

Revised Syllabus as per
NEP 2020 Guidelines and
Question Paper Pattern of Courses of
BACHELOR OF COMMERCE
(BANKING & INSURANCE)
(B & I) PROGRAMME
FIRST YEAR
SEMESTER I AND II

Under Choice Based Credit System,
Grading and Semester System
(To be implemented from
Academic Year 2024-2025)
Board of Studies

Program outcomes

- PO 1: Understand and address risks faced by the banks
- PO 2: Differentiate between life and non-life insurance and make informed policy decisions
- PO 3: Gain ability to read, understand, interpret and analyse financial statements of Banking and Insurance companies
- PO 4: Enable understanding banking and Insurance Laws
- PO 5: To make sound financial decisions in practical settings

SEMESTER I



	B. Com (B&I) SEMESTER I		
Course Code	Full Name of Course (With Paper Name)	Credit Point	
	Major Course (Major)		
VGVUCIMEC101	Economics – I	4	
VGVUCIMEM101	Environment and Management of Financial Services	2	
	Minor Course (Minor)		
	NA		
	Open Elective (OE) (Any One)	4	
VGVUOE113	Basics of Physics		
VGVUOE114	Environmental Biotechnology		
VGVUOE116	Food and Nutrition		
VGVUOE117	Fundamentals of Information Technology		
VGVUOE118	Fundamentals of Web Design		
VGVUOE119	History of Media		
VGVUOE123	The India Story		
VGVUOE124	Visual Communication		
	Vocational & Skill Enhancement Course (VSEC)		
	Vocational Skill Courses (VSC)		
VGVUFVS101	Business Mathematics	2	
	Skill Enhancement Course (SEC)		
VGVUFSE102	Financial Accounting – I	2	
	Ability Enhancement Course (AEC)		
VGVUFAE101	Business Communication – I	2	
	Value Education Course (VEC)		
VGVUVE106	Indian Business Practices	2	
	Indian Knowledge System (IKS)		
VGVUIKS102	Ancient Indian Culture	2	
	Co-curricular Course (CC)	2	
VGVUCC101	Community Engagement Activities		
VGVUCC102	Cultural Activities		
VGVUCC103	National Service Scheme (NSS)		
VGVUCC104	Sports Activities		
VGVUCC105	Yoga		
	Total	22	

FY B. Com (Banking & Insurance)		Semester I	Semester I	
Course Name: Econo	omics – I	Course Code: VGV	VUCIMEC101	
Lectures per week (1 Lecture is of 60 minutes)		4	4	
Number of Credits		4	1	
Evaluation System Assessment		Hours	Marks	
	External Assessment	2	60	
	• Internal Assessment	-	40	

Co	ourse Objectives:
1	It will help students analyse how an economy functions, combining practical & theoretical knowledge of Economics.
2	To analyse the break-even point which is a field in applied economics, will help them analyse cost benefit theories, deadweight loss, economies of scale.
3	It will help them to focus on the economic issues related to business organization and management.

Unit	Content	No. of Lectures
1	Introduction to Business Economics a. Scope and Importance of Business Economics - Relevance - Opportunity Cost principle- Incremental and Marginal Concepts. Basic economic relations - equations - Total, Average and Marginal relations- use of Marginal analysis in decision making. b. The basics of market demand, market supply and equilibrium price- shifts in the demand and supply curves and equilibrium c. 10 Principles of Business Economics.	12
2	DEMAND ANALYSIS a. Demand Function - nature of demand curve under different markets b. Meaning, significance, types and measurement of elasticity of demand (Price, income cross and promotional)- relationship between elasticity of demand and revenue concepts c. Demand estimation and forecasting: Meaning and significance - methods of demand estimation: survey and statistical methods d. (numerical illustrations on trend analysis and simple linear regression)	12
3	SUPPLY AND PRODUCTION DECISIONS AND COST OF PRODUCTION: a. Production function: short run analysis with Law of Variable Proportions-Production function with two variable inputs- isoquants, ridge lines and least cost combination of inputs- long run production function and Laws of Returns to Scale b. Expansion path - Economies and diseconomies of Scale. c. Cost concepts: Accounting cost and economic cost, implicit and explicit cost, fixed and variable cost - total, average and marginal cost - Cost Output Relationship in the Short Run and Long Run (hypothetical numerical problems to be discussed), LAC and Learning curve - Break even analysis (with business applications).	12
4	MARKET STRUCTURE: PERFECT COMPETITION AND MONOPOLY AND PRICING AND OUTPUT DECISIONS UNDER IMPERFECT COMPETITION: a. short run and long run equilibrium of a competitive firm and of industry - monopoly - short run and long- run equilibrium of a firm under Monopoly b. Monopolistic competition: Equilibrium of a firm under monopolistic competition, debate over role of advertising c. (topics to be taught using case studies from real life examples) d. Oligopolistic markets: key attributes of oligopoly - Collusive and non-collusive oligopoly market - Price rigidity - Cartels and price leadership models. PRICING PRACTICES:	12
5	a. Cost oriented pricing methods: cost – plus (full cost) pricing, marginal cost pricing, Mark up pricing, discriminating pricing, multiple – product pricing - transfer pricing b. (case studies on how pricing methods are used in business world)	12
	TOTAL	60



Course Outcomes:		
CO1	CO1 Understand, explain and interpret the concepts of demand and cost structure of the business	
CO2	Develop the understanding of production function and its industry relevance.	
CO3		

Recommended Resource	es ·		
Reference Books -	 Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S. Chand & Sons, N. Delhi,2000) Hirchey.M., Managerial Economics, Thomson South western (2003) Salvatore, D.: Managerial Economics in a global economy (Thomson South Western Singapore,2001) Frank Robert.H, Bernanke. Ben S., Principles of Economics (Tata McGraw Hill(ed.3) Gregory Mankiw., Principles of Economics, Thomson South western (2002reprint) Samuelson & Nordhas.: Economics (Tata McGraw Hills, New Delhi,2002) Pal Sumitra, Managerial Economics cases and concepts (Macmillan, NewDelhi,2004) 		
E-Resources			
Webliography:			

FY B. Com (Banking & Insurance)		Semester I	
Course Name: Environment and Management of Financial Services		Course Code: VGVUCIMEM101	
Lectures per week (1	Lecture is of 60 minutes)		2
Number of Credits		2	
Evaluation System Assessment		Hours	Marks
	External Assessment	2	60
	Internal Assessment	-	40

Co	Course Objectives:	
1	1 To understand the background of Indian Financial System	
2	To analyse recent developments and trends in Banking and Insurance sector.	
3	3 To understand regulatory framework of Banking and Insurance sector.	

