

Model Curriculum for B.Voc/ D.Voc

in

Banking Finance Services and Insurance (BFSI)



**All India Council for Technical Education
Nelson Mandela Marg, New Delhi**

1. Introduction

All India Council for Technical Education (AICTE) Ministry of HRD, Government of India has introduced Entrepreneurship oriented Skill development courses of B.Voc/D.Voc/Skill Diploma. These courses will be run by AICTE approved institutes by using available infrastructure and facilities. In these courses the institute will conduct general education content and sector specific skills will be imparted by Skill Knowledge Providers/ Training Providers/ Industries.

1.1 Key Features:

Objectives

- To provide judicious mix of skills relating to a profession and appropriate content of General Education.
- To ensure that the students have adequate knowledge and skills, so that they are work ready at each exit point of the programme.
- To provide flexibility to the students by means of pre-defined entry and multiple exit points.
- To integrate NSQF within the Diploma, undergraduate level of higher education to enhance employability of the students and meet industry requirements. Such student apart from meeting the needs of local and national industry are also expected to be equipped to become part of the global workforce.
- To provide vertical mobility to students admitted in such vocational courses.
- The certification levels will lead to Diploma/Advanced Diploma/B. Voc. Degree in Banking Finance Services and Insurance (BFSI)and will be offered by respective affiliating University/Board of Technical Education.
- Students may be awarded Level Certificate/Diploma/Advance Diploma /Degree as out-lined in the Table below:

Award	Duration after class X	Corresponding NSQF level
Level 3 Certificate	1 Year	3
Level 4 Certificate	2 Years	4
Diploma	3 Year	5
Advance Diploma	4 Years	6
B.Voc Degree	5 Years	7

2. Course Objectives

After successfully completing the vocational course, the student would have acquired relevant appropriate and adequate technical knowledge together with the professional

skills and competencies in the field of Banking Finance Services and Insurance (BFSI) so that he/she is properly equipped to take up gainful employment in this Vocation. Thus he/she should have acquired: -

A. Understanding of

- (a) The relevant basic concepts and principles in banking and insurance so that he/she is able to understand the subject.
- (b) The basic concepts in Business Operation & Administration.
- (c) The concepts, principles of working of basic Marketing & Accounting.
- (d) The knowledge of Retail & Finance and the Risk Management practices.
- (e) The concepts and principles used in Depository Operations & Entrepreneurship.

B. Adequate Professional Skills and Competencies in

- (a) Installation of Costing System.
- (b) Concept of Annuity & Policies.
- (c) Scope & Importance of Marketing.

C. A Healthy and Professional Attitude so that He/She has

- (a) An analytical approach while working on a job.
- (b) An open mind while locating/rectifying faults.
- (c) Respect for working with his/her own hands.
- (d) Respect for honesty, punctuality and truthfulness

D. NSQF compliant skills in Qualification developed by sector skill council in Banking, Financial Services & Insurance sector

3. Course Structure

The course will consist of combination of practice, theory and hands on skills in the Banking, Financial Services & Insurance sector.

Curriculum

The curriculum in each of the years of the programme would be a suitable mix of general education and skill components.

Skill Components:

- The focus of skill components shall be to equip students with appropriate knowledge, practice and attitude, to become work ready. The skill components will be relevant to the industry as per its requirements.
- The curriculum will necessarily embed within itself, National Occupational Standards (NOSs) of specific job roles within the industry. This would enable the students to meet the learning outcomes specified in the NOSs.

- The overall design of the skill development component along with the job roles selected will be such that it leads to a comprehensive specialization in few domains.
- The curriculum will focus on work-readiness skills in each of the year of training.
- Adequate attention will be given in curriculum design to practical work, on the job training, development of student portfolios and project work.

General Education Component:

- The general education component adhere to the normal senior secondary and university standards. It will emphasize and offer courses which provide holistic development. However, it will not exceed 40% of the total curriculum.
- Adequate emphasis is given to language and communication skills.

The curriculum is designed in a manner that at the end of each year after class Xth students can meet below mentioned level descriptors of NSQF:

Level	Process required	Professional Knowledge	Professional skill	Core skill	Responsibility
Level 3	Person may carry out a job which may require limited range of activities routine and predictable	Basic facts, process and principle applied in trade or employment	Recall and demonstrate practical skill, routine and repetitive in narrow range of application	Communication written and oral with minimum required clarity, skill of basic arithmetic and algebraic principles, personal banking, basic understanding of social and natural environment	Under close supervision some responsibility for own work within defined limit
Level 4	Work in familiar, predictable, routine, situation of clear choice	Factual knowledge of field of knowledge or study	Recall and demonstrate practical skill, routine and repetitive in narrow range of application, using appropriate rule and tool, using quality concepts	Language to communicate written or oral, with required clarity, skill to basic arithmetic and algebraic principles, basic understanding of social political and natural environment	Responsibility for own work and learning

Level 5	Job that requires well developed skill, with clear choice of procedures in familiar context	Knowledge of facts, principles, processes and general concepts, in a field of work or study	A range of cognitive and practical skills required to accomplish tasks and solve problems by selecting and applying basic methods, tools materials and information	Desired mathematical skill, understanding of social, political and some skill of collecting and organizing information, communication.	Responsibility for own work and learning and some responsibility for other's works and learning
Level 6	Demands wide range of specialized technical skill, clarity of knowledge and practice in broad range of activity involving standard/non-standard practices	Factual and theoretical knowledge in broad contexts within a field of work or study	A range of cognitive and practical skills required to generate solutions to specific problems in a field of work or study	Reasonably good in mathematical calculation, understanding of social, political and reasonably good in data collecting organizing information, and logical communication	Responsibility for own work and learning and full responsibility for other's works and learning
Level 7	Requires a command of wide ranging specialized theoretical and practical skill, involving variable routine and non-routine context	Wide ranging, factual and theoretical knowledge in broad contexts within a field of work or study	Wide range of cognitive and practical skills required to generate solutions to specific problems in a field of work or study	Good logical and mathematical skill understanding of social political and natural environment good in collecting and organizing information, communication and presentation skill	Full responsibility for output of group and development

