

**SVKM's Mithibai College of Arts, Chauhan Institute of Science
& Amrutben Jivanlal College of Commerce & Economics (AUTONOMOUS)**

Program: B.Com (Banking and Insurance) (2021-22)				Semester: I	
Course: Business Economics – I				Course Code: UCMABBI101	
Teaching Scheme			Evaluation Scheme		
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
4			4	25	75
Learning Objectives: This course is designed to enhance the economic literacy and understanding of basic economic concepts. Emphasis is on understanding of core economic principles and how they apply to a wide range of real world issue. Upon completion, students can apply economic analysis to evaluate everyday problem					
Course Outcomes: After completion of the course, learners would be able to: CO1: Understand the different theories in Economics CO2: Apply the theory in real business scenarios CO3: Understand the economic issues and problems faced by individuals, organizations and society. CO4: Getting a managers perspective business					
Outline of Syllabus: (per session plan)					
Module	Description				No of Hours
1	Introduction				10 lectures
2	Demand analysis				10 lectures
3	Supply and production decisions and cost of production				15 lectures
4	Market structure: perfect competition and monopoly and pricing and output decisions under imperfect competition & pricing practices				15 lectures
	Total				
PRACTICALS					

**SVKM's Mithibai College of Arts, Chauhan Institute of Science
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Suggested Readings

1. Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S. Chand & Sons, N. Delhi, 2000)
2. Hirschey .M., Managerial Economics, Thomson South western (2003)
3. Salvatore, D.: Managerial Economics in a global economy (Thomson South Western Singapore, 2001)
4. Frank Robert.H, Bernanke. Ben S., Principles of Economics (Tata McGraw Hill (ed.3)
5. Gregory Mankiw., Principles of Economics, Thomson South western (2002 reprint)
6. Samuelson & Nordhas.: Economics (Tata McGraw Hills, New Delhi, 2002)
7. Pal Sumitra, Managerial Economics cases and concepts (Macmillan, New Delhi, 2004)

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Program: B.Com (Banking and Insurance) (2021-22)				Semester: I	
Course: Quantitative methods –I				Course Code: UCMABBI102	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutori al (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
4			4	25	75
Learning Objectives: This course is designed to equip the learners with mathematical and statistical techniques. It creates understanding in learners of data analysis and statistical concept, in order to be able to think critically about the subject.					
Course Outcomes: After completion of the course, learners would be able to: CO 1: Understand the Measures of central tendency, probability and dispersion. CO 2: Apply the theory in real business scenarios CO 3: Understand various statistical methods					
Outline of Syllabus: (per session plan)					
Module	Description				No of Hours
1	Introduction, organizing, data, frequency distribution data representation				10 lectures
2	Measures of central tendencies & measures of dispersion				10 lectures
3	Co-variance, correlation and regression				10 lectures
4	Probability, probability distribution and decision theory & index no.				10 lectures
	Total				50 Lectures
PRACTICALS					

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Suggested Readings

1. Mathematics for Economics & Finance by Martin Anthony & Norman Biggs.
2. Fundamentals of Statistics - D. N. Elhance,
3. Statistical Methods - S.G. Gupta (S. Chand & Co.
4. Statistics for Management - Lovin R. Rubin D.S, (Prentice Hall of India)
5. Statistics - Theory, Method & Applications D.S.Sancheti & V. K. Kapoor.
6. Modern Business Statistics - (Revised)-B. Pearles & C. Sullivan -Prentice Hall of India.
7. Business Mathematics & Statistics : B Aggarwal, Ane Book Pvt. Limited
8. Business Mathematics : D C Sancheti & V K Kapoor, Sultan Chand & Sons
9. Business Mathematics : A P Verma, Asian Books Pvt. : Limited.
10. Fundamentals of Applied Statistics: S G Gupta and V K Kapoor, Sultan Chand & Co

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Program: B.Com (Banking and Insurance) (2021-22)				Semester: I	
Course: Environment and management of financial services.				Course Code: UCMABBI103	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutori al (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
4			3	25	75
Learning Objectives: This course is designed to be an overview of the major functions of banks and insurance, to understand the theoretical framework of the subject of development of banking and insurance sector. Emphasis is on evolution of banking and insurance sector, its management and its regulation. Upon completion, students should be able to work as contributing members of a team in any area of banking and insurance sector. This forms the base to understand and appreciate importance of banking and insurance sector in any economy					
Course Outcomes: After completion of the course, learners would be able to: CO1: Understand the development of financial system CO2: Apply the theory in real business scenarios CO3: Understand the history, school of thoughts and evolution of banks and insurance sector. CO4: Getting a managers perspective business CO5: Learn the functions and process of banking and insurance sector					
Outline of Syllabus: (per session plan)					
Module	Description				No of Hours
1	Introduction to financial system				10 lectures
2	Phases of development of banking and insurance				10 lectures
3	Management, regulation and development				10 lectures
4	Regulatory and developmental framework of banking & insurance				15 lectures
	Total				45 Lectures
PRACTICALS					

