

B.Com. Banking and Insurance

2023-2024

Program Educational Objectives:

The B.Com – Banking and Insurance students will attain

PEO1	To excel in contemporary knowledge in commerce and the services offered by banking and insurance sectors.
PEO2	To pursue higher education in M.Com, M.Com (Banking and Insurance) and the like and professional courses like CA, CS, ICAI, CMA and the like.
PEO3	To produce employable graduates in the areas of Commerce, Banking and Insurance.
PEO4	To act as a Consultants in Commerce, Banking and Insurance.
PEO5	To get practical exposure in Commerce, Banking and Insurance fields which helps the students to take up a challenging job.

Program Outcomes:

After the successful completion of B.Com. Banking and Insurance program, the students are able to

PO-1	Disciplinary Knowledge Capability of executing comprehensive knowledge and understanding of Commerce, Banking and Insurance fields and to take up PG and professional courses like CA, CS, ICAI, CMA and the like.
PO-2	Communication Skills i. Capacity to improve communication related to Commerce, Banking and Insurance fields. ii. Ability to communicate the unsolved problems remains standing in Commerce, Banking and Insurance disciplines.
PO-3	Reflective thinking: Critical sensibility to lived experiences in Banking and insurance industry, with self awareness and reflexivity of both self and society.
PO-4	Problem Solving Capability to deduce Business, Banking and Insurance related problems and to apply the class room learning into practice and to offer a suitable solution for the same.
PO-5	Leadership Skills Capability for mapping out the tasks of a team or an organization, and setting direction, formulating an inspiring vision, building a team who can help achieve the vision, motivating and inspiring team members to engage with that

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	vision, and using management skills to guide people to the right destination, in a smooth and efficient way.
PO-6	Digital Literacy Skills Capability to use various technical ICT tools (like spreadsheet) for exploring, analysis, and using the information for Business, Banking and Insurance purposes and to enable graduates to get theoretical and practical exposure in Commerce, Banking and Insurance fields.
PO-7	Self-directed Learning Ability to work independently, identify appropriate resources required for a project, and manage a project through to completion..
PO-8	Lifelong learning Ability to acquire knowledge and skills, including 'learning how to learn', that are necessary for participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social and cultural objectives, and adapting to changing trades and demands of work place through knowledge/skill development/reskilling

Program Specific Outcomes:

After the successful completion of B.COM Banking and Insurance program, the students are able to

PSO-01	Pursue higher education in Commerce especially in Banking or Insurance.
PSO-02	Choose a rewarding career in the field of Banking and Insurance.

Programme Code:	B.Com- BI	Programme Title:			Bachelor of Commerce – Banking and Insurance	
Course Code:	22UBI101	Title			Batch:	2022 - 2025
		Financial Accounting - I			Semester:	I
Lecture Hrs./Week Or Practical Hrs./Week	6	Tutorial Hrs./Sem.	6		Credits:	4

Course Objective

To impart knowledge to the students for preparation of various accounting statements

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To recollect the basic concepts, conventions, methods and techniques underlying the accounting practices.	K1
CO2	To learn to prepare Bill of Exchange, Receipts & Payment Account, Income & Expenditure Account and Balance Sheet for Non-Profit Organizations.	K3
CO3	To determine the useful life and value of the depreciable asset	K3
CO4	To evaluate conceptual knowledge of Hire Purchase and Installment Purchase System.	K5
CO5	To understand the concept of Royalty accounting and learn the accounting treatment of the various aspects of Royalty accounting.	K2

Mapping

PQ/PSO \ CO	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02
CO1	M	M	M	H	H	H	H	M	M	M
CO2	M	L	M	H	H	H	M	H	L	M
CO3	L	L	M	M	M	H	L	H	L	M
CO4	L	L	M	M	M	H	L	H	L	M
CO5	M	M	L	L	M	H	M	M	M	L

H-High; M-Medium; L-Low

Programme Code:	B.Com-BI		Programme Title:	Bachelor of Commerce –Banking and Insurance	
Course Code:	22UBI102		Title	Batch:	2022 - 2025
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	Semester:	I
			Indian Banking System	Credits:	4

Course Objective

To acquaint knowledge about the banking system prevailing in India.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To interpret the structure of Indian Banking System	K5
CO2	To examine the role of Indian banking system in growth and development of the economy	K4
CO3	To analyze the role of Reserve Bank of India and its functions	K4
CO4	To evaluate the role of state bank of India and its functions	K5
CO5	To understand the latest trends and regulations in commercial banking business	K2

Mapping

PO /PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO										
CO1	H	H	L	L	L	H	L	M	H	H
CO2	H	H	M	M	M	H	M	M	M	M
CO3	M	H	L	H	L	H	L	M	H	H
CO4	M	H	L	H	L	H	L	M	H	H
CO5	H	H	H	M	L	H	M	M	H	H

H-High; M-Medium; L-Low

Programme Code:	B.Com-BI		Programme Title:	Bachelor of Commerce –Banking and Insurance	
Course Code:	22UBI1A1		Title	Batch:	2022 - 2025
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-	Semester:	I
			Business Economics	Credits:	4

Course Objective

To enable the student to apply economic concepts in the field of business

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
C01	To familiarize the basic concepts of economics	K1
C02	To get an idea about the use of economics in business	K2
C03	To evaluate the theories and laws relating to demand, supply, production and market structure, national income	K5
C04	To apply the concepts of economics in business	K3
C05	To make decisions with the help of theoretical concepts	K5

Mapping

PO/PSO	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02
CO										
C01	H	M	M	L	M	M	M	M	H	M
C02	H	M	H	M	M	H	M	M	H	M
C03	H	H	H	H	M	H	H	H	M	H
C04	H	H	H	H	H	M	H	H	M	H
C05	H	H	H	H	H	H	H	H	M	H

H-High; M-Medium; L-Low

Programme Code:	B.Com- BI		Programme Title:	Bachelor of Commerce –Banking and Insurance	
Course Code:	22UBI203		Title	Batch:	2022 - 2025
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	6	Semester:	II
			Financial Accounting - II	Credits:	4

Course Objective

To familiarize the fundamental concepts of financial Accounting.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To apply the accounting techniques for partnership account	K3
CO2	To understand the computation of various methods of goodwill and settlement of accounts to retiring partners and death of a partner	K2
CO3	To understand the techniques and procedures on insolvency of partner and conversion of firms	K2
CO4	To analyses the reasons for suspending partnership and identify modes of dissolution	K4
CO5	To understand the techniques of calculating fire claims	K2

