

NAAC 'A'



St. Xavier's College, Ranchi

(An Autonomous College of Ranchi University)

Syllabus

(Under Choice Based Credit System w.e.f. Academic Year 2015-16)

Department of Vocational & Management Studies

B.Com. Honours Programme

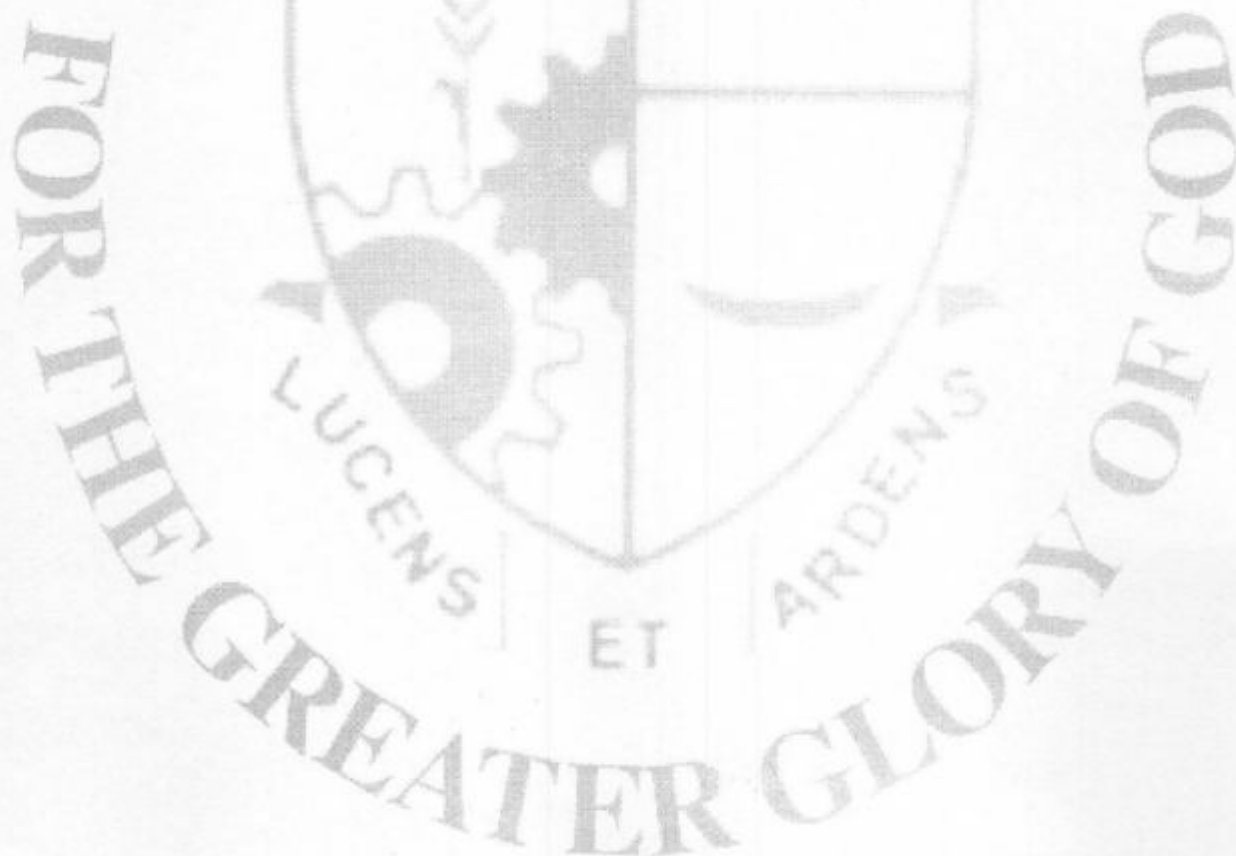
- ***Banking & Insurance (B & I) w.e.f. 2015-16***

(P.P.T.)

Course Curriculum

Sem	Course Status & No	Title of the Course	Marks	Credit (Th & Tu)+Pr
I	Core-1	Fundamentals of Insurance	100	5+1
	Core-2	Principle & Practice of Banking	100	5+1
	AECC-1	English Communication	100	2
	GE-1(a)	Financial Accounts	100	5+1
	GE-1(b)	Marketing Management	100	5+1
	GE-1(c)	Principle & Practice of Management	100	5+1
	GE-1(d)	International Financial Institutions & Treaty	100	5+1
II	Core-3	Principles of Life Insurance	100	5+1
	Core-4	Asset, Liability & Capital Management	100	5+1
	AECC-2	Environmental Science	100	2
	GE-2(a)	Management Information System	100	5+1
	GE-2(b)	Organizational Behaviour	100	5+1
	GE-2(c)	Strategic Management	100	5+1
	GE-2(d)	Financial Management	100	5+1
III	Core-5	General Insurance-I	100	5+1
	Core-6	Underwriting & Claim Management in Insurance	100	5+1
	Core-7	Merchant Banking Operation	100	5+1
	SEC-1	Research Methodology & Quantitative Tech	100	2
	GE-3(a)	Mutual Fund & Price Management	100	5+1
	GE-3(b)	Corporate Governance	100	5+1
	GE-3(c)	Performance Management	100	5+1
IV	GE-3(d)	Human Resource Management	100	5+1
	Core-8	General Insurance-II	100	5+1
	Core-9	Health and Miscellaneous Insurance	100	5+1
	Core-10	International Banking	100	5+1
	SEC-2	Business Economics	100	2
	GE-4(a)	Stock Market Operation & Management	100	5+1
	GE-4(b)	Counseling & Negotiation Management	100	5+1
V	GE-4(c)	Service Marketing	100	5+1
	GE-4(d)	Audit and Assurance	100	5+1
	Core-11	Group Insurance & Retirement Benefit Scheme	100	5+1
	Core-12	Bank Management	100	5+1
	DSE-1(a)	Computer Accounting(Tally)	100	5+1
	DSE-1(b)	Microsoft Office (Word, Excel, PowerPoint)	100	5+1
	DSE-1(c)	ERP Finance	100	5+1
VI	DSE-1(d)	Customer Relationship Management	100	5+1
	DSE-2(a)	Insurance & Banking Laws	100	5+1
	DSE-2(b)	Business Analysis	100	5+1
	DSE-2(c)	Product & Brand Management	100	5+1
	DSE-2(d)	Rural Marketing	100	5+1
	Core-13	Risk & Treasury Management	100	5+1
	Core-14	Principle & Practice of Reinsurance	100	5+1
VI	DSE-3	Entrepreneurship Development Programme	100	5+1
	DSE-4	Project & Viva Voce	100	1+5

- ❖ Marks are based on 30:70 systems. 30 marks are allotted for the Mid-Semester Examination and 70 marks are allotted for the End-Semester Examination.
- ❖ Pass marks for each course is 45 (Total Combined marks of mid semester examination, internal assignment, attendance and End Semester Examination).
- ❖ 1 Credit =15 Learning Hours, Th=Theory, Tu=Tutorial, Pr=Practical
- ❖ Core Course: A course, which should compulsorily be studied by a student as a core requirement is termed as a core course. (70) + 30 (Mid Sem + att.)
- ❖ Generic Elective (GE): An elective course chosen generally from an unrelated discipline/subject with an intention to seek exposure to other discipline. There are 4 subjects offered to the students and they have to select one subject among these. (100)
- ❖ Ability Enhancement Compulsory Course (AECC): These courses based upon the content that leads to knowledge enhancement. (100)
- ❖ Skill Enhancement Course (SEC): These courses designed to provide value based and/or skill-based knowledge. (50)
- ❖ Discipline Specific Elective (DSE): These elective courses may be offered by the main discipline/subject of study. There are 4 subjects offered to the students and they have to select one subject among these at Semester-V. (100)



Semester-I- B.Com (Banking & Insurance)

Core-1-Fundamentals of Insurance

Objectives: This course familiarizes the students with insurance subject with nature, tools and scope. Different kinds of insurance products are discussed for better understanding of the subjects.

1. Principle of Insurance
2. Different kinds of Insurance, Nature and functions of insurance,
3. Life Insurance Organization—Context and Important Activities, Internal Organization Distribution Systems & trends, Appointment, Functions and Remuneration of Agents & Brokers
4. Insurance Contracts, Rating of insurance products,
5. Legal framework of insurance business,
6. Registration and licensing of insurance,
7. Elements of Insurable risk—Randomness and Economic feasibility, Self insurance,
8. Financial aspects of insurance operations—Statutory accounting requirements, Life insurance companies, Non life insurance companies,
9. Reinsurance—Nature, Type, Functions, Techniques, Objectives, Reinsurance in Indian perspectives,
10. Underwriting—Definition and Objectives, Process for underwriting in life and non life insurance.
11. Loss adjustments

Recommended Books

1. Fundamentals of Insurance—P. K. Gupta
2. Insurance Theory and Practice—Nalini Prava Tripathy and Prabir Pal
3. Fundamentals of Risk and Insurance—Emmett J. Vaughan and T. Vaughan
4. Principles and Practice of Insurance—M. N. Mishra
5. Principles and Practice of Banking and Insurance—O. P. Agarwal
6. IC-01—Insurance Institute of India
7. IC11—Insurance Institute of India

Semester-I- B.Com (Banking & Insurance)

Core-2-Principle & Practice of Banking

Objectives: It provides the knowledge about the banking sector and its working procedures. Different banking products are also analyzed for proper understanding. Management of banks is also discussing for clear understanding of this sector.

1. **Introduction, Evolution and structure Indian Banking system:** Role and functions of Banks, Regulatory provisions/enactments, Governing Banks, Major functions of RBI
2. **Retail, Wholesale and International Banking:** Nature & scope of retail banking, Wholesale banking services, Off-balance sheet business.
3. **Deposit:** Banker-Customer Relation, Different deposit products, Services rendered by banks, Mandate and Power of Attorney, Banker's lien-Right of set off, Garnishee Order, Income Tax Attachment Order etc.
4. **Credit:** Principles of lending, various credit facilities, Working capital and term loans, Credit appraisal techniques, Approach to lending.
5. **Interest Rate Management**
6. **Credit Management:** Credit Monitoring, NPA (Non Performing Asset), Recommendations of Narshima Committee, SARFASI Act.
7. **Priority lending sectors:** Target issues/problems, Current guidelines, Bank's performance, Developments in new products and services.
8. **Negotiable Instrument:** bill of exchange & cheques etc.
9. **KYC norms and Money Laundering,** law governing to the money laundering.
10. **New Developments of Banking**

Recommended Books

1. **Know your Banking Series—Taxman**
2. **Principles of Banking—Taxman**
3. **Principles and Practice of Banking and Insurance—O. P. Agarwal**

Semester-I- B.Com (Banking & Insurance)

AECC-1- English Communication

Objective: *The purpose of this course is to introduce students to the theory, fundamentals and tools of communication and to develop in them vital communication skills which should be integral to personal, social and professional interactions. One of the critical links among human being and an important thread that binds society together is the ability to share thoughts, emotions and ideas through various means of communication: both verbal and non-verbal. In the context of rapid globalization and increasing recognition of social and cultural pluralities, the significance of clear and effective communication has substantially enhanced.*

The present course hopes to address some of these aspects through an interactive mode of teaching-learning process and by focusing on various dimensions of communication skills. Some of these are:

Language of communication, various speaking skills such as personal communication, social interactions and communication in professional situation such as interviews, group discussion and office environments, important reading skills as well as writing skills such as report writing, note-taking etc.

While, to an extent, the art of communication is natural to all living beings, in today's world of complexities, it has been acquired some elements of science. It is hoped that after studying this course, student will find a difference in their personal and professional interactions.

