

SUBBALAKSHMI LAKSHMIPATHY COLLEGE OF SCIENCE

AN AUTONOMOUS INSTITUTION



Affiliated to Madurai Kamaraj University and Re-accredited with B+ Status by NAAC
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DEPARTMENT OF COMMERCE

B.COM (BANKING AND INSURANCE) - CO1004

VISION OF THE DEPARTMENT

To optimize the employability of the students and appropriately place them in the field of Banking and Insurance, thereby providing a good socio economic status.

MISSION OF THE DEPARTMENT

- DM1** : To provide contextually pertinent Commerce education in the field of Banking, Insurance, Finance, Taxation and Marketing.
- DM2** : To train the students with high level proficiency for employment in Banking and Insurance sectors.
- DM3** : To impart comprehensive and meaningful education to the aspirants with a special focus on social values for lifelong success

OBJECTIVES AND OUTCOME OF THE PROGRAM

1. PROGRAMME EDUCATIONAL OBJECTIVES

The graduates will be

- PEO 1:** Able to acquire knowledge of Accounting, Taxation, Banking, Insurance and Auditing.
- PEO 2:** Employed in a broad range of positions in Banking, Insurance and Financial sectors.
- PEO 3:** Identified as professionals with commitment towards human dignity in their work place.
- PEO 4:** Able to adapt to various technologies in Banking, Insurance and Financial sectors.

2. PROGRAMME SPECIFIC OUTCOMES

PSO 1: Build a strong foundation in different areas of Commerce.

PSO 2: Develop the skill of applying concepts and techniques used in commerce.

PSO 3: Develop an attitude for working efficiently and effectively in the business world.

3. PROGRAMME OUTCOMES

Our graduates will be able to,

PO1: Disciplinary knowledge: Apply the knowledge of accounting, Taxation, Banking, Insurance and Auditing to the solution of complex accounting and management problems.

PO2: Communication Skills: Communicate effectively with the accounting professionals and with society at large.

PO3: Critical thinking: Apply the knowledge of Banking, Insurance and Accounting fundamentals in a cohesive and logical pattern to solve structured and unstructured problems in Banking and Insurance

PO4: Problem solving: Apply the different tools and techniques in solving the problems related to their field of study in day to day situations during their career;

PO5: Analytical reasoning: Develop an analytical approach to learning and develop problem solving skills and applying the same in real life situation.

PO6: Research-related skills: Use research knowledge and aptitude acquired in the course of study for solving socially relevant problems.

PO7: Cooperation/Team works: Apply team work and managerial skills for the problems encountered anticipated in practice, as a member of a team.

PO8: Scientific reasoning: NA

PO9: Reflective thinking: Critically reflect his professional sensibility to the society.

PO10: Information/digital literacy: Demonstrate technical competence and conceptualize a complex issue into a coherent communication in domestic and global communication.

PO11: Self-directed learning: Recognize the need for and have the preparation and ability to engage in independent learning in the broadest context of technological change.

PO12: Multicultural competence: NA

PO13: Moral and ethical awareness/reasoning: Apply ethical principles and enhance the level of social literacy thereby remaining committed to professional and business ethics.

PO14: Leadership readiness/qualities: Demonstrate leadership qualities required to lead the diverse teams and small groups to achieve the common goals of the organization;

PO15: Lifelong learning: Engage in lifelong learning, contributing to the development of the Nation.

