



**Vivekanand Education Society's
College of Arts, Science and Commerce
(Autonomous)**

Sindhi Society, Chembur, Mumbai, Maharashtra – 400 071.

*Accredited by NAAC "A Grade" in 3rd Cycle - 2017
Best College Award – Urban Area, University of Mumbai (2012-13)
Recipient of FIST Grant (DST) and STAR College Grant (DBT)*

Affiliated to the
University of Mumbai

Syllabus for

Program: B.Com. (Banking & Insurance)

(Program code: VESUCBI)

**As per Choice Based Semester and Grading System (CBSGS)
with effect from Academic Year 2023 - 2024**

Program Outcomes (PO):

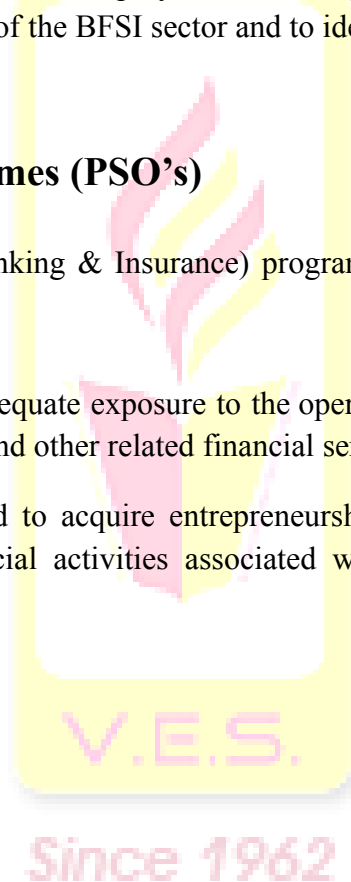
A learner completing B.Com. (Banking & Insurance) will be able to:

- PO1 The Course aims to inculcate and imbibe theoretical and practical skills in field on Accounting, Banking and Taxation.
- PO2 The learners will be able to employ the knowledge on banking and insurance to meet the requirements of the BFSI sector and to identify the solutions for complex problems.

Program Specific Outcomes (PSO's)

On completion of B. Com (Banking & Insurance) program, learners will be enriched with knowledge and be able to

- PSO1 The learners will get adequate exposure to the operational environment in the field of banking, insurance, and other related financial services.
- PSO2 The learners are trained to acquire entrepreneurship skills and competencies for handling various financial activities associated with the banking and insurance sector.



S.Y.B.Com. (BANKING & INSURANCE)
(SEMESTER IV)

| Course Code | Title | Credits & Lectures per Semester | Lectures per Week |
|------------------------------|--------------------------------------------------------------------------|---------------------------------|-------------------|
| <i>Elective Courses (EC)</i> | | | |
| VESUCBI401 | Financial Management - II | 03 | 04 |
| | Unit I: Working Capital Financing and Cash Management | 10 Lectures | |
| | Unit II: Receivables and Inventory Management | 20 Lectures | |
| | Unit III: Financial Planning | 15 Lectures | |
| | Unit IV: Financial Policy and Corporate Strategy | 15 Lectures | |
| VESUCBI402 | Cost Accounting | 03 | 04 |
| | Unit I: Introduction to Cost Accounting | 10 Lectures | |
| | Unit II: Classification of Costs and Cost Sheet | 25 Lectures | |
| | Unit III: Standard Costing | 10 Lectures | |
| | Unit IV: Introduction to Marginal Costing | 15 Lectures | |
| VESUCBI403 | Customer Relationship Management | 03 | 04 |
| | Unit I: Introduction to Customer Relationship Management (CRM) | 15 Lectures | |
| | Unit II: Technological support in Customer Relationship Management (CRM) | 15 Lectures | |
| | Unit III: Implementing Customer Relationship | 15 Lectures | |

