

GROUP OF ELECTIVES

ELECTIVE 1 - ACCOUNTS		
DSE-1	UG 21 DEAC 501	Advanced Corporate Reporting I
DSE-2	UG 21 DEAC 601	Advanced Corporate Reporting II
ELECTIVE 2 - FINANCE		
DSE-1	UG 21 DEFN 501	Advanced Financial Management
DSE-2	UG 21 DEFN 601	Security Analysis and Portfolio Management
ELECTIVE 3 -HUMAN RESOURCE MANAGEMENT		
DSE-1	UG 21 DEHR 501	Employee Relation Laws in India
DSE-2	UG 21 DEHR 601	Human Resource Development
ELECTIVE 4 - MARKETING MANAGEMENT		
DSE-1	UG 21 DEMK 501	Consumer Behaviour
DSE-2	UG 21 DEMK 601	Retail and Logistics Management
ELECTIVE 5 -INTERNATIONAL BUSINESS		
DSE-1	UG 21 DEIB 501	Fundamentals in International Relations
DSE-2	UG 21 DEIB 601	International Business
ELECTIVE 6 - BANKING & INSURANCE		
DSE-1	UG 21 DEBI 501	Bank Management
DSE-2	UG 21 DEBI 601	Principles and Practice of Insurance
ELECTIVE 7 - BUSINESS ANALYTICS		
DSE-1	UG 24 DEBA 501	Fundamentals of Business Analytics with Excel
DSE-2	UG 24 DEBA 601	Applications of Business Analytics (Python)
ELECTIVE 8 - INTERNATIONAL PUBLIC ACCOUNTING		
DSE-1	UG 24 DEIPA 501	Advanced Financial Reporting I
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ELECTIVE 9 - INSURANCE		
DSE - 1	UG 24 DEIN 501	PRINCIPLES OF INSURANCE
DSE - 2	UG 24 DEIN 601	REGULATION OF INSURANCE BUSINESS

**SEMESTER – V ELECTIVE–
I: ACCOUNTS PAPER-I
UG 21 DEAC 501: ADVANCED CORPORATE REPORTING I**

COURSE OBJECTIVES:

The course aims to equip students to prepare consolidated financial statements of groups such as Subsidiaries, Associates, Joint operations and Joint ventures within the framework of financial reporting of IndAS.

Module 1 - Concept of Group Accounting 10 Hours

IndAS 103 - Concepts of simple & complex groups, Concept of Control, Power and significant influence, Associate. Concept of Joint operation, Joint venture, Associate Company Ind AS 110, IndAS 28 -Process of Consolidation - Consolidation of subsidiaries, associates, joint operations and joint ventures

Module 2 - Computation of Goodwill and Controlling Interest of Subsidiary Companies 12 Hours

Computation of purchase consideration (cash, share exchange, deferred consideration, contingent consideration), Valuation of goodwill on date of acquisition, Negative good will, Fair value of net assets of subsidiary, Methods of valuing Non-Controlling Interest – Proportionate method and Fair value method, contingent liabilities of subsidiary.

Module 3 - Treatment of Intra Group Transactions 10 Hours

Purchase and Sale of goods and services, unrealised profits, Transfer of non-current assets and Depreciation adjustment Bills receivable and Bills payable and Dividend declaration and Payments, Loans and Interest.

Module 4 - Consolidated Statement of Financial Position 10 Hours

Preparation of Consolidated balance sheet (simple group only –one/two subsidiary, one associate)

Module 5 - Consolidated Statement of Profit or Loss 8 Hours

Preparation of Consolidated Statement of Profit or Loss (simple group only – one/two subsidiary, one associate)

Module 6 - Consolidated changes in Equity 10 Hours

Preparation of Consolidated changes in Equity (simple group only – one/two subsidiaries)

Skill Development:

(These activities are only indicative, the Faculty member can innovate)

Conduct an analysis of a real time case of consolidation – Holding Company and Subsidiary company (based on a published report of any

Indian company).

Analyze the after effects of the process of consolidation of group accounting of a consolidated company – pros and cons.

COURSE OUTCOMES:

After completion of the course the students will be able to

1. Describe the process of consolidation of group accounting such as Subsidiaries, Associates, Joint operations and Joint ventures within the framework of financial reporting of IndAS.
2. Show the Computation of the valuation of goodwill and minority interest by using Proportion Method and Fair value method for consolidating the group accounting as per IndAS
3. Show the treatment of Intra group transactions such as purchases and sales, transfer of non-current assets, bills receivable and payable, Dividend declaration and payment and Loans and interest as per IndAS.
4. Construct consolidated Balance Sheet for simple group consisting of one/two subsidiary/Associates as per IndAS framework.
5. Construct consolidated Statement of Profit or Loss for simple group consisting of one/two subsidiary/Associates as per IndAS framework.
6. Construct consolidated changes in equity for simple group consisting of one/two subsidiary/Associates as per IndAS framework.

Books for Reference:

- Jain and Narang, Advanced Accounts, Karnataka, Kalyani Publications, 2014
- S.N Maheshwari, Advanced Corporate Accounting, 5th Edition, Vikas Publishing House, 2009
- Ashok Sehgal, Deepak Sehgal, Advanced Accounting, Corporate Accounting, 6th Edition, New Delhi, Taxmann, 2008
- Sanjeev Singhal and R. Shankaraiah, Manual of Financial Accounting and Reporting, Haryana, CCH Wolters Kluwer, 2015
- Sarika Gosain and Rajesh Gosain, Practical Approach to IND AS Implementations, Illustrations, Summary and Comparisons, 3rd edition, New Delhi, Bloomsbury, 2018
- CA Anand Banka and CA Praveen Kumar, Comprehensive Guide to IND AS Implementation, Consolidation under IND AS-IFRS Converged Standard, Haryana, CCH Wolters Kluwer, 2014

SEMESTER – VI
ELECTIVE–I: ACCOUNTS
PAPER – II

UG 21 DEAC 601: ADVANCED CORPORATE REPORTING II

COURSE OBJECTIVES:

This course aims to enable the students to apply the concepts and treatment for special transactions such as financial instruments, leases, employee benefits and share based payments in the context of financial reporting as per IFRS.

Module 1 - Introduction to Special Transactions **2 Hrs**

Special Transactions, Concepts – financial instruments, leases, employee benefits, and share based payments.

Module 2 - Accounting for Leases **8 Hrs**

IFRS 16 & Ind AS 116 - Leases, Finance and Operating Lease, Accounting in Books of Lessor and Lessee, (recognition, measurement & presentation)

Module 3 - Financial Instruments **20 Hrs**

IAS 32 and Ind AS 32, IFRS 9, Ind AS 109, IFRS 7, Ind AS 107-Recognition and Measurement for financial assets and financial liabilities. Distinction between Equity and Liability- Hybrid instruments Convertible debentures, FCCB etc. Impairment of financial instruments- Hedge

Module 4 - Employee Benefits **10 Hrs**

IAS 19 and Ind AS 19, Short term and Long term benefits, Leaves and Holidays, Superannuation, Retirement and Post-retirement benefits Defined contribution plan and Defined benefit plan, Actuarial valuation and assumptions. Recognition and Measurement of planned assets and benefit obligation in balance sheet & profit or loss account (Simple problems only).

Module 5 - Share based payments **10 Hrs**

IFRS 2, Ind AS 102, Equity settled and Cash settled, Share appreciation rights and recognition and measurement of equity options and Share Appreciation Rights obligations.

Module 6 - Revenue Recognition **10 Hrs**

IFRS 15 & Ind AS 115 – Revenue from contract with Customers – 5 steps Revenue Recognition Model, Recognition of Contract revenue, Revenue from sale of goods and services.

Skill Development:

(These activities are only indicative, the Faculty member can innovate)

- Analyze and write a summary on various case studies given in IFRS.org connected to each module/concept.

- Examine the recognition and measurement of financial assets and financial liabilities and identify the key differences between Ind AS and IAS by analyzing any company's financial statements.

COURSE OUTCOMES

After completion of the course the students will be able to:

1. Explain the concepts and treatment for special transactions such as financial instruments, leases, employee benefits and share based payments in the context of financial reporting as per IFRS.
2. Show the accounting treatment for Lease under IAS, Ind AS and IFRS framework.
3. Show the accounting treatment for financial instruments under IAS, Ind AS and IFRS framework.
4. Show the treatment for recognition and measurement of planned assets and (Employee Benefits) benefit obligation in Balance Sheet and Profit or loss account under IFRS and Ind AS framework. Show the accounting treatment for Share based payments under IAS, Ind AS and IFRS framework.
5. Show the accounting treatment for Revenue recognition in the context of contract and sale of goods and services under IAS, Ind AS and IFRS framework.

Books for Reference

- CA Kamal Garg, Practical Guide to IND AS and IFRS, 7th Edition, New Delhi, Bharat Law House
- B.D Chatterjee, Illustrated Guide to India Accounting Standards, 5th Edition, New Delhi, Taxmann, 2018
- IFRS, New Delhi, Taxmann
- ICAI and IFRS .org Websites
- Sanjeev Singhal and R. Shankaraiah, Manual of Financial Accounting and Reporting, Haryana, CCH Wolters Kluwer, 2015
- Sarika Gosain and Rajesh Gosain, Practical Approach to IND AS Implementations, Illustrations, Summary and Comparisons, 3rd edition, New Delhi, Bloomsbury, 2018
- CA Anand Banka and CA Praveen Kumar, Comprehensive Guide to IND AS Implementation, Consolidation under IND AS-IFRS Converged Standard, Haryana, CCH Wolters Kluwer, 2016.

SEMESTER- V
ELECTIVE II- FINANCE
PAPER-I
UG 21 DEFN 501: ADVANCED FINANCIAL MANAGEMENT

COURSE OBJECTIVES

This course enables students to analyse the role of financial manager in making critical financial decisions.

