




PSGR Krishnammal College for Women



College of Excellence,  2021-6th Rank

Autonomous and Affiliated to Bharathiar University

Reaccredited with A++ grade by NAAC, An ISO 9001: 2015 Certified Institution

Peelamedu, Coimbatore-641004

DEPARTMENT OF B.COM (AM) & (FS)

**B.COM (AM)
2020-2021 BATCH**



DEPARTMENT OF B.COM (AM)

PROGRAMME OBJECTIVES

1. To provide strong foundation in the functioning of business organization and of various specialized operations by offering comprehensive coverage of subjects
2. To provide adequate basic understanding about accounting and finance concepts and impart training using modern technical methods
3. To understand and apply various analytic and quantitative methods to define and solve problems in insurance, economics and risk management
4. To make the students to understand and apply techniques of mathematics, statistics and probability to solve real business problems
5. To equip students with practical skills and make them to survive in the field of business and insurance

PROGRAMME EDUCATIONAL OUTCOME

On the successful completion of the programme the student will able to:

1. Identify and analyze consequences of events involving risk and uncertainty.
2. Apply appropriate modeling techniques to conduct quantitative risk analysis.
3. Demonstrate understanding the concepts of financial mathematics and applied mathematics.
4. Have keen analytical, project management and problem solving skills
5. Be able to work both independently and in collaboration with others.
6. Articulate the need for life-long learning.

SYLLABUS FOR B.Com (ACTUARIAL MANAGEMENT)
Applicable to students admitted during the academic year 2020-2021 and onwards
Scheme of Examination

Programme & Branch B.Com (ACTUARIAL MANAGEMENT)												
<i>Scheme of Examination</i>												
(Applicable to students admitted during the academic year 2020- 2021 onwards)												
Semester	Part	Subject Code	Title of the Paper	Instruction hrs/ week	Instruction hrs/ sem	Tutorial hrs /sem	Duration of Examination in hrs	Examination marks				
								CA	ESE	Total	Credits	
I	I	TAM1701/ HIN1701/ FRE1701	Language – Tamil / Hindi / French – Paper I	6	86	4	3	40	60	100	3	
	II	ENG1701/ ENG17F1	English -Paper I Functional Level 1	6	86	4	3	40	60	100	3	
	III			Group A – Core					40	60		
			CM20C01	Paper I– Principles of Accounting	5	71	4	3	40	60	100	4
			AM20C02	Paper II – Mathematics	6	86	4	3	40	60	100	4
				Group B – Allied - Paper I								
			AM20A01	Allied Business Organization and Management ethics /	5	71	4	3	40	60	100	5
			AM17A02	Introduction to Information Technology								
			NME19B1/ NME19A1	Basic Tamil Advanced Tamil	2 2	28 28	2 2	3 3	50 50	50 50	100 100	2
			NME16ES	Introduction To Entrepreneurship	2	26	2					
IV			Students with Tamil as Language									
		NME18ES	Introduction To Entrepreneurship	2	26	2				100		
II	I	TAM1702/ HIN1702/ FRE1702	Language – Tamil /Hindi / French – Paper II	6	86	4	3	40	60	100	3	
	II	ENG1702/ ENG17F2	English -Paper II Functional Level II	6	86	4	3	40	60	100	3	
	III			Group A – Core					40	60		
			AM20C03	Paper III – Principles and Practice of Insurance	5	71	4	3	40	60	100	4
			AM20C04	Paper IV- Basics of Mathematical Statistics	6	86	4	3	40	60	100	4
				Group B – Allied I - Paper II								
			AM20A03/ AM17A04	Principles of Marketing Business Communication	5	71	4	3	40	60	100	5
				Non Tamil Students								
	IV		NME16B2/ NME16A2/	Basic Tamil – outside regular class hours Advanced Tamil – outside regular class hrs	-- --	-- --	-- --	-- --	-- --	-- --	-- --	Gr
				Open Course:(self study – online course)	--	--	--	--	--	--	--	
VI		REG16EE	Personality Development Programme (Effective English Communication)	2	--	--	--	50	50	100	2	
VI	NM12GW	General awareness	Self stud y	---	1	--	100	--	100	Gr		

Sem	Part	Sub.Code	Title of the Paper	Instr. Hrs./Week	Contact hours	Tutorial hours	Duration	CIA	ESE	Total	Credits
V	III	CM20C11	Core-11-Management Accounting	5	71	4	3	40	60	100	4
V	III	CM20C12	Core-12–Direct Taxation	6	86	4	3	40	60	100	4
V	III	AM20C13	Core13-Life Contingencies-I	5	71	4	3	40	60	100	4
V	III	FS20E01 AM20E02 CM20E03	Elective I 1. Banking Law and operations 2. Research Methodology 3.Performance Management	5	71	4	3	40	60	100	5
V		AM20AC1 AM20AC2	Advanced learners Paper- Self study Underwriting and Claim Management Marketing	-	-	-	3	-	100	100	5*
V	III	AM20SBP2/ AM20SBCE	SBS II - Data Analysis using R Programming/ Coursera – Risk Management in Finance	3	43	2	2	40	60	100	3
V		AM16PROJ	Project Viva Voce	5	-	-	-	-	-	100	5
V	III	NM13IS1	Information Security (Level1)	2	26	4	-	100	-	100	Gr
V	III		Online Comprehensive Examination (Core Subjects)	--			--	--	100	--	Gr.
V	VI		Personality Development	--	--	--	--	--	--	--	--
			Fieldwork/Internship (15Days)	-	-	-	-	100		100	2

CIA Question Paper Pattern: 2 x 25 = 50 Marks

One question from each unit with each question comprising of

- Two questions with a weightage of 2 marks (no choice)
- Two questions with a weightage of 6 marks (no choice)
- One question with weightage of 9 marks (Internal Choice at the same CLO level)

ESE Question Paper Pattern (for Theory Papers): 5 x 20 = 100 Marks

One question from each unit with each question comprising of

- One question with a weightage of 2 marks (no choice)
- One question with a weightage of 6 marks (Internal Choice at the same CLO level)
- One question with weightage of 12 marks (Internal Choice at the same CLO level)

ESE Question Paper Pattern (for Accounting Papers) : 5 x 20 = 100 Marks

One question from each unit with each question comprising of

- One question with a weightage of 2 marks (no choice)
- One question with a weightage of 6 marks (no choice)
- One question with weightage of 12 marks (Internal Choice at the same CLO level)

ADVANCED LEARNERS COURSE:

Eligibility- The student should secure 75% in Part III subjects till IV semester (Optional not included for grant total and total credits earned). Extra credit 5 per paper.

INTERNSHIP TRAINING:

Internship for a period of 15 days at the end of the semester IV during the vacation and report to be submitted in semester V which will be evaluated for 100 marks divided as follows:

EVALUATION:

Attendance	: 10 Marks
Work Diary	: 15 Marks
Report	: 50 Marks
Viva Voce	: 25 Marks
Total	: 100 Marks

INDIVIDUAL/GROUP PROJECT & VIVA VOCE

Each group will comprise of 5 members and will be allotted to staff co-ordinator. A specific problem will be assigned to the students or they will be asked to choose a problem/area of their interest. The topic/area of work will be finalized at the end of the fourth semester allowing scope for the students to gather relevant literature during the vacation. The research work can be carried at the college or any other organization approved by the staff co-ordinator and the HoD.

INTERNAL EVALUATION:

I Review–Selection of the field of study, Topic & Literature Collection- 5 Marks

II Review –Research Design & Data Collection-10Marks

III Review–Analysis & Conclusion, Preparation of Rough Draft- 5 Marks

Total -20 Marks

END SEMESTER EXAMINATION:

Evaluation of the project 60

Marks Viva Voce 20
marks

Total -80 Marks

Viva voce/ presentation will be conducted by a panel of internal examiners including the HOD and staff Co-ordinator guiding the project.

MAPPING OF POs WITH Cos

COURSE		PROGRAMME OUTCOMES				
		PO1	PO2	PO3	PO4	PO5
CM20C01						
CO1.		L	M	M	S	S
CO2.		L	L	M	S	S
CO3.		L	L	M	S	M
AM20C02						
CO1		S	S	S	S	S
CO2		S	S	S	S	S
CO3		S	S	S	M	S
CO4		S	S	M	S	S
CO5		S	S	M	M	M
AM20A01						
CO1		L	L	L	L	S
CO2		L	L	L	L	S
CO3		M	M	M	M	S
AM17A02						
CO1	M	L		S	L	S

CO2	L	L	S	L	S
CO3	L	L	S	L	S
AM20C04					
CO1.	L	M	M	S	S
CO2.	L	L	M	S	S
CO3.	L	L	M	S	M
AM20A03					
CO1	S	S	M	L	S
CO2	S	S	M	S	M
CO3	S	S	S	M	S
CO 4	M	S	M	L	L
CO 5	S	M	S	S	S
CO1	S	S	M	L	S
COURSE - AM20C05					
CO1	M	S	M	L	M
CO2	S	L	M	M	S
CO3	S	S	S	M	S
COURSE - CM20C06					
CO1	L	S	S	M	S
CO2	M	S	S	S	S
CO3	M	S	M	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S
COURSE - AM20C07					
CO1	L	S	S	S	M
CO2	L	M	S	S	M
CO3	M	M	M	S	M
CO4	L	S	S	S	M
COURSE - AM20A05					
CO1	L	M	M	S	S
CO2	L	L	M	S	S
CO3	L	L	M	S	M
COURSE - AM20A06					
CO1	L	M	M	S	S
CO2	L	L	M	S	S
CO3	L	L	M	S	M
COURSE - CM20C08					
CO1	S	M	S	S	M
CO2	S	S	S	S	S

CO3	S	S	S	M	S
CO4	S	M	S	S	M
CO5	S	S	S	M	S
COURSE - CM20C09					
CO1	S	S	M	M	M
CO2	S	S	M	M	M
CO3	S	S	M	M	M
CO4	S	S	M	M	M
CO5	S	S	M	M	M
COURSE - AM20C10					
CO1	L	M	M	S	M
CO2	M	S	M	S	M
CO3	L	M	S	S	M
CO4	L	M	M	S	M
COURSE - AM20A07					
CO1	L	M	M	S	S
CO2	L	L	M	S	S
CO3	L	L	M	S	M
COURSE - AM20A08					
CO1	L	L	S	M	S
CO2	L	L	S	M	S
CO3	M	L	S	M	S
COURSE - AM-19SB01					
CO1	L	S	M	S	L
CO2	S	M	S	S	S
CO3	L	S	S	S	M
CM20C11					
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CM20C12					
CO1	S	S	S	S	S
CO2	S	S	S	S	M
CO3	S	S	S	M	M
AM20C13					
CO1	L	L	S	M	S
CO2	L	L	S	S	S
CO3	L	L	S	M	S
CO4	L	L	S	M	S
FS20E01					
CO1.	S	M	S	L	S
CO2.	S	M	M	L	M

CO3.	M	L	S	S	S	
ACL20E02						
CO1.	S	S	M	S	M	
CO2.	S	M	S	M	S	
CO3.	M	S	S	S	S	
CM20E03						
CO1	S	S	S	S	S	
CO2	S	S	S	S	M	
CO3	S	S	S	S	M	
AM20SBP2						
CO1	L	S	S	M	S	S
CO2	L	S	S	S	S	S
CO3	L	S	S	M	S	S
CO4	L	S	S	M	S	S

CM20C01	PRINCIPLES OF ACCOUNTING	Category	L	T	P	Credit
		Core	71	4	-	4

Preamble

To enable the students to apply the conceptual principles and to develop an expertise in handling accounts of business entities and the consolidation of accounts through appropriate

accounting techniques and policies.

Prerequisite

- Basic Knowledge in Financial Statements

Course Outcomes

On the successful completion of the course, students will be able to

COs	CO Statement	Knowledge Level
CO1	Define the concepts and conventions in accounting	K1
CO2	Interpret accounting statement using basic concepts	K2
CO3	Apply the procedures of recording transactions and preparation of Reports	K3
CO4	Articulate the accounting concepts to interpret the performance of a firm	K3
CO5	Analyse and prepare financial accounting reports	K4

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	M	S	S	M
CO3	S	M	M	S	M
CO4	S	S	S	S	S
CO5	S	S	S	S	S

S- Strong; M-Medium; L-Low

Syllabus

Unit I (14 Hrs)

Basic Accounting Concepts (AS-1) - Rectification of errors –Final Accounts-
Bank Reconciliation Statement

Unit II (14 Hrs)

Average due date – Bills of exchange (trade bills only)-Joint Venture (AS-27)

Unit III (15 Hrs)

Departmental Accounts – Basis for allocation of expenses. Branch Accounts (Dependent Branches - Debtors and Stock & Debtors System– Independent Branches only)

Unit IV (14Hrs)

Hire purchase Accounts: Default and Repossession – Hire purchase Trading Account – Instalment purchase system.