Mapping

P0 /PSO	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02
CO										
CO1	M	M	M	H	H	H	H	M	H	M
CO2	M	L	M	H	H	H	M	H	L	M
CO3	L	H	M	H	H	H	M	M	L	M
CO4	L	M	M	L	M	H	M	M	M	M
CO5	M	H	H	H	H	H	L	H	M	M

H-High; M-Medium; L-Low

Programme Code:	B.Com - BI		Programme Title:	Bachelor of Commerce- Banking and Insurance	
Course Code:	22UBI204		Title	Batch:	2022 - 2025
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-	Semester:	II
			Banking Law and Practice	Credits:	4

Course Objective

To create awareness among the students about the laws relating to banking.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To introduce the banking system followed in India.	K1
CO2	To get an idea about the relationship between banker and customer, various instruments used in banking transaction in practice.	K2
CO3	To know the different functions of a banker	K3
CO4	To analyse the different aspect of lien, pledge, mortgage and hypothecation followed in banking transactions.	K4
CO5	To gain expertise in current scenario followed in banking.	K3

Mapping

PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO										
CO1	H	H	M	M	M	M	M	M	H	M
CO2	H	H	M	M	M	M	M	M	H	M
CO3	H	H	M	H	M	H	H	H	H	H
CO4	H	H	H	H	H	H	H	H	H	H
CO5	H	H	H	H	H	H	H	H	H	H

H-High; M-Medium; L-Low

Programme Code:	B.Com - BI			Programme Title:	Bachelor of Commerce – Banking and Insurance	
Course Code:	22UBI2A2			Title	Batch:	2022 - 2025
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-	Business Mathematics and Statistics	Semester:	II
					Credits:	4

Course Objective

To input the basic knowledge of business mathematics and statistics to the students in the field of business

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
C01	To understand the basic concepts of mathematics and statistics	K2
C02	To provide practical exposure on calculation of measures of average	K2
C03	To apply the concept of matrix and various averages in real life	K3
C04	To measure the association of relationship between variables through correlation and regression	K4
C05	To equip the students by deploying set theory and Venn diagram concepts in business.	K4

Mapping

PQ / PSO	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02
CO										
CO1	H	M	H	H	H	M	H	H	H	H
CO2	H	H	M	M	M	H	M	H	M	H
CO3	M	M	H	H	H	H	H	M	M	H
CO4	H	H	M	M	M	H	M	M	H	M
CO5	M	H	M	H	M	M	H	M	M	H

H-High; M-Medium; L-Low

Course Code:	22UBI305			Title	Batch:	2022 2025	-
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	5	Corporate Accounting	Semester:	III	
					Credits:	4	

Course Objective

To inculcate knowledge among the students about corporate accounting and its implication

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To recollect the basic concepts and terms of the corporate accounting.	K1
CO2	To familiarize students with the accounting treatment adopted for raising funds and redeeming them	K1
CO3	To understand the basis in preparing financial statements of joint stock company.	K2
CO4	To make them aware about accounts of banking and insurance companies	K4
CO5	To apply the knowledge in evaluating goodwill & share of a company	K5

Mapping

PO/PSO	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02
CO										
CO1	H	H	H	H	M	H	H	M	H	H
CO2	M	H	M	H	H	M	M	M	M	M
CO3	H	H	M	M	M	H	H	H	H	H
CO4	H	M	H	H	H	H	H	H	M	H
CO5	H	H	M	H	M	M	M	H	H	H

H-High; M-Medium; L-Low

Programme Code:	B.Com-BI			Programme Title:	Bachelor of Commerce - Banking and Insurance	
Course Code:	22UBI306			Title	Batch:	2022 - 2025
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	5	Executive Business Communication	Semester:	III
					Credits:	4

Course Objective

To create an understanding about business correspondence and to develop the skill of drafting business letters.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To acquire knowledge on the fundamentals of business communication	K1
CO2	To gain experience in drafting business letters	K3
CO3	To gain expertise on banking and insurance correspondence	K3
CO4	To equip the students with job seeking communication skills	K4
CO5	To develop the ability to prepare official/ formal reports and proceedings	K3 & K6

Mapping

PO/PSO	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02
CO										
CO1	M	M	L	M	M	H	L	M	M	M
CO2	M	H	L	M	H	M	H	M	H	H
CO3	M	H	L	H	H	H	M	H	M	H
CO4	L	H	M	H	M	H	H	H	M	H
CO5	M	H	L	H	H	H	H	H	M	H

H-High; M-Medium; L-Low

Programme Code:	B.Com-BI			Programme Title:	Bachelor of Commerce – Banking and Insurance	
Course Code:	22UBI307			Title	Batch:	2022 - 2025
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	Principles of Life Insurance	Semester:	III
					Credits:	04

Course Objective

To enable the students to gain knowledge in the practice of life insurance.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
C01	To understand the basic concepts of risk and Insurance	K1
C02	To gain knowledge about Life Insurance contract	K2
C03	To understand the different types of life insurance policies	K2
C04	To understand the role of underwriters and reinsurers	K2
C05	Able to interpret the surrender value, assignment and nomination	K2

Mapping

PO / PSO	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02
CO										
C01	M	H	M	H	M	M	M	H	H	H
C02	M	H	M	H	H	H	M	H	H	H
C03	L	M	H	M	M	H	M	H	H	M
C04	L	M	M	H	H	H	H	M	M	M
C05	L	M	H	M	M	H	L	M	L	L

H-High; M-Medium; L-Low

Programme Code:	B.Com - BI		Programme Title:	Bachelor of Commerce – Banking and Insurance	
Course Code:	22UBI308		Title	Batch:	2022 - 2025
			Business Law	Semester:	III
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.		-	Credits:

Course Objective

To make the students to understand the fundamentals of Commercial Laws.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To understand legal rules relating to offer.	K1
CO2	To understand the essentials of a valid consideration.	K2
CO3	To apply the knowledge and skills in the contingent contract.	K3
CO4	To evaluate the various types of surety.	K4
CO5	To help the students to understand the creation of agency.	K2

Mapping

PO / PSO	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02
CO										
CO1	M	M	M	H	H	M	H	H	M	H
CO2	H	M	H	H	H	H	H	H	H	M
CO3	H	M	M	H	M	H	M	H	H	H
CO4	M	H	M	M	M	H	M	M	M	H
CO5	M	M	H	M	M	H	M	H	H	H

