DEGREE OF BACHELOR OF COMMERCE

CHOICE BASED CREDIT SYSTEM

Syllabus for

B. COM.

(BANKING AND INSURANCE)

(SEMESTER PATTERN)

(For Candidates admitted in the Colleges affiliated to Periyar University from 2021 - 2022 onwards)
REGULATIONS FOR UNDERGRADUATE DEGREE COURSES IN SCIENCES, HUMANITIES, SOCIAL SCIENCES AND COMMERCE

CBCS PATTERN with effect from 2010-2011

Definitions:

Programme: “Programme” means a course of study leading to the award of a degree in discipline.

Course: “Course” refers to a subject offered under the degree programme.

Part I: Tamil / Other languages: means “Tamil/other languages” offered under Part I of the programme.

Part II: English: means “English” language offered under Part II of the programme.

Part III: Means “the core courses” related to the programme concerned including (Core Courses) practicals offered under Part III of the programme.

Part III: Means “Allied courses” offered under part-III of the programme, which is (Allied Courses) in nature but related to the programme concerned.

Part III: means “Elective courses” related to the core courses of the programme concerned. (Elective Courses) offered under Part III of the programme.

Part IV: Means basic orientation in Tamil language offered under Part IV (i) of the

i) Tamil: programme (as name of the course) for those students who have not studied Tamil upto 12th standard.

ii) Advanced Tamil: Means, Advanced level Tamil offered under Part IV of the programme to students who have studied Tamil language upto 12th standard and chosen other languages under part I of the programme but would like to advance their Tamil language skills.

iii) Non-Major Electives Means elective subjects offered under Part IV (iii) option is being given not concerned with major but are to be selected by students who have not opted for (either) Advance Tamil or Tamil (as mandated).

iv) Skill based Courses - means the courses offered as skill based courses under Part IV (vi) of the programme aimed at imparting Advanced Skill.

v) Foundation Course: means courses such as

1) Value Education (1st year I Semester)

2) Environmental Studies (1st year II Semester)
Part V :“Extension Activities”: means all those activities under NSS/ NCC/ Sports/ YRC programme and other co and extracurricular activities offered under part V of the programme.

A detailed explanation of the above with relevant credits are given under “Scheme of Examination along with Distribution of Marks and Credits”

**Duration:** Means the stipulated years of study to complete a programme as prescribed by the University from time to time. Currently for the undergraduate programme the duration of study is THREE years. These regulations shall apply to the regular course of study in approved institutions of the University.

**Credits:** Means the weightage given to each course of study (subject) by the experts of the Board of Studies concerned.

**Credit System:** Means, the course of study under this regulation, where weightage of credits are spread over to different semesters during the period of study and the Cumulative Grade Point Average shall be awarded based on the credits earned by the students. A total of 140 credits are prescribed for the Undergraduate Programme (Three years).

**Choice Based Credit System:** All Undergraduate Programmes offered by the University shall be under Choice Based Credit System (CBCS). This is to enhance the quality and mobility of the students within and between the Universities in the country and abroad.

1. **Eligibility for Admission to the Course**

Any one of the subjects must be studied at the +2 level Accountancy/ Commerce/ Mathematics/ Business Mathematics/ Statistics/ Computer Science.

2. **Duration of the Course**

The course shall extend over a period of three years comprising of six semesters with two semesters in one academic year. There shall not be less than 90 working days for each semester. Examination shall be conducted at the end of every semester for the respective subjects.

Each semester have 90 working days consists of 5 teaching hours per working day. Thus, each semester has 450 teaching hours and the whole programme has 2600 teaching hours.

3. **Course of Study**
The course of study for the UG degree courses of all branches shall consist of the following:

Part - I: Tamil

Tamil or any one of the following modern/classical languages i.e. Telugu, Kannada, Malayalam, Hindi, Sanskrit, French, German, Arabic & Urdu.

The subject shall be offered during the first two semesters with one examination at the end of each semester (2 courses – 6 credits).

Part – II: English

The subject shall be offered during the first two semesters with one examination at the end of each semester (2 courses – 6 credits).

Part – III:

Core subject

As prescribed in the scheme of examination. Examination shall be conducted in the core subjects at the end of every semester. For the programmes with 2 semester languages, 18 core courses with 81 credits are to be offered.

Allied Subjects

As prescribed in the scheme of Examination, four subjects, one each in I, II, III and IV semester for a total of 16 credits are to be offered.

Electives courses

Two elective courses with 10 credits are to be offered one in the V semester and one in the VI Semester. Elective subjects are to the selected from the list of electives prescribed by the Board of Studies concerned. Any one group can be selected.

Part – IV

1. (a) Those who have not studied Tamil upto X std / XII std and taken a non-Tamil language under Part-I shall take Tamil comprising of two courses with 2 credits each (4 credits). The course content of which shall be equivalent to that prescribed for the 6th standard by the Board of Secondary Education and they shall be offered in the third and fourth semesters.

There shall be no external (University) examinations and the students shall be assured as per the scheme of continuous internal assessment (CIA) for the total marks prescribed.

(OR)
(b) Those who have studied Tamil up to XII std and taken a non-Tamil language under Part-I shall take Advanced Tamil comprising of two courses with 2 credits each (4 credits) in the third and fourth semesters.

(OR)

(c) Others who do not come under the above a+b categories can choose the following non-major electives comprising of two courses with 2 credits each (4 credits) in the third and fourth semesters.

2. Skill Based Subjects:

All the UG programmes shall offer four courses of skill based subjects two each in III, & IV semesters with 3 credits each (12 credits) for which examination shall be conducted at the end of the respective semesters.

3. Environmental Studies:

All the UG programmes shall offer a course in Environmental Studies subjects and it shall be offered in the second semester. Examination shall be conducted at the end of the semester (one course with 2 credits).

4. Value Education:

All the UG programmes shall offer a course in “Value Education – Human Rights” subjects and it shall be offered in the first semester. Examination shall be conducted at the end of the semester (one course with 2 credits).

Part V: Extension Activities (One Credit)

Every student shall participate compulsorily for period of not less than two years (4 semesters) in any one of the following programmes.

NSS
NCC
Sports
YRC
Other Extra curricular activities.

The student's performance shall be examined by the staff in-charge of extension activities along with the Head of the respective department and a senior member of the Department on the following parameters. The marks shall be sent to the Controller of Examinations before the commencement of the final semester examinations.

20% of marks for Regularity of attendance.
60% of marks for Active Participation in classes/ camps/ games/ special Camps/ programmes in the college/ District/ State/ University activities.

10% of marks for Exemplary awards/ Certificates/ Prizes.

10% of marks for Other Social components such as Blood Donations, Fine Arts, etc.

The above activities shall be conducted outside the regular working hours of the college. The mark sheet shall carry the gradation relevant to the marks awarded to the candidates.

A - Exemplary - 80 and above
B - Very good - 70-79
C - Good - 60-69
D - Fair - 50-59
E - Satisfactory - 40 – 49

This grading shall be incorporated in the mark sheet to be issued at the end of the semester. (Handicapped students who are unable to participate in any of the above activities shall be required to take a test in the theoretical aspects of any one of the above fields and be graded and certified accordingly).

4. Requirement to appear for the examinations

a) A Candidate shall be permitted to appear for the university examinations for any semester (practical/theory) if he/she secures not less than 75% of attendance in the number of working days during the semester.

b) A candidate who has secured less than 75% but 65% and above attendance in any semester has to pay fine of Rs.500/- and a candidate shall be permitted to appear for the university examination in that semester itself.

c) A candidate who has secured less than 65% but 50% and above attendance in any semester has to pay fine of Rs.500/- and can appear for both semester papers together at the end of the later semester.

d) A candidate who has secured less than 50% of attendance in any semester shall not be permitted to appear for the regular examinations and to continue the study in the subsequent semester. He/she has to rejoin the semester in which the attendance is less than 50%.

