

**ARUMUGAM PILLAI SEETHAI AMMAL COLLEGE
THIRUPPATHUR**

DEPARTMENT OF BANKING AND FINANCIAL SERVICES

2022-2023

Programme Outcome and Course Outcome

Semester- I				
Course code:	Core Course I	T/P	Credits	H/W
22VBF1C1	BASICS OF BANKING	T	5	5
Course Objectives	<ul style="list-style-type: none"> • To know about the origin and functioning of banks. • To gain knowledge about money market. • To know the basic law and practices of commercial banks 			
Outcomes	<ul style="list-style-type: none"> ➤ Learners will be familiar with the basics of banking. ➤ Students will be gaining knowledge on the day-to-day practices in banking. 			

Semester- I				
Course code:	Core Course II	T/P	Credits	H/W
22VBF1C2	INTRODUCTION TO INSURANCE	T	5	4
Course Objectives	<p>This course intends to:</p> <ul style="list-style-type: none"> • Provide in-depth knowledge about 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 Outcomes	<ul style="list-style-type: none"> ➤ 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. 			

Semester- I				
Course code:	Core Practical I	T/P	Credits	H/W
22VBF1P1	BANKING LAB – I (MS OFFICE)	P	4	4
Course Objectives	<ul style="list-style-type: none"> ➤ To enlighten the students about the technical languages of computers that is related with business in the modernized world. 			
Course Outcomes	<ul style="list-style-type: none"> ➤ Students will understand the basics of MS-Office. ➤ The learners will gain practical knowledge on MS- Word and MS-Excel. 			

Semester- I				
Course code: 22VBFA1	ALLIED COURSE – I	T/P	Credits	H/W
	ECONOMICS FOR MANAGERS	T	4	4
Course Objectives	<ul style="list-style-type: none"> ➤ To learn the application of economic concepts for the modern business. ➤ To gain knowledge in the macroeconomic concepts. 			
Course Outcomes	<ul style="list-style-type: none"> ➤ Students will be familiar with the nature and scope of managerial economics. ➤ Learners will gain knowledge on price elasticity and indifference curve. ➤ Students will be familiar with the factors of production and the law of returns to scale. 			

Semester- I				
Course code: 22VBF1G1	General I	T/P	Credits	H/W
	LIFE COPING SKILLS – BASIC	T	4	4
Course Objectives	<ul style="list-style-type: none"> ➤ 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 Outcomes	<ul style="list-style-type: none"> ➤ The students shall be able to understand the life skills, its concepts process and practices. 			

Semester- II				
Course code: 22VBF2C1	Core Course III	T/P	Credits	H/W
	FINANCIAL SERVICES	T	5	5
Course Objectives	<ul style="list-style-type: none"> ➤ To help students to understand the working of Financial System in India. ➤ To introduce them the areas of merchant banking, RBI, SEBI and Insurances. 			
Course Outcomes	<ul style="list-style-type: none"> ➤ 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. 			

Semester- II				
Course code: 22VBF2C2	Core Course IV	T/P	Credits	H/W
	DIGITAL BANKING	T	5	4
Course Objectives	<ul style="list-style-type: none"> • To give an insight into the basics of Accounting Concepts and Principles. ➤ To prepare the students to have the foothold in Accounts. 			
Course Outcomes	<ul style="list-style-type: none"> ➤ To gain the basic knowledge about Digital Banking. ➤ Be proficient in handling of Digital Banking Transactions. 			

Semester- II				
Course code:	Core Practical II	T/P	Credits	H/W
22VBF2P1	BANKING LAB – II- E – COMMERCE	P	4	4
Course Objectives	<ul style="list-style-type: none"> ➤ To impart knowledge in business through web and the internet basics, mail, securemails, documentation and publications. ➤ To enhance the knowledge of students in different payment modes. 			
Course Outcomes	<ul style="list-style-type: none"> ➤ 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. 			

Semester- II				
Course code:	ALLIED IB	T/P	Credits	H/W
22VBFA2	ELEMENTS OF ACCOUNTING	T	4	4
Course Objectives	<ul style="list-style-type: none"> ➤ To give an insight into the basics of Accounting Concepts and Principles. ➤ To prepare the students to have the foothold in Accounts. 			
Course Outcomes	<ul style="list-style-type: none"> ➤ 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. 			