Module 1 - Finance Function 6 Hrs

Overview of Financial Management - Financial Environment, changing role of Financial Manager -Elements of Time Value of Money - discounting & compounding of a rupee & annuity (simple problems)

Module 2 - Capital Structure Decision 12 Hrs

Sources of Long-Term Finance - Effects of Leverage, EBIT-EPS analysis, factors determining capital structure, optimum capital structure - Capital Structure Theories (concepts and problems) - Net Income Approach, Net Operating Income approach, WACC Approach & MM Approach

Module 3 - Investment Appraisal Techniques 14 Hrs

Long-Term Investment Decisions & its Importance - Estimation of Cash Flows - Components and Computation of Incremental Cash Flows - Effects of Inflation and Taxation in Computing Cash Flows - Investment Appraisal - NPV, IRR, Profitability Index, Multiple IRR - Capital Rationing (Concepts & Problems)

Module 4 - Risk Analysis in Investment Decisions 12 Hrs

Risk analysis - Risk Vs Uncertainty - Measure of risk- Probability Approach, Standard Deviation of Cash Flows, Certainty Equivalent Approach, Risk Adjusted Discount rate, Sensitivity Analysis, Decision tree analysis

Module 5 - Working Capital Decisions 8 Hrs

Working capital financing, short term and long term sources of working capital -trade credit, - Cash credit, Overdraft, Discounting Security for short- term financing-pledge of Accounts receivables, charge on inventory - Working capital Estimation - Operating Cycle Method, Regression Analysis Method, Concept of Working Capital Leverage

Module 6 - Mergers & Acquisitions 8 Hrs

Forms, Types and Reasons for Mergers and Acquisitions - Legal Procedures for Mergers and Acquisitions, Forms of compensation - Financial Analysis of Mergers & Acquisitions Anti-takeover strategies, Leveraged Buyouts, Joint Ventures, Portfolio Restructuring.

Skill Development

(These activities are only indicative, the Faculty member can innovate)

1. Highlight the key points of any Indian firm's financial policies and elucidate on its significance on the firm's performance.
2. Conduct an in-class case analysis of some live mergers reported in business 7 magazines.
3. Develop a small project report covering all components of financial management and how it affects a firm's financial decision making.
4. Tabulate a list of companies of recent mergers from past 3 years (Indian and international) and bring out the similarities between them.

COURSE OUTCOMES

After completion of the course the students will be able to:

1. Describe the role of financial manager and the application of time value of money in the maximization of shareholders' wealth.
2. Analyze different capital structures and identify the optimum one by using EBIT – EPS analysis and understand the implications of theories of capital structure.
3. Choose an investment option using capital budgeting techniques following the estimation of cash flows.
4. Select an investment option under risk and uncertainty.
5. Estimate working capital requirement and outline the various sources of working capital financing.
6. Discuss the types of mergers and acquisitions and investigate various takeover strategies.

Books for Reference

- v Lawrence J Gitman and Chad J Zutter, *Principles of Managerial Finance, 13th Edition, Bangalore, Pearson Education, 2017*
- v I.M Pandey, *Financial Management, 11th Edition, New Delhi, Vikas Publishing House, 2016*
- v James C Van Horne, *Fundamentals of Financial Management, 13th Edition, Bangalore, Prentice Hall, 2008*
- v Khan and Jain, *Financial Management, 7th Edition, Karnataka, McGraw Hill, 2017*
- v J.K Mitra, *Cost and Management Accounting, Karnataka, Oxford University Press, 2017*
- v M.Y Khan and P.K Jain, *Cost and Management Accounting, 7th Edition, Karnataka, McGraw Hill, 2017*
- v M.Y Khan and P.K Jain, *Management Accounting and Financial Analysis, 2nd Edition, Karnataka, McGraw Hill, 2006*
- v Prasanna Chandra, *Financial Management, 9th Edition, Karnataka, McGraw Hill, 2017*
- v S, N Maheshwari, *Financial Management Principles and Practices, 15th Edition, New Delhi, Sultan Chand and Sons, 2013*
- v R.K Sharma, Shashi Gupta and Neeti Gupta, *Financial Management, 2nd Edition, Karnataka, Kalyani Publications, 2016*

SEMESTER- VI ELECTIVE II– FINANCE PAPER II

UG 21 DEFN 601: SECURITY ANALYSIS& PORTFOLIO MANAGEMENT

COURSE OBJECTIVES

The course equips the students with the knowledge of Investment and investment management process and conduct fundamental analysis and technical analysis.

Module 1 - Introduction: Portfolio Management 6 Hrs

Meaning and Significance of Savings & Investment - Financial and Economic Meaning of Investment - Investment v/s Speculation, Hedging, Arbitrage & Gambling - Portfolio Management -Meaning & Process.

Module 2 - Introduction: Security Analysis 8 Hrs

Characteristics of Investments - Factors Influencing Investment Decisions - Various Investment avenues Available for Investors (special reference to Tax benefits, returns and risk) - Meaning: Security & Security Analysis- Selection of Securities using Life Cycle Approach.

Module 3 - Fundamental Analysis & Security Valuation 14 Hrs

Fundamental Analysis: Meaning & Components - Types of Risk: Systematic & Unsystematic- Risk and return assessment using Mean, Standard Deviation, Coefficient of Variation and Beta -Factors influencing Valuation of Securities -Valuation/Pricing of stocks - Yield Calculation & Valuation of Bonds.

Module 4 - Technical Analysis & Related Theories 12 Hrs

Introduction to Technical analysis-Dow Theory, Elliot Wave Theory - Types of Charts & Chart Patterns-Technical Indicators & Oscillators: Moving Averages, ROC &RSI - Efficient Market Hypothesis & RandomWalk Theory.

Module 5 - Portfolio Construction 12 Hrs

The Capital Asset Pricing Model, Arbitrage Pricing theory -Modern Portfolio Theories: Markowitz's Mean-Variance model & Sharpe's Single Index Model.

Module 6 - Portfolio: Evaluation & Revision 8 Hrs

Meaning of Portfolio Evaluation - Evaluation Techniques: Sharpe's, Treynor's & Jensen's Performance Indices - Meaning & Need for Portfolio Revision -Revision Strategies.

Skill Development

(These activities are only indicative, the Faculty member can innovate)

- Select any debenture quoted in any Stock Exchange and compute its YTM.
- Examine the investment opportunities available to an employee.
- Understand the procedure involved in buying and selling of shares and

debentures through a line and Demat schemes.

COURSE OUTCOMES

After completion of the course the students will be able to:

1. Describe the meaning of Investment and steps involved in investment management process.
2. Evaluate the characteristics of various avenues of investment.
3. Decide whether to buy or sell or hold by using Fundamental Analysis.
4. Predict price movement of individual stock and market by using appropriate tool of Technical Analysis.
5. Construct optimum portfolio by using Markowitz's and Sharpe Model.
6. Evaluate the portfolios by using Sharpe's, treynor's and Jensen performance indices.

Book for Reference

- ❖ Avadhani, Security Analysis & Portfolio Management, 12th Revised Edition, Himalaya Publishing House, 2016
- ❖ Bhalla, Security Analysis & Portfolio Management, 11th Revised Edition, S Chand Publication, India, 2013
- ❖ Fisher & Jordan, Security Analysis & Portfolio Management, 6th Edition, Pearson Education, 1995
- ❖ Prasanna Chandra, Managing Investments, 5th Edition, McGraw Hill Education, 2011
- ❖ Punithavathy Pandian, Security Analysis & Portfolio Management, 5th Edition, Vikas Publishing House, 2013

SEMESTER - V
ELECTIVE-III: HUMAN RESOURCE MANAGEMENT
PAPER – I
UG 21 DEHR 501: EMPLOYEE RELATION LAWS IN INDIA

COURSE OBJECTIVES

This course aims to acquaint learners with the concepts of Employee Relations laws, Industrial Relations, occupational hazards and industrial health and safety.

Module 1 - Introduction

10 Hrs

Concepts and Scope of Labour Welfare & Social Welfare and Social Security - Types of Welfare Activities - Statutory and non- statutory – Principles of Labour Welfare-Indian Constitution and Labour -Growth of Labour Welfare & Social Security in India.

Module 2 - Employee Relations Laws in India

13 Hrs

Trade Unions Act 1926, Industrial Dispute (standing order) act 1946, Industrial Dispute Act 1947, The payment of Bonus Act 1965, Employee provident fund act 1952, Workmen's compensation Act 1923, Employees State Insurance act 19468, Payment of Gratuity Act, Maternity Benefit Act, Child Labour (Prohibition and Regulation) Act 1986, Whistleblowers Protection Act, 2014

Module 3 - Industrial Relations

6 Hrs

Definitions & Nature –Impacts on Organisation; Industrial disputes - Causes of disputes – Types & Trends of disputes; Trade unions, Trade unions in India; Employee Federations- Dispute settlement Machinery-collective Bargaining-Employees discipline and Domestic enquiry; Employee Grievances; Ways of settling disputes.

Module 4 - Participative Management

10 Hrs

Participative Management - Importance – Concept & Philosophy of Participative management-Scope –Perspectives of Participative Management (personal, sociological, classical, human relations & human resources perspectives)-Forms of Participation – Direct & Representative - self - d i r e c t e d -; Participative management in different countries-problems in developing participative management; Empowerment - Ways of Empowerment-being an “Equal Opportunities” employer

Module 5 - Occupational Hazards - Industrial Health & Safety

15 Hrs

Government of India's Concept of Occupational, Safety & Health -the statutes of GOI-Sectors covered-DGFASLI-DGMS-Mines Act- Hazards exposure and Consequences-OSH in Agriculture- Construction Sector- Shops and Establishments-Beedi and Cigar Manufacturing-Waste Management. Accidents: Types & category of accidents - Causes & Prevention of

accidents-unsafe actions and conditions, personal and job factors of accidents; Safety: Need for safety - Measures - Supervisors role in safety- Prevention of Accidents-Job Safety Analysis-Planned Job Observations- steps in planned job observations; Hindsight Vs Foresight programs- Accident Control- Accident Response- Accident Investigations-Corrective Actions.

Health: Physical health & mental health - Problems and remedies - Noise control. Job stress: Industrial Stress -Meaning - Understanding stress and its consequences - Potential sources of stress - stress consequences- Physiological- psychological and behavioural symptoms - Stress Management strategies. Occupational diseases Alcoholism and drug abuse - Violence in the work place.

