



KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

ERODE – 638 107

B.Com (Banking & Insurance)



KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

ERODE – 638 107

2021-2022



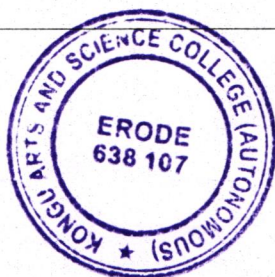
KONGU ARTS AND SCIENCE COLLEGE


(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

ERODE – 638 107

SYLLABUS

Sem	Course Code	Professional English - I	Total Marks: 100		Hours Per Week	Credits
I	21UAICT101			CIA: 50	ESE: 50	4
Course Objectives:						
1. To develop the language skills of students by offering adequate practice in professional contexts. 2. To enhance the lexical, grammatical and socio-linguistic and communicative competence of first year Commerce and Management students 3. To focus on developing students' knowledge of domain specific registers and the required language skills. 4. To develop strategic competence that will help in efficient communication 5. To sharpen students' critical thinking skills and make students culturally aware of the target situation.						
Course Outcomes (CO): On completion of the course, students should be able to						
CO 1	Recognise their own ability to improve their own competence and skills in using the language					K1 - K4
CO 2	Develop their competence in the use of English with particular reference to workplace situation with confidence and acceptable manner					
CO 3	Enhance the importance of negotiation strategies and thereby improve their LSRW skills					
CO 4	Create and develop their skills in interpreting visuals and presentations					
CO 5	Sharpen their critical thinking related to life and professional ethics					
K1: Remember; K2: Understand; K3: Apply; K4: Analyze						
Unit - I	Communication					
Listening: Listening to instructions Speaking: Telephone etiquette and official phone conversations Reading: Short passages (3 passages selected from Commerce and Management) Writing: Letters and Emails in professional context Grammar in Context: Wh and Yes or no, Q tags, Imperatives Vocabulary: Word formation, Creating antonyms using Prefixes, Intensifying prefixes (E.g inflammable) Changing words using suffixes: Noun Ending, Adjectives Endings, Verb Endings						
Unit - II	Description					




Dr. N. RAMAN
 PRINCIPAL,
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107.

Listening: Listening to process description
 Speaking: Role play Formal: With faculty and mentors in academic environment, work place communication- Informal: with peers in academic environment, workplace communication
 Reading: Reading passages in trade/ commerce/ management
 Writing: Writing sentences definition (e.g ledger) and extended definitions(e.g.accountancy) – picture description – Description of fashion and Beauty products (A small Write up promoting the products/ an objective review of the product in 150-200 words)
 Grammar in Context: Connectives and Linkers
 Vocabulary: Synonyms(Register) – Compare and contrast expressions.

Unit - III Negotiation Strategies

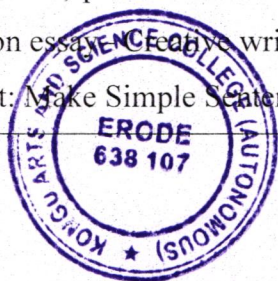
Listening: Listening to interviews of specialists / Inventors in fields (Subject specific)
 Speaking: Brainstorming. (Mind mapping). Small group discussions (Subject- Specific)
 Reading: Longer Reading text.(Comprehensive Passages)
 Writing: Essay Writing (250 words essay on topics related to commerce and management like recording business transactions)
 Grammar in Context: Active voice and passive voice - if conditional
 Vocabulary: Register specific – Collocations – Phrasal Verbs

Unit - IV Presentation Skills

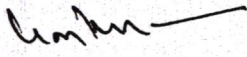
Listening: Listening to presentation - Listening to lectures. Watching – documentaries (Discovery / History channel)
 Speaking: Short talks. Making Formal Presentations (Power point)
 Reading: Reading a written speech by eminent personalities in the relevant field/ short poems/ short biography
 Writing: Writing Recommendations- Interpreting Visuals- Charts / Tables/ Flow Diagrams
 Grammar in Context: Models
 Vocabulary: Register specific – Single word substitution.