Semester- II				
Course code:	General Course	T/P	Credits	H/W
22VBF2G1	LIFE COPING SKILLS - ADVANCED	T	4	4
Course Objectives	<ul style="list-style-type: none"> ➤ To make the students manage stress and time effectively. ➤ To enable the students to become good team players to acquire problem-solving skills, and creative and critical thinking abilities to develop decisions, and build healthy relationships with their teammates 			
Course Outcomes	<p>After Completing this course, the students are able to:</p> <ul style="list-style-type: none"> ➤ The students gain noteworthy knowledge in Life Coping Skills <p>The students will be able to face the challenges of the new millennium, ruled by globalization and market forces.</p>			

Semester- III				
Course code:	Core Course V	T/P	Credits	H/W
22VBF3C1	PRACTICE OF COMMERCIAL BANKING	T	4	4
Course Objectives	<ul style="list-style-type: none"> ➤ To enlighten the students with the Introduction of Banking Concepts and dynamics of Financial Markets and Financial Services. 			
Course Outcomes	After completing the course <ul style="list-style-type: none"> ➤ The students will be able to Know the relationship between the banker and the customers. ➤ Acquire the knowledge in the day-to-day practices of commercial banks. 			

Semester- III				
Course code:	Core Course VI	T/P	Credits	H/W
22VBF3C2	PRINCIPLES OF MANAGEMENT FOR BANKERS	T	4	4
Course Objectives	<ul style="list-style-type: none"> ➤ To acquaint the students with the basics of Banking Management to make them understand the customer behavior and buying motives. 			
Course Outcomes	<ul style="list-style-type: none"> ➤ Students will be able to develop an idea about management of banking and its functions. ➤ Students will be able to understand the behavioral pattern of customers. ➤ Learners will be familiar with the banking products and classifications. 			

Semester- III				
Course code:	ALLIED IIA	T/P	Credits	H/W
22VBFA3	BUSINESS MATHEMATICS	T	4	4
Course Objectives	<ul style="list-style-type: none"> ➤ To help the students acquire skills on the application of statistical tools and techniques in Business decision-making. 			
Course Outcomes	After completing the course students will be able to; <ul style="list-style-type: none"> ➤ Solve problems in the area of annuities, logarithms, probability and distribution. ➤ Acquire the knowledge and skills in solving practical business problems. 			

Semester- III				
Course code:	General Course	T/P	Credits	H/W
22VBF3G1	PROFESSIONAL ETIQUETTES	T	3	3
Course Objectives	<ul style="list-style-type: none"> ➤ To impart various etiquettes, dress code in business environment. ➤ To impart understanding about behavioural styles in business environment 			
Course Outcomes	After Completing this course, the students are able to: <ul style="list-style-type: none"> ➤ well verse with business Etiquette, workplace Etiquette, dinning Etiquette, and restaurant Etiquette. ➤ Improve Professional behaviour in business environment 			

Semester- III				
Course code:	General Practical I	T/P	Credits	H/W
22VBF3P1	TALLY - LAB	P	4	4
Course Objectives	<ul style="list-style-type: none"> ➤ To familiarize the students with the innovations in information technology and its impact on business. ➤ To describe the fundamentals of Tally ERP 9. ➤ To impart skills in the techniques of computerized accounting and the computerized auditing practices. 			
Course Outcomes	<ul style="list-style-type: none"> ➤ After the successful completion of the course the students will be aware of the concepts, application and utilization of computer in day to day life. ➤ The students will acquire the basic knowledge of computerized accounting and to generating the report of balance sheet through accounting package. 			

Semester- IV				
Course code:	DSE I	T/P	Credits	H/W
22VBF4E1	(A) CREDIT MANAGEMENT	T	4	4
Course Objectives	<p>Enabling the learners to:</p> <ul style="list-style-type: none"> ➤ 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. ➤ Have acquaintance with the intricacies involved in the management of NPAs and the recovery mechanism adopted by banks. ➤ Recognize the significance of proper credit monitoring. 			
Course Outcomes	<p>After completing the course the learners will be:</p> <ul style="list-style-type: none"> ➤ Able to evaluate the loan proposal properly. ➤ Fine-tuned to assess the credit needs of the borrowers. ➤ Exposed to the intricacies involved in the management of NPA in banks. 			

