University of Mumbai

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Academic Authorities,
Meetings &Services (AAMS)
Room No. 128, M. G. Road, Fort,
Mumbai – 400 032.
Tel. 022-68320033

Re- accredited with A ++ Grade (CGPA 3.65) by NAAC
Category- I University Status awarded by UGC

No.2026/MAY/AAMS/C-48/42065 Date: 4th May, 2026

CIRCULAR:-

Attention of all the Principals of the Affiliated Colleges & Autonomous Colleges, all Academic Heads of Departments, the Directors of the Recognized Institutions/Centers, Director, Centre for Distance & Online Education, Director, Dharmaveer Anand Dighe Thane Sub-Campus, Co-ordinator, School of Engineering and Applied Sciences, Kalyan Sub-Campus, Director, Chitrakar Padmabhushan Dr.Dhananjay Keer Ratnagiri Sub-Campus, Director, Sindhudurg Sub-Campus, Principal, Vishwabhushan Bharatratna Dr. B. A. Ambedkar College, Ambadave, Ratnagiri and Principal, V.V. Dalvie College, Talere, Sindhudurg is invited to this office Circular No. AAMS/ICD/2025-26/ 37 of dated 27 May, 2025 relating to the NEP UG & PG Syllabus.

They are hereby informed that the recommendations made by the **Ad-hoc Board of Studies under B.Com (Banking and Insurance) BBI & B.Com. (Investment Management) BIM** at its meeting held on 03rd December, 2025 vide item No. 1 (b) and subsequently passed by the Board of Deans at its meeting held on 11th February, 2026 vide item No. 7.1 (N) have been accepted by the Academic Council at its meeting held on 25th March, 2026 **vide** item No. 8.2 (N). In accordance therewith syllabus of **B.Com (Banking & Insurance) (Sem V & VI) as per (NEP 2020)** is introduced as per appendix with effect from the academic year 2026-27.

(The said circular is available on the University's website www.mu.ac.in).

(Dr. Prasad Karande)
REGISTRAR

MUMBAI – 400 032
4th May, 2026

To,

All the Principals of the Affiliated Colleges & Autonomous Colleges, all Academic Heads of Departments, the Directors of the Recognized Institutions/Centers, Director, Centre for Distance & Online Education, Director, Dharmaveer Anand Dighe Thane Sub-Campus, Co-ordinator, School of Engineering and Applied Sciences, Kalyan Sub-Campus, Director, Chitrakar Padmabhushan Dr.Dhananjay Keer Ratnagiri Sub-Campus, Director, Sindhudurg Sub-Campus, Principal, Vishwabhushan Bharatratna Dr. B. A. Ambedkar College, Ambadave, Ratnagiri and Principal, V.V. Dalvie College, Talere, Sindhudurg

A.C/8.2 (N)/25/03/2026

Copy forwarded with Compliments for information to:-

1) The Chairman, Board of Deans,
2) The Deans, Faculty of Commerce
3) The Chairman, **Ad-hoc Board of Studies under B.Com (Banking and Insurance) BBI & B.Com. (Investment Management) BIM**
4) The Director, Board of Examinations and Evaluation,
5) The Director, Department of Students Development,
6) The Director, Department of Information & Communication Technology,
7) The Director, Centre for Distance and Online Education (CDOE), Vidyanagari,
8) The Deputy Registrar, Admissions, Enrolment, Eligibility & Migration Department (AEM)

Scanned with OKEN Scanner

Copy forwarded for information and necessary action to :-	
1	The Deputy Registrar, (Admissions, Enrolment, Eligibility and Migration Dept)(AEM), dr@eligi.mu.ac.in
2	The Deputy Registrar, Result unit, Vidyanagari drresults@exam.mu.ac.in
3	The Deputy Registrar, Marks and Certificate Unit,. Vidyanagari dr.verification@mu.ac.in
4	The Deputy Registrar, Appointment Unit, Vidyanagari dr.appointment@exam.mu.ac.in
5	The Deputy Registrar, CAP Unit, Vidyanagari cap.exam@mu.ac.in
6	The Deputy Registrar, College Affiliations & Development Department (CAD), deputyregistrar.uni@gmail.com
7	The Deputy Registrar, PRO, Fort, (Publication Section), Pro@mu.ac.in
8	The Deputy Registrar, Executive Authorities Section (EA) eau120@fort.mu.ac.in He is requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to the above circular.
9	The Deputy Registrar, Research Administration & Promotion Cell (RAPC), rapc@mu.ac.in
10	The Deputy Registrar, Academic Appointments & Quality Assurance (AAQA) dy.registrar.tau.fort.mu.ac.in ar.tau@fort.mu.ac.in
11	The Deputy Registrar, College Teachers Approval Unit (CTA), concolsection@gmail.com
12	The Deputy Registrars, Finance & Accounts Section, fort draccounts@fort.mu.ac.in
13	The Deputy Registrar, Election Section, Fort drelection@election.mu.ac.in
14	The Assistant Registrar, Administrative Sub-Campus Thane, thanesubcampus@mu.ac.in
15	The Assistant Registrar, School of Engg. & Applied Sciences, Kalyan, ar.seask@mu.ac.in
16	The Assistant Registrar, Ratnagiri Sub-centre, Ratnagiri, ratnagirisubcentar@gmail.com
17	The Director, Centre for Distance and Online Education (CDOE), Vidyanagari, director@idol.mu.ac.in
18	Director, Innovation, Incubation and Linkages, Dr. Sachin Laddha pinkumanno@gmail.com
19	Director, Department of Lifelong Learning and Extension (DLLE), dlleuniversityofmumbai@gmail.com

Copy for information :-	
1	P.A to Hon'ble Vice-Chancellor, vice-chancellor@mu.ac.in
2	P.A to Pro-Vice-Chancellor pvc@fort.mu.ac.in
3	P.A to Registrar, registrar@fort.mu.ac.in
4	P.A to all Deans of all Faculties
5	P.A to Finance & Account Officers, (F & A.O), camu@accounts.mu.ac.in

To,

1	The Chairman, Board of Deans pvc@fort.mu.ac.in
2	**Faculty of Humanities,** **Offg. Dean** 1. Prof.Anil Singh Dranilsingh129@gmail.com **Offg. Associate Dean** 2. Prof.Manisha Karne mkarne@economics.mu.ac.in 3. Dr.Suchitra Naik Naiksuchitra27@gmail.com
	Faculty of Commerce & Management, **Offg. Dean,** 1 Prin.Ravindra Bambardekar principal@model-college.edu.in **Offg. Associate Dean** 2. Dr.Kavita Laghate kavitalaghate@jbims.mu.ac.in 3. Prin.Kishori Bhagat kishoribhagat@rediffmail.com

	Faculty of Science & Technology **Offg. Dean** 1. Prof. Shivram Garje ssgarje@chem.mu.ac.in **Offg. Associate Dean** 2. Dr. Madhav R. Rajwade Madhavr64@gmail.com 3. Prin. Deven Shah sir.deven@gmail.com
	Faculty of Inter-Disciplinary Studies, **Offg. Dean** 1.Dr. Anil K. Singh aksingh@trcl.org.in **Offg. Associate Dean** 2.Prin.Chadrashekhar Ashok Chakradeo cachakradeo@gmail.com 3. Dr. Kunal Ingle drkunalingle@gmail.com
3	Chairman, Board of Studies,
4	The Director, Board of Examinations and Evaluation, dboee@exam.mu.ac.in
5	The Director, Board of Students Development, dsd@mu.ac.in DSW direcotr@dsw.mu.ac.in
6	The Director, Department of Information & Communication Technology, director.dict@mu.ac.in

AC – 25/03/2026
Item No. – 8.2 (N)

As Per NEP 2020

University of Mumbai

Syllabus for Major Vertical – 1 & 4 and 6		
Name of the Programme – B.Com. (Banking & Insurance)		
Faulty of Commerce & Management		
Board of Studies in Banking & Insurance		
U.G. Third Year Programme	**Exit Degree**	**B.Com. (Banking & Insurance)**
Semester		**V & VI**
From the Academic Year		**2026-27**

University of Mumbai

(As per NEP 2020)

Sr. No.	Heading	Particulars
1	**Title of program** **O:_____**	**B.Com. (Banking & Insurance)**
2	**Exit Degree**	**B.Com. (Banking & Insurance)**
3	**Scheme of Examination** **R: _____**	NEP 40% Internal 60% External, Semester End Examination **Individual Passing in Internal and External Examination**
4	**Standards of Passing** **R: _____**	**40%**
5	**Credit Structure** **R: CU-520 E R: CU-520 F**	**Attached herewith**
6	**Semesters**	**Sem. V & VI**
7	**Program Academic Level**	**5.5**
8	**Pattern**	**Semester**
9	**Status**	**New**
10	**To be implemented from Academic Year**	**2026-27**

Sd/-	**Sd/-**	**Sd/-**	**Sd/-**
Sign of the BOS **Dr. Sunil Karve** **Ad-hoc Board of Studies in Banking & Insurance**	**Sign of the** **Offg. Associate Dean** **Prin. Kishori Bhagat** **Faculty of Commerce**	**Sign of the** **Offg. Associate Dean** **Prof. Kavita Laghate** **Faculty of Commerce & Management**	**Sign of the** **Offg. Dean** **Prin. Ravindra Bambardekar** **Faculty of Commerce & Management**

Sem. V & VI Credit Structure
Bachelor of Banking & Insurance (BBI) Programme

	R: CU-520 E								
Vertical		**1**		**2**	**3**	**4**	**5**	**6**		
Level	**Semester**	**Major**		**Minor**	**OE**	**VSC, SEC (VSEC)**	**AEC, VEC, IKS**	**OJT, FP, CEP, CC,RP**	**Cum. Cr. / Sem.**	**Degree/ Cum. Cr.**
		Mandatory	**Electives**							
5.5	V	10 Introduction to Indirect Taxation & GST Framework (4) International Banking & Finance (4) Indian Knowledge Systems in Banking and Insurance (2)	4 Project Management in Banks (4)	4		**VSC: 2** Anti-Money Laundering (AML) (2)		FP/ CEP:2	22	**UG Degree 132**
	R: CU-520 F									
	VI	10 Central Banking and Monetary Management(4) Financial Performance Analysis and Reporting(4) Behavioral Finance (2)	4 Rural Insurance and Micro Credit (4)	4	----	----	__	OJT:4	22	
	Cum Cr.	48	8	18	12	8+6	8+4+2	8+2+2 +2+4	132	
Exit option; Award of UG Degree in Major and Minor with 132 credits of Continuewith Major and Minor										

[Abbreviation - OE – Open Electives, VSC – Vocation Skill Course, SEC – Skill Enhancement Course, (VSEC), AEC – Ability Enhancement Course, VEC – Value Education Course, IKS – Indian Knowledge System, OJT – on Job Training, FP – Field Project, CEP – Community Engagement Project, CC – Co-Curricular, RP – Research Project]

[* 2 Credit IKS Major paper (Core Subject Specific) Theory]

Program Structure for Sem. V & VI

(NEP 2020)

