

CV-01

Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)  
COIMBATORE - 641014

2020-21

**BACHELOR OF COMMERCE (ACTUARIAL MANAGEMENT)**  
(Under Choice Based Credit System)

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

Programme Outcome	
PO1	After completing three years for B.Com (AM) program, students would gain a thorough knowledge in the fundamentals of Insurance, Insurance Administration, Insurance law relating to Life Insurance and General Insurance, Accounting, Finance, Banking, Taxation, Business Mathematics, Business Statistics, Business Law and Company Law and Secretarial practice.
PO2	The Commerce and Actuarial Management focused curriculum offers practical exposure which would equip the student to face the modern day challenges in commerce and Insurance Business.
PO3	Equip with professional, interpersonal and entrepreneurial skills.
PO4	Learners will be able to prove proficiency with the ability to engage in Professional exams like as Actuaries, Chartered Accountants, Cost and Management Accountants, Company Secretaries, UPSC Exams and other courses.
PO5	Learners will be able to do higher education and advanced research in the field of Commerce and Actuarial management.
PO6	To remain and understand the knowledge related to core discipline of Actuarial Management.
PO7	Employ the knowledge of accounting fundamentals and accounting specialization to find solutions to complex problems in business enterprises.
PO8	Ability to use MS Office & accounting software.
PO9	Develop creativity in the area of Marketing.
PO10	Able to identify, assess and shape entrepreneurial opportunities and to evaluate their potential for business success.

Programme Specific Outcome	
PSO1	To cater to the man power needs of companies in Insurance, Banking, Accounting, Taxation, Business Laws, Financial Analysis, Government, stock exchange, teaching and Management.
PSO2	To enrich communication, ethical values, team work, professional and leadership skill sets of students.
PSO3	To inculcate entrepreneurship and managerial skill in students so as to enable them to establish and manage their business effectively.
PSO4	To integrate knowledge, skill and attitude that will sustain an environment of learning creativity among the students with an assurance for good careers.
PSO5	Learners will involve in various co-curricular activities to demonstrate relevancy of foundational and theoretical knowledge of their academic major and to gain practical exposure.

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**SCHEME OF EXAMINATIONS**

SEM	PART	Course Code	Course Name	Credits	MARKS			Hrs. / Week	Exam. Duration (Hrs.)	Category
					CA	TEE	TOTAL			
I	I	20100T	TAMIL I							
I	I	20100H	HINDI I	3	25	75	100	5	3	THEORY
I	I	20100F	FRENCH I							
I	I	20100M	MALAYALAM I							
I	II	20100E1	CONTEMPORARY ENGLISH I	3	25	75	100	6	3	THEORY
I	III	20113A	CORE: PRINCIPLES OF ACCOUNTING	5	25	75	100	6	3	THEORY
I	III	20113B	CORE: INSURANCE AND RISK MANAGEMENT	4	25	75	100	6	3	THEORY
I	III	20113C	CORE: BUSINESS COMMUNICATION	4	25	75	100	6	3	THEORY
I	III	20113D	ALLIED: BUSINESS ORGANISATION AND OFFICE MANAGEMENT	4	25	75	100	6	3	THEORY
I	IV	20100G	SKILL BASED SUBJECT: GENERAL AWARENESS	2	25	75	100	1	3	THEORY
II	I	20200T	TAMIL II							
II	I	20200H	HINDI II	3	25	75	100	5	3	THEORY
II	I	20200F	FRENCH II							
II	I	20200M	MALAYALAM II							
II	II	20200E1	CONTEMPORARY ENGLISH II	3	25	75	100	6	3	THEORY
II	III	20213A	CORE: FINANCIAL ACCOUNTING	5	25	75	100	6	3	THEORY
II	III	20213B	ALLIED: BUSINESS MATHEMATICS	4	25	75	100	5	3	THEORY
II	III	20213C	SKILL BASED SUBJECT: PRINCIPLES AND PRACTICE OF LIFE INSURANCE	2	25	75	100	5	3	THEORY
II	III	20213K	<b>ONLINE SWAYAM : PRINCIPLES OF MANAGEMENT</b>	<b>4</b>						
II	IV	20200G	ENVIRONMENTAL STUDIES: ENVIRONMENTAL AWARENESS	2	25	75	100	2	3	THEORY

CV - 02  
2020 - 21



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Sem.	Part	Course Code	Subject Name	Credits	MARKS			Hrs. / Week	Exam. Duration (Hrs.)	Category
					CA	TEE	TOTAL			
III	III	20313A	CORE: HIGHER FINANCIAL ACCOUNTING	4	25	75	100	6	3	THEORY
III	III	20313B	CORE: PRINCIPLES AND PRACTICE OF GENERAL INSURANCE	4	25	75	100	5	3	THEORY
III	III	20313C	CORE: BUSINESS ECONOMICS	4	25	75	100	6	3	THEORY
III	III	20313D	ALLIED: BUSINESS STATISTICS	4	25	75	100	6	3	THEORY
III	III	20313E	SKILL BASED SUBJECT: COMPANY LAW AND SECRETARIAL PRACTICE	3	25	75	100	6	3	THEORY
III	IV	20300A	*ADVANCED TAMIL I	2	100	NA	100	2	3	THEORY
III	IV	20300B	*BASIC TAMIL I		40	60				
III	IV	20300N	NON MAJOR ELECTIVE I: PERSONALITY DEVELOPMENT AND SOFT SKILLS							
III	IV	20300G1	VALUE EDUCATION: INDIAN SOCIETY, PEOPLE AND CULTURE	2	25	75	100	3	3	THEORY
III	V	20313S	EXTENSION ACTIVITIES: MINI PROJECT	1		GRADE		2		
IV	III	20413A	CORE: CORPORATE ACCOUNTING - I	4	25	75	100	6	3	THEORY
IV	III	20413B	CORE: FINANCE AND FINANCIAL CONCEPTS	4	25	75	100	6	3	THEORY
IV	III	20413C	CORE: INTERNATIONAL FINANCIAL REPORTING STANDARDS	4	25	75	100	6	3	THEORY
IV	III	20413D	ALLIED: BUSINESS LAW	4	25	75	100	5	3	THEORY
IV	III	20413E	SKILL BASED SUBJECT: INSURANCE LAW AND REGULATIONS	5	25	75	100	6	3	THEORY
IV	III	20413K	<b>ONLINE SWAYAM : DEVELOPING SOFT SKILLS AND PERSONALITY</b>	2						
IV	IV	20400A	*ADVANCED TAMIL II	2	100	NA	100	2	3	THEORY
IV	IV	20400B	*BASIC TAMIL II		40	60				
IV	IV	20400N	NON-MAJOR ELECTIVE II: BASICS IN BUSINESS PROCESS OUTSOURCING							

