



# **JAI HIND COLLEGE**

Basantsing Institute of Science & J. T. Lalvani College of Commerce  
and Sheila Gopal Raheja College of Management.

*Empowered Autonomous*

"A" Road, Churchgate, Mumbai - 400 020, India

**Affiliated to  
University of Mumbai**

**Bachelor of Commerce  
(Banking & Insurance)**

**Program: Bachelor of Commerce  
(Banking & Insurance)**

**Choice Based Credit System (CBCS) under NEP-2020  
with effect from the academic year 2024-2025**

**Syllabus as approved by Statutory Committees**

# CONTENTS

## **Preamble**

1. Credit Framework.....	3
• Types of Courses	3
• Number of Courses and Credits	4
• Semester-wise Courses	6
2. Learning Outcome-based Approach	6
3. Graduate Attributes	7
4. Programme Objectives	10
5. Teaching Learning Process	11
6. Assessment Methods / Evaluation Scheme	

## **Semester I**

### **Discipline Specific Core Courses** 14

#### **Major Core Courses**

1. Understanding the Banking System
2. Insurance in the Modern World: Innovations and Applications

### **Minor Courses** 20

1. Accounting for Bankers

### **Open Elective Courses** 23

1. Data Analysis and Statistical Techniques I
2. Media and Society: Analysis and Interpretation

### **Vocational Skill Elective Courses** 28

1. Principles of Modern Business Management

### **Skill Enhancement Elective Courses** 31

1. Professional Communication Skill I

### **Ability Enhancement Courses** 33

1. English Language Skills

### **Value Education Courses** 35

1. Environmental Science

### **Indian Knowledge System** 37

1. Indian Knowledge Traditions

## **Semester II**

### **Discipline Specific Core Courses**

**39**

#### **Major Core Courses**

1. Banking Strategies and Operations
2. Life Insurance Fundamentals

### **Minor Courses**

**43**

1. Financial Perspective in Business Economics I

### **Open Elective Courses**

**45**

1. Data Analysis and Statistical Techniques I
2. Understanding Human Psychology

### **Vocational Skill Elective Courses**

**50**

1. Organizational Behavior

### **Skill Enhancement Elective Courses**

**52**

1. Business Innovation & Entrepreneurship Management

### **Ability Enhancement Courses**

**54**

1. Professional Communication Skills II

### **Value Education Courses**

**56**

1. Digital & Technological Solutions

## **Preamble**

The Learning Outcomes-based Curriculum Framework (LOCF) committee by University Grants Commission (UGC) is content to submit its report regarding the curriculum of the Bachelors of Banking and Insurance (BBI) program to be implemented by universities and higher education institutions. The primary objective of an education system is to foster and develop the students' potential and transform them into possible leaders of the industries. To achieve this, the curriculum should instill a sense of inspiration in the students to assimilate, comprehend, and attune to the imparted knowledge and skills. Continual reforms and innovations combined with technology integration in each aspect of the industry have made the banking and insurance sector one of the most dynamic domains.

The banking and insurance sectors play a vital role in economic development- nationally and globally. This makes the industry the most dominant segment of the financial sector, resulting in vast career prospects. The three-year program of Bachelors of Banking and Insurance fortifies the finance-bent minds with a comprehensive curriculum anchoring on vital aspects of global and national finance- banking and insurance. The curriculum further provides extensive knowledge into various forms of banking, types of insurance, leveraging technology in banking and insurance, law, and accounting. Conclusively, the course delivers a well-formulated regime for a better understanding of the banking and insurance sector.

## Credit Framework

### Types of Courses

Sr No	Type of Course	Learner Category
1	Major	BBI
2	Minor	BBI
3	OE	BBI
4	SEC	BBI
4	VSC	BBI
6	AEC	BBI
7	VEC	BBI
8	IKS	BBI

### Number of Courses and Credits

Type of Course	Number offered of each	Credits of each (Theory + Tutorial)
Major	02	2
Minor	01	4
OE	02	2
SEC	01	2
VSC	01	2
AEC	01	2
VEC	01	2
IKS	01	2

## Semester-wise Courses

Semester	Course Code	Course Title	Type	Credits
I	JUCBI- DSC101	Understanding the Banking System	Major	2
I	JUCBI- DSC102	Insurance in the Modern World: Innovations and Applications		2
I	JUCBI-MIN101	Accounting for Bankers	Minor	4
I	JUCBI-OE101	Data Analysis and Statistical Techniques I	Open Elective	2
I	JUCBI-OE102	Media and Society: Analysis and Interpretation		2
I	JUCBI- VSC101	Principles of Modern Business Management	Vocational Skill Course	2
I	JUCBI- SEC101	Professional Communication Skill I	Skill Enhancement Course	2
I	JUCBI-AEC101	English Language Skill	Ability Enhancement Course	2
I	JUCBI-VEC101	Environment Science	Value Education Course	2
I	JU-IKS-GEN101	Indian Knowledge Traditions	Indian Knowledge Systems	2
II	JUCBI- DSC201	Banking Strategies and Operations	Major	2

II	JUCBI- DSC202	Life Insurance Fundamentals		2
II	JUCBI-MIN201	Financial Perspective in Business Economics I	Minor	4
II	JUCBI-OE201	Data Analysis and Statistical Techniques II	Open Elective	2
II	JUCBI-OE202	Understanding Human Psychology		2
II	JUCBI- VSC201	Organizational Behavior	Vocational Skill Course	2
II	JUCBI- SEC201	Business innovation & Entrepreneurship management	Skill Enhancement Course	2
II	JUCBI-AEC201	Professional Communication Skill II	Ability Enhancement Course	2
II	JUCBI-VEC201	Digital & Technological Solutions	Value Education Course	2
II		Health Yoga sports fitness Cultural activities NSS NCC Fine applied visual performing arts	Co Curricular Course	2



## **2.Learning Outcome-based Approach**

Whether one works as an executive or at entry level, the work environment now demands broadened mindsets and qualifications for diverse positions. BBI students are trained to create and learn the art of presentations especially related to banking and insurance. Industrial visits include visits to banks and insurance firms to make the students understand the practical aspects. Internships are encouraged to prepare them for future job prospects.

BBI not only covers the subjects from the banking field but also covers various subjects of commerce, and communication skills. It also helps train candidates on how to efficiently handle the technologies used in the field of banking and insurance.

The three year course provides an adequate exposure to the operational environment in the field of banking and insurance and other related financial services and helps to inculcate training and practical approach amongst the students by using modern technologies in the field of banking and insurance.

Project work has been provided as a discipline course in the sixth semester including understudies to apply their theoretical knowledge in exploring, analyzing and tackling issues identified by real-life situations.

The main aim of the BBI course is to provide students with a deep insight into the real world of banking and insurance through theory and practical sessions.

### **Key areas of study in BBI are:**

- Management accounting
- Financial markets
- Risk management
- Business economics
- Business & corporate law
- Business policy & Strategic management
- Investment Banking
- Global Banking & Markets
- Insurance law & practice
- Legal regularly aspects of Banking
- Business mathematics & statistics
- Business communication
- Security analysis & Portfolio Management

On the successful completion of the course, students will be proficient in all relevant subjects pertaining to the Banking and Insurance industry such as the fundamentals, risk management, accounting, financial markets, taxation and global markets and management. They will have an in-depth understanding of the theoretical knowledge as well as its practical application. This will make them industry ready and confident to embark on their professional career in the dynamic Banking and Insurance sector.

## **3.Graduate Attributes**

The following framework of attributes has been created to allow better understanding of what goes beyond subject knowledge or subject skills and key features that a student would possess after graduation.

### **Deep discipline knowledge and Intellectual breadth:**

The curriculum of B.Com. in Banking and Insurance develops an intensive knowledge in the areas of banking, insurance, global markets, accounting, finance, economic and business laws, human resource management,

financial markets and guidelines of financial institutions. The course adopts an interdisciplinary approach that provides students' knowledge from diverse fields and fosters corporate skills that have application in the industry.

Through deep discipline, knowledge and intellectual breadth, students are introduced to problem identification, analysis and solutions.

**Skilled communicator:**

The comprehensive course of study enables students to impart complex and technical knowledge relating to the banking and insurance sector in a clear and concise manner in writing and oral skills.

**Leadership & Management**

The course lays emphasis on personality development with respect to leadership capabilities and managerial abilities to make the students industry ready. This is done with the help of the intensive curriculum that inculcates a sense of decision making and critical thinking and interpersonal development. It trains students to take initiative, work in teams, communicate persuasively, work under pressure and successfully present information and data.

These skills are imparted in the students through practical experience to make them capable of taking up any leadership or managerial role in the Banking, Insurance and Finance sector as successful professionals

**Sense of inquiry:**

This program would build capability for asking relevant/appropriate questions relating to sector banking and insurance, and planning, executing and reporting the results when required and would also generate curiosity to stay up to date with all the relevant current affairs.

**Moral & Ethical Values**

B. Com. In Banking and insurance course is designed in a manner that inculcates moral and ethical values in the learners. These values help the learners to be successful business entrepreneurs, bankers, and professionals in their field. In addition to this, these values also enable the person with a responsible approach towards the environment, nation, society and the organization. It also teaches them to take responsibility for their actions and facilitate character building which is a must in any banking and insurance company

**Research & Analytical Skills**

B. Com in Banking and Insurance course is formulated in a way that indoctrinates advanced research and analytical skills. Since banking and insurance industries are ever-evolving, students are tutored in an environment that facilitates sustenance in a dynamic environment through research. Furthermore, problem-solving abilities are nurtured by encouraging analytical and critical thinking at every stage. These skills equip our learners to excel in corporate and industrial domains- primarily in the banking and insurance sector.

**Team player/worker:**

The curriculum of the course and insight of teachers makes the students capable of working effectively in diverse teams in both classroom and in field-based situations and industry.

**Critical thinker and problem solver:**

The three years of the course helps the student to develop an open mind in diverse situations and possession of practical knowledge of the sector makes a student a problem solver for life. This is achieved by regular participation in classroom and interactions with teachers

#### **4. PROGRAM OBJECTIVES AND PROGRAM LEARNING OUTCOMES**

**PROGRAM OBJECTIVES**

B. Com in Banking & Insurance is one of the most sought-after career-oriented professional programs, opens up innumerable career options and opportunities to aspiring managers both in India and abroad and also prepares one to start a business of his/ her own in the capacity of an entrepreneur. The primary objective of the program is to enable every student to cope up with the latest developments at the contemporary, national and global level through an effective transaction of the curricular and co-curricular aspects. The college aims to impart quality

and need-based education. Moreover, our objective is to sensitize the students to their changing roles in society through awareness-raising activities.

