

**VUCO13001: FINANCIAL STATEMENT ANALYSIS THROUGH ACCOUNTING  
SOFTWARE-TALLY**

**Hours: 30**

**Course objectives:**

- To provide technical skills for students to be industry ready
- To familiarize students with the tally software.

**Course outcomes:**

After completing this course, the student will be able to:

- list the importance of tally
- analyse financial statements using tally
- create accounting books and registers.

**Unit 1: Getting Started with Tally**

**10 hrs**

Meaning of Tally software – Features – Advantages - Required Hardware, Preparation for installation of tally software - installation. Items on Tally screen: Menu options, creating a New Company, Basic Currency information, Other information, Company features and Inventory features.

**Unit 2: Configuring Tally**

**10 hrs**

General Configuration, Numerical symbols, accts/inventory info – master configuration -voucher entry configuration. Working in Tally: Groups, Ledgers, writing voucher, different types of voucher, voucher entry Problem on Voucher entry -Trail Balance, Accounts books, Cash Book, Bank Books, Ledger Accounts, Group Summary, Sales Register and Purchase Register, Journal Register, Statement of Accounts, & Balance Sheet.

**Unit 3: Reports in Tally**

**10 hrs**

Generating Basic Reports in Tally – Financial Statements – Accounting Books and Registers – Inventory Books and Registers – Exception reports – printing reports – Types of Printing Configuration of Options – Printing Format.

**References**

NICT. (n.d.). Retrieved from nicteducation: <http://www.nicteducation.com/>



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**Course Objectives:**

- To develop knowledge and skills in understanding and applying accounting standards.
- To understand the mechanism of preparation of financial statements of a single corporate entity.
- To understand current developments in financial reporting.

**Course Outcomes:**

After successful completion of the course, the student will be able to:

- determine the usefulness of a conceptual framework, identify the qualitative characteristics of accounting information and the basic elements of financial statements
- demonstrate an understanding of the relationship among the financial statements and preparation of balance sheet, an income statement, a statement of changes in equity and a statement of cash flows are prepared

**Unit 1: Conceptual and Regulatory Framework for Financial Reporting** **10 hrs**

Conceptual framework (2018) for financial reporting; regulatory framework; qualitative characteristics of financial statements (relevance, faithful representation, understandability, comparability, verifiability & timeliness; concepts of materiality & going concern; concepts of asset, liability, equity, income & expense; principles of recognition & measurement of financial elements

**Unit 2: Accounting for Transactions in Financial Statements** **10 hrs**

Detailed understanding of accounting standards as applicable to tangible non-current assets, intangible assets, impairment of assets, inventory & biological assets, financial instruments, leasing, borrowing costs and fair valuation. This unit will cover the principles of recognition, measurement, presentation & disclosure of these financial transactions & events.

**Unit 3: Interpretation of Financial Statements** **10 hrs**

Define & compute financial ratios; use of ratio analysis to assess financial performance of an entity; comparing entity's performance with another entity or industry average ratios; usefulness of cash flow statement in evaluation of entity's performance; limitations of financial statements

**References:**

- Kaplan, . (2018). Financial Reporting. N.p.: Kaplan publications.  
BPP Learning Media, . (2018). Financial Reporting. Aldine Place, London: British Library Cataloguing-in-Publication.  
M P Vijay Kumar, . (2020). Financial Reporting. Mumbai, India: Snow White Publication.



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## VUCO14002: RETAIL MANAGEMENT

Hours: 30

### Course objectives:

- To familiarize various concepts of retail management
- To understand the behaviour of Retail Customers
- To equip knowledge about Retail Mix and Retailing and Retail Communication

### Course outcomes:

After completing this course, the student will be able to:

- analyse the concepts of retail management.
- list the management tools for merchandising.
- evaluate current retailing trends based on consumer segments

### Unit 1: Introduction

10 Hours

Retailing; retailing management decision process; types of retailers; types of ownership; store based retailing; non store based retailing; services retailing; functions of retailing.

### Unit 2: Retail Customer and Customer Service

03 Hours

Ethnic diversity; buying process; factors influencing decision making.

### Unit 3: Choosing a Store Location

04 Hours

Trading Area Analysis, Site Selection; Store Design and Layout; the External Store; Internal Store.

### Unit 4: Merchandising Management

09 Hours

Organizing buying process by categories; setting merchandising; assortment planning process; branding strategies; meeting vendors; maintaining strategic relationships with vendors; allocating merchandising to stores.

