

SARDAR PATEL UNIVERSITY
Programme: Bachelor of Vocation (Banking and Financial Services)
Semester: I
Syllabus with effect from: JUNE 2022

Course Type	New Course Code	Name Of Paper	T/P	Credit	Exam Duration in hrs	Component of Marks		
						Internal	External	Total
						Total/Passing	Total/Passing	Total/Passing
General Component	UB01FBVB01	Business organization & Management-I	T	3	3	30/12	70/28	100/40
	UB01FBVB02	Business Communication-I	T	3	3	30/12	70/28	100/40
	UB01FBVB05	Marketing Management	T	3	3	30/12	70/28	100/40
	UB01FBVB04	Computer Application-I	T/P	3	3	30/12 15T+15P	70/28 35T+35P	100/40
Skill Component	UB01CBVB01	Business Correspondent and Business Facilitator (SSC)		18				
	UB01CBVB02	On the job Training Project Report-I		00				

Bachelor of Vocation
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Course Outcome

Business Organization Management-I

1. Fundamentals of management
2. Management of resources in optimum manner
3. How to organize effectively
4. Social responsibility and business ethics

Business Communication-I

5. How to communicate professionally
6. Etiquettes of Communication
7. Student learn how to correspondence

Environmental studies

8. Environmental awareness
9. Awareness of scarce Resource
10. Awareness about sustainable development
11. Role of an individual for conservation of environment

Computer Application-I

12. Basic Knowledge of Computer
13. Fundamental of software and Hardware
14. Use of computer in daily life

SARDAR PATEL UNIVERSITY**Bachelor of Vocation (B.VOC)****Banking & Financial Services****Semester: I****Syllabus with effect from: JUNE 2022**

Paper Code : UB01FBVB01	Total Credit : 3
Title of Paper : Business organization & Management-I	

Unit	Description in Detail	Weighting (%)
1	Nature & Scope of Business <ul style="list-style-type: none">• Concept of business• Characteristics of business• Classification of business activities• Interrelation ship between industry ,commerce, trade,• Functions of business	25%
2	Forms of business organization <ul style="list-style-type: none">• Sole proprietorship: Concept, characteristics, merits and demerits• Partnership : Concept, characteristics, Types, advantages and disadvantages• Joints Stock Company :Concept, Features, types of companies, advantages and disadvantages• Cooperative society: Concept, characteristics, distinction between cooperative and company,	25%
3	Management <ul style="list-style-type: none">• Meaning, nature, purpose, functions ,managerial process• Planning: Nature & purpose, objectives, strategies, polices and planning premises• Organizing: Nature & Purpose of organization,• Types of Organization :Line & Functional Organization	25%
4	Directing & Controlling <ul style="list-style-type: none">• Directing : Meaning, characteristics & purpose• Motivation: Meaning & significance, theories of motivation-Maslow& Herzberg theory• Leadership: Meaning &Nature, Leadership styles• Controlling: Meaning characteristics, importance & process	25%

Reference books

- 1) Business Organisation & Management — by R.K. Sharma
- 2) Business Organisation & Management — by C.B. Gupta
- 3) Principles of Business Organisation — by Y.K. Bhushan
- 4) Essentials of Management — by Koontz & O'Donald
- 5) Principal and Practice of Management — by L.M. Prasad

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Paper Code : UB01FBVB02	Total Credit : 3
Title of Paper : Business Communication-I	

Unit	Description in Detail	Weighting (%)
1	Introducing Business Communication <ul style="list-style-type: none"> • Concepts, Definition & Attributes of Communication • Objectives Of business communication • Process of communication • Importance of effective communication in business 	25%
2	Business Etiquettes <ul style="list-style-type: none"> • Concept & Importance • Etiquettes for : <ul style="list-style-type: none"> A) Meeting B) Telephone/ Cell phone Conversation • Etiquettes at work place(internal-superiors, peers &subordinates) • Etiquettes with stakeholders (external-Suppliers & customers) 	25%
3	Verbal & Non Verbal Communication <ul style="list-style-type: none"> • Verbal: <ul style="list-style-type: none"> A) Characteristics & importance of verbal communication B) Advantages & limitations of verbal communication • Non Verbal: <ul style="list-style-type: none"> A) Kinesics , Proxemics , Chronemics , Paralanguage B) Advantages & Disadvantages of non verbal communication 	25%
4	Business Correspondence <ul style="list-style-type: none"> • Forms & Layout of business Letter • Letters of Enquiry , Complaints Reply and adjustments • Sales Promotions letters 	25%

Practical

The students are required to do Dictation, Narration, Listening Comprehension, Note Making/ Note Taking as given by concerned faculty	
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Reference books:

- 1) Essentials of business communication –Rajendra pal & JS Korlahalli
- 2) Developing Communication skills –Krishan mohan & Meera Benerji
- 3) Effective Business Communication – Asha Kaul
- 4) Communication Skills – Sanjay Kumar & Pushp Lata