5. Scheme of examination

As given in the annexure.
6. **Restrictions to appear for the examinations**

   a) Any candidate having arrear paper(s) shall have the option to appear in any arrear paper along with the regular semester papers.

   b) Candidates who fail in any of the course of Part I, II, III, IV & V of UG degree examinations shall complete the course concerned **within 5 years** from the date of admission to the said programme, and should they fail to do so, they shall take the examination in the texts/ revised syllabus prescribed for the immediate next batch of candidates. If there is no change in the texts/syllabus they shall appear for the examination in that course with the syllabus in vogue until there is a change in the texts or syllabus. In the event of removal of that course consequent to change of regulation and / or curriculum after 5 year period, the candidates shall have to take up an equivalent course in the revised syllabus as suggested by the Chairman and fulfill the requirements as per the regulation curriculum for the award of the degree.

7. **Medium of Instruction and examinations**

   The medium of instruction and examinations for the courses of Part I, II & IV shall be the language concerned. For part III courses other than modern languages, the medium of instruction shall be either Tamil or English and the medium of examinations is English/Tamil irrespective of the medium of instructions. For modern languages, the medium of instruction and examination shall be the language concerned.

8. **Submission of Record Note Books for practical examinations**

   Candidates appearing for practical examinations should submit bonafide Record Note Books prescribed for practical examinations, otherwise the candidates shall not be permitted to appear for the practical examinations.

9. **Passing Minimum**

   a) A candidate who secures **not less than 40% in the University (external)** Examination and 40% marks in the external examination and continuous internal assessment put together in any course of Part I, II, III & IV shall be declared to have passed the examination in the subject (theory or Practical).

   b) A candidate who secures not less than 40% of the total marks prescribed for the subject under part IV degree programme irrespective of whether the performance is assessed at the end semester examination or by continuous internal assessment shall be declared to have passed in that subject.

   c) A candidate who passes the examination in all the courses of Part I, II, III, IV & V shall be declared to have passed, the whole examination.
10. Distribution

Table – 1(A): The following are the distribution of marks for external and internal for University (external) examination and continuous internal assessment and passing minimum marks for theory papers of UG programmes.

<table>
<thead>
<tr>
<th>TOTAL MARKS</th>
<th>EXTERNAL</th>
<th>INTERNAL</th>
<th>Overall Passing Minimum for total marks (Internal + External)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Max. marks</td>
<td>Passing Minimum for external alone</td>
<td>Max. marks</td>
</tr>
<tr>
<td>100</td>
<td>75</td>
<td>30</td>
<td>25</td>
</tr>
</tbody>
</table>

Table – 1(B): The following are the distribution of marks for continuous internal assessments in theory papers of UG programmes:

<table>
<thead>
<tr>
<th>S.No.</th>
<th>For Theory - UG Courses</th>
<th>Distribution of Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Tests</td>
<td>15</td>
</tr>
<tr>
<td>2.</td>
<td>Assignment (2 Nos.)</td>
<td>5</td>
</tr>
<tr>
<td>3.</td>
<td>Attendance</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Total Marks</td>
<td>25</td>
</tr>
</tbody>
</table>

Table – 2(A): The following are the distribution of marks for University (external) examinations and continuous internal assessments and passing minimum marks for the practical courses of UG programmes.

<table>
<thead>
<tr>
<th>TOTAL MARKS</th>
<th>EXTERNAL</th>
<th>INTERNAL</th>
<th>Overall Passing Minimum for total marks (Internal + External)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Max. marks</td>
<td>Passing Minimum for external alone</td>
<td>Max. marks</td>
</tr>
<tr>
<td>100</td>
<td>75</td>
<td>30</td>
<td>25</td>
</tr>
</tbody>
</table>
Table – 2(B): The following are the distribution of marks for the continuous internal assessment in UG practical courses:

**Table – 2(B)**

<table>
<thead>
<tr>
<th>S.No.</th>
<th>For Theory - UG Courses</th>
<th>Distribution of Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Tests</td>
<td>15</td>
</tr>
<tr>
<td>2.</td>
<td>Assignment (2 Nos.)</td>
<td>5</td>
</tr>
<tr>
<td>3.</td>
<td>Attendance</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Total Marks</td>
<td>25</td>
</tr>
</tbody>
</table>

The following courses shall have end semester examinations and Continuous Internal Assessment:

**Table – 3**

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Subject</th>
<th>Internal</th>
<th>External</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Value Education</td>
<td>25</td>
<td>75</td>
<td>100</td>
</tr>
<tr>
<td>2.</td>
<td>Environmental Studies</td>
<td>25</td>
<td>75</td>
<td>100</td>
</tr>
<tr>
<td>3.</td>
<td>Non – Major Electives – 3rd semester</td>
<td>25</td>
<td>75</td>
<td>100</td>
</tr>
<tr>
<td>4.</td>
<td>Non – Major Electives – 4 semester</td>
<td>25</td>
<td>75</td>
<td>100</td>
</tr>
</tbody>
</table>

However, for those students who select “Tamil” under Part IV, the examinations shall be **only on a Continuous Internal Assessment (CIA)** as furnished in the syllabus. The marks shall be furnished to the COE by the respective colleges.

**11. Grading**

Once the marks of the CIA and end-semester examinations for each of the course are available, they shall be added. The mark thus obtained shall then be converted to the relevant letter grade, grade point as per the details given below:
Table – 4
Conversion of Marks to Grade Points and Letter Grade (Performance in a Course/Paper)

<table>
<thead>
<tr>
<th>RANGE OF MARKS</th>
<th>GRADE POINTS</th>
<th>LETTER GRADE</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>90-100</td>
<td>9.0-10.0</td>
<td>O</td>
<td>Outstanding</td>
</tr>
<tr>
<td>80-89</td>
<td>8.0-8.9</td>
<td>D+</td>
<td>Excellent</td>
</tr>
<tr>
<td>75-79</td>
<td>7.5-7.9</td>
<td>D</td>
<td>Distinction</td>
</tr>
<tr>
<td>70-74</td>
<td>7.0-7.4</td>
<td>A+</td>
<td>Very Good</td>
</tr>
<tr>
<td>60-69</td>
<td>6.0-6.9</td>
<td>A</td>
<td>Good</td>
</tr>
<tr>
<td>50-59</td>
<td>5.0-5.9</td>
<td>B</td>
<td>Average</td>
</tr>
<tr>
<td>40-49</td>
<td>4.0-4.9</td>
<td>C</td>
<td>Satisfactory</td>
</tr>
<tr>
<td>00-39</td>
<td>0.0</td>
<td>U</td>
<td>Re-appear</td>
</tr>
<tr>
<td>ABSENT</td>
<td>0.0</td>
<td>AAA</td>
<td>ABSENT</td>
</tr>
</tbody>
</table>

i = Credits earned for course i in any semester.
Gi = Grade Point obtained for course i in any semester.
n = refers to the semester in which such course were credited.