The recommended readings given at the end are only suggestive; the students and teachers have the freedom to consult other materials on various suits/topics given below. Similarly, the questions in the examination will be aimed towards assessing the skills learnt by the students rather than the textual content of the recommended books.

- 1. Introduction: Theory of communication, Types and modes of communication.*
- 2. Language of Communication: Verbal and non-verbal (Spoken and Written), Personal, Social and Business, Barriers and Strategies, Intra-personal, Inter-personal and Group communication.*
- 3. Speaking Skills: Monologue, Dialogue, Group discussion, Effective Communication / Miscommunication, Interview, Public Speech.*
- 4. Reading and Understanding: Close reading, Comprehension, Summery Paraphrasing, Analysis and Interpretation, Translation (from Indian language to English and vice-versa), Literary/Knowledge Texts.*
- 5. Writing Skills: Documentation, Report Writing, Making notes, Letter writing.*

Recommended Books:

- 1. Fluency in English-Part- II, Oxford University Press 2006.*
- 2. Business English, Pearson, 2008*
- 3. Language, Literature and Creativity, Orient Blackswan, 2013*
- 4. Language through Literature (forthcoming) ed. Dr. Gauri Mishra, Dr.Ranjan Kaul, Dr.Brati Biswas*

Semester-I- B.Com (Banking & Insurance)

GE-1(a) -Financial Accounting

Objective: To make the students familiar with generally accepted accounting principles of financial accounting and their applications in business organizations excluding corporate entities.

Unit-I: Financial Accounting: Nature and scope, Limitations of financial accounting. Basic concepts and Conventions, Accounting Standards: Meaning, Significance, Generally Accepted Accounting Principles (GAAP), Accounting Process: Form recording of transactions to preparation of final accounts, Rectifications of errors and Bank Reconciliation Statements.

Unit-II: (i) Consignments: Features, Account treatment in the books of consignor and consignee. (ii) Joint Ventures: Accounting procedures: Joint Bank Accounts, Records maintained by co-ventures of (a) all transactions (b) only his own transactions, (Memorandum Joint Venture Account).

(iii) Inland Branches: Dependent branches only and ascertainment of Profit by Debtors method and Stock and Debtors method.

Unit-III: Depreciation Accounting: Meaning of depreciation, causes, objects of providing depreciation, factors affecting depreciation, accounting treatment including provision for depreciation accounting. Methods of depreciation: straight line method and diminishing balance method, Accounting for Hire Purchase Transactions, Journal entries and ledger accounts in the books of Hire Vendors and Hire Purchaser for large value items including default and repossession.

Unit-IV: Partnership: Admission, Retirement, Dissolution of partnership firms: legal position, Accounting for simple dissolution.

Unit-V: Analysis of financial statements, Common size balance sheet, Ratio Analysis, Cash Flow Statement

Unit-VI: Schedule Forming Part of Financial Statements (Life Insurance & General Insurance: (a) Schedule 1-Premium Earned (b) Schedule 2-Commission Expenses & Claims Incurred (c) Schedule 3 Operating Expenses Related to Insurance Business & Commission (d) Schedule 4-Benefits Paid (Net) & Operating Expenses Related to Insurance Business (e) Schedule 5-Share Capital (f) Schedule 6-Reserve & Surplus (g) Schedule 7-Borrowing (h) Schedule 8-Investment (i) Schedule 9-Loans (j) Schedule 10-Fixed Assets (k) Schedule 11-Cash and Bank Balance (l) Schedule 12-Advances & Other Assets (m) Schedule 13-Current Liabilities (n) Schedule 14-Provisions (o) Schedule 15-Miscellaneous Expenditure (To the extent not written off or adjusted)

Recommended Books

1. Fundamentals of Accounting—D. C. Rawat & R. C. Bhatt
2. Basic Financial Accounting—J. R. Monga
3. Financial Accounting—S. N. Maheshwari
4. Financial Accounting—P. C. Tulsian
5. Fundamentals of Financial Accounting—Ashok Sehgal & Deepak Sehgal
6. Financial Accounting—R. NarayanaSwarmy
7. Advanced Accounting—S. P. Jain and K. L. Narang
8. Financial Accounting—Naseem Ahmed, Nawab Ali Khan, M. L. Gupta
9. Accounting & Analysis—CRISIL
10. Financial Accounting—Weygandt, Kieso & Kimmel
11. Introduction to Accountancy—T. S. Grewal and S. C. Gupta

Semester-I- B.Com (Banking & Insurance)

GE-1(b) - Marketing Management

Objective: To provide the working knowledge of different concepts of marketing and their use in managerial decision.

1. *Introduction to Marketing.*
2. *Nature, Scope and Significance of Marketing.*
3. *Marketing Process & Planning.*
4. *Marketing Strategy—Segmentation, Targeting & Positioning.*
5. *Marketing Strategies and Product Life Cycle.*
6. *Marketing Mix—Nature & Significance of Marketing Mix.*
7. *Product Decision.*
8. *Pricing Decision.*
9. *Promotional Mix—types of promotional mix, need-utility & Strategies.*
10. *Place Decision—Supply Chain Management.*
11. *Different Forms of Marketing.*
12. *Evaluation & Control of Marketing Functions.*

Recommended Books:

1. *Marketing Management—Philip Kotler*
2. *Principles of Marketing—Philip Kotler & Gary Armstrong*
3. *Marketing Management-Planning, Control—V. S. Ramaswamy & S. Namakumari*
4. *Modern Marketing Management—Rustom S. Davar*
5. *Case Study solutions in Marketing—H. Kaushal*
6. *Marketing Management—S. K. Sarangi*

Semester-I- B.Com (Banking & Insurance)
GE-1(c) - Principle & Practice of Management

Objectives: It provides the knowledge of Management and its different theories considered to be the back bone of every organization. Management functional system is also described for proper understanding of the management working system at the every level.

1. *Development of Management Thought and Approach—Taylor, Fayol, Herbert, Simon, Peter Drucker-Human Behavior Approach, Management Science approach, Contingency or Situational approach.*
2. *Management Functions and Skills—Different Management Level functions—Board of Directors, Chief executive, Top management, Supervisory Management, Grassroot Management.*
3. *Planning—Fundamentals, Vision, Missions and Objectives, Strategy and Operational plans, Planning pre-requisites, Forecasting, Decision Making.*
4. *Organizing—Fundamentals, Design, Forms, Authority, Responsibility, Relationship, Conflict and Co-ordination, Changes in Organization.*
5. *Staffing—Fundamentals, Recruitment & Selection, Training & Development Performance Appraisal.*
6. *Directing—Fundamentals, Motivation theories, Application Leadership & Command.*
7. *Controlling—Fundamentals, Operational Control Techniques.*

Recommended Books

1. *Principles and Practice of Management—L.M. Prasad*
2. *Management: A Global and Entrepreneurial Perspective—Weihrich, Cannice, H. Koontz*
3. *New Era of Management—Richard L. DaFashion Technology*
4. *Management—James A. F. Stoner, R. Edward Freeman, Daniel R. Gilbert, JR.*
5. *Principles of Management—P. C. Tripathi & P. N. Reddy*
6. *Essentials of Management-An International Perspective—H. Koontz, Heinz Weihrich*

Semester-I- B.Com (Banking & Insurance)
GE-1(d) - International Financial Institutions & Treaty

Objectives

- *To understand the role of international financial institutions in international finance and management.*
- *To know how these institutions help in management, development and control of global business.*

1. *Introduction, establishment and functions of World Bank* **10 Hours**
2. *Bretton Woods institutions - Introduction, establishment and functions of the following institutions* **10 Hours**
 - *International Monetary Fund (IMF)*
 - *World Bank*
 - *Multilateral Investment Guarantee Agency (MIGA)*
 - *General Agreement on Trade & Treaty (GATT)*
 - *World Trade Organization (WTO)*
3. *Regional development banks – Introduction, establishment and functions of* **10 Hours**
 - *Inter-American Development Bank*
 - *Asian Development Bank*
 - *African Development Bank*
 - *Central American Bank for Economic Integration*
 - *European Bank for Reconstruction and Development*
 - *Islamic Development Bank*
4. *Introduction of Bilateral development banks and agencies and its need* **5 Hours**
5. *Introduction, establishment and function of regional financial institutions:* **10 Hours**
Bank of International settlements (BIS), European Investment Bank (EIB), African Association of Central Banks (AACB), Association des Banques Centrales Africaines (ABCA), South East Asian Central Banks (SEACEN), European Central Banks (ECB).

Reference Books

1. *International Financial Institutions 1st Edition by Age Bakker*
2. *International Financial Institutions and Their Challenges A Global Guide for Future Methods by Lessambo, Felix I.*

Semester-II- B.Com (Banking & Insurance)

Core-3-Principles of Life Insurance

Objectives: *This course will enable the student to learn and understand the elements of life insurance, types of contract in life insurance, common policies sold, and policy conditions and benefits. Further, the basics of pricing and underwriting considerations will also be learnt by the student.*

Unit-I

Life Insurance-meaning, purpose and need uses and its role in financial planning, Human Life value-meaning and valuing it, Assessing life insurance requirements-methods, Stages in life and the amount of insurance required, Revaluating life insurance need, Life insurance contract-definition and special features, Tax benefits.

Unit-II

Policy Form-Contents of a typical life insurance policy-Conditions and privileges-free look period, payment of premium, grace days auto cover, forfeiture, proof of age, suicide, revival of lapsed policy, non-forfeiture regulations, indisputable policy assignment and trade in policies, nomination, travel, residence and occupation, and other restrictive conditions, Policy as property-attachable or not.

Unit-III

Conventional Policies-Main types of life insurance contract. Whole life, endowment and money back, Joint lives and partnership. Simple annuities, trust, employee and group, Policies for women and children, Social security policies, Single versus regular premium policies.

Unit-IV

Contemporary and special policies-Contemporary- term-meaning, features, benefits and types, Unit Linked policies (ULIP's) – meaning, features, merits, demerits, types and their current regulations, ULIP annuities and their regulations, Variable life policies, Special policies-credit, differently abled person and for others.

Unit-V

Underwriting and Pricing-Underwriting-meaning, purpose, factors, medical examination, sources of information, primary underwriting, financial underwriting, and methods, Pricing-meaning, objectives, steps and factors, Risk, net, stepped and level premium, Transparency in pricing of insurance, Customer responsiveness.

Recommended Books:

1. *Principles & Practices of Insurance—M. N. Mishra*
2. *Principles of Insurance—Tripathi and Reddy*
3. *Principles of General Insurance—Tripathi and Reddy*
4. *Principles & Practices of Insurance—Dr. P. Periasamy*
5. *IC-11—Insurance Institute of India*
6. *IC-02—Insurance Institute of India*

Semester-II- B.Com (Banking & Insurance)
Core 4-Asset Liability & Capital Management

Objectives: This core course provides the knowledge of functional approach adopted by the banks in relation to Assets Liability and Capital Management. The procedure and importance of Asset and Capital Management is thoroughly discusses with examples for the well understanding of the students.

Asset Liability Management

1. Banks Balance Sheet-Components of Assets/Liabilities and their management
2. Liquidity Management-definition-dimensions of liquidity management-role of liquidity risk management in asset liability management-measurement of liquidity through ratio analysis.CRR & SLR
3. Interest Rate Management-factors affecting interest rate-management of Interest Rate Risk.
4. AML Implementation-RBI Guidelines.

Capital Management and Profit Planning

1. Prudential Norms-Basal Norms-Asset Liability Classification-provisioning
2. Profit and Profitability-Historical perspective of the approach of banks to profitability-Effects of NPA (Non Performing Asset) on profitability-A profitability model-Share holder's value maximization & EVA-Profit Planning-measures to improve profitability.

