

Undergraduate Program (UG) SYLLABUS

B.Com Open Elective Courses

Framed according to National Education Policy

2020 Onwards

(Semester Scheme)

I Semester

Name of the Program: Bachelor of Commerce (B.Com.)

Course Code: B.Com. 1.5 b. (Open Elective Course)

NAME OF THE COURSE: PERSONAL FINANCE AND PLANNING

C01- State the meaning of Financial Planning, Time Value of Money, Investment Planning, Tax Plan, Insurance and Retirement Planning and enumerate the financial goals.

C02 - Understand the various financial services, investment avenues available to investors, various forms of insurance plans, pension plans and avenues for the tax planning.

C03 - Articulate the various aspects of the different types of loans, bank deposits and mutual funds, insurance policies, pension plans, E-Banking and Income Tax exemptions under Section 80C.

C04 – Analyse the need for financial discipline, portfolio construction, tax planning for individuals, need for insurance – life and non-life insurance and retirement planning.

C05 – Summarise various steps in personal finance planning.

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Course Code: B.Com. 1.5 b.(Open Elective Course)
NAME OF THE COURSE: : PERSONAL FINANCE AND PLANNING

Course credits	No. Of hours per week	Total no. Of teaching hours
3 Credits	3 Hours	42 Hours
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies& fieldworketc.,		
Course Outcomes: On successful completion of the course, the Students will be able to <ol style="list-style-type: none"> 1. Explain the meaning and appreciate the relevance of Financial Planning; 2. Familiarize with regard to the concept of Investment Planning and its methods; 3. Examine the scope and ways of Personal Tax Planning; 4. Analyze Insurance Planning and its relevance; 5. Develop an insight into retirement planning and its relevance. 		
SYLLABUS:		HOURS
Module 1: Introduction to Financial Planning		10 Hours
Financial goals, Time value of money, steps in financial planning, personal finance/loans, education loan, car loan & home loan schemes. Introduction to savings, benefits of savings, management of spending & financial discipline, Netbanking and UPI, digital wallets, security and precautions against Ponzi schemes and online frauds such as phishing, credit card cloning, skimming.		
Module 2: Investment Planning		08 Hours
Process and objectives of investment, Concept and measurement of return & risk for various assets class, Measurement of portfolio risk and return, Diversification & Portfolio formation. Gold Bond; Real estate; Investment in Greenfield and brownfield Projects; Investment in fixed income instruments- financial derivatives& Commodity market in India. Mutual fund schemes including SIP; International investment avenues.		
Module 3: Personal Tax Planning		08 Hours
Tax Structure in India for personal taxation, Scope of Personal tax planning, Exemptions and deductions available to individuals under different heads of income and gross total income, Special provision u/s 115BAC vis-à-vis General provisions of the Income-tax Act, 1961. Tax avoidance versus tax evasion.		
Module 4: Insurance Planning		08 Hours
Need for Protection planning. Risk of mortality, health, disability and property. Importance of Insurance: life and non-life insurance schemes. Deductions available under the Income-tax Act for premium paid for different policies.		
Module 5: Retirement Benefits Planning		08 Hours
Retirement Planning Goals, Process of retirement planning, Pension plans available in India, Reverse mortgage, New Pension Scheme. Exemption available under the Income-tax Act, 1961 for retirement benefits.		

Skill Development Activities:**The learners are required to:**

1. Perform electronic fund transfer through net-banking and UPI.
2. Identify certain Ponzi schemes in the market during the last few selected years.
3. Prepare tax planning of a hypothetical individual

Text Books:

1. Nirmala. M and Nagarajan.G (2021), Personal Finance and Planning, Jayvee International Publications, Bangalore
2. Indian Institute of Banking & Finance. (2017). Introduction to Financial Planning. New Delhi: Taxmann Publication.
3. Pandit, A. (2014). The Only Financial Planning Book that You Will Ever Need. Mumbai: Network 18 Publications Ltd.
4. Sinha, M. (2008). Financial Planning: A Ready Reckoner. New York: McGraw Hill Education.
Halan, M. (2018). Let's Talk Money: You've Worked Hard for It, Now Make It Work for You. New York: HarperCollins Publishers.
5. Tripathi, V. (2017). Fundamentals of Investment. New Delhi: Taxmann Publication.

Note: Latest edition of text books may be used.

II

Semester

Name of the Program: B. Com NEP (Open elective course) Name of the Course: Financial Literacy Semester: II Sem NEP B.com		
Course credits 3 Credits	No. Of hours per week 3 Hours	Total no. Of teaching hours 42 Hours
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies&fieldworketc.,		
Learning/Course Objective: 1. Describe the importance of financial literacy and list out the institutions providing financial services; 2. Prepare financial plan and budget and manage personal finances; 3. Open, avail, and manage / operate services offered by banks; 4. Open, avail, and manage / operate services offered by post offices; 5. Plan for life insurance and property insurance &; selecting instrument for investment in shares		
Module No. 1: Introduction		7 Hours
Meaning, Importance And Scope Of Financial Literacy; Prerequisites Of Financial Literacy Level Of Education, Numerical And Communication Ability Various Financial Institutions banks, Insurance Companies, Post Offices Mobile App Based Services Need Of Availing Of Financial Services From Banks, Insurance Companies Postal Services Types of financial services Fee based financial services.		
Module No. 2: Financial Planning and Budgeting		7 Hours
Concept Of Economic Wants And Means Balancing Between Economic Wants And Resources; Meaning of financial planning Importance And Need For Financial Planning Personal Budget Family Budget, Business Budget National Budget Procedure For Financial Planning And Preparing Budget; Budget Surplus And Budget Deficit, Avenues For Savings From Surplus, Recurring deposit Cash certificate Sources for Meeting Deficit.		
Unit 3: Banking Services		10 Hours
Types of banks Banking products and services Various services offered by banks; Types of bank deposit accounts Savings Bank Account, Term Deposit Current Account, Recurring Deposit, PPF, NSC Formalities to open various types of bank accounts PAN Card Address proof KYC norm. Various types of loans short term, medium term, Long term Micro finance, agricultural. Interest rates offered by various nationalized banks and post office ; Cashless banking e-banking Check Counterfeit Currency CIBIL ATM Debit Credit Card APP based Payment system Banking complaints and ombudsman.		
Unit 4: Financial Services from Post Office		8 Hours
Post office Savings Schemes Savings Bank recurring Deposit Term Deposit Monthly Income Scheme Kishan Vikas Patra, NSC, PPF Senior Citizen Savings Scheme (SCSS) Sukanya Samriddhi Yojana / Account (SSY/SSA) India Post Payments Bank (IPPB) Money Transfer: Money Order E-Money order Instant Money Order Collaboration with the Western Union Financial Services MO Videsh, International Money Transfer Service Electronic Clearance Services (ECS) Money gram International Money Transfer Indian Postal Order (IPO).		

