4	4	3	3	2	5	5	4	3	4	5	5	2	3.7	
CO5	4	5	4	4	3	5	5	5	2	4	5	5	3	4.1	
MEAN OVERALL SCORE														4.0	

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

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

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

OBJECTIVE:

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

UNIT -I: ISSUE OF SHARES

(20hrs)

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

UNIT-II: ACQUISITION OF BUSINESS

(20 hrs)

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

UNIT- III: FINAL ACCOUNTS OF COMPANIES

(15 hrs)

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

UNIT - IV:LIQUIDATION OF COMPANIES

(15hrs)

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

UNIT-V:BankAccounts

(20 hrs)

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

TEXTBOOKS:

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

REFERENCE BOOKS:

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

YEAR – II	MARKETING MANAGEMENT	19GBM307
SEMESTER - III		Hrs/Wk-5
		CREDIT - 4

Course outcomes: students will be able

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

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

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

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

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

Semester	Course Code	Title of the paper												Hours	Credit
IV	19GBM307	Marketing Management												5	4
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of COS	
	P O 1	P O 2	P O 3	P O 4	P O 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	5	4	5	4	5	4	5	4	5	4	5	4	3	4.38	
CO2	3	5	4	5	4	3	4	4	5	3	4	5	6	4.23	
CO3	4	4	5	5	4	5	5	5	4	4	4	4	3	4.31	
CO4	5	5	5	5	5	3	4	5	5	3	3	3	2	4.08	
CO5	4	3	4	5	5	4	4	5	5	4	5	4	5	4.38	
												Mean Overall Scores	4.28		

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

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

YEAR – II	MARKETING MANAGEMENT	19GBM307
SEMESTER - IV		Hrs/Wk-5
		CREDIT - 4

Objective

To enable the students in familiarise with principles of marketing and process of marketing in a business firm

UNIT I Marketing (15 Hours)

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

UNIT II Consumer and industrial goods (14 Hours)

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

UNIT III Pricing (14 Hours)

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

UNIT IV Channels of Distribution (16 Hours)

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

UNIT V Sales promotion (16 Hours)

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

Text Book

1. R.S.N.Pillai&Bagavathi, , Modern Marketing – principles and practices, S.Chand& sons, New Delhi.4th Edition 2009

Reference Books

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

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

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

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

CO2: Understand the characteristics of different types of Negotiable instruments

CO3: Understand the relationship between Banker and Customer.

CO4: Impart knowledge on the functioning of Rural Banking services

5: Gain knowledge on the latest developments of banking activities.

SEMESTER I	COURSE CODE: BM101T					TITLE OF THE PAPER:PRINCIPLES OF MANAGEMENT								HOURS:6	CREDITS:4
COURSE OUTCOMES	PROGRAMME OUTCOMES(PO)					PROGRAMME SPECIFIC OUTCOMES(PSO)								MEAN SCORE OF CO'S	
	P O1	P O2	P O3	P O4	P O5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	5	4	3	4	4	5	4	5	5	4	3	4	5	4.2	
CO2	5	5	4	4	4	5	5	5	5	5	3	4	5	4.5	
CO3	4	4	3	4	5	4	5	5	5	4	3	4	4	4.1	
CO4	5	5	5	5	4	5	5	4	4	5	4	5	5	4.6	
CO5	5	5	5	4	4	5	4	5	5	4	3	5	5	4.5	
Mean Overall Score														4.3	

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

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

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

OBJECTIVE:

To make the students understand the law and practice of banking

UNIT-I: BANK – INTRODUCTION

(20 Hrs)

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

UNIT – II: NEGOTIABLE INSTRUMENTS

(20 Hrs)

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

UNIT – III: BANKER AND CUSTOMER RELATINSHIPS

(20 Hrs)

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

UNIT –IV: NABARD, RRBS AND SHGs

(15 Hrs)

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

UNIT-V: BANKING TECHNOLOGIES

(20 Hrs)

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

TEXT BOOK:

1. M. L.Tannan, (2009), Banking Law and Practice in India - India Book House, New Delhi.
2. Gurusamy.S, (2009), Banking Theory Law and Practice, Tata McGraw Hill, New Delhi

REFERENCE BOOKS

1. Sundaram, .K.P.M.&Varshney, (2003), Banking Theory Law & Practice, Sultan Chand & Sons, New Delhi.
2. Gordon, E.Natarajan, (2005), Banking Theory Law & Practice, Himalaya Publishing House, Mumbai.
3. Radhasamy&Vasudevan (2003), A Text Book of Banking, Sultan Chand & Sons, New Delhi.