Suggested Readings

1. Essentials of Business Finance - R.H. Srivastava, Himalaya
2. Management of Financial Institution - R. .N. Srivastava, Himalaya
3. Investment Management - Preeti Singh, Himalaya.
4. Corporate Financial Policies and Returns to the Shareholders. N. Balsubramanian
5. Modern Banking- R.S. Sayers
6. Investment Analysis and Securities in India, V.A. Avadhani, Himalaya.
7. Life insurance Corporates as Financial Institutions, IIC Associates of America.
8. Modern Life Insurance, M J Oster and W, Robert, Macmillan NY
9. Capital Market in a Planned Economy, NCAERT, Delhi,
10. Banking In India. S.G. Panandikar, Worali, Mumbai.
11. Investment Mgmt. S.L.V. Sinha & Others, Institute for Financial Development and Research. Madras
12. Indian Financial System (Vol. I & II) B.D. Ghonasgi& Maloti Anagol
13. Indian Financial System M.Y. Khan, Tata Mcgrow Hill.
14. Financial Institutions in India - VadilalDagli, Mumbai.
15. Financial Institutions in Indian Markets - L. M. Bhole, TataMcgrow Hill
16. Outline of Mondy - G.M. Gonter
17. Investment for Beginners - V.A. Avadhani, Himalaya
18. Financial Services in India - M.Y. Khan, Tata Macgrow Hill.

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Program: B.Com (Banking and Insurance) (2021-22)				Semester: I	
Course: Principles of Management				Course Code: UCMABBI104	
Teaching Scheme			Evaluation Scheme		
Lecture (Hours per week)	Practical (Hours per week)	Tutori al (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
4			3	25	75
Learning Objectives: This course is designed to be an overview of the major functions of management, to understand the theoretical framework of the subject of management. Emphasis is on evolution of management, planning, organizing, directing and controlling. Upon completion, students should be able to work as contributing members of a team utilizing these functions of management. This forms the base to understand and appreciate management processes in an organisation and its different parts.					
Course Outcomes: After completion of the course, learners would be able to: CO1: Understand the theory of management CO2: Apply the theory in real business scenarios CO3: Understand the history, school of thoughts and evolution of management CO4: Getting a managers perspective business CO5: Learn the functions and process of management CO6: appreciate the contribution of management in the working of a company					
Outline of Syllabus: (per session plan)					
Module	Description				No of Hours
1	Introduction to management				10 lectures
2	Management process				10 lectures
3	Organization structure of banking and insurance companies				15 lectures
4	Business leaders				10 lectures
	Total				45 Lectures
PRACTICALS					

Suggested Readings

1. Principles of Management, T.Ramaswamy Himalaya Publications, Mumbai.
2. Practices and Principles of Management L.M. Prasad, S.Chand and Sons Education Publishers, New Delhi.
3. Business Maharajas, Gita PiramaI, Penguin Books, New Delhi.
4. Wisdom of Indian Business Leadership, G. Narayana, English Edition Publishers and Distributors India Pvt, Ltd.
5. In Search of Change Maestros Pritam Singh and Asha Bhandarkar, Sage Publications, UK.

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Program: B.Com (Banking and Insurance) (2021-22)				Semester: I	
Course: Financial Accounting – I				Course Code: UCMABBI105	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutori al (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
4			3	25	75
Learning Objectives: This course is designed to be an overview of fundamental and technical concept of accounting. Emphasis is on preparation of financial statement in banking & insurance sector by generally accepted accounting principles. Upon completion, students should be able to work as contributing members of a team in any issue relating to accounts and finance. This forms the base to understand and appreciate accounting processes in an organisation and its application.					
Course Outcomes: After completion of the course, learners would be able to: CO1: Understand the theory of accounting CO2: Apply accounting concepts in real business scenario CO3: Apply critical thinking skill in analyzing financial data CO4: To understand the effect different financial accounting methods on financial statement					
Outline of Syllabus: (per session plan)					
Module	Description				No of Hours
1	Introduction to accounting				10 lectures
2	Classification of income & expenses & accounting standards				10 lectures
3	Issues of shares, stock valuation & hire purchase				10 lectures
4	Final accounts				15 lectures
	Total				45 Lectures
PRACTICALS					