Grade point average (for a Semester):
Calculation of grade point average semester-wise and part-wise is as follows:

GRADE POINT AVERAGE [GPA] = Σi Ci Gi / Σi Ci

GPA = Sum of the multiplication of grade points by the credits of the courses offered under each part
Sum of the credits of the courses under each part in a semester

Calculation of Grade Point Average (CGPA) (for the entire programme):

A candidate who has passed all the examinations under different parts (Part-I to V) is eligible for the following part-wise computed final grades based on the range of CGPA:

CUMULATIVE GRADE POINT AVERAGE [CGPA] = ΣnΣi Cni Gni / ΣnΣi Cni

CGPA = Sum of the multiplication of grade points by the credits of the entire programme under each part
Sum of the credits of the courses of the entire programme under each part
Table – 5

<table>
<thead>
<tr>
<th>CGPA</th>
<th>GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.5 – 10.0</td>
<td>O+</td>
</tr>
<tr>
<td>9.0 and above but below 9.5</td>
<td>O</td>
</tr>
<tr>
<td>8.5 and above but below 9.0</td>
<td>D++</td>
</tr>
<tr>
<td>8.0 and above but below 8.5</td>
<td>D+</td>
</tr>
<tr>
<td>7.5 and above but below 8.0</td>
<td>D</td>
</tr>
<tr>
<td>7.0 and above but below 7.5</td>
<td>A++</td>
</tr>
<tr>
<td>6.5 and above but below 7.0</td>
<td>A+</td>
</tr>
<tr>
<td>6.0 and above but below 6.5</td>
<td>A</td>
</tr>
<tr>
<td>5.5 and above but below 6.0</td>
<td>B+</td>
</tr>
<tr>
<td>5.0 and above but below 5.5</td>
<td>B</td>
</tr>
<tr>
<td>4.5 and above but below 5.0</td>
<td>C+</td>
</tr>
<tr>
<td>4.0 and above but below 4.5</td>
<td>C</td>
</tr>
<tr>
<td>0.0 and above but below 4.0</td>
<td>U</td>
</tr>
</tbody>
</table>

12. Improvement of Marks in the subjects already passed

Candidates desirous of improving the marks awarded in a passed subject in their first attempt shall reappear once within a period of subsequent two semesters. The improved marks shall be considered for classification but not for ranking. When there is no improvement, there shall not be any change in the original marks already awarded.

13. Classification of Successful candidates

A candidate who passes all the examinations in Part I to Part V securing following CGPA and Grades shall be declared as follows for Part I or Part II or Part III:

Table – 6

<table>
<thead>
<tr>
<th>CGPA</th>
<th>GRADE</th>
<th>CLASSIFICATION OF FINAL RESULTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.5 – 10.0</td>
<td>O+</td>
<td>First Class – Exemplary*</td>
</tr>
<tr>
<td>9.0 and above but below 9.5</td>
<td>O</td>
<td></td>
</tr>
<tr>
<td>8.5 and above but below 9.0</td>
<td>D++</td>
<td></td>
</tr>
<tr>
<td>8.0 and above but below 8.5</td>
<td>D+</td>
<td>First Class with Distinction*</td>
</tr>
<tr>
<td>7.5 and above but below 8.0</td>
<td>D</td>
<td></td>
</tr>
<tr>
<td>CGPA Range</td>
<td>Grade</td>
<td>Class</td>
</tr>
<tr>
<td>------------</td>
<td>---------</td>
<td>-------------</td>
</tr>
<tr>
<td>7.0 and above but below 7.5</td>
<td>A++</td>
<td>First Class</td>
</tr>
<tr>
<td>6.5 and above but below 7.0</td>
<td>A+</td>
<td></td>
</tr>
<tr>
<td>6.0 and above but below 6.5</td>
<td>A</td>
<td></td>
</tr>
<tr>
<td>5.5 and above but below 6.0</td>
<td>B+</td>
<td>Second Class</td>
</tr>
<tr>
<td>5.0 and above but below 5.5</td>
<td>B</td>
<td></td>
</tr>
<tr>
<td>4.5 and above but below 5.0</td>
<td>C+</td>
<td>Third Class</td>
</tr>
<tr>
<td>4.0 and above but below 4.5</td>
<td>C</td>
<td></td>
</tr>
</tbody>
</table>

a. A candidate who has passed all the Part-III subjects examination in the first appearance within the prescribed duration of the UG programmes and secured a CGPA of 9 to 10 and equivalent grades “O” or “O+” in part III comprising Core, Electives and Allied subjects shall be placed in the category of **First Class – Exemplary**.

b. A candidate who has passed all the Part-III subjects examination in the first appearance within the prescribed duration of the UG programmes and secured a CGPA of 7.5 to 9 and equivalent grades “D” or “D+” or “D++” in part III comprising Core, Electives and Allied subjects shall be placed in the category of **First Class with Distinction**.

c. A candidate who has passed all the Part-I or Part-II or Part-III subjects examination of the UG programmes and secured a CGPA of 6 to 7.5 and equivalent grades “A” or “A+” or “A++” shall be declared to have passed that parts in **First Class**.

d. A candidate who has passed all the Part-I or Part-II or Part-III subjects examination of the UG programmes and secured a CGPA of 5.5 to 6 and equivalent grades “B” or “B+” shall be declared to have passed that parts in **Second Class**.

e. A candidate who has passed all the Part-I or Part-II or Part-III subjects examination of the UG programmes and secured a CGPA of 4.5 to 5 and equivalent grades “C” or “C+” shall be declared to have passed that parts in **Third Class**.

f. There shall be no classifications of final results, therefore, award of class for Part IV and Part V, however, those parts shall be awarded with final grades in the end semester statements of marks and in the consolidated statement of marks.

14. **Conferment of the Degree:**

No candidate shall be eligible for conferment of the Degree unless he / she

i. Has undergone the prescribed course of study for a period of not less than six semesters in an institution approved by/affiliated to the University or has been
exempted from in the manner prescribed and has passed the examinations as have been prescribed thereof.

ii. Has completed all the components prescribed under Parts I to Part V in the CBCS pattern to earn 140 credits.

iii. Has successfully completed the prescribed Field Work/ Institutional Training as evidenced by certificate issued by the Principal of the College.

15. Ranking

A candidate who qualifies for the UG degree course passing all the examinations in the first attempt, within the minimum period prescribed for the course of study from the date of admission to the course and secures I class shall be eligible for ranking and such ranking shall be confined to 10% of the total number of candidates qualified in that particular branch of study, subject to a maximum of 10 ranks. The improved marks shall not be taken into consideration for ranking.

16. Additional Degree

a) The following is the norms prescribed for students admitted from 2010-11 onwards.

Any candidate who wishes to obtain an additional UG degree not involving any practical shall be permitted to do so and such a candidate shall join a college in the III year of the course and he/she shall be permitted to appear for part III alone by granting exemption from appearing Part I, Part II, Part IV and Part V and common allied subjects (if any), already passed by the candidate. And a candidate desirous to obtain an additional UG degree involving practical shall be permitted to do so and such candidate shall join a college in the II year of the course and he/she be permitted to appear for Part III alone by granting exemption from appearing for Part I, Part II, Part IV and Part V and the common allied subjects. If any, already passed. Such candidates should obtain exemption from the university by paying a fee of Rs.500/-. 

b) The following is for students admitted prior to 2008-09:

Any candidate who wishes to obtain an additional UG degree not involving any practical shall be permitted to do so and such a candidate shall join a college in the III year of the course and he/she shall be permitted to appear for part III alone by granting exemption from appearing Part I, Part II, Part IV and Part V and common allied subjects (if any), already passed by the candidate. And a candidate desirous to obtain an additional UG degree involving practical shall be permitted to do so and such candidate shall join a college in the II year of the course and he/she be permitted to appear for Part III alone by granting exemption from appearing for Part I, Part II, Part IV and Part V and the common allied subjects. If any, already passed. Such candidates should obtain exemption from the university by paying a fee of Rs.500/-.
17. **Evening College**

The above regulations shall be applicable for candidates undergoing the respective courses in Evening Colleges also.