Module 6 - Managerial Counselling

6 Hrs

Meaning of counselling - Manager as a counsellor - Conditions for counselling- Counsellor's relation with ilk Counselee -Principles of personal counselling- Cordial relationship - Mutual recognition - Respect and congruence - Empathy - Types of problems for counselling.

Skill Development

(These activities are only indicative, the Faculty member can innovate)

Learn the procedure involved in settling industrial disputes by visiting an organization. Write a report on the same.

Study the Labour Welfare and Social Security Measures in any organization and create a report on it.

Discuss a case study of workers collaboration & participation in management of particular company.

COURSE OUTCOMES

After completion of the course the students will be able to:

1. Explain the concept of social welfare, Labour welfare and social security and implications of Indian constitution on labour welfare and social security.
2. Illustrate the implications of major laws in India ranging from Trade union Act 1926 to Whistleblowers Protection Acton 2014 on labour welfare activities.
3. Examine trends of industrial disputes and trade unions and ways of settling disputes.
4. Describe the participative management from the perspectives of personal, sociological, classical, human resources and human relations and ways of empowerment.
5. Adopt the procedure to maintain the Safety and Health
6. Describe the meaning of counselling, types of problems for counselling and the role of manager as counselor.

Books for Reference

- ❖ Naseer Elhahi- Industrial Safety Management Kalpaz Publications, New Delhi 2007
- ❖ H John Bernardin Human Resource Management: An Experiential Approach -5th Edition- Tata McGraw Hill Education, Uttar Pradesh 2017
- ❖ Bhagdiwal Flippo- Principles of Personnel Management -2nd Revised edition -McGraw-Hill Inc, USA 1984
- ❖ Biswanth Ghosh, Kumar- Personnel Management And Industrial Relations - Anmol Publisher, New Delhi 2007
- ❖ R S Davar -Personnel Management & Industrial Relations- 10th Edition- Vikas Publishing House, Tamil Nadu 2013
- ❖ George Bohlander- Human Resource Management - 15th revised Edition- South-western, Division Of Thomson Learning
- ❖ Ian Beardwell and Len Holden- Human Resource Management: A Contemporary Approach -4Th Edition- Financial Times/ Prentice Hall, USA 2003
- ❖ Johnson- Introduction to Industrial Relations- Macd.E 1981
- ❖ Louis R Gomez – Mejia (et al): Managing Human Resources-Pearson Education, USA 2007
- ❖ Memoria C B: Dynamics of Industrial Relations in India. Himalaya Publishing House, New Delhi 2007 SJCC/B.Com - Regular/5 & 6 Sem/2022-23/P-58
- ❖ Peter Ward: 360 Degree Feedback, Jaico Publishing House, Bengaluru 2015
- ❖ Raymond A. Noe et al. Human Resource Management- Gaining Competitive Advantage. McGraw-Hill Professional, USA 2006
- ❖ • Sharma, A. M.: Industrial Relations. Himalaya Publishing House, New Delhi 2011

SEMESTER - VI
ELECTIVE-III: HUMAN RESOURCE
MANAGEMENT
PAPER - II
UG 21 DEHR 601: HUMAN RESOURCE DEVELOPMENT

COURSE OBJECTIVES

This course aims to acquaint learners with the techniques, process and activities of Human Resource Development and Organizational Development.

Module 1 - Introduction to Human Resource Development 7 Hrs

Introduction to HRD – Meaning-Relationship between HRD AND HRM-HRD Processes and Outcomes-HRD Matrix-HRD Interventions- Personality quotient – Emotional quotient/ Intelligence – Changing view of Global HRD and the use of computer and the internet (HRIS) – Role and competencies of HRD Professionals.

Module 2 - HRD Process and HRD Activities 16 Hrs

HRD Process -Assessing need for HRD- Designing and developing effective HRD Programs- Implementing HRD Programs- Evaluating the effectiveness of HRD Programs.

HRD Activities - Orientation and training – Orienting employees- Training process – Training needs analysis – Training techniques Evaluating training efforts – Methods of training – Sensitivity training – Case study – Role play – Business game – In basket exercise – Designing training program.

Development: Nature and purpose of management development– Managerial on the-job training – Job rotation and management – Off the job management development techniques Computerised managerial assessment and development program. Ethics-Code of Employee Conduct- HR Audit-Data security and Data Breach, Antecedents and Incidences Reporting

Module 3 - Organisational Development 8 Hrs

Introduction – Definition and concept –Characteristics-Growth and relevance of OD – Operational goals of OD – Conditions for OD success – Phases of OD –Group level and Individual Level Diagnosis- Techniques of OD – Interventions: Meaning and types -Benefits and limitations of OD – Change Process: Meaning -Types of change – Managing resistance to change at work- Institutionalizing Organisational Changes.

Module 4 - Managing Productivity 10 Hrs

Team Development – Nature of teams and types of teams – Techniques used in building team performance-Individualism V/S Collectivism.

Quality Circles: Meaning-Organisational Structure of Quality Circles- Merits and demerits of quality circles. Alternative work arrangements

Quality of Work Life: Meaning – Specific issues in QWL – QWL and productivity – Strategies for improvement of QWL.

Module 5 - Transactional Analysis

12 Hrs

Meaning and definition – Origins – Philosophy of TA – Goals – 6 Key Concepts – Ego States – Transactions – Cross – Parallel– Ulterior. Strokes – Different Types – Negative Strokes – Strokes Economy Life Positions -Four quadrants – Its Relevance to Managers – Co Relative with Self-Esteem – Attitudes.

Module 6 – Human Resource Applications and Trends

7 Hrs

Competency Mapping, People Capability Maturity Model (PCMM), Balanced Score Card, Appreciative Enquiry, Employer Branding, Employee Branding, Cross Cultural Training, HRD Audit, Challenges in HR.

Skill Development

(These activities are only indicative, the Faculty member can innovate)

- Design a hypothetical training program to train a) Salesperson; (b) Machine operator; and (c) Accountant.
- Provide examples of the practical applications of computer and internet in HRD and chart out their differences.
- Report on the alternative work arrangement in any company in the IT Sector.
- Study the concept of Quality of Work Life in any organisation and create a comparison report.

COURSE OUTCOMES

After completion of the course the students will be able to:

1. Describe the role and competencies of HRD in the context of changing view of global HRD and internet usage.
2. Develop HRD process and activities for the management development and ethical practice of employees of chosen organization.
3. Compare and contrast the techniques of OD at individual level and group level in accordance with attitude formation and change of mindset of consumers.
4. Integrate the productivity with combined effect of Team development, quality circle and Quality of work life balance among the employees of an organization
5. Illustrate the managerial practice of transaction analysis as a tool for HRD.
6. Identify the challenges of HR and Application of recent trends ranging from Competency mapping to HR Audit

Books for Reference

- ❖ Beanchamp Tom L: Ethical Theory and Business, Prentice Hall, USA 2003
- ❖ Mahesh V S: Thresholds of Motivation- 1st Edition- Tata McGraw Hill, Uttar Pradesh 2005
- ❖ K D Pandey: Revisiting HR Practices in the Current Scenario of Optimism- Wisdom Publications- Tamil Nadu 2011
- ❖ T.V Rao, K.K Verma-Alternative Approaches and Strategies of Human Resources- Rawat Publications-Bengaluru 2016
- ❖ Rao M G, Mintty B. S. & Rao K. K: Personnel Management – Text & Cases.
- ❖ Bp Singh, Tn Chhabra, Pl Taneja: Personnel Management & Industrial Relations- 4th Edition- Dhanpat Rai & Co (P) Ltd- New Delhi 2003
- ❖ P Subba Rao, V.S.P Rao: Personnel / HRM: Text, Cases & Games, 1st Edition- Konark Publishers Pvt Ltd, New Delhi 2000

SEMESTER – V
ELECTIVE–IV: MARKETING MANAGEMENT PAPER- I
UG 21 DEMK 501: CONSUMER BEHAVIOUR

COURSE OBJECTIVES

The course aims to provide basic knowledge of concepts, principles, tools and techniques of consumer behaviour.

Module 1 - Introduction

10 Hrs

Definition and scope – Consumer and customer – Disciplines involved in the study of consumer behaviour – Scope of Consumer Behaviour - Necessity of studying consumer behavior – Consumer behaviour application in marketing – Trends in consumer behaviour – Market segmentation and consumer behaviour – VALS psychographic segmentation – (Case Study approach) Meaning and Use of Big Data in Consumer behaviour Studies - Changing paradigm of Market Segmentation - Gaining Consumer Insights through Behavioral Insights on Big Data – Data Security and Privacy (Basics only).

Module 2 - The External Environment

10 Hrs

Factors influencing consumer behaviour – Consumer & cultural influences – Sub-cultural and cross cultural influences – Social class influences and consumer behaviour – Group dynamics and consumer reference groups – Household decision making and family influences – Opinion Leadership.

Module 3 - Theories of Consumer Behaviour

8 Hrs

Needs – Goals and motives of consumers – Other Theories of Motivation i.e., Marshallian's – Freud's – Herzberg's – Maslow's hierarchy of needs – Personality and self- concept – Self- concept theory – Psycho analytic theory – Neo Freudian theory – Trait theory of personality.

Module 4 - Individual Determinants of Consumer Behaviour 10 hours

Perception: Factors and process – Components of consumer learning– Mechanisms of learning – Consumer memory – Consumer information processing – Nature of consumer attitudes

Components of attitudes – Hierarchy of effects – Attitude formation and change.

Module 5 - Consumer Decision Making Process

10 Hrs

Stages in consumer decision process – Types of decision making Post purchase behaviour – Personal influence and opinion Leadership– Diffusion of innovations – Adoption process .(Case Study approach)

Module 6 - Consumer Satisfaction and Consumerism

12 Hrs

Concept of consumer satisfaction: Working towards enhancing consumer satisfaction – Sources of consumer dissatisfaction – Dealing with consumer complaint – Concept of consumerism Consumerism in India – Reasons for growth of consumerism in India – Consumer Protection Act 1986 –Cases from Indian Consumer Court.