Recommended Books:

1. Management of Banking—S. Scott Macdonald & Timothy W. Koch
2. Banking Theory and Practice—K. C. Shekhar & Lekshmy Shekhar
3. Indian Institute of Banking & Finance Books

Semester-II- B.Com (Banking & Insurance)

AECC-2- Environmental Science

Objective: Develop awareness among the students about the necessity and importance of environment for human and its developments.

Unit-1: Introduction to environmental studies

(2 lectures)

(a) Multidisciplinary nature of environmental studies. (b) Scope and importance; Concept of sustainability and sustainable development.

Unit-2: Ecosystems

(6 lectures)

What is ecosystem? Structure and functions of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession. Case studies of the following ecosystems:

(a) Forest ecosystem (b) Grassland ecosystem (c) Dessert ecosystem (d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Unit-3: Natural Resources: Renewable and Non-renewable Resources:

(8 lectures)

(a) Land resources and land use change; land degradation, soil erosion, desertification. (b) Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal population. (c) Water: Use and over exploitation of surface and ground water, floods, droughts, conflicts over water (international and inter-state) (d) Energy resources: Renewable and non-renewable energy source, use of alternate energy sources, growing energy needs Case studies.

Unit-4: Biodiversity and Conservation

(8 lectures)

(a) Levels of biological diversity: genetic, species and ecosystem diversity, Biographic zones of India, Biodiversity patterns and global biodiversity hot spots. (b) India as a mega-biodiversity nation; Endangered and endemic species of India. (c) Threats to biodiversity: Habitat loss, poaching wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity. (d) Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

Unit-5: Environmental Pollution

(8 lectures)

(a) Environmental pollution: Types, causes, effects and controls of Air, Water, Soil, Noise pollution (b) Nuclear hazards and health risks (c) Solid Wastes Management: Control measures of urban and industrial waste. (d) Pollution case studies

Unit-6: Environmental Policies & Practices

(7 lectures)

(a) Climate change, global warming, ozone's layer depletion, acid rain and impacts on human communities and agriculture. (b) Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of pollution) Act; Wildlife Protection Act; Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD). (c) Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian contract.

Unit 7: Human communities and the Environment

(6 lectures)

(a) Human population growth: Impacts on environment, human health and welfare. (b) Resettlement and rehabilitation of project affected persons; case studies. (c) Disaster Management: floods, earthquake, cyclones and landslides. (d) Environmental Ethics: Role of Indian and other religions and cultures in environmental conservation. (e) Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi)

Unit 8: Field work

(Equal to 5 lectures)

(a) Visit to an area to document environmental assets: river/forest/flora/fauna, etc. (b) Visit to a local polluted site-Urban/Rural/Industrial/Agricultural (c) Study of common plants, insects, birds and basic principles of Identification (d) Study of simple ecosystem-pond, river, Delhi Ridge, etc.

Recommended Books:

1. Carson, R. 2002. *Silent Spring*. Houghton Mifflin Harcourt.
2. Gadgil M., & Guha R. 1993. *This fissured land: An Ecological History of India*, Univ of California Press
3. Gleeson, B. and Low, N.(eds.) 1999. *Global Ethics and Environment*, London, Routledge
4. Gleick, P.H.1993. *Water in Crisis*. Pacific Institute for Studies in Development, Environment & Security
5. Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll. *Principles of Conservation Biology*.
6. Grumbine, R. Edward, and Pandit, M.K.2013. *Threats from India's Himalaya dams*. *Science*, 339: 36-37.
7. McCully, P. 1996. *Rivers no more: the environmental effects of dams* (pp.29-64).Zed Books.
8. McNeill, John R. *Something New Under the Sun: An Environment History of the Twentieth Century*.
9. Odum, E.P., Odum, H.T. & Andrews, J. 1971. *Fundamentals of Ecology*. Philadelphia Saunders.

Semester-II-B.Com (Banking & Insurance)

GE-2(a) -Management Information System

Objectives: management information is the most vital aspects of corporate management. Information enables the corporate sector for better performance and organization management. This subject fulfills these objectives for the students.

1. Introduction to MIS
2. Importance
3. Organizational Structure
4. Logical Foundation of MIS
5. Nature and Characteristics of Organization
6. Data processing and Information
7. Management and Decision making
8. Classification of Information system
9. Information support for the functional areas
10. Impact of Business on information system
11. Absorption of MIS in the organization.
12. Introduction to data base management system
13. Data models-Data administration
14. Decision support system-Characteristics of DSS, Model management, DSS generators, Group decisions
15. Introduction to Information Technology and Telecommunication
16. Introduction to Structured Query Language (SQL)
17. Introduction to Fourth Generation Language (4GL)

Recommended Books

1. Management Information System—S. Sadagopan
2. Management Information System—S. A. Kelkar
3. Management Information System—Sandhir Sharma & Gautam Bansal
4. Management Information System—Waman S. Jawadeka

Semester-II-B.Com (Banking & Insurance)

GE-2(b) - Organizational Behaviour

Objectives: This course provides the knowledge about the behavioral system of human within organization. The effects of the human behaviour in different forms are analyzed for proper understanding with its influential factors.

- 1. Introduction to Organizational Behaviour.*
- 2. Basic Human Process—Perception and learning, Understanding and adapting to the work Environment, Individual differences, Personality and abilities, Emotions stress on the job.*
- 3. The Individual in the Organization—Work related attitudes, Feeling about jobs, Organizations and people, Motivations in organizations, Career dynamics.*
- 4. Group Dynamics—Group processes and work teams, Interpersonal Behaviour, Working with and against others.*
- 5. Influencing Others—Influence, Power and politics in the organizations, Leaderships in the organizations, Organizational culture, Creativity and Innovations.*
- 6. Organizational Processes—Organizational structures and design, Managing organizational change, Strategic planning and organizational change, Strategic planning and organizational development.*
- 7. Conflict Management and Negotiations Skills.*

Recommended Books

- 1. Organizational Behaviour—M. N. Mishra*
- 2. Organizational Development—Dr. Vasu Deva*
- 3. Organizational Behaviour—Jit S Chandan*
- 4. Organizational Behaviour—Dr. Vipin B. Kumar & Dr. S. Gopinandan*

Semester-II-B.Com (Banking & Insurance)

GE-2(c) - Strategic Management

Objectives: *The most important aspects of business are strategic system and its applications at the various stages in financial system; the strategic management has a very crucial role.*

1. **Understanding Corporate Strategy:** **10 Hours**
Strategic Management Process, Business Policy, Strategic Management and Business Continuity Planning, Corporate Strategy and Corporate Governance Corporate Mission and Objectives and Responsibility
2. **Strategic assessment:** **5 Hours**
Business environment analysis, Performance Analysis especially financial performance analysis
3. **Strategic Performance Evaluation and Management Tools** **20 Hours**
*Bench marking
Business process re-engineering
Value Chain- understanding of all chain of activities and the value gained at each Activity, Porter's Value Chain Management Evaluation and Performance Analysis of strategic decisions executed through:
Target Costing- profit planning and cost management
Activity Based Management - understand cost to improve customers value
Life cycle costing
Lean Management; Process Mapping*
4. **Financial Performance Indicators (FPIs) and Non-financial Performance Indicators (NFPIs) for Profitability** **10 Hours**
*Key indicators – for measuring financial performance and non-financial performance
Methods for improvement of productivity and profitability
Balance Score Card*

Reference Books

1. *Strategic Management and Business Policy* by Azhar Kazmi
2. *The Competitive Strategy: Techniques for Analyzing Industries and Competitors* by E. Michael Porter

Semester-II-B.Com (Banking & Insurance)

GE-2(d) - Financial Management

Objectives: To acquaint students with the techniques of financial management and their applications for business decision making.

1. Financial management scope and objectives
2. Theory of Capital Structure
3. Cost of Capital
4. Capital budgeting
5. Risk analysis in capital budgeting
6. Management of Working Capital
7. Management of Inventories
8. Receivables Management
9. Cash Management
10. Financial Analysis
11. Ratio Analysis and leverage analysis
12. Fund Flow Analysis
13. Cash Flow Analysis
14. Dividend Policy

Recommended Books

1. Fundamentals of Financial Management—Prassan Chandra
2. Financial Management—Khan and Jain
3. Financial Management – I M Pandey

Semester-III- B.Com (Banking & Insurance)

Core-5- General Insurance-I

Objectives: *The study of this course will provide a glimpse of motor, marine, fire, and rural social and micro insurance to the student. Further, the student will be able to know about the common policies sold in the above branches along with their features and benefits.*

Unit-I

Motor Insurance-Comments on the Motor Vehicles Act, 1988-I, IV, V, X, XI and XII, Types of policies-comprehensive-contents-schedule, own damage, third party liability, and owner-driver cover, exceptions, conditions, deductions, no claim bonus, pricing and discounts. Pay as you drive cover.

Unit-II

Motor and Marine Insurance-Motor-Add-on-benefits, Claim Settlement-own damage and third party liability-conciliation-forums and out of court settlements. Drive towards safer roads, Marine Insurance-Contract-Meaning and nature, Warranties-meaning, nature, effects and types, implied warranty of the sea worthiness of the ship.

Unit-III

Marine Insurance—Types of policy, Commencement duration and termination of risk. Marine losses, expenses and liability, Policy Forum-the old and the new (MAR) with current set of clauses.

Unit-IV

Fire Insurance-Contract-meaning and salient features, Standard Fire and Special Perils Policy-recital, coverage, exclusions, conditions, and add-on-covers, Special Policies-reinstatement, declaration and floater, Theory of rating.

Unit-V

Rural Social and Micro Insurance-Their meaning and importance, Insurers obligations towards rural and social sectors, Rural market-opportunities and challenges, Rural and micro products, Micro insurance regulations, Social security's chimes-meeting social obligations through group insurance, Success mantras for rural market, Composite products.

Recommended Books

1. *Fundamentals of Risk and Insurance*—E. J. Vaughan and T. Vaughan
2. *Risk Management*—Trieschman, Hoyt and Sommer

Semester-III- B.Com (Banking & Insurance)
Core-6-Underwriting and Claim Management in Insurance

Objectives: To impact sound understanding of the practice of Life Insurance underwriting. The inter relationships of underwriting to firm's Solvency, Key Factors Affecting Insurability, Regulatory aspects. To familiarize students with rules, regulations, practice, scope and claims management pertaining to Life & Non-Life insurance.

Unit-I

Significance of underwriting & pricing, Assumptions on pricing and other contingency risks to solvency & inter relationships with underwriting. Underwriting Basics: Importance of sound underwriting; Adverse selection and persistency-Actuarial principles, Organization of underwriting: Principles of being Equities to Policy holders, Underwriting Philosophy & Guidelines: Risk classes and risk assessment factors in individual assurance factors and in individual assurance underwriting. Risk Assessment Factors: in group underwriting, renewal cases, underwriting regulations & requirements, Field underwriting, Tele underwriting.

Unit-II

Making an underwriting decision: The numerical rating system, Policy issue, Postponement, Declinature of proposal rationale, Group and Life Insurance Underwriting, Technology in underwriting, Common underwriting lapses and their impact.

Importance, concept and classification of claims, claims management procedure and system for different types of claims, role of intermediaries and surveyors, importance of investigations and role of investigators.

Unit-III

Regulatory and legal aspects of Claims Management, Relevance of different claim documents, disputed and complicated claims, Grievance redressal mechanism including reference to arbitration.

Recommended Books:

1. Principles & Practices of Insurance—M. N. Mishra
2. Fundamental of risk & insurance—P. K. Gupta
3. IC-22—Insurance Institute of India
4. Life & Health Insurance—Skipper & Black
5. Principles of Risk Management and Insurance—George Rejda
6. Claims Management-I & II—ICFAI Series
7. Risk Management and Insurance—Trieschman, Gustavson and Hoyt
8. Underwriting-A Managerial Perspective—I, II, III & IV—ICFAI Series

Semester-III- B.Com (Banking & Insurance)

Core-7- Merchant Banking Operation

Objectives: This course provides the knowledge of different merchant banking products and its operational systems of banks. Different services provided by the banks under the merchant banking system and customer orientation with it is thoroughly discusses for proper understanding of the students.

