

PANJAB UNIVERSITY, CHANDIGARH

**FACULTY OF BUSINESS MANAGEMENT
& COMMERCIAL**

**OUTLINES OF TESTS SYLLABI AND COURSES OF
READING**

FOR

Add on courses for B.A./B.Sc./B.Com

CERTIFICATE COURSE

For the examination of 2011-2012

LLAB,

- 1. Tourism and Travel*
- 2. Insurance Business*
- 3. Foreign Trade Practices & Procedures*
- 4. Advertising and Sales Management*
- 5. Computer Based Accounting*
- 6. Event Management*
- 7. Entrepreneurship Development*
- 8. Bank Management*
- 9. Computer Based Business Statistics*
- 10. Portfolio Management and Security Analysis*

ELIGIBILITY

FOR CERTIFICATE COURSE

- * Students at the under graduate level from any stream can opt for Certificate course. Student can take Add-on Course only during graduation**
- * Eligibility is pass marks (35% marks) at + 2 level**

FOR DIPLOMA COURSE

50% marks in certificate course

FOR ADVANCED DIPLOMA COURSE

50% marks in diploma course

WORK LOAD & MARKS DISTRIBUTION

- 1. There will two papers of 100 marks each at each level (i.e.) certificate level
Diploma level and advanced diploma level.**
- 2. Each paper shall have 2 credits and total marks shall be 100 marks out of 100
or**

Course 1

1. Travel And Tourism

First Year

Paper-1: Tourism Business

- Understanding Tourism
- Historical evolution and development of tourism both internationally and domestic
- Constituents of Tourism Industry and Tourism organization.
- Tourism Regulation
- Tourism Service and Operation
- Modes of Transport
- Tourist accommodation
- Informal Service. Shop. emporium and Meals.
- Travel agency Tour Operators
- Tourism Information
- Writing for Tourism
- Role of Media
- Personality Development and communication skills
- Use of History
- Living Culture and Performing arts
- Map-work
- Tourism Policy and Planning
- Infrastructure Development
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Course II

2. INSURANCE BUSINESS

First Year

Paper-I: Life Insurance

INTRODUCTION

Need For Security Against economic difficulties risk and uncertainty individual value system, individual Life Insurance Nature and uses of Life Insurance. Life Insurance as a collateral as a measure of financing business continuation. As a protection to property as a Measure of investment

Life Insurance Contract

Distinguishing characteristics. Utmost Good Faith Insurable Interest Caveat Emptor unilateral and alleatory nature of contract Proposal and application form warranties. Medical examination policy Construction and delivery policy provision lapse revival surrender value paid-up policies maturity nomination and assignment suicide and payment of insured amount Loan to policy holders.

Life Insurance Risk

Factors governing sum assured .Methods of calculating economic risk in life insurance proposal Measurement of risk and mortality table .Calculation of premium Treatment of sub-standard risk. Life Insurance fund valuation and investment of surplus payment of bonus

Life Insurance Policies

Type and their applicability to different situations important life insurance policies issued by the life insurance corporation of India Life insurance enquiries important legal provisions and judicial pronouncements in India

Life Insurance Salesmanship

Rules of agency Essential qualities of an ideal insurance salesman .Rules to canvass and business from prospective customers after sales

Paper II :General Insurance

- 1 Introduction to risk and Insurance
 - (a) Risk
 - (b) The treatment of risk

2. the structure and operation of the insurance business
 - (a) Insurance contract fundamentals
 - (b) Insurance marketing
 - (c) Insurance loss payment
 - (d) Underwriting rating reinsurance and other functions

3. General Insurance corporation and other insurance institutions
Working of GIC in India Types of risk assumed and specific policies issued by ECGC

4. health insurance
 - a) individual health insurance
 - b) Group health insurance

- 5 Motor Insurance

- 6 Multiple life and all lines insurance such as rural Ins

Course III

3. Foreign Trade : Practices & Procedure

First Year

Foreign trade : Practices & Procedure

Paper-1 :Basis of Foreign Trade

- Why trade takes place? Theories of international trade
- Balance of Trade and Balance of payments
- Objective of trade policy and role of foreign trade in economic growth
- Instruments of trade policy tariffs quantitative restrictions exchange Control and exchange rate adjustments
- International economic Institutions. GATT . UNCTAD .IMF and World Bank
- Trade Blocs and Regional Economic Cooperation

Paper –II : India's Foreign Trade

- Analysis of India's Foreign Trade Growth trends composition and direction
- India's Balance of Payments including invisibles
- Assessment of prospects-products and
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Course IV

4. ADVERTISING AND SALES MANAGEMNT

First Year

Paper-1 : Marketing communication

- Nature and importance of communication
- Communication Process elements of the communication process . Application of communication process in marketing steps in developing effective marketing communication
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COURSE V

5. COMPUTER BASED ACCOUNTING

First Year :

Paper I : Fundamental of Computer Accounting:

Basic of Computerized Accounting : Meaning Importance Difference of

Computerized and traditional accounting .Book Keeping and Accounting Accounting
Concepts. Accounting Groups and planning . Accounting Equation. Accounting Cycle

CERTIFICATE

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6. Event Management

(First Year)

Paper –I : Fundamentals of Event Management

- Definition What is event Management ?
- Role of an event manager.
- The qualities of a good event manager.
- Introduction to events ,various types of events concept development
- Event Planning and coordination, scheduling of event.
- Human resources in even management.
- Event Team Leadership and goal.
- Team building and work distribution.
- Motivation and morale studies.
- Personality development-effective speaking.
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7. ENTREPRENEURSHIP DEVELOPMENT