Vertical No		Paper Title	Credits
Sem. V			
1.	Mandatory	**1.** Introduction to Indirect Taxation & GST Framework	4
		2. International Banking & Finance	4
		3. Indian Knowledge Systems in Banking and Insurance	2
	Electives	**1. Project Management in Banks**	4
2.	**Minor** (To be selected from other discipline)		4
4.	VSC	**1. Anti-Money Laundering (AML)**	2
6.	**CEP** (To be selected from CEP topic list)		2
		Credits	22
Sem. VI			
1.	Mandatory	**1.** Central Banking and Monetary Management	4
		2. Financial Performance Analysis and Reporting	4
		3. Behavioral Finance	2
	Electives	**1.** Rural Insurance and Micro Credit	4
2.	**Minor** (To be selected from other discipline)		4
6.	VI	**OJT**	4
		Credits	22
		Total Credits	44

Sem. - V

Sem. - V

Vertical – 1

Major Mandatory (4+4+2)

Syllabus
B.Com. (Banking & insurance)
(Sem.- V)

Title of Paper: Introduction to Indirect Taxation & GST Framework

Sr. No.	Heading	Particulars
1	**Description the course :** **Including but Not limited to :**	This course provides a comprehensive understanding of the principles, structure, and application of Indirect Taxes in India, with a primary focus on the Goods and Services Tax (GST). It covers conceptual foundations, registration procedures, levy and collection mechanisms, input tax credit, returns, and compliance requirements. Students will also gain exposure to customs laws and practical aspects relevant to the banking and insurance sector.
2	**Vertical :**	Major
3	**Type :**	Theory with Practical Illustrations
4	**Credit**:	4 credits
5	**Hours Allotted :**	60 Hours
6	**Marks Allotted**:	100 Marks
7	**Course Objectives**: By the end of this course, students will be able to: 1. Understand the fundamental concepts, evolution, and framework of Indirect Taxes in India. 2. Explain the structure, features, and operational mechanism of the GST system. 3. Interpret and apply GST provisions related to registration, levy, collection, and Input Tax Credit. 4. Analyze compliance requirements including invoicing, returns, assessments, and audits. 5. Gain insights into customs laws and their relevance in trade and financial services.	

8	**Course Outcomes**: Upon successful completion of this course, students will be able to: 1. Demonstrate knowledge of key types of indirect taxes and GST architecture. 2. Apply GST rules in practical scenarios including supply, valuation, and ITC. 3. Prepare and interpret GST invoices, returns, payment processes, and compliance documents. 4. Evaluate the implications of customs duties on international trade transactions. 5. Identify and resolve basic tax-related issues encountered in banking and insurance operations.
9	**Modules**:-
	Module 1: Introduction
	Unit 1: Basics of Indirect Taxes 1. **Meaning and Characteristics** – Explains the concept of indirect taxes, their features, and how the tax burden is shifted. 2. **Types of Indirect Taxes (Pre-GST)** – Describes VAT, Service Tax, Excise Duty, Customs, and other taxes replaced by GST. 3. **Need for Tax Reforms** – Highlights issues like cascading effect and complexities that led to GST introduction. 4. **Constitutional Provisions** – Discusses the 101st Constitutional Amendment and distribution of taxation powers. **Unit 2: Introduction to GST Framework** 1. **Concept and Scope of GST** – Explains the meaning, objectives, and coverage of GST in India. 2. **Dual GST Model** – Describes CGST, SGST/UTGST, and IGST and how they operate. 3. **GST Council** – Covers composition, roles, and decision-making powers of the GST Council. 4. **Benefits and Challenges of GST** – Examines advantages for businesses and challenges during implementation.
	Module 2: Levy, Supply & Registration under GST
	Unit 3: Levy and Collection of GST 1. **Supply as the Taxable Event** – Defines supply and identifies taxable, exempt, and non-taxable supplies. 2. **Charge of GST** – Describes applicability of CGST, SGST/UTGST, and IGST based on nature of supply. 3. **Composite and Mixed Supplies** – Explains classifications affecting GST rate and tax liability. 4. **Reverse Charge Mechanism (RCM)** – Discusses cases where the recipient pays GST and related compliance. **Unit 4: GST Registration**

1. **Eligibility and Threshold Limits** – Highlights turnover limits and categories requiring mandatory registration.
2. **Registration Procedure** – Explains application steps, documentation, and issue of GSTIN.
3. **Cancellation and Revocation** – Describes circumstances for cancellation and process of revocation.
4. **Special Registrations** – Covers casual taxable persons, non-resident taxable persons, and e-commerce operators.

Module 3: **Input Tax Credit, Documentation & Returns**

Unit 5: Input Tax Credit (ITC)

1. **Eligibility and Conditions** – Explains rules for claiming ITC and situations where credit is blocked.
2. **Matching, Reversal & Reclaim** – Covers mismatch in GSTR filings and conditions for ITC reversal.
3. **ITC on Capital Goods & Input Services** – Describes treatment of capital goods and services under GST.
4. **Cross-utilisation of Credits** – Explains set-off rules for CGST, SGST, and IGST liabilities.

Unit 6: GST Documentation & Returns

1. **Tax Invoice, Debit & Credit Notes** – Describes mandatory contents and purpose of each document.
2. **GST Returns Filing** – Explains GSTR-1, GSTR-3B, and annual return requirements.
3. **GST Payment Process** – Covers electronic ledgers, challans, and payment modes.
4. **Assessment & Audit** – Discusses types of assessments and GST audit obligations.

Module 4: **Indirect Tax Implications for Banking & Insurance Sector**

Unit 7: GST on Banking Operations

1. **Taxation of Financial Services** – Explains GST applicability on ATM services, debit/credit cards, cheque clearance, and loan processing.
2. **GST on Service Charges & Fees** – Covers account maintenance charges, remittance fees, forex markup, and financial advisory fees.
3. **Input Tax Credit for Banks** – Discusses restrictions due to exempted services and use of the ISD mechanism.
4. **Compliance Requirements** – Explains documentation, invoicing, branch-wise registration, and reporting obligations.

Unit 8: GST on Insurance Services

1. **Taxation of Life, Health & General Insurance** – Explains GST rates, inclusions in premium, and special provisions.
2. **Valuation of Insurance Premiums** – Covers treatment of rider benefits, reinstatement charges, and add-on covers.
3. **Input Tax Credit in Insurance Sector** – Discusses eligibility and reversal of ITC for

	insurers providing exempt policies. 4. **Practical Applications & Case Studies** – Provides examples of GST calculation and compliance in insurance operations.	
10	**Reference Books:** 1. Goods and Services Tax (GST) – Taxmann Publications 2. Indirect Tax Law – V.S. Datey 3. Indirect Taxes – H.C. Mehrotra & Prof. Agarwal 4. GST Manual – R.K. Jain 5. Customs Law & GST – ICAI Study Material	
11	**Internal Continuous Assessment: 40%**	**External, Semester End Examination 60%**
12	**Refer annexure :A Question Paper Pattern**	**Refer annexure :B Question Paper Pattern**
	Individual Passing in Internal and External Examination	

Syllabus
B.Com. (Banking & Insurance)
(Sem.- V)
Title of Paper: International Banking & Finance

Sr. No.	Heading	Particulars
1	**Description the course :** **Including but Not limited to :**	This course provides an in-depth understanding of the global banking environment, international financial systems, foreign exchange markets, international trade financing, and cross-border regulatory frameworks. It equips students with knowledge of international banking operations, global financial instruments, and risk management practices essential for functioning in a globalized financial world.
2	**Vertical :**	Major
3	**Type :**	Theory with Practical Illustrations
4	**Credit**:	4 credits
5	**Hours Allotted :**	60 Hours
6	**Marks Allotted**:	100 Marks
7	**Course Objectives**: By the end of this course, students will be able to: 1. Understand the structure and functioning of the international banking system. 2. Analyse foreign exchange markets and currency movements. 3. Explain the mechanisms of international trade financing and cross-border payment systems. 4. Evaluate the risks and challenges involved in international banking. 5. Understand global regulatory frameworks and compliance requirements.	

8	**Course Outcomes**: Upon successful completion of the course, students will be able to: 1. Demonstrate knowledge of global banking practices and international financial institutions. 2. Apply concepts of foreign exchange and currency management to real-world situations. 3. Evaluate trade financing instruments used in international commerce. 4. Assess risks in international banking and suggest suitable mitigation strategies. 5. Interpret international regulatory norms and compliance standards for banks.
9	**Modules**:-
	Module 1: Introduction to International Banking
	Unit 1: Evolution and Growth of International Banking 1. **Meaning and Scope of International Banking** – Concepts, role and importance in global finance. 2. **Historical Development** – Growth from traditional banking to global banking networks. 3. **Types of International Banks** – Global banks, offshore banks, merchant banks, correspondent banks. 4. **International Banking Services** – Syndicated loans, Eurocurrency operations, global account management. Unit 2: International Financial System 1. **Global Financial Architecture** – Structure, components, and functions. 2. **International Financial Institutions (IFIs)** – IMF, World Bank, BIS: roles and relevance. 3. **Global Capital Flows** – FDI, FPI, remittances, and their impact on economies. 4. **International Money Markets** – Euro-dollar market, Eurobond market, global interest rate trends.
	Module 2: Foreign Exchange & Currency Markets
	Unit 3: Foreign Exchange Markets 1. **Nature and Structure of Forex Market** – Spot, forward, futures, and options markets. 2. **Exchange Rate Determination** – Demand-supply forces, interest rate parity, inflation effects. 3. **Forex Trading and Participants** – Banks, brokers, central banks, corporates. 4. **SWIFT and International Payment Systems** – Procedures and security protocols. Unit 4: Foreign Exchange Risk Management 1. **Types of Forex Risks** – Transaction, translation, and economic risk.

	2. **Hedging Techniques** – Forward contracts, options, futures, currency swaps. 3. **Risk Measurement Tools** – VaR, exposure analysis, sensitivity analysis. 4. **Role of Banks in Risk Management** – Advisory services, hedging products.
	Module 3: International Trade Financing
	Unit 5: Trade Finance Instruments 1. **Documentary Credit (LCs)** – Types, process, parties, UCP guidelines. 2. **Bills of Exchange** – Documentary bills, acceptance, discounting. 3. **Bank Guarantees** – Types, uses, and risks involved. 4. **Factoring & Forfaiting** – Concepts, benefits, comparison. Unit 6: Export-Import Procedures and Financing 1. **Export Finance** – Pre-shipment and post-shipment finance. 2. **Import Financing** – Short-term and long-term financing options. 3. **EXIM Policy** – Overview of India's foreign trade policy. 4. **Role of EXIM Bank & ECGC** – Financing support and credit risk protection.
	Module 4: International Banking Operations & Regulation
	Unit 7: International Banking Operations 1. **Correspondent Banking** – Functions and significance in global transactions. 2. **Cross-Border Banking Services** – Remittances, NRI accounts, offshore banking centers. 3. **Syndicated Lending** – Structure, process, and risk sharing. 4. **International Investment Banking** – Underwriting, M&A advisory, global capital raising. Unit 8: Regulatory Framework and Compliance 1. **Basel Norms (I, II, III & IV)** – Capital adequacy, liquidity, risk weighting. 2. **Anti-Money Laundering (AML) & KYC Norms** – FATF guidelines and compliance. 3. **International Banking Regulations** – Home-host regulation, cross-border supervision. 4. **Challenges in International Banking** – Geopolitical risks, sanctions, compliance costs.
10	**Reference Books:** 1. International Banking – Dr. Francis Cherunilam 2. International Financial Management – P.G. Apte 3. International Finance – Dr. V.A. Avadhani 4. Foreign Exchange & Risk Management – C. Jeevanandam 5. International Economics – Paul Krugman & Maurice Obstfeld