### Unit 5: Retail Communication

04 Hours

Role of retail communication; planning retail communication; promotional strategies used in retailing; retail advertising; frequent shopper; loyalty programme.

### References:

- Berman B, & Evans J R. (2003). *Retail Management*. Pearson Education.  
Cullen, & Education, N. (2002). *Retailing Cengage Learning*. EMEA.  
Levy M, M., & BW, W. (2004). *Retailing Management*. Tata McGraw Hill.  
Newman A J, E., & P, C. (2002). *Retailing Environment & Operations*. Vikas Publishing House.



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## VUCO15002 : PRINCIPLES AND PRACTICES OF INSURANCE

Hours: 30

### Course objectives:

- To acquaint the concepts of insurance
- To analyse the types of insurance
- To familiarize the concept of risk

### Course outcomes:

After completing this course, the student will be able to:

- discuss the evolution and of insurance and examine its regulatory framework.
- analyse the principles of an insurance contract.
- apply the various concepts of risks and analyse the risk management process

### Unit 1: Insurance

15 Hours

Meaning, purpose and need of insurance, evolution of insurance, Insurance as a social security tool; Fundamentals; Principles of insurance contract in detail, Nature, characteristics of insurance, Regulatory framework- IRDA- its roles and responsibilities, Insurance contract, History of insurance in India, classification of insurance, types of insurance- General, life, marine and fire insurance- meaning and types.

### Unit 2: Actuary

04 Hours

Meaning, roles and responsibilities of an actuary, services provided by actuaries, traits of an actuary

### Unit 3: Risk Management

11 Hours

Introduction to risk management-elements of uncertainty peril, hazards; features of risk management, methods of handling risk, Sources of risk and exposure, pure risk and speculative risk, acceptable and non-acceptable risks, static and dynamic risk, various elements of cost of risk. Risk management process-definition, types and various means of managing risk –limitations of risk management

### References:

- Berman B, & Evans J R. (2003). *Retail Management*. Pearson Education.  
Cullen, & Education, N. (2002). *Retailing Cengage Learning* . EMEA.  
Gupta, P. K. (n.d.). *Insurance & Risk Management*. Himalaya Publishers.  
IRDA, G. P. (n.d.).  
Kumar, G. (n.d.). *Handbook of Insurance Laws*. Allahabad: Law Publishers.  
Levy M, M., & BW, W. (2004). *Retailing Management*. Tata McGraw Hill.  
Mishra, M. N. (2018). *Insurance, Principles and Practices*. S Chand Publications.  
Newman A J, E., & P, C. (2002). *Retailing Environment & Operations*. Vikas Publishing House.



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## VPCO15001 : Life Skills Education

Hours: 30

### Course Objectives:

- To understand the art of living.
- To gain self confidence and maintain interpersonal relationship.

### Course Outcomes:

After successful completion of the course, the student will be able to:

- analyze the emotional competence at work place
- design the empathy map for the people

### Unit I: Introduction to Life Skills & Personal Skills

06 hrs

Need & Importance; Self Awareness: Concept, Components of Self Techniques of Self Awareness; Empathy: Definition, concept & Empathy Map

### Unit II: Thinking Skills

06 hrs

Characteristics & Stages; Critical Thinking: Definition, Characteristics & Effective critical thinking strategies

### Unit III: Problem Solving Skills

06 hrs

Types of Problem, Methods of Problem Solving & Obstacles in Problem solving; Decision Making: Risk Factor on Decisions, Types of Decision Making & Safe Decision Making

### Unit IV: Inter Personal Skills

06 hrs

Definition, Communication Cycle & Communication skill; Interpersonal Relationship: Types of Relationship & Factors contributing for healthy relationship

### Unit V: Coping Skills

06 hrs

ABC of Emotion & Managing the emotion; Coping with Stress: Meaning of stress, Types & Techniques to control stress

### References:

Richard Nelson-Jones (1993) You Can Help!: Introducing Lifeskills Helping. Allen & Unwin Australia.

World Health Organization. Life skills education: planning for research. Geneva, WHO, 1996.72p.