Unit V (14 Hrs)

Depreciation (excluding change in method of depreciation) – Investment Account (AS-13)

Text Book

S. No	Authors	Title	Publishers	Year of Publication
1.	Reddy T S & A Murthy	Financial Accounting	Margham Publications	Reprint 2019

Reference Books

S. No	Authors	Title	Publishers	Year of Publication
1.	RL Gupta & Radhasamy	Advanced Accountancy (Vol I)	Sultan Chand & Sons.	2018, 13 th ed.
2.	Jain S.P & Narang K.L	Principles of Accountancy	Kalyani Publishers	2018
3.	MC Shukla, T.S. Grewal & S.C. Gupta	Advanced Accountancy	S. Chand & sons	2016

Skill Components

- Identifying concepts and conventions adopted by a firm in their financial statement
- Study a firm's financial statement and present a report on the accounting policies followed
- To calculate the due date and amount on discounting of bills for a firm.
- Analyzing the financial statement of a hire purchase company and present a report on the collection system.
- Analyse the treatment of depreciation for different firms

Course Designers

1. Dr.S.Sujatha, Department of Commerce
2. Dr.C.Gomathy, Department of Commerce

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
AM20C02	MATHEMATICS	Core	86	4	-	4

Preamble

- To provide students with a solid background of Mathematical constants, Algebra and Matrices.
- To concentrate on understanding the conception of Differentiation and Integration.
- To focus on understanding the concepts, analytical reasoning and developing crucial skills in order to calculate, analyze, interpret and communicate the results clearly

Course Outcomes

- Upon the successful completion of the course students

CO Number	CO Statement	Knowledge Level
CO1.	Define the concepts of Mathematical constants and Standard functions used in the mathematics.	K1
CO2.	Demonstrate the meaning and important applications of concepts of Differentiation and Integration.	K2
CO3.	Solve quadratic equations and manipulate algebraic expressions	K3,K4

Mapping with Programme Outcome

COs	PO1	PO2	PO3	PO4	PO5
CO4.	L	M	M	S	S
CO5.	L	L	M	S	S
CO6.	L	L	M	S	M

S- Strong; M-Medium; L-Low

Syllabus

UNIT I (16 HRS)

Mathematical constants and standard functions: Standard functions and graphs- Exponential function- Log function- Powers of x- Transformations- Other functions: Modulus function- Integer part- Max and min- Factorial and gamma functions: Factorial notation- Gamma function – Interpolation and Extrapolation- Iteration .(ActEd Problems only)

UNIT II (17 HRS)

Algebra: Algebraic expressions: Indices- Logarithms- Fractions. Quadratic equations: Solution by factorization- Solution by completing the square- Solution by formula. Simultaneous equations- Inequalities- Arithmetic-geometric mean inequality- Sums and products. Arithmetic and geometric progressions: Formulae- Convergence. Standard summations- Swapping the order of summation- Binomial expansions: Positive powers- Fractional or negative powers. Permutation and combination. (ActEd Problems only)

UNIT III (17 HRS)

Basics of Vectors-Notation and arithmetic- Magnitude- Scalar product. Matrices- Basic arithmetic- Multiplication- Determinants- Inverses- Simultaneous equations- Eigenvectors and eigenvalues.

Complex numbers: Basic algebra- Argand diagrams- Euler's formula- Solution of polynomial equations- Difference equations. (ActEd Problems only)

UNIT IV(18 HRS)

Differentiation:- Limits: Limits- The order notation- Supremums and infimums. Differentiation- Differentiation of standard functions- Products and quotients- Chain rule- Higher order derivatives.

Stationary points: Maxima, minima and points of inflexion- Curve sketching. Partial differentiation- Extrema of functions of two variables- Lagrange multipliers. (ActEd Problems only)

UNIT V (18 HRS)

Integration: Integrals- Integration of standard functions- Integration by inspection, partial fractions, substitution (change of variable) and parts. Differentiating an integral (Leibniz's formula)- Convergence- Double integrals- Swapping the order of integration. Numerical methods for integration: The trapezium rule -Taylor and Maclaurin series. Differential equations: Solution by direct integration- Solution by separation of variables- Solution by integrating factor. (ActEd Problems only)

Note : Problems from ActEd Material only

Text Books

S. No	Author	Title of the book	Publishers	Year of Publication
1.	-	ActEd Study Materials(FAC – P C – 13)	The Actuarial Education Company	2013
	Chapters : 3,4,5 (5-8),6,7,8			

Reference Books

S. No	Author	Title of the book	Publishers	Year of Publication
1.	S. Narayanan & Others	Ancillary Mathematics Volume 1	S.Viswanathan Publishers	2013
2.	Narayanan and T.K.ManicavachagomPillay	Calculus - Volume I	Printers and Publishers Pvt. Ltd. – Chennai, 2004	2014
3.	Narayanan and T.K.ManicavachagomPillay	Calculus - Volume II	Printers and Publishers Pvt. Ltd. – Chennai, 2004	2014

Course Designers:

1. M.Harini, Assistant Professor
2. N.Meenakshi, Assistant Professor

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
AM20A01	BUSINESS ORGANIZATION AND MANAGEMENT ETHICS	Core	71	4	-	4

Preamble

To provide students with an understanding of the basic principles and functions of management in functional areas of business so that they may pursue careers in management and excel in different fields of management and to develop ethical business professionals with a broad understanding of business from an interdisciplinary perspective.

Prerequisite

- Basic Knowledge on Business Management

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand the scope and forms of business	K1
CO2	Identify the basic principles and functions of management	K2
CO3	Name and use skills in planning and decision making in almost all areas of business aiming at achieving the goal of the enterprise.	K2,K3
CO4	Understand and describe the basic theories and principles by which businesses are organized and managed in modern society.	K3
CO5	Classify the different leadership styles and develop their leadership capabilities and recognize the significance of motivation in management.	K3,K4

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	M	S
CO4	S	S	M	S	S
CO5	S	S	M	M	M

S- Strong; M-Medium; L-Low

Syllabus

Unit I (14 Hrs)

Nature and Scope of Business - Business versus Profession and Employment - Characteristics of business, - Objectives and essentials of business. Forms of Business Organization – Sole Trader, Partnership Firm, Joint Stock Company and Co-operative Society – Public Enterprises

Unit II (14 Hrs)

Management -Definition - Nature and Scope – Functions – Managerial Skills – Levels of Management – Roles and Skills of a Manager -Management Functions•Managerial Levels•Managerial Types•Managerial Knowledge, Skills and Abilities-Management as a Science, Art, Profession- Management and Administration – Principles of Management.

Unit III (15 Hrs)

Planning: Meaning – Nature- Importance- Planning Process - Advantages and Limitations- Types of Plans — Strategies – Obstacles to Effective Planning - Decision Making: Steps in Decision Making – Organization :Meaning-Nature and Importance-Process of Organization- Organization Structure- Organization Chart- Organization Manuals- Types of Organization- Departmentation - Span of Management

Unit IV (14 Hrs)

Leadership-Meaning-Importance-Functions of Leadership-Leadership Styles-Qualities of a Good Leader- Theories and Approaches to Leadership. Directing – Functions. Leading vs Managing •Leadership and Power Motivation- Meaning-Need for Motivation-Theories of Motivation.

Unit V (14 Hrs)

Coordination – Meaning - Definition-Principles -Advantages & Disadvantages - Control-Meaning- Nature - Importance- Process & Techniques of Control- The Changing World of Business •Globalization •The Five Management Functions Still Matter-Business Ethics – Importance – Principles - Structure of ethics management.

Text Book

S. No	Authors	Title	Publishers	Year of Publication
1.	RK Sharma & Shasi K Gupta	Principles of Management	Kalyani Publishers,	2014 ed
2.	Dinkar Pagre	Principles of Management	Sultan Chand & sons	2018 ed

Reference Books

S. No	Authors	Title	Publishers	Year of Publication
1.	RN Gupta	Principles of Management	S .Chand &co	2009
2.	Dr.C.N Sonttakkai	Principles of Management	Kalyani Publishers,	2010
3.	T.Ramasamy	Principles of Management	Himalaya publishers	2010
4.	Robbins, De Cenzo, & Coulter.	Fundamentals of Management	Pearson	10th Ed. 2017

Skill Components

- Role-play given to students on different types of Managers.
- Construct a short term plan for a new start up
- Preparing a chart showing different types of Staffing.
- Demonstrate types of management roles

Course Designers:

- 1.C.Anitha Mary, Assistant Professor
- 2.Dr. G.R.Rajalakshmi, Assistant Professor

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
AM17A02	INTRODUCTION TO INFORMATION TECHNOLOGY	Allied	71	4	-	5

Preamble:

- To introduce the importance of computer literacy among students and exposing them to the algorithms, flow charts, programming and computer networks.
- To build familiarity in accessing information through Internet, Intranet, E-mail and e-payment system.

Course Outcomes

On the successful completion of the course, students will be able to

Co No.	Co Statement	Knowledge Level
Co1	Define the concepts in information technology	K1
Co2	Describe the programming languages and data processing methods	K2
Co3	Demonstrate the Application of computer in business	K3,K4

Mapping with Program Outcomes

Cos	Po1	Po2	Po3	Po4	Po5
Co1	L	L	L	L	S
Co2	L	L	L	L	S
Co3	M	M	M	M	S

S-Strong M- Medium L-Low

INTRODUCTION TO INFORMATION TECHNOLOGY-AM17A02(71 Hrs)

UNIT I (15 Hrs)

Introduction to Computers – Classification of Computers – Computer applications in Various Areas of Business - Basic Principles of Operation of Digital Computers – History & Development of Computers – (Computer Generations)* – Hardware, Software & Humanware.

UNIT II (14 Hrs)

Components of Computer System – Input, Output & Storage Devices – Software – System Software & Application Software – Programming Languages – Machine, Assembly & High Level Languages – Flowchart – Preparation of Flowcharts – Steps in Developing a Computer Program.

UNIT III (14 Hrs)

Data Processing – Methods of Data Processing – Data Structure – File Organization – File Creation – Sorting – Merging – File Maintenance – Updation – Reporting.

UNIT IV (14 Hrs)

Communication Technology: -WWW - Intranets - Extranets - Voice Networks Data Communication Networks - Last Mile - Wireless System - Web Hosting - Application Service Providers.

UNIT V (14 Hrs)

Electronic Banking - Electronic Payments Systems- Credit Cards - Debits Cards- Digital Cash- (Mobile Payments)*- SWIFT – Mobile Computing-Cloud computing – Grid Computing.

*Self Study

Text Books

S.No.	Author/s	Title of the book	Publishers	Year of publication
1.	R. Saravanakumar, R. Parameswaran T.Jayalakshmi	A Textbook of Information Technology	Sultan Chand & Sons,	2010

Reference Books

S. No	Author/s	Title of the book	Publishers	Year of publication
1.	R. Parameswaran	Computer Applications in Business	S.Chand and Co. Ltd.	2010
2	Dr.S.V. SrinivasaVallabhan	Computer Applications in Business	Sultan Chand & Sons	2011
3	Renu Gupta and Gaurav Gupta	Computer Applications in Business	Mahavir Publications,	2015
	Alexis Leon , Mathews Leon	Computer Applications in Business	Vijay Nicole	2012

Course Designers:

1. Mrs.M.Shobana, Assistant Professor
2. Mrs.G.Rajamani, Assistant Professor

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
AM20C03	PRINCIPLES AND PRACTICE OF INSURANCE	Core	71	4	-	4

Preamble

- To understand the basic concept of insurance, functions and its principles
- To enable the students to learn the practical aspects of insurance

Course Outcomes

On the successful completion of the course, students will be able to

Co No.	Co Statement	Knowledge Level
Co1	Define the fundamental concepts of insurance	K1
Co2	Interpret the various principles and functions of insurance, document preparation and the role of professionals and intermediaries	K2
Co3	Sketch the practical aspects of insurance	K3,K4

Mapping with Program Outcomes

Cos	Po1	Po2	Po3	Po4	Po5
Co1	M	L	S	L	S
Co2	L	L	S	L	S
Co3	L	L	S	L	S

S-Strong M- Medium L-Low

PRINCIPLES AND PRACTICE OF INSURANCE-AM19C02/FS19C04 (71 Hrs)

UNIT I (14 Hrs)

Concept of Risk – Classification of Risk, Peril, Hazard – Methods of Handling risk. Risk Management: Definition- Objectives- Characteristics- Significance- Principles. Risk Management Information System-Process of Risk Management- Methods of Risk Management-Identification, Measurement and Control of Risk. Case study in Risk management

UNIT II (14 Hrs)

Definition and Nature of Insurance- Functions -Evolution-Kinds of Insurance Organisation- Role and Importance – Scope of Insurance business- Insurance Contract- Insurance Documents- Classification of Insurance. Reinsurance: Concepts-Characteristics-Types. Double Insurance - Difference between Reinsurance and Double Insurance. Over Insurance.

UNIT III (14 Hrs)

Life Insurance: Concept- Types of Life Insurance- Essentials of Life Insurance- Life Insurance, LIC as a public player in the market (leading role and influence) *- Annuities –Concepts- Individual annuity & group annuities products-Riders- Assignment- Meaning- Types- Features- Nomination- Meaning-Features- Difference between Assignment and Nomination.

UNIT IV (14 Hrs)

Underwriting: Concepts- Underwriting standards. Premium: Concepts- Types of Premium- Factors considered in the calculation of premium- Calculation of Insurance Premium. Premium payment: lapse and Renewal. Bonus- Types of bonus. Mortality table- Definition-Features- Types. Policy claims – Maturity claims – Survival Benefits – Death claims – Claim concessions.

UNIT V (15 Hrs)

Insurance Professionals and Intermediaries: Agents, Brokers, Loss Assessors, Surveyors, Development Officers, Third party Administrators and Insurance Ombudsman – Web Aggregators and Insurance Marketing Firms (IMF)-Point of Sales Persons –Medical Examiners –Insurance Repositories and electronic Issuance of Insurance policies- Actuary- Definition- Appointment of an Actuary- Functions of an Actuary- Duties of an Actuary- Functions of an Actuary in General Insurance business-Scope of an Actuary.