Semester- IV				
Course code:	DSE	T/P	Credits	H/W
22VBF4E2	(B) MICROFINANCE	T	4	4
Course Objectives	<ul style="list-style-type: none"> ➤ To provide students the principles and practices of micro finance institutions and microfinance services. ➤ The course emphasizes on improving skills of the students to prepare microenterprises business plan for self-employment opportunities. 			
Course Outcomes	<p>By the completion of this course, the students should be able to:</p> <ul style="list-style-type: none"> ➤ Explain the nature of microfinance and microfinance models; ➤ Define the role of microfinance institutions in social and economic development; ➤ Choose appropriate model of microfinance institutions and develop microfinance products; 			

Semester- IV

Course code: 22VBF4P1	Core Practical III	T/P	Credits	H/W
	BANKING OPERATIONS - LAB	P	3	3

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. At the end of the semester practical test should be conducted and marks to be awarded subject to the maximum of hundred.

Semester- IV

Course code: 22VBF4P2	Core Course IV	T/P	Credits	H/W
	INDUSTRIAL VISIT REPORT	P	2	2

1. The students are expected to have a practical training in any Banking unit or undertaking to enable them to acquaint himself / herself with the procedure, practice and working of Banking.
2. Each student should undergo industrial training for a minimum period of 3 days during the fourth semester.
3. He / She shall undergo the above training in the institutions like banks, including co operative banks, insurance companies, mutual fund, firms, chit fund and financial institutions.
4. Students shall make their own arrangements to fix the companies to visit. Candidates should submit a report after the visit.
5. Industrial training reports shall be prepared by the students under the supervision of the faculty of the department.
6. Industrial visit report is to be evaluated by an industrial expert / academician and a teacher examiner from the Department for 100 marks (25 marks for Viva voce, 75marks for Industrial visit report)

Semester- IV

Course code: 22VBFA4	ALLIED IIB	T/P	Credits	H/W
	BUSINESS STATISTICS	P	3	3

Objectives ➤ To familiarize the learners with the Statistical Techniques.

Course Outcomes After completing the course the students shall be able to explain the concept of statistics and familiar with methods of Statistical Technical.

Semester- IV				
Course code: 2VBF4G2	General -7	T/P	Credits	H/W
		INTERVIEW TECHNIQUES AND INTERPERSONAL COMMUNICATION	T	3
Objectives	<ul style="list-style-type: none"> • To understand the purpose behind the interview process and preparation techniques for the carrier interviews • To learn about Social skills and Conflict skills to become a successful person • To acquire interpersonal skills in order to improve the relationships with human behavior 			
Outcomes	<ul style="list-style-type: none"> ➤ The students shall be able how to face interview. 			

Semester- V				
Course code: 22VBF5E1	DSE-II	T/P	Credits	H/W
		(A)NON – BANKING FINANCIAL COMPANIES	T	4
Course Objectives	<ul style="list-style-type: none"> ➤ To enable the learners to explore the role of NBFC in the Indian financial system. ➤ To acquaint the learners with different aspects of customer Relationship Management in NBFCs. ➤ To educate the learners on the different types of loans and advances offered by NBFCs. ➤ To familiarize the learners with credit management and investment mechanisms of NBFCs. ➤ To disseminate information on regulatory framework for NBFCs. 			
Course Outcomes	<p>After the completion of the course, learners will be able to;</p> <ul style="list-style-type: none"> ➤ Gain knowledge about the role of NBFCs in the Indian financial system. ➤ Understand the Customer Relationship Management practices of NBFCs. ➤ Broaden their understanding regarding the loans and advances of NBFCs. ➤ Comprehend the dimensions of NBFCs' credit management and investments. 			

Semester- V				
Course code: 22VBF5E2	DSE II	T/P	Credits	H/W
	(B)INSURANCE MARKETING	T	4	4
Course Objectives	<ul style="list-style-type: none"> ➤ To familiarize the students with the core marketing concepts and marketing environment. ➤ To provide insight into consumer behavior and insurance. ➤ To acquaint the students with the 7 Ps of Marketing Mix. ➤ To get a basic understanding of the selling process in insurance ➤ To impart skills in the insurance distribution channels <p>To help the students to understand the contemporary developments in Insurance Marketing</p>			
Course Outcomes	<p>After completing this course, students will be able to:</p> <ul style="list-style-type: none"> ➤ Get an exposure to the marketing concepts and marketing environment. ➤ Explain the consumer behavior and insurance. ➤ Gain adequate knowledge about the 7 Ps of Marketing Mix ➤ Develop skills in selling insurance products ➤ Understand and demonstrate their exposure towards growing complexities and recent trends in the distribution channels ➤ Play an active role in the insurance markets. 			