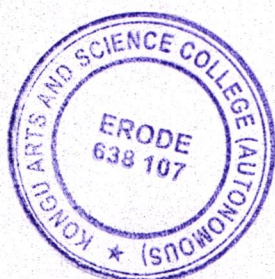
Unit - V Critical Thinking Skills


Listening: Listening to advertisements/ News and brief documentary films (with Subtitle).
 Speaking: Simple problems and suggesting solutions. Reading: Motivational stories and professional competence, professional ethics and life skills (Subject – Specific) Writing: Problem and Solution essays, Cause and effect writing –Summary writing in 200 words
 Grammar in Context: Make Simple Sentences Vocabulary: Fixed Expressions.



Dr. N. RAMAN
 PRINCIPAL,
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107


TEXT BOOK		
1.	Professional English for Commerce and Management-II - TANSCHÉ. syllabus.b-u.ac.in/tansche/pecm1.pdf	
REFERENCE BOOKS		
1.	Alice Oshima & Ann Hogue, Writing Academic English, Second Edition, Addison Wesley Publishing Company, 1991.	
2.	Lyn R. Clark, Kenneth Zimmer, Joseph Tinervia, Business English and Communication, Seventh Edition, MacMillan / McGraw-Hill, Imprint 1991.	
WEB RESOURCES		
1.	Book Material: https://drive.google.com/file/d/1FbcKJleXwXhfiFYfKisNDfR5lGXNrmN/view?usp=sharing	
2.	Unit 1 Video: https://drive.google.com/file/d/1cPXTVXQpAmz3qacgnp3f3kCQJkGi6XDI/view?usp=sharing Unit 2 Video: https://drive.google.com/file/d/1TwRZvTSgIOel_YVtapi_p6q9WV901F6Q/view?usp=sharing Unit 3 Video : https://drive.google.com/file/d/1Eic3mTIVAncoZOnSwkhSNUEv4jOIL2_/view?usp=sharing Unit 4 Video https://drive.google.com/file/d/1vXQBQ04nAZqCsaxyqEWdPfeXB6P-9KXY/view?usp=sharing Unit 5 Video https://drive.google.com/file/d/11v2H_Uu9J_ZDrIjLo3IN6-xligXJ5OkB/view?usp=sharing	
Course Designed By		Verified By
Dr.P.Poongodi Dr.M.Jayanthi Dr.M.Thangam		Ms.S.Yasmin
Approved By HOD		
		
QUESTION PAPER PATTERN		
SECTION - A (10 X 1 =10 Marks)	SECTION - B (4 X 10 = 40 Marks)	
(Vocabulary)(MCQ, Info-gap questions - domain specific vocabulary)	(Reading: Two long domain-specific comprehension passages with questions pertaining to understanding and analysis - 20 Marks) (Writing: Descriptive/narrative/persuasive writing questions pertaining to domain-specific vocabulary - 20 Marks)	




Dr. N. RAMAN
 PRINCIPAL,
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107.


Mapping of COs with POs and PSOs												
PO/PSO CO	PO							PSO				
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	S	S	S	S	M	M	S	S	S	S	S
CO 2	S	S	S	S	S	M	M	S	S	S	M	S
CO 3	S	S	M	M	M	M	S	S	S	M	S	S
CO 4	S	M	M	M	M	M	M	S	M	M	S	M
CO 5	S	S	S	S	M	S	S	S	M	M	S	S
S-Strong, M-Medium, L-Low												




Dr. N. RAMAN
 PRINCIPAL,
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107.

Sem	Course Code	Core - III INDIAN BANKING SYSTEM	Total marks :100		Hours per week	Credits
I	21UAICT103		CIA:25	ESE:75	3	3
Course Objectives						
1. To acquaint knowledge about the banking system prevailing in India. 2. To equip the functions of cooperative banks 3. To learn the working functions of RBI.						
Course Outcomes(CO), On completion of the course, students should be able to						
CO 1	Compile the Evolution of banking.					K1 – K4
CO 2	Outline the role of central banks and its policy framework.					
CO 3	Apply the methods of charging secure and unsecured advances.					
CO 4	Analyze the features of Indian Financial Network and its factors.					
CO 5	Evaluate the recent trends in Indian Banking.					
K1: Remember; K2: Understand; K3: Apply; K4: Analyze						
Unit -I	Evolution of Banking					
Evolution of Banking - Development of banking in India-Features of Banking- Classification of Banks- Classification of Banks- Indian Banking system.						
Unit -II	Central Bank					
Central Banking - Nature – Central bank vs. Commercial Bank- Evolution of RBI - Functions of RBI - Methods of credit control – Quantitative methods – Qualitative methods.						
Unit -III	Commercial Banks					
Commercial Banks – Classification of banks- Functions of Commercial Banks- primary Functions - Secondary functions- fee based services- Balancesheet of Commercial Banks - credit creation of Commercial Banks.						
Unit -IV	Co-operative Banks & Regional Rural Banks					
Co-operative Banks- Difference between Co-operative bank and Commercial bank- co-operative banking structure in India- Regional Rural Banks- objectives-Functions-Factors influencing the performance of RRB.						
Unit -V	Recent trends in Indian Banking					
Recent trends in Indian Banking- Types of financing- Repayment methods- venture capital- Banknet- Deposit insurance scheme- Gold Deposit scheme- core banking system- Bancassurance.						