Curriculum

Level	Code	Educational Component		Credit	Marks
3 Semester I		Theory			
	3.GE.01	Language – I		3	50
	3.GV.01	Banking		3	50
	3.GV.02	Insurance		3	50
	3.GE.02	Risk Management – I		3	50
		Lab/Practical			
	3.VP.01	Banking-Lab		1.5	50
	3.VP.02	Insurance - Lab		1.5	50
On-Job-Training (OJT)/Qualification Packs					
Business Correspondent /Business Facilitator (BSC/Q8401)			(Any one)	15	200
Loan Processing Officer (BSC /Q2304)					
3 Semester II		Theory			
	3.GV.03	General Foundation Course –I		3	50
	3.GV.04	Business Operation & Administration		3	50
	3.GV.05	Cost Accounting		3	50
	3.GE.03	Risk Management– II		3	50
		Lab/Practical			
	3.VP.03	Business Operation & Administration- Lab		1.5	50
	3.VP.04	Cost Accounting -Lab		1.5	50
On-Job-Training (OJT)/Qualification Packs					
Loan Processing Officer (BSC /Q2304)			(Any one)	15	200
Life Insurance Agent (BSC/Q0101)					
4 Semester I		Theory			
	4.GV.01	Marketing		3	50
	4.GV.02	Financial Accounting - I		3	50
	4.GV.03	Front Office Operations		3	50
	4.GE.01	Language – II		3	50
		Lab/Practical			
	4.VP.01	Marketing – Lab		1.5	50
	4.VP.02	Financial Accounting - Lab		1.5	50
On-Job-Training (OJT)/Qualification Packs					
Accounts Executive (BSC/Q8101)			(Any one)	15	200

Level	Code	Educational Component		Credit	Marks			
	Microfinance Executive (BSC/Q0801)							
Theory								
4 Semester II	4.GV.04	General Foundation Course -II		3	50			
	4.GV.05	Retail Operations		3	50			
	4.GV.06	Retail Services		3	50			
	4.GV.07	Financial Accounting - II		3	50			
	Lab/Practical							
	4.VP.03	Retail Operations (Lab)		1.5	50			
	4.VP.04	Retail Services (Lab)		1.5	50			
	On-Job-Training (OJT)/Qualification Packs							
	BFSI Process Lead (BSC/Q7101)		(Any one)	15	200			
	Front Desk Officer - Financial Institutions (BSC/Q2203)							
Theory								
5 Semester I	5.GV.01	Banking & Micro Finance - I		3	50			
	5.GV.02	Indian Securities Markets - I		3	50			
	5.GV.03	Micro Finance Operations - I		3	50			
	5.GV.04	Mutual Fund Operations - I		3	50			
	Lab/Practical							
	5.VP.01	Vocational Practical -I		1.5	50			
	5.VP.02	Vocational Practical -II		1.5	50			
	On-Job-Training (OJT)/Qualification Packs							
	Insurance Agent (BSC/Q3801)		(Any one)	15	200			
	Business Correspondent / Business Facilitator (BSC/Q8401)							
	Debt Recovery Agent (BSC/Q2303)							

Level	Code	Educational Component		Credit	Marks			
Semester II	Theory							
	5.GV.05	Banking & Micro Finance - II		3	50			
	5.GV.06	Indian Securities Markets - II		3	50			
	5.GV.07	Micro Finance Operations - II		3	50			
	5.GV.08	Mutual Fund Operations - II		3	50			
	Lab/Practical							
	5.VP.03	Vocational Practical -III		1.5	50			
	5.VP.04	Vocational Practical -IV		1.5	50			
	On-Job-Training (OJT)/Qualification Packs							
	Mutual Fund Agent (BSC/Q3802)		(Any one)	15	200			
Semester I	Theory							
	6.GV.01	Computational Skills - I		3	50			
	6.GV.02	Retail Banking & Operations -I		3	50			
	6.GV.03	Depository Operations – I		3	50			
	6.GV.04	Entrepreneurship/Accounting/Management – I		3	50			
	Lab/Practical							
	6.VP.01	Vocational Practical - V		1.5	50			
	6.VP.02	Vocational Practical – VI		1.5	50			
	On-Job-Training (OJT)/Qualification Packs							
	Financial Inclusion Officer (BSC/Q8405)		(Any one)	15	200			
Semester II	Manager - Loan Approval (BSC/Q2301)							
	Loan Processing Officer (BSC/Q2304)							
	Theory							
	6.GV.05	Computational Skills - II		3	50			
	6.GV.06	Retail Banking & Operations –II		3	50			
	6.GV.07	Depository Operations – II		3	50			
	6.GV.08	Entrepreneurship/Accounting/Management – II		3	50			

Level	Code	Educational Component		Credit	Marks			
7 Semester I	Lab/Practical							
	6.VP.03	Vocational Practical – VII		1.5	50			
	6.VP.04	Vocational Practical – VIII		1.5	50			
	On-Job-Training (OJT)/Qualification Packs							
	Operations Executive – Lending (BSC/Q2202)		Any one)	15	200			
	Process Executive - Financial Institutions (BSC/Q5201)							
	Theory							
	7.GV.01	Business Banking & Operations		3	50			
	7.GV.02	Securities Operations		3	50			
	7.GV.03	Finishing School - I		3	50			
	7.GV.04	Livelihood Management - I		3	50			
7 Semester II	Lab/Practical							
	7.VP.01	Vocational Practical – IX		1.5	50			
	7.VP.02	Vocational Practical – X		1.5	50			
	On-Job-Training (OJT)/Qualification Packs							
	Research Officer - Financial Institutions (BSC/Q5401)		(Any one)	15	200			
	Insolvency Associate (BSC/Q8202)							
	CASA Sales Manager (BSC/Q8404)							
	Theory							
	7.GV.05	Life Insurance & Operations		3	50			
	7.GV.06	General Insurance & Operations		3	50			
	7.GV.07	Finishing School - I		3	50			
	7.GV.08	Livelihood Management - I		3	50			
	Lab/Practical							
	7.GV.09	Project Work		3	100			
	On-Job-Training (OJT)/Qualification Packs							
	Dealer - Financial Institutions (BSC/Q5102)		(Any one)	15	200			
	Accounts Executive (BSC/Q8101)							

Detailed Curriculum

Level 3 (Semester I)

(3.GE.01)Language - I

Module 1: Reading comprehension (prescribed texts) and functional grammar

A variety of genres – short stories, expository pieces, biographies, poems, plays, newspaper and magazine excerpts have been included. Teaching of grammar has been integrated with the reading texts. The emphasis is on functional grammar.