Unit	Content	No. of Lectures
	A. INTRODUCTION TO INDIAN FINANCIAL SYSTEM	
	a. Components of a financial system. Key elements of a well-functioning financial	
	system.	
	b. Functions and characteristics of financial markets.	
1	Nature And Role of Financial Institutions (Intermediaries) And Financial Markets.	10
	(Linkage of different financial institutions)	
	c. Historical development of Banking and Insurance in India	
	d. Development of Capital and Money Markets in India	
	e. Reforms of Financial Markets in India; post 1990s	
	FINANCIAL SERVICES AND ENVIRONMENT	
	a. Technology and changing Indian Financial Markets.	
•	b. Different Banking and Insurance Products	
2	c. Business Environment responsible for growth of financial sector in India	10
	d. Organisational structure and management	
	e. Non-Banking Financial Companies (NBFCs)	
	REGULATORY AND DEVELOPMENTAL FRAMEWORK OF BANKING &	
	INSURANCE	
	a. Significance and Role of Banking and Insurance in economic growth.	
3	b. Legal Framework of Banking System. Reforms in the Banking System in the last	
	decade. Prudential Norms of Banking Sector.	10
	c. Legal framework of insurance, formation of IRDA and reforms in Insurance	
	Business.	
	d. Recent Developments in Insurance Business in India.	
	e. Government initiatives to boost insurance business in India.	
	TOTAL	30

Course Outcomes:			
CO1	CO1 Learners will learn and understand the concept of Indian Financial System		
CO2	Learners will study the development of Banking & Insurance and its recent scenario		
CO3	CO3 Learners will be able to the understand regulatory framework of Banking & Insurance		

Recommended Resour	Recommended Resources		
Reference Books -	Pathak Bharati, Indian Financial System.		
	Bhole L M Financial Institutions AND Markets, McGraw Hill.		
E-Resources			
Webliography:			

FY B. Com (Banking & Insurance)		Semester I	Semester I	
Course Name: Visua	l Communication	Course Code: VGV	UOE124	
Lectures per week (1	Lecture is of 60 minutes)	4		
Number of Credits		4	4	
Evaluation System Assessment		Hours	Marks	
	External Assessment	2	60	
	• Internal Assessment	-	40	

Course Objectives: To provide students with tools that would help them visualize and communicate. To impart basic knowledge in theories and languages of visual communication.

Unit	Content	No. of Lectures
	Introduction to Visual Communication	
	A. History and development of Visuals	1
	B. Need and importance of visual communication	
	C. Visual Communication as a process and as an expression, Language and visual	
	communication	
	D. Visible concepts	-
1	Plans and organizational charts	15
	Maps	
	• Chronologies	
	E. Invisible Concepts	1
	Generalization Theories	
	Feelings or attitudes	
	• Teemigs of attitudes	
	Theories of Visual Communication	
	A. Sensual Theories	
	Gestalt	
2	Constructivism	15
_	Ecological	
	B. Perceptual Theories	
	• Semitics	
	Cognitive	
	Colours and Design in Visual Communication	
	A. Colour theory	
3	B. Psychological implications of colour	15
	C. Colours and visual pleasure	
	D. Elements of Design	
	Channels of Visual Communication	
	A. Painting & Photography	
4	B. Film & Television, Documentaries, Script writing & visualization	15
-	C. Comics & Cartoons, Digital Images, Animation & VFX	
	D. News Papers, Advertisements, Photojournalism	
	Visual Communication in the Age of social and it	
	Visual Communication in the Age of social media A. Ethics	-
-	B. Impact of Language and culture, Images and messages, Signs & Symbols (GIF,	15
5	etc.)	15
	C. Audience Behaviour	-
	D. Citizen Journalism, Going Viral	
	E. Visual stereotyping in social media	
	TOTAL	60



Course Outcomes:	
CO1	To provide students with tools that would help them visualize and communicate.
CO2	Understanding Visual communication as part of Mass Communication.
CO3	To acquire basic knowledge to be able to carry out a project in the field of visual communication.
CO4	To acquire basic knowledge in theories and languages of Visual Communication.
CO5	The ability to understand and analyse visual communication from a critical perspective

Recommended Resources		
Reference Books -	•	Handbook Of Visual Communication Edited by Ken Smith/Sandra
		Moriarty/Gretchen Barbatsis& Keith Kenny
	•	Visual Communication Theory and Research by Shahira Fahmy, Mary
		Angela Bock & Wayne Wanta
	•	Visual Communication by Ralph E Wileman
E-Resources		
Webliography:		

FY B. Com (Banking & Insurance) Course Name: Business Mathematics		Seme	Semester I Course Code: VGVUFVS101	
		Course Code: VG		
Lectures per week (1	Lecture is of 60 minutes)	2	2	
Number of Credits		2		
Evaluation System	Assessment	Hours	Marks	
	External Assessment	2	60	
	Internal Assessment	-	40	

Co	Course Objectives:		
1	To enable the students to combine practical and theoretical knowledge of Mathematics.		
2	To equip the students with fundamentals of Financial Mathematics and Insurance Premium.		
3	To equip students with fundamentals of Ratio, Proportion and Percentage and their applications.		

Unit	Content	No. of Lectures
	Elementary Financial Mathematics	
	a. Simple and Compound Interest: Interest compounded once a year, more than once a year, continuous, nominal and effective rate of interest, depreciation of assets	
1	b. Annuity: Definition and types, present and future value, sinking fund, nominal and effective rate of annuity, Equated Monthly Instalment (EMI), amortization table	15
	c. Insurance: Meaning, purpose and need for insurance, calculation of age, premiums, bonuses, paid up value of a policy, maturity value of the policy, surrender value	
	Elementary Quantitative Mathematics	
	a. Ratio, Proportion and Percentage: Continued ratio, inverse ratio, continued	
	proportion, direct/inverse proportion, variation, joint variation, percentage	
	computation, profit and loss	
2	b. Counting: Addition and Multiplication principles, factorial, permutation and	15
	combination (definition and simple problems)	
	c. Probability and Probability Distribution: Basic terms and definition of probability	
	of an event, addition theorem, types of events, multiplication theorem, probability	
	distribution of a discrete random variable, expectation, variance	
	Total	30

Course Outcomes:	
CO1	Students will be able to analyse different schemes while investing/borrowing money and will be equipped with basics of insurance and will be able to calculate premiums.
CO2	Students will be able to apply mathematical techniques to solve ratio or partnership problems and will be able to apply counting principles to find possible outcomes and also be able to estimate expected value.

Recommended Resour	rces	
Reference Books -	 Mathematics for Economics and Finance, Martin Anthony, Norman Biggs, Cambridge low-price editions, 2000. Mathematics of Finance 2nd Edition Schaum's Outline Series Peter Zima, Robert Brows, Tata McGraw Hill Business Mathematics by Bari- New literature Publishing Company, Mumbai Business Mathematics, D C Sancheti & V K Kapoor, S Chand Publication Business Mathematics, J. K. Singh, 2009, Himalaya Publishing House Mathematics for Economics and Business, R S Bharadwaj, Excel Books Business Mathematics, A P Verma, Asian Books Pvt. Ltd. 	
E-Resources Webliography:		



FY B. Com (Banking & Insurance)		Semester I	
Course Name: Finar	ncial Accounting – I	Course Code: VG	VUFSE102
Lectures per week (1	Lecture is of 60 minutes)	2	2
Number of Credits		2	
Evaluation System	Assessment	Hours	Marks
	External Assessment	2	60
	Internal Assessment	-	40

Co	Course Objectives:	
1	This course will enable the students to combine practical & theoretical knowledge of financial accounting.	
2	The course will provide decision-making skills to the students in the financial analysis context.	
3	The students of this course will be active learners & develop awareness of emerging trends in financial accounting.	

