



**PSGR
Krishnammal College for Women**



DEPARTMENT OF B COM (AM) & (FS)

CHOICE BASED CREDIT SYSTEM (CBCS)

&

**LEARNING OUTCOMES - BASED CURRICULAM FRAMEWORK
(LOCF)**

BACHELOR OF COMMERCE WITH ACTUARIAL MANAGEMENT

2025-2028 BATCH



PROGRAMME LEARNING OUTCOMES (PLO's)

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

- PLO1:** Identify and analyze consequences of events involving risk and uncertainty.
- PLO2:** Apply appropriate modeling techniques to conduct quantitative risk analysis.
- PLO3:** Impart practical exposure on understanding on understanding the concepts of financial mathematics and applied mathematics.
- PLO4:** Acquire profound analytical approach towards project management and problem solving.
- PLO5:** Perform both independently and in collaborative unison with others.
- PLO6:** Articulate the need of applying actuarial concepts for life-long learning.

PROGRAMME SPECIFIC OUTCOME

- PSO 1:** To enter into a broad range of employment sectors such as Insurance, Finance, and Risk management as Actuary or Actuarial consultant.
- PSO 2:** To complete Actuarial examinations and other requirements for SOA/COA(The Casualty Actuarial Society and The Society of Actuaries).
- PSO 3:** To enrich communication, ethical values, team work, professional and leadership skill sets of students.



**BACHELOR OF COMMERCE WITH ACTUARIAL MANAGEMENT
CHOICE BASED CREDIT SYSTEM (CBCS)**

&

LEARNING OUTCOMES - BASED CURRICULAM FRAMEWORK (LOCF)

Syllabus & Scheme of Examination

2025 – 2028 BATCH

Semester I

Semester	Part	Course Code	Title of the Course	Course Type	Instruction Hours/Week	Contact Hours	Tutorial Hours	Duration of Exam	Examination Marks			Credits
									CA	ESE	Total	
I	I	TAM2501A/ HIN501A/ FRE2501A	Tamil Paper I/ Hindi Paper I/ French Paper I/	L	4	58	2	3	25	75	100	3
	II	ENG2501A	English Paper I	E	4	58	2	3	25	75	100	3
	III	CM25C01	Principles of Accounting	CC	5	73	2	3	25	75	100	3
		AM25C02	Principles of Marketing	CC	5	73	2	3	25	75	100	3
		AM25C03	Actuarial Mathematics	CC	5	73	2	3	25	75	100	3
		AM25A01 AM25A02	Principles of Management / Financial Services and Bancassurance	GE	5	73	2	3	25	75	100	4
		NME25B1 NME25A1	Basic Tamil I Advanced Tamil I	AEC	2	28	2	-	100	-	100	2
		NME23ES	Introduction to Entrepreneurship	AEC	2	30	-	-	100	-	100	
I-II	VI	NM25GAW	General Awareness	AECC	SS	-	-	-	100	-	100	Gr
	VI	COM25SER	Community services 30 Hours	GC	-	-	-	-	-	-	-	-
I-V	VI	24BONL1 24BONL2 24BONL3	Online Course I Online Course II Online Course III	ACC	-	-	-	-	-	-	-	-
II	I	TAM2502A/ HIN2502A/ FRE2502A	Tamil Paper II Hindi Paper II French Paper II	L	4	58	2	3	25	75	100	3
	II	ENG2502A	English Paper II	E	4	58	2	3	25	75	100	3
	III	CM25C04	Financial Accounting	CC	5	73	2	3	25	75	100	3
	III	AM23C05	Principles and Practice of Insurance	CC	5	73	2	3	25	75	100	4
	III	AM25C06	Basics of Mathematical Statistics	CC	5	73	2	3	25	75	100	3

	III	AM25A03 AM25A04	Customer Relationship Management Business Communication	GE	5	73	2	3	25	75	100	4
	IV	*NME25B2/ NME25A2	Basic Tamil II/ Advance Tamil II	AEC	SS	--	--	--	100	--	100	Gr.
	IV	NM25UHR	Universal Human Values and Human Rights	AEC	2	30	--	--	100	--	100	2
I-II	VI	NM25GAW	General Awareness	GC	SS	--	--	--	100	--	100	Gr.
I-II	VI	COM25SER	Community Services 30 Hours	GC	-	-	-	-	-	-	-	-
I-V	VI	24BONL1 24BONL2 24BONL3	Online Course I Online Course II Online Course III	ACC	-	-	-	-	-	-	-	-

CC – Core Courses

GE – Generic Elective

AEC – Ability Enhancement Course

ACC – Additional credit course

L – Language

SS – Self Study

CA – Continuous Assessment

ESE –End Semester Examination

AECC – Ability Enhancement Compulsory Course

GC – General Course

E – English

Examination System

One test for continuous assessment will be conducted on pre-determined dates i.e., commencing on the 50th day from the date of reopening. The Model exam will be conducted after completing 85th working days. Marks for ESE and CA with reference to the maximum for the courses will be as follows

CA - Question Paper Pattern and distribution of marks UG

Language and English

Section A	5 x 1 (No choice)	:	5 Marks
Section B	4 x 5 (4 out of 6)	:	20 Marks (250 words)
Section C	2 x 10 (2 out of 3)	:	20 Marks (500 words)
Total		:	45 Marks

UG - Core and Allied - (First 3 Units)

CA Question from each unit comprising of

One question with a weightage of 2 Marks	:	2 x 3 = 6
One question with a weightage of 5 Marks (Internal Choice at the same CLO level)	:	5 x 3 = 15
One question with a weightage of 8 Marks (Internal Choice at the same CLO level)	:	8 x 3 = 24
Total		: 45 Marks

End Semester Examination – Question Paper Pattern and Distribution of Marks

Language and English – UG

Section A	10 x 1 (10 out of 12)	:	10 Marks
Section B	5 x 5 (5 out of 7)	:	25 Marks (250 words)
Section C	4 x 10 (4 out of 6)	:	40 Marks (600 - 700 words)
Total		:	75 Marks

UG - Core and Allied courses:

ESE Question Paper Pattern: 5 x 15 = 75 Marks

Question from each unit comprising of

One question with a weightage of 2 Marks	:	2 x 5 = 10
One question with a weightage of 5 Marks (Internal Choice at the same CLO level)	:	5 x 5 = 25
One question with a weightage of 8 Marks (Internal Choice at the same CLO level)	:	8 x 5 = 40

ESE Question Paper Pattern :(for Accounts Paper) 5 x 15 = 75 Marks

Question from each unit comprising of

One question with a weightage of 2 Marks	:	2 x 5 = 10
One question with a weightage of 5 Marks	:	5 x 5 = 25
One question with a weightage of 8 Marks (Internal Choice at the same CLO level)	:	8 x 5 = 40

Continuous Internal Assessment Pattern Theory

CIA Test	:	5 marks (conducted for 45 marks after 50 days)
Model Exam	:	7 Marks (Conducted for 75 marks after 85 days (Each Unit 15 Marks))
Seminar/Assignment/Quiz	:	5 marks
Class Participation	:	5 marks

Attendance : 3 marks

Total : 25 Marks

Attendance Mark

91 – 100% : 3 Marks

81 – 90% : 2 Marks

75 – 80% : 1 Mark

Part IV - Introduction to Entrepreneurship Universal Human Values and Human Rights

Quiz : 50 marks
Assignment : 25marks
Project / Case study : 25 marks
Total : 100 Marks

MAPPING OF PLOs WITH CLOs

COURSE	PROGRAMME LEARNING OUTCOMES					
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6
COURSE – CM25C01						
CLO1	S	M	S	M	S	
CLO2	S	M	S	M	M	
CLO3	S	M	M	M	M	
CLO4	S	M	S	M	S	
COURSE – AM25C02						
CLO1	S	S	M	M	S	-
CLO2	S	S	M	S	M	-
CLO3	S	S	S	M	S	-
CLO4	S	S	M	M	S	-
COURSE – AM24C03						
CLO1	L	M	S	M	L	S
CLO2	L	M	S	S	L	S
CLO3	M	M	S	S	L	S
CLO4	L	S	S	S	M	S
COURSE – AM24A01						
CLO1	L	L	L	M	S	L
CLO2	L	L	L	M	S	L
CLO3	M	S	L	S	S	L
CLO4	M	S	L	M	S	L
COURSE – AM24A02						
CLO1	S	M	L	L	M	M
CLO2	S	S	S	M	S	S
CLO3	M	M	M	S	S	S
CLO4	S	S	L	M	S	S
COURSE – CM25C04						
CLO1	S	S	M	M	S	-
CLO2	S	S	M	M	S	-
CLO3	S	S	S	S	M	-
CLO4	S	S	S	S	M	-
COURSE- AM23C05						
CLO1	S	S	M	M	L	L
CLO2	M	S	L	M	L	M
CLO3	L	S	M	M	M	S
CLO4	M	S	S	S	L	S

COURSE- AM23C05						
CLO1	S	S	M	M	L	L
CLO2	M	S	L	M	L	M
CLO3	L	S	M	M	M	S
CLO4	M	S	S	S	L	S
COURSE - AM25C06						
CLO1	S	L	L	S	L	M
CLO2	M	L	M	S	L	S
CLO3	S	M	S	M	L	S
CLO4	S	S	S	S	L	M
COURSE – AM25A03						
CLO1	L	L	S	M	S	S
CLO2	S	M	S	S	M	S
CLO3	L	L	S	M	S	M
CLO4	L	S	S	M	M	S
COURSE – AM25A04						
CLO1	S	S	S	M	S	M
CLO2	S	S	S	M	S	L
CLO3	S	S	S	L	S	S
CLO4	S	M	S	M	S	S

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
CM25C01	PRINCIPLES OF ACCOUNTING	THEORY	73	2	-	3

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 Learning Outcomes

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

CLOs	CLO Statement	Knowledge Level
CLO1	Define the concepts and conventions in accounting.	K1
CLO2	Interpret accounting statement using basic concepts.	K2
CLO3	Apply the procedures of recording transactions and preparation of Reports.	K3
CLO4	Articulate the accounting concepts to interpret the performance of a Firm.	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	M	S	M	S
CLO2	S	M	S	M	M
CLO3	S	M	M	M	M
CLO4	S	M	S	M	S

S-Strong; M-Medium;

Syllabus

Unit I 14 Hrs

Basic Accounting Concepts and Conventions -Journal, Ledger Accounts– Subsidiary Books — Trial Balance – Disclosure of Company Accounting Policies (AS 1) - Revenue Recognition (AS 9)– Final Accounts of Sole Trading Concern- Capital and Revenue Expenditure and Receipts – Preparation of Trading, Profit and Loss Account and Balance Sheet with Adjustments.

Unit II 15 Hrs

Classification of Errors - Rectification of Errors – Preparation of Suspense Account. Bank Reconciliation Statement - Need and Preparation. Average due date- Bills of Exchange – Definition – Specimens – Discounting of Bills – Endorsement of Bill – Collection – Noting – Renewal – Retirement of Bill under rebate (trade bills only).

Unit III 15 Hrs

Accounting from Incomplete Records – Single Entry System: Incomplete Records -Meaning and Features - Limitations - Difference between Incomplete Records and Double Entry System - Methods of Calculation of Profit - Statement of Affairs Method – Preparation of final statements by Conversion method. Joint Venture (AS-27).

Unit IV 15 Hrs

Royalty and Insurance Claims: Meaning – Minimum Rent – Short Working – Recoupment of Short Working – Lessor and Lessee – Sublease – Accounting Treatment. Provisions, Contingent Liabilities, and Contingent Assets (AS 29) - Insurance Claims –Calculation of Claim Amount-Average clause (Loss of Stock only).

Unit V 14 Hrs

Depreciation (AS 6)- Meaning – Objectives – Accounting Treatments - Types - Straight Line Method – Diminishing Balance method – Conversion method – Annuity Method – Revaluation Method.

Text Book

S. No	Authors	Title	Publishers	Year and Edition
1.	Jain S.P & Narang K.L	Principles of Accountancy	Kalyani Publishers	2022, 21 st ed.
2.	Reddy TS & A Murthy	Financial Accounting	Margham Publications	Reprint 2021, 7 th ed.

Reference Books

S. No	Authors	Title	Publishers	Year and Edition
1.	R L Gupta & Radhasamy	Advanced Accountancy (Vol I)	Sultan Chand & Sons.	2018, 13 th ed.
2.	M C Shukla, T.S. Grewal & S.C. Gupta	Advanced Accountancy	S.Chand & sons	2022, 19 th ed.

