RCS - 2024

NEHRU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution affiliated to Bharathiar University)
(Reaccredited with "A+" Grade by NAAC, ISO 9001: 2015&14001: 2004 Certified
Recognized by UGC with 2(f) &12(B), Under Star College Scheme by DBT, Govt. of India)
Nehru Gardens, Thirumalayampalayam, Coimbatore - 641 105, Tamil Nadu.

SCHOOL OF COMMERCE

B.Com. Banking

CURRICULUM & SYLLABUS

EFFECTIVE FROM 2024 - 2025

CURRICULUM

Department of Commerce – B.Com Banking

Vision Statement of the Department.

Is "to develop professionalism in trade and commerce to meet the emerging global trends"

Mission Statement of the Department

Is to

- ✓ Impart skills to understand and analyze global trends
- ✓ Develop the skills to tap opportunities
- ✓ Imbibe the potentials to meet the global challenges
- ✓ Impart the needed skills to attain professionalism

Program Educational Objectives (PEOs)

After 3 years of the Programme, the graduates are expected to attain

PEO1	Students will be able to pursue higher education in the area of Commerce / Management / Social Science / professional course like CA, CMA or CS
PEO2	Students will develop skills in all functions areas of Commerce, Management and Financial Services
PEO3	Students will be able to demonstrate team spirits; skills and values continue to learn and adapt to change throughout their professional career
PEO4	Acquire the Knowledge in Marketing and apply the marketing skill after building the products
PEO5	Will be known for their ethical and moral conduct in professional and personal life
PEO6	successfully practice the accounting and the hard core finance and account profile

Programme Specific Outcomes (PSOs)

After the successful completion of the Programme, the students are expected to

PSO1	Improves the ability of the students in Banking by providing knowledge in the core subjects like Bank Management, e- Banking Technology, Insurance system and Insurance & Risk Management
PSO2	Equips the students with the skills set to match with the changing scenario in the Banking and Insurance Sectors
PSO3	Practical Exposure through Practice Workshop, Institutional Training and Research activities in real time projects.
PSO4	Industry Academia Partnership with Banking & Insurance Companies
PSO5	Learners will be able to prove proficiency with the ability to engage in Competitive exams and CA, ACS, ICWA, BSRB, PG courses like M.Com, MBA and other arts course

Programme Outcomes (POs)

On Successful completion of the Programme, the graduates will have

PO1	**Critical Thinking**	Take Informed Actions after Identifying the Assumptions that Frame Thinking and Actions, Checking out the Degree to which these Assumptions are Accurate and Valid, and Looking at the our Ideas and Decisions like Intellectual, Organizational, and Personal from Different Perspectives.
PO2	**Usage of Technology**	Using Tools and Technology for Noble Communication, Data Analysis and Interpretation, and Problem-Solving Components, Train the Students to Accomplish the needs of Industry.
PO3	**Effective Communication**	With a Concentration on Learning, Speaking, Reading and Writing, Develop Language Proficiency and Communication Skills at a High Level.
PO4	**Environment and Sustainability**	Recognize Responsibility for Creating Methods and Performing Analyses that Reveal the Communications Between Societal and Environmental Sustainability.
PO5	**Individual and Team Work**	Able to Work Well Both Alone and as a Team Member or Leader in a Variety of Situations and Disciplines to Achieve the Best Results.
PO6	**Ethics and Values**	Learn Life Skills that will help to become a Better Person, Put them into Practise While Adhering to Moral Standards and Obligations in Working Life.
PO7	**Social Interactions**	Engage in Activities that Promote Equity and Growth for all, and take Informed Action in response to Local, Regional, National, and International Issues.
PO8	**Life Long Learning**	Participate in Lifelong Learning, Work to Advance the Career, and Adapt to Shifting Societal, Expert, and Individual Requirements.

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Nehru Gardens, Thirumalayampalayam, Coimbatore - 641 105, Tamil Nadu, India.
E-mail: nascoffice@nehrucolleges.com. Web Site: www.nehrucolleges.net.

Scheme of Examination

Programme Name: B.Com with Banking

Programme Code: UCB

(Applicable to the students admitted during the year 2024 - 2025 onwards)

Semester	Part	Sub. Code	Name of the Subject	Instruction hours / week	Duration of Examination	Examination Marks			Credits
						CIA	ESE	Total	
I	I	23U1TAM101/ 24U1HIN101 / 24U1MAL101/ 24U1FRN101	Elanthamizh Rachnatmak Hindi Katha, Samskaram, Vivarthanam Français general - I	4	3	20	55	75	3
	II	24U2ENG101	Professional English - I	4	3	20	55	75	3
	III	23U3ACC101	Core Paper - I Principles of Accountancy	5	3	25	75	100	4
		23U3CBC102	Core Paper – II Digital Banking	5	3	20	55	75	3
		24U3ACP103	Core Paper – III MS Office and Google Applications Practical	4	3	20	30	50	2
		23U3MAA101	Allied Paper – I Mathematics for Business	5	3	25	75	100	4
	IV	21U4ENV101	@ Ability Enhancement Compulsory Course Environmental Studies	2	3	50	-	50	2
		22U4HVY201	@ Value Education: Human Values and Yoga Practice	1	-	-	-	-	-
				30	**-**	**-**	**-**	**525**	**21**
II	I	23U1TAM202/ 24U1HIN202/ 23U1MAL202/ 24U1FRN202	Pynthamizh Sanchar Hindi Novalum Bhashaapadanavum Français general - II	4	3	20	55	75	3
	II	24U2ENG202	Professional English - II	4	3	20	55	75	3
	III	23U3ACC204	Core Paper – IV Financial Accounting	6	3	25	75	100	4
		23U3CBC205	Core Paper – V Business Law	4	3	20	55	75	3
		23U3ACC206	Core Paper - VI Executive Business Communication	3	3	20	55	75	3
		23U3MAA202	Allied Paper – II Business Statistics	6	3	25	75	100	4
	IV	21U4HRC202	*@ Ability Enhancement Compulsory Course Human Rights and Constitution of India	2	3	50	-	50	2
		23U4HVY201	@ Value Education: Human Values and Yoga Practice	1	2	50	-	50	2
		24U4SEC201	Skill Enhancement Course - 1 Career Foundation Skills	2	2	-	-	25	1
				32	**-**	**-**	**-**	**625**	**25**
III	I	23U1TAM303/ 24U1HIN303 / 24U1MAL303/ 24U1FRN303	Arunthamizh Sahityak Hindi Kavithayum Smaranayum Français general - III	4	3	20	55	75	3
	II	24U2ENG303	Communicative English - I	4	3	20	55	75	3