Text Books

S.No.	Author/s	Title of the book	Publishers	Year of publication
1.	Dr.P.Periasamy	Principles And Practice Of Insurance	Himalaya Publishing House	2015

Reference Books:

S.No.	Author/s	Title of the book	Publishers	Year of publication
1.	M.N.Mishra and Dr.S.B.Mishra	Insurance Principles And Practice	S.Chand and Company Ltd	2011
2.	Alka Mittal , S.L.Gupta,S.	Principles of Insurance and Risk Management	S. Chand & Sons	2010
3.	NA	Practice of Life insurance (IC 02)	Insurance Institute of India	2011

Course Designers:

- 1.N.Meenakshi, Assistant Professor
- 2.M.Harini, Assistant Professor

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
AM20C04	BASICS OF MATHEMATICAL STATISTICS	Core	86	4	-	4

Preamble

- To impart the students with knowledge in basic Probability and statistical concepts.
- To define and introduce the concept of Random variable, their distributions and applications.
- To focus on the understanding and implementation of Fundamental Statistics.

Course Outcomes

- Upon the successful completion of the course students

CO Number	CO Statement	Knowledge Level
CO1.	Define the concepts of Measures of Location on random data.	K1
CO2.	Derive the probability density function of transformations of random variables and use these techniques to generate data from various distributions.	K2
CO3.	Describe the properties of discrete and continuous distribution functions	K3,K4

Mapping with Programme Outcome

COs	PO1	PO2	PO3	PO4	PO5
CO1.	L	M	M	S	S
CO2.	L	L	M	S	S
CO3.	L	L	M	S	M

S- Strong; M-Medium; L-Low

Syllabus

UNIT I (18 HRS)

Statistical diagrams- types of data-summarizing data in tables and diagrams-comparison of data-location of data, mean ,median , mode, range , IQR, standard deviation,variance ,central moments and skewness – transforming of data.(Stats pack Problems only)

UNIT II (18 HRS)

Basic probability-addition and multiplication rule- mutually exclusive and independent events-probability diagrams-conditional probability. (Stats pack Problems only)

UNIT III (16 HRS)

Random variable- discrete and continuous- CDF, PDF,Mean, variance and SD, skewness and co efficient of skewness and moments- linear and continuous functions-Binomial and Poisson distributions (Stats pack Problems only)

UNIT IV (19 HRS)

Uniform distribution and exponential distribution-PDF,CDF,Mean , variance and standard deviation (simple problems from stats pack) – Normal distribution –CDF,Mean, variance and sd-standardizing normal distribution-PDF, CDF, compound probabilities- linear interpolation(Simple Stats pack Problems only)

UNIT V (15 HRS)

Scatter plot- bivariate data- Basics of correlation- perfect correlation, coefficient of correlation- regression- least squares (Stat pack problems)

Text Books

S. No	Author	Title of the book	Publishers	Year of Publication
1.	-	Stats Pack(PSTA13)	The Actuarial Education Company	2013

Reference Books

S. No	Author	Title of the book	Publishers	Year of Publication
1.	S.C.Gupta and V.K.Kapoor	Fundamentals of Mathematical Statistics	Sultan chand & sons	2014
2.	S.P.Gupta	Statistical Methods	Sultan chand & sons	2015

Course Designers:

- 1.N.Meenakshi, Assistant Professor
- 2.M.Harini, Assistant Professor

COURSE NUMBER	COURSE NAME	Category	L	T	Credit
AM20A03	PRINCIPLES OF MARKETING	71	4	-	Core

Preamble

To integrate the knowledge and skill to uphold an environment of learning and creativity in the field of marketing to manage marketing business and equip them to contribute for the emerging challenges of marketing in the upcoming technological, sustainable global economic scenario.

Prerequisite

- Basic Knowledge in commerce

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO 1	Understand the market structure and their features	K1
CO 2	Define the core concepts of marketing and discuss the role of marketing in business and society.	K2 ,K3
CO3	Explain the modern marketing techniques and to pursue new marketing opportunities	K2 ,K3
CO 4	Identify the marketing mix elements and describe the components of market mix.	K2, K3
CO 5	Explain and illustrate the digitalize marketing environment and green marketing.	K4

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	L	S
CO2	S	S	M	S	M
CO3	S	S	S	M	S
CO 4	M	S	M	L	L
CO 5	S	M	S	S	S

S- Strong; M-Medium; L-Low

SYLLABUS

Unit I (14 Hrs)

Meaning and Definition of Markets, Market place, Market segments, Classification of markets, Difference between market and marketing – Market structure –The Marketing 3.0 Landscape

Unit II (14Hrs)

Marketing – Definition of Marketing -Marketing & Selling-Objectives & Importance of Marketing –Modern Marketing Concept- Marketing Functions- Marketing Process The Marketing Process: Crucial to Business Operations•Situation Analysis•Marketing Strategy

Unit III (14 Hrs)

Functions of Exchange: Buying, Assembling and Selling. Functions of Physical Supply: Transportation–Storage and Warehouses. Facilitating Functions: Marketing Finance, Standardisation and Grading--AGMARK-BIS/ISI. Product Mix: Product Planning -Managing the Product Development-Product Related Strategy-Branding- Labelling –Packaging.

Unit IV (15Hrs)

Price Mix: Pricing Strategy-Factors affecting Pricing Decision-Procedure for price determination-Kinds of Pricing.Promotion Mix: Advertising, Personal Selling and Sales Promotion. Promotional Mix Issues in a Marketing Physical Distribution Mix: Middlemen in Distribution- - Wholesalers-Retailers - Functions – Kinds – Importance

Unit V (14Hrs)

. New Approaches in Marketing: Web-Based Marketing-E-Marketing- Multi Level Marketing- - Social

Media Marketing – Neuro-marketing – Green marketing –Referral marketing- Plano gram – Ethics in Marketing . Need for Consumer Protection-Consumer Protection Act - Features-Competition Act-Commission Act- RTI Act- Unfair and Restricted Trade Practices.

Text Book

S. No	Authors	Title	Publishers	Year of Publication
1.	Pillai. R S &Bhagavathy.B	Modern marketing(Principles and practices)	S.Chand& co	2010 edition

Reference Books

S. No	Authors	Title	Publishers	Year of Publication
1.	Dr.N.Rajan Nair &Sanjith R. Nair	Marketing	Sultan Chand & Sons	2015 edition
2.	Sontakkai. C N	Principles of Marketing	Kalyani publishers,	16 th edition
3.	V.S.Ramasamy & S.Namakumari	Marketing management, Global perspective, Indian context	Sultan Chand & Sons	5 th edition, 2014
4.	Philip Kotler& Gary Armstrong	Principles of Marketing	Prentice Hall	16 th edition Version 2016.

Skill Components

- Formulate marketing strategies for products and services
- Develop a promotional strategy to introduce a new product
- Develop and prepare an advertisement for a product
- Writing assignments that assess a student’s understanding of the marketing concept and the marketing mix.

Course Designers

1. S.KirubaDevi– Assistant Professor
2. C.Anitha Mary– Assistant Professor

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
AM17A04	BUSINESS COMMUNICATION	Allied	71	4	-	5

Preamble

- To make the students to understand the basic concepts of communication and their importance in different forms of business
- To equip the students in writing different forms of business correspondence, reports and enhancing their speaking skills

Course Outcomes

On the successful completion of the course, students will be able to

Co No.	Co Statement	Knowledge Level
Co1	Explain the different terms in Business Communication	K1
Co2	Describe the hints for drafting different forms of business correspondence	K2
Co3	Illustrate the different forms of business correspondence	K3,K4

Mapping with Program Outcomes

Cos	Po1	Po2	Po3	Po4	Po5
Co1	M	L	L	L	S
Co2	L	L	L	L	S
Co3	L	L	L	L	S

L-Low M- Medium S-Strong

BUSINESS COMMUNICATION-AM17A04 (71 Hrs)

UNIT – I (14 hrs)

Business Communication: Meaning – Importance of Effective Business Communication- Modern Communication Methods – Business Letters: Need – Functions - Kinds - Essentials of Effective Business Letters – Layout-Business Miscommunication (Barriers); Improving communication,

UNIT – II (14 hrs)

Trade Enquiries - Orders and their Execution - Credit and Status Enquiries – Complaints and Adjustments - Collection Letters – Sales Letters – Circular Letters – Case Studies

UNIT – III (14 hrs)

Banking Correspondence - Insurance Correspondence - Agency Correspondence-

UNIT – IV (14 hrs)

Company Secretarial Correspondence (Includes Agenda, Minutes and Report Writing)

UNIT – V (15 hrs)

Application Letters – Preparation of Resume - Interview: Meaning – Objectives and Techniques of various types of Interviews – (Public Speech)*– Characteristics of a good speech – Public relations letters.

*Self Study

Text books

S.No.	Author/s	Title of the book	Publishers	Year of publication
1	Rajendra Pal J.S. Korlahalli	Essentials of Business Communication	Sultan Chand &Sons, New Delhi	2012

Reference books

S.no.	Author/s	Title of the book	Publishers	Year of publication
1	N.S. Pradhan	Business	Himalaya Publishing House	2010

		Communication		
2	VikasArora, Sheetal Khanka, Pallavi Thakur	Business Communication	Global Vision Publishing House	2010
3	Meenakshi Raman, Prakashsingh	Business Communication	Oxford Univeristy Press, New Delhi	2010

SEMESTER III

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
AM20C05	GENERAL INSURANCE	Core	86	4	-	4

Preamble

- To understand the basic concepts and functions of General insurance.
- To enable the students to understand the claim settlements of various policies.

Course Outcomes

On the successful completion of the course, students will be able to

CO No	CO Statement	Knowledge Level
CO1	Understand the fundamental concepts and principles of general insurance	K1
CO2	Acquire specialized knowledge about Various policies in general Insurance	K2
CO3	Familiarize the procedures and practices of claims management	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO 1.	M	S	M	L	M
CO 2.	S	L	M	M	S
CO 3.	S	S	S	M	S

S-Strong; M-Medium; L-Low

GENERAL INSURANCE – AM20C05 (86Hrs)

Syllabus

UNIT I (DL 17Hrs)

General Insurance: Introduction – Principles of General Insurance– General Insurance business(Nationalization) Act1972–**General Insurance Corporation- Insurance Regulatory and Development Authority [IRDA]** – Constitution, objectives, duties and powers of IRDA–General Insurance councils and other laws relating to insurance business.

UNIT II (DL 18 Hrs)

Marine Insurance: Introduction–Nature of Marine Insurance contract- **Kinds of Marine Insurance policies** – Premium Calculation- Important clauses in Marine Policy- Marine losses and Abandonment. **Fire Insurance:** Introduction–Nature and uses of Fire Insurance Contract – **Types of Fire Insurance policies** – Fire Insurance Claims – Rate Fixation in Fire Insurance. Specialized classes of General Insurance: Industrial all risk insurance–Aviation Insurance– Airline Insurance – *Oil and gas Insurance*

UNIT III (DL 17 Hrs)

Motor Vehicle Insurance (both heavy and light vehicle) –**Various plans** –Third party, **Personal accident Insurance- Individual and Group.** Property Insurance – Burglary, Building, Engineering Insurance -Health Insurance- Classification of health insurance product - Features of health policies-Group health insurance

UNIT IV (DL 17Hrs)

Miscellaneous Insurance :- **Cattle Insurance** – Public Liability Insurance – Jeweller's Block policies–Bloodstock(horse) Insurance – Sports Insurance – Fidelity Guarantee Insurance – Money Insurance – Baggage Insurance – **Pedal Cycle Insurance** – Neon Sign Insurance –(Householder's Insurance – Banker's Blanket policies) – Special Contingency policy–Executive Travel policy–Employer's Liability policy

UNIT V (DL 17Hrs)

Social Security through Insurance: Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY)- Pradhan Mantri Vaya Vandana Yojana (PMVVY)- Rashtriya Swasthya Bima Yojana- Pradhan Mantri Suraksha Bima Yojana–Pradhan Mantri Jan-Dhan Yojana - Auyshman Bharat &**PM Fasal Bima Yojana–ULIPS-** Contingent Business Interruption Insurance.

Text Book

S.No	Author	Title	Publisher	Edition
1	Dr.Periayasamy.P	Principles and Practice of Insurance	Himalaya Publishing House	2015

Reference Books

S.No	Author	Title	Publisher	Edition
1	Alka Mittal ,S.L.Gupta,S.	Principles of Insurance and Risk Management	S.Chand & Sons	2014
2	Inderjit Singh, Ralvest Katyal, Sanjay Arora	Insurance Principles and Practices	Kalyani Publishers	2014

LINKS

- 1 <https://www.gicofindia.com/en/about-us/history-in-brief>
- 2 <https://www.bankexamstoday.com/2015/09/irda-functions-news.html> (or)
<https://www.ibpsguide.com/irda-insurance-regulatory-development-authority> (or)
<https://exampariksha.com/insurance-regulatory-development-authority-irda-economics-study-material-notes/>
- 3 https://youtu.be/gwcl_ifdInE
- 4 <http://www.yourarticlelibrary.com/insurance/7-kinds-of-fire-insurance-policies/42113>
- 5 <https://youtu.be/5trM8ml7png>
- 6 <https://nios.ac.in/media/documents/VocInsServices/m4-4f.pdf>
- 7 <https://www.slideshare.net/sanjeevdas186/cattle-insurance>
- 8 <https://www.insurancepandit.com/misc/pedal-cycle-insurance.php>
- 9 <http://vikaspedia.in/agriculture/agri-insurance/pradhan-mantri-fasal-bima-yojana>
- 10 <https://economictimes.indiatimes.com/tdmc/your-money/video/unit-linkedinsurance-plans-ulips/videoshow/51709961.cms>
- 11 Insurance-https://www.swayamprabha.gov.in/index.php/search/home_search
- 12 <https://www.classcentral.com/course/edx-introduction-to-actuarial-science-3875>

Skill Components:

- Recent case studies given to students related to motor and fire insurance and to find out the real compensation and their procedure.
- Students might be asked to collect the Insurance proposal forms and claim forms of various companies and can ask them to make a group presentation by highlighting the merits and demerits of it.
- Students might be asked to collect the checklist for various claims.
- Role play by the student like an agent to convince the customer for taking a policy

Pedagogy:

- Chalk and talk , PPT, Discussion , Assignment, Quiz, Case study

Course Designers:

1. Mrs. C.AnithaMary Asst.Professor
2. Mrs. M.Harini Asst.Professor

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
CM20C06	COMPANY LAW	Theory	86	4	-	4

Preamble

- To familiarize the fundamental concepts of Companies Act 2013
- To provide an insight into the different types of Companies and their provisions
- To familiarize with various documents involved in a Joint Stock Company.