- 1. Introduction to Banking Products and Services.*
- 2. Types of Products and its classification, Customer orientation with the product, Product mix strategies, Cost of Product and Service operation.*
- 3. Different type of Cards and its usage, Debit card, Credit card and its different classification with privileges,*
- 4. Different other services offered by the bank for the customers—Paid and Unpaid services*
- 5. Merchant Banking—Services and its importance, Hire Purchase, Leasing,*
- 6. Amalgamation, Merger and Acquisition, Lease agreement, Project Planning and Finance, Venture Capital, Credit Rating, Factoring Services, Forfeiting, Securitization of Debt, Foreign Direct Investment.*
- 7. Merchant Banking tools and process.*
- 8. Introduction of SEBI Guidelines for Merchant Bankers.*

Recommended Books

- 1. Financial Instruments and Services—Nalini Prava Tripathy*
- 2. Banking Products and Services—Taxman*

Semester-III- B.Com (Banking & Insurance)
SEC-1- Research Methodology & Quantitative Technique

Objectives: *It develops the understanding about the various aspects of research and its applications. The application of data and its importance are also provide the knowledge about the research systems with data.*

Research Methodology

1. Research—meaning, objective & types.
2. Research design—meaning, features of a good design.
3. Methods of data collections.
4. Attitude measurement & Scales.
5. Test of Hypothesis-Parametric & Nonparametric Tests.
6. Interpretation
7. Report writing.

Quantitative Technique

1. Arithmetic Progression
2. Measures of Central Tendency—Arithmetic Mean, Median and Mode.
3. Measures of Variations—Range, Quartiles, Mean Deviation and Standard Deviation.
4. Correlation & Regression Analysis.
5. Time Series.
6. Probability Distribution.
7. Permutations and Combinations.
8. Index Numbers.
9. Use of MS Excel in Data Analysis

Recommended Books:

1. Research Methodology—R. Panneerselvam
2. Quantitative Techniques—C. R. Kothari
3. Quantitative technique—C. Satyadevi
4. Mass Media Research—Roger D. Wimmer & Joseph R. Dominick

Semester-III- B.Com (Banking & Insurance)
GE-3(a) - Mutual Fund & Price Management

Objective: *This course provides the knowledge about the mutual fund management by using various tools. Price management in the broader aspects is describes for complete understanding of the functional areas of mutual fund management.*

Mutual Fund

1. *Mutual Fund—Introduction, Importance & Role, Scenario of mutual fund in abroad and Indian perspective*
2. *Mutual Fund and different schemes—Classifying mutual fund and schemes, Investment mix, Classification of Investors, Performance of different mutual fund schemes, Current status of Mutual Fund of India (MFI).*
3. *Organizational structure of Mutual fund.*
4. *Mutual Fund regulation and its framework, Corporate governance and mutual fund, Self regulatory concept, Insider trading guidelines*
5. *SEBI guidelines for Mutual Fund*
6. *Mutual Fund Strategies - Different policies and strategies adopted by MF in their operation.*

Price Management

1. *Stock price movements, Volatility and Market phase analysis,*
2. *Implication of price movement, Net Asset Value (NAV) and its implications to the different types of Mutual Fund, The behaviour of NAV and market price of unit,*
3. *Empirical Augmentation, Indicator for the Mutual Fund growth, Size of Mutual Fund and its effects, Cash flow and its performance, Consolidation approach, Brand effect on Mutual Fund, Market analysis for Mutual Fund, Empirical evidence,*
4. *SWOT analysis in regard to MF& Performance Evaluation.*

Recommended Books

1. *Mutual Fund Their Scheme and Price Management—R. Jatana & K. J. Bosire*
2. *Mutual Funds: Data, Interpretation and Analysis—K.G. Sahadevan*
3. *How Mutual Fund Works—Albert J. Fredman & Russ Wiles*

Semester-III- B.Com (Banking & Insurance)

GE-3(b) - Corporate Governance

Objectives: This course provides the knowledge of corporate governance and its importance for the corporate sector. Different parameters of the governing systems are also discussed for proving knowledge of application.

1. Introduction to Corporate Governance
2. Social Responsibility
3. Professional and Social Responsibility
4. Corporate Governance and Social Accounting.
5. Auditing and Reporting
6. Corporate Social Responsibility.
7. Contribution of NGO's to Corporate Social Responsibility
8. Corporate Governance Standard and Practices.
9. Corporate Governance Code.
10. Recommendation of National Committee on Corporate Governance
11. The Legislations
 - The Air (Prevention and Control of Pollution) Act 1981
 - The Water (Prevention and Control of Pollution) Act 1974
 - Related Sections of Indian Companies Act 1956
 - Listing Agreement of SEBI
 - Related Government Orders/Notifications

Recommended Books

1. Corporate Governance-Code Systems, Standards and Practices—Subhash Chandra Das
2. Corporate Governance in India-An Evolution—Subhash Chandra Das

Semester-III- B.Com (Banking & Insurance)

GE-3(c) - Performance Management

Objectives: To develop knowledge and skills in the application of management accounting techniques to quantitative and qualitative information for planning, decision-making, performance evaluation and control.

Module I

10 Hours

Specialist cost and management accounting techniques: Activity Based Costing –Cost drivers- Target costing – Target costing in service and manufacturing industries-Life-cycle costing -Throughput accounting –Theory of constraints- Throughput Accounting Ratio- Environmental accounting.

Module II

10 Hours

Decision-making techniques- Relevant cost analysis – Opportunity costs- Cost volume profit analysis – Breakeven point- Margin of safety-Break even charts, profit volume charts -Limiting factors –Shadow prices- Slack for decision making, Pricing decisions – price elasticity of demand- Pricing strategies- Make-or-buy and other short-term decisions - Dealing with risk and uncertainty in decision- making.

Module III

10 Hours

Budgeting and control: Budgetary systems - Types of budget – Fixed, Flexible, zero based, activity based, incremental, top-down, bottom up, master and functional budgets, Quantitative analysis in budgeting –Learning rate and learning effect-Learning curve, Standard costing .

Module IV

5 Hours

Variance; Material mix and yield variances -Sales mix and quantity variances -Planning and operational variances -Performance analysis and behavioral aspects.

Module V

10 Hours

Performance measurement and control : Performance management information systems - Sources of management information -Management reports - Performance analysis in private sector organizations - Divisional performance and transfer pricing - Performance analysis in not-for-profit organizations and the public sector - External considerations and behavioral aspects.

Reference Books

1. Performance Management, Becker Educational Development Corp., 2016
2. Performance Management, Kaplan Publishing, 2016
3. Performance Management, BPP Learning Media LTD, 2016
4. Advanced Management Accounting, Robert S Kaplan, Anthony A Atkinson, Prentice Hall, 1998

Semester-III- B.Com (Banking & Insurance)

GE-3(d) - Human Resource Management

Objectives: Provides knowledge about the importance of human resource management with its various applicable systems. This subject considers the strategic system of human resource management with its various propositions and lay down the productive system of human resource management.

1. *Introduction to Human Resource Management in the Retail Sector.*
2. *Strategic Human Resource Management with focus to Retail Sector.*
3. *Recruitment & Placement—Personnel Planning & Recruitment & Selection for the Retail Sector.*
4. *Training & Development—Retail Employees Training System with Evaluation and Development, Performance Management and Appraisal.*
5. *Compensation—Design & define strategic pay plans for the Retail Employees, Performance based payment and incentive system, Fringe benefits and its awarding system in according to law and corporate practice system.*
6. *Employee Relations—Ethics, Labour Relations.*

Recommended Books

1. *Human Resources Management and Human Relations—V. P. Michael*
2. *Managing Human Resources—V. D. Dudeja*
3. *Human Resource Development and Management—Bishwanath Ghosh*
4. *Human Resource Management-Principles & Practice—P. G. Aquinas*
5. *Electronic Customer Relationship Management—J. Fjermestad & N. C. Romano, Jr.*
6. *Principles & Practice of Personnel Management—Abhishek Malhotra*

Semester-IV- B.Com (Banking & Insurance)

Core-8- General Insurance-II

Objectives: *The Study of this course will provide a glimpse of personal accident, travel, liability, and miscellaneous insurance. Further, it will help the student to understand fully the most common policies sold in the above branches of insurance as well as their features and benefits.*

Unit-I

Personal Accident and Travel Insurance: *Personal Accident Policy-special features, as well a sickness policy, an accident, coverage, benefits, provisions, exclusions, conditions, bonus and extensions, Group personal accident policies, Travel Insurance-domestic and overseas policies. Claim process.*

Unit-II

Liability Insurance-meaning, importance, special features and an approach to deal with societal risk, First party and third party insurance, Basis of liability-direct, vicarious, tort, legal and contractual. Types-motor, employee, professional, product, compulsory and public.

Unit-III

Public Liability-Compulsory-under the Public liability Act, 1991, Public liability-(optional)-industrial and non-industrial risks, Employer liability-under the Employees Compensation Act 1923, and The Fatal Accident Act, 1855, Product Liability Insurance, Professional Liability insurance.

Unit-IV

Miscellaneous Insurance

(a) meaning and scope, Burglary insurance-private dwellings and business premises, Householder's and Shopkeepers 'package policies, Jewellery (gold) insurance, Wedding (event) insurance, Credit insurance, Pet insurance.

(b)-Fidelity (crime) insurance-meaning and special features. Contract of guarantee (surety ship) and guarantee insurance, Commercial Fidelity Policies, Court Bonds, Boiler and machinery insurance, Industrial All Risk Insurance, Pollution Insurance, First Loss Insurance.

Recommended Books

1. IC-11-Practice of General Insurance
2. IC-34 -General Insurance
3. IC-73 -Personal Accident, Sickness and Miscellaneous Insurance
4. IC-74 -Liability insurance
5. IC-78 -Miscellaneous Insurance
6. IC-79 Liability and Engineering Insurance
7. Principles of Insurance Law-Avtar Singh, M.N. Srinivasan
8. General Insurance-ICFAI
9. General Insurance-K. C. Mishra and G. E. Thomas

Semester-IV- B.Com (Banking & Insurance)
Core-9- Health & Miscellaneous Insurance

Objectives: This course provides the knowledge about the important area of health and miscellaneous insurance. It discusses the various products covered under this subject category thoroughly and also the scope of insurance in the various fields.