18. **Question Paper Pattern**

<table>
<thead>
<tr>
<th>Table – 7</th>
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<tbody>
<tr>
<td><strong>Maximum 75 Marks – wherever applicable</strong></td>
</tr>
<tr>
<td><strong>Section A</strong></td>
</tr>
<tr>
<td><strong>Section B</strong></td>
</tr>
<tr>
<td><strong>Section C</strong></td>
</tr>
</tbody>
</table>

19. **Syllabus**

The syllabus for various courses shall be clearly demarcated into five viable units in each paper/subject.

20. **Revision of Regulations and Curriculum**

The above Regulation and Scheme of Examinations shall be in vogue without any change for a minimum period of three years from the date of approval of their approval. The University may revise / amend / change the Regulations and Scheme of Examinations, if found necessary.

21. **Transitory Provision**

Candidates who have undergone the Course of Study prior to the Academic Year 2008-2009 shall be permitted to take the Examinations under those Regulations for a period of four years i.e. upto and inclusive of the Examination of April 2013 thereafter they shall be permitted to take the Examination only under the Regulations in force at that time.
(For the students admitted during the academic year 2021 – 2022 and onwards)

**MODEL SCHEME OF EXAMINATIONS: CBCS PATTERN**
(WITH 2 SEM LANGUAGE PAPERS)

<table>
<thead>
<tr>
<th></th>
<th>Study Components</th>
<th>Course Title</th>
<th>Ins. Hrs/week</th>
<th>Dur. Hrs</th>
<th>CIA</th>
<th>Uni. exam</th>
<th>Total</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
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<tr>
<td>Semester - I</td>
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(For the students admitted during the academic year 2021-2022 and onwards)

MODEL SCHEME OF EXAMINATION: CBCS PATTERN
(WITH 2 SEM LANGUAGE PAPERS)

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List of Elective Papers (Colleges can choose any one group)

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List of Common Papers for:

1. B.Com
2. B.Com (Computer Application)
3. B.COM (Accounting and Finance)
4. B.Com (Banking and Insurance)

**SEMESTER I:**

1. Tamil – I
2. English – I
3. Principles of Accountancy
4. Value Education

**SEMESTER II:**

5. Tamil – II
6. English – II
7. Financial Accounting
8. Environmental Studies

**SEMESTER III:**

9. Business Law
10. Corporate Accounting – I
11. Business Statistical Methods
12. Financial Market

**SEMESTER IV:**

13. Corporate Accounting – II  
14. Business Statistical Decision Techniques  
15. Project Methodology

**SEMESTER V:**

16. Cost Accounting  
17. Income Tax Law and Practice – I

**SEMESTER VI:**

18. Management Accounting  
19. Income Tax Law and Practice – II  
20. Commerce Practicals

**Apart from the above papers other common papers in various semesters are:-**

21. Banking Theory  
22. Banking Law and Practice  
23. Fundamentals of Insurance  
24. Principles of Marketing  
25. Office Organization  
26. Secretarial Practice  
27. Entrepreneurial Development  
28. Campus to Corporate  
29. Customer Relationship Management  
30. Project Work
Objectives:

- To enable the students to acquire basic knowledge of accounting principles, concepts and conventions.
- To make the students to acquire the skill to prepare the trial balance and final accounts.

UNIT – I


UNIT – II

**Final accounts of a sole trading concern** – Trading, Profit & Loss a/c and Balance sheet with adjustments, Difference between Trading a/c – P&L a/c and Balance sheet – Adjustment entries.

UNIT-III

**Final accounts of Non – trading concerns** – Receipts and payments account – Income and expenditure account and Balance Sheet – Difference between Receipts and payments account & Income and expenditure account.

UNIT – IV

**Bank Reconciliation statement** – Causes for difference – Preparation of Bank Reconciliation statement. **Royalties** – Dead rent and short working – Recoupment of short working – Accounting entries in the books of lessee and landlord (excluding sub-lease)

UNIT – V


**Note:** Distribution of marks - Problems 80% and Theory 20
TEXT BOOKS:


REFERENCE BOOKS:


4. Advanced Accounting I - Dr. Chandra Bose PHI Learning (P) Ltd., Delhi.

5. AdvancedAccountingI-Dr.SPeerMohamed,Dr.S.A.N.ShezuiIbrahim PassPublication, Madurai.
B.COM (BANKING AND INSURANCE)

SEMESTER – I

CORE II – BANKING THEORY

Objectives:

- To develop the knowledge in the field of banking.
- To make the students to understand the functions of various banks.

UNIT – I

Banking – Definition – Classification – Progress of Banking in India – Presidency Banks – State Bank of India its subsidiaries - Nationalisation of commercial banks – Functions – its role in economic development – The lead bank scheme - village adoption scheme, service area approach – IRDP – Differential Interest Rate(DIR) – Priority sector advances.

UNIT – II


UNIT – III


UNIT – IV

Nature of central Bank – Functions – Methods of credit control – Quantitative and Qualitative credit control weapons.


UNIT – V

Non-Banking financial institutions – Equipment leasing company – Hire Purchase finance company – Housing finance companies – Mutual benefit finance companies – Functions of non-banking companies-commercial banks vs. non-banking finance companies- RBI directions over NBFC.

Course Outcomes:

The students will be able to get knowledge in the field of banking and functions.
TEXT BOOKS:


REFERENCE BOOKS:

B.COM (BANKING AND INSURANCE)

SEMESTER – I

ALLIED I – BUSINESS ECONOMICS

Refer the B.A. Economics Syllabus
Objectives:

- To enable the students to learn the basic concepts of Partnership Accounting and allied aspects of accounting.
- At the end of the course students shall understand partnership accounts, branch and departmental accounts and apply the same in the real business world.

UNIT – I

**Branch Accounts** – Meaning, definition. Dependent branches – Stock and debtor system – Independent branches (foreign branches excluded)

UNIT – II

**Departmental Accounts** – Meaning, definitions, features, basis for allocation of expenses – Interdepartmental transfer at cost or selling price.

UNIT – III


UNIT – IV

**Partnership** – Admission of a Partner – Retirement of a Partner – Death of a Partner.

UNIT – V

**Dissolution of a Partner** – Insolvency of a Partner gradual realization of – Garner Vs Murray – PieceMeal Distribution.

Note: - Distribution of Marks: Problems 80% and Theory- 20%
TEXT BOOKS:


REFERENCE BOOKS:

B.COM (BANKING AND INSURANCE)

SEMESTER – II

CORE IV – BANKING LAW AND PRACTICE

Objectives:

- To provide knowledge relating to the procedure for opening bank accounts, features of cheque and lending principles of bank.

- To provide exposure to the students with the latest development in the banking field such as ECS, EFT, CBS, SWIFT, KYC.

UNIT – I

Definition of banker and customer – General relationship – Special relationship – Right of set off-Banker’s lien – Duty to maintain secrecy of customers account – Special types of customers.

UNIT – II

Different types of accounts – General precautions for opening of various types of accounts – Legal position relating to FDR – Negotiable instruments – Cheque – Salient features – Crossing – Material Alteration – Endorsement.

UNIT – III


UNIT – IV

Sound lending – Principles – Secured and unsecured advances – Loans – Cash credit overdraft – Bills discounted – various securities for advances – Precautions before lending against securities.

UNIT – V

TEXT BOOKS:


REFERENCE BOOKS:


B.COM (BANKING AND INSURANCE)

SEMESTER – II

ALLIEDII – INDIAN ECONOMY

Refer the B.A. Economics Syllabus
B.COM (BANKING AND INSURANCE)

SEMESTER – III

COREV – BUSINESS LAW

Objectives:

- To provide comprehensive understanding of rights, duties and responsibilities of the parties entering into business dealings.