Skill Development

(These activities are only indicative, the Faculty member can innovate)

- Collect five print ads of products, which are directed at the life style

segments. Describe the consumer lifestyle that these ads focus on.

- Interview consumers of various age groups and attempt to find out products and situations leading to high involvement and low involvement conditions for them. What are the implications for marketers for influencing such consumers?
- Prepare a report on the impact on western films on the outlook of urban youth in India. Identify the consumption of two products in different categories that reflect this.
- Find and describe two ads in the FMCG market which are based on affective (emotional) choice and cognitive (intellectual) choice.
- Why do you think the marketer is adopting this approach and do you think the approach is appropriate?

COURSE OUTCOMES

After completion of the course the students will be able to:

1. Explain the need for study of consumer behavior by big data analysis and its application in marketing.
2. Identify the external factors that influence consumer behavior.
3. Justify study of the theories of consumer behavior in predicting the behavior of consumer.
4. Describe the components and process of consumer learning, its implication attitude formation and change of consumer behavior.
5. Illustrate the stages in consumer decision making process and
6. post purchase behavior of consumer.
7. Describe how to enhance consumer satisfaction and implication of consumer protection act in the enhancement of consumer satisfaction.

Book for Reference

- ❖ Assael Henry: Consumer Behaviour and Marketing Action- 6th Edition- Cengage Learning India Pvt Ltd, 2011
- ❖ Roger D Blackwell, Paul W Miniard: Consumer Behaviour, 10th Edition- Cengage Learning India Pvt Ltd, 2017
- ❖ David L. Loudon & Albert J. Bitta: Consumer Behaviour- 4th Edition, McGraw Hill Inc., USA 2017
- ❖ Jay D Lindquist, Joseph Sirgy M- Shopper, Buyer and Consumer Behaviour, 2nd Edition, Wiley India Pvt. Ltd, New Delhi 2009
- ❖ Leon. G. Schiffman: Consumer Behaviour; 12th Edition; Pearson Education Limited , USA 2001
- ❖ Satish K Batra & SHH Kazmi: Consumer Behaviour, Text and Cases- Excel Books, New Delhi 2004
- ❖ C.N Sontakki: Consumer Behaviour, Himalaya Publishing House, Mumbai 2012
- ❖ Suja R. Nair: Consumer Behaviour in Indian Perspective 2nd Edition, Himalaya Publishing House, Mumbai , 2017
- ❖ Colin Strong- Humanizing Big Data: Marketing at the Meeting of Data, Social Science and Consumer Insight- Kogan Page Publishers, New Delhi 2016
- ❖ Steve Lohr- Data-ism: The Revolution Transforming Decision Making, Consumer Behavior, and Almost Everything Else- Harper Collins- USA 2015

SEMESTER – VI
ELECTIVE– IV: MARKETING MANAGEMENT
PAPER – II
UG 21 DEMK 601: RETAIL AND LOGISTICS MANAGEMENT

COURSE OBJECTIVES

The course aims to provide learners with the theories of retailing and its implications on Retail operations management and logistics management.

Module 1 - Introduction

6 Hrs

Retailing and economic significance-Functions of a retailer -Types of retailers – Trends in retailing – International Retailing – Retailing as a career –Retail Management Decision Process -Service Retailing.

Module 2 - Retailing Environment

10 Hrs

Theories of Retail Change: Theory of Natural Selection in retailing, Theory of Wheel of retailing, General-Specific-General Cycle or Accordion Theory, Retail Life Cycle Theory- - Multi channel retailing – Retail Aggregators Business Model – Phases of growth of retail markets – Retail Mix – BCG Matrix.

Module 3: Store Loyalty Management and Retail Location

14 Hrs

Types of customers – Variables influencing store loyalty
– Store loyalty models – Influencing customers through visual merchandising – Value added through private labels – Retail location strategy– Importance of location decision – Retail location research and techniques – Types of retail locations

Module 4 - Merchandise Management

10 Hrs

Meaning - Roles and responsibilities of the merchandiser and the buyer
– Function of Buying for different types of Organizations – Process of Merchandise Planning – Merchandise Sourcing – Methods of procuring merchandise – Concept of private label - Retail Pricing policies.

Module 5 - Category Management

10 Hrs

Meaning - Definition of Category Management - Components of Category Management - Category Management Business process - Category Definition - Defining the Category Role- Destination Category, Routine Category, Seasonal Category, Convenience Category - Category Assessment - Category Performance Measures - Category Strategies - Category Tactics - Category Plan implementation - Category Review.

Module 6 - Logistics Management

10 Hrs

Meaning of Supply Chain Management – Role of Market Logistics - Function and Importance of Market Logistics – Market Logistic

Objectives – Integrated Logistics Systems – Market Logistics Decisions

Skill Development

(These activities are only indicative, the Faculty member can innovate)

- Collect information on 10 major retail brand names in the world.
- Choose a mall in Bangalore and report its retail marketing strategies.
- Prepare a study on one industry from each sector in Karnataka and show its dependence on transport systems for retail chain management.

COURSE OUTCOMES

After completion of the course the students will be able to:

1. Describe the Retail management decision process and functions of retailer in satisfying customer needs in a rapidly changing and competitive environment.
2. Illustrate the theories of retailing and its relevance in analyzing the retailing environment.
3. Design retail location strategy and store loyalty strategy in accordance with type of customers and profiling.
4. Differentiate the role and responsibilities of merchandiser from that of Buyer in the context of merchandise management.
5. Develop a category management process for a retail store of your choice.
6. Justify the indispensable role of logistics management and supply chain management in retail management.

Book for Reference

- ❖ Anne Coughlan, Robert Palmer, Louis W. Stern, Adel I. El-Ansary: Marketing Channels, 8th Edition- Books wagon Publications, New Delhi 2017
- ❖ David Gilbert: Retail Marketing Management, 2nd Edition- Pearson Education Limited, USA 2014
- ❖ Michael Levy & Barton AWeitz: Retailing Management, 7th Edition- McGraw Hill Higher Education, India, 2008
- ❖ Patrick M Dunne: Robert F Lusch: Retail Management, 1st Edition Cengage Learning, USA, 2009
- ❖ Suja Nair: Retail Management- 1st Edition, Himalaya Publishing House, Mumbai 2017
- ❖ W. Stern, E. L. Ansary, T. Coughlan: Marketing Channels, 7th Edition, Pearson Education Limited, USA 2013.

SEMESTER - V
ELECTIVE–V: INTERNATIONAL BUSINESS PAPER I
UG 21 DEIB 501: FUNDAMENTALS IN INTERNATIONAL
RELATIONS

COURSE OBJECTIVES

The course aims to describe the evolution of international relations from Westphalian sovereignty to recent changes in international monetary and economic environment and its influence of Government and non- government players (International economic institutions).

Module 1: Introduction to International Relations 10 Hrs

Evolution of the Discipline – Pre and Post Westphalia World (emergence only)
The History of French Revolution-Colonialism and Culture in British India-Enlightenment & Empire Brief insight into the 19th Century- Impact of World War-Cold war and India's stand- The Bretton Woods agreement. Government & Non-Government players Overview, objectives, role and importance: WTO- IMF-WORLD BANK-International Trade Organisations- NAFTA, SAARC, BRICS & ASEAN - International Trade Centre-EU trade policy- -GATS-TRIPS & TRIMS.
Major Developments in the Current International Monetary and Financial Environment Role of the IMF and Other International Economic Institutions

Module 2 - India and Globalisation 8 Hrs

Overview of Social and Cultural Patterns of Ancient India-The Indian Middle Ages (1950's) - 1990's Liberalisation. The Making of Modern India-From Aesthetics to War: History of the Modern West-Reading Texts: (18th Century)-History of Silk Road: Pre- modern Patterns of Globalization (200BC-1453AD)-Sociology of Post-Industrial Societies.

Module 3 - International Relations Theories 12 Hrs

IR-Meaning, purpose, global opportunities available for IR International Politics: Meaning, Definition, International Political scenario of IR. India in global relations. Realism-Meaning-concept-Assumptions of Realism from History of the Peloponnesian War Neo realism-Meaning-Concept-Kenneth Waltz's theory-Divide Liberalism - origin of liberal theory- Neoliberal Institutionalism- Prisoner's dilemma Radicalism-Primacy of economics- new patterns of social relations-Hobson theory-Understanding Constructivism Theory in Action: Analysing the 2003 Iraq War - The Realist - Liberal- Radical Interpretations.

Module 4 - Institutional Framework for Exports and Imports and India's Foreign Policy since 1947 (Idealism Vs Neo- Liberalism) 14 Hrs
Foreign Trade Policy – Highlights – Special Focus Initiatives – Duty

Drawback – Deemed Exports – ASIDE – MAI & MDA – Star Export Houses – Town of Export Excellence – EPCG Scheme – Incentives for Exporters. Export Promotion Councils-Commodity Boards – FIEO – IIFT – EOUs – SEZs – ITPO – ECGC – EXIM Bank. India’s journey over the decades, Non-alignment movement, India’s wars, 1990’s liberalization, Effect of domestic policies on foreign policy (eg: TN politics defining India’s stand towards Sri Lanka), and effect of foreign policy on domestic policies (egg: quality standards aligning to meet WTO regulations).

Module 5 - Recent Trends in World Trade and International Negotiations
8 Hrs

Eco politics recent developments in WTO negotiations-The negotiations on industrial goods- The agriculture negotiations Switzerland’s contribution in agriculture: implications for developing countries-The elimination of export subsidies- Reduction in domestic support- Market access Migrations and Refugee. Climate change and trade-Agriculture, trade and climate change-The food miles debate-The liberalisation of environmental goods and services-Intellectual property rights and transfer of technology-Carbon leakage and border tax adjustments. India’s stand at UN/WTO on climate change and agricultural negotiations

Module 6 - EXIM **8 Hrs**

EXIM-Role, purpose, benefits, Recent EXIM Policy Export-Preliminaries, categories of export- Physical – Direct & Indirect (ii) Deemed Exports (iii) Merchant & Manufacturer Exports. Procedure and Benefits- Excise clearance Benefit / Rebate (ii) Income Tax Benefit, Shipment & Transport – Sea, Air, Rail, Road, Pipeline. SEZ, EHTP, STP& EOU’s, Types of Export Houses Role of overseas agent & remittance of commission Export of Principal Commodities in India Overview of India’s Export Growth Performance, key drivers and challenges in the past 5 years

Skill Development

(These activities are only indicative, the Faculty member can innovate)

- Describe the evolution of international relations from Westphalia sovereignty to recent changes in international monetary and economic environment and its influence of government and non- government players (international economic institutions).
- Illustrate the cultural and social pattern of ancient India and its transition to the present state of affairs in the context of globalization.
- Relate the implications of 5 theories of international relations on India and its global relations.
- Integrate the evolution of India’s foreign policy into development of institutional framework of Exports and Imports since 1947.
- Identify the implications of dynamics of world trade and international negotiations on eco politics, migration and refuge, technology transfer and India’s stand at UN/WTO on climate

change and Agriculture.