	III	23U3ACC307	Core Paper – VII Corporate Accounting	5	3	25	75	100	4
		23U3ACC308	Core Paper – VIII Banking Theory Law and Practice	4	3	20	55	75	3
		24U3ACP309	Core Paper – IX Digital Payment System – Practical	3	3	30	45	75	3
		24U3ACA303	Allied Paper – III Indian Knowledge System and Economic Principles	3	3	20	55	75	3
	IV	23U4ACS301/ 23U4ACZ302/ 24U4CBS303	Skill Enhancement Course - II	3	3	20/30	55/45	75	3
	IV	22U4NM3BT1/ 22U4NM3AT1/ 22U4NM3CAF/ 22U4NM3GST/ 22U4NM3WRT	# @Basic Tamil - I / ##Advanced Tamil- I / * NME: Consumer Affairs / Gender Sensitization / Women's Rights	2	2	50		50	2
		SBOEC	Skill Enhancement Courses - III Extra Departmental Elective Course	2	3	-	50	50	2
		24U4SEC302	Skill Enhancement Course – IV Employment Enhancement Training	2	2	-	-	25	1
				32				**675**	**27**
IV	I	23U1TAM404/ 24U1HIN404 / 24U1MAL404/ 24U1FRN404/	Muthamizh Prayogik Hindi Drisyakalaa Saahithyam Français general - IV	4	3	20	55	75	3
	II	24U2ENG404	Communicative English - II	4	3	20	55	75	3
	III	23U3ACC410	Core Paper – X Cost Accounting	5	3	25	75	100	4
		23U3CBC411	Core Paper - XI Merchant Banking	4	3	25	75	100	4
		23U3ACP412	Core Paper – XII Computer Application Practical – II (Tally Prime)	3	3	20	30	50	2
		23U3ACA404	Allied Paper – IV Company Law and Secretarial Practice	3	3	20	55	75	3
	IV	23U4ACS404/ 23U4ACZ405/ 23U4ACS406	Skill Enhancement Course - V	3	3	20/30	55/45	75	3
	IV	22U4NM4BT2 / 22U4NM4AT2 / 22U4NM4GEN	# @Basic Tamil- II / ##Advanced Tamil- II / General Awareness	2	2	50		50	2
		VBOE	Value Based Open Elective Courses – Intra School Course	2	3	-	50	50	2
		24U4CBVALC	Skill Enhancement Course VI - Add on Course - Institute Industry Linkage	4	-	-	-	50	2
				34				**700**	**28**
V	III	23U3ACC513	Core Paper - XIII Management Accounting	5	3	25	75	100	4
		23U3ACC514	Core Paper – XIV Business Research Methods	6	3	25	75	100	4
		23U3CBC515	Core Paper – XV Banking Technology Management	4	3	25	75	100	4
		24U3ACC516	Core Paper – XVI Direct Tax	6	3	25	75	100	4
		23U3ACE501/ 23U3ACE502/ 24U3ACE503	Discipline Specific Elective Paper - I	5	3	25	75	100	4
	IV	23U4ACS507/ 23U4ACZ508/ 23U4ACZ509	Skill Enhancement Course - VII	4	3	20/30	55/45	75	3

		24U4SEC503	Skill Enhancement Course - VIII Campus to Corporate	2	2	-	-	25	1
		24U4SEC504	Skill Enhancement Course – IX Industrial Exploration/Corporate Visit	2	2	-	-	25	1
				34				**625**	**25**
VI	IV	23U3CBC617	Core Paper – XVII Financial Markets and Institutions	5	3	25	75	100	4
		23U3CBC618	Core Paper – XVIII Banking Services and Customer Relationship Management	5	3	20	55	75	3
		23U3ACV619	Core Paper - XIX Project and Viva Voce	6	3	40	60	100	4
		23U3ACE604/ 24U3ACE605/ 23U3CBE606	Discipline Specific Elective Paper - II	5	3	25	75	100	4
		23U3ACE607/ 23U3CBE608/ 23U3CBE609	Discipline Specific Elective Paper - III	5	3	25	75	100	4
	V	23U4ACS610/ 23U4ACZ611/ 23U4ACS612	Skill Enhancement Course - X	4	3	20/30	55/45	75	3
		22U5EXT601	Extension Activities	-	-	50	-	50	2
				30				**600**	**24**
Total								**3750**	**150**
Additional Credit (Optional)			Semester II - VI						10 $

 # Basic Tamil - Students who have not studied Tamil upto 12th standard.

##**Advanced Tamil** – Students who have studied Tamil language upto 12th standard and chosen other languages under part I of the programme but would like to advance their Tamil language skills.

*** NME** – Student shall choose any one course out of three courses.

@ No End Semester Examinations. Only Continuous Internal Assessment (CIA)

$ - Not included in Total marks & CGPA Calculation

List of Skill Enhancement Courses Offered by the Department (Choose any one of the paper)

Skill Based Paper	Course Code		Name of the Course
Skill Enhancement Course - II	23U4ACS301	A	Human Resource Management
	23U4ACZ302	B	Photoshop - Practical
	24U4CBS303	C	Principles of Marketing
Skill Enhancement Course - V	23U4ACS404	A	Advertising and Sales Promotion
	23U4ACZ405	B	Finance Modeling Through Spreadsheet - Practical
	23U4ACS406	C	Artificial Intelligence
Skill Enhancement Course - VII	23U4ACS507	A	Enterprise Resource Planning
	23U4ACZ508	B	Financial Statement Analysis - Practical
	23U4ACZ509	C	Statistical Package for Social Sciences - Practical
Skill Enhancement Course - X	23U4ACS610	A	Cyber Security and Law
	23U4ACZ611	B	Instrumental Enhancement in Banking - Practical
	23U4ACS612	C	Principles of Auditing

List of Discipline Specific Elective Papers Offered by the Department (Choose any one of the paper)

Elective	Subject Code		Name of the Subject
Discipline Specific Elective – I	23U3ACE501	A	Brand Management
	23U3ACE502	B	Goods and Service Tax
	24U3ACE503	C	Consumer Affairs
Discipline Specific Elective – II	23U3ACE604	A	Business Finance
	24U3ACE605	B	Entrepreneurial Development
	23U3CBE606	C	Financial Services

Discipline Specific Elective - III	23U3ACE607	A	Investment Management
	23U3CBE608	B	Indian Capital Market and Financial System
	23U3CBE609	C	Financial Management

Extra Departmental Course offered by the Department to other Department Students

S. No.	Subject Code	Name of the Subject
1	24U4AC3ED1	Accounting Practical
2	24U4AC3ED2	Taxation Services - Practical

- Students need to opt a Course other than the Course offered by their Department.