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

Course outcomes: Students will be able to

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

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

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

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

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

SEMESTER	COURSE CODE	TITLE OF THE PAPER												HOURS	CREDIT
IV	BM409 S	COST ACCOUNTING												6	4
COURSE OUTCOMES (COs)	PROGRAMME OUTCOMES (POs)					PROGRAMME SPECIFIC OUTCOMES (PSOs)								MEAN SCORE OF COs	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PSO8		
CO1	5	5	4	4	3	5	5	4	3	4	5	4	4	4.2	
CO2	4	4	4	3	3	5	4	4	3	4	5	3	3	3.7	
CO3	4	4	4	3	3	5	4	4	3	4	5	3	3	3.7	
CO4	5	5	4	4	4	5	5	4	5	3	5	4	2	4.2	
CO5	4	5	4	3	3	5	5	3	3	3	5	5	3	3.9	
MEAN OVERALL SCORE													3.9		

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

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

II-BBM	COST ACCOUNTING	CODE- BM409S
SEMESTER – IV		HRS/WK -6
CORE –08		CREDIT - 4

Objective:

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

UNIT -I: COST SHEET

(15 Hrs)

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

UNIT – II: MATERIAL COSTING

(20 Hrs)

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

UNIT III: OVERHEADS

(20Hrs)

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

UNIT-IV: CONTRACT COSTING

(20 Hrs)

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

UNIT V: MARGINAL COSTING

(15 Hrs)

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

TEXT BOOKS :

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

REFERENCE BOOK:

1. Dr. SN Maheswari Principles of Cost and Management accounting- S. Chand & Co ltd. New delhi
2. P.V.Ratnam , Cost accounting , Sultan Chand publications
3. S.P.Jain&K.L.Narang , Cost Accounting, Prentice Hall

YEAR – II	ENGLISH FOUNDATIONAL COURSE FOR BANK EXAMINATIONS <i>Offered to BBM& BBA (CA) Departments</i>	CODE:19GBM410
SEMESTER IV		Hours: 5
Inter-Disciplinary Course (IDC)		Credit: 4

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

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

CO2 .verbal ability and quantitative ability

CO3 .individual presentations and interview skills

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

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

SEMESTER - IV		COURSE CODE: 19GBM410				TITLE OF THE PAPER : English Foundational Course for Bank Examinations								HOURS:5	CREDIT:4
COURSE OUTCOMES		PROGRAMME OUTCOMES(P O)				PROGRAMME SPECIFIC OUTCOMES (PSO)								MEAN SCORE OF CO'S	
CO	Po 1	Po 2	Po 3	Po 4	Po 5	PSo 1	PSo 2	PSo 3	PSo 4	PSo 5	PSo 6	PSo 7	PSo 8	Mean score	
CO1	5	4	4	5	5	4	5	5	5	4	5	4	5	4.6	
CO2	5	4	3	5	4	3	4	5	4	5	5	3	5	4.2	
CO3	5	5	4	3	3	4	3	4	5	5	5	3	5	4.1	
CO4	5	5	4	4	5	5	5	3	5	4	4	5	5	4.5	
CO5	5	5	4	5	3	4	4	5	4	5	5	4	5	4.4	
Mean Overall Score													4.3		

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

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

YEAR – II	ENGLISH FOUNDATIONAL COURSE FOR BANK EXAMINATIONS <i>Offered to BBM& BBA (CA) Departments</i>	CODE: 19GBM410
SEMESTER IV		Hours: 5
Inter-Disciplinary Course (IDC)		Credit: 4

Unit – I Knowledge [15 HRS]

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

Unit – II Understanding [15 HRS]

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

Unit – III Skill/ Ability [15 HRS]

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

Unit – IV Writing [15 HRS]

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

Unit – V Creative Technique [15 HRS]

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

Text & Reference

1. R.S.Agarwal, *Objective English*. Chennai.
2. Lewis, Norman. *Word Power Made Easy*.
3. S.P.Bakshi and Richa Sharma. *Descriptive General English*.

QUESTION PAPER PATTERN - (FROM BATCH 2019)

OBJECTIVE TYPE

Section-A I. Reading (Knowledge, Understanding, Ability)

80x½=40(Answer all)

Section-B: II. Skill Based (Writing, Creative Technique)

70x½=35(Answer all)

Total Objective Questions 150

NOTE: Questions must be taken covering all units.

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

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

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

CO2. Understand the various delivery channels

CO3. Acquire knowledge about various Bank back office operations

CO4. Understand the various Interbank Payment systems

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

SEMESTER	COURSE CODE	TITLE OF THE PAPER												HOURS	CREDIT
IV	ABM401	BANKING TECHNOLOGY												5	4
COURSE OUTCOMES (COs)	PROGRAMME OUTCOMES (POs)					PROGRAMME SPECIFIC OUTCOMES (PSOs)								MEAN SCORE OF COs	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PSO 8		
CO1	5	4	3	4	4	4	3	3	2	4	3	2	3	3.4	
CO2	5	3	4	3	3	4	3	3	3	4	4	3	3	3.5	
CO3	4	4	3	4	3	3	3	3	3	4	4	2	3	3.3	
CO4	4	4	4	3	4	4	3	3	2	4	4	3	3	3.5	
CO5	4	3	3	3	4	4	3	3	2	4	3	3	3	3.2	
MEAN OVERALL SCORE													3.4		

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

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

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

OBJECTIVE

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

UNIT-I Introduction

[15Hr]

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

UNIT –II BT Channels

[15Hr]

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

UNIT –III Data Management

[15Hr]

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

UNIT –IV Mode of Payment Services

[15Hr]

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

UNIT-V Reports and Software

[15Hr]

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

TEXT BOOKS:

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

REFERANCE BOOKS:

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

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

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

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

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

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

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

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

SEMESTER	COURSE CODE	TITLE OF THE PAPER												HOURS	CREDIT
V	18BM501	INCOME TAX LAW AND PRACTICE												6	5
COURSE OUTCOMES (COs)	PROGRAMME OUTCOMES (POs)					PROGRAMME SPECIFIC OUTCOMES (PSOs)								MEAN SCORE OF COs	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PSO8		
CO1	4	4	3	3	3	4	4	5	3	3	4	3	3	3.5	
CO2	3	4	3	4	4	3	5	3	4	3	4	3	3	3.5	
CO3	4	3	5	4	3	4	3	4	3	4	4	3	4	3.6	
CO4	3	4	3	3	4	3	4	3	5	3	3	4	4	3.5	
CO5	3	3	4	4	3	5	3	4	4	3	3	3	3	3.4	
MEAN OVERALL SCORE													3.5		

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

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

III-BBM	INCOME TAX LAW AND PRACTICE	CODE -18BM 501
SEMESTER - V		HRS/WK -6
CORE - 09		CREDIT -5

OBJECTIVE:

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

UNIT-I-BASIC CONCEPTS

(20 Hrs)

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

UNIT-II HOUSE PROPERTY

(15Hrs)

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

UNIT-III INCOME FROM BUSINESS

(20Hrs)

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

UNIT-IV CAPITAL GAINS

(15Hrs)

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

UNIT-V DEDUCTIONS

(20 Hrs)

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

TEXT BOOK

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

REFERENCE BOOKS

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

III- BBM	RISK MANAGEMENT	CODE 18BM502
SEM -V		HRS/WK - 6
CORE-12		CREDIT - 5

Course outcomes:

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

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

SEMESTER	COURSE CODE		TITLE OF THE PAPER											HOURS	CREDIT
V	18BM502		RISK MANAGEMENT											6	5
COURSE OUTCOMES (COs)	PROGRAMME OUTCOMES (POs)					PROGRAMME SPECIFIC OUTCOMES (PSOs)								MEAN SCORE OF COs	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PSO 8		
CO1	4	4	4	3	4	4	3	3	2	3	3	2	2	3.2	
CO2	4	4	4	4	4	4	3	3	2	3	3	3	2	3.3	
CO3	4	4	4	4	4	4	3	3	2	3	3	3	2	3.3	
CO4	4	4	4	4	4	3	3	3	3	3	3	3	2	3.3	
CO5	4	4	3	4	4	3	3	3	2	3	3	2	2	3.1	
MEAN OVERALL SCORE													3.2		

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

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

III- BBM	RISK MANAGEMENT	CODE- 18BM502
SEM -V		HRS/WK - 6
CORE-10		CREDIT - 5

UNIT I INTRODUCTION AND OVERVIEW: (15hrs)

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

UNIT II CREDIT RISK: (20hrs)

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

UNIT III OPERATIONAL RISK: (20 hrs)

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

UNIT IV MARKET RISK: (15hrs)

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

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

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

TEXT BOOK&REFERENCE BOOKS:

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

III-BBM	BANK MANAGEMENT	CODE- 19BM503
SEMESTER –V		HRS/WK -6
CORE – 13		CREDIT -5

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

CO1: Learn about Banking Structure in India.

CO2: Impart knowledge on Lending Procedures.

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

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

CO5: Understand marketing strategy of banking products

SEMESTER I	COURSE CODE: 19BM503					TITLE OF THE PAPER: BANK MANAGEMENT								HOURS:6	CREDITS:4
COURSE OUTCOMES	PROGRAMME OUTCOMES(PO)					PROGRAMME SPECIFIC OUTCOMES(PSO)								MEAN SCORE OF CO'S	
	P O1	P O2	P O3	P O4	P O5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	5	4	4	5	4	5	5	4	5	5	3	4	5	4.4	
CO2	5	4	5	4	5	4	4	5	5	5	4	5	5	4.6	
CO3	4	4	3	4	4	4	4	5	5	5	3	5	4	4.1	
CO4	5	4	5	4	4	5	5	4	4	5	4	5	4	4.4	
CO5	5	5	4	5	4	5	5	5	4	4	3	5	4	4.4	
Mean Overall Score													4.3		

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

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

III-BBM	BANK MANAGEMENT	CODE-19BM 503
SEMESTER –V		HRS/WK -6
CORE – 11		CREDIT -5

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

UNIT-I BANKING STRUCTURE (15hrs)

Banking structure in India – Functions of commercial banks – Commercial banks and credit creation – Techniques – Advantages – Limitations – Criticism - Indian Private sector banks – Foreign banks.

UNIT-II LENDING PROCEDURES (20hrs)

Bank Lending – Principles of Bank lending – Forms of Lending – Securities for lending – Factors influencing bank lending – Types of Loans & advances – Classification of loans & advances – Assessing credit worthiness of borrowers – Collection of credit information – Factors limiting the level of a bank advances – Consortium advances.

UNIT-III MANAGEMENT OF NPAs (20hrs)

Non Performing Assets (NPAs) – Classification of NPAs – General aspects in NPA management - Procedure for purchase and sale of the NPAs among banks - Early Warning Signals - Management of NPAs- Factors affecting NPAs in India – Impact of NPAs – Problems faced by banks in managing the NPAs - Steps taken to reduce NPAs - Remedies Available - Recent Measures

UNIT-IV INVESTMENT OF BANK FUND (15hrs)

Investment management – Purpose of investment – Classification of investment – Investment in securities – Factors to be considered while investing – Different kinds of investment – Investment in Government securities – Valuation of investment – New mode of valuation of securities – Profitability management – Profit planning – source of profit – Steps to increase profit – Profit ratios.