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| | Management (CRM) | | |
| | Unit IV: Customer Relationship Management (CRM) in Banking and Insurance Sector | 15 Lectures | |
| | Ability Enhancement Courses (AEC) | | |
| VESUCBI404 | Information Technology in Banking & Insurance - II | 03 | 04 |
| | Unit I: E-banking Business Models | 15 Lectures | |
| | Unit II : Induction of TechnoManagement | 20 Lectures | |
| | Unit III : IT Applications and Banking | 05 Lectures | |
| | Unit IV : MS-Office: Packages for Institutional Automation | 20 Lectures | |
| | *Skill Enhancement Courses (SEC) | | |
| VESUCBI405 | Foundation Course – IV | 02 | 03 |
| | Unit I: An Introduction to Life Insurance | 10 Lectures | |
| | Unit II: An Introduction to Health Insurance | 10 Lectures | |
| | Unit III: An Introduction to Home and Motor Insurance | 10 Lectures | |
| | Unit IV: Role of Insurance in Logistic | 15 Lectures | |
| | Core Courses (CC) | | |
| VESUCBI406 | Corporate and Securities Law | 03 | 04 |
| | Unit I: Company Law – An Overview | 05 Lectures | |
| | Unit II: Regulatory Framework Governing Stock Exchanges as per Securities Contracts Regulation Act 1956 | 10 Lectures | |
| | Unit III: Security Exchange Board of India | 10 Lectures | |
| | Unit IV: The Depositories Act, 1996 | 10 Lectures | |
| VESUCBI407 | Business Economics II (Macroeconomics) | 03 | 04 |
| | Unit I: Introduction to Macroeconomic Data and Theory | 15 Lectures | |
| | Unit II: Money, Inflation and Monetary Policy | 15 Lectures | |
| | Unit III: Constituents of Fiscal Policy | 15 Lectures | |

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|--|------------------------------------------------------------------|-------------|--|
| | Unit IV: Open Economy : Theory and Issues of International Trade | 15 Lectures | |
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Since 1962

Elective Courses (EC)

Course title: Financial Management II

Course code: VESUCBI401

Objective:

- a) To make understand learners concept of working capital financing.
- b) To make understand learners concept of cash management; receivable management
- c) To make understand learners concept of leverage and implications on financial position

Learning Outcomes (LO):

On successful completion of this course students will be able to:

- LO1: Learners will be able to understand various concepts relating to cash management; receivable management
- LO2: Learners will be able to apply various budgeting techniques in decision making policy of company.
- LO3: Learners will be able to learn and apply various financial policy and strategy.

| Unit no. | Details of topics | No of lectures |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|
| 1 | Working Capital Financing and Cash Management | 15 Lectures |
| | <ul style="list-style-type: none">· Management of Working Capital in India· Estimating working capital needs· Operating or working capital cycle· Working Capital Financing: Trade Credit; Bank Credit; Commercial Papers; Certificate of Deposits (CDs); Financing , MPBF sumsManagement of Cash and Marketable Securities: Motives for Holding Cash; Objectives of Cash Management; Factors Determining Cash Needs; Basic Strategies of Cash Management; Cash Management Techniques / Processes; Marketable Securities; and Cash Management Practices in India. | |
| 2 | Management of Components of Working Capital | 20 Lectures |
| | <ul style="list-style-type: none">· Receivables Management: Objectives; Credit Policies; Credit Terms; and Collection Policies.· Inventory Management: Objectives; and Techniques. | |
| 3 | Unit III : Financial Planning | 15 Lectures |
| | <ul style="list-style-type: none">· Introduction· Meaning and Essentials of Budget· Types of Budget· Advantages of Budgeting· Zero Based Budgeting | |

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| | · Master Budget. · Sales Budget, Production Budget, Material Budget, and Flexible Budget. | |
| 4 | Unit IV : Financial Policy and Corporate Strategy | 15 |
| | <ul style="list-style-type: none"> · Meaning of Strategic Financial Management · Strategic financial decision making framework · Functions of Strategic financial management <p>Business Risk and Financial Risk</p> <ul style="list-style-type: none"> · Introduction · Debt v/s Equity Financing · Types of Leverage · Investment Objective/Criteria for Individuals/Non-Business Purpose. | Lectures |

References:

- Financial Management: I M Pandey, Vikas Publishing House.
- Financial Management: M.Y. Khan, P.K. Jain, Tata McGraw Hill.
- Financial Management : Ravi M Kishore, Taxman
- Financial Management : James C Van Horne, Prentice Hall
- Financial Management: Prassana Chandra, Prentice Hall.
- Financial Management: Chandra Haribariran Iyer: IBHL Publication.



Elective Courses (EC)

Course title: Cost Accounting

Course code: VESUCBI402

Objective:

1. To make learners understand various concepts of Cost Accounting.
2. To make learners understand the concept of classification of cost.
3. To make learners understand the basic objective of cost i.e Costing, Cost report and Cost control.

