

**VIVEK COLLEGE OF COMMERCE**  
**PROGRAMME NAME: B.COM (B & I)**

**BBI PROGRAMME OUTCOME:**

PO1: Gain fundamental knowledge in the field of Banking and Insurance.

PO2: Practically use logical, business and analytical acumen to solve problems related to Banking and insurance industry.

PO3: Demonstrate interpersonal skills to improve human relation in the organisation and develop industry required skills to lead a successful career in the services sector specially banking and insurance sector.

PO4: Effectively communicate with Co-workers, employers and express their thinking ability and express innovative ideas.

PO5: Apply the conceptual knowledge obtained from subjects, case studies, assignments, industrial visits in real business world.

PO6: Make successful career as Business Analyst, Assistant manager, Quality analyst, Probationary officer etc.

PO7: Prove proficiency with the ability to engage in competitive exams like CA, CS, ICWA and MBA/PGDM.

**BBI PROGRAMME SPECIFIC OUTCOME**

PSO1: To create for the students an avenue of self-employment and also to benefit Banks, Insurance companies by providing them with suitable trained persons in the field of Banking & Insurance.

PSO2: To prepare students to explore opportunities in the field of Banking and Insurance due to Globalization, Privatization and Liberalization.

PSO3: To give an adequate exposure to operational environment in the field of Banking & Insurance and to provide adequate basic practical understanding about the field of Banking and Insurance segment.

PSO4: To inculcate training and practical approach among the students by using modern technologies in the field of Banking and Insurance.

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**COURSE OUTCOME**

**FYBCOM (B & I)**

**COURSE CODE: ENVIRONMENT AND MANAGEMENT OF FINANCIAL SERVICES (EMFS)**

After completing the course, the learners will be ....

- CO1: Enriched with the knowledge of the functioning of banks and insurance companies.
- CO2: Study the mobilization of funds by banking and insurance sector.
- CO3: Study Indian financial markets, financial instruments and financial regulators
- CO4: Help students to understand role of banks, financial institutions and insurance companies in the economy.

**COURSE CODE: PRINCIPLES OF MANAGEMENT**

- CO1: To Study of leadership with live examples of business leaders.
- CO2: Introduction to the concept of management and its functions.
- CO3: To know concept of planning, decision making, controlling, staffing, organizing etc. and to understand new approaches in management

**COURSE CODE: BUSINESS ECONOMICS – I**

- CO1: To Enhance knowledge on demand-supply analysis, production function, break even analysis and economies of scale.
- CO2: To Understand markets structures such as perfect competition, monopoly, monopolistic competition and oligopoly.
- CO3: To acquaint the students with the economic principles as are applicable in business

**COURSE CODE: FOUNDATION COURSE –I**

- CO1: To sensitize learners about Indian society.
- CO2: To Understand multi-cultural diversity of Indian society.
- CO3: To Understand of India's political processes and the Indian constitution.

**COURSE CODE: FINANCIAL ACCOUNTING –I**

- CO1: To have knowledge of basic accounting concepts such as journal, ledger, subsidiary book, journal proper and bank reconciliation statements.
- CO2: To Imbibe knowledge on AS -6 (depreciation) and AS 10 (fixed assets).
- CO3: To Understand closing of accounts at the end of the year for sole trading concern and partnership firms.

**COURSE CODE: QUANTITATIVE METHODS-I**

- CO1: To Understand index numbers and application to banking and insurance sector.
- CO2: To provide fundamental basic knowledge of statistical techniques as applicable to business.
- CO3: To Develop graphical presentation

**COURSE CODE: BUSINESS COMMUNICATION – I**

- CO1: Knowledge and understanding of key communication concepts in corporate and global world.
- CO2: To develop communication skills and overall personality development of the

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students

CO3: Students will develop business correspondence skill.

### **COURSE CODE: BUSINESS COMMUNICATION - II**

CO1: To Understand of presentation skills and making of power point presentation.