Skill Components

- Review and assess a company's accounting policies and identify compliance with AS 1 (Disclosure of Accounting Policies) and AS 9 (Revenue Recognition).
- Identify and classify accounting errors and implement appropriate methods for their rectification.
- Apply the Single Entry System to business situations and evaluate the limitations of incomplete records.
- Analyze insurance claims with special emphasis on calculating the claim amount under the average clause, and apply it to loss of stock situations.
- Apply various methods of depreciation to different business scenarios and understand the financial impact of each method.

Pedagogy

- PowerPoint Presentations, Group Discussion, Seminar, Quiz Assignment, Experience Discussion

Course Content and Presentation Schedule

Module No.	Topic	CLOs	No. of Hours	Content delivery method	Learning Methods
UNIT I (14)					
1.	Basic Accounting Concepts and Conventions -Journal, Ledger Accounts	CLO1, CLO2, CLO3, CLO4	2	Talk & Chalk	Participatory Learning, Problem Based Learning
2.	Subsidiary Books — Trial Balance –	CLO1, CLO2, CLO3, CLO4	3	Talk & Chalk	Participatory Learning, Problem Based Learning
3.	Disclosure of Company accounting Policies (AS 1) - Revenue Recognition (AS 9)–	CLO1, CLO2, CLO3, CLO4	1	Solving Problems	Participatory Learning
4.	Final Accounts of Sole Trading Concern- Capital and Revenue Expenditure and Receipts –	CLO1, CLO2, CLO3, CLO4	5	Solving Problems	Participatory Learning, Problem Based Learning
5.	Preparation of Trading, Profit and Loss Account and Balance Sheet with Adjustments.	CLO1, CLO2, CLO3, CLO4	3	Solving Problems	Participatory Learning, Experiential Learning
UNIT II (15)					
6.	Classification of Errors - Rectification of Errors – Preparation of Suspense Account.	CLO1, CLO2, CLO3, CLO4	3	Talk & Chalk, Solving Problems	Participatory Learning, Experiential Learning
7.	Bank Reconciliation Statement - Need and Preparation.	CLO1, CLO2, CLO3, CLO4	3	Solving Problems	Participatory Learning, Problem Based Learning
8.	Average due Date - Bills of Exchange – Definition –	CLO1, CLO2, CLO3, CLO4	3	Talk & Chalk	Problem Based Learning

	Specimens -				
9.	Discounting of bill - Endorsement of a bill -	CLO1, CLO2, CLO3, CLO4	2	Solving Problems	Problem Based Learning, Experiential Learning
10.	Collection – Noting – Renewal – Retirement of Bill under rebate (trade bills only)-	CLO1, CLO2, CLO3, CLO4	4	Solving Problems	Participatory Learning, Problem Based Learning
UNIT III (15)					
11.	Accounting from Incomplete Records – Single Entry System: Incomplete Records - Meaning and Features -	CLO1, CLO2, CLO3, CLO4	2	Talk & Chalk	Participatory Learning, Experiential Learning
12.	Limitations - Difference between Incomplete Records and Double Entry System -	CLO1, CLO2, CLO3, CLO4	1	Talk & Chalk	Participatory Learning
13.	Methods of Calculation of Profit -	CLO1, CLO2, CLO3, CLO4	4	Solving Problems	Participatory Learning, Problem based Learning
14.	Statement of Affairs Method –	CLO1, CLO2, CLO3, CLO4	2	Solving Problems	Problem based Learning
15.	Preparation of final statements by Conversion method.	CLO1, CLO2, CLO3, CLO4	2	Solving Problems	Problem based Learning, Experiential Learning
16.	Joint Venture(AS-27).	CLO1, CLO2, CLO3, CLO4	4	Solving Problems	Problem based Learning, Experiential Learning
UNIT IV (15)					
17.	Royalty and Insurance Claims: Meaning – Minimum Rent –	CLO1, CLO2, CLO3, CLO4	2	Talk & Chalk, Solving Problems	Participatory Learning, Problem based Learning
18.	Short Working – Recoupment of Short Working– Lessor and Lessee –	CLO1, CLO2, CLO3, CLO4	5	Solving Problems	Participatory Learning, Problem based Learning
19.	Sublease – Accounting Treatment. Provisions, Contingent Liabilities, and Contingent Assets (AS 29)	CLO1, CLO2, CLO3, CLO4	4	Talk & Chalk, Solving Problems	Problem based Learning, Experiential Learning
20.	Insurance Claims –Calculation of Claim Amount-Average clause (Loss of Stock only)	CLO1, CLO2, CLO3, CLO4	4	Solving Problems	Participatory Learning, Problem based Learning
UNIT V (14)					
21.	Depreciation (AS 6)- Meaning – Objectives – Accounting Treatments	CLO1, CLO2, CLO3, CLO4	2	Talk & Chalk	Participatory Learning, Experiential Learning
22.	Types – Straight Line Method	CLO1, CLO2, CLO3, CLO4	4	Solving Problems	Participatory Learning, Problem based Learning
23.	Diminishing value method	CLO1, CLO2, CLO3, CLO4	4	Solving Problems	Problem based Learning
24.	Conversion method -Annuity method	CLO1, CLO2, CLO3, CLO4	2	Solving Problems	Problem based Learning
25.	Revaluation Method.	CLO1, CLO2, CLO3, CLO4	2	Solving Problems	Problem based Learning, Experiential Learning

Course Designers

1. Dr. B. Thulasi Priya, Department of Commerce.
2. Mrs. G. Deebikaa, Department of Commerce.

S.NO	LEARNING METHODS	PERCENTAGE
1	Participatory Learning	20
2	Problem Solving	50
3	Experimental Learning	30

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
AM25C02	PRINCIPLES OF MARKETING	THEORY	73	2	-	3

Preamble

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

Course Learning Outcomes

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

CLOs	CLO Statement	Knowledge Level
CLO1	Define the concepts of marketing and the role of marketing in business and society	K1
CLO2	Explain the modern marketing techniques and discuss how it is used to pursue new marketing opportunities	K2
CLO3	Identify the marketing mix elements and describe the components of market mix.	K3
CLO4	Illustrate the process and new approaches in Industry	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6
CLO1	S	S	M	M	S	M
CLO2	S	S	M	S	M	M
CLO3	S	S	S	M	S	M
CLO4	S	S	M	M	S	S

S- Strong; M-Medium

Syllabus

Unit I

15 Hrs

Meaning and Definition of Markets & Marketing - Classification of markets, Objectives - Difference between Selling and marketing – Approaches in Marketing – **Evolution of Marketing Concept.** Market Segmentation - Meaning and definition – Benefits – Criteria for segmentation –Types of segmentation – Geographic – Demographic –Psychographic – Behavioral – Targeting, Positioning & Repositioning. Consumer Behaviour – Characteristics of buyer - Consumer Buying Decisions Process - Buying Motive.

Unit II

14 Hrs

Functions of Marketing - Buying, Assembling and Selling – Transportation – Storage and Warehouses - Standardization and Grading - AGMARK-BIS/ISI - Marketing Finance - Need, Sources, and Role. Innovations in Modern Marketing - Web-Based Marketing-E-Marketing- Multi Level Marketing- Social Media Marketing – Neuro-marketing –Niche Marketing - Green marketing –Referral marketing -Use of Plano gram in marketing.

Unit III

15 Hrs

Marketing Mix: Definition and importance of the marketing mix - Evolution of the marketing mix concept - 4P's of Marketing Mix. Product Mix: Product Planning – Classification of Products – Product Policies – Factors influencing the product mix – Product Life cycle – Management of Product life cycle – Development of new products.-Branding- Meaning and importance of Branding Labeling – Functions and types of Labels. Packaging -objectives, types, and recent trends. Price Mix: Pricing Objectives -Factors affecting Pricing Decision- Kinds of Pricing.

Unit IV

15 Hrs

Promotion Mix: Advertising – Objectives – Functions – Advantages – Limitations – Types of Advertising. Personal Selling - Objectives and Features - Process of Personal Selling- Difference between Personal Selling and Advertising. Sales Promotion – Objectives – Factors influencing sales promotion –

Types of sales promotion. Difference between Advertising and Sales promotion. Physical Distribution Mix: Channels of Distribution - Middlemen in Distribution-Wholesalers-Retailers - Functions -Selection of Distribution Channels - Recent trends in Distribution.

Unit V

14 Hrs

Social Responsibility and Marketing Ethics - Market Research – MIS and Marketing Regulation. Introduction to Insurance marketing – Importance – Elements– Types –Marketing Mix For Insurance – Life Insurance Marketing - Consumer behavior in Insurance –Insurance channels and Strategies – digital Marketing in Insurance - Challenges and Opportunities in Digital Marketing.

Text Books

S. No	Authors	Title	Publishers	Year and Edition
1.	Pillai. R S & Bhagavathy.B	Modern marketing (Principles and Practices)	S.Chand &Co	2019,4th revised Ed
2.	George E. Belch and Michael A. Belch	Insurance Marketing: Principles and Practices	LAP Lambert Academic Publishing	2011 , 13 th Ed
3	Gupta CB	Principles of Marketing	Sultan Chand & Sons	2023,5 th Ed

Reference Books

S. No	Authors	Title	Publishers	Year and Edition
1.	Dr.N.Rajan Nair & Sanjith R.Nair	Marketing	Sultan Chand &Sons	2018,7 th Ed.
2	Sontakkai. C N	Principles of Marketing	Kalyani publishers,	2016,16 th Ed.
3.	Philip Kotler & Gary Armstrong	Principles of Marketing	Pearson EducationLtd	2018.17 th ed.

Blended Learning Links

Unit No	Topic	Referene Link
1	Evolution of Marketing Concept	https://www.youtube.com/watch?v=X1VRAiWn6R4
	Targeting, Positioning & Repositioning.	https://www.youtube.com/watch?v=0srjdRDh99Y
2	Standardization and Grading - AGMARK-BIS/ISI -	https://www.youtube.com/watch?v=nVieNGJz9E0
	Marketing Finance - Need, Sources, and Role.	https://www.youtube.com/watch?v=Jj0LJQlee14
	Innovations in Modern Marketing	https://www.youtube.com/watch?v=ydoLS2H3OHQ
	Referral marketing	https://www.youtube.com/watch?v=UFMdaTtRcps
3	Product Life cycle – Management of Product life cycle – Development of new products	https://www.youtube.com/watch?v=WrvKxKJTbvg https://www.youtube.com/watch?app=desktop&v=PDiXCQaaxJM
	Price Mix: Pricing Objectives	https://www.youtube.com/watch?v=0U9NhG4I0uw
4	Sales Promotion – Objectives – Factors influencing sales promotion	https://www.youtube.com/watch?v=JS8vj2MYUB4 https://www.youtube.com/watch?v=RWhA03GfROY
	Wholesalers-Retailers -	https://www.mindmatrix.net/partner-ecosystem-glossary/what-is-

	Functions -Selection of Distribution Channels - Recent trends in Distribution	the-role-of-wholesalers-in-the-distribution-network/
5	Marketing Mix For Insurance – Life Insurance Marketing - Consumer behavior in Insurance	https://www.youtube.com/watch?v=Sf8WgxLVFZk
	Insurance channels and Strategies	https://www.youtube.com/watch?v=JLgKJyAbSqQ

Skill components

- Identify different markets and networking of products and describe how the market is segmented
- Find a product of choice and describe the different stages of the product life cycle and how it is positioned
- Study any popular e-commerce website and overview the products and services available.
- Identifying the ethics and green initiative followed in packaging and labeling of a product
- Preparing an advertisement copy for a product