CV - 03  
2020-21



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Sem.	Part	Course Code	Subject Name	Credits	MARKS			Hrs. / Week	Exam. Duration (Hrs.)	Category
					CA	TEE	TOTAL			
V	III	20513A	CORE: CORPORATE ACCOUNTING – II	4	25	75	100	6	3	THEORY
V	III	20513B	CORE: TAXATION	4	25	75	100	6	3	THEORY
V	III	20513U1	ELECTIVE I: INNOVATIVE BANKING PRACTICES	4	25	75	100	5	3	THEORY
V	III	20513V1	ELECTIVE II: PRINCIPLES AND PRACTICE OF HEALTH INSURANCE	4	25	75	100	5	3	THEORY
V	III	20513S	SKILL BASED SUBJECT: INSTITUTIONAL TRAINING	2	40	60	100	2	3	PRACTICAL
V	III	20513K	<b>ONLINE SWAYAM: MARKETING MANAGEMENT -I</b>	4						
VI	III	20613A	CORE: COST AND MANAGEMENT ACCOUNTING	5	25	75	100	6	3	THEORY
VI	III	20613B	CORE: ENTREPRENEURIAL DEVELOPMENT	4	25	75	100	6	3	THEORY
VI	III	20613U1	ELECTIVE III: INSURANCE ADMINISTRATION	5	25	75	100	6	3	THEORY
VI	III	20613V1	ELECTIVE IV: FINANCIAL SERVICES	5	25	75	100	6	3	THEORY
VI	III	20613P	SKILL BASED SUBJECT: LAB – MS OFFICE AND ACCOUNTING SOFTWARE	2	40	60	100	3	3	PRACTICAL
			<b>TOTAL CREDITS AND MARKS</b>	<b>140</b>			<b>3600</b>			

**EXTRA CREDITS**

PROFESSIONAL DEVELOPMENT - 6 CREDITS

BUSINESS FUNDAMENTAL WORKSHOP - 4 CREDITS

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**10 CREDITS**

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**\*BASIC TAMIL & ADVANCED TAMIL BOTH CA ONLY.**



CV - 04  
2020 - 21




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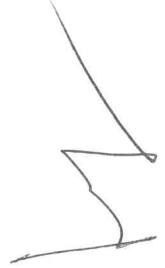
(Under Choice Based Credit System)

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SCHEME OF EXAMINATIONS

Sem.	Part	Course Code	Subject Name
<b>ELECTIVE I &amp; II</b>			
V	III	20513U1	ELECTIVE I: INNOVATIVE BANKING PRACTICES
V	III	20513V1	ELECTIVE II: PRINCIPLES AND PRACTICE OF HEALTH INSURANCE
<b>ELECTIVE III &amp; IV</b>			
VI	III	20613U1	ELECTIVE III: INSURANCE ADMINISTRATION
VI	III	20613V1	ELECTIVE IV: FINANCIAL SERVICES

CY-05  
2020-21



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**MAPPING OF COURSES WITH PROGRAMME OUTCOME LEVELS**

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
20100E1	CONTEMPORARY ENGLISH - I	-	-	3	2	1	1	2	-	3	3
20113A	CORE: PRINCIPLES OF ACCOUNTING	3	2	2	3	3	-	3	-	-	-
20113B	CORE: INSURANCE AND RISK MANAGEMENT	3	3	2	3	3	3	-	-	-	1
20113C	CORE: BUSINESS COMMUNICATION	1	2	3	2	2	-	-	-	1	1
20113D	ALLIED: BUSINESS ORGANISATION AND OFFICE MANAGEMENT	2	2	3	2	3	-	-	-	2	3
20200E1	CONTEMPORARY ENGLISH - II	-	-	3	2	1	1	2	-	3	3
20213A	CORE: FINANCIAL ACCOUNTING	3	3	2	3	3	-	3	-	-	-
20213B	ALLIED: BUSINESS MATHEMATICS	3	2	2	3	3	-	-	-	-	-
20213C	SKILL BASED SUBJECT: PRINCIPLES AND PRACTICE OF LIFE INSURANCE	2	3	2	3	2	3	-	-	1	-
20213K	ONLINE SWAYAM : PRINCIPLES OF MANAGEMENT	3	3	3	2	2	-	-	-	-	2
20313A	CORE: HIGHER FINANCIAL ACCOUNTING	3	3	2	3	3	-	3	-	-	-
20313B	CORE: PRINCIPLES AND PRACTICE OF GENERAL INSURANCE	3	2	2	3	3	3	-	-	-	-
20313C	CORE: BUSINESS ECONOMICS	3	2	2	2	2	-	-	-	-	-
20313D	ALLIED: BUSINESS STATISTICS	3	2	2	3	3	-	-	-	-	-
20313E	SKILL BASED SUBJECT: COMPANY LAW AND SECRETARIAL PRACTICE	2	3	2	2	1	-	-	-	-	-
20413A	CORE: CORPORATE ACCOUNTING - I	3	3	2	2	3	-	3	-	-	-
20413B	CORE: FINANCE AND FINANCIAL CONCEPTS	2	3	2	3	3	-	3	-	-	-
20413C	CORE: INTERNATIONAL FINANCIAL REPORTING STANDARDS	2	3	2	3	3	-	2	-	-	-
20413D	ALLIED: BUSINESS LAW	3	2	2	2	2	-	-	-	-	-
20413E	SKILL BASED SUBJECT: INSURANCE LAW AND REGULATIONS	3	3	2	3	3	3	-	-	-	-
20413K	ONLINE SWAYAM : DEVELOPING SOFT SKILLS AND PERSONALITY	-	-	3	2	1	1	2	-	3	3
20513A	CORE: CORPORATE ACCOUNTING – II	3	3	2	2	3	-	3	-	-	-
20513B	CORE: TAXATION	3	3	3	3	3	-	-	-	-	-
20513U1	ELECTIVE I: INNOVATIVE BANKING PRACTICES	2	3	2	3	3	-	-	-	-	-
20513V1	ELECTIVE II: PRINCIPLES AND PRACTICE OF HEALTH INSURANCE	3	2	2	3	3	3	-	-	-	-
20513S	SKILL BASED SUBJECT: INSTITUTIONAL TRAINING	-	3	2	-	2	-	-	-	1	3

