

PUNJABI UNIVERSITY, PATIALA



**Outlines of Tests,
Syllabi and Courses of Reading**

For

**B.VOC.(Banking, Insurance & Retailing). PART-III
(Semester V & VI)**

(REGULAR STUDENTS)

FOR

(2020-21, 2021-2022 & 2022-2023 Session)

SYLLABUS

B.VOC.(Banking, Insurance & Retailing). PART-III
FOR
2020-21, 2021-22 & 2022-23 Sessions
SCHEME OF STUDY

Semester-V

Semester Wise Papers	Marks
BVC -501: Business Environment	100
BVC- 502 : Cost Accounting	100
BVC- 503: International Banking	100
BVC -504: General Insurance	100
BVC -505: Retail Management-I	100

Semester-VI

Semester Wise Papers	Marks
BVC -601 : Fundamentals Of Entrepreneurship	100
BVC- 602: Accounting For Managers	100
BVC -603: Innovation in Banking	100
BVC -604: Overview of Insurance Sector	100
BVC -605: Retail Management-II	100
BVC -606: Project Report	100

BVC 501: BUSINESS ENVIRONMENT

Max Marks : 100
Time : 3 Hours
Pass Marks : 35%

External Assessment : 80
Internal Assessment : 20
Periods per week : 6

Instructions for Paper-Setters/Examiners

The question paper covering the entire course shall be divided into three sections as follows:

SECTION-A

It will consist of essay type questions. Four questions shall be set by the examiner from Unit-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry 12 marks; total weightage of the section shall be 24 marks.

SECTION-B

It will consist of essay type questions. Four questions shall be set by the examiner from Unit-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry 12 marks; total weightage of the section shall be 24 marks.

SECTION-C

It will consist of 10 very short answer questions from entire syllabus. Students are required to attempt 8 questions up to ten lines in length. Each question shall carry 4 marks; total weightage of the section shall be 32 marks

UNIT-I

Business Environment: Meaning, Types: Internal Environment ; External Environment; Salient Features of Economic systems: Capitalist system/Market economy; Socialist system and Mixed Economy, Basic Features of Indian Economy. Liberalisation; Privatisation; Globalisation and its Implications For Indian Economy. Economic Planning in India: Objectives, strategies & priorities of current five year plan. Highlights of current year Annual Budget(2019-2020)

UNIT - II

Forms of Business Organization: sole Proprietorship, Partnership Firms, Joint stock companies, Co-operative Societies and Trusts. Introduction to regulatory policies of the Government: Industrial, EXIM, Fiscal and Monetary policies. Setting up a new enterprise: Various Factors to be considered. Social Responsibility of Business, Concept, Rational and barriers. Social Audit. Code of Ethics and standard of professional conduct.

SUGGESTED READING:

1. Cherunilam, FRANCIS, "Business Environment", 2011, Himalaya Publishing House, New Delhi.
2. K Ashwathappa, "Legal Environment of business", Himalaya Publishing House, New Delhi.
3. M. Adhikary, "Economic Environment for Business", Sultan Chand & Sons, New Delhi.
4. K. Ashwathappa, "Essentials of Business Environment", 11th Edition (2011), Himalaya Publishing House, New Delhi.
5. Paul Justin, "Business Environment - Text and Cases", 2006, Tata McGraw Hills Publishing

BVC 502: COST ACCOUNTING

Max Marks : 100
Time : 3 Hours
Pass Marks : 35%

External Assessment : 80
Internal Assessment : 20
Periods per week : 6

Instructions for Paper-Setters/Examiners

The question paper covering the entire course shall be divided into three sections as follows:

SECTION-A

It will consist of essay type questions. Four questions shall be set by the examiner from Unit-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry 12 marks; total weightage of the section shall be 24 marks.

SECTION-B

It will consist of essay type questions. Four questions shall be set by the examiner from Unit-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry 12 marks; total weightage of the section shall be 24 marks.

SECTION-C

It will consist of 10 very short answer questions from entire syllabus. Students are required to attempt 8 questions up to ten lines in length. Each question shall carry 4 marks; total weightage of the section shall be 32 marks

UNIT -I

Cost: Meaning, Concept, Classification. Elements Of Cost. Nature and Importance. Material costing: Methods of Valuation of Material issue. Concept and material control and its techniques. Labour costing: Methods of Wage Payments. Unit Costing: Preparation of Cost sheet and Statement Of Cost. Overhead Costing, Contract costing, Job costing, Process costing.

Unit-II

Marginal Costing: Profit Volume Ratio analysis. Break Even Point Margin of Safety. Application of Break even analysis. Standard Costing: Meaning, steps involved in standard costing, Standard cost vs Estimated cost. Advantages of Standard Costing. Preliminaries For Establishing a system of standard Costing. Cost Audit: Meaning, Importance, Techniques of Cost audit. Cost Audit Programme.