Pedagogy

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

Lecture Plan

Module No	Topic	CLO's	No of Hours	Content Delivery Methods	Learning Methods
Unit I (15 Hrs)					
1	Meaning and Definition of Markets & Marketing -	CLO1 CLO2 CLO3	1	Lecture, PPT	Participatory Learning
2	Classification of markets, Objectives - Difference between Selling and marketing Approaches in Marketing	CLO2, CLO3, CLO4	2	Seminar – Mentor mentee	Participatory Learning
3	Evolution of Marketing Concept.	CLO3 CLO4	2	Interaction	Blended Learning
4	Market Segmentation - Meaning and definition	CLO3, CLO4	2	Lecture using chalk and talk Quiz- Kahoot	Participatory Learning
5	Benefits – Criteria for segmentation	CLO2 CLO3	2	PPT, Videos	Participatory Learning
6	Types of segmentation – Geographic – Demographic – Psychographic – Behavioral –	CLO2 CLO3 CLO4	2	Lecture, PPT	Participatory Learning
7	Targeting, Positioning & Repositioning.	CLO2 CLO3 CLO4	2	PPT, Videos	Blended Learning
8	Consumer Behaviour – Characteristics of buyer – Consumer Buying Decisions Process - Buying Motive	CLO2 CLO3 CLO4	2	PPT	Participatory learning
Unit II (14 Hrs)					
9	Functions of Marketing - Buying, - Assembling and	CLO1 CLO2	2	Lecture, Activity Based	Problem based Learning

	selling			learning	
10	Transportation – Storage and Warehouses	CLO4	2	Lecture, PPT	Participatory learning
11	Standardization and Grading - AGMARK-BIS/ISI -	CLO2 CLO3 CLO4	2	PPT, Videos	Blended Learning
12	Marketing Finance - Need, Sources, and Role. Innovations in Modern Marketing	CLO3 CLO4	2	PPT, Videos	Blended Learning
13	Web-Based Marketing-E-Marketing- Multi Level Marketing- Social Media Marketing	CLO1 CLO2	2	Quiz	Experimental Learning
14	Neuro-marketing –Niche Marketing - Green marketing	CLO3 CLO4	2	Lecture using chalk and talk Slido	Participatory Learning
15	Referral marketing -Use of Plano gram in marketing.	CLO2 CLO3	2	PPT, Videos	Blended Learning
Unit III (15 Hrs)					
16	Marketing Mix: Definition and importance of the marketing mix - Evolution of the marketing mix concept - 4P's of Marketing Mix.	CLO1 CLO2 CLO3	2	Interaction and Discussion	Participatory Learning
17	Product Mix: – Product Planning – Classification of Products – Product Policies – Factors influencing the product mix	CLO3	3	Lecture, PPT, Activity Based learning	Experimental Learning
18	Product Life cycle – Management of Product life cycle – Development of new products	CLO1 CLO2 CLO3	2	Lecture, Assignment, PPT	Blended Learning
19	Branding- Meaning and importance of Branding	CLO1 CLO2	2	PPT, Videos	Participatory Learning
20	Labeling – Functions and types of Labels. Packaging - objectives, types, and recent trends.	CLO3 CLO4	2	Lecture, PPT	Participatory Learning
21	Price Mix: Pricing Objectives -	CLO3 CLO4	2	PPT, Videos	Blended Learning
22	Factors affecting Pricing Decision- Kinds of Pricing.	CLO3 CLO4	2	Idea Generation	Problem based learning
Unit IV (15 Hrs)					
23	Promotion Mix: Advertising – Objectives – Functions – Advantages – Limitations – Types of Advertising	CLO1 CLO2 CLO3	3	Lecture, PPT,	Participatory Learning

24	Personal Selling - Objectives and Features - Process of Personal Selling- Difference between Personal Selling and Advertising.	CLO1 CLO2 CLO3	3	Interaction and Discussion	Experimental Learning
25	Sales Promotion – Objectives – Factors influencing sales promotion – Types of sales promotion. Difference between Advertising and Sales promotion.	CLO2 CLO3 CLO4	3	PPT, Videos	Blended Learning
26	Physical Distribution Mix: Channels of Distribution - Middlemen in Distribution-	CLO2 CLO3 CLO4	3	Group discussion	Problem based learning
27	Wholesalers-Retailers - Functions -Selection of Distribution Channels - Recent trends in Distribution.	CLO2 CLO3 CLO4	3	PPT, Videos	Blended Learning
Unit V (14 Hrs)					
28	Social Responsibility and Marketing Ethics - Market Research – MIS and Marketing Regulation.	CLO1 CLO2	3	Lecture, PPT	Participatory Learning
29	Introduction to Insurance marketing –Importance– elements– Types.	CLO1 CLO2	3	Group Discussion	Participatory Learning
30	Marketing Mix For Insurance – Life Insurance Marketing - Consumer behavior in Insurance	CLO3 CLO4	3	PPT, Videos	Blended Learning
31	Insurance channels and Strategies	CLO2, CLO3 CLO4	3	PPT, Videos	Blended Learning
32	Digital Marketing in Insurance	CLO3 CLO4	2	Quiz	Participatory Learning
33	Challenges and Opportunities in Digital Marketing	CLO3 CLO4	3	Lecture, PPT	Participatory learning

Course Designers

1. Dr.D.Sreemathi Assistant Professor
2. Dr N.Bhuvaneshwari, Assistant Professor

S.NO	LEARNING METHODS	PERCENTAGE
1	Participatory Learning	40
2	Problem Solving	20
3	Experimental Learning	20
4	Blended Learning	20

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
AM25C03	ACTUARIAL MATHEMATICS	THEORY	73	2	-	3

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 Learning Outcomes

- Upon the successful completion of the course students

CLO Number	CLO Statement	Knowledge Level
CLO1	Recall the fundamental properties of Mathematical concepts	K1
CLO2	Interpret quadratic equations and manipulate algebraic expressions and complex numbers	K2
CLO3	Identify the various Mathematical techniques	K3
CLO4	Analyse differential and integral calculus to interpret the physical systems and processes	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6
CLO1	L	M	S	M	L	S
CLO2	L	M	S	S	L	S
CLO3	M	M	S	S	L	S
CLO4	L	S	S	S	M	S

S- Strong; M-Medium L- Low

Syllabus

Unit I

15 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

15 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

14 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

14 Hrs

Differentiation: - Limits: Limits and Continuity - Limits of functions-Continuity and differentiability - Standard Differentiation Techniques- The order notation- Supremums and infimums. Differentiation- Differentiation of standard functions- Products and quotients- Chain rule- Higherorder derivatives. **Stationary points: Maxima, minima and points of inflexion-** Partial differentiation- Multivariable Optimization - **Constrained optimization:-** Extrema of functions of two variables- (ActEd Problemsonly)

Unit V**15 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. 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 and Edition
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 and Edition
1.	S. Narayanan & Others	Ancillary Mathematics Volume 1	S.Viswanathan Publishers	2013
2.	Narayanan and T.K.ManicavachagomPillay	Calculus - Volume I	Printers and PublishersPvt. Ltd. – Chennai, 2004	2014
3.	Narayanan and T.K.Manicavachagom Pillay	Calculus - Volume II	Printers and PublishersPvt. Ltd. – Chennai, 2004	2014

Blended Learning Links

Unit No	Topic	Reference Link
I	Mathematical constants and standard functions: Standard functions and Graphs	https://www.gnu.org/software/libc/manual/html_node/Mathematical-Constants.html
	Factorial and gamma functions	https://www.youtube.com/results?search_query=Interpolation+and+Extrapolation+-+Iteration+
II	Algebra: Algebraic expressions: Indices-	https://www.cuemath.com/algebra/algebraic-expression/
	Simultaneous equations	https://www.youtube.com/watch?v=gua96ju_FBk
III	Difference equations	https://www.youtube.com/watch?v=EA76ONWBgK4&list=PLhSp9OSVmeyJBkLSO51JFPSEIIoeRiaJy
	Complex numbers :Basic algebra- Argand diagrams	https://www.youtube.com/watch?v=Pdmg4V3eXZU
IV	Differentiation - Differentiation standard functions	https://www.youtube.com/watch?v=AdLAKD-r9Rs
	Stationary points:Maxima,minima and points of inflexion	https://www.youtube.com/watch?v=8aPSaDNhJpk
V	Integration: Integrals-Integration of standard functions	https://testbook.com/maths/limits-and-derivatives
	Integration by inspection, partial fractions	https://www.youtube.com/watch?v=VLhM3K3dJI8

Skill Components

- Apply simple iterative methods to solve non-linear equations.
- Evaluate expressions and equations, properties of equalities and inequalities, solves the algebraic equations and linear equations having one or two variables
- Calculate the modulus and argument of a complex number, represent a complex number on an Argand diagram

- Use differentiation to find the maximum or minimum value of a function over a specified range and determine the nature of stationary points.
- Solve simple ordinary first-order differential equations, including applying boundary conditions.

Pedagogy

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

Lecture Plan

Module No.	Topic	CLO	No. of Periods	Content Delivery Methods	Learning Methods
Unit I (15 Hrs)					
1	Mathematical constants and standard functions: Standard functions and Graphs	CLO1	2	Lecture, PPT	Participatory Learning
2	Exponential function-LogFunction-Powers of x	CLO1 CLO2	2	Talk & Chalk	Problem based learning
3	Transformations	CLO2 CLO3	3	Solving Problems	Problem based learning
4	Other functions: Modulus Function-Integer part-Max and min	CLO3 CLO4	3	Lecture, PPT	Participatory Learning
5	Factorial and gamma functions: Factorial notation-Gamma function	CLO2 CLO3 CLO4	2	Assignment	Problem based learning
6	Interpolation and Extrapolation-Iteration	CLO2 CLO3 CLO4	3	Assignment, Quiz	Experimental Learning
Unit II (15 Hrs)					
7	Algebra: Algebraic expressions: Indices-Logarithms-Fractions.	CLO1 CLO2	2	Quiz	Problem based learning
8	Quadratic equations: Solution by factorization-	CLO3 CLO4	2	Assignment	Problem based learning
9	Solution by completing the square- Solution by formula.	CLO1	2	Seminar	Problem based learning
10	Simultaneous equations	CLO2 CLO3	1	Interaction and discussion	Blended Learning
11	Inequalities-Arithmetic-geometric Mean inequality-Sums and products.	CLO3	2	Solving Problems	Participatory Learning
12	Arithmetic and geometric progressions: Formulae-Convergence.	CLO3	2	Quiz Kahoot	Participatory Learning
13	Standard summations -Swapping the Order of summation	CLO3	1	Quiz-Slido	Experimental Learning
14	Binomial expansions: Positive powers-Fractional or negative powers.	CLO1 CLO2	2	Debate	Participatory Learning

	Permutation and combination	CLO3 CLO4	1	Solving Problems	Problem based learning
Unit III (14 Hrs)					
15	Basics of Vectors-Notation and arithmetic- Magnitude-Scalar product.	CLO1 CLO2	2	Talk &Chalk, Solving Problems	Participatory Learning
16	Matrices- Basic arithmetic Multiplication	CLO1	2	Talk &Chalk, Solving Problems	Problem based learning
17	Determinants-Inverses-Simultaneous equations	CLO3 CLO4	2	Assignment	Participatory Learning
18	Eigenvectors and eigenvalues.	CLO4	2	Solving Problems	Problem based learning
19	Complex numbers :Basic algebra-Argand diagrams	CLO3 CLO4	2	Seminar	Participatory Learning
20	Euler's formula- Solution by Polynomial equations	CLO4	2	Solving Problems	Problem based learning
21	Difference equations	CLO3 CLO4	2	Lecture notes, PPT	Blended learning
Unit IV(14 Hrs)					
22	Differentiation: - Limits: Limits and Continuity - Limits of functions-	CLO1 CLO2 CLO3	2	Talk Chalk	Participatory Learning
23	Continuity and differentiability - Standard Differentiation Techniques-	CLO2 CLO3	2	Solving Problems	Problem based Learning
24	The order notation- Supremums and infimums. Differentiation- Differentiation of standard functions	CLO2 CLO3	2	Quiz –Kahoot	Blended learning
25	- Products and quotients- Chain rule- Higherorder derivatives. Stationary points: Maxima, minima and points of inflexion-	CLO2 CLO3 CLO4	3	Solving Problems	Problem based Learning
26	Partial differentiation- Multivariable Optimization - Constrained optimization:-	CLO2 CLO3 CLO4	2	Debate	Blended Learning
27	Extrema of functions of two variables- (ActEd Problemsonly)	CLO2 CLO3 CLO4	3	Solving Problems	Problem based Learning
Unit V (15 Hrs)					
28	Integration: Integrals-Integration of standard functions	CLO1	3	Assignment	Blended learning
29	Integration by inspection, partial fractions, substitution (change of variable) and parts.	CLO1 CLO2	3	Seminar	Problem based learning

30	Differentiating an integral(Leibniz's formula)-Convergence	CLO3 CLO4	3	Solving Problems	Problem based Learning
31	Double integrals-Swapping the order of integration	CLO3 CLO4	3	Interaction and Discussion	Participatory learning
32	Differential equations: Solution by direct integration- Solution by separation of variables-Solution by integrating factor	CLO3 CLO4	3	Solving Problems	Problem based Learning

Course Designers

1. Dr. M.Shobana, Assistant Professor
2. Mrs. K.Janci Jenitha, Assistant Professor

S.NO	LEARNING METHODS	PERCENTAGE
1	Participatory Learning	20
2	Problem Solving	50
3	Experimental Learning	10
4	Blended Learning	20

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
AM25A01	PRINCIPLES OF MANAGEMENT	THEORY	73	2	-	3

Preamble

- To provide students with an understanding of the basic principles and functions of management in functional areas of business and knowledge transformation.

