



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)
DEPARTMENT OF B.COM (CORPORATE SECRETARYSHIP)
(For those who joined in 2019-2020 and after)

Class : B.Com (CP)
Subject Code: 18UCPVA1

Hours : 45
Credits : 01

PRINCIPLES OF LIFE INSURANCE

Course Outcomes: On successful completion of the course, the students will be able to

CO1: Know the basic Principles of Life Insurance.

CO2: Analyse the benefits of individuals and the society.

CO3: Enable the Structure of Indian Insurance Industry.

CO4: Understand the Economic Principles of insurance.

CO5: Study the Structure of Indian Insurance Industry.

UNIT-1: Introduction: Definition – Objectives of insurance – Functions of insurance – Types of Life insurance policies.

UNIT-2: Benefits of insurance: Benefits of insurance to individuals, to Business and to society.

UNIT-3: Economic Values of Insurance: Sharing – Premium - Bonus - Discount- Claim- Maturity Period- Surrender Value- Assignment - Renewal - Expiry- Nomination- Lapse of Policy.

UNIT- 4: Basic Principles of Insurance: Utmost good Faith – Insurable Interest – Material facts – Indemnity – Proximate cause.

UNIT-5: Structure of Indian Insurance Industry: Insurance Regulatory and Development Authority (IRDA) Condition, Duties, Powers and Functions.

Text book:

1. P.Periasamy, **Principles and Practice of Insurance**, Himalaya Publishing House.
2. SIA, **Principles of Insurance**, SIA Publishers & Distributors Pvt Ltd, 2019 edition (2019).
3. Dr Rakesh Agarwal, **Principles of Insurance**, Sashi Publications; 2019 edition (2017).

Reference book:

1. M.Manoharan, Insurance Principles and Practice, Palani Paramounts Publications.
2. Neeti Gupta , Abha Chopra, **Principles of Insurance**, 2018 edition, Kalyani Publishers (2018).



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Class : B.Com (CP)
Subject Code : 18UCPVA2

Hours : 45
Credits : 01

OFFICE MANAGEMENT

Course Outcomes: On successful completion of the course, the students will be able to

CO1: Understand the basic Concepts of Office Automation.

CO2: Analyze the techniques of using Office machine and equipment.

CO3: Know the Office Communication Devices.

CO4: Using of Various forms deals with Office Management.

CO5: Study the uses of office forms.

UNIT-1: Modern office - Office Automation- meaning- definition-Nature- Fundamentals and Importance.

UNIT-2: Office Management - Meaning- definition-Nature- elements of Office Management- Functions of Office Management.

UNIT-3: Office machine and equipment- Advantages of Using machines- disadvantages of using machines-Functions of office management.

UNIT-4: Office Communication devices-Meaning-definitions- Kinds of Communication.

UNIT-5: Office forms- meaning- definitions- Advantages- Classification of Forms

Text books:

1. Dr.Jayashankar, Office Management, Margham Publication, 2015

References:

1. Dr. Kathiresan, Dr. Ratha , Office Management.



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Class : B.Com (Corporate Secretaryship)
Subject Code : 18UCPVA3

Hours : 45
Credits: 01

RETAIL MARKETING

Course Outcomes: On successful completion of the course, the students will be able to

CO1: Familiarize the Concept of retailing and its Functions.

CO2: Understanding the Inventory Management System.

CO3: Know the decision making process of Retailing.

CO4: Study the concept of Retail Pricing.

CO5: Know the Emerging trends in retailing.

Unit 1: Introduction to Retailing: Concept of retailing- Functions of retailing- Definition- Retail formats and types- Retailing Channels- Importance of retailing.

Unit 2: Understanding the Retail Consumer: Retail consumer behaviour- Customer decision making process- Types of decision making.

Unit 3: Retail Operations: Store administration- Premises management- Inventory Management- Store Management- Receipt Management- Customer service.

Unit 4: Retail Pricing: Meaning-Definition-Objectives-Factors influencing retail prices- pricing strategies- Controlling costs

Unit5: Emerging trends in retailing: Changing nature of retailing- organized retailing- Modern retail formats- E-tailing- Challenges faced by the retail sector.

Text books:

1. Sivakumar, **Retail Marketing**, Anurag jain Publication, New Delhi, 2007.
2. David Gilbert, **Retail Marketing Management**, Dorling Kindersley (India) Pvt. Limited, New Delhi, 2009.

References

1. Vedamani Gipson, **Retail Marketing** Jaici Publishing House New Delhi, 2012