11	**Internal Continuous Assessment: 40%**	**External, Semester End Examination 60%**
12	**Refer annexure :A Question Paper Pattern**	**Refer annexure :B Question Paper Pattern**
13	**Individual Passing in Internal and External Examination**	

IKS
(2)

Syllabus
B.Com. (Banking & Insurance)
(Sem.- V)
Title of Paper: Foundations of Indian Knowledge Systems in Banking and Insurance

Sr. No.	Heading	Particulars
1	**Description the course :** **Including but Not limited to :**	This course builds upon students' foundational understanding of Indian Knowledge Systems (IKS) learned in Semester I. It focuses on the application of traditional Indian financial wisdom to modern banking and insurance. Students will explore indigenous practices such as hundi systems, risk-sharing communities, ethical financial governance, and wealth protection principles embedded in classical texts. The course highlights how these traditional systems influence, parallel, or differ from today's contemporary banking and insurance frameworks.
2	**Vertical :**	Major
3	**Type :**	Theory with Practical Illustrations
4	**Credit**:	2 credits
5	**Hours Allotted :**	30 Hours
6	**Marks Allotted**:	50 Marks
7	**Course Objectives**: By the end of this course, students will be able to: 1. Apply advanced concepts of IKS to modern banking and insurance structures. 2. Examine ancient Indian financial institutions and compare them with current banking practices. 3. Understand ethical and governance principles described in traditional Indian texts and their relevance today. 4. Analyse indigenous risk management and insurance-like mechanisms practiced in ancient India.	

	5. Connect traditional financial wisdom with current regulatory, operational, and cultural dimensions of banking and insurance.
8	**Course Outcomes**: Upon successful completion, students will be able to: 1. Demonstrate an in-depth understanding of Indian knowledge traditions related to finance and economic administration. 2. Evaluate traditional banking instruments and compare them with modern financial services. 3. Apply ethical frameworks from IKS to contemporary banking and financial decision-making. 4. Identify and explain indigenous insurance concepts and their application in present-day insurance systems. 5. Develop comparative insights between ancient and contemporary risk-management and financial governance models.
9	**Modules**:-
	Module 1: Indian Knowledge Systems in Banking
	Unit 1: Indigenous Banking Concepts and Practices (Advanced) **Teaching Points with Description:** 1. **Evolution of Indigenous Banking:** Study of early Indian financial intermediaries—*sethis*, *mahajans*, and *shroffs*—and their role in economic transactions. 2. **Hundi System: Types and Operations:** Discussion of *darshani*, *muddati*, and *shahjog* hundis as early credit, remittance, and bill-of-exchange instruments. 3. **Indigenous Credit and Lending Ethics:** Dharma-based credit principles, fairness in interest, prohibition of exploitative lending, and guidelines from Manusmriti and Arthashastra. 4. **Transition to Modern Banking:** How traditional instruments and practices influenced modern banking systems such as negotiable instruments, credit assessment, and trust-based finance. Unit 2: Financial Governance, Accountability & Economic Administration in IKS **Teaching Points with Description:** 1. **Arthashastra's Financial Administration:** Insights on treasury management, auditing, revenue collection, expenditure control, and fraud prevention. 2. **Ethics of Wealth Management:** Dharma-inspired guidelines on honesty, transparency, trusteeship, and corporate governance. 3. **Regulatory Concepts in Ancient India:** Oversight structures, penalties, regulatory mechanisms, and financial discipline practiced in ancient kingdoms. 4. **Relevance to Modern Banking Regulation:** Application to today's RBI compliance frameworks, governance standards, accountability norms, and anti-corruption policies.

	Module 2: Indian Knowledge Systems in Insurance Unit 3: Indigenous Insurance, Risk Management & Social Security Systems **Teaching Points with Description:** 1. **Community-Based Risk Sharing:** Village collectives, trade guilds (*Shrenis*), and community funds used to support members during loss or adversity. 2. **Maritime and Trade-Related Risk Mitigation:** Protection for traders, caravans, and seafaring missions; early forms of insurance against theft, loss, and natural calamities. 3. **Natural Disaster Preparedness in Ancient India:** Traditional approaches to managing droughts, floods, and famines through community reserves, grain banks, and relief mechanisms. 4. **Parallels with Modern Insurance Products:** Mapping traditional practices to today's health, crop, marine, and social insurance schemes. Unit 4: Wealth Protection, Security Systems & Ethical Insurance Practices **Teaching Points with Description:** 1. **Traditional Wealth Preservation Methods:** Gold, land, cattle, and temple treasuries as long-term security and collateral. 2. **Moral and Ethical Dimensions of Insurance:** Principles of fairness, risk-sharing, and duty toward the community based on dharmic values. 3. **Family and Community-Based Social Security:** Lineage support systems, joint families, mutual aid, and their significance in modern microinsurance. 4. **Applicability to Modern Insurance Industry:** How ancient principles can inspire ethical claims settlement, customer trust, responsible underwriting, and community-focused insurance models.	
10	**Reference Books:** 1. Kautilya – Arthashastra (translated editions) 2. Balasubramaniam, K. – Indian Knowledge Systems 3. S. Subramanian – History of Indigenous Banking in India 4. S.K. Roy – Indian Insurance Industry: Transition and Prospects 5. V. Sundaram – Economic Thought in Ancient India	
11	**Internal Continuous Assessment: 40%**	**External, Semester End Examination 60%**
12	**Refer annexure :A Question Paper Pattern**	**Refer annexure :B Question Paper Pattern**
13	**Individual Passing in Internal and External Examination**	

SEM V
Vertical – 1
Electives
(4)

Title of Paper: Project Management in Banks

Sr. No.	Heading	Particulars
1	**Description the course :** **Including but Not limited to :**	This course provides an in-depth understanding of project management concepts, tools, and techniques specifically applied to the banking and financial services sector. Students will learn how banks plan, implement, monitor, and evaluate various financial, operational, and technological projects. The course emphasizes practical skills, including project planning, risk assessment, resource allocation, and the use of modern project management frameworks to ensure effective execution of banking projects.
2	**Vertical :**	Minor
3	**Type :**	Theory with Practical Illustrations
4	**Credit**:	4 credits
5	**Hours Allotted :**	60 Hours
6	**Marks Allotted**:	100 Marks
7	**Course Objectives**: . By the end of this course, students will be able to: 1. Understand fundamental concepts and principles of project management in the banking sector. 2. Analyze the project life cycle and its applications in banking and financial institutions. 3. Evaluate the role of risk management in the successful execution of banking projects. 4. Apply project planning, scheduling, and resource management tools to real-life banking scenarios. 5. Develop the ability to monitor, control, and assess banking projects for improved decision-making.	

8	**Course Outcomes**: Upon successful completion of the course, students will be able to: 1. Demonstrate knowledge of project management processes and methodologies in banks. 2. Design project plans tailored to various types of banking and financial projects. 3. Identify, assess, and mitigate risks associated with banking operations and technology projects. 4. Use project management tools for cost estimation, scheduling, and quality control. 5. Evaluate project performance and apply corrective measures during project execution in a banking environment.

9	**Modules**:-
	Module 1: Fundamentals of Project Management in Banks
	Unit 1: Introduction to Project Management in Banking 1. **Meaning and Definition of Projects in Banks** – Understanding what constitutes a project and how it differs from routine banking operations. 2. **Characteristics of Banking Projects** – Features such as time-bound, cost-bound, regulatory compliance, and technological relevance. 3. **Types of Projects in Banks** – IT upgrades, branch expansion, financial inclusion, product launches, regulatory implementation. 4. **Importance of Project Management in Banks** – Ensuring efficiency, reducing operational risks, and meeting customer expectations. **Unit 2: Project Life Cycle in Banks** 1. **Phases of the Project Life Cycle** – Initiation, planning, execution, monitoring, and closing phases explained. 2. **Project Identification in Banks** – How banking needs, regulatory changes, and digital requirements trigger new projects. 3. **Feasibility Studies** – Technical, financial, economic, and operational feasibility in banking projects. 4. **Stakeholders in Banking Projects** – Internal and external stakeholders and their roles.
	Module 2: Project Planning and Design in Banks
	Unit 3: Project Planning Tools and Techniques 1. **Work Breakdown Structure (WBS)** – Dividing banking projects into manageable tasks. 2. **Gantt Charts and Network Diagrams** – Scheduling tools used for planning timelines in banking projects. 3. **Critical Path Method (CPM) and PERT** – Application for banking system upgrades or branch expansion. 4. **Resource Allocation** – Managing human, technological, and financial resources. **Unit 4: Project Costing and Budgeting**

1. **Cost Estimation Methods** – Bottom-up, top-down, and parametric estimation in banking projects.
2. **Project Budgeting Processes** – Preparing financial plans for banking technology and operational projects.
3. **Cost-Benefit Analysis** – Evaluating financial viability and expected returns.
4. **Financial Appraisal Techniques** – NPV, IRR, Payback Period applied to banking projects.

Module 3: Project Implementation and Risk Management

Unit 5: Project Execution in Banks

1. **Execution Framework** – Implementing project plans, coordinating teams, and ensuring regulatory compliance.
2. **Vendor Management** – Selecting and managing technology partners for banking projects.
3. **Communication Management** – Reporting structures and communication channels within banking projects.
4. **Quality Assurance in Projects** – Ensuring accuracy, security, and compliance through QA processes.

Unit 6: Risk Management in Banking Projects

1. **Types of Project Risks** – Operational, financial, IT, cybersecurity, and compliance risks.
2. **Risk Assessment Techniques** – Risk registers, scoring models, and risk mapping.
3. **Risk Mitigation Strategies** – Control measures, contingencies, and backup systems.
4. **Regulatory Risk Management** – Adhering to RBI guidelines, KYC norms, and data protection laws.

Module 4: Monitoring, Evaluation & Closing of Projects in Banks

Unit 7: Project Monitoring and Control

1. **Performance Measurement Tools** – KPIs, dashboards, and financial performance metrics.
2. **Progress Reporting** – Methods of tracking status, including MIS reports.
3. **Change Management in Projects** – Handling changes in scope, timelines, or regulations.
4. **Audit and Compliance Checks** – Ensuring adherence to internal and external audit requirements.

Unit 8: Project Review and Closure

1. **Project Evaluation Techniques** – Post-implementation review, cost analysis, and performance evaluation.
2. **Documentation and Reporting** – Importance of complete project documentation in banks.
3. **Lessons Learned** – Identifying best practices and areas for improvement.
4. **Project Closure Activities** – Final deliverables, approvals, and release of resources.

