

An Apprenticeship Embedded Degree Program (AEDP)

Course Curriculum

For

**Bachelor of Commerce (B. Com) in
Banking Financial Services and Insurance**

(Faculty of Commerce)

Semester I, II (2025-26)

Semester III, IV (2026-27)

Semester V, VI (2027-28)



**MAHARAJA GANGA SINGH UNIVERSITY
BIKANER, RAJASTHAN**

Programme Outcomes (POs)

On completion of the **B. Com (Banking, Financial Services & Insurance)** programme, graduates will be able to:

1. **PO1 – Knowledge of Commerce & Finance**
Demonstrate a broad understanding of commerce, finance, banking, insurance, and taxation concepts.
2. **PO2 – Analytical and Critical Thinking**
Apply analytical and statistical tools for business decision-making, risk assessment, and financial planning.
3. **PO3 – Professional Skills**
Acquire practical skills in accounting, taxation, banking operations, insurance advisory, mutual funds, and financial services.
4. **PO4 – Technology Proficiency**
Use accounting software, GST tools, CRM systems, and digital platforms relevant to banking and finance.
5. **PO5 – Ethics and Legal Awareness**
Understand professional ethics, corporate governance, and legal compliance in financial services.
6. **PO6 – Communication and Interpersonal Skills**
Develop effective communication, negotiation, and client relationship management skills for BFSI roles.
7. **PO7 – Employability and Entrepreneurship**
Gain the ability to pursue careers in the BFSI sector or start entrepreneurial ventures in financial services.

Programme Specific Outcomes (PSOs)

Graduates of the **B.Com (Banking, Financial Services & Insurance)** programme will be able to:

1. **PSO1 – Accounting & Taxation Skills**
Record, analyze, and interpret financial data; prepare financial statements; and ensure compliance with GST, direct taxes, and other regulatory frameworks.
2. **PSO2 – Banking & Insurance Competence**
Demonstrate knowledge of retail banking products, insurance policies, claim procedures, and advisory services as per RBI and IRDAI guidelines.
3. **PSO3 – Financial Market Expertise**
Understand capital markets, mutual funds, investment strategies, and portfolio management to assist clients in investment decision-making.
4. **PSO4 – Personal Finance Advisory**
Provide guidance in areas such as financial planning, savings, retirement, risk management, and estate planning.
5. **PSO5 – Practical BFSI Applications**
Apply theoretical knowledge through skill-based training (Accounts Assistant, GST Assistant, Insurance Agent, Mutual Fund Distributor) and apprenticeship programmes.
6. **PSO6 – Lifelong Learning**
Adapt to emerging trends in fintech, insurtech, and digital banking to remain relevant in the dynamic BFSI industry

Program Structure: Bachelor of Commerce (B. Com) BFSI Program is a three-year course divided into six-semesters. For the award of degree, a student will be required to complete the credits as per the University norms

Semester Wise Course Details

Semester I											
Group	Paper Code	Paper Name	Code	L	T	P	Total Credits	Maximum Marks			Total
								Internal	External	Practical	
Compulsory	ENVT4.5AECCT11	Environment Studies	AEC	2	0	0	2	0	50	0	50
BFSI	BFSI4.5DSCT12	Accounts Assistant	DSC	6	0	0	6	30	120	0	150
BFSI	BFSI4.5DSCT13	Business Economics and Applied Business Law	DSC	6	0	0	6	30	120	0	150
BFSI	BFSI4.5DSCT14	Business Mathematics and Statistics	DSC	6	0	0	6	30	120	0	150
Total							20	Total			500

Semester II											
Group	Paper Code	Paper Name	Code	L	T	P	Total Credits	Maximum Marks			Total
								Internal	External	Practical	
Compulsory	ENG4.5AECCT21 HIN4.5AECCT21	General English or Hindi	AEC	2	0	0	2	0	50	0	50
BFSI	BFSI4.5DSCT22	GST Assistant	DSC	6	0	0	6	30	120	0	150
BFSI	BFSI4.5DSCT23	Financial Management and Analysis	DSC	6	0	0	6	30	120	0	150
BFSI	BFSI4.5DSCT24	Investments-Risk and Returns	DSC	6	0	0	6	30	120	0	150
Total							20	Total			500

Semester III											
Group	Paper Code	Paper Name	Code	L	T	P	Total Credits	Maximum Marks			Total
								Internal	External	Practical	
Compulsory	ELE5SDCT31	Elementary Computer	SDC	2	0	0	2	0	50	0	50
BFSI	BFSIM5DSCT32	Insurance Advisor/Agent	DSC	6	0	0	6	30	120	0	150
BFSI	BFSI5DSCT33	Personal Financial Planning	DSC	6	0	0	6	30	120	0	150
BFSI	BFSI5DSCT34	Introduction to Indian Capital Markets	DSC	6	0	0	6	30	120	0	150
Total							20	Total			500

Semester IV											
Group	Paper Code	Paper Name	Code	L	T	P	Total Credits	Maximum Marks			Total
								Internal	External	Practical	
Compulsory	IKS5VACT41	Indian Knowledge System	VAC	2	0	0	2	50	0	0	50
BFSI	BFSI5DSCT42	Mutual Fund Distributor	DSC	6	0	0	6	30	120	0	150
BFSI	BFSI5DSCT43	Retail Banking	DSC	6	0	0	6	30	120	0	150
BFSI	BFSI5DSCT44	Taxation	DSC	6	0	0	6	30	120	0	150
Total							20	Total			500

Semester V											
Group	Paper Code	Paper Name	Code	L	T	P	Total Credits	Maximum Marks			Total
								Internal	External	Practical	
Compulsory	CS5.5SDCT51	Communication Skills	SDC	2	0	0	2	50	0	0	50
BFSI	BFSI5.5OJT52	Apprenticeship	OJT	0	2	32	18	90	360	0	450
Total							20	Total			500

Semester VI											
Group	Paper Code	Paper Name	Code	L	T	P	Total Credits	Maximum Marks			Total
								Internal	External	Practical	
Compulsory	IPR5.5SECP61	Intellectual Property Rights and Development	SEC	2	0	0	2	50	0	0	50
BFSI	BFSI5.5OJT62	Apprenticeship	OJT	0	2	32	18	90	360	0	450
Total							20	Total			500

Testing and Evaluation

There will be Internal Assessment for 30 marks and Final Semester-End Examination (External) will be for 120 marks in each course/paper.

Evaluation

Internal Assessment: 30 Marks

- a. Midterm Examination: 2 Exams of 20 Marks each to be conducted by the College / Department. Best marks obtained in any of the two, be counted for each course.
- b. Students' Participation in curricular, extra-curricular activities, class participation, attendance etc. shall account for 10 Marks.

External Assessment: 120 Marks

Semester End Examination Paper Pattern: BFSI Course (120 Marks)

There shall be three Sections:

Section A: (20 marks) Shall contain 10 questions, two from each Unit. Each question shall be of 2 marks. All the questions are compulsory. Section A shall contain 5 Multiple Choice Questions and remaining 5 will be fill-in the blanks type. Minimum Two questions must be set from each Module/ Unit.

Section B: (40 marks) Shall contain 5 questions (two from each unit with internal choice). Each question shall be of 8 marks. The candidate is required to answer all 5 questions. The answers should not exceed 150 words.

Section C: (60 marks) Shall contain 5 questions, one from each Unit. Each question shall be of 20 marks. The candidate is required to answer any three questions. The answers should not exceed 400 words.

Unless specifically mentioned for a particular course, the above Scheme of Internal and External Evaluation shall remain constant. To pass in a particular Paper / Course, every candidate shall be required to obtain at least 36% marks separately in Theory, Practical and Internals Exams. In Semester IV (Indian Knowledge System), Semester V (Communication Skills), and Semester VI (Special Elective Course) Semester End assessment/exam/evaluation will not be conducted by the University. The respective College / Department will send the Semester assessment (marks) of the student to the University.

Apprenticeship

Apprenticeship Assessment will be conducted at Internal and external level.