- Examine the EXIM policy and India's export performances in the context of key drivers and challenges in the past 5 years.

COURSE OUTCOMES

After completion of the course the students will be able to:

1. Describe the evolution of international relations from Westphalian sovereignty to recent changes in international monetary and economic environment and its influence of Government and non- government players (International economic institutions).
2. Illustrate the cultural and social pattern of ancient India and its transition to the present state of affairs in the context of globalization.
3. Relate the implications of theories of international relations on India and its global relations.
4. Integrate the evolution of India's foreign policy into development of institutional framework of Exports and Imports since 1947.
5. Identify the implications of dynamics of world trade and international negotiations on Eco politics, Migration and Refuge, Technology transfer and India's stand at UN/WTO on climate change and Agriculture.
6. Examine the EXIM policy and India's export performances in the context of key drivers and challenges in the past 5 years

Book for Reference

- ❖ Paul Wilkinson, International Relations (A very short introduction), Oxford University Press, 2007
- ❖ Joshua Goldstein, C. W. Pevehouse Jon, International Relations, Bangalore, Pearson, 2017
- ❖ Pt. Jawaharlal Nehru, Glimpses of World History, London, Penguin Books, 1934
- ❖ Karl Marx, Communist Manifesto, New York, Simon & Schuster, 1988
- ❖ Ayn Rand, Atlas Shrugged, London, Penguin Books Ltd, 1997
- ❖ Weihrich, He i ng and H a ro ld Koontz, Management: A Global Perspective, NewDelhi, Mc-Graw Hill, 1994
- ❖ Stoner James A. F., A. E. Freeman and D. A. Gilbert (Jr.), Management, 6th edition, Bangalore Pearson Education India, 2003

SEMESTER - VI
ELECTIVE–V: INTERNATIONAL BUSINESS PAPER - II
UG 21 DEIB 601: INTERNATIONAL BUSINESS

COURSE OBJECTIVES

The course equips the student to understand the concept of International Business, global manufacturing concept, international demand and supply trade scenario.

Module 1 - Trade and Manufacturing **10 Hrs**

Factors of production: Land, Labour & Capital. Mobility of these factors in Post- Independence Introduction to the Manufacturing sector, Scenario and trends for the past 50 years, Concept and steps involved in going international-International business strategies - Global Manufacturing-concept- Expansion Strategies

- Regionalization - Regionalization Strategies. Procurement of goods for manufacturing International Supply and Demand trade scenario Future prospects for the same Applications of demand and supply: price rationing, price floors, consumer surplus, producer surplus. A look at India's GDP since 1950

New trends: Rise of E-commerce, 3D printing. Euro-zone issues (E.g.: Brexit, the Greek Debt Crisis, Resurgent Russia, heightened terrorism threats, etc.)

Module 2 - International Supply chain **10 Hrs**

Introduction to supply chain management The management components of supply chain management, supply chain processes, Electronically linking the supply chain, Supply chain performance measurement, Developing and implementing partnerships in the supply chain, Implementing supply chain management.

Concept, objectives of supply - production and distribution system, Role and Management of flow of material in supply chain management Material Logistics: Concept and Importance of Material Logistics.

Module 3 - Logistics Management **10 Hrs**

Logistic Tasks: Follow-up of Order, Transportation, Warehousing, Inventory Control, Information Monitoring Logistic Planning: Major Aspects and Factors.

Transportation: Different modes of transport used for movement of materials - advantages - disadvantages - suitability. Road transport - Air transport - Water and Ocean transport - Multi- Model Transport System (Related Concepts)

Module 4 - Export Import Procedure **10 Hrs**

Meaning and Definition of Export - Classification - Strategy and Preparation for Export Marketing - Export Marketing Organizations -

Registration Formalities Export Licensing – Selection of Export Product – Identification of Markets – Methods of Exporting – Pricing Quotations – Payment Terms – Letter of Credit.

Aligned Documentation System – Commercial Invoice – Shipping Bill – Certificate of Origin – Consular Invoice – Mate’s Receipt – Bill of Lading – Import Documents – Transport Documents – Bill to Entry – Certificate of Inspection – Certificate of Measurements – Freight Declaration.

Overview of Free trade zone, SEZ, EOU and Steps in Export and Import Procedure.

Module 5 - Development in Trade and Technology **12 Hrs**

Recent Changes in IT sector in the field of Banking –Emergence of SWIFT- Definition-transactions and payments. E-Banking, NRI Banking, Self-inquiry Facility, Remote Banking (concepts only)

Defining ERP, Origin and Need for an ERP System, ERP and Related Technologies: Business Process Re-engineering, Management Information systems, Decision Support Systems, Executive Information Systems, Data Warehousing, Data Mining, On-Line Analytical Processing, Product Life Cycle Management, Supply Chain Management, and ERP Security IT act Government initiatives for Income tax fillings.

Information System Audit – Objectives of Information System Audit, Maintenance of System effectiveness, Ensuring System Efficiency, Information System Audit Approached, Information System Audit Methodology, Broad Frame Work for Conducting IS Audit.

Module 6 - IHRM **8 Hrs**

International Human Resource Development: Nature- Approaches- difference between domestic HRM and IHRM.

IHRP- Recruitment, selection and issues in staff selection of expatriates.

Migrations & Refugee: change in demographics and movement of labour.

Cross culture management: definition, concepts, and elements of culture, the growing importance of culture in organizations, culture and diversity, cross culture issues in organization. Cross- culture t e a m work – benefits and problems the role of ILO, Trade Unions, and Expats.

Skill Development

(These activities are only indicative, the Faculty member can innovate)

- Explain the concept of International business and steps involved in going international from the perspectives of global manufacturing concept and international demand and supply trade scenario.
- Describe the development and implementation of partnership in the supply chain and manage the supply chain at global level.
- Describe the logistics task, logistics planning and integrating all means of transportation in the logistics management at global level.

- Examine the procedures of export and import of 5 products of your choice and documentation of the same.
- Relate the implication of changes in e-banking and other payment modes that are international in nature of ERP, related technologies and information system audit methodology in international business perspectives.
- Illustrate the recruitment, selection and issues in staff selection of expatriates in the process of international human resource development.

COURSE OUTCOMES

After completion of the course the students will be able to:

1. Explain the concept of International Business and steps involved in going international from the perspectives of global manufacturing concept and international demand and supply trade scenario.
2. Describe the development and implementation of partnership in the supply chain and manage the supply chain at Global level.
3. Describe the logistics task, logistics planning and integrating all means of transportation in the Logistics management at global level.
4. Adopt the procedure of Export and Import and documentation of the same.
5. Relate the implication of changes in E banking and payments mode of international in nature of ERP and related technologies, information system Audit methodology in International Business perspectives.
6. Illustrate the recruitment, selection and issues in staff selection of expatriates in the process of international human resource development.

Book for Reference

- ❖ Dutta A.K., Materials Management: Procedures, Text and cases, New Delhi, Prentice Hall of India Pvt. Ltd., 1998
- ❖ Gopalakrishnan, P. and Sundareson, M., Materials Management: An Integrated Approach, New Delhi, PHI learning Pvt. Ltd, 2011
- ❖ Varma, M.M., Materials Management, New Delhi, Sultan Chand and Sons, 2012
- ❖ Sharma S. C., M a t e r i a l M a n a g e m e n t a n d M a t e r i a l s Handling, New Delhi, Khanna Publishers, 1995
- ❖ Arnold, Champman and Ramakrishnan, Introduction to Materials Management, 5th ed., Bangalore, Pearson Education, Inc., 2007
- ❖ Pooler Victor H. Purchasing and Supply Management, Creating the Vision, New York, Chapman & Hall, 1997
- ❖ Dutta A.K., Material Management, Inventory Control and Logistics, Bangalore, Jaicoi Publishing House, 2001
- ❖ Roy Chaudhary, E.K.: Logistics Management, 1st edition, Mumbai, Universal Book Corp, 1990

- ❖ Sharma SC: Warehousing and Distribution, New Delhi, Uma Publications, 1986
- ❖ Gopalakrishna, P. and Shandilya M.S.: Stores Management and Logistics 2001
- ❖ Martin Christopher: Logistics – The Strategic Issues, 1st edition, New York, Chapman & Hall, 1992
- ❖ Handbook of Import-Export Procedures – Ministry of Commerce, New Delhi, Government of India,
- ❖ Paras Ram ,Nikhil Garg: What, Where and How, Delhi,Anupam Publishers, 2017

SEMESTER - V
ELECTIVE – VI: BANKING AND INSURANCE
PAPER I
UG 21 DEBI 501: BANK MANAGEMENT

COURSE OBJECTIVES

The course aims to impart knowledge about the principles of managing bank and the various process of credit appraisals and managing non- performing assets.

Module 1 – Introduction

6 Hrs

Banking structure in India, Banking functions and services, Changing trends in banking sector – Role of private banks vis public sector banks – Challenges of banking sector – CRM in banking.

Module 2 – Asset Liability Management

10 Hrs

Components of Bank Balance Sheet – Assets – advances as assets – managing advances.

Liabilities – sources of funds – managing assets and liabilities – types of ALM Analysis.

Module 3 – Money Laundering

10 Hrs

Meaning – process of money laundering – reasons for money laundering – effects of money laundering – anti-money laundering measures – KYC - SARFAESI act – Insolvency and bankruptcy code – Bad bank – PMLA – NCLT.