1. This program intends to acquaint the students with the basics of the insurance industry. The curriculum ventures into the detailed types of insurance such as general insurance, health insurance, and life insurance to provide the students with professional training in the insurance domain.
2. To disseminate knowledge among the students and equip them with the skills with which modern banking is run. Adequate exposure to the operational environment in the field of banking will be provided.
3. To impart students with core concepts related to various branches of accounting including financial accounting, management accounting, and corporate accounting. Students will be familiarized with key topics such as cash flow analysis, bank reconciliation statement and balance sheet to make them proficient in all aspects related to the course.
4. To provide an insight into how governments of a developing economy handle various crises while ensuring progress, it also focuses on giving a better understanding of the functioning of various economic concepts and their real-life application. Moreover, it acquaints the students with an overview of the fundamentals of statistics, which are commonly employed in business and finance. Developing mathematical skills and numerical abilities, as well as logical reasoning and cognitive talents are an essential part of the program.
5. To instill a holistic understanding of today's society and develop an adaptable mindset by enhancing their core principles of ethics and empathy. In addition, the program underlines the development of critical thinking, professional writing skills, and effective oral communication. Enhance their team-building capabilities. Further structure their interpersonal and soft skills which will prepare them to tackle real-life situations in the corporate world.
6. To allow students to explore several career options, they are offered the following electives:
  - a. The aim of teaching human resource management in banking & insurance is to integrate the understanding of the human resources management framework with the management best practices, tools, and models.
  - b. A thorough understanding of the Indian taxation system, as well as international tax legislation, is required. Complete knowledge of the Goods and Services Tax (GST) and its ramifications when conducting business. They will be well-versed in income tax, which they will be able to apply in the real world. Students will also have access to important information on international taxation.
  - c. In the ever-revolutionizing world of marketing, digital tools allow for more active participation in promotion activities and product distribution by changing the roles and practices of enterprises and customers.
7. Research is an essential skill to have, the curriculum provides a dedicated subject to help students understand the theoretical aspects of writing research papers and to apply them effectively. Students apply their research skills and also learn about multidisciplinary issues by presenting a project in their final year.
8. The course also focuses on developing trainees' analytical skills to identify risks and take reasonably diverse actions to manage them. Additionally, prepares students to strategize for organizations to give them an edge in a competitive market.
9. The banking and insurance sector is prone to fraudulent actions, students must inculcate a sense of justice. Students are taught the fundamentals of auditing and quality legal aspects of commerce & business. Moreover, they develop an ethical sense while doing business operations.
10. To provide in-depth knowledge about financial systems and their operations focusing on the relevance in every field of study.

11. To educate them about the importance and relevance of information technology on the banking, insurance, and financial sector and provide them with the ability to learn its practical application.
12. To enable students to instill entrepreneurship, skills, and thought processes to lead them to innovative business ideas as well as help them improve their organizational skills, helping them to have a clear vision of the world of management and operational aspects of the business. In addition, provides a practical approach to various management theories.

### **PROGRAM LEARNING OBJECTIVES**

1. Through a detailed application of insurance basics, students will adopt a comprehensive understanding of the types of insurance, claim settlements, insurance regulations, and insurance frauds. A series of professional research projects will ensure that the students are industry-ready for the global insurance sector.
2. Students will be able to apply their understanding and expertise in various matters relating to operations of commercial banking, rural banks, Reserve bank of India, investment banking, and banking laws & practice in India. Moreover, they will understand how to build customer relationships in the banking sector and the modern banking services e.g., E-banking and internet banking.
3. The students will gain extensive knowledge in all branches of accounting such as financial accounting, management accounting, and corporate accounting. It will enable them to interpret and apply their learnings appropriately in real-life cases such as analysis, infer and record accounting transactions for sole proprietorships, partnerships, and companies.
4. Ability to comprehend the workings of an economy under varied situations by studying numerous aspects of the same while also the familiarity of characteristics of advanced economic concepts. Students will also have a better understanding of numerous financial calculations such as annuities, return on investment, variances, regression, and probability. It improves their analytical and decision-making abilities, enabling them to make more conscious decisions.
5. Students will be able to comprehend and apply knowledge of human communication and language processes as they occur across various contexts. Learners will develop the foundations, processes, and practices of writing and speaking. Apart from this, the curriculum inculcates a sense of civic responsibility, social commitment, and moral accountability among the students through social activities with exposure to human rights, value system, culture, heritage, scientific temper, and environment.
6. Students will have the opportunity to take an elective that will help them discover interests and explore industry areas.
  - a. Functioning knowledge of human resources helps to outline the roles and functions of members of the human resources department, as well as educating others outside human resources, in how their roles include human resources-related activities. The students learn about the evolution in human resources management as we know it today.
  - b. A thorough understanding of the Indian taxation system, as well as international tax legislation, is required. Complete knowledge of the Goods and Services Tax (GST) and its ramifications when conducting business. They will be well-versed in income tax, which they will be able to apply in the real world. Students will also have access to important information on international taxation.
  - c. Employ significant tools and techniques to confidently implement a variety of marketing campaigns across traditional and digital media.
7. Students will be making use of their knowledge indulging in intensive intricate and pertinent research, ultimately drafting a concise yet descriptive research paper. Spontaneity and of the top thinking will be put to the test while they execute their utter grit and determination to come up with creative solutions for various projects and their consequent problems.

8. Students will be able to demonstrate a complete understanding of the corporate laws starting with the Indian contract Act, 1872, Benami law, income tax, SARFAESI act, special contracts act, and be competent enough to enter a profession in which legal knowledge is an advantage. They will inculcate the skills of handling key managerial aspects. In addition to this, a thorough understanding of the primary areas of auditing while adhering to the ICAI's norms and regulations, as well as a desire to follow ethical standards will be inculcated.
9. The students will have a well-established base of all concepts related to the financial markets and be competent to analyze and interpret information about the correlated subjects.
10. The students will be well equipped with the necessary computer skills required by the industry and will have first-hand experience on how to cope with the continuous advancements in technology. They will be able to operate software like Tally, Corel Draw, and Excel.
11. Create and maintain an internet business by creating a fool proof business plan and completing significant research, obtaining the capacity to properly handle all operations. It includes a practical component that includes continuing attempts to strengthen inner skills and raise excellence among students so that they confidently face the external environment.

## **5. Teaching Learning Process**

The educational approach employed in this curriculum extends beyond traditional classroom teaching and embraces various pedagogical methods to ensure a comprehensive learning experience for students. Here's an elaboration of the key elements mentioned:

1. **Diverse Teaching Methods:** In addition to conventional classroom lectures, the curriculum incorporates a diverse range of teaching methods. These include projects, case studies, presentations, moot courts (simulated legal proceedings), mock stock (simulated stock trading), and industrial visits. These methods are designed to provide students with practical exposure and hands-on learning opportunities.

2. **Seminars and Workshops:** The department conducts a variety of seminars and workshops. These events aim to instill resourceful competencies in students, enhancing their knowledge and skills in the fields of accounting and finance. Seminars and workshops often feature industry experts and thought leaders, providing students with insights and the latest developments in their chosen field.

3. **Learning Outcomes:** Upon completion of the course, students can expect to have a well-rounded skill set. This includes a strong foundation in the fundamental principles of accounting and finance, the ability to effectively manage finances, a comprehensive understanding of corporate operations, and a clear conceptual grasp of financial markets. These competencies are vital for success in the finance and business sectors.

4. **Innovation and Research:** The curriculum aspires to produce graduates who not only understand established business practices but are also equipped to generate innovative solutions to industry challenges. It emphasizes the development of research skills, encouraging students to apply analytical thinking to solve complex business problems. This prepares them to be adaptive and forward-thinking professionals.

5. **Effective Communication:** Communication skills are another essential aspect of the curriculum. Graduates are expected to be proficient in articulating their ideas, strategies, and findings. Effective communication is crucial for success in business, as it enables professionals to convey their thoughts clearly and persuasively to diverse audiences.

6. **Career Readiness:** The ultimate goal of the curriculum is to prepare students for successful careers in the corporate world. Graduates are expected to be well-equipped with the practical knowledge, skills, and competencies needed to excel in their chosen fields, whether in banking, finance, or other industries.

In summary, this curriculum adopts a holistic approach to education by combining theoretical learning with practical exposure. It empowers students with a broad skill set that encompasses financial expertise, problem-solving abilities, research acumen, and effective communication skills. This comprehensive preparation ensures that graduates are not only job-ready but also poised for success in the dynamic and competitive corporate landscape.

#### **6. Assessment Methods / Evaluation Scheme**

##### **Major: 2 Credits & Minor of 2 credits**

Each Major/Minor of 4 credits will be assessed for Theory component of 100 marks\*\* which will be as follows:

- The Theory component will comprise of 50 marks as Semester End Examination (SEE) of 2 hours ; and 50 marks Continuous Assessment (CA)
- As there are 2 Minors in Commerce, each Minor course will be assessed for Theory component of 50 marks which will be as follows:
- The Theory component will comprise of 25 marks as Semester End Examination (SEE) of 1 hour; and 25 marks Continuous Assessment (CA)

##### **Open Elective & Ability Enhancement Skill**

- The Theory component will comprise of 25 marks as Semester End Examination (SEE) of 1 hour ; and 25 marks Continuous Assessment (CA)

##### **IKS and VEC**

- 50 marks as Continuous Assessments (CA)

##### **VSC and SEC**

- The Practical component will comprise of 25 marks as Semester End Examination (SEE) of 1.5 hour ; and 25 marks Continuous Assessment (CA); the evaluation pattern to be experiment/ task based/ case study or any other similar

The assessment pattern for Self-Financed/ Unaided Courses and BVoc will be according to the assessment pattern of Science/Arts/ Commerce depending upon whether there is a practical component and whether they are offering 1 minor or 2 minors

**PATTERN OF SEMESTER END EXAM (SEE) AND CONTINUOUS ASSESSMENT (CA):**

- Ø SEE will be consist of a mix of long and short answer type questions based on Higher Order Thinking Skills (HOTS) aligned with Bloom's Taxonomy
- Ø A minimum of 2 and a maximum of 5 internal assessments to be carried out during a semester for each course being assessed only on Continuous assessment pattern, of which the best evaluation to be chosen for grades
- Ø One or more, but not limited to the following methods of assessment can be used for internal assessment - MCQ, quiz based, objective type, puzzle, group presentation, group or individual projects, debate, model making, poster making, role play, case studies or any other creative mode of assessment
- Ø The faculty has to share with the students, the rubrics for the format(s) chosen for CA by displaying it in Google classroom

**Semester I**  
**Discipline Specific Core Courses – Major/Minor Core Courses**

<b>Course Code</b>  JUCBI- DSC101	<b>Course Title: Understanding the Banking System</b>	<b>Credits: 02</b> <b>Lectures/Week: 2</b>
<b>Course description</b>	This course offers a comprehensive overview of banking principles, financial institutions, and their pivotal role in the economy, equipping students with essential knowledge for a career in finance	
<b>Learning objectives</b>	<ul style="list-style-type: none"> <li>● Gain a deep understanding of the fundamental concepts, functions, and operations of the banking system.</li> <li>● Examine the regulatory framework governing banks and the impact of central banks on monetary policy and financial stability.</li> </ul>	
<b>Course Outcomes</b>	<ul style="list-style-type: none"> <li>● Demonstrate a comprehensive understanding of the banking system's functions, structure, and its significance within the broader financial landscape.</li> <li>● Apply knowledge of the banking system to critically assess and discuss current trends, challenges, and innovations in the banking industry, fostering the ability to adapt to the evolving financial landscape.</li> </ul>	
	<b>THEORY</b>	<b>(Total no.) lectures-30)</b>
<b>Sub Unit</b>	<b>Unit – I: Introduction to Banking</b>	<b>15 lectures</b>
<b>1.</b>	Overview of Banking Definition of Banking Evolution and development of banking Importance and functions of banking in the economy Types of banks: Commercial banks, Central banks, Development banks, Cooperative banks, etc. Structure and organization of banks, Reserve Bank of India (RBI) and its functions	
<b>2.</b>	Types of Bank Accounts Savings account Current account Fixed deposit account	