1. *Mediclaime—Benefit, Exclusions, Discounts, Conditions, Groups, Claims, Cancer policy, Deferred Mediclaime.*
2. *Overseas medical—Benefits and conditions, Exclusions, Overseas practice.*
3. *Personal Accident Insurance—Basic Principles, Coverage & Benefits, Provisions & Exclusions, Rating, Extensions, Discounts, Claim procedures, Group policies.*
4. *Miscellaneous Insurance—Types, Burglary, Scope, Exclusions, Underwriting, Survey, Claims.*
5. *Baggage—Underwriting, Claims.*
6. *Money in transit—Exclusions, Conditions, Extensions, Underwriting.*
7. *Fidelity guarantee—Coverage, Types, Conditions, Underwriting, Investigation.*
8. *Court Bonds—Liquidator and Receivership, Government Bonds.*
9. *Banker's Blanket and Jewelers Block policies—Exclusions, Conditions, Rating, Claims.*
10. *Other Miscellaneous Policies—Pedal cycle, Plate glass, Special contingency, Missing documents, Neon sign, Blood stock (Horse, Pet dog etc.), Sports, Television, Shopkeepers, Householders, Multi peril for LPG gas dealer, Doctors package, Office protection i.e. Adhikari Suraksha Kavach, Suhana Safar etc.*
11. *Rural Insurance—Cattle, Sheep, Poultry, Shrimps, Prawns, Other Livestock, Sellers norms, Horticulture, Irrigation, Salt works, Farmers package, Hut Coverage—Exclusions and Conditions, Claim procedures, Market agreements.*

Recommended Books

1. *IC-27 (Insurance Institute of India)*
2. *IC-73 (Insurance Institute of India)*
3. *Life & Health Insurance—Kenneth Black & Harold D. Skipper*

Semester-IV- B.Com (Banking & Insurance)

Core-10- International Banking

Objectives: *This course provides the knowledge about the area of international banking along with its operational systems. Various international systems including international banking rules and regulations are considered and discusses for proper understanding.*

1. *Factors determining exchange rates-national-international, political and economic-Direct and indirect quotations-Spot rates, Forward rate premium and discount and cross rates.*
2. *Basics of Derivatives-Forward exchange rates, Contracts, Currency options, Swaps and Interest rate swaps, Major recommendations of the various expert groups of Forex (Foreign Exchange).*
3. *Documentary Letters of Credit-UCPDC (Uniform Code of Procedure for Documentary Credit) 500*
4. *Various facilities to Exporters and Importers including Forfeiting and factoring.*
5. *Correspondent Banking-Bank Accounts-NOSTRO and VOSTRO Accounts-SWIFASHION TECHNOLOGYS (Society for Worldwide Financial Telecommunication System)-CHIPS (Clearing House Interbank Payment System), CHAPS (Clearing House Auto Payment System), FEDWIRE (Federal Reserve Wire System)*
6. *NRI (Non Resident Indian) Accounts—Indian Rupee and Foreign Currency Accounts*
7. *Role of EXIM Bank—Role of RBI and Exchange Control—Regulations of India, Role of FEDAI (Foreign Exchange Dealer Association of India) and its rules, Risk in Foreign Trade, Role of ECGC (Export Credit & Guarantee Corporation), Types of Insurance and guarantee covers of ECGC.*

Recommended Books:

1. *Management of Banking—S. Scott Macdonald & Timothy W. Koch*
2. *Banking Theory and Practice—K. C. Shekhar & Lekshmy Shekhar*
3. *Merchant Banking & Financial Services—Dr. K. Ravichandran*
4. *Banking and Insurance-Law and Practice—The Institute of Company Secretaries of India*
5. *Merchant Banker—H. R. Suneja*
6. *Indian Institute of Banking & Finance*

Semester-IV- B.Com (Banking & Insurance)

SEC-2- Business Economics

Objective: *This course intends to expose the student to the basic concepts in economics, in both micro and macroeconomic system.*

Microeconomics

Unit-I-Introduction: *Scarcity, choice, opportunity cost and production possibilities frontier Demand and Supply: Law of demand, determinants of demand, shifts of demand curve vs. movements slung a demand curve, market demand, law of supply, determinants of supply, shifts of supply vs. movements' along a supply curve, market supply, market equilibrium.*

Unit-II-Demand and supply: *Applications of demand and supply, price rationing, price floors, consumer surplus, producer surplus.*

Elasticity: *price elasticity of demand, calculating elasticity, determinants of price elasticity, cross and income elasticity.*

Unit-III-Consumer Theory: *Budget constraints, concepts of utility, diminishing marginal utility, indifference curves, Price income and substitution effects*

Unit-IV-Production and Costs: *Production: production functions, law of variable proportions, return to scale, isoquant and isocost lines, producer equilibrium*

Cost: *costs in the short run, costs in the long run, revenues and profit maximization, economics and diseconomies of scale.*

Unit-V-Market Structure

Perfect Competition: *theory of a firm under perfect competition, equilibrium of the firm in the short run and long run.*

Imperfect Competition: *Monopoly: short run and long run equilibrium, comparison of perfect competition and monopoly, price discrimination.*

Macroeconomics

Unit-VI-Introduction to Macroeconomics, Basic Concepts and issues of Macroeconomics

Unit-VII-National Income Accounting: *Concepts of GDP and National Income, measurement of national income, income and related aggregates, nominal and real income, limitations of the GDP concepts.*

Unit-VIII-Determination of GDP: *consumption and saving functions, investment function, equilibrium GDP, concepts of MPS, APS, MPC, APC, concept of multiplier, fiscal and monetary policies.*

Unit-IX-IS-LM Analysis-Derivations of the IS and LM functions, effects of fiscal and monetary policies on equilibrium of exchange rate.

Unit-X-Balance of Payment and Exchange Rate: *Meaning, Factors, current account and capital account, determination of exchange rate.*

Recommended Books

1. *Managerial Economics and Financial Accounting—M. Kasi Reddy & S. Saraswati*
2. *Managerial Economics—K. P. M. Sunderam*
3. *Microeconomics—Robert S. Pindyck & Daniel L. Rubinfeld*
4. *Business Economics—K. Rajagopalachar*
5. *Principles of Economics—Case, E. Karl and Fair C. Ray*

Semester-IV- B.Com (Banking & Insurance)
GE-4(a) - Stock Market Operation & Management

Objectives: This course provides the knowledge about the stock markets and its management systems. Stock market organizing system with its functional analysis is well covered for complete understanding of the students.

1. Introduction to Stock Market
2. Organizational structure of stock market- BSE, NSE etc.
3. Primary market operations, depository participants and different types of issues.
4. Determining the share value
5. Determining the investment return
6. Brokerage Firm
7. Secondary Market Operation
8. The specialist—Bulls and Bears
9. The Secondary Market—Over the Counter Trading
10. Stock Options—Multipurpose Instruments
11. Stock market index
12. Stock Market Theories
13. Provision of Tax over dividends and capital gains

Recommended Books

1. How the Stock Market Works—Dalton
2. Capital Market-Institution and Instruments—Fabozzi & Modigliani

Semester-IV- B.Com (Banking & Insurance)
GE-4(b) - Counseling & Negotiation Management

Objectives: It provides the knowledge of counseling and negotiation with its importance for the different organizations. The situational aspects are also described for proper practical understanding.

Counseling

1. Introduction to Counseling.
2. Approaches to Counseling
3. Goals of Counseling.
4. Process and Procedure of Counseling.
5. Counseling skills and its role in conflict management.
6. Changing Behaviour through Counseling.
7. Organizational Application of Counseling Skills.
8. Dealing with subordinates' problem.
9. Performance Management.
10. Behaviour abuse and counseling management.
11. Ethics in counseling.

Negotiation

1. Introduction to Negotiation
2. Rule of Negotiation
3. Negotiation Style and Tactics.
4. Salary Negotiation.
5. Cross Cultural Negotiation.
6. Negotiation and Ethics.

Recommended Books

1. Counseling Skills for Managers—Kavita Singh
2. Negotiation Tool Kit—Roger J. Volkema

Semester-IV- B.Com (Banking & Insurance)

GE-4(c) - Service Marketing

Objective: This subject provides the knowledge on the service and its different elements on the different aspects of services. It also provides the knowledge on different factors of the services which is the crucial factors of the service marketing.

1. *Introduction to Services Marketing—Need, Scope*
2. *Classification of Services.*
3. *Introduction to Service Marketing Management.*
4. *Service Marketing Mix—(a) Product (b) Price (c) Promotion (d) Place (e) People (f) Process (g) Physical Evidence.*
5. *Organization for Services Marketing—Role, Understanding, Planning and Management, Internal Marketing, Relationship Marketing and Service Quality.*
6. *Special Aspects of Services Marketing—No Profit Service Marketing, Leisure Service Marketing, Tourism Marketing, Charities Marketing, Financial Services Marketing, Professional Services Marketing, Hospital Marketing, Education Marketing, Social Marketing, Religious Services Marketing.*
7. *The Internationalization of Services.*
8. *The Importance of After Sales Services in the Services Marketing.*

Recommended Books:

1. *Services Marketing—S. M. Jha*
2. *Services Marketing—Helen Woodruffe*
3. *Services Marketing—Vasanti Venugopal & V. N. Raghu*
4. *Services Marketing—Ravi Shankar*

Semester-IV- B.Com (Banking & Insurance)

GE-4(d) - Audit and Assurance

Objectives: *To develop knowledge and understanding of the process of carrying out the assurance engagement and its application in the context of the professional regulatory framework.*

Module I

10 Hours

Audit framework and regulation: The concept of audit and other assurance engagements - External audits -Corporate governance 4.-Professional ethics and ACCA's Code of Ethics and Conduct - Internal audit and governance and the differences between external audit and internal audit -The scope of the internal audit function, outsourcing and internal audit assignments.

Module II

10 Hours

Planning and risk assessment: Obtaining and accepting audit engagements -Objective and general principles -Assessing audit risks -Understanding the entity and its environment - Fraud, laws and regulations -Audit planning and documentation.

Module III

10 Hours

Internal control: Internal control systems – Components-The use and evaluation of internal control systems by auditors –Limitations in internal control, Tests of control – General IT controls and applications control – control objectives , procedures and activities, Communication on internal control.

Module IV

10 Hours

Audit evidence: Financial statement assertions and audit evidence – Quality and quantity of audit evidence- Relevance and reliability of audit evidence, Audit procedures-Audit sampling and other means of testing -The audit of specific items -Computer-assisted audit techniques - The work of others - Not-for-profit organization

Module V

5 Hours

Review and reporting : Subsequent events –Purpose, responsibilities , procedures , Going concern – significance, importance and needs-Written representations - Audit finalization and the final review -Audit reports- asp ic elements-unmodified audit opinions.

Reference Books

1. *Audit and Assurance, Becker Educational Development Corp., 2016*
2. *Audit and Assurance, Kaplan Publishing, 2016*
3. *Audit and Assurance, BPP Learning Media LTD, 2016*
4. *Institute of Chartered Accountants of India: "Auditing and Assurance Standards", ICAI, New Delhi.*
5. *Gupta, Kamal, and Ashok Arora: "Fundamentals of Auditing," Tata Mc-Graw Hill Publishing Co. Ltd., New Delhi*

Semester-V- B.Com (Banking & Insurance)
Core-11- Group Insurance & Retirement Benefits Schemes

Objectives: This course provides the knowledge about the policy and practice in the field of group insurance and retirement benefit schemes. Various modalities are discussed for proper understanding of the subject.