CY -06  
2020-21



C

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Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
20513K	ONLINE SWAYAM: MARKETING MANAGEMENT -I	3	3	3	3	3	-	-	-	3	1
20613A	CORE: COST AND MANAGEMENT ACCOUNTING	3	3	2	3	2	-	3	-	-	-
20613B	CORE: ENTREPRENEURIAL DEVELOPMENT	-	3	2	1	1	-	-	-	1	3
20613U1	ELECTIVE III: INSURANCE ADMINISTRATION	3	3	2	3	3	3	-	-	-	-
20613V1	ELECTIVE IV: FINANCIAL SERVICES	2	3	2	3	3	-	3	-	-	-
20613P	SKILL BASED SUBJECT: LAB -- MS OFFICE AND ACCOUNTING SOFTWARE	-	2	2	-	-	-	-	3	-	-

Indicators: 1. Reasonable 2. Significant 3. Strong



CV - 07  
2020-21

CV - 08  
2020-21

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	20100E1	CONTEMPORARY ENGLISH - I	3	Theory	-	100

**Objectives of the Course:**

To inculcate aesthetic sensitivity, use error free grammatical sentences and to understand the basics of Business English and use it effectively

**Unit-I: Grammar**

[12 Hours]

Tenses, Modal auxiliaries, Prepositions, Voice, Connectors

**Unit-II: Basics of Communication**

[12 Hours]

The process and importance, Principles and benefits of effective communication, Communication as action and interaction, Developing honest relationship in communication, Power of words

**Unit-III: Spoken English**

[12 Hours]

Speech drills, Pronunciation (Phonetics symbols), Stress and intonation

**Unit-IV: LSRW Skills**

[12 Hours]

**Listening skills**-Videos on Self-motivation and Phonetics,

**Speaking skills**-Phone Conversations and Conversational Fillers,

**Reading skills**-Newspaper Article Review and Reading Comprehension,

**Writing skills**-Punctuation Rules, Euphemism and polite language

**Unit-V: Literature**

[12 Hours]

**Prose**-Travel by Train by J. B. Priestley and Dabbawalas: Mumbai's best managed business by Amberish Diwanji.

**Poetry**-All the world's a stage by William Shakespeare and Paper Boats by Rabindranath Tagore.

**Short Stories**-The Necklace by Guy de Maupassant and A snake in the grass by R.K. Narayan

CY - 09  
2020 - 21

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**Course Outcome mapping with Knowledge level**

Course Outcome	Course Outcome Statement	Knowledge level
CO1	To train students to write error free grammatical sentences and improve their linguistic skills	K1 & K3
CO2	Recognize culture, specific perspectives and values embedded in language behaviour.	K2
CO3	To understand the concept of Business English and develop intellectual, personal, professional and communicative abilities.	K3
CO4	To stimulate critical thinking, crafting and developing clear, lucid LSRW skills.	K3 & K4
CO5	To develop creativity, imagination and aesthetic sensitivity with literary texts.	K2 & K5

**Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.**

**Course Outcome mapping with Programme outcome**

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	-	-	1	2	-	-	-	-	-	2
CO2	-	2	3	3	-	-	3	-	2	3
CO3	-	2	3	3	-	-	3	-	2	3
CO4	-	3	3	3	-	-	3	-	2	3
CO5	-	-	-	1	-	-	-	-	-	1

Indicators: 1. Reasonable

2. Significant

3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Contemporary English	Compiled by English Faculty of SCIB & IM	GRD SCIB & IM	Revised Ed.- 2019
Reference Books				
1	Better English Pronunciation	J.D.O'Connor	Cambridge	1980, 11nd Ed
2	Path of Glory	Ed Rangaswamy	Lakshmi	2013
3	Radiance-English for communication	Board of Editors	Orient Blackswam	2009, 11nd Ed
4	Understanding and Using English Grammar	Betty Schramper Azad	Orient Backswam	2009

**Pedagogy:** Teaching /learning methods: Lecture, Interactive and Discussion methods.

CY - 10  
2020-21

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	20113A	CORE: PRINCIPLES OF ACCOUNTING	5	Theory	80	20

**Objectives of the Course:**

- To learn about accounting concepts, conventions and rules
- To prepare Cash books, BRS, and rectification of errors
- To explain capital & revenue expenditure
- To prepare Account current and Average due Date, Bill of Exchange, Receipts and payments account, Income and Expenditure account

**UNIT I: FUNDAMENTALS OF BOOK KEEPING**

**(Teaching Hours: 13)**

Fundamentals of book keeping – Accounting Concepts and Conventions – merits and demerits of accounting - Journal and Ledger – Trial Balance - Subsidiary Books

**UNIT II: CASH BOOK, BANK RECONCILIATION STATEMENT AND RECTIFICATION OF ERRORS**

**(Teaching Hours: 13)**

Cash Book – Preparation of various types of Cash book – Bank Reconciliation Statement – Meaning – uses - Errors – Rectification of Errors

**UNIT III: FINAL ACCOUNTS OF A SOLE TRADER**

**(Teaching Hours: 13)**

Apportionment of capital and revenue expenditure – preparation of final statements of accounts of a sole trading business with simple adjustments

**UNIT IV: BILL OF EXCHANGE, ACCOUNT CURRENT AND AVERAGE DUE DATE**

**(Teaching Hours: 13)**

Bills of exchange – meaning – Accounting entries for Bills transactions – Account current – Meaning – Product method-daily balance method - Average Due date – meaning- Determination of Average Due date and calculation of interest

**UNIT V: ACCOUNTING OF NON-PROFIT ORGANISATION**

**(Teaching Hours: 13)**

Accounts of Non-profit organization - Receipts and Payments account-Income and Expenditure account-Difference between Receipts and Payments account and Income and Expenditure account

C.V - 11  
2020-21

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**Course Outcome mapping with Knowledge level**

Course Outcome	CO Statement	Knowledge level
CO1	To learn about accounting concepts, conventions and to prepare Journal, Ledger, Trial Balance and Subsidiary Books.	K1, K2, K3
CO2	To prepare different types of Cash Book, Bank Reconciliation Statement and to rectify errors.	K1, K2, K3
CO3	To ascertain operational efficiency and financial position of a sole trader	K1, K2, K3, K5
CO4	To gain knowledge about Bill of Exchange, Account Current and Average due date.	K2, K3
CO5	To prepare Receipts and Payments account and Income and Expenditure Account.	K2, K3, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