COURSE OUTCOMES

Course Code and Course Name	Course Outcomes At the end of this course the students will be able to
22UT101 - பொதுத்தமிழ்- I	<p>CO 1: மரபுக்கவிதைகளின்வாயிலாகஎளியசொற்பதங்களைப்பயன்படுத்திவாழ்வியல்நிகழ்வுகளைஅறியச்செய்தல்.</p> <p>CO 2: இக்காலகவிதைகளின்வாயிலாகஎளியசொற்பதங்களைப்பயன்படுத்திவாழ்வியல்நிகழ்வுகளைஅறியச்செய்தல்.</p> <p>CO 3: சிறுகதைகளின்வாயிலாகசமூகம்சார்ந்தசிந்தனைகள்வலியுறுத்துதல்.</p> <p>CO 4: மொழிப்பிழைகளைக்கண்டறிந்துநீக்கும்வழிமுறைகளைச்சான்றுடன்பயிற்றுவித்தல்.</p> <p>CO 5: படைப்பிலக்கியசிந்தனையையும், கற்பனைஆற்றலையும்வளர்த்தல்.</p>
22UH101 - Hindi I	<p>CO 1: Illustrate the proper usage of Hindi in writing and speaking.</p> <p>CO 2: Recognize the language through some short stories.</p> <p>CO 3: Apply the basics of grammar for effective communication.</p> <p>CO 4: Improve the skill of reading and understanding passages.</p> <p>CO 5: Enhance and enrich the vocabulary of the students.</p>
22UF101 - French Language, Culture and Civilisation– I	<p>CO1: Use basic words and express themselves in French.</p> <p>CO2: Acquire a good knowledge of the French Culture & Civilization.</p> <p>CO3: Acquainted with a basic knowledge of French Grammar.</p> <p>CO4: Apply the language skills for personal communication</p> <p>CO5: Describe persons and their characters, and also excel in telephonic conversation.</p>
22UCE102 - Communicative English I	<p>CO1: Develop the basics knowledge of grammar for effective communication.</p> <p>CO2: Enhance the purposeful reading and inculcate the ability of using e-resources</p> <p>CO3: Enable the writing ability through reading by learning of verbs & infinitives.</p> <p>CO4: Imbibe the skills of narrative writing through the learning of Tenses.</p> <p>CO5: Absorb skills in writing and understanding maps, graphs and pie charts and presenting through Voices.</p>
22CO103-Financial Accounting – I	<p>CO1: Apply the fundamental concepts of Accounting.</p> <p>CO2: Analyse Subsidiary books and single entry system of book keeping.</p> <p>CO3: Apply the concept of bill of exchange and also prepare bank statement.</p> <p>CO4: Evaluate the accounting process in non-trading concern.</p>

	CO5: Estimate the different methods of depreciation applied for various assets.
22CO104-Principles and Practices of Banking - I	CO 1: Evaluate the basics of Indian financial systems and its components. CO 2: Determine the various types of accounts in Banks. CO 3: Identify the different forms of banker – customer relationship. CO 4: Determine the payment and collection procedure of negotiable instruments. CO 5: Analyse the principles and documentation procedure in lending.
22CO105-Principles of Insurance	. CO1: Analyse the concept of insurance and its evolution. CO2: Infer the business operations and market condition in Insurance Companies. CO3: Identify the different needs of customers on insurance products. CO4: Relate the insurance terminologies. CO5: Evaluate the various insurance products.
22CO106-Business Economics	CO1: Understand the concepts of managerial economics. CO2: Associate the elasticity of demand. CO3: Analyze production function and cost CO4: Appraise the pricing methods. CO5: Determine the business cycle and understand the business policy.
22VE109 - Value Education	CO 1:Inculcate significance of value education CO 2:Infer value education for nation building CO 3:Understand human rights with Indian constitution
22 PE110 - Physical Education	CO1: Participate and learn about the athlete through appropriate activities. CO2: Develop and reinforce cooperative behaviour. CO3: Teach the students to establish lifelong fitness goals. CO4: Enhance their skill about the games activities. CO5: Learn about the traditional games activities along with the concepts and benefits.
22UT201-பொதுத்தமிழ் – II	CO 1: பக்திநெறி மற்றும் தொன்மம் சார்ந்த அறக்கருத்துகளைத் தன்வாழ்வில் பின்பற்றுதல். CO 2: பழமை சார்ந்த அறவியலையும் வாழ்வியலையும் புரிந்துகொள்ளுதல். CO 3: உரைநடையின் வழியே எளிய சொற்பதம், ஆழமான கருத்துச்செறிவு, இடத்திற்கு தகுந்த பொருத்தமான மேற்கோள், தற்கால கலைச்சொல் எனப் பலவற்றைப் பொருந்தச் செய்தல். CO 4: மொழியை இலக்கணப்பிழையின்றி பேசவும் எழுதவும் புரிந்துபயன்படுத்துதல் CO 5: படைப்பிலக்கிய சிந்தனையையும், கற்பனை ஆற்றலையும் கொண்டு இலக்கியம் படைத்தல்
22UH201- Hindi II	CO 1: Familiarize with the various elements/aspects of prose. CO 2: Enhance and develop the confidence level, ethics and some moral values. CO 3: Apply the basics of grammar for effective communication. CO 4: Inculcate respect and pride towards our nation. CO 5: Improve the skill of letter writing.