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Recall the basic management concepts and functions	K1
CLO2	Understand the various techniques of planning and decision making.	K2
CLO3	Illustrate the concepts of organisation structure and various components of staffing.	K3
CLO4	Analyze various control techniques used in management	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6
CLO1	L	L	L	M	S	L
CLO2	L	L	L	M	S	L
CLO3	M	S	L	S	S	L
CLO4	M	S	L	M	S	L

S- Strong; M-Medium; L-Low

Syllabus

Unit I

15 Hrs

Introduction to Management : Meaning- Definitions – Nature and Scope - Levels of Management – Importance - Management Vs. Administration – Management: Science or Art –Evolution of Management Thoughts – F. W. Taylor, Henry Fayol, Peter F. Drucker, Elton Mayo - Functions of Management - **Trends and Challenges of Management. Managers** – Qualification – Duties & Responsibilities – AI Versus Traditional management practices.

Unit II

14 Hrs

Planning - Meaning – Definitions – Nature – Scope and Functions – **Importance and Elements of Planning** – **Planning Process** - Tools and Techniques of Planning – Management by Objective (MBO).

Decision Making: Meaning – Characteristics – Types - Steps in Decision Making – **Forecasting- AI in strategic planning and forecasting.**

Unit III

14 Hrs

Organizing -Meaning - Definitions - Nature and Scope –Types - **formal and Informal Organization**- Organization Chart- Organization Structure – Types – lines and staff Authority – Departmentalization – Delegation of authority- Centralization and decentralization – Job design.– career planning and management – AI driven business process automation.

Unit IV

15 Hrs

Staffing - Concept of Staffing- Staffing Process – Recruitment – Sources of Recruitment – **Modern Recruitment Methods - Selection Procedure – Test- Interview**– Training: Need - Types– Promotion – Management Games – Performance Appraisal - Meaning and Methods - Work from Home - Managing Work from Home [WFH].**Motivation** – Theories -classical and modern, Importance, Financial and Non- financial motivation, Positive and Negative Motivation, Group Motivation.

Unit V

15 Hrs

Leadership – Definition – Meaning – Factors - Theories – Principles - Leadership Styles - Qualities of a good Leader – Successful Women Leaders – Challenges faced by women in workforce – Supervision. **Communication – Nature - Communication Process - Types and Barriers to communication. Co-ordination – Meaning - Techniques of Co-ordination. Control - Characteristics - Importance** – Stages in the Control Process - Requisites of Effective Control and Controlling Techniques – Management by Exception [MBE].

Text Books

S.No	Authors	Title	Publishers	Year and Edition
1.	R.N Gupta	Principles of Management	S .Chand &co	2010,2 nd Ed.
2.	Dinkar Pagare	Principles of Management	Sultan Chand & Sons Publications, New Delhi.	2018,6 th Ed.

Reference Books

S.No	Authors	Title	Publishers	Year and Edition
1.	T.Ramasamy	Principles of Management	Himalaya publishers	2019 8 th Ed
2.	Robbins, De Cenzo, &Coulter.	Fundamentals of Management	Pearson	2017 10 th Ed

Blended Learning Links

Unit No	Topic	Reference Link
I	Trends and Challenges of Management	https://www.youtube.com/watch?v=PSAAK2fvik0
	AI vs. Traditional Management Practices	https://www.youtube.com/watch?v=NixqZANASmw
II	Importance and Elements of Planning	https://www.youtube.com/watch?v=PSAAK2fvik0
	Forecasting-AI in Strategic Planning and Forecasting.	https://www.youtube.com/watch?v=fJIB4CTep94
III	formal and Informal Organization-	https://www.youtube.com/watch?v=0qhfWstS9xk
	Types – lines and staff Authority.	https://www.youtube.com/watch?v=Iiy7ZgDG91Y
IV	Modern Recruitment Methods - Selection Procedure – Test- Interview.	https://www.youtube.com/watch?v=_ou-8GLHGkk
V	Communication - Definition, Meaning, Nature,	https://www.youtube.com/watch?v=slq1nAhZuqE
	Co-ordination and Control- Co-ordination – Meaning - Techniques of Co-ordination.	https://www.youtube.com/watch?v=FvKR8IMdXB4

Skill Components

- Preparation of different types of organisation charts
- Construct a standing plan for a new business venture
- Demonstrate different leadership styles through role play
- Study the ethical practices followed in the organization

Pedagogy

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

Lecture Plan

Module No	Topic	CLO's	No of Hours	Content Delivery Methods	Learning Methods
UNIT I (15 Hrs)					
1	Introduction to Management: Meaning – definitions.	CLO1 CLO2	1	PPT	Participatory Learning
2	Nature and Scope - Levels of Management – Importance	CLO1 CLO2	2	Chalk and Talk	Experimental Learning
3	Management Vs. Administration. Management: Science or Art	CLO1 CLO2 CLO3	2	PPT	Problem based learning
4	Evolution of Management Thoughts – F. W. Taylor, Henry Fayol, Peter F. Drucker, Elton Mayo	CLO1 CLO2 CLO3	3	Videos	Participatory Learning
5	Functions of Management	CLO2 CLO3 CLO4	2	Lecture , PPT	Experimental Learning
6	Trends and Challenges of Management	CLO2 CLO3 CLO4	2	Assignment	Blended Learning
7	Managers – Qualification – Duties and Responsibilities	CLO2 CLO3 CLO4	2	Lecture , PPT	Problem based learning
8	AI vs. Traditional Management Practices	CLO3 CLO4	1	Seminar	Participatory Learning
UNIT II (14 Hrs)					
9	Planning – Meaning- Definitions	CLO1 CLO2	2	Lecture , PPT	Participatory Learning
10	Nature – Scope and Functions	CLO1 CLO2 CLO3	2	Interaction & Discussion	Experimental Learning
11	Importance and Elements of Planning	CLO2 CLO3 CLO4	2	PPT , videos	Blended Learning
12	Planning Process - Tools and Techniques of Planning –	CLO2 CLO3 CLO4	2	Discussion Activity – Debate	Participatory Learning
13	Management by Objective (MBO). Decision Making	CLO2 CLO3 CLO4	2	PPT, videos	Experimental Learning
14	Meaning – Characteristics – Types - Steps in Decision Making	CLO2 CLO3 CLO4	2	Quiz- Kahoot	Participatory Learning
15	Forecasting-AI in Strategic Planning and Forecasting.	CLO3 CLO4	2	PPT , videos	Blended Learning

UNIT III (14 Hrs)					
16	Organizing -Meaning - Definitions	CLO1 CLO2 CLO3 CLO4	1	PPT, videos	Participatory Learning
17	Nature and Scope –types -	CLO1 CLO2 CLO3	2	Group Discussion	Experimental Learning
18	formal and Informal Organization-	CLO3 CLO4	2		Blended Learning
19	Organization Chart- Organization Structure	CLO2 CLO3 CLO4	2	PPT, videos	Experimental Learning
20	Types – lines and staff Authority.	CLO1 CLO2 CLO3	2	Group activity	Participatory Learning
21	Departmentalization – Delegation of authority- Centralization and decentralization –	CLO3 CLO4	3	PPT, videos	Experimental Learning
22	Job design.– career planning and management - AI driven business process automation	CLO2 CLO3 CLO4	2	Group activity	Problem Based Learning
UNIT IV (15 Hrs)					
23	Staffing - Concept of Staffing	CLO1 CLO2 CLO3 CLO4	2	Group Discussion	Participatory Learning
24	Staffing Process – Recruitment – Sources of Recruitment	CLO1 CLO2 CLO3	2	Lecture , PPT	Experimental Learning
25	Modern Recruitment Methods - Selection Procedure – Test-Interview.	CLO2 CLO3	3	Quiz	Blended Learning
26	Training: Need - Types– Promotion –Management Games – Performance Appraisal - Meaning and Methods -Work from Home - Managing Work from Home [WFH]	CLO2 CLO3 CLO4	3	Seminar	Participatory Learning
27	Motivation – Theories -classical and modern, Importance, Financial and Non-financial motivation	CLO2 CLO3 CLO4	3	PPT, videos	Experimental Learning
28	Positive and Negative Motivation, Group Motivation	CLO3 CLO4	2	Group activity	Problem Based Learning
UNIT V (15 Hrs)					
29	Leadership - Definition, Meaning	CLO1 CLO2 CLO3 CLO4	2	PPT, videos	Problem based learning
30	Theories, Principles, Leadership Styles	CLO1 CLO2 CLO3	3	Group Discussion	Participatory Learning

31	Qualities of a good Leader – Successful Women Leaders – Challenges faced by women in workforce – Supervision.	CLO2 CLO3 CLO4	3	Lecture , PPT	Blended Learning
32	Communication – Nature Communication Process – Types and Barriers to communication	CLO2 CLO3 CLO4	3	PPT, videos	Participatory Learning
33	Co-ordination – Meaning Techniques of Co-ordination. Control - Characteristics – Importance –	CLO2 CLO3 CLO4	2	Seminar	Problem based learning
34	Stages in the Control Process – Requisites of Effective Control and Controlling Techniques – Management by Exception [MBE].	CLO2 CLO3 CLO4	2	PPT, videos	Blended Learning

Course Designers

1. Dr. K.Pavithra ., Assistant Professor
2. Dr. M.Shobana , Assistant Professor

S.NO	LEARNING METHODS	PERCENTAGE
1	Participatory Learning	50
2	Problem Solving	20
3	Experimental Learning	10
4	Blended Learning	20

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
AM25A02	FINANCIAL SERVICES AND BANCASSURANCE	THEORY	73	2	-	4

Preamble

- To equip students with in-depth knowledge of the structure, functions, and innovations in the financial services sector.
- To enable students to analyze the role of financial institutions, understand risk management strategies.
- To evaluate the impact of financial services and bancassurance on economic growth and development.

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Understand the basic concepts of financial services	K1
CLO2	Summarize the functions of merchant banking	K2
CLO3	Demonstrate the application of leasing, hire purchase, and factoring	K3
CLO4	Examine the structure and regulatory environment of venture capital, mutual funds, and bancassurance	K4

Mapping with Program Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6
CLO1	S	M	L	L	M	M
CLO2	S	S	S	M	S	S
CLO3	M	M	M	S	S	S
CLO4	S	S	L	M	S	S

S-Strong M- Medium L-Low

Syllabus

UNIT I

15 Hrs

Introduction to Financial Services -Meaning and Importance of Financial Services – Types of Financial Services – financial services and economic environment – **players in financial services** sector – characteristics of financial services – growth of financial services in India – Functions of financial services.

UNIT II

15 Hrs

Merchant banking – functions – issue management – managing of new issues – underwriting – capital market – **stock exchange – role of SEBI – activities involved in public issue management** – law relating to issue of management – underwriting agencies – variants of underwriting

UNIT III

14 Hrs

Leasing and Hire Purchase– concepts and features – types of lease accounts, **factoring – functions of factor – advantages of leasing** – advantages of factoring – demerits of factoring – legal aspects of factoring – difference between factoring and bill discounting

UNIT IV

14 Hrs

Venture Capital & Mutual Funds- Venture capital – credit rating- consumer finance. **Mutual funds: meaning types- functions- advantages- institutions involved-** UTI – legal regulations for venture capitals- SEBI regulations on venture capital institutions- SEBI regulations for foreign venture capital investors

UNIT V

15 Hrs

Bancassurance – meaning of bancassurance –definition of bancassurance origin- **bancassurance models-** strategic alliance- full integration- mixed models- benefits of bancassurance-demerits of bancassurance- **A tool of integrating insurance and banking – challenges of bancassurance in India.**

***Self study**

Text Book

S.No.	Author/s	Title of the book	Publishers	Year and Edition
1.	B.Santhanam (2003),	Financial Services,	Fifth Edition Chennai, Margham Publications	2006, 5 th Ed

Reference Books

S.No.	Author/s	Title of the book	Publishers	Year and Edition
1	M.Y.Khan	Financial Services,	McGrawhill HED University of Delhi,	2019, 3 rd Ed
2	Guruswamy	Financial Services,	Mcgrawhill HED	2009, 2 nd Ed
3	Bhole, L.M	“Financial Institutions and Market”,	Tata McGraw Hill	2009, 5 th Ed
4	https://www.scribd.com/document/342453188/bancassurance-pdf			

Blended Learning Links

Unit No	Topic	Reference Link
I	Players in financial services sector	https://www.youtube.com/watch?v=xXStP80NwuM
	growth of financial services in India	https://www.youtube.com/watch?v=kmWuTjIQnY
II	stock exchange – role of SEBI – activities involved in public issue management –	https://study.com/academy/lesson/video/securities-exchange-board-of-india-definition-function.html
III	factoring – functions of factor – advantages of leasing	https://www.youtube.com/watch?v=Wlqhnl6voag
	Leasing and hire purchase	https://www.youtube.com/watch?v=zCyzZsHri38
IV	Mutual funds: meaning types- functions- advantages- institutions	https://study.com/academy/lesson/video/what-is-a-mutual-fund-definition-types-advantages-examples.html

	involved	
V	Bancassurance models	https://www.youtube.com/watch?v=zD39gwEES28
	A tool of integrating insurance and banking – challenges of bancassurance in India.	https://www.youtube.com/watch?v=A0_rO8n09rs

Skill Components

- Empathize the function of Financial Services
- Understand the concept of merchant banking under the capital market
- Enumerate the concepts of credit rating, venture capital companies and also understand the different types of loans
- Understand the bancassurance with its pros and cons.