**Course Outcome mapping with Programme outcome**

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	2	3	3	1	3	-	-	1
CO2	3	2	2	3	3	1	3	-	-	1
CO3	3	3	2	3	3	1	3	-	-	1
CO4	3	2	2	3	3	1	3	-	-	1
CO5	3	2	1	3	3	1	3	-	-	1

Indicators: 1. Reasonable      2. Significant      3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Financial Accounting	T.S Reddy & A. Murthy	Margham publications	2012, Sixth
2	Principles of Accountancy	K.L Nagarajan, Vinayakam. N & P.L. Mani	S Chand &Company Pvt. Ltd.	2009
3	Introduction to Accountancy	T.S. Grewal , S.C Gupta	S Chand	2016
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Principles of Accountancy	S.P Gupta, K. L Narang	Kalyani Publishers	2013
2	Principles and Practice of Accountancy	R.L. Gupta and V. K. Gupta	Sultan Chand and sons	2019
3	Financial Accounting	N. Vinayakam, B. Charumathi	S. Chand & Co	2004

**Pedagogy:** Lecture, Black board and Chalk and Assignments

CY - 12  
2020-21

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	20113B	CORE: INSURANCE AND RISK MANAGEMENT	4	Theory	-	100

**Objective of the Course:**

- To learn the basics concepts related to insurance and risk management techniques.
- To study about Bancassurance Concepts.
- To know about Credit Risk Management Techniques.

**UNIT I: INTRODUCTION TO INSURANCE**

**(Teaching Hours: 13)**

Insurance – Meaning – Definition – Characteristics of Insurance contract - Insurance contract Vs Wagering contract - Functions of insurance - Importance of insurance - Benefits of Insurance - Kinds of insurance organizations - Role of Insurance in the Development of Commerce and Industry - Scope of Insurance Business - Essentials of Valid Insurance Contract.

**UNIT II: BANCASSURANCE AN OVERVIEW**

**(Teaching Hours: 13)**

Bancassurance – meaning - necessity for bank to enter into insurance - Origin of Bancassurance - Bancassurance in India - Types of Bancassurance – Benefits of Bancassurance - Distribution channels of Bancassurance - Guidelines for Bancassurance - Challenges of Bancassurance

**UNIT III: INTRODUCTION TO RISK MANAGEMENT**

**(Teaching Hours: 13)**

Risk management – Meaning – Definition - Features of Risk Management - Importance of Risk Management - Risk Management objectives - Advantages of Risk Management - Disadvantages of Risk Management - Principles of Risk Management - Business Risks – Meaning – Definition - Nature of Business risk - Causes of Business risk - Methods of Handling Business risk

**UNIT IV: ENTREPRENEURIAL BUSINESS RISK MANAGEMENT**

**(Teaching Hours: 13)**

Entrepreneurial Business Risk Management – Meaning - Definition of Entrepreneur - Meaning of Risk and Uncertainty in Entrepreneurial Business - Risk categories in Entrepreneurial Business - Key risk indicators in Entrepreneurial Business - Entrepreneurial Risk Management - Definition - Steps involved in Entrepreneurial Risk Management Process - Methods of Handling Entrepreneurial Risk - Risk taking ability of Entrepreneurs

**UNIT V: CREDIT RISK MANAGEMENT**

**(Teaching Hours: 13)**

Credit Risk – Definition - Causes of Credit Risk - Objectives of Risk Management on Credit Risk - Principles of Credit Risk Management - Risk Management Information System (RMIS) – Meaning - Uses of RMIS - Responsibilities of the Risk Manager- Process of Risk Management - Identification of Risk - Identification of Risk exposure to Business - Identification of Risk exposure to Individuals.

CV - 13  
2020-21

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**Course Outcome mapping with Knowledge level**

Course Outcome	CO Statement	Knowledge level
CO1	To Understand the basic concepts of insurance, functions and its essentials.	K1, K2
CO2	To gain knowledge about the concept of Bancassurance, types and its guidelines.	K1, K2
CO3	To study about risk management and its principles, types of risks and how to manage various types of risk through insurance.	K1, K2
CO4	To Familiar with entrepreneurial business risk management, its process and methods of handling entrepreneurial risk.	K3, K4
CO5	To acquire skill and knowledge on credit risk, its principles and about identification of risks.	K3, K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

**Course Outcome mapping with Programme outcome**

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	2	3	1	2	-	-	-	3
CO2	3	2	1	2	2	2	-	-	-	2
CO3	2	2	3	3	2	2	-	-	-	1
CO4	2	2	3	3	2	2	-	-	-	3
CO5	3	3	3	2	1	3	-	-	-	3

Indicators: 1. Reasonable                      2. Significant                      3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1.	Fundamentals of Insurance	Dr. P. Periyasamy	Vijay Nicole Imprints Private Ltd.,	2013 1 <sup>st</sup> Edition
2.	Principles of Insurance and Risk Management	Alka Mittal & S.L. Gupta	Sultan Chand & Co Ltd.,	2010 2 <sup>nd</sup> Edition
3.	Principles and Practice of Insurance	Dr. A. Murthy	Margham Publications	2015 2 <sup>nd</sup> Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1.	Risk and Insurance Management	Dr. P. Periyasamy & M. Veeraselvam	Vijay Nicole Imprints Private Ltd.,	2013 1 <sup>st</sup> Edition
2.	Principles and Practice of Insurance	M.N. Mishra & S.B. Mishra	Sultan Chand & Co Ltd.,	2016 Revised Edition
3.	Elements of Insurance	Dr. A. Murthy	Margham Publications	2015 2 <sup>nd</sup> Edition

**Pedagogy:** Lecture method, PPT Presentation, Assignments, Seminars and e-contents.

CY - 44  
2020-21

**Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)**  
**COIMBATORE - 641014**  
**BACHELOR OF COMMERCE (ACTUARIAL MANAGEMENT)**  
**(Under Choice Based Credit System)**  
**EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021**

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	20113C	CORE: BUSINESS COMMUNICATION	4	Theory	-	100

**Objective of the Course:**

- To study about definition and type of communication, objectives and barriers .
- To explain organization, structure and layout of the business letter and sales letter.
- To study about report writing, classification of reports and its characteristics.

**UNIT I: INTRODUCTION TO COMMUNICATION AND ITS TYPES (Teaching Hours: 13)**

Definition - Types and patterns of communication - Spoken communication - Written communication - Non-verbal communication - Audio-visual communication and Multimedia communication

**UNIT II: COMMUNICATION AND BUSINESS CORRESPONDENCE (Teaching Hours: 13)**

Objectives of communication - Horizontal communication - Upward communication - Barriers to communication - Business correspondence – Functions - Various kinds of Business correspondence.

**UNIT III: BUSINESS LETTERS (Teaching Hours: 13)**

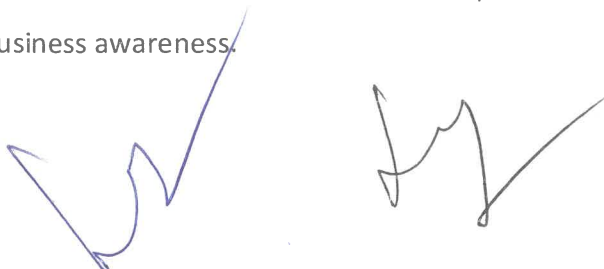
Business Letter – Characteristics - Organization Structure and Layout of a business letter - Drafting Letter of Enquiries and Replies, Offers and quotations – Drafting letters of Credit and Status Enquiries - Drafting letters of complaints, Claims and adjustments.

**UNIT IV: SALES LETTERS, BANKING AND INSURANCE CORRESPONDENCE (Teaching Hours: 13)**

Drafting of Sales Letters – Circulars –Drafting of Bank Correspondence –Drafting of life Insurance Correspondence –Drafting of Collection letters – Correspondence of a Company Secretary.

**UNIT V: INTERVIEW SKILLS (Practical's only) (Teaching Hours: 13)**

Career strokes: online practical modules: communication skills- Group discussion- Interviews- Team work-Time management-Business awareness.



CY - 15  
2020-21

**Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)**  
**COIMBATORE - 641014**  
**BACHELOR OF COMMERCE (ACTUARIAL MANAGEMENT)**  
**(Under Choice Based Credit System)**

**Course Outcome mapping with Knowledge level**

Course Outcome	CO Statement	Knowledge level
CO1	To learn the importance and pattern of effective communication	K1,K2
CO2	Aim to describe the objective of communication, and business correspondence.	K1,K2
CO3	Layout of business letter and drafting various types of business letter	K1,K3
CO4	Drafting sales letter and other banking correspondences	K3
CO5	Skill based practical exercise	K3

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

**Course Outcome mapping with Programme outcome**

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2	3	3	2	-	-	-	2	3
CO2	1	2	2	3	2	-	-	-	2	3
CO3	3	1	2	2	2	-	-	-	3	3
CO4	1	2	3	2	1	-	-	1	1	3
CO5	1	2	2	-	-	-	-	-	-	2

Indicators: 1. Reasonable      2. Significant      3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Business Communication	Dr. K.K. Ramachandran	Macmillan Publication	Jan 2015
2	Essentials of Business Communication	Rajendra Pal & J.S. Korlahalli	Sultan Chand & Sons	Jan 2012 Revised Edition
3	Business Communication	Dr V K Jain & Dr. O P Biyani	Sultan Chand & Sons	Nov 2007 & Revised Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Business Communication	R.C. Bhatia	ANE BOOKS INDIA	1 Jan 2018 & Ane's Student edition
2	Business Communication today	John V. Thill & Roshan Lal Raina	Pearson Education	3 Jan 2017 & Thirteenth edition
3	Essentials of Business Communication	K. Sundar & A. Kumararaj	Vijay Nicole Imprints Private Ltd.,	2017 1 <sup>st</sup> Edition

**Pedagogy:** Lecture method, PPT Presentation, Assignments, Quiz, Seminars and e-contents.

CV -16  
2020-21

**Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)**  
**COIMBATORE - 641014**  
**BACHELOR OF COMMERCE (ACTUARIAL MANAGEMENT)**  
**(Under Choice Based Credit System)**  
**EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021**

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	20113D	ALLIED:BUSINESS ORGANISATION AND OFFICE MANAGEMENT	4	Theory	-	100

**Objective of the Course:**

- To demonstrate the different forms of business organization
- To learn the importance of office, machines and equipments

**UNIT: I FORMS OF BUSINESS ORGANISATION**

**(Teaching Hours: 13)**

Nature and scope of business - forms of business organization – sole trader, partnership firms, companies and co-operative societies – public enterprises.

**UNIT: II BUSINESS ENTITY**

**(Teaching Hours: 13)**

Business Entity – Types of Entity – Registered Entity – Unregistered entity – Different categories of Business licenses – Legal requirements and registration procedures (Food processing Industry, Textile Industry, Software Industry & Engineering Industry)

**UNIT: III STOCK EXCHANGE**

**(Teaching Hours: 13)**

Size of Business Firm – Meaning – Standards for measuring the size - Location of business – Meaning – Factors influencing location - Stock Exchange – Meaning – Definition – Characteristics – Functions – Listing of Securities – Procedure for dealing in stock exchanges – Securities Exchange Board of India (SEBI) – Objective – Functions of SEBI – Bombay Stock Exchange (BSE) – Objectives of BSE – National Stock Exchange (NSE) – Objectives of NSE – Features of NSE – DEMATING – Depositories Participant.

**UNIT: IV OFFICE ACCOMMODATION AND LAYOUT**

**(Teaching Hours: 13)**

Office – Meaning – Definition – Functions of office – Importance of office – Office accommodation – Location office – Factors in Choosing location of office – Office building – Factors in choosing building – Office layout – Definition – objectives – Principles of good layout – Types of layout - Open and private office – Meaning – Merits – Demerits

**UNIT: V FILING AND INDEXING**

**(Teaching Hours: 13)**

Filing – Meaning and Definition – Essential of good filing system – Importance of Filing – Classification of Files – Methods of filing – Indexing – Meaning and Definition – Importance – Features – Methods of Indexing – Office Machines and Equipments – Meaning – Types of Office machines – Office Furniture – Meaning of furniture – Factors in selecting furniture – Types of furniture.