1. *Historical background to employee benefits in India, Provident Funds, Superannuation and Gratuity Scheme.*
2. *Group Insurance Schemes—Segments of group insurance market, Origin and development of group schemes, Characteristics of groups, group underwriting, rate making and experience rating adjustment.*
3. *Gratuity and Superannuation Schemes, Different ways of arranging schemes, Unfunded schemes and funded schemes, Trustee administered and insured schemes-methods of costing past service benefits and future service benefits, annual premium and single premium- methods of costing, definite funding and indefinite funding and controlled funding, methods-cash accumulation system of securing gratuity and pension benefits determination of contribution, rates under gratuity and benefit purchase superannuation schemes.*
4. *Legal aspects and taxation treatment of retirement provision under provident, gratuity and superannuation funds, Documentation of Trust deeds and Rules.*
5. *Annuity calculation and group schemes.*

Recommended Books:

1. *IC-83 (Insurance Institute of India)*

Semester-V- B.Com (Banking & Insurance)

Core-12- Bank Management

Objectives: *This course discusses all the functional areas of the banks with its resource management systems. Major functional areas are considered for clear understanding of the subject.*

Human Resource Management

1. *Fundamentals of Human Resource Management, Relationships between HRM and HRD, Structure and functions, Role of HRD professional, Development of HRM in India.*
2. *HRM and information technology, Information and database management, HR research, Knowledge Management.*
3. *Development of Human Resources, HRD sub system, Training and Development, Attitude Development, Role and Impact of Training, Career path planning and counseling.*
4. *Human implications of the organizations, learning and instruction, employee behavior, diversity and gender issues-theories of Motivation and their practical implications, role concepts and analysis.*
5. *Self development research and survey, employees' feedback survey, Reward and Compensation system.*
6. *Performance Management and Appraisal Systems, performance review and counselling, HRM issues in banks.*

Technology Management

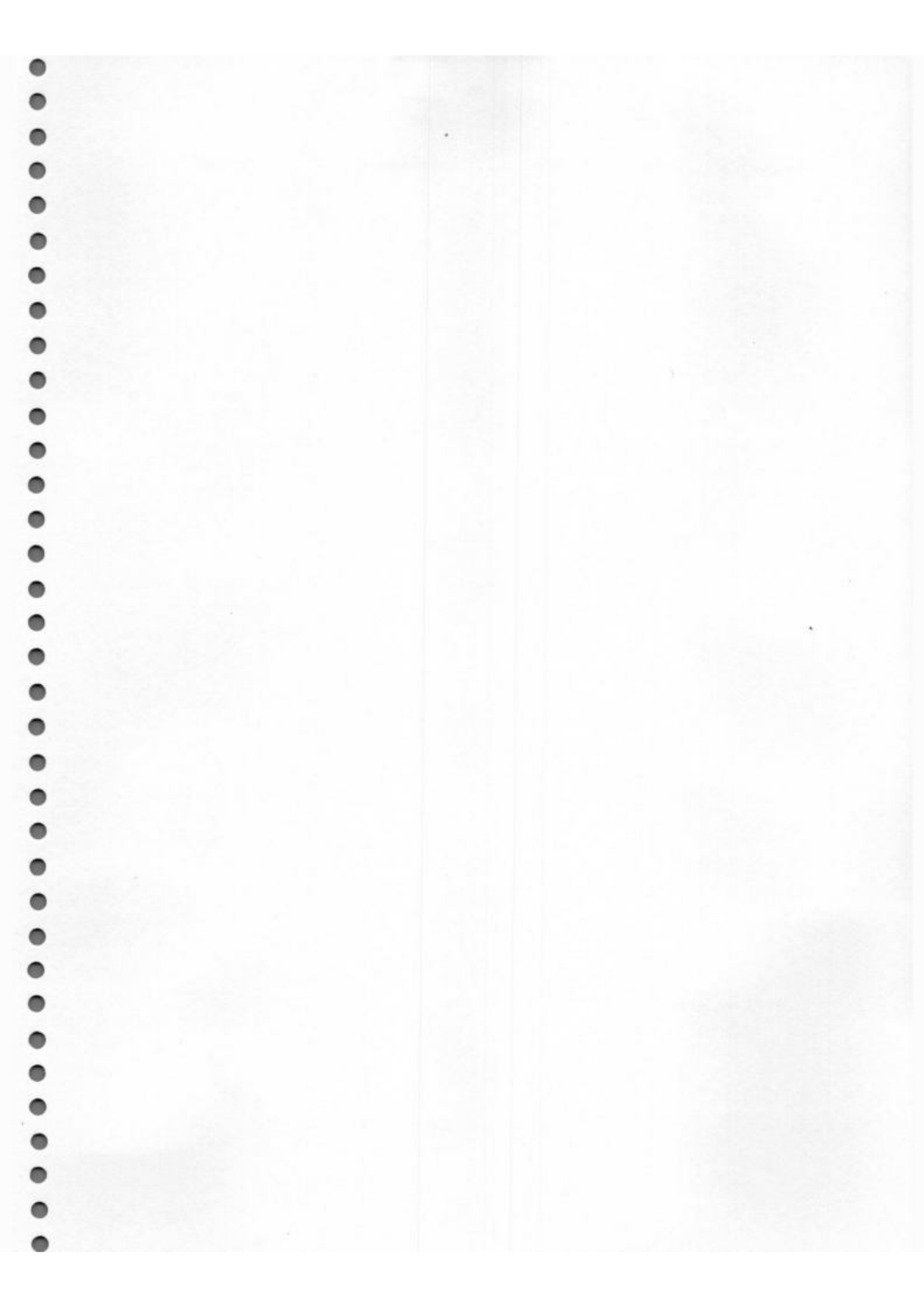
1. *RTGS (Real Time Gross Settlements)—Infrastructure requirement-transaction-security features*
2. *SFMS (Structured Financial Message System)—formats-transactions-security aspects*
3. *RAS(Risk Adjustment System)—requirements for RAS-Application-security features of RAS*
4. *Digital Certificate-what is PKI (Public/Private Key Infrastructure), CCA (Corporate Customer Authentication), CA (Customer Authentication), RA (Response Arrangement)-Types of digital certificate-application of digital certificate-legal status*
5. *IT Act-electronic records-digital signature-application of electronic transactions*
6. *Cyber Law-Application-e commerce*
7. *Core Banking-concepts-benefits-branch coverage-schedules-creation of primary data centre-disaster recovery site-formation of steering committee-core committee-primary functions-formation of project management teams-implementation team-specialized consultancy-infrastructure-software-hardware-networking.*

Marketing Management

Introduction and key concepts, Strategic marketing process, Situation analysis, Market Segmentation, Marketing information and research, Marketing mix, Compensation analysis, Product strategy-product life cycle-product mix, Branding Strategy, Pricing strategy-pricing decisions, Distribution strategy-channels of distribution and their functions, ATM-Tele banking Direct marketing and Selling, Promotion strategy, Advertising and Sales Promotion, Marketing Communication, Publicity and Public Relations, HRD and Marketing.

Recommended Books:

1. *Management of Banking—S. Scott Macdonald & Timothy W. Koch*
2. *Banking Theory and Practice—K. C. Shekhar & Lekshmy Shekhar*
3. *Merchant Banking & Financial Services—Dr. K. Ravichandran*
4. *Banking and Insurance-Law and Practice—Institute of Company Secretaries of India*



Semester-V- B.Com (Banking & Insurance)

DSE-1(a) - Computer Accounting (Tally)

Objectives: *This subject enhances the students' knowledge in very specific area, which provides them extra knowledge about computer accounting system, which is an essential part to today's corporate accounting system.*

Basic Accounts

Starting Tally, Company Creation, Chart of Accounts, Account Masters, Voucher Entry—Single Mode, Accounts Masters and Vouchers Lists, Day Book Summaries, Consumer Accounts Voucher Register, Trial Balance, Bank Reconciliation Statement, Final Accounts, Report Printing—Multi Account System, Data Maintenance, Moving to new financial year.

Traders Accounts

Customer Suppliers Profile, Sales Purchase Voucher Entry, Bills Register, Sale Purchase Summary, Bill Reference Entry, Outstanding Reports.

Basic Inventory

Inventory Master, Inventory Voucher, Invoicing, Inventory Reports, Sales Purchase Analysis, Stock Journal Reports, Sales Tax, VAT

Advanced Accounts

Cost categories and cost centre, Voucher Types, TDS, Service Tax, Budget and Scenarios, Interest, Voucher Class, Foreign Currency.

Data Collaboration

Security, Export of Data, Internet Connectivity, Import of Tally Data, Tally XCL, ODBC Connectivity

Advanced Inventory

Features, Price List, Discount, Excise Duty, Billing Terms, Export Invoice, Batch Details, Delivery Challan, Orders, Invoice Voucher Class, Manufacturing

Recommended Books:

1. Tally 6.3—Ramesh Bangia
2. Tally 7.2—A. K. Nadhani & K. K. Nadhani

Semester-V- B.Com (Banking & Insurance)
DSE-1(b) - Microsoft Office (Word, Excel, PowerPoint)

Objective: Computer knowledge is the most essential part of today's modern business operations. This subject provides the essential computer knowledge which is very much applicable in corporate office management. Various computer tools are discussing for proper understanding of different text.

Microsoft Word

1. Introduction—Working with documents, Saving the file, Formatting the text, Alignment to text, Applying fonts, Spell checking, Consulting thesaurus, Assign character styles, Borders and shading, Closing of the file, Save as option, Printing your document, Editing the document, Editing tools, Auto correct, Auto format, Find and replace, Page numbering, Header and footer, Footnotes and endnotes, Splitting panes, Tiling of the documents, Using mail merge, Opening screen of Microsoft Technology word screen, Home panel, Insert panel, Page layout panel, Page setup, Reference panel, Mailing panel, Review panel, Views, Office button.

2. Working systems—Charts and graphics, Crop a graphic, Sizing a graphic, Wrap text around graphics, Insert a symbol, Insert a word art object, Creating a drawing, Working with charts, Create a graph,

Create a chart from a table, Modify a chart, Working with tables, Inserting rows and columns, Deleting data from a table, Borders and Shading, Converting text to a table, Sort table data, Creating Nested tables, Calculations in a table, Merging cells, Drawing more complex tables, Setting options, Popular options, Display options, Proofing options, Save options, Advanced options, Cut copy and paste, Pasting from other options, Show document content, Display, Print, Save, Preserve fidelity when sharing this document, General, Compatibility options.

Microsoft Excel

1. Introduction—Understanding spreadsheets, Creating a worksheet in Excel, Styles, Functions in Excel, Using auto calculate, References, Sum Functions, Average function, Creating charts in Excel, Auditing a workbook, Comments Inserting, Outlines, Worksheet fitting on a page, Function Wizard, Goal seeking, Scenarios manager, Creating a pivot table report, Typing with auto fill, Formatting numbers and labels, Changing the size of rows and columns, Adding and deleting rows and columns, Inserting page breaks, Applying themes, Add or remove a sheet back ground, Convert text to columns, Protect worksheet or workbook elements, Functions in Excel.

2. Working Systems—Introduction to charts, Creating charts in excel, Modifying charts, Available chart types, Display hidden data and empty cells in a chart, Plot data series from worksheet rows or columns, Change the layout or style of a chart, Select a predefined chart style, Change the layout and style of chart elements manually, Save a chart as a chart template, Format chart elements, Prevent Invalid data entry in a worksheet, Create a drop-down list from a range of cells.

Microsoft Office Power Point

Creating presentation from template, Creating a new presentation, PowerPoint views, Entering the text, Moving the text, Changing the colour, Adding graphics to a slide, Reordering slides, Duplicating slides, Deleting slides, Adding an animated cartoon to a slide, Adding slide transition, Adding text transition, Viewing a presentation, Making Slide shows, Hiding a slide, Notes handouts and masters for presentation, Packing presentation, Add a caption to a picture in a photo album, Overview of creating a photo album, add a picture to a photo album and change the appearance of a picture in a photo album.

Recommended Books:

1. Microsoft Office 2007—Lawpoint
2. Fundamentals of Computers—V. Rajaraman
3. Computer Fundamentals—D. P. Nagpal
4. Information System and Data Processing Management—N. K. Verma
5. PC Software and IT Tools—Gautam Roy

Semester-V- B.Com (Banking & Insurance)

DSE-1(c) - ERP Finance

Objectives: *In global business environment, ERP is most essential part. Its brief knowledge is compulsory for the business executives. Therefore user level's theoretical and practical knowledge should be provided.*

1. Enterprise:

5 Hours

An Overview: Business Functions and Business Processes, importance of Information: Characteristics of information; Types of information, Information System: Components of an information system; Different types of information systems; Management information system, Enterprise Resource Planning: Business modeling; integrated data model

2. Introduction to ERP:

10 Hours

Defining ERP, Origin and Need for an ERP System, Benefits of an ERP System, Reasons for the Growth of ERP Market, Reasons for the Failure of ERP Implementation: Roadmap for successful ERP implementation

3. ERP and Related Technologies:

10 Hours

Business Process Re-engineering, Management Information systems, Decision Support Systems, Executive Information Systems- Advantages of EIS; Disadvantages of EIS, Data Warehousing, Data Mining, On-Line Analytical Processing, Product Life Cycle Management, Supply Chain Management, ERP Security

4. ERP Implementation Life Cycle:

10 Hours

ERP Tools and Software, ERP Selection Methods and Criteria, ERP Selection Process, ERP Vendor Selection, ERP Implementation Lifecycle, Pros and cons of ERP implementation, Factors for the Success of an ERP Implementation

5. Introduction of different ERP Modules:

5 Hours

Finance, Sales and Distribution, Manufacturing and Production Planning, Human Resource and quality control.