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Paper Code : UB01FBVB05	Total Credit : 3
Title of Paper : : Marketing Management	

Unit	Description in Detail	Weighting (%)
1	Introduction : Meaning Definition, Core – Concept Philosophies or Orientation of Marketing management, Scope, Importance, Process Selling & Marketing Mix	25%
2	Product& Pricing : Product: Concept Product Mix, Product Life Cycle , New Product Development Pricing : Objectives , Strategies & Policies	25%
3	Distribution & Promotion : Distribution : Types and Factors Affecting Promotion : Promotion Tool : Advertising, Sales Promotion , Personal Selling , Publicity, Direct Marketing	25%
4	Consumer Behavior & Market Segmentation : Consumer Behavior : Factors Affecting Consumer behavior and Process Market Segmentation : Factors Affecting Marketing Segmentation	25%

Reference books:

- 1) **Marketing management by Philip Kotler**
- 2) **Fundamentals of Marketing by Stanton, Etzel & Walker**
- 3) **E-Commerce by S. Jaiswal**
- 4) **Case studies in Marketing by Dr Srinivasan**

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Paper Code : UB01FBVB04	Total Credit : 3
Title of Paper : Computer Application-I	

Unit	Description in Detail	Weighting (%)
1	<p>Components of a computer system: computer, computer Hardware and software, Difference Between Hardware and Software, History of Computer, Computer Generation, Types of computer, Block Diagram of Digital computer and function of its Each part, post-power on self-test. Application of computer, characteristics of computer, limitations of computer.</p> <p>Memory: Types of Memory, primary Memory (RAM, DRAM, SRAM, SDRAM, DDR, SDRAM, ROM, PROM, EPROM, EEPROM), Auxiliary, memory, cache Memory.</p>	25%
2	<p>Input, output and storage Devices:</p> <p>Input Devices: Keyboard, scanners, Joy Stick, Barcode reader, Digital Camera, Microphone, webcam, pointing Devices (Mouse, Touchpad). Touch Screen, Light Pen, OMR, OCR, MICR, Digitizer, Trackball</p> <p>Output Devices: Monitors (CRT, TFT, LCD, LED), printers (Laser, inkjet, Dot Matrix, line, MFP, Bar Code, plotter), speakers projector.</p> <p>Storage Devices: CD,DVD, Blue Ray Disc, Floppy Disc, Hard Disk, Memory Sticks/Pen Drives, Flash Memory Cards etc. Difference between Main/Primary Memory and Secondary/Auxiliary Memory. Relative benefits of each in terms of speed and performance.</p>	25%
3	<p>Introduction to Software, Operating System and Windows: Introduction of Software, Types of Software and its Examples. Introduction of Operating System, Overview of Various Types of Operating Systems. Introduction of various version of Windows Operating System, Overview of Windows 7, Concept of booting and How to start Desktop Computer.</p> <p>Desktop: Working with desktop Icons (Computer, My Documents, Recycle Bin, Start Menu (Parts of Start Menu), Browser, Taskbar Overview (Start Button, Quick Launcher toolbar, the notification are), Parts of window (Minimize-Maximize and close button, Menu bar, scroll bar, Borders and Corners), Switching between Windows.</p> <p>Windows Explorer: Viewing of files, Folders and its concern operations (Open, Copy, Move, Rename, Delete, Cut, Paste, Create Shortcut, Properties, Print), Searching for Files/Folders.</p>	25%
4	<p>Windows Accessories: Notepad, Wordpad, Paint, Calculator, Use of Snipping Tool, Use of Sound Recorder, Windows Photo Gallery, Connect to Projector, Sticky Note.</p> <p>Windows Control Panel: Mouse, Fonts, Date/Time, Display, Printer, Manage User Accounts, Regional Settings, How to Add Languages, Folder Options, Task bar and Start Menu. Windows Trouble Shootings.</p>	25%

Basic Text & Reference books:-

- Computer course windows 7 and office 2010 by R.K.Taxali Publisher Tata McGrawHill.
- Computer fundamentals by Anita Goel Pearson Publication New Delhi.
- Sinha, P.K.(2003), "Computer Fundamentals",3th Ed.,BPB Publications
- Rajarama, V, "Fundamentals of Computers",PHI

B.voc (Banking & Financial Services) Semester I

Subject: Business Correspondent and Business facilitator

Syllabus with effect from: JUNE 2022

Course Outcome

1. Technical Knowledge about Banking products with latest govt. schemes.
2. Practical learning about whole process of prominent customer to bank's client i.e.
 - Practical approach with prospective customer
 - Customers need and suggestions about products
 - Application process & documentation, KYC, updating address and nominee details.
3. Execute cash and cashless transaction.
 - Recording transaction
 - Security procedure for cash and cheques
 - Dealing with relevant queries
4. Execute loan services with recovery of loans
5. Customer centric communication & body language
6. Maintain integrity & ethical standards
7. Team work

Learning Outcome

1. In depth learning about bank and structure of banking institute and various govt. schemes.
2. Documentation required and KYC matters.
3. Recording and maintaining Transaction.
4. Too look into cash and E-transaction.

