

PROGRAMME NAME: B.COM BANKING & INSURANCE

Program Code: 2AB

Graduate attributes:

GA1	Domain Knowledge	Knowledge
GA2	Domain Analysis	
GA3	Design and Development of Solutions	
GA4	Communication Skills	Skills
GA5	Innovative and Entrepreneurial Skills	
GA6	Leadership and Management Skills	
GA7	Individual and Team Work	Attitude
GA8	Ethical and Social Responsibility	
GA9	Life-long Learning	

PROGRAMME EDUCATIONAL OBJECTIVES (PEO's)

The B. COM B&I program describe accomplishments that graduates are expected to attain within five to seven years after graduation	
PEO1	To take up a higher level job in banking and insurance sector.
PEO2	Get thorough knowledge in the services offered by Banks and Insurance sector
PEO3	Practical exposure in the banking and insurance field helps them to take up a challenging jobs
PEO4	Able to act as a consultant in the areas of banking and insurance
PEO5	Able to develop required software in the ICT era.

PROGRAMME SPECIFIC OUTCOME(PSO's)

After the successful completion of B.COM B&I program, the students are expected to	
PSO1	Pursue higher education with either Banking or Insurance as specialization
PSO2	Work as a financial risk manager by undergoing training in the reputed companies
PSO3	Take a job as an accountant engineering mathematics and engineering fundamentals.
PSO4	It helps to attain a better career path
PSO5	Take up a relevant job

PROGRAMME OUTCOME (PO's)

After the successful completion of B.COM B&I program, the students are expected to	
P01	Know the functions and services of Banking industry
P02	Analyse the policies offered by Insurance industry
P03	Determine the risk involved in the Insurance.
P04	Update the latest innovations made in Banking and Insurance companies
P05	Can take up a PG degree

COURSE OUTCOME (CO's)

SEMESTER - I

COURSE NAME: PRINCIPLES OF ACCOUNTING

#	Course Outcome	
C01	Recall the fundamental concepts of accounting, book keeping and prepare various books of accounts	K1
C02	Apply the concepts and preparing final accounts statement	K3
C03	Familiarise Bills of exchange and its transaction including Accommodation bills	K2
C04	Gain knowledge on Consignment accounts	K2
C05	Understand Receipts & Payment Account, Income & Expenditure Account and Balance Sheet for Non-Profit Organizations	K2

COURSE NAME: INDIAN BANKING SYSTEM

#	Course Outcome	
C01	Explain the structure of Indian banking system	K2
C02	Outline the History and functions of State Bank of India and its challenges	K2
C03	Summarize the various acts related to banking regulation	K2
C04	Know about the Regional Rural Cooperative Banks in India and its functions	K2
C05	Explain RBI functions, working and policy	K2

SEMESTER - II

COURSE NAME: FINANCIAL ACCOUNTING

#	Course Outcome	
C01	Apply the accounting techniques for Partnership Accounts	K3
C02	Understand the techniques and procedures on insolvency of partner and conversion of firms	K2
C03	Determine the amount of depreciation by applying different methods and also can prepare royalty accounts	K2
C04	Demonstrate hire purchase system	K2
C05	Explain the reasons for suspending partnership and identify modes of dissolution	K2

COURSE NAME: FUNDAMENTALS OF INSURANCE

#	Course Outcome	
C01	Acquire knowledge on basics of insurance	K1
C02	Acquire knowledge on basics of insurance	K2
C03	Summarize the various functions of Insurance agent	K2
C04	Understand the policies of insurance company	K2
C05	Demonstrate the types of insurance	K2

SEMESTER - III

COURSE NAME: CORPORATE ACCOUNTING

#	Course Outcome	
C01	To Understand the various adjustments related to share capital	K2
C02	Prepare the final accounts of joint stock companies	K3
C03	Explain the concept of Amalgamation and & reconstruction and Prepare the accounts of companies undergoing amalgamation and external reconstruction	K2
C04	Prepare the accounts of companies on the event of internal reconstruction	K2
C05	Prepare final accounts of Banking Companies and insurance companies	K3