Prerequisite

- Basic Knowledge on Joint Stock Companies

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Acquire knowledge on basics in Joint Stock company and its documentation procedures for incorporation.	K1
CO2	Understand the legal provisions and the overall framework on the administration of the companies	K2
CO3	Examine the legal norms relating to the internal affairs of the company.	K2
CO4	Elucidate the corporate legal framework relating to business operations in compliance with Companies Act 2013.	K3
CO5	Critically think and apply the provisions that are prevailing in the current trends of corporate governance.	K4

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	L	S	S	M	S
CO2	M	S	S	S	S
CO3	M	S	M	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

S- Strong; M-Medium; L-Low

COMPANY LAW-CM20C06 (86 Hrs)

Syllabus

Unit I (DL 18 Hrs)

Company – Definition & Features - Distinction between Company and Partnership – Kinds of Companies – Difference between Private and Public Company – Incorporation of a Company – Documents to be filed – Memorandum of Association – Doctrine of Ultravires.

Unit II (DL 17 Hrs)

Articles of Association – Doctrine of Constructive Notice & Indoor Management – Alteration of Article – Prospectus – Contents – Misstatements – Liability for Misstatements – Certificate of Commencement of Business.

Unit III (DL 16 Hrs)

Shares – Debentures – Allotment – Valid Allotment – Irregular Allotment – Transfer and Transmission of Shares. Membership of Company. Company Management – Board of Directors – Appointment – Qualifications – Powers – Duties – Liabilities – Managing Director & Manager – Managerial Remuneration.

Unit IV (DL 18 Hrs)

Company Secretary – Appointment, Qualification, Powers and Duties. Company Meetings – Kinds – Statutory Meeting, Annual General Meeting – Extraordinary General Meeting – Board Meeting - Resolutions, Minutes, Quorum and Proxy.

Unit V (DL 17 Hrs)

Oppression- Mismanagement - Corporate Restructuring and Winding Up. Concept and Modes of Winding Up under Companies Act 2013. Clause 49 (listing and unlisting requirements). Introduction of Insolvency and Bankruptcy Code, 2016 - Provisions of winding up.

Corporate Governance in Indian Scenario – need – importance. National Company Law Tribunal and Appellate Tribunal.

Text Book

S.No	Author Name	Title of the Book	Publisher	Year and edition
1	Kapoor N.D	Company Law	Sultan Chand & Sons, New Delhi	Revised Edition 2014
2	Gogna P.P.S	A Textbook of Company Law	Sultan Chand & Sons, New Delhi	2013, 10 th Revised Ed

Reference Books

S.No	Author Name	Title of the Book	Publisher	Year and edition
1	Bahi J.C	Secretarial Practice in India practices	N.M.Tripathi (P) Ltd	2016 th edition
2	Ravi Puliani & Mahesh Puliani	Companies Act, 2013 (As amended by the Companies Amendment Act 2015)	Jain Book agency	23 rd edition, 2016

Skill Component:

- Analyse the basic knowledge of the regulatory framework of companies with reference to various provisions of Companies Act 2013 using case studies.
- Train the students on documentation procedures on the genesis of a company with reference to the various legal and regulatory rules.
- Host roles play on conducting various company meetings including recording of documents namely resolutions, agenda, minutes, proxy and quorum.
- Discuss and apply the law governing modes of winding up based on real time case studies.

Pedagogy

- Lecture, PPT Presentation , Quiz, Group Discussion, Seminar, Assignment, Activity based learning

Course Designers:

1. Dr.M. Deepalakshmi, Department of Commerce
2. Dr.B.Thulasi Priya, Department of Commerce

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
AM20C07	FINANCIAL MATHEMATICS I	CORE	101	4	-	4

Preamble

- To impart basics of modeling and the principles of actuarial modeling
- To provide grounding in interest rates and their simple applications and to exhibit how interest rates or discount rates may be expressed in terms of different time periods.
- To concentrate on understanding the concepts of accumulation and present value of annuities.

Prerequisite

- Basic Knowledge in Financial terms

Course Outcomes

On the successful completion of the course, students will be able to

Co No.	Co Statement	Knowledge Level
CO1	Relate how to decide whether a model is suitable for any particular application	K1
CO2	Illustrate how to take into account the time value of money using the concepts of compound interest and discounting	K2
CO3	Make use of the applications of real and money interest rates.	K3
CO4	Categorize and use the more important compound interest functions, including annuities certain	K4

Mapping with Program Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	L	S	S	S	M
CO2	L	M	S	S	M
CO3	M	M	M	S	M
CO4	L	S	S	S	M

S-Strong M- Medium L-Low

FINANCIAL MATHEMATICS I- AM20C07 (101 Hrs)

Syllabus

UNIT I (DL 18 Hrs)

Data analysis-Aims of a data analysis-The data analysis process-Data sources-Big data-Data security, privacy and regulation-Reproducible research-Meaning-Elements required for reproducibility-The value of reproducibility. **Principles of Actuarial Modeling:** Models-Why models are used-How models are used-Modeling – the benefits and limitations-Stochastic and deterministic models-Discrete and continuous state spaces and time sets-Scenario-based and proxy models-Suitability of a model-Short-term and long-term properties of a model-Analysing the output of a model-Sensitivity testing-Communication of the results

UNIT II (DL 22 Hrs)

Time value of money-Interest-Simple Interest, Compound Interest, accumulation factors-The principle of consistency - Present Values-Discount rates-simple discount- Compound discount-Effective rates of interest and discount-Equivalent rates- Nominal Rates-Nominal rates of Interest and discount –accumulating and discounting using nominal interest and discount rates-The Force of Interest-Accumulating and discounting using force of interest-Derivation-Relationships between effective, nominal and force of interest- Force of interest as a function of time-Present Values-Applications of force of interest.

UNIT III (DL 20 Hrs)

Real and money interest rates- Definition- Deflationary conditions- Usefulness of real and money interest rates. Discounting and Accumulating- Present values of cash flows- Discrete cash flows- Continuously payable cash flows (payment streams)- Valuing cash flows: Constant interest rate- Payment streams- Sudden changes in interest rates. Interest income.

UNIT IV (DL 22 Hrs)

Level Annuities- Introduction- Present values: Payments made in arrears- Payments made in advance. Accumulations- Continuously payable annuities- Annuities payable p thly- Present values- Accumulations- Annuities payable p thly where $p < 1$ - Non-integer values of n - Perpetuities- Deferred annuities: Annual payments- Continuously payable annuities- Annuities payable p thly- Non-integer values of n - Sudden changes in interest rates.

UNIT V (DL 19 Hrs)

Varying annuities- Annual payments- Continuously payable annuities- Decreasing payments. Special cases: Irregular payments- Compound increasing annuities

Text Books

S.No.	Author/s	Title of the book	Publishers	Year of publication
1.	IFOA	CM 1 Actuarial Mathematics	The Actuarial Education Company on behalf of the Institute and Faculty of Actuaries	2019
	Chapters : 1,2,4,5,6,7,8,9			

Reference Books:

S.No.	Author/s	Title of the book	Publishers	Year of publication
1.	McCutcheon, J.J. Scott- William F	An Introduction to Mathematics of Finance	Oxford, Butterworth- Heinemann	2015
2.	Eugene Don and Joel Lerner,W.Taylor	Basic Business Mathematics	Schaum's Outline Series, McGraw Hill	2015

Skill Components

- To portray the stages of conducting a data analysis to solve real-world problems in a scientific manner and describe tools suitable for each stage.
- Express how a compound interest model can be used to represent the effect of investing a sum of money over a period.
- Discount and accumulate a sum of money or a series (possibly infinite) of cash flows to any point in time at different interest rates.
- Demonstrate a knowledge and understanding of real and money interest rates.

Pedagogy:

- Chalk and talk , PPT, Discussion , Assignment, Quiz, Case study

Course Designers

1. Mrs.M.Harini, Asst Professor
2. Mrs.N.Meenakshi, Asst Professor

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
AM20A05	ACTUARIAL STATISTICS I	ALLIED II- PAPER I	86	4	-	5

Preamble

- To impart the students with knowledge in the concepts of Probability Distributions.
- To define and introduce the concept of Sampling and statistical Inference.
- To focus on the understanding and implementation of Data Analysis.

Course Outcomes

Upon the successful completion of the course students

CO Number	CO Statement	Knowledge Level
CO1.	Define the concepts of Measures of location and spread for the continuous and discrete distributions.	K1
CO2.	Sample the data and give Inference based on the estimations and errors involved.	K2
CO3.	To understand the balance between the complexity / accuracy of the mathematical / statistical models used and the timeliness of the delivery of the solution.	K3,K4

Mapping with Programme Outcome

COs	PO1	PO2	PO3	PO4	PO5
CO1.	L	M	M	S	S
CO2.	L	L	M	S	S
CO3.	L	L	M	S	M

S- Strong; M-Medium; L-Low

ACTUARIAL STATISTICS –I AM20A05 (86 Hrs)

Syllabus

UNIT I (DL 18 Hrs)

Probability distributions- key factors of discrete and continuous distributions- poisson process- connection between Poisson process and Poisson distribution. (CS1 Problems Only)

UNIT II (DL 18 Hrs)

MGF of a random variable- MGF series, formula for moments –CGF and properties of MGF and CGF – joint PDF- Marginal and conditional expectation and distributions With mean and variance- unconditional expectations.(simple problems). (CS1 Problems Only)

UNIT III (DL 16 Hrs)

Central limit theorem- normal approximation- continuity corrections and comparing stipulated samples- sampling and statistical inference-sample, population- sampling distributions- usage of the test statistic. (CS1 Problems Only)

UNIT IV (DL 19 Hrs)

Estimators – parameters and their alternatives and properties- theory of estimation- types of estimations- MLE- properties and estimation using MLE- properties of MLE. (CS1 Problems Only)

UNIT V (DL 15 Hrs)

Biased and unbiased estimation- mean square error- estimation using MSE – good estimator and its properties- CRLB-CRLB estimation-asymptotic distribution of MLE. (CS1 Problems Only)

Text Books

S. No	Author	Title of the book	Publishers	Year of Publication
1.	Institute and Faculty of Actuaries.	CS 1 Actuarial Statistics I (Combined Materials Pack for exams -2019)	The Actuarial Education Company.	2019

Reference Books

S. No	Author	Title of the book	Publishers	Year of Publication
1.	S.C.Gupta and V.K.Kapoor	Fundamentals of Mathematical Statistics	Sultan Chand & sons	2014
2.	S.P.Gupta	Statistical Methods	Sultan Chand & sons	2015

Skill Components

- To develop and know the different distributions and their CGF and MGF and their behavior.

- To extensively apply the Sampling Techniques and arrive at Statistical Inferences.
- To learn the Estimation of a data and do Data analysis.
- To arrive at conclusions and give favorable outcome

Pedagogy:

- Chalk and talk , PPT, Discussion , Assignment, Quiz, Case study

Course Designers:

1. Mrs.N.Meenakshi, Asst Professor
2. Mrs. M.Harini, Asst Professor

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
AM20A06	MATHEMATICAL BASIS OF LIFE ASSURANCE	ALLIED II	86	4	-	5

Preamble

- To impart the students with knowledge about the Life Assurance Products.
- To define the methods of Valuation of the products and the risk involved
- To focus on the understanding of the life products valuation and calculations involved in it.

Course Outcomes

- Upon the successful completion of the course students

CO Number	CO Statement	Knowledge Level
CO1.	To Familiarize with the Life Assurance Products	K1
CO2.	Identify the approaches towards the products and contingencies associated with them.	K2
CO3.	Apply concepts of Valuations, know the calculations and deductions and decipher the risks involved.	K3,K4

Mapping with Programme Outcome

COs	PO1	PO2	PO3	PO4	PO5
CO1.	L	M	M	S	S
CO2.	L	L	M	S	S
CO3.	L	L	M	S	M

S- Strong; M-Medium; L-Low

MATHEMATICAL BASIS OF LIFE ASSURANCE -AM20A06 (86 Hrs)

Syllabus

UNIT I (DL 18 Hrs)

Life insurance Products- Money back Products-Annuity Products – Office Premiums- Adequacy and consistency of premiums-Selection against the Insurer (Related Simple problems to the topics mentioned)

UNIT II (DL 18 Hrs)

Policy Values-Kinds of policies and their values- Problems associated with the policy values – Retrospective and Prospective approach-Alteration and Surrender of the policy values – Contingencies associated.

UNIT III (DL 16 Hrs)

Data for Valuation- Valuation Methods-Net premium method-Modified Net Premium Method- Gross Premium Method- Gross Premium Bonus reserve- Problems associated with the methods of valuation-Estate and Trading Profits-Unit Linked policies valuation.

UNIT IV (DL 19 Hrs)

Special Reserves and adjustments- Surplus and its distribution- Revisionary bonus System-Guaranteed Additions.

UNIT V (DL 15 Hrs)

Asset Share and applications of asset share- Surrenders and alterations- Risks involved.