Internal assessment will be conducted by the department/College. The Principal of the College shall appoint Internal Examiner for evaluation of skills learnt by the candidate through a Viva-Voce.

The industry establishment where the student is doing apprenticeship will be responsible for undertaking continuous evaluation of his/her performance. The Industry where the student is undergoing Apprenticeship will award External Evaluation marks and send it to the respective College in a sealed confidential envelope. The College Principal on receipt of these marks will keep the copy in safe custody and update the marks on University Portal, as and when required.

The duration of External examination shall be 3 hours.

On the basis of total marks (Internal and External) obtained, the student shall be awarded SGPA and CGPA under the formula specified for CBCS. Total Credits (All semesters) shall be 120 and Total Marks (All semesters) shall be 3000.

Course Wise Contents for B. Com Programme

Semester I: Ability Enhancement Compulsory Course

ENVT4.5AECCT11: Environment Studies
Common Curriculum for all Under Graduate Students

Semester-I Discipline Specific Course

BFSI4.5DSCT12:Accounts Assistant(Skill Course)

Objective:

The objective of this course is to provide students with a clear understanding of the fundamentals of accounting, enabling them to record, classify, and summarize business transactions, prepare financial statements, and apply both manual and computerized accounting systems. It also aims to familiarize learners with practical aspects of taxation, compliance, and audit practices, thereby equipping them with essential skills for managing accounts in small businesses and organizations.

Course Outcomes:

By the end of this course, students will be able to understand and apply fundamental accounting concepts, record and maintain financial transactions, and prepare essential financial statements such as the Trading Account, Profit and Loss Account, and Balance Sheet. They will gain practical skills in using accounting software like Tally for entries, ledgers, payroll, and GST compliance. The course will also enable them to manage records, vouchers, and taxation basics while developing the ability to prepare a complete set of accounts for a small business both manually and through software.

Unit I – Fundamentals of Accounting

- Introduction to accounting: Meaning, objectives, importance
- Basic concepts and conventions (Entity, Going Concern, Matching, Cost, Conservatism, etc.)
- Double entry system of bookkeeping
- Journal, ledger, subsidiary books
- Trial balance – objectives and preparation

Unit II – Financial Transactions and Documentation

- Cash book (single, double, and triple column)
- Petty cash book
- Sales book, purchase book, returns books
- Vouchers – types and preparation
- Bank reconciliation statement

Unit III – Preparation of Financial Statements

- Capital and revenue items
- Depreciation accounting – methods and recording
- Preparation of Trading Account, Profit and Loss Account, and Balance Sheet (with simple adjustments)
- Final accounts of sole proprietorship (without company accounts)
- Rectification of errors and suspense account

Unit IV – Accounting Software and Office Tools

- Introduction to computerized accounting systems

- Tally for accounting entries
- Preparation of ledgers, trial balance, and financial reports through software
- Preparation of invoices, bills, and payroll statements
- Basics of GST entry in accounting software

Unit V – Practical Applications and Compliance

- Maintaining records for small business / organization
- Filing and documentation of vouchers, receipts, and statements
- Introduction to taxation basics: GST and TDS
- Internal control and simple audit practices
- Practical project work: Preparing full set of accounts for a small firm (manual + software)

Case Studies and Practical Applications:

Analyzing real-world accounting scenarios and case studies Applying accounting concepts to business processes, Simulation exercises on accounting operations and compliance (Practicing data entry in Tally/ERP or similar accounting software)

Additional Resources and Tools

Hands-on training sessions on Tally and GST, Seminars/webinars by chartered accountants and tax experts, Industrial/field visits to accounting departments of banks, insurance firms, or companies

Readings

- P.C. Tulsian & Bharat Tulsian – Fundamentals of Accounting – Tata McGraw Hill Education
- Dr. S.N. Maheshwari & S.K. Maheshwari – Fundamentals of Financial Accounting – Vikas Publishing House
- T.S. Grewal – Introduction to Accountancy – Sultan Chand & Sons
- R.L. Gupta & Radhaswamy – Financial Accounting – Sultan Chand & Sons
- T.S. Grewal – Double Entry Book Keeping – Sultan Chand & Sons
- D.K. Goel, Rajesh Goel & Shelly Goel – Principles and Practice of Accounting – Sultan Chand & Sons
- A.K. Nadhani – Computerized Accounting with Tally ERP 9 – BPB Publications
- Kogent Learning Solutions Inc. – Tally Prime with GST – Dreamtech Press
- Vishnu Priya Singh – Tally ERP 9 Made Easy – Computech Publications

BFSI4.5DSCT13: Business Economics and Applied Business Law (Core Subject-1)**Objective:**

The objective of this course is to provide students with a strong foundation in business economics and business law. It aims to develop an understanding of core economic principles, consumer and producer behavior, market structures, and the application of economic analysis in business decision-making. The course also introduces students to applied areas such as cost-benefit analysis, risk analysis, and market research for practical business evaluation. Alongside economics, the course equips learners with knowledge of the Indian legal framework, including the Indian Contract Act, and regulatory institutions, thereby preparing them to understand the legal and ethical dimensions of business operations.

Course Outcomes:

On successful completion of the course, students will be able to apply economic concepts in analyzing business problems, understand how different market structures and economic systems function, and make informed decisions under risk and uncertainty. They will be able to evaluate projects using cost-benefit analysis and apply forecasting and market research tools in practical situations. In addition, students will gain a clear understanding of the Indian business law framework, enabling them to interpret and apply the provisions of contracts, commercial transactions, company law, and regulatory compliance. The course will thus prepare them to integrate economic reasoning with legal awareness in real-world business decision-making.

UNIT - I

Foundations of Business Economics: - Introduction to Business Economics - Definition and scope of business economics, Importance of economic analysis in business decision-making, Basic concepts of economics (scarcity, opportunity cost, supply and demand) Microeconomics vs. macroeconomics, Economic Systems and Market Structures, Overview of different economic systems (capitalism, socialism, mixed economy) Market structures (perfect competition, monopoly, oligopoly, monopolistic competition.

UNIT - II**Micro economic Analysis:**

Consumer Behavior: - Utility theory and consumer preferences Indifference curve analysis and budget constraints Elasticity of demand and its applications, Producer Behavior: - Production and cost analysis, Profit maximization under different market structures Theory of the firm: short-run vs. long-run decisions
Market Equilibrium and Pricing, Equilibrium in competitive markets.

UNIT-III**Applied Business Economics:**

Cost-Benefit Analysis: - Principles of cost-benefit analysis, Application in project evaluation and decision-making Risk Analysis and Uncertainty, Decision-making under uncertainty Techniques for risk assessment and management Market Research and Forecasting Methods of market research (surveys, interviews, focus groups)

UNIT – IV

Introduction to Indian Business Law:

Overview of the Indian legal system, Sources of Indian business law (constitutions statutes case law)
Importance of legal compliance in Indian business operations Key Legal Concepts in Indian Law
Principles of Indian contract law, Essentials of valid contracts under the Indian Contract Act 1872
Overview of tort law and its application in business disputes, Regulatory Framework for Business in India
Overview of company law (Companies Act, 2013)

UNIT - V

Contract Law and Commercial Transactions:

Indian Contract Act, 1872

Formation and essentials of a valid contract, Types of contracts under Indian law (sale, lease, agency) Performance, breach, and discharge of contracts

Commercial Transactions

Overview of e-commerce laws and electronic contracts

Case Studies and Practical Applications:

Analyzing real-world business scenarios and case studies Applying economic concepts to business decision-making processes Simulation exercises on market behavior, strategic interactions, and policy analysis

Additional Resources and Tools:

Economic text books, journals, and academic literature

Economic databases and statistical resources Industry reports and market analysis tools