Suggested Readings

1. *Introduction to Accountancy -T. S. Grewal-(S.Chand & Co.)*
2. *Double Entry Book Keeping- J. R. Batliboi.*
3. *Double Entry Book Keeping - M. M. Chokshi*
4. *Advanced Accounts -Shukia & Grewal (S.Chand & Co.)*
5. *Advanced Accountancy - R.L.Gupta & M. Radhaswamy*
6. *Accounting Standards -Institute of Chartered Accountants of India. New Delhi*
7. *Gupta S C & Shukla, M C: Advanced Accounts Vol.1. New Delhi. S. Chand & Company Ltd.*

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Program: B.Com (Banking and Insurance) (2021-22)				Semester: I	
Course: Business Communication				Course Code: UCMABBI106	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutori al (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
4			3	25	75
Learning Objectives:					
This course aims to familiarize the students with the art of communicating in the professional world. The student is given in-depth knowledge of the ways and means of written and other forms of communication in the professional world.					
An important objective of the course is to also practically train the students in the art of writing, presenting and attending an interview.					
Course Outcomes:					
After completion of the course, learners would be able to:					
CO1: Understand growing need for communication skills in a rapidly changing world					
CO2: Apply communication skills in corporate					
Outline of Syllabus: (per session plan)					
Module	Description				No of Hours
1	Theory of communication				10 lectures
2	Personal correpondance& business correspondence				10 lectures
3	Presentation & listening skills				15 lectures
4	Group discussions & personal interview				10 lectures
	Total				
PRACTICALS					

Suggested Readings

1. Lesikar Raymond, Marie Flatley, Kathryn Rentz, and Neerja Pande. Business Communication. Eleventh Edition; Tata McGraw Hill Education Private Limited.
2. Business Communication. 2003, ICAI University.
3. Business Communication. 2009, Mumbai University.
4. Gorman Tom; The Complete Idiot's Almanac of Business Letters and Memos, 1997. Prentice Hall of India PVT. LTD.
5. Ober Scot; Contemporary Business Communication. Fifth Edition; dreamtech Press
6. [Kitty Locker](#), [Stephen Kaczmarek](#). Business Communication. Third Edition, Tata McGraw Hill.
7. Barnes Mark, Stand and Deliver; 2009. Westland Publisher.
8. Galanes, Adams; Effective Group Discussion. Twelfth Edition, Tata McGraw Hill.
9. Gregory Ann. The Art and Science of Public Relations. 2007. Crest Publishing House.
10. Davis Anthony. Mastering Public Relations. 2007. Palgrave Mcmillan
11. Henslowe Philips. Public Relations: A Practical Guide to Basics. 2003, Kogan Page Ltd.

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Program: B.Com (Banking and Insurance) (2021-22)					Semester: I	
Course: Environmental Studies					Course Code: UCMABBI107	
Teaching Scheme				Evaluation Scheme		
Lecture (Hours per week)	Practical (Hours per week)	Tutori al (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)	
3			2	25	75	
Learning Objectives:						
<ul style="list-style-type: none"> • To enable the learners to understand environment and eco systems • To understand available natural resources. • To gain knowledge about environmental policies and practices. • To provide conceptual understanding of biodiversity, conservation and environmental pollution 						
Course Outcomes:						
After completion of the course, learners would be able to:						
CO1: Learners will be able to understand eco systems, natural resources						
CO2: Learners will understand environmental policies and practices						
CO3: learners will be able to understand biodiversity, conservation and environmental pollution						
Outline of Syllabus: (per session plan)						
Module	Description					No of Hours
1	Introduction to environmental studies ,eco systems & natural resources					10 Lectures
2	Biodiversity and conservation & environmental pollution					10 Lectures
3	Environmental pollution					10 Lectures
4	Environmental Policies & Practices, Human Communities and the Environment & Field work					15 Lectures
	Total					45 Lectures
PRACTICALS						