The following ten prose texts and five poems have been selected for development of different reading skills.

Prose texts (Prescribed)

1. A warmer or a colder earth (popular science) Arthur – C. Clark
2. The tiger in the tunnel (narrative) – Ruskin Bond.
3. First two or four pages from Sunny Days (autobiographical) – By Sunil Gavaskar
4. Case of suspension (narrative)
5. Big brother (narrative) Shekhar Joshi
6. Father, dear father (news paper article form the Hindu)
7. Face to face (autobiographical) Ved Mehta
8. I must know the truth (narrative) Sigrun Srivastva
9. If I were you (play) Douglas James
10. India, her past and her future (speech) Jawahar Lal Nehru

Poems

1. Leisure – W H Davis
2. The road not taken – Robert Frost
3. Where the mind is without fear- Tagore
4. My grandmother's house – Kamla Das
5. The night of the scorpion – Nissi, Ezekiel

Non prescribed

In this section learners will be exposed to newspaper, articles, tables, diagrams, advertisements etc. which they have to read carefully and interpret. In the examination similar pieces will be used.

Grammar and usage:

The following points of grammar and usage have been selected from the reading passages.

1. agreement/concord: number – gender etc.
2. Tenses: simple past (negatives/interrogatives) present perfect, past perfect continuous, past perfect, expressing future time (will and going to)

3. Passive voice (perfect tenses and modals)
4. Modals (must, should ought to, would)
5. Linking words (to like because although, instead of, if, as, since, who, which that, when however, inspite of)
6. Reported speech, statements, questions (yes/no)

Module 2: Functional writing and study skills

This module help the learner to write descriptive and narrative paragraph, letters, reports notices etc. and also practice skills of note making

1. Paragraph writing
 - Describing objects
 - Describing people
 - Narrating events, stories
2. Letter writing
 - Application for leave
 - Application for jobs
 - Asking for information from various agencies (e.g. Last date for getting prospects; price of items before placing orders etc.)
3. Note making
4. Ending (punctuation, spelling, appropriate vocabulary, structures)

Reference Books:

1. [Effective Communication Skills, Kulbhushan Kumar, Khanna Publishing House](#)
2. [Business Communications, Varinder Bhatia, Khanna Publishing House](#)

(3.GV.01) Banking

Unit-1: Introduction

- Definition of Bank - Basic functions of Banker.
- Banking System in India.
 - (i) Commercial Banks.
 - (ii) Private Sector Banks.
 - (iii) Public Sector Banks.
 - (iv) Foreign Banks.
 - (v) Regional Rural Banks.
 - (vi) Co-operative Banks.
- Reserve Bank of India.

Unit-2: Banker and Customer

- Relationship between Banker and Customer.
- Special Types of Customers.
- Retail & Wholesale Banking.
- Deposit Accounts – Savings Accounts, Current Accounts, Fixed Deposit Accounts.
- Opening and operation of Accounts.
- Nomination.
- KYC requirements.
- Pass Book.
- Minors.
- Partnerships & Companies.

Unit-3: Employment of Bank Funds

- Liquid Assets-Cash in Hand, Cash with RBI & Cash with other Banks.
- Investment in securities.
- Advances - Secured and Unsecured.
- Loans.
- Term Loans.
- Cash Credit.
- Overdraft.
- Discounting of Bills of Exchange.
- Modes of creating charge on Securities.
- Types of Securities.

Unit-4: Negotiable Instruments

- Definition & Characteristics of Cheques.
- Bills of Exchange & Promissory Notes.
- Crossings.
- Endorsements.
- Collection and payment of Cheques.
- Liabilities of Parties.

Unit-5: Communication Skills

- Elements of Communication

- (i) Introduce and greet in a proper way.
- (ii) Framing of question and sentence.
- (iii) Dealing with customers while they are shopping for goods.
- (iv) Identify elements of communication cycle.
- Forms of Communication & Communication Equipment
 - (i) Demonstrate effective use of verbal and non verbal communication skills.
 - (ii) Identify the types of communication.
 - (iii) Operate the communication media and equipment properly.
 - (iv) Select the Strategies for Overcome barriers in communication.
- Elements of Business communication
 - (i) Describe the importance of organizational culture in business communication.
 - (ii) Communicate Effectively with Customers.
 - (iii) Describe the qualities that the team member should possess.
- Preparation of Project Report
 - (i) Describe Project Work/ Assignment.
 - (ii) Outline the preparation of project report.

(3.GV.02) Insurance

Unit-1: Introduction

- Concept of Insurance.
- Need for Insurance.
- Brief history of Insurance industry in India.
 - (a) Enactment of Insurance Act, 1938.
 - (b) Nationalization of Life Insurance Companies in 1955.
 - (c) Nationalization of General insurance Companies in 1972.
 - (d) Malhotra Committee Report – Opening up of Insurance sector to Private Companies in 2000.
 - (e) Setting up of Insurance Regulatory and Development Authority in 1999.

Unit-2: Life Insurance

- Present Organizational set-up of Insurance Companies in India – L.I.C. and Private Companies with foreign joint ventures, selling Insurance through Agents and Banks.
- Objectives of Life Insurance – Protection and Investment.
- Different types of Life Insurance Policies – Chief characteristics and similarity.
- Basic Pre-requisites for Life Insurance – Insurable Interest and utmost Good Faith.
- Procedure for taking a policy.
 - (a) Selection of the Plan.
 - (b) Consultation of Premium tables.
 - (c) Filling up of Proposal Form.
 - (d) Document regarding proof of age.
 - (e) Important clauses of the Policy – eg. Suicide Clause.
 - (f) Nomination

Unit-3: Annuities and Unit Linked Policies

- Concept of Annuity.
- Objectives of Annuity.
- Procedure followed for obtaining Annuities.
- Meaning of Unit Linked Insurance Policies.
- Procedure for obtaining Unit linked insurance Policies.