10	**Reference Books:** 1. Project Management – Harold Kerzner 2. Project Management: A Systems Approach – David Cleland 3. Bank Management – Indian Institute of Banking & Finance (IIBF) 4. Banking and Financial Services – Justin Paul & Padmalatha Suresh 5. Project Management for Financial Services – Selected RBI Publications & Reports	
11	**Internal Continuous Assessment: 40%**	**External, Semester End Examination 60%**
12	**Refer annexure :A Question Paper Pattern**	**Refer annexure :B Question Paper Pattern**
13	**Individual Passing in Internal and External Examination**	

Vertical - 4

VSC
(2)

Syllabus
B. Com. (Banking & Insurance)
(Sem.- V)

Title of Paper: Anti-Money Laundering (AML)

Sr. No.	Heading	Particulars
1	**Description the course :** **Including but Not limited to :**	This course provides students with a comprehensive understanding of Anti-Money Laundering (AML) regulations, practices, and compliance requirements in India and globally. It covers the methods used in money laundering, the regulatory framework, risk-based approaches for banks and financial institutions, and strategies to prevent and detect illicit financial activities. Students will gain practical knowledge to support compliance functions in banking and insurance sectors.
2	**Vertical :**	VSC
3	**Type :**	Theory with Practical Illustrations
4	**Credit**:	2 credits
5	**Hours Allotted :**	30 Hours
6	**Marks Allotted**:	50 Marks
7	**Course Objectives**: By the end of this course, students will be able to: 1. Understand the concept, stages, and methods of money laundering. 2. Familiarize with the regulatory framework governing AML in India and globally. 3. Analyse the role of banks and financial institutions in preventing money laundering. 4. Apply risk-based approaches and compliance procedures to detect and prevent suspicious transactions. 5. Understand the legal, ethical, and operational aspects of AML in banking and insurance.	

8	**Course Outcomes**: Upon successful completion of the course, students will be able to: 1. Explain the key concepts and mechanisms of money laundering. 2. Demonstrate knowledge of AML laws, guidelines, and regulatory authorities. 3. Identify suspicious activities and implement detection strategies in financial operations. 4. Apply risk assessment and compliance measures to mitigate money laundering threats. 5. Evaluate and recommend AML policies and practices in banking and insurance contexts..

9	**Modules**:-
	Module 1: Introduction to Money Laundering and Regulatory Framework
	Unit 1: Fundamentals of Money Laundering **Teaching Points with Description:** 1. **Definition and Concept:** Understanding what constitutes money laundering and its objectives. 2. **Stages of Money Laundering:** Placement, layering, and integration explained with examples. 3. **Methods and Techniques:** Hawala, smurfing, trade-based laundering, shell companies, and digital money laundering. 4. **Impact on Economy and Society:** How money laundering affects financial stability, governance, and economic growth. Unit 2: Regulatory Framework for AML **Teaching Points with Description:** 1. **Global Regulatory Bodies:** FATF, UN conventions, and international standards for AML. 2. **Indian AML Laws:** Prevention of Money Laundering Act (PMLA), 2002 – key provisions and amendments. 3. **Role of Regulatory Authorities:** Financial Intelligence Unit – India (FIU-IND), RBI, SEBI, and IRDAI. 4. **International Cooperation:** Cross-border monitoring, reporting, and compliance requirements.
	Module 2: AML Compliance and Risk Management in Banking & Insurance

	Unit 3: AML Compliance in Banks and Financial Institutions **Teaching Points with Description:** 1. **Know Your Customer (KYC) Guidelines:** Customer identification, verification, and due diligence. 2. **Customer Due Diligence (CDD) and Enhanced Due Diligence (EDD):** Risk-based approach for different customer profiles. 3. **Suspicious Transaction Reporting (STR) & Cash Transaction Reporting (CTR):** Mechanisms, procedures, and reporting timelines. 4. **Internal Controls and Compliance Programs:** Policies, monitoring systems, employee training, and audit mechanisms. Unit 4: AML Risk Management in Insurance Sector **Teaching Points with Description:** 1. **Money Laundering Risks in Insurance:** Life insurance, investment-linked policies, and premium payment schemes. 2. **Regulatory Guidelines for Insurers:** IRDAI AML directions and reporting obligations. 3. **Detection Techniques:** Red flags, transaction monitoring, and investigation procedures. 4. **Role of Ethics and Governance:** Corporate governance, accountability, and ethical practices in AML compliance.	
10	**Reference Books:** 1. Gupta, Shailendra – Anti-Money Laundering: Principles, Policies, and Practices 2. Prevention of Money Laundering Act, 2002 (Bare Act with Amendments) 3. Financial Action Task Force (FATF) Publications and Reports 4. RBI Master Circulars on KYC and AML 5. IRDAI Guidelines on Anti-Money Laundering	
11	**Internal Continuous Assessment: 40%**	**External, Semester End Examination 60%**
12	**Refer annexure :A Question Paper Pattern**	**Refer annexure :B Question Paper Pattern**
13	**Individual Passing in Internal and External Examination**	

Sem. – VI

Sem. - VI

Vertical – 1

Major Mandatory (4+4+2)

Syllabus
B.Com. (Banking & insurance)
(Sem.- VI)

Title of Paper : Central Banking and Monetary Management

Sr. No.	Heading	Particulars
1	**Description the course :** **Including but Not limited to :**	This course provides an in-depth understanding of central banking, its role in the financial system, monetary policy, and regulation of banking institutions. Students will explore the functions of central banks, the tools used to manage liquidity and credit, and the impact of central bank policies on the economy.
2	**Vertical :**	Major
3	**Type :**	Theory and Practical Illustration
4	**Credit**:	4 credits
5	**Hours Allotted :**	60 Hours
6	**Marks Allotted**:	100 Marks
7	**Course Objectives**: By the end of this course, students will be able to: 1. Understand the role and functions of central banks in the economy. 2. Analyze the instruments and techniques used by central banks to control money supply and credit. 3. Examine the relationship between central banking, monetary policy, and financial stability. 4. Assess the regulatory and supervisory responsibilities of central banks over commercial banks. 5. Evaluate the impact of central bank policies on inflation, employment, and economic growth.	

8	**Course Outcomes**: Upon successful completion of the course, students will be able to: 1. Explain the structure, functions, and objectives of central banks. 2. Identify and apply the tools of monetary policy and credit control. 3. Analyze the impact of central bank policies on the financial system and economy. 4. Demonstrate knowledge of regulatory frameworks and supervision of banks. 5. Critically evaluate contemporary issues in central banking and monetary management.

9	**Modules**:-
	Module 1: Introduction to Central Banking
	Unit 1: Evolution and Functions of Central Banks 1. **Origin of Central Banking:** Historical development of central banks globally and in India. 2. **Primary Functions:** Issuing currency, lender of last resort, banker to the government, managing foreign exchange reserves. 3. **Secondary Functions:** Developmental and promotional roles in banking sector. 4. **Central Bank Independence:** Importance of autonomy in policy-making. **Unit 2: Structure and Organization of Central Banks** 1. **Organizational Hierarchy:** Governing body, board of directors, key departments. 2. **Role of Central Bank Governor:** Powers, responsibilities, and decision-making authority. 3. **Relationship with Government:** Coordination in policy formulation and implementation. 4. **International Comparisons:** Differences between RBI, Federal Reserve, Bank of England, etc.
	Module 2: Monetary Policy and Instruments
	Unit 3: Objectives of Monetary Policy 1. **Primary Goals:** Price stability, economic growth, employment generation. 2. **Secondary Goals:** Balance of payments, financial stability, credit allocation. 3. **Types of Monetary Policy:** Expansionary, contractionary, neutral. 4. **Policy Formulation:** Role of central bank in planning and implementing policy. **Unit 4: Instruments of Monetary Policy** 1. **Quantitative Tools:** Cash reserve ratio, statutory liquidity ratio, repo and reverse repo rates. 2. **Qualitative/Selective Tools:** Credit rationing, margin requirements, sector-specific credit policies. 3. **Open Market Operations:** Buying/selling government securities to regulate liquidity.

	4. **Monetary Policy Committee:** Role, composition, and functioning in India.
	Module 3: Regulation and Supervision of Banks
	Unit 5: Regulatory Functions of Central Bank 1. **Licensing of Banks:** Procedures, criteria, and objectives. 2. **Prudential Norms:** Capital adequacy, asset classification, and provisioning. 3. **Control of Non-Banking Financial Companies:** Oversight and monitoring. 4. **Compliance and Reporting:** Role of central bank in ensuring transparency. **Unit 6: Supervision of Commercial Banks** 1. **On-site Inspection:** Monitoring liquidity, solvency, and operational performance. 2. **Off-site Surveillance:** Use of data, returns, and reports for early warning. 3. **Corrective Measures:** Directions, penalties, and restructuring support. 4. **Financial Stability Role:** Preventing bank failures and systemic risk.
	Module 4: Regression, Forecasting, and Time Series Analysis
	Module 4: Contemporary Issues in Central Banking **Unit 7: Central Banking and Financial Stability** 1. **Crisis Management:** Role during banking and financial crises. 2. **Inflation Targeting:** Techniques and challenges in India. 3. **Liquidity Management:** Balancing credit growth and inflation control. 4. **Globalization Impact:** Influence of international financial markets on domestic policy. **Unit 8: Technological and Emerging Trends** 1. **Digital Currency and Central Bank Digital Currency (CBDC):** Concepts and implications. 2. **Fintech and Payment Systems:** Regulation by central banks. 3. **Sustainable Finance:** Green banking and central bank initiatives. 4. **Future Challenges:** Cybersecurity, policy coordination, and global shocks.
10	**Reference Books:** 1. Reserve Bank of India – *Functions and Working of RBI* 2. Frederic S. Mishkin – *The Economics of Money, Banking and Financial Markets* 3. R. R. Paul – *Central Banking and Monetary Policy in India* 4. L. C. Gupta – *Monetary Economics* 5. K. P. M. Sundaram – *Banking Theory and Practice*

11	**Internal Continuous Assessment: 40%**	**External, Semester End Examination 60%**
12	**Refer annexure :A Question Paper Pattern**	**Refer annexure :B Question Paper Pattern**
13	**Individual Passing in Internal and External Examination**	

Syllabus
B.Com. (Banking & Insurance)
(Sem.- VI)
Title of Paper: Financial Performance Analysis and Reporting

Sr. No.	Heading	Particulars
1	**Description the course :** **Including but Not limited to :**	This course introduces students to the concepts, techniques, and applications of financial statement analysis and reporting. It covers the preparation, interpretation, and evaluation of financial statements to aid decision-making by investors, managers, and other stakeholders. Students will learn tools for ratio analysis, cash flow analysis, and performance evaluation in the banking and insurance sectors.
2	**Vertical :**	Major
3	**Type :**	Theory with Practical Illustrations
4	**Credit**:	4 credits
5	**Hours Allotted :**	60 Hours
6	**Marks Allotted**:	100 Marks
7	**Course Objectives**: By the end of this course, students will be able to: 1. Understand the structure and components of financial statements. 2. Develop skills to analyze financial statements using various tools and techniques. 3. Evaluate the financial performance and position of businesses. 4. Interpret financial information for decision-making in banking and insurance sectors. 5. Understand reporting standards, compliance requirements, and ethical considerations in financial reporting.	

8	**Course Outcomes**: Upon successful completion of the course, students will be able to: 1. Prepare and present basic financial statements following standard accounting principles. 2. Perform ratio and trend analysis to evaluate financial performance. 3. Analyze cash flows and working capital for operational efficiency. 4. Interpret financial statements for investment, lending, and managerial decisions. 5. Apply knowledge of reporting standards and compliance requirements in practice.