Intra School Course offered by the Department to other Department Students (within the School)

S. No	Course Code	Name of the Course
1	22U4VBOE01	Design Ecosystem
2	22U4VBOE02	Design Thinking
3	22U4VBOE03	Disaster Management
4	22U4VBOE04	Environmental Pollution and Waste Management (EMS)
5	22U4VBOE05	History of Ancient India
6	22U4VBOE06	Indian Knowledge System
7	22U4VBOE07	Principles of Intellectual Property Rights
8	22U4VBOE08	Science, Society and Culture
9	22U4VBOE09	Community Engagement
10	22U4VBOE10	Emotional Intelligence
11	22U4VBOE11	Fundamentals of Tourism
12	22U4VBOE12	Health Education
13	22U4VBOE13	Media and Politics
14	22U4VBOE14	Positive Psychology and Work Life
15	22U4VBOE15	Professional Ethics
16	22U4VBOE16	The Science of Happiness
17	NCC	

- Students shall opt any course within their Schools.
- NCC – Students who qualify NCC B Certificate Examination need not appear for these open Electives. The Credits shall be transferred.

Self-Study Paper Offered by the Department

S. No.	Semester	Course code	Course Title
1	Semester II to V	22UACSS01	Capital Market Operations
2		22UACSS02	Personal Investment Management

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Coimbatore

SYLLABUS

Course Code	Title		
23U3CBC102	Core Paper – II Digital Banking		
Semester: I	Credits: 3	CIA: 20 Marks	ESE: 55 Marks

Course Objective:	There is a need to understand the New Technologies and Digital Disruptions taking place in transformation of Business Models.
Course Category:	Employability
Development Needs:	Global
Course Description:	To help students assimilates knowledge of various digital products in banking sector and different payment systems in India.

Course Outcomes		Teaching Methods	Assessment Methods
CO 1	Understand various digital products and their implementation in banking industry	Lecture Method	Assignment
CO 2	Understand the leverage of digital banking for enhancing the profitability of banks.	Flipped Teaching	Poster Presentation
CO 3	Awareness of important New Technologies and their usage.	Lecture Method	Assignment
CO 4	Knowledge about use of various Social Platforms for having a competitive edge in the Market.	Lecture Method	Poster Presentation
CO 5	Demonstrate Digital Disruptions and transformation of new business models	Flipped Teaching	Seminar

Offered by	**Commerce**

Course Content — **Instructional Hours / Week: 5**

Unit	Description	Text Book	Chapters
I	**Digital Banking Products – Introduction** - Introduction to Digital Banking and its various products - Need of Customer Education and awareness for Digital Products (Cards, ATMs, CDM, Cash Re-cyclers, POS Terminals). Use of biometrics and micro ATMs. Power of Digitization.	1	1,2
		Instructional Hours	**15**
Suggested Learning Methods: Group Discussion			
II	**Internet Banking and Mobile Banking -** Internet Banking – Product features, Corporate & Retail Customer Internet Banking, Integration with e-commerce and merchant sites, Profitability of Internet Banking, Risk Management and frauds - Mobile Banking- Product features and diversity, UPI, IMPS, Profitability through Mobile Banking, Risk Management and Frauds. Latest Technologies in Mobile Banking.	1	1,3
		Instructional Hours	**15**
Suggested Learning Methods: Group Discussion			
III	**Payment Systems -** Overview of Global and Domestic payment systems. RTGS, NEFT, CTS, NACH, IMPS, RuPay and RuPay Secure, Changing Trends and Innovations in Payment Systems - Role of RBI, IDRBT & NPCI	2	2,3
			15
Suggested Learning Methods: Peer Tutoring			
IV	**Marketing of Digital Banking Products -** Product Planning, Sales delivery to customers, concept of e-lounges, use of social media platforms - Overview to use of analytics and AI for marketing and business growth.	2	5,7
		Instructional Hours	**15**
Suggested Learning Methods: Mind Mapping			

V	**Digital Disruptions and New Technologies** - Digital disruptions and its concepts, transformation in Banking, creation of new business models - Overview to Block chain technology, Artificial Intelligence, Cloud Computing, API, Big Data.	2	5,8
		Instructional Hours	**15**
Suggested Learning Methods: Mind Mapping			
		Total	**75 Hrs**

Text Books:	1. **Digital Banking**, Indian Institute of banking and finance, Taxmann Publication 2022
Reference Books:	1. **E- Banking Management**, Momoodh Shah and Steve Clarke., Information Science Reference Hershy Publication, 2020 2. **Indian Institute of Banking & Finance Book**, IIBF Course Material - 2022
Web. URLs	1. https://www.edx.org/course/digital-banking-business-model 2. https://www.icicibank.com/videos/how-to-login-internet-banking

Tools for Assessment (20 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Poster Making	TOTAL
4	4	5	2	2	3	20

Mapping

CO\ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	H	M	H	M	H	H	M	H	M	H	M	M
CO2	M	H	H	L	H	H	M	M	H	M	L	M	H
CO3	H	H	L	M	H	L	M	H	H	M	M	H	L
CO4	M	M	M	H	M	M	M	M	H	M	L	M	M
CO5	M	M	H	H	L	M	M	L	M	H	H	H	H

H-High; M-Medium; L-Low

Course designed by	Verified by
Mr. M. Shankar Prabhu	Dr. M. Shanthana Lakshmi

Course Code	Title		
23U3CBC205	Core Paper – V Business Law		
Semester: II	Credits: 3	CIA: 20 Marks	ESE: 55 Marks

Course Objective	To acquire knowledge on Law of Contract and relevant laws.
Course Category	Skill Development
Development Needs	Regional
Course Description	Business law is the body of law which governs business and commerce and is often considered to be a branch of civil law and deals both with issues of private law and public law.

