



ARUMUGAM PILLAI SEETHAI AMMAL COLLEGE
(Re-accredited with B+ Grade by NAAC)
Tiruppattur - 630 211.

B.Voc., Banking and Financial Service Programme

Programme Outcome (POs) :

- **PO 1:** Cultivate the skill of applying concepts and techniques used in banking effectively and efficiently in a business environment and communicate effectively in different contexts.
- **PO2:** Ethical and collegial in professional practice.
- **PO3:** Integrate knowledge, skill and attitude that will sustain an environment of learning and creativity among the students and Analyse socio-political-economic environment of banking industry.
- **PO4:** Inclination towards lifelong learning and pursuing professional courses such as CA, CS, ICWA and other courses.
- **PO5:** Develop skills in Banking Regulations Act and gain practical exposure in the fields of Banking, Finance and Corporate Sector.

Programme Specific Outcome (PPOs):

- **PSO 1:** Acquire knowledge on Indian Banking system and Banking Regulation Acts pertaining to it.
- **PSO 2:** Involve in various co-curricular activities to demonstrate relevancy of foundational and theoretical knowledge of their academic major and to gain practical exposure.
- **PSO 3:** Develop skills to take up career opportunities ranging from roles in Finance and Accounting, Banking Industry, Corporate Sector etc. Some of the sectors which employ Bank Services degree holders are Banking, Media, BPOs, Insurance Industry, Hospitality, FMCG Telecom etc.
- **PSO 4:** Obtain advanced lessons in Business Communication, Managerial Economics Paper, Environmental Studies, Entrepreneurial Development, Accountancy , and Banking Management.
- **PSO5:** Carry out advanced research in the field of banking and finance.



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9VBF1G1 - LIFE COPING SKILLS – BASIC

Course Description:

- To understand life skills, its concept, process and practices.
- To develop the competence in application of life skills for effective learning and planning for career.
- To provide orientation in Life Coping Skills.

Course Objectives

- The students shall be able to understand life skills, its concepts process and practices

9VBF1C1 CORE – I - BASICS OF BANKING

Course Objectives

- To enrich students with the knowledge of the functioning of banks.
- To help students realize the quintessential role of banks in the world today.

Course Outcome (COs)

- To help to gather knowledge on digital banking and financial system in india.
- To provide knowledge about commercial banks and its products.
- To aim to familiarize digital banking system in India.
- To create awareness about modern banking services like e-banking, m-banking and internet banking

9VBF1C2 -CORE – II - MANAGERIAL ECONOMICS

Course Objectives

- To learn the application of economics concepts for the modern business.

Course Outcome (COs)

- Students will be Familiar with nature and scope of managerial economics.
- Learners will be gathering Knowledge on price elasticity and indifference curve.
- Students will be familiar with the factors of production and law of returns to scale.

9VBF1P1 - CORE – III - PRACTICAL BANKING LAB – I (MS OFFICE)

Course Objectives

To enlighten the students to study the technical languages of computers which is related with business in the modernized world

Course Outcome (COs)

- Students will understand the basics of MS-Office.
- Students will gain practical knowledge an MS- Word and MS-Excel



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9VBF1A1 ALLIED – I - INTRODUCTION TO INSURANCE

Course Objectives

This course intends to:

- Provide in-depth knowledge in the evolution of insurance, functions, nature and benefits of insurance to various groups.
- Acquaint the students with classification of Insurance and types of life and general insurance.

Course Outcome (COs)

- By the end of the course the students would be informed about the key concepts and purpose of insurance and would be able to distinguish between the various classes of Insurance.

9VBF2G1 - LIFE COPING SKILLS (ADVANCED)

Course objectives:

- To make the students to manage stress and time effectively.
- To enable the students to become a good team player so as to make them to acquire problem solving skills, creative and critical thinking abilities to develop decisions, and building healthy relationships with their team-mates.
- To impart Life Coping skills to the learners to face the challenges of the new millennium, ruled by globalization and market forces.

Course outcome:

- The students shall be able to learned, How to manage stress and time effectively.

9VBF2C1- FINANCIAL SERVICES

Course objectives:

- To help students to Understand the working of Financial System in India.
- To introduce them to the areas of merchant banking, RBI, SEBI and Insurances.

Course outcome:

- Students will be familiar with the fundamentals of financial services and players in financial sectors.
- Students will be thorough with the meaning and importance of merchant banking, issue management, capital markets and role of SEBI.
- Students will gain knowledge about leasing and hire purchase, role of NSC, and BSC.

9VBF2C - DIGITAL BANKING

Course objective:

- To Prepare the students to familiarize with digital banking.

Course outcome:

- Students will have enriched knowledge of the functioning of Digital banks.
- Students will be familiar with documentation.



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9VBF2C3 - ELEMENTS OF ACCOUNTING

Course objectives:

- To give an insight into the basics of Accounting Concepts and Principles.
- To Prepare the Students to have the foot hold in Accounts.

