ourse Category: Major         ame of the Dept: Commerce & Management         ourse Title: Principles and Practices of Banking & Insurance         ourse Code: BBP201       Course Level: UG         ourse Credit: 04       Total Marks: 100
ourse Title: Principles and Practices of Banking & Insuranceourse Code: BBP201Course Level: UGourse Credit: 04Total Marks: 100
ourse Code: BBP201Course Level: UGourse Credit: 04Total Marks: 100
ourse Credit: 04 Total Marks: 100
ourse Objectives:
To acquire the skills necessary to work in Financial Service Industry Particularly Banking
& Insurance.
To describe and apply financial concepts, skills, theories, and tools.
ourse Outcomes:
The course facilitates learning of industry practices with special focus on Banking &
Insurance industry

Unit No.	Content	Hours
I	Introduction to Banking	15
	1.1 Basic Concepts: Origin, Need, Types,	
	1.2 Scope and Functions of Banking	
	1.3 Need for Regulation and Supervision	
II	Banking Scenario in India	15
	2.1 Banking Operations	
	2.2 Types of accounts	
	2.3 Banking Services - Current Scenario	
	2.4 Banking Regulations & Role of RBI	
	2.5 Financia1 inclusion: Meaning, Scope & Importance	
	2.6 Current Scenario	
III	Introduction to Insurance	15
	3.1 Understanding Risk - Kinds of business risks	
	3.2 Need and Scope of insurance	
	3.3 Evolution of insurance	
	3.4 Principles of insurance	
	3.5 Types of insurance and policies	
	3.6 Risk and Return relationship	

IV	Insurance Business Environment in India	15
	4.1 Growth of Insurance Business	
	4.2 Actuarial Role	
	4.3 Claim and Settlement Procedures	
	4.4 Insurance regulations	
	4.5 Role of IRDA	
	Total Hours	60

- Entrepreneurial Development by S.S. Khanka, S. Chand and Company Pvt. Ltd., New Delhi
- Corporate Governance: Principles, Policies and Practices by A.C. Fernando, Pearson Education India, New Delhi
- Business and Government by Francis Cherunilam, Himalaya Publishing House, Mumbai
- Dr.Seethalekshmy& Jitendra Aherkar, Principles and Practices of Banking and Insurance. Sheth Publishing House
- Dr.P.K.Gupta, Insurance and Risk Management, Himalaya Publishing House
- M.N.Mishra, Insurance Principles and Practices, S. Chand& Company Ltd.

# Scheme of Examination

Internal: 40 Marks

External: 60 Marks

Internal	Marks: 40
Project Presentation/Case Study	5 marks
Quiz/Group/Discussion	5 Marks
Assignment/Participation/Attendance	10 Marks
Class test	20 Marks

Programme Name:Banki	ng & Insurance	Semester:II
Course Category: Major		
Name of the Dept: Bankin	ng and Insurance	
Course Title: Financial A	ccounting II	
Course Code: BBA202	Course Level: UG	
Course Credit: 02	Total Marks: 50	
Course Objectives:		
• To enable students to the company's equity		a company & determine the value per share of
• To know the Conditio	ons, Procedures & Met	hods of Buy-Back of Equity shares.
• To know the Condition	ns, Procedures & Meth	ods of Redemption of Preference Shares.
<b>Course Outcomes:</b>		
CO1-Students will be	able to Value the Goo	dwill of a company & determine the value per
share of the company	's equity capital.	
CO2-Students will kn	ow the Conditions, Pr	ocedures & Methods of Buy-Back of Equity
shares and Preference	shares.	

