



DAYANAND COLLEGE OF COMMERCE, LATUR

Inter-Disciplinary Add On Courses: Set II

Duration	30 Hours	Credits	2
Modules	4	Contents per Module	3

Second Term

Course Code	Course Title	Mentor	Lecture Time
CAC-06	Banking & Insurance Practices	Dr. Nikhil Vyas	Monday & Tuesday 3 to 4 PM
CAC-07	Basics of HR Management	Dr. Akanksha Bhanji	Wednesday & Thursday 3 to 4 PM
CAC-08	Commercial & Mercantile Law	Dr. Priya Varma	Friday & Saturday 3 to 4 PM
CAC-09	Marketing Techniques	Ms. Nikita Agrawal	Monday & Tuesday 3 to 4 PM
CAC-10	Basics of Cyber Security	Ms. Krushnai Pachange	Wednesday & Thursday 3 to 4 PM

Examination Scheme

Continuous Assessment				Final Assessment	
1) Test I	2) Test II	3) Assignment	4) Total (1+2+3/2)	5) ESE	6) Total (4+5)
10	10	20	20	30	50


HoD Commerce


IQAC Coordinator
Co -Ordinator
Internal Quality Assurance Cell
Dayanand College of Commerce, Latur.


Principal
PRINCIPAL
Dayanand College of Commerce,
LATUR.

Course Title	Banking and Insurance Practices
Course Code	CAC-06

Course Objectives:

The course aims to:

- To provide basic knowledge of modern banking and insurance practices.
- To develop practical understanding of banking operations, insurance products, and customer-related procedures.

Course Learning Outcomes (CLOs):

After completing this course, students will be able to:

- Students will be able to understand core concepts, services, and regulatory frameworks in banking and insurance.
- Students will gain practical skills useful for employment in banks, insurance companies, and financial service sectors

Module 1	Basics of Banking
1.1	Meaning and functions of banks
1.2	Types of banking services
1.3	Digital banking: UPI, NEFT, Mobile Banking
Module 2	Banking Operations & Regulations
2.1	Account opening and routine banking operations
2.2	Credit process and loan documentation
2.3	RBI regulations and monetary policy basics
Module 3	Fundamentals of Insurance
3.1	Meaning, principles, and types of insurance
3.2	Life & General insurance products and features
3.3	Insurance documentation and claim procedure
Module 4	BI Regulations & Emerging Trends
4.1	Banking Ombudsman
4.2	IRDAI role and regulations
4.3	Distribution channels: Agents, Brokers, Bancassurance

References

- Sayers R.S.: Modern Banking, Oxford University Press.
- Shekhar and Shekhar : Banking Theory and Practice, Vikas Publishing House, New Delhi
- Tennan M.L., Banking Law and Practice in India, Indian Law House, New Delhi.
- Mishra M.N., Insurance - Principles and Practice, S. Chand and Company Ltd. New Delhi

Course Title	Basics of HR Management
Course Code	CAC-07

Course Objectives:

The course aims to:

- To provide foundational knowledge of Human Resource Management, its functions, processes, and strategic importance in an organization.
- The course prepares students with essential HRM concepts used in modern workplaces.

Course Learning Outcomes (CLOs):

After completing this course, students will be able to:

- Student will understand the fundamentals of HRM and its strategic role.
- It will help them to adopt HRM concepts in recruitment and Training.

Module 1	Introduction to HRM
1.1	Meaning, Definition, Nature, and Importance of HRM
1.2	Evolution of HRM: Personnel Management vs HRM
1.3	Scope and Functions of HRM
Module 2	Human Resource Planning (HRP)
2.1	Concept, Need and Importance of HRP
2.2	Steps in Human Resource Planning
2.3	Job Analysis: Job Description & Job Specification
Module 3	Recruitment and Selection
3.1	Meaning and Importance of Recruitment
3.2	Sources of Recruitment: Internal & External
3.3	Selection Process: Stages and Methods
Module 4	Training and Development
4.1	Concept and Importance of Training
4.2	Methods of Training: On-the-job & Off-the-job
4.3	Career Planning and Career Development

References

- K. Aswathappa – Human Resource Management: Text and Cases, McGraw Hill.
- V.S.P. Rao – Human Resource Management: Text and Cases, Excel Books.
- P. Subba Rao – Personnel and Human Resource Management, Himalaya Publishing House.