SUGGESTED READINGS:

1. Principles of Cost Accounting: S.N Maheshwari, Sultan Chand & Sons. New Delhi
2. Cost Accounting: TS Reddy, Hari Prasad Reddy. Marham Publications Chennai
3. Cost Accounting: Principles and Methods- Nigam & Jai(2000) Prentice Hall of India Publishers
4. Cost Accounting: Principles and Practices- Jain, S.P, K.L, Narang.

BVC 503: INTERNATIONAL BANKING

Max Marks : 100
Time : 3 Hours
Pass Marks : 35%

External Assessment : 80
Internal Assessment : 20
Periods per week : 6

Instructions for Paper-Setters/Examiners

The question paper covering the entire course shall be divided into three sections as follows:

SECTION-A

It will consist of essay type questions. Four questions shall be set by the examiner from Unit-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry 12 marks; total weightage of the section shall be 24 marks.

SECTION-B

It will consist of essay type questions. Four questions shall be set by the examiner from Unit-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry 12 marks; total weightage of the section shall be 24 marks.

SECTION-C

It will consist of 10 very short answer questions from entire syllabus. Students are required to attempt 8 questions up to ten lines in length. Each question shall carry 4 marks; total weightage of the section shall be 32 marks

Unit I

International Banking Vs Domestic Banking. Foreign Trade Financing. International Financial transactions. Lending and borrowing Across Borders- FEMA and Regulatory Framework In India. Foreign Exchange: Market, Rate, currency. Exchange Rate determination: Fixed Exchange Rate and floating Exchange Rate. Determination of Exchange Rates: Spot, Forwards, futures and Hedging.

Unit II

International Financial Institutions and Functions: World Bank, IMF, Asian Development Bank. International Financial Corporation, World Bank organization- International Bank for Reconstruction And Development. Foreign Direct Investment, Foreign Institutional Development. External Commercial Borrowings, Global Depository Receipts, American Depository Receipts. Offshore Borrowings, Documentary letter of Credit.

Suggested Readings:

1. C.S Rayudu, E-Business, Himalya Publishing co.
2. International Trade Finance: A Pragmatic Approach by Amit Kumar Trivedi and Tarsem Bhogal

BVC 504: GENERAL INSURANCE

Max Marks : 100
Time : 3 Hours
Pass Marks : 35%

External Assessment : 80
Internal Assessment : 20
Periods per week : 6

Instructions for Paper-Setters/Examiners

The question paper covering the entire course shall be divided into three sections as follows:

SECTION-A

It will consist of essay type questions. Four questions shall be set by the examiner from Unit-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry 12 marks; total weightage of the section shall be 24 marks.

SECTION-B

It will consist of essay type questions. Four questions shall be set by the examiner from Unit-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry 12 marks; total weightage of the section shall be 24 marks.

SECTION-C

It will consist of 10 very short answer questions from entire syllabus. Students are required to attempt 8 questions up to ten lines in length. Each question shall carry 4 marks; total weightage of the section shall be 32 marks

Unit I

Evolution of Insurance, Functions of Insurance, General Principles of Insurance, Types: Fire, Marine, Motor Vehicle and Health & Medical Insurance, Property related Insurance, Liability insurance, Reinsurance.

Claim management : Claim, Types Of Claim, Factors Affecting Claim and Terms Used In Claim Management, Claim Settlement.

Unit II

General Insurance products, Pricing and Procedures of insurance products, Marketing of Insurance Products, Principles Governing Marketing of Insurance Products

Insurance Act 1938, General Insurance Business (Nationalization) Act 1972, Motor Vehicles Act, GIC.

SUGGESTED READINGS:

1. M.N. Mishra 'Insurance Principles and Practice', Sultan chand and company
2. Anand Ganguly, 'Insurance Management', New Age International Publishers
3. Insurance- Principles and Practices : Vinayakam, N.M. Radhaswamy and S.V. Vasudevan, S. Chand Co. Ltd.

BVC 505: RETAIL MANAGEMENT -I

Max Marks : 100
Time : 3 Hours
Pass Marks : 35%

External Assessment : 80
Internal Assessment : 20
Periods per week : 6

Instructions for Paper-Setters/Examiners

The question paper covering the entire course shall be divided into three sections as follows:

SECTION-A

It will consist of essay type questions. Four questions shall be set by the examiner from Unit-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry 12 marks; total weightage of the section shall be 24 marks.

SECTION-B

It will consist of essay type questions. Four questions shall be set by the examiner from Unit-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry 12 marks; total weightage of the section shall be 24 marks.