Dr. N. RAMAN
 PRINCIPAL,
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107.


TEXT BOOK		
1	S.Natarajan & Dr.R.Parameswaran, "Indian Banking", S. Chand & Company Ltd., New Delhi, 2013.	
REFERENCE BOOKS		
1	Joyeeta Deb, "Indian Banking System", Evincepub Publishing, Chattisgarh , 2019	
2	I. V. Trivedi, Renu Jatana, "Indian Banking System", RBSA Publishers, Rajasthan, 2010.	
3	Ruchika Gahlot Jasbir Singh "Principles of Indian Banking", Laxmi Publications Pvt. Ltd., First Edition, 2016	
4	Sundaram and Varshney, "Banking Theory Law and Practice", Sultan Chand & Sons, New Delhi, 2014.	
Course Designed by	Verified by	Approved by HOD
<i>K. Srinivasan</i>	<i>Jalpanth</i>	<i>Ambar</i>
QUESTION PAPER PATTERN		
SECTION - A	SECTION - B	SECTION - C
10 x 1 = 10 Marks (Multiple Choice, Four options) Two questions from each unit	5 x 5 = 25 Marks (Either or choice) Two questions from each unit	5 x 8 = 40 Marks (Either or choice) Two questions from each unit

Mapping of COs with PO and PSOs

PO/PSO CO	PO							PSO				
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	M	M	S	M	S	M	S	S	S	M	S	S
CO2	M	S	S	S	S	M	S	S	S	M	M	S
CO3	S	S	S	S	S	S	S	S	S	S	S	S
CO4	M	S	S	S	S	S	S	S	S	S	S	S
CO5	S	S	M	M	M	S	S	S	S	S	S	S

S- Strong; M-Medium; L-Low




Dr. N. RAMAN
 PRINCIPAL.
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107.

Semester	Course Code	Professional English II	Total Marks: 50		Hours Per Week	Credits
II	21UAICT201			CIA: 50	ESE: 50	4

Course Objectives:

1. To develop their competence in the use of English with particular reference to the workplace situation.
2. To enhance the creativity of the students which will enable them to think of innovative ways to solve issues in the workplace.
3. To develop their competence and competitiveness and thereby improve their employability skills.

Course Outcomes (CO): On completion of the course, students should be able to

CO 1	Identify the importance of linguistic competence in workplace environment.	K1 - K4
CO 2	Develop LSRW skills for academic and career purposes.	
CO 3	Illustration of digital competence for Vlogs and Webpage designing.	
CO 4	Application of digital competence for innovation and imagination in recent business scenario.	
CO 5	Applying the effective business correspondence with brevity and clarity at workplace.	

K1: Remember; K2: Understand; K3: Apply; K4: Analyze**Unit - I Communicative Competence**

Listening: Listening to two talks/lectures by specialists on selected subject specific topics - (TED Talks) and answering comprehension exercises (inferential questions).

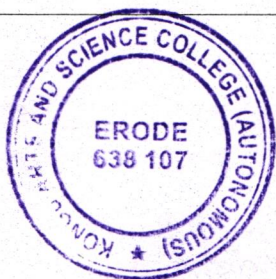
Speaking: Small group discussions (the discussions could be based on the listening and reading passages - open ended questions).

Reading: Two subject-based reading texts followed by comprehension activities/exercises.

Writing: Summary writing based on the reading passages.