UNIT-V MARKETING MANAGEMENT IN BANKS (20hrs)

Marketing in Banks – Types of bank customers – Marketing Management – E- stages in evolution of marketing – Difference between service and products – Marketing of Banking products (Deposits, Advances), - Business of banking – Deposits, Deposit mobilization – Role of staff in deposit mobilisation – Marketing mix – The 7ps – Promotional Programmes and sale of services.

Text Books

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

Reference Books

1. Vasant Desai, Principles of Bank Management, Mumbai, Himalaya Publications.
2. P.SubbaRao, P.K.Khanna, Principles and practice of bank management, Himalaya Publications.

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

Course Outcomes:

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

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

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

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

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

Semester	Course Code	Title of the paper												Hours	Credit
V	18EBM504	International Banking												6	4
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of COS	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	5	4	5	4	5	4	5	4	5	4	5	4	3	4.38	
CO2	3	2	4	5	4	3	2	4	2	3	4	5	6	3.61	
CO3	4	4	4	4	4	5	5	5	4	4	4	4	3	4.15	
CO4	5	5	5	5	5	3	4	5	5	3	2	2	2	3.92	
CO5	3	3	4	5	5	4	4	5	5	4	5	4	5	4.30	
												Mean Overall Scores		4.07	

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

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

III –BBM	INTERNATIONAL BANKING	CODE-18 EBM 504
SEMESTER –V		HRS/WK -6
Discipline Specific Elective-I(A)		CREDIT -5

OBJECTIVE

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

UNIT I INTERNATIONAL BANKING (15hrs)

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

UNIT II FOREIGN EXCHANGE (20hrs)

Foreign Exchange: Market; rate and Currency – Exchange rate determination under Fixed exchange rate and Floating exchange rate regimes – Determination of exchange rates: Spot and Forward – Basic exchange arithmetic – Forward Cover and Hedging.

UNIT III INTERNATIONAL FINANCIAL INSTITUTIONS (15hrs)

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

UNIT IV SOURCE OF FOREIGN EXCHANGE (20hrs)

Source of Foreign Exchange – Export Earnings – Invisible Export Earnings – Role of NRI Remittances – Foreign Direct Investment – Foreign Institutional Investment – External Commercial Borrowings – Global Depositors Receipts – Offshore Borrowings.

UNIT V FOREIGN EXCHANGE MANAGEMENT (20hrs)

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

Text Books:

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

Reference Books:

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

III -BBM	CORPORATE SOCIAL RESPONSIBILITY	CODE-18EBM505
SEMESTER –V		HRS/WK -6
CORE ELECTIVE –I - 14		CREDIT -5

Course Outcomes:

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

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

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

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

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

Semester	Course Code	Title of the paper												Hours	Credit
V	18EBM505	Corporate Social Responsibility												6	4
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of COS	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	5	5	4	4	4	5	5	4	5	3	4	4	5	4.38	
CO2	5	4	5	4	5	4	5	4	5	4	5	4	3	4.38	
CO3	4	4	4	4	4	5	5	5	4	4	4	4	3	4.15	
CO4	3	2	4	5	4	3	2	4	2	3	4	5	6	3.62	
CO5	5	5	4	4	4	5	5	4	5	3	4	4	5	4.38	
Mean Overall Scores												4.18			

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

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

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

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

UNIT I: CORPORATE ETHICS (10Hrs)

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

UNIT II: CORPORATE SOCIAL RESPONSIBILITY (10Hrs)

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

UNIT III: CSR AND CONSUMER PROTECTION (10Hrs)

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

UNIT IV: BUSINESS AND ECO SYSTEM (10Hrs)

Markets for eco system services –issues and opportunities for business in socially and environmentally sensitive world –social and environmental problems and shaping market –3 P's of sustainability –people –planet –profit.

UNIT V: ROLE OF GOVERNMENT (5Hrs)

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

TEXT BOOKS:

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

REFERENCE BOOKS

1. KaurTripat, Values and ethics in management, Galgotiapublications, 2007.
2. Chakraborty S.K. , Human values for managers,Excel Books, 2005.
3. Badi R.V. &Badi N.V., Business ethics, Vrinda Publications, 2015

III- BBM	RETAIL MARKETING MANAGEMENT	CODE: 19EBM55A
SEMESTER -V		HRS/WK -6
CORE-		CREDIT - 5

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

CO1: Define retailing and various types of retailers.

CO2: Acquire in depth knowledge of merchandise management.

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

CO4: Know various promotion of retail outlets.

CO5: Articulate Information Technology techniques used in retailing.

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

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

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

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

Objectives

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

UNIT-I INTRODUCTION TO RETAILING

[14 Hrs]

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

UNIT-II MERCHANDISE MANAGEMENT

[18 Hrs]

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

UNIT – III LOCATION OF RETAIL UNITS

[20 Hrs]

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

UNIT – IV PROMOTION OF RETAIL OUTLETS

[18Hrs]

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

UNIT – V INFORMATION TECHNOLOGY IN RETAILING

[20 Hrs]

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

TEXT BOOK:

1. Dr. L.Natarajan, 4th Ed 2014, Retail Marketing, Margam Publications, Chennai.

REFERENCE BOOKS:

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

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

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

CO1: Understand the fundamental concepts of Auditing.

CO2: Be able to create a Structure Audit Planning and Programme.