Readings

- Agarwal M.D. & Som Deo- Business Economics (Ramesh Book Depot, Jaipur)
- Mithani D.M – Fundamentals of Business and Managerial Economics. (Himalaya, Publishing House, Bombay)
- Paul A. Samuelson – Economics (McGraw Hill, New York)
- Saraswat, Lodha, Sharma, Godha- Business Economics (Ajmera Book Co. Jaipur)
- G. S. Gupta, Macroeconomics: Theory and Applications, McGraw-Hill Education
- Elements of Mercantile Law. N.D. Kapoor, Sultan Chand & Sons
- Business Law. N.D. Kapoor, Sultan Chand & Sons
- Legal Aspects of Business. Akhileshwar Pathak, Tata McGraw Hill
- Kuchchal M.C, Mercantile Law, Vikas Publishing House (P) Ltd.
- Pathak Akhileshwar, Legal Aspects of Business, Tata McGraw Hill Pub. Company Ltd.
- Arya, Gupta: Business Law, Ajmera Book Company, Jaipur
- आर. एल. नौलखा ,व्यापारिक सन्नियम
- सारस्वत लोढ़ा शर्मा गोधा- व्यवसायिक अर्थशास्त्र, अजमेरा बुक कंपनी, जयपुर
- व्यवसायिक अर्थशास्त्र-माथुर, गुप्ता (शिवम् बुक हाउस) जयपुर

BFSI4.5DSCT14: Business Mathematics and Statistics (Core Subject-2)**Objective:**

The objective of this course is to equip students with the fundamental tools of mathematics and statistics required for business decision-making. It aims to build analytical and problem-solving skills by introducing concepts of arithmetic, algebra, functions, and their applications in business, while also familiarizing students with descriptive and inferential statistics for data analysis. The course further introduces techniques of regression, ANOVA, time series analysis, decision trees, and linear programming to help students apply quantitative methods in evaluating alternatives, forecasting trends, and making rational business decisions under uncertainty.

Course Outcomes:

By the end of this course, students will be able to apply mathematical and statistical concepts to solve real-world business problems, analyze and interpret data for decision-making, and use hypothesis testing, regression, and time series methods for business forecasting. They will also be able to use decision analysis tools such as decision trees and optimization techniques like linear programming to evaluate alternatives, manage risks, and support effective business strategies. Overall, the course will enable them to integrate quantitative methods with managerial judgment for sound business planning and problem-solving.

UNIT - I**Basic Arithmetic Operations**

Addition, subtraction, multiplication, and division Order of operations (PEMDAS)
 Fractions, decimals, and percentages Algebraic Concepts
 Variables, constants, and expressions Solving linear equations and inequalities Formulas and their applications in business
 Functions and Graphs
 Linear functions and their graphs Quadratic functions and parabolas Exponential and logarithmic functions

UNIT - II**Descriptive Statistics:**

Data Presentation and Summary Frequency distributions and histograms
 Measures of central tendency (mean, median, mode)
 Measures of dispersion (variance, standard deviation)
 Sampling and Estimation, Sampling techniques (random sampling, stratified sampling) Point estimation and interval estimation

UNIT - III

Inferential Statistics: Hypothesis Testing- Null and alternative hypotheses Type I and Type II errors One-sample and two-sample hypothesis tests, Regression Analysis- Simple linear regression Multiple regression analysis, Interpretation of regression coefficients ANOVA and Nonparametric Tests Analysis of variance(ANOVA), Non parametric tests (Mann-Whitney

Utest, Kruskal-Wallistest)

UNIT - IV

Time Series Analysis: - Trend Analysis Moving averages and trend lines, Seasonal variations and seasonal decomposition

UNIT – V

Decision Analysis and Optimization: - Decision Trees, Decision nodes, chance nodes, and terminal nodes Expected value and decision tree analysis,

Linear Programming: - Formulating linear programming problems Graphical and simplex methods for solution

Business Applications and Case Studies:

Financial analysis using ratios and financial models

Market research and data analysis for business decision-making Risk assessment and management using statistical techniques

Additional Resources and Tools:

Business mathematics and statistics software (e.g., Excel, MATLAB, R) Online resources, textbooks, and academic journals, Workshops, tutorials, and webinar son business mathematics and statistics

Readings

- Gupta S.R. – Statistical Methods, Sultan Chand & Sons, New Delhi
- Gupta S.N. Statistical Methods, Sahitya Bhawan, Agra
- Aczel, A. D., Sounder Pandian, J. Saavanan, P. & Joshi, R. (2012), Complete Business Statistics. McGraw Hill Education (India) Pvt. Ltd.: New Delhi.
- Anderson, D. R., Sweeney, D. J., Williams, T. A., Camm, J. D. and Cochran, J. J. (2014) Statistics for Business & Economics, CENGAGE Learning Custom Publishing.
- Black, K. (2012). Applied Business Statistics, 7ed. Wiley
- Levin, R. I. & Rubin, D. S. (1997). Statistics for Management, Prentice-Hall of India
- नागर के एन.: सांख्यिकी के मूल तत्व, मीनाक्षी प्रकाशन, मेरठ
- गोयल के. सी., रंगा आर. के., बी. एल., गोयल आर. के.- सांख्यिकी विधियाँ, अजमेरा बुक कंपनी, जयपुर
- ओसवाल, जांगिड़, अग्रवाल, सुथार, गर्ग – व्यावसायिक सांख्यिकी, रमेश बुक डिपो, जयपुर

Semester II: Ability Enhancement Compulsory Course

ENG4.5AECCT21: General English HIN4.5AECCT21: General Hindi
Common Curriculum for all Under Graduate Students

Semester II: Discipline Specific Course

BFSI4.5DSCT22: GST ASSISTANT (Skill Course)

Objective:

The objective of this course is to provide students with a clear understanding of the foundations of indirect taxation in India with special emphasis on the Goods and Services Tax (GST). It aims to familiarize learners with the structure, principles, and legal framework of GST, including registration procedures, return filing, compliance requirements, and accounting treatment. The course also focuses on developing practical skills through hands-on exercises on GST portals, preparation of invoices, e-way bills, and return filing, enabling students to apply taxation knowledge effectively in real-world business situations.

Course Outcomes:

On successful completion of this course, students will be able to understand the evolution and importance of indirect taxes, explain the structure and features of GST, and manage registration, compliance, and filing requirements. They will be able to record and account for GST transactions both manually and through accounting software, maintain proper vouchers and records, and ensure compliance with GST laws. Through practical exposure to GST portals, case studies, and projects, students will gain the ability to handle GST procedures independently for small and medium businesses while minimizing errors and adhering to statutory requirements.

Unit I

Introduction to Indirect Taxation & GST

- Foundations of Indirect Taxes:
Introduction to Indirect Taxes Definition and types of indirect taxes, Importance and role of indirect taxes in the economy, Evolution of Indirect Taxation in India, Historical overview of indirect taxation in India Transition from cascading taxes to GST regime
- Basic Concepts in Indirect Taxation:
Concepts of supply, goods, services, and taxable events Principles of levy, collection, and administration of indirect taxes
- Overview of GST:
Concept and need for GST in India, Objectives and features of GST, Structure of GST: CGST, SGST, IGST, UTGST

Unit II

GST Law and Registration

- Eligibility and process of GST registration
- Types of registration (regular, composition scheme, casual, non-resident)
- Documents required for registration
- Amendment, cancellation, and revocation of registration
- GST identification number (GSTIN) structure

Unit III

GST Returns and Compliance

- Types of GST returns: GSTR-1, GSTR-3B, GSTR-9, etc.
- Due dates and filing procedures (manual and online)
- Payment of GST: challans, input tax credit (ITC) mechanism
- Reverse charge mechanism
- Common errors and penalties in return filing

Unit IV

GST Accounting and Record Keeping

- Recording GST transactions in books of accounts
- Accounting entries for GST (purchases, sales, ITC, output tax)
- GST treatment in computerized accounting (Tally ERP/Prime, Excel)
- Maintaining vouchers, invoices, credit and debit notes
- GST audit and annual return compliance basics

Unit V

Practical Applications and Case Studies

- Hands-on practice in GST portal (www.gst.gov.in)
- Preparation of GST invoices and e-way bills
- Simulation exercises on return filing (GSTR-1 and GSTR-3B)
- Case studies on compliance issues in manufacturing, services, and e-commerce
- Practical project: Filing a complete GST cycle for a small business

Case Studies and Practical Applications

Analysing case studies on GST registration and return filing, reviewing examples of input tax credit (ITC) claims and compliance issues, practicing preparation of GST invoices, records, and reports, Applying GST provisions to real-world business transactions.