Text Books

S. No	Author	Title of the book	Publishers	Year of Publication
1.	Ajay Kumar Srivatsava&Gorakh NathAgarwal- FIAI	IC-81 Mathematical Basis Of Life Assurance	Insurance Institute of India	2014

Reference Books

S. No	Author	Title of the book	Publishers	Year of Publication
1.	Alka Mittal , S.L.Gupta,S.	Principles of Insurance and Risk Management	S. Chand & Sons	2010
2.	M.N.Mishra and Dr.S.B.Mishra	Insurance Principles And Practice	S.Chand and Company Ltd	2011

Skill Components:

- To know the various Life assurance products and learn how to maintain adequacy of funds for the same.
- To know the policy values and methods of valuation.
- Apply the adjustments required in the policy values
- The concepts of asset share to be applied and risks involved to be studied

Pedagogy:

- Chalk and talk , PPT, Discussion , Assignment, Quiz, Case study

Course Designers:

1. Mrs. N.Meenakshi, Asst Professor
2. Mrs. .M.Harini, Asst Professor

SEMESTER IV

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
CM20C08	BUSINESS LAW	Theory	86	4	-	4

Preamble

- To provide students with an understanding of general principles of law of contract and special contracts

Prerequisite

- No Basic Knowledge required

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	State the fundamental rules of commercial law applicable to all the business context	K1
CO2	Understand the different elements of business and legal terminology of procedures in this current scenario	K2
CO3	Identify the corporate and legal perspectives involved in all business transactions	K2
CO4	Examine the rules regarding the administration of agreements relating to the business activities	K3
CO5	Apply the various principles of contracts and interpret the legal issues	K4

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	M
CO2	S	S	S	S	S
CO3	S	S	S	M	S
CO4	S	M	S	S	M
CO5	S	S	S	M	S

S- Strong; M-Medium; L-Low

BUSINESS LAW- CM20C08 (86 Hrs)

Syllabus

Unit I (DL 17 Hrs)

Indian Contract Act 1872 – Meaning of Contract – Definition – Obligation & Agreement – Nature of Contract & Classification – Components of Valid Contract- Offer & Acceptance - Consideration –Capacity to Contract.

Unit II (DL 17 Hrs)

Free Consent – Unlawful Agreements – Quasi Contracts - Different Modes of Discharge of Contract – Remedies of Breach – Principles for awarding Damages.

Unit III (DL 17 Hrs)

Contract of Indemnity & Guarantee, Essential elements of Indemnity and Guarantee. Rights of Surety – Discharge of Surety. Bailment & Pledge – Rights & Duties of Bailor & Bailee – Rights and Liabilities of Finder of Lost Goods.

Unit IV (DL 18 Hrs)

Sale of Goods Act 1930 – Sale & Agreements to Sell – Rules Regarding Passing of Property in Goods – Conditions & Warranties – Actual & Implied -Principle of “Caveat Emptor” and its Limitations – Rights of Unpaid Vendor.

Law of Agency – Kinds of Agency – Rights & Liabilities of Principal and Agent.

Unit V (DL 17 Hrs)

Contract of Insurance - Nature and Fundamental Principles of Insurance – Life Insurance – Fire insurance – Marine Insurance - Policy claims - IRDA and its functions.

Text Book:

S.No	Authors	Title	Publishers	Year of Publication
1.	Kapoor N.D	Business Law	Sultan Chand & sons	Latest edition

Books for Reference:

S.No	Authors	Title	Publishers	Year of Publication
1.	Pillai. R.S.N & Bagavathi. B	Business Law	S.Chand& Co	Latest edition
2	Tulsian	Business Law	Tata McGraw- Hill	Latest edition

Skill Component

- Preparation of different types of Contract and to develop the working knowledge on execution of the same.
- Apply the regulatory framework on various laws pertaining to business and sale of goods in real case analysis.
- Framing a sample legal deed of understanding between bailor and bailee
- Analyse the significant aspects in IRDA and calculate the claim of the insured.

Pedagogy:

- Powerpoint presentations, Group Discussion, Seminar, Quiz , Assignment, Experience Discussion, Brainstorming, Activity, Case Study

Course Designers:

1. Dr. L. Nithya, Department of Commerce
2. Dr. B.Thulasi Priya, Department of Commerce

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
CM20C09	BUSINESS FINANCE	Theory	86	4	-	4

Preamble

- To Understand the Concepts of Business Finance and their Applications for Managerial Decision Making.

Prerequisite

- No prerequisite required

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	State the concepts and approaches in finance	K1
CO2	Determine the alternative sources of funds and its effective utilisation	K2
CO3	Demonstrate the possibilities for the optimum acquisition and application of the financial resources	K3
CO4	Analyse the techniques required to select the feasible financial requirements of a Business Concern	K3
CO5	Apply the concepts and tools of the financial decisions for adequate returns to the shareholders	K4

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	M	M
CO2	S	S	M	M	M
CO3	S	S	M	M	M
CO4	S	S	M	M	M
CO5	S	S	M	M	M

S- Strong; M-Medium; L-Low

BUSINESS FINANCE- CM20C09 (86 Hrs)**Syllabus****Unit I (DL 17 Hrs)**

Business Finance – Meaning and Definition – Approaches to Finance Function – Fixed and variable objectives of Financial Management – Scope – Financial Decisions. Sources of Finance. Financial Planning – Objectives – Characteristics – Steps in financial planning – Estimation of Long Term and Short-Term Financial Needs – Limitations of Financial Planning. Time Value of money – Practical Applications of Time Value Techniques.

Unit II (DL 17 Hrs)

Capital Budgeting – Meaning – Need – Importance – Kinds and Process of Capital Budgeting – Methods of Capital Budgeting (Traditional and Modern methods only). Cost of Capital – Meaning – Significance – Classification of Cost – Computation of Cost of Capital: Cost of Debt, Preference, Equity, Retained Earnings and Weighted average Cost of Capital.

Unit III (DL 17 Hrs)

Capital Structure – Introduction – Importance – Factors Determining the Capital Structure
Theories of Capital Structure: Net Income Approach- Net Operating Income Approach-Traditional Approach and Modigliani and Miller Approach. Leverage – Meaning – Types of Leverage – Impacts of Financial Leverage - Significance and Limitations.

Unit IV (DL 18 Hrs)

Capitalisation – Concept – Need- Theories of Capitalisation – Fair capitalization – Over Capitalization – Under Capitalization – Watered Stock – Over Trading and Under Trading. Working Capital Management – Meaning – Classification-Importance- Factors Determining the Working Capital Requirements – Management of Working Capital – Methods of Estimating Working Capital Requirements.

Unit V (DL 17 Hrs)

Receivables Management – Forming of credit policy. Inventory Management – Tools and Techniques. Dividend Policy – Determinants of Dividend Policy – Types of Dividend Policy – Advantages and Disadvantages of Stable Dividend Policy – Theory of Relevance and Irrelevance.

***Theory Only Distribution of marks: Theory 40% Problems 60%.**

Text Book

Sl.No.	Author name	Title of the book	Publisher	Year & Edition
1	Shashi. K. Gupta Sharma R. K	Financial Management	Kalyani Publishers	2018

Reference Books

Sl.No.	Author name	Title of the book	Publisher	Year & Edition
1	Ravi. M. Kishore	Financial Management - Problems and Solutions	Taxmann Publications Pvt Ltd	2017 Edition
2	Khan & Jain	Financial Management	Tata McGraw Hill	2018
3	Maheshwari S. N	Financial Management	Sultan Chand & Sons	15 th Edition 20

Skill Components

- Preparation of financial planning for the concern
- Application of time value techniques to the real situations
- Analyse the capital structure of different companies belong to different industries
- Estimate the cost of capital for the funds raised by the company
- Application of capital budgeting techniques to select the project proposals.
- Analyse the financial statements and Estimate the working capital requirements of the company.

Pedagogy

- Lecture, Group Discussion, Case study, Role playing, Activity based learning

Course Designers

1. Dr. D. Vijayalakshmi, Department of Commerce
2. Dr. B. Thulasipriya, Department of Commerce

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
AM20C10	FINANCIAL MATHEMATICS II	CORE	101	4	-	5

Preamble

- To impart a fundamental skill in constructing loan schedule.
- To understand the procedure related to Financial instruments Valuation.
- To expose knowledge and the ability to measure the investment performance of a fund.
- To enlarge the idea of interest rates that varies by term and stochastic interest rates.

Prerequisite

- Basic Knowledge in Investment model.

Course Outcomes

On the successful completion of the course, students will be able to

CO No.	Co Statement	Knowledge Level
CO1	Label how to use a generalized cash-flow model to describe financial transactions and to define an equation of value.	K1
CO2	Depict how a loan may be repaid by regular installments of interest and capital.	K2
CO3	Illustrate the discounted cash flow techniques that can be used in investment project appraisal.	K3
CO4	Demonstrate an understanding of the term structure of interest rates and simple stochastic interest models for investment returns.	K4

Mapping with Program Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	L	M	M	S	M
CO2	M	S	M	S	M
CO3	L	M	S	S	M
CO4	L	M	M	S	M

S-Strong M- Medium L-Low

FINANCIAL MATHEMATICS II - AM20C10 (101 Hrs)

Syllabus

UNIT I (DL 19 Hrs)

Cash flow process-Examples of cash flow scenarios: A zero-coupon bond-A fixed-interest security-An index-linked security-Cash on deposit-An equity-An annuity-certain-An 'interest-only' loan-A repayment loan (or mortgage). Equations of Value- Introduction- The equation of value and the yield on a transaction- The theory- Solving for an unknown quantity(Security S , Present value (P), Amount of a payment (D or R), Timing of a payment (n), interest rate (i))- Example applications- Uncertain payment or receipt- Probability of cash flow- Higher discount rate

UNIT II (DL 20 Hrs)

Fixed-interest securities- Calculating the price and yield- No tax- Income tax- Capital gains tax- Optional redemption dates- Uncertain income securities- Equities- Property. Real rates of interest- Inflation-adjusted cash flows- Calculating real yields using an inflation index- Calculating real yields given constant inflation assumptions- Payments related to the rate of inflation- The effects of inflation-Index-linked bonds

UNIT III (DL 18 Hrs)

Project Appraisal- Introduction- Accumulated value- Net present values- Internal rate of return- The comparison of two investment projects -Different interest rates for lending and borrowing- Payback periods- Other considerations

UNIT IV (DL 21 Hrs)

Loan Schedules- Introduction -Calculating the capital outstanding- Introduction- The theory: Prospective loan calculation- Retrospective loan calculation. Calculating the interest and capital elements- The loan schedule- Installments payable more frequently than annually. Consumer credit: APR

UNIT V (DL 23 Hrs)

Term structure of Interest rates-Discrete-time rates: Discrete-time spot rates-Discrete-time forward rates-Continuous-time rates: Continuous-time spot rates-Continuous-time forward rates-Instantaneous forward rates-Theories of the term structure of interest rates-Why interest rates vary over time-Yields to maturity-Par yields. Duration, convexity and immunization: Interest rate risk-Effective duration-Duration-Convexity-Immunization

Text Books

S. No	Author	Title of the book	Publishers	Year of Publication
1.	IFOA	CM 1 Actuarial Mathematics	The Actuarial Education Company on behalf of the Institute and Faculty of Actuaries	2019
Chapters : 3(Page No:1-12),10,11,12,13,14				

Reference Books

S. No	Author	Title of the book	Publishers	Year of Publication
1.	McCutcheon, J.J. Scott- William F	An Introduction to Mathematics of Finance	Oxford, Butterworth-Heinemann	2015
2.	Eugene Don and Joel Lerner, W. Taylor	Basic Business Mathematics	Schaum's Outline Series, McGraw Hill	2015

Skill Components

- Illustrate how duration and convexity of a cashflow sequence may be used to estimate the sensitivity of the value of the cashflow sequence to a shift in interest rates.
- Depict how an equation of value can be adjusted to allow for uncertain receipts or payments.
- To calculate a schedule of repayments under a loan and identify the interest and capital components of annuity payments
- Describe in the form of a cash flow model the operation of financial instruments.

Pedagogy:

- Chalk and talk , PPT, Discussion , Assignment, Quiz, Case study

Course Designers

1. Mrs.M.Harini, Asst Professor
2. Mrs.N.Meenakshi, Asst Professor

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
AM20A07	ACTUARIAL STATISTICS II	ALLIED II-PAPER II	86	4	-	5

Preamble

- To present the fundamental basis for many other areas in the mathematical sciences including statistics, modern optimization methods and risk modelling.
- To impart the students with knowledge in the concepts of Statistical Methods of testing and drawing inferences.
- To define and introduce the concept of Testing and Decision Making.
- To focus on the understanding and implementation of Data Analysis.