Course Outcomes		Teaching Methods	Assessment Methods
CO 1	Knowledge on various types of contract.	Flipped Teaching	Poster Making
CO 2	Able to know Consideration and Law relating to Minor, Unsound Mind, Persons Disqualified by Law.	Lecture Method	Seminar
CO 3	Understand the Contract of Indemnity and Guarantee.	Lecture Method	Assignment
CO 4	Acquire knowledge on Sale of Goods Act, 1930.	Lecture Method	Poster Making
CO 5	Awareness on Limited Liability Partnership Act, 2008.	Flipped Teaching	Assignment

Offered by Commerce

Course Content — **Instructional Hours / Week: 4**

Unit	Description	Text Book	Chapters
I	Contract – Introduction– Law of Contract – Essential Elements of Valid Contract – Types of Contracts - Offer – Legal Rules relating to Offer – Acceptance – Essentials of Valid Acceptance – Revocation of Offer and Acceptance	2 1	2 6
		Instructional Hours	**12**
Suggested Learning Methods: Mind Mapping			
II	Consideration – Essentials of Valid Consideration – Capacity to Contract – Law relating to Minor, Unsound Mind – Persons Disqualified by Law – Performance of Contract – Modes of Performance – Quasi Contract	1	1, 3, 5
		Instructional Hours	**12**
Suggested Learning Methods: Case Study			
III	Discharge of Contract – Modes of Discharge – Remedies for Breach of Contract – Contract of Indemnity and Guarantee – Rights of Indemnity Holder – Rights and Liabilities of Surety. Bailment and Pledge – Contract of Agency	1	2, 3
		Instructional Hours	**12**
Suggested Learning Methods: Case Study			
IV	Sale of Goods Act, 1930 – Sale and Agreement to Sale – Conditions and Warranties – Law of Carriage of Goods	1	2, 3
		Instructional Hours	**12**
Suggested Learning Methods: Case Study			
V	The Limited Liability Partnership Act, 2008: Salient Features of LLP – Differences between LLP and Partnership, LLP and Company – LLP Agreement – Partners and Designated Partners – Incorporation Document – Incorporation by Registration – Partners and their Relationship.	1	3,4
		Instructional Hours	**12**
Suggested Learning Methods: Group Discussion			
		Total	**60 Hrs**

Text Books :	1. N. D. Kapoor, **Business Law**, Sultan Chand & Sons, 2014. 2. R. S. N.Pillai & Bhagavathi, **Business Law,** S. Chand & Sons, 2013.
Reference Books :	1. N. D. Kapoor, **Elements of Commercial Law,** S. Chand & Sons, 2014. 2. M. C. Kuchhal, **Mercantile Law**', Vikas Publications, 2013.
Web. URLs :	1. https://legislative.gov.in/sites/default/files/The%20Limited%20Liability%20Partnership%20Act,%202008.pdf

Tools for Assessment (20 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Poster Making	Total
4	4	5	2	2	3	20

Mapping

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	H	M	M	M	L	M	H	L	L	M	H
CO2	M	H	H	L	M	H	L	M	H	M	M	M	H
CO3	H	M	M	H	M	M	L	M	H	M	M	H	M
CO4	M	H	H	M	M	H	L	M	H	M	M	M	M
CO5	H	L	M	H	M	L	L	M	M	H	H	L	L

H-High; M-Medium; L-Low

Course designed by	Verified by
Dr. K. RajaRajeswari	Dr. M. Shanthana Lakshmi

Course Code	Title		
24U4CBS303	Skill Enhancement Course – II (C) Principles of Marketing		
Semester: III	Credits: 3	CIA: 20 Marks	ESE: 55 Marks

Course Objective:	To endow students with the knowledge of Marketing and its recent trends.
Course Category:	Employability
Development Needs:	Global
Course Description:	Marketing Management refers to theories that stress the importance of customer orientation versus the traditional market orientation.

Course Outcomes		Teaching Methods	Assessment Methods
CO 1	Understand the Concept of Market and Marketing Environment.	Lecture Method	Assignment
CO 2	Develop Competencies to Launch New Product and Brand.	Flipped Teaching	Poster Presentation
CO 3	Analyse the Pricing Strategies Adopted by the Producer.	Lecture Method	Assignment
CO 4	Design the Market Channel and Manage the Channel Conflicts.	Lecture Method	Poster Presentation
CO 5	Awareness on the Digital Marketing Platforms.	Flipped Teaching	Seminar

Offered by	**Commerce**
Course Content	**Instructional Hours / Week: 3**

Unit	Description	Text Book	Chapters
I	Introduction to Marketing - Market, Marketing, Marketer - Selling concept, marketing concept, Social marketing concept - Need and Significance of Marketing in Business - Marketing environment – Identifying market segments - Basis for market segmentation	1	1, 2
	Instructional Hours		**9**
Suggested Learning Methods: Group Discussion			
II	Product and Product lines - Product hierarchy, Product classification, Product mix decisions – Product line decisions - Branding and Brand decisions, packing and labeling decision - Product life cycle - Strategies	1	3, 4
	Instructional Hours		**9**
Suggested Learning Methods: Group Discussion			
III	Pricing: Setting the price, pricing process, pricing methods. Adapting price: Geographical pricing, price discounts and allowances, promotional pricing, discriminatory pricing, product mix pricing.	1	5
	Instructional Hours		**9**
Suggested Learning Methods: Peer Tutoring			
IV	Marketing channels: The Importance of marketing channels - Channel design decisions - Channel management decisions - Channel Conflict: Types, Causes and managing the conflict.	1	7
	Instructional Hours		**9**

Suggested Learning Methods: Mind Mapping			
V	Introduction to Digital Marketing-Meaning, Definition, Need of Digital Marketing, Scope of Digital Marketing, History of Digital Marketing, Concept and approaches to Digital Marketing, Email Marketing - Needs – Email advertising, Mobile Marketing - Overview of the B2B and B2C Mobile Marketing and Social Marketing	2	1, 6
		Instructional Hours	**9**
Suggested Learning Methods: Mind Mapping			
		Total	**45 Hrs**

Text Books :	1. Philip Kotler and Gary Armstrong, Principles of Marketing, Pearson Education, 2016 2. Dave Evans., Susan Bratton, (2010). Social Media Marketing: The Next Generation of Business Engagement. Wiley
Reference Books :	1. J. P. Gupta and Joyti Rana, Principles of Marketing Management, R. Chand & Co. New Delhi. 2. Your Google Game Plan for Success: Increasing Your Web
Web. URLs	1. https://www.investopedia.com/terms/p/product-line.asp

Tools for Assessment (20 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Poster Making	Total
4	4	5	2	2	3	20

Mapping

CO\ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	H	L	M	M	H	M	M	M	H	H	H
CO2	M	M	M	L	M	H	M	H	L	M	M	H	M
CO3	M	M	M	L	H	L	M	M	M	M	H	M	H
CO4	H	H	H	L	M	L	H	H	M	M	M	H	M
CO5	M	M	H	L	M	M	M	M	H	M	H	M	M