9	**Modules**:-
	Module 1: Introduction to Financial Statements
	Unit 1: Overview of Financial Statements 1. **Meaning and Purpose:** Introduction to financial statements and their importance to stakeholders. 2. **Components of Financial Statements:** Balance sheet, income statement, cash flow statement, and statement of changes in equity. 3. **Users of Financial Statements:** Internal and external users, including investors, banks, and regulators. 4. **Limitations:** Understanding the constraints and assumptions behind financial statements. **Unit 2: Accounting Standards and Framework** 1. **Concept of Accounting Standards:** Overview of IFRS and Indian Accounting Standards (Ind AS). 2. **Framework for Financial Reporting:** Objectives, qualitative characteristics, and assumptions. 3. **Regulatory Requirements:** Companies Act provisions, RBI guidelines for banking firms. 4. **Ethics in Financial Reporting:** Importance of transparency, accuracy, and professional ethics.
	Module 2: Techniques of Financial Analysis
	Unit 3: Ratio Analysis 1. **Liquidity Ratios:** Current ratio, quick ratio, cash ratio – interpretation and significance. 2. **Profitability Ratios:** Gross profit, net profit, return on equity, return on assets. 3. **Solvency Ratios:** Debt-equity ratio, interest coverage ratio, financial leverage. 4. **Efficiency Ratios:** Inventory turnover, receivables turnover, asset turnover. **Unit 4: Trend and Comparative Analysis**

	1. **Horizontal Analysis:** Analyzing changes over periods. 2. **Vertical Analysis:** Common-size statements for internal comparison. 3. **Index Numbers:** Use in evaluating financial trends. 4. **Practical Applications:** Use in banks and insurance for assessing client or portfolio performance.
	Module 3: Cash Flow and Working Capital Analysis
	Unit 5: Cash Flow Statement Analysis 1. **Objectives of Cash Flow Analysis:** Understanding liquidity and cash position. 2. **Preparation of Cash Flow Statements:** Operating, investing, and financing activities. 3. **Direct vs Indirect Methods:** Differences and applications. 4. **Interpretation:** Using cash flow statements for managerial and investment decisions. **Unit 6: Working Capital Analysis** 1. **Concept of Working Capital:** Components, management, and importance. 2. **Current Assets Management:** Inventory, receivables, cash management techniques. 3. **Current Liabilities Management:** Payables and short-term financing. 4. **Efficiency Evaluation:** Key ratios and performance indicators.
	Module 4: Reporting and Interpretation
	Unit 7: Financial Reporting and Disclosures 1. **Objectives of Financial Reporting:** Accountability, compliance, and communication. 2. **Types of Reports:** Annual reports, interim reports, management reports. 3. **Disclosure Requirements:** Notes to accounts, segment reporting, risk disclosure. 4. **Quality of Financial Reporting:** Transparency, reliability, comparability. **Unit 8: Financial Statement Interpretation for Decision Making** 1. **Investment Decisions:** Evaluating profitability and risk. 2. **Credit Decisions:** Assessing solvency and liquidity for lending. 3. **Managerial Decisions:** Budgeting, performance evaluation, and planning. 4. **Case Studies:** Real-world application in banking and insurance sectors.
10	**Reference Books:** 1. M.Y. Khan & P.K. Jain – Financial Management 2. R. Narayanswamy – Financial Accounting: A Managerial Perspective 3. Ashok Sehgal & Deepak Sehgal – Financial Statement Analysis 4. Paresh Shah – Financial Reporting and Analysis 5. Tulsian & Tulsian – Financial Accounting

11	**Internal Continuous Assessment: 40%**	**External, Semester End Examination 60%**
12	**Refer annexure :A Question Paper Pattern**	**Refer annexure :B Question Paper Pattern**
13	**Individual Passing in Internal and External Examination**	

Syllabus
B.Com. (Banking & Insurance)
(Sem.- VI)

Title of Paper: Behavioral Finance

Sr. No.	Heading	Particulars
1	**Description the course :** **Including but Not limited to :**	This course introduces students to the principles of behavioral finance, exploring how psychological factors, cognitive biases, and emotions influence financial decision-making. It emphasizes understanding investor behavior, market anomalies, and risk perception, bridging the gap between traditional finance theories and real-world financial decision-making. Students will learn how to apply behavioral insights to banking, investment, and insurance contexts.
2	**Vertical :**	Major
3	**Type :**	Theory with Practical Illustrations
4	**Credit**:	2 credits
5	**Hours Allotted :**	30 Hours
6	**Marks Allotted**:	50 Marks
7	**Course Objectives**: By the end of this course, students will be able to: 1. Understand the foundations of behavioral finance and its difference from traditional finance. 2. Identify cognitive biases and psychological factors affecting individual and institutional investors. 3. Analyze investor decision-making under risk and uncertainty. 4. Evaluate the impact of behavioral factors on financial markets, pricing, and investment strategies. 5. Apply behavioral insights to improve financial planning, risk management, and advisory services in banking and insurance.	

8	**Course Outcomes**: Upon successful completion of the course, students will be able to: 1. Explain the key concepts and theories of behavioral finance. 2. Recognize biases, heuristics, and emotional influences in financial decision-making. 3. Analyze market anomalies and investor behavior using behavioral finance tools. 4. Apply behavioral finance principles to investment, portfolio management, and insurance decision-making. 5. Develop strategies to mitigate behavioral biases and enhance financial decision-making.

9	**Modules**:-
	Module 1: Foundations of Behavioral Finance
	Unit 1: Introduction to Behavioral Finance **Teaching Points with Description:** 1. **Definition and Scope:** Understanding behavioral finance and how it differs from traditional finance theories. 2. **Importance in Banking and Insurance:** Relevance of behavioral insights in financial services, investment advisory, and risk management. 3. **Historical Evolution:** Development of behavioral finance, including contributions from Kahneman, Tversky, and Thaler. 4. **Limitations of Traditional Finance Models:** Why assumptions of rationality and efficient markets often fail in practice. Unit 2: Psychological Factors and Investor Behavior **Teaching Points with Description:** 1. **Cognitive Biases:** Overconfidence, anchoring, mental accounting, confirmation bias, and their effects on financial decisions. 2. **Emotional Influences:** Fear, greed, regret, and their impact on investment and insurance decisions. 3. **Behavioral Patterns in Savings and Spending:** How emotions and habits shape financial behavior. 4. **Prospect Theory:** Understanding risk perception, gains vs. losses, and decision-making under uncertainty.
	Module 2: Applications of Behavioral Finance
	Unit 3: Behavioral Insights in Financial Markets **Teaching Points with Description:** 1. **Market Anomalies:** Overreaction, underreaction, momentum, and herd behavior in

	stock and bond markets. 2. **Investor Sentiment Analysis:** Role of emotions and crowd behavior in asset pricing and market trends. 3. **Behavioral Biases in Portfolio Management:** Impact on asset allocation, diversification, and investment performance. 4. **Behavioral Finance in Banking Products:** Influence on loans, deposits, and other banking decisions. Unit 4: Mitigating Biases and Behavioral Risk Management **Teaching Points with Description:** 1. **Behavioral Strategies for Better Decision-Making:** Nudging, debiasing, and financial education techniques. 2. **Risk Management through Behavioral Insights:** Identifying and mitigating behavioral risks in investments and insurance. 3. **Behavioral Approaches in Advisory Services:** Improving client communication, personalized financial advice, and ethical considerations. 4. **Practical Applications:** Case studies of behavioral finance in investment, insurance, retirement planning, and wealth management.	
10	**Reference Books:** 1. Hersh Shefrin – Behavioral Corporate Finance 2. Richard H. Thaler – Misbehaving: The Making of Behavioral Economics 3. Meir Statman – Behavioral Finance: The Second Generation 4. Kumar, B.R. – Behavioral Finance and Investment Strategies 5. Nofsinger, John – The Psychology of Investing	
11	**Internal Continuous Assessment: 40%**	**External, Semester End Examination 60%**
12	**Refer annexure :A Question Paper Pattern**	**Refer annexure :B Question Paper Pattern**
13	**Individual Passing in Internal and External Examination**	

SEM VI
Vertical – 1
Electives
(4)

Title of Paper: Rural Insurance and Micro Credit

Sr. No.	Heading	Particulars
1	**Description the course :** **Including but Not limited to :**	This course provides a comprehensive understanding of the role of insurance and micro credit in rural development. It focuses on rural insurance markets, financial inclusion, microfinance institutions, credit delivery systems, and government-supported schemes. The course equips students with the knowledge to evaluate rural financial products, understand risks in rural environments, and design sustainable micro credit and insurance solutions for underbanked communities.
2	**Vertical :**	Minor
3	**Type :**	Theory with Practical Illustrations
4	**Credit:**	4 credits
5	**Hours Allotted :**	60 Hours
6	**Marks Allotted:**	100 Marks
7	**Course Objectives:** . By the end of this course, students will be able to: Understand the fundamentals and need for rural insurance and micro credit. Analyze the structure and functioning of rural financial markets. Understand risk assessment and product design for rural insurance. Evaluate micro credit delivery systems and the role of microfinance institutions. Examine government initiatives and regulatory frameworks supporting rural finance.	
8	**Course Outcomes:** Upon successful completion of the course, students will be able to: Explain key concepts, principles, and challenges of rural insurance and micro credit. Assess rural financial needs and recommend suitable credit and insurance products. Analyze the functioning of MFIs, SHGs, and banks in providing micro credit. Apply knowledge of rural risk management in designing insurance solutions. Evaluate government policies and initiatives promoting rural development and financial inclusion.	

9	**Modules:-**
	Module 1: Introduction to Rural Insurance and Rural Finance
	Unit 1: Overview of Rural Insurance **Meaning and Need for Rural Insurance** – Importance of insurance in mitigating agricultural and livelihood risks. **Characteristics of Rural Insurance Markets** – Low penetration, seasonal incomes, high uncertainty. **Types of Rural Insurance Products** – Crop insurance, livestock insurance, micro health insurance. **Challenges in Rural Insurance Delivery** – Low awareness, affordability issues, geographic barriers. **Unit 2: Rural Financial Markets** **Structure of Rural Financial Markets** – Banks, cooperative societies, regional rural banks, MFIs. **Sources of Rural Finance** – Formal and informal credit sources. **Role of NABARD** – Promotion of rural credit, development projects, refinance support. **Financial Inclusion in Rural Areas** – Technology-driven access, PMJDY, digital banking initiatives.
	Module 2: Rural Insurance Types and Operations
	Unit 3: Agricultural and Livestock Insurance **Crop Insurance Schemes** – PMFBY, weather-based insurance products. **Livestock Insurance** – Cattle, poultry, dairy livestock coverage. **Risk Assessment in Agriculture** – Climatic, pest-related, and market-price risks. **Claim Procedures and Settlement Issues** – Assessment challenges and timelines. **Unit 4: Micro Insurance Products** **Micro Life Insurance** – Low-premium products for rural households. **Micro Health and Accident Insurance** – Community-based and group insurance models. **Designing Micro Insurance Products** – Simplicity, affordability, accessibility features. **Role of NGOs and SHGs in Micro Insurance** – Delivery, awareness, and distribution support.
	Module 3: Micro Credit Concepts and Institutions
	Unit 5: Introduction to Micro Credit **Meaning and Importance of Micro Credit** – Supporting rural livelihoods and small enterprises. **Principles of Micro Lending** – Joint liability, peer pressure, group lending methods. **Micro Credit Models** – Grameen model, SHG–Bank linkage model, cooperative model. **Role of Banks in Micro Credit Delivery** – Priority sector lending and financial inclusion.