Pedagogy

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

Lecture Plan

Module No.	Topic	CLO	No of Periods	Content Delivery methods	Learning Methods
Unit I (15 Hrs)					
1	Meaning and Importance of Financial Services	CLO1 CLO2	2	Chalk & Talk	Participatory Learning
2	Types of Financial Services – financial services and economic environment –	CLO2 CLO3	3	Chalk & Talk	Participatory Learning
3	Players in financial services sector	CLO2 CLO3	3		Blended learning
4	characteristics of financial services	CLO3 CLO4	2	Videos	Participatory Learning
5	growth of financial services in India	CLO3 CLO4	3		Participatory Learning
6	Functions of financial services	CLO3 CLO4	2	Assignment	Experimental Learning
Unit II (15 Hrs)					
7	Merchant banking – functions – issue management	CLO1 CLO2	3	Chalk & Talk	Participating learning
8	managing of new issues – Underwriting – capital market	CLO1 CLO2 CLO3	3	Quiz	Participating learning
9	stock exchange – role of SEBI – activities involved in public issue management –	CLO3 CLO4	3		Blended learning
10	law relating to issue of management	CLO3 CLO4	3	Assignment	Participatory Learning
11	Underwriting agencies – variants of underwriting	CLO2 CLO3 CLO4	3	PPT Videos	Experimental Learning
UNIT III (14 Hrs)					
12	Leasing and hire purchase	CLO1 CLO2	3	Group Discussion	Participatory Learning
13	concepts and features – types of lease accounts	CLO1 CLO2 CLO3	3	Lecture , PPT	Problem Based learning
14	factoring – functions of factor –	CLO1	3	PPT, videos	Blended Learning

	advantages of leasing	CLO2 CLO3			
15	advantages of factoring – demerits of factoring –	CLO3 CLO4	3	Seminar	Experimental Learning
16	legal aspects of factoring – difference between factoring and bill discounting	CLO3 CLO4	2	PPT, videos	Experimental Learning
UNIT IV (14 Hrs)					
17	Venture capital	CLO1 CLO2	2	Lecture , PPT	Participatory Learning
18	Credit rating- consumer finance.	CLO1 CLO2 CLO3	2	Assignment	Problem based learning
19	Mutual funds: meaning types-functions- advantages- institutions involved	CLO1 CLO2 CLO3	3	PPT, videos	Blended learning
20	UTI – legal regulations for venture capitals-	CLO3 CLO4	3	Seminar	Experimental Learning
21	SEBI regulations on venture capital institutions	CLO3 CLO4	2	PPT, videos	Experimental Learning
22	SEBI regulations for foreign venture capital investors	CLO2 CLO3 CLO4	2	Group activity	Problem based learning
UNIT V (15 Hrs)					
23	Bancassurance–meaningof bancassurance	CLO1 CLO2	3	Chalk & Talk PPT	Participatory Learning
24	Definition of bancassurance origin-	CLO1 CLO2 CLO3	3	Chalk & Talk PPT	Problem based learning
25	Bancassurance models	CLO1 CLO2 CLO3	2	Videos, PPT	Blended Learning
26	strategic alliance- full integration-mixed models-	CLO3 CLO4	2	Quiz - Kahoot	Experimental Learning
27	benefits of bancassurance-demerits of bancassurance-	CLO3 CLO4	2	Assignment	Participatory Learning
28	A tool of integrating insurance and banking – challenges of bancassurance in India.	CLO2 CLO3 CLO4	2	Videos	Blended learning

Course Designers

1. Mrs. Janci Jenitha, Assistant Professor
2. Ms .K.Dharani, Assistant Professor

S.NO	LEARNING METHODS	PERCENTAGE
1	Participatory Learning	50
2	Problem Solving	20
3	Experimental Learning	10
4	Blended Learning	20

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
NME23ES	INTRODUCTION TO ENTREPRENEURSHIP	THEORY	30	-	-	2

Objectives

- To introduce the fundamentals of entrepreneurship and the process of starting small industries.
- To understand the role of institutions, incentives, and subsidies in entrepreneurship development.
- To explore innovation, funding options, and intellectual property rights in business.
- To develop skills in project identification, formulation, appraisal, and report presentation.

Unit I

6 Hrs

Introduction: Entrepreneurship-Introduction-Factors-Barriers-Entrepreneurial Traits and Types-Steps for starting a Small Industry- MSMEs – Social entrepreneurship.

Unit II

6 Hrs

Entrepreneurship Development Programmes-Institutional Framework (IFCI, ICICI, IDBI, IRBI, EXIM Bank, NSIC, SIDBI, SFC, SIPCOT AND TIIC) - Role of Incentives and Subsidies

Unit III

6 Hrs

Innovation - Types –Role- Creative Problem Solving -Incubators - Angel Investors - Venture Capital.

Unit IV

6 Hrs

Intellectual Property – Meaning - Copy Right Registration - Patents – Trademark - Design and Procedure for registration.

Unit V

6 Hrs

Project Preparation - Project identification and Classification - Project Formulation- Project Appraisal- Project Report Presentation.

Text Books

S.No	Author(s)	Title of the Book	Publisher	Year and Edition
1.	Gupta. C.B and Srinivasan.N. P	Entrepreneurial Development	Sultan Chand and Sons	2020, 2 nd Ed
2	Sauhari Vinnie and Bhushan Sudhashu	Innovation Management	Oxford	2014, 1 st Ed

Reference Books

S.No	Author(s)	Title of the Book	Publisher	Year and Edition
1	Kolb Bonita M	Entrepreneurship for the creative and cultural industries	Routledge	2015 1 st Ed
2	P.T.Vijayashree & M.Alagammai	Entrepreneurship and Small Business Management	Margham	2020 1 st Ed

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
CM25C04	FINANCIAL ACCOUNTING	THEORY	73	2	-	3

Preamble

- To enable the students to apply the conceptual principles in financial Accounting and to develop an expertise in handling the accounts and thereby to increase their level of understanding about the financial statements relating to partnership firms, Branch and Departmental accounting.

Prerequisite

- Basic Knowledge in accountancy

Course Learning Outcomes

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

CLOs	CLO Statement	Knowledge Level
CLO1	Define the concepts of Partnership Firms, the accounting treatment of Partnership Firms	K1
CLO2	Describe the procedures related to partnership firms, calculation of Insolvency Accounts	K2
CLO3	Apply appropriate accounting treatments in partnership accounts, hire purchases Installment system, Branch and Departmental accounts	K3
CLO4	Evaluate the financial impact of hire purchases Installment system, Branch and Departmental accounts	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	S	M	M	S
CLO2	S	S	M	M	S
CLO3	S	S	S	S	M
CLO4	S	S	S	S	M

S-Strong; M-Medium

FINANCIAL ACCOUNTING - CM25C04 -73 HOURS

Unit I

15 Hrs

Partnership Accounts: Division of Profits – Fixed & Fluctuating Capital – Past Adjustments – Guarantee of Profits – Admission of a partner - Treatment of Goodwill - Calculation of Hidden Goodwill.

Unit II

14 Hrs

Retirement of a Partner: Retirement Cum Admission – Death of a partner-Joint Life Policy– Accounting Treatment

Unit III

15 Hrs

Dissolution of Partnership - Methods – Settlement of Accounts Regarding Losses and Assets – Realization account – Treatment of Goodwill – Preparation of Balance Sheet - One or more Partners insolvent – All Partners insolvent – Application of Garner Vs Murray Theory – Accounting Treatment - Piecemeal Distribution – Surplus Capital Method – Maximum Loss Method.

Unit IV

15 Hrs

Hire Purchase and Installment System -Hire Purchase System – Accounting Treatment –Calculation of Interest - Default and Repossession - Hire Purchase Trading Account- Installment System - Calculation of Profit

Branch and Departmental Accounts :Branch – Dependent Branches: Accounting Aspects - Debtors system -Stock and Debtors system – Distinction between Wholesale Profit and Retail Profit – Independent Branches (Foreign Branches excluded) - Departmental Accounts: Basis of Allocation of Expenses – Inter-Departmental Transfer at Cost or Selling Price.

Text Book

S.No	Authors	Title	Publishers	Year and Edition
1.	Reddy TS & A Murthy	Financial Accounting	Margham Publications	2023 and Revised 6 th Edn.

Reference Book

S.No	Authors	Title	Publishers	Year and Edition
1.	RL Gupta & Radhasamy	Advanced Accountancy (Vol I)	Sultan Chand & Sons.	2020 and 13 th Edn.
2.	Jain S.P & Narang K.L	Principles of Accountancy	Kalyani Publishers	2021 and 13 th Edn.
3.	MC Shukla, T.S. Grewal & S.C. Gupta	Advanced Accountancy	S. Chand & sons	2021 and 14 th Edn.

Skill Components

- Working on practical aspects of admission and retirement with partners' capital.
- Preparation of partnership deed with important terms and conditions.
- Preparation of deficiency statement for a real time partnership firm.
- Calculation of hire purchase accounts on real time basis.
- Preparation of branch and departmental accounts.

Pedagogy

- Lecture, PPT, Assignment, Seminar, Group Discussion, Activity based Learning

Course Content and Presentation Schedule

Module No.	Topic	CLOs	No. of Hours	Content delivery Methods	Learning Methods
UNIT I (15 Hours)					
1.	Partnership Accounts: Division of Profits - Fixed & Fluctuating Capital – Past adjustments	CLO1, CLO2, CLO3, CLO4	5	Chalk and Talk, PPT	Participatory Learning, Problem Based Learning
2.	Guarantee of Profits - Admission of a partner	CLO1, CLO2, CLO3, CLO4	5	Chalk and Talk, PPT	Participatory Learning, Experiential Learning
3.	Treatment of Goodwill - Calculation of Hidden Goodwill.	CLO1, CLO2	5	Chalk and Talk, PPT	Participatory Learning
UNIT II (14 Hours)					
4.	Retirement of a Partner - Retirement Cum Admission	CLO1, CLO2, CLO3, CLO4	5	Chalk and Talk, PPT	Participatory Learning, Problem Based Learning
5.	Death of a Partner	CLO1, CLO2, CLO3, CLO4	5	Chalk and Talk, PPT	Participatory Learning, Problem Based Learning
6.	Joint Life Policy – Accounting Treatment	CLO1, CLO2, CLO3, CLO4	4	Chalk and Talk, PPT	Participatory Learning, Experiential Learning

UNIT III (15 Hours)					
7.	Dissolution of Partnership - Methods – Settlement of Accounts Regarding Losses and Assets – Realization account	CLO1, CLO2, CLO3, CLO4	4	Chalk and Talk, PPT	Participatory Learning, Problem Based Learning
8.	Treatment of Goodwill – Preparation of Balance Sheet - One or more Partners insolvent	CLO1, CLO2, CLO3, CLO4	4	Chalk and Talk, PPT	Participatory Learning, Experiential Learning
9.	All Partners insolvent – Application of Garner Vs Murray Theory – Accounting Treatment.	CLO1, CLO2, CLO3, CLO4	4	Chalk and Talk, PPT	Participatory Learning, Problem Based Learning
10.	Piecemeal Distribution – Surplus Capital Method – Maximum Loss Method.	CLO1, CLO2, CLO3, CLO4	3	Chalk and Talk, PPT	Participatory Learning, Experiential Learning
UNIT IV (15 Hours)					
11.	Hire Purchase and Installment System -Hire Purchase System – Accounting Treatment –Calculation of Interest	CLO1, CLO2, CLO3, CLO4	5	Chalk and Talk, PPT	Participatory Learning, Problem Based Learning
12.	Default and Repossession - Hire Purchase Trading Account	CLO1, CLO2, CLO3, CLO4	5	Chalk and Talk, PPT	Participatory Learning, Experiential Learning
13.	Installment System - Calculation of Profit	CLO1, CLO2, CLO3, CLO4	5	Chalk and Talk, PPT	Participatory Learning, Problem Based Learning
UNIT V (14 Hours)					
14.	Branch and Departmental Accounts :Branch – Dependent Branches: Accounting Aspects - Debtors system -Stock and Debtors system	CLO1, CLO2, CLO3, CLO4	5	Chalk and Talk, PPT	Participatory Learning
15.	Distinction between Wholesale Profit and Retail Profit – Independent Branches (Foreign Branches excluded)	CLO1, CLO2, CLO3, CLO4	5	Chalk and Talk, PPT	Problem Based Learning
16.	Departmental Accounts: Basis of Allocation of Expenses – Inter-Departmental Transfer at Cost or Selling Price.	CLO1, CLO2, CLO3, CLO4	4	Chalk and Talk, PPT	Participatory Learning, Problem Based Learning

Course Designers

1. Dr. G.Indrani
2. Dr.L.Nithya

S.NO.	LEARNING METHODS	PERCENTAGE
1	Participatory Learning	30
2	Experiential Learning	30
3	Problem Solving	40

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
AM23C05	PRINCIPLES AND PRACTICE OF INSURANCE	THEORY	73	2	-	4

Preamble

- To understand the basic concept of insurance, functions and its principles
- To enable the students to learn the practical aspects of insurance
- To understand the risk methods, claim and settlements procedures

Prerequisite

- Basic knowledge in Risk factors.