H-High; M-Medium; L-Low

Programme Code:	B.Com - BI			Programme Title :	Bachelor of Commerce - Banking and Insurance	
Course Code:	22UBI3A3			Title	Batch:	2022 - 2025
Lecture Hrs./Week or Practical Hrs./Week	4	Tutorial Hrs./Sem.	-	Business Application Software and Information Security	Semester:	III
					Credits:	3

Course Objective

To expose the students about the applications of computer in banking and insurance industries and to create awareness regarding the uses of information security.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
C01	To familiarize the concepts of Ms- Office and Information Security	K1
C02	To understand the theoretical part of Ms-Word, Excel, Power point and Access Concepts	K2
C03	To gain expertise in preparing document, work sheets, power point presentation and creating database.	K3
C04	To equip the students to analyse the concept of network and its security.	K4
C05	To evaluate the performance of network security in practice.	K5

Mapping

PO /PSO	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02
CO										
C01	M	M	H	H	H	M	H	L	M	H
C02	M	M	M	H	H	M	H	M	M	H
C03	M	H	H	H	H	M	H	M	M	H
C04	M	L	M	H	H	M	M	L	H	H
C05	M	M	M	H	H	M	M	M	M	H

H-High; M-Medium; L-Low

Programme Code:	B.Com - BI			Programme Title :	Bachelor of Commerce - Banking and Insurance	
Course Code:	22UBI3A4			Title	Batch:	2022 - 2025
Lecture Hrs./Week or Practical Hrs./Week	2	Tutorial Hrs./Sem.	-	Programming Laboratory in MS-Office	Semester:	III
					Credits:	1

Course Objective

To provide practical exposure to the students on using MS-Office.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
C01	To understand the practical part of Ms-Word, Excel, Power point and Access Concepts	K1, K2
C02	To familiarize the skill in preparing word document for making business proposals.	K3
C03	To expand the skill in creating work sheets for cash, inventory and receivable management.	K6
C04	To achieve the capability in making power point presentation in MS-Office.	K4
C05	To gain expertise in creating database using tables and queries.	K5

Mapping

PO / PSO	P01	P02	P03	P04	P05	P06	P07	...	PS01	PS02
C01	H	M	H	H	L	H	H	M	L	H
C02	M	L	H	H	H	H	H	H	M	H
C03	M	M	H	H	H	H	H	H	M	H
C04	H	M	H	H	H	H	H	H	M	H
C05	M	L	M	H	M	H	H	H	L	H

H-High; M-Medium; L-Low

Programme Code:	B.Com-BI		Programme Title:	Bachelor of Commerce – Banking and Insurance	
Course Code:	22UBI3N1		Title	Batch:	2022 - 2025
Lecture Hrs./Week or Practical Hrs./Week	1	Tutorial Hrs./Sem.	-	Semester:	III
			Fundamentals of Insurance	Credits:	2

Course Objective

To Provide Basic Knowledge about Fundamentals of Insurance

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To understand legal concepts of insurance	K2
CO2	To know about the role of life insurance Corporation of India	K3
CO3	To provide basic knowledge about different life insurance policies	K1
CO4	To analyze legal concepts of general insurance	K4
CO5	To evaluate the role of reinsurers, and to interpret the surrender value, assignment and nomination	K5

Mapping

PO / PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO										
CO1	M	H	M	H	M	M	M	H	H	H
CO2	L	M	L	M	L	H	M	M	L	M
CO3	L	M	H	M	M	H	M	H	H	M
CO4	M	H	M	H	M	M	M	H	H	H
CO5	L	M	H	M	M	H	L	M	L	L

H-High; M-Medium; L-Low

Programme Code:	B.Com-BI			Programme Title:	Bachelor of Commerce – Banking and Insurance	
Course Code:	22UBI3N2			Title	Batch:	2022 - 2025
				Fundamentals of Banking	Semester:	III
Lecture Hrs./Week or Practical Hrs./Week	1	Tutorial Hrs./Sem.	-		Credits:	2

Course Objective

To make the students aware of the laws relating to banking

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
C01	To study the basic concepts of banking	K1
C02	To understand the basic concepts of customers and accounts	K2
C03	To have a comprehensive view on banker and customer	K3
C04	To gain knowledge about negotiable instruments, bills of exchange and promissory notes	K2
C05	To acquire knowledge about loans and advances	K2

Mapping

PO / PSO	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02
CO										
C01	M	H	M	H	M	M	M	H	H	H
C02	L	H	M	L	L	L	L	M	L	L
C03	L	M	M	H	M	M	L	M	L	M
C04	L	L	M	H	H	H	M	H	L	M
C05	L	M	H	M	M	H	H	H	L	L

H-High; M-Medium; L-Low

Programme Code:	B.Com – BI			Programme Title :	Bachelor of Commerce - Banking and Insurance	
Course Code:	22UBI409			Title	Batch:	2022 - 2025
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	5	Cost Accounting	Semester:	IV
					Credits:	4

Course Objective

To expose the students to the basic concepts and the tools used in Cost Accounting.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To introduce with cost concepts, costing system and their relationship with other accounting systems followed in India	K1
CO2	To understand the major elements of cost accounting and their uses in business organization for managerial decision making.	K2
CO3	To apply the concepts and latest provisions underlying in process and material control.	K4
CO4	To estimate the results under various heads of cost accounting.	K5
CO5	To evaluate the results under various heads of cost accounting for the use of business organisation.	K5

Mapping

PO /PSO	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02
CO										
CO1	H	H	H	M	M	H	H	M	H	H
CO2	H	H	H	M	H	H	H	H	H	H
CO3	H	H	H	H	M	H	H	H	H	H
CO4	H	H	H	H	H	H	H	H	H	H
CO5	H	H	H	H	H	H	H	H	H	H

H-High; M-Medium; L-Low

Programme Code:	B.Com-BI			Programme Title:	Bachelor of Commerce – Banking and Insurance	
Course Code:	22UBI410			Title	Batch:	2022 - 2025
				Principles of General Insurance	Semester:	IV
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-		Credits:	4

Course Objective

To enable the students to gain knowledge in the practice of general insurance.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
C01	To study the basic concepts of general insurance	K1
C02	To understand the concept of fire insurance	K2
C03	To gain knowledge in the field of marine insurance	K2
C04	To gain knowledge in the field of miscellaneous insurance	K2
C05	To analyze the role of agent and development officer in the field of insurance and the latest legal provisions relating to insurance	K4