H-High; M-Medium; L-Low

Course designed by	Verified by
Ms. Vrindha. A	Dr. M. Shanthana Lakshmi

<table>
<tr><th>Course Code</th><th colspan="4">Title</th></tr>
<tr><td>23U3CBC411</td><td colspan="4">Core Paper – XI Merchant Banking</td></tr>
<tr><td>Semester: IV</td><td>Credits: 4</td><td>CIA: 25 Marks</td><td colspan="2">ESE: 75 Marks</td></tr>
<tr><td>Course Objective:</td><td colspan="4">Enable the Students to have a Thorough Knowledge on Merchant Banking Process</td></tr>
<tr><td>Course Category:</td><td colspan="4">Employability</td></tr>
<tr><td>Development Needs:</td><td colspan="4">National</td></tr>
<tr><td>Course Description:</td><td colspan="4">A merchant bank is a financial institution that provides banking and financial solutions to High Net-worth Individuals (HNIs) and large corporations.</td></tr>
<tr><th colspan="2">Course Outcomes</th><th>Teaching Methods</th><th colspan="2">Assessment Methods</th></tr>
<tr><td>CO 1</td><td>Acquire Knowledge on Merchant Banking</td><td>Lecture Method</td><td colspan="2">Assignment</td></tr>
<tr><td>CO 2</td><td>Understand the Concept of Credit Rating</td><td>Flipped Teaching</td><td colspan="2">Poster Presentation</td></tr>
<tr><td>CO 3</td><td>Ability to Analyse Portfolio Management Services</td><td>Lecture Method</td><td colspan="2">Assignment</td></tr>
<tr><td>CO 4</td><td>Construct Project Appraisal and Product Life Cycle</td><td>Lecture Method</td><td colspan="2">Poster Presentation</td></tr>
<tr><td>CO 5</td><td>Ability to Manage Long Term Finance</td><td>Flipped Teaching</td><td colspan="2">Seminar</td></tr>
<tr><td>Offered by</td><td colspan="4">Commerce</td></tr>
<tr><td colspan="3">Course Content</td><td colspan="2">Instructional Hours / Week: 4</td></tr>
<tr><th>Unit</th><th colspan="2">Description</th><th>Text Book</th><th>Chapters</th></tr>
<tr><td>I</td><td colspan="2">Merchant Banking – Functions - Scope - Merchant banking in India - SEBI guidelines for merchant bankers</td><td>2</td><td>2</td></tr>
<tr><td colspan="4">Instructional Hours</td><td>12</td></tr>
<tr><td colspan="5">Suggested Learning Methods: Group Discussion</td></tr>
<tr><td>II</td><td colspan="2">Credit Rating: Introduction - Instruments - Benefits - Rating methodology - Cautions - Types of rating.</td><td>1</td><td>4</td></tr>
<tr><td colspan="4">Instructional Hours</td><td>12</td></tr>
<tr><td colspan="5">Suggested Learning Methods: Group Discussion</td></tr>
<tr><td>III</td><td colspan="2">Mergers and Acquisitions – Portfolio Management Services – Mutual Funds - Business Valuation.</td><td>2</td><td>16</td></tr>
<tr><td colspan="4">Instructional Hours</td><td>12</td></tr>
<tr><td colspan="5">Suggested Learning Methods: Peer Tutoring</td></tr>
<tr><td>IV</td><td colspan="2">Project Appraisal: Product life cycle - Evaluation - Social cost benefit analysis - Capital cost and financial projections.</td><td>2</td><td>18</td></tr>
<tr><td colspan="4">Instructional Hours</td><td>12</td></tr>
<tr><td colspan="5">Suggested Learning Methods: Mind Mapping</td></tr>
<tr><td>V</td><td colspan="2">Long term Finance & Working Capital Finance: Term loans - Working capital loans - Maximum permissible bank finance - Factoring and forfeiting.</td><td>2</td><td>20</td></tr>
<tr><td colspan="4">Instructional Hours</td><td>12</td></tr>
<tr><td colspan="5">Suggested Learning Methods: Mind Mapping</td></tr>
<tr><td colspan="4">Total</td><td>60 Hrs</td></tr>
<tr><td>Text Books :</td><td colspan="4">1. Mr. H.R. Machiraju, Merchant Banking, New Age International Publishers – 4th Edition 2019
2. Merchant Banking, National Institute of Securities Market - An Educational Initiative of SEBI – 2019 Edition</td></tr>
<tr><td>Reference Books :</td><td colspan="4">1. Machiraju, Indian Financial System, Vikas Publishing House, 2nd Edition 2010.
2. J.C.Verma, A Manual of Merchant Banking, Bharath Publishing House, New</td></tr>
</table>

	Delhi, 2018.
Web. URLs	1. https://www.investopedia.com/terms/m/merchantbank.asp

Tools for Assessment (25 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Poster Making	Total
5	5	6	3	3	3	25

Mapping

CO\ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	L	M	M	M	M	H	M	M	M	H	L	M
CO2	H	M	H	H	H	M	M	H	H	L	M	M	H
CO3	M	M	M	M	M	H	H	M	H	M	M	M	H
CO4	H	H	H	L	H	M	M	H	M	M	M	M	M
CO5	M	L	M	H	M	M	H	M	H	M	M	H	M

H-High; M-Medium; L-Low

Course designed by	Verified by
Mr. M. Shankar Prabhu	Dr. M. Santhana Lakshmi

Course Code	Title		
23U3CBC515	Core Paper – XV Banking Technology Management		
Semester: V	Credits: 4	CIA: 25 Marks	ESE: 75 Marks

Course Objective:	Enable the students should understand the key features of foreign exchange markets, floating rates and foreign capital
Course Category:	Employability
Development Needs:	National
Course Description:	Banking Technology is the use of sophisticated information and communication technologies together with computer science to enable banks to offer better services to its customers in a secure, reliable and affordable manner and sustain competitive advantage over other banks.