6. ERP: An Finance Perspective:

5 Hours

Role of ERP in Finance, Accounting and Finance Processes: Cash management; Capital budgeting, Features of Financial Module, Benefits of ERP Financial Module, Sage Accpac ERP – A Financial ERP Tool

Reference Books

1. *Configuring SAP ERP Financials and Controlling Kindle Edition by Peter Jones , John Burger*
2. *SAP ERP Financial Accounting and Controlling: Configuration and Use Management by Andrew Okunghowa*

Semester-V- B.Com (Banking & Insurance)
DSE-1(d) - Customer Relationship Management

Objective: Developing awareness among the students about the importance of customer relationship management and its various applications for the business. By defining various tools of relationship management student is well versed with the application.

1. *Meaning, Importance, Application in Marketing and Human Resources.*
2. *Measurement System, Market Research Process, Desk Research and Field Survey and Report Preparation.*
3. *Consumer Response and its Importance, Response in different Segments.*
4. *Consumer Satisfaction and its affecting factors, Measurement methodology and Analysis.*
5. *Satisfaction and Consumer Loyalty, Advantages of it, Loyalty breaking and Reclaim of lost consumers, Management of Consumer Loyalty.*
6. *Organizational success factors of CRM.*
7. *Complaint Management System, Classification and Advantages.*
8. *Types of Service Business, Characteristics and Segmentation, Generate Customer Satisfaction through services.*
9. *E-CRM—Need and Application and Performance Enhancement.*
10. *CRM in B2C Commerce*

Recommended Books:

1. *Customer Relationship Management—R. K. Sugandhi*
2. *Customer Relationship Management—H. P. Mohamed & A. Sagadevan*
3. *Electronic Customer Relationship Management—J. Fjermestad & N. C. Romano*
4. *Customer Relationship Management—Niranjan Pani & Sarbeswar Mohapatra*

Semester-V- B.Com (Banking & Insurance)

DSE-2(a) - Insurance & Banking Laws

Objectives: This course provides the knowledge of different rules, regulations and laws applicable for the financial sectors. Different provisions of laws are describes for better understanding of the students.

Insurance Acts:

Introduction to Indian contract Act 1872, Essentials of Insurance contract, The Insurance Act 1938, Duty of disclosure –Section 45, Assignment of policies under section 38 , Nomination under section 39 of the Insurance Act 1938-Policies under trust- Section 6 of the MWP Act—Loss of Policies, Life Insurance Corporation act-1956, The IRDAI Act-1999, The Insurance Act 2015, Power and function of IRDAI.

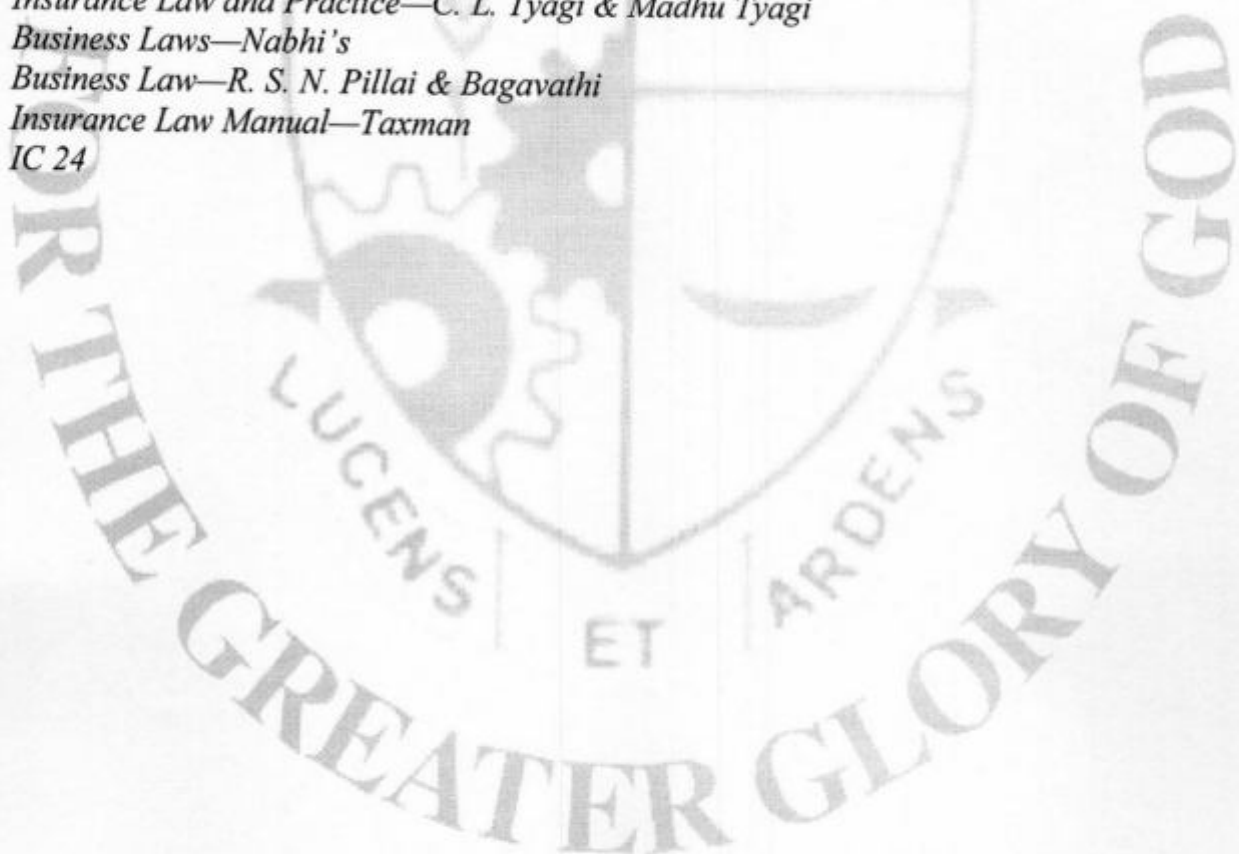
Banking Acts

Banking Regulation Act 1949, Reserve Bank of India Act 1934 and Section 45, NBFC directions issued by RBI, Anti Money Laundering Act

Rules and Regulations of Securities and Exchange Board of India (SEBI) about investment.

Recommended Books

1. Laws Related to Banking and Insurance—O. P. Agarwal
2. Insurance Law and Practice—C. L. Tyagi & Madhu Tyagi
3. Business Laws—Nabhi's
4. Business Law—R. S. N. Pillai & Bagavathi
5. Insurance Law Manual—Taxman
6. IC 24



Semester-V- B.Com (Banking & Insurance)
DSE-2(b)-Business Analysis

Objectives

- *Assess the strategic position of an organization*
- *Evaluate the strategic choices available to an organization*
- *Discuss how an organization might go about its strategic implementation*

Module I

10 Hours

Strategic position: The need for, and purpose of, strategic and business analysis - Environmental issues affecting the strategic position of, and future outlook for, an organization - Competitive forces affecting an organization - Marketing and the value of goods and services - The internal resources, capabilities and competences of an organization - The expectations of stakeholders and the influence of ethics and culture.

Module II

10 Hours

Strategic choices and Strategic action: The influence of corporate strategy on an organization -Alternative approaches to achieving competitive advantage - Alternative directions and methods of development - Organizing and enabling success - Managing strategic change - Understanding strategy development.

Module III

10 Hours

Business and process change and Information technology: Business change - The role of process and process change initiatives - Improving the processes of the organization - Software solutions - Principles of information technology - Principles of e-business - E-business application: upstream supply chain management - E-business application: downstream supply chain management - E-business application: customer relationship management.

Module IV

5 Hours

Project management: The nature of projects - Building a business case - Managing and leading projects-Planning, monitoring and controlling projects - Concluding a project.

Module V

10 Hours

Financial Analysis and People: The link between strategy and finance - Finance decisions to formulate and support business strategy - The role of cost and management accounting in strategic planning and implementation - Financial implications of making strategic choices and of implementing strategic actions - Strategy and people: leadership - Strategy and people: job design - Strategy and people: staff development.

Reference Books

1. *Business Analysis, Becker Educational Development Corp., 2016*
2. *Business Analysis, Kaplan Publishing, 2016*
3. *Business Analysis, BPP Learning Media Ltd, 2016*

Semester-V- B.Com (Banking & Insurance)

DSE-2(c) - Product & Brand Management

Objective: It develops the knowledge in branding system of different products. The marketing aspects are associated with the product development and branding in association of different elements.

1. Introduction to Product & Brand Management—Functions, Significance, Management, Loyalty and Equity.
2. Product and Brands Advertising—the Design Theory, Unique Selling Proposition (USP).
3. Product & Brands Name Plans—Translation Problems and Hurdles.
4. Buying Decision Process—Source of Information and Evaluation.
5. Market Segmentation of different Products.
6. Freudian Theory and Brand Personality.
7. Branding Strategies.
8. Product & Brand Value—Scan and Measurement.
9. Brand and Stakeholders—Primary and Secondary.
10. Brand Equity and Brand Extensions—Projective Type and Technique, Brand Loyalty, Positioning Strategy and Integrated Focused Communications.
11. Concepts of Product Basket Mix and its Value Orientation.
12. New Product Development—Identification, Orientation and Research.
13. Marketing Mix Factors and Brands.
14. International Product identification and opportunities.
15. Introduction to Laws in Branding.

Recommended Books

1. Brand Management-Text and Cases—U. C. Mathur
2. Brand Management-The Indian Context—Y. L. R. Moorthi
3. Product Management and New Product Development—R. K. Srivastava

Semester-V- B.Com (Banking & Insurance)

DSE-2(d) - Rural Marketing

Objective: To give basic understanding of different concepts relates to rural marketing.

1. Introduction to Rural Marketing.
2. Rural Marketing Management—Concepts & Systems.
3. Rural Marketing—Plans and Policies
4. Rural Customer Purchase Process.
5. Rural Marketing Mix and Product Management.
6. Rural Supply Chain Management.
7. Marketing of Agricultural Products.
8. Marketing of Rural and Cottage Industry Products.
9. Role of Financial Institution in Rural Marketing.
10. Role of Co-operative Institutions in Rural Marketing.
11. Rural Marketing Strategies for Fertilizers and Pesticides.
12. Marketing of Tractors and other Agricultural Equipments in the Rural Market.
13. Role of Financial Institutions in Rural Market.
14. Marketing of Credit in the Rural Market.