22UF201- French Language culture and Civilization-II	CO1: Express themselves in their basic words in French. CO2:Acquire a good knowledge of the French culture & Civilization. CO3: Identify the basic knowledge of French Grammar. CO4: Apply the language skills on the range of asking the personal information's and answer politely. CO5:Describe a person and character, telephone conversation
22UCE202- Communicative English II	CO1: Develop the basics knowledge of grammar for effective communication. CO2: Actively involves in the purposeful reading of books, poems and inculcate the ability of public speech. CO3: Draft e-mails, TED talks and preparing professional PPTs. CO4: Imbibe the skills of listening and attend meetings by sharing information and learning of types of sentences. CO5: Absorb skills in writing letters and learn the pattern of clauses to represent social issues.
22CO203- Financial Accounting – II	CO1- Prepare Consignment and Joint Venture Trading. CO2- Solve problems in Branch and departmental accounts. CO3- Analyze Royalty and Insolvency accounts. CO4- Evaluate the methods of accounting in Hire Purchase and Installment accounts. CO5-Comprehend the concept of average due date and account current.
22CO204- Principles and Practices of Banking - II	CO 1 – Understand the roles and functions of Financial market CO 2 – Elucidate the significance of government sponsored schemes and priority sector advances. CO 3 – Recognize the importance of ethics in banking and financial institutions. CO 4 - Apply ethics at workplace CO 5- Evaluate the banking operations and its accounting functions.
22CO205- Practice of Life Insurance	CO1- Analyze the structure of Life Insurance Corporation. CO2- Distinguish various Life Insurance Plans. CO3- Evaluate the concept of ULIP and Group Insurance. CO4- Recognize the process of life Insurance documentation. CO5- Determine the procedure in policy claim.
22CO206- Business Mathematics	CO 1: Apply the learning on number system and equations. CO 2: Apply the concepts of theory of indices. CO 3: Apply the learning on Matrices CO 4: Apply the concepts of commercial arithmetic. CO 5: Apply the learning on Foreign Exchange Arithmetic.
22AR207 - Aptitude and Reasoning Skills	CO 1: Apply the learning Numbers. CO 2: Apply the concepts of Problems on Ages, Time and work. CO 3: Apply the learning on Pipes and Cisterns, Time and distance. CO 4: Apply the concepts of Series, Classification, and Logical Venn diagram. CO 5: Apply the learning on Coding and Decoding, Blood relationship
22ES210- Environmental	CO1: Participate and learn about the athlete through appropriate

Studies	activities. CO2: Develop and reinforce cooperative behaviour. CO3: Teach the students to establish lifelong fitness goals. CO4: Enhance their skill about the games activities. CO5: Learn about the traditional games activities along with the concepts and benefits
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21CO301- Corporate accounting I	CO1- Account issue and redemption of shares and debentures in companies. CO2- Prepare final accounts CO3- Compute the value of shares and goodwill CO4- Prepare liquidator final statement CO5- Prepare Holding companies accounts, Economics and other disciplines
21CO302- Practice of General Insurance	CO 1: Understand policy documents and forms used in general insurance. CO 2: Classify and analyze various categories of general insurance products. CO 3: Understand the concept of underwriting, ratings and premiums in general insurance. CO 4: Classify and analyze policy claims CO 5: Understand insurance reserves and accounting
21CO303-Retail Banking	CO 1: Understand concepts of Retail Banking. CO 2: Classify and analyze various categories of Retail products. CO 3: Analyse the strategies in Marketing retail products. CO 4: Comprehend the process in CRM and also to analyse the technology in Retail Banking CO 5: Understand the other issues related to