Semester- V				
Course code: 22VBF5EC1	Core Course VII	T/P	Credits	H/W
	MARKETING OF BANKING SERVICES	T	4	4
Course Objectives	<p>To facilitate the learners to:</p> <ul style="list-style-type: none"> ➤ Understand the concept and significance of marketing in banking, the elements of marketing mix, marketing plan, SWOT Analysis and marketing strategies adopted by banks ➤ Study the factors influencing the location of a bank branch, the branch layout, the mechanism of operations of ATMs and the role of price in bank marketing ➤ Probe the different products offered by banks, product development and management and branding of banking products 			
Course Outcomes	<ul style="list-style-type: none"> ➤ After the completion of the course, the students will acquire comprehensive knowledge in the emerging area of Bank Marketing. 			

Semester- V				
Course code: 22VBF5C2	Core Course VIII	T/P	Credits	H/W
	MUTUAL FUND MANAGEMENT	T	4	4

Objectives	The objective of this course is to provide an insight into Mutual Funds and basic features of Mutual Fund management and their Applications.			
Course Outcomes	<ul style="list-style-type: none"> ➤ 1 Students will understand the state of the mutual fund industry in India. ➤ Students will explain the set of regulatory and ethical business practices applied to Indian mutual fund industry. ➤ Students will gain insight into the decision making of fund investors and fund managers. 			

Semester- V				
Course code: 22VBF5C3	Core Course IX	T/P	Credits	H/W
	RETAIL BANKING	T	3	3
Objectives	<ul style="list-style-type: none"> ➤ To familiarize the students with the retail banking products and recovery of retail loans. 			
Course Outcomes	<ul style="list-style-type: none"> ➤ After learning this course the learners will gain a comprehensive knowledge on the theoretical and practical aspects of Retail Banking. ➤ The students would be aware of retail products and payment systems. 			

Semester- V				
Course code: 22VBF5C4	Core Course X	T/P	Credits	H/W
	CUSTOMER RELATIONSHIP MANAGEMENT IN BANKS	T	3	3
Course Objectives	<ul style="list-style-type: none"> ➤ To enable the students to know the concept of CRM. ➤ To expose the students the role of customers relationship management in banks. 			
Course Outcomes	After learning this course the learners will gain a comprehensive knowledge on the theoretical and practical aspects of Customer Relationship Management in banks.			

Semester- V				
Course code: 22VBF5G1	GENERAL- 8	T/P	Credits	H/W
	BUSINESS PLAN ANALYSIS	T	4	4
Objectives	<ul style="list-style-type: none"> • To acquire the Skills relating to Entrepreneurship • To develop the entrepreneurial way of thinking to identify a business. • To develop a Business Plan relating to the planned entrepreneurial venture 			
Outcomes	<ul style="list-style-type: none"> ➤ The students will acquire the entrepreneurial temperament to start a business venture. ➤ The students will able to write a Business Plan for the purpose of obtaining finance for the Business. 			

Semester- V				
Course code: 22VBF5G2	GENERAL Practical -II	T/P	Credits	H/W
	EXTENSION ACTIVITY *	P	2	2

Objectives	<ul style="list-style-type: none"> To enable the students to learn and understand the culture, living environment, values as well as the problems of rural people. To bring desirable changes in knowledge, skill and attitude of rural people.
Outcomes	<p>After Completing this course, the students are able to:</p> <ul style="list-style-type: none"> Get awareness about the culture and living environment of rural people. Analyze the problems of rural people and find solutions.

Semester- V				
Course code:	GENERAL -9	T/P	Credits	H/W
22VBF5C4	INNOVATION AND CREATIVITY	T	2	2

Semester- VI				
Course code:	GENERAL -11	T/P	Credits	H/W
22VBF6G1	CYBER SECURITY IN BANKS	T	4	4
Course Objectives	<ul style="list-style-type: none"> ➤ To make the students to understand the importance of cyber security in banks and financial institutions. ➤ To familiarize students about the various kinds of cyber crime with reference to banks and financial institutions. ➤ To make the students understand the basics of cyber forensics, investigation and cyber security. 			
Course Outcomes	<ul style="list-style-type: none"> ➤ Enable the students to recognize cyber crimes in banks and financial institutions. ➤ To know how to deal with the cyber crime problems that are occurring in banks and financial Institutions. 			

Semester- VI				
Course code:	GENERAL-12	T/P	Credits	H/W
22VBF6G2	BASICS OF FOREIGN EXCHANGE	T	4	4
Objectives	<ul style="list-style-type: none"> To make the students to understand the meaning and importance of Foreign Exchange. To familiarize students about the Foreign Exchange Market. To make the students understand the Foreign Exchange Schemes. 			