Module 4 - Appraisal of Credit Proposals

12 Hrs

Introduction, Meaning and Scope of Credit Appraisal, The credit process, Pre-Appraisal stage, Appraisal stage, Post- sanction Compliance: Monitoring and Supervision of Advances, Documentation, Purpose, Process for Fresh Advances, Documentation at time of Renewal/Enhancement/Death of a borrower.

Module 5 - Management of Non-Performing Assets

8 Hrs

Introduction, Meaning and Definition, Importance, and Classification of Assets, RBI measures to managing NPA - Provisioning norms, Recovery of NPAs, Strategies for reducing NPAs – BASEL I, II & III Norms to manage NPA.

Module 6 – Bank Technology Management

14 Hrs

Managing banking technology – Technology in banking – its impact – risks in technology – technology applications in banks – M- Banking – SWIFT – Core Banking – E-Cheques – CTS – RTGS – NEFT – IMPS – Payment Banks – UPI- CBDC. Cyber crimes and Fraud Management, Information Technology Act, Information system.

Skill Development

(These activities are only indicative, the Faculty member can innovate)

- Interview 10 employees/managers of banks and use the report bridge the gap between textual knowledge and practical banking.
- Find distinct latest services rendered by a national bank of your choice to its customers.
- Complete a study on the policies of international banking system.

COURSE OUTCOMES

After completion of the course the students will be able to:

1. Explain the functions commercial Bank and central Bank of India and core banking concept of DRAT and DRT.
2. Illustrate the types of borrower and loans and Advances and principles of lending.
3. Describe the bank credit policy, types of loans and advances and Fee based and non - fee based services offered by commercial banks.
4. Develop a process of credit appraisal proposal and documentation at the time of renewal and death of borrower.
5. Design a follow up of loan at branch regional, head office and RBI level, recovery process and implications of Loan recovery tribunal and revenue recovery act.
6. Identify the recovery of Non-performing assets strategies and its recovery process as per guidelines of RBI.

Book for Reference

- ❖ Chatterjee A.J and Sharma D.P, Management Techniques of Bank Lending, Bombay, Himalaya Publishing House, 1992
- ❖ Bindhi S.N and Sahae D.B, How Bank Credit is Administered, Supervision and Follow up, New Delhi, Vision Books, 1988
- ❖ Srinivasa H.V, Banker Handbook of Credit Management, New Delhi, Criterion Publication, 1989
- ❖ Gupta L.C, Controlling Corporate Sickness-Lessons from Experiences for Manager and Banker, New Delhi, Oxford University Press.
- ❖ Singh S.P, Bank Lending some Controversial Issues, Bombay, National Institute of Bank Management, 1975
- ❖ Joshi and Joshi , Managing Indian Banks.

SEMESTER - VI
ELECTIVE – VI: BANKING AND
INSURANCE
PAPER-II

UG 21 DEBI 601: PRINCIPLES AND PRACTICE OF INSURANCE.

COURSE OBJECTIVES

The course aims to impart knowledge about the basic principles of insurance and the laws governing the same.

Module 1 - Introduction

10 Hrs

Definition and Nature of Insurance-Evolution of Insurance-Role and Importance of Insurance-Insurance Contract-Management Of Insurance Companies-Functions of Organization Insurers- Product Design & development-Underwriting-Claims Management- Insurance Pricing-Insurance Marketing-Insurance Intermediaries- Financial Management in Insurance Companies- Reinsurance-Information Technology in Insurance.

Module 2 - Life and Health insurance

12 Hrs

Nature of Life Insurance Contract-Classification of Policies- Annuities- Selection of Risk-Measurement of Risk & Mortality Table- Calculation of Premium-Treatment of Sub-Standard Risk-The Reserve- Investment Of funds-Surrender Value-Valuation of Surplus- Policy Condition-Life Insurance of the Underprivileged-Industrial Life Insurance-Group Life Insurance-Disability Benefit Policies- Social Security Scheme & pension Plans-Micro Life Insurance- Progress of Life Business of LIC.

Module 3 - General Insurance

10 Hrs

Nature of Marine Insurance Contract-Marine Insurance Policies- Policy Conditions-Premium Calculation-Marine Losses-Payment of Claims-Progress of Marine Insurance Business in India-Nature and Use of Fire Insurance-Fire Insurance Contract-Kinds of Policies- Policy Conditions-Rate Fixation in the Fire Insurance-Payment of Claim-Progress of Fire Insurance-Transport and Motor Insurance- Miscellaneous forms of Insurance Including Social Insurance-Rural Insurance & Prospects of Agriculture Insurance In India-Urban Traditional & Non Traditional Insurance-Progress of Miscellaneous General Insurance-Progress of Total General Insurance.

Module 4 - Prospects of Insurance Companies

8 Hrs

Prospects of Insurance-Privatization of Insurance Industry-Insurance Innovation & Long Term Care Insurance-Risk Management & Commercial Insurance-Health Insurance-Catastrophe Insurance- Liability Insurance-Micro Insurance & Credit Insurance-Reinsurance- Corporate Governance & Corporate Social Responsibility-Bank Assurance-International Insurance Scene.

Module 5 - Insurance Legislation

10 Hrs

Insurance Legislation in India-Insurance act 1938-Life Insurance act 1956-Marine Insurance act 1963-General Insurance act 1972-Insurance Regulatory and Development Authority act 1999

Module 6 - Insurance Agent and Actuary in India

10 Hrs

Meaning-Types of Agents-Eligibility to Register as an Agent- Qualification-Rights-Duties/Functions-Liability-Remuneration of Agents-Termination of an Agent-Actuary-Meaning-Function of Actuary- Appointment of Actuary-Eligibility to Become an Actuary- Duties and Obligations of an Actuary- Actuarial Society of India.

Skill Development

(These activities are only indicative, the Faculty member can innovate)

- Do a study on distinct latest services rendered by insurance companies in Karnataka.
- Complete a project on understanding the functioning of national vs international insurance companies and state the pros and cons.
- Do a comparative analysis of plans offered and performance of insurance companies in India.

COURSE OUTCOMES

After completion of the course the students will be able to:

1. Explain the role, design and development of insurance contracts/products in the wake of advancement of information technology.
2. Illustrate the nature, design and development of life insurance contracts/products and health insurance policies.
3. Show design and development of traditional and non-traditional policies, non - life insurance contracts/products ranging from marine, Fire to Agriculture insurance policies.
4. Outline the prospects of insurance company business in the wake of privatization, innovation in insurance, long term care insurance, reinsurance and international scene.
5. Summarize the implications of insurance act in India from the Insurance act 1938 to IRDA act 1999 on growth and development of private and public insurance companies.
6. Describe the appointment, functions, duties, remuneration and Liabilities of Insurance Agent and Actuary in India.

Book for Reference:

- ❖ Ghanashyam Panda and Monika Mahajan, Principles and Practice of Insurance, Karnataka, Kalyani Publishers, 2011
- ❖ Goyal S.V, Banking and Insurance, 2015
- ❖ Gulati Neelam, Insurance and Principles of Management , New Delhi, Excel Books,2012

SEMESTER – V
ELECTIVE – VII: BUSINESS ANALYTICS
PAPER I

UG 24 DEBA 501: FUNDAMENTALS OF BUSINESS ANALYTICS WITH EXCEL

COURSE OBJECTIVE:

To enable students to understand the fundamentals of business analytics with Excel, to help visualize and gain insights from data.

Module 1: Monetizing Data to drive Business Decisions **06 Hours.**

Need for data driven decision making - Solving the business problem using Analytics - Overview of Analytical cycle and Hierarchy of information user - The Complete BA professional - Understand BA roles and Responsibilities - Identify the Popular BA Tools. Introduction to Excel as a tool for Analytics: Cells, Worksheets, Workbooks, Naming cells/worksheets/workbooks. Menus, Ribbons, Formatting the worksheet. Creating and Formatting Tables and Charts.

Module 2: Accounting and Finance Formulae using Excel **08 Hours.**

Introduction to Excel formulae – Logical, Statistical, Date & Time, Text, Lookup Functions. Financial functions: NPV, IRR, MIRR, XIRR, PMT, IPMT, FV, PV, Rate, Effective Annual Rate, Accrued Interest. Depreciation formulae: Straight Line method, Diminishing Balance Method, Double Diminishing Balance Method, Variable Diminishing Balance Method, and Sum of Years Digit Method.

Module 3: Descriptive Analytics & Probability Distributions using Excel **06 Hours.**

Applications of Statistics in Business - Types of Data - Primary Data and Secondary Data - Continuous and Categorical data. Calculating Measures of Central Tendency – Mean, Median and Mode - Calculating Measures of Dispersion - variance - Standard Deviation -Skewness - Kurtosis. Probability Theory and Distributions - Fundamental Concepts of Probability - Bayes theorem - Calculating Random variable and Probability -Distribution with a Case Study - Probability Distribution: Binomial, Poisson and Normal Distributions.

Module 4: Sampling and Hypothesis Testing **06 Hours.**

Introduction to Sampling - Sampling Theory – Probability and Non-Probability sampling techniques - Estimating Sampling Errors and Confidence Intervals - Sampling Error and Non-Sampling Error - Central Limit Theorem - Case Study on Sampling Techniques Introduction to Null Hypothesis - Alternate Hypothesis - Testing Hypothesis for Large Samples - Test for Single Proportion - Test for Difference of Proportions - Testing Hypothesis for Small Samples - T-test - Applications of T-test - Z-test. Higher order analyses: Chi-square, ANOVA, Correlation and Regression.

Module 5: Working with Pivot tables and Charts **06 Hours.**

Introducing Pivot Tables - Create a Pivot Table - Working with Pivot Tables - Create a Pivot Table calculated Field - Group the Rows or Columns in a Pivot Table - Apply styles to Pivot Table - Filter and Sort a Pivot Table - Retrieve Values from a Pivot Table - Using

Slicer – Using Timeline - Creating Pivot chart – formatting the pivot chart – Dashboarding with Pivot charts, slicers and timelines.

Module 6: ETL with PowerQuery and Data Modelling with PowerPivot 10 Hours.