	Recurring deposit account NRI accounts	
<b>3.</b>	<b>Banking Services and Products</b> Deposit services: Acceptance of deposits, issuance of cheque, demand drafts, etc. Loan services: Types of loans, loan processing, interest rates, loan documentation Other services: ATM services, debit/credit cards, etc.	
	<b>Unit – II: Banking Operations and Internet Banking</b>	<b>15 lectures</b>
<b>1.</b>	Introduction to lending Principles of lending Secured and unsecured loans Modes of securing security	
<b>2.</b>	<b>Credit Analysis</b> Types of loans: Personal loans, home loans, education loans, etc. Credit analysis and evaluation of creditworthiness Loan documentation and loan recovery process Non-performing assets (NPAs) and their impact on banks	
<b>3.</b>	Remittance services Mobile banking, NEFT, RTGS, IMPS	
	<b>Evaluation Scheme</b>  CA : quizzes, puzzle, group presentation, group or individual projects, debate, model making, poster making, role play, case studies or any other creative mode of assessment (25 marks)  SEE: Unit I: 1 out of 2 (10 marks) Unit II: 1 out of 2 (10 marks) Unit I & II 2 out of 4 (5 Marks)  <b>SEE TABLE BELOW (ILLUSTRATIVE EXAMPLE SHOWN)</b>	
<b>References:</b>	<ol style="list-style-type: none"> <li>"Bank Management and Financial Services" by Peter S. Rose and Sylvia C. Hudgins</li> <li>"The Principles of Banking" by Moorad Choudhry</li> </ol>	

### **Bloom's Taxonomy in Evaluation Scheme**

<b>UNIT</b>	<b>KNOWLEDGE</b>	<b>UNDERSTANDING</b>	<b>APPLICATION</b>	<b>TOTAL MARKS</b>
<b>I</b>	<b>3</b>	<b>3</b>	<b>6</b>	<b>12</b>
<b>II</b>	<b>3</b>	<b>3</b>	<b>7</b>	<b>13</b>
<b>TOTAL MARKS PER OBJECTIVE</b>	<b>6</b>	<b>6</b>	<b>13</b>	<b>25</b>
<b>% WEIGHTAGE</b>	<b>24%</b>	<b>24%</b>	<b>52%</b>	<b>100 %</b>

<b>Course Code</b>  JUCBI- DSC102	<b>Course Title: Insurance in the Modern World: Innovations and Applications</b>	<b>Credits: 02</b> <b>Lectures/Week: 2</b>
<b>Course description</b>	This course offers a deep understanding of the ever-evolving world of insurance in this dynamic course. Delve into the latest innovations and applications shaping the insurance industry, from insurtech and risk management to regulatory changes, preparing you to navigate and excel in the modern insurance landscape.	
<b>Learning objectives</b>	<ul style="list-style-type: none"> <li>● Gain a basic understanding of modern insurance concepts, including how insurance works and its role in financial security.</li> <li>● Explore innovations in the insurance industry and their practical applications, such as the use of technology to improve processes and customer experience.</li> </ul>	
<b>Course Outcomes</b>	<ul style="list-style-type: none"> <li>● Gain a basic understanding of how insurance works and its importance in daily life.</li> <li>● Discover how modern technology and innovations are changing the insurance industry, making it more accessible and efficient for individuals and businesses.</li> </ul>	
	<b>THEORY</b>	<b>(Total no.) lectures-30)</b>
<b>Sub Unit</b>	<b>Unit – I: Overview of Insurance</b>	<b>15 lectures</b>
<b>1.</b>	Introduction to Insurance Definition and concept of insurance Principles of insurance ,Importance and role of insurance in risk management	
<b>2.</b>	Types of Insurance Life insurance: Whole life, term insurance, endowment policies, etc. General insurance: Motor insurance, health insurance, property insurance, marine insurance, etc.	
<b>3.</b>	Insurance Regulatory Framework Insurance Regulatory and Development Authority of India (IRDAI) and its functions	

	Insurance laws and regulations in India, Role of regulatory bodies in ensuring fair practices and consumer protection.	
	<b>Unit – II: Practices of Insurance</b>	<b>15 lectures</b>
<b>1.</b>	<b>Insurance Products and Services</b> Life insurance products: Endowment plans, money-back policies, annuities, etc. General insurance products: Motor insurance, health insurance, property insurance, marine insurance, etc. Microinsurance and specialized insurance products	
<b>2.</b>	<b>Claims Management and Settlement</b> Claims processing and documentation Investigation and assessment of claims Claim settlement procedures Dispute resolution mechanisms in insurance	
<b>3.</b>	<b>Emerging Trends in Insurance</b> Digital transformation in the insurance industry: Insurtech, online policy purchase, claim settlement, etc. Data analytics and predictive modeling in insurance Innovations in product development and distribution channels Sustainability and social responsibility in insurance	
	<b>Evaluation Scheme</b>  CA : quizzes, puzzle, group presentation, group or individual projects, debate, model making, poster making, role play, case studies or any other creative mode of assessment (25 marks)  SEE: Unit I: 1 out of 2 (10 marks) Unit II: 1 out of 2 (10 marks) Unit I & II 2 out of 4 (5 Marks)  <b>SEE TABLE BELOW (ILLUSTRATIVE EXAMPLE SHOWN)</b>	
<b>References:</b>	1."Insurance Simplified: A Guide to Understanding Your Coverage and Making Sure You Have the Right Kind" by Tony Steuer  2."Understanding Insurance" by Marco F. Mazzoni	

### **Bloom's Taxonomy in Evaluation Scheme**

<b>UNIT</b>	<b>KNOWLEDGE</b>	<b>UNDERSTANDING</b>	<b>APPLICATION</b>	<b>TOTAL MARKS</b>
<b>I</b>	<b>4</b>	<b>4</b>	<b>5</b>	<b>13</b>
<b>II</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>12</b>
<b>TOTAL MARKS PER OBJECTIVE</b>	<b>7</b>	<b>8</b>	<b>10</b>	<b>25</b>
<b>% WEIGHTAGE</b>	<b>28</b>	<b>32</b>	<b>40</b>	<b>100%</b>

<b>Course Code</b>  JUCBI- MIN101	<b>Course Title: Accounting for Bankers</b>	<b>Credits: 04</b> <b>Lectures/Week: 4</b>
<b>Course description</b>	This course explores the essential principles of accounting tailored specifically for the banking sector in this course. Gain a comprehensive understanding of financial statements, regulatory compliance, and accounting practices crucial for bankers and financial professionals.	
<b>Learning objectives</b>	<ul style="list-style-type: none"> <li>● Understanding Fundamental Accounting Principles and Techniques</li> <li>● Proficiency in Hire Purchase Accounting and Financial Management for Banking Operations</li> </ul>	
<b>Course Outcomes</b>	<ul style="list-style-type: none"> <li>● Demonstrate the ability to prepare and analyze financial statements tailored to banking institutions, enabling informed decision-making and risk assessment within the banking sector.</li> <li>● Apply a comprehensive understanding of accounting principles and regulatory compliance to ensure the accurate and transparent financial reporting essential for maintaining the trust of stakeholders and regulators.</li> </ul>	
	<b>THEORY</b>	<b>(Total no.) lectures-60)</b>
<b>Sub Unit</b>	<b>Unit – I: Nature, Purpose of accounting</b>	<b>15 lectures</b>
1.	Meaning and scope of accounting	
2.	Concepts, convention & Principles of Accounting	
3.	Accounting Standards	
	<b>Unit – II: Special Accounts</b>	<b>15 lectures</b>
1.	Bank reconciliation statements	
2.	Treatment of Capital & Revenue Depreciation of accounting a) Methods of recording depreciation b) Methods of providing depreciation	
	<b>Unit – III: Accounting for Special Transactions</b>	<b>15 lectures</b>
1.	Hire Purchase	

	a) Meaning b) Calculation of interest	
2.	Accounting for hire purchase transactions by asset purchase method based on full cash price	
3.	Accounting Entries Journal entries Ledger accounts Disclosure in Balance sheet	
	<b>Unit – IV: Accounting for Special Transactions</b>	<b>15 lectures</b>
1.	Fire Insurance claims Computations of loss of stock by fire	
2.	Ascertainment of claim as per the insurance policy	
	<b>Evaluation Scheme</b>  CA : quizzes, puzzle, group presentation, group or individual projects, debate, model making, poster making, role play, case studies or any other creative mode of assessment (25 marks)  SEE: Unit I: 1 out of 2 (10 marks) Unit II: 1 out of 2 (10 marks) Unit III: 1 out of 2 (10 marks) Unit IV: 1 out of 2 (10 marks) All Units 3 out of 5 (10 Marks)  <b>SEE TABLE BELOW (ILLUSTRATIVE EXAMPLE SHOWN)</b>	
<b>References:</b>	1."Accounting for Banking Students" by N.S. Toor and Arundeeep S. Toor 2."Banking and Finance: A Guide to Your Financial Universe" by Brian Kettell	

### Bloom's Taxonomy in Evaluation Scheme

<b>UNIT</b>	<b>KNOWLEDGE</b>	<b>UNDERSTANDING</b>	<b>APPLICATION</b>	<b>TOTAL MARKS</b>
<b>I</b>	<b>2</b>	<b>3</b>	<b>7</b>	<b>12</b>
<b>II</b>	<b>1</b>	<b>2</b>	<b>8</b>	<b>11</b>
<b>III</b>	<b>1</b>	<b>2</b>	<b>10</b>	<b>13</b>
<b>IV</b>	<b>1</b>	<b>3</b>	<b>10</b>	<b>14</b>
<b>TOTAL MARKS PER OBJECTIVE</b>	<b>5</b>	<b>10</b>	<b>35</b>	<b>50</b>
<b>% WEIGHTAGE</b>	<b>10%</b>	<b>20%</b>	<b>70%</b>	<b>100 %</b>



## Open Elective Courses

<b>Course Code</b> JUCBI-OE101	<b>Course Title: Data Analysis and Statistical Techniques I</b>	<b>Credits: 02</b> <b>Lectures/Week: 2</b>
<b>Course description</b>	This course introduces key statistical concepts and analytical tools, providing students with the skills to collect, clean, and analyze data to make informed decisions and gain valuable insights.	
<b>Learning objectives</b>	<ul style="list-style-type: none"> <li>● Understand the basics of data collection and how to organize and clean data effectively.</li> <li>● Learn essential statistical concepts and techniques for data analysis, such as interpreting data distributions, calculating basic statistical measures, and conducting simple hypothesis tests.</li> </ul>	
<b>Course Outcomes</b>	<ul style="list-style-type: none"> <li>● Gain the ability to collect, clean, and prepare data for analysis, ensuring data quality and reliability.</li> <li>● Apply fundamental statistical techniques to analyze data, interpret results, and make informed decisions, laying the groundwork for more advanced data analysis and research in subsequent courses or professional settings.</li> </ul>	
	<b>THEORY</b>	<b>(Total no.) lectures-30)</b>
<b>Sub Unit</b>	<b>Unit – I: Descriptive Statistics</b>	<b>15 lectures</b>
<b>1.</b>	Introduction to Statistics: Functions/Scope, Importance, Limitations	
<b>2.</b>	Data and its types: Relevance of Data (Current Scenario), Type of Data (Primary and Secondary), Primary (Census v/s Samples), Method of Collection (In Brief), Secondary (Merits, Limitations, Sources)	
<b>3.</b>	Measures of Central Tendency: Mean (A.M, Weighted, Combined), Median (Calculation and Graphical using Ogives), Partition Values, Mode (Calculation and Graphical using Histogram), Comparative Analysis of all Measures of Central Tendency.	
	<b>Unit – II: Measures of Central Tendency &amp; Dispersion</b>	<b>15 lectures</b>