UNIT – I


UNIT – II


UNIT – III


UNIT – IV


UNIT – V

TEXT BOOKS:

REFERENCE BOOKS:
B.COM (BANKING AND INSURANCE)

SEMESTER – III

CORE VI – CORPORATE ACCOUNTING - I

Objectives:

- To enlighten the students on the accounting procedures followed by the company.
- To enable the students to be aware on the Corporate Accounting in conformity with the provisions of the Companies Act.

UNIT – I


UNIT – II


UNIT – III

Debentures: Meaning – definition – classification – difference between shares and Debentures- Factors to be considered in relation to redemption of debentures – Various Methods of Redemption, Writing off discount on Redemption of debentures.

UNIT – IV

Underwriting of Shares: Marked, Unmarked & Firm underwriting, Complete underwriting, partial underwriting.


UNIT – V

Profits prior to Incorporation: Apportionment of expenses – various types – Pre-incorporation, Post-incorporation – Preparation of Final accounts of companies. Company Balance Sheet – Computation of Managerial Remuneration.

Note: Distribution of marks: Problems 80% and Theory 20%
Course Outcome:

The students will be able to acquire knowledge about issue, redemption and underwriting of shares and Debentures.

TEXT BOOKS:


REFERENCE BOOKS:


B.COM (BANKING AND INSURANCE)

SEMESTER – III

CORE VII – E-BANKING

Objectives:

- To make the students to acquainted with E-Banking Technology.
- To develop the knowledge in E-banking Technology.

UNIT – I


UNIT – II

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.

UNIT – III

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

UNIT – IV

Impact of technology and banks protecting the confidentiality and secrecy of data effect on customers and service quality. Technology Management: RTGS: Infrastructure requirement, RTGS transactions.

UNIT – V


Outcomes: After completion of the course the student reflect on general principles related through practical exploration of specific tools, techniques and methods in e-business.
TEXT BOOKS:


2. E-Commerce and its Application - Pandey, Srivastava and Shukla, , S. Chand & Sons, New Delhi.

REFERENCE BOOKS:


B.COM (BANKING AND INSURANCE)

SEMESTER – III

ALLIED III – BUSINESS STATISTICAL METHODS

Objectives:

- To promote the skill of applying statistical techniques in business.
- To enable the students to apply the statistical tools in analysis and interpretation of data.

UNIT – I

Introduction – Collection and Tabulation of Statistical data – Frequency Distribution – Measure of Central Tendency – Mean, Median, Mode, Harmonic Mean and Geometric Mean, Combined Mean.

UNIT – II


UNIT – III


UNIT – IV

Index Number, Definition of Index Numbers, Uses – Problems in the construction of index numbers, Simple and Weighted index numbers. Chain and Fixed base index – Cost of living index numbers.

UNIT – V

Analysis of Time Series – Definition – Components of Time Series, Uses, Measures of Secular Trend, Measure of Seasonal Variation. Method of simple average only.

Note: Distribution of marks – Problem 80% and Theory 20%.
TEXT BOOKS:


REFERENCE BOOKS:


B.COM (BANKING AND INSURANCE)

SEMESTER – IV

COREVIII – COMPANY LAW

Objectives:

- To enlighten the students, the provisions of Companies Act.
- After the successful completion of the course the students gain knowledge on Formation of company and Documents required.

UNIT – I


UNIT – II


UNIT – III


UNIT – IV

Company management – Board of directors – appointment, qualification, power, duties, liabilities and position of directors, managing director and manager, meetings – resolutions.

UNIT – V

Winding up of a company – Types of winding up – consequences of winding up.

Note:

All amendments according to companies Act 2013

Course Outcome:

The students will be able to understand the fundamental concepts, formation and company management.
TEXT BOOKS:


REFERENCE BOOKS:


B.COM (BANKING AND INSURANCE)

SEMESTER – IV

CORE IX – CORPORATE ACCOUNTING - II

Objectives:

- To equip the students with accounting methods formatted from inception to liquidation and to have knowledge about Amalgamation, Absorption and Reconstruction.

- To lay down a foundation for drafting accounts for special corporate bodies such as banking companies and holding companies.

UNIT – I

Amalgamation as per AS-14, absorption and external reconstruction, Types of amalgamation, Methods of accounting for amalgamation. Computation of purchase consideration.

UNIT - II


UNIT – III


UNIT – IV

Accounts of Insurance Companies Life, Fire and Marine - (New format).

UNIT – V

Accounts of Holding Companies – Meaning, definition, capital profit, minority interest. Revenue profit, capital reserve. Goodwill, Unrealized profit. (Excluding intercompany holdings)

Note: Distribution of marks: Problems 80% Theory 20%
TEXT BOOKS:


REFERENCE BOOKS:


Out Comes:

1. Know about the companies all accounts.

2. Get the knowledge of banking / insurance company.

3. Get the knowledge of Holding Company.

4. Get the knowledge of Amalgamation, Absorption and Reconstruction.
Objectives:

Understand the key concepts of risk management in banking.

UNIT – I


UNIT – II


UNIT – III

Capital Adequacy in Banks – Functions of capital funds in commercial banks – Capital adequacy – Basle norms on capital adequacy – Capital adequacy norms in Indian commercial banks – Present position of capital adequacy in Indian commercial banks.

UNIT- IV


UNIT – V


Outcomes: After the completion of the course the students will come to know the things to be managed in the Banks.
TEXT BOOKS:

3. BharatiPathak, Indian Financial System,

REFERENCE BOOKS:

3. Dudley Luckett, Money and Banking, MacGraw Hill.
4. Vasant Joshi, Vinay Joshi, Managing Indian Banks- Challenges Ahead"
B.COM (BANKING AND INSURANCE)
SEMESTER – IV
ALLIED IV – BUSINESS STATISTICAL DECISION TECHNIQUES

Objectives:

- To expose the students on the application of mathematical techniques in business.
- To enable the students to apply the techniques of operations research in solving complex business problems.

UNIT – I


UNIT – II

Sequence and Series – Arithmetic Progression and Geometric Progression (Simple problems only). Interpolation: Binomial Expansion Method; Newton's Forward and Backward Method, Lagrange's Method.

UNIT – III

Probability: Definition – Addition and Multiplication Theorems – Conditional Probability (Simple problems only).

UNIT – IV


UNIT – V


Assignment Problem – Balanced Hungarian Assignment Method.

Note: Distribution of marks – Problem 80% and Theory 20%.

TEXT BOOKS:

REFERENCE BOOKS:

1. Business Statistics and - S. P. Guptha and Dr. P. A.Guptha Operation Research

B.COM (BANKING AND INSURANCE)

SEMESTER – V

CORE XI – COST ACCOUNTING

Objectives:

- To provide an in-depth knowledge on cost ascertainment.
- To enable the students to appreciate the utility of costing in industries.

UNIT – I


UNIT – II


UNIT – III


UNIT – IV

Overheads Cost Control – Classification – Apportionment of overheads – Redistribution of overheads – Absorption of overheads – Calculation of machine hour rate.

UNIT – V

Process costing – Normal loss – Abnormal loss and abnormal gain (excluding interprocess profit and equivalent production) – Joint product and by products.

Note: Distribution of marks: Problems 80% and Theory 20%
TEXT BOOKS:


REFERENCE BOOKS:


OUT COMES:

1. Explain Cost accounting systems

2. Explain main manufacturing cost elements


5. Calculates production cost accounting to the process costing.
B.COM (BANKING AND INSURANCE)

SEMESTER – V

CORE XII– FINANCIAL MARKETS AND SERVICES

Objectives:

- To enable the students to have Knowledge about financial markets and services.