Additional Resources and Tools

Tally ERP/Prime with GST module, MS Excel for GST calculations Hands-on training with live GST filing cases, Industry field visits (CA firms, tax consultancies, corporate accounts departments) Caselets on GST compliance challenges, Free e-learning by GSTN and ICAI, Specimen invoices, e-way bills, challans, GST return filing simulations

Readings

- Goods and Service Tax & Custom Duty – P.C. Publication, Bansal, Choudhary, Joshi (Choudhary Parkashan, Jaipur)
- Goods and Service Tax & Custom Duty – Ranga, Vyas, Mujral, Kukkar (RBD, Publishing House, Jaipur)
- Datey V.S.: GST Ready Reckoner, Taxman Publication, New Delhi.
- Goel Pankaj: GST Ready Reckoner, Reference (2017) Commercial Law Publisher (India) Pvt. Ltd.
- A.K. Nadhani – *GST Accounting with Tally ERP 9/Prime* – BPB Publications
- Dr. Girish Ahuja & Dr. Ravi Gupta – *GST and Customs Law* – Wolters Kluwer India

BFSI4.5DSCT23: Financial Management and Analysis (Core Subject-1)

Objective:

The objective of this course is to provide students with a comprehensive understanding of financial management principles and practices. It focuses on capital budgeting, financing decisions, dividend policy, risk management, and working capital management, while also emphasizing financial performance evaluation, reporting standards, and corporate governance. The course further aims to develop practical skills in financial statement analysis, ratio interpretation, financial modeling, and valuation techniques, enabling students to make informed financial decisions in a dynamic business environment.

Course Outcomes:

By the end of this course, students will be able to understand the role of financial management in business decision-making, apply capital budgeting and investment appraisal techniques, and evaluate financing and capital structure strategies. They will be capable of analyzing financial statements, interpreting performance through ratios and value-based measures, and managing risks using appropriate tools. Additionally, students will gain hands-on skills in financial modeling, forecasting, and valuation, equipping them to handle practical financial analysis and decision-making in real-world business scenarios

UNIT – I

Introduction to Financial Management: - Definition and objectives of financial management Role and responsibilities of financial managers Overview of financial markets and institutions
Capital Budgeting and Investment Decisions: - Capital Budgeting Techniques - Net present value (NPV) analysis Internal rate of return (IRR) method, Payback period and discounted payback period
Project Evaluation and Selection - Evaluating strategic alignment and project viability Capital rationing and project prioritization Real options analysis for investment flexibility

UNIT – II

Financing Decisions and Capital Structure: - Capital Structure Theory- Modigliani-Miller theorem and capital structure irrelevance Trade-off theory and pecking order theory Factors influencing optimal capital structure Debt and Equity Financing
 Sources of long-term financing (debt, equity, hybrid securities) Cost of debt and cost of equity calculation, Dividend policy and distribution decisions, Financial Leverage and Risk Management
 Impact of financial leverage on returns and risk managing financial risk through hedging and derivatives, Working capital management and liquidity risk

UNIT – III

Financial Performance Measurement and Analysis: - Financial Performance Metrics
 Key performance indicators (KPIs) for financial analysis Economic value added (EVA) and shareholder value analysis Balanced scorecard approach to performance measurement
Financial Reporting and Disclosure- International Financial Reporting Standards (IFRS) and Generally Accepted Accounting Principles (GAAP), Corporate governance and financial transparency Regulatory compliance and financial reporting, requirements, Financial Risk Management, Identification and assessment of financial risks (market risk, credit risk, liquidity risk) Risk mitigation strategies (diversification, hedging, insurance) Stress testing and risks Scenario analysis

UNIT – IV

Financial Statement Analysis: - Understanding Financial Statements, Balance Sheet, Income

Statement, Cash Flow Statement Reading and interpreting financial statements
 Financial Ratios: - Liquidity Ratios Solvency Ratios Profitability Ratios Efficiency ratios
 Du-Pont Analysis, Decomposition of return on equity (ROE) Identifying drivers of performance

UNIT – V

Financial Modeling: - Excel Skills for Financial Modeling - Building income statement, balance sheet, cash flow statement Creating dynamic financial models, Building Integrated Financial Models, Forecasting revenue, expenses, and cash flows Sensitivity analysis and scenario modeling, Company Valuation Modeling Integrating DCF, CCA, and other valuation methods Developing valuation models for different industries

Case Studies and Practical Applications:

Analyzing real-world financial management scenarios and case studies Financial modeling and decision-making projects

Additional Resources and Tools:

Financial analysis software (e.g., Bloomberg Terminal, Fact Set) Online resources, books, and academic journals, Guest lectures from industry professionals

Readings

- I.M. Pandey – Financial Management – Vikas Publishing House
- Prasanna Chandra – Financial Management: Theory and Practice – McGraw Hill Education
- M.Y. Khan & P.K. Jain – Financial Management: Text, Problems and Cases – McGraw Hill Education
- R.P. Rustagi – Financial Management: Theory, Concepts and Problems – Taxmann Publications
- Dr. S.N. Maheshwari & Dr. S.K. Maheshwari – Financial Management: Principles and Practice – Sultan Chand & Sons
- Agarwal M.D. & Agarwal NP - Vitiya Prabhandha ke tatva (Ramesh Book Depot, Jaipur)
- Kuchhal S.C. - Corporate Financial Management
- M.R. Agarwal -Financial Management- Garima Publications, Jaipur

BFSI4.5DSCT24: Investment-Risk and Returns (Core Subject-2)

Objective:

The course aims to provide students with a strong foundation in investment concepts, risk–return analysis, and portfolio management. It seeks to develop an understanding of financial markets, instruments, and valuation techniques while emphasizing both theoretical frameworks like CAPM and Modern Portfolio Theory as well as practical tools such as fundamental and technical analysis. The objective is to equip learners with the knowledge and skills needed to make informed investment decisions, manage risks effectively, and construct optimized portfolios in line with investor goals.

Course Outcomes:

On successful completion of this course, students will be able to analyze different investment avenues, assess and manage various types of risks, and apply valuation techniques for financial instruments. They will gain the ability to use portfolio management strategies for diversification, optimization, and performance evaluation. The course outcomes include developing analytical skills for investment decision-making, applying risk management tools and hedging techniques, and critically evaluating active and passive investment approaches to achieve long-term financial objectives.

UNIT - I

Foundations of Investments: - Introduction to Investments

Definition and objectives of investment, Importance of risk-return trade-off in investment decisions

Overview of investment vehicles (stocks, bonds, mutual funds, ETFs)

Financial Markets and Instruments: - Overview of financial markets (stock market, bond market, money market) Types of financial instruments (stocks, bonds, derivatives)

Understanding market efficiency and pricing mechanisms

UNIT – II

Risk and Return Concepts: - Risk and Return Fundamentals Definition of risk and return

Relationship between risk and return (risk-return trade-off). Measures of risk (standard deviation, beta) and return (expected return, yield) Capital Asset Pricing Model (CAPM), Theory of CAPM and its assumptions Calculation of expected return using CAPM Role of beta in measuring systematic risk

Modern Portfolio Theory (MPT)

Portfolio diversification and risk reduction Efficient frontier and optimal asset allocation Capital Market Line (CML) and Risk-Free Rate

UNIT - III

Risk Assessment and Management: - Types of Risk in Investments Systematic vs. unsystematic risk

Market risk, credit risk, liquidity risk, and operational risk Political and regulatory risk

Risk Measurement Techniques, Value at Risk (VaR), Conditional Value at Risk (CVaR) Stress testing and scenario analysis