COURSE NAME: FUNDAMENTALS OF ENTREPRENEURSHIP

#	Course Outcome	
C01	Acquire knowledge on entrepreneurship and the requirement for entrepreneur	K2
C02	Explain the role of Small Scale industries in India and their governing policies	K2
C03	Elaborate the steps to be followed to startup a new business venture	K2
C04	Design Business plan and by avoiding common pitfalls	K2
C05	Summarize the various financial and non-financial assistance providers	K2

COURSE NAME: BANKING LAW AND PRACTICE

#	Course Outcome	
C01	Gain knowledge on Laws related to Banking	K2
C02	Acquire knowledge on Types of customers	K2
C03	Understand the relationship between bank and customer	K2
C04	Recall the various instruments and its types dealt with banks	K2
C05	Enumerate Paying bank and its functions	K2

COURSE NAME: BUSINESS REGULATORY FRAMEWORK

#	Course Outcome	
C01	List out the fundamental legal principles behind contractual agreements	K1
C02	Gain basic knowledge of bailment and pledge	K2
C03	Understand the sale of goods act	K2
C04	Understand the negotiable instruments	K2
C05	List out the procedure involved in consumer protection act	K1

SEMESTER - IV**COURSE NAME : MERCHANT BANKING**

#	Course Outcome	
C01	Summarise the functions of merchant bankers	K1
C02	Understand the procedure to rate the companies adapted by credit rating agencies	K2
C03	Understand the methods of issue	K2
C04	Build a project using social cost benefit analysis	K3
C05	Understand the sources of finance	K2

COURSE NAME : FINANCIAL MANAGEMENT

#	Course Outcome	
C01	Relate the concept of financial management	K1
C02	Understand the sources of long term fund	K2
C03	Compare different types of leasing and classify capital structure theories	K2
C04	Apply the working capital management for a particular company	K3
C05	Analyse the dividend policy of different companies	K4

COURSE NAME : Financial Services

#	Course Outcome	
C01	Classify and compare the types of leasing	K2
C02	Understand the schemes of mutual funds	K2
C03	Apply portfolio management techniques	K3
C04	Gain knowledge on the effectiveness of mergers and acquisitions	K2
C05	Spell out the functions of depositories	K1

COURSE NAME : COST ACCOUNTING

#	Course Outcome	
C01	Explain the elements of cost	K2
C02	Adapt appropriate method for apportionment of overhead	K3
C03	Understand the different types of costing	K2
C04	Apply the process costing	K3
C05	Discuss about the variances of cost	K2

COURSE NAME : COMPANY LAW

#	Course Outcome	
C01	To explain the process of incorporation of a company	K2
C02	Understand the contents of articles and memorandum of association	K2
C03	Explain the procedure for appointment of directors	K2
C04	Discuss the procedure for conducting a company meeting	K6
C05	Evaluate the winding up procedure of a company	K5

SEMESTER - V

COURSE NAME : COMPUTER APPLICATION IN BUSINESS

#	Course Outcome	
C01	To gain knowledge about the challenges of IT	K1
C02	Understand the versions of operating system	K2
C03	Explain Communication Technology	K2
C04	To study the various applications of IT	K2
C05	Elaborate the E Banking services	K2

COURSE NAME : COMMERCIAL BANK MANAGEMENT

#	Course Outcome	
C01	List out the functions of manager	K1
C02	Understand the types of deposits and advances	K2
C03	Understand the investment management procedure	K2
C04	Gain knowledge on loan application process	K2
C05	Understand the foreign exchange management system	K2

COURSE NAME: MARKETING MANAGEMENT

#	Course Outcome	
C01	Label the modern views on marketing	K1
C02	Understand the concept of product life cycle	K2
C03	Apply different pricing techniques for different products	K3
C04	Understand the channels of distribution	K2
C05	Learn the techniques of sales promotion	K2