Unit No.	Content	Hours
Ι	VALUATION OF GOODWILL AND SHARES	15
	1. Valuation of Goodwill	
	1.1 Maintainable Profit method	
	1.2 Super Profit Method	
	1.3 Capitalization method	
	1.4 Annuity Method	
	2. Valuation of Shares	
	2.1 Intrinsic Value method	
	2.2 Yield method	
	2.3Fair Value method	

Ι	2. BUYBACK AND REDEMPTION OF EQUITY AND	15
	PREFERENCE SHARES	
	2.1 Introduction	
	2.2 Purpose of buyback	
	2.3 Sources of buyback	
	2.4 Benefits	
	2.5 Modes of BuyBack	
	2.6 Financing and Accounting for Buyback	
	3. Buyback of Equity shares	
	3.1 Introduction of issue of shares	
	3.2 Legal provisions(including related restriction, power, transfer to	
	capital redemption reserve account and prohibition)	
	3.3 Compliance of conditions including sources, maximum limits & debt equity ratio	
	4. Redemption of Preference Shares	
	4.1 Legal provision for redemption of preference shares in Companies	
	Act Sources of redemption including divisible profit and profits od fresh	
	issue of share premium on redemption from security premium and profit	
	of company Capital Redemption Reserve Account- creation and	
	use(excluding revised schedule VI balance sheet)	
	TOTAL	30

- 1. Introduction to Accountancy by T.S. Grewal, S. Chand and Company(P) Ltd., New Delhi
- 2. Advance Accounts by Shukla and Grewal, S. Chand and Company(P)Ltd., New Delhi
- 3. Advanced Accountancy by R. L Guptaand M. Radhaswamy, S.Chandand Company (P) Ltd., New Delhi
- 4. Company Accounting Standards by Shrinivasan Anand, Taxman, New Delhi
- 5. Financial Accounting by Lesile Chandwichk, Pentice Hall of IndiaAdinBakley (P) Ltd., New Delhi

### **Scheme of Examination**

### **Internal : 20 Marks**

# InternalMarks: 20Project Presentation/Case Study5 marksAssignment/Participation/Attendance5 MarksClass test10 Marks

### Paper Pattern for Internal and External Examination

### **External: 30 Marks**

Programme Name: Bachelor of Commerce (Banking and Insurance) Semester: II

**Course Category: Minor** 

Name of the Dept: Banking and Insurance

**Course Title: Basics of Marketing** 

Course Code: BBM203	Course Level:UG
Course Credit: 02	Total Marks: 50

Course Objectives: To make learners aware of the basic concepts of marketing Make learners aware about the importance of marketing research and use of marketing mix in framing effective marketing plans

Course Outcomes:

CO1 : Gain knowledge about the concepts of marketing and its implications in the business CO2 : Understand the importance of marketing research and its contribution in analysing the market and decision making and utilization of marketing mix for formulating marketing plans

Unit No.	Content	Hours
I	<ul> <li>Introduction to Marketing and Marketing Environment and Research</li> <li>Introduction to Marketing: Definition, features, advantages and scope of marketing. The 4P's and 4C's of marketing. Marketing v/s Selling, functions of marketing</li> <li>Concepts of Marketing: Needs, wants and demands, transactions, transfer and exchanges.</li> <li>Orientations of a firm: Production concept; Product concept; selling concept and marketing concept, social relationship, Holistic marketing</li> <li>The micro environment of business: Management structure; Marketing Channels; Markets in which a firm operates; competitors and stakeholders.</li> </ul>	15
	Macro environment: Political Factors; Economic Factors; Socio Cultural Factors, Technological Factors (PEST Analysis)	

	Marketing research: Meaning, features, Importance of marketing research. Types of marketing research: Product research; Sales research; consumer/customer research; production research	
Π	Marketing Mix and Core marketing conceptsMarketing mix: Meaning –elements of Marketing Mix.Product-product mix-product line, lifecyclePricing – objectives- factors influencing pricing policy and Pricingstrategy.Physical distribution – meaning – factor affecting channel selection-types of marketing channels Promotion – meaning and significance ofpromotion and toolsSegmentation – meaning , importance , basisTargeting – meaning , typesPositioning – meaning – strategies	15
	Total Hours	30

### **References** –

- 1. Saxena, Rajan. Marketing Management. Fourth edition, Tata McGraw Hill Publishing Co., New Delhi
- **2.** Ramaswamy V.S. and Namakumari S. Marketing Management Planning, Implementation and Control. Fourth edition, Macmillan
- 3. Kumar Arun & N Meenakshi. Marketing Management. Second Edition; Vikas Publications
- 4. Michael Vaz Manan Prakashan
- **5.** Kale Vipul Publication