Course Outcomes

- Upon the successful completion of the course students

CO Number	CO Statement	Knowledge Level
CO1.	Understand the meaning and utility of sampling in statistics.	K1
CO2.	Identify the right probability distribution (normal, t, binomial, etc.) for analysis and emphasize the need of application of these various distributions.	K2
CO3.	Apply concepts of correlation in their computation and interpretation	K3,K4

Mapping with Programme Outcome

COs	PO1	PO2	PO3	PO4	PO5
CO1.	L	M	M	S	S
CO2.	L	L	M	S	S
CO3.	L	L	M	S	M

S- Strong; M-Medium; L-Low

ACTUARIAL STATISTICS II- AM20A07 (86Hrs)

Syllabus

UNIT I (DL 18 Hrs)

Confidence Interval- CI for single and double independent samples of normal distribution-comparing variances – CI for binomial and Poisson parameters- CI's for two sample problems-paired data (simple problems from CS I)

UNIT II (DL 18 Hrs)

Hypothesis testing- Null and alternate hypothesis-Test statistic- type I and type II error-likelihood function and ratio- level of significance-probability value and power of a test- applications to poisson, binomial and paired data-permutation approach-chi square test – Goodness of fit-Contingency 2*2 table . (Simple problems from CS I)

UNIT III (DL 16 Hrs)

Data analysis-scatter plots-correlation – Karl Pearson's coefficient- spearman's rank correlation -correlation – Regression –linear regression model – co-efficient of determination. ((simple problems from CS I)

UNIT IV (DL 19 Hrs)

Exponential family of distributions- relationship with binomial, poisson, gamma and normal distributions- moments of the family of distributions and other supporting distributions. (simple problems from CS I)

UNIT V (DL 15 Hrs)

Estimation- Bayes theorem- Bayesian estimation vs classic estimation-likelihood function-prior and posterior distribution- relationship between prior and posterior – conjugate distributions, uninformative prior distributions and loss distributions. (Simple problems from CS I)

Text Books

S. No	Author	Title of the book	Publishers	Year of Publication
1.	-	CS 1 Actuarial Statistics I (Combined Materials Pack for exams -2019)	The Actuarial Education Company on behalf of the Institute and Faculty of Actuaries.	2019

Reference Books

S. No	Author	Title of the book	Publishers	Year of Publication
1.	S.C.Gupta and V.K.Kapoor	Fundamentals of Mathematical Statistics	Sultan chand& sons	2014
2.	S.P.Gupta	Statistical Methods	Sultan chand& sons	2015

Skill Components:

- To assign Confidence interval for single and double sample distributions.
- Test the Hypothesis according to the CI's
- Plot the Regression and Correlation concepts of data analysis in the Insurance field.
- Identify the difference between the Bayesian methods and classical methods of estimation and analysis of insurance claims.
- Learn the loss distributions and their applications in the Insurance Calculations.

Pedagogy:

- Chalk and talk , PPT, Discussion , Assignment, Quiz, Case study

Course Designers:

1. Mrs.N.Meenakshi, Assistant Professor
2. Mrs.M.Harini, Assistant Professor

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
AM20A08	ACTUARIAL ASPECTS OF PRODUCT DEVELOPMENT	ALLIED II-PAPER II	86	4	-	5

Preamble

- To familiarize the students with the concept and process involved in designing insurance products and also setting assumptions.
- To provide the students with an understanding of pricing insurance products and the various factors that influence pricing and determination of premium rates.
- To develop skills to effectively apply actuarial techniques in various steps of product design and pricing

Prerequisite

- Basic Knowledge in Insurance.

Course Outcomes

CO Number	CO Statement	Knowledge Level
CO1	Relate the importance of product design and the various factors that influence design of insurance products.	K1
CO2	Demonstrate some methods used in the determination of prices of various insurance products and role of commission rates in determining the premium for an insurance product	K2
CO3	Inspect the function of margins in determining the premium or charges for an insurance policy and the different types of financial viability for Insurers	K3,K4

- Upon the successful completion of the course students

Mapping with Programme Outcome

COs	PO1	PO2	PO3	PO4	PO5
CO1.	L	L	S	M	S
CO2.	L	L	S	M	S
CO3.	M	L	S	M	S

S- Strong; M-Medium; L-Low

ACTUARIAL ASPECTS OF PRODUCT DEVELOPMENT- AM20A08 (86 Hrs)

Syllabus

UNIT I (DL 16 Hrs)

Insurance product- Definition- Attributes- Parties involved in insurance product transactions- Product design- Why product design- Factors affecting product design-Meaning of profitability-Role of regulations in product design-Understanding stakeholders' concerns

UNIT II (DL 19 Hrs)

Pricing of Products: Meaning of price and premium-Methods of pricing and price determination- Components of premium-Issues in determining premium- Regulatory influences on pricing- Methods of determination of price- Formula method-Expenses- Cash flow method

UNIT III (DL 17 Hrs)

Interest Rate: Assumptions setting process- Importance of interest rates in calculation of premiums-Concept of interest rates- Determination of interest rates-A simple example- Interest rate risk.

Mortality and Morbidity Rates: Reasons for use of parameters- Mortality and morbidity rates-Determining mortality and morbidity rates-Experience analysis- Mortality or morbidity experience studies- A Simple example- Mortality or morbidity risk

UNIT IV (DL 17 Hrs)

Persistency/Withdrawal Rates: Reasons for use of persistency-Withdrawal Rates- Determining withdrawal rate- Withdrawal experience analysis- A Simple example- Withdrawal risk. Commission Rates: Importance of commission rates- Understanding the concept of commission rates- Determining commission rates-Margins- Risk discount rate- Reserving

Unit V (DL 17 Hrs)

Reinsurance Support: Meaning and need for reinsurance- Types of reinsurance arrangement- Regulation on reinsurance. Financial Viability- Profit margin – Solvency margin

Text Books

S. No	Author	Title of the book	Publishers	Year of Publication
1.	NA	IC-92 Actuarial Aspects of Product Development	Insurance Institute of India	2016
		Chapters – 1,2,3,5,7,8,9,10,10B,12,13		

Reference Books

S. No	Author	Title of the book	Publishers	Year of Publication
1	Alka Mittal , S.L.Gupta,S.	Principles of Insurance and Risk Management	S. Chand & Sons	2014
2	M.N.Mishra and Dr.S.B.Mishra	Insurance Principles And Practice	S.Chand and Company Ltd	2016

Skill Components

- To understand different insurance products and how the products are developed.
- To analyze how premium amount is fixed for the life insurance policies.
- To understand the different rates used for premium fixation for insurance products.
- Demonstrate how reinsurance can save insurers from grave consequences.

Pedagogy:

- Chalk and talk , PPT, Discussion , Assignment, Quiz, Case study

Course Designers

1. Mrs.M.Harini, Asst Professor
2. Mrs.N.Meenakshi, Asst Professor

JOB ORIENTED COURSE
FINANCE AND FINANCIAL REPORTING-JOB1339

Total Hours-60

UNIT I

The key principles of finance- Types of Medium term and Short - term company finance- Taxation- Principles of Corporate and Personal taxation and Company taxation-Financial instruments and its usage(in brief)-Derivatives and its usage- futures , options, swap-currency risk management- Interest rate risk management-Borrowing cost reduction-Issue of shares-quotations, subscriptions, issues (right and scrip). (Simple Problems on the above said topics included)

UNIT II

Introduction to Accounts—Principle features and fundamental Accounting concepts Annual reports and accounts - the main accounts-statement of properties-Depreciation and reserves-Generating accounts-Group accounts and insurance company accounts -Accounts and its interpretation- Priority percentages and gearing- Capital interest cover and Asset cover for loan capitals-Effects of interest rate movements- EBITDA- Dividend yield-Profitability, Liquidity and efficiency-Limitations of accountancy. (problems from CBI)

UNIT III

Financial institutions-Introduction- Main features of Central banks, Investment exchanges and Investment banks- Role played by Clearing banks, Building Societies, Investment trust , Unit trusts, Investment management companies, Self administered pension funds, Life and General insurance companies in the financial markets. (Problems from CBI)

UNIT IV

Capital structure and dividend policy- Principal factors of Capital Structure and dividend policy- Effects on the Market Valuation of the company- Distributing profits and alternative ways. Capital project appraisal- companies cost of capital and its interaction with Nature of Investment in capital projects.(problems from CBI)

UNIT V

Methods of project evaluation-Evaluation of risky investments including Probability trees , Simulation and Certainty equivalents- Required rate of return- Issues in computing rate of return-Choice of discount rate- Limitations and assumptions- Techniques for ascertaining probability of occurrence of different risks over varying time scales and financial impact and outcomes on financial investments.(problems from CBI)

Text Books

S. No	Author	Title of the book	Publishers	Year of Publication
1.	Institute and Faculty of Actuaries.	CB I Business Finance (Combined Materials Pack for exams -2019)	The Actuarial Education Company.	2019

SEMESTER III & IV
DATA ANALYSIS USING EXCEL AND R PROGRAMMING
SKILL BASED SUBJECT

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
AM-19SB01	PAPER-I INTRODUCTION TO EXCEL AND FINANCIAL MODELING	SBS-Theory	5 8	4	-	4

Preamble

- To introduce concepts of excel and financial modeling to develop programming skills.
- To understand the basic and advanced features of excel in the context of financial modeling applications.
- To enable the students to construct spreadsheet for financial applications using financial functions.

Prerequisite

- Basic knowledge of Computer and Excel

Course Outcomes

- On the successful completion of the course, students will be able to

CO No	CO Statement	Knowledge Level
CO1	Understand the Concepts of excel and financial modeling	K1
CO2	Categorize the various commands in excel and financial modeling	K2
CO3	Understanding the techniques, elements and approaches of forecasting financial statements	K3,K4

Mapping with Programme Outcomes

C Os	P O 1	P O 2	P O 3	P O 4	P O 5
CO1	L	S	M	S	L
CO2	S	M	S	S	S
CO3	L	S	S	S	M

S-Strong; M-Medium; L-Low

INTRODUCTION TO EXCEL AND FINANCIAL MODELING -AM-19SB01 (58Hrs)

Syllabus

UNIT-I (DL 11Hrs)

Introduction to Excel- understanding advanced features of excel -Database functions in excel, creating charts using forms and control toolbox ,understanding Finance functions present in excel- Inserting or deleting cells, rows and works sheet- Hiding rows and columns-Keeping row and column headings in view.

UNIT-II (DL 12Hrs)

Formulas- Creating a formula- Relative cell referencing- Absolute cell referencing- Functions -Using Auto Sum- The IF() function-Printing-Printing a worksheet-Charts-Modifying a chart-Data manipulation-Sort-Filter

UNIT-III (DL 12Hrs)

Introduction to Financial Modeling-Difference between a Spread Sheet and Financial model. Types and purpose of financial model-Tools for financial modeling-Grouping-Goal Seeking-Scenario manager.

UNIT-IV (DL 12Hrs)

Financial Statements by using excel -Preparing common size statements-Excel in Accounting directly from Trial Balance Forecasting Analyzing

UNIT-V (DL 11Hrs)

Income statement, balance sheet and cash flow statement-Income Statement Module- Balance Sheet Module-Cash Flow Statement Module-Direct and Indirect Cash Flow Statement Layout

Text Book

S.No	Name of the Author	Title of the Book	Publication & Year of Edition
1	Danielle Stein Fairhurst	Using Excel for Business Analysis: A Guide to Financial Modeling Fundamentals	2012 Ed John Wiley & Sons Inc Publications
2	ChandanSengupta	Financial Modeling Using Excel and VBA	2009 Ed John Wiley & Sons Inc Publications

Pedagogy

Lecture, PPT Presentation , Quiz, Group Discussion, Seminar, Assignment

Course Designers

1. Mrs.G.Rajamani, Assistant Professor
2. Mrs.M.Shobana, Assistant Professor

SEMESTER III & IV
DATA ANALYSIS USING EXCEL AND R PROGRAMMING
SKILL BASED SUBJECT

COURS ENUM BER	COURSENAME	Catego ry	L	T	P	Cre dit
AM-19SBP1	PRACTICAL I –DATA ANALYSIS USING EXCEL	SBS - Practic al	-	2	2 8	2

1 Preparation of Income Statement:

Input: Receipts & Payments.

Functions to be used: Data validation, 'fx' –functions, Conditional Formatting, Controls, Scenarios, Goal Seek, Auto Correct.

Expected Output: Income Statement

2 Time Value of money:

Input: Cash Flows.

Functions to be used: FV,NPER,PMT,PV, TYPE,

Expected Output : NPV,IRR,ROI

3 Estimating the share price:

Input: Share Prices.

Functions to be used: Graph, Trend Setting.

Expected Output :Trend line

4 Calculation of Risk Adjusted Rate:

Input: Share Prices.

Functions to be used: CAPM Functions

Expected Output: Beta value and Trend line

5 Capital Rationing:

Input: Cash Flows.

Functions to be used: Solver Parameters

Expected Output: Ranking based on Pay-back period

6 Leverage:

Input: Various Costs.

Functions to be used: Goal Seek.

Expected Output: DOL, DFL and DCL; BEP graph

7 Designing Capital Structure:

Input: Summarized Income Statement.

Functions to be used: Goal Seek

Expected Output: EPS ,EPS growth rate.

8 Inventory Management:

Input: Inventory data.

Functions to be used: Scenarios

Expected Output: EOQ, Max level, Min level, Graph.

9 Credit Policy:

Input: Opening and Closing Receivables.

Functions to be used: Min, Max.

Expected Output: Aging Schedule

10 Cash flow Estimation:

Input: Cash flows.

Functions to be used: Autocorrect

Expected Output: Cash Budget

Note: Theory combined with problems using formulas are taught simultaneously in Computer lab using MS Excel software.

Pedagogy

- Demonstration, System, Hands on Training

Course Designers

1. Mrs.G.Rajamani, Assistant Professor
2. Mrs.M.Shobana, Assistant Professor

SEMESTER V

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
CM20C11	MANAGEMENT ACCOUNTING	Core	71	4	-	4

Preamble

- To provide the fundamental knowledge and techniques in Management Accounting
- To apply the tools and techniques used to plan, control and make decisions
- To learn the Budgetary control procedures, reporting of organizational performance and calculation of variances

Prerequisites

- Basic Knowledge in Financial Statements

Course Outcomes

On the successful completion of the course, students will be able to prepare and present information for management decision making and control process

CO Number	CO Statement	Knowledge Level
CO1	Find and Apply tools and techniques used to plan, control and make decision	K1,K2,K3
CO2	Prepare budgets and demonstrate budget control techniques	K1,K2,K3
CO3	Illustrate and Build the knowledge of break-even analysis and profit maximization	K1,K2,K3

Mapping with Programme Outcome

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S

S-Strong;M-Medium; L-Low

Syllabus

Unit I (15 Hrs)

Management Accounting- Meaning, Objectives & Scope - Need and Significance – Relationship between Management Accounting, Cost Accounting & Financial Accounting. Financial Statement and their importance- Tools for Analysis and Interpretation-Common Size Statements, Comparative statement and Trend Analysis.