COURSE NAME : INSURANCE MANAGEMENT

#	Course Outcome	
C01	Spell out the tax benefits of insurance	K1
C02	Apply the procedure for premium calculation	K3
C03	Understand the documents involved in insurance	K2
C04	Evaluate the insurance products available	K5
C05	Analyse the group insurance policies	K4

COURSE NAME : BUSINESS ENVIRONMENT

#	Course Outcome	
C01	Spell out the components of business environment	K1
C02	Analyse the balance of payment	K4
C03	Evaluate the problems of unemployment	K5
C04	Discuss the role of Government in a business	K2
C05	To gain knowledge of five year plans	K2

COURSE NAME : BUSINESS FINANCE

#	Course Outcome	
C01	Explain the concept of business finance	K2
C02	Construct a financial plan	K3
C03	Understand the sources of finance	K2
C04	Evaluate the capital structure of a company	K5
C05	Elaborate the pros and cons of over capitalisation and under capitalisation	K2

COURSE NAME : INCOME TAX LAW AND PRACTICE

#	Course Outcome	
C01	Understand the procedure for residential status and the exempted income	K1
C02	To construct the income from house property	K5
C03	Evaluate the income from business and profession	K5
C04	Apply the procedure for computing capital gain	K3
C05	Discuss the procedure for the computation of tax for an individual	K2

SEMESTER - VI

COURSE NAME : MANAGEMENT ACCOUNTING

#	Course Outcome	
C01	Understand the various difference between financial and management accounting.	K2
C02	Classify the various types of financial statement analysis	K4
C03	Apply the balance sheet ratios	K3
C04	Explain the rules of schedule of changes in working capital.	K4
C05	Apply the Fixed and variable cost in marginal costing	K3

COURSE NAME : PRINCIPLES OF AUDITING

#	Course Outcome	
C01	Understand the various objectives and qualities of an auditor.	K2
C02	Explain audit terminology and internal auditing in business	K2
C03	Understand the verification and valuation of assets and liabilities	K2
C04	Explain the Audit of Joint Stock Companies	K2
C05	Understand the various objectives of investigation.	K2

COURSE NAME : EXECUTIVE BUSINESS COMMUNICATION

#	Course Outcome	
C01	Demonstrate modern communication methods	K2
C02	Apply different business letters for different situations	K3
C03	Apply an effective business correspondence with brevity and clarity.	K3
C04	Design agenda and prepare minutes for a meeting	K3
C05	Design application letter and apply the interview techniques	K3

COURSE NAME : MICRO FINANCE

#	Course Outcome	
C01	Explain the concept of micro finance	K1
C02	Understand the functions of micro enterprises	K2
C03	Understand the credit delivery methodology	K2
C04	Discuss the pricing of micro finance products	K2
C05	Gain knowledge on the features of commercial micro finance	K2

COURSE NAME : BRAND MANAGEMENT

#	Course Outcome	
C01	Recall the different types of brand	K1
C02	Understand the importance of brand	K2
C03	Recall the importance of brand loyalty	K1
C04	Understand the importance of co branding	K2
C05	Understand the branding strategies	K2

COURSE NAME : SUPPLY CHAIN MANAGEMENT

#	Course Outcome	
C01	Enumerate the features of SCM	K1
C02	Understand the strategies adopted in SCM	K2
C03	Explain the pros and cons of strategic alliance	K2
C04	Enumerate the benefits and risks of outsourcing	K2
C05	Analyse the value added services in SCM	K4

COURSE NAME : CYBER LAW

#	Course Outcome	
C01	Classify the various Privacy factors in E- Commerce in the world.	K2
C02	Identify the various Technical aspects of Encryption and its types.	K2
C03	Examine the various Importance of Strategy for prevention of computer crime	K2
C04	Analyze the benefits of EDI Mechanism.	K4
C05	Create a Digital Signature Certificates in day to day life.	K3