### **Scheme of Examination**

### Internal : 20 Marks

### External: 30 Marks

Internal	Marks: 20
<b>Project Presentation/Case Study</b>	5 marks
Assignment/Participation/Attendance	5 Marks
Class test	10 Marks

rrse Category/Vertical: <b>Open Electives</b> ne of the Dept: SFC rrse Title: <b>Business Economics-II</b> rrse Code: BBE204	(OE)
rse Title: Business Economics-II	
rse Code: BBE204	
	Course Level:UG
e: Theory	
rse Credit: 4 credits	
rs Allotted: 60 Hours	
ks Allotted: 100 Marks	
urse Objectives (CO): (List the course	objectives)
1. To introduce students to the basic cor	<b>1</b>
2. To understand the Keynesian and po	•
3. To acquaint the students with the cor	ncepts of Money, Prices and Inflation.
4. To give insight of Banking sectors.	
<b>irse Outcomes (OC):</b> (List the course of	
	of National Income and Its Circular Flow.
	he Keynesian and post Keynesian Economics.
3. Students get acquainted with the cor	1 27
4. Students will gain knowledge of Bar	aking Sectors.
cription of the course:	The study of this paper will help students to
(Including but not limited to) If the study of this paper will help studen understand basic concepts of Macroeconor	
suring out not milited to)	which can be applied in day-to-day life
	Students will be able to understand Nationa
	Income & its flow in an economy.
	Knowledge of Money, prices and Inflation
	helps students to understand the functioning of

Unit No.	Content	Hours	
Ι	Module I: Introduction:	15	
	Macroeconomics: Meaning, Scope and Importance, Concepts of		
	National Income, Measurement of National Income, Circular flow of		
	National Income -Closed Economy and Open Economy		

II	Module II: Keynesian and Post Keynesian Economics:	15
	The principles of effective demand- Aggregate Demand & Aggregate	
	Supply, Consumption function and investment Multiplier	
	Inflation and Unemployment: Philips Curve	
	Stagflation: Meaning, Causes & Consequences	
	Supply side Economics	
		1.5
III	Module III: Money, Prices and Inflation:	15
	Money Supply: Components, Determinants of Money Supply, Factors	
	influencing Velocity of Circulation of Money	
	Demand for Money: Classical, Neo-classical and Keynesian approaches	
	of Demand for Money	
	Inflation: Demand Pull Inflation and Cost Push Inflation - Effects of	
	Inflation- measures to control inflation	
IV	Module IV: Banking:	15
	Commercial banks – Features & Functions, Commercial Banks balance	
	Sheet, Recent Development in the Banking sector,	
	Central bank- Introduction, Definition and Function: Traditional,	
	Developmental and Supervisory	
	Total Hours	60

- 1. N. Gregory Mnakiv, (2015), Principle of Macro Economics, 7th Edition, Cengage Learning.
- 2. Abel A.B.B.S. Beranake and D. Croushore (2013), Macro Economics, Pearson, New Delhi.
- 3. Ahuja H.L. (2008), Macro Economics theory and policy, S. Chand and Company Ltd. New Delhi.
- 4. Dwivedi D.N. (2007), Macro Economics theory and policy, TATa Mcgrow Hill Publication Company Ltd. Delhi.
- 5. Dombusch Rudiger, Fischer, Stanley and Startz, (2017) (Indian Edition), Macro Economics Delhi; Mcgrow Hill Publication.
- 6. Paul Samuelson and William Nordhaus, (2010), Economics.

# Pattern for Internal and External Examination

Scheme of Examination

Internal: 40 Marks

External: 60 Marks

# **Pattern for Internal Examination**

Internal	Marks: 40
Assignment	10 marks
Active class Participation/Attendance	10 Marks
Class test	20 Marks

# Pattern for Class test

- Q. 1 Choose the correct answer from the following. (5 Marks)
- Q.2 State whether the following statements are true or false. (5 Marks)
- Q.3 Answer the following in one or two sentences. (10 Marks)

