

C P PATEL AND F H SHAH COMMERCE COLLEGE, ANAND (AUTONOMOUS)**(Managed by SARDAR PATEL EDUCATION TRUST, ANAND)****AFFILIATED TO SARDAR PATEL UNIVERSITY, V V NAGAR**

An ISO 9001 2015 Certified / An ISO 14001-2015 Certified / An ISO 21001-2018 Certified

GUJARAT INSTITUTIONAL RATING FRAMEWORK (4 STAR)

AAA Reaccredited CGPA 3.56 – GRADE **A⁺** KCG-Dept of Edu. Got of Gujarat-April 2017NAAC Reaccredited - CGPA 3.30 - GRADE **'A⁺'** UGC – MHRD, Govt of India – June 2022

Syllabus as per NEP 2020 with effect from the Academic Year 2025-2026

Bachelor of Business Administration (BBA General)**SEMESTER - V**

Course Code	UM5SEBBA02	Title of the Course	BANKING & INSURANCE
Total Credits of the Course	02	Hours per Week	02

Course Objectives	1. Courses cover the basic principles, operations, and regulatory framework of banking and insurance institutions.
	2. Students learn to manage client relationships effectively.
	3. Courses aim to demonstrate the application of learned concepts and principles in real-world situations.
	4. Students are acquainted with the latest trends, contemporary issues, and practices in financial institutions.

Course Content		
Unit	Description	Weightage (%)
1.	Introduction to Banking <ul style="list-style-type: none">• Overview of Banking Products• Transaction Processing• Customer Services• Corporate Banking• Compliance & Ethics• Future of Banking	25 %
2.	Introduction to Insurance <ul style="list-style-type: none">• Overview of Insurance• Need and Evolution of Insurance• Insurance Distribution Channels• Insurance Operations• Customer Service• Compliance & Ethics	25 %

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	<ul style="list-style-type: none">• Future of Insurance	
Add-on	Visit various Banks & Insurance companies to gain practical knowledge	

Teaching-Learning Methodology	<ul style="list-style-type: none">• Lecture Method• Online Lecture• Group Discussion• Case Study• Project Work• Practical activities• Guest Lectures
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written	30%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	20%
3.	External Examination	50%

Course Outcomes : Having Completed this course, the students will be able to	
1.	Produce candidate that are ready for industry
2.	Students can find employment in various roles within banks & Insurance
3.	The students will gain the knowledge, skills and attitude of managing Banking and Insurance
4.	Explain , evaluate and interpret the terminology and concepts related to Banking & Insurance

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Suggested References	
Sr. No.	References
1	Gordan & Natrajan (2015) Financial Markets & Services, Himalaya Publishing House
2	Gordan & Natrajan, (2011) Banking Theory, Law and Practice, Himalaya Publishing House

On-line resources to be used if available as reference material
➤ BANKING AND INSURANCE: https://sde.uoc.ac.in/sites/default/files/sde_videos/SLM-BCM4A14_BBA4A14-Bnking%20and%20Insurance.pdf