CO2: Understanding of group communication – interviews, meetings, conference and public relation.

CO3: Understanding business correspondence, language and writing skills.

### **COURSE CODE: FOUNDATION COURSE –II**

CO1: objective of this course is to Understand the concepts of liberalization, privatization and globalization.

CO2: Understanding the importance of environmental studies.

CO3: Understanding and managing stress and conflict.

CO4: Understanding the importance of environmental studies.

### **COURSE CODE: ORGANIZATIONAL BEHAVIOUR**

CO1: To Study organizational behaviour with respect to motivation in banking and insurance sector.

CO2: To Understand group dynamics.

CO3: To Develop organizational culture and organizational development.

### **COURSE CODE: QUANTITATIVELY METHODS – II**

CO1: Calculation of Ratio, Proportion and Percentage

CO2: Application of statistics in Investments

### **COURSE CODE: BUSINESS LAW**

CO1: Knowledge and understanding of Indian Contract Act 1872 and special contracts.

CO2: Knowledge and understanding of the sale of Goods Act 1930 and Negotiable Instruments Act 1881.

CO3: Knowledge of Consumer Protection Act, 1986.

### **COURSE CODE: PRINCIPLES AND PRACTICES OF BANKING AND INSURANCE**

CO1: To Study banking sector in India

CO2: To Study Insurance sector in India

### **COURSE CODE: FINANCIAL ACCOUNTING – II**

CO1: Understanding valuation of goodwill and shares.

CO2: Buyback of equity shares and redemption of Preference shares

CO3: Redemption of debentures

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#### **COURSE CODE: FINANCIAL MARKETS**

CO1: Knowledge and understanding of financial markets

CO2: Knowledge and understanding of commodity markets

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CO3: Knowledge and understanding of derivative markets

**COURSE CODE: FINANCIAL MANAGEMENT-I**

CO1: To understand Concept of finance and sources of finance

CO2: Knowledge and understanding of financial management

CO3: Financial planning and Capital budgeting

**COURSE CODE: MANAGEMENT ACCOUNTING**

CO1: Understanding the role of management accounting in decision making.

CO2: Understanding analysis of financial statements and ratio analysis.

CO3: Understanding cash flow, fund flow and working capital management

**COURSE CODE: DIRECT TAX**

CO1: Knowledge and understanding of basic terms and residential status.

CO2: Knowledge and understanding of heads of income and deductions.

CO3: Computation of taxable income of individuals.

**COURSE CODE: INFORMATION TECHNOLOGY IN BANKING AND INSURANCE**

CO1: Knowledge and understanding of e-commerce and cyber security

CO2: Learn MS- Excel and MS-Word

**COURSE CODE: ORGANIZATIONAL BEHAVIOUR**

CO1: Understanding personality, perception and group dynamics.

CO2: Application of the above in banking and insurance companies.

**COURSE CODE: FOUNDATION COURSE –III (AN OVERVIEW OF BANKING SECTOR)**

CO1: To Understand banking industry

CO2: To Learn aspects and areas of banking like rural banking, retail banking and corporate banking and universal banking.

CO3: To Study contemporary developments like technological innovations, micro finance and financial inclusion.

**COURSE CODE: BUSINESS ECONOMICS -II**

CO1: Knowledge and understanding of macro economics

CO2: To Know money, inflation and monetary policy.

CO3: To Understand the constituents of fiscal policy.

CO4: To Study open economy.

**COURSE CODE: FINANCIAL MANAGEMENT-II**

CO1: Understanding Working capital management and its components.

CO2: Knowledge and understanding of financial planning,

CO3: Study of strategic financial management.

**COURSE CODE: COST ACCOUNTING**

CO1: Knowledge and understanding the concept and classification of cost

CO2: Understanding and use of Standard costing

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CO3: Application of Marginal costing

**COURSE CODE: CORPORATE AND SECURITIES LAW**

CO1: Understanding and overview of Company law.