Database concepts – Loading data into PowerQuery – Performing Extract, Transform and Load (ETL) – Removing columns - Loading Data into Power Pivot - Creating measures – creating KPIs.

Skill Development:

(These activities are only indicative, the Faculty member can innovate)

1. Case studies with appropriate datasets, followed by presentation of the dashboards/ Pivot charts created with insights drawn
2. Collect data from different hackathon sites, try to apply various analytical tools and derive insights.
3. Present the dashboards from various sites, and discuss various insights that could be derived as a group.

COURSE OUTCOMES:

1. Relate to need for data driven decision making, Analytical cycle and Hierarchy of information user.
2. Demonstrate working knowledge of MS Excel including basics operations, moving on to intermediate level finance and accounting formulae
3. Get introduced to Power Query, and perform ETL processes
4. Get introduced to PowerPivot, and create data models
5. Create, format, sort, filter, modify and summarize Pivot Tables and Pivot Charts.

Books for Reference:

- *Statistics for Big Data for Dummies; Alan Anderson, David Semmelroth; ISBN 9788126558223*
- *Data Mining and Business Intelligence (Includes Practicals); S.K. Shinde, Uddagiri Chandrasekhar; 789351197188*
- *Applied Business Statistics, 7ed, ISV (Author- Ken Black)*
- *Statistical Analysis with Excel For Dummies, 4th Edition; Joseph Schmuller; ISBN: 978-1-119- 27116-1*
- *Excel 2016 for Dummies; Greg Harvey; ISBN: 9788126558964*
- *Microsoft Excel Power Pivot & Power Query for Dummies; Michael Alexander; ISBN: 9788126562305*
- *Microsoft Excel Formulas & Functions for Dummies, 4ed; Ken Bluttman; ISBN: 9788126559466*
- *Excel Data Analysis: Your visual blueprint for creating and analysing data, charts and PivotTables, 3rd Edition; Denise Etheridge; ISBN: 978-1-118-03623-5*

SEMESTER – VI
ELECTIVE – VII: BUSINESS ANALYTICS
PAPER II
UG 24 DEBA 601: APPLICATIONS OF BUSINESS ANALYTICS
(PYTHON)

COURSE OBJECTIVES

Introduce students to the Python programming language and to work with control structure such as branches, loops and functions, inheritance, exceptions and the advance algorithms of search and sort in Python.

Module 1: Getting Started with Python **06 Hours.**

Installing Python, Basic input and output, Variables and assignments, Identifiers, Objects, Numeric types: Floating-point, Arithmetic expressions, Python expressions, Division and modulo”, Module basics, Math module

Module 2: Manipulating Strings and Lists **06 Hours.**

Representing text, String basics, List and Set basics, Common data types of summary, Type conversions, Binary numbers, String formatting

Module 3: Working with Loops **06 Hours.**

If-else branches, Equality and relational operators, Boolean operators and expressions, identity operators, Code blocks and indentation, Conditional expressions Loops, While loops, For loops, Nested loops, Break and continue, Loop else,

Module 4: Working with Functions **10 Hours.**

User-defined function basics, Returning values from functions, Reasons for defining functions, Function arguments, Recursive functions, Handling exceptions using try and except, Multiple exception handlers, Raising exceptions, Exceptions with functions, Using finally to cleanup, Custom exception types

Module 5: Using Python to Handle Data and Exploratory Analytics in Python
06 Hours.

Important packages in Python, Data handling in Python, Data cleaning and Treatment, Performing Descriptive statistics in Python

Module 6: Exploratory Analytics in Python **08 Hours.**

Using graphs and plots in python, performing various descriptive statistics in Python-central tendency measure, graphical measures, line chart, bar chart, histograms, scatter plot, pie chart, box plot, spider chart

Skill Development: (Not restricted to the following; could be explorative)

1. Students are expected to understand the basic constructs and develop similar data constructs.
2. Develop small programs to practice the constructs and implement the solutions for given problem
3. Extract different datasets and develop the descriptive analytics and EDA on them.
4. Group activity to analyze data, process with EDA and derive initial insights

COURSE OUTCOMES:

1. Learners should achieve adeptness in Python basic programming
2. Learners must be stimulated to continue with intermediate and advanced level of Python programming, by implementing higher order programs on different computer algorithms and statistical methods.
3. Learners must be able to find errors in the coded programs and rectify them.
4. Learners must be able to comprehend any given Python code

Books for Reference:

- *Python for Data Science for Dummies; John Paul Mueller, Luca Massaron; ISBN: 9788126557394*
- *Core Python Programming, 2ed; Dr.R. Nageswara Rao; ISBN: 9789386052308*
- *Machine Learning using Python; Manaranjan Pradhan, U Dinesh Kumar; ISBN: 9788126579907*
- *Machine Learning (in Python and R) For Dummies; John Paul Mueller, Luca Massaron; ISBN: 9788126563050*

SEMESTER – V
ELECTIVE – VIII: INTERNATIONAL PUBLIC ACCOUNTING
PAPER I
UG 24 DEIPA 501: ADVANCED FINANCIAL REPORTING-I

COURSE OBJECTIVE

Students should be equipped with the knowledge of conceptual framework and elements of financial reporting as per US GAAP and IFRS to prepare and present the financial statements.

Module 1: Conceptual Framework per US GAAP and IFRS 6 Hrs.

Standard Setting Bodies & Hierarchy - Elements of financial statements - Primary objectives of financial reporting - Qualitative Characteristics of financial statements - Fundamental Assumptions & Principles - Accounting Cycle & Preparation of financial statements

Module 2: General Purpose Financial Statements Reporting as per US GAAP and IFRS 12 Hrs.

Balance Sheet - Income Statement - Statement of Comprehensive Income - Statement of Changes in Equity - Statement of Changes in Cash Flows - SEC Reporting Requirements - Interim Financial Reporting - Segment Reporting

Module 3: Current Assets and Current Liabilities per US GAAP and IFRS 10 Hrs.

Cash & Cash Equivalents - Accounts Receivable - Notes Receivable - Transfers & Servicing of Financial Assets - Accounts Payable - Employee-related Expenses Payable - Inventory & Cost of Goods Sold - Inventory Valuation - Inventory Estimation Methods

Module 4: Financial Investments: Accounting and Reporting per US GAAP and IFRS 14 Hrs.

Investments in Equity Securities - Investment in Debt Securities - Financial Instruments - Derivatives & Hedge Accounting

Module 5: Tangible Fixed Assets: Accounting and Reporting per US GAAP and IFRS 10 Hrs.

Acquisition of Fixed Assets - Capitalization of Interest - Costs Incurred After Acquisition - Depreciation - Impairment - Asset Retirement Obligation - Disposal & Involuntary Conversions

Module 6: Intangible Assets: Accounting and Reporting per US GAAP and IFRS 8 Hrs.

Knowledge-based intangibles (R&D, software) - Legal rights based intangibles (patent, copyright, trademark, franchise, license, leasehold improvements) - Goodwill

Skill Development:

(These activities are only indicative, the Faculty member can innovate)

1. Analyze and evaluate US GAAP financial statements included as part of Form 10-K of an issuer (e.g., Walmart, Inc.).
2. Review significant accounting policies disclosed by an issuer on the notes to the financial statements and present a summary.
3. Analyze the effect of changing from FIFO to LIFO method of accounting based on sample financial statements, on (i) Statement of financial position and (ii) Income Statement
4. Research the US GAAP ASC standard to determine, if it is permissible to capitalize interest into the cost of the assets and what standard addresses this issue. Develop a report on (i) objectives of capitalizing interest (ii) assets that qualify for capitalization of interest (iii) limit on the amount of interest to be capitalized each period (iv) Disclosures, if any required.
5. Refer a public company financial statements and determine (i) Its investments for the year (ii) Where are they reported on the financial statements and (iii) How are the investments valued and does the company use FV.

COURSE OUTCOME:

Students will be able to

1. Achieve knowledge that a public accountant must demonstrate in the financial accounting and reporting frameworks used by business entities.
2. Achieve knowledge and skills that a public accountant must demonstrate in financial reporting as per US GAAP and IFRS.
3. Achieve knowledge and skills to report current assets and current liabilities, and evaluate working capital, as per US GAAP and IFRS.
4. Achieve knowledge and skills to report investment in equity and debt securities as well as derivatives and hedging arrangements as per US GAAP and IFRS.
5. Achieve knowledge and skills to report tangible fixed assets as per US GAAP and IFRS.
6. Achieve knowledge and skills to report intangible assets per US GAAP and IFRS.

Books for Reference:

- Miles CPA Review Concept Book: Financial Accounting & Reporting, Miles Education
- Wiley CPA Excel Exam Review Course Study Guide: Financial Accounting and Reporting, John Wiley & Sons
- IFRS & US GAAP Best Practices in Accounting World: GAAP Analysis, Rajesh Dhawan
- Transparency in Financial Reporting: A concise comparison of IFRS and US GAAP 1st Edition, Ruth Ann McEwen, Harriman House Ltd.
- IFRS and US GAAP: A Comprehensive Comparison, Steven E. Shamrock, John Wiley & Sons
- Wiley GAAP: Interpretation and Application of Generally Accepted Principles, Barry J. Epstein and Ralph Nach, John Wiley & Sons
- IFRS Simplified with Practical Illustration Part 1 & 2, Mr Rammohan Bhawe and Dr Mrs Anjali Rammohan Bhawe, CNBC TV 18

SEMESTER – VI
ELECTIVE – VIII: INTERNATIONAL PUBLIC ACCOUNTING
PAPER II

UG 24 DEIPA 601: ADVANCED FINANCIAL REPORTING-II

COURSE OBJECTIVE

Students should be able to understand the revenue recognition principles and its application , accounting and reporting for bonds as well as debt restructuring, pensions and post-retirement benefits, deferred taxes, stockholders' equity and accounting for not-for-profit entities as per US GAAP and IFRS.

Module 1 Revenue Recognition per US GAAP and IFRS 10 Hrs.