Learning Outcomes (LO):

On successful completion of this course students will be able to:

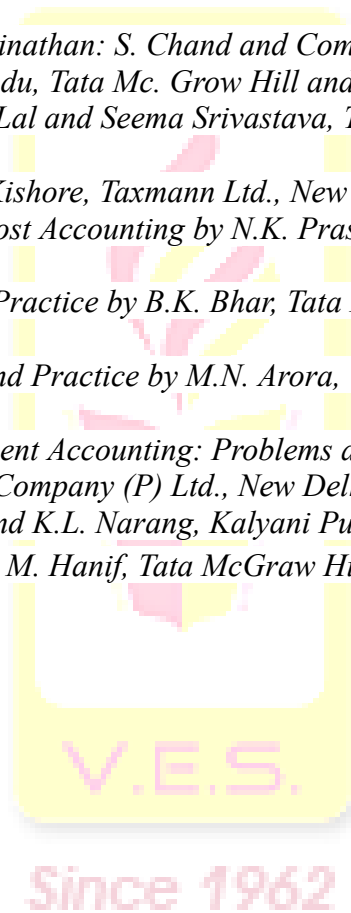
- LO1: The learners will be able to understand basic components of cost accounting.
- LO2: The learners will be able to understand Cost Classification for Stock Valuation, Profit measurement and Elements of cost.
- LO3: It will help the learners to understand the concepts of Marginal costing
- LO4: Learners will be able to understand the concept of Standard Costing with regards to Material and Labour

| Unit no. | Details of topics | No of lectures |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|
| 1 | Introduction to Cost Accounting and Classification of Costs | 15 Lectures |
| | <ul style="list-style-type: none">● Objectives and scope of Cost Accounting,● Cost centres and Cost units,● Cost classification for stock valuation, Profit measurement, Decision making and control, Coding systems● Elements of Cost | |
| 2 | Cost Sheet and Reconciliation | 20 Lectures |
| | Classification of costs, Cost of Sales, Cost Centre, Cost Unit, Profit Centre and Investment Centre, Cost Sheet Note- Practical problems based on preparation of cost sheet (NORMAL COST SHEET AND ESTIMATED COST SHEET) Reconciliation of cost and financial accounts. Note- Practical problems based on preparation of cost sheet reconciliation of cost and financial accounts | |
| 3 | Standard Costing | 10 Lectures |

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| | Various types of standards, setting of standards, Basic concepts of Material , Labour and Overhead (Fixed and Variable) variance analysis. | |
| 4 | Introduction to Marginal Costing | 15 Lectures |
| | Marginal costing meaning, application, advantages, limitations, Contribution, Breakeven analysis and profit volume graph. Note:- Practical problems based on Marginal Costing excluding decision making | |

References:

- *Lectures on Costing by Swaminathan: S. Chand and Company (P) Ltd., New Delhi*
- *Cost Accounting by C.S. Rayudu, Tata Mc. Grow Hill and Co. Ltd., Mumbai*
- *Cost Accounting by Jawahar Lal and Seema Srivastava, Tata Mc. Grow Hill and Co. Ltd., Mumbai*
- *Cost Accounting by Ravi M. Kishore, Taxmann Ltd., New Delhi*
- *Principles and Practices of Cost Accounting by N.K. Prasad, Book Syndicate Pvt. Ltd., Calcutta*
- *Cost Accounting Theory and Practice by B.K. Bhar, Tata Mc. Grow Hill and Co. Ltd., Mumbai*
- *Cost Accounting Principles and Practice by M.N. Arora, Vikas Publishing House Pvt. Ltd., New Delhi*
- *Advanced Cost and Management Accounting: Problems and Solutions by V.K. Saxena and C.D. Vashist, S. Chand and Company (P) Ltd., New Delhi*
- *Cost Accounting by S.P. Jain and K.L. Narang, Kalyani Publishers, Ludhiana* · *Modern Cost and Management Accounting by M. Hanif, Tata McGraw Hill Education Pvt. Ltd., New Delhi*



Elective Courses (EC)

Course title: Customer Relationship Management

Course code: VESUCBI403

Objective:

To make learners understand various concepts of Customer Relationship Management

Learning Outcomes (LO):

On successful completion of this course students will be able to understand:

- LO1 Apply the concept of CRM, the benefits delivered by CRM, the contexts in which it is used, the technologies that are deployed and how it can be implemented.
- LO2 Implement how CRM practices and technologies enhance the achievement of marketing, sales and service objectives throughout the customer life-cycle stages of customer acquisition, retention and development whilst simultaneously supporting broader organizational goals.
- LO3 Implement various technological tools for data mining and also successful implementation of CRM in the Organizations
- LO4 Design customer relationship management strategies by understanding customers' preferences for the long-term sustainability of the Organizations.