Risk Management Strategies: - Asset allocation strategies (strategic vs. tactical asset allocation) Hedging techniques (options, futures, swaps) Portfolio insurance strategies

UNIT - IV

Investment Analysis and Valuation:

Fundamental Analysis: - Analysis of financial statements (income statement, balance sheet, cash flow

statement). Valuation methods (discounted cash flow, relative valuation)
 Qualitative analysis (industry analysis, competitive advantage assessment)
 Technical Analysis: - Price and volume analysis Chart patterns and trends, Technical indicators (moving averages, MACD, RSI)

UNIT - V

Portfolio Management: - Portfolio Construction, Asset allocation strategies based on risk tolerance and investment objectives Portfolio optimization techniques - Rebalancing and monitoring portfolio performance, Diversification Strategies
 Benefits of diversification, Correlation analysis and portfolio diversification Risk-parity and risk-budgeting approaches
 Performance Evaluation: - Measures of portfolio performance (Sharpe ratio, Treynor ratio, Jensen's alpha)
 Benchmarking and performance attribution analysis
 Evaluation of active vs. passive investment strategies

Case Studies and Practical Applications:

Analyzing real-world investment scenarios and case studies Conducting risk assessments and constructing investment portfolios Simulated trading exercises and portfolio management simulations

Additional Resources and Tools:

Investment textbooks, journals, and academic literature Financial modeling software (e.g., Excel, Bloomberg) Investment analysis platforms and databases

Readings

- Prasanna Chandra – Investment Analysis and Portfolio Management – Tata McGraw Hill
- V.K. Bhalla – Investment Management: Security Analysis and Portfolio Management – S. Chand & Company
- Ranganatham, M.; Madhumathi, M. – Investment Analysis and Portfolio Management – Pearson Education
- Punithavathy Pandian – Security Analysis and Portfolio Management – Vikas Publishing House
- Avadhani, V.A. – Investment and Securities Market in India – Himalaya Publishing House

Semester III: Skill Development Compulsory Course

ELE5SDC31: Elementary Computer
Common Curriculum for all Under Graduate Students

Semester III: Discipline Specific Course

BFSIM5DSCT32: Insurance Advisor / Agent (Skill Course)

Objective:

To provide learners with a clear understanding of the fundamental concepts, principles, and practices of insurance while equipping them with the professional skills required to work effectively as insurance advisors or agents. The course aims to develop knowledge of different types of insurance products such as life, health, and general insurance, along with the regulatory framework, ethical responsibilities, and selling techniques essential for success in the insurance industry. It also emphasizes practical skills like proposal form filling, premium calculation, claim settlement procedures, and customer relationship management to ensure learners can handle real-life situations confidently.

Course Outcomes:

The outcomes of the course are that learners will gain the ability to explain the meaning, principles, and importance of insurance; differentiate between various insurance products; and understand the process of policy issuance, nomination, assignment, and claims. They will be able to apply knowledge of fire, marine, motor, crop, and health insurance policies in practice and follow the regulatory guidelines set by IRDAI. Learners will also acquire essential selling and communication skills, develop professionalism in customer handling, and apply insurance marketing strategies effectively. By the end of the course, they will be capable of preparing advisory plans, assisting customers in choosing suitable policies, managing after-sales services, and resolving grievances, thereby functioning as competent insurance advisors in the field.

Unit I

Introduction to Insurance

- Meaning, nature, and importance of insurance
- Principles of insurance: utmost good faith, insurable interest, indemnity, contribution, subrogation, proximate cause
- Types of insurance: Life, Health, General, Fire, Marine, Motor, Crop insurance
- Role and responsibilities of insurance agents/advisors

Unit II

Life Insurance and Health Insurance

- Concept and need for life insurance
- Types of life insurance policies (endowment, term, whole life, ULIPs, annuities)
- Health insurance: features, importance, mediclaim policies, critical illness cover
- Insurance policy documents and proposal forms
- Nomination, assignment, and claim settlement process

Unit III

General Insurance

- Fire insurance: policies and claim procedure
- Marine insurance: cargo, hull, freight policies
- Motor vehicle insurance: third-party and comprehensive policies

- Other general insurances: crop, travel, liability, property insurance
- Role of IRDAI in regulating general insurance business

Unit IV

Selling Skills and Customer Relationship

- Prospecting, approaching, and identifying customer needs
- Communication skills and ethics in selling insurance
- Insurance marketing techniques (traditional and digital)
- Customer relationship management (CRM) in insurance
- Grievance redressal and after-sales service

Unit V

Practical Applications and Case Studies

- Filling proposal forms and KYC compliance
- Premium calculation methods
- Case studies of claim settlement disputes
- Role-play exercises for client interaction and selling insurance products
- Field project: Preparing an insurance advisory plan for a sample customer

Case Studies and Practical Applications

Analysing client profiles to suggest suitable insurance plans, reviewing case studies on claims settlement and policy servicing, understanding ethical issues in selling insurance products, Applying IRDAI guidelines in real-life advisory situations.

Additional Resources and Tools

IRDAI Training Modules for Insurance Agents, Premium calculators (online tools of insurance companies) Guest lectures by practicing insurance agents and industry experts, Field visits to insurance branch offices

Readings

- प्रो जी एस सुधा - बीमा
- जे पी सिंघल - बीमा
- डॉ आर एल नौलखा- बीमा के तत्व
- आर सी अग्रवाल एव एन एस कोठरी – बीमा
- Dr. P. Periasamy – Principles and Practice of Insurance – Tata McGraw Hill
- R. S. Sharma – Insurance Principles and Practice – Vikas Publishing House
- P. K. Gupta – Principles and Practice of General Insurance – Himalaya Publishing House
- O. S. Gupta – Fundamentals of Insurance – Kalyani Publishers
- C. S. Rao – Insurance and Risk Management – Himalaya Publishing House
- M. L. Gupta – Life and Health Insurance in India – Discovery Publishing House
- Dr. R. K. Gupta – General Insurance – Principles and Practice – Himalaya Publishing House
- A.N. Agrawala: Insurance in India.
- W.A. Dinsdal & D.C. MC Muride - Elements of Insurance

- Anil Kothari & Joshi Jain: fundamental of Insurance

BFSIM5DSCT33: Personal Financial Planning (Core Subject-1)

Objective:

The course aims to provide learners with a comprehensive understanding of personal financial planning by equipping them with knowledge of budgeting, cash flow management, savings, investments, taxation, insurance, and retirement planning. It focuses on developing financial discipline, informed decision-making, and strategies to achieve short-term and long-term financial goals.

Course Outcomes:

On completion of the course, students will be able to apply the principles of personal finance to manage income, expenses, savings, and investments effectively. They will gain skills in debt management, tax planning, risk management, and retirement planning while also understanding the behavioural aspects of financial decision-making. The course will enable them to design holistic financial plans and adopt a proactive approach towards wealth creation and financial well-being.

UNIT - I

Introduction to Personal Finance: - Importance of personal financial planning, Key financial goals (short-term, medium-term, long-term), Overview of the financial planning process Financial Statements and Budgeting. Understanding income statements and balance sheets Budgeting techniques (zero-based budgeting, envelope system) Developing a personal budget and tracking expenses

Financial Goal Setting and Prioritization

Identifying financial goals and objectives Setting SMART financial goals

Prioritizing goals based on importance and urgency

UNIT – II

Managing Cash Flow and Debt: - Cash Flow Management – Managing income and expenses effectively Strategies for increasing income (career advancement, side hustles) Emergency fund planning and savings strategies, Debt Management: - Understanding different types of debt (credit card debt, student loans, mortgages), Debt repayment strategies (snowball method, avalanche method) Consolidation and refinancing options.