UNIT – I


UNIT – II


UNIT – III

FEE BASED SERVICES – Underwriting, Issue Management – Corporate Advisory Services – Credit Rating – Mutual Funds – Asset Securitisation.

UNIT – IV

FUND BASED SERVICES – Leasing and Hire Purchase – Housing Finance – Credit Cards – Venture Capital – Factoring, Forfeiting and Bill Discounting.

UNIT – V


Course Outcome: The students will be able to get knowledge about financial markets and services.

TEXT BOOKS:


3. Indian Financial System - Varshney and Mittal, Sultan Chand & Sons.

**REFERENCE BOOKS:**

1. Investment and Securities Markets in India, Avadhani - Himalaya Pub., Delhi.
2. International Financial Management, MadhuVij - Excel Books, N.Delhi,
Objectives:

- To equip the students with Laws relating to Income Tax and Procedures in India.
- To lay down a foundation for computing Taxable Income And Rebate

UNIT – I


UNIT – II

Scope of Total Income – Residence and tax liability – Incomes which do not form part of total income.

UNIT – III

Heads of Income - Computation of Income from Salaries – Annual accretion – Allowances, Perquisites and their types and treatment – Profit in lieu of salary and exempted profits – Deduction U/S 16 – Rebate and relief from income tax.

UNIT – IV


UNIT – V


Note: Distribution of marks: Problems 80% and Theory 20%
COURSE OUTCOMES:

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

Examine the basic concepts of schedules of rates of tax, tax liability, and penalties and prosecution.

Explain the total taxable income of an Assessee.

Apply and practice the computation of total income.

TEXT BOOKS:

1. Income tax law and Practice - V.P.Gaur&Narang, Kalyani Publisher, New Delhi.

REFERENCE BOOKS:


WEB SOURCES

1. www.incometaxindia.gov.in
2. www.icsi.edu.
Objectives:

1. To impart theoretical base on fundamental principles of insurance business

UNIT – I

**Introduction to Insurance** – Meaning, Definition of insurance – General principles of insurance – Types of insurance life, fire and marine – Difference between life and other types of insurance, Growth & Development of Indian insurance industry – Regulations of insurance business and the emerging scenario.

UNIT – II


UNIT – III


UNIT – IV

**Miscellaneous Insurance** – Motor insurance – Employer's liability insurance – Personal accident and sickness insurance – Aviation insurance – Burglary insurance – Fidelity guarantee insurance – Engineering insurance – cattle insurance – Crop insurance.

UNIT – V

Procedure for becoming an Agent – Pre-requisite for obtaining a license – Duration of license – Cancellation of license – Termination of agency – Code of Conduct – Functions of the Agent.
TEXT BOOKS:


3. Fundamentals of insurance - Dr. P.K. Guptha, Margham publications, Chennai

REFERENCE BOOKS:

1. Insurance principles and practice - Periasamy. P, Margham Publications, Chennai


B.COM (BANKING AND INSURANCE)

SEMESTER – VI

CORE XV – MANAGEMENT ACCOUNTING

Objectives:

- To develop an understanding of the conceptual framework of management accounting.
- To acquaint the students, the Management Accounting Techniques that facilitates managerial decision making.

UNIT – I


UNIT – II

Ratio Analysis – Uses and Limitations of Ratio Analysis – Classification of ratios – Analysis of Liquidity – Solvency and Profitability.

UNIT – III

Fund flow analysis: Uses, Significance and Importance of fund flow statement – Cash flow analysis (new format) – Comparison between Fund Flow analysis and Cash Flow analysis.

UNIT – IV


UNIT – V

Marginal costing – Significance and limitations of marginal costing – Absorption costing – P/V ratio – BEP and Margin of Safety – Practical application of marginal costing technique to different situations.

Note: Distribution of marks: Problems 80% and Theory 20%
STUDENTS OUTCOMES:

The Students will be able to understand the concept and use of Accounting and costing data for planning, control and decision making.

TEXT BOOKS:

1. Management Accounting - Dr.Ramachandran and Dr.R.Srinivasan, Sri Ram Publication, Tirchy.


REFERENCE BOOKS:


B.COM (BANKING AND INSURANCE)

SEMESTER – VI

CORE XVI – INSURANCE MANAGEMENT SYSTEM

Objectives: To make the students to got the practical knowledge in Insurance Sector.

UNIT – I


UNIT – II


UNIT – III


UNIT – IV


UNIT – V

Functions of the Agent – Proposal form and other forms for grant of cover – Financial and medical underwriting – Material information – Nomination and assignment – Procedure regarding settlement of policy claims.

Outcomes:

After the successful completion of the course the student will come to know the procedures to become an insurance agent.
TEXT BOOKS:


REFERENCE BOOKS:


2. Elements of Insurance - Dr.E.Dharmaraj - SIMRES Publications.
OBJECTIVES:

- To create knowledge in Income Tax Act 1961 with new amendments.
- To know idea about E-Filing, Deductions & Computation of Total Income.

UNIT – I


UNIT – II

Income from other sources – General income - Specific income – Deductions in computing income from other sources – Computations of income from other sources.

UNIT – III

Aggregation of Income – Deemed Income - Deduction from Gross Total Income – Set off and Carry Forward of Losses.

UNIT – IV


UNIT – V


Note: Distribution of marks: Problems 80% and Theory 20%.

COURSE OUTCOMES:

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

Examine the basic concepts of schedules of rates of tax, tax liability, and penalties and prosecution.

Explain the total taxable income of an Assessee.
Apply and practice the computation of total income.

**TEXT BOOKS:**

1. Income tax law and Practice - V.P.Gaur & Narang, Kalyani Publisher, New Delhi.

**REFERENCE BOOKS:**


**WEB SOURCES**

1. [www.incometaxindia.gov.in](http://www.incometaxindia.gov.in)
2. [www.icsi.edu](http://www.icsi.edu)
B.COM (BANKING AND INSURANCE)
SEMESTER – VI
CORE XVIII - COMMERCE PRACTICALS

Objectives:
- To provide practical knowledge to fill forms like insurance, bank, loan application, membership form, income tax return forms etc.
- To train them in secretarial, banking, insurance, co-operative organisation, costing and taxation aspects relating to processing of prescribed official forms.

LIST OF EXERCISES FOR COMMERCE PRACTICAL

UNIT – I: Secretarial & Advertising Practice:
1. Preparation of agenda and minutes of meetings-both general body and board of directors. (Students are asked to write agenda and minutes of their own and should not use printed format).
2. Preparation of Application for shares and allotment - letter of shares Allotment - transfer forms.
3. Preparation of an advertisement copy, collection of advertisement in dailies and journals, critically evaluating the advertisement copy.

UNIT – II: Banking and Insurance Practice:
4. Drawing, endorsing and crossing of cheques- filling up of pay in slips demand draft application and preparation of demand drafts.
5. Making entries in the passbook and filling up of account opening forms for SB account, current account and FDR's.
6. Drawing and endorsing of bills of exchange and promissory notes.
7. Draw a Flow Chart and Write steps for various Models and Methods of e-payments (Debit card, Credit Card, Smart Card and e-money).
8. Draw a Flow Chart, filling up of pay in slips and Write steps for Electronic Fund transfer (RTGS, NEFT).
9. Filling up of an application form for L1C policy, filling up of the premium form- filling up the challan for remittance of premium.

UNIT – III: Co-operative organisation Practice:
10. Filling up of application forms for admission in cooperative societies.
11. Filling up of loan application forms and deposit challan.
12. Filling up of Jewel loan application form, Procedure for releasing of jewellery in jewel loans and repayment.