SYLLABUS

| No. | Module/units | No. of lectures |
|-----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| 1 | Introduction to Customer Relationship Management (CRM) | 15 |
| | Meaning, Definition of CRM, Development in CRM, Benefits of CRM, Effective CRM through Customer Knowledge Management, CRM Cycle, CRM programmes, Relationship marketing & effectiveness of Relationship marketing, Factors responsible for growth of Customer Relationship Management (CRM) | |
| 2 | Technological support in Customer Relationship Management (CRM) | 15 |
| | Introduction, Technological application in CRM, Types of Technological application in CRM, Database and Information systems, Database marketing strategies, CRM software solutions for B2C and B2B, Accounting systems for Customer Acquisition and Retention Costs, Customer loyalty and Profitability through Technology. e-CRM – Introduction, Importance, Challenges, Strategies, e-marketing and e-CRM. | |

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| 3 | Implementing Customer Relationship Management (CRM) | 15 |
| | Allocation rule of Customer Relationship Management (CRM), Customer Satisfaction survey, Contact management, Building Customer Relationship Management (CRM), Effectiveness of Customer Relationship Management (CRM), Organizing of Customer Relationship Management (CRM), Employee & customer management process. | |
| 4 | Customer Relationship Management (CRM) in Banking and Insurance Sector | 15 |
| | Building customer loyalty, B2B Commerce, B2B relationship with intermediaries, Relationship marketing for creating value in business & market, Customer Relationship Management in Indian Banking and Insurance sector- Introduction, CRM objectives, need of CRM, Process of CRM, Customer Relationship Management through Call Centres in Banking sector, E- CRM in Banking and Insurance specifically in India | |
| | Total No. of Lectures | 60 |

Additional Suggestions if possible, to be incorporated: 2-3 Case Studies in whichever module possible.

Reference Books:

- *Alok Kumar Rai, "Customer Relationship Management – Concepts and Cases", PHI Learning Private Ltd, New Delhi*
- *Berry, Leonard L. (1995), "Relationship marketing of services – competing through quality", free press, New York*
- *Berson, A and S J Smith, K Thearling (1999), "Building Data Mining Applications for CRM", McGraw-Hill, New York.*
- *Chaturvedi, Kapil and Amit Bhatia (2001), "e-CRM: Deriving value of customer relationship", CRM: Emerging Concepts, tools and Application, in J N Sheth, A*
- *McKenna, Regis (1991), "Relationship Marketing: Successful Strategies for the Age of the Customer", Addison-Wesley, New York.*
- *Madhavi Garikaparthi, " E-CRM – Concepts and Cases" , The ICFAI University Press.*
- *Graham Roberts , Phelps, "Customer Relationship Management" , Thorogood Publishers Limited, UK*

Ability Enhancement Courses (AEC)

Course title: Information Technology in Banking & Insurance - II

Course code: VESUCBI404

Objective:

1. Describe the fundamental concepts behind modern ebanking/mobile banking technologies.
2. Gain an understanding on the importance of security, privacy and ethical issues as they relate to e-commerce.
3. Develop an effective presentation, emails and use the internet effectively.
4. Through different software they learn how to make documents, presentations and spreadsheets.

Learning Outcomes (LO):

On successful completion of this course students will be able to:

- LO1 To help the students to understand the security to be taken care of when technology is at hand.
- LO2 To make students learn to use computers practically.
- LO3 To make the students understand the basics of payments done using technology.
- LO4 To make the students understand how technology and business work together.

| Unit no. | Details of topics | No of lectures |
|-----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|
| 1 | E-banking Business Models | 15 |
| | Various models- home banking, office banking, online banking, internet banking, mobile banking, SMS banking, - models of electronic payments, other business models, | |
| 2 | Induction of TechnoManagement | 20 |
| | Development Life Cycle, Project Management, Building Data Centres, Role of DBMS in Banking, Data Warehousing and Data Mining, RDBMS Tools • Technological Changes in Indian Banking Industry, Trends in Banking and Information Technology, Technology in Banking, Lead Role of Reserve Bank of India, New Horizons for Banking based IT, Automated Clearing House Operations, Electronic | |