UNIT – III

Savings and Investment Strategies: - Building a Savings Plan, Importance of saving for emergencies and future goals, Strategies for increasing savings rate (automatic transfers, pay yourself first)

Savings vehicles (savings accounts, money market accounts, certificates of deposit)

Introduction to Investments: - Overview of investment options (stocks, bonds, mutual funds, ETFs) Risk-return trade-off and investment objectives, Basics of asset allocation and diversification Retirement Planning

Understanding retirement needs and expenses Retirement savings vehicles (401(k), IRA, pension plans)

Retirement income sources (Social Security, annuities)

UNIT – IV

Tax Planning and Optimization: - Tax Basics, Understanding the tax system (income tax, capital gains tax, estate tax) Tax deductions and credits, Strategies for tax-efficient investing, Tax Planning Strategies, Retirement account contributions and withdrawals Tax-loss harvesting, charitable giving and tax deductions

UNIT - V

Behavioral Finance and Psychology of Money: - Understanding Behavioral Biases, Common behavioral biases in personal finance (loss aversion, overconfidence, anchoring), Impact of emotions on financial decision-making Strategies for overcoming behavioral biases, Financial Psychology and Money Mindset Building a healthy relationship with money Goal visualization and motivation techniques Financial mindfulness and stress management

Case Studies and Practical Applications:

Analyzing real-life financial scenarios and case studies Developing personalized financial plans and strategies Simulated investment portfolio management exercises

Additional Resources and Tools:

Personal finance books, blogs, and podcasts

Financial planning software and tools (e.g. Mint, Personal Capital) Workshops and seminars on personal finance topics

Readings

- Prasanna Chandra – Personal Finance – Tata McGraw Hill.
- V. K. Bhalla – Investment Management: Security Analysis and Portfolio Management – S. Chand Publishing.
- Punithavathy Pandian – Security Analysis and Portfolio Management – Vikas Publishing House.
- Preeti Rao – Personal Finance and Investments – Himalaya Publishing House.
- M. Y. Khan – Financial Services – Tata McGraw Hill
- Bodie, Zvi; Kane, Alex; Marcus, Alan J. – Investments – McGraw Hill Education.
- Gitman, Lawrence J. – Principles of Personal Finance – Pearson Education.

BFSIM5DSCT34: Introduction to Indian Capital Market(Core Subject-2)**Objective:**

The objective of this course is to provide students with a comprehensive understanding of the structure, functioning, and significance of the Indian capital markets. It aims to equip them with knowledge of equity, debt, derivatives, mutual funds, ETFs, and alternative investment products while also familiarizing them with the regulatory framework and market participants. The course intends to build analytical and practical skills for investment decision-making in the Indian financial system

Course Outcomes:

After completing this course, students will be able to understand the role and operations of Indian capital markets, differentiate between equity, debt, derivatives, and mutual fund products, and analyze their investment opportunities and risks. They will also gain knowledge of trading mechanisms, IPO processes, bond markets, and derivative strategies. Further, they will be able to assess mutual funds, ETFs, REITs, and InvITs for portfolio management while understanding the importance of SEBI, RBI, and other regulators in ensuring transparency and stability in the financial system.

UNIT – I

Introduction to Indian Financial Markets: - Overview of Indian capital markets (equity, debt, derivatives) Role and importance of capital markets in the Indian economy Regulatory framework (SEBI, RBI, stock exchanges), Market Participants - Role of investors, issuers, intermediaries, and regulators, Overview of market infrastructure (stock exchanges, depositories, clearing corporations) Types of market participants (retail investors, institutional investors, market makers)

UNIT - II

Equity Market Products: - Introduction to Equities Basics of stocks and shares, Types of equities (common stock, preferred stock), Stock exchanges in India (NSE, BSE) Equity Market Operations Trading mechanisms (cash market, derivatives market) Order types and execution Market indices (Nifty, Sensex) and their significance Initial Public Offerings (IPOs) Process of IPO issuance IPO valuation methods Investing in IPOs: Opportunities and risks

UNIT - III

Debt Market Products: - Introduction to Debt Instruments Types of debt securities (bonds, debentures, government securities) Characteristics of debt instruments (coupon rate, maturity, credit rating) Role of debt markets in financing Bond Market Operations: - Bond pricing and yield calculation, Primary bond market vs. secondary bond market Government securities market (G-Sec market), Corporate Bonds and Debentures Issuance process and documentation, Credit rating agencies and credit risk assessment Investing in corporate bonds: Strategies and considerations.

UNIT – IV

Derivatives Market Products: - Introduction to Derivatives Basics of derivatives (futures, options, swaps) Purpose and functions of derivatives markets Regulatory framework for derivatives trading Futures and Options Mechanics of futures contracts (trading, margin, settlement) Options contracts (call options, put options), trading strategies using futures and options Currency and Interest Rate Derivatives

Currency futures and options Interest rate futures, Hedging and speculation using currency and interest rate derivatives

UNIT - V

Mutual Funds and Exchange-Traded Funds(ETFs):- Introduction to Mutual Funds, Basics of mutual funds (structure, types) Mutual fund units and NAV calculation, Role of mutual funds in investment management Types of Mutual Funds Equity funds, debt funds, hybrid funds Index funds vs. actively managed funds Sectoral funds and thematic funds, Exchange-Traded Funds (ETFs), Structure and features of ETFs Advantages of investing in ETFs, ETFs vs .mutual funds: A comparative analysis

Alternative Investment Products:

- Introduction to REITs
- Basics of InvITs

Case Studies and Practical Applications

Analysing real-world investment scenarios and case studies, Simulated trading exercises using virtual trading platforms, Portfolio construction projects incorporating various capital market products

Additional Resources and Tools

Financial market textbooks, research papers, and regulatory publications, Financial news portals and market analysis websites (e.g., Money control, Economic Times), Interactive trading platforms and virtual investment simulations

Readings

- E. Gordon & K. Natarajan – Financial Markets and Services – Himalaya Publishing House.
- L.M. Bhole & Jitendra Mahakud – Financial Institutions and Markets: Structure, Growth and Innovations – McGraw Hill.
- S. Gurusamy – Indian Financial System – McGraw Hill Education.
- V.A. Avadhani – Investment and Securities Market in India – Himalaya Publishing House.
- M.Y. Khan – Indian Financial System – Tata McGraw Hill.

Semester IV: Value Addition Compulsory Course

IKS5VACT41: Indian Knowledge System
Common Curriculum for all Under Graduate Students

Semester IV: Discipline Specific Course

BFSI5DSCT42: Mutual Fund Distributor (Skill Course)

Objective:

The objective of this course is to equip students with a clear understanding of the fundamentals, structure, and functioning of mutual funds in India. It aims to develop professional skills required for mutual fund distribution, including knowledge of products, operations, regulatory compliance, sales and marketing processes, and customer relationship management. The course also focuses on emerging trends, digital platforms, and career opportunities in the mutual fund industry.

Course Outcomes:

On completion of this course, students will be able to understand the concepts, evolution, and types of mutual funds along with their regulatory framework. They will acquire practical knowledge of fund operations, NAV, taxation, and systematic investment methods. The course will enable them to perform the role of mutual fund distributors effectively by following AMFI norms, risk profiling, and ethical practices. Students will also learn advisory and communication skills for investor education, grievance handling, and long-term relationship building. Additionally, they will gain insights into new-age distribution channels, fintech innovations, ETFs, and global investment trends, thus preparing them for career opportunities in the financial services sector.