Unit - II Persuasive Communication

Listening: Listening to a product launch- sensitizing learners to the nuances of persuasive communication.




↓

Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.

<p>Speaking: Debates - Just-A Minute Activities</p> <p>Reading: Reading texts on advertisements (on products relevant to the subject areas) and answering inferential questions.</p> <p>Writing: Dialogue writing- Writing an argumentative / persuasive essay.</p>	
Unit - III	Digital Competence
<p>Listening: Listening to interviews (subject related).</p> <p>Speaking: Interviews with subject specialists (using video conferencing skills) - Creating Vlogs (How to become a vlogger and use vlogging to nurture interests – subject related).</p> <p>Reading: Selected sample of Web Page (subject area).</p> <p>Writing: Creating Web Pages-Reading Comprehension: Essay on Digital Competence for Academic and Professional Life.</p> <p>The essay will address all aspects of digital competence in relation to MS Office and how they can be utilized in relation to work in the subject area.</p>	
Unit - IV	Creativity and Imagination
<p>Listening: Listening to short (2 to 5 minutes) academic videos (prepared by EMRC/ other MOOC videos on Indian academic sites - E.g. https://www.youtube.com/watch?v=tpvicScuDy0).</p> <p>Speaking: Making oral presentations through short films - subject based.</p> <p>Reading: Essay on Creativity and Imagination (subject based).</p> <p>Writing - Basic Script Writing for short films (subject based) - Creating blogs, flyers and brochures (subject based) - Poster making - writing slogans/captions (subject based).</p>	
Unit - V	Workplace Communication and Basics of Academic Writing
<p>Speaking: Short academic presentation using PowerPoint.</p> <p>Reading and Writing: Product Profiles, Circulars, Minutes of Meeting.</p> <p>Writing an introduction, Paraphrasing, Punctuation (period, question mark, exclamation point, comma, semicolon, colon, dash, hyphen, parentheses, brackets, braces, apostrophe, quotation marks, and ellipsis), Capitalization (use of upper case).</p>	




Dr. N. RAMAN
 PRINCIPAL,
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107.

Mapping of COs with POs and PSOs												
PO/PSO CO	PO							PSO				
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	S	S	M	S	M	M	S	S	S	M	S
CO 2	S	S	M	S	M	M	S	S	M	S	S	S
CO 3	S	S	S	M	S	M	M	S	M	S	S	S
CO 4	S	S	M	S	S	M	S	S	S	M	S	S
CO 5	S	S	S	M	M	M	M	S	M	S	S	S
S-Strong, M-Medium, L-Low												



↓

Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.

KASC B.Com (Banking and Insurance) 2021-2022

Sem	Course Code	Core –VI FUNDAMENTALS OF INSURANCE	Total Marks:100		Hours per week	Credits
II	21UAICT203		CIA:25	ESE:75	3	3
Course Objectives:						
1. To impart the theoretical base on fundamental principles of insurance business. 2. To equip with the practices of insurance industry. 3. To impart knowledge on the types and principles of insurance.						
Course Outcomes(CO), On completion of the course, students should be able to						
CO 1	Outline the nature and principles of insurance.					K1-K4
CO 2	Paraphrase the insurance laws and regulations and contract act.					
CO 3	Apply the procedures, code of conduct and unfair practices.					
CO 4	Analyze the fundamental principles of insurance.					
CO 5	Evaluate the applications of life insurance products.					
K1: Remember; K2: Understand; K3: Apply; K4: Analyze						
Unit -I	Concepts of Insurance					
Insurance: Definition – features- Functions – Fundamental Principles – Importance – The Insurance Act 1938 - Insurance Regulatory and Development Act, 1999 - Amendments made to existing Insurance Laws- Insurance Ombudsman.						
Unit -II	Life Insurance					
Life Insurance: Definition – Features – Advantages – Fundamental Principles – Procedure for effecting Life Insurance – Life Insurance Plans – factors to be considered for selection of Risk – Classification of risk – Types of premium – factors affecting premium determination - Settlement of claims.						
Unit -III	Fire Insurance					
Fire Insurance: Meaning – features – Hazards –Fundamental Principles- Procedure for taking Fire Insurance Policy – Kinds of Fire Policies – Rate Fixation – Methods of Rate Fixation – Procedure for settlement of Claims.						
Unit -IV	Marine Insurance					
Marine Insurance: Meaning – Kinds- Fundamental Principles- Types of Marine Policies – Policy Conditions- Clauses in a Marine Policy – Types of Marine Losses – Procedure for effecting Marine Insurance- Factors to be considered for Rating – Settlement of claims.						
Unit -V	Miscellaneous Insurance					
Miscellaneous Insurance : Motor Insurance – Public Liability Insurance – Product liability Insurance – Professional Indemnity Policy – Workmen compensation Insurance – Personal Accident Insurance – Burglary Insurance – Mediclaim Insurance policy (Individual and Group)- Sports Insurance - Student Safety Insurance – Aviation Insurance.						
TEXT BOOK						
1	Dr. A. Murthy, “Elements of Insurance”, Margham Publications, 2016, Chennai					