Course Outcomes		Teaching Methods	Assessment Methods
CO 1	Understand the concepts of Bank Technology and Baking Services	Lecture Method	Assignment
CO 2	Classify Service Channels	Flipped Teaching	Poster Presentation
CO 3	Capacity to know the Network Management and Customer Relationships Management	Lecture Method	Assignment
CO 4	Construct the Interbank Payment System	Lecture Method	Poster Presentation
CO 5	Classify the Contemporary Issues in Banking Techniques	Flipped Teaching	Seminar

Offered by **Commerce**

Course Content — **Instructional Hours / Week: 4**

Unit	Description	Text Book	Chapters
I	**Introduction to Banking Technology -** Evolution of Banking Technology – Role of Technology in Banking – Positive and Negative Impact of Technology in Banking – Challenges of implementing new technology in banking industry.	1	1
	Instructional Hours		**12**
Suggested Learning Methods: Group Discussion			
II	**Core Banking –** Meaning – Features – Essentials – Benefits – Types – Advantages and Limitations of Core Banking Services – Core Banking Software.	1	3
	Instructional Hours		**12**
Suggested Learning Methods: Group Discussion			
III	**Service Channels -** Automated Teller Machine (ATM) – Phone Banking – Internet Banking – Mobile Banking – Payment Gateways	1	4
	Instructional Hours		**12**
Suggested Learning Methods: Peer Tutoring			
IV	**Interbank Payment System–** Electronic Fund transfer – Types of Electronic Fund transfer – Advantages and Disadvantages – Electronic Money – E Cheques	1	5
	Instructional Hours		**12**
Suggested Learning Methods: Mind Mapping			
V	Contemporary Issues in Banking Techniques – Service Issues – e-Banking – Advantages and disadvantages – Cyber Issues in e-Banking – Future trends in banking industry	1	6
	Instructional Hours		**12**
Suggested Learning Methods: Mind Mapping			
	Total Hours		**60 Hrs**

Text Books :	1. Financial Services Information Systems - Jessica Keyes Auerbach publication; 2nd edition (March 24, 2000)(Text Book) 2. Kaptan S S & Choubey N S., "E-Indian Banking in Electronic Era", Sarup & Sons, New Delhi, 2003
Reference Books :	1. Vasudeva, "E – Banking", Common Wealth Publishers, New Delhi, 2005 2. Turban Rainer Potter, Information Technology, John Wiely & Sons Inc 3. Banking Technology - Indian Institute of Bankers Publication
Web. URLs	1. https://study.com/academy/lesson/using-atms-mobile-online-banking-method-examples.html

Tools for Assessment (25 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Poster Making	Total
5	5	6	3	3	3	25

Mapping

CO\ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	L	H	H	M	M	M	M	H	M	H	M	H
CO2	H	M	M	M	H	H	M	H	M	H	L	H	H
CO3	M	L	H	H	M	M	H	M	H	H	M	H	L
CO4	H	M	M	M	H	L	M	H	M	M	H	M	M
CO5	M	L	M	M	M	M	M	M	M	H	H	L	M

H-High; M-Medium; L-Low

Course designed by	Verified by
Dr. M. Priya	Dr. M. Shanthana Lakshmi

Course Code	Title		
23U3CBC617	Core Paper – XVII Financial Markets and Institutions		
Semester: VI	Credits: 4	CIA: 25 Marks	ESE: 75 Marks

Course Objective:	Apply concepts relevant to financial markets and financial institutions, such as the flow of funds, levels of interest rates and interest rate differentials, to current events or topical issues.
Course Category:	Employability
Development Needs:	National
Course Description:	Financial markets refer broadly to any marketplace where the trading of securities occurs, including the stock market, bond market, forex market, and derivatives market, among others. Financial markets are vital to the smooth operation of capitalist economies.

Course Outcomes		Teaching Methods	Assessment Methods
CO 1	Knowledge about Financial Markets and Segments	Lecture Method	Assignment
CO 2	Able to identify the Growth of Commercial Bill market in India	Flipped Teaching	Poster Presentation
CO 3	Understand the concept of Treasury Bill Market	Lecture Method	Assignment
CO 4	Acquire knowledge on Indigenous Financial Agencies	Lecture Method	Poster Presentation
CO 5	Outline the service of World Bank	Flipped Teaching	Seminar

Offered by	**Commerce**
Course Content	**Instructional Hours / Week: 5**

Unit	Description	Text Book	Chapters
I	Financial Markets – Meaning – Definition – Role of Financial Markets – Functions – Money Markets – Characteristics – Importance – Functions - Money Market Segments - Money Market Vs. Capital Market.	1	1
		Instructional Hours	**15**
Suggested Learning Methods: Group Discussion			
II	Call Money Market – Features – Benefits – Call Money rates – Commercial Paper Market – Features – Satellite Dealers – Commercial Bill Market – Growth of Commercial Bill market in India – Bill Market scheme – Procedure for rediscounting	1	3
		Instructional Hours	**15**
Suggested Learning Methods: Group Discussion			
III	Treasury Bills Market – Types – Maturity Period – Issue Procedure – Auction Methods – Benefits – New Issue Market – Services of NIM – NIM Vs. Secondary Market – Methods of Marketing Securities in NIM – SEBI – Objectives – Powers and Functions	1	7
		Instructional Hours	**15**
Suggested Learning Methods: Peer Tutoring			
IV	Financial Institutions – Characteristics – Money Market Institutions – Indigenous Financial Agencies – Capital Market Institutions – Commercial Banks – IFCI – IDBI – SFCs – LIC – UTI	1	2,9
		Instructional Hours	**15**
Suggested Learning Methods: Mind Mapping			

V	RBI – Objectives – Functions – NBFCs - Structures of NBFCs – RBI Measures for NBFCs – FII – Role of FII – IMF – Objectives and Functions of IMF – World Bank – Functions – IMF Vs World Bank NABARD – Functions.	1	9
		Instructional Hours	**15**
Suggested Learning Methods: Mind Mapping			
		Total Hours	**75 Hrs**

Text Book :	1. Financial Markets and Institutions by Dr. S. Gurusamy Vijay Nicole Imprinters Private Limited 2015
Reference Books :	1. Financial Markets and Institutions by Frederic S. Mishkin Pearson India Education Services Pvt Ltd. 2017 2. Financial Institutions and Markets by L M Bhole and Jitendra Mahakud McGraw Hill Education (India) Private Limited New Delhi 2009
Web. URLs	1. https://www.yourarticlelibrary.com/economics/money/call-money-market-what-do-you-mean-by-call-money-market/40479 2. https://www.rbi.org.in/

Tools for Assessment (25 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Poster Making	Total
5	5	6	3	3	3	25

Mapping

CO\ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	H	M	M	M	H	M	H	M	H	M	M
CO2	M	H	H	H	H	M	M	H	M	M	M	H	H
CO3	H	M	M	H	M	H	H	M	H	H	L	M	M
CO4	H	M	H	H	M	M	M	H	M	M	M	H	M
CO5	H	M	H	M	M	H	M	M	H	M	M	M	M

H-High; M-Medium; L-Low

Course designed by	Verified by
Mr. M. Shankar Prabhu	Dr. M. Shanthana Lakshmi

Course Code	Title		
23U3CBC618	Core Paper – XVIII Banking Services and Customer Relationship Management		
Semester: VI	Credits: 3	CIA: 20 Marks	ESE: 55 Marks

Course Objective:	To enable the students to understand the marketing services and creating better customer relationship in Banking Industry.
Course Category:	Skill Based
Development Needs:	National
Course Description:	Banking Services and Customer Relationship Management is a process in which a business or other organization administers its interactions with customers, typically using data analysis to study large amounts of information.