	Unit 6: Microfinance Institutions (MFIs) **Types of MFIs** – NBFC-MFIs, NGOs, cooperatives. **Functions of MFIs** – Credit delivery, savings, insurance, pension services. **MFI Governance and Regulatory Framework** – RBI guidelines for MFIs. **Issues and Challenges Faced by MFIs** – Over-indebtedness, high interest rates, recovery practices.	
	Module 4: Rural Credit Systems, Government Schemes & Risk Management	
	Unit 7: Rural Credit Delivery Mechanisms **SHG–Bank Linkage Programme** – Formation, working, and benefits. **Joint Liability Groups (JLGs)** – Structure and role in agricultural lending. **Kisan Credit Card (KCC)** – Features, eligibility, and benefits to farmers. **Role of Cooperative Banks and RRBs** – Rural-focused lending operations. **Unit 8: Government Schemes and Risk Management in Rural Finance** **Government Rural Development Schemes** – PM-KISAN, MGNREGA, AIF, and other credit-linked schemes. **Credit Risk in Rural Lending** – Repayment capacity, crop dependency, market volatility. **Risk Mitigation Techniques** – Diversification, credit guarantees, insurance linkages. **Technology in Rural Finance** – Mobile banking, digital KYC, fintech solutions for rural credit and insurance.	
10	**Reference Books:** Rural Banking and Micro Finance – Karmakar K. G. Microfinance: Principles and Practice – Joanna Ledgerwood Rural Insurance and Financial Inclusion – IIBF Publications Micro Credit and Rural Development – NABARD & RBI Publications Rural Banking and Agricultural Finance – M. L. Tandon	
11	**Internal Continuous Assessment: 40%**	**External, Semester End Examination 60%**
12	**Refer annexure :A Question Paper Pattern**	**Refer annexure :B Question Paper Pattern**
	Individual Passing in Internal and External Examination	

QUESTION PAPER PATTERN
(External and Internal)

The Internal continuous Assessment should be conducted after completing 20% of Syllabus of the course. All Assessment activities to be recorded and spread across semester

ANNEXTURE: A

Individual faculty member shall have the flexibility to design the continuous assessment for each course/s in a manner so as to evaluate students' capabilities across knowledge, skills and attitudes. Internal Assessment may be undertaken through any or combination of the methods stated below after obtaining due permission of Principal and remain same across that particular course and semester. Introduction of multiple activates among groups of students in same class may be encouraged for better exposure:

- **Class Test (Mandatory) with Objective questions** Class Test during the lectures (physical/online mode) MCQs/Match the pairs/Answer in one sentence etc.

Any two of following for each course & may be similar or different for different group of students in a class

- Essays / Tutorials
- Home assignments
- Library notes based on published research papers
- Report writings
- Practical Projects/ Practical activities /Group projects
- Reflective Practical assignments / Industry work / Field work
- Drawing Portfolios
- Oral examination
- Student's Seminar / Workshop / Exhibition
- Reviews / PPT presentation
- Problem solving Exercises
- Laboratory/Library Work
- Book reviews
- Case Study analysis
- Podcast/Blog writing /Video making e.g., Tips to become successful investor/satisfied customer, company profile, successful entrepreneur etc.

ANNEXTURE: B

Question Paper Pattern

Credit: 02 (Total 50 Marks)
External = 30 Marks
Duration: 1 Hr.

Student has to attempt any two questions out of three.

Q.1	Answer the following(Theory/Practical Questions) A,B	15 Marks
Q.2	Answer the following(Theory/Practical Questions) A,B	15 Marks
Q.3	Answer the following(Theory/Practical Questions) A,B	15 Marks

Credit: 04 (Total 100 Marks)
External =60 Marks
Duration: 2 Hrs.

Student has to attempt any four questions out of six.

Q.1	Answer the following(Theory/Practical Questions) A,B	15 Marks
Q.2	Answer the following(Theory/Practical Questions) A,B	15 Marks
Q.3	Answer the following(Theory/Practical Questions) A,B	15 Marks
Q.4	Answer the following(Theory/Practical Questions) A,B	15 Marks
Q.5	Answer the following(Theory/Practical Questions) A,B	15 Marks
Q.6	Answer the following(Theory/Practical Questions) A,B	15 Marks

Note

1. The Semester End Assessment should be conducted after completing 100% of syllabus of the course/s
2. The question papers shall be framed so as to ensure that no part of the syllabus is left out of study by a student.
3. The question paper shall be balanced in respect of various topics outlined in the syllabus.
4. Equal Weightage is to be given to all the modules
5. All questions shall carry equal marks with internal choice within the question
6. 15 marks question must be subdivided into 8 marks + 7 marks, 10 marks + 5 marks and 5 marks + 5 marks + 5 marks. Internal options may be given wherever necessary.
7. Use of simple calculator is allowed in the examination.
8. Wherever possible more importance is to be given to the practical problems/case study.

Guidelines for Case Study Analysis

1. Use the representation of real situations; avoid presenting situations that do not exist/ are not plausible in real life
2. Make sure that the description of the case is as clear and specific as possible
3. Make sure there is sufficient information on the content and the context of the case ask students interpretative and application questions
4. Questions need to be devised to assess the interpretation and application of knowledge, comprehension skills, and critical thinking skills
5. Devise clear and unambiguous questions to limit student confusion and time spent interpreting the question like suggest suitable title, offers a summary, explaining the scenario in detail, Problem/ issue presented in the scenario, suggest Solution/chosen course of action etc.
6. Maximum words for case study (Approx. 500-700 words) and followed by number of questions will depend on marks (3/4 marks each).

Passing Standard

Credit: 02 (Total 50 Marks)

The learners to pass a course shall have to obtain a minimum of 40% marks in aggregate for each course where the course consists of Internal Assessment and Semester End Examination. The learners shall obtain minimum of 40% marks (i.e., 08 out of 20) in the Internal Assessment and 40% marks in Semester End Examination (i.e., 12 Out of 30) separately, to pass the course and minimum of Grade E to pass a particular semester A learner will be said to have passed the course if the learner passes separately the Internal Assessment as well as Semester End Examination.

Credit: 04 (Total 100 Marks)

The learners to pass a course shall have to obtain a minimum of 40% marks in aggregate for each course where the course consists of Internal Assessment and Semester End Examination. The learners shall obtain minimum of 40% marks (i.e., 16 out of 40) in the Internal Assessment and 40% marks in Semester End Examination (i.e., 24 Out of 60) separately, to pass the course and minimum of Grade E to pass a particular semester A learner will be said to have passed the course if the learner passes separately the Internal Assessment as well as Semester End Examination.

Letter Grades and Grade Points:

Semester GPA/ Programme CGPA Semester/ Programme	% of Marks	Alpha-Sign/ Letter Grade Result	Grading Point
9.00 - 10.00	90.0 - 100	O (Outstanding)	10
8.00 - < 9.00	80.0 - < 90.0	A+ (Excellent)	9
7.00 - < 8.00	70.0 - < 80.0	A (Very Good)	8
6.00 - < 7.00	60.0 - < 70.0	B+ (Good)	7
5.50 - < 6.00	55.0 - < 60.0	B (Above Average)	6
5.00 - < 5.50	50.0 - < 55.0	C (Average)	5
4.00 - < 5.00	40.0 - < 50.0	P (Pass)	4
Below 4.00	Below 40.0	F (Fail)	0
Ab (Absent)	-	Ab (Absent)	0

Vertical – 6

As Per NEP 2020

University of Mumbai



Syllabus for Community Engagement Project (CEP) Vertical-6	
Faulty of Commerce & Management	
Board of Studies in B.Com.(Banking & Insurance)	
Name of the Programme – B.Com.(Banking & Insurance)	
Semester	**V**
Credit	**2**
Duration	**30 hrs (Field Work+ Survey) + 15hrs (Discussion + Report Writing) : Total - 45 hrs**
From the Academic Year	**2026-27**

Name of Faculty:- **Commerce & Management**
Name of Programme :- **B.Com.(Banking & Insurance)**
Duration :- **30 hrs (Field Work+ Survey) + 15hrs (Discussion + Report Writing) : Total - 45 hrs**

Indicative Topics for CEP

Sr. No.	Name of Topic	Description of Activity
1	GST Awareness Drive for Small Local Businesses	Students visit small shops to explain GST basics, billing rules and registration process, and document challenges faced by them.
2	Financial Literacy Camp for Rural/Urban Poor	Students conduct a camp teaching savings, digital payments, UPI usage, and basic banking functions.
3	Helping Local Vendors Understand GST Invoicing	Students assist street vendors, freelancers and home-run businesses in understanding proper GST invoice format and tax rates.
4	Survey on Tax Literacy Among Households	Students conduct door-to-door surveys to measure people's awareness of indirect taxes and prepare a statistical report.
5	Digital Payments Safety Workshop	Students hold a workshop for community members about UPI safety, identifying fraud, secure transactions and cyber hygiene.
6	Assistance to Senior Citizens in Banking Operations	Students help senior citizens with ATM usage, passbook updates, mobile banking, and create simple guides for them.
7	Community Study on Informal Lending Practices	Students document informal credit systems like chit funds, local lenders, SHGs and compare them with bank alternatives.
8	Awareness on Insurance for Low-Income Families	Students explain insurance schemes (PMJJBY, PMSBY, Ayushman Bharat) and help families understand benefits and eligibility.
9	Financial Risk Awareness Drive for Small Traders	Students interact with small traders to explain basic financial risks, market risks and safety measures.
10	EXIM Awareness for Small Exporters/Artisans	Students educate artisans or small exporters about export documentation, bank facilities and remittance procedures.
11	SWIFT & International Remittances Support Desk	Students assist families receiving remittances with understanding SWIFT, charges, documentation and safe practices.
12	Field Visit Report: Challenges of Micro-Entrepreneurs	Students visit micro-enterprises and prepare a report on their financial structuring, loan needs and operational issues.
13	Capacity Building Programme for Women SHGs	Students train SHG members on savings, loans, bookkeeping and digital banking tools.

14	Community Camp on Government Financial Schemes	Students organize an awareness camp highlighting Jan Dhan, Mudra Loans, Stand-Up India, PMFBY and other schemes.
15	Study of Indigenous Finance Practices in a Local Community	Students document traditional community finance practices and identify their relevance to modern banking.
16	Hundi & Traditional Credit Practices Documentation	Students interview merchant families to understand hundi usage, types and its influence on modern financial instruments.
17	Ethical Finance Awareness Based on IKS Principles	Students conduct a session on fairness, trust, honesty and transparent lending inspired by Arthashastra and dharmic finance.
18	Community Workshop on Fraud Detection & Prevention	Students educate residents about banking frauds, cybercrime, fake calls, phishing and preventive actions.
19	Assisting Migrant Workers in Opening Bank Accounts	Students guide migrant workers in completing KYC, filling account forms and using digital payments securely.
20	Insurance Claim Assistance Camp	Students help families understand claim filing, required documents and guide them through the claim process.
21	Survey on GST Compliance Challenges Among Startups	Students interview early-stage startups to identify GST filing concerns and prepare a recommendation report.
22	Study of International Money Transfers in Migrant Communities	Students survey NRI families to understand remittance challenges and educate them about safer transfer modes.
23	Creating a Community Disaster Preparedness Financial Kit	Students prepare and distribute a financial emergency kit checklist for families (documents, insurance, contacts).
24	Workshop on Wealth Protection & Household Financial Planning	Students teach families how to create monthly budgets, emergency funds, insurance plans and safe investments.
25	Setting Up a Financial Help Desk in a Community Centre	Students create a temporary desk that helps residents with financial queries on banking, insurance and GST.