# Pattern for External Examination

Q. No.	External	l	Marks: 60
Q .1	Full Length Question		15 Marks
(From Module 1)	OR		
	A)		8 Marks
	B)		7 Marks
Q. 2	Full Length Question		15 Marks
(From Module 2)	OR		
	A)		8 Marks
	B)		7 Marks
Q. 3	Full Length Question		15 Marks
(From Module 3)	OR		
	A)		8 Marks
	B)		7 Marks
Q. 4	Full Length Question		15 Marks
(From Module 4)	OR		
	A)		8 Marks
	B)		7 Marks

Programme Name: FY BBI Semester: I
Course Category: Vocational Skill Course (VSC)
Name of the Dept.: Banking & Insurance
Course Title: Organizational Behavior
Course Code: BBO205 Course Level: UG
Course Credit: 02 Total Marks:60
<ul> <li>To build self-awareness among the learner and enable the learner to identify and acknowledge individual and group differences.</li> <li>To introduce the learner to group behavior, group processes, team work &amp; team conflicts and acquaint the learner with motivation theories at workplace, familiarize with modern age workplace stress &amp; impart skills to overcome.</li> </ul>
Course Outcome:
<ul> <li>The learner studies various aspects of Personality Development-Perception, Attitude, Thinking, learning and decision making and develop analytical and integration skills in applying knowledge to enhancing individual and organizational effectiveness in a wide range of organizations.</li> <li>To develop an understanding of the theories and concepts associated with individual and group behavior within an organization and foster introspection regarding your role as a business practitioner.</li> </ul>

# Syllabus: NEP 2020 w.e.f 2024-25

Unit No.	Content	Hours
Ι	Introduction to Organisational Behavior- Meaning, Nature, Scope and Models. Organizational structure and design. Work Culture of Organisation Types & Role. Motivation Theories Johari Window Organizational Conflicts Organizational Change effects of resistance to change and solution	15
II	Managing People and Organisation Leadership Theories Goals Planning Team building and development Skills Development Stress Management Organizational Development Meaning, Nature, Techniques & Importance.	15
	Total Hours	30

# **References:**

- Jerald Greenberg- Organsiational Behavior, PHI learning Pvt. ltd India 10th Edition.
- Fred Luthans- Organisational Behavior, MC Graw Hill, 10th Edition.
- Gregory Moorhead, Ricy Griffin Biztatra, India 7th Edition.
- Stephen P Robbins-Dorling Kindersley pvt ltd, 15th Edition.

# Scheme of Examination

Internal: 20 Marks		External: 30 Marks
Internal	Marks: 20	
Project Presentation/Case Study	15 marks	
Assignment/Participation/Attendance	10 Marks	

Progra	mme Name: B.Com. Semester:I
Course	e Category: Skill Enhancement Course (SEC)
Name	of the Dept: Mathematics and Statistics
Course	e Title: Quantitative Methods – II
Course	e Code: BBQ206 Course Level: UG
Course	e Credit: 02 Total Marks: 50
Cours	e Objectives:
1.	Calculation of Ratio, Proportion and Percentage. Application of statistics in
	Investments. These methods regulate the lending ability of the financial sector of the
	whole economy.
2.	To give and adequate exposure to operational environment in the field of Banking
	Insurance & other related financial services.
Cours	e Outcomes :
1.	Understand and compute Ratio, Proportion, variation & Percentage. Solving linear
	Programming Problems by Graphical Method
2.	Apply Statistics In Investment Management and to draw conclusions regardingshare
	prices using Probability, Probability distribution & decision theory. Acquaint
	themselves with Economic indicators like GDP, Inflation rate, Moneysupply, Index
	for various productions.

Unit No.	Content	Hours
Ι	RATIO, PROPORTION & PERCENTAGE	15
	Ratio Definition, Continued Ratio, Inverse Ratio, Proportion,	
	Continued Proportion, Direct Proportion, Inverse proportion, Variation,	
	Inverse Variation, Joint Variation, Percentage: Meaning &	
	Computation of Percentage.	
	LINEAR PROGRAMMING TECHNIQUES	
	Meaning, Advantages, limitations, business applications, basic	
	terminology. Graphical Method of solving Linear Programming	
	Problems.	
Π	STATISTICAL APPLICATIONS IN INVESTMENT	15
	MANAGEMENT	
	Expected return from shares (using probability) Measuringtotal risk	
	from investigator shares (using standard deviations) Partitioning risk	
	into systematic and unsystematic component (using co-	
	variance). Measuring risks of portfolio (using co- relation) to draw	