UNIT – IV: Costing Practice:
13. Preparation of Invoice, Receipts, Vouchers, Delivery Challan, Entry Pass, Gate Pass, Debit and Credit Notes.

UNIT – V: Tax Practice (Income Tax & GST)
17. E-filing of Service Tax returns: Draw a Flow Chart regarding steps for preparation of service tax returns; (Conduct a practical workshop on e-filing of service tax returns – use hypothetical figures in practical workshop and take a printed copy at the end of final step of e-filing).

Note: Students may be asked to collect original or Xerox copies of the documents and affix then on the record note book after having filled up. Drawing of the documents should not be insisted.

Course Outcomes: By the end of this course, Students should be able to:
- Enable the student to familiar with the forms and reports for business transactions through printed forms and electronic means.
- Student becomes a practioner in modern offices like banks, insurance, manufacturing companies and professional practice of Income Tax and Goods & Service Tax.
- Understand the conceptual and practical knowledge about electronic filing of returns.

Distribution of marks for Practical is as follows:

<table>
<thead>
<tr>
<th>Practical</th>
<th>50 Marks (5 questions x 10 Marks =50 Marks)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Record Note/Internal Marks</td>
<td>25 Marks</td>
</tr>
<tr>
<td>Viva-Voce</td>
<td>25 Marks</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100 Marks</strong></td>
</tr>
</tbody>
</table>
Organisation of the Project:

The students have to take up a group project work (5 to 7 students in a group) for 100 marks.

Project timeframe:

The students should choose a topic for the project in the beginning of the V semester and submit the report by the end of the V semester. This component will be included in the V semester itself.

Areas of the project:

Commerce and its related applications.

Work Diary:

Student should maintain a work diary wherein weekly work carried out has to be written. Guide should review the work every week.

Monitoring of the project:

The project work undertaken will be assessed in a phased manner on a regular basis.

Scheme of evaluation:

Internal evaluation:

CIA mark distribution:

<table>
<thead>
<tr>
<th>I Review</th>
<th>Selection of the field of study, Topic &amp; Research Design</th>
<th>10 Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>II Review</td>
<td>Literature, Data collection and Analysis</td>
<td>10 Marks</td>
</tr>
<tr>
<td>III Review</td>
<td>Work Diary</td>
<td>5 Marks</td>
</tr>
</tbody>
</table>

Total 25 Marks

End Semester Examination
Evaluation of the project 50 Marks (Jointly given by the Viva-voce 25 Marks external & internal examiner)

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Total 75 Marks

Evaluation Process:

Viva-voce will be conducted by a panel of external and internal examiners including the HOD and staff Co-Ordinator guiding the project.
B.COM (BANKING AND INSURANCE)  
ELECTIVE I – PAPER II  
PRINCIPLES OF MARKETING  

Objectives:  

- To highlight the various marketing functions and to impart necessary skills which help the students to choose a career in the field of marketing.  

- To provide basic knowledge about the latest trends in marketing.  

UNIT – I  

UNIT – II  

UNIT – III  

UNIT – IV  

UNIT – V  
COURSE OUTCOMES:

The students will be able to understand the concepts of marketing and functional areas of business with recent trends in marketing.

TEXT BOOKS:

2. Marketing - Rajan Nair, Sultan Chand & Sons, New Delhi, 2005 ed.

REFERENCE BOOKS:

1. Principles of Marketing - Philip Kotler& Gary Armstrong.
B.COM (BANKING AND INSURANCE)

ELECTIVE II – PAPER I

OFFICE ORGANISATION

Objectives:

- To enable the students to learn the office organization, types, office furniture and machines.

UNIT – I


UNIT – II


UNIT – III

Office Systems - Flow of work – Role of Office manager – Office forms – forms of Control – forms of designing – Control of Correspondence – Handling inward and outward mails.

UNIT – IV


UNIT – V


TEXT BOOKS:


REFERENCE BOOKS:


B.COM (BANKING AND INSURANCE)

ELECTIVE II – PAPER II

SECRETARIAL PRACTICE

Objectives:

- To enlighten the students the duties of company secretary.
- On successful completion of this course the students shall learn the secretarial work.

UNIT – I

Company Secretary – Appointment – Qualifications for appointment as Secretary – General Legal Position – Duties – Rights – Liabilities.

UNIT – II

Statutory and other Books – Period of preservation of records – Return to be filed with the registrar – Secretarial duties regarding maintenance of statutory and other books.

UNIT – III


UNIT – IV

Role of Company Secretary in conducting the Board Meetings – Frequency of Board Meetings – Notice for Agenda – Quorum – Resolution by circulation – Procedure at Board Meetings – Minutes of the Board Meeting.

UNIT – V

Statutory meetings- Procedure- Secretarial duties relating to statutory meeting – Annual general meeting and Extra ordinary General Meeting – Drafting of Notices, Agenda and Minutes of a company meetings.

Course Outcome:

The students will be able to familiarize the duties of company secretary relating to meeting, minutes and resolution.

TEXT BOOKS:


REFERENCE BOOKS:


Objectives:
- To make the students to get acquainted with the basic Principles of Management.
- The course also attempts to enable students to understand the role, challenges, and opportunities of management in contributing to the successful operations and performance of organizations.
- On successful completion of this course, the students will get an opportunity to examine and apply appropriate theories / concepts about managing the business effectively.

Unit I: Introduction to Management:

Unit II: Planning:

Unit-III: Organising:

Unit-IV: Directing:

Unit-V: Co-ordination and Control:

TEXT BOOKS:

REFERENCE BOOKS:

Course Outcome: By the end of this course, students should be able to:
- Understand basic concepts and importance of management, including the principles, functions of management and contributions of management experts;
- Gain knowledge on the conventional theoretical aspects and emerging trends and developments in management;
- Familiarize themselves on internal and external environment and its impact on the growth and survival of organizations;
- Critically analyze role of planning, organizational structures, directing and controlling techniques in the achievement of organizational goals.
B.COM (BANKING AND INSURANCE)

SEMESTER – VI

CORE XVI – ENTREPRENEURIAL DEVELOPMENT

Objectives:
- To enable the students to learn the concept of Entrepreneurship.
- To realise the importance of entrepreneurship qualities required for small business management.
- To instill ideas on identification, selection and preparation of projects and to have awareness on the institutions promoting entrepreneurship.

UNIT – I Entrepreneurship Concept:

UNIT – II Project Identification:

UNIT – III: Institutional Support to Entrepreneur:
Institutions at the National Level: SSIB – SIDO – SIDBI - SISI – NSIC – NRDC – KVIC.

UNIT – IV Micro, Small and Medium Enterprises:
MSME- Meaning- Features- Role – Problems - Rural entrepreneurship - Meaning- Need and Problems-Small scale sector in India - Rationale and Objective of SSI- Problems of SSI - Sickness of Small Scale Units – Causes and revival.

UNIT – V Incentives, Subsidies and Bounties:

TEXT BOOKS:


REFERENCE BOOKS:


Course Outcomes: By the end of this course, Students should be able to:

• Understand the business opportunities and the methods of preparing project report to start new business.
• Familiarise students with Central and State Institutional Financial support to entrepreneurs.
• Understand and acquire knowledge relating to various schemes of incentives and subsidies.
B.COM (BANKING AND INSURANCE)

ELECTIVE IV – PAPER I

CAMPUS TO CORPORATE

Objectives:

- To enable the students understand the corporate policies.
- To make the students knowledge about various types of business correspondences and practical applications.

UNIT – I

Meaning of corporate – Campus and corporate – Verbal and non-verbal communications – Importance – various types of business correspondences.