Course outcome:

- Students will have clear insight into the basic Accounting concept.
- Students will gain knowledge about Journal, Ledger, Trial Balance and Error correction.
- Students will learn about the preparation of Final Accounts.

9VBF2P1 - BANKING LAB – II E – COMMERCE

Course objectives:

- To impart knowledge in business through web and the internet basics, mail, secure mails, documentation, publications.
- To enhance the knowledge of students in different payment modes and the security through the internet.

Course outcome:

- Students will be familiar with the basics of E-Commerce.
- Students will gain practical knowledge on Electronic Payment Schemes.

Students will be familiar with the Web-Technology.

9VBF3G2 PROFESSIONAL ETIQUETTES

Course objectives:

The course has three major learning objectives. Upon completion of this course a student should be able to:

- Determine the attitudes and behaviours appropriate to workplace situations and settings
- Use interpersonal and communication skills to enhance his/her job effectiveness
- Adopt attitudes and behaviours consistent with standard workplace expectations.

Course outcome:

After completion of the course the students shall be able to

- Determine the attitudes and behaviours appropriate to workplace situations and settings
- Use interpersonal and communication skills to enhance his/her job effectiveness
- Adopt attitudes and behaviours consistent with standard workplace expectations.

9VBF3C1 - PRACTICE OF COMMERCIAL BANKING

Course objective:

- To enlighten the students with the Introduction of Banking Concepts and dynamics of Financial Markets and Financial Services.

Course outcome:

- Students will have thorough knowledge on commercial banking system in India.
- Students will gain knowledge about commercial banks and its products.
- Students will be familiar with the different types of accounts in banks.



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9VBF3C2 - BANKING MANAGEMENT

Course objective:

- To acquaint the students with the basics of Banking Management to make them understand the customer behaviour and buying motives.

Course outcome:

- Students will be able to develop an idea about management of banking and its functions.
- Students will be able to understand the behavior pattern of customers.
- Learners will be familiar with the banking products and classifications.

9VBF3P1 - TALLY

Course objective:

- The Objective of the course is to familiarize the students with the innovations in information technology and how it affects business.
- This course deals with the fundamentals of Tally ERP 9.
- This course is designed to impart the techniques of computerized accounting and the computerized auditing practices.

Course outcome:

- After the successful completion of the course the students must be aware of the concepts and application utilization of computer in day-to-day life.
- The students acquire the basic knowledge of computerized accounting and to generating the report of balance sheet through accounting package.

9VBF3A1 - MATHEMATICS FOR BUSINESS

Course objective:

- To impart the basis in Statistics to help students acquire new skills on the application of statistical tools and techniques in Business decision-making.

Course outcome:

- The students would be able to solve problems in the area of annuities, logarithms, probability and distribution.
- After the completion of course, the students must be able to relate the acquired knowledge and skills with practical problems to solve them.

9VBF4G1 - BUSINESS LAW

Course objective:

- To help the students to understand the basic laws related with business and corporate.

Course outcome:

- After the completion of the course the students would be familiar with the law relating to business.
- The students would be informed about the various acts relating to contracts.



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9VBF4C1 - CREDIT MANAGEMENT

Course objectives:

Enabling the learners to:

- Understand the traditional and emerging concepts in credit management.
- Gain knowledge about the credit delivery system in banks.
- Undertake scientific appraisal of credit proposals.
- Be competent in the legal aspects of documentation.

Course outcome:

- After completing the course the learners will be:
- Able to evaluate the loan proposal properly.
- Fine-tuned to assess the credit needs of the borrowers.

9VBF4C2 - RURAL BANKING

Course objectives:

To make the students to:

- Understand the economic and demographic features of the Indian rural economy.
- Learn the Characteristics of Indian agriculture and its emerging issues.
- Knowledgeable about the institutions financing for rural development and those supporting rural development.

Course outcome:

- After learning this course, learners can understand the existing conditions of rural economy and rural banking scenario in our country which will facilitate them to contribute adequately for the development of Indian rural economy as professional bankers.

9VBF4P1 - BANKING LAB – BANKING OPERATIONS

Course objectives:

- The objective of the course is to get hands on experience by the students under the direct guidance of the course teacher in banking lab.
- All the basic specimen documents such as challans account opening form, loan application etc., are to be distributed to students and make them to fill up the details and understand the significance of such entries.

9VBF4A1 ALLIED – IV - LIFE ASSURANCE

Course objectives:

This course intends to:

- Provide in-depth knowledge in the evolution of life insurance, functions, nature and benefits of life insurance to various groups.
- Acquaint the students with classification of Insurance and types of life insurance.

Course outcome:

- By the end of the course the students would be informed about the key concepts and purpose of life insurance and would be able to distinguish between the various classes of Insurance.