Unit I

Fundamentals of Mutual Funds

- Concept and importance of mutual funds
- Evolution and growth of mutual funds in India
- Structure of mutual funds: Sponsor, Trustee, AMC, Custodian
- Types of mutual fund schemes: equity, debt, hybrid, liquid, ELSS, index funds, ETFs
- Regulatory framework: Role of SEBI and AMFI

Unit II

Mutual Fund Products and Operations

- Classification of schemes: open-ended, close-ended, interval schemes
- Concept of Net Asset Value (NAV) and expense ratio
- Load and no-load funds
- Systematic Investment Plan (SIP), Systematic Withdrawal Plan (SWP), Systematic Transfer Plan (STP)
- Taxation of mutual funds: capital gains, dividend distribution, indexation benefits

Unit III

Distribution and Sales Process

- Role and functions of mutual fund distributors/agents
- AMFI registration and code of conduct
- KYC norms and investor documentation
- Suitability and risk profiling of investors
- Commission structures, transparency, and ethical practices

Unit IV

Marketing, Advisory and Customer Relationship

- Investor awareness and education initiatives
- Communication skills in investment advisory
- Handling client queries, objections, and grievances
- Importance of long-term relationship building with investors
- Digital distribution channels and online investment platforms

Unit V

Emerging Trends and Opportunities

- Direct vs. Regular plans of mutual funds
- Growth of fintech in mutual fund distribution
- Passive investing, ETFs, and index funds
- Global trends and their impact on Indian mutual fund industry
- Career opportunities and future prospects for mutual fund distributor

Case Studies and Practical Applications

Analyzing investor profiles to recommend suitable mutual fund schemes, reviewing case studies on SIPs, lump-sum investments, and redemptions, understanding risk–return trade-offs in different fund categories, Applying SEBI guidelines and ethical practices in mutual fund distribution

Additional Resources and Tools

Online Resources, Industry Publications, Mutual fund performance analysis and comparisons

Readings

- Ramesh Bhat & Vibhuti Tripathi – Mutual Funds in India: Emerging Issues – Excel Books.

- Dr. Avdhesh Ojha – Mutual Funds in India – Himalaya Publishing House.
- Charles P. Jones – Investments: Analysis and Management – Wiley India.
- Amitabh Gupta – *Mutual Funds in India* – Anmol Publications
- Sundar Sankaran – Indian Mutual Funds Handbook: A Guide for Industry Professionals and Intelligent Investors – Vision Books
- P. Mohana Rao – Working of Mutual Fund Organisations in India – Kanishka Publications

BFSI5DSCT43: RETAIL BANKING (Core Subject-1)

Objective:

The objective of this course is to provide students with a comprehensive understanding of retail banking, its products, services, and sales processes. It aims to equip learners with knowledge of retail banking assets and liabilities, sales and relationship management techniques, underwriting practices, and regulatory frameworks. The course also focuses on developing professional skills in customer need analysis, financial advisory, compliance with banking laws, risk management, and the use of effective communication strategies for sustainable customer relationships in retail banking.

Course Outcomes:

On completion of the course, students will be able to understand and analyze different retail banking products and their role in financial intermediation. They will gain proficiency in sales and cross-selling strategies, customer relationship management, and credit underwriting practices. Learners will also be able to apply regulatory and compliance knowledge in banking operations, assess and mitigate risks, and demonstrate skills in financial advisory, ethical banking practices, and performance measurement. The course prepares students for careers in retail banking by integrating theoretical understanding with practical insights into sales, distribution, and customer management in the banking sector.

UNIT - I

Introduction to Retail Banking: - Overview of retail banking products and services, Importance of retail banking asset sales in revenue generation Role of retail banking sales professionals, Understanding Retail Banking Products: - Types of retail banking assets (loans, mortgages, credit cards) Features, benefits, and risks associated with each product Regulatory requirements and compliance considerations
Sales Process in Retail Banking
Sales funnel stages (prospecting, qualification, presentation, and closing) Relationship-building techniques with retail banking customers Cross-selling and up selling strategies

UNIT - II

Retail Banking Sales Techniques:- Customer Needs Analysis, Understanding customer financial goals and needs Conducting financial health checks and risk assessments, Identifying opportunities for personalized product recommendations Effective Sales Communication, Active listening and questioning techniques Value-based selling approach, Overcoming objections and handling customer concerns Product Knowledge and Demonstration, In-depth understanding of retail banking products and features Demonstrating product benefits and suitability to customers Using product comparison and visualization tools

UNIT - III

Relationship Management: - Building Customer Relationships, building rapport and trust with retail banking customers, managing customer expectations and preferences Strategies for retaining and nurturing customer relationships

Regulatory Compliance and Risk Management: - Compliance Requirements in Retail Banking Sales Understanding regulatory frameworks (e.g., Consumer Financial Protection Bureau, Anti-Money Laundering laws), Compliance with Fair Lending laws and regulations Responsible lending practices and customer privacy protection, Promoting financial literacy and consumer education

UNIT – IV

Introduction to Retail Banking Underwriting: - Overview of retail banking assets (loans, mortgages, credit cards) Importance of underwriting in retail banking risk management Role of underwriters in the loan approval process. Credit Risk Management - Understanding credit risk and its components Credit risk assessment methodologies, Factors affecting creditworthiness of borrowers Regulatory Environment Overview of retail lending regulations (e.g., Consumer Financial Protection Bureau, Fair Lending laws) Compliance requirements and regulatory guidelines Ethical considerations in retail banking underwriting

UNIT - V

Introduction to Retail Banking Liabilities: - Overview of retail deposit products (savings accounts, checking accounts, certificates of deposit), Importance of liabilities sales in retail banking revenue generation Role of liabilities sales professionals in banking institutions. Understanding Customer Needs and Preferences

Identifying customer financial goals and objectives Conducting needs assessments and financial health checks Segmentation and targeting of retail banking customers. Regulatory Environment and Compliance Regulatory framework governing retail banking liabilities sales (e.g., Consumer Financial Protection Bureau, Know Your Customer regulations), Compliance requirements and ethical considerations in retail banking sales practices, Anti-money laundering (AML) and customer due diligence(CDD)procedures

Case Studies and Practical Applications

Analysing real-world retail banking sales scenarios and case studies, Role-playing exercises and simulations, Field visits to observe retail banking sales processes in action

Additional Resources and Tools

Retail banking sales manuals, scripts, and training materials, Sales automation tools and customer relationship management (CRM) software, Online resources and industry publications on retail banking sales strategies

Readings

- K.C. Shekhar & Lekshmy Shekhar – Banking Theory and Practice – Vikas Publishing House
- Justin Paul & Padmalatha Suresh – Management of Banking and Financial Services – Pearson Education
- Sundharam & Varshney – Banking and Financial System – Sultan Chand & Sons
- S.L. Gupta – Retail Banking – Himalaya Publishing House
- E. Gordon & K. Natarajan – Banking Theory, Law and Practice – Himalaya Publishing House
- Vasant Desai – *Indian Banking* – Himalaya Publishing House

BFSI5DSCT44: TAXATION (Core Subject-2)**Objective:**

The objective of this course is to provide students with a strong foundation in the principles and practices of direct taxation in India. It aims to familiarize learners with the constitutional framework, income tax laws, and corporate taxation, while also developing their understanding of tax planning, deductions, exemptions, and compliance requirements. The course further focuses on building skills in tax computation, assessment, and dispute resolution, equipping students with practical knowledge of tax administration in India.

Course Outcomes:

On successful completion of the course, students will gain the ability to interpret and apply the provisions of the Income Tax Act, 1961. They will develop competence in computing taxable income for individuals and companies, understanding tax incidence and residential status, and applying deductions, rebates, and exemptions. Students will also be able to analyze corporate tax planning strategies, comprehend tax assessment and appeal mechanisms, and ensure compliance with tax administration procedures. The course prepares learners for careers in taxation, accounting, and financial advisory by combining theoretical knowledge with practical application.

UNIT - I

Introduction to Direct Taxes: Definition and types of direct taxes, Historical perspective and evolution of direct taxation Constitutional Framework. Constitutional provisions related to taxation in India
Distribution of taxing powers between the central and state governments Basic Principles of Taxation
Concepts of income, exemptions, deductions, and tax credits Principles of equity, certainty, convenience, and economy in taxation

UNIT - II

Income Tax Laws and Regulations: - IncomeTaxAct,1961 - Overview of the Income Tax Act and its amendments Structure and organization of the Income Tax Act. Residential Status and Tax Incidence
Determination of residential status for individuals and companies. Scope of total income and tax incidence on residents and non-residents, Heads of income - Income from salary, house property, business or profession, capital gains, and other sources. Tax ability of various types of income and exemptions

UNIT - III

Corporate Taxation: - Taxation of Companies - Classification of companies for tax purposes
Computation of taxable income for companies, Tax Planning for Corporate, Strategies for minimizing corporate tax liability Provisions related to deductions, incentives, and exemptions for corporate.