Mapping

PO / PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02
CO										
C01	M	H	M	H	M	M	M	H	H	H
C02	L	H	M	H	M	H	H	H	L	M
C03	L	H	M	H	M	H	H	H	L	M
C04	L	H	M	H	M	H	H	H	L	M
C05	L	M	H	M	H	H	H	M	M	H

H-High; M-Medium; L-Low

Programme Code:	B.Com - BI		Programme Title :	Bachelor of Commerce - Banking and Insurance	
Course Code:	22UBI411		Title	Batch:	2022 - 2025
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	Principles of Marketing	Semester:	IV
		-		Credits:	4

Course Objective

To endow students with the knowledge of marketing.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To understand the key concept and elements of marketing mix	K1
CO2	To develop a product mix for a product	K3
CO3	To determine the most appropriate price mix	K3
CO4	To analyze the promotion mix and be able to select appropriate channel of distribution	K4
CO5	To gain awareness about the laws protecting consumers and the latest trends in marketing	K5

Mapping

PO / PSO	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02
CO										
CO1	H	H	L	L	L	M	L	L	M	L
CO2	H	H	M	H	H	H	M	H	H	H
CO3	H	H	L	H	H	H	M	H	H	H
CO4	H	H	L	H	H	H	M	H	H	H
CO5	H	H	H	M	M	M	H	H	H	M

H-High; M-Medium; L-Low

Programme Code:	B.Com - BI			Programme Title:	Bachelor of Commerce – Banking and Insurance	
Course Code:	22UBI412			Title	Batch:	2022 - 2025
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-	Company Law	Semester:	IV
					Credits:	4

Course Objective

To provide basic knowledge of the provisions of the companies Act 1956 along with recent amendments.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To state the law relating to companies Act 2013 and recollect the various types of companies in business environment.	K1
CO2	To provide an insight in basic documents followed in company, different types of companies and their provisions.	K2
CO3	To analyse the provisions relating to appointment of directors and their powers and duties.	K4
CO4	To figure out the situations for winding up of a company and its consequences, appointment of liquidators.	K4
CO5	To understand the modes of winding up.	K2

Mapping

PO / PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO										
CO1	H	H	M	H	H	H	H	H	H	H
CO2	H	H	H	H	L	H	M	M	M	H
CO3	H	M	H	M	H	M	M	M	H	H
CO4	H	H	M	M	M	M	M	M	H	M
CO5	M	H	M	M	H	H	H	H	H	H

H-High; M-Medium; L-Low

Programme Code:	B.Com - BI		Programme Title:	Bachelor of Commerce – Banking and Insurance	
Course Code:	22UBI4A5		Title	Batch:	2022 - 2025
			Introduction to Industry 4.0	Semester:	IV
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.		6	Credits:

Course Objective

To enable the students to gain knowledge in Industry 4.0.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Define the students in introduction to industrial internet (Industry 4.0).	K1
CO2	Outline the various systems of artificial intelligence.	K2
CO3	Apply the technologies enhancing productivity, improving customer service.	K3
CO4	Analyse the value of supply chains in industry.	K4
CO5	Explain the knowledge of modern method and techniques of planning designing and dimensioning.	K5

Mapping

PO / PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO										
CO1	M	M	H	M	H	M	H	H	H	H
CO2	H	H	H	H	M	M	H	H	H	H
CO3	H	H	H	H	M	M	H	H	H	H
CO4	M	M	H	M	H	H	H	H	H	H
CO5	M	H	H	M	H	H	H	H	H	H

H-High; M-Medium; L-Low

Programme Code:	B.Com-BI			Programme Title:	Bachelor of Commerce – Banking and Insurance	
Course Code:	22UBI4N3			Title	Batch:	2022 - 2025
				Commerce and Banking Practicals	Semester:	IV
Lecture Hrs./Week or Practical Hrs./Week	1	Tutorial Hrs./Sem.	-		Credits:	2

Course Objective

To enhance the students practical exposure in Commerce and Banking practicals.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
C01	To enhance the practical knowledge in the field of commerce	K1
C02	To fill up the various forms used in commerce transactions	K1
C03	To enhance the practical knowledge in the field of banking	K2
C04	To fill up the various forms used in banking transactions	K2
C05	To know the practical usage of various banking transactions	K3

Mapping

PO / PSO	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02
CO										
C01	H	M	H	H	H	H	H	H	L	H
C02	L	H	H	H	M	H	H	H	M	M
C03	H	M	H	H	H	H	H	H	L	H
C04	L	H	H	H	M	H	H	H	M	M
C05	L	H	H	H	M	H	H	M	L	M

H-High; M-Medium; L-Low

Programme Code:	B.Com-BI		Programme Title:	Bachelor of Commerce – Banking and Insurance	
Course Code:	22UBI4N4		Title	Batch:	2022 - 2025
			Recent Trends in Banking	Semester:	IV
Lecture Hrs./Week or Practical Hrs./Week	1	Tutorial Hrs./Sem.		-	Credits:

Course Objective

To acquaint knowledge about the banking system prevailing in India.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To acquire knowledge about banking system followed in India	K1
CO2	To understand the latest trends and regulations in electronic banking	K2
CO3	To analyze the role and functions of MSME	K4
CO4	To familiarize about the latest trends in corporate banking	K4
CO5	To understand the Financial Inclusion schemes of the Government	K2

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	M	H	M	H	M	M	M	H	H	H
CO2	M	M	H	H	L	H	H	H	L	M
CO3	M	M	H	H	L	H	H	H	L	M
CO4	M	M	H	H	L	H	H	H	L	M
CO5	M	M	H	H	L	H	H	H	L	M

H-High; M-Medium; L-Low

Programme Code:	B.Com – BI		Programme Title :	Bachelor of Commerce - Banking and Insurance	
Course Code:	22UBI513		Title	Batch:	2022 - 2025
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	6	Semester:	V
			Income Tax	Credits:	4

Course Objective

To familiarize the students with recent amendments in Income-tax.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
C01	To acquaint with the latest provisions of Income Tax Act 1961	K2
C02	To develop the skills in computation of income under the head Salary	K3
C03	To develop the skills in computation of income under the head House Property and Business/Profession	K3
C04	To develop the skills in computation of income under the head Capital gains and income from other sources	K3
C05	To equip the students for filling tax returns of an individual	K5

Mapping

PO / PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO										
C01	L	M	H	L	L	M	H	M	H	H
C02	H	M	M	H	M	M	H	M	M	H
C03	H	M	M	H	L	M	H	M	M	H
C04	H	M	M	H	L	M	H	M	M	H
C05	H	H	M	H	M	H	H	M	M	H