<ul> <li>conclusions regarding share prices (using testing of Hypothesis).Probability, Probability distribution &amp; decision theory.</li> <li>ECONOMIC INDICATORS</li> <li>GDP, Real growth in GDP price level Inflation rate, Money supply, Index for agricultural production Index for industrial production,</li> </ul>	
Electrical.	
Total Hours	30

- Mathematics for Economics & Finance by Martin Anthony & Norman Biggs.
- Fundamentals of Statistics D. N.Elhance,
- Statistical Methods S.G. Gupta (S. Chand &Co.
- Statistics for Management Lovin R. Rubin D.S, (PrenticeHall ofIndia)
- Statistics Theory, Method & Applications D.S.Sancheti & V. K.Kapoor.
- Modern Business Statistics (Revised)-B. Pearles & C.Sullivan -Prentice Hall ofIndia.
- Business Mathematics & Statistics : B Aggarwal, Ane BookPvt.Limited
- Business Mathematics : D C Sancheti & V K Kapoor, Sultan Chand & Sons
- Business Mathematics: A P Verma, Asian Books Pvt.:Limited.
- IRDA: IC.33
   Fundamentals of Applied Statistics: S G Gupta and V KKapoor, Sultan Chand & Co

# Scheme of Examination

Internal: 40 Marks

External: 60 Marks

Internal	Marks: 40
Project Presentation/Case Study	5 marks
Quiz/Group/Discussion	5 Marks
Assignment/Participation/Attendance	10 Marks
Class test	20 Marks

Programme Name:F.Y.B.Con	n. (Banking & I	Insurance)	Semester:II
Course Category: Ability Enhancement Course (AEC)			
Name of the Dept: SFC			
Course Title: Corporate Con	nmunication II		
Course Code: BBC207	Course Level	: UG	
Course Credit: 2	Total Marks:	50	
Course Objectives: After suc	cessful complet	tion of the cours	e the learner should be able to
enhance his Speaking, Listen	ing and writing	Skills To meet t	he challenges of the world.
Course Outcomes:			
1. To develop awareness of the	ne complexity of	f the communica	ation process.
2. To develop effective oral sl as well as in large groups.	kills so as to ena	ble students to s	speak confidently interpersonally
3. To develop effective writin persuasive and audience center	-	enable students	to write in clear, concise,
4. To demonstrate effective us	e of communica	ation technology	
Syllabus: NEP 2020 w.e.f 202	4-25		

Unit No.	Content	Hours
I	<ul> <li>Interviews: Group Discussion, Preparing for an Interview, Types of Interview- Selection, Appraisal, Grievance, Exit.</li> <li>Meetings: Need and Importance of Meetings, Conduct of Meeting and Group Dynamics Role of the Chairperson, Role of the Participants, Drafting of Notice, Agenda and Resolutions.</li> <li>Public Relations: Meaning, Functions of PR Department, External and Internal Measures of PR.</li> <li>Presentations: Introduction, Principles of Effective Presentations, Effective use of Visual Aids.</li> </ul>	
Ш	Business Letters: Letters of Inquiry, Letters of Complaints, Promotional Leaflets, Consumer Grievance Letters, Letters Under Right to Information(RTI) Act, Summarisation: Identification of main and supporting/ sub points, Presenting these in a cohesive manner.	15
	Total Hours	30

- 1. How to write first class letters : :The hanbook for practical letter writing by L. Sui Baugh .
- 2. Business communication by Raymond V. Lesikar.
- 3. Model business letters by Kuy White.
- 4. Effective business communication by Herta A.Murphy.
- 5. Effective English Communication by Mohan Krishna

# Scheme of Examination

Internal : 25Marks

External: 25 Marks

Internal	Marks: 25
Project Presentation/Case Study	Marks
Quiz/Group/Discussion	Marks
Assignment/Participation/Attendance	Marks
Class test	Marks