1.	Measures of Dispersion: Range with C.R. (Coefficient of Range), Quartiles and Quartile Deviation with CQ (Coefficient of Quartile Deviation), Standard Deviation with CV (Co-Efficient of Variance)	
2.	Correlation: Karl Pearson coefficient of correlation, Rank Correlation(without repetition)	
3.	Linear Regression: Least Square Method, Regression equations using regression coefficients	
<p><b>Evaluation Scheme</b></p> <p>CA : quizzes, puzzle, group presentation, group or individual projects, debate, model making, poster making, role play, case studies or any other creative mode of assessment (25 marks)</p> <p>SEE:  Unit I: 1 out of 2 (10 marks)  Unit II: 1 out of 2 (10 marks)  Unit I &amp; II 2 out of 4 (5 Marks)</p> <p><b>SEE TABLE BELOW (ILLUSTRATIVE EXAMPLE SHOWN)</b></p>		
<b>References:</b>	<p>1. "Statistics" by Robert S. Witte and John S. Witte</p> <p>2. "Statistics for Business and Economics" by Paul Newbold, William L. Carlson, and Betty Thorne</p>	

### **Bloom's Taxonomy in Evaluation Scheme**

<b>UNIT</b>	<b>KNOWLEDGE</b>	<b>UNDERSTANDING</b>	<b>APPLICATION</b>	<b>TOTAL MARKS</b>
<b>I</b>	<b>2</b>	<b>3</b>	<b>7</b>	<b>12</b>
<b>II</b>	<b>2</b>	<b>3</b>	<b>8</b>	<b>13</b>
<b>TOTAL MARKS PER OBJECTIVE</b>	<b>4</b>	<b>6</b>	<b>15</b>	<b>25</b>
<b>% WEIGHTAGE</b>	<b>16%</b>	<b>24%</b>	<b>60%</b>	<b>100 %</b>

<b>Course Code</b> JUCBI-OE102	<b>Course Title: Media and Society: Analysis and Interpretation</b>	<b>Credits: 02</b> <b>Lectures/Week: 2</b>
<b>Course description</b>	This course delves into the critical examination of media's impact on culture, politics, and communication, equipping students with the skills to analyze and interpret media messages and their influence on our world.	
<b>Learning objectives</b>	<ul style="list-style-type: none"> <li>● Learn to evaluate and interpret media messages, identifying key components such as tone, audience, and purpose.</li> <li>● Understand the basic concepts of how media functions within society, including its role in shaping public opinion and culture.</li> </ul>	
<b>Course Outcomes</b>	<ul style="list-style-type: none"> <li>● Develop critical thinking skills to assess and interpret media content effectively, enabling students to navigate media messages with a discerning perspective.</li> <li>● Gain a comprehensive understanding of the symbiotic relationship between media and society, empowering students to engage in informed discussions about media's influence on culture, politics, and communication.</li> </ul>	
	<b>THEORY</b>	<b>(Total no.) lectures-30)</b>
<b>Sub Unit</b>	<b>Unit – I: Understanding Current Media Events</b>	<b>15 lectures</b>
<b>1.</b>	<b>Introduction to Media Events</b> Definition and significance of current media events Role of media in shaping public opinion Impact of media events on society, economy, and politics	
<b>2.</b>	<b>Media Landscape and Platforms</b> Overview of traditional media: Print, television, radio Emergence of digital media: Online news portals, social media, podcasts Changing dynamics of media consumption and news dissemination	
<b>3.</b>	<b>Media Ethics and Accountability</b> Role of media in a democratic society Media freedom and responsibility Ethics in journalism: Accuracy, fairness, and objectivity Media regulations and codes of conduct	

4.	<b>Media Literacy and Critical Analysis</b> Developing media literacy skills Understanding bias, propaganda, and fake news Evaluating credibility and reliability of news sources Techniques for critical analysis of media content	
	<b>Unit – II: Reading and Analysis of Current Media Events</b>	<b>15 lectures</b>
1.	<b>Tracking and Selecting Media Events</b> Identifying significant media events Tracking news sources and media platforms Analyzing the relevance and impact of selected events	
2.	<b>Reading and Comprehension Skills</b> Active reading techniques Summarizing and synthesizing information Extracting key ideas and arguments from media articles	
3.	<b>Analyzing Media Content</b> Identifying perspectives and biases in news coverage Examining the use of language and tone Evaluating the presentation of facts and opinions	
4.	<b>Media Event Case Studies</b> Analyzing specific media events and their coverage Comparing multiple sources and viewpoints Assessing the influence of media events on public perception and decision-making	
5.	<b>Media Event Reporting and Presentation</b> Writing summaries and news reports on media events Presenting analysis and insights in a structured manner Effective use of visuals and supporting evidence	
	<b>Evaluation Scheme</b>  CA : quizzes, puzzle, group presentation, group or individual projects, debate, model making, poster making, role play, case studies or any other creative mode of assessment (25 marks)  SEE: Unit I: 1 out of 2 (10 marks) Unit II: 1 out of 2 (10 marks) Unit I & II 2 out of 4 (5 Marks)  <b>SEE TABLE BELOW (ILLUSTRATIVE EXAMPLE SHOWN)</b>	

<b>References:</b>	<p>1."Media &amp; Society: Industries, Images, and Audiences" by David Croteau and William Hoynes</p> <p>2."Media/Society: Industries, Images, and Audiences" by David R. Croteau, William D. Hoynes, and Stefania Milan</p>
--------------------	--

### **Bloom's Taxonomy in Evaluation Scheme**

<b>UNIT</b>	<b>KNOWLEDGE</b>	<b>UNDERSTANDING</b>	<b>APPLICATION</b>	<b>TOTAL MARKS</b>
<b>I</b>	<b>2</b>	<b>3</b>	<b>7</b>	<b>12</b>
<b>II</b>	<b>2</b>	<b>3</b>	<b>8</b>	<b>13</b>
<b>TOTAL MARKS PER OBJECTIVE</b>	<b>4</b>	<b>6</b>	<b>15</b>	<b>25</b>
<b>% WEIGHTAGE</b>	<b>16%</b>	<b>24%</b>	<b>60%</b>	<b>100 %</b>

### Vocational Skill Course

<b>Course Code</b> JUCBI- VSC101	<b>Course Title: Principles of Modern Business Management</b>	<b>Credits: 02</b> <b>Lectures/Week: 2</b>
<b>Course description</b>	This course provides a comprehensive foundation in business management, covering topics such as leadership, strategy, organizational behavior, and ethical decision-making, preparing students for effective management roles in today's dynamic and competitive business environment	
<b>Learning objectives</b>	<ul style="list-style-type: none"> <li>● Develop a deep understanding of fundamental business management concepts, including strategic planning, organizational structure, and leadership principles.</li> <li>● Acquire the skills necessary to analyze real-world business scenarios, make informed decisions, and apply management principles to solve complex problems within organizations.</li> </ul>	
<b>Course Outcomes</b>	<ul style="list-style-type: none"> <li>● Demonstrate proficiency in applying modern business management principles to real-world situations, enabling effective decision-making and problem-solving within organizations.</li> <li>● Cultivate strong leadership, communication, and teamwork skills, essential for success in the contemporary business landscape, and prepare for future leadership roles in various industries.</li> </ul>	
	<b>THEORY</b>	<b>(Total no.) lectures-30)</b>
<b>Sub Unit</b>	<b>Unit – I: Introduction to Business Organization</b>	<b>15 lectures</b>
<b>1.</b>	Definition and nature of business Forms of business organization: Sole proprietorship, partnership, corporation, cooperative, etc. Factors influencing the choice of business organization	
<b>2.</b>	Legal and Regulatory Framework Laws governing business organizations in India Company law and its implications Regulatory authorities for business organizations	
<b>3.</b>	Business Objectives and Stakeholders Business objectives: Profit maximization, growth, social responsibility, etc.	

	Stakeholders: Shareholders, employees, customers, suppliers, society, government, etc. Role of stakeholders in business decision-making	
<b>4.</b>	<b>Business Environment</b> Economic environment: Demand and supply, inflation, GDP, fiscal policy, monetary policy, etc. Social and cultural environment Technological environment Legal and political environment	
	<b>Unit – II: Principles of Management</b>	<b>15 lectures</b>
<b>1.</b>	<b>Introduction to Management</b> Definition and nature of management Functions of management: Planning, organizing, staffing, directing, controlling Levels of management: Top-level, middle-level, and supervisory management	
<b>2.</b>	<b>Planning and Decision Making</b> Importance and process of planning Types of plans: Strategic, tactical, operational plans Decision-making process: Rational decision making, decision-making models	
<b>3.</b>	<b>Organizational Structure and Design</b> Types of organizational structures: Functional, divisional, matrix, network, etc. Span of control and delegation of authority Organizational design: Centralization, decentralization, formalization, etc.	
<b>4.</b>	<b>Leadership and Motivation</b> Leadership styles: Autocratic, democratic, laissez-faire, transformational, etc. Motivation theories: Maslow's hierarchy of needs, Herzberg's two-factor theory, expectancy theory, etc. Team building and effective teamwork	
<b>5.</b>	<b>Controlling and Performance Evaluation</b> Controlling process: Establishing standards, measuring performance, taking corrective actions Performance evaluation methods: Financial and non-financial measures, balanced scorecard, etc. Ethical considerations in management	



	<p><b>Evaluation Scheme</b></p> <p>CA : quizzes, puzzle, group presentation, group or individual projects, debate, model making, poster making, role play, case studies or any other creative mode of assessment (25 marks)</p> <p>SEE: The Practical component will comprise of 25 marks as Semester End Examination (SEE) of 1.5 hour evaluation pattern to be experiment/ task based/ case study or any other</p> <p><b>SEE TABLE BELOW (ILLUSTRATIVE EXAMPLE SHOWN)</b></p>	
<p><b>References:</b></p>	<p>1."Principles of Management" by Richard L. Daft</p> <p>2."Management" by Stephen P. Robbins and Mary Coulter</p>	

### **Bloom's Taxonomy in Evaluation Scheme**

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION	TOTAL MARKS
I	2	3	7	12
II	2	3	8	13
<b>TOTAL MARKS PER OBJECTIVE</b>	<b>4</b>	<b>6</b>	<b>15</b>	<b>25</b>
<b>% WEIGHTAGE</b>	<b>16%</b>	<b>24%</b>	<b>60%</b>	<b>100 %</b>