1	CLASSIFICATION OF INCOME & EXPENSES AND ACCOUNTING STANDARDS a. Basics of Accounting b. Classifications of Income, Expenditure and Receipts based on capital and revenue. c. Introduction to Accounting Standards: Meaning and Scope AS 1: Disclosure to Accounting Policies AS 2: Inventory Valuation AS 10: Accounting for Fixed Assets INVENTORY VALUATION & ACCOUNTING FOR HIRE PURCHASE a. AS 2: Inventory (Stock) Valuation	5
2	 - Meaning, Definition - Applicability - Measurement of Inventory - Explanation with Illustrations - Practical problems on FIFO and Weighted Average Method b. Hire Purchase Transactions - Meaning - Calculation of Interest - Accounting for Hire Purchase Transactions by Asset Purchase Method Based on Full Cash Price - Journal Entries, Ledger Accounts and Disclosure in Balance Sheet for Hirer and Vendor - (Excluding Default, Repossession and Calculation of Cash Price) 	15
3	a. Introduction to Final Accounts of a Manufacturing Concern manufacturing Account, Trading Account, Profit and Loss Account and Balance Sheet TOTAL	10

Relevant Law/Statute/Rules in force and relevant Accounting Standards in force on 1st April immediately preceding commencement of Academic Year are applicable for ensuring examination after relevant year.



Course	Course Outcomes:	
CO1	To equip the learner with fundamental concepts of Book Keeping & Accountancy and impart the knowledge about basic terminologies, concepts of accounting, classification of expenditure & receipts & applicability of several accounting standards.	
CO2	Learners will be able to understand the worth of unsold inventory while preparing financial statements at the end specific period using periodic & perpetual inventory valuation systems. Learners will be able to understand salient features and vital accounting treatment related to hire purchase accounting.	
CO3	Learners will be able to discern the cost of goods manufactured during the financial year and to enumerate the amount of any profit or loss occurred during the manufacturing process.	

Recommended Resour	rces
Reference Books -	 Introduction to Accountancy -T. S. Grewal-(S.Chand&Co.) Double Entry Book Keeping - J. R.Batliboi. Double Entry Book Keeping - M. M.Chokshi Advanced Accounts -Shukia& Grewal (S.Chand&Co.) Advanced Accountancy - R.L.Gupta&M.Radhaswamy Accounting Standards -Institute of Chartered Accountants of India. New Delhi Gupa S C & Shukla, M C: Advanced Accounts Vol.1. New Delhi. S. Chand &CompanyLtd
E-Resources Webliography:	

FY B. Com(Banking & Insurance)		Semester I	
Course Name: Busine	ss Communication - I	Course Code: VG	VUFAE101
Lectures per week (1	Lecture is of 60 minutes)	2	2
Number of Credits		2	2
Evaluation System	Assessment	Hours	Marks
	External Assessment	1	30
	Internal Assessment	-	20

Co	ourse Objectives:
1	To develop awareness of the communication process among the learners.
2	To make the learners master various aspects business communication such as effective listening, official correspondences etc.
3	To develop effective spoken skills so as to enable students to express confidently interpersonally as well as in large groups.
4	To develop effective writing skills so as enable students to write in clear, concise, persuasive and audience-centred ways.
5	To enable the students to develop the awareness of communication technology.

Unit	Content	No. of Lectures
1	 Theory of Communication 1 A. Concept of Communication: Models of Communication – Linear / Interactive / Transactional / Shannon and Weaver (To be only discussed in class) Meaning, Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Global world B. Impact of Technology Enabled Communication: Types – Internet, Blogs, E-Mail, Moodle, social media (Facebook, Twitter & WhatsApp: Advantages & Disadvantages) C. Communication at Workplace: Channels – Formal and Informal; Vertical, Horizontal, Diagonal; Grapevine, Methods – Verbal and Non-Verbal (including Visual), Business Etiquettes Theory of Communication 2 D. Barriers to Communication: Physical, Semantic / Language, Socio-Cultural, Psychological; Ways to Overcome Barriers to Communication E. Listening: Importance of Listening Skills, Obstacles to Listening, Cultivating good Listening Skills 	15
2	good Listening Skills BUSINESS CORRESPONDENCE A. Theory of Business Letter Writing: Parts, Structure, Layouts - Full Block, Principles of Effective Letter Writing, Principles of effective E- mail Writing B. Personal Correspondence: Letter of Recommendation, Job Application Letter and Resume, Letter of Appointment (To be only discussed in class), Letter of Acceptance of Job Offer, Letter of Appreciation, Letter of Resignation. LANGUAGE AND WRITING SKILLS A. Commercial Terms used in Business Communication (to be only discussed) B. Paragraph Writing: Developing an idea, using appropriate linking devices, etc.;	
	Cohesion and Coherence, etc. Total	30

Course Ou	itcomes:
CO1	A. Students can identify the complexities in communication.
	B. Students become enabled to be a part of the growth and development of global communities which share knowledge, learning and best practices.
	C. Students learn to identify the appropriate use of different channels of oral and written communication in business.
	D. Students learn the significance of factors such as background, experience, attitudes, cultural beliefs and self-esteem in communication.
	E. Students learn to use listening skills to create more effective, less confrontational, more productive professional and personal relationships.
	Students learn to use strategies appropriately to improve one's ability to listen and to understand people.
CO2	 A. Students learn to recognize key parts of a business letter. Students learn the block format of a business letter. Students learn to understand the professional nature of a business letter. B. Students learn effective written communication in a managerial environment. Students learn to draft structured business messages C. Learners will be conversant with business or official communication terms and writing skills. D. Identify the three key parts of a paragraph: topic sentence, supporting details, and conclusion. Write a paragraph containing a topic sentence, supporting details, and conclusion.

(Autonomous)

Recommended Resources

Reference Books -

- Bangh, L. Sue, Fryar, Maridell and Thomas David A. (1998) How to Write First Class Business Correspondence, N.T.C. Publishing Group.
- Krevolin, Nathan (1983) Communication Systems and Procedures for Modern Office, Prentice Hall.
- Majumdar, P.K. (1992) Commentary on the Consumer Protection Act, Prentice.
- Ashley, A (1992) A Handbook of Commercial Correspondence, Oxford University Press.
- Aswalthapa, K (1991) Organisational Behavi Sour, Himalaya Publication.
- Balan, K.R. and Rayudu C.S. (1996) Effective Communication, Beacon.
- Barkar, Alan (1993) Making Meetings Work, Sterling Publications Pvt. Ltd.
- Basu, C.R. (1998) Business Organisation and Management, T.M.H.
- Benjamin, James (1993) Business and Professional Communication Concepts and Practices, HarperCollins College Publishers.
- Black, Sam (1972) Practical Public Relations, E.L.B.S.
- Bovee Courtland,L and Thill, John V (1989) Business Communication Today. McGraw Hill, New York, Taxman Publication.
- Burton, G and Thakur, (1995) Management Today Principles and Practices. T.M.H.
- Darrow, Richard, Forrstal, Dan and Coolman, Aubrey (1967) Public Relations Handbook, the Dartwell Co., Chicago.
- Drucher, P.F. (1970) Technology, Management and Society, Pan Books.
- Ecouse Barry, (1999), Competitive Communication: A Rhetoric for Modern Business, OUP.
- Eyre, E.C. (1985) Effective Communication Made Simple, Rupa and Co.
- Fisher Dalmar, (1999), Communication in Organisation, Jaico Publishing House.
- French, Astrid (1993) Interpersonal Skills. Sterling Publishers.
- Garlside, L.E. (1980) Modern Business Correspondence, McDonald and Evans Ltd.
- Ghanekar, (1996) Communication Skills for Effective Management. Everest Publishing House.
- Graves, Harold F. (1965) Report Writing, Prentice Hall.
- Kaul, Asha. (2013) Business Communication, Prentice-Hall.
- Lesikar, Raymond V and Petit, John D. (1994) Business Communication: Theory and Application, Richard D. Irwin Inc.
- Ludlow, Ron. (1995) the Essence of Effective Communication, Prentice.
- Martson, John E. (1963) The Nature of Public Relations, McGraw Hill.
- Merrihue, William (1960) Managing by Communication, McGraw Hill.
- Monippalli, M.M. (1997), The Craft of Business Letter Writing, T.M.H.
- Monippally, Matthukutty M. (2014) Business Communication Strategies. Tata McGraw-Hill Publishing Company Ltd., 2014.
- Murphy, Herta and Hilde Brandt, Herbert W (1984) Effective Business Communication, McGraw Hill, [SEP]
- Phillip, Louis V. (1975) Organisational Communication The Effective Management, Columbus Grid Inc.