Course Title	Commercial & Mercantile Law
Course Code	CAC-08

Course Objectives:

The course aims to:

- The objective of this course is to provide brief idea about commercial & Mercantile Law

Course Learning Outcomes (CLOs):

After completing this course, students will be able to:

- Students will be aware about the concept of commercial & mercantile law

Module 1	The Indian Contract Act, 1872
1.1	Meaning of Indian Contract Act, 1872
1.2	Essential elements of a valid contract
1.3	Breach of contract
Module 2	The Sale of Goods Act, 1930
2.1	Formation of the contract of sale
2.2	Conditions and Warranties
2.3	Rights and duties of the buyer and seller.
Module 3	Negotiable Instruments Act
3.1	Meaning & definition
3.2	Types of negotiable instruments
3.3	Parties to instruments, negotiation, and endorsement.
Module 4	The Indian Partnership Act, 1932
4.1	Nature of a partnership.
4.2	Rights, duties, and of partners.
4.3	Dissolution of a partnership firm.

References

- Desai T.R.: Indian Contract Act, Sale of Goods Act and Partnership Act; S.C. Sarkar & Sons
- Pvt. Ltd. Kolkata
- N.D.Kapoor, "Business Law", Sultan Chand & Sons, New Delhi 2005.
- R.S.N.Pillai & Bagavath, "Business Law" S .Chand, New Delhi 2005
- Bagrial A.K, "Company Law", Vikas Publishing House, New Delhi

Course Title	Marketing Techniques
Course Code	CAC-09

Course Objectives:

The course aims to:

- To help students understand the basic concepts and functions of marketing and its role in business operations.
- To develop students' knowledge of consumer behaviour and modern marketing practices, including digital and service marketing.

Course Learning Outcomes (CLOs):

After completing this course, students will be able to:

- Students will be able to explain fundamental marketing principles and apply them in simple business situations.
- Students will gain the ability to analyse consumer behaviour and use modern marketing techniques, including basic digital marketing tools.

Module 1	Introduction to Marketing
1.1	Meaning, Features & Importance of Marketing
1.2	Marketing Environment – Internal & External
1.3	Difference between Selling & Marketing
Module 2	Consumer Behaviour
2.1	Meaning & Importance of Consumer Behaviour
2.2	Factors Influencing Consumer Decisions (Cultural, Social, Personal)
2.3	Buying Decision Process (Stages)
Module 3	Marketing Mix (4Ps)
3.1	Product – Types, Product Life Cycle
3.2	Price – Pricing Methods & Strategies
3.3	Place & Promotion – Channels of Distribution, Promotion Tools
Module 4	Modern Marketing Techniques
4.1	Digital Marketing – Basics (social media, Email)
4.2	Service Marketing
4.3	Green Marketing

References

- Philip Kotler & Gary Armstrong – *Principles of Marketing*, Pearson Education.
- Ramaswamy & Namakumari – *Marketing Management*, McGraw Hill.
- C.B. Gupta & N. Rajan Nair – *Marketing Management*, Sultan Chand & Sons.
- Dr. Rajan Saxena – *Marketing Management*, Tata McGraw Hill.

Course Title	Basics of Cyber Security
Course Code	CAC-10

Course Objectives:

The course aims to:

- To provide foundational knowledge of cybersecurity concepts, threats, and vulnerabilities.
- To develop understanding of security mechanisms, defensive controls, and secure system practices.

Course Learning Outcomes (CLOs):

After completing this course, students will be able to:

- Explain key cybersecurity concepts, threats, and risk elements.
- Apply basic defensive and security mechanisms to protect systems and networks.
- Identify common cyber-attacks and outline essential steps in incident handling.

Module 1	Fundamentals of Cybersecurity
1.1	Basic concepts of Information Security: CIA triad, assets, and security needs.
1.2	Types of threats and vulnerabilities: malware, phishing, social engineering.
1.3	Risk concepts: threat, vulnerability, impact, and basic risk assessment.
Module 2	Security Mechanisms & Defensive Measures
2.1	Authentication, authorization, and access control methods.
2.2	Network security fundamentals: firewalls, VPN, secure network structure.
2.3	System and application security: OS security, patching, secure configuration.
Module 3	Cyber Threats, Attacks & Incident Handling
3.1	Cyber-attack types: DoS, MITM, malware, phishing, social engineering.
3.2	Cybercrime, cyber-terrorism, and cyber-espionage overview.
3.3	Basics of incident detection and response: logging, monitoring, reporting.
Module 4	Policy, Legal & Ethical Aspects
4.1	Cyber laws, compliance standards, and IT-related regulations.
4.2	Ethical issues, privacy principles, and digital rights.
4.3	Security governance: security policies, risk management frameworks.

References

- Cyber Security: Nina Godbole & Sunit Belapure
- Principles of Information Security: Michael E. Whitman & Herbert J. Mattord
- Information Security: Principles and Practices: Mark S. Merkow & Jim Breithaupt
- Cyber Law: Text and Cases: Justice Yatindra Singh