Specific outcomes

1. Student visit banking institutes for internship which helps them to nurture their skill in said domain.
2. Student met with all complexities which arise during banking operation and learn to resolve them.

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Paper Code : UB01CBVB01	Total Credit :
Title of Paper : Business Correspondent and Business Facilitator I	18

Unit	Description in Detail
1	<p>Basic Financial Arithmetic</p> <ul style="list-style-type: none"> ➤ Calculate percentage ➤ Calculate simple interest and compound interest ➤ Calculate rate of return of an investment ➤ Explain the concept of economy, finance and financial statements.
2	<p>Technical Knowledge about banking products and process</p> <ul style="list-style-type: none"> ➤ Differentiate between various banking products, namely loans, deposits, etc. ➤ Distinguish between various types of deposits ➤ Describe the various principles of lending for different loans, <ul style="list-style-type: none"> - Housing loans - Vehicle loans - Rural loans - Personal loans ➤ Explain the role, function and structure applicable to business correspondents ➤ Explain banking regulations that are applicable to business correspondents ➤ Explain the process of updation of records in the system ➤ Explain the details of Government schemes like <ul style="list-style-type: none"> - Jan Dhan Yojana - Atal pension yojana - Sukanya Samruddhi Yojana - Ayushman bima Yojana - Pradhan mantri MUDRA yojana - Pradhan mantri suraksha Bima Yojana - Pradhan Mantri jeevan Jyoti Bima Yojana
3	<p>Source new customers</p> <ul style="list-style-type: none"> ➤ Describe the ways to segment prospective customers according to demographics for the area assigns ➤ Explain ways to approach prospective customers ➤ Explain ways to ascertain customer need and suggest appropriate products based on needs. ➤ Explain feature, terms and conditions of product to customer ➤ Explain the application process with timelines
4	<p>Assist with application process</p> <ul style="list-style-type: none"> ➤ Describe the process of account opening application form and documentation. ➤ Explain the list of documents required for KYC and their relevance <ul style="list-style-type: none"> - Proof of income documents - Proof of age documents - Identity proof documents

	<ul style="list-style-type: none"> ➤ Demonstrate filling an Account opening form ➤ Summarize the areas of critical importance while filling of application form and documentation.
5	<p>Facilitate and/or excute cash or cashless transactions</p> <ul style="list-style-type: none"> ➤ Describe the process for cash withdrawals for cash deposits with documents required for the transaction. ➤ Explain the importance/relevance of recording transactions conducted on behalf of customers. ➤ Explain the SOP for security procedures for handling cash/cheque transactions. ➤ Demonstrate ways of handling queries related to cash/non-cash transactions with customer.
6	<p>Provide on-going services</p> <ul style="list-style-type: none"> ➤ Explain the importance of follow up visits for post-sale services and recovery of loan accounts ➤ Demonstrate the ways to handle queries and grievances related to regular banking transactions and loans. ➤ Describe the process for <ul style="list-style-type: none"> - Updating address - Updating nominee details in bank account, etc.
7	<p>Communicate effectively and maintain customer- centric service orientation</p> <ul style="list-style-type: none"> ➤ Discuss the importance of gender sensitivity, culture and social factors w.r.t. communication. ➤ Explain the ways to handle irate customer and the process of escalating customer concerns. ➤ Discuss the importance of maintaining clarity, honesty and transperancy in dealing with customers and colleagues. ➤ Demonstrate different types of voice modulation ➤ Discuss the importance of body language and its impact on communication
8	<p>Maintain Integrity and Ethics</p> <ul style="list-style-type: none"> ➤ Describe code of conduct and business ethics ➤ Discuss rules and regulations of maintaining records and information security. ➤ Demonstrate ways to avoid misrepresentation/misinformation about the organisation.
9	<p>Focus On Team Work</p> <ul style="list-style-type: none"> ➤ Discuss ways to develop healthy team environment ➤ Discuss ways to share relevant inputs, feedback and insights to build mutual trust ➤ Discuss ways to exchange, defend and rethink ideas. ➤ Demonstrate support to team members to accomplish goals.

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Paper Code : UB01CBVB02	Total Credit : 00
Title of Paper : On the Job Training Project Report-I	

Unit	Description in Detail	Weighting (%)
1	<ul style="list-style-type: none">➤ The students have to undergone for internship/ on the job training under any Concerned Organization in the areas of QP/NOS➤ A presentation as well as report has to prepared and presented for the viva-voce and submit it to the concerned faculty.	100%