CO2: Study the regulatory framework of SEBI and Securities contract regulation Act, 1956.

CO3: Knowledge of Depositories Act, 1996.

**COURSE CODE: INFORMATION TECHNOLOGY IN BANKING AND INSURANCE**

CO1: To understand e-business and techno management.

CO2: Application of IT in banking.

CO3: Knowledge of MS-Office packages for institutional automation.

**COURSE CODE: ENTREPRENEURSHIP MANAGEMENT**

CO1: Knowledge and understanding entrepreneur and business planning.

CO2: Knowledge and understanding key areas of new venture.

CO3: To Understand the evolving concepts of entrepreneurship.

**COURSE CODE: FOUNDATION COURSE –IV (AN OVERVIEW OF INSURANCE SECTOR)**

CO1: Knowledge and understanding of life, health, home and motor insurance.

CO2: Knowledge and understanding the role of insurance in logistics and fire insurance

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**COURSE CODE: FINANCIAL REPORTING AND ANALYSIS**

CO1: To Prepare financial statements of banking and insurance company.

CO2: Knowledge and understanding of cash flow in banking and insurance companies.

CO3: To Study the ethical aspects of accountancy.

**COURSE CODE: AUDITING-I**

CO1: Knowledge and understanding of various users of financial information.

CO2: Preparation of audit plan, programme, notebook and working papers.

CO3: To Enable vouching of income and expenses and verification of assets and liabilities.

**COURSE CODE: FINANCIAL SERVICE MANAGEMENT**

CO1: Knowledge and understanding of various financial services.

CO2: Knowledge and understanding of various non-banking services.

**COURSE CODE: ACTUARIAL ANALYSIS IN BANKING AND INSURANCE**

CO1: To Learn statistical techniques to apply actuarial work.

CO2: To Create actuarial models.

CO3: To Enable decision making with respect to risk analysis.

**COURSE CODE: STRATEGIC MANAGEMENT**

CO1: To understand application of corporate and business level strategies in business.

CO2: To make familiar with BCG Matrix, PESTLE, SWOT and environmental scanning.

CO3: To understand new dimensions of strategic management

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### **COURSE CODE: INTERNATIONAL BANKING AND FINANCE**

CO1: Knowledge and understanding of international banking operations.  
CO2: Knowledge and understanding of international financial markets and its operations.

### **COURSE CODE: RESEARCH METHODOLOGY**

CO1: Knowledge and understanding of research  
CO2: Collection and interpretation of data  
CO3: Testing of hypothesis and use of statistical techniques

### **COURSE CODE: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

CO1: Knowledge and understanding and valuation of portfolio management.  
CO2: Knowledge and understanding of fundamental and technical analysis.  
CO3: Understanding of efficient market theory and CAPM

### **COURSE CODE: AUDITING-II**

CO1: Knowledge and understanding of audit of limited companies, banking companies and insurance companies  
CO2: Introduction to different types of audit  
CO3: Understanding professional ethics in profession of chartered accounts.

### **COURSE CODE: TURNAROUND MANAGEMENT**

CO1: Knowledge and understanding of Business and industrial sickness.  
CO2: Development of turnaround management and application of those strategies.  
CO3: Concept of corporate restructuring.  
CO4: Exposing to contemporary business scenarios.

### **COURSE CODE: MARKETING IN BANKING AND INSURANCE**

CO1: Knowledge and understanding of marketing of services.  
CO2: Understanding consumer behaviour  
CO3: Study rural marketing and E-marketing.

### **COURSE CODE: CENTRAL BANKING**

CO1: Knowledge and understanding of central banking.  
CO2: Knowledge and understanding of role of RBI as central bank.  
CO3: Comparative study of Central banks in other countries.

### **COURSE CODE: PROJECT WORK BASED IN BANKING AND INSURANCE**

CO1: To inculcate the element of research analysis and scientific temperament among learners.  
CO2: To Create awareness among learners regarding methodology of formulation and preparation of the project work.