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| | <p>Wholesale Banking Credit Transfer, Credit Information Bureau (I) Ltd., Credit Information Company Regulation Bill- 2004, Automation in Indian Banks, Cheque clearing using MICR technology, NEFT and RTGS, Block Chain, IFSC</p> <ul style="list-style-type: none"> ● Technology in Banking Industry, Teleconferencing, Internet Banking, Digital Signature in Banking, MICR- Facility for ‘paper-based’ clearing, Cheque Truncation Internet Protocols: TCP/IP, FTP, HTTP, etc., IP Address, Domain Name System (DNS), URL, Web Browsers, WWW Consortium, Search Engines – Types, Internet Access Methods - Intranet and Extranet. ● Dealing with Fraudulent transactions under CTS, Efficient customer service, smart quill computer pen, Institute for Development & Research in Banking & Technology (IDRBT). ● E-Checks-Protocols and Standards, Problems on mechanization, e-Banking-RBI Regulations & Supervision, Technology Diffusion. | |
| 3 | IT Applications and Banking | 05 |
| | Objectives, Electronic Commerce and Banking, Banking Software, Plastic Money | |
| 4 | MS-Office: Packages for Institutional Automation | 20 |
| | <ul style="list-style-type: none"> ● MS-PowerPoint presentation: Internal links between slides, hyperlinks, embedding multimedia content onto the slides (video/audio/stylish text), slide animation, timer, creating new presentation by existing theme, import online themes, creating a template of presentation, save and run the slide show (ppsx) ● Applications of Internet: Introduction to e-mail, writing professional e- mails, creating digitally signed documents, use of outlook express: configuring outlook express, creating and managing profile in outlook, sending and receiving e-mails via outlook express, Emailing the merged documents, boomerang facility of email, Google drive: usage of Google drive in storing the Google documents, excel sheets, presentations and PDF files. | |

References:

- *Sanjay Soni and Vinayak Aggarwal, Computers and Banking, M/s Sultan Chand & Sons, New Delhi, 1993.*
- *Uppal, R.K. “E-Banking in India (Challenges & Opportunities)”, New Century Publications, New Delhi, 2007.*
- *General Bank Management from Indian Institute of Banking and Finance by MACMILAN*
- *2. Modern Banking Technology-by Firdos Temurasp Shroff -published by-Northern Book Center, New Delhi*

- *General Bank Management from Indian Institute of Banking and Finance by MACMILAN*
- *Microsoft Office Professional 2013-Step by step By Beth Melton, Mark Dodge, Echo Swinford, Andrew Couch*



Since 1962

Skill Enhancement Courses (SEC)

Course title: Foundation Course – IV (An Introduction to Insurance Sector)

Course code: VESUCBI405

Objective:

- 1. To understand what insurance is, how insurance works and to determine insurance needs.**
- 2. To familiarize with major insurance products, such as life insurance, health insurance, property, and liability insurance etc.**
- 3. To identify role of insurance in logistic.**
- 4. To understand availability of various career opportunities in Insurance Sector.**

Learning Outcomes (LO):

On successful completion of this course students will be able to:

- LO1: To understand the terminologies of insurance and various traditional and non-traditional plans of LIC and different companies , they will be able to understand various job opportunities available in insurance industry.
- LO2 Students will be able to distinguish various policies of different companies
- LO3 Students will be able to explain the role of life, health, motor, and home insurance.
- LO4 Students may be able to analyse the policies of various insurance companies and select a best policy from it.

| Unit no. | Details of topics | No of lectures |
|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|
| 1 | An Introduction to Life Insurance | 10 Lectures |
| | A) Life Insurance Business – Components, Human Life Value Approach, Mutuality, Principle of Risk Pooling, Life Insurance Contract, Determinants of Risk Premium B) Products of LIC – Introduction of life insurance plans - Riders in plan - Introduction, Forms and procedures C) Non Traditional Life Insurance Products Careers in Insurance - Introduction of various job roles and job opportunities – underwriter, actuary, surveyor, claim manager, account officer etc. qualification , skills required etc. Insurance schemes given by Govt. | |