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**Course objectives:**

- To familiarize students with the tally software.
- Student will learn to create company, enter accounting voucher entries including advance voucher entries, do reconcile bank statement, do accrual adjustments, and also print financial statements, etc. in Tally

**Course outcome:**

After completing this course, the student will be able to:

- describe the importance of tally
- develop to create company, enter accounting voucher entries including advance voucher entries, do reconcile bank statement, do accrual adjustments, and also print financial statements, etc. in Tally
- create accounting books and registers

**Unit 1: Fundamentals of Tally**

10 hrs

Introduction to Tally- History of tally - Meaning of Tally software – Features – Advantages - Required Hardware, Preparation for installation of tally software - installation. Items on Tally screen: Menu options, creating a New Company, Basic Currency information, Other information, Company features and Inventory features.

**Unit 2: Creating Groups, and Ledger Accounts**

5 hrs

General Configuration, Numerical symbols, accts/inventory info – master configuration -voucher entry configuration. Working in Tally: Groups,Charts of Groups, Multiple Groups, Ledgers, Multiple Ledgers.

**Unit 3: Voucher Types, and Voucher Entry**

5 hrs

Voucher, Different types of voucher, voucher entry Problem on Voucher entry -Trail Balance, Accounts books, Cash Book, Bank Books, Ledger Accounts, Group Summary, Sales Register and Purchase Register, Journal Register, Statement of Accounts, & Balance Sheet.

**Unit 4: Reports in Tally**

10 hrs

Generating Basic Reports in Tally – Financial Statements – Accounting Books and Registers – Inventory Books and Registers – Exception reports – printing reports – Types of Printing Configuration of Options – Printing Format.

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## VECO15001 : LIFE SKILLS

Hours: 30

### Course Objectives:

- To understand the art of living.
- To gain self confidence and maintain interpersonal relationship.

### Course Outcomes:

After successful completion of the course, the student will be able to:

- analyze the emotional competence at work place
- design the empathy map for the people

### Unit I: Introduction to Life Skills & Personal Skills

06 hrs

Need & Importance; Self Awareness: Concept, Components of Self Techniques of Self Awareness; Empathy: Definition, concept & Empathy Map

### Unit II: Thinking Skills

06 hrs

Characteristics & Stages; Critical Thinking: Definition, Characteristics & Effective critical thinking strategies

### Unit III: Problem Solving Skills

06 hrs

Types of Problem, Methods of Problem Solving & Obstacles in Problem solving; Decision Making: Risk Factor on Decisions, Types of Decision Making & Safe Decision Making

### Unit IV: Interpersonal Skills

06 hrs

Definition, Communication Cycle & Communication skill; Interpersonal Relationship: Types of Relationship & Factors contributing for healthy relationship

### Unit V: Coping Skills

06 hrs

ABC of Emotion & Managing the emotion; Coping with Stress: Meaning of stress, Types & Techniques to control stress

### References:

Richard Nelson-Jones (1993) You Can Help!: Introducing Lifeskills Helping. Allen & Unwin Australia.

World Health Organization. Life skills education: planning for research. Geneva, WHO, 1996.72p.

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## VECO16001: WEALTH MANAGEMENT

Hours: 30

### Course Objective:

- To understand the concepts and theories of Wealth Management.
- To apply theoretical knowledge and skills in practical situations.

### Course Outcomes:

After completing the course students will be able to:

- Understand the investment opportunities and wealth management.
- Apply their knowledge in stock market trading.

### Unit 1: Concept of Wealth Management

2 hrs

Meaning of Wealth Management, Savings and Investment – Wealth Management Investment Process - Investor life cycle.

### Unit 2: Investment Vehicles of Wealth Management

2 hrs

Equity - Tax saving options – Mutual Funds – Bit Coin- Crypto Currency

### Unit 3: Securities Market in India

2 hrs

Primary Market and Secondary Market - Stock exchange functions, BSE-NSE – Speculators – Stock Market Indices

### Unit 4: Trading in Stock Market

2 hrs

Types of orders, types of trading.

### Unit 5: Construction of Portfolio

2 hrs

Objectives – Approaches – Selection of Portfolio

### Unit 6: LIVE Practical Sessions

20 hrs

4 days LIVE trading sessions during market hours with Mobile Apps (Virtual trading Game), Guest Lectures, Flipped Class Room, Case Studies, Stock Market Quiz

### References:

*Financial Management*- M.Y. Khan, P.K.Jain- Tata Mcgraw-Hill Publication.

*Financial Wealth Management*- Prasanna Chandra- Tata Mcgraw-Hill Publication.

*Wealth Management*- I.M. Pandey-Vikas Publication.