Course Outcomes		Teaching Methods	Assessment Methods
CO 1	Knowledge about service marketing and consumer behavior	Lecture Method	Assignment
CO 2	Able to apply technology in banking services	Flipped Teaching	Poster Presentation
CO 3	Understand the concept about retail banking and services	Lecture Method	Assignment
CO 4	Acquire knowledge for customer relationship management	Lecture Method	Poster Presentation
CO 5	Outline the service quality and consumer perception	Flipped Teaching	Seminar

Offered by | **Commerce**

Course Content		Instructional Hours / Week: 5	
Unit	**Description**	**Text Book**	**Chapters**
I	Introduction to Marketing Management; Introduction to Service Marketing; Consumer Behavior in Service; Customer Expectations and Perception; Segmentation; Targeting and Positioning of Services in Competitive Markets.	1	1
		Instructional Hours	**15**
Suggested Learning Methods: Group Discussion			
II	Introduction to Financial and Banking Services; Communication Mix for Services; Pricing and Revenue Management; Distribution of Banking Services, Retail Banking Services; Convergence of Financial Services on Banking Sector	1	6
		Instructional Hours	**15**
Suggested Learning Methods: Group Discussion			
III	Concept of Marketing in Retail Banking; Delivery Channels in Retail Banking; Delivery Models; Customer Relationship Management in Retail Banking; Service Standard for Retail Banking Technology in Retail Banking.	2	1
		Instructional Hours	**15**
Suggested Learning Methods: Peer Tutoring			
IV	Managing Relationship and Building Loyalty; Customer Relationship Management in Banking–Banker– Customer Relationship–Retaining and Enlarging Customer Database	2	4
		Instructional Hours	**15**
Suggested Learning Methods: Mind Mapping			
V	Customer and Services–Nature and Type of Customer –Service Quality, Productivity & Customer Perception – Complaint Re-dressal Methods – Financial and Economic Impact of Service.	2	6
		Instructional Hours	**15**
Suggested Learning Methods: Mind Mapping			

	Total Hours **75 Hrs**
Text Books :	1. Financial Markets and Services by Gordon E and K. Natarajan Himalaya Publishing House, New Delhi, 2016
Reference Books :	1. Principles of Marketing by Phillip Kotler and Gary Armstrong, PHI, Sixth Edition, New Delhi, India, 2009 2. Services Marketing by Christopher Lovelock and John Wirtz Pearson Education, fifth Edition, Delhi, 2009 3. Financial Services by Shasi K. Guptaand Nisha Agarwal, Kalyani Publishers,2010 4. Retail Banking – by Indian Institute of Banking & Finance (IIBF) – A MacMillan Publication, 2014
Web. URLs	1. CRM (Customer Relationship Management) in Banks - (walkme.com) 2. Customer Relationship Management in Banking Sector - Banking Finance - News, Articles, Statistics, Banking Exams, Banking Magazine

Tools for Assessment (20 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Poster Making	Total
4	**4**	**5**	**2**	**2**	**3**	**20**

Mapping

CO\ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	H	M	M	M	H	M	H	M	H	M	M
CO2	M	H	H	H	H	M	M	H	M	M	M	H	H
CO3	H	M	M	H	M	H	H	M	H	H	L	M	M
CO4	H	M	H	H	M	M	M	H	M	M	M	H	M
CO5	H	M	H	M	M	H	M	M	H	M	M	M	M

H-High; M-Medium; L-Low

Course designed by	Verified by
Dr. M. Priya	Dr. M. Shanthana Lakshmi

Course Code	Title		
23U3CBE608	**Discipline Specific Elective Paper – III (B) Indian Capital Market and Financial System**		
Semester: VI	**Credits: 4**	**CIA: 25 Marks**	**ESE: 75 Marks**

Course Objective:	Enable the students to understand the Indian financial system, Securities market and its functions.
Course Category:	Skill Development
Development Needs:	National
Course Description:	Indian Capital Market is a marketplace that acts as the meeting point for the suppliers and the interested parties in savings and investments. Indian financial system enables lenders and borrowers to exchange funds.

Course Outcomes		Teaching Methods	Assessment Methods
CO 1	Awareness on Concepts of Indian Financial system	Lecture Method	Assignment
CO 2	Ability to develop Industrial Securities market	Flipped Teaching	Poster Presentation
CO 3	Able to know the impact of IPO, Rights Issue and Financial derivatives	Lecture Method	Assignment
CO 4	Knowledge on merchant bankers	Lecture Method	Poster Presentation
CO 5	Understand the concepts in market derivatives	Flipped Teaching	Seminar

Offered by	**Commerce**
Course Content	**Instructional Hours / Week: 5**

Unit	Description	Text Book	Chapters
I	Indian Financial System: Structure and Constituents of Indian Financial System. Financial Institutions - Financial Markets- Financial Instruments and Services, Financial System and Economic Development	1 1	4 3
		Instructional Hours	**15**
Suggested Learning Methods: Case Study			
II	Industrial Securities market- Organisation and Structure of Stock Exchanges - Membership- Listing, Trading and Settlement- Ordinary Shares, Preference shares and Bonds	1 1	4 4
		Instructional Hours	**15**
Suggested Learning Methods: Peer Tutoring			
III	New Issue Market- Issue Mechanism – IPO, Rights Issue, Private Placement, Process of Book Building- Issue of Bonus Shares- Stock Options- Functions of New Issue Market- Overview of Bond Market in India	2 1	4 5
		Instructional Hours	**15**
Suggested Learning Methods: Mind Mapping			
IV	Merchant Bankers and new issue market, Lead Managers, Underwriters, Bankers to an issue- Registrars and shares transfer Agents – Broker to the issue – Debentures trustees their role and functions in New Issue Market – SEBI Guidelines	2 1	5 5
		Instructional Hours	**15**
Suggested Learning Methods: Case Study			
V	Market for Futures, Options and Other Financial Derivatives – Swaps, Warrants and Convertibles - Recent trends in Derivatives Markets in India	2 1	6 5
		Instructional Hours	**15**
Suggested Learning Methods: Flipped Class			
		Total Hours	**75 Hrs**