	retail banking
21CO304- Financial Management	<p>CO 1: Know the scope and functions of financial management and the different sources of funds.</p> <p>CO 2: Understand the capital structure.</p> <p>CO 3: Evaluate the significance of Capital budgeting.</p> <p>CO 4: Analyze the concept of working capital management</p> <p>CO 5: Recognize the theories in dividend decisions</p>
21CO305- Principles of Marketing	<p>CO 1: Practice the Modern Marketing and Other Marketing concepts.</p> <p>CO2: Demonstrate the Functions of Marketing and analyze the Buyer Behaviour.</p> <p>CO3: Evaluate Product, Pricing, Personal Selling and Advertising.</p> <p>CO4: Understand Agricultural Marketing, Consumerism and Marketing Research.</p> <p>CO5: Develop marketing strategy for financial and insurance services.</p>
21CO306 P- Computer application in Business - Practical	<p>CO1 – Know the application of computer in business</p> <p>CO2 – Work in MS word</p> <p>CO3 – Prepare power point presentations.</p> <p>CO4 – Enter data and work in MS Excel</p> <p>CO5 – Browse internet and create E-mail.</p>
21CO307-NME: Banking Practice	<p>CO 1: Know the functions of Banking</p> <p>CO 2: Recognize the various products offered by banks</p>

	<p>CO 3: Identify the different types of Vouchers.</p> <p>CO 4: Understand the credit appraisal techniques.</p> <p>CO 5: Know the administration in banks</p>
21CO308- NME: Business Correspondence	<p>CO1: Develop the skill of writing letters</p> <p>CO2: To learn the functions and effectiveness of Business letters and its forms</p> <p>CO3: Awareness as to how to correspond with special organizations</p> <p>CO4: Correspond with Banking and Insurance sector</p> <p>CO5: Utilize modern electronic device to improve communication</p>
21CRT308 P- Campus Recruitment Training I Practical	<p>CO 1: Appraise themselves and improve their communication skills.</p> <p>CO 2: Learn in detail about the functional use of Tenses.</p> <p>CO 3: Enhance their Vocabulary skills for their Verbal Aptitude.</p> <p>CO 4: Develop Skills to become a Good Conversationalist.</p> <p>CO 5: Apply their Reading Skills and purposeful understanding of passages to tackle such exercises.</p>
21CO401- Corporate accounting II	<p>CO1- Examine the accounting practice involved in Acquisition of business, Amalgamation and Absorption</p> <p>CO2- Evaluate the accounting practice involved in External and internal reconstruction.</p> <p>CO3 -Prepare and analyze banking companies</p>

	<p>final statement.</p> <p>Co4- Prepare and analyze Life insurance companies final statement.</p> <p>CO5- Prepare and analyze General insurance companies final statement.</p>
21CO402- Principles of Management	<p>CO1: Apply the concepts and principles of Management.</p> <p>CO2: Identify and apply the skills necessary for carrying out effective management decision-making and strategic management planning</p> <p>CO3: Develop organizational structure that impacts strategy, performance, and operations.</p> <p>CO4: Apply the essential principles of quality leadership.</p> <p>CO5: Analyze problems and Evaluate the stages in controlling process.</p>
21CO403- Wealth Management	<p>CO1 –To provide an overview of various aspects related to wealth management</p> <p>CO2 – To study the relevance and importance of insurance and retirement planning in wealth management</p> <p>CO 3 – To understand various components of investment planning</p> <p>CO 4 – To acquaint the learners with issues related to taxation and estate planning in wealth management</p> <p>CO 5 – To analyst the various income streams and tax saving schemes</p>