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## VUMG14001 : EVENT MANAGEMENT

Hours: 30

### Course Objective:

- To equip students with skills of planning, organising and executing an event.

### Course Outcomes:

After successful completion of the course, the student will be able to:

- determine the plan for an event
- analyse the resources required for an event
- demonstrate the operations involved in even management

### Unit 1: Event Planning

08 hrs

Event; types of event; event planner; the qualities of a good event planner; learning your clients' needs; event objectives; event budget; event schedule.

### Unit 2: Event Organisation

12 hrs

The importance of organisation in event planning; components of organisation; selecting a location; organising audio visual supplier, caterer, decorators and other suppliers; tips for better organisation; organisation deterrents

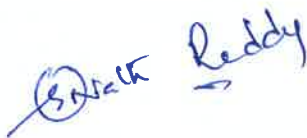
### Unit 3: Event Operations

10 hrs

Event promotion: mage, branding, advertisement, Publicity, Public Relations, The five "W"s of Event Marketing; Event Production: Phases of event- Pre Production, Production and Post-Production.

### References:

Ganesh N.K., Mohammed Farooq, Muralidhar V. Event Management. Kalyani Publications.  
Lynn Van Der Wagen, Brenda R Carlos. Event Management. Pearson Publications.

 S. N. Reddy



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## VUMG15001 : APTITUDE SKILLS

Hours: 30

### Course Objective:

- To equip students with basic aptitude skills.

### Course Outcomes:

After successful completion of the course, the student will be able to:

- Use their analytical skills and knowledge to solve the aptitude problems.
- Connect their aptitude knowledge in various competitive exams.

### Unit 1: Data Interpretation

5 hrs

Tabulation, Bar Graphs, Pie Charts, Line Graphs.

### Unit 2: Arithmetic Ability

12 hrs

Numbers, Simplification, Percentage, Profit & Loss, Ratio & Proportion, Time & Work, Time \* Distance, Problems on Trains, Simple Interest, Compound Interest, Calendar, Clocks.

### Unit 3: Verbal Ability

5 hrs

Verbal Analogies, Word Groups, Instructions, Critical Reasoning and Verbal Deduction.

### Unit 4: Reasoning

8 hrs

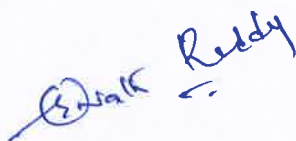
Logical Reasoning: Number Series, Letter Series, Coding & Decoding, Cubes & Dices, Direction Sense, Seating Arrangement, Blood Relations, Time Sequencing & Ranking.

Analytical Reasoning: Deductions, Logical Connectives, Analytical Puzzles, Non – Verbal, Binary Logic.

### References:

Dr.R.S.Agarwal (2015). *Quantitative Aptitude*. S.Chand & Co. Ltd..

Dr.R.S.Agarwal (2015). A modern approach to *Logical Reasoning*. S.Chand & Co. Ltd.

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**Course Objective:**

- To familiarize the students with the practices of bank correspondent

**Course Outcomes:**

After successful completion of the course, the student will be able to:

- demonstrate a comprehension of the principles of bank lending
- analyse the role of bank correspondent in promoting banking services
- determine the policies and principles of loans and advances

**Unit 1: Introduction**

04 hrs

Basic banking functions; history of Indian banking sector; classification of banks in India; regulatory mechanism with reference to Indian banking sector; role of RBI as an apex body in Indian banking system.

**Unit 2: Banker and Customer**

06 hrs

Meaning of banker; meaning of customer; types of customer; relationship between banker and customer; rights of the banker; obligations of banker.

**Unit 3: Anti- Money Laundering and KYC Norms**

08 hrs

Meaning; steps in money laundering; measures taken to curb money laundering; Prevention of Money Laundering Act (PMLA); risk management; KYC norms; KYC policy.

**Unit 4: Deposits and Lending**

06 hrs

Deposits; types of deposits; types of bank accounts; procedure for opening an account; settlement of claims; bank lending; principles of lending; types of bank lending; documents required; financial inclusion.

**Unit 5: Bank Correspondent**

06 hrs

Meaning; duties and responsibilities of bank correspondent; eligibility criteria to become bank correspondent; functions of bank correspondent; role of bank correspondent in promoting banking services.