Recommended Books:

1. Rural Marketing Management—Sukhpal Singh
2. Rural Marketing Environment, Problem and Strategies—T. P. Gopaldaswamy
3. Rural Marketing Management—Bir Singh

Semester-VI- B.Com (Banking & Insurance)

Core-13- Risk & Treasury Management

Objectives: *This course provides the knowledge about the treasury management along with the management of risks with all important aspects and scope in this field. Practical examples are discussed for complete understanding of this subject.*

Risk Management

1. *Market Risk Measurement and Management*
2. *Value at Risk-definition, measurement, limitations and alternative risk measures, e.g. conditional value at risk-stress testing-back testing.*
3. *Credit Risk Measurement and Management*
4. *Credit risk terminology-Credit ratings-default probabilities-Credit spreads-Credit migration, Transition matrices and Credit metrics-Counterpart risks: Exposures, recovery rates, risk mitigation techniques including rating triggers, collateral clauses-Credit derivatives.*

Treasury Management

1. *Concepts and functions, instruments in the treasury market, development of new financial products, Control and Supervision of Treasury management, Linkage of domestic operations with foreign operations.*
2. *Asset Liability management, Interest Rate risk, Interest rate futures.*
3. *Stock options, debt instruments, bond portfolio strategy, risk control and hedging instruments.*
4. *Investments-Treasury bills-Money market instruments such as CDs, CPs, IBPs, Securitization and Forfeiting, Refinance and rediscounting facilities.*
5. *Introduction to the Concept of Integrated Treasury Management.*

Recommended Books:

1. *Management of Banking—S. Scott Macdonald & Timothy W. Koch*
2. *Banking Theory and Practice—K. C. Shekhar & Lekshmy Shekhar*
3. *Indian Institute of Banking & Finance*
 - a) *Workbook for JAIIB*
 - b) *Theory & Practice of Treasury & Risk Management in Banks*
 - c) *Know your Banking-I & II*
 - d) *Principles and Practice of Banking*

Semester-VI- B.Com (Banking & Insurance)
Core-14- Principle & Practice of Re-Insurance

Objectives: This course provides the knowledge in the very specialized area of insurance. This course discusses the nature and scopes of re-insurance with its importance. The law with rules and regulations are discussed for thorough understanding of the subject.

1. Introduction-Brief historical background, Nature of reinsurance, Functions of reinsurance.
2. Methods of reinsurance—Major forms-Facultative and Treaty, Facultative reinsurance-Proportional-Excess of Loss, Treaty reinsurance-Proportional: Quota Share Surplus, Facultative obligatory, Non-Proportional: Excess of loss, per risk, Catastrophe Stop Loss, Aggregative Excess of Loss.
3. Law relating to reinsurance contracts—Fundamentals of contract law as applicable to reinsurance, Insurance and Reinsurance contracts, Reinsurance documentation-slips, Cover notes, Agreements.
4. Reinsurance—Special factors pertaining to—Property reinsurance, Accident and Liability reinsurance, Marine and Aviation reinsurance, Basics of Life Reassurance
5. Reinsurance Programme—Designing and Arranging, Setting Retentions, General factors and Considerations that influence retention, determining retentions for various classes of business and property, Liability, Marine, Aviation, Programme design, Analyzing reinsurance needs, Needs based on business strategy, financial needs, needs based on management style and attitude, construction of reinsurance programme.
6. Negotiation and placement of reinsurance—Direct placement, Placement through intermediaries, Role of intermediaries, advantages and disadvantages of direct placement & dealing through intermediaries.
7. Reinsurance clauses—Common clause, Operative clause, Commencement and Termination clauses, Access to record clause, Errors and Omission clause, Intermediary clause, Currency clause, Arbitration clause, Insolvency clause, Offset clause, Claim settlement clause, Accounting clause.
8. Certain Special clauses—Business covered clause, Original condition clause, Definition of one risk, Net retained lines clause, Retention and limits clause, Ultimate net loss clause, Loss occurrence clause, Reinstatement clause, Cut-through endorsement.
9. Reinsurance Accounting—Special nature of reinsurance accounts, formats of reinsurance accounting, taxation aspects, Exchange control regulation.
10. Reinsurance Markets—Special characteristics of certain important reinsurance markets, Lloyd's Reinsurance Exchange, Pools.
11. Reinsurance financial security—Importance, Managing reinsurer security, Selecting Reinsurers, Establishing criteria for evaluation of security, Financial strength ratings, Major rating agencies.
12. Alternatives to reinsurance, new forms of reinsurance, Finite Risk/Financial Reinsurance, Reinsurance futures and Securitization of reinsurance contracts, New markets, Impact of captives and high self retentions on the reinsurance mechanism, Emerging trends in global reinsurance markets.
13. Inward reinsurance business, Need for inward business, Objectives, Business strategy, Retrocession arrangement, Reciprocal trading.
14. Importance of statistics in reinsurance—Gathering and analyzing statistics, Use of communication and information technology in reinsurance, Organization of reinsurance department.

Recommended Books:

1. IC-85 (Insurance Institute of India)

Semester-VI- B.Com (Banking & Insurance)
DSE-3-Entrepreneurship Development Programme

Objective: *This course provides students with a solid introduction to the entrepreneurial process of creating new businesses, role of Creativity and innovation in entrepreneurial start-ups, manage family-owned companies, context of social innovation and social entrepreneurship and issues and practices of financing entrepreneurial business.*

1. Unit-1 Entrepreneurial Management

The evolution of the concept of entrepreneurship, John Kao's Model on Entrepreneurship, Idea generation, Identifying opportunities and Evolution, Building the Team/Leadership, Strategic planning for business, Steps in strategic planning, Forms of ownership-Sole proprietorship, partnership, limited liability partnership and corporation form of ownership, advantage/disadvantage, Franchising, advantages/disadvantages of franchising, types of franchise arrangements, franchise contracts, franchise evolution checklist, Financing entrepreneurial ventures, managing growth, Valuation of a new company, Harvesting and Exist strategies, Corporate Entrepreneurship.

2. Unit-2 Entrepreneurship Creativity And Innovation

Stimulating Creativity, Organizational actions that enhance/hinder creativity, Managerial responsibilities, Creative Teams, source of innovation business, managing organizations for innovation and positive creativity

3. Unit-3 Social Entrepreneurship

Introduction to social entrepreneurship, Characteristics and role of social entrepreneurs, Innovation and Entrepreneurship in a social Context, Start-Up and early stage venture issues in creating and sustaining a Non-profits organization, Financing and Risks, Business Strategies and Scaling up.

4. Family Business and Entrepreneurship

The entrepreneur, role and personality, family business, concepts, structure and kinds of family firms, culture and innovation of family firm, managing business, family and shareholder relationships, conflict and conflict resolution in family firms, managing leadership, succession and continuity, women's issues in the family business, encouraging change in the family business system.

5. Financing The Entrepreneurial Business

Arrangements of funds, traditional source of financing, Loan syndicating, Consortium finance, role played by commercial banks, appraisal of loan applications by financial institutions, Venture capital.

Recommended Books:

1. Burns, P.-*Entrepreneurship and small business*. New Jersey
2. Drucker, P. F.-*Innovation and entrepreneurship: Practice and principles*, USA; Elsevier
3. Gersick, K.E., Davis, J.A., Hampton, M. M., & Lansberg, I.-*Generation to generation: Life Cycle of the family business*: Boston: Havard Business School Press
4. Hisrich, R., & Peters, M.-*Entrepreneurship*, New Delhi: Tata McGraw Hill
5. Holt, D. H.-*Entrepreneurship new venture creation*. New Delhi: PHI
6. John Kao, *Creativity & Entrepreneurship*
7. Kaplan, J.-*Patterns of Entrepreneurship*. Wiley
8. Khandwalla, P.-*Corporate creativity*. New Delhi: Tata McGraw Hill
9. Mullins, J.-*New business road test*. New Delhi: PHI

Semester-VI- B.Com (Banking & Insurance)

DSE-4- Project & Viva Voce

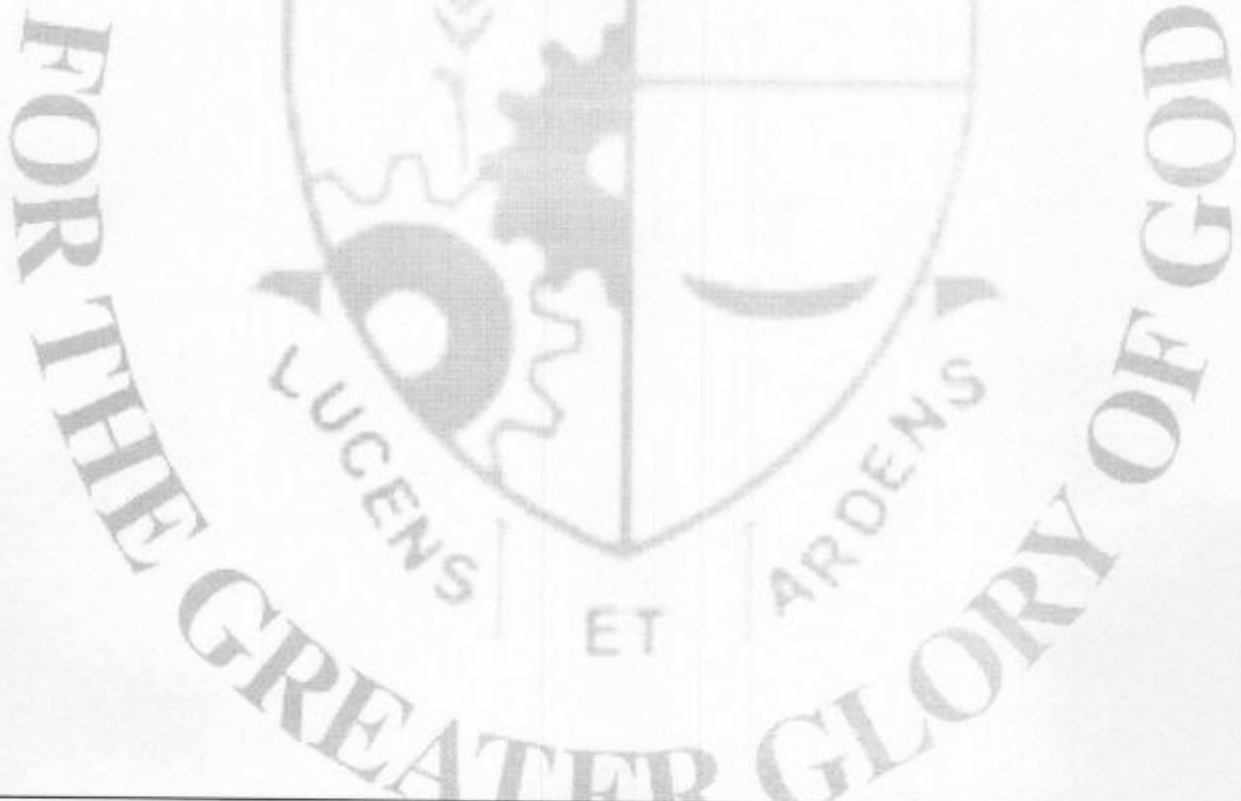
Objectives: To provide basic and hand on understanding of the industry.

Each students of this course shall undergo Practical Internship of four weeks in an approved business/industrial/government/service organization. The objective of this training is to make the student acquainted with the industrial/business working environment. After completion of the training they will have to submit a training report. The internship/project reports will carry 100 marks. It will be evaluated by two examiners (one internal and one external). The training report is part of the sixth semester. It is to be submitted by the date fixed by the college.

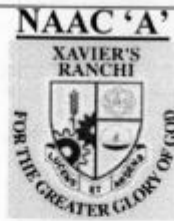
The students will also have to submit a performance certificate from the company where he/she undertook the training. This report will also be considered while evaluating the training report by examiners.

Alternatively if it is not possible to do industrial internship the students will prepare a project report on a topic assigned to him/her by the college. The project report will be evaluated as above.

***Topics, Objectives & Guidelines of the Project is to be decided by the Project Guide.**



End of Syllabus-B.Com (Banking & Insurance)



St. Xavier's College, Ranchi

(NAAC Accredited 'A' Grade College)

(College of "Centre for Potential of Excellence" Status)

(An Autonomous College of Ranchi University)

Syllabus

(Under Choice Based Credit System)

w.e.f.

(Academic Year-2016-17)

Department of Vocational & Management Studies

B.Com. Honours Programme

- ***International Accounts & Finance w.e.f. 2016-17***