CY-17  
2020-21

**Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)**  
**COIMBATORE - 641014**  
**BACHELOR OF COMMERCE (ACTUARIAL MANAGEMENT)**  
**(Under Choice Based Credit System)**

**Course Outcome mapping with Knowledge level**

Course Outcome	CO Statement	Knowledge level
CO1	To understand the different forms of organization	K2
CO2	To ascertain the different types of business entity	K1
CO3	Compare and Contrast the procedures for dealing in stock exchange	K2
CO4	Evaluate the factors influenced in office accommodation and layout	K5
CO5	Experiment with the methods of filing and indexing	K3

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

**Course Outcome mapping with Programme outcome**

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	2	2	1	3	-	-	-	1	1
CO2	1	1	2	1	2	-	-	-	1	1
CO3	-	1	2	3	3	-	-	-	1	3
CO4	-		1	2	1	-	-	-	-	1
CO5	-	2	3	3	3	-	-	-	-	2

Indicators: 1. Reasonable      2. Significant      3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Business Organisation and Office management	Sharma Shashi K Gupta,	Kalyani Publications.	2018 Revised Edition
2	Business Organisation	Kathiresan & Dr. Radha	Prasanna publishers	2015 Revised Edition
3	Business Organisation and Management	Bhushan Y.K.	Sultan Chand & Co. Ltd.	2015 10 <sup>th</sup> Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Business Organisation and Management	C.B. Gupta	Sultan Chand & Co. Ltd.	2006
2	Office Management	R.S.N. Pillai & Bagavathi	S Chand & Co	2012 Revised Edition
3	Business Organisation and Management	C. D. Balaji	Margham Publications	2012

**Pedagogy:** Blackboard and Chalk method, PPT Presentation, Assignments, and Seminars

CV - 18  
2020-21

Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)  
COIMBATORE - 641014  
BACHELOR OF COMMERCE (ACTUARIAL MANAGEMENT)  
(Under Choice Based Credit System)

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	20200E1	CONTEMPORARY ENGLISH - II	3	Theory	-	100

**Objectives of the Course:**

To inculcate aesthetic sensitivity, use error free grammatical sentences and to understand the basics of Business English and use it effectively

**Unit-I: Grammar**

[12 Hours]

Phrases, Clauses, Sentence Structure, Idioms, Lexical Skills

**Unit-II: Effective Communication**

[12 Hours]

Social English and Cultural Awareness, Writing Paragraphs, CV (resume)/Job Interviews, Presentations- Structure and Key Phrases, Presentation-Being Lively and Persuasive, Style-Clarity and Emphasis

**Unit-III: Communication Practice**

[12 Hours]

Communication Exercises, Real Life Incidents, Face-to-Face training, Presentation Skills, Group Discussion and Seminars

**Unit-IV: LSRW Skills**

[12 Hours]

**Listening skills**-Interview with a CEO & Marketing Director, Nature: Changing Opinions, Extended Multiple Choice, Summary Completion

**Speaking skills**-Pronunciation: Word Stress, Stress Shift, Contrastive Stress, Emphasis, Compound Adjectives, Past Simple Endings

**Reading skills**- Information and Communication Technology, Globalization and Economic Policy

**Writing skills**-Feature Writing, Interviewing & Ad Writing

**Unit-V: Literature**

[12 Hours]

**Prose**-I have a Dream by Martin Luther King Jr and Words of Wisdom by Chetan Bhagat

**Poetry**- A Prayer for my daughter by WB Yeats and Palanquin Bearers by Sarojini Naidu

**Short Stories**-The Last Leaf by O'Henry and Glory at Twilight by Bhabani Bhattacharya.

CV - 19  
2020-21

**Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)  
COIMBATORE - 641014  
BACHELOR OF COMMERCE (ACTUARIAL MANAGEMENT)  
(Under Choice Based Credit System)**

**Course Outcome mapping with Knowledge level**

Course Outcome	Course Outcome Statement	Knowledge level
CO1	To train students to write error free grammatical sentences and improve their linguistic skills	K1 & K3
CO2	Recognize culture, specific perspectives and values embedded in language behaviour.	K2
CO3	To understand the concept of Business English and develop intellectual, personal, professional and communicative abilities.	K3
CO4	To stimulate critical thinking, crafting and developing clear, lucid LSRW skills.	K3 & K4
CO5	To develop creativity, imagination and aesthetic sensitivity with literary texts.	K2 & K5

**Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.**

**Course Outcome mapping with Programme outcome**

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	-	-	1	2	-	-	-	-	-	2
CO2	-	2	3	3	-	-	3	-	2	3
CO3	-	2	3	3	-	-	3	-	2	3
CO4	-	3	3	3	-	-	3	-	2	3
CO5	-	-	-	1	-	-	-	-	-	1

**Indicators: 1. Reasonable                      2. Significant                      3.Strong**

<b>Text Books</b>				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Contemporary English	Compiled by English Faculty of SCIB & IM	GRD SCIB & IM	2015, 1st Ed
<b>Reference Books</b>				
1	Better English Pronunciation	J.D. O'Connor	Cambridge	1980, 2nd Ed
2	Path of Glory	Ed Rangaswamy	Lakshmi	2013
3	Radiance-English for communication	Board of Editors	Orient Blackswam	2009, 2nd Ed
4	Listening and Speaking Skills	Barry Cussack & Sam McCarter	Macmillan	2007
5	Active English	Alma S Juneja & Vaseem Qureshi	Alma S Juneja & Vaseem Qureshi	2014
6	Business English Handbook Advance	Paul Emerson	Macmillan	2007

**Pedagogy:** Teaching /learning methods: Lecture, Interactive and Discussion methods.

C V - 20

2020-21

**Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)**  
**COIMBATORE - 641014**  
**BACHELOR OF COMMERCE (ACTUARIAL MANAGEMENT)**  
**(Under Choice Based Credit System)**

**EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021**

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	20213A	CORE: FINANCIAL ACCOUNTING	5	Theory	80	20

**Objectives of the Course:**

- To gain basic knowledge on Indian system of accounting

**UNIT: I - DEPRECIATION ACCOUNTING, RESERVES AND PROVISIONS (Teaching Hours: 13)**

Depreciation – Objectives, Causes, Factors to be considered in charging depreciation -Methods, Straight line method, Diminishing balance method, Annuity method– Reserves and provisions – Types of reserves and provision - Difference between reserves and provisions.

**UNIT: II-SELF-BALANCING LEDGERS AND FIRE INSURANCE CLAIMS (Teaching Hours: 13)**

Self-balancing ledgers – Features- Advantages –Accounting aspects –Transfers -Insurance Claims

**UNIT: III – SINGLE ENTRY SYSTEM (Teaching Hours: 13)**

Single Entry System – Meaning - Features - Difference between single entry system and double entry system – Difference between statement of affairs and balance sheet –Accounting treatment - Statement of affairs method and conversion Method

**UNIT: IV - BRANCH AND DEPARTMENTAL ACCOUNTS (Teaching Hours: 13)**

Branch accounts excluding foreign and independent branches. Departmental accounts – Transfer at Cost or selling price.

**Unit: V – Hire Purchase and Instalment system (Teaching Hours: 13)**

Hire-purchase system - Features-Accounting treatment for hire purchase system -Calculation of interest, default & repossession (Excluding of hire purchase trading A/c.) –Instalment purchase system – Differences between Hire purchase and Instalment purchase systems.