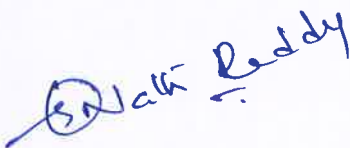
**Skill Development Activities:**

- Collect and paste (photocopy) of A/c opening form for SB A/c and Current A/c.
- Draft the responsibilities of a bank correspondent
- Draw specimen of demand draft.

**References:**

Maheshwari. S.N. (2008). *Banking Law and Practice* (3rd Ed). Ludhiana: Kalyani Publishers.

Shekar. K.C. (2012). *Banking Theory Law and Practice* (21st Ed). New Delhi: Vikas Publications Pvt. Ltd.





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# VPMG15001: GREEN BELT PROGRAM ON LEAN SIX SIGMA METHODOLOGY

Hours: 30

## Course Objectives:

- To enable the students to plan and execute a six sigma project.
- To expose the students to the statistical process control and quality control concepts.
- To train the students on analyze and interpret the results in minitab software.

## Course Outcomes:

After successful completion of the course, the student will be able to:

- create a project charter and plan for Six sigma implementation
- evaluate the production process using statistical techniques
- interpret the production data analysis using minitab software

### Unit 1: Introduction to Six Sigma

8 hrs

Introduction to Production Management; Challenges in production process control and quality control; need of statistics in process control. Introduction to Six Sigma, Six Sigma Approaches, DMAIC Vs. DMADV, Kano Model

### Unit 2: Project Management

7 hrs

Drivers of Project Selection, Problems or Opportunity Statements, Project Charter, Creating Project Charter. Defining the Six Sigma project, planning and execution.

### Unit 3: Process Control

8 hrs

Pareto Charts, MUDA, Process Flow analysis, Data Collection Plan, Process Capability, Data Analysis using Statistics tools, TRIZ – concepts, FMEA, SPC – types of control charts, Problems

### Unit 4: Training on Minitab

7 hrs

Hands on learning using Minitab software; data analysis, creating process control charts and interpreting the data.

## References:

Jay, Heizer. Barry, Render. Jagadeesh, Rajashekhar. (2009). *Operations Management* (9<sup>th</sup> ed). New Delhi: Pearson Education Inc.

Norman, Gaither. and Greg, Frazier. (2009). *Operations Management*, (9<sup>th</sup> ed) New Delhi: Cengage Learning Pvt Ltd.

Chary, S. N. (2007). *Production and Operations Management*. (3<sup>rd</sup> ed). New Delhi: Tata McGraw Hill

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## VPMG15002: LIFE SKILLS FOR MILLENNIAL EXECUTIVES

Hours: 30

### Course Objectives:

- To inculcate the key life skills to the management students.
- To make the students understand the need for life skills at workplace and in Business.

### Course Outcomes:

After successful completion of the course, the student will be able to:

- demonstrate the key life skills on a given real time situation
- assess the real life problems with self, people and machines better

### Unit 1: Introduction to Life skills

4 hrs

Introduction to life skills; meaning and need. Role of life skills in the family, at the workplace and in the society. Life skills in a business setting – case studies and role plays.

### Unit 2: Self-awareness

4 hrs

Introduction to self-awareness, activities to know oneself, Johari window, SWOT analysis and role of self-awareness in relationships and career. Self-awareness and a manager, Self-awareness and a leader.

### Unit 3: Interpersonal Relationships, Communication and Empathy

8 hrs

Challenges in Interpersonal relationships, building relationships and activities and games. Role of communication in interpersonal relationships, barriers to communication and strategies to overcome it. Relationship with Boss, Colleague, Customer and Supplier. Empathy – meaning and role of empathy in communication and interpersonal relationships, difference between empathy and sympathy and being empathetic at work place.

### Unit 4: Problem Solving and Decision Making

8 hrs

Understanding the brain, Steps in critical thinking, activities and lessons to think critically. Creativity and creative thinking, solving problems by thinking out of the box. The art of problem solving, applying critical and creative thinking to solve problems. Types of decisions, steps in decision making, decision making and problem solving. Challenges in defining a business problems, the setting, constraints and timing in Business Administration.

### Unit 5: Emotions and Stress

6 hrs

Emotions and types, nature, process of handling emotions in self and in others and short term and long term strategies to manage emotions. Stress – meaning, need and types, reasons for getting stressed and strategies to handle stress in relationships and at workplace.

### References:

Joseph, K. S. *Equip yourself with Life Skills*. Better yourself books. India

Kukreja, Meena. *Life Skills: What Your Schools Forgot to Teach You*. Better yourself books.



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