	 Raman, Meenakshi and Sharma, Sangeeta (2004) Technical Communication: Principles and Practice, Oxford University Press. Ross, Robert D. (1977) The Management of Public Relations. John Wiley and Sons. Stephenson, James (1988) Principles and Practice of Commercial Correspondence. Pilman and Sons Ltd.
E-Resources Webliography:	 https://www.slideshare.net/iniwannalangniyaakobastabasta/models-of-communication-63235607 https://www.slideshare.net/draizelle_sexon/business-letter-12043197

FY B. Com (Banking & Insurance)		Semester I	
Course Name: India	n Business Practices	Course Code: VG	VUVE106
Lectures per week (1 Lecture is of 60 minutes) Number of Credits		2	
		2	
Evaluation System	Assessment	Hours Ma	
	External Assessment	1	30
	Internal Assessment	-	20

Co	ourse Objectives:
1	To make students understand working of the organization.
2	To make students aware of functions of management. To make students aware of how management functions are performed in service sector industry like banking and insurance.
3	To make students aware of leadership styles and its functions.

Unit	Content	No. of Lectures
	Introduction to Management:	
	a. An overview of management	
1	b. Management as an Art, Science & Profession	
1	c. Traditional v/s Contemporary management	10
	d. Contribution of F. W. Taylor, Henry Fayol, Peter Drucker to the management	
	thought	
	Management Process & Practices:	
	a. Functions of management	
2	b. Planning & Organizing	10
4	c. Directing & Staffing	10
	d. Motivation & Leadership	
	e. Coordination & Controlling	
	Recent Trends in Management:	
3	a. Contemporary practices	10
	b. Business leaders – Indian & International	
	Total	30

Course	Outcomes:
CO1	Students will gain basic knowledge of management concept and its traditional and contemporary perspectives.
CO2	Students will understand management functions and its impact on organization working.
CO3	Students will understand issues and challenges in management and develop ideal workplace practices.

Recommended Resour	rces
Reference Books -	 Business Environment Text and Cases by M.B. Shukla, Taxman Publications, New Delhi Global Economy and Business Environment by Francis Cherunilam, Himalaya Publication House, Mumbai Business Environment: Text and Cases by Francis Cherunilam, Himalaya Publication House, Mumbai Indian Economy by Dutt and Sundaram, S. Chand and Company Pvt. Ltd., New Delhi Essentials of Business Environment by K. Aswathappa, Himalaya Publication House, Mumbai Business Environment by Justin Paul, Tata McGraw Hill Education Pvt. Ltd., New Delhi Indian Economy by Misra and Puri, Himalaya Publishing House, Mumbai Entrepreneurial Development by S.S. Khanka, S. Chand and Company Pvt. Ltd., Dynamics of Entrepreneurship by Vasanta Desai, Himalaya Publishing House, Mumbai Entrepreneurship and Small Development Business Management by C.B. Gupta and S.S. Khanka, Sultan Chand and Sons, New Delhi Entrepreneurship by David H. Holt, PHI Learning Pvt. Ltd., New Delhi Management of Small-Scale Industries by Vasant Desai, Himalaya Publishing House, Mumbai Business and Government by Francis Cherunilam, Himalaya Publishing House, Mumbai Corporate Governance in India by Jayati Sarkar and Subrata Sarkar, Sage Publications, New Delhi Corporate Governance: Principles, Policies and Practices by A.C. Fernando, Pearson Education India, New Delhi
E-Resources Webliography:	

FY B. Com (Banking & Insurance)		Semester I	
Course Name: Ancie	ent Indian Culture	Course Code: VG	VUIKS102
Lectures per week (1 Lecture is of 60 minutes) Number of Credits		2	
		2	
Evaluation System	Assessment	Hours	Marks
	External Assessment	1	30
	Internal Assessment	-	20

Course Objectives: To provide a general introduction to the ancient education system and sensitise the students to the contributions of ancient Indian traditions. The students will be acquainted with Indian classical dance, music forms and temple architecture. The students will be able to comprehend Ayurveda, Yoga, Meditation and Mindfulness for health and wellbeing.

Unit	Content	No. of Lectures
•	Ancient Indian Education and Philosophy	
1	A. Ancient Indian Education System - Gurukul tradition	10
1	B. Indic scriptures/literature - Vedas, Upanishads, Bhagavat Geeta, Mahabharat	10
	C. Indic religions - Hinduism, Buddhism, Jainism, Sikhism	
	Performing and Visual Arts in Ancient India	
•	A. Indian Classical Dance - Bharatnatyam and Kathak	10
2	B. Indian Music - Carnatic and Hindustani	
	C. Temple Architecture, architecture, painting.	
	Medicine and Holistic Health in Ancient India	
3	A. Fundamentals of ancient medicine - Ayurveda	10
	B. Fundamentals of Yoga - Suryanamaskar, Padmasadhana, Pranayama and	
	Meditation	
	Total	30

Course Outcomes:	
CO1	Students will be able to appreciate the ancient Indian education system and its significance.
CO2 Students will understand the synthesis between Indian performing and visual arts.	
CO3	Students will be able to acknowledge holistic nature of Indian medicine and its relevance in contemporary era.

Recommended Resources	
 Textbook on The Knowledge System of Bhārata by Chauhan, Histrory of Science in India Volume-1, Part-I, Part-II, Volume Sibaji Raha, et al. National Academy of Sciences, I Ramkrishan Mission Institute of Culture, Kolkata (2014). Pride of India- A Glimpse of India's Scientific Heritage edit Kohle et al. Samskrit Bharati (2006). Vedic Physics by Keshav Dev Verma, Motilal Banarsic (2012). India's Glorious Scientific Tradition by Suresh Soni, Occ. 	
E-Resources	
Webliography:	



EVALUATION PATTERN

	INTERNAL EVALUATION	
• For N	Major, Minor, Open Elective (OE), Vocational Skill (VSC) & Skill Enhanceme ses	nt (SEC)
Sr. No.	Description	Marks
I	Class Test Q.1 Objectives. (1 Mark each) (Fill in the blanks / True or False / Match the Following) Q.2 Answer Any Two of the Three. (05 Marks each)	15
II	(Unit based theory questions)	15
III	Project / Assignment / Presentation Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation.	10
	TOTAL MARKS	40
Evaluatio	r OE from science faculty, practical examination of 40 marks will be conducted for n. Ability Enhancement (AEC), Value Eduacation (VEC) & Indian Knowledge Sy	
Cour		
Sr. No.	Description	Marks
I	Project / Assignment / Presentation	10
II	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation.	10
	TOTAL MARKS	20
• For C	Co - Curricular (CC) Courses	
Sr. No.	Description	Marks
I	Class Test	15
II	Activities	35

TOTAL MARKS

50

EXTERNAL EVALUATION

For Major, Minor, Open Elective (OE), Vocational Skill (VSC) & Skill Enhancement (SEC)

Maximum Marks: 60 Questions to be set: 04 **Duration: 2 Hours**

• All Questions are compulsory carrying 15 marks each

Q. No.	Description	Marks
	Full Length Question	
Q.1	OR	15
	Full Length Question	
	Full Length Question	
Q.2	OR	15
	Full Length Question	
	Full Length Question	
Q.3	OR	15
	Full Length Question	
	Full Length Question	
Q.4	OR	15
	Full Length Question	
	TOTAL MARKS	60

Note: Question of 15 marks can be further sub-divided into questions of 5/5/5, 8/7 or 10/5.