Tax Deductions, Exemptions, and Rebates: - Deductions and Exemptions, Deductions under Section 80C, 80D, 80G, etc. Exemptions for agricultural income, dividends, etc. Tax Rebate and Relief Rebates under Section87A Relief under Double Taxation Avoidance Agreements (DTAA)

UNIT – IV

Assessment and Appeals: Assessment Procedures Types of assessments (scrutiny assessment, best judgment assessment, etc.), Time limits for filing returns and assessment proceedings
Appeals and Dispute Resolution, Appellate authorities under the Income Tax Act Procedures for filing appeals and resolution of tax disputes

UNIT - V

Tax Administration and Compliance: - Tax Administration Structure, Role of Central Board of Direct Taxes (CBDT) Tax collection mechanisms and procedures, Tax Compliance Requirements Tax deduction at source (TDS) provisions, Tax audit requirements and penalties for non-compliance

Case Studies and Practical Applications:

Analyzing case studies related to tax planning, computation, and compliance Preparation of tax returns for individuals and corporates, Simulation exercises on handling tax assessments and appeals

Additional Resources and Tools:

Tax software and online tools for computation and filing of tax returns, taxation journals, books, and online resources

Workshops, seminars, and webinars conducted by tax experts

Readings

- Mehrotra, H.C. & Goyal, S.P. – Income Tax Law and Practice – Sahitya Bhawan Publications
- Ahuja, Girish & Gupta, Ravi – Systematic Approach to Income Tax – Bharat Law House
- Mehrotra & Goyal – Direct Taxes – Law and Practice – Sahitya Bhawan Publications
- Gaur & Narang – Income Tax Law and Practice – Kalyani Publishers
- Lal, B.B. – Direct Taxes – Pearson Education
- Income Tax Law and Accounts – Choudhary, Bansal, Choudhary, Joshi (Choudhary Parkashan, Jaipur)
- Income Tax Law and Accounts – Ranga, Vyas, Mujral, Kukkar (RBD, Publishing House, Jaipur)
- Singhanian V.K.- Students Guide to Income Tax
- Mehrotra H.C. – Income Tax Law & Accounts.
- Singhanian V.K.- Students Guide to Income Tax
- Mehrotra H.C.– Income Tax Law & Accounts.
- आयकर विधान एव लेखे- रंगा, व्यास, मुजराल, चाहलिया (आर. बी. डी. पब्लिशिंग हाउस, जयपुर)

Semester V: Skill Development Compulsory Course

CS5.5SDCT51: Communication Skills
Common Curriculum for all Under Graduate Students

Semester V: On the Job Training Course

BFSI5.5OJT52: Apprenticeship

Objective:

- To initiate students into the workplace environment of the BFSI sector and provide exposure to day-to-day operations.
- To help students apply fundamental concepts of banking, finance, taxation, and insurance in real industry settings.

Outcomes:

- Students will gain familiarity with organizational structures and work culture.
- They will be able to perform basic operational tasks, maintain reports/logbooks, and understand workflow processes.
- They will develop punctuality, responsibility, and basic professional communication skills.

Semester VI: Special Elective Compulsory Course

IPR5.5SECP61: Intellectual Property Rights and Development

Objectives:

To explore the characteristics of knowledge, its role in economic growth, and the economic principles that govern its creation, dissemination, and appropriation. To introduce students to the different forms of intellectual property rights (IPRs), their historical development, and the mechanisms used to protect innovations and creative works. To examine the evolution of intellectual property statutes, from early legal frameworks to international treaties such as the TRIPs Agreement, and the impact of global IP harmonization. To provide a foundational understanding of India's Patent Acts and subsequent amendments, particularly in relation to discoveries and innovations. To understand the role of IPRs in technology transfer, benefit-sharing, and the protection of indigenous knowledge, as well as practical steps for patent filing in India.

Course Outcomes:

The successful completion of this course shall enable the learner:

Explain the Economic Role of Knowledge and IPR: Describe the characteristics of knowledge, its economic implications, and the role of IPR in incentivizing and protecting innovation and creativity. Identify Different Forms of IPR: Distinguish between patents, copyrights, trademarks, industrial designs, and understand their application in protecting intellectual property. Analyze Historical and International IP Frameworks: Assess the evolution of intellectual property statutes globally, including key treaties and agreements, and discuss their impact on IPR harmonization and extension. Interpret Indian Patent Legislation: Outline the basics of the Indian Patent Act and its amendments, distinguishing between discovery and innovation within the Indian legal context. Apply IPR Knowledge Practically: Demonstrate understanding of the IPR process in India, including patent filing, technology transfer, and the ethical and legal considerations for indigenous knowledge and benefit-sharing.

Contents

Unit I

Knowledge – characteristics and role in economic growth, Tacit and codified knowledge, Knowledge as public good and 'market failure', Market for knowledge, Incentives for creation of new knowledge, Appropriation of knowledge: knowledge monopoly and its consequences.

Unit II

Pre-IPR system of protection: Secrecy/Trade guilds/Cartels. Basic forms of IPRs: Patent, copyright, trademark, industrial design.

Unit III

Evolution of IP Statutes: English Statute of Monopolies (1624); United States Patent Act (1836), Paris Convention, Berne Convention, Rome convention. WTO Framework and the TRIPs Agreement, Unification of IP rights, Extension of protectable subject matter, New forms of IPRs, Role of Patent. Cooperation Treaty

Unit IV

Distinction between discovery and innovation. Basics of the Patent Act of India 1911 and the Indian Patent Act of 1970. Patent Amendment Act (2005)

Unit V

IP rights in India and progressive harmonization with International standards. IPRs and technology transfer. IPR and Benefit sharing, Indigenous knowledge and its appropriation. Procedure of Filing Patents in India.

Readings:

- Bare Acts
- Ramakrishna B & Anil Kumar H.S, Fundamentals of Intellectual Property Rights: For Students, Industrialist and Patent Lawyers, Notion Press; 1st edition
- E. T. Lokganathan E T Lokganathan, Intellectual Property Rights (Iprs): Trips Agreement and Indian Laws: TRIPS Agreement & Indian Laws, Ingram short title
- B.L. Wadehra, Law Relating To Intellectual Property, 2011, Universal Law Publishing - An imprint of LexisNexis; Fifth edition (2016)
- Choudhuri, S. (2003). The WTO and India's Pharmaceutical Industry. Oxford University Press: New Delhi.
- Watal, Jayshree (2001). Intellectual Property Rights in the WTO and Developing Countries. Oxford University Press: New Delhi.
- Cottier, Thomas and Mavroidis, C. Petros (2003). Intellectual Property: Trade, Competition, and Sustainable Development. World Trade Forum, Volume 3. The University of Michigan Press
- Intellectual Property: A Very Short Introduction; Siva Vaidhyanathan; Oxford University Press; 1st Edition; 2008
- Intellectual Property: Patents, Trademarks, and Copyright in a Nutshell; Arthur R. Miller, Michael H. Davis; West Academic Publishing; 4th Edition; 2022
- Intellectual Property Law: Text, Cases, and Materials; Amanda Reid, Peter Goodhart; Oxford University Press; 2nd Edition; 2017
- Handbook of Intellectual Property and Innovation; Shubha Ghosh; Edward Elgar Publishing; 1st Edition; 2019

Semester VI: On the Job Training Course

BFSI5.5OJT62: Apprenticeship

Objective:

- To deepen practical learning through advanced tasks, project work, and client/industry interactions in the BFSI domain.
- To strengthen problem-solving ability, teamwork, and independent handling of responsibilities.

Outcomes:

- Students will demonstrate application of advanced BFSI concepts in real assignments.
- They will complete a final apprenticeship project/report and face viva-voce evaluation.
- They will show improved adaptability, technical proficiency, and career readiness with industry validation.