Text Books :	1. P. N. Varshney, D. K. Mittal: Indian Financial System, 5th Edition, Sultan Chand & Sons, 2007. 2. H. R. Machiraju: Indian Financial System, Vikas Publishing House, 2016
Reference Books :	1. M. Y. Khan: Indian Financial System 5thEditon. Tata McGraw Hill, 2014 2. L. M. Bhole: Financial Institution and Markets, 4th Edition Tata McGraw Hill, 2010
Web. URLs	1. https://www.elearnmarkets.com/blog/indian-capital-market/

Tools for Assessment (25 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Poster Making	Total
5	**5**	**6**	**3**	**3**	**3**	**25**

Mapping

CO\ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	M	H	L	H	M	M	M	L	H	M	M
CO2	M	H	H	M	M	H	L	M	L	M	H	L	H
CO3	H	L	M	L	H	L	M	M	M	L	L	M	M
CO4	M	M	H	M	M	H	M	H	M	M	H	M	M
CO5	H	L	M	M	H	M	H	M	M	H	M	H	M

H-High; M-Medium; L-Low

Course designed by	Verified by
Ms. Vrindha. A	Dr. M. Shanthana Lakshmi

<table>
<tr><th>Course Code</th><th colspan="4">Title</th></tr>
<tr><td>23U3CBE609</td><td colspan="4">Discipline Specific Elective Paper – III (C) Financial Management</td></tr>
<tr><td>Semester: VI</td><td>Credits: 4</td><td>CIA: 25 Marks</td><td colspan="2">ESE: 75 Marks</td></tr>
<tr><td>Course Objective:</td><td colspan="4">To enable the students to understand functions of finance, Cost of Capital, Capital Structure and Working Capital.</td></tr>
<tr><td>Course Category:</td><td colspan="4">Employability</td></tr>
<tr><td>Development Needs:</td><td colspan="4">National</td></tr>
<tr><td>Course Description:</td><td colspan="4">Financial management is the activity concerned with planning, raising, controlling and administering of funds used in the business.</td></tr>
</table>

Course Outcomes		Teaching Methods	Assessment Methods
CO 1	Awareness on Different Sources of Finance	Lecture Method	Seminar
CO 2	Knowledge on Preparing Cost of Capital and Leverage	Problem Solving Method	Assignment
CO 3	Understand the Capital Structure and Capital Budgeting of the Company	Lecture Method	Assignment
CO 4	Capacity to Manage Working Capital	Problem Solving Method	Seminar
CO 5	Application of Dividend Policy in the Company	Flipped Teaching	Poster Presentation

Offered by Commerce

Course Content — **Instructional Hours / Week: 5**

<table>
<tr><th>Unit</th><th>Description</th><th>Text Book</th><th>Chapters</th></tr>
<tr><td>I</td><td>Finance Function: Meaning - Definition and Scope of Finance Functions - Objectives of Financial Management - Profit and Wealth Maximization - Sources of Finance - Short Term - Bank Sources - Long Term - Shares - Debentures, Preferred Stock.</td><td>1
1
2</td><td>1
1
D– 3</td></tr>
<tr><td colspan="3">Instructional Hours</td><td>15</td></tr>
<tr><td colspan="4">Suggested Learning Methods: Peer Tutoring</td></tr>
<tr><td>II</td><td>Financing Decision: Cost of Capital - Cost of Specific Sources of Capital - Equity - Preferred Stock - Debt - Reserves - Weighted Average Cost of Capital - Operating, Financial & Composite Leverage</td><td>1
2</td><td>11
D– 10</td></tr>
<tr><td colspan="3">Instructional Hours</td><td>15</td></tr>
<tr><td colspan="4">Suggested Learning Methods: Case Study</td></tr>
<tr><td>III</td><td>Capital Structure: Determinants of Capital Structure, Optimal Capital Structure - Capital Budgeting: Meaning – Objectives – Preparation of various types of capital budgeting</td><td>2
1</td><td>D– 2
30,31</td></tr>
<tr><td colspan="3">Instructional Hours</td><td>15</td></tr>
<tr><td colspan="4">Suggested Learning Methods: Mind Mapping</td></tr>
<tr><td>IV</td><td>Working Capital Management – Concepts – Importance – Determinants of Working Capital- Cash Management: Motives for Holding Cash – Objectives & Strategies of Cash Management- Receivables Management: Objectives – Credit Policies</td><td>2
1
1</td><td>D – 7
14
18</td></tr>
<tr><td colspan="3">Instructional Hours</td><td>15</td></tr>
<tr><td colspan="4">Suggested Learning Methods: Case Study</td></tr>
<tr><td>V</td><td>Dividend and Dividend policy: Meaning, Classification - Sources available for Dividends - Dividend Policy - Determinants of Dividend Policy</td><td>2</td><td>D - 5</td></tr>
</table>

Instructional Hours	**15**
Suggested Learning Methods: Flipped Class	
Total Hours	**75 Hrs**
NOTE: Distribution of Marks: Theory 80% and Problems 20%	
Text Books :	1. Khan M.Y.& Jain P.K, **Financial Management**, Text, Problems & Cases, Tata McGraw Hill Education (India) Private Ltd, New Delhi. 7th Edition, 2014 2. Maheshwari S. N., **Financial Management Principles and Practice**, Sultan Chand & Sons educational Publishers, New Delhi, 10th Edition, 2005.
Reference Books :	1. I.M.Pandey, **Financial Management**, Vikas Publishing House Private Ltd, New Delhi, 8th Edition, 2003 2. P.V.Kulkarni,“**Financial Management**”, Himalaya Publishing House, 2015.
Web. URLs	1. https://corporatefinanceinstitute.com/resources/valuation/cost-of-capital/ 2. https://corporatefinanceinstitute.com/resources/equities/dividend-policy/

Tools for Assessment (25 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Poster Making	Total
5	5	6	3	3	3	25

Mapping

CO\ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	M	H	L	H	M	M	M	L	H	M	M
CO2	L	H	H	M	L	H	L	L	L	L	H	L	L
CO3	M	L	M	L	L	L	M	M	M	L	L	M	M
CO4	M	M	L	M	M	L	M	M	M	M	L	M	M
CO5	H	L	M	M	H	M	H	M	M	H	M	H	M

H-High; M-Medium; L-Low

Course designed by	Verified by
Ms. Vrindha. A	Dr. M. Shanthana Lakshmi