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Suggested Readings

1. Shinde P G., Bhagwat Mahesh, Nimbalkar Namita, Shinde Meghna. Foundation Course I. Third Edition; Sheth Publishers PVT. LTD.
2. Shinde P G., Bhagwat Mahesh, Nimbalkar Namita, Shinde Meghna. Foundation Course II. Third Edition; Sheth Publishers PVT. LTD.
3. Peter Ronald Dsouza. Contemporary India: transitions. 2000; Sage Publications India PVT, LTD.
4. Jean Dreze; India: Development and participation. 2002; Oxford University Press.
5. Dutt, Rudrar and Sundaram, 61E. Indian Economy. S. Chand Publications
6. Puri, V.K. and S. K. Misra, 2010. Indian Economy. Himalaya Publishing House
7. Deepashree, 2E. Indian Economy: Performance and Policies. Ane Books Pvt. Ltd.
8. Kapila, Uma, 24E (2013-14). Indian Economy since Independence. Academic Foundation

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Program: B.Com (Banking and Insurance)				Semester: II	
Course: Organizational Behavior				Course Code: UCMABBI201	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
4			4	25	75
Learning Objectives: This course is designed to be an overview of the major functions of banks and insurance, to understand the theoretical framework of the subject of development of banking and Insurance sector. Emphasis is on its management and its regulation. Upon completion, students should be able to work as contributing members of a team in any area of Banking and Insurance sector. This forms the base to understand and appreciate importance of banking and insurance sector in any economy.					
Course Outcomes: After completion of the course, learners would be able to: CO1: Understand the development and analyse organizational behavior issues in context of organizational behavioral theories ,model & concepts CO2: Apply the theory in real business scenarios CO3: To discuss the development of the field of organizational behavior and explain the micro and macro approach. CO4: Getting a managers perspective business CO5: Learn the functions and discuss the implementation of organizational changes. _					
Outline of Syllabus: (per session plan)					
Module	Description				No of Hours
1	Introduction of organizational Behavior				10 lectures
2	Group Dynamics				10 lectures
3	Organizational Culture and Change Management				15 lectures
4	Organizational Development.				15 lectures
	Total				50 lectures
PRACTICALS					

Suggested Readings

1. Dr.Seethalekshmy&JitendraAherkar, Principles and Practices of Banking and Insurance. Sheth Publishing House
2. Dr.P.K.Gupta, Insurance and Risk Management, Himalaya Publishing House
3. M.N.Mishra, Insurance Principles and Practices, S.Chand& Company Ltd.
4. NaliniTripathy, Insurance Theory and Practices, Prentice Hall of India Ltd. New Delhi

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Program: B.Com (Banking and Insurance)				Semester: II	
Course: Quantitative Methods-II				Course Code: UCMABBI202	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutori al (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
4			4	25	75
Learning Objectives: This course is designed to equip the learners with mathematical and statistical techniques. It creates understanding in learners of data analysis and statistical concept, in order to be able to think critically about the subject					
Course Outcomes: After completion of the course, learners would be able to: CO1: Understand the Measures of central tendency, probability and dispersion. CO2: Apply the theory in real business scenarios CO3: Understand various statistical methods					
Outline of Syllabus: (per session plan)					
Module	Description				No of Hours
1	Profit and Loss and Ratio and Proportion				10 lectures
2	Interest and Annuity				10 lectures
3	Shares and Mutual Fund				15 lectures
4	Determinants and Matrices				15 lectures
	Total				50 lectures
PRACTICALS					

Suggested Readings

1. Business Mathematics & Statistics : B Aggarwal, Ane Book Pvt. Limited
2. Business Mathematics : D C Sancheti & V K Kapoor, Sultan Chand & Sons
3. Business Mathematics : A P Verma, Asian Books Pvt. : Limited.

**SVKM's Mithibai College of Arts, Chauhan Institute of Science
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Program: B.Com (Banking and Insurance)				Semester: II	
Course: Principles And Practices Of Banking & Insurance				Course Code: UCMABBI203	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
4			3	25	75
Learning Objectives:					
<p>This course is designed to be an overview of the major functions of banks and insurance, to understand the theoretical framework of the subject of development of banking and Insurance sector. Emphasis is on evolution of Banking and Insurance sector, its management and its regulation. Upon completion, students should be able to work as contributing members of a team in any area of Banking and Insurance sector. This forms the base to understand and appreciate importance of banking and insurance sector in any economy</p>					
Course Outcomes:					
After completion of the course, learners would be able to:					
CO1: Understand the development of financial system					
CO2: Apply the theory in real business scenarios					
CO3: Understand the history, school of thoughts and evolution of banks and Insurance sector.					
CO4: Getting a managers perspective business					
CO5: Learn the functions and process of banking and insurance sector					
Outline of Syllabus: (per session plan)					
Module	Description				No of Hours
1	Introduction to Banking				10 lectures
2	Banking Scenario in India				10 lectures
3	Introduction to Insurance				10 lectures
4	Insurance Business Environment in India				15 lectures
	Total				50 lectures
PRACTICALS					