The topics are indicative and the faculty members should allot Field Projects that are relevant and important as per core Subject. The Field Project may be taken individual or in a group up 5 students with proper guidance from Faculty.

Evaluation Pattern:-

Evaluation during CEP Program involves two key components :-

External Evaluation 60%

Internal Evaluation 40%

Evaluation Chart

(i) External Evaluation (Marks 30)

Criteria	Marks
Objectives, Literature Review , Methodology, Data Analysis, Conclusion and Recommendations	15
Overall Project Report Structure and Style	5
Presentation Skills & Communication	10
Total	30

(ii) Internal Evaluation by Guide (Marks 20)

Criteria	Marks
Attendance, Community interactions completion and interaction with Supervisor	10
Overall Report quality	10
Total	20

*** Please see the Guidelines for Community Engagement Project for UG Students, as per NEP 2020**

Sd/-	**Sd/-**	**Sd/-**	**Sd/-**
Sign of the BOS	**Sign of the**	**Sign of the**	**Sign of the**
Dr. Sunil Karve	**Offg. Associate**	**Offg. Associate Dean**	**Offg. Dean**
Ad-hoc Board of	**Dean**	**Prof. Kavita Laghate**	**Prin. Ravindra**
Studies in Banking &	**Prin. Kishori Bhagat**	**Faculty of**	**Bambardekar**
Insurance	**Faculty of**	**Commerce &**	**Faculty of Commerce &**
	Commerce	**Management**	**Management**

AC – 25/03/2026
Item No.– 8.4 (N) (9)

As Per NEP 2020

1. # University of Mumbai

Syllabus for Minor Vertical 2		
Faculty of Faculty of Commerce & Management		
Board of Studies in Commerce		
Third Year Programme in Minor B.Com. (Commerce & Management)		
Semester	**V**	
Title of Paper	**1. Business Law - IV – The Indian Companies Act, 2013**	**2**
	2. Fundamentals of Business IV - Introduction to Marketing	**2**
Total Credits		**4**
Semester	**VI**	
Title of Paper	**1. Business Law - V - IPR, Consumer Protection Act & Competition Act**	**2**
	2. Fundamentals of Business V Introduction to Human Resource Management	**2**
Total Credits		**4**
From the Academic Year	**2026-27**	

Sem. - V

Syllabus
B.Com.
(Sem.- V)

1. Title of Paper: Business Law IV- Indian Companies Act, 2013

Sr. No.	Heading	Particulars
1	**Description the course :** **Including but Not limited to :**	• This course provides understanding of the structure and applicability of the Companies Act, 2013, enabling the learner to identify various types of companies and their characteristics. • It familiarizes learner with comprehensive process of incorporation and functioning of companies, recognize the importance of corporate governance and compliance. • The course also facilitate learner to apply basic provisions of company law to practical business situations.
2	**Vertical :**	Minor
3	**Type :**	Theory / Practical
4	**Credit**:	4 credits
5	**Hours Allotted :**	60 Hours
6	**Marks Allotted**:	100 Marks
7	**Course Objectives**: (List some of the course objectives) 1. To introduce learner to the legal framework governing companies in India under the Companies Act, 2013. 2. To develop understanding of company formation, management, and administration. 3. To familiarize learners with corporate governance mechanisms and statutory compliances. 4. To enable the learner interpretation of rights, duties, and liabilities of company directors. 5. To create awareness about contemporary corporate regulations and ethical practices.	

8	**Course Outcomes**: (List some of the course outcomes) CO1 Help understand the scope, objectives, and framework of the Companies Act, 2013. CO2 Identify and compare different types of companies. CO3 Understand incorporation, management, and administration of companies. CO4 Analyse provisions relating to directors, meetings, and governance. CO5 Apply company law provisions to practical business situations.
9	**Modules**:- Per credit One module can be created

Module 1: Introduction to Company and Classification under Indian Companies Act, 2013 (15)

Unit I: Introduction to Company under Indian Companies Act, 2013

- Company and its formation, definition and nature of company, advantages and disadvantages of a company
- Lifting of corporate veil with cases, pre-incorporation and preliminary contracts

Unit II Classification of Companies

- Types of companies - statutory companies, one person company, Company limited by shares/guarantee. Private company, public company, Producer Company
- Formation of companies with charitable objects, holding and subsidiary company, Government, foreign company, small company.

Module 2: Procedure for formation of Companies and Documents (15)

Unit I: Procedure for Registration

- Promotion of a company: concept and role of promoters, Incorporation procedure under the Companies Act, 2013. Effect of incorporation
- Stages in the formation of public and private companies. List of Documents to be submitted for registration.

Unit II: Documents

- Memorandum of Association & Articles of Association: meaning, concept, clauses, Doctrine of Constructive Notice, Doctrine of Ultra Vires, Doctrine of Indoor Management.
- Prospectus- meaning, when to be issued, when not required, kinds of prospectus, contents of prospectus. Statement in lieu of Prospectus.

Module 3 : Membership and Management of Companies (15)

Unit I: **Membership of a Company**

- Who can become a member? Modes of acquiring membership, cessation of membership
- Rights, liabilities and duties of members

Unit II: Management of Companies

- Director – definition, disqualification of director, Classification of Directors,
- Legal position, duties, Position of director as key managerial personnel, Director Identification Number and KYC of DIN

Module 4: Company Meetings and Other Provisions (15)

	Unit I: Company Meetings • Meetings, types of meetings of members and Board of directors, convening and conduct of meetings, Meetings through video conferencing, e-voting- Provisions by MCA -Ministry of Corporate Affairs **Unit II: Other Provisions** • Corporate Governance- Concept, Principles and advantages, Corporate Social Responsibility (CSR): concept, Mandatory Requirements (India), Types, Recent Amendments in Companies Act 2013.	
10	**Reference Books:** • M.C. Kuchhal – Company Law • Avtar Singh – Company Law • Taxmann – Companies Act, 2013 (Bare Act) • Ramaiya – Guide to the Companies Act	
11	**Internal Continuous Assessment: 40%**	**External, Semester End Examination 60%**
	Individual Passing in Internal and External Examination	
12	**Continuous Evaluation through:** Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 4)	

SEMESTER- V

2. Fundamentals of Business - Introduction to Marketing

Sr. No.	Heading	Particulars
1	**Description of the course: Including but not limited to:**	This course introduces students to the fundamental concepts and practices of marketing in today's dynamic business environment. It explores how organizations identify customer needs, create value, and build strong relationships through effective product development, pricing, promotion, and distribution strategies. Topics include market research, consumer behavior, branding, digital and social media marketing, and ethical considerations in marketing decision-making.
2	**Vertical:**	Minor
3	**Type:**	Theory
4	**Credit**:	4 credits
5	**Hours Allotted:**	60 Hours
6	**Marks Allotted**:	100 Marks
7	**Course Objectives**: 1. To introduce to the learners the concept of Marketing. 2. To develop students' understanding of marketing strategies, and the marketing mix 3. To prepare them with skills to navigate emerging trends and implement sustainable practices 4. To help the learners succeed in modern marketing careers.	
8	**Course outcomes**	
	CO 1. Explain core marketing concepts, terminology, and frameworks. CO 2 Analyze consumer behavior and target markets using demographic, psychographic, and behavioral data. CO 3 Apply the marketing mix (product, price, place, and promotion) to develop effective marketing strategies. CO 4 Evaluate branding and positioning strategies in competitive markets. CO 5 Identify ethical, legal, and social issues affecting marketing practices.	

9	**MODULE - I: Introduction to Marketing and Consumer Behaviour (15)**
	Unit – I Introduction to Marketing • Marketing, Concept, Features, Importance, Functions, Evolution, Strategic v/s Traditional Marketing, Marketing Research - Concept, Features, Process, • Marketing Information System-Concept, Components, Data Mining- Concept, Importance **Unit – II Consumer Behaviour** • Consumer Behaviour- Concept, Factors influencing Consumer Behaviour, Market Segmentation- Concept, Benefits, Bases of market segmentation • Customer Relationship Management- Concept, Techniques, Market Targeting- Concept, Five patterns of Target market Selection
	MODULE - II: Marketing Mix Decisions- I (15)
	Unit – I Marketing Mix – Product • Marketing Mix- Concept, Product- Product Decision Areas, Product Life Cycle- Concept, Managing stages of PLC • Branding- Concept, Components, Brand Equity- Concept, Factors influencing Brand Equity **Unit – II Marketing Mix – Positioning and Price** • Packaging- Concept, Essentials of a good package, Product Positioning- Concept, Strategies of Product Positioning, Service Positioning- Importance & Challenges • Pricing- Concept of Pricing, Objectives of Pricing, Factors Influencing Pricing, Methods of Pricing, Pricing Strategies
	MODULE - III: Marketing Decisions II (15)
	Unit – I Marketing Mix – Place • Physical Distribution- Concept, Factors influencing Physical Distribution, Marketing Channels (Traditional & Contemporary Channels) • Supply Chain Management-Concept, Components of SCM **Unit – II Marketing Mix – Promotion** • Promotion- Concept, Importance, Elements of Promotion mix, Integrated Marketing Communication (IMC)- Concept, Scope, Importance, Digital Marketing: Concepts and trends. • Sales Management- Concept, Components, Emerging trends in selling, Personal Selling- Concept, Process of personal selling, Skill Sets required for Effective Selling

MODULE - IV: Key Marketing Dimensions (15)

Unit – I Marketing Ethics & Competitive Strategies

- Marketing Ethics: Concept, Unethical practices in marketing, General role of consumer organizations
- Competitive Strategies for Market Leader, Market Challenger, Market Follower and Market Nicher Marketing Ethics

Unit – II Rural Marketing & Challenges in Marketing

- Rural Marketing- Concept, Features of Indian Rural Market, Strategies for Effective Rural Marketing, Digital Marketing-Concept, trends in Digital Marketing, Green Marketing- concept, importance

- Challenges faced by Marketing Managers in 21st Century, Careers in Marketing – Skill sets required for effective marketing, Factors contributing to Success & Reasons for failure of brands in India with suitable examples.