Course Learning Outcomes

- Upon the successful completion of the course students

CLO Number	CLO statement	Knowledge Level
CLO1	Understand the concept of risk and uncertainty and classifications of Risks	K1
CLO2	Understand the basic functions and the underlining risk and legal principles of insurance	K2
CLO3	Identify the basic operations of an insurance company and the insurance industry	K3
CLO4	Explain the insurance regulations and the use of insurance as a tool to avoid losses and reduce risk.	K4

Mapping with Programme Learning Outcomes

CLOS	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6
CLO1	S	S	M	M	L	L
CLO2	M	S	L	M	L	M
CLO3	L	S	M	M	M	S
CLO4	M	S	S	S	L	S

S- Strong; M-Medium; L-Low

PRINCIPLES AND PRACTICE OF INSURANCE - AM23C05 – 73 HOURS

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 - Insurance Contract- Insurance Documents- Classification of Insurance. Reinsurance: Concepts-Characteristics-Types. Double Insurance - Difference between Reinsurance and Double Insurance. Over Insurance.

Unit III

15 Hrs

Life Insurance: Concept- Types of Life Insurance- Essentials of Life Insurance- Life Insurance, LIC is a public sector organization and dominant player in the market. Term Insurance- types - benefits– Annuities –Concepts-Individual annuity & group annuities Products-Riders.

Unit IV**15 Hrs**

Assignment- Meaning- Types- Features-Nomination- Meaning-Features- Difference between Assignment and Nomination. Underwriting: Concepts-Premium: Concepts- Types of Premium- Factors considered in the calculation of premium- Premium payment: lapse and Renewal. Bonus- Types of bonus. Mortality table- Definition-Features-Insurance Policy claims – Maturity claims – Death claims.

Unit V**15 Hrs**

Insurance Professionals and Intermediaries: Agents, Brokers, 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- Banc assurance distribution channel - 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 Book				
S.No	Authors	Title	Publishers	Year and Edition
1.	Dr.P.Periasamy	Principles and Practice Of Insurance	Himalaya PublishingHouse	2023 and 2nd Edn.

Reference Books				
S. No	Authors	Title	Publishers	Year and Edition
1.	M.N.Mishra andDr.S.B.Mishra	Insurance Principles and Practice	S.Chand and Company Ltd	2016 and 22 nd Edn.
2.	Alka Mittal , S.L.Gupta,S.	Principles of Insurance and Risk Management	Sultan Chand & Sons	2013 and 3rd Revised Edn.

Reference Links	
Unit no	Reference link
I	https://youtu.be/n5IfZrABzOU
	https://youtu.be/RA0gG7s-lAs
	https://youtu.be/GIm9Sa1vXGM
	https://study.com/academy/lesson/video/risk-identification-definition-purpose-examples.html
II	https://youtu.be/VeJz2q0umJE
	https://www.youtube.com/watch?v=Y9h5E2EhZBA
III	https://www.youtube.com/watch?v=oxoJyRD_0nU
	https://www.youtube.com/watch?v=5n_JBf-9ohA
	https://www.youtube.com/watch?v=UGIyrzR4O-Q
IV	https://www.youtube.com/watch?v=ZAQpbsboNBQ
	https://www.youtube.com/watch?v=UdTqUoC9y3c
	https://www.youtube.com/watch?v=oOoNSGL5HsQ
	https://www.youtube.com/watch?v=aLjenKYUhgA
V	https://youtu.be/F_2t7aaJj0k
	https://youtu.be/gfkF68r0SV0

Skill Components	
➤	To understand the concept of Risk and the Methods of managing risk
➤	To understand the types of life insurance policies available and their benefits
➤	To analyse how the amount of premium is fixed for the life insurance policies
➤	To understand the different types of claim and the settlement procedures
➤	To analyse the work of an actuary in the field of insurance

Pedagogy

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

Course Content and Presentation Schedule

Mod ule No	Topic	CLOs	No of hours	Content Delivery Methods	Learning methods
UNIT I (14 Hrs)					
1	Concept of Risk	CLO1, CLO2	1	In Class Discussion using PPT	Participatory Learning
2	Classification of Risk, Peril, Hazard	CLO1, CLO3	2	Videos, PPT	Participatory Learning
3	Methods of Handling risk.	CLO2, CLO4	1	In Class Discussion using PPT	Experiential Learning
4	Risk Management - Definition- Objectives- Characteristics	CLO2, CLO3	2	Videos, PPT	Participatory Learning
5	Significance- Principles	CLO1, CLO4	2	Chalk & Talk	Participatory Learning
6	Risk Management Information System- Process of Risk Management	CLO1, CLO2	2	Chalk & Talk	Problem Based Learning
7	Methods of Risk Management - Identification, Measurement and Control of Risk.	CLO2, CLO3	2	Videos, PPT	Participatory Learning
8	Case study in Risk management	CLO4, CLO3	2	Chalk & Talk	Experiential Learning
UNIT II (14 Hrs)					
9	Definition and Nature of Insurance- Functions -Evolution	CLO1 CLO2	2	Videos, PPT	Participatory Learning
10	Kinds of Insurance Organisation- Role and Importance – Scope of Insurance	CLO3 CLO4	3	Class Lecture	Participatory Learning
11	Insurance Contract	CLO2 CLO4	2	Videos, PPT	Participatory Learning
12	Insurance Documents – Classification of Insurance.	CLO1 CLO2	2	Videos, PPT	Experiential Learning
13	Reinsurance: Concepts-Characteristics- Types.	CLO1 CLO3	2	Videos, PPT	Participatory Learning
14	Double Insurance - Difference between Reinsurance and Double Insurance. Over Insurance.	CLO2 CLO3	3	Class Discussion using PPT	Experiential Learning
UNIT III (15 Hrs)					
15	Life Insurance: Concept- Types of Life Insurance -	CLO1 CLO2	2	Chalk & Talk	Experiential Learning
16	Essentials of Life Insurance	CLO2 CLO3	3	Videos, PPT	Participatory Learning
17	Life Insurance, LIC is a public sector organization and dominant player in the market	CLO3 CLO4	3	Class Discussion using PPT	Participatory Learning
18	Term Insurance- types - benefits	CLO2 CLO3	3	Discussion using PPT	Experiential Learning

19	Annuities –Concepts-Individual annuity & group annuities products-Riders.	CLO3 CLO4	4	Videos, PPT	Problem Based Learning
UNIT IV (15 Hrs)					
20	Assignment- Meaning- Types- Features- Nomination-	CLO1 CLO4	2	Videos, PPT	Participatory Learning
21	Meaning-Features- Difference between Assignment and Nomination.	CLO3 CLO4	2	In Class Discussion using PPT	Participatory Learning
22	Underwriting: Concepts	CLO2 CLO3	2	In Class Discussion using PPT	Experiential Learning
23	Premium: Concepts- Types of Premium	CLO2 CLO4	2	Videos, PPT	Problem Based Learning
24	Factors considered in the calculation of premium	CLO2 CLO3	2	In Class Discussion using PPT	Problem Based Learning
25	Premium payment: lapse and Renewal.	CLO2 CLO4	2	Videos, PPT	Participatory Learning
26	Bonus- Types of bonus. Mortality table- Definition-Features-Insurance Policy claims -	CLO2 CLO3	2	In Class Discussion using PPT	Experiential Learning
27	Maturity claims – Death claims.	CLO3 CLO4	1		Participatory Learning
UNIT V (15 Hrs)					
28	Insurance Professionals and Intermediaries: Agents, Brokers, Surveyors, Development Officers, Third party Administrators and Insurance Ombudsman	CLO1 CLO4	3	In Class Discussion using PPT	Experiential Learning
29	Web Aggregators and Insurance Marketing Firms (IMF)	CLO1 CLO2	2	Chalk & Talk	Participatory Learning
30	Point of Sales Persons –Medical Examiners –Insurance Repositories and electronic Issuance of Insurance policies	CLO2 CLO3	3	Seminar, Quiz	Experiential Learning
31	Banc assurance distribution channel	CLO3 CLO4	2	PPT, Videos	Participatory Learning
32	Actuary- Definition- Appointment of an Actuary	CLO2 CLO3	2	Videos, PPT	Participatory Learning
33	Functions of an Actuary- Duties of an Actuary- Functions of an Actuary in General Insurance business-Scope of an Actuary	CLO3 CLO4	3	In Class Discussion using PPT	Participatory Learning

Course Designers

1. Dr. M.Shobana
2. Dr.D.Sreemathi

S.NO	LEARNING METHODS	PERCENTAGE
1	Participatory Learning	70
2	Problem Based Learning	10
3	Experiential Learning	20

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
AM25C06	BASICS OF MATHEMATICAL STATISTICS	THEORY	73	2	-	3

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.

Prerequisite

- Basic Knowledge in Mathematics

Course Learning Outcomes

- Upon the successful completion of the course students

CLO Number	CLO Statement	Knowledge Level
CLO 1	Recall the concepts of data and its interpretation and the measures of location	K1
CLO2	Understand the concept of independent and identical Random variables and its utilization	K2
CLO3	Understand and apply the probability distribution concepts for giving necessary inferences.	K3
CLO4	Application of statistical tests in estimation techniques and inference.	K4

Mapping with Program Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6
CLO1	S	L	L	S	L	M
CLO2	M	L	M	S	L	S
CLO3	S	M	S	M	L	S
CLO4	S	S	S	S	L	M

S- Strong; M-Medium; L-Low

BASICS OF MATHEMATICAL STATISTICS - AM25C06 – 73 HOURS

Unit I

14 Hrs

Statistical diagrams- types of data-summarizing data in tables and Diagrams-Bar Chart, histogram, stem and leaf diagram, dot plot / lineplot, boxplot-comparison of data using diagrams – Measures of location: Mean - Median - Mode. Measures of spread: Range – Interquartile Range –Standard deviation and Variance - Skewness. (Stats pack Problems only).

Unit II

14 Hrs

Basic probability- addition and multiplication rule- Probability diagrams: Listing outcomes-tree diagrams – Conditional probability. (Stats pack Problems only).

Unit III

15 Hrs

Random variable-discrete and continuous-CDF, PDF, Expectation of function: General rule, expectation of linear functions of a random variable, expectation of linear combinations of a random variable-population moments. (Stats pack Problems only).

Unit IV

15 Hrs

Binomial and Poisson distributions – Continuous distributions: Uniform distribution and exponential distribution-PDF, CDF, Mean, variance and standard deviation – Normal distribution –CDF, Mean, variance and SD- standardizing normal distribution-PDF, CDF. (Simple Stats pack Problems only).

Unit V**15 Hrs**

Scatter plot- Correlation – Types of correlation, strength of linear correlation – Covariance
Correlation Coefficient – Regression: Line of ‘best fit’-regression line –deriving the least square estimates
(Stats pack Problems only).