Unit II (14 Hrs)

Ratio Analysis - Significance of Ratios - Uses and Limitations of Ratios – Classification of Ratios -Analysis of Short Term Financial Position - Analysis of Long Term Financial Position – Profitability Ratios– Leverage Ratios.

Unit III (14 Hrs)

Fund Flow Analysis: Meaning and Concept of Funds and Flow of Funds – Difference between Fund Flow Statement, Income Statement and Balance Sheet – Uses, Importance and Limitations of Fund Flow Statement- Statement / Schedule of Changes in Working Capital- Fund from Operation-Statement of Sources and Application of Funds. Cash Flow Analysis: Meaning- Classification of Cash Flows – Comparison between Fund Flow and Cash Flow Statement – Uses, Importance and Limitations of Cash Flow Statement –Preparation of Cash Flow Statement Using Direct and Indirect methods-Accounting Standard AS 3

Unit IV(14 Hrs)

Budgeting and Budgetary Control-Definition, Importance, Essentials and Classification of Budgets - Preparation of Cash Budget, Sales Budget, Production Budget, Direct Labour Budget, Purchase Budget, Material Budget, Overhead Budget–Flexible Budget –Master Budget- Budgetary control – Steps in Budgetary Control–Zero Base Budgeting.

Unit V(14 Hrs)

Marginal Costing–Cost-Volume – Profit Analysis and Break-Even Analysis, Managerial Applications of Marginal Costing including transfer pricing- Significance and limitations of Marginal Costing. Standard Costing-Meaning- suitability as a management tool- limitation – Variance Analysis -Material and Labour Variances only.

Distribution of Marks: Theory 20% and Problems 80%

Text Book:

Sl.No.	Author Name	Title of the book	Publishers	Year and Edition
1	Sharma R.KSashi K.Gupta Neeti Gupta	Management Accounting	Kalyani Publishers	Reprinted 2016, IV edition

Books for Reference:

Sl.No.	Author Name	Title of the book	Publishers	Year and Edition
1	Jain and Narang	Cost and Management Accounting	Kalyani Publishers	2013, 21 st Edition
2	Maheswari S.N	Management Accounting	Sultan Chand and Sons	2013, Reprint
3	Reddy T.S and Reddy H.P	Management Accounting	Margham Publications	2013, VIII Edition

Pedagogy

Lecture, PPT, Quiz, Assignment, Group Discussion, Seminar

Skill Component

- Identify the financial tools for analyzing the financial reports
- Apply the different types of ratios to income & expenditure and balance sheet statement
- Analyse the working capital position of the company
- Prepare the different types of budgets for any of the business entity
- Calculate the breakeven point for a company

Course Designers

1. Dr. G. Kavitha–Department of Commerce
2. Dr. S. Sujatha-Department of Commerce

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
CM20C12	DIRECT TAXATION	Core	86	4	-	4

Preamble

- To gain expert Knowledge of the provisions of Income tax Act under different heads of incomes.

Prerequisite

No prerequisite Knowledge required

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Define the basic principles of the Income Tax Act	K1
CO2	Illustrate the assessment procedure of different heads of incomes	K2
CO3	Solve the taxable income of an assessee	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	M
CO3	S	S	S	M	M

S-Strong;M-Medium; L-Low

Syllabus

Unit I (DL 17 Hrs)

Basic Concepts - Assessment Year, Previous Year, Person, Assessee, Types of Assessee, Income, Gross Total Income, Total Income, Agricultural Income, Exempted Incomes, Incomes which do not form part of Total Income, Tax Rates, Difference between exemption and deduction, Capital and Revenue – Receipts, Expenditure, Losses, - Problems on distinguishing between agricultural and non-agricultural income, capital and revenue-Residential Status and Incidence of Tax-Relationship between residential status and incidence of tax– Simple problems

Unit II (DL18 Hrs)

Income under the head ‘Salaries’: Income under the head ‘Salaries’: Meaning, Basis of charge, Forms of Salary, Allowances, Perquisites, Provident Fund, Permissible deductions under section 16, Retirement benefits – Death-cum-retirement Gratuity, Leave Salary, Pension, Commuted pension.

Unit III (DL 17Hrs)

Income under the head ‘Income from House property’: Income under the head ‘Income from House property’: Definition of House Property, Basis of charge, Annual Value, Deductions out of annual value, Income from let-out house property, income from self-occupied house property, unrealized rent, vacancy allowance, interest on loan, pre-construction interest, arrears of rent. Profits and Gains of Business or Profession- Meaning of Business or Profession- Computation of Profits and Gains of Business or Profession of Individual- Expenses Expressly Allowed– Expense Expressly Disallowed.

Unit IV(DL 17 Hrs)

Income from Capital Gains- Computation of Capital Gains- Income from Other Sources- Computation of Income from Other Sources.

Unit V(DL17 Hrs)

Permissible deductions from gross total income: Permissible deductions from gross total income 80C, 80CCG, 80D, 80DD, 80DDB, 80E, 80G, 80GG, 80GGA, 80GGB, 80GGC, 80JJA,

80QQB, 80RRB, 80U – Set off and Carry Forward Set off losses -Computation of total income and taxliability- Assessment of Individuals. Introduction to e-Filing, Penalties, prosecution and appeals.

Distribution of Marks: Theory 20% and Problems 80%**Text Book**

Sl. No.	AuthorName	Title of the Book	Publisher	Year and Edition
1.	Gaur V.P.and NarangD.B	Income Tax and Practice	Kalyani Publishers	Current Edition

Reference Books

Sl. No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Dinkar Pagare	Income Tax And Practice	Sultan Chand & Sons	Current Edition
2	Mehrothra	IncomeTax And Practice	Sultan Chand & Sons	Current Edition

Pedagogy

Lecture, PPT, Quiz, Assignment, Group Discussion, Seminar

Skill Component

- Identify various sources of incomes that are of revenue and capital in nature.
- To apply various concepts and practical calculations with reference to provisions.
- Collect the list of scientific research institutions under Business/Professions.
- Preparations of Tax statement for sample income.
- Filling of Demo Returns

CourseDesigners

1. Dr.B.Thulasipriya–Department of Commerce
2. Dr.S.Sujatha-Department of Commerce

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
AM20C13	LIFE CONTINGENCIES I	Core	71	4	-	4

Preamble

- To formulate the students to understand the basic concept of life table and insurance.
- To provide students with an understanding of the mathematical concepts and techniques that is used to model and value cash flows contingent on survival and death.
-

Course Outcomes

On the successful completion of the course, students will be able to

CONo.	CO Statement	Knowledge Level
CO1	Recall the concepts of life table, assurances & annuities.	K1
CO2	Understand the life table functions and express the probabilities in Terms of life table functions for Assurance and Annuity contracts.	K2
CO3	Apply the fundamental techniques used to value cash flows involving death, survival and other similar contingent events	K3
CO4	Analyze calculations relating to assurances, annuities and with-profit policies	K4

Mapping with Program Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	L	L	S	M	S	S
CO2	L	L	S	S	S	S
CO3	L	L	S	M	S	S
CO4	L	L	S	M	S	S

S-Strong M-Medium L-Low

Syllabus UNIT I (DL 14Hrs)

Life table – Constructing a Life table - Life table functions at non-integer ages - Evaluating probabilities without use of the life table - Select mortality- Constructing select and ultimate life tables

UNIT II (DL 14Hrs)

Life Assurance contracts - Types of Insurance Contracts. Discrete Assurance Contracts: Introduction- Present value random variable, Expected present value and Variance of the present value random variable of Whole life assurance contracts, Term assurance contracts, Pure endowment contracts, Endowment assurance contracts, Deferred assurance benefits.

UNIT III (DL 14Hrs)

Continuous Assurance Contracts: Introduction- Benefits payable immediately on death: Present value random variable, Expected present value and Variance of Whole life assurance, Term assurance, Endowment assurance. Claims acceleration approximation- Evaluating means and variances using select mortality- Evaluating assurance benefits.

UNIT IV (DL 15 Hrs)

Life annuity contracts- Present value random variable, Expected present value, Variance of the present value random variable of Whole life annuities (arrear and advance), Temporary

annuities (arrears and advance), Deferred annuities, Deferred annuities-due, Guaranteed annuities (arrears and advance) , Continuous annuities, Evaluating means and variances using select mortality- Evaluating annuity benefits.

Expected present values of annuities payable m times each year- Expected present values under a constant force of mortality

UNIT V (DL 14Hrs)

Variable payments- Payments varying at a constant compound rate- Payments varying by a constant monetary amount: Whole life assurance- Term assurance- Endowment assurance- Decreasing term assurance- Increasing assurances payable immediately on death- Whole life annuity payable annually in arrears- Whole life annuity payable annually in advance- Temporary annuities- Annuities payable continuously. Conventional with-profits contracts- (Types of bonus)*

*Self Study

NOTE: No derivations. Only problems

Text Books

S.No.	Author/s	Title of the book	Publishers	Year of publication
1.	IFOA	CM 1 Actuarial Mathematics	The Actuarial Education Company on behalf of the Institute and Faculty of Actuaries	2019
Chapters : 3 (Pg.No: 13-17), 15, 16, 17,18,19				

Reference Books:

S.No.	Author/s	Title of the book	Publishers	Year of publication
1.	Bowers, Newton Let al.–	Actuarial Mathematics		2015 2 nd ed
2.	Neill, Alistair. – Heinemann	Life contingencies		2010

Skill Components:

- Develop formulae for the means and variances of the payments under various assurance and annuity contracts
- Understand and use the relations between assurance and annuity factors using equation of value, and their select and continuous equivalents.
- Illustrate the procedure of conventional with-profits contracts, in which profits are distributed by the use of regular reversionary bonuses, and by terminal bonuses.
- Examine mathematical techniques used to model and value cashflows which are contingent on mortality risks.

Pedagogy

Chalk and talk, Group Discussion, PPT, Seminar, Quiz, Assignment.

Course Designers:

1. Ms.M.Harini, Asst.Professor
2. Mrs.N.Meenakshi, Asst.Professor

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
FS20E01	BANKING LAW AND OPERATIONS	Elective	71	4	-	5

Preamble

- To know the concepts of banking and its regulations.
- To understand the overall banking Functions and its services.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Acquire the concepts of Banking theory and its regulations	K1
CO2	Understand the basic knowledge about banking functions.	K2
CO3	Expertise in various banking services	K3, K4

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1.	S	M	S	L	S
CO2.	S	M	M	L	M
CO3.	M	L	S	S	S

S- Strong; M-Medium; L-Low

Syllabus UNIT I (17 Hrs)

Banker and Customer: Origin of banking – Banker – Customer – The Relationship between a Banker and a Customer – Classification of Banks: Commercial Banks – Investment Banks or Industrial Banks – Exchange Banks – Cooperative Banks – Land Development Banks – Saving Banks – Central Banks. Economic Growth and Indian Banks – Innovative Schemes.

UNIT II (17 Hrs)

Deposits: General precautions for Opening Account – Current Deposit Account – Fixed Deposit Account – Saving Deposit Account – Insurance Linked Savings Bank deposit – Recurring Deposit – Other Deposits. Pass Book: Introduction – Maintenance of a Pass Book – The position in India – Entries Favorable to the customer – Entries favorable to the Banker.

UNIT III (17 Hrs)

Negotiable instruments – Features – Types – Classification - Promissory Note – Bills of Exchange, Cheque -Definitions - Features – Difference between Cheque and Bill of Exchange – Draft - Cheque Vs Draft – Banker's Cheque. Crossing – Kinds of Crossing – Endorsement – Definition – Significance – Assignment vs Endorsement – Kinds of Endorsement – Regularity of Endorsement – Liability of Endorser.

UNIT IV (18 Hrs)

Loans and Advances: Principles of lending – Secured and Unsecured Advances – Forms of Advances. Modes of creating charges - Lien- Pledge – Legal Mortgage vs. Equitable Mortgage – Rights of Mortgage - Hypothecation– Characteristics of Hypothecation. Unsecured Advances: Guarantee – Features – Advantages and Disadvantages. Indemnity – Distinction between Guarantee and Indemnity – Rights of Guarantor – Liabilities of Surety – Discharge of Surety.

UNIT V (17 Hrs)

Recent trends in Banking System UPI-Unified Payments Interface, E-Banking: Traditionally Banking Vs. E-Banking – (Debit Card – Credit Card)* - Electronic Delivery Channels

Facets of E-banking – E-banking Transactions – Truncated Cheque and Electronic Cheque – Mobile Banking - Inter Bank Mobile Payment service(IMPS). Artificial Intelligence Robots, Satellite Banking, Point of sale (POS), Smart Wearable, Blockchain Integration, Hybrid Cloud Technology, Virtual Currency – Models of E-banking Advantages of E-banking – Constraints of E- banking – Security Measures – Real-time Gross – Settlement (RTGS) – Electronic Fund Transfer.

S.No	Author Name	Title of the Book	Publisher	Year and edition
1.	E.Gordon – Natarajan	Banking Law Theory and Practice	Himalaya publishing House	24 th Revised Edition-2015.