## Skill Enhancement Course

<b>Course Code JUCBI- SEC101</b>	<b>Course Title: Professional Communication Skill I</b>	<b>Credits: 02 Lectures/Week: 2</b>
<b>Course description</b>	This course focuses on developing effective written and verbal communication abilities crucial for success in the workplace. Explore strategies for clear and persuasive business writing, presentation techniques, and interpersonal communication, enabling you to excel in your career and collaborate more efficiently with colleagues and clients	
<b>Learning objectives</b>	<ul style="list-style-type: none"> <li>● Develop proficiency in crafting clear and concise written communication for professional purposes, including emails, reports, and business documents.</li> <li>● Hone verbal communication skills, including public speaking and presentation techniques, to confidently convey ideas and information in a business setting, fostering effective interpersonal communication.</li> </ul>	
<b>Course Outcomes</b>	<ul style="list-style-type: none"> <li>● Acquire the ability to produce professional written communication materials, such as reports and emails, that are coherent, persuasive, and tailored to specific audiences, enhancing your capacity to convey complex information effectively.</li> <li>● Cultivate strong verbal communication skills, enabling you to deliver compelling presentations, engage in productive discussions, and build effective professional relationships, ultimately enhancing your career prospects and contributions in various workplace settings.</li> </ul>	
	<b>THEORY</b>	<b>(Total no.) lectures-30)</b>
<b>Sub Unit</b>	<b>Unit – I: Introduction to Effective Communication</b>	<b>15 lectures</b>
<b>1.</b>	Definition Process of communication Methods of Communication Verbal and Non-Verbal	
	<b>Unit – II: Techniques for Effective Communication</b>	<b>15 lectures</b>
<b>1.</b>	Barriers to Communication Different types of barriers to communication Means to overcome the barriers Skills required for Effective Communication	

	Reading Writing Comprehension Listening	
	<p><b>Evaluation Scheme</b></p> <p>CA : quizzes, puzzle, group presentation, group or individual projects, debate, model making, poster making, role play, case studies or any other creative mode of assessment (25 marks)</p> <p>SEE: The Practical component will comprise of 25 marks as Semester End Examination (SEE) of 1.5 hour evaluation pattern to be experiment/ task based/ case study or any other</p> <p><b>SEE TABLE BELOW (ILLUSTRATIVE EXAMPLE SHOWN)</b></p>	
<b>References:</b>	<p>1."Business Communication: Building Critical Skills" by Kitty O. Locker and Stephen Kyo Kaczmarek</p> <p>2."The Business Communication Handbook" by Judith Dwyer</p>	

### **Bloom's Taxonomy in Evaluation Scheme**

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION	TOTAL MARKS
I	2	3	7	12
II	2	3	8	13

<b>TOTAL MARKS PER OBJECTIVE</b>	<b>4</b>	<b>6</b>	<b>15</b>	<b>25</b>
<b>% WEIGHTAGE</b>	<b>16%</b>	<b>24%</b>	<b>60%</b>	<b>100 %</b>

## Ability Enhancement Course

<b>Course Code</b>  JUCBI- AEC101	<b>Course Title: English Language Skills</b>	<b>Credits: 02</b> <b>Lectures/Week: 2</b>
<b>Course description</b>	This course explores grammar, vocabulary, writing, and communication skills to become a proficient and confident English speaker, reader, and writer, essential for academic, professional, and personal success.	
<b>Learning objectives</b>	<ul style="list-style-type: none"> <li>● Develop strong language comprehension and expression skills, including reading, writing, listening, and speaking, to effectively communicate in English.</li> <li>● Enhance grammar and vocabulary proficiency, enabling precise and clear communication while improving overall language fluency and comprehension.</li> </ul>	
<b>Course Outcomes</b>	<ul style="list-style-type: none"> <li>● Attain proficiency in the English language, enabling effective communication in both written and spoken forms across various contexts and purposes.</li> <li>● Cultivate the ability to analyze and critically engage with English-language literature and texts, fostering improved reading comprehension, critical thinking, and literary appreciation.</li> </ul>	
	<b>THEORY</b>	<b>(Total no.) lectures-30)</b>
<b>Sub Unit</b>	<b>Unit – I: Introduction to English</b>	<b>15 lectures</b>
<b>1.</b>	Importance of English language Importance of vocabulary and grammar Exercises and quizzes on vocabulary, sentence formation and punctuations Comprehension Passages would be discussed with emphasis on building language skills	
	<b>Unit – II: Professional English</b>	<b>15 lectures</b>
<b>1.</b>	Summary Writing Relevance of summary writing in business Techniques would be taught to write summary in a concise manner	

	<p>Letter writing  Letter Format and Style  Content of letter  Etiquette in letter writing  Forming sentences, grammar and vocabulary</p>	
	<p><b>Evaluation Scheme</b></p> <p>CA : quizzes, puzzle, group presentation, group or individual projects, debate, model making, poster making, role play, case studies or any other creative mode of assessment (25 marks)</p> <p>SEE:  Unit I: 1 out of 2 (10 marks)  Unit II: 1 out of 2 (10 marks)  Unit I &amp; II 2 out of 4 (5 Marks)</p> <p><b>SEE TABLE BELOW (ILLUSTRATIVE EXAMPLE SHOWN)</b></p>	
<b>References:</b>	<p>1. "Business English" by Mary Ellen Guffey and Carolyn M. Seefer</p> <p>2. "Business English: A Complete Guide to Developing an Effective Business Writing Style" by Andrea B. Geffner</p>	

### **Bloom's Taxonomy in Evaluation Scheme**

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION	TOTAL MARKS
------	-----------	---------------	-------------	-------------

<b>I</b>	<b>4</b>	<b>4</b>	<b>5</b>	<b>13</b>
<b>II</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>12</b>
<b>TOTAL MARKS PER OBJECTIVE</b>	<b>7</b>	<b>8</b>	<b>10</b>	<b>25</b>
<b>% WEIGHTAGE</b>	<b>28</b>	<b>32</b>	<b>40</b>	<b>100%</b>

## Value Education Course

<b>Course Code</b> JUCBI-VEC101	<b>Course Title: Environmental Science</b>	<b>Credits: 02</b> <b>Lectures/Week: 2</b>
<b>Course description</b>	This course provides a comprehensive exploration of our planet's ecosystems, natural resources, environmental challenges, and sustainability. Gain a deep understanding of the interplay between human activities and the environment, equipping you with the knowledge to address critical environmental issues and make informed decisions for a sustainable future	
<b>Learning objectives</b>	<ul style="list-style-type: none"> <li>● Develop an understanding of the key concepts and principles in environmental science, including ecology, biodiversity, and the Earth's natural systems.</li> <li>● Acquire the ability to critically analyze and evaluate environmental issues, such as pollution, climate change, and resource conservation, and propose informed solutions to address these challenges.</li> </ul>	
<b>Course Outcomes</b>	<ul style="list-style-type: none"> <li>● Cultivate a deep appreciation for the natural world and an awareness of the interdependence between human society and the environment, fostering a sense of responsibility for sustainable living and stewardship of the planet.</li> <li>● Develop the skills to engage in informed discussions and decision-making on environmental issues, both at a local and global scale, and contribute to the promotion of sustainable practices and policies in various personal, academic, and professional contexts.</li> </ul>	
	<b>THEORY</b>	<b>(Total no.) lectures-30)</b>
<b>Sub Unit</b>	<b>Unit – I: Introduction</b>	<b>15 lectures</b>
<b>1.</b>	Environmental science Overview Life Supporting Resources and role of biodiversity Urbanization and associated problems Sustainable energy resources Global warming : Causes ,measures Climate Change & Carbon Credit	
<b>2.</b>	Sustainable Energy Resources Sustaining the resources	



	Sustainable development Sustainable tourism	
	<b>Unit – II: Environment Conservation</b>	<b>15 lectures</b>
<b>1.</b>	Environment Protection in Indian Legal system Environmental protection acts and laws Animal protection acts and laws	
<b>2.</b>	Pollution Control Types of pollution Pollution control Pollution control board E-waste Recycling Bio- mass Bio-fuel	
	<b>Evaluation Scheme</b> 50 marks as Continuous Assessments (CA) Quizzes, puzzle, group presentation, group or individual projects, debate, model making, poster making, role play, case studies or any other creative mode of assessment  <b>SEE TABLE BELOW (ILLUSTRATIVE EXAMPLE SHOWN)</b>	
<b>References:</b>	<p>1."Environmental Science: Toward a Sustainable Future" by Richard T. Wright and Dorothy F. Boorse.</p> <p>2."Living in the Environment" by G. Tyler Miller Jr. and Scott Spoolman.</p>	

### **Bloom's Taxonomy in Evaluation Scheme**

<b>UNIT</b>	<b>KNOWLEDGE</b>	<b>UNDERSTANDING</b>	<b>APPLICATION</b>	<b>TOTAL MARKS</b>
<b>I</b>	<b>2</b>	<b>3</b>	<b>7</b>	<b>12</b>
<b>II</b>	<b>2</b>	<b>3</b>	<b>8</b>	<b>13</b>
<b>TOTAL MARKS PER OBJECTIVE</b>	<b>4</b>	<b>6</b>	<b>15</b>	<b>25</b>
<b>% WEIGHTAGE</b>	<b>16%</b>	<b>24%</b>	<b>60%</b>	<b>100 %</b>

## Indian Knowledge Systems

<b>Course Code</b>  JU-IKS- GEN101	<b>Course Title: Indian Knowledge Tradition</b>	<b>Credits: 02</b> <b>Lectures/Week: 2</b>
<b>Course description</b>	This course provides an understanding and peep into the legacies in Indian culture, philosophy, knowledge creation and practice, developments in Science, Technology, Mathematics, uniqueness in Political and economic institutions, in health, wellbeing, emotional balance and fulfillment	
<b>Learning objectives</b>	<ul style="list-style-type: none"> <li>● Encouraging interest in research on Indian knowledge traditions by igniting students mind towards India centric research</li> <li>● Exploring Indian wisdom and solutions for applications in solving modern day problems in the society and economy.</li> </ul>	
<b>Course Outcomes</b>	<ul style="list-style-type: none"> <li>● Appreciate the history of the Indian knowledge system</li> <li>● Appraise the importance of Vedas and develop a basic understanding.</li> </ul>	
	<b>THEORY</b>	<b>(Total no.) lectures-30)</b>
<b>Sub Unit</b>	<b>Unit – I: Introduction to IKS -I</b>	<b>15 lectures</b>
<b>1.</b>	Meaning and relevance of IKS IKS Corpus-Classification Vasudeva Kutumbakam- vision for society Indian knowledge Traditions- Indian Epistemological traditions Framework of valid knowledge. Knowledge Triangle The Purpose of Knowledge in India: Para Vidya and Apar Vidya Oral traditions-Itihasa Purana traditions Indian Philosophical Traditions- Vedic Schools, Samkhya and Yoga schools, Nyaya and Vaishesika, Vedanta, Non - Vedic Schools	
	<b>Unit – II: Knowledge based Achievements in India’s Past</b>	<b>15 lectures</b>
<b>1.</b>	Number System, concept of zero in India	