Unit-4: Post - Issue Matters

- Lapse of the Policy due to Non-Payment of Premium.
- Revival of the Lapsed Policies.
- Surrender of the Policy – Payment of surrender value.
- Assignment of the Policies.
- Settlement of claims – Procedure to be followed.
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(3.GE.02)Risk Management – I

Unit 1 Concepts and Definitions of Risk and Risk Management

- Approaches to defining risk
- Impact of risk on organisations
- Types of risk
- Development of risk management
- Principles and aims of risk management

Unit 2 Risk Management Standards

- General risk management standards and risk management frameworks
- Alternative risk management approaches

Unit 3 Enterprise Risk Management

- Defining Enterprise risk management overview
- Enterprise risk management overview
- Implementing ERM
- Establishing the context for risk management

(3.VP.01) Banking – Lab

1. Visit the Websites of Five Different Commercial Banks
 - (Three Public Sector and Two Private Sector Banks) offering Retail Banking Products.
 - Get details of the various Retail Banking Products offered by them.
2. Prepare a Comprehensive Report for each of these Banks Covering the following
 - Retail Banking products (one Asset Product and one Liability Product) best suited for people in different stages of life cycle.
 - Five client categories to be selected:
 - (a) A young executive who has just joined the job after studies.
 - (b) A young housewife with 1 small child.
 - (c) A middle aged middle level Senior Executive in a Private Firm having two school going children and dependant parents.
 - (d) A elderly lady staying alone with no dependents, and
 - (e) A member of the armed forces in mid 30s.
 - Based on the data which you give in the above, justify your selections for each of them.
 - List the documents to be submitted by the customers for applying for each product. You can obtain sample forms from any of the banks as you think appropriate.
 - Explain the operational details for each of the products.
3. Viva

(3.VP.02) Insurance – Lab

1. Visit the Websites of five different Insurance Companies Offering Life Insurance. Get details on the Various Policies Offered by them.
2. Prepare a Comprehensive Report for each of these Companies Covering the following:
 - Insurance products best suited for the different life stages – take five examples like young executive having joined job after studies, young married woman with one small child, middle aged man having two school going children and one dependent parent, Elderly lady staying alone with no dependents, member of the armed forces in mid 30s.
 - From the chart above, recommend the best suited life insurance policy to each of them.
 - List the documents to be submitted for applying for each type of insurance and help them fill out the application form. You can obtain sample application forms from the relevant insurance company.
 - Explain the claims procedure along with requirements for claiming insurance at the time of occurrence of the insured event.
3. Viva

Level 3 (Semester II)**(3.GV.03) General Foundation Course – I****A. Business Management and Entrepreneurship****(a) Entrepreneurship Orientation**

Importance and relevance in real life: Emphasis on self-employment.

(b) Entrepreneurship Values and Attitudes

Innovativeness, Independence, Risk Taking, Analytical ability.

(c) Entrepreneurial Motivation

Achievement Planning, personal efficacy, entrepreneurial goal setting.

(d) Launching of a Business Venture

Identification of project, steps in setting up a business, information about various institutions providing assistance, project formulation.

B. Computational Skills

- (a) Percentage, ratio & proportion, profit & loss, discount, simple and compound interest, population growth and depreciation of value of articles using logarithm. Area and volume: rectangle, parallelogram, circle, cube, cone, cylinder & sphere.

C. Environmental Education

- (a) Environment and the society.
- (b) Environment properties risks in different economic enterprises, in use of raw materials, in processing / manufacturing and designing.
- (c) Poverty and environment.

D. Rural Development

- (a) Agriculture, the back bone of Indian Economy.
- (b) Rural development projects in India including Integrated rural development programme.
- (c) Agro based rural industries.
- (d) Community approach to rural development.

Reference Books:

1. [Environmental Studies, M.P. Poonia & S.C. Sharma, Khanna Publishing House](#)
2. [A Textbook of Environmental Sciences, Rimpi Mehani Ne' Chopra, Khanna Publishing House](#)

(3.GV.04) Business Operation & Administration

- Introduction to Business Operations
 - Concept and definition of Business Operations.
 - Types of Business Operations.
 - Management of Business Operations.
- Business Environment
 - Understanding Business Environment.
 - Internal and External Factors of Business Environment.
- Products and Services
 - Concept, Definition and Features of Product.
 - Classification of Products.
 - Concept, Definition and Features of Services.
 - Difference between Product and Service.
 - Meaning of Consumer, Identifying Consumer Needs, Classification of Consumers.
- Types of Organisation
 - Meaning and Definition of Organisation.
 - Characteristics and Significance of Organisation.
 - Types of Organisation.
- Formation of Partnership Firm and Joint Stock Company
 - Introduction to Partnership Firm.
 - Steps in Formation of a Partnership Firm.
 - Meaning, Definition and Characteristics of Joint Stock Company.
 - Types of Companies.
 - Formation of a Joint Stock Company.
- Business Correspondence
 - Meaning and Significance of Business Correspondence.
 - Rules of Good Business Communication.
 - Principles of Business Correspondence.
 - Forms and Types of Common Business Letters.
- Functional Areas of Management
 - Production Management.
 - Financial Management.
 - Marketing Management.
 - Human Resource Management.
 - Information Technology.
- Organizational Behaviour
 - Meaning, Definition and Importance of Organisational Behaviour.
 - Characteristics of Organisational Behaviour.
 - Groups, formation of groups and group dynamics.

(3.GV.05) Cost Accounting

1. General Principles

- Meaning and Scope of Cost Accounting.
- Objectives of Cost Accounting.
- Cost Accounting Versus Financial Accounting.
- Importance of Cost Accounting.
- Objections to Cost Accounting.
- Elements of Cost.
- Components of Total Cost.
- Classification of Costs.
- Installation of a Costing System.
- Methods of Costing.
- Techniques of Costing.
- Systems of Costing.

2. Direct Materials

- Materials Control.
- Purchasing of Materials.
- Receiving of Materials.
- Inspection of Materials.
- Storage of Materials.
- Issuing of Materials.
- Maintenance of Inventory Records.
 - (i) Incoming Materials.
 - (ii) Outgoing Materials.

3. Direct Labour and Direct Expenses

- Direct and Indirect Labour.
- Control over Labour Costs.
- Personnel Department.
- Engineering and Works Study Department.
- Time-keeping Department.
- Pay-master's Department.
- Cost Accounting Department.
- Treatment of Holiday Pay, Idle Time, Overtime etc. in Cost Accounts.
- Labour Turnover.
- Direct Expenses.

4. Overheads - Control

- Classification of Overheads.

- Comments on Certain Items of
 - (i) Factory Overheads.
 - (ii) Office and Administrative Overheads.
 - (iii) Selling and Distribution Overheads.