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Suggested Readings

1. Dr.K.M.Bhattacharaya&O.P.Agarwal, Basics of Banking and Finance, Himalaya Publishing House
2. Gordan and Natrajan, Banking Theory Law and Practices, Himalaya Publishing House
3. V.S.Gopal&Sumathi Gopal, Principles and Practices of Banking and Insurance, Himalaya Publishing House.
4. Dr.Seethalekshmy&JitendraAherkar, Principles and Practices of Banking and Insurance. Sheth Publishing House
5. Dr.P.K.Gupta, Insurance and Risk Management, Himalaya Publishing House
6. M.N.Mishra, Insurance Principles and Practices, S.Chand& Company Ltd.
7. NaliniTripathy, Insurance Theory and Practices, Prentice Hall of India Ltd. New Delhi

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Program: B.Com (Banking and Insurance)				Semester: II	
Course: Business Law				Course Code: UCMABBI204	
Teaching Scheme			Evaluation Scheme		
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
4			3	25	75
Learning Objectives: This course is designed to have an overview of Business Law, to understand the theoretical framework of the subject with respect to banking and Insurance sector. Emphasis is on understanding various Acts.					
Course Outcomes: After completion of the course, learners would be able to: CO1: Understand Business Law. CO2: Understand various Acts and its applicability in real life. CO3: Getting legal perspective in business					
Outline of Syllabus: (per session plan)					
Module	Description				No of Hours
1	Introduction to Law				10 Lectures
2	Indian Constitution				10 Lectures
3	Contract Act & Special Contract				10 Lectures
4	Negotiable Instrument Act & Information Technology Act				15 Lectures
	Total				50 lectures
PRACTICALS					

Suggested Readings

1. The Constitution of India
2. Respective Acts
3. Indian Contract Act, Sale of Goods Act, Partnership Act.
4. Business Law - Kucchat M. C.
5. Business Law - Kapoor N. D.
6. Business Law - Chaudha P. R.

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Program: B.Com (Banking and Insurance)				Semester: II	
Course: Financial Accounting				Course Code: UCMABBI205	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutori al (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
4			3	25	75
Learning Objectives: This course is designed to be an overview of fundamental and technical concept of accounting. Emphasis is on preparation of financial statement in Banking & Insurance sector by generally accepted accounting principles. Upon completion, students should be able to work as contributing members of a team in any issue relating to accounts and finance. This forms the base to understand and appreciate accounting processes in an organisation and its application.					
Course Outcomes: After completion of the course, learners would be able to: CO1: Understand the theory of accounting CO2: Apply accounting concepts in real business scenarios CO3: Apply critical thinking skill in analyzing financial data. CO4: To understand the effect different financial accounting methods on Financial Statement.					
Outline of Syllabus: (per session plan)					
Module	Description				No of Hours
1	Valuation of Goodwill and Shares				10 Lectures
2	Buyback of equity shares				15 Lectures
3	Redemption of preference shares				10 Lectures
4	Redemption of debentures (excluding buy back of own debentures)				10 Lectures
	Total				50 lectures
PRACTICALS					

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Suggested Readings

1. Introduction to Accountancy by T.S. Grewal, S. Chand and Company (P) Ltd., New Delhi
2. Advance Accounts by Shukla and Grewal, S. Chand and Company (P) Ltd., New Delhi
3. Advanced Accountancy by R.L Gupta and M. Radhaswamy, S. Chand and Company (P) Ltd., New Delhi
4. Modern Accountancy by Mukherjee and Hanif, Tata Mc. Grow Hill and Co. Ltd., Mumbai
5. Financial Accounting by Lesile Chandwikh, Pentice Hall of India Adin Bakley (P) Ltd., New Delhi
6. Financial Accounting for Management by Dr. Dinesh Harsalekar, Multi-Tech. Publishing Co. Ltd., Mumbai
7. Financial Accounting by P.C. Tulsian, Pearson Publications, New Delhi
8. Accounting Principles by R.N. Anthony and J.S. Reece, Richard Irwin, Inc
9. Financial Accounting by Monga, J.R. Ahuja, Girish Ahuja and Ashok Shehgal, Mayur Paper Back, Noida
10. Compendium of Statement and Standard of Accounting, ICAI
11. Indian Accounting Standards, Ashish Bhattacharya, Tata Mc. Grow Hill and Co. Ltd., Mumbai