	<p>Ancient Indian Mathematicians and their contributions  Indian Science and Technology Heritage-knowledge and prominent works  Surgical techniques overview  Ayurveda -Definition of health  Tri doshas -relation to health  Indian psychology-Triguna system  States of consciousness  Metal technology in India  Panini's work on Sanskrit Grammar  Governance traditions-Kautilyan State  64 kalas or art forms  Unique aspects of Indian Astronomy  Indian calendar-Solar and Lunar months  Vastu shastra traditions</p>	
	<p><b>Evaluation Scheme</b>  50 marks as Continuous Assessments (CA)  Quizzes, puzzle, group presentation, group or individual projects, debate, model making, poster making, role play, case studies or any other creative mode of assessment</p> <p><b>SEE TABLE BELOW (ILLUSTRATIVE EXAMPLE SHOWN)</b></p>	
<b>References:</b>	<p>1."Ba1, Textbook on IKS by Prof. B Mahadevan, IIM Bengaluru  2. Kapur K and Singh A.K (Eds) 2005). Indian Knowledge Systems, Vol. 1. Indian Institute of Advanced Study, Shimla. Tatvabodh of sankaracharya, Central chinmay mission trust, Bombay, 1995.</p>	

### Bloom's Taxonomy in Evaluation Scheme

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION	TOTAL MARKS
------	-----------	---------------	-------------	-------------

<b>I</b>	<b>11</b>	<b>9</b>	<b>5</b>	<b>25</b>
<b>II</b>	<b>11.5</b>	<b>8.5</b>	<b>5</b>	<b>25</b>
<b>TOTAL MARKS PER OBJECTIVE</b>	<b>22.5</b>	<b>17.5</b>	<b>10</b>	<b>50</b>
<b>% WEIGHTAGE</b>	<b>45%</b>	<b>36%</b>	<b>20%</b>	<b>100%</b>

## SEMESTER II

### Discipline Specific Core Courses – Major/Minor Core Courses

<b>Course Code</b>  <b>JUCBI-DSC201</b>	<b>Course Title: Banking Strategies and Operations</b>	<b>Credits: 02</b> <b>Lectures/Week: 2</b>
<b>Course description</b>	This course offers a comprehensive examination of modern banking strategies, operational processes, and risk management. Gain insights into the ever-evolving financial landscape, preparing you to navigate complex banking operations and contribute to the strategic success of financial institutions.	
<b>Learning objectives</b>	<ul style="list-style-type: none"> <li>● Develop a deep understanding of banking strategies, including asset-liability management, credit risk assessment, and liquidity management, to effectively contribute to a bank's financial stability and profitability.</li> <li>● Acquire proficiency in the operational aspects of banking, such as transaction processing, customer service, and regulatory compliance, enabling you to efficiently manage day-to-day banking operations and enhance customer satisfaction.</li> </ul>	
<b>Course Outcomes</b>	<ul style="list-style-type: none"> <li>● Gain the ability to formulate and implement effective banking strategies, optimizing risk and return, and contributing to the overall financial success and stability of a financial institution.</li> <li>● Develop the expertise to manage and oversee critical banking operations with efficiency, ensuring compliance with regulatory requirements, improving customer service, and contributing to the long-term viability and growth of the bank.</li> </ul>	
	<b>THEORY</b>	<b>(Total no.) lectures-30)</b>
<b>Sub Unit</b>	<b>Unit – I: Introduction to Banking &amp; Regulation</b>	<b>15 lectures</b>
<b>1.</b>	Introduction to Banking Role of RBI, Commercial Banks, NBFCs, PDs, FIs, Cooperative Banks, CRR, SLR;	
<b>2.</b>	Banking Regulation Constitution, Objectives Functions of RBI	

	Tools of Monetary Control Regulatory Restrictions on Lending	
	<b>Unit – II: Global Banking &amp; Technology</b>	<b>15 lectures</b>
<b>1.</b>	Universal banking Global Scenarios in Banking Basel Norms NEFT And RTGS IMPS And Mobile Banking	
	<b>Evaluation Scheme</b>  CA : quizzes, puzzle, group presentation, group or individual projects, debate, model making, poster making, role play, case studies or any other creative mode of assessment (25 marks)  SEE: Unit I: 1 out of 2 (10 marks) Unit II: 1 out of 2 (10 marks) All Units 2 out of 5 (5 Marks) <b>SEE TABLE BELOW (ILLUSTRATIVE EXAMPLE SHOWN)</b>	
<b>References:</b>	1. "Bank Management" by Timothy W. Koch and S. Scott MacDonald  2. "Banking and Financial Institutions: A Guide for Directors, Investors, and Borrowers" by Benton E. Gup	

### **Bloom's Taxonomy in Evaluation Scheme**

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION	TOTAL MARKS
I	3	3	6	12
II	3	3	7	13
<b>TOTAL MARKS PER OBJECTIVE</b>	<b>6</b>	<b>6</b>	<b>13</b>	<b>25</b>
<b>% WEIGHTAGE</b>	<b>24%</b>	<b>24%</b>	<b>52%</b>	<b>100 %</b>

<b>Course Code</b>  <b>JUCBI-DSC202</b>	<b>Course Title: Life Insurance Fundamentals</b>	<b>Credits: 02</b> <b>Lectures/Week:</b>
<b>Course description</b>	<b>This course offers a comprehensive exploration of the principles, products, and regulations that govern the life insurance industry. Gain insights into the various types of life insurance policies, underwriting processes, and the role of life insurance in financial planning, equipping you with the knowledge to make informed decisions and provide financial security for individuals and families</b>	
<b>Learning objectives</b>	<ul style="list-style-type: none"> <li>● <b>Develop a solid understanding of the different types of life insurance policies, including term life, whole life, and universal life, and their respective features and benefits.</b></li> <li>● <b>Acquire knowledge of the underwriting process in life insurance, including risk assessment, premium determination, and policy issuance, enabling you to assess and recommend appropriate coverage for individuals based on their unique needs and circumstances.</b></li> </ul>	
<b>Course Outcomes</b>	<ul style="list-style-type: none"> <li>● <b>Demonstrate proficiency in evaluating clients' financial situations and recommending suitable life insurance policies, considering their long-term financial goals and risk management needs.</b></li> <li>● <b>Cultivate the ability to navigate the regulatory landscape of the life insurance industry, ensuring compliance with laws and ethical standards while providing clients with comprehensive and reliable life insurance solutions.</b></li> </ul>	
	<b>THEORY</b>	<b>(Total no.) lectures-30)</b>
<b>Sub Unit</b>	<b>Unit – I: Fundamentals of Life Insurance</b>	<b>15 lectures</b>
<b>1.</b>	<b>Introduction to Life Insurance</b> Definition and concept of life insurance Importance and role of life insurance in financial planning Life insurance as a risk management tool	
<b>2.</b>	<b>Types of Life Insurance Policies</b> Whole Life Insurance: Features, benefits, and premiums Term Life Insurance: Coverage period, benefits, and renewal options Endowment Policies: Maturity benefits and savings element Unit-Linked Insurance Plans (ULIPs): Investment and insurance components	



3.	Policy Provisions and Clauses Grace period and policy lapse Surrender value and paid-up value Assignment and nomination of life insurance policies Riders and additional coverage options	
	<b>Unit – II: Life Insurance Operations and Practices</b>	<b>15 lectures</b>
1.	Underwriting Process Factors influencing premium determination Medical examinations and underwriting decisions	
2.	Premium Calculation and Policy Illustrations Premium factors: Age, gender, health, occupation, etc. Premium payment options: Single premium, regular premium, limited premium Policy illustrations and disclosure requirements	
3.	Claims Settlement and Policy Servicing Claims process and documentation requirements Death claims, maturity claims, and survival benefits	
	<b>Evaluation Scheme</b>  CA : quizzes, puzzle, group presentation, group or individual projects, debate, model making, poster making, role play, case studies or any other creative mode of assessment (25 marks)  SEE: Unit I: 1 out of 2 (10 marks) Unit II: 1 out of 2 (10 marks) All Units 2 out of 5 (5 Marks) <b>SEE TABLE BELOW (ILLUSTRATIVE EXAMPLE SHOWN)</b>	
<b>References:</b>	1."Life Insurance" by Kenneth Black Jr. and Harold D. Skipper  2."The Tools & Techniques of Life Insurance Planning" by Stephan R. Leimberg and John J. McFadden	

### **Bloom's Taxonomy in Evaluation Scheme**

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION	TOTAL MARKS
I	3	3	6	12
II	3	3	7	13
<b>TOTAL MARKS PER OBJECTIVE</b>	<b>6</b>	<b>6</b>	<b>13</b>	<b>25</b>
<b>% WEIGHTAGE</b>	<b>24%</b>	<b>24%</b>	<b>52%</b>	<b>100 %</b>

<b>Course Code</b>  <b>JUCBI-MIN201</b>	<b>Course Title: Financial Perspective in Business Economics I</b>	<b>Credits: 04</b> <b>Lectures/Week: 4</b>
<b>Course description</b>	This course delves into the principles of microeconomics and macroeconomics, providing students with essential knowledge to analyze market dynamics, pricing strategies, and economic indicators. Learn how to apply economic concepts to make informed business decisions and gain a deeper understanding of the economic forces that shape the business world.	
<b>Learning objectives</b>	<ul style="list-style-type: none"> <li>• Understand the fundamental concepts of microeconomics and macroeconomics, including supply and demand, market structures, and economic indicators, to analyze and interpret economic conditions and trends.</li> <li>• Develop the ability to apply economic principles to real-world business scenarios, including pricing strategies, cost analysis, and market forecasting, in order to make informed business decisions and maximize profitability.</li> </ul>	
<b>Course Outcomes</b>	<ul style="list-style-type: none"> <li>• Demonstrate the ability to prepare and analyze financial statements tailored to banking institutions, enabling informed decision-making and risk assessment within the banking sector.</li> <li>• Apply a comprehensive understanding of banking-specific accounting principles and regulatory compliance to ensure the accurate and transparent financial reporting essential for maintaining the trust of stakeholders and regulators.</li> </ul>	
	<b>THEORY</b>	<b>(Total no.) lectures-60)</b>
<b>Sub Unit</b>	<b>Unit – I: Introduction</b>	<b>15 lectures</b>
1.	Nature and scope of economics Production possibility curve Concept of demand and supply	
2.	Concept of elasticity	
3.	Determination of price	
	<b>Unit – II: Foundations of Cost Analysis and Production</b>	<b>15 lectures</b>
1.	Production function	

2.	Isoquants Short run cost curve Learning curve Long run average cost curve	
	<b>Unit – III: Market Structures and Competition</b>	<b>15 lectures</b>
1.	Monopoly Perfect competition	
2.	Monopolistic competition	
3.	Oligopoly	
	<b>Unit – IV: Money and Banking System</b>	<b>15 lectures</b>
1.	Concept of money	
2.	Commercial bank and credit creation	
3.	Central bank and credit control	
	<p><b>Evaluation Scheme</b></p> <p>CA : quizzes, puzzle, group presentation, group or individual projects, debate, model making, poster making, role play, case studies or any other creative mode of assessment (25 marks)</p> <p>SEE:  Unit I: 1 out of 2 (10 marks)  Unit II: 1 out of 2 (10 marks)  Unit III: 1 out of 2 (10 marks)  Unit IV: 1 out of 2 (10 marks)  All Units 3 out of 5 (10 Marks)</p> <p><b>SEE TABLE BELOW (ILLUSTRATIVE EXAMPLE SHOWN)</b></p>	
<b>References:</b>	<p>1."Managerial Economics &amp; Business Strategy" by Michael Baye and Jeff Prince.</p> <p>2."Microeconomics" by Paul Krugman and Robin Wells.</p>	