H-High; M-Medium; L-Low

Programme Code:	B.Com-BI			Programme Title:	Bachelor of Commerce – Banking and Insurance	
Course Code:	22UBI514			Title	Batch:	2022 - 2025
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-	Financial Innovations in Banking and Insurance	Semester:	V
					Credits:	4

Course Objective

To know the recent innovations in the field of banking and insurance sector.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To gain knowledge about e-banking operations	K1
CO2	To understand recent development in banking industry	K2
CO3	To understand the concept of business correspondent and banking ombudsman	K2
CO4	To evaluate the benefits of insurance to the individuals and society	K5
CO5	To analyze the latest policies emerging in life and general insurance	K4

Mapping

PO /PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO										
CO1	L	H	H	H	M	H	H	H	L	H
CO2	L	H	H	H	M	H	H	H	L	H
CO3	L	M	H	M	L	M	L	L	L	M
CO4	L	M	M	M	H	L	M	M	M	M
CO5	L	H	H	H	M	H	H	H	L	H

H-High; M-Medium; L-Low

Programme Code:	B.Com-BI			Programme Title:	Bachelor of Commerce – Banking and Insurance	
Course Code:	22UBI515			Title	Batch:	2022 - 2025
				International Banking	Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-		Credits:	4

Course Objective

To enable the students to gain knowledge in the process involved in International Banking.

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To get an idea about the foreign exchange market	K1
CO2	To familiarize the students with the Financial Institution at International Level	K2
CO3	To comprehend the usage of Letter of Credit	K3
CO4	To analyze the Import and Export Procedures	K4
CO5	To equip the students with the various ripples involved in International Trade	K5

Mapping:

PSO	PS01	PS02	PS03	PS04	PS05	PS06	PS07	PS08	PS01	PS02
CO										
CO1	H	H	M	M	M	H	M	M	M	M
CO2	H	H	M	H	M	H	M	M	H	H
CO3	H	H	M	M	M	H	M	H	H	H
CO4	H	M	M	H	H	H	H	H	H	H
CO5	H	H	M	H	H	H	H	H	H	H

H-High; M-Medium; L-Low

Programme Code:	B.Com - BI		Programme Title:	Bachelor of Commerce - Banking and Insurance	
Course Code:	22UBI516		Title	Batch:	2022 - 2025
			Principles and Practices of Auditing	Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-	Credits:	4

Course Objective

To expose the students to the principles and practices of auditing

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
C01	To gain knowledge about the basics concepts of auditing and its role in business	K1
C02	To understand the process involved in internal control and vouching	K2
C03	To acquire knowledge about Verification and Valuation of Asset and Liabilities	K2
C04	To gain expertise in audit of a joint stock company	K1
C05	To analyze the auditing standards, audit of computerized accounts and electronic auditing	K4

Mapping

PO / PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO										
C01	M	H	M	H	M	M	M	H	H	H
C02	M	M	M	H	H	H	M	H	L	M
C03	M	M	M	H	H	H	M	H	L	M
C04	M	M	M	H	H	H	M	H	L	M
C05	H	M	L	H	M	H	H	M	H	L

H-High; M-Medium; L-Low

Programme Code:	B.Com- BI		Programme Title:	Bachelor of Commerce –Banking and Insurance	
Course Code:	22UBI517		Title	Batch:	2022 - 2025
			Internship	Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	-	Tutorial Hrs./Sem.	-	Credits:	2

Course Objective

1. To gain exposure in the practical aspects of the industry
2. To provide for a realistic hands on application training

Course Outcomes

CO Number	CO Statement	Knowledge Level
C01	To understand about business organization and its structure	K1
C02	To adopt to the changes in working environment	K2
C03	To gain hands on training experience in the relevant field	K3
C04	To bridge the gap between theory and practice	K4
C05	To know the challenges faced by the company	K5

Mapping

PSO CO	PS01	PS02	PS03	PS04	PS05	PS06	PS07	PS08	PS01	PS02
C01	H	H	M	M	M	M	M	M	M	H
C02	H	H	M	H	M	M	M	M	H	H
C03	H	H	H	H	H	M	M	H	H	H
C04	H	H	H	H	H	M	H	H	H	H
C05	h	H	H	H	M	M	H	H	H	H

H-High; M-Medium; L-Low

Programme Code:	B.Com- BI		Programme Title:	Bachelor of Commerce –Banking and Insurance	
Course Code:	22UBI5E1		Title	Batch:	2022 - 2025
			Supply Chain Management	Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.		-	Credits:

Course Objective

To improve the knowledge of students in the areas of product delivery system and new opportunities in Supply Chain Management

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
C01	To keep in mind the principles, practices and application in Supply Chain Management	K1
C02	To understand the legal aspects in Supply Chain Management	K2
C03	To evaluate the planning and sourcing decision in supply chain	K5
C04	To apply the various dimensions of financial supply chain management and its strategies	K3
C05	To analyze the impact of logistics and supply chain management with a competitive strategy	K4

Mapping

PO /PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO										
C01	M	M	L	H	H	M	L	L	L	M
C02	L	M	M	M	M	L	M	M	L	M
C03	L	H	H	L	M	M	H	M	M	M
C04	L	M	L	H	H	M	L	M	L	M
C05	L	M	H	H	M	L	L	M	L	M

H-High; M-Medium; L-Low

Programme Code:	B.Com - BI		Programme Title :	Bachelor of Commerce - Banking and Insurance	
Course Code:	22UBI5E2		Title	Batch:	2022 - 2025
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	Investment Management	Semester:	V
				Credits:	5

Course Objective

To impart skills on the fundamentals of investment and security analysis.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To familiarize the concepts of Investment, Speculation, Gambling, Risk and Return.	K1
CO2	To understand the various economic indicators used of fundamental and technical analysis.	K1
CO3	To analyse the performance of economical, company and technical analysis while making investment.	K3
CO4	To equip the students with the concept of theories in investment and portfolio management	K3
CO5	To evaluate the theories based on the financial performance of listed companies in a security market.	K5

Mapping

PO / PSO	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02
CO										
CO1	M	H	M	M	M	M	H	M	H	H
CO2	H	H	M	M	H	H	H	M	M	H
CO3	M	M	H	H	H	H	M	H	H	H
CO4	M	H	H	M	H	H	H	H	H	H
CO5	H	H	H	H	H	H	H	H	H	H

H-High; M-Medium; L-Low

Programme Code:	B.Com – BI			Programme Title :	Bachelor of Commerce - Banking and Insurance	
Course Code:	22UBI5E3			Title	Batch:	2022 - 2025
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-	Business Environment	Semester:	V
					Credits:	5