CY - 21  
2020-21

**Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)**  
**COIMBATORE - 641014**  
**BACHELOR OF COMMERCE (ACTUARIAL MANAGEMENT)**  
**(Under Choice Based Credit System)**

**Course Outcome mapping with Knowledge level**

Course Outcome	CO Statement	Knowledge level
CO1	To learn about Depreciation and ascertaining depreciation under different methods, Reserves and provisions and its types.	K1, K2, K3
CO2	To prepare self-balancing ledgers and calculating fire insurance claims.	K1, K2,
CO3	To gain knowledge about single entry system	K1, K2, K3
CO4	To prepare branch accounts and departmental accounts.	K2, K3, K5
CO5	To acquire knowledge about Hire Purchase system and Instalment system.	K2, K3, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

**Course Outcome mapping with Programme outcome**

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	1	3	3	1	3	-	-	1
CO2	3	2	1	3	3	1	3	-	-	1
CO3	3	3	1	3	3	1	3	-	-	1
CO4	3	2	2	3	3	1	3	-	-	1
CO5	3	2	1	3	3	1	3	-	-	1

Indicators: 1. Reasonable

2. Significant

3. Strong

Text Books				
S.No	Title	Author	Publishers	Publication Year & Edition
1	Financial Accounting	T.S Reddy & A. Murthy	Margham publications	2012, Sixth
2	Principles of Accountancy	K.L Nagarajan, Vinayakam. N & P.L.Mani.	S Chand & Company	2009
3	Financial accounting	R.L. Gupta & V.K Gupta	Sultan Chand Ltd.,	2016
Reference Books				
S.No	Title	Author	Publishers	Publication Year & Edition
1	Financial Accounting	S.P Gupta, K. L Narang, Simi Agarwal, Monika Agarwal	Kalyani Publishers	2016
2	Financial Accounting I	M.C. Shukla, T.S. Grewal, S. C. Gupta	S.Chand	2019
3	Financial Accounting	N. Vinayakam, B. Charumathi	S.Chand	2004

**Pedagogy:** Lecture, Black board and Chalk and Assignments

CY -22  
2020-21

Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)  
COIMBATORE - 641014

BACHELOR OF COMMERCE (ACTUARIAL MANAGEMENT)  
(Under Choice Based Credit System)

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	20213B	ALLIED: BUSINESS MATHEMATICS	4	Theory	80	20

**Objectives of the Course:**

- To cater to the needs of Mathematical applications in Business
- To familiarize the students with the basic concepts of Mathematics
- To Train the students with Mathematics for their application in business decisions

**UNIT I: INTRODUCTION TO MATRIX**

**(Teaching Hours – 13)**

Matrix – Basic Concepts – Addition and Multiplication of matrices – Inverse of matrix – Rank of a Matrix – determinants of a matrix – solution of Simultaneous linear equations - Cramer's rule and matrix method.

**UNIT II: INTEREST AND INTERPOLATION**

**(Teaching Hours – 13)**

Simple and Compound Interest – interpolations – binomial expansion method – Newton's method of forward differences – Newton's method of backward differences – Lagrange's method.

**UNIT III: INTRODUCTION TO OPERATIONS RESEARCH**

**(Teaching Hours – 13)**

Operations Research – Meaning – Scope and limitations – Linear programming problem – Formulation – Canonical and standard forms of L.P.P – solution by Graphical method – solution by Simplex method (Basic problems only).

**UNIT IV: NETWORK ANALYSIS**

**(Teaching Hours – 13)**

Network Analysis – Introduction – Basic concepts – Rules of Network Construction – Critical Path Analysis (CPM) – Project Evaluation and Review Technique (PERT) – Probability Considerations in PERT – Distinction Between PERT and CPM.

**UNIT V: TRANSPORTATION AND ASSIGNMENT PROBLEM**

**(Teaching Hours – 13)**

Transportation Problem – Introduction – matrix form of T.P – The transportation Table – balanced and unbalanced – Initial Basic feasible solution – NWC, LCM, VAM – The assignment problem – the assignment algorithm – unbalanced assignment problem – Hungarian Method.

CV - 23  
2020 - 21

**Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)**  
**COIMBATORE - 641014**  
**BACHELOR OF COMMERCE (ACTUARIAL MANAGEMENT)**  
**(Under Choice Based Credit System)**

**Course Outcome mapping with Knowledge level**

Course Outcome	CO Statement	Knowledge level
CO1	Students learn about the concept of Matrix and its Applications	K2, K3
CO2	Students come to know about the rate of interest calculations and Interpolation methods of finding missing values inside the given values.	K1, K2, K3
CO3	Students learn about the overview of Operations Research especially in practicing the Industrial related problems with Maximizing the profit and Minimizing the cost	K2, K3, K4, K5
CO4	Students come to know about the Network construction by CPM and PERT, It helps them in planning and scheduling the projects effectively	K2, K3
CO5	Students learn about the completion of the program or an assignment with minimum time and cost.	K2, K3

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

**Course Outcome mapping with Programme outcome**

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	-	3	-	-	-	-	3	-	3	-
CO2	3	3	-	-	-	-	3	-	3	-
CO3	-	3	-	-	-	2	3	-	3	-
CO4	-	3	-	-	-	2	3	-	3	-
CO5	-	3	-	-	-	2	3	-	3	2

Indicators: 1. Reasonable

2. Significant

3. Strong

**Text Books**

S.No	Title	Author	Publishers	Publication Year & Edition
1	Business Mathematics and Statistics	P.A. Navnitham	Jai Publishers	2019 Edition
2	Operations Research	Kanti Swarup, P.K. Gupta & Man Mohan	Sultan Chand and sons	2012 Edition
3	Operations Research	S. Kalavathy	Vikas Publishing House	2002 Edition

**Reference Books**

S.No	Title	Author	Publishers	Publication Year & Edition
1	Business Mathematics	P.R. Vittal	Margham Publications	2005 Edition
2	Introduction to Operations Research	Kanti Swarup, P.K. Gupta and Man Mohan	Sultan Chand & sons	2005 Edition
3	Business Mathematics	M. Wilson	Himalaya Publishing House	2012 Edition

**Pedagogy:** Lecture method, PPT Presentation, Assignments, and Quiz.

**Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)  
COIMBATORE - 641014**

**BACHELOR OF COMMERCE (ACTUARIAL MANAGEMENT)  
(Under Choice Based Credit System)**

**EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021**

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	20213C	SKILL BASED SUBJECT: PRINCIPLES AND PRACTICE OF LIFE INSURANCE	2	Theory	-	100

**Objectives of the Course:**

- To understand the basics of Life Insurance practices, principles of Life Insurance contract and different products and policies.