### **Bloom's Taxonomy in Evaluation Scheme**

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION	TOTAL MARKS
I	3	3	6	12
II	3	3	7	13
<b>TOTAL MARKS PER OBJECTIVE</b>	<b>6</b>	<b>6</b>	<b>13</b>	<b>25</b>

<b>% WEIGHTAGE</b>	<b>24%</b>	<b>24%</b>	<b>52%</b>	<b>100 %</b>
--------------------	------------	------------	------------	--------------

## Open Elective Courses

<b>Course Code</b>  <b>JUCBI- OE201</b>	<b>Course Title: Data Analysis and Statistical Techniques II</b>	<b>Credits: 02</b> <b>Lectures/Week: 2</b>
<b>Course description</b>	<b>This course introduces key statistical concepts and analytical tools, providing students with the skills to collect, clean, and analyze data to make informed decisions and gain valuable insights.</b>	
<b>Learning objectives</b>	<ul style="list-style-type: none"> <li>● <b>Understand the basics of data collection and how to organize and clean data effectively.</b></li> <li>● <b>Learn essential statistical concepts and techniques for data analysis, such as interpreting data distributions, calculating basic statistical measures, and conducting simple hypothesis tests.</b></li> </ul>	
<b>Course Outcomes</b>	<ul style="list-style-type: none"> <li>● <b>Gain the ability to collect, clean, and prepare data for analysis, ensuring data quality and reliability.</b></li> <li>● <b>Apply fundamental statistical techniques to analyze data, interpret results, and make informed decisions, laying the groundwork for more advanced data analysis and research in subsequent courses or professional settings.</b></li> </ul>	
	<b>THEORY</b>	<b>(Total no.) lectures-30)</b>
<b>Sub Unit</b>	<b>Unit – I: Linear programming formulation and solutions</b>	<b>15 lectures</b>
<b>1.</b>	Formulation of LP problem Characteristics of LP Problem; Solution by graphical method; Dual of linear programming. Applications of linear programming	
<b>2.</b>	Assignment Problem Hungarian Method. Special cases: Multiple Solutions, Maximization case, Unbalanced case, Restrictions on assignment.	
	<b>Unit – II: Decision Theory</b>	<b>15 lectures</b>
<b>1.</b>	Decision making environment Construction of Pay off Table, Opportunity Loss Table, Decision under uncertainty, Decision under Risk: EMV, EOL, EVPI.	
<b>2.</b>	Decision under Conflict Game Theory, Two-person, Zero-Sum games, Maximin Minimax Principle, Games without Saddle point- Mixed strategy, Dominance Rule.	

	<p><b>Evaluation Scheme</b></p> <p>CA : quizzes, puzzle, group presentation, group or individual projects, debate, model making, poster making, role play, case studies or any other creative mode of assessment (25 marks)</p> <p>SEE:  Unit I: 1 out of 2 (10 marks)  Unit II: 1 out of 2 (10 marks)  All Units 2 out of 5 (5 Marks)  <b>SEE TABLE BELOW (ILLUSTRATIVE EXAMPLE SHOWN)</b></p>	
<p><b>References:</b></p>	<p>1."Statistics" by Robert S. Witte and John S. Witte</p> <p>2."Statistics for Business and Economics" by Paul Newbold, William L. Carlson, and Betty Thorne</p>	

**Bloom's Taxonomy in Evaluation Scheme**

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION	TOTAL MARKS
I	2	3	7	12
II	2	3	8	13
<b>TOTAL MARKS PER OBJECTIVE</b>	<b>4</b>	<b>6</b>	<b>15</b>	<b>25</b>
<b>% WEIGHTAGE</b>	<b>16%</b>	<b>24%</b>	<b>60%</b>	<b>100 %</b>

<b>Course Code</b>  <b>JUCBI- OE202</b>	<b>Course Title: Understanding Human Psychology</b>	<b>Credits: 02</b> <b>Lectures/Week: 2</b>
<b>Course description</b>	<b>This course offers a comprehensive exploration of the fundamental principles and theories that shape human behavior, emotions, and cognition. Gain insight into topics such as personality, motivation, mental health, and social interactions, providing a foundational understanding of the complexities of the human mind and behavior</b>	
<b>Learning objectives</b>	<ul style="list-style-type: none"> <li>● <b>Develop a solid understanding of the major theories and concepts in psychology, including those related to human behavior, cognition, and emotions.</b></li> <li>● <b>Acquire the ability to critically analyze and evaluate psychological research, apply psychological principles to real-life situations, and gain insights into your own and others' behavior and mental processes.</b></li> </ul>	
<b>Course Outcomes</b>	<ul style="list-style-type: none"> <li>● <b>Cultivate a comprehensive understanding of human psychology, enabling you to interpret and analyze complex human behavior and thought processes in various contexts.</b></li> <li>● <b>Develop strong critical thinking and communication skills, which can be applied to a wide range of personal and professional situations, fostering better interpersonal relationships and informed decision-making.</b></li> </ul>	
	<b>THEORY</b>	<b>(Total no.) lectures-30)</b>
<b>Sub Unit</b>	<b>Unit – I: Introduction to Human Psychology</b>	<b>15 lectures</b>
<b>1.</b>	Introduction to Psychology Definition and scope of psychology Major branches and subfields of psychology Importance of understanding human psychology for finance professionals	
<b>2.</b>	Biological Foundations of Behavior Structure and functions of the brain Nervous system and its role in behavior Genetic and environmental influences on behavior	
<b>3.</b>	Sensation and Perception Basic processes of sensation and perception Vision, hearing, taste, smell, and touch Perceptual organization and interpretation of stimuli	
<b>4.</b>	Learning and Memory	

	Classical conditioning and operant conditioning Cognitive processes in learning Types of memory and factors affecting memory	
	<b>Unit – II: Social and Cognitive Processes</b>	<b>15 lectures</b>
<b>1.</b>	<b>Social Psychology</b> Social cognition and perception Attitudes, beliefs, and stereotypes Group dynamics and social influence	
<b>2.</b>	<b>Personality and Individual Differences</b> Theories of personality: Trait, psychodynamic, and humanistic theories Assessment of personality Personality development and its impact on behavior	
<b>3.</b>	<b>Cognitive Processes and Decision Making</b> Cognitive processes: Attention, perception, memory, and thinking Problem-solving and decision-making strategies Cognitive biases and their influence on financial decision-making	
<b>4.</b>	<b>Emotions and Motivation</b> Theories of emotion Factors influencing motivation Emotional intelligence and its significance in the financial context	
	<b>Evaluation Scheme</b>  CA : quizzes, puzzle, group presentation, group or individual projects, debate, model making, poster making, role play, case studies or any other creative mode of assessment (25 marks)  SEE: Unit I: 1 out of 2 (10 marks) Unit II: 1 out of 2 (10 marks) All Units 2 out of 5 (5 Marks) <b>SEE TABLE BELOW (ILLUSTRATIVE EXAMPLE SHOWN)</b>	
<b>References:</b>	1."Psychology" by Peter O. Gray and David F. Bjorklund.  2."Psychology: From Inquiry to Understanding" by Scott O. Lilienfeld, Steven J. Lynn, and Laura L. Namy.	

### Bloom's Taxonomy in Evaluation Scheme

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION	TOTAL MARKS
I	2	3	7	12
II	2	3	8	13



<b>TOTAL MARKS PER OBJECTIVE</b>	<b>4</b>	<b>6</b>	<b>15</b>	<b>25</b>
<b>% WEIGHTAGE</b>	<b>16%</b>	<b>24%</b>	<b>60%</b>	<b>100 %</b>

### Vocational Skill Course

<b>Course Code</b>  <b>JUCBI-VSC201</b>	<b>Course Title: Organizational Behavior</b>	<b>Credits: 02</b> <b>Lectures/Week: 2</b>
<b>Course description</b>	<p><b>This course helps gain a comprehensive understanding of how individuals and groups interact, influence decision-making, and impact the overall functioning and performance of organizations. Learn to apply key theories and concepts to enhance leadership, teamwork, and workplace effectiveness in a variety of organizational settings.</b></p>	
<b>Learning objectives</b>	<ul style="list-style-type: none"> <li>● <b>Understand the fundamental principles of individual and group behavior within organizations, including factors that influence motivation, communication, and decision-making.</b></li> <li>● <b>Develop the skills to analyze and address organizational challenges, such as conflicts, diversity, and leadership issues, by applying concepts and theories from organizational behavior to real-world situations.</b></li> </ul>	
<b>Course Outcomes</b>	<ul style="list-style-type: none"> <li>● <b>Acquire a deep understanding of organizational behavior principles, enabling you to effectively lead and manage individuals and teams within diverse workplace environments.</b></li> <li>● <b>Cultivate the ability to diagnose and address organizational issues, fostering improved communication, teamwork, and overall organizational performance while promoting a positive and inclusive workplace culture.</b></li> </ul>	
	<b>THEORY</b>	<b>(Total no.) lectures-30)</b>
<b>Sub Unit</b>	<b>Unit – I: Introduction to Organizational Behaviour and Diversity Management</b>	<b>15 lectures</b>
<b>1.</b>	<p><b>Introduction to Organizational Behavior</b>  Meaning of Organizational Behavior– Nature, Key Elements, Structure, Scope, Need Organizational Behavior models  Disciplines that contribute to OB, challenges and opportunities for OB</p>	
<b>2.</b>	<p><b>Groups Dynamics</b>  Meaning, Importance, Types of groups  Roles and responsibilities within groups, Communication and decision-making processes  Conflict resolution and managing group dynamics</p>	
<b>3.</b>	<p><b>Diversity in an Organization</b>  Meaning, Types of Diversity in workplace, Need for diversity, Levels of Diversity</p>	

	Discrimination, Biographical Characteristics, Diversity: Opportunity or Threat?, Reason Behind Rise of Diversity, Diversity Management Strategies	
	<b>Unit – II: Individual Behaviour in Organizations and Organizational Culture</b>	<b>15 lectures</b>
<b>1.</b>	<b>Personality</b> Meaning of Personality, MBTI, Big Five Personality Model, Locus of Control, Machiavellianism, Narcissism, Type A & Type B Personality, The JOHARI Window	
<b>2.</b>	<b>Values</b> Characteristics, Importance and Role of values, Types of Values. How values and value systems are formed?	
<b>3.</b>	<b>Organizational Culture</b> Meaning, Characteristics, Importance, Types Creating and maintaining organizational culture. Cross- cultural management	
	<b>Evaluation Scheme</b>  CA : quizzes, puzzle, group presentation, group or individual projects, debate, model making, poster making, role play, case studies or any other creative mode of assessment (25 marks)  SEE: The Practical component will comprise of 25 marks as Semester End Examination (SEE) of 1.5 hour evaluation pattern to be experiment/ task based/ case study or any other  <b>SEE TABLE BELOW (ILLUSTRATIVE EXAMPLE SHOWN)</b>	
<b>References:</b>	1."Organizational Behavior: Improving Performance and Commitment in the Workplace" by Jason A. Colquitt, Jeffery A. LePine, and Michael J. Wesson. 2."Organizational Behavior" by Stephen P. Robbins and Timothy A. Judge.1.	