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| 2 | An Introduction to Health Insurance | 10 Lectures |
| | <p>A) Health Insurance – Meaning, IRDA Regulations, determinants of Health Insurance, Health Insurance Market in India and determinants of Risk Premium.</p> <p>SBI - Introduction and Forms and Procedures of Hospitalization, Indemnity Products, top up covers, cashless insurance, Senior citizen plans, critical illness plans and Micro Insurance.</p> | |
| 3 | An Introduction to Home and Motor Insurance | 10 Lectures |
| | <p>A) Home Insurance - SBI and ICICI Plans – Introduction, Forms and Procedures, Inclusions and Exclusions in policies, Determinants of Risk Premium and Impact of Catastrophes on Home Insurance.</p> <p>Vehicle Insurance- SBI and ICICI Plans-Introduction, Forms and Procedures, Determinants of Risk Premium, Inclusions and Exclusions.</p> | |
| 4 | Role of Insurance in Logistic | 15 Lectures |
| | <p>A) Role of Insurance in Logistic - Meaning & Importance, Hazards, Protection, Social Security – Type of Risks and Accidents.</p> <p>B) Fire Insurance – SBI and ICICI Plans – Introduction, Forms and Procedures, Standard Fire and Special Perils Policy, Tariff system and special policies.</p> | |

References:

1. The Fundamentals of Insurance Theories Principles & Practices by Hargovind Dayal, Notion press.
2. Insurance Claim Solution – Der. L.P Gupta (Revised Edition)
3. The Life Insurance Industry in India (Current state and Efficiency), by Tapas Kumar Parida & Debashis Acharya, Palgrave Macmillan.
4. Insurance Principles and Practices by M.N.Mishra & Dr. S. B. Mishra, S.Chand & Co. Pvt. Ltd.
5. Handbook of Insurance, George Dionne, Springer.
6. Websites of LIC, SBI and ICICI (Products)

Core Courses (CC)

Course title: **Corporate and Securities Law**

Course code: **VESUCBI406**

Objectives:

1. To provide soft skills development, leadership skills development, management skills and other related training and workshops to the students of the college. To be the catalyst of the financial sector adopting modern technology, information, and databank, and help the entire financial institutions to become an informative and efficient organization.
2. To provide research-based recommendations to the Securities Exchange Board of India, Insurance Board and other sectors of the Insurance system on various issues of Banking and Insurance and other areas of the economy.
3. To maintain data and information of all new and emerging issues in the banking and Insurance sector and become a “Think Tank” for the government and the Insurance sector and conduct research work for the benefits of the government and the entire financial system.
4. To offer Banking and Insurance literacy programs to the students and the general public in partnership with educational institutions and development agencies.

Learning Outcomes (LO):

On successful completion of this course students will be able to understand:

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| LO1 | Learn about the company law and how it applies to the banking and insurance sectors and the legal framework of a company. |
| LO2 | Get a detailed framework on the concepts of securities and understand the working of stock exchanges. |
| LO3 | Learners get a basic understanding of functions, procedures, regulations, etc. under SEBI. |
| LO4 | Learners will be able to understand the functions of the depository system. |

SYLLABUS

| No. | Module/units | No. of lectures |
|-----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| 1 | Company Law – An Overview | 15 |
| | A) Development of Company Law in India B) Doctrines Governing Corporates – Lifting the Corporate Veil, Doctrine of Ultra Vires, Constructive Notice, Indoor Management, Alter Ego. The Principle of Non Interference (Rule in Foss V/s | |

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| | <p>Harbottle) – Meaning , Advantages , Disadvantages & Exceptions, Majority and Minority Rights under Companies Act</p> <p>C) Application of Company Law to Banking and Insurance Sector</p> <p>Application of Companies Act to Banking and Insurance sector governed by Special Acts. S.1(4) of Companies Act 2013</p> <p>Exceptions provided (S.67(3), S.73(1), S.129(1), 179(3), S.180(1)(c), S.186, S.189</p> | |
| 2 | Regulatory Framework Governing Stock Exchanges as per Securities Contracts Regulation Act 1956 | 15 |
| | <ul style="list-style-type: none"> · Definition of Securities, Spot Delivery Contract, Ready Delivery Contract, Stock Exchange. · Corporatisation and demutualisation of Stock Exchange –Meaning, Procedure & Withdrawal · Power of Recognised Stock Exchange to make rules restricting voting rights etc · Power of Central Government to Direct Rules or Make rules. · Power of SEBI to make or amend bye laws of recognised stock exchange. <p>Grounds on which stock exchange can delist the securities of a company.</p> | |
| 3 | Security Exchange Board of India and Overview of FEMA | 15 |
| | <p>A)SEBI: Objectives-terms-establishment-powers-functions-</p> <p>B) FEMA: define, regulation and management of foreign exchange, authorised person, contravention and penalties.</p> | |
| 4 | The Depositories Act, 1996 | 15 |
| | <ul style="list-style-type: none"> · Depository – Meaning , Benefits , Models, Functions Participants · The Depository Act 1996 – Objectives, Eligibility condition for depository services, Fungibility, Bye laws of depository , Governance of Depository and Internal audit of depository Participants · BSDA and single registration for depository participants. | |
| | Total No. of Lectures | 60 |