SECTION-C

It will consist of 10 very short answer questions from entire syllabus. Students are required to attempt 8 questions up to ten lines in length. Each question shall carry 4 marks; total weightage of the section shall be 32 marks

UNIT-I

Introduction to Retailing: Concept of retailing, Functions of retailing, Retail formats and types, Retailing Channels, Retail Industry in India, Changing trends in retailing.

Understanding the Retail Consumer: Retail consumer behavior, Factors influencing the Retail consumer, Customer decision making process, Types of decision making.

UNIT-II

Retail Market Segmentation and Strategies: Market Segmentation and its benefits, Kinds of markets, Definition of Retail strategy, Strategy for effective market segmentation, Growth strategies.

Retail Location Selection: Importance of Retail locations, Types of retail locations, Factors determining the location decision, Steps involved in choosing a retail locations, Measurement of success of location.

SUGGESTED READINGS:

1. Gibson G. Vedamani, 'Retail Management', Pearson.
2. Berry Berman, Joel R. Evans, Ritual Srivastava, 'Retail Management -A strategic Approaches', Pearson.
3. Swapna Pradhan, 'Retailing Management', McGraw Hill Publication.

BVC 601:FUNDAMENTALS OF ENTERPRENEURSHIP

Max Marks : 100
Time : 3 Hours
Pass Marks : 35%

External Assessment : 80
Internal Assessment : 20
Periods per week : 6

Instructions for Paper-Setters/Examiners

The question paper covering the entire course shall be divided into three sections as follows:

SECTION-A

It will consist of essay type questions. Four questions shall be set by the examiner from Unit-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry 12 marks; total weightage of the section shall be 24 marks.

SECTION-B

It will consist of essay type questions. Four questions shall be set by the examiner from Unit-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry 12 marks; total weightage of the section shall be 24 marks.

SECTION-C

It will consist of 10 very short answer questions from entire syllabus. Students are required to attempt 8 questions up to five lines in length. Each question shall carry 4 marks; total weightage of the section shall be 32 marks

UNIT I

Introduction: Meaning, scope, need and significance; role and functions of entrepreneur in economic development; economic, social and psychological need for entrepreneurship; characteristics, qualities and pre-requisites of entrepreneur; Emergence of Entrepreneurial Class; Theories of Entrepreneurship. Dimensions of entrepreneurship: intrapreneurship, technopreneurship, cultural entrepreneurship, international entrepreneurship, netpreneurship, ecopreneurship, and social entrepreneurship.

Govt. support and incentives to new enterprise; role of govt. and promotional agencies and institutes in entrepreneurship development; Entrepreneurship Development Programmes: role, relevance and achievements; Role of government in organizing EDPs.

UNIT-II

Entrepreneurship and Micro, Small and Medium Enterprises: Concept of business groups and role of business houses and family business in India. Promotion of a Venture: Opportunities analysis; External environment analysis, Economic, Social and Technological; Competitive Factors: Legal requirements for establishment of a new unit.

Entrepreneurial Sustainability: Requirements, availability and access to finance, marketing assistance, technology, and industrial accommodation. Role of industries/entrepreneur's associations and self-help groups. The concept, role and functions of business incubators, angel investors, venture capital and private equity funds in promoting entrepreneurship .

Note: To Provide Practical exposure to the students, colleges are advised to arrange lectures from successful entrepreneurs from industry.

SUGGESTED READINGS:

- 1.Desai, Vasant., Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House.
2. Ramachandran K., Entrepreneurship Development, Tata McGraw-Hill
3. Kumar, A. et al., Entrepreneurial Development, New Age International Publisher.

BVC 602:ACCOUNTING FOR MANAGERS

Max Marks : 100
Time : 3 Hours
Pass Marks : 35%

External Assessment : 80
Internal Assessment : 20
Periods per week : 6

Instructions for Paper-Setters/Examiners

The question paper covering the entire course shall be divided into three sections as follows:

SECTION-A

It will consist of essay type questions. Four questions shall be set by the examiner from Unit-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry 12 marks; total weightage of the section shall be 24 marks.

SECTION-B

It will consist of essay type questions. Four questions shall be set by the examiner from Unit-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry 12 marks; total weightage of the section shall be 24 marks.

SECTION-C

It will consist of 10 very short answer questions from entire syllabus. Students are required to attempt 8 questions up to five lines in length. Each question shall carry 4 marks; total weightage of the section shall be 32 marks

UNIT – I

Management Accounting: Definition, Objectives, functions, Advantages , limitations. Financial statement analysis- Comparative, Common Size and Trend analysis. Ratio analysis: Definition, signification, limitations, Classification: Liquidity, Turnover, solvency and Profitability Ratios. Computation of ratios of financial statements, Preparation of financial statement from ratios.

UNIT - II

Fund Flow and Cash flow analysis: Concept of funds , sources and uses of funds. Fund Flow statement. Concept of Cash Flow: Cashflow Statement .