### Bloom's Taxonomy in Evaluation Scheme

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION	TOTAL MARKS
I	2	3	7	12
II	2	3	8	13
<b>TOTAL MARKS PER OBJECTIVE</b>	<b>4</b>	<b>6</b>	<b>15</b>	<b>25</b>
<b>% WEIGHTAGE</b>	<b>16%</b>	<b>24%</b>	<b>60%</b>	<b>100 %</b>



### Skill Enhancement Course

<b>Course Code</b>  <b>JUCBI-SEC201</b>	<b>Course Title: Business innovation &amp; Entrepreneurship management</b>	<b>Credits: 02</b> <b>Lectures/Week: 2</b>
<b>Course description</b>	This course explores the dynamic landscape of business innovation and entrepreneurship management, equipping students with the knowledge and skills to drive innovation and create successful ventures in today's competitive business environment.	
<b>Learning objectives</b>	<ul style="list-style-type: none"> <li>● Develop a deep understanding of the theories and frameworks underpinning entrepreneurship and innovation.</li> <li>● Cultivate the ability to identify, evaluate, and exploit opportunities for innovation, while understanding the risks and challenges associated with entrepreneurial ventures.</li> </ul>	
<b>Course Outcomes</b>	<ul style="list-style-type: none"> <li>● Foster creativity and problem-solving skills essential for identifying and capitalizing on business opportunities.</li> <li>● Equip students with the tools and strategies necessary to plan, launch, and manage successful entrepreneurial ventures, including business planning and risk assessment.</li> </ul>	
	<b>THEORY</b>	<b>(Total no.) lectures-30)</b>
<b>Sub Unit</b>	<b>Unit – I: Introduction to Entrepreneurship</b>	<b>15 lectures</b>
<b>1.</b>	Meaning of entrepreneurship, types of entrepreneurship, Traits of entrepreneur Factors promoting entrepreneurship, Leadership skills for entrepreneurs Barriers to entrepreneurship, Factors promoting entrepreneurship, The entrepreneurial Culture; Stages in entrepreneurial process	
<b>2.</b>	Introduction to Business Innovation, Definition and significance of business innovation Types of innovation: Product, process, organizational, and marketing innovation Innovation as a driver of growth and competitive advantage	
	<b>Unit – II: Entrepreneurship Management</b>	<b>15 lectures</b>
<b>1.</b>	Business Planning and Strategy Developing a business plan: Vision, mission, and objectives Market segmentation and targeting Value proposition and competitive advantage	

	Financial planning and forecasting Sources of financing for startups: Equity, debt, grants, etc. Venture capital and angel investors	
	<p><b>Evaluation Scheme:</b> CA : quizzes, puzzle, group presentation, group or individual projects, debate, model making, poster making, role play, case studies or any other creative mode of assessment (25 marks)</p> <p>SEE: The Practical component will comprise of 25 marks as Semester End Examination (SEE) of 1.5 hour evaluation pattern to be experiment/ task based/ case study or any other</p> <p><b>SEE TABLE BELOW (ILLUSTRATIVE EXAMPLE SHOWN)</b></p>	
<b>References:</b>	<p>1."Innovation and Entrepreneurship: Practice and Principles" by Peter F. Drucker</p> <p>2."The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses" by Eric Ries</p>	

### **Bloom's Taxonomy in Evaluation Scheme**

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION	TOTAL MARKS
I	2	3	7	12
II	2	3	8	13
<b>TOTAL MARKS PER OBJECTIVE</b>	<b>4</b>	<b>6</b>	<b>15</b>	<b>25</b>
<b>% WEIGHTAGE</b>	<b>16%</b>	<b>24%</b>	<b>60%</b>	<b>100 %</b>

### Ability Enhancement Course

<b>Course Code</b>  <b>JUCBI-AEC201</b>	<b>Course Title: Professional Communication Skill II</b>	<b>Credits: 02</b> <b>Lectures/Week: 2</b>
<b>Course description</b>	This course focuses on developing effective written and verbal communication abilities crucial for success in the workplace. Explore strategies for clear and persuasive business writing, presentation techniques, and interpersonal communication, enabling you to excel in your career and collaborate more efficiently with colleagues and clients	
<b>Learning objectives</b>	<ul style="list-style-type: none"> <li>● Develop proficiency in crafting clear and concise written communication for professional purposes, including emails, reports, and business documents.</li> <li>● Hone verbal communication skills, including public speaking and presentation techniques, to confidently convey ideas and information in a business setting, fostering effective interpersonal communication.</li> </ul>	
<b>Course Outcomes</b>	<ul style="list-style-type: none"> <li>● Acquire the ability to produce professional written communication materials, such as reports and emails, that are coherent, persuasive, and tailored to specific audiences, enhancing your capacity to convey complex information effectively.</li> <li>● Cultivate strong verbal communication skills, enabling you to deliver compelling presentations, engage in productive discussions, and build effective professional relationships, ultimately enhancing your career prospects and contributions in various workplace settings.</li> </ul>	
	<b>THEORY</b>	<b>(Total no.) lectures-30)</b>
<b>Sub Unit</b>	<b>Unit – I: Communication Skills and Interpersonal Dynamics in the Modern World</b>	<b>15 lectures</b>
<b>1.</b>	Importance of communication skills Interpersonal relationship and Communication Role of Communication in Interpersonal Relationship Importance of Interpersonal Relationship at Workplace Communication in the age of social media Effects of social media on Communication Skills Relevance of social media in business Concepts to improve communication skills 7 C’s of communication KISS – Keep it short and simple AIDA – Attention, Interest, Desire, Action	

	<b>Unit – II: Professional Development Essentials</b>	<b>15 lectures</b>
<b>1.</b>	Resume Writing Group Discussion and Interviews Presentation skills	
	<p><b>Evaluation Scheme</b> CA : quizzes, puzzle, group presentation, group or individual projects, debate, model making, poster making, role play, case studies or any other creative mode of assessment (25 marks)</p> <p>SEE: Unit I: 1 out of 2 (10 marks) Unit II: 1 out of 2 (10 marks) Unit I &amp; II 2 out of 4 (5 Marks)</p> <p><b>SEE TABLE BELOW (ILLUSTRATIVE EXAMPLE SHOWN)</b></p>	
<b>References:</b>	<p>1."Business Communication: Building Critical Skills" by Kitty O. Locker and Stephen Kyo Kaczmarek</p> <p>2."The Business Communication Handbook" by Judith Dwyer</p>	

### **Bloom's Taxonomy in Evaluation Scheme**

<b>UNIT</b>	<b>KNOWLEDGE</b>	<b>UNDERSTANDING</b>	<b>APPLICATION</b>	<b>TOTAL MARKS</b>
<b>I</b>	<b>2</b>	<b>3</b>	<b>7</b>	<b>12</b>
<b>II</b>	<b>2</b>	<b>3</b>	<b>8</b>	<b>13</b>
<b>TOTAL MARKS PER OBJECTIVE</b>	<b>4</b>	<b>6</b>	<b>15</b>	<b>25</b>
<b>% WEIGHTAGE</b>	<b>16%</b>	<b>24%</b>	<b>60%</b>	<b>100 %</b>



## Value Education Course

<b>Course Code</b>  <b>JUCBI-VEC201</b>	<b>Course Title: Digital &amp; Technological Solutions</b>	<b>Credits: 02</b> <b>Lectures/Week: 2</b>
<b>Learning objectives</b>	<ul style="list-style-type: none"> <li>● <b>Understand the fundamentals of digital technologies and their role in modern business and society.</b></li> <li>● <b>Gain awareness of common technological solutions and their potential benefits, preparing you to engage with and adapt to evolving digital tools and trends.</b></li> </ul>	
<b>Course description</b>	<b>This course dives into the latest innovations and strategies in technology, digital transformation, and IT solutions. Gain the knowledge and skills to harness the power of technology to solve real-world problems and drive innovation in various industries.</b>	
<b>Course Outcomes</b>	<ul style="list-style-type: none"> <li>● <b>Develop the expertise to assess technological needs, design digital solutions, and implement them effectively in various contexts, contributing to enhanced productivity and innovation within organizations.</b></li> <li>● <b>Cultivate critical thinking and problem-solving skills, enabling you to navigate the ever-changing technological landscape, adapt to emerging digital trends, and make informed decisions for optimizing digital and technological solutions in diverse professional settings..</b></li> </ul>	
	<b>THEORY</b>	<b>(Total no.) lectures-30)</b>
<b>Sub Unit</b>	<b>Unit – I: Introduction to Digital Solutions</b>	<b>15 lectures</b>
<b>1.</b>	<b>Overview of Digital Solutions</b> Definition and scope of digital solutions in banking and insurance Importance and benefits of digitalization in the industry Digital transformation trends in banking and insurance sectors	
<b>2.</b>	<b>Digital Banking Solutions</b> Online banking services: Fund transfers, bill payments, balance inquiries Mobile banking applications: Features and functionalities Automated Teller Machines (ATMs) and their services Internet banking security and precautions	
<b>3.</b>	<b>Digital Insurance Solutions</b> Online insurance policies: Purchase, renewal, and claims Mobile insurance applications: Policy management and claim filing	

	Usage-based insurance and telematics Digital tools for insurance comparison and premium calculation	
	<b>Unit – II: Technology in finance</b>	<b>15 lectures</b>
<b>1.</b>	<b>Customer Relationship Management (CRM) Systems</b> Role and benefits of CRM in banking and insurance Customer data management and analysis Personalization and targeted marketing strategies Enhancing customer experience through CRM systems	
<b>2.</b>	<b>Technological Solutions in Banking and Insurance</b> Applications of AI and ML in banking and insurance Chatbots and virtual assistants for customer support Fraud detection and risk assessment using AI and ML Personalized recommendations and predictive analytics	
	<b>Evaluation Scheme</b>  50 marks as Continuous Assessments (CA) Quizzes, puzzle, group presentation, group or individual projects, debate, model making, poster making, role play, case studies or any other creative mode of assessment  <b>SEE TABLE BELOW (ILLUSTRATIVE EXAMPLE SHOWN)</b>	
<b>References:</b>	<p>1."Digital Transformation: Survive and Thrive in an Era of Mass Extinction" by Thomas M. Siebel.</p> <p>2."The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail" by Clayton M. Christensen.</p>	

**Bloom's Taxonomy in Evaluation Scheme**

<b>UNIT</b>	<b>KNOWLEDGE</b>	<b>UNDERSTANDING</b>	<b>APPLICATION</b>	<b>TOTAL MARKS</b>
<b>I</b>	<b>2</b>	<b>3</b>	<b>7</b>	<b>12</b>
<b>II</b>	<b>1</b>	<b>2</b>	<b>8</b>	<b>11</b>
<b>III</b>	<b>1</b>	<b>2</b>	<b>10</b>	<b>13</b>
<b>IV</b>	<b>1</b>	<b>3</b>	<b>10</b>	<b>14</b>
<b>TOTAL MARKS PER OBJECTIVE</b>	<b>5</b>	<b>10</b>	<b>35</b>	<b>50</b>
<b>% WEIGHTAGE</b>	<b>10%</b>	<b>20%</b>	<b>70%</b>	<b>100 %</b>