CO3: Learn how to verify and value Assets and Liabilities.

CO4: Know the statutory rights, Duties, Role and Qualification of Auditor.

CO5: Familiarize with the EDP based environment.

SEMESTER I	COURSE CODE: 18EBM506					TITLE OF THE PAPER: PRACTICAL AUDITING								HOURS:6	CREDITS:4
COURSE OUTCOMES	PROGRAMME OUTCOMES(PO)					PROGRAMME SPECIFIC OUTCOMES(PSO)								MEAN SCORE OF CO'S	
	P O1	P O2	P O3	P O4	P O5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	4	4	3	5	4	5	4	4	4	5	4	4	5	4.2	
CO2	5	5	4	4	5	5	5	5	4	5	4	4	5	4.6	
CO3	5	4	3	4	5	5	5	5	5	4	4	4	5	4.4	
CO4	5	4	4	3	4	4	5	5	4	3	5	5	5	4.3	
CO5	4	5	5	5	4	5	4	5	4	4	4	5	5	4.5	
Mean Overall Score													4.4		

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

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

III BBM	PRACTICAL AUDITING	CODE -18EBM506
SEM V		HRS/WEEK – 6
Discipline Specific Elective-II(A)		CREDIT - 5

OBJECTIVE:

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

UNIT I INTRODUCTION TO AUDITING (15 Hrs)

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

UNIT - II AUDIT PLANNING (20 Hrs)

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

UNIT – III VERIFICATION AND VALUATION (15 Hrs)

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

UNIT – IV COMPANY AUDIT (20 Hrs)

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

UNIT V ELECTRONIC DATA PROCESSING (20 hrs)

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

TEXT BOOKS:

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

REFERENCE BOOKS:

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

III –BBM	E-BANKING	CODE-18EBM 507
SEMESTER –V		HRS/WK -6
Discipline Specific Elective-II(B)		CREDIT -5

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

CO1: Understanding the basic concepts of E-Banking.

CO2: Determining the overall view of electronic payment systems.

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

CO4: Understand the methods and technology management.

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

SEMESTER	COURSE CODE	TITLE OF THE PAPER												HOURS	CREDIT
V	18EBM507	E - BANKING												6	5
COURSE OUTCOMES (COs)	PROGRAMME OUTCOMES (POs)					PROGRAMME SPECIFIC OUTCOMES (PSOs)								MEAN SCORE OF COs	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PSO8		
CO1	3	4	4	3	5	3	3	3	3	3	3	3	4	3.4	
CO2	4	3	4	3	4	3	5	3	4	4	3	3	3	3.5	
CO3	3	4	3	3	4	3	4	5	4	4	3	4	3	3.6	
CO4	4	4	3	4	3	5	3	4	3	3	4	4	3	3.6	
CO5	4	3	4	5	3	3	3	3	3	3	4	3	3	3.4	
MEAN OVERALL SCORE													3.5		

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

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

III –BBM	E-BANKING	CODE-18EBM 507
SEMESTER –V		HRS/WK -6
Discipline Specific Elective-II(B)		CREDIT -5

Objective: To provide technical knowledge on e- banking systems

UNIT I: E-BANKING

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

UNIT II: ELECTRONIC PAYMENT SYSTEMS

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

UNIT III: ELECTRONIC FUND TRANSFERS SYSTEM

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

UNIT IV: TECHNOLOGY MANAGEMENT

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

UNIT V: SECURITY FEATURES

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

TEXT BOOKS

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

REFERENCE BOOKS

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

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

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

Co1. Know about the concept of insurance and its types

Co2. Understand the Management of risk by and contribution of insurance to the society

Co3. Familiarize with Constituents and operations of Insurance market

Co4. Understand and know about the insurance customers

Co5. Know about the significance and principles of insurance contract

SEMESTER	COURSE CODE	TITLE OF THE PAPER												HOURS	CREDIT
V	19EBM508	PRINCIPLES OF INSURANCE												6	5
COURSE OUTCOMES (COs)	PROGRAMME OUTCOMES (POs)					PROGRAMME SPECIFIC OUTCOMES (PSOs)								MEAN SCORE OF COs	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PSO 8		
CO1	4	4	3	3	3	4	4	3	3	4	4	3	3	3.5	
CO2	4	4	3	3	4	4	4	4	3	4	3	3	4	3.6	
CO3	4	4	3	4	4	4	4	3	3	3	4	3	4	3.6	
CO4	4	4	3	4	4	4	4	3	3	4	3	3	3	3.5	
CO5	4	4	3	3	3	4	3	4	3	3	4	3	3	3.4	
MEAN OVERALL SCORE													3.5		

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

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

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

OBJECTIVE:

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

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

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

UNIT – II BUSINESS OF INSURANCE (15 Hrs)

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

UNIT - III INSURANCE MARKET (20 Hrs)

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

UNIT – IV INSURANCE CUSTOMERS (15 Hrs)

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

UNIT – V INSURANCE CONTRACT (15 Hrs)

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

Text Book:

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

Reference Books:

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

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

Course Outcomes:

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

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

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

CO3: Understand the process of Lead Management in CRM.