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Program: B.Com (Banking and Insurance)				Semester: II	
Course: Entrepreneurship Management				Course Code: UCMABBI206	
Teaching Scheme			Evaluation Scheme		
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
4			3	25	75
Learning Objectives: This course aims to familiarize the students with the art of communicating in the professional world. The student is given in-depth knowledge of the ways and means of written and other forms of communication in the professional world. An important objective of the course is to also practically train the students in the art of writing, presenting and attending an interview					
Course Outcomes: After completion of the course, learners would be able to: CO1: Understand growing need for communication skills in a rapidly changing world. CO2: Apply communication skills in corporate.					
Outline of Syllabus: (per session plan)					
Module	Description				No of Hours
1	The Entrepreneur				10 lectures
2	Business Planning				10 lectures
3	Key Areas of New Ventures				10 lectures
4	Evolving Concepts in Entrepreneurship				15 lectures
	Total				50 lectures
PRACTICALS					

Suggested Readings

1. S.L. Gupta and Dr. Arun Mittal, Entrepreneurship Development by International Books House Ltd.
2. Vasant Desai, Dynamics of Entrepreneurial Development
3. William D. Bygrave and Andrew Zacharakis, The Portable MBA in Entrepreneurship by, Fourth edition, John Wiley and Sons.
4. S.S. Khanka, Entrepreneurship Development, Sultanchand and Sons Ltd.
5. C.B. Gupta and N.P. Shrinivasan, Entrepreneurship Development Sultanchand and sons
6. Sharma Sudhir, Singh Balraj, Singhal Sandeep (2005), "Entrepreneurship Development", Wisdom Publications, Delhi.
7. Badi R.V., Badi N.V. (2010), "Entrepreneurship", Vrinda Publications (P) Ltd., Delhi.
8. Desai Vasant (2009), "The Dynamics of Entrepreneurial Development and Management – Planning for Future Sustainable Growth", Himalaya Publishing House, India. Vasishth Neeru (2008), "Business Organization", Taxmann Allied Services (P.) Ltd.

**SVKM's Mithibai College of Arts, Chauhan Institute of Science
& Amrutben Jivanlal College of Commerce & Economics (AUTONOMOUS)**

Program: B.Com (Banking and Insurance)				Semester: II	
Course: CUTOMER RELATIONSHIP MANAGEMENT				Course Code:UCMABBI206	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutori al (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
3			2	25	75
Learning Objectives:					
<p>This course aims to familiarize the students with concept of globalization and Indian society. The student is given insight on Human Rights, Ecology and environment, Understanding stress and conflict and methods of managing it.</p> <p>An important objective of the course is to make students aware of building peace and harmony in society</p>					
Course Outcomes:					
After completion of the course, learners would be able to:					
CO1: Understand Liberalization and globalization.					
CO2: Understand Ecology and Human rights					
Outline of Syllabus: (per session plan)					
Module	Description				No of Hours
1	Introduction to Customer Relationship Management (CRM)				10 lectures
2	Technological support in Customer Relationship Management (CRM)				05 lectures
3	Implementing Customer Relationship Management (CRM)				05 lectures
4	Customer Relationship Management (CRM) in Banking and Insurance Sector				10 lectures
	Total				50 lectures
PRACTICALS					

Suggested Readings

1. Alok Kumar Rai, "Customer Relationship Management – Concepts and Cases", PHI Learning Private Ltd, New Delhi
2. Berry, Leonard L. (1995), "Relationship Marketing of Services – Competing through Quality", Free Press, New York
3. Berson, A and S J Smith, K Thearling (1999), "Building Data Mining Applications for CRM", McGraw-Hill, New York.
4. Chaturvedi, Kapil and Amit Bhatia (2001), "e-CRM: Deriving Value of Customer Relationship", CRM: Emerging Concepts, Tools and Application, in J N Sheth, A
5. McKenna, Regis (1991), "Relationship Marketing: Successful Strategies for the Age of the eCustomer", Addison-Wesley, New York.
6. Madhavi Garikaparthi, "E-CRM – Concepts and Cases", The ICFAI University Press.
7. Graham Roberts, Phelps, "Customer Relationship Management", Thorogood Publishers Limited, UK