Text Books

S.No	Authors	Title	Publishers	Year and Edition
1.	https://test.acted.co.uk/SpecialistMaterial.html	Stats Pack(PSTA13)	Actuarial education Company	2013 and 1 st Edn.

Reference Books

S.No	Author	Title	Publishers	Year and Edition
1.	S.C.Gupta and V.K.Kapoor	Fundamentals of Mathematical Statistics	Sultan Chand & sons	2000 and 10th Edn.
2.	S.P.Gupta	Statistical Methods	Sultan Chand & sons	2021 and 46th Revised Edn.

Reference Links

Unit no	Reference link
I	https://youtu.be/h8EYEJ32oQ8
	https://youtu.be/E4HAYd0QnRc
	https://youtu.be/0TulXwT_3ck
II	https://youtu.be/bEdlW4uZAS0
	https://youtu.be/_IgyaD7vOOA
III	https://www.youtube.com/watch?v=EhVbqe8J_Ww
	https://www.youtube.com/watch?v=v2GQk1U6tr4
IV	https://www.youtube.com/watch?v=c06FZ2Yq9rk
	https://www.youtube.com/watch?v=WPj4yuwdInc
V	https://www.youtube.com/watch?v=JAJ-bIp5Mvw

Skill Components

- To study the various forms of data and construct diagrams to understand them.
- Describe various distributions to the data available and study their behavior.
- Analysis of the data from the various distributions and know the best fit.
- Learning the basic concepts of statistics as per the requirement of ASI for the clearing ACET examination.

Pedagogy

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

Course Content and Presentation Schedule

Module No	Topic	CLO	No of hours	Content delivery	Learning methods
UNIT 1 (14 Hrs)					
1	Statistical diagrams- types of data-summarizing data in tables and Diagrams-Bar Chart, histogram, stem and leaf diagram, dot plot / lineplot, boxplot-	CLO1, CLO3	3	Videos, PPT	Problem Based Learning
2	comparison of data using diagrams - Measures of location	CLO1, CLO2	3	In Class Lecture using chalk and talk	Participatory Learning
3	Mean - Median - Mode	CLO1,	2	Videos, PPT	Problem Based

		CLO4			Learning
4	Measures of spread: Range – Interquartile Range	CLO3, CLO4	2	Solving Problems	Participatory Learning
5	Standard deviation and Variance	CLO1, CLO2	2	Videos, PPT	Problem Based Learning
6	Skewness (Stats pack problems only)	CLO3, CLO4	2	In Class Discussion using PPT	Problem Based Learning
UNIT II (14 Hrs)					
7	Basic probability	CLO1, CLO2, CLO3	3	In Class Discussion using PPT	Problem Based Learning
8	Addition and multiplication rule	CLO1 CLO2	3	Videos, PPT	Problem Based Learning
9	Probability diagrams- Listing outcomes-tree diagrams	CLO2 CLO3, CLO4	4	Solving Problems	Problem Based Learning
10	Conditional probability (Stats pack Problems only)	CLO2, CLO3	4	Videos, PPT	Participatory Learning
UNIT III (15 Hrs)					
11	Random variable- discrete and continuous CDF, PDF	CLO1, CLO2	5	chalk and talk, PPT	Experiential Learning
12	Expectation of function: General rule, expectation of linear functions of a random variable	CLO1, CLO2, CLO3	5	Videos, PPT	Problem Based Learning
13	Expectation of linear combinations of a random variable-population moments. (Stats pack problems only)	CLO2, CLO3, CLO4	5	In Class Lecture using chalk and talk	Participatory Learning
UNIT IV (15 Hrs)					
14	Binomial and Poisson distributions – Continuous distribution: Uniform distribution and	CLO1, CLO2, CLO3	5	Videos, PPT	Problem Based Learning
15	Exponential distribution-PDF, CDF, Mean , variance and standard deviation	CLO3, CLO4	5	Solving Problems	Experiential Learning
16	Normal distribution – CDF, Mean, variance and SD- standardizing normal distribution-PDF, CDF (Stats pack problems only)	CLO3, CLO4	5	Videos, PPT	Participatory Learning
UNIT V (15 Hrs)					
17	Scatter plot- Correlation – Types of correlation, strength of linear correlation	CLO1, CLO2	7	In Class Lecture using chalk and talk	Experiential Learning
18	Covariance Correlation Coefficient – Regression: Line of ‘best fit’-regression line –deriving the least square estimates (Stats pack Problems only)	CLO1, CLO2, CLO3, CLO4	8	Videos, PPT	Problem Based Learning

Course Designers

1. Dr. M.Shobana
2. Ms. K.Dharani

S.NO	LEARNING METHODS	PERCENTAGE
1	Participatory Learning	10
2	Problem Based Learning	70
3	Experiential Learning	20

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
AM25A03	CUSTOMER RELATIONSHIP MANAGEMENT	THEORY	73	2	-	4

Preamble

- To help the students to understand the concepts of CRM and its implementations.
- To know the CRM practices in service sectors.
- To understand the values of customer relationship management.

Prerequisite

- Basic Knowledge on management.

Course Learning Outcomes

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

CLO No.	CLO Statement	Knowledge Level
CLO1	Recall the concept of CRM, that are deployed and how it can be implemented.	K1
CLO2	Identify how CRM practices and technologies enhance the achievement of marketing, sales and service objectives throughout the customer life-cycle stages.	K2
CLO3	Summarize the customer acquisition, retention and customer loyalty.	K3
CLO4	Analyze customer relationship management strategies by understanding customers preferences for the long-term sustainability of the Organizations.	K4

Mapping with Program Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6
CLO1	L	L	S	M	S	S
CLO2	S	M	S	S	M	S
CLO3	L	L	S	M	S	M
CLO4	L	S	S	M	M	S

S-Strong M-Medium L-Low

CUSTOMER RELATIONSHIP MANAGEMENT - AM25A03 – 73 HOURS

UNIT I

15 Hrs

Introduction of CRM and its Fundamentals - Concept and Context of Relationship Management: Internal and External relationship management, Need and Importance of relation with customers and other stakeholders. Transactional Vs Relationship Marketing, Linkage between customer Satisfaction-Customer Loyalty.

UNIT II

15 Hrs

Defining CRM - Levels of CRM- CRM as a strategic marketing tool- CRM significance to the stakeholders- Analytical CRM- Role of AI and Machine Learning in CRM- Collaborative CRM- Models of CRM -Cloud-based CRM systems- Social and Mobile CRM- Integration of CRM with ERP and Marketing Automation.

UNIT III

14 Hrs

Customer Acquisition: Acquisition of new customers- understanding customer value- sources of customer value- dimensions of value: functional- emotional- social and experiential- Values from products-services- people- physical evidence- customer communication- customer engagement through digital

platforms- Channels - Conceptual framework of Customer Relationship- AI-enabled acquisition tools such as chatbots and recommendation engines- ethical issues in digital acquisition.

UNIT IV

14 Hrs

Customer Retention: Concept of Customer retention. Role of CRM in Customer in retention- Economics of customer retention- predictive analytics and Customer Lifetime Value (CLV) measurement- Managing customer retention or value retention - Strategies of customer retention. Concept and Significance of Customer Loyalty - gamification and emotional loyalty.

UNIT V

15 Hrs

Customer Portfolio Management: Concept and basic disciplines - Market segmentation-sales forecasting and CPM- CPM in B2B- Seven core customers' management strategies. CRM and Customer Experience Management: Concept of Customer experience.

Text Books

S.No.	Authors	Title	Publisher	Year and Edition
1.	Jagdish N Sheth, Parvatiyar Atul, G Shainesh,	Customer Relationship Management: Emerging Concepts, Tools and Applications	New Delhi : Tata McGraw- Hill Pub. Co.	2017 and 1st Edn.
2.	Daniel D. Prior, Francis Buttle & Stan Maklan	Customer Relationship Management: Concepts, Applications and Technologies,	Taylor & Francis,	2024 and 1st Edn.
3	Buela D., Noreen Alexeena Datta, Suma B. R.	Customer Relationship Management	Vision Book House	2022 and 1st Edn.

Reference Books

S.No.	Author	Title of the book	Publisher	Year and Edition
1.	H.Peeru Mohamed , A Sagadevan	Customer Relationship Management, A Step by Step Approach, Vikas Publishing House	Vikas Publishing	2012 and 1 st Edn.
2.	Peter Fader,	Customer Centricity –Focus on right customer for strategic advantage	Wharton Digital Press.	2011 and 1 st Edn.

Reference Links

Unit no	Reference link
I	https://youtu.be/t9Z8zn4UJpE https://youtu.be/D2Pf2vSt-Ro
II	https://youtu.be/hnEQq7kNFWo https://youtu.be/FQQzgNOKxSk https://youtu.be/dqByM8bfKgc https://www.youtube.com/watch?v=03PSJ1GQyX4
III	https://www.youtube.com/watch?v=H6htt_I2Ddk https://www.youtube.com/watch?v=KrV6ldHymwQ https://www.youtube.com/watch?v=8FkQ3NxkxEQ
IV	https://www.youtube.com/watch?v=IqIwOs1ezEM https://www.youtube.com/watch?v=_cogJJhti8I

	https://www.youtube.com/watch?v=NLQImjPNzRk
V	https://www.youtube.com/watch?v=db57W_NvnzY https://www.youtube.com/watch?v=bL_D-qyva0c

Skill Components

- Construct a customer relationship model in an Insurance sector.
- Demonstrate the customer preferences for long term sustainability.
- Study the customer ethical practices followed in the organization
- Design the values of customer and apply the concept of CRM
- Build the various technological tools and implementation in the organization.
- Select any one company and prepare CRM model.

Pedagogy

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

Course Content and Presentation Schedule

Module No	Topic	C.LOs	No of Hours	Content delivery	Learning methods
UNIT I (15 Hrs)					
1	Introduction of CRM and its Fundamentals - Concept and Context of Relationship Management:	CLO1, CLO2	3	Chalk and Talk, videos	Participatory Learning
2	Internal and External relationship management,	CLO2, CLO3	3	Videos, PPT	Participatory Learning
3	Need and Importance of relation with customers and other stakeholders.	CLO1, CLO2	3	In Class Discussion using PPT	Participatory Learning
4	Transactional Vs Relationship Marketing	CLO2, CLO3	3		Experiential Learning
5	Linkage between customer Satisfaction-Customer Loyalty.	CLO3, CLO4	3	In Class Discussion using PPT	Participatory Learning
UNIT II (15 Hrs)					
6	Defining CRM - Levels of CRM - CRM as a strategic marketing tool -	CLO1, CLO2	3	In Class Discussion using PPT	Participatory Learning
7	CRM significance to the stakeholders -	CLO1, CLO2, CLO3	3	In Class Discussion using PPT	Experiential Learning
8	Analytical CRM - Role of AI and Machine Learning in CRM -	CLO1, CLO4	3	Videos, PPT	Participatory Learning
9	Collaborative CRM - Models of CRM	CLO3, CLO4	2	In Class Discussion using PPT	Participatory Learning
10	Cloud-based CRM systems -	CLO2, CLO3	2	Videos, PPT	Participatory Learning
11	Social and Mobile CRM - Integration of CRM with ERP and Marketing Automation.	CLO3, CLO4	2	In Class Discussion using PPT	Experiential Learning
UNIT III (14 Hrs)					
12	Customer Acquisition: Acquisition of new customers -	CLO1, CLO2	2	In Class Discussion using PPT	Participatory Learning

13	understanding customer value- sources of customer value- dimensions of value: functional- emotional- social and	CLO2, CLO3	3	In Class Discussion using PPT	Experiential Learning
14	Experiential Values from products-services- people- physical evidence-customer communication	CLO3, CLO4	3	Videos, PPT	Problem Based Learning
15	customer engagement through digital platforms- Channels	CLO3, CLO4	2	Chalk & Talk	Experiential Learning
16	Conceptual framework of Customer Relationship- AI-enabled acquisition tools such as chatbots and recommendation engines- ethical issues in digital acquisition	CLO3, CLO4	4	Videos, PPT	Participatory Learning
UNIT IV (14 Hrs)					
17	Customer Retention	CLO1, CLO2	2	Chalk & Talk	Participatory Learning
18	Concept of Customer retention. Role of CRM in Customer in retention - Economics of customer retention	CLO2, CLO3	2	In Class Discussion using PPT	Experiential Learning
19	predictive analytics and Customer Lifetime Value (CLV) measurement	CLO3, CLO4	2	Videos, PPT	Participatory Learning
20	Managing customer retention or value retention	CLO3, CLO 4	3	In Class Discussion using PPT	Participatory Learning
21	Strategies of customer retention.	CLO3, CLO 4	2	Videos, PPT	Problem Based Learning
22	Concept and Significance of Customer Loyalty - gamification and emotional loyalty.	CLO1, CLO3	3	Videos, PPT	Participatory Learning
UNIT V (15 Hrs)					
23	Customer Portfolio Management: Concept and basic disciplines	CLO1, CLO2	3	Videos, PPT	Participatory Learning
24	Market segmentation	CLO2, CLO3	3	Videos, PPT	Experiential Learning
25	sales forecasting and CPM - CPM in B2B	CLO2, CLO3	3	Videos, PPT	Participatory Learning
26	Seven core customers' management strategies	CLO3, CLO4	3	In Class Discussion using PPT	Problem Based Learning
27	CRM and Customer Experience Management: Concept of Customer experience.	CLO3, CLO4	3	Videos, PPT	Participatory Learning

Course Designers

1. Dr.M.Shobana
2. Ms.K.Janci Jenitha

S.NO	LEARNING METHODS	PERCENTAGE
1	Participatory Learning	70
2	Problem Based Learning	10
3	Experiential Learning	20

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
AM25A04	BUSINESS COMMUNICATION	THEORY	73	2	-	4

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.