5. Overheads - Distribution

- Overheads Distribution Stages.
- Distribution of Factory Overheads.
- Distribution of Office and Administration Overheads.
- Actual Versus Pre-determined Overhead Rates.
- Over and Under-absorption of Overheads.

(3.GE.03) Risk Management - II

Unit 1 Risk assessment part 1: introduction and identification

- Risk assessment considerations
- Value at risk, stress tests and scenarios
- Risk causes (sources) and consequences
- Risk classification systems

Unit 2 Risk assessment part 2: risk analysis and evaluation

- Introduction to risk analysis
- Risk likelihood and impact
- Regulatory models and internal models as risk analysis tool
- Defining the upside of risk
- Risk evaluation and risk appetite

Unit 3 Risk response and risk treatment

- Introduction to risk treatment and risk response
- The 4Ts
- Risk control techniques (PCDD)
- Control of financial risks
- Introduction to control of operational risk
- Insurance and risk transfer

(3.VP.03)Business Operation & Administration Lab

1. Prepare a chart on different types of joint stock companies with examples.
2. Visitnearby business enterprises / companies and prepare a report on the following:
 - a) Nature and Type of business being run by them.
 - b) Products and Services provided by them.
3. Role play on understanding the concept of Formal and Informal Communication.
4. Viva

(3.VP.04) Cost Accounting - Lab

The students will be required to prepare reports for an organization in respect of the following:

- Cost sheet of the firm for a selected period.
- Maintenance of Bin Cards.
- Maintenance of Stores Ledger.
- Treatment of Material Losses.
- Recording Attendance Time.
- Recording Job Time.
- Treatment of Material Losses.
- Classification and Codification of Different Items of Overheads.

Level 4 (Semester I)**(4.GV.01)Marketing****1. Introduction to Marketing**

- Meaning, Nature, Objectives, Scope & Importance of Marketing.
- Difference between Marketing & Selling.
- Marketing Philosophies.

2. Marketing Environment

- Meaning and Importance.
- Macro Environment Factors.
- Micro Environment Factors.

3. Marketing Segmentation, Targeting & Positioning

- Meaning & Importance of Segmentation.
- Bases of Market Segmentation.
- Meaning and Need for Targeting.
- Types of Targeting.
- Meaning & Need for Positioning.
- Positioning Strategies.

4. Fundamentals of Marketing Mix

- Meaning and Importance of Marketing Mix.
- Marketing Mix Components – Service Sector & Consumer Goods.

1. Consumer Behaviour

- Meaning and Importance of Consumer Behaviour
- Factors Affecting Consumer Buying Behaviour.
- Roles of Buying Behaviour.
- Stages of Buying Behaviour.

Reference Books:

1. Principles and Practices of Management, Premvir Kapoor, Khanna Publishing House

(4.GV.02)Financial Accounting - I**SECTION - I: PARTNERSHIP ACCOUNTS****1. Fundamentals**

- Meaning of Partnership.

- Essential Characteristics of Partnership.
- Partnership Deed.
- Final Accounts.
- Adjustments after Closing Accounts.
- Fixed and Fluctuating Capitals.
- Good will.
- Joint Life Policy.
- Change in Profit Sharing Ratio.

2. Reconstitution of Partnership Firms - I

- Admission of a Partner.
- Accounting Problems.

1. Reconstitution of Partnership Firms - II (Retirement, Death and Amalgamation)

- Retirement of a Partner.
- Death of a Partner.
- Amalgamation of Partnership Firms.

4. Dissolution of a Partnership

- Distinction between Dissolution of Partnership and Dissolution of a firm.
- Modes of Dissolution of a Firm.
- Settlement of Accounts.
- Accounting Entries.
- Insolvency of Partners.

Reference Books:

(4.GV.03)Front Office Operations

Unit-1: Guest Cycle

- Pre-arrival.
- Arrival.
- During Stay.
- Departure.
- Post-departure Activities.

Unit-2: Reception

- Importance of Registration.
- Receiving of Guest.

- Pre-registration Activities.
- Registration Activities.
- Post-registration Activities.
- Registration of a Foreigner Guest.
- Room Selling Techniques.

Unit-3: Bell Desk

- Functions.
- Equipment and Aids used in Bell Desk.
- Procedures of Bell Desk.

Unit-4: During the Stay Activities

- Message Handling.
- Mail Handling.
- Key Handling.
- Complaint Handling.

Unit-5: Telephone

- Telephone Manners & Etiquettes.
- Telephone Equipment.

Unit 6: Information and Concierge

- Role and Importance.
- Competencies required.

(4.GE.01) Language - II

Module – 3: Listening and speaking skills

In this module the learners will be exposed to a variety of listening activities recorded on audiotapes. These will be samples of good spoken English, which the learners can use as models. Work sheets will accompany the listening material.

This module will include the following:

1. Introducing yourself/friends in formal and informal situations.
2. Inviting people (over the phone and face to face) giving details of occasion, time place and date. Acceptance and refusal of invitation – formal and informal.
3. Seeking and supplying information (example opening an account in a bank, applying for loans etc.)
4. Talking and conveying messages (over the phone and face to face).
5. Giving directions / instruction.
6. Discussing contemporary issues related to environment, child labour, gender bias etc.
7. Listening to excerpts from television and radio.

8. Listening to poems/plays (prescribed).
9. Listening to speeches / talks.
10. Listening to songs like "We shall overcome".

Module - 4 to 6
(English for specific purposes) (opt any one)

There modules are being offered. A learner has to opt for any one. The first is for academic purposes and the next two are for vocational purposes. The focus is not on the teaching of the subject matter like science and literature but on the way in which language is used in the different subjects.

Module 4: English for Science

This course will introduce learners to some interesting pieces of popular science

1. Health and hygiene
2. Conservation of (nearly extinct) animals.
3. Plant life.
4. Bio gas / solar energy.

These pieces illustrate the use of English in scientific writing: giving information factually, logically and objectively.

Module 4: English for Receptionist

This module will introduce the learners to a variety of exercises, tasks and meaningful activities related to the receptionist's use of English. The printed course materials will be supported by tapes.

The following competencies be developed:

1. Receiving messages, making request etc.
2. Supplying information
3. Giving advice and making suggestions
4. Dealing with complaints
5. Making entries in an appointment book, register etc.

Module 4: English for Office Use

This course will help the learner to use English effectively and appropriately in the office environment. The competencies will be developed.