Reference Books

S.No	Author Name	Title of the Book	Publisher	Year and edition
1.	S.N. Maheswari	Banking theory Law and Practice	Kalyani Publications	2013, Reprint
2.	Dr.S.Gurusamy	Banking Theory Law and Practice	Tata McGraw Hill Education Private Limited, New Delhi.	2 nd Edition, 2014
3.	S.N. Maheshwari and R.R. Paul	Banking and Financial System	Kalyani Publishers	2 nd Edition, 2013.

Skill Components

- Group discussion on how internet can help in growth of the business.
- Describe fundamental concepts behind modern e-banking/mobile banking technologies
- Demonstrate the online banking techniques and KYC norms in real time

Pedagogy

- Chalk and talk ,lecture, PPT, Discussion , Assignment, Quiz, Case study

Course Designers:

1. S. Kirubadevi
2. M.Shobana

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
ACL20E02	RESEARCH METHODOLOGY	ELECTIVE	71	4	-	5

Preamble

- To understand the objectives of Research.
- To know the tests of significance and preparation of report
- To gain a working knowledge in Research methodology

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1.	To understand the meaning of research and its methods	K1
CO2.	To determine the Sampling size and methods	K2
CO3.	To prepare the report of the research	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1.	S	S	M	S	M
CO2.	S	M	S	M	S
CO3.	M	S	S	S	S

S- Strong ;M-Medium; L-Low

RESEARCH METHODOLOGY-ACL18E2(71Hrs)

Syllabus

UNIT I (DL 14 Hrs)

Introduction Meaning and Definitions of Research, Objectives of Research, Qualities of good researcher –Types of research –Research process- **Research Problem:** Identification and formulation, criteria for good research problem. Research Design-Components of Research Design

UNIT–II (DL 14Hrs)

Sampling –**Methods and technique**–Sample size –Sampling error –Steps in sampling - criteria for good sample design - Types of sample designs –**Tools of data collection** –Interview schedule–Questionnaire. Interview schedule -Observation, interview and mailed questionnaire. Pilot study and final collection of data-editing-and tabulation of data

UNIT–III (DL 14Hrs)

Hypothesis:- meaning- sources– Types- Measurement-meaning-need Errors in measurement - Types of scales - scale construction techniques -Tests of sound measurement Techniques of measurement - scaling Techniques - meaning -Types of scales - scale construction techniques.

UNIT–IV (DL 14Hrs)

Measures of Central tendency–Standard deviation–Correlation–Test of significance–T- Test and F- Test, test of significance for attributes analysis of variance (ANOVA) –**Chi-square test.**(Simple Problems only)

UNIT–V (DL 15Hrs)

Interpretation - meaning - Techniques of interpretation - **Report writing:-** Significance - Report writing:- Steps in report writing - Layout of report - **Types of reports** - Precautions for

writing report - Norms for using Tables, charts and diagrams – (Appendix:-norms for using Indexand Bibliography)*

* Self Study

Distribution of Marks: Theory 80% and

Problems 20%Text Book:

Sl. No.	Author name	Title of the book	Publisher	Year &Edition
1	C.R.Kothari,GauravGarg	Research	New Age International	2015-4 th edition

Books for Reference:

S.No.	Author/s	Title of the book	Publishers	Year of publication
1	R.Panneerselvam	Research Methodology	PHI Learning Pvt.Ltd.	2014 2 nd ed.
2	Donald Cooper	Business Research Methods	McGraw-Hill Higher Education,2013	12thEdition.2013

Links

- [https://www.youtube.com/watch?v=WvTcbQAQ14I,\(http://euacademic.org/bookupload/9.pdf\(page23-28\)\)](https://www.youtube.com/watch?v=WvTcbQAQ14I,(http://euacademic.org/bookupload/9.pdf(page23-28)))
- [www.youtube.com/watch?v=bQ5_PPRPjG4,\(https://www.pitt.edu/~super7/43011-44001/43911.ppt\)\(or\)\(https://bbamantra.com/sampling-methods-techniques/\)\(or\)\(https://www.researchgate.net/publication/319998246_Sampling_Methods_in_Research_Methodology_How_to_Choose_a_Sampling_Technique_for_Research\)](http://www.youtube.com/watch?v=bQ5_PPRPjG4,(https://www.pitt.edu/~super7/43011-44001/43911.ppt)(or)(https://bbamantra.com/sampling-methods-techniques/)(or)(https://www.researchgate.net/publication/319998246_Sampling_Methods_in_Research_Methodology_How_to_Choose_a_Sampling_Technique_for_Research))
- [http://euacademic.org/bookupload/9.pdf\(page57-69\)](http://euacademic.org/bookupload/9.pdf(page57-69))
- <https://www.youtube.com/watch?v=dE1zDbFAbQ>
- https://www.youtube.com/watch?v=4_wn7_JfDvY
- <https://www.youtube.com/watch?v=qYOMO83Z1WU>
- <https://www.classcentral.com/course/nptel-introduction-to-research-5221>
- <https://www.classcentral.com/course/canvas-network-research-methodology-researchseminar-in-educational-sciences-6937>
- <https://www.slideshare.net/ShrutiMishra19/ppt-on-report-writing>
- <https://www.toppr.com/guides/business-correspondence-and-reporting/report-writing/kinds-of-reports/>

ACTIVITIES

- Students can be asked to identify a social problem and to make a group presentation on it. Students were asked to do the Group Discussion regarding methods of sampling and framing a sampling unit.

Pedagogy

- Chalk and talk, PPT Discussion, Assignment, Quiz, Case study

Course Designers

- K.Pavithra, Asst.Professor
- C.AnithaMary ,Asst.Professor

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
CM20E03	PERFORMANCE MANAGEMENT	Elective	71	4	-	5

Preamble

- To provide an in depth study of the both financial and non-financial performance measures in management and the difficulties in assessing performance in divisionalized businesses

Prerequisite

- No prerequisite Knowledge required

Course Outcome

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Illustrate application of modern techniques of costing in industrial settings	K1
CO2	Illustrate how a business should be managed and controlled and how information systems can be used to facilitate this	K2
CO3	Examine the problems surrounding scarce resource, pricing and make- or-buy decisions, and how this relates to the assessment of performance	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	M
CO3	S	S	S	S	M

S- Strong; M-Medium; L-Low

Syllabus

Unit I (14 Hrs)

Specialist Cost Accounting Techniques – Activity-based costing – Identify cost drivers

under ABC, Calculate costs per driver and per unit using ABC, Compare ABC and traditional methods of overhead absorption based on production units, labour hours or machine hours. Target costing - Derive a target cost in manufacturing and service industries; Explain the difficulties of using target costing in service industries; Suggest how a target cost gap might be closed. Life cycle costing - Identify the costs involved at different stages of the life-cycle; Derive a life cycle cost in manufacturing and service industries; Identify the benefits of life cycle costing.

Unit II (14 Hrs)

Specialist Management Accounting Techniques – Throughput accounting - Discuss and apply the theory of constraints, Calculate and interpret a throughput accounting ratio (TPAR), Suggest how a TPAR could be improved, Apply throughput accounting to a multi-product decision-making problem. Environmental accounting - Discuss the issues business face in the management of environmental costs; describe the different methods a business may use to account for its environmental costs.

Unit III (14 Hrs)

Decision Making Techniques – Relevant cost analysis - Cost volume profit analysis - Limiting Factors Pricing decisions - Make-or- buy and other short-term decisions - Dealing with risk and uncertainty in decision making

Unit IV (15 Hrs)

Budgeting and Control: Budgetary systems and types of budget - Quantitative analysis in budgeting Standard costing - Material mix and yield variances - Sales mix and quantity variances - Planning and operational variances

Unit V (14 Hrs)

Performance Measurement and Control: Performance management information systems - Sources of management Information - Management reports - Performance analysis in private

sector organizations - Divisional performance and transfer pricing - Performance analysis in not-for-profit organizations and the public sector - External considerations and behavioral aspects

Distribution of Marks: Theory: 20% Problems: 80%

Text Book:

S. No	Authors	Title	Publishers	Year of Publication
1	Performance Management(ACCA),-Kaplan Publishing			

Books for References:

S. No	Authors	Title	Publishers	Year of Publication
1	R K Sahu	Performance Management System	Excel Books	2007
2	T V Rao	Performance Management: Toward Organizational Excellence	Sage Publications Pvt Ltd	2 nd Edition 2016
3	PremChandha	Performance Management: It's About Performing - Not Just Appraising	Laxmi Publication	2003

Pedagogy

Lecture, PPT, Quiz, Assignment, Group Discussion, Seminar

Skill Component

- To Examine about business and financial modelling for Cost Volume and Profit Analysis
- To Interpret about Environmental Cost issues faced by business organization
- To Apply Throughput Accounting to a multi – product decision making problem
- To identify the difficulties of using target Costing in service industries
- To analyse about material mix and yield variances through Budgetary control
-

Pedagogy

Lecture, PPT, Quiz, Assignment, Group Discussion, Seminar

Course Designers

1. Dr. G. Kavitha–Department of Commerce
2. Dr.B.Thulasipriya–Department of Commerce.

ADVANCED LEARNERS PAPER (SELF STUDY)

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
AM20AC1	UNDERWRITING AND CLAIM MANAGEMENT	ALC	-	-	-	5

Objectives

To understand the fundamentals of Underwriting.

UNIT I

Underwriting Management-Meaning and Fundamentals of Underwriting– Underwriting Policy, Sources of Underwriting Information–Classes of Business- Product Design, Underwriting of Life Insurance–Underwriting of General Insurance

UNIT II

Underwriting and Pricing of Product, Assessment and Management of Exposure Perils and Clause of Insurance Policies, Operational Control

UNIT III

Claim Management–Concept and Classification of Claim –Essential Elements of Claim – Claim Procedure– Role of Insured and Insurer in Claim Management Claim Settlement and its Significance

UNIT IV

Nature of Claim for Various Classes of Insurance–Dispute, Litigation and Arbitration- Insurance Ombudsman.

UNIT V

Trends in Claim – Role of IT in Claim Settlement – Customer Service – Quality Aspect –Insurance Business and Claim Management in Other Countries.

Textbooks:

S.No.	Author/s	Title of the book	Publishers	Year of publication
1	George E.Rejda	Principles of Risk Management and Insurance	Sultan Chand & sons	2010 Edition

Books for reference

S.No.	Author/s	Title of the book	Publishers	Year of publication
1	Scott Harington	Risk Management and Insurance	Tata Mc graw hill,	2012 8 th edition

Course Designers

1. Mrs.C.Anitha Mary, Asst.Professor
2. Mrs.M.Harini, Asst.Professor

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
AM20AC2	MARKETING	ALC	-	-	-	5

Objectives

- To understand the principles and practices of marketing

UNIT I

Introduction – Marketing as an exchange process – Market – Definition– classification of markets–marketing–definition–features–Nature and elements objectives and importance–marketing an art or science–functions and scope of marketing.

UNIT II

Market segmentation- Evolution of Modern Marketing – Concept– components of marketing – benefits –limitations– elements of marketing–marketing mix– concept of marketing mix.

UNIT III

Product mix–product policy–element of product policy–product life cycle-Price mix – objectives of pricing – factors affecting pricing decisions-

UNIT IV

Promotional mix –personal selling–sales promotion-advertising-objectives and kinds– publicity-Branding and labeling

UNIT V

Physical distribution mix–channels of distribution – kind of channel member. E-Marketing-Social media marketing and Green Marketing

Textbooks

S.No	Author/s	Title of the book	Publishers	Year of publication
1	R.S.N.Pillai and Bagavathi	Marketing	Sultan Chand &sons	2016Edition

Books for reference

S.No.	Author/s	Title ofthe book	Publishers	Year of publication
1	Sherlaker.S.A	Modern marketing	Himalaya publishing house	2017edition

Course Designers

1. Mrs.C.Anitha Mary, Asst.Professor
2. Mrs.M.Shobana, Asst.Professor

**SEMESTER V
DATA ANALYSIS R
PROGRAMMING
SKILL BASED
SUBJECT**

COURSE NUMBER	COURSENAME	Category	L	T	P	Credit
AM20SBP2	SBS-PRACTICAL II –DATA ANALYSIS USING R	SBS - Practical	-	2	43	3

Preamble

- To provide practical knowledge of R programming
- To analyse the data using R Programming

Prerequisite

Basics of programming

Course Outcomes

On the successful completion of the course, students will be able to

CO No.	CO Statement	Knowledge Level
CO1	Recall the fundamental programming concepts of R	K1
CO2	Understand R Statistical tools.	K2
CO3	Apply R techniques to data sets	K3
CO4	Analyze problems with appropriate R Statistical tools	K4

Mapping with Program Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	L	S	S	M	S	S
CO2	L	S	S	S	S	S
CO3	L	S	S	M	S	S
CO4	L	S	S	M	S	S

S-Strong M-Medium L-Low

Syllabus

1. Creation of vector and find Sum, Mean and Product of a vector in R.
2. Creation of Matrix and Find Sum, Difference and Product of a Matrix using R program.
3. Summary statistics: Mean, Median, Mode, Standard deviation, Frequency test.
4. Data in Graphical Representation- Bar Diagram, Multiple and Sub-Divided Bar Chart, PieDiagram
5. Perform One Sample T Test and plot the graph.
6. Perform Paired T Test
7. Perform One Way ANOVA test and plot bar chart and pie chart.
8. Perform Two Way ANOVA test and plot bar chart and pie chart.
9. Perform chi-square test and plot histogram.
10. Perform Correlation using R
11. Perform Linear Regression using R
12. Perform mann-whitney/rank test using R
13. Perform Wilcoxon Rank Sum Test with Continuity Correction
14. Working with Data frames
15. Working with CSV Files

Pedagogy

- Demonstration, System, Hands on Training

Course Designers

1. Mrs.C.Anitha Mary, Assistant Professor
2. Mrs.S.Kirubadevi, Assistant Professor