For Ability Enhancement (AEC), Value Eduacation (VEC) & Indian Knowledge System (IKS) Courses

Q. No.	Description	Marks
Q.1	Attempt any two out three: (5 marks each)	10
Q.2	Attempt any two out three: (5 marks each)	10
Q.3	Attempt any two out three: (5 marks each)	10
	TOTAL MARKS	30

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SEMESTER II

	B. Com (B &I) SEMESTER II Full Name of Course		
Course Code	(With Paper Name)	Credit Point	
	Major Course (Major)		
VGVUCIMPP201	Principles & Practices in Banking & Insurance	4	
VGVUCIMFA201	Financial Accounting – II	2	
	Minor Course (Minor)		
VGVUCFNBL201	Business Law	2	
	Open Elective (OE) (Any One)	4	
VGVUOE213	Basics of Physics		
VGVUOE214	Environmental Biotechnology		
VGVUOE216	Food and Nutrition		
VGVUOE217	Fundamentals of Information Technology		
VGVUOE218	Fundamentals of Web Design		
VGVUOE219	History of Media		
VGVUOE223	The India Story		
VGVUOE224	Visual Communication		
	Vocational & Skill Enhancement Course (VSEC)		
	Vocational Skill Courses (VSC)		
VGVUFVS201	Business Statistics	2	
	Skill Enhancement Course (SEC)		
VGVUFSE202	Organisational Behaviour	2	
	Ability Enhancement Course (AEC)		
VGVUFAE201	Business Communication - II	2	
	Value Education Course (VEC)		
VGVUVE205	Information Technology in Banking & Insurance – I	2	
	Indian Knowledge System (IKS)		
	NA		
	Co-curricular Course (CC)	2	
VGVUCC201	Community Engagement Activities		
VGVUCC202	Cultural Activities		
VGVUCC203	National Service Scheme (NSS)		
VGVUCC204	Sports Activities		
VGVUCC205	Yoga		

FY B. Com (Banking	g & Insurance)	Semester II	
Course Name: Princ Banki	iples & Practices in ing & Insurance	Course Code: VGV	UCIMPP201
Lectures per week (1	Lecture is of 60 minutes)	4	
Number of Credits		4	
Evaluation System	Assessment	Hours	Marks
	External Assessment	2	60
	Internal Assessment	-	40

Co	Course Objectives:		
1	Know about evolution of banking, types of banks and types of accounts and services provided by		
	bank.		
2	Know the functions and powers of central Bank of India and regulatory framework of banking		
	industry.		
3	Know the types of risk, evolution of insurance and various types of Life Insurance policies, Marine		
	and Fire insurance Policies.		
4	Understand the claim settlement procedure of different insurance policies.		

Unit	Content	No. of Lectures
	INTRODUCTION TO BANKING	
	a. Meaning and definition of banks, Features / characteristics of banks	
1	b. Types of banks	15
	c. Scope and Functions of Banking	1
	d. Innovative banking services, Emerging trends in banking	
	INDIAN BANKING SYSTEM	
	a. Banking Operations -Types of accounts	
2	b. Banking Services – Current Scenario	15
	c. Financial Inclusion and Banking Regulations	
	d. Role of commercial banks in Indian economy, - Objectives and functions of RBI	
	INTRODUCTION TO INSURANCE	
	a. Meaning and definition of Insurance, Characteristics of Insurance	
3	B. Need and Scope of insurance	15
	c. Principles of insurance	
	d. Types of insurance and policies	
	e. Understanding Risk, Kinds of business risks, Risk and Return relationship	
	INSURANCE SCENARIO IN INDIA	
4	a. Growth of Insurance Business	
	b. Claim and Settlement Procedures, Actuarial Role	15
	c. Role and functions of LIC	
	d. Role of Government in boosting the Insurance sector	
	Total	60

Course Outcomes:	
CO1	Know about evolution of banking, types of banks and types of accounts and services
	provided by bank.
CO2	Know the functions and powers of central Bank of India and regulatory framework of
	banking industry.
CO3	Know the types of risk, evolution of insurance and various types of Life Insurance
	policies, Marine and Fire insurance Policies.
CO4	Understand the claim settlement procedure of different insurance policies.

Recommended Resour	rces
Reference Books -	 Dr.K.M.Bhattacharaya&O.P.Agarwal, Basics of Banking and Finance, Himalaya Publishing House Gordan and Natarajan, Banking Theory Law and Practices, Himalaya Publishing House V.S.Gopal& Sumathi Gopal, Principles and Practices of Banking and Insurance, Himalaya Publishing House. Dr.Seethalekshmy& amp; Jitendra Aherkar, Principles andPractices of Banking and Insurance. Sheth publishing House Dr.P.K.Gupta, Insurance and Risk Management, Himalaya publishing House
E-Resources Webliography:	

FY B. Com (Banking & Insurance) Course Name: Financial Accounting – II		Semester II Course Code: VGVUCIMFA201	
Number of Credits		2	2
Evaluation System	Assessment	Hours	Marks
	External Assessment	2	60
	Internal Assessment	-	40

C	Course Objectives:		
	After the completion of the course, students will able to		
1	To enable students to Value the Goodwill of the company & determine the value per share of the company's equity capital.		
2	To Know the Conditions, Procedures & Methods of Buy-Back of Equity shares.		
3	To Know the Conditions, Procedures & Methods of Redemption of Preference shares.		

Unit	Content	No. of Lectures	
	VALUATION OF GOODWILL AND SHARES		
	a. Valuation of Goodwill		
1	Maintainable Profit method, Super Profit Method Capitalization method, Annuity	10	
1	Method	10	
	b. Valuation of Shares		
	Intrinsic Value Method, Yield method and Fair Value Method		
	BUYBACK OF EQUITY SHARES		
	a. Company Law/ Legal Provisions (including related restrictions, power, transfer to		
2	capital redemption reserve account and prohibitions)	10	
	b. Compliance of conditions including sources, maximum limits and debt equity		
	ratio.		
İ	REDEMPTION OF PREFERENCE SHARES		
	a. Company Law / Legal Provisions for redemption of preference shares in	-	
3	Companies Act Sources of redemption including divisible profits and proceeds of	10	
	fresh issue of shares Premium on redemption from security premium and profits of		
	company Capital Redemption Reserve Account - creation and use (Excluding balance		
	sheet problems)		
	Total	30	

Cours	Course Outcomes:		
CO1	Learners will be able to Value the Goodwill of the company & determine the value per share of the company's equity capital.		
CO2	Students will Know the Conditions, Procedures & Methods of Buy-Back of Equity shares.		
CO3	Students will Know the Conditions, Procedures & Methods of Redemption of Preference shares.		