1. Using the telephone taking and passing messages.
2. Receiving messages
3. Marking noting on files and circular.
4. Writing office notes, memos, notices, agendas for meetings.
5. Telegrams and fax messages.

6. Writing business letters, application enquires, complaints.
7. Filling in forms, cheques, pay in slips etc.

Reference Books:

1. [Effective Communication Skills, Kulbhushan Kumar, Khanna Publishing House](#)
2. [Business Communications, Varinder Bhatia, Khanna Publishing House](#)

(4.VP.01)Marketing - Lab

1. Visit to retail and wholesale stores located nearby and prepare report on the Frequency and volume of sale of selected products of different categories to Customers classified by age and sex.
2. Ascertain from the local market of selected consumer goods to what extent Economic, Social and Cultural factors affect the demand for particular goods, Prepare report.
3. Conduct household or market survey and report on the buying motive of Consumers as regards to price and quality, consumers being classified by Age, sex and income, given certain selected products.
4. Survey of demand for selected products available under different brand names through household enquiries in the local area.
5. Taking any two brands of your choice, collect the following market information.
 - (a) Segments for which they are made.
 - (b) Competitors brands.
 - (c) Marketing mix information – information about its price, ways of promotion, ways of distribution.

(4.VP.02)Financial Accounting Lab

Visit a Sole Proprietary Firm and present Reports regarding:

Collect and go through.

- A Partnership Deed.
- Share Certificate & Debenture Certificate of a Company.
- Annual Accounts of a Company.

Level 4 (Semester II)**(4.GV.04) General Foundation Course – II****A. Business Management and Entrepreneurship**

Management of Business, Elementary treatment/exposure to basic conceptual frame work of the topic listed below:

- (a) Basic Function (b) Marketing Management (c) Financial Management (d) Production Management (e) Personnel Management

B. Computational Skills

1. (a) Solution of linear equations and their application to problem of commercial mathematics.
(b) System of linear equations and in equation in two variables. Applications in formation of simple linear programming problems.
2. Statistics: Raw data, bar charts and Histogram; Frequency Tables; Frequency Polygon; Ogive; Menu, Median and Mode of ungrouped and grouped data; Standard Deviation; Introduction to Mortality tables; Price Index etc. Introduction to Computers.

C. Environmental Education & Rural Development

Environmental Education:

- a. Modernization of agriculture and environment, irrigation, water logging, use of fertilizers, pesticides, soil erosion, land degradation (desertification and deforestation), silting and drying of water resources.
- b. Rational utilization, conservation and regeneration of environmental resources (soil, air, water, plant, energy, minerals).

2. Rural Development

Principles and goals of rural development, major problems/constraints in rural development in India.

Reference Books:

1. [Environmental Studies, M.P. Poonia & S.C. Sharma, Khanna Publishing House](#)
2. [A Textbook of Environmental Sciences, Rimpi Mehani Ne' Chopra, Khanna Publishing House](#)

(4.GV.05)Retail Operations

Unit-1: Fundamentals of Retailing

- Introduction, Basics of Retailing, Retail Formats, Functions of Retailers, Trends in Retailing.

Unit-2: Retail Marketing Mix

- Introduction, Product Mix, Price Mix, Promotion Mix, Place Mix, Process People and Physical Evidence.

Unit-3: Merchandising Management

- Introduction, Source of Merchandise, Functions of Merchandising, Handling of Merchandising, Duties and Responsibilities of Merchandiser.

Unit-4: Retail Store Layout Design

- Introduction, Types of Retail Location, Store Layout, Design Decision, Functions of Retail Store Associate.

Unit-5: Health, Safety and Hygiene in Retailing

- Introduction, Health Care, Personal Grooming, Hazards at Workplace, Safety Measures at Workplace.

Unit-6: Steps in Retail Planning

- Introduction, Retail Planning Process, Steps in Retail Planning, Types of Retail Plan, Problems in Retail Planning, Problem Solving, Building Retail Sales Capacity, Summary.

Unit-7: Retail Branding

- Introduction, Retail Branding, Steps in Branding, Retail Marketing - Tips to Promote a Retail Brand, Significance of Brands, Need of Brand Identity system, Summary

(4.GV.06) Retail Services

Unit-1: Retail Selling Skills

- Selling Methods, Selling Process Salesmanship (Duties of Sales Personnel), Qualities of Goods Sales Person for Handling Queries.

Unit-2: Business Communications

- Elements of Communication, Forms of Communication and Communication Equipment's, Element of Business Communication, Preparation of Project Report.

Unit-3: Customer Relationship Management

- CRM Process, Duties and Responsibilities of Customer Services Associate, CustomerRetention Strategies, Handling Customer Grievances. Supplementary Material

Unit-4: Introduction to Retail Services

- Introduction, Meaning and Scope of Retail Services, Role of Retail Services, Characteristics of Retail Services, Factor Affecting Retail Services, Recent Trends in Retail Services Summary.

Unit-5: Retail Customer Services

- Introduction, Meaning of Customer Service, Classification of Customer Service, Limitation of Customer Service, Summary.

Unit-6: Customer Service Associate Profile

- Introduction, Customer Service Associate, Skills Required to be Good CSA, Duties and Responsibilities of CSA, Summary.

(4.GV.07)Financial Accounting – II**SECTION – I: COMPANY ACCOUNTS****1. The Joint Stock Company**

- Introduction.
- Meaning and Definition of a Company.
- Essential Characteristics of a Company.
- Kinds of Companies.
- Difference between Company and Partnership.
- Distinction between Private and Public Limited Companies.
- Formation of Company.
- Allotment of Shares.

2. Shares and Share Capital

- Shares.
- Share Capital.
- Accounting Entries.
- Full Subscription.
- Under subscription.
- Oversubscription.