21CO404- Financial Markets and Services	CO1- Understand the concepts of Money market CO2- Examine the role of Financial Intermediaries CO3- Apply the skill in New Issue Market and Secondary Market CO4- Evaluate different financial services CO5- Examine the role of merchant banking services.
21CO405-E-Commerce	CO1 – Understand the basics of Electronic Commerce, internet and protocol, CO2 - Explain various e-payment systems CO3 - Know the structure of Data communication and IT in Banking Industry CO4 - Familiarize with Banking Technology Up gradation CO5 – Analyze risk areas and security considerations
21CO406 P- Computerized Accounting Practical	CO1 - Know the basics of traditional and computerized accounting CO 2 - Understand the fundamentals of Tally CO 3 - Create Accounts groups and ledgers CO4 - Operate stock maintenance and voucher creation in tally CO5 - Get knowledge about Computerized accounting in banking Sector
21CRT408 P -Campus Recruitment Training II Practical	CO1 – Understand the conceptual frame work in consumer market. CO2 - Understand the consumer protection act CO3 - Understand Grievance Redressal Mechanism

	<p>CO4 - Know about the consumer movement in India</p> <p>CO5 –Analyze the Quality and standardization in consumer products.</p>
21CO408 NME – Elective 2 – Fundamentals of Accounting	<p>CO1 – Understand the concept of Accounting.</p> <p>CO2 - Understand the need for ledger</p> <p>CO3 - Understand the significance of Trial balance</p> <p>CO4 - Know about the significance of Balance sheet</p> <p>CO5 –Prepare cash budgets.</p>
21CRT408 P- Campus Recruitment Training II Practical	<p>CO1: Involve actively in participative learning of English and to enable them acquire communication skills.</p> <p>CO2: Introduce themselves in a professional manner.</p> <p>CO3: Gain confidence in facing the Competitive World by learning the etiquettes in preparing the Resume and to face the telephonic interviews.</p> <p>CO4: Inculcate the habit of preparing presentation and the way to present it in a professional manner.</p> <p>CO5: Project themselves as socially responsible citizens.</p>
20CO603 - Management Accounting	<p>CO1 – Understand the functions of management Accounting</p> <p>CO2 – Analyse the financial Ratios</p> <p>CO3 - Prepare fund flow and Cash flow statements.</p>

	<p>CO4 – Prepare budgets and apply budgeting control techniques</p> <p>CO5 – Analyse variance and apply marginal costing.</p>
20CO604 - Business Taxation	<p>CO1: To familiarise the students with the indirect tax environment and the constitutional basis of the levy of indirect taxes</p> <p>CO2 : To familiarise the students with the background and the terminology of a GST in India.</p> <p>CO3 : To familiarise the students with the concept of supply and input tax credit. Students will learn the registration procedures and filing of returns.</p> <p>CO4 : To familiarise the students with the levy of Integrated GST. Students will learn the concept of place of supply and the determination of nature of supply.</p> <p>CO5 : To familiarise the students with the levy and collection of Customs law in India. Students will learn the customs procedures for classification and valuation of Goods.</p>
20CO605 – Auditing	<p>CO1 – Understand the role and significance of Auditing</p> <p>CO2 – Apply the principles of Internal check</p> <p>CO3 – Verify and value of assets and liabilities in financial statements.</p> <p>CO4 – Prepare Audit Program</p> <p>CO5 – Interpret auditing standards and its types.</p>
20CO606 - Elective 1 -Human Resources Management	<p>CO1 – Understand the Concept and Features of</p>

	<p>HRM</p> <p>CO2 – Prepare and analyse Human resource Policies</p> <p>CO3 – Analyse the techniques in Job analysis.</p> <p>CO4 – Appraise recruitment technique.</p> <p>CO5 – Design a Training program.</p>
20CO607 - Elective II - Customer Relationship Management	<p>CO1 – Understand the Concept and Features of CRM</p> <p>CO2 – Prepare and analyse strategy for CRM</p> <p>CO3 – Analyse the techniques in CRM.</p> <p>CO4 – Appraise CRM in Insurance.</p> <p>CO5 – Evaluate the different dimensions of CRM</p>
20CO601 P/20CO602 P - Internship/Project	<p>CO1: Perform the duties of various fields in Banking and Financial sector.</p> <p>CO2: Develop knowledge in various financial operations.</p> <p>CO3: Understand and enhance the ability required in the Industry.</p> <p>CO4: Identify their key operational area of interest.</p> <p>CO5: Enhance their knowledge for career enhancement</p>