Dr. N. RAMAN
PRINCIPAL
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.

REFERENCE BOOKS	
1	Mishra M.N, "Insurance Principles and Practice", S. Chand & Co., 2010, New Delhi.
2	M.N.Mishra & S.B. Mishra, "Insurance Principles and Practice", S.Chand and Company, 2008, New Delhi.
3	Alka Mittal & Gupta S.L, "Principles of Insurance and Risk Management", Sultan Chand & Sons, 2007, New Delhi.
4	Dr N Premavathy, "Elements of Insurance", Sri Vishnu Publications, 2009, Chennai.
5	Insurance Regulatory Development Act 1999.

Course Designed by	Verified by	Approved by HOD
M.R.L	Jaganth	Lenka

QUESTION PAPER PATTERN		
SECTION - A	SECTION - B	SECTION - C
10 x 1 = 10 Marks (Multiple Choice, Four options) Two questions from each unit	5 x 5 = 25 Marks (Either or choice) Two questions from each unit	5 x 8 = 40 Marks (Either or choice) Two questions from each unit

Mapping of COs with PO and PSOs

PO/PSO CO	PO							PSO				
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	S	S	M	S	S	M	S	S	S	S	S
CO2	S	M	S	S	S	M	S	S	S	S	S	M
CO3	S	M	S	M	S	M	S	S	S	S	M	M
CO4	S	M	S	M	S	M	S	S	S	S	M	S
CO5	S	M	S	M	S	M	S	S	S	S	S	M

S- Strong; M-Medium; L-Low



↓

Dr. N. RAMAN
PRINCIPAL
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.



KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

ERODE – 638 107


ACTIVITIES



KONGU ARTS AND SCIENCE COLLEGE (Autonomous) ERODE-638107

DEPARTMENT OF COMMERCE


Webinar on Human Values and Professional Ethics – 5 October 2021



KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
ERODE 638 107

DEPARTMENT OF COMMERCE


ORGANIZES
ONE DAY WEBINAR
on
HUMAN VALUES AND PROFESSIONAL ETHICS
5th October 2021



Dr D DEEPA
Assistant Professor
Department of Management Studies
School of Business Studies
Madurai Kamaraj University, Madurai.

JOINING LINK : ZOOM APP
[HTTPS://US02WEB.ZOOM.US/J/8169276886?pwd=AENGEGRGTVVYOTDQzREtMFAVhZlZQY09](https://us02web.zoom.us/j/8169276886?pwd=AENGEGRGTVVYOTDQzREtMFAVhZlZQY09)
Meeting ID: 816 927 6886
Passcode: hasc

E Certificate
will be provided to all the participants



A Webinar on “Human Values and Professional Ethics” was organised by the Department of Commerce on 05 October 2021. The lecture was delivered by Dr.D.Deepa, Assistant Professor, Department of Management Studies, Madurai Kamaraj University. The aim of the webinar is to explore the values and morals of human beings and to make the upcoming Professionals ethically right. She cleared the doubts of the participants in the Q & A session. E-Certificates were issued to the participants of the webinar. The beneficiaries were 500 students and 100 faculty members. :