Prerequisite

Basic Knowledge on communication skills.

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Understand and recall the concepts of Business Communication	K1
CLO2	Illustrate the importance of effective communication in business	K2
CLO3	Discuss the importance of staying connected with customers and other related professionals through Organizational communication	K3
CLO4	Impart the correct practices of the strategies of Effective Business writing.	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6
CLO1	S	S	S	M	S	M
CLO2	S	S	S	M	S	L
CLO3	S	S	S	L	S	S
CLO4	S	M	S	M	S	S

S-Strong M- Medium L-Low

BUSINESS COMMUNICATION - AM25A04 – 73 HOURS

Unit I

15 Hrs

Introduction to Business Communication – Definition, meaning, and importance of effective communication - modern communication methods includes digital tools, social media, and virtual platforms - barriers to communication and ways to overcome them. E-communication through email, chat, and video conferencing. Business letters and Correspondence: need, functions, essentials, and layout.

Unit II

15 Hrs

Trade Enquiries – Trade enquiries and replies - orders and their execution - credit and status enquiries - complaints and adjustments - collection letters and reminders - sales letters and promotional communication - circulars, notices, and announcements.

Unit III

14 Hrs

Banking & Insurance Correspondence – Nature and types of banking correspondence - structure and essentials of effective communication with banks - Insurance Correspondence relating to life, general, fire, and marine insurance - drafting of claim letters, policy enquiries, renewal reminders, and settlement communication - distinction between life and general insurance in correspondence - agency correspondence – introduction, types of agency letters, stages of Agent Correspondence, and essential terms of agency-related correspondence.

Unit IV**14 Hrs**

Company Secretarial Correspondence – Introduction - Duties of a company secretary - Classification of Secretarial Correspondence - drafting specimen letters - agenda, minutes, and report writing – Introduction, types of report, and preparation of report writing - Correspondence with Directors and Management; Correspondence with Shareholders and Regulatory authorities.

Unit V**15 Hrs**

Interview Preparation – Drafting effective application letters; preparation of professional resumes and digital CVs; interview – meaning, objectives, and techniques of various types including face-to-face, panel, group discussion, and virtual/online interviews; creating and maintaining a strong digital profile through platforms like LinkedIn and professional networking sites.

Text Book

S.No.	Authors	Title of the book	Publishers	Year and Edition
1.	Rajendra Pal , J.S. Korlahalli	Essentials of Business Communication	Sultan Chand & Sons, New Delhi	2012 and 13 th Revised Edn.

Reference Books

S.No.	Authors	Title of the book	Publishers	Year and Edition
1	N.S. Pradhan	Business Communication	Himalaya Publishing House	2022 and 4 th Edn.
2	Vikas Arora, Sheetal Khanka, Pallavi Thakur	Business Communication	Global Vision Publishing House	2015 and 2 nd Edn.

Reference Links

Unit no	Reference link
I	https://www.youtube.com/watch?v=RytLQ1K6oVk
	https://www.youtube.com/watch?v=zAa8kk96TNY
	https://www.youtube.com/watch?v=2eYhdds5OnQ
II	https://www.youtube.com/watch?v=mYLqvJou5Uo
	https://www.youtube.com/watch?v=-tVUXcICwIw
	https://www.youtube.com/watch?v=neJxGidhKog
III	https://www.youtube.com/watch?v=MfqPp37KGBQ
	https://www.youtube.com/watch?v=FI05J17x5pM
	https://www.youtube.com/watch?v=KIrJu72co9o
IV	https://www.youtube.com/watch?v=Nax1AJn0Z9Q
	https://www.youtube.com/watch?v=dFJrsSHwLnY
	https://www.youtube.com/watch?v=HA66zvUy-Cs
V	https://www.youtube.com/watch?v=9K8_tMXLyjk
	https://www.youtube.com/shorts/hL7m7PrVAOM
	https://www.youtube.com/shorts/5cU6M3p0W10
	https://www.youtube.com/watch?v=XJ7bYdjKDcA&t=293s
	https://www.youtube.com/watch?v=AJocoZEV7ew
	https://www.youtube.com/watch?v=Od0iQRhq4HA

Skill Components

- Identifying the concepts and conventions adopted by business communication
- Study the banking, insurance and company secretarial correspondents
- Understanding the concept of writing business, application and trade related letter

Pedagogy

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

Course Content and Presentation Schedule

S. No	Topic	CLOs	No of hours	Content delivery methods	Learning methods
UNIT I (15 Hrs)					
1	Introduction to Business Communication – Definition, meaning, and importance of effective communication	CLO1, CLO2	3	In Class Discussion using PPT	Participatory Learning
2	Modern communication methods includes digital tools, social media, and virtual platforms	CLO2, CLO3	3	Videos, PPT	Participatory Learning
3	Barriers to communication and ways to overcome them.	CLO1, CLO2 CLO3	4	In Class Discussion using PPT	Experiential Learning
4	E-communication through email, chat, and video conferencing	CLO1, CLO2 CLO3	3	In Class Discussion using PPT	Experiential Learning
5	Business letters and Correspondence: need, Functions, essentials, and layout.	CLO2 CLO3 CLO4	2	In Class Discussion using PPT	Participatory Learning
UNIT II (15 Hrs)					
5	Trade Enquiries – Trade enquiries and replies.	CLO1, CLO2	3	In Class Discussion using PPT	Participatory Learning
6	orders and their execution - credit and status enquiries	CLO1, CLO2	3	In Class Discussion using PPT	Experiential Learning
7	complaints and adjustments - collection letters and reminders -	CLO2, CLO3	3	In Class Lecture	Participatory Learning
8	sales letters and promotional communication	CLO3, CLO4	3	Videos, PPT	Participatory Learning
9	circulars, notices, and announcements	CLO3, CLO4	3	In Class Discussion using PPT	Problem Based Learning
UNIT III (14 Hrs)					
10	Banking & Insurance Correspondence – Nature and types of banking correspondence	CLO1, CLO2	3	In Class Discussion using PPT	Participatory Learning
11	structure and essentials of effective communication with banks	CLO2, CLO3	3	Videos, PPT	Participatory Learning
12	Insurance Correspondence relating to life, general, fire, and marine insurance	CLO2 CLO3 CLO4	3	In Class Discussion using PPT	Participatory Learning
13	Drafting of claim letters, policy enquiries, renewal reminders, and settlement communication - distinction between life and general insurance in correspondence	CLO2 CLO3 CLO4	3	Videos, PPT	Participatory Learning
14	Agency correspondence –	CLO2	2	In Class Discussion	Experiential

	introduction, types of agency letters, stages of Agent Correspondence, and essential terms of agency-related correspondence.	CLO3 CLO4		using PPT	Learning
UNIT IV (14 Hrs)					
15	Company Secretarial Correspondence – Introduction and	CLO1, CLO2	3	In Class Discussion using PPT	Participatory Learning
16	- Duties of a company secretary - Classification of Secretarial Correspondence	CLO3, CLO4	3	In Class Discussion using PPT	Experiential Learning
17	Drafting specimen letters - agenda, minutes,	CLO2, CLO3	2	In Class Discussion using PPT	Participatory Learning
18	Report writing – introduction, types of report, and preparation of report writing.	CLO2 CLO3 CLO4	2	In Class Discussion using PPT	Participatory Learning
19	Correspondence with Directors and Management;	CLO2 CLO3 CLO4	2	Videos, PPT	Problem Based Learning
20	Correspondence with Shareholders and Regulatory authorities	CLO2 CLO3 CLO4	2	Videos, PPT	Problem Based Learning
UNIT V (15 Hrs)					
17	Interview Preparation – Drafting effective application letters;	CLO1, CLO2	3	In Class Discussion using PPT	Participatory Learning
18	preparation of professional resumes and digital CVs	CLO2, CLO3	4	Videos, PPT	Problem Based Learning
19	Interview – meaning, objectives, and techniques of various types including face-to-face, panel, group discussion, and virtual/online interviews	CLO3, CLO4	4	In Class Discussion using PPT	Experiential Learning
20	creating and maintaining a strong digital profile through platforms like LinkedIn and professional networking sites.	CLO3, CLO4	4	Videos, PPT	Participatory Learning

Course Designers

1. Dr. D.Sreemathi
2. Ms. K.Dharani

S.NO	LEARNING METHODS	PERCENTAGE
1	Participatory Learning	70
2	Problem Based Learning	10
3	Experiential Learning	20

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
NM25UHR	UNIVERSAL HUMAN VALUES AND HUMAN RIGHTS	THEORY	30	-	-	2

This course is designed to inculcate a deep understanding of Universal Human Values, Rights and Ethics in a holistic means, while also addressing essential aspects that support resilience during challenges and contribute to overall personality development.

Objectives

This course focuses on exploring the meaning, purpose, and significance of Universal Human Values and Ethics. It aims to guide learners in consciously adopting and practicing these principles to foster personal growth, become compassionate and ethical individuals, and expose their full potential.

Unit I : Introduction to value Education

Education system in India, value erosion at various levels-personal, family, society, national and international, Values-concept and need, Types of values- personal, family, society and Universal, importance of value education, Incorporating Universal Human Values in Higher Education: Universal values-love, truth, non-violence, peace and righteousness.

Unit II: Promoting Universal Human Values

Harmony in the Human Being: Understanding the Human Being as Co-existence of Self ('I') and Body, Discriminating between the Needs of the Self and the Body, The Body as an Instrument of 'I', Understand Harmony in the Self ('I'), Harmony of the Self ('I') with the Body.

Harmony in the Family and Society: Harmony in the Family - the Basic Unit of Human Interaction, Values in Human-to-Human Relationships, 'Trust' – the Foundational Value in Relationships, 'Respect' – as the Right Evaluation, Understand Harmony in the Society.

Harmony in the Nature (Existence): Understand Harmony in the Nature, Interconnectedness, Self-regulation and Mutual fulfilment among the Four Orders of Nature, realizing 'Existence is Co-existence' at All Levels, The Holistic Perception of Harmony in Existence.

Unit III: Holistic Well-Being

Influence of universal human values on holistic wellbeing – Definition of well-being (state of being comfortable, healthy, happy and equanimity) - Types of Wellbeing: Hedonic (Subjective) and Eudaimonic (Psychological) - 8 Pillars of Holistic Wellness- (Physical, Emotional, Social, Spiritual, Intellectual, Occupational, Financial, Environment) – Resilience: Meaning and definition of Resilience - Learning from setbacks, well-being and resilience.

Unit IV: Professional Ethics

Professional Ethics: Introduction, Importance, Understanding Ethical Principles in various Disciplines (Arts & Science stream), Ethical decision-making frameworks, Core values: integrity,

objectivity, professional competence, confidentiality, and professional behaviour; Ethics in the Digital Age: Ethical challenges in the use of technology and data, Privacy, confidentiality, and information security, Ethical considerations in social media and online professional conduct.

Unit V: Indian Constitutional Values

Human Rights: Meaning, characteristics of Human Rights, Human Rights and UNO, UDHR- Universal Declaration of Human Rights, Indian Constitution- Preamble, Fundamental Rights, fundamental duties; Right to Information Act (RTI), National Human Rights Commission (NHRC), State Human Rights Commission, Tamil Nadu; Role of Higher Educational Institutions in promoting Constitutional Values among students.