Recommended Resour	rces
Reference Books -	• Introduction to Accountancy by T.S. Grewal, S. Chand and Company (P)
	Ltd., New Delhi
	• Advance Accounts by Shukla and Grewal, S. Chand and Company (P) Ltd.,
	New Delhi
	Advanced Accountancy by R. L Guptaand M. Radhaswamy, S.Chandand On the Date of the Countain C
	Company (P) Ltd., New Delhi
	Modern Accountancy by Mukherjee and Hanif, Tata Mc. Grow Hill and Co. Ltd., Mumbai
	 Financial Accounting by Lesile Chandwichk, Pentice Hall of India Adin
	Bakley (P) Ltd., New Delhi
	• Financial Accounting for Management by Dr. Dinesh Harsalekar, Multi-
	Tech. Publishing Co. Ltd., Mumbai
	• Financial Accounting by P.C. Tulsian, Pearson Publications, New Delhi
	• Accounting Principles by R.N. Anthony and J.S. Reece, Richard Irwin, Inc.
	• Financial Accounting by Monga, J. R. Ahuja, Girish Ahuja and Ashok
	Shehgal, Mayur Paper Back, Noida
	Compendium of Statement and Standard of Accounting, ICAI
	• Indian Accounting Standards, Ashish Bhattacharya, Tata Mc. Grow Hill
	 and Co. Ltd., Mumbai Financial Accounting by Williams, Tata Mc. Grow Hill and Co. Ltd.,
	Mumbai
	Company Accounting Standards by Shrinivasan Anand, Taxman, New Delhi
	• Financial Accounting by V. Rajasekaran, Pearson Publications, New Delhi
	• Introduction to Financial Accounting by Horngren, Pearson Publications, New Delhi
	• Financial Accounting by M.Mukherjee and M. Hanif, Tata Mc Graw Hill
	Education Pvt.Ltd., New Delhi
	• Financial Accounting a Managerial Perspective, Varadraj B. Bapat,
	Mehul Raithatha, Tata McGraw Hill Education Pvt. Ltd., New Delhi
E-Resources	
Webliography:	

FY B. Com (Banking & Insurance) Course Name: Business Law Lectures per week (1 Lecture is of 60 minutes)		Semester II	Semester II Course Code: VGVUCFNBL201 2	
		Course Code: VGV		
		2		
Number of Credits		2	2	
Evaluation System Assessment		Hours	Marks	
	External Assessment	2	60	
	Internal Assessment	-	40	

Course Objectives: To enable students to understand the meaning of contract, essentials of valid contract and terms associated with contract. To generate awareness about types of goods, conditions and warrantees and right of seller and buyer under Sale of Goods Act. To expose students to various Negotiable Instruments and concept of dishonour of cheque.

Unit	Content	No. of Lectures	
	INDIAN CONTRACT ACT, 1872		
	a. Essential elements of Contract; Agreement and Contract		
1	b. Rules of offer and acceptance	12	
1	c. Capacity to Contract, free consent	12	
	d. Lawful objects/ consideration		
	e. Breach of contract. Remedies for breach of Contract		
	SALE OF GOODS ACT, 1930		
2	a. Scope of Act, Sale and Agreement to sell, essential of a valid Sale	12	
4	b. Conditions and warranties – Implied Condition and warranties	12	
	c. Rights of an unpaid seller		
	NEGOTIABLE INSTRUMENTS ACT, 1881		
	a. Definition, Features of Negotiable Instruments		
3	b. Promissory Notes and Bills of Exchange		
	c. Cheque, Holder in due course		
	d. Crossing of cheque, dishonour and discharge of negotiable instruments		
	Total	30	

Course C	Course Outcomes:	
CO1	To Understand basic elements of a valid contract and terms associated with the contract.	
CO2	To know about the Rights and duties of seller and buyer and action that can be taken in case breach of contract.	
CO3	To Have the knowledge of Negotiable instruments and legal action that can be taken against dishonour of cheque.	

Recommended Resour	rces	
Reference Books -	 Indian Contract Act, Sales of Goods Act and Partnership Act by T.R. Desai, Sarkar and Sons Pvt. Ltd., Kolkata The Negotiable Instrument Act by J.S. Khergamwala, N.M. TripathiPvt. L.td., Mumbai The Principles of Mercantile Law by Avtar Singh, (East)ern Book Company, Lucknow Business Law by M.C.Kuchal, Vikas Publishing House, New Delhi Business Law by N.D. Kapoor, Sultan Chand and Sons, New Delhi Business Law by P.R. Chandha, Galotia, DewDelhi 	
E-Resources Webliography:		



FY B. Com (Banking	& Insurance)	Semester II	
Course Name: Envir	onmental Biotechnology	Course Code: VO	GVUOE214
_	Lecture is of 60 minutes) Lectures + 2 Practical's	,	4
Number of Credits			4
Evaluation System	Assessment	Hours	Marks
	External Assessment	2	60
	Internal Assessment	-	40

C	Course Objectives:		
1	Gain awareness about different types of environmental pollution and related issues.		

Unit	Content	No. of Lectures
I	Sources of Pollution.	10
	Air Pollution:	
	Types; Sources; Classification of Air Pollutants; Air Pollution Monitoring and	
	Control.	
	Water Pollution:	
	Causes, Types and Classification; Eutrophication; Assessment of Water Quality-	
	Pollutant Monitoring and Control.	
II	Soil and Solid Waste:	10
	Characteristics of Wastes, Impacts of Solid Waste on Health, Occupational	
	Hazards and Control.	
	Soil Erosion:	
	Concept, Causes and Effects.	
	Concept of Bioremediation.	
	Microorganisms in Bioremediation, Myco- remediation and Phytoremediation.	
	Bioremediation Technologies	
III	Green House Effect:	10
	Factors Responsible for Green House Effect; Green House Gases.	
	Global Warming; Ozone Depletion; Kyoto Protocol; UV Radiation; Acid Rain.	
	Total	30

Course Outcomes:		
CO1	Gain awareness about different types of environmental pollution and related issues.	

Recommended Resources					
Sr. No.	Title	Author/s	Publisher	Edition	Year
1.					
2.					
3.					
3.					

List o	List of Practical's:		
1.	Estimation of TSS from water.		
2.	Estimation of TDS from water.		
3.	Estimation of BOD.		
4.	Estimation of COD.		
5.	Study of air microflora.		
6.	MPN of water sample.		
7.	Rainwater harvesting (demo visit).		
8.	Study of effect of pollutants on plants.		

FY B. Com (Banking& Insurance) Course Name: Business Statistics		Semester II	Semester II		
		Course Code: VG	Course Code: VGVUFVS201		
Lectures per week (1	Lecture is of 60 minutes)	2	2		
Number of Credits		2			
Evaluation System	Assessment	Hours	Marks		
	External Assessment	2	60		
	Internal Assessment	-	40		

Course Objectives:			
1	To enable the students to combine practical and theoretical knowledge of Statistics.		
2	To equip the students with different methods of presenting and analysing statistical data.		
3	To equip the students with techniques of comparing two different types of statistical data and method of estimation.		

Unit	Content	No. of Lectures
1	Introduction to Statistics and Measures of Central Tendency a. Introduction: Meaning, functions, advantages, limitations of statistics, data (primary & secondary), collection of data b. Presentation of Data: Classification, frequency distribution (discrete & continuous), bivariate frequency distribution, Graphical presentation- frequency curve, frequency polygon, histogram, bar diagram, pie chart c. Measures of Central Tendency: Mean (A.M., combined, weighted), Median (calculation, graphical), Mode (calculation, graphical), Comparative analysis of all measures of central tendency	
	Measures of Dispersion, Correlation and Linear Regression a. Measures of Dispersion: Range with coefficient of range, Quartile Deviation with	
2	a. Measures of Dispersion: Range with coefficient of range, Quartile Deviation with coefficient of Q.D., Mean deviation from mean with coefficient of M.D., Standard deviation with coefficient of variance, Skewness and Kurtosis (concept only) b. Correlation: Meaning, types, scatter diagram (concept only), Karl Pearson's coefficient of correlation, Spearman's Rank correlation c. Regression: Least square method, properties of regression lines	15
	Total	30

Course	Course Outcomes:		
CO1	Students will understand the methods of collecting and presenting data and will be able to perform statistical analysis and interpret the result.		
CO2	Students will be able to compare two data sets with the help of measures of dispersions and will be able to identify the relation between given quantities and also be able to estimate them.		