- Calls in Advance.
 - Calls in Arrears.
 - Issue of Shares at Premium.
 - Issue of Shares at Discount.
 - Forfeiture of Shares.
 - Surrender of Shares.
 - Issue of Two Classes of Shares.
3. Debentures
- Classification of Debentures.
 - Issue of Debentures.
 - Different Terms of Issue of Debentures.
 - Writing Off Loss on Issue of Debentures.
4. Company Final Accounts
- Books of Account.
 - Introduction to Company Final Accounts.
 - Formats of Financial Statements: Schedule III (Companies Act 2013).
 - Familiarity with the Items of Financial Statements. (Preparation of Company Financial Statements is not required).
5. Financial Statements: Analysis and Interpretation
- Meaning and Types of Financial Statements.
 - Nature of Financial Statements.
 - Limitations of Financial Statements.
 - Analysis and Interpretation of Financial Statements.
 - Steps involved in the Financial Statement Analysis.
 - Methodical Classification.
 - Ratio Analysis.
 - Advantages of Ratio Analysis.
 - Limitations of Ratio Analysis.
6. Funds Flow Statement
- Meaning of Funds Flow Statement.
 - Uses of Funds Flow Statement.
 - Funds Flow Statement vs Income Statement.
 - Treatment of Provision for Taxation and Proposed Dividends.

7. Cash Flow Statement

- Meaning of Cash Flow Statement.
- Uses of Funds Flow Statement.
- Treatment of Provision for Taxation and Proposed Dividends

Level 5 (Semester I)**(5.GV.01)Banking & Micro Finance – I**

- Overview of the BFSI domain in India
- Role & importance of banks in an economy
- Structure of Indian banking industry
- Reserve Bank of India and its role
- Types of banks in India
- Banker-Customer relationship
- Overview of basic banking products & services
- Financial inclusion & exclusion

(5.GV.02)Indian Securities Markets -I

1. Introduction to Indian Securities Markets

- Definition & characteristics of securities
- Structure of Indian securities markets
- Businesses and their capital requirements
- Securities markets as allocators of capital

2. Different Types of Financial Securities

- Financial securities – characteristics and types.

(5.GV.03)Micro Finance Operations - I

1. Credit & Credit Operations
2. Aspects of MFI Credit
3. Credit delivery methodologies
4. Loan Application/Loan Prospecting/Loan Approvals/Loan Documentation
5. Loan Disbursements/Loan Collections & Recoveries
6. Data Management
7. Ethical issues and Do's & Don'ts

(5.GV.04)Mutual Fund Operations – I

1. Mutual Funds
2. Structure and constituents of Mutual Funds
3. Mutual fund products
4. Applicable NAV and cut-off time
5. Purchase, redemption and systematic transactions

(5.VP.01)Vocational Practical - I

1. Follow the work instructions and operating instructions
2. Understanding of account opening process
3. Understanding of operating standards and Standard Operating Procedures
4. Understand the list of documents for account opening

(5.VP.02)Vocational Practical - II

1. Understand the document verification process
2. Understand types of errors
3. Understand the escalation process
4. Execution of work

Level 5 (Semester II)

(5.GV.05)Banking & Micro Finance - II

- Need for & importance of microfinance/What is microfinance
- Evolution of microfinance in India/Mainstream microfinance institutions
- Different models of microfinance/SHGs – what they are and why they are important
- MFIs and legal forms/Typical organisation structure of MFs
- Typical Products & Services/Customers served

(5.GV.06)Indian Securities Markets - II

1. Securities Markets

- The markets for securities & its structure
- The Primary Market for securities
- The Secondary Market for securities

2. Mutual Funds

- Features of a mutual fund
- Key terms and concepts associated with mutual funds
- Functioning of a mutual fund
- Difference between various types of fund products
- Processes associated with investing in mutual funds.

(5.GV.07)Micro Finance Operations - II

1. Skills for Success in MFI Roles

- Communication and Interviewing Skills/Borrower Profiling Skill
- Counselling and Financial Advising Skills/Time Management Skill
- Sales & Marketing Skills/Cross Selling Skills

2. Back Office Operations

- Understanding the role & importance of back office operations in an MFI
- Understanding the importance of data management in the back office
- Customer Account Management
- Overview of Management Information Systems

(5.GV.08)Mutual Fund Operations - II

1. Investor and distributor processes and payouts
2. Handling Monetary Transactions
3. Handling Non-monetary Transactions
4. SEBI's Role and Relevant Regulations

(5.VP.03)Vocational Practical - III

1. Follow the work instructions and operating instructions
2. Understanding of account opening process
3. Understanding of operating standards and Standard Operating Procedures
4. Understand the list of documents for account opening

(5.VP.04)Vocational Practical - IV

1. Understand the document verification process
2. Identification of errors
3. Escalation of errors
4. Execution of work

Level 6 (Semester I)**(6.GV.01)Computational Skills - I**

- Basics of Computer System and its use in day to day life
- Using Email, Fax, Printer, Mobile- inter connectivity
- Basics of internet and web browsing

(6.GV.02)Retail Banking Operations - I

1. Retail Banking
 - Introduction to retail banking/Importance of retail line of business
 - 3 dimensions of retail banking/Retail banking channels
2. Overview of products & services
 - Deposit products
 - Loan products

(6.GV.03)Depository Operations - I

1. Introduction to the Capital Market
2. Introduction to Depository
3. Depository and its Business Partners
4. Functions of Depository Participant - Account Opening
5. Functions of Depository Participant - Transmission and Nomination

(6.GV.04) Entrepreneurship/Accounting/Management - I**1. Introduction**

Meaning and Nature of Management, Management Approaches, Processes, Managerial Skills, Tasks and Responsibilities of a Professional Manager.

2. Organizational Structure and Process

Organizational Culture and Climate, Managerial Ethos, Organization Structure & Design, and Managerial Communication.

Or

1. **Entrepreneurship:** Concept and Definitions; Entrepreneurship and Economic Development; Classification and Types of Entrepreneurs; Entrepreneurial

Competencies; Factor Affecting Entrepreneurial Growth – Economic, Non-Economic Factors; EDP Programmes; Entrepreneurial Training; Traits/Qualities of an Entrepreneurs; Entrepreneur; Manager Vs. Entrepreneur.

2. **Opportunity / Identification and Product Selection:** Entrepreneurial Opportunity Search and Identification; Criteria to Select a Product; Conducting Feasibility Studies; Project Finalization; Sources of Information.