Revenue recognition: 5-Step approach to Revenue Recognition - Certain Customer's Rights & Obligations - Specific Arrangements - Long Term Construction Contracts - Matching of Revenue & Expenses: Matching principle - Accruals & Deferrals - Adjusting Journal Entries

Module 2: Long Term Debt - Accounting & Reporting per US GAAP and IFRS 12 Hrs.

Accounting for bonds - Convertible bonds vs. Bonds with detachable warrants - Bond retirement - Debt Restructuring: Overview of Accounting for Troubled Debt, Impairment of debt, Debt restructuring (settlement, modification of term)

Module 3: Pensions - Accounting and Reporting per US GAAP & IFRS 8 Hrs.

Defined contribution pension plans - Defined benefit pension plans: Pension obligations - Pension plan assets - Net pension expense - Other Post-retirement benefits

Module 4: Income Taxes - Accounting and Reporting per US GAAP and IFRS 10 Hrs.

Income tax expense: Current income tax expense - Deferred income tax expense - Deferred taxes on balance sheet: Deferred tax assets - Deferred tax liabilities - Specific accounting considerations: Net Operating Losses (NOL) - Investee's undistributed dividends

Module 5: Equity - Accounting and Reporting per US GAAP and IFRS. 12 Hrs.

Common Stock - Preferred Stock - Additional Paid-In Capital - Retained Earnings - Accumulated Other Comprehensive Income - Treasury Stock - Share-based Payments to Employees - Equity Securities Classified as Debt - Presentation of Equity - Earnings per Share (EPS)

Module 6: Not-for-Profit Accounting and Reporting per US GAAP 8 Hrs.

Not-for-Profit (NFP) Entities: NFP Financial Statements - Contribution Revenue - Specific Accounting Considerations - Colleges and Universities - Voluntary Health and Welfare Organizations - Health Care Organizations

Skill Development:

(These activities are only indicative, the Faculty member can innovate)

1. Evaluate & compare revenue recognition policy followed by companies across different industries.
2. Prepare a bond amortization schedule for bond premium and bond discount and show your analysis in the form of a graph.
3. Research a US issuer which in the recent past has successfully completed debt restructuring, draw parallels to US GAAP standards and present a report on how that was achieved.
4. Research the popular retirement benefit plans in the US and present a summary of their accounting treatment as per US GAAP.
5. Perform a case study analysis on financial statements to understand the book vs. tax differences which result in deferred taxes.
6. Develop an excel model on calculation of EPS and Diluted EPS and demonstrate with examples.
7. Analyze the financial statements of a not-for-profit company and present a report on the differences between accounting for commercial entities and not-for-profit entities.
8. Identify the various stock-based compensation methods and show their accounting.

COURSE OUTCOME:

Students will be able to

1. Achieve knowledge and skills with respect to revenue recognition as per US GAAP and IFRS.
2. Achieve knowledge and skills to report long-term debt and to account for debt restructuring as per US GAAP and IFRS.
3. Achieve knowledge and skills to report pensions and post-retirement benefits as per US GAAP and IFRS.
4. Achieve knowledge and skills to report deferred tax expense as well as deferred tax asset/liability as per US GAAP and IFRS.
5. Achieve knowledge and skills to report stockholders' equity as per US GAAP and IFRS.
6. Achieve knowledge and skills that a public accountant must demonstrate in the financial accounting and reporting frameworks used by not-for-profit entities.

Books for Reference:

- Miles CPA Review Concept Book: Financial Accounting & Reporting, Miles Education
- Wiley CPA Excel Exam Review Course Study Guide: Financial Accounting and Reporting, John Wiley & Sons
- IFRS & US GAAP Best Practices in Accounting World: GAAP Analysis, Rajesh Dhawan
- Transparency in Financial Reporting: A concise comparison of IFRS and US GAAP 1st Edition, Ruth Ann McEwen, Harriman House Ltd.

- IFRS and US GAAP: A Comprehensive Comparison, Steven E. Shamrock, John Wiley & Sons
- Wiley GAAP: Interpretation and Application of Generally Accepted Principles, Barry J. Epstein and Ralph Nach, John Wiley & Sons
- IFRS Simplified with Practical Illustration Part 1 & 2, Mr Rammohan Bhave and Dr Mrs Anjali Rammohan Bhave, CNBC TV 18

INSURANCE ELECTIVE: PRINCIPLES OF INSURANCE

COURSE OBJECTIVE:

The objective of this course is to provide students with a comprehensive understanding of the concept of insurance, its evolution, and its significance in contemporary society. Students will explore various aspects of insurance, including, risk management techniques, the insurance market, insurance contracts, and different types of insurance products.

Module1: The Concept of Insurance and its Evolution

8 Hrs

Risk, types of risk. Risk analysis, Risk management techniques, Risk retention for individuals.

Concept of Insurance, Evolution and working the of concept of insurance. Different classes of insurance. Importance of Insurance industry

Module 2: Insurance & The Insurance Market

15 Hrs

Risk management by individuals and Insurers, Fixation of premium, Re-insurance & its importance, Role of Insurance in economic development and social security. Indian Insurance market, Role of – intermediaries, specialists, regulators and other bodies.

Module 3: Insurance Customers

10 Hrs

Meaning of insured, different types of insured, Customer mind set and satisfaction. Importance of ethical behavior.

Module 4: the Insurance Contract

15 Hrs

Insurance contract, significance of the principle of insurable interest, principle of indemnity, Principle of subrogation and contribution, importance of the principle of utmost good faith, relevance of proximate cause.

Terms under life insurance and non-life insurance.

Module 5: Life assurance products & General Insurance products

12 Hrs

Traditional products – key features of linked policies, features of annuities and group policies.

Product offered by non-life insurance companies, feature of fire, marine and other insurance policies.

Skill Development:

1. Product Analysis: Group activity to analyse the key features, terms, coverage, exclusions, premiums, and benefits of the assigned insurance products.
2. Presentation of various insurance policies covering product overview, coverage details, benefits, limitations, and suitability for different demographics or scenarios.

COURSE OUTCOMES:

Students will be able to:

1. Analyze risks and apply risk management techniques and describe the working of insurance concepts and identify various classes of insurance.

2. Analyze the structure of the Indian insurance market and the functions of intermediaries, specialists, regulators, and other bodies.
3. Evaluate customer mindset and satisfaction in the insurance industry and recognize the importance of ethical behavior in insurance practices.
4. Explain the principles of insurable interest, indemnity, subrogation, contribution, and utmost good faith.
5. Evaluate different insurance products based on their suitability and applicability to various scenarios.

Books for Reference:

Reference books from Insurance Institute of India

**INSURANCE ELECTIVE:
REGULATION OF INSURANCE BUSINESS**

COURSE OBJECTIVE:

Students will understand the functions, duties, and powers of the Insurance, Regulatory and Development Authority of India (IRDAI) and its role in regulating the insurance industry.

Module 1: Development of Insurance legislation in India

6 Hrs

Development of Indian Insurance sectors, provisions of General insurance business, **IRDAI functions and Insurance Councils** - IRDAI- duties, functions and powers. Acts governing insurance business in India, General and Insurance Councils

Module 2: IRDAI and its Licensing functions

12 Hrs

Understanding Understand the code of conduct applicable to Agents, Corporate Agents a Brokers, Understand the regulation for Intermediaries- Web Aggregators, Insurance Marketing Firm, CSC-SPV, Point of Salesperson (POS), Insurance Repositories. Understand the regulation for Third Party Administrators (TPA), Learn about registration of insurance companies, Various regulations related to - Listed Indian Insurance Companies Guidelines, 2016, Life and general reinsurance, Cross Border Reinsurers and Code of Conduct and Categorization of Surveyors

Module 3: Regulations on Conduct of Business

16 Hrs

Insurers' obligations to rural and social sectors, insurers' obligations to Micro Insurance Meaning of micro-insurance, History of micro-insurance, IRDAI Micro-insurance Regulations, 2005, Regulation of ULIPs, Working of Unit Linked Insurance Policies (ULIPs) work. Regulatory environment of Unit Linked Insurance Policies (ULIPs). Meaning of money laundering, stages and methods of money laundering, Money laundering legislation and international co-operation Know Your Customer (KYC) guidelines, Anti-Money Laundering (AML) and Countering Financing of Terrorism (CFT) guidelines Different methods of receipt of premium and commencement of risk

Module 4: Assignment, Nomination and Transfer**6 Hrs**

Provisions related to Assignment, nomination & transfer of insurance policies. Prohibition of rebates, repudiation clause. Provisions related with the no risk to be assumed unless premium is received in advance.

Module 5: Interest & Dispute Resolution Mechanism**10 Hrs**

Stages of an Insurance policy, Pre-sale stage of an insurance policy, post-sale stage of an insurance policy. Grievance redressal, compliant handling, and policyholder servicing. Claim settlement. Key feature document.

Resolving disputes under Consumer Protection Act 1986, Approaching Ombudsman under Redressal of Public Grievances Rules 1998

Module 6: Financial Regulatory Aspects**10 Hrs**

Different types of reserves maintained by insurance companies, reserving process followed by insurance companies. Premium investment strategies followed by insurance companies.

International Trends in Insurance Regulation- Purpose of having regulations in insurance, Areas of focus, Insurance regulatory systems of a few countries, International regulatory trends in insurance sector.

Skill Development:

- Interpret the regulatory environment surrounding Unit Linked Insurance Policies (ULIPs) and micro-insurance.
- Analyze the prohibition of rebates, repudiation clause, and provisions related to the assumption of risk based on premium receipt.

COURSE OUTCOMES:**Students will be able to:**

1. Interpret the Acts governing insurance business in India and the roles of General and Insurance Councils.
2. Comprehend the code of conduct applicable to various insurance intermediaries such as Agents, Corporate Agents, and Brokers.
3. Interpret the regulatory environment surrounding Unit Linked Insurance Policies (ULIPs) and micro-insurance.
4. Analyze the prohibition of rebates, repudiation clause, and provisions related to the assumption of risk based on premium receipt.
5. Evaluate grievance redressal mechanisms, complaint handling, and policyholder servicing.
6. Compare and contrast insurance regulatory systems of various countries and evaluate international regulatory trends in the insurance sector.

Books for Reference:

Reference books from Insurance Institute of India.