UNIT – II


UNIT – III


UNIT – IV


UNIT – V


Course Outcomes:

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

To enable the students understand the corporate demand, competition and employment opportunities.

Employee happiness, lower labour turn-over, employee performance and loyal to company.
To empower the students in oral and written communication in the modern business world.

To make the students understand the term of business communication importance and effectiveness of Business correspondences.

TEXT BOOKS:


REFERENCE BOOKS:


4. Communication conquer : A Handbook of group discussion and Job Interview – Pushpalatha & Kumar, PHI Learning Publisher.
Objective:

To provide a thorough understanding of customer – retailer relationship and the ways to manage it.

UNIT – I

CRM – Evolution, Meaning, Definition, Objectives, and Benefits – Relationship between CRM & Technology – Creating a CRM culture – Building blocks of CRM – CRM Strategies – Types of CRM.

UNIT – II


UNIT – III


UNIT – IV


UNIT – V


Course Outcomes:

The students will be able to understand the concepts, principles, current trends and role of CRM in Banking.
TEXT BOOKS:


REFERENCE BOOKS:


B.COM (BANKING AND INSURANCE)

SEMESTER - III

SKILL BASED ELECTIVE PAPER – I

FINANCIAL MARKET

Objectives:

- To enlighten the students the role of capital markets in India.
- To create awareness about the stock market among the students.

UNIT – I


UNIT – II

Investor’s protection – The role of SEBI – Investors investment attitude.

UNIT – III

Rating agencies – Indian and Global – CRISIL, ICRA, CARE, ONICRA, FITCH& SMERA. Moody's Investors Service and Standard & Poor's (S&P), Fitch ratings, Egan Jones, DBRS.

UNIT – IV

Indian Capital market trade practices – BSE, NSE, Sensex, Nifty, OTCEI - Depository and Dematerialisation.

UNIT – V

Fundamental and Technical analysis.

Course Outcome:

The students will be able to acquire knowledge about mechanics and analysis of financial market.
BOOKS FOR REFERENCE:

Objective:

To make the students to get acquainted with principles of bank management.

UNIT – I


UNIT – II


UNIT – III


UNIT – IV


UNIT – V


Outcomes:

On the successful completion of the course, the students will be able to know the digital banking in india.

TEXT BOOKS:


**REFERENCE BOOKS:**


Objectives:

- To provide basic knowledge about the project methodology.
- The student know how to carry out the project work.

UNIT – I

UNIT – II
Identification of project problems – Problems related to Finance, Marketing, HRM, EDP, Banking.

UNIT – III
Review of Literature – Sampling – Selection of sample – Collection of data.

UNIT – IV
Data analysis – Percentage and trend analysis – Numerical evaluation – Justification and interpretation.

UNIT – V
Project Report Writing.

OUTCOMES:

1. After the successful completion of the course the students come to know to carry out the project work.

2. Identify project goals, constraints, deliverables, performance criteria, control needs, and resource requirement in consultation with stake holders.

TEXT BOOKS:


REFERENCE BOOKS:


2. Elements of project management - K.Nagarajan, New age international publishers, New Delhi.

Course objective:

To enable the students understand the principles of credit management.

UNIT – I

Credit Management – Meaning & definition – Credit vetting – Monitoring and collection procedure – Credit control – Types of credit.

UNIT – II

Principles of lending - The 7C's of Credit - Fair practice code - Various types of Borrowers.

UNIT – III

Consumer – Meaning – understanding consumer needs, rights and obligations.

UNIT – IV

Credit Policy: Definition - Role and use of the policy - Basic contents of the policy – Merits and demerits of credit policy.

UNIT – V

Consumer Analysis - Credit Bureau, Credit Applications, References, Credit evaluation of borrowers, Collection procedure, Debt Recovery Tribunal, Writing off Bad Debts.

Course outcomes:

On the successful completion of course, the students will be able to understand the basic concept and applications of credit management.

TEXT BOOKS:


2. Credit Planning and Management by Krishna Gupta - Purana Books.

REFERENCE BOOKS:
3. Credit Appraisal, Risk Analysis and Decision making – Mukherjee.
4. Credit Risk Management, Andrew Fight.
B.COM (BANKING AND INSURANCE)
SEMESTER – III
NON MAJOR ELECTIVE COURSE - I
MARKETING

Objectives:

- To acquire basic knowledge about the marketing principles, trends in marketing and to impart necessary skills in the field of sales promotion.

UNIT – I
Definition and Meaning of Marketing – Modern Concept of Marketing.

UNIT – II

UNIT – III
Marketing Functions – Financing-Risk bearing – Standardisation – Grading – MIS.

UNIT – IV

UNIT – V
Sales promotion and Advertisement.

COURSE OUTCOMES:

- The students will be able to perceive the concepts of marketing functions of marketing and sales promotion technique.

TEXT BOOK:


REFERENCE BOOKS:

1. Advertising and Salesmanship – P.Saravanavel Margham Publications, Chennai
B.COM (BANKING AND INSURANCE)

SEMESTER – IV

NON MAJOR ELECTIVE COURSE - II

HUMAN RESOURCE MANAGEMENT

UNIT – I

HRM and HRD Meaning, Definition – Qualities of good HR manager.

UNIT – II

Scope and Importance of HRM & HRD.

UNIT – III

Recruitment Sources - Selection Process

UNIT – IV

Types of Interviews – Employees Training.

UNIT – V

Performance appraisal.

REFERENCE BOOKS:


QUESTION PAPER
PATTERN
QUESTION PAPER PATTERN FOR
THEORY SUBJECTS
(Including skill based and non-major elective papers)

Time: 3 Hours. Max. Marks: 75

PART – A (10 x 2 = 20 Marks)

Answer All Questions

(Two questions from each unit)

PART – B (5 x 5 = 25 Marks)

Answer All Questions

(One question from each unit with internal choice)

PART – C (3 x 10 = 30 Marks)

Answer any Three Questions

(One question from each unit)
QUESTION PAPER PATTERN FOR ACCOUNTING SUBJECTS

Time: 3 Hours. Max. Marks: 75

PART – A (10 x 2 = 20 Marks)

Answer All Questions

(Two questions from each unit)

Out of 10 Questions – 6 Theory and 4 Problems

PART – B (5 x 5 = 25 Marks)

Answer All Questions

(One question from each unit with internal choice)

Out of 5 Questions – 1 Theory and 4 Problems

PART – C (3 x 10 = 30 Marks)

Answer any Three Questions

(One question from each unit)

Out of 5 Questions – 1 Theory and 4 Problems
QUESTION PAPER PATTERN FOR
INCOME TAX LAW AND PRACTICE

Time: 3 Hours. Max. Marks: 75

PART – A (10 x 2 = 20 Marks)
Answer All Questions
(Two questions from each unit)
All Theory Questions

PART – B (5 x 5 = 25 Marks)
Answer All Questions
(One question from each unit with internal choice)
Each Question contains one Theory and one Problem

PART – C (3 x 10 = 30 Marks)
Answer any Three Questions
(One question from each unit)
Out of 5 Questions – 1 Theory and 4 Problems
QUESTION PAPER PATTERN FOR

STATISTICS

Time: 3 Hours. Max. Marks: 75

PART – A (10 x 2 = 20 Marks)
Answer All Questions
Out of 10 Questions – 6 Theory and 4 Problems

PART – B (5 x 5 = 25 Marks)
Answer All Questions
(One question from each unit with internal choice)
Each Question contains one Theory and one Problem

PART – C (3 x 10 = 30 Marks)
Answer any Three Questions
(One question from each unit)
Out of 5 Questions – 1 Theory and 4 Problems