Recommended Resor	urces
Reference Books -	 Statistics for Business and Economics, David R Anderson, Dennis J Sweney, Thompson Publication Business Statistics, Bharadwaj, Excel Books, Delhi Fundamentals of Statistics, S C Gupta, Himalaya Publication House Statistics of Management, Richard Levin & David S. Rubin, Prentice Hall of India, New Delhi Statistics- Theory, Method & Applications, D. S. Sancheti & V. K. Kapoor Fundamentals of Applied Statistics, S G Gupta and V K Kapoor, Sultan Chand & Co.
E-Resources Webliography:	



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FY B. Com (Banking	g &Insurance)	Semester II		
Course Name: Organisational Behaviour		Course Code: VGVUFSE202		
Lectures per week (1 Lecture is of 60 minutes)		2	2	
Number of Credits		2		
Evaluation System	Assessment	Hours	Marks	
	External Assessment	2	60	
	Internal Assessment	-	40	

Co	Course Objectives:				
1	This course will enable the students to combine practical & theoretical knowledge of Organisational				
	Behaviour				
2	The course will provide decision-making skills to the students.				
3	The students of this course will be active learners & develop awareness of Human Behaviour.				

Unit	Content	No. of Lectures	
	INTRODUCTION OF ORGANIZATIONAL BEHAVIOUR		
	a. Meaning, Nature and scope of OB, Models of OB		
1	b. Theories of Motivation :	10	
1	Maslow, Herzberg, Mc.Gregor Theory X and Theory Y	10	
	c. Application of the Theories		
	d. Motivational techniques in Banking and Insurance Industry		
	GROUP DYNAMICS		
	a. Individual Behaviour (IQ, EQ, SQ)		
2	b. Group Formation, Team Building, Team Development.	10	
4	c. Goalsetting	10	
	d. Soft Skills, Interpersonal Skills, Multicultural Skills, Cross Cultural Skills.		
	d. Johari Window		
	ORGANIZATIONAL CULTURE AND CHANGE MANAGEMENT		
	a. Work Culture, Ways for Making Work Culture Effective and Lively, Work		
3	Conflicts.	10	
3	b. Organizational Change, effects of Resistance to Change, ways to overcome resistance to change.	10	
	c. Time and Stress Management	_	
	Total	30	

Course Ou	Course Outcomes:	
CO1	Introducing concept of OB to students.	
CO2	Understanding individual as well as group behaviour in organization.	
CO3 To understand organization and its dynamics.		

Recommended Resources				
Reference Books	• Stephen P. Robbins "Organizational Behaviour" Prentice Hall of India Private			
-	Ltd.			
	Mirza S. Saiyadain "Organizational Behaviour" Tata Mc. GrawHill.			
	John Bratton "Work and Organizational Behaviour" Militza Callinan Carolyn			
	Forshaw and Peter Sawchuk PalagraveMacmilla, New York.			
	Margie Parikh and Rajen Gupta "Organizational Behaviour" Tata Mc. Graw			
	Hill Education Private Limited, New Delhi.			
	SujaNair"OrganizationalBehaviour"Himalaya Publishing House, Mumbai.			
	• John. R. Schermerhorn, James Hunt, Richard Osborn, Mary Ulh Bien,			
	"Organizational Behaviour" John Wiley and Sons Publications, SanFransisco.			
	Don Hellriegel & John W. Slocum "Organizational Behaviour", South			
	Western Cenage Learning Publications.			
E-Resources				
Webliography:				

FY B. Com (Banking	g &Insurance)	Semester II	
Course Name: Busin	ess Communication - II	Course Code: VGV	VUFAE201
Lectures per week (1	Lecture is of 60 minutes)	2	2
Number of Credits		2	2
Evaluation System	Assessment	Hours	Marks
	External Assessment	1	30
	Internal Assessment	-	20

Cou	Course Objectives:			
1	To develop awareness of the communication process among the learners.			
2	To make the learners master various aspects business communication such as effective listening,			
	official correspondence etc.			
3	To develop effective spoken skills to enable students to express confidently interpersonally as			
	well as in large groups.			
4	To develop effective writing skills so as enable students to write in clear, concise, persuasive			
	and audience-centred ways.			
5	To enable the students to develop the awareness of communication technology.			

Unit	Content	No. of Lectures	
	GROUP COMMUNICATION 1		
	Presentations : (To be tested in Tutorials/Internals only) Principles and techniques of effective presentation; How to make an effective PowerPoint presentation.		
	Interviews : Group Discussion; Preparing for an Interview; Types of Interviews – Selection, Appraisal, Grievance, Exit, etc.	15	
1	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.		
	GROUP COMMUNICATION 2		
	Conference : Meaning and Importance of Conference, Organizing a Conference, Modern Methods: Video and Tele-Conferencing.		
	Public Relations : Meaning of PR, Functions of PR Department, External and Internal Measures of PR.		
	BUSINESS CORRESPONDENCE		
	Trade Letters:		
	Order, Credit and Status Enquiry, Collection		
2	Letters of Inquiry, Letters of Complaints, Claims, Adjustments, Sales Letters, Consumer Grievance Letters, Letters under Right to Information (RTI) Act	15	
	LANGUAGE AND WRITING SKILLS		
	Reports: Parts, Types: Feasibility Reports, Investigative Reports, Progress Report, Confidential Performance Report, etc.		
	Summarisation : Identification of main and supporting/sub points; Presenting these in a cohesive manner.		
	Total	30	

Course Ou	ıtco	mes:
CO1	•	Create and manipulate simple slide shows with outlines and notes.
	•	Create slide presentations that include text, graphics, animation, and transitions.
	•	Use design layouts and templates for presentations.
	•	Understand the various ways of gathering information by asking people questions
	 Understand how to decide between the different types of interview 	
	•	Develop the skills needed for approaching different types of interviews.
		Demonstrate how to prepare for effective business meetings.
	Manage an effective business meeting techniques outlined.	
	•	Determine when too many meetings are too much.
	•	Summarise meetings for productivity and effectiveness.
	•	Design and agenda for an effective meeting.
	•	Deal with common meeting problems.
	•	Define groups and teams
	•	Discuss how primary and secondary groups meet our interpersonal needs
	•	Discuss how groups tend to limit their own size and create group norms
	•	Identify the typical stages in the life cycle of a group
	•	Describe different types of group members and group member roles
	•	Identify and describe how to implement seven steps for group problem solving
	•	Understand how to prepare for and conduct business meetings
	•	Understand how to use technology to aid in group communications
	•	Understand the basic principles of organizational communication
	•	Define teamwork and explain how to overcome various challenges to group success
	•	Describe the process of leader development
	•	Describe several different leadership styles and their likely influence on followers
	•	Display critical thinking skills in an effort to solve a problem.
	•	Integration of meaningful information from varies relevant sources (e.g., surveys, polls,
		forums, primary/secondary sources).
CO2		Ability to draft effective letters of enquiry and collection.
	•	Ability to draft effective letters.
	•	Ability to apply for focused information under the RTI.
	•	Recognise how to plan and complete reports for maximum impact.
	•	Understand the Who, What, When, Where, Why and How.
	•	Identify the different measures of readability.
	•	Know how to tailor a report for a specific audience.
	•	Understand the different stages and time allocation of report writing.
	•	Evaluate and apply strategies to paraphrase a text's thesis statement
	•	Evaluate and apply strategies to quote significant passages from a text
	•	Evaluate and apply strategies to distinguish a text's major claims from minor ones
	•	Evaluate and apply strategies to convey the essential features of a text to someone

who hasn't read it.