CERTIFICATE:FIRST YEAR

Paper-1 Fundamentals of Entrepreneurship

Entrepreneurship

Evolution of Entrepreneurship. Definition and meaning of Entrepreneurship. Importance Scope and its relevance in career growth. Theories of Entrepreneurship. Entrepreneurial competencies. Difference between Self-employment and Entrepreneurship. Form of Entrepreneurial . Form of entrepreneurship prevailing in India the most and the reasons behind it

Entrepreneur

Defination ,nature and characteristics of an Entrepreneur. Types of Entrepreneurs.Functions of an entrepreneur. Difference between Entrepreneur and Manager. Problem solving and risk taking ability of Entrepreneurs. Behavioral and motivational aspects of an Entrepreneur.

Intrapreneurship- Meaning,scope,attractive factors of Intrapreneurship –being an employee and owner as well ,risk factors involved, Intrapreneurs in India industry, arguments for and against Intrapreneurs. Difference between entrepreneurship and Intrapreneurship.

Entrepreneurship Development Program

Entrepreneurship development program- Meaning ,need relevance and achievements. Role of government and NGOs in organizing such programmes. Entrepreneurship as a career, charms of becoming an Entrepreneur- being own boss, taking initiatives and personal responsibilities,becoming independent.

Creativity and Innovation

Paper-II Basics of Small Business

Small Scale Industries

Meaning, characteristics and role in economic development, contribution of SSI in domestic as well as in international markets, impact of liberalization and globalization on SSI.

Setting up of Small Scale Enterprise

Planning a small scale enterprise, Need and importance of planning procedures and formalities for setting up of small scale enterprises. Preparing the preliminary project

8. Bank Management

First Year

Paper –I: Contemporary Banking

Unit- 1

Banking system in India – role and functions of commercial banks development banks and merchant banks in the modern economy. Reserve bank of India-its role functions and position in the banking system of India

Commercial bank :Organization structure and functions. Process of multiple credit creation sources and uses of bank funds. Credit control and the tools of credit control

Asset structure of a commercial bank significance of liquidity in banking statutory liquidity ratio and cash reserve ratio. loans and advances principles of

Sound bank leading assessment of credit worthiness of borrowers secured advances modes of creating charge – lien pledge. Hypothecation purchase and discounting of bills. Sanctioning credit limit for discounting of bills letter of credit types of letter of credit .

Unit-II

Earnings of commercial banks. Evaluation of branch performance. Bank

Marketing and customer. Branch development policy in India growth geographical imbalances . Problems in branch expansion and management. Advances to priority sector role of commercial bank as agencies of change area and project approach to banks lending.Present position and problems faced by banks. Rural service center and village adoption scheme . Impact of globalization on commercial banking in India.

Reference

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|-----------------------------|--|
| 1. P.A.Elliot | The Bank Managers Handbook |
| 2. Kenneth Toft | Practice Bank Management |
| 3. Singh &Bhattacharya Ledl | Banking towards 21 st century |
| 4. Uppal chawla & Malhotra | Baking towards 21 st century |
| 5. Tripathi &Uppal | Role of Banking & New Economic Program |
| 6 Upadhyaya | Management of commercial Banks of India |
| 7 Richard Handscombe | Bankers Management Handbook |
| 8 P.N. Varshney | Banking Law and Practice |
| 9 Gordon and Natarajan | Banking theory law and practice |
| 10 B.S.Khubehandani | Practice and law of Banking |

Paper – II : Banking Law and Practice

Unit – 1

Relationship between the banker and the customer. Rights and obligation of a bank customer. Rights and obligation of a banker. Garnishee order.

Customers account with the banker. Types of bank accounts-fixed savings

Recurring and Current accounts Closing of bank accounts.

Special types of bankers customers-Minors Married woman, Illiterate persons lunatics Trustees . Executors Administrators joint Hindu families Partnership firms and joint

CERTIFICATE

IN

9. COMPUTER BASED BUSINESS STATISTICS

1st Year Paper-I

Section A

1. Collection of statistical Data: Primary and secondary data, Sources of Data Collection, Questionnaires, Personal Interview and Observation Methods.
2. Presentation of Statistical Data: Classification and Tabulation of Data, Graphical Representation of Data.
3. Measure of Central Tendency; Mean (A.M., G.M., H.M.), Median mode and Quartiles.
4. Measure of Dispersion: Range, Quartile Deviation, Average Deviation, Variance and Standard Deviation.
5. Skewness and Kurtosis.

Section-B

Development of Computer Programs for Different Statistical Methods using BASIC and FORTRAN.

COMPUTER BASED BUSINESS STATISTICS

1st Year Paper-II

Section – A

1. Probability and Mathematical Expectation: Basic Concepts, Profitability Rules, Statistical Independence and Dependence, Marginal, Probability, Joint Probability Conditional Probability, Bayes Theorem, Expected Value of a Random Variable, Some Properties of Expected Values
2. Probability Distributions: Discrete Distributions (Binomial Distribution and poisson Distribution), Continuous Distributions (normal, Exponential and Uniform Distribution)
3. Sampling Theory: Meaning, Importance and limitations, Probability and Non- Probability Sampling Techniques.

Section B

Basics of Windows User Interface. Use of Microsoft (Excel, Access) to solve statistical problems:

