Sheth T.J. Education Society's
Sheth N.K.T.T. College of Commerce and
Sheth J.T.T. College of Arts (Autonomous)

T.Y.B.Com (Banking and Insurance) 2026-27

	Semester V	Credits		Semester VI	Credits
Major Mandatory BBM501	Mutual Fund Management	4	**Major Mandatory BBS601**	Security Analysis and Portfolio Management	4
Major Mandatory BBI502	International Banking and Finance	4	**Major Mandatory BBC602**	Central Banking	4
Major Mandatory BBK503	IKS: Arthashastra: Ancient Indian Finance	2	**Major Mandatory BBH603**	Human Resource Management	2
Major Elective BBS504 **BBW504**	Strategic Management Wealth Management	4	**Major Elective BBI604** **BBR604**	International Business / Risk Management	4
Minor BBM505	Marketing in Banking and Insurance	4	**Minor BBD605**	Digital Marketing	4
OE	-		**OE**	-	-
VSC **BBF506** **BBU506**	Financial Reporting and Analysis Universal Banking	2	**VSC**	-	-
SEC	-	-	**SEC**	-	-
AEC	-	-	**AEC**	-	-
VEC	-	-	**VEC**	-	-
IKS	-	-		-	-
FP/CEP BBP507	**FP/CEP**	2	**OJT** **BBO606**	**OJT**	4
CC	-	-	**CC**	-	-
	Total	**22**		**Total**	**22**

Sheth T. J. Education Society's

Sheth N.K.T.T College of Commerce and Sheth J.T.T College of Arts, Thane (W)

(Autonomous)

Programme Name: **B.Com.(Banking & Insurance)**	**Semester: VI**
Course Category: Major Mandatory	
Name of the Dept: **B.Com.(Banking & Insurance)**	
Course Title: **Security Analysis and Portfolio Management**	
Course Code: BBS601	Course Level: 5.5
Type: Theory	
Course Credit: 4 credits	
Hours Allotted: 60 Hours	
Marks Allotted: 100 Marks	

Course Objectives:

1. To understand the concepts of investment, portfolio management, and portfolio selection.
2. To analyze and evaluate portfolio performance and bond valuation.
3. To apply fundamental analysis for evaluating economic, industry, and company performance.
4. To understand technical analysis tools and market behavior theories.

Course Outcomes :

Learners will be able to

CO 1: explain investment concepts, portfolio management process, and portfolio selection models.

CO 2: analyze portfolio risk and return, evaluate performance, and assess bond valuation.

CO 3: evaluate securities using economic, industry, and company analysis.

CO 4: apply technical analysis tools and distinguish between fundamental and technical analysis.

Description of the course:

The course provides an understanding of investment and portfolio management concepts and develops the ability to analyze portfolio risk, return, and bond valuation. It equips students with skills to evaluate securities using economic, industry, and company analysis, and introduces technical analysis tools and market behavior theories. On completion of the course, students will be able to explain investment principles, evaluate portfolio and bond performance, assess securities using fundamental analysis, and apply technical analysis tools to understand market movements.

Syllabus: NEP 2020 w.e.f 2026-27

Unit No.	Content	Hours
I	**Introduction to Investment and Portfolio Management** 1.1 Investment: Meaning, Characteristics, Objectives 1.2 Comparison between Investment, Speculation and Gambling 1.3 Portfolio Management: Portfolio and Portfolio management-meaning, phases and advantages 1.4 Portfolio selection: Risk-return trade-off, Efficient set of portfolios, Models - Markowitz Mode, Single Index Model	15

	and Multi Index Model, Strategies of Portfolio revision Background	
II	**<u>Portfolio analysis and evaluation</u>** 2.1 Portfolio Analysis: Calculation of expected return and standard deviation (risk), Calculation of Covariance and Beta 2.2 Portfolio Evaluation: Measuring returns, Sharpe, Treynor and Jensen Measure 2.3 Bond valuation: Characteristics, Bond risk, Measuring Bond Returns and Bond Duration & Commerce	15
III	**<u>Fundamental Analysis</u>** 3.1 Economic, Industry and Company Analysis 3.2 Economic Indicators, Industry Life Cycle and Industry 3.3 Characteristics Analysis of Company Financial Statements - Ratio Analysis 3.4 Assessment of risk- Calculation of leverages	
IV	**<u>Tecnical analysis</u>** 4.1 Technical analysis: Meaning, Principles, Price Chart, Line Chart, Bar Chart, Candlestick Chart, Trends and Trend Reversal, Chart Patterns, Support and resistance 4.2 Dow Theory, Elliot Wave Theory, Arbitrage Pricing theory, Random Walk theory 4.3 Distinguish between Fundamental Analysis and Technical Analysis	
Total Hours		**30**

References:

- Security Analysis and Portfolio Management (TYBBI) – CA Dipali Mehta (Manan Prakashan)
- Security Analysis and Portfolio Management – Dr. Nishikant Jha (Sheth Publication)
- Security Analysis and Portfolio Management – Dr. Shalini Talwar (Cengage Learning)
- Security Analysis and Portfolio Management – Dr. S.M. Inamdar (Phadke Prakashan)
- Investment Management – Prof. Vanita Tripathi (Taxmann)

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Programme Name: **B.Com.(Banking & Insurance)**	**Semester: VI**
Course Category: Major Mandatory	
Name of the Dept: **B.Com.(Banking & Insurance)**	
Course Title: **Central Banking**	
Course Code: BBC602	Course Level: 5.5
Type: Theory	
Course Credit: 4 credits	
Hours Allotted: 60 Hours	
Marks Allotted: 100 Marks	
Course Objectives : 1. To introduce students to the history and goals of central banking. 2. To provide a deep understanding of RBI's structure and dual roles. 3. To familiarize students with the Banking Regulation Act and supervision. 4. To examine global banks and the impact of digital technology.	
Course Outcomes: CO 1: Students will be able to explain the historical growth and goals of central banks. CO 2: Students will be able to analyze how RBI tools balance growth and inflation. CO 3: Students will be able to assess RBI mechanisms for financial stability. CO 4: Students will be able to compare international models and digital challenges.	
Description of the course: This course explores the principles and operations of central banking, focusing on the Reserve Bank of India (RBI). It covers the evolution of global financial systems and the shift toward modern goals like inflation targeting and price stability. Students learn to analyze monetary policy instruments, the legal framework of the Banking Regulation Act, and the RBI's supervisory role in maintaining financial stability. The curriculum also examines the impact of digital transformation, including e-money and cybersecurity, while comparing Indian practices with major global central banks like the Federal Reserve and European Central Bank.	
Syllabus: NEP 2020 w.e.f 2026-27	

Unit No.	**Content**	**Hours**
I	**<u>Overview and Evolution of Central Banking</u>** 1.1 Conceptual Framework: Evolution and institutional growth of central banking globally and in India. 1.2 Role and Objectives: Determination of goals such as Price Stability, Inflation Targeting, and Exchange Rate Management. 1.3 Monetary Policy: Meaning and objectives; instruments of monetary policy (Repo, Reverse Repo, CRR, SLR, Bank Rate). 1.4 Governance: Contemporary issues in central banking, including Autonomy, Credibility, Accountability, and Transparency.	15

II	**<u>RBI as the Central Banker of India</u>** 2.1 Organizational Setup: Operational and organizational framework of the Reserve Bank of India (RBI). 2.2 Key Roles: Functions as the Government's Banker, Banker's Bank, and the Issuer of Currency. 2.3 Macroeconomic Interface: Interaction between Monetary and Fiscal policies; striking a balance between economic growth and inflation control. 2.4 Developmental Functions: Promotional role of RBI in financial inclusion and the growth of priority sectors.	15
III	**<u>Supervisory and Regulatory Framework</u>** 3.1 Legal Framework: Regulation and supervision under the Banking Regulation Act, 1949 and the RBI Act, 1934. 3.2 Supervisory Mechanisms: On-site inspections and Off-site Monitoring (OSMOS); core principles for effective banking supervision. 3.3 Financial Reforms: Role of the RBI in the regulation of the Indian financial system and subsequent financial sector reforms. 3.4 Prudential Norms: Mechanism of supervision, regulation review authority, and unified vs. multiple regulators.	15
IV	**<u>Global Banking and the Digital Era</u>** 4.1 Comparative Central Banking: Study of the Federal Reserve (USA), Bank of England, European Central Bank, Bank of Japan, and People's Bank of China. 4.2 International Linkages: Interconnectivity with global institutions like the IMF, World Bank, ADB, and the Bank for International Settlements (BIS). 4.3 Digital Transformation: Impact of E-Banking, E-Money, and E-Payments on monetary policy. 4.4 Cybersecurity: Managing risks in the new IT era, the impact of globalization, and the evolution of central banking in the cyber world.	15
Total Hours		**60**

References:

- The Reserve Bank of India: Functions and Working – RBI Publication.
- Central Banking – B. Santhanam (Himalaya Publishing House).
- Modern Banking – Shelagh Heffernan (Wiley).
- Central Banking in Developing Countries – Anand Chandavarkar (SAGE Publications).
- Monetary Policy: A Critical Introduction – Paul Tucker (Polity Press).

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Programme Name: **B.Com.(Banking & Insurance)**	**Semester: VI**
Course Category: Major Mandatory	
Name of the Dept: **B.Com.(Banking & Insurance)**	
Course Title: **Human Resource Management**	
Course Code: BBH603	Course Level: 5.5
Type: Theory	
Course Credit: 2 credits	
Hours Allotted: 30 Hours	
Marks Allotted: 50 Marks	

Course Objectives:

1. To teach students how to strategically source and align human talent with the goals of banking and insurance firms.
2. To examine methods for improving performance and managing rewards and welfare in financial institutions.

Course Outcomes (CO):

CO 1: Students will be able to perform job analysis and execute recruitment processes tailored for the financial sector.

CO 2: Students will be able to evaluate training programs and manage complex compensation structures like pension and retirement schemes.

Description of the course:

This course introduces the fundamental concepts and functions of Human Resource Management. It covers key HR activities such as recruitment, training, performance appraisal, and compensation management. The course highlights the strategic role of HR in organizational effectiveness and employee development. It equips students with essential skills for managing human resources in dynamic business environments.

Syllabus: NEP 2020 w.e.f 2026-27

Unit No.	**Content**	**Hours**
I	**HR Strategy, Planning, and Procurement** 1.1 Strategic Framework: Introduction, nature, scope, and objectives of HRM. 1.2 Sector Role: The specific role and functions of an HR Manager in the Banking and Insurance sectors. 1.3 Strategic Linkages: Aligning organizational strategies with HR and implementing global competitiveness. 1.4 Job Analysis & Design: Job evaluation, competency-based analysis, and factors affecting job satisfaction. 1.5 HR Planning: Objectives and importance of planning, including preparing manpower inventories. 1.6 Recruitment & Selection: Internal and external sourcing strategies and the formal selection procedure.	15

II	**Development, Compensation, and Employee Welfare** 2.1. Training & Development: On-the-job and off-the-job training processes and Management Development Programs. 2.2. Performance Management: Definition, methods, advantages, and limitations of performance appraisals. 2.3. Compensation Trends: Current trends in compensation, including team-based incentives. 2.4. Banking & Insurance Specifics: Pension schemes and Voluntary Retirement Schemes (VRS) specifically for the banking and insurance industries. 2.5. Welfare & Participation: Meaning and levels of participative management, fringe benefits, and perquisites. Comparative Analysis: A study of working conditions across banks, financial institutions, and insurance companies.	15
Total Hours		**30**

References:

- Human Resource Management: Concepts – Amitabha Sengupta (SAGE India)
- Human Resource Management: Theory and Practices – R. C. Sharma & Nipun Sharma (SAGE India)
- Human Resource Management (Text and Cases) – Dr. Ravindranath Bad (Himalaya Publishing House)
- Human Resource Management – Jeff Gold et al. (Red Globe Press / Bloomsbury)

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Programme Name: B.Com.(Banking & Insurance)	**Semester: VI**
Course Category: Major Elective	
Name of the Dept: **B.Com.(Banking & Insurance)**	
Course Title: **International Business**	
Course Code: BBI604	Course Level: 5.5
Type: Theory	
Course Credit: 4 credits	
Hours Allotted: 60 Hours	
Marks Allotted: 100 Marks	
Course Objectives: 1. To understand the nature, scope, and environmental factors influencing global trade. 2. To study the roles of global economic institutions and regional trading blocs. 3. To learn international marketing strategies and essential export-import documentation. 4. To master the step-by-step export-import procedures and current trade policies.	
Course Outcomes (CO): CO 1: Students will be able to analyze global environments and evaluate entry strategies for international markets. CO 2: Students will be able to explain WTO principles and manage international human resource activities like expatriation. CO 3: Students will be able to design global marketing mixes and prepare documents like the Bill of Lading. CO 4: Students will be able to execute customs formalities and utilize government schemes like the EPCG.	
Description of the course: The International Business course provides a comprehensive overview of global trade dynamics and organizational strategies. It covers the essential drivers of globalization and the diverse economic, political, and legal environments that companies must navigate when expanding abroad. The syllabus details the influence of global institutions like the WTO and IMF, as well as regional trading blocs such as ASEAN and BRICS. Furthermore, it equips students with practical knowledge regarding international marketing, human resource management, and complex export-import documentation. Finally, the course outlines the legal procedures for customs clearance and the various incentives provided under India's current Foreign Trade Policy.	
Syllabus: NEP 2020 w.e.f 2026-27	

Unit No.	**Content**	**Hours**

I	**<u>Introduction and Environment of International Business</u>** 1.1 Concepts and Evolution: Importance, nature, and scope of International Business. 1.2 Drivers and Growth: Evolution and drivers of International Business; Globalization and the nature and goals of Multinational Corporations (MNCs). 1.3 India's Global Presence: Advantages and disadvantages of MNCs and India's presence in the global market. 1.4 International Environment: Analysis of the Economic, Political, Cultural, and Legal environments in International Business. 1.5 Entry Strategies: Various strategies and modes for going international.	15
II	**<u>Global Institutions, Integration, and IHRM</u>** 2.1 Institutional Support: Role and functions of the World Bank, IMF, ILO, UNCTAD, UNIDO, and ADB. 2.2 WTO Framework: Origin, objectives, and functions of the WTO; principles like MFN Treatment, National Treatment, and agreements including TRIPS, TRIMS, and GATS. 2.3 Regional Groupings: Levels of integration and major trading blocs such as the EU, NAFTA, ASEAN, BRICS, SAARC, and OPEC. 2.4 International HRM: Differences between Domestic and International HRM; managing expatriation and repatriation of employees.	15
III	**<u>International Marketing and Export-Import Preliminaries</u>** 3.1 International Marketing: Comparison of domestic and international marketing; benefits and major activities. 3.2 Marketing Strategies: Product strategies, pricing issues, dumping, and global promotion policies. 3.3 Ex-Im Preliminaries: Methods of exporting, registration formalities, licensing, and selection of products and markets. 3.4 Import Categories: Liberalization of imports, negative lists, and special schemes for importers. 3.5 Documentation Standards: Aligned Documentation System including Commercial Invoices, Shipping Bills, Certificates of Origin, and Bills of Lading. 3.6 Certifications: Procedures for obtaining ISO 9000 and BIS 14000 certifications.	15

IV	**<u>Procedures, Logistics, and Foreign Trade Policy</u>** 4.1 Export Procedures: Steps in the export cycle: contracts, forward cover, finance, excise clearance, and pre-shipment inspection. 4.2 Logistics and Clearing: Role of Clearing and Forwarding agents, customs formalities, and the Customs EDI system. 4.3 Import Procedures: Legal dimensions, customs formalities for imports, and warehousing of imported goods. 4.4 Foreign Trade Policy: Highlights of the latest policy, including Duty Drawback, Deemed Exports, and the EPCG Scheme. 4.5 Institutional Framework: Support systems for export excellence and schemes like ASIDE, MAI, and MDA.	15
Total Hours		**60**

References:

- International Business by Charles W. L. Hill, published by McGraw Hill (2011).
- International Business by K. Aswathappa, published by Tata McGraw Hill Education (2010).
- International Business by Michael R. Czinkota, published by Wiley (2010).
- Economic Survey published by the Government of India (Various issues).
- Export-import Policy and Other Documents published by the Government of India.

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Programme Name: **B.Com.(Banking & Insurance)**	**Semester: VI**
Course Category: Major Elective	
Name of the Dept: **B.Com.(Banking & Insurance)**	
Course Title: **Risk Management**	
Course Code: BBR604	Course Level: 5.5
Type: Theory	
Course Credit: 4 credits	
Hours Allotted: 60 Hours	
Marks Allotted: 100 Marks	

Course Objectives:

1. Understand the nature of risk and the systematic identification process.
2. Learn how banks manage borrower defaults and maintain steady cash flow.
3. Analyze how interest rate changes and internal system failures impact stability.
4. Examine risks in insurance underwriting and global political instability.

Course Outcomes (CO):

CO 1: Students can categorize risks and select strategies like transfer or retention.

CO 2: Students can explain NPA management and Basel III capital adequacy rules.

CO 3: Students can describe hedging with derivatives and identify operational failure causes.

CO 4: Students can evaluate sovereign credit ratings and understand IRDAI safeguards.

Description of the course:

This course provides a comprehensive look at the modern risk landscape in the banking and insurance sectors. Students will explore the fundamental processes of identifying, measuring, and mitigating diverse financial threats. The curriculum emphasizes practical banking challenges like Credit Risk and the regulatory standards of Basel III. It also covers technical areas such as Market Risk hedging and the complexities of Sovereign and Insurance risks. Ultimately, the course prepares students to make informed decisions that ensure institutional stability and regulatory compliance.

Syllabus: NEP 2020 w.e.f 2026-27

Unit No.	**Content**	**Hours**
I	<u>**Introduction to Risk Management**</u> 1.1 Basic Concepts: Meaning and definition of risk vs. uncertainty. 1.2 Risk Management Process: Identification, assessment, and prioritization of risks. 1.3 Types of Risks: Market risk, credit risk, operational risk, and liquidity risk. 1.4 Risk Management Strategies: Risk avoidance, reduction, transfer (insurance), and retention.	15

II	**<u>Credit and Liquidity Risk Management</u>** 2.1 Credit Risk: Meaning, sources of credit risk, and default risk. 2.2 Management: Loan review mechanism, Credit Rating framework, and NPA (Non-Performing Assets) management. 2.3 Liquidity Risk: Principles of liquidity, gap analysis, and the role of the Asset-Liability Committee (ALCO). 2.4 Regulatory Framework: Introduction to Basel Norms (I, II, and III) and Capital Adequacy Ratios	15
III	**<u>Market Risk and Operational Risk</u>** 3.1 Market Risk: Interest rate risk, currency risk, and equity price risk. 3.2 Measurement: Introduction to Value at Risk (VaR) and Stress Testing. 3.3 Operational Risk: Definition, causes (human error, system failure, external events), and internal control systems. 3.4 Derivatives: Role of Forwards, Futures, and Options in hedging market risks.	15
IV	**<u>Risk in Insurance and Sovereign Risk</u>** 4.1 Insurance Risk: Underwriting risk, claim risk, and the role of Actuaries. 4.2 Sovereign Risk: Concept of country risk, political stability, and evaluation of sovereign credit ratings. 4.3 Insolvency Risk: Factors leading to financial distress and regulatory safeguards by RBI and IRDAI. 4.4 Technology Risk: Cyber security, data breaches, and digital banking risks.	15
Total Hours		**60**

References:

- Risk Management by Varsha Ainapure (Manan Prakashan)
- Risk Management (Mumbai University Edition) by Dr. K.M. Bhattacharya (Himalaya Publishing House)
- Risk Management by Dhaval Parekh (Vipul Prakashan)
- Advanced Bank Management by IIBF (Taxmann Publications) — *This is the professional handbook used for banking exams.*

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Programme Name: B.Com.(Banking & Insurance)	**Semester: VI**
Course Category: Minor	
Name of the Dept: **B.Com.(Banking & Insurance)**	
Course Title: **Digital Marketing**	
Course Code: BBD605	Course Level: 5.5
Type: Theory	
Course Credit: 4 credits	
Hours Allotted: 60 Hours	
Marks Allotted: 100 Marks	

Course Objectives:

1. To explain the concepts, scope, importance and fundamentals of Digital Marketing in BFSI sector.
2. To apply SEO, SEM, Social Media and Email Marketing strategies for financial products.
3. To analyse digital banking channels, products and customer preferences in India.
4. To evaluate digital compliance, cyber security and ethical issues in financial marketing.

Course Outcomes (CO):

CO 1: Students will be able to get domain knowledge in Commerce & Finance

CO 2: Students will be able to apply digital marketing strategies in Banking and Insurance.

CO 3: Students will be able to get hands on Digital & Technological Proficiency

CO 4: Students will be able to understand ethical responsibility as a customer as well as part of the organization

Description of the course:

This course introduces the fundamentals of Digital Marketing with special reference to the Banking and Insurance (BFSI) sector. It covers SEO, SEM, social media, email marketing, and digital customer engagement strategies for financial products. Students gain understanding of digital banking channels, products, and customer preferences in India. The course also emphasizes cyber security, regulatory compliance, ethical marketing practices, and emerging trends like AI and marketing automation.

Syllabus: NEP 2020 w.e.f 2026-27

Unit No.	**Content**	**Hours**
I	**<u>Introduction to Digital Marketing</u>** 1.1 Introduction to Digital Marketing, Meaning, Scope, Importance, Advantages and Disadvantages of Digital Marketing , Traditional vs Digital Marketing in Banking, 1.2 Website & E-Commerce Fundamentals, Landing Pages & Conversion Strategy 1.3 Search Engine Optimization (SEO)- On-page SEO, Off-page SEO, Keywords for financial products	15

II	**<u>Digital Marketing in Banking & Insurance</u>** 2.1 Search Engine Marketing (SEM) - Google Ads basics, Paid campaigns for loans & insurance. CRM & Customer Engagement Platforms. 2.2 Social Media Marketing (SMM), Content Marketing & Blogging 2.3 Email Marketing & Automation, Mobile Marketing & App Promotion	15
III	**<u>Digital Banking</u>** 3.1 Meaning and significance of Digital Banking – Channels of Digital Banking – Evolution and progress of Digital Banking in India. Customers' preferences for digital banking 3.2 Digital Banking Products - Cards, ATMs, Cash Deposit Machines, Cash Re-cyclers, Mobile Banking, Internet Banking, POS terminals, Branchless Banking	15
IV	**<u>Digital Compliance, Security & Emerging Trends</u>** 4.1 Data Privacy & Cyber Security, Regulatory Guidelines in Digital Financial Marketing, Ethical Marketing in BFSI 4.2 Emerging Trends AI Marketing Marketing Automation Personalised Banking Content Marketing	15
Total Hours		**60**

References:

- E-Commerce and digital marketing by Shah and Shah, BMS Series
- "The Art of SEO" by Eric Enge, Stephanie Caudill, and Jessie Stricchiola published by O'Reilly Media, Inc.
- Contagious: How to Build Word of Mouth in the Digital Age by Jonah Berger – published by Simon & Schuster
- Email Marketing Rules by Chad S. White – published by Pearson Education (often cited in academic course lists; Indian edition by Pearson)

Scheme of Examination

Credit- 2 Internal: 20 Marks External: 30 Marks

Credit -4 Internal: 40 Marks External: 60 Marks

Pattern for Internal Examination

Internal-20	Marks: 20
Assignment/Active class Participation /Attendance	10 Marks
Internal Examination	10 Marks
Total	20 Marks

Scheme of Examination for 4 Credit

Internal -40	Marks: 40
Assignment/Active class Participation /Attendance	20 marks
Internal Examination	20 Marks
Total	40 Marks

Pattern for External Examination – 2 Credit

Q. No.	External	Marks: 30
Q .1 (From Module 1)	Attempt Any Two questions from the following. A B C	15 Marks
Q. 2 (From Module 2)	Attempt Any Two questions from the following. A B C	15 Marks

Pattern for External Examination -4 Credit

Q. No.	External	Marks: 60
Q .1 (From Module I)	Attempt Any Two questions from the following. A B C	15 Marks
Q. 2 (From Module II)	Attempt Any Two questions from the following. A B	15 Marks

	C	
Q .3 (From Module III)	Attempt Any Two questions from the following. A B C	15 Marks
Q .4 (From Module IV)	Attempt Any Two questions from the following. A B C	15 Marks