The Kelkar Education Trust's

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Recommended Resources

Reference Books -

- Bangh, L. Sue, Fryar, Maridell and Thomas David A. (1998) How to Write First Class Business Correspondence, N.T.C. Publishing Group.
- Krevolin, Nathan (1983) Communication Systems and Procedures for Modern Office, Prentice Hall.
- Majumdar, P.K. (1992) Commentary on the Consumer Protection Act, Prentice.
- Ashley, A (1992) A Handbook of Commercial Correspondence, Oxford University Press.
- Aswalthapa, K (1991) Organisational BehaviSour, Himalaya Publication.
- Balan, K.R. and Rayudu C.S. (1996) Effective Communication, Beacon.
- Barkar, Alan (1993) Making Meetings Work, Sterling Publications Pvt. Ltd.
- Basu, C.R. (1998) Business Organisation and Management, T.M.H.
- Benjamin, James (1993) Business and Professional Communication Concepts and Practices, HarperCollins College Publishers.
- Black, Sam (1972) Practical Public Relations, E.L.B.S.
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E-Resources Webliography:	 http://www.garrreynolds.com/preso-tips/design/ (how to make ppts) https://www.slideshare.net/sekharkls/group-discussion-ppt (GD) https://www.inc.com/jeff-haden/27-most-common-job-interview-questions-and-answers.html

FY B. Com (Banking	g & Insurance)	Semester II	
	mation Technology in ing & Insurance - I	Course Code: VGV	UVE205
Lectures per week (1	Lecture is of 60 minutes)	2	
Number of Credits		2	
Evaluation System	Assessment	Hours	Marks
	External Assessment	1	30
	Internal Assessment	-	20

Course Objectives:

- To Create, edit, save, and print documents to include documents with lists and tables. To use advanced functions and productivity tools to assist in developing worksheets.
- 2 To create, edit, save, format and print presentations. Add graphics to a presentation.
- 3 To connect with Microsoft databases using Ms Access at the back end and help them manage and store their data efficiently. To facilitate the sharing of information.

Unit	Content	No. of Lectures	
	OFFICE PRODUCTIVITY TOOLS	Lectures	
	MS Word: Creating, Editing, Formatting and Printing of Documents, Using Tools,		
	Mail merge and Print Review and Set-up.		
	MS Excel: Creating Worksheet, Creating Various Formulae, Creating Charts,		
1	ename and Copy of Worksheets Using Tools Printing Review and Set-up		
1	Power Point: Create Project Report, Create Slides, Animation, Page Designing, Insert	10	
	Image, View Page, and Print Review and Set-up.		
	Use of Tools in Accounting: – Preparation of vouchers, invoices and reports,		
	Calculation of Interest, Depreciation, TDS, Salary, Taxes, inventory and		
	reconciliation		
	WEB SPACE		
	Use of Various Web Browsers		
2	Downloading	10	
4	Create New email ID	10	
	Sending Data through email		
	Search engine optimization		
	INTRODUCTION TO INTERNET AND OTHER EMERGING		
	TECHNOLOGIES		
3	Introduction – Internet components		
	electronic commerce – e-commerce applications – Electronic Data Exchange		
	stranet Payment systems – Risks and security considerations Legal issues – Other		
	emerging technologies - Cyber Law	20	
	Total	30	

Co	Course Outcomes:		
1	Learn the language of the web: HTML used to develop website.		
2	Webpage design with tags.		
3	Become familiar with graphic design principles that relate to web design		
4	Learn how to implement theories into practice.		
5	Develop skills in analysing the usability of a web site.		

Recommended Resources			
 Reference Books - Information Technology for Management, 6TH ED (CE Efraim Turban, Dorothy Leidner, Ephraim Mclean, Jan (Ch1, Ch2) Microsoft Office Professional 2013 Step by Step By Beth Dodge, Echo Swinford, Andrew Couch Tata McGraw Hill Joseph, P.T.: E-commerce Perspective(Ch-13,Ch-14) Computer Viruses and Related Threats: A Management Ch-3) By John P. Wack, LisaJ.Carnahan Electronic Commerce - Technologies & Applications.Bhar 			
E-Resources Webliography:	 (EBook:https://play.google.com/books/reader?id=tsP15h9gr8MC&print sec=frontcover&output=reader&hl=en&pg=GBS.PR7.w.2.1.0) https://play.google.com/books/reader?id=F1zbUaBtk7IC&printsec=fron tcover&output=reader&h l=en&pg=GBS.PP1 		

EVALUATION PATTERN

INTERNAL EVALUATION				
• For N	Major, Minor, Open Elective (OE), Vocational Skill (VSC) & Skill Enhanceme	nt (SEC)		
Cour	ses			
Sr. No.	Description			
	Class Test			
	Q.1 Objectives. (1 Mark each)			
Ι	(Fill in the blanks / True or False / Match the Following)	15		
	Q.2 Answer Any Two of the Three. (05 Marks each)			
	(Unit based theory questions)			
II	Project / Assignment / Presentation	15		
III	III Active participation in routine class instructional deliveries and overal conduct as a responsible learner, mannerism and articulation.			
	TOTAL MARKS 40			
Note: For	OE from science faculty, practical examination of 40 marks will be conducted for	Internal		
Evaluatio				
• For A	bility Enhancement (AEC), Value Eduacation (VEC) & Indian Knowledge Sy	vstem (IKS)		
Cour	ses			
Sr. No.	Description	Marks		
Ι	Project / Assignment / Presentation	10		
II	Active participation in routine class instructional deliveries and overall	10		
11	conduct as a responsible learner, mannerism and articulation.	10		
	TOTAL MARKS	20		
For Co - Curricular (CC) Courses				
Sr. No.	Description	Marks		
I	Class Test	15		
II	Activities	35		
	TOTAL MARKS	50		

EXTERNAL EVALUATION

- For Major, Minor, Open Elective (OE), Vocational Skill (VSC) & Skill Enhancement (SEC)
 - **Maximum Marks: 60** Questions to be set: 04

• Duration: 2 Hours

• All Questions are compulsory carrying 15 marks each

Q. No.	Description	Marks
Q.1	Full Length Question	
	OR	15
	Full Length Question	
Q.2	Full Length Question	
	OR	15
	Full Length Question	
Q.3	Full Length Question	
	OR	15
	Full Length Question	
Q.4	Full Length Question	
	OR	15
	Full Length Question	
	TOTAL MARKS	60

Note: Question of 15 marks can be further sub-divided into questions of 5/5/5, 8/7 or 10/5.

For Ability Enhancement (AEC), Value Eduacation (VEC) & Indian Knowledge System (IKS) Courses

Q. No.	Description	Marks
Q.1	Attempt any two out three: (5 marks each)	10
Q.2	Attempt any two out three: (5 marks each)	10
Q.3	Attempt any two out three: (5 marks each)	10
	TOTAL MARKS	30

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