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

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

SEMESTER	COURSE CODE	TITLE OF THE PAPER												HOURS	CREDIT
IV	18BM601	CUSTOMER RELATIONSHIP MANAGEMENT												6	5
COURSE OUTCOMES (COs)	PROGRAMME OUTCOMES (POs)					PROGRAMME SPECIFIC OUTCOMES (PSOs)								MEAN SCORE OF COs	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PSO8		
CO1	4	3	4	4	5	3	4	4	3	3	3	3	3	3.5	
CO2	3	3	4	3	4	3	5	4	4	4	4	3	4	3.6	
CO3	3	3	3	5	3	4	3	3	4	3	4	3	3	3.3	
CO4	4	3	3	3	4	5	3	3	3	4	3	4	3	3.4	
CO5	3	4	4	4	4	5	3	4	3	4	3	4	3	3.6	
MEAN OVERALL SCORE													3.4		

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

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

III-BBM	CUSTOMER RELATIONSHIP MANAGEMENT	CODE- 18BM 601
SEMESTER – VI		HRS/WK -6
CORE-12		CREDIT -5

OBJECTIVE:

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

UNIT – I: CRM

(15hrs)

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

UNIT – II : E-CRM

(20hrs)

Electronic Customer Relationship Management (E-CRM): Meaning -Definition -Features - Advantages and Disadvantages –Difference between CRM and E-CRM – Components and Challenges of E-CRM.

UNIT – III :LEAD MANAGEMENT

(20hrs)

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

UNIT – IV :DATA BASE MANAGEMENT

(20hrs)

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

UNIT – V :CUSTOMER SATISFACTION

(15hrs)

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

Text Book:

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

Reference Books:

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

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

Course outcomes: Students will be able to

C01. Develop basic knowledge of management accounting concepts, tools for analysing financial statements and have practical knowledge to analysis the final accounts and able to prepare reports to indicate critical situation.

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

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

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

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

SEMESTER	COURSE CODE	TITLE OF THE PAPER												HOURS	CREDIT
V	18BM602	MANAGEMENT ACCOUNTING												6	4
COURSE OUTCOMES (COs)	PROGRAMME OUTCOMES (POs)					PROGRAMME SPECIFIC OUTCOMES (PSOs)								MEAN SCORE OF COs	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PSO8		
CO1	4	5	4	4	3	5	5	5	4	4	4	5	3	4.2	
CO2	4	5	5	4	3	5	4	4	3	4	5	5	3	4.1	
CO3	5	5	4	4	2	5	5	5	4	3	5	5	3	4.2	
CO4	5	5	5	4	3	5	5	3	5	4	5	3	3	4.3	
CO5	5	5	5	5	4	5	5	4	3	3	5	5	3	4.3	
MEAN OVERALL SCORE														4.2	

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

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

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

OBJECTIVE:

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

UNIT- I INTRODUCTION TO MANAGEMENT ACCOUNTING (15 Hrs)

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

UNIT-II: RATIO ANALYSIS (20 Hrs)

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

UNIT-III: CASH FLOW STATEMENT (20hrs)

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

UNIT – IV: BUDGETARY CONTROL (20 Hrs)

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

UNIT-V: CAPITAL BUDGETING (15hrs)

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

TEXT BOOKS

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

REFERENCE BOOK

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

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

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

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

CO2: Be familiar with effective Human resource Planning.

CO3: Understand various aspects of recruitment and Selection.

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

CO5: Gain knowledge about Performance Appraisal and different methods.

SEMESTER I	COURSE CODE: 18BM603					TITLE OF THE PAPER:PRINCIPLES OF MANAGEMENT								HOURS:6	CREDITS:4
COURSE OUTCOMES	PROGRAMME OUTCOMES(PO)					PROGRAMME SPECIFIC OUTCOMES(PSO)								MEAN SCORE OF CO'S	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	5	4	5	5	4	5	4	5	5	5	3	5	5	4.6	
CO2	5	5	4	4	5	5	5	5	5	5	4	4	5	4.6	
CO3	5	4	3	4	5	5	5	5	5	5	3	4	4	4.3	
CO4	5	4	5	5	4	5	5	4	4	5	4	5	4	4.5	
CO5	5	5	5	5	4	5	4	5	4	5	3	4	5	4.5	
Mean Overall Score														4.5	

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

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

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

OBJECTIVE:

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

UNIT- I: INTRODUCTION [15 Hrs]

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

UNIT -II: HUMAN RESOURCE PLANNING [20 Hrs]

Human resource planning – definition, need and importance, HRP process, problems and barriers to HRP- Effective HRP -Job analysis – nature, process, concept of job design, methods-techniques– Job description- job specification

UNIT -III: RECRUITMENT AND SELECTION [20 Hrs]

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

UNIT- IV: TRAINING [20 Hrs]

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

UNIT- V: PERFORMANCE APPRAISAL [15 Hrs]

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

TEXT BOOK:

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

REFERENCEBOOKS:

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

III - BBM	RETAIL BANKING	CODE -18EBM604
SEMESTER - VI		HRS/WK - 6
Discipline Specific Elective - III (A)		CREDIT - 5

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

CO1: Define and understand the basic concepts of retailing.