Reference Books:

- Mamta Bhargava – Compliances and Procedures under SEBI Law
- V.L Iyer – SEBI Practice Manual - Taxmann
- D.K Jain – Company Law Ready Reckoner
- Bare Act – Corporate Laws Taxmann *Microsoft Office Professional 2013-Step by step*
- *By Beth Melton, Mark Dodge, Echo Swinford, Andrew Couch*

Core Courses (CC)

Course title: Business Economics II (Macroeconomics)

Course code: VESUCBI407

Objective:

To learn how markets and other governance structures core economic activities.

Learning Outcomes (LO):

On successful completion of this course students will be able to:

- LO1 Learners will absorb knowledge about macroeconomics, data and theory.
- LO2 Learners will study about money inflation, monetary policy, fiscal policy and issues of international trade.
- LO3 Learners will identify the instruments of fiscal policy and union budget.
- LO4 Learners will comprehend foreign investments, the balance of payments and international trade.

| Unit no. | Details of topics | No of lectures |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|
| 1 | Introduction to Macroeconomic Data and Theory | 15 Lectures |
| | <ul style="list-style-type: none">· Macroeconomics: Meaning, Scope and Importance.· Circular flow of aggregate income and expenditure: closed and open economy models· The Measurement of national product: Meaning and Importance - conventional and Green GNP and NNP concepts - Relationship between National Income and Economic Welfare.· Short run economic fluctuations : Features and Phases of Trade Cycles· The Keynesian Principle of Effective Demand: Aggregate Demand and Aggregate Supply - Consumption Function - Investment function - effects of Investment Multiplier on Changes in Income and Output | |
| 2 | Money, Inflation and Monetary Policy | 15 Lectures |
| | <ul style="list-style-type: none">· Money Supply: Determinants of Money Supply - Factors influencing Velocity of Circulation of Money· Demand for Money : Classical and Keynesian approaches and Keynes' liquidity preference theory of interest· Money and prices : Quantity theory of money - Fisher's equation of exchange - Cambridge cash balance approach· Inflation: Demand Pull Inflation and Cost Push Inflation - Effects of Inflation Nature of inflation in a developing economy. | |

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| | <ul style="list-style-type: none"> · Monetary policy :Meaning, objectives and instruments, inflation targeting | |
| 3 | Constituents of Fiscal Policy | 15 Lectures |
| | <ul style="list-style-type: none"> · Role of a Government to provide Public goods-Principles of Sound and Functional Finance · Fiscal Policy: Meaning, Objectives - Contra cyclical Fiscal Policy and Discretionary Fiscal Policy · Instruments of Fiscal policy : Canons of taxation - Factors influencing incidence of taxation - Effects of taxationSignificance of Public Expenditure - Social security contributions- Low Income Support and Social Insurance Programmes - Public Debt - Types, Public Debt and Fiscal Solvency, Burden of debt finance · Union budget -Structure- Deficit concepts-Fiscal Responsibility and Budget Management Act. | |
| 4 | Open Economy : Theory and Issues of International Trade | 15 Lectures |
| | <ul style="list-style-type: none"> ·The basis of international trade : Ricardo's Theory of comparative cost advantage - Heckscher – Ohlin theory of factor endowments - terms of trade - meaning and types - Factors determining terms of trade - Gains from trade - Free trade versus protection ·Foreign Investment : Foreign Portfolio investment- Benefits of Portfolio capital flows-Foreign Direct Investment - Merits of Foreign Direct Investment - Role of Multinational corporations ·Balance of Payments: Structure - Types of Disequilibrium - Measures to correct disequilibrium in BOP. Foreign Exchange and foreign exchange market : Spot and Forward rate of Exchange - Hedging, Speculation and Arbitrage -Fixed and Flexible exchange rates- Managed flexibility | |

References:

- Principles of Macro Economics, by Case & Fair, Pearson Publication 2. 3. 4. 5.
- Principles of Macro Economics, by Gregory Mankiw
- A 100 Small Steps, by Raghuram Rajan
- Essentials of Business Economics, D.N.Dwivedi, Pearson 2010
- Business Economics, H L Ahuja, Mc Graw Hill, 2001 6. 7.
- Business Economics, Shiv Kumar Agarwal, Pooja Law, 1996
- Managerial Economics,Pandya, Pearson, 1994.