10 Reference Books:

- **Kotler, Philip & Keller, Kevin Lane.***Marketing Management.* Pearson Education, Latest Indian Edition.
- **Ramaswamy, V. S. & Namakumari, S.***Marketing Management: Planning, Implementation and Control.* McGraw-Hill Education.
- **Ramaswamy, V. S. & Namakumari, S.***Marketing Management – Indian Context.* McGraw-Hill Education.
- **Stanton, William J., Etzel, Michael J. & Walker, Bruce.***Fundamentals of Marketing.* McGraw-Hill Education.
- **Schiffman, Leon G. & Kanuk, Leslie Lazar.***Consumer Behaviour.* Pearson Education.
- **Malhotra, Naresh K.***Marketing Research: An Applied Orientation.* Pearson Education.
- **Panda, Tapan K. & Choubey, Pradeep K.***Marketing Management – Indian Perspective.* Oxford University Press.
- **Gupta, Seema.***Marketing Management.* McGraw-Hill Education.
- **Chaffey, Dave.***Digital Marketing.* Pearson Education.
- **Stanton, William J., Etzel, Michael J. & Walker, Bruce.***Fundamentals of Marketing.* McGraw-Hill Education.
- **Schiffman, Leon G. & Kanuk, Leslie Lazar.***Consumer Behaviour.* Pearson Education.
- **Malhotra, Naresh K.***Marketing Research: An Applied Orientation.* Pearson Education.
- **Kotler, Philip; Kartajaya, Hermawan & Setiawan, Iwan.***Marketing 4.0 / Marketing 5.0.* Wiley.

11	**Internal Continuous Assessment: 40%**	**External, Semester End Examination 60%**
	Individual Passing in Internal and External Examination	

12	**Continuous Evaluation through:** Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc. (at least 4)	

Sem. - VI

Syllabus
B.Com.
(Sem.- VI)

1. Title of Paper _ Business Law - V -
IPR, Consumer Protection Act & Competition Act

Sr. No.	Heading	Particulars
1	**Description the course :** **Including but Not limited to :**	• Understand the concept and importance of Intellectual Property Rights (IPR), Identify various consumer rights and protection mechanisms, • Comprehend the role of competition law in maintaining fair markets • Appreciate the interrelationship between IPR, consumer welfare, and competition • Apply basic legal provisions to practical business and commercial situations
2	**Vertical :**	Minor
3	**Type :**	Theory
4	**Credit**:	4 credits
5	**Hours Allotted :**	60 Hours
6	**Marks Allotted**:	100 Marks
7	**Course Objectives**: (List some of the course objectives) 1. To introduce students to the legal framework governing intellectual property, consumer rights, and market competition in India & to develop understanding of creation, protection, and commercial importance of intellectual property. 2. To create awareness about consumer rights, remedies, and redressal mechanisms. 3. To familiarize learners with competition law and regulation of anti-competitive practices. 4. To enable students to apply these laws to business, trade, and professional practices.	
8	**Course Outcomes**: (List some of the course outcomes) **Post completion of this course learner will be able** • To explain the concepts and objectives of IPR, Consumer Protection, and Competition laws • To identify different types of intellectual property and their protection • To understand consumer rights and redressal mechanisms • To analyse competition law provisions relating to market regulation • To apply legal provisions to real-life business and consumer scenarios	

9	**Modules**:- Per credit One module can be created
	Module 1: Intellectual Property Rights (IPR) (15)
	Unit I: • IPR introduction and types • Patents meaning, salient features conditions for an invention to be patented, what is patentable What is not patentable, duration of a patent, advantages to inventor, term of patent, Rights and Limitation of Patentee.Infringement and remedies. **Unit II** • Copyrights- meaning, salient features, what rights are protected, Term of copy right, author and ownership of copyright.Infringement and remedies. • Trade Mark meaning, concept, functions of trademark, types, infringement and passing of and remedies of infringement and passing. Characteristics of a good trademark.
	Module 2 Consumer Protection Act, 2019 (15)
	Unit I • Introduction, definitions consumer, complaint, complainant, defect, deficiency, consumer, Dispute, trader, manufacturer, restrictive trade practice, unfair trade practice, • Objectives and scope of the Consumer Protection Act, 2019, consumer rights and responsibilities **Unit II** • Consumer Protection Councils – District, State, National • Consumer Protection Redressal agencies under the Act and their Jurisdiction- Pecuniary, Territorial, Appellate and revisional.Powers of Redressal agencies, procedure on receipt of a complaint, remedial orders and penalties for Frivolous and vexatious complaints.
	Module 3: **Competition Act (15)**
	Unit I • Objectives and salient features, significance of competition law, Anti-competitive agreements, Abuse of dominant position, competition advocacy • Regulation of combinations (mergers, acquisitions, amalgamations) **Unit II** • Competition Commission of India (CCI): composition, powers, and functions • Penalties and remedies under the Competition Act, 2002.

	Module 4: **IPR, Consumer Protection Act and Competition Act applications** (15)	
	Unit I: • Key factors of IPR and Consumer Protection Act Applications**,** provisions for consumers affected by IPR-related issues • Case studies relating to IPR & consumer disputes under Consumer Protection Act . **Unit II:** • Relationship between IPR and competition law, Balancing IP Rights and Competition Law in India Role of law in ensuring fair trade and ethical business practices. Emerging issues: digital markets, e-commerce, and platform economy • Case studies relating to IPR & Businesses under Competition Act	
10	**Reference Books:** • Bansal & Narula – Intellectual Property Rights • Avtar Singh – Consumer Protection Law • Taxmann – Competition Act, 2002 • WIPO Publications on IPR • Government of India – Consumer Affairs & CCI Reports	
11	**Internal Continuous Assessment: 40%**	**External, Semester End Examination 60%**
	Individual Passing in Internal and External Examination	
12	**Continuous Evaluation through:** Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 4)	

2. Fundamentals of Business: Introduction to Human Resources Management

Sr. No.	Heading	Particulars
1	**Description of the course: Including but Not limited to:**	The course on Human Resource Management is designed to provide students with a comprehensive understanding of the principles, practices, and functions involved in managing human resources in organizations. The course focuses on the strategic role of human resources in achieving organizational goals and enhancing employee effectiveness.
2	**Vertical:**	Minor
3	**Type:**	Theory
4	**Credit**:	4 credits
5	**Hours Allotted:**	60 Hours
6	**Marks Allotted**:	100 Marks
7	**Course Objectives**: 1. Understand the nature, scope, and importance of Human Resource Management 2. Develop an understanding of HR planning, recruitment, and selection processes. 3. Analyse training, development, and performance appraisal systems used in organizations. 4. Understand wage and salary administration, incentives, and employee motivation techniques. 5. Gain knowledge of industrial relations, employee welfare, and grievance handling mechanisms.	
8	**Course Outcomes**: CO1: Explain the nature, scope, and significance of Human Resource Management in contemporary organizations. CO2: Describe and apply the processes of human resource planning, recruitment, and selection in organizational contexts. CO3: Analyze training and development methods and evaluate performance appraisal systems used by organizations. CO4: Examine wage and salary administration practices, incentive schemes, and employee motivation techniques. CO5: Demonstrate understanding of industrial relations, employee welfare measures, and grievance handling mechanisms in organizations.	
9	**Modules:- Per credit One module is created**	

Module I: Introduction and Foundations of HRM (15)

Unit 1: Evolution & Role of HRM

- Concept, Definition, Scope, Objectives, and Functions of HRM; Evolution of HRM; Personnel Management vs. Human Resource Management
- Structure, Role, and Responsibilities of HR Manager.

Unit 2: HR Planning & Job Analysis

- Human Resource Planning (HRP): Meaning, Process, and Importance
- Job Analysis: Job Description, Job Specification, and Methods of Job Analysis.

Module II: Acquisition and Development of Human Resources (15)

Unit 1: Recruitment & Selection

- Recruitment: Sources and Techniques
- Selection: Selection Process, Types of Tests, Interview Techniques; Induction, Placement, and Socialization.

Unit 2: Training & Development

- Training: Identification of Training Needs, Methods (On-the-job & Off-the-job), Evaluation of Training
- Executive Development Programs; Career Planning and Development.

Module III: Performance Management and Compensation (15)

Unit 1: Performance Appraisal

- Performance Appraisal: Nature, Objectives, and Methods (Traditional and Modern) & Limitations.
- Potential Appraisal; Employee Counseling – Concepts & Need and Importance

Unit 2: Compensation & Benefits

- Wage and Salary Administration; Components of Pay (Fixed & Variable); Job Evaluation
- Incentives; Fringe Benefits and Employee Welfare.

Module IV: Industrial Relations and Emerging Trends (15)

Unit 1: Industrial Relations

- Industrial Relations: Meaning and Importance; Trade Unions; Grievance Redressal Procedures
- Industrial Disputes and Settling Mechanisms.

	Unit 2: Contemporary Issues in HRM • Human Resource Information System (HRIS); e-HRM; HR Audit; Workforce Diversity; Work-Life Balance • Emerging trends in HRM - Outsourcing, Downsizing, VRS.	
10	**References:** 1. Dessler, Human Resource Management, Prentice Hall of India. 2. D.A.DeCenzo and S. P. Robbins, S.L Verhulust, Human Resource Management, Wiley. 3. Gray Desler, Biju Varkkey, Human Resource Management, Pearson Education. 4. K. Aswathappa, Human Resource Management Text and Cases, McGraw Hill Education. **5.** VSP Rao, Human Resource Management, Excel Books. 6. Human Resource Management by Susan L. Verhulst, David A. DeCenzo & Promila Agarwal — Indian adaptation with up-to-date HR topics and examples. 7. Human Resource Management by C.B. Gupta — clear and student-friendly text often used in Indian colleges. 8. Fundamentals of Human Resource Management by Decenzo & Robbins (latest editions) — widely prescribed in syllabi. 9. Human Resource Management by Mondy & Noe — international perspective and practical cases. 10. Human Resource Management by Dessler & Varkkey — classic HRM text with comprehensive coverage. 11. Basic Human Resource Management by C.B. Gupta (Sultan Chand & Sons) — good for foundational understanding. **12.** Human Resource Management (Dr. Ajai K. Singhal) — compact and exam-oriented guide for Indian students.	
11	**Internal Continuous Assessment: 40%**	**External, Semester End Examination: 60%**
	Individual Passing in Internal and External Examination	
12	**Continuous Evaluation through:** Case Studies Class Tests, presentation, project, role play, creative writing, assignment etc. (at least 4)	

QUESTION PAPER PATTERN
(External and Internal)

Exam Pattern (External Examination) 60 Marks External			
Duration : 2 hours			**Marks : 60**
Q.1	Attempt Any one out of the following a) b)	(Module-I)	10 Marks
Q.2	Attempt Any one out of the following a) b)	(Module-II)	10 Marks
Q.3	Attempt Any one out of the following a) b)	(Module-III)	10 Mark
Q.4	Attempt Any one out of the following a) b)	(Module-IV)	10 Marks
Q.5	Attempt Any four out of the following a) b) c) d)	(All Modules) e) f) g) h)	20 Marks

Exam Pattern (Internal Evaluation) Total 40 Marks	Marks
1. Class Test	10 Marks
2. Assignment	10 Marks
3. Presentation	10 Marks
4. Group Discussion	10 Marks
5. Quiz	10 Marks
6. Case Study	10 Marks
Note:1)Any Four out of the above can be taken for the internal Assessment. 2)The internal Assessment shall be conducted throughout the Semester.	

Sd/-
Sign of the
Offg. Associate Dean
Prof. Kishori Bhagat
Faculty of Commerce

Sd/-
Sign of the
Offg. Associate Dean
Prof. Kavita Laghate
Faculty of Commerce & Management

Sd/-
Sign of the
Offg. Dean
Prin. Ravindra Bambardekar
Faculty of Commerce & Management