Course Objective

To acquaint the students with the new concepts of various business environment and emerging issues in business.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To familiarize the concepts of economic, demographic, natural, technological and political environment in business.	K1
CO2	To understand the various techniques and economic policies in environmental analysis.	K2
CO3	To analyse the importance and role of Corporate Social Responsibility in a business.	K3
CO4	To equip the students with the concept of monetary policy and fiscal policy used in business.	K3
CO5	To evaluate the reasons for growing demand in CSR and Corporate governance in business.	K5

Mapping

PO /PSO	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02
CO										
CO1	M	H	M	M	M	M	H	M	H	H
CO2	H	H	M	M	H	H	H	M	M	H
CO3	M	M	H	H	H	H	M	H	H	H
CO4	M	H	H	M	H	H	H	H	H	H
CO5	H	H	H	H	H	H	H	H	H	H

H-High; M-Medium; L-Low

Programme Code:	B.Com - BI			Programme Title:	Bachelor of Commerce- Banking and Insurance	
Course Code:	22UBI5AL			Title	Batch:	2022 - 2025
Lecture Hrs./Week or Practical Hrs./Week	-	Tutorial Hrs./Sem.	-	Digital Marketing	Semester:	V
					Credits:	2*

Course Objective

To create awareness among the students about how digital marketing can be utilised by organisation.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To familiarize the goals and stages of digital marketing.	K1
CO2	To understand the online advertising platforms	K2
CO3	To equip the students with the concept of web page and website	K4
CO4	To gain expertise in current scenario followed in Social media platforms	K3
CO5	To Evaluate the Mobile marketing tools and platforms	K5

Mapping

PO /PSO	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02
CO										
CO1	M	M	M	L	M	M	M	H	H	H
CO2	M	M	M	H	H	L	M	H	H	H
CO3	M	H	L	M	M	H	M	M	M	M
CO4	M	M	H	M	M	L	H	H	H	M
CO5	H	M	M	M	L	M	M	M	M	H

H-High; M-Medium; L-Low

Programme Code:	B.Com – BI			Programme Title :	Bachelor of Commerce - Banking and Insurance	
Course Code:	22UBI5S1			Title	Batch:	2022 - 2025
Lecture Hrs./Week or Practical Hrs./Week	3	Tutorial Hrs./Sem.	-	Principles of Management	Semester:	V
					Credits:	3

Course Objective

To make the students understand the conceptual framework of Business Management.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
C01	To familiarize the management principles introduced by FW Taylor and Hendry Fayol	K1
C02	To understand the major elements of cost accounting and their uses in business organization for managerial decision making.	K2
C03	To understand the importance and functions of management in business organization.	K2
C04	To apply the conceptual knowledge relating to work delegation and decentralization and leadership skills.	K3
C05	To evaluate the performance of the business organization based on the management principles.	K4

Mapping

PO /PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO										
C01	M	H	M	M	M	M	H	M	H	H
C02	H	H	M	M	H	H	H	M	M	H
C03	M	M	H	H	H	H	M	H	H	H
C04	M	H	H	M	H	H	H	H	H	H
C05	H	H	H	H	H	H	H	H	H	H

H-High; M-Medium; L-Low

Programme Code:	B.Com – BI			Programme Title :	Bachelor of Commerce - Banking and Insurance	
Course Code:	22UBI5S2			Title	Batch:	2022 - 2025
Lecture Hrs./Week or Practical Hrs./Week	3	Tutorial Hrs./Sem.	-	Title : Entrepreneurship Development	Semester:	V
					Credits:	3

Course Objective

To enlighten the students with new concepts of development of entrepreneurs.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
C01	To remember the legal and financial conditions as well as the importance of the entrepreneurial infrastructure for starting a business venture.	K1
C02	To understand the effectiveness of different entrepreneurial strategies.	K2
C03	To execute the entrepreneurial project and its essential elements	K3
C04	To analyze the elements of success of entrepreneurial ventures.	K3
C05	To evaluate the performance of the other organization in the development of entrepreneurial skill	K5

Mapping

PO /PSO	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02
CO										
C01	M	H	M	M	M	M	H	M	H	H
C02	H	H	M	M	H	H	H	M	M	H
C03	M	M	H	H	H	H	M	H	H	H
C04	M	H	H	M	H	H	H	H	H	H
C05	H	H	H	H	H	H	H	H	H	H

H-High; M-Medium; L-Low

Programme Code:	B.Com – BI			Programme Title :	Bachelor of Commerce - Banking and Insurance	
Course Code:	22UBI5VA			Title	Batch:	2022 - 2025
				Managerial Skills	Semester:	V
Lecture Hrs. or Practical Hrs.	30	Tutorial Hrs./Sem.	-		Credits:	2*

Course Objective

To expose the students to the managerial skills and its practices.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To introduce the concept of managerial skills.	K1
CO2	Recognize the importance of self awareness.	K3
CO3	Comprehend the value of decision – making skills	K3
CO4	Appreciate the significance of effective time management	K3
CO5	Take hold of the role of problem – solver and team manager	K5

Mapping

PO / PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO										
CO1	H	H	M	H	M	H	H	M	H	H
CO2	H	H	H	H	M	H	H	H	H	H
CO3	M	H	H	H	M	H	H	H	H	H
CO4	H	H	H	H	M	H	H	H	H	H
CO5	H	H	H	H	M	H	H	H	H	H

H-High; M-Medium; L-Low

Programme Code:	B.Com – BI			Programme Title :	Bachelor of Commerce - Banking and Insurance	
Course Code:	22UBI618			Title	Batch:	2022 - 2025
				Management Accounting	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	6		Credits:	4

Course Objective

To enlighten the students on the different concepts of management accounting

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
C01	To remember the concepts and importance of management accounting in decision making.	K1
C02	To understand and analyze financial statement to help managerial decision making.	K2
C03	To prepare statements like cash flow, funds flow, budgets so as to assist the management to take meaningful and correct decision.	K3
C04	To learn the various tools and techniques in cost control like Marginal costing, Break-even analysis.	K4
C05	To prepare various budgets like Production budget, sales budget, Cash budget and the like.	K3

MAPPING

PSO CO	PS01	PS02	PS03	PS04	PS05	PS06	PS07	PS08	PS01	PS02
C01	H	M	M	M	M	M	M	M	H	H
C02	H	H	M	M	M	M	M	M	H	H
C03	H	H	M	H	M	H	H	H	H	H
C04	H	H	M	H	H	H	H	H	H	H
C05	H	H	M	H	H	H	H	H	H	H