Modality of assessment

The performance of the learners shall be evaluated into two parts. The learner's performance shall be assessed by Internal Assessment with 25% marks in the first part & by conducting the Semester End Examinations with 75% marks in the second part. Practical Examination will consist of End Sem examination.

Student will have to score 40% of marks in Internal assessment as well as End Sem examination to pass the course.

The allocation of marks for the Internal Assessment and Semester End Examinations are as shown below:-

Internal Assessment: It is defined as the assessment of the learners on the basis of internal evaluation as envisaged in the Credit & Choice based system by way of participation of learners in various academic and correlated activities in the given semester of the programme.

Semester End Assessment: It is defined as the assessment of the learners on the basis of Performance in the semester end Theory/ written examination.

A. Theory - Internal assessment 25%

25 marks

| Sr No | Evaluation type | Marks |
|-------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| 1. | <ul style="list-style-type: none"> - Tests, Assignments, - Project based learning activities (Group Research/ Case studies/ Reports / Assignments / Presentations / Skit / Poster / etc.), - Class Test (multiple choice questions / objective) | 20 |
| 2. | <ul style="list-style-type: none"> - Active participation in routine class activity - Overall conduct as a responsible student, with respect to good behaviour, leadership qualities, interpersonal skills etc. | 05 |

Internal Assessment

| Sr. No. | Particular | Marks |
|---------|--------------------------------------------------------------------------------------------|-------------|
| 1 | One class test (10 Marks) | |
| | Match the Column/ Fill in the Blanks/ Multiple Choice Questions ($\frac{1}{2}$ Mark each) | 05 Marks |
| | Answer in One or Two Lines (Concept based Questions) (01 Mark each) | 05 Marks |

| | | |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| 2. | Assignments / Innovative Idea Presentation / Active Participation in Games, Quiz, Crosswords / PPT Presentation / Viva-Voce / Class Test | 10 Marks |
| 3. | Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities | 05 Marks |

** Can vary from subject to subject

B. Theory - External examination - 75%
Semester End Theory Assessment

75 marks

(Practical Courses)

Maximum Marks: 75

Questions to be set: 05

Duration: 2 ½ Hrs.

All Questions are Compulsory Carrying 15 Marks each.

| Question No | Particular | Marks |
|--------------------|-----------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------|
| Q-1 Q-1 | Objective type Question OR Full Length Practical Question | 15 Marks |
| Q-2 Q-2 | Full Length Practical Question OR Full Length Practical Question | 15 Marks 15 Marks |
| Q-3 Q-3 | Full Length Practical Question OR Full Length Practical Question | 15 Marks 15 Marks |
| Q-4 Q-4 | Full Length Practical Question OR Full Length Practical Question | 15 Marks 15 Marks |
| Q-5 Q-5 | A) Theory / Practical questions / B) Theory / Practical questions OR Short Notes To be asked 05 To be answered 03 | 08 Marks 07 Marks 15 Marks |

Note:

Practical question of 15 marks may be divided into two sub questions of 7/8 and 10/5 Marks. If the topic demands, instead of practical questions, appropriate theory question may be asked.

Question Paper Pattern (Theoretical Courses)

Maximum Marks: 75

Questions to be set: 05

Duration: 2 ½ Hrs.

All Questions are Compulsory Carrying 15 Marks each.

| Question No | Particular | Marks |
|--------------------|---------------------------------------------------------------------------------------------------------------|--------------------------------------|
| Q-1 Q-1 | Objective type Question OR Full Length Question | 15 Marks 15 Marks |
| Q-2 Q-2 | Full Length Question OR Full Length Question | 15 Marks 15 Marks |
| Q-3 Q-3 | Full Length Question OR Full Length Question | 15 Marks 15 Marks |
| Q-4 Q-4 | Full Length Question OR Full Length Question | 15 Marks 15 Marks |
| Q-5 Q-5 | A) Theory questions B) Theory questions OR Short Notes To be asked 05 To be answered 03 | 08 Marks 07 Marks 15 Marks |

Note:

Theory question of 15 marks may be divided into two sub questions of 7/8 and 10/5 Marks.

Overall Examination and Marks Distribution Pattern

SEMESTER III

| Course | VESUC BI301 | VESUC BI302 | VESUC BI303 | VESUC BI304 | VESUC BI305 | VESUC BI306 | VESUC BI307 | Grand Total |
|-----------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Theory | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 525 |
| Internals | 25 | 25 | 25 | 25 | 25 | 25 | 25 | 175 |