(6.VP.01)Vocational Practical – V

1. Follow the work instructions and operating instructions
2. Understanding of account opening process
3. Understanding of operating standards and Standard Operating Procedures
4. Understand the list of documents for account opening

(6.VP.02)Vocational Practical – VI

1. Understand the document verification process
2. Identification of errors
3. Escalation of errors
4. Execution of work

Reference Books:

1. Principles and Practices of Management, Premvir Kapoor, Khanna Publishing House

Level 6 (Semester II)**(6.GV.05)Computational Skills – II**

- MSOffice, Tally and Excel
- Purposive surfing
- Cyber Security Basics-Virus, Hacking, Spamming, online data and identity theft, Awareness about IT Acts, types of Cyber Crimes

Reference Books:

1. [Using Tally.ERP 9, Ramesh Bangia, Khanna Publishing House](#)
2. [Mastering Excel, WebTech Solutions Inc., Khanna Publishing House](#)
3. [Information Security and Cyber Laws, Sarika Gupta, Khanna Publishing House](#)

(6.GV.06) Retail Banking Operations – II

1. Overview of products & services
 - Other third party products
 - Other services
2. Operations in retail banking accounts
 - Customer originated
 - Bank originated
 - Transactions originated by others

(6.GV.07)Depository Operations – II

1. Functions of Depository Participant -Dematerialization
2. Functions of Depository Participant -Trading and Settlement
3. Pledge and Hypothecation
4. Corporate Action
5. Public Issues
6. Basic Services Demat Account (BSDA)

(6.GV.08) Entrepreneurship/Accounting/Management – II**1. Planning and Controlling**

Planning Types and Process, Management by Objectives, Decision-Making Types and Models, Problem Solving Techniques, Controlling: Process and Techniques.

2. Performance Evaluation Techniques:

Introduction to Budgeting and Budgetary Control; Performance Budgeting; Classification of Budget; Standard Costing and Variance Analysis; Balanced Scorecard; Responsibility Accounting.

3. Decision Making Techniques:

Cost Volume Profit Analysis; Management Accounting for Decision Making and Control; EVA and Performance Measurement; Introduction to Activity Base Costing, Targeting Costing, Life Cycle Costing; Uniform Costing.

Or

3. **Small Enterprises and Enterprise Launching Formalities:** Definition of Small Scale; Rationale; Objective; Scope; Role of SSI in Economic Development of India; SSI; Registration; NOC from Pollution Board; Machinery and Equipment Selection; Project Report Preparation; Specimen of Project Report; Project Planning and Scheduling using Networking Techniques of PERT / CPM; Methods of Project Appraisal.
4. **Role of Support Institutions and Management of Small Business:** Director of Industries; DIC; SIDO; SIDBI; Small Industries Development Corporation (SIDC); SISI; NSIC; NISBUD; State Financial Corporation SIC; Marketing Management; Production Management; Finance Management; Human Resource Management; Export Marketing; Case Studies-At least 4 (four) in whole course

(6.VP.03)Vocational Practical – VII

5. Follow the work instructions and operating instructions
6. Understanding of account opening process
7. Understanding of operating standards and Standard Operating Procedures
8. Understand the list of documents for account opening

(6.VP.04)Vocational Practical – VIII

5. Understand the document verification process
6. Identification of errors
7. Escalation of errors
8. Execution of work

Level 7 (Semester I)

(7.GV.01)Business Banking &Operations

1. Understanding Business Banking
 - a. Definition & characteristics
 - b. Accounts & deposits
 - c. Lending products
 - d. Other services – treasury, trade & forex
2. SME: Definition & characteristics, RBI & GoI directives
3. Role of Bankers
4. Challenges in SME Business

(7.GV.02)Securities Operations

1. Introduction to the Securities Market
2. Market Participants in the Securities Market
3. Introduction to the Securities Broking Operations
 - Trade life cycle
 - Front office operations
 - Risk management practices
 - Surveillance mechanism
 - Back-office operations
4. Risk Management
5. Clearing Process
6. Settlement Process
7. Investor Grievances and Arbitration
8. Other Services Provided by Brokers

(7.GV.03)Finishing School – I

- Health and fitness(Yoga & meditation)
- Cleanliness and hygiene
- Formal Dressing & Basic Etiquettes
- Stress & Anger Management- Being positive(Coping with stress)

(7.GV.04) Livelihood Management – I

- Concept of Livelihood Management
- Categories of Livelihood Management:
 - Self-employed
 - Employed through wages

- Legal Frame Work-Minimum Wage Act
- Factories Act
- Workmen Compensation
- Child Labor
- Women Sexual Harassment Act
- Ethical practices

(7.VP.01)Vocational Practical – IX

1. Follow the work instructions and operating instructions
2. Understanding of account opening process
3. Understanding of operating standards and Standard Operating Procedures
4. Understand the list of documents for account opening

(7.VP.02)Vocational Practical – X

1. Understand the document verification process
2. Identification of errors
3. Escalation of errors
4. Execution of work

Level 7 (Semester II)**(7.GV.05)Life Insurance Operations**

1. Introduction to Insurance
 - Definition, characteristics, need & importance/Advantages of insurance
2. Principles of Life Insurance
 - Principle of utmost Good Faith/Insurable Interest/Principle of Indemnity
3. Premium and Bonuses
 - What is Premium/Premium calculation and Actuarial valuation/What is Bonus
4. Life Insurance Product
 - Traditional / Unit Linked Policies; Individual and Group Policies
 - With Profit and Without Profit/Whole Life Products, Interest sensitive product
 - Term Assurance/Annuities, Endowment Assurance etc.
5. Underwriting
 - Introduction/Classification of Risks/Financial Underwriting
6. Insurance Documents
7. Policy Conditions
8. Claims
9. Group Insurance
10. Life Insurance Marketing

(7.GV.06)General Insurance &Operations

1. Introduction to Insurance
 - Definition, characteristics, need & importance; Advantages of insurance
2. Principles of General Insurance
3. Key Insurance Documents
 - Proposal Forms/Policy Forms/Cover Notes/Certificate of Insurance/Endorsements
 - Renewal Notice/Other Insurance Documents
4. Theory & Practice of Rating
5. Different Types of Insurance
 - Fire Insurance/Marine Insurance/Motor Insurance/Personal Accident Insurance
 - Liability Insurance/Health Insurance/Miscellaneous Insurance

(7.GV.07)Finishing School - II

- Time Management & Goal Setting
- Managing Emotions
- Thinking Skills
- Modes of self-development– Read, Listen, Talk, Ask, Write, Observe, Self- Motivation, Being confident-Self- esteem.

(7.GV.08) Livelihood Management – II

- Responsibilities as a taxpayer
- Basics of GST
- PAN
- Rights and Duties
- Code of Conduct of working organization
- Introduction to small scale industries