Programme Name: F.Y.B.Com. (Banking & Insur	ance) Semester: II					
Course Category: Value Education Course (VEC)						
Name of the Dept: B.Com. (Banking & Insurance)						
Course Title: Information Technology in Banking & Insurance - II						
Course Code: BBI208 Course Level:UG						
Course Credit: 02 Total Marks: 50						
Course Objectives:						
CO 1: To acquaint about various E-Business Models.						
CO 2: Helps to acquaint about various technology used in Banking and Insurance.						
Course Outcomes:						
OC 1: The modules help the students to get acquainted with different E-banking Business						
Models followed by Induction of Techno Management with its Development Life						
Cycle, Building Data Centers and also DBMS role in the banking sector.						
<b>OC 2:</b> They also use presentation software for making						
Internet and their services (e-mail, Google drive for storing the Google documents,						
excel sheets, presentations and PDF files.						
Description the course:	Introduction, relevance, Usefulness,					
	Application, interest, connection					
This course is developed for the students in order to	with other courses, demand in the					
gain the knowledge regarding the I.T Concepts and	industry, job prospects etc.					
factors which leads them to be a computer oriented						
person in their career.						

Unit No.	Content	Hours
Ι	Various E-Banking Models & Techno Management:	
	<b>Chp:1 E-banking Business Models:</b> Various models- home banking, office banking, online banking, internet banking, mobile banking, SMS banking,- models of electronic payments, other business models.	15

	<ul> <li>Chp:2 Induction of Techno Management: Development Life Cycle, Project Management, Building Data Centres, Role of DBMS in Banking, Data Warehousing and Data Mining, RDBMS Tools</li> <li>Chp:3 Technological Changes in Indian Banking Industry: Trends in Banking and Information Technology, Technology in Banking, Lead Role of Reserve Bank of India, New Horizons for Banking based IT, Automated Clearing House Operations, Electronic Wholesale Banking Credit Transfer, Credit Information Bureau (I) Ltd., Credit Information Company Regulation Bill- 2004, Automation in Indian Banks, Cheque clearing using MICR technology, Innovations, Products and Services, Core-Banking Solutions (CBS), Human Resource Development (HRD)- The Road Ahead.</li> <li>Chp:4 Technology in Banking Industry: Teleconferencing, Internet Banking, Digital Signature in Banking, MICR Facility for 'paper-based' clearing, Cheque Truncation.</li> </ul>	
П	<ul> <li>MS-Office: Packages for Institutional Automation:</li> <li>Chp:5- MS-Excel: Manipulating data, Working with charts, Working with PIVOT table and what-if analysis; Advanced excel functions-V-lookup (), H-lookup(),PV(), FV(),average(),goal seek(),AVERAGE(), MIN(), MAX(), COUNT(),COUNTA(), ROUND(), INT(), nested functions, name ,cells/ranges/constants, relative, absolute &amp;mixed cell references, operators, Logical functions using if, and, or =, not, date and time functions &amp; annotating formulae.</li> <li>Chp:6 Applications of Internet:</li> <li>Introduction to e-mail, writing professional e mails, creating digitally signed documents, use of outlook express: configuring outlook express, creating and managing profile in outlook, sending and receiving e-mails via outlook express, Emailing the merged documents, boomerang facility of email, Google drive: usage of Google drive in storing the Google documents, excel sheets, presentations and PDF files.</li> </ul>	15
	Total Hours	30

- General Bank Management from Indian Institute of Banking and Finance by MACMILAN 2. Modern Banking Technology-by Firdos Temurasp Shroff -published by-Northern Book Center, New Delhi.
- General Bank Management from Indian Institute of Banking and Finance by MACMILAN.
- Microsoft Office Professional2013-Step by step By Beth Melton, Mark Dodge, Echo

Swinford, Andrew Couch.

• Sanjay Soni and Vinayak Aggarwal, Computers and Banking, M/s Sultan Chand & Sons,New Delhi, 1993.

# Scheme of Examination:

Internal : 40 Marks

External: 60 Marks

Internal	Marks: 20
Project Presentation/Case Study	5 marks
Quiz/Group/Discussion	5 Marks
Assignment/Participation/Attendance	5 Marks
Class test	10 Marks