You tube:

https://www.youtube.com/channel/UC8_7nrX4Gdzn-twEsaLg3RQ



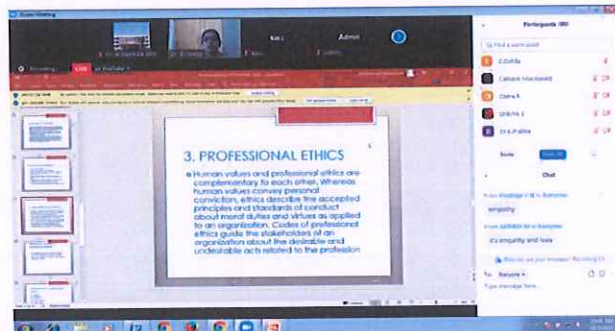
KONGU ARTS AND SCIENCE COLLEGE
(Autonomous)
Erode-638107

CERTIFICATE OF PARTICIPATION

This is to certify that Kiruthiga V N, Assistant Professor, Kongu Arts and Science College Autonomous Erode has participated in the Webinar on “Human values and Professional Ethics” organised by the Department of Commerce held on 05-10-2021.

Dr. K M Kumaraguru **Dr. N Raman** **Thiru. K. Palan**
HOD/ Convener Principal Correspondent

Made for free with



Handwritten signature

**HEAD OF THE DEPARTMENT
DEPARTMENT OF COMMERCE
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
ERODE - 638 107.**



Handwritten signature

**Dr. N. RAMAN
PRINCIPAL.
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.**



KONGU ARTS AND SCIENCE COLLEGE,(Autonomous)

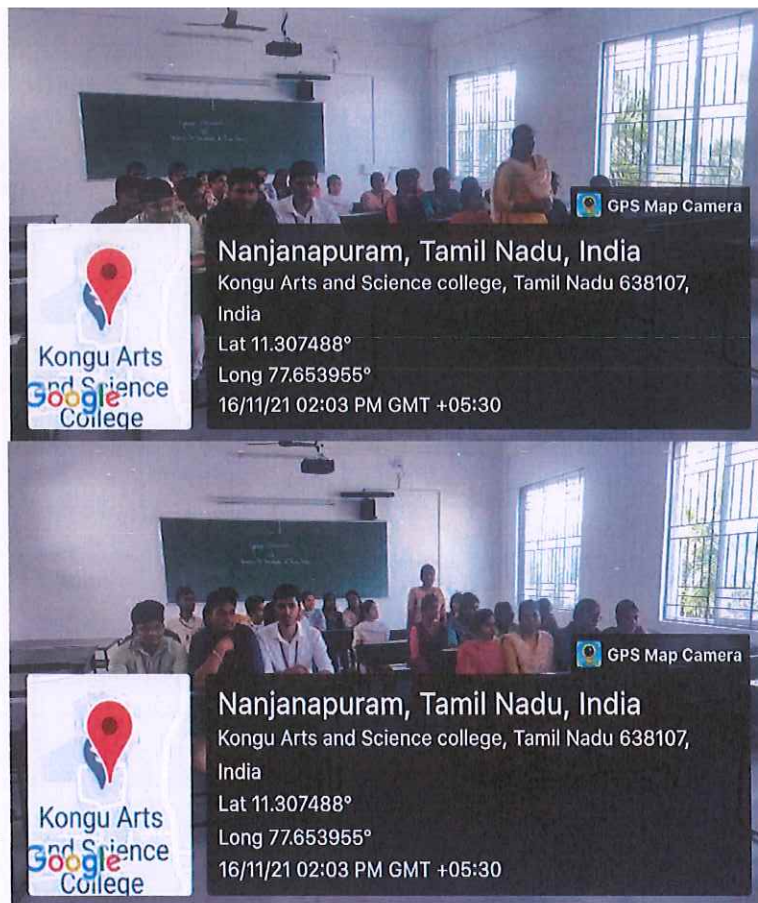
ERODE-638107

DEPARTMENT OF COMMERCE

Group Discussion on Growth of Insurance in Rural Areas–

16 November 2021

The Group Discussion Program on Growth of Insurance in Rural Areas was organised by the Department of Commerce conducted on 16.11.2021. The students illustrated the growth of insurance ideas in rural areas. They also came up with ups and downs of his business experience. The differentiation between Entrepreneurship and Business had been explored.



Unhu
**HEAD OF THE DEPARTMENT
DEPARTMENT OF COMMERCE
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
ERODE - 638 107.**



Dr. N. RAMAN
**Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.**