H-High; M-Medium; L-Low

Programme Code:	B.Com- BI		Programme Title :	Bachelor of Commerce – Banking and Insurance		
Course Code:	22UBI619		Title	Batch:	2022 - 2025	
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-	Goods and Services Tax	Semester:	VI
					Credits:	4

Course Objective

To impart basic knowledge about the Indirect Tax system in India.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
C01	To understand indirect taxation system of India.	K1
C02	To acquaint with the types of taxes subsumed under GST .	K2
C03	To analyse about Goods and Services Tax Act 2017 and its working mechanisms.	K4
C04	To know about the levy and Collection under SGST/CGST Acts	K4
C05	To know about the levy and Collection under the Integrated Goods and Services Tax Act 2017	K4

Mapping

PO /PSO	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02
CO										
C01	M	L	M	L	L	M	L	M	L	M
C02	M	M	H	L	M	H	M	H	M	H
C03	M	M	H	H	L	H	M	H	M	H
C04	M	M	H	M	M	H	M	H	M	H
C05	M	M	H	M	L	H	M	H	M	H

H-High; M-Medium; L-Low

Programme Code:	B.Com-BI		Programme Title :	Bachelor of Commerce – Banking and Insurance	
Course Code:	22UBI620		Title	Batch:	2022 - 2025
			Commerce, Banking and Insurance Practicals	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	2	Tutorial Hrs./Sem.		-	Credits:

Course Objective

To enhance the student's practical exposure in Commerce, Banking and Insurance forms.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
C01	To prepare payroll, fix a brand name and design a office layout	K4
C02	To apply for PAN card, passport and to be able to book a railway ticket	K3
C03	To draft job related letters and file income tax returns	K4
C04	To enable the students in filling various banking forms	K3
C05	To enable the students with the usage of insurance firms	K3

Mapping

PO /PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02
CO										
C01	M	H	M	H	H	H	M	M	M	H
C02	M	H	H	H	M	H	M	H	M	H
C03	M	H	M	H	M	H	M	H	M	H
C04	M	H	H	H	L	H	M	L	L	M
C05	M	H	H	H	L	H	M	L	L	M

H-High; M-Medium; L-Low

Programme Code:	B.Com – BI		Programme Title :	Bachelor of Commerce - Banking and Insurance	
Course Code:	22UBI6E4		Title	Batch:	2022 - 2025
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	Consumer Behaviour	Semester:	VI
				Credits:	5

Course Objective

To provide a thorough understanding about consumer behaviour

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
C01	To understand the role of consumer behaviour in marketing	K1
C02	To analyse the concepts of consumer motivation, involvement and perception	K4
C03	To analyse the concepts of consumer learning and attitude formation	K4
C04	To acquire the skill of probing consumer decision making process	K3
C05	To evaluate the role of reference groups in consumer behaviour	K5

Mapping

PO / PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02
CO										
C01	M	H	L	L	L	M	L	M	M	M
C02	M	H	L	H	M	M	L	M	H	M
C03	M	H	L	H	M	M	L	M	H	M
C04	M	H	M	H	H	M	M	H	H	H
C05	M	H	H	H	H	M	H	H	H	H

H-High; M-Medium; L-Low

Course Code:	22UBI6E5		Title	Batch:	2022 - 2025
			Customer Relationship Management	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.		Credits:	5

Course Objective

To enlighten the students about the customer relationship management techniques and practices used in banking and insurance.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To create insight in the area of customer relationship management	K1
CO2	To understand the various strategies of CRM	K2
CO3	To analyze the different components of E CRM	K4
CO4	To identify the values created by customer relationship management in present scenario in banking sector	K1
CO5	To gain awareness about the CRM in insurance	K3

Mapping

PO /PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO										
CO1	M	M	M	H	H	M	M	M	H	M
CO2	H	M	H	H	H	M	M	M	H	H
CO3	M	H	M	H	H	M	H	M	M	H
CO4	M	M	H	M	H	H	M	H	M	M
CO5	H	H	H	H	H	H	H	H	H	H

H-High; M-Medium; L-Low

Units	Content	Hrs
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Programme Code:	B.Com – BI		Programme Title :	Bachelor of Commerce - Banking and Insurance	
Course Code:	22UBI6E6		Title	Batch:	2022 – 2025
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	Semester:	VI
			Financial Management	Credits:	5

Course Objective

To enlighten the students with new concepts of Financial Management.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
C01	To familiarize the concepts cost of capital, capital budgeting, capital structure, dividend and retained earnings.	K1
C02	To understand the importance of financial decisions, investment decisions and dividend decisions in business.	K2
C03	To gain expertise in preparing optimum capital structure for profitable business.	K3
C04	To equip the students with the concept wealth and profit maximization using capital budgeting decisions,	K3
C05	To evaluate the financial and operational performance of companies based on changing business environment.	K5

Mapping

PO /PSO	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02
CO										
C01	H	H	H	M	M	H	H	M	H	H
C02	H	H	H	M	H	H	H	H	H	H
C03	H	H	H	H	M	H	H	H	H	H
C04	H	H	H	H	H	H	H	H	H	H
C05	H	H	H	H	H	H	H	H	H	H

H-High; M-Medium; L-Low

Course Code:	22UBI6E7		Title	Batch:	2022 – 2025
			International Business	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.		-	Credits:

Course Objective

To notify the students with national and international business issues at the light of new economic policies.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To familiarize the concept of globalization and it's impact in the evaluation of international business.	K1
CO2	To understand the changing environment of international business.	K1
CO3	To analyze the role of regional economic integration and the reason for integration.	K3
CO4	To investigate the importance of GATT, WTO and UNCTAD in international business	K4
CO5	To evaluate the Indian's Foreign Trade Policy and its scope of international business in India.	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	M	M	H	M	H	H	M	M
CO2	M	H	H	M	M	M	H	H	H	H
CO3	M	H	H	H	H	H	H	H	H	H
CO4	M	M	H	H	M	M	H	H	M	H
CO5	H	H	H	M	M	H	H	H	H	H

H-High; M-Medium; L-Low

Programme Code:	B.Com - BI		Programme Title :	Bachelor of Commerce - Banking and Insurance	
Course Code:	22UBI6E8		Title	Batch:	2022 - 2025
			Financial Markets and Institutions	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.		-	Credits:

Course Objective

To create awareness about the contemporary theory and practice of Indian Financial Market and Institutions.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To acquaint with the functioning of financial markets and institutions	K1
CO2	To understand the operation and position of primary and secondary markets	K2
CO3	To gain knowledge about the role of SEBI	K3
CO4	To analyse the performance of Credit Rating Agencies and Mutual fund in India	K4
CO5	To evaluate the importance of Non Banking Financial companies	K5

Mapping

PO / PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO										
CO1	L	H	L	M	L	M	L	M	M	H
CO2	M	H	L	M	M	M	L	M	M	M
CO3	M	H	M	M	L	H	M	H	H	M
CO4	M	H	H	M	L	H	M	H	H	M
CO5	M	H	M	M	L	M	M	H	H	M

H-High; M-Medium; L-Low

Programme Code:	B.Com- BI		Programme Title:	Bachelor of Commerce –Banking and Insurance	
Course Code:	22UBI6E9		Title	Batch:	2022 - 2025
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-	Semester:	VI
			Retail Management	Credits:	5

Course Objective

To expose the students in the area of retail marketing management and to understand the emerging area of retailing as an industry

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
C01	To familiarize the students with retail management concepts and operations	K1
C02	To provide understanding of retail management and types of retailers	K2
C03	To develop an understanding of retail management terminology including retail locations and retail strategy	K3
C04	To analyze retail merchandising, opportunities and competitive advantage of legal and ethical aspects of retail management	K4
C05	To create awareness about emerging trends in retail management	K3

Mapping

PO /PSO CO	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02
C01	L	H	M	M	L	M	L	M	L	M
C02	L	M	H	M	M	M	M	M	L	M
C03	L	M	H	M	M	M	M	M	L	M
C04	M	M	M	H	H	M	H	H	M	M
C05	M	M	H	M	M	M	H	M	M	H

H-High; M-Medium; L-Low

Programme Code:	B.Com- BI		Programme Title:	Bachelor of Commerce – Banking and Insurance	
Course Code:	22UBI621		Title	Batch:	2022 - 2025
			Programming Laboratory in Tally-	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	2	Tutorial Hrs./Sem.		-	Credits:

Course Objective

- To create practical knowledge in accounting aspects
- To prepare the students for job market

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
C01	To know the basic knowledge in Company Creation	K3
C02	To apply the Voucher and Ledger in Business	K4
C03	To create stock summary	K4
C04	To create godown with stock summary	K4
C05	To equip the students in the practical part of Final Accounts	K5

Mapping :

PSO CO	PS01	PS02	PS03	PS04	PS05	PS06	PS07	PS08	PS01	PS02
C01	H	H	M	M	M	H	M	M	H	M
C02	H	M	M	H	H	H	H	M	H	H
C03	H	M	M	H	H	H	H	H	H	H
C04	H	M	M	H	H	H	H	H	H	H
C05	H	M	M	H	H	H	H	H	H	H

H-H igh; M-Medium; L-Low

Programme Code:	B.Com – BI		Programme Title:	Bachelor of Commerce- Banking and Insurance		
Course Code:	22UBI6AL		Title	Batch:	2022 - 2025	
Lecture Hrs./Week or Practical Hrs./Week	-	Tutorial Hrs./Sem.	-	Services Marketing	Semester:	VI
					Credits:	2*

Course Objective

To create awareness among the students about the services marketing.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember knowledge in services marketing .	K1
CO2	To gain knowledge in basics Impact of service recovery effort on consumer loyalty	K2
CO3	To make the students to understand Branding of service.	K2
CO4	To analyze Measure the quality of service and Improving service quality and productivity	K4
CO5	Able to interpret the Recent trends in marketing of services	K2

Mapping

PO /PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO										
CO1	M	H	M	H	M	M	M	H	H	H
CO2	M	M	M	L	L	M	H	M	H	M
CO3	H	M	H	M	M	M	H	H	H	M
CO4	M	M	M	H	H	M	H	L	H	H
CO5	L	H	H	L	H	H	M	M	M	L

H-High; M-Medium; L-Low

Programme Code:	B.Com – BI		Programme Title :	Bachelor of Commerce - Banking and Insurance	
Course Code:	22UBI6S3		Title	Batch:	2022 - 2025
			E-Commerce and Its Applications	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	3	Tutorial Hrs./Sem.		-	Credits:

Course Objective

To make clear the learner on the modern trends in E-Commerce.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To introduce the electronic commerce operations, models and conceptual framework in business	K1
CO2	To get an idea about the working of e-commerce and firewall, Tunnels, encryption followed in e-commerce business.	K1
CO3	To analyse the cyberlaw and the privacy factors followed in electronic business transactions.	K3
CO4	To figure out the techniques used in authentication and electronic governance process.	K3
CO5	To evaluate the performance of the e-commerce in the development of commercial aspects.	K4

Mapping

PO / PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	M	M	M	M	H	M	H	H
CO2	H	H	M	M	H	H	H	M	M	H
CO3	M	M	H	H	H	H	M	H	H	H
CO4	M	H	H	M	H	H	H	H	H	H
CO5	H	H	H	H	H	H	H	H	H	H

H-High; M-Medium; L-Low

Programme Code:	B.Com – BI		Programme Title :	Bachelor of Commerce - Banking and Insurance		
Course Code:	22UBI6S4		Title	Batch:	2022 - 2025	
Lecture Hrs./Week or Practical Hrs./Week	3	Tutorial Hrs./Sem.	-	Human Resource Management	Semester:	VI
					Credits:	3

Course Objective

To expose the students to the Human Resource Management and its practices.

Course Outcomes

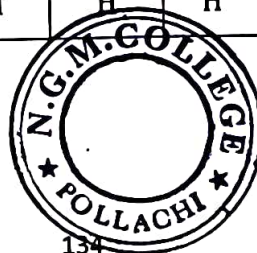
On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
C01	To introduce the concept of human resource management and its needs for an organization.	K1
C02	To outline the current theory and practice used for the recruitment, selection and motivation.	K3
C03	To apply the various HR methods to assess the employees participation in Management.	K3
C04	To equip the students to analyze the advanced strategies used in HR practices.	K3
C05	To evaluate the performance of the employees in the field of resource development.	K5

Mapping

PO / PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO										
C01	H	H	M	M	M	M	H	M	H	H
C02	H	H	M	M	H	H	H	M	M	H
C03	M	M	H	H	H	H	M	H	H	H
C04	M	H	H	M	H	H	H	H	H	H
C05	H	H	H	H	H	H	H	H	H	H

H-High; M-Medium; L-Low



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