Unit 5: Protection Related Financial Services**10 Hours**

Insurance Services Life Insurance Policies Life Insurance Term Life Insurance Endowment Policies Pension Policies ULIP Health Insurance and its Plans Comparison of policies offered by various life insurance companies. Property Insurance: Policies offered by various general insurance companies. Post office life Insurance Schemes Postal Life Insurance Rural Postal Life Insurance (PLI/RPLI) Housing Loans Institutions providing housing loans Loans under Pradhanmantri Awas Yojana – Rural and Urban.

Skill Development Activities:

- Visit banks, post offices, and insurance companies to collect information and required documents related to the services offered by these institutions and to know the procedure of availing of these services.
- Fill up the forms to open accounts and to avail loans and shall attach photocopies of necessary documents.
- Prepare personal and family budget for one/six/twelve months on imaginary figures.
- Make a list of Insurance Companies and the schemes
- Any other activities, which are relevant to the course.

Learning /Course Outcomes:

CO.1: Prepare Personal Budget

CO 2: Understand the Different Investment avenues

CO3: Understand Banking Operations

Books for Reference:

Recent Edition

1. Avadhani, V.A. (2019). Investment Management. Mumbai: Himalaya Publishing House Pvt. Ltd.
2. Chandra, P. (2012). Investment Game: How to Win. New Delhi: Tata McGraw Hill Education.
3. Kothari, R. (2010). Financial Services in India - Concept and Application. New Delhi: Sage Publications India Pvt. Ltd.
4. Milling, B.E. (2003). The Basics of Finance: Financial Tools for Non-Financial Managers. Indiana: universe Company.
5. Mittra, S., Rai, S.K., Sahu, A.P., & Starn, H.J. (2015). Financial Planning. New Delhi: Sage Publications India Pvt. Ltd.
6. Zokaityte, A. (2017). Financial Literacy Education. London: Palgrave Macmillan.

III**Semester****Name of the Program: Bachelor of Commerce/B.Com****Course Code: B.Com 3.5 OEC****Name of the Course: ADVERTISING SKILLS**

Course credits	No. Of hours per week	Total no. Of teaching hours
3 Credits	3 Hours	42 Hours
Pedagogy: Classroom lectures, Case Studies, Group Discussion and Seminar etc'		
Learning/Course Objective: <ul style="list-style-type: none">a) Familiarize with Advertising conceptsb) Able to identify Effective Media Choice for Advertisingc) Develop Ads for different mediad) Measure the Advertising Effectivenesse) Analyze the Role of Advertising Agency		
Module No.1: Introduction <p>Communication process; Advertising as a tool of communication; Meaning, nature and importance of advertising; Types of advertising; Advertising objectives. Audience Analysis; Setting of Advertising Budget; Determinants of Advertising.</p>		
Module No.2: Media Decisions <p>Major media types and their characteristics; Internet as an advertising media – merits and demerits; Factors influencing media choice; Media selection, Media scheduling, Advertising through the Internet – Media devices.</p>		
Module No.3: Message Development <p>Advertising appeals, Advertising copy and elements, Essentials of message development; Preparing Ads for different media – Video advertising; Television and You Tube, Audio channels; Radio and podcast advertising, Newspaper, Print and Digital publications (Magazines), Out-of-home advertising, social media.</p>		
Module No.4: Advertising Agency <p>Advertising Agency: Role and types of Advertising Agencies, Selection of Advertising Agency; Social and Ethical aspects of Advertising in India.</p>		

Skill Development Activities:

1. Analyse the Audience Feedback on Advertisement of any one FMCG.
2. List out any ten products/services advertised through Internet.
3. Design any two Ads for Newspaper/Magazine.
4. Examine the legal aspects of Advertising in India and submit the report.

Books for Reference:

1. George E. Belch, Michael A. Belch, Keyoor Purani, Advertising and Promotion – An Integrated Marketing Communication Perspective (SIE), McGraw Hill Education
2. S.Wats Dunn and Arnold M. Barban. Advertising: Its Role in Marketing. Dryden Press
3. Burnett, Wells, and Moriatty. Advertising: Principle and Practice. 5th edition Prentice Hall of India, New Delhi
4. Bathra, Myers and Aakers. Advertising Management, PHI Learning.
5. Terence A. Shimp. Advertising and Promotion: An IMC Approach Cengage Learning.
6. Sharma, Kavitha. Advertising: Planning and Decision Making. Taxmann Publications.
7. Jaishri Jethwaney and Shruthi Jain, Advertising Management, Oxford University Press.
8. Chunawala and Sethia, Advertising, Himalaya Publishing House.