**UNIT: I - BASICS OF LIFE INSURANCE**

**(Teaching Hours: 13)**

Life Insurance – Meaning – Definition – History of Life Insurance - Characteristics of Life Insurance – Economics Uses of Life Insurance – Advantages of Life Insurance – Scientific principles of Life Insurance – Laws relating to Life Insurance – Essential element of Life Insurance contract.

**UNIT: II – LIFE INSURANCE CORPORATION OF INDIA**

**(Teaching Hours: 13)**

Life Insurance Corporation of India – Introduction – Aims of LIC – Nationalization and LIC – Organisational Structure of LIC – Functions of LIC – Role of LIC in National economy – Procedure of effective Life Insurance.

**UNIT: III - LIFE INSURANCE PREMIUM, ASSIGNMENT AND NOMINATION**

**(Teaching Hours: 13)**

Life Insurance premium setting – Types of premium – Factors that affect premium – Plans of Premium – Insurable Interest in Life Insurance – Rule of Insurable interest in Life Insurance – Assignment – Meaning – Definition – Types of Assignment – Features of Assignment - Nomination – Meaning – Definition – Rights of Nominee – Difference Between Assignment and Nomination.

**UNIT: IV – ANNUITIES, MORTALITY TABLE, SURPLUS AND ITS DISTRIBUTION**

**(Teaching Hours: 13)**

Annuities – Meaning – Definition – Difference between Annuity contract and Life insurance contract – Classification of annuities – Mortality table – Meaning – Definition – Features of Mortality table – Sources of Mortality information – Surplus and its Distribution – Sources of Surplus – Distribution of surplus – Methods of Distribution.

**UNIT: V - LIFE INSURANCE PRODUCTS**

**(Teaching Hours: 13)**

Life Insurance products or policies – Classification of policies – On the basis of Duration of policies – On the basis of Term insurance policies – On the basis of Endowment policies – On the basis of premium payment – on the basis of participation in profits – on the basis of number of persons assured – Key man Insurance – Eligibility – Salient features – Advantages of taking Key man insurance.

CV - 25  
2020-21

**Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)**  
**COIMBATORE - 641014**  
**BACHELOR OF COMMERCE (ACTUARIAL MANAGEMENT)**  
**(Under Choice Based Credit System)**

**Course Outcome mapping with Knowledge level**

Course Outcome	CO Statement	Knowledge level
CO1	To understand the basics of Life Insurance	K1, K2
CO2	To learn about Life Insurance Corporation of India	K1, K2
CO3	To know about Life Insurance premium setting, Assignment, Nomination and difference between Assignment and Nomination	K1, K2
CO4	To gain knowledge about annuities, mortality table and surplus and Distribution	K1, K2
CO5	To study about different products of Life Insurance Policies	K1, K2

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

**Course Outcome mapping with Programme outcome**

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	2	3	3	3	-	-	-	-
CO2	3	3	2	3	3	3	-	-	-	1
CO3	3	3	2	3	3	3	-	-	-	-
CO4	3	3	2	3	3	3	-	-	-	1
CO5	3	3	2	3	3	3	-	-	-	1

Indicators: 1. Reasonable      2. Significant      3. Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Fundamentals of Insurance	Dr. P. Periyasamy	Himalaya Publishing House	2017
2	Principles and Practice of Insurance	Dr. A. Murthy	Margham Publications	2012
3	Principles of Insurance and Risk Management	Alka Mittal & S.L Gupta	Sultan Chand Sons	2013
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Life Insurance Principles and Practice	K. C Mishra & C. S. Kumar	Cengage learning	2017
2	Fundamentals of Life Insurance	Kaninika Mishra	PHI Learning PVT Ltd	2016
3	Fundamentals of Insurance	Hari Govind Dayal	Notion Press	2017

**Pedagogy:** Lecture, Black board and Chalk, Assignments and PPT

CV-26  
2020-21

Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)  
COIMBATORE - 641014  
BACHELOR OF COMMERCE (ACTUARIAL MANAGEMENT)  
(Under Choice Based Credit System)

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	20213K	ONLINE SWAYAM: PRINCIPLES OF MANAGEMENT	4	-	-	-

**Objective:** The objective of this course is to acquaint students with the terms, concepts, and points of view used in management and its historical evolution, ethics, social responsibility and environmental issues; provide students with a working knowledge of the skills and functions necessary to be an effective, efficient manager; provide an introduction to the theory and practice of managing organizations; examine the management functions (planning, organizing, leading or influencing, and controlling) and the impact of those functions on the business organization

**The students will be learning this course through online mode from SWAYAM website.**

The URL link for accessing this course is [https://swayam.gov.in/nd1\\_noc20\\_mg58/preview](https://swayam.gov.in/nd1_noc20_mg58/preview)

**COURSE LAYOUT**

**Week 1:** Management: Definition, nature, purpose and scope of management, Skills and roles of a Manager, functions, principles; Evolution of Management Thought, Scientific Management.

**Week 2:** Planning: Types of plans, planning process, Characteristics of planning, Traditional objective setting, Strategic Management, premising and forecasting

**Week 3:** Decision-Making: Process, Simon's model of decision making, creative problem solving, group decision making.

**Week 4:** Management by Objectives: Management by exception; Styles of management: (American, Japanese and Indian), McKinsey's 7-S Approach, Self Management

**Week 5:** Organizing: Organizational design and structure, Coordination, differentiation and integration.

**Week 6:** Span of management, centralization and de-centralization Delegation, Authority & power - concept & distinction, Line and staff organizations

**Week 7:** Staffing: Human Resource Management and Selection, Performance appraisal and Career strategy, Coordination- Concepts, issues and techniques

CY - 27  
2020 - 21

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**Week 8:** Organizational Change: Introduction, Resistance to Change, Behavioural Reactions to Change, Approaches Or Models to Managing Organisational Change.

**Week 9:** Organizational Change: Introduction, Resistance to Change, Behavioural Reactions to Change, Approaches Or Models to Managing Organisational Change.

**Week 10:** Leading: Human Factors and Motivation, Leadership, Communication, Teams and Team Work

**Week 11:** Leading: Human Factors and Motivation, Leadership, Communication, Teams and Team Work

**Week 12:** Controlling: Concept, planning-control relationship, process of control, Types of Control, Control Techniques Characteristics of team