Budget and Budgetary Control: Objectives, Essentials, uses , limitations, Types of budgets: Material, Purchase, Production, Cash, Sales, Capital, Fixed, Flexible, Master Budget. Zero Base Budgeting, Responsibility Accounting: Essential Features, types of Responsibility Centers, Advantages.

Suggested Readings:

1. Management Accounting- SN Maheshwari, Sultan Chand & Sons, New Delhi
2. Management Accounting: SP Gupta, Sultan Chand & Sons, New Delhi
3. Management Accounting: A. Murthy, S. Gurusamy, Tata Mc. Graw hill Publishing co. New Delhi

BVC 603:INNOVATION IN BANKING

Max Marks : 100
Time : 3 Hours
Pass Marks : 35%

External Assessment : 80
Internal Assessment : 20
Periods per week : 6

Instructions for Paper-Setters/Examiners

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SECTION-A

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.SECTION-B

It will consist of essay type questions. Four questions shall be set by the examiner from Unit-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry 12 marks; total weightage of the section shall be 24 marks.

.SECTION-C

It will consist of 10 very short answer questions from entire syllabus. Students are required to attempt 8 questions up to five lines in length. Each question shall carry 4 marks; total weightage of the section shall be 32 marks

UNIT -I

Reforms in Indian Banking: Overview, Recommendations of Narasimham Committee, Verma Panel Report, Basel II Norms, Capital Adequacy Ratio (CAR), Revised NPA Norms- Grievance Mechanism and Banking Ombudsman, Impact of Reforms. Emerging.

UNIT-II

Trends in Banking: Concept of E-Banking, Mobile Banking, Electronic Fund Transfer- (RTGS & NEFT) and Core Banking. RBI Guidelines on Internet Banking, Challenges faced by Indian Banking, Cheque Truncation System. Digital signature, Electronic signatures. Electronic Governance. Cyber security: Encryption and Decryption: Meaning, Process and Importance.

Suggested Books:

- 1.V.V. Bhatt – Financial System: Sage Publ, New Delhi
- 2.Periasamy P. – Principles and Practices of Banking –Himalaya,

BVC 604: OVERVIEW OF INSURANCE SECTOR

Max Marks : 100
Time : 3 Hours
Pass Marks : 35%

External Assessment : 80
Internal Assessment : 20
Periods per week : 6

Instructions for Paper-Setters/Examiners

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SECTION-C

It will consist of 10 very short answer questions from entire syllabus. Students are required to attempt 8 questions up to five lines in length. Each question shall carry 4 marks; total weightage of the section shall be 32 marks

Unit- I

History of Insurance in India, Insurance Sector Reforms : Pre- liberalisation, liberalisation and post - liberalisation. Roles in Indian Insurance Industry.

Life Insurance distribution channels, The players in the life Insurer sector in India.

Unit-II

Recent developments in Insurance Sector, Insurance companies, Insurance Business in India- Present scenario, Present Administrative set up of GIC, LIC.

Regulatory body IRDA statutory administrative provisions, Growth and trends in Insurance Sector.

Suggested books:

1. D.C. Srivastava, Shashank Srivastava, ' Indian Insurance Industry Transition & Prospects'.
2. Life Insurance : M.N. Mishra, Raj Books and Subscription, Jaipur

BVC 605: RETAIL MANAGEMENT-II

Max Marks : 100
Time : 3 Hours
Pass Marks : 35%

External Assessment : 80
Internal Assessment : 20
Periods per week : 6

Instructions for Paper-Setters/Examiners

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SECTION-A

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SECTION-B

It will consist of essay type questions. Four questions shall be set by the examiner from Unit-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry 12 marks; total weightage of the section shall be 24 marks.

SECTION-C

It will consist of 10 very short answer questions from entire syllabus. Students are required to attempt 8 questions up to five lines in length. Each question shall carry 4 marks; total weightage of the section shall be 32 marks

UNIT- I

Merchandise Management: Meaning of Merchandising, Factors influencing Merchandising, Functions of Merchandising Manager, Merchandise planning, Merchandise buying.

Retail Operations : Store administration, Premises management, Inventory Management, Store Management, Receipt Management, Customer service.

UNIT-II

Retail Marketing: Promotions Strategy, Relationship Marketing Strategies, CRM, Retail Marketing Mix, Retail Communication Mix, POP Displays

Emerging trends in retailing: Changing nature of retailing, Organized retailing, Modern retail formats, Challenges faced by the retail sector.

SUGGESTED READINGS:

1. Gibson G. Vedamani, 'Retail Management ', Pearson.
2. Berry Berman, Joel R. Evans, Ritual Srivastava, 'Retail Management -A strategic Approaches', Pearson.
3. Swapna Pradhan, 'Retailing Management', McGraw Hill Publication.