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

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

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

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

SEMESTER	COURSE CODE	TITLE OF THE PAPER												HOURS	CREDIT
IV	18EBM604	RETAIL BANKING												6	5
COURSE OUTCOMES (COs)	PROGRAMME OUTCOMES (POs)					PROGRAMME SPECIFIC OUTCOMES (PSOs)								MEAN SCORE OF COs	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PSO8		
CO1	4	5	4	3	4	3	3	4	3	4	3	4	4	3.6	
CO2	3	3	3	4	5	4	4	3	4	3	3	3	4	3.5	
CO3	3	4	3	3	3	4	4	5	3	4	4	3	3	3.5	
CO4	3	4	3	3	3	5	4	4	4	3	4	3	3	3.5	
CO5	3	3	3	5	3	4	3	4	3	3	3	4	4	3.4	
MEAN OVERALL SCORE														3.5	

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

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

III - BBM	RETAIL BANKING	CODE -18EBM 604
SEMESTER - VI		HRS/WK - 6
Discipline Specific Elective - III (A)		CREDIT - 5

OBJECTIVE:

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

UNIT I CONCEPTS OF RETAILING (15hrs)

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

UNIT II RETAIL PRODUCTS (20hrs)

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

UNIT III CREDIT & DEBIT CARDS (20hrs)

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

UNIT IV SELLING OF RETAIL PRODUCTS (20hrs)

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

UNIT V CUSTOMER RELATIONSHIP MANAGEMENT (15hrs)

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

Text books:

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

Reference Books:

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

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

Course out comes: students will able to

Co1. Understand and familiarize with basic concepts of financial management and know the various source of finance.

Co2. Gain practical knowledge to determine cost of capital and leverages and understand its application in financing decisions.

Co3. Acquire knowledge in deciding optimum capital structure and dividend giving benefit to the shareholders, creditors and company

Co4. Have a Practical knowledge to estimate the working capital amount and decide the optimum credit policy favorable to the company.

Co5. Gain knowledge to do critical evaluation on various alternatives available and choose the best project or machinery among the alternatives.

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

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

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

III- BBM	FINANCIAL MANAGEMENT	CODE-18BM605
SEM –V		HRS/WK - 6
Discipline Specific Elective-III (B)		CREDIT – 5

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

UNIT- I FINANCE FUNCTIONS (12HRS)

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

UNIT- II FINANCING DECISIONS (17 Hrs)

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

UNIT- III CAPITAL STRUCTURE (14Hrs)

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

UNIT- IV WORKING CAPITAL MANAGEMENT (20 Hrs)

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

UNIT- V CAPITAL BUDGETING (12 Hrs)

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

TEXTBOOKS:

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

REFERENCE BOOKS:

- 1.Financial Management **P.Periasamy**-Published by Tata McGraw-Hill Education Private Limited-New Delhi-6th Edition.
- 2.Financial Management (Text and Cases)-**Eugene F. Brigham and Michael C. Ehrhardt**-Published by Cengage Learning India Pvt. Ltd.- 8th Edition.

III-BBM	MERCHANT BANKING	CODE: 19EBM65A
SEMESTER – V		HRS/WK -6
Discipline Specific Elective-III (C)		CREDIT -5

Course Outcomes: the students will be able to:

CO1 Familiarize with merchant banking and its legal frame work

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

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

CO4 enable to get familiarize with leasing and hire purchasing

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

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

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

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

III-BBM	MERCHANT BANKING	CODE: 19EBM65A
SEMESTER – V		HRS/WK -6
Discipline Specific Elective-III (C)		CREDIT -5

UNIT – I MERCHANT BANKING (20 Hrs)

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

UNIT – II ISSUE MANAGEMENT (20 Hrs)

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

UNIT – III OTHER FEE BASED SERVICES (15 Hrs)

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

UNIT – IV FUND BASED FINANCIAL SERVICES (20 Hrs)

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

UNIT – V OTHER FUND BASED FINANCIAL SERVICES (15 Hrs)

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

Text Books

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

Reference Books

1. Machiraju, Indian Financial System, Vikas Publishing House, 2nd Edition, 2002.
2. J.C.Verma, A Manual of Merchant Banking, Bharath Publishing House, New Delhi,
3. Varshney P.N. & Mittal D.K., Indian Financial System, Sultan Chand & Sons, New Delhi.
4. Sasidharan, Financial Services and System, Tata Mcgraw Hill, New Delhi, 1st Edition, 2008.

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

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

CO1. Know about the nature, types and significance of services marketing.

CO2. Understand the features of marketing of financial services

CO3.Familiarize with the marketing of hospitality services.

CO4. Identify and know about the services of Marketing of Non-profit organization

CO5. Understand the 7P’s in Marketing mix in services marketing

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

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

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

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

OBJECTIVE:

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

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

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

UNIT - II MARKETING OF FINANCIAL SERVICES (20hrs)

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

UNIT – III MARKETING OF HOSPITALITY (20hrs)

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

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

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

UNIT - V MARKETING MIX IN SERVICE MARKETING (20 hrs)

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

TEXT BOOK

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

REFERENCE BOOKS

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

III -BBM	CO-OPERATIVE BANKING	CODE-18EBM 607
SEMESTER -VI		HRS/WK -6
Discipline Specific Elective-Iv (B)		CREDIT -5

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

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

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

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

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

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

SEMESTER	COURSE CODE	TITLE OF THE PAPER												HOURS	CREDIT
VI	18EBM607	CO-OPERATIVE BANKING												6	5
COURSE OUTCOMES (COs)	PROGRAMME OUTCOMES (POs)					PROGRAMME SPECIFIC OUTCOMES (PSOs)								MEAN SCORE OF Cos	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PSO 8		
CO1	4	5	3	4	2	5	5	4	3	2	5	4	2	3.6	
CO2	4	5	4	4	3	5	4	5	4	3	5	5	3	4.1	
CO3	4	5	4	4	3	5	4	4	3	3	5	5	3	4.0	
CO4	4	5	5	4	4	5	4	4	4	3	5	4	2	4.0	
CO5	4	5	5	4	4	5	4	4	4	3	5	5	2	4.1	
MEAN OVERALL SCORE													4.0		

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

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

III -BBM	CO-OPERATIVE BANKING	CODE-18EBM 607
SEMESTER –VI		HRS/WK -6
Discipline Specific Elective-Iv (B)		CREDIT -5

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

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

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

UNIT-II:CO-OPERATIVE BANKING OPERATIONS (20Hrs)

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

UNIT-III LOAN POLICY (20 Hrs.)

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

UNIT-IV: TECHNOLOGY AND RISK MANAGEMENT (15Hrs)

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

UNIT-V SUPERVISORY AND REGULATORY ASPECTS (15Hrs)

Supervisory and Regulatory aspects Banking Regulation Act (As applicable to Co-op. Banks) - Role of R.B.I. -Supervision and control - Branch licensing-Inspection / audit-Statutory / Reserve requirements - R.B.I. guidelines on Deposits, Advance, Priority sector lending, Weaker section lending, Control Returns - Recommendations of Marathe Committee, MadhavRao Committee and Vaidyanathan committee - Role of Directors and Corporate Governance Best Practices - Management Information System

TEXT BOOKS

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

GENERIC ELECTIVE OFFERED TO ENGLISH DPARTMENT

IYR-BSC (CS)/BA (ENG)	FUNDAMENTALS OF DIGITAL BANKING (from2019 batch onwards)	CODE: 19ABE303
SEMESTER – IV		HRS/WEEK – 5
GENERIC ELECTIVE - 1		CREDIT –

Course Outcomes: Students will be able to

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

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

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

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

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

ester	Course Code	Title of the paper												Hou rs	Cre dit
IV	19ABE303	FUNDAMENTALS OF DIGITAL BANKING (GENERIC ELECTIVE – 1)												6	4
Cours e Outco mes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of COS	
	P O 1	P O 2	P O 3	P O 4	P O 5	PS O1	PS O2	P S O 3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	5	5	4	4	5	5	3	5	5	4	3	4	5	4.4	
CO2	4	5	5	5	5	4	5	4	3	5	5	4	3	4.4	
CO3	5	5	5	4	5	3	5	4	3	4	5	4	4	4.3	
CO4	5	5	5	5	5	5	4	5	5	3	3	4	3	4.4	
CO5	5	4	5	5	5	3	5	3	5	3	4	5	3	4.2	
Mean Overall Scores													4.3		

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

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

IIYR-BSC (CS)/BA (ENG)	FUNDAMENTALS OF DIGITAL BANKING (from 2019 batch onwards)	CODE: 19ABE303
SEMESTER – IV		HRS/WEEK – 5
GENERIC ELECTIVE - 1		CREDIT –

UNIT-I: Banking and Digital Banking Products (15 hrs)

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

Unit-II: ATM (15 hrs)

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

Unit- III: Cash Deposit Machines (15 hrs)

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

Unit IV- Internet and Mobile Banking (15 hrs)

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

Unit-V Payment Systems (15 hrs)

Overview of global payment systems -Overview of domestic payment systems-RuPay and RuPay Secure-Immediate Payment Service (IMPS) -National Unified USSD Platform (NUUP) - National Automated Clearing House (NACH) -Aadhaar Enabled Payment System (AEPS) e-

KYC -Cheque truncation System (CTS)-National Financial Switch-(NFS) ,RTGS ,NEFT – payment through **E-wallets** .

Text Books:

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

Reference Books:

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

QUESTION PAPER PATTERN

Time: 3 Hours	Marks: 75
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1. Part-A: 10 x 2 =20 marks. All the questions to be answered.
2. Part-B : 5 x5 =25 marks. Five out of seven. [open choice]
3. Part-C : 3 x10 =30 marks. Three out of five. [open choice]

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

On successful completion of the course students will be able to

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

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

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

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

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

Semester	Course Code	Title of the paper												Hours	Credit
IV	AOBM401	Business Organisation & Management												3	
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of COS	
	P O 1	P O 2	P O 3	P O 4	P O 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	4	4	5	4	5	4	4	5	5	4	3	4	3	4.15	
CO2	3	2	4	5	4	3	2	4	2	3	4	5	6	3.61	
CO3	4	4	4	4	4	5	5	5	4	4	4	4	3	4.15	
CO4	5	4	5	5	4	3	4	5	5	3	2	3	2	3.84	
CO5	3	3	4	4	5	4	4	4	5	4	3	4	4	3.92	
Mean Overall Scores												3.93			

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

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

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

UNIT- I BASICS OF BUSINESS (9 HRS)

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

UNIT –II BASICS OF COMMERCE (9 HRS)

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

UNIT –III- FORMS OF ORGANAISATION (9 HRS)

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

UNIT –IV- MANAGING BUSINESS (9 HRS)

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

UNIT –V-MOTIVATING THE EMPLOYEE (9 HRS)

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

TEXT BOOKS:

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

REFERENCE BOOKS:

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

QUESTION PAPER PATTERN:

Time: 3 Hours Marks: 75

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