

JYOTI NIVAS COLLEGE

AUTONOMOUS

HOSUR ROAD, BANGALORE – 95



Department of Commerce and Management

M.Voc. (Banking and Finance)

FOR ACADEMIC YEAR 21-22 ONWARDS

OBJECTIVES OF M.VOC. COURSE

Department of Commerce and Management aims to impart quality education in the field of commerce to young women who wish to foray into commercial ventures. The current scenario has opened up many opportunities. There is a growing demand for qualified human resources for the banking and finance sector in the coming years, on account of financial inclusion, expansion of the volume of business and large scale retirement of personnel. The banking and finance industry will require professionally equipped manpower with banking and finance knowledge and skills together with technology familiarity, customer orientation and hands-on application skills.

The objective is to ensure a steady stream of industry-ready professionals who aspire for a career in Banking and Finance. The course will give knowledge inputs to the candidates and expose them to the operational processes of modern banking and financial environment so that they can successfully adapt from the first day of their joining the industry. It is expected that successful candidates would have a competitive edge in banks and financial institutions at different levels.

The specific objectives of the programme are:

- a) To develop skills and knowledge on a sound foundation of Banking and Finance activities in today's business world.
- b) To develop analytical skills and practical knowledge pertaining to Banking and Finance.
- c) To enhance business and communication skills.
- d) To prepare students for professional careers in Banking & Finance.
- e) To develop entrepreneurial and advisory skills.

Curriculum Design:

Since the mission of the Master of Vocation in Banking and Finance program is to prepare students for careers in a global market, **the curriculum is structured to achieve the following:-**

- To enable students to comprehend, analyse and critically assess an entity's financial condition and optimize its value.
- The faculty endeavor to instill in students a commitment to ethical values and social responsibility.
- The Banking and Finance program is designed to provide students with the skills and aptitudes needed to compete successfully in the profession.
- The curriculum is also structured to enable students to enter and make significant contribution in corporate, government or research organizations.
- The banking program endows students with the skills needed for various managerial positions in commercial banks and other financial institutions.
- The finance program is designed to prepare students for careers in corporate finance, investment management, public finance, insurance and related areas.

- Instructional techniques include both theory and practical.

Regulations pertaining to M.Voc. Degree Course as per UGC guidelines

1. Eligibility:

Students who have completed B.Voc. (Banking and Finance) or any equivalent/relevant degree program from a recognized university thereto, are eligible to seek admission to M.Voc. – Banking & Finance master degree program.

2. Duration of the course:

The course of study for the M.Voc.(Banking & Finance) degree shall extend over a period of two academic years, each academic year comprising of two semesters and excluding the duration of the examinations, each semester comprising fifteen weeks of class work. The candidate shall complete her M.Voc.(Banking & Finance) degree within four semesters from the date of admission to the first semester of the program.

The program allows Entry and Exit system. On completion of One year students will get PG Diploma Certificate, on successful completion of two years program, will be awarded M.Voc. Degree certificate.

3. Industrial exposure:

The program being skill based and professional, every year students are required to undergo practical internship training and Project work in Banks and Financial institutions (at least for a minimum period of four weeks in each year).

4. Medium of instruction:

The medium of instruction and examination shall be in English.

5. Subjects of study:

Candidate for the M.Voc.degree program shall seek to study the subjects stated in the program matrix.

6. Attendance:

- a. Each semester shall be taken as a unit for the purpose of calculating attendance.
- b. A student shall be considered to have satisfied the requirement of attendance for the semester, if she has attended not less than 80% of the number of classes held in

each of the course.

c. A student who fails to satisfy the above condition shall not be allowed to take the End Semester Examinations.

d. Marks under CIA are awarded in proportion to the attendance over 80 %.

7. Internal Assessment

Continuous Internal Assessment (CIA) of students is done throughout each Semester. The total marks allotted for Internal Assessment is 50 for all courses.

Continuous Internal Assessment includes:

Component	Weightage	Parameter
a) Attendance	5 Marks	96-100 = 5 Marks 91-95 = 4 Marks 86-90 = 3 Marks 81-85 = 2 Marks 76-80 = 1 Mark
b) Test	25 Marks (5+20)	1 Class Test & 1 Common mid semester exam
c) Practical Component of the syllabus (Subject related) Assignment, Project, Seminar Field Visits etc.	20 Marks	Two activities compulsory for every student in each semester (equal weightage for both)
TOTAL	50 Marks	

8. End Semester Examinations (ESE)

- The maximum marks for the end semester examination shall be 150 comprising of 50 marks for CIA and 100 for ESE.
- Notification for the End Semester Examination will be issued 30 days before the commencement of the examination.
- Students are required to pay the prescribed fee and submit the application form at the Office of the Controller of Examinations (COE) within the dates notified.

- Students who do not pay the prescribed examination fee for any one semester will not be allowed to take up the examination of the subsequent semesters.
- A student who has failed in a subject can attempt the same 3 times. Students who have not completed any paper in 3 attempts will have to appear for an equivalent paper offered by the department.

9. Results

1. Provisional Results of each semester will be announced six weeks after the completion of the exam.
2. Semester marks card will be issued within 10 days of the announcement of results.
3. Request for revaluation should be made within 10 days from the date of issue of the marks card along with the fee notified by COE.
4. Request for Photostat copy of answer book should be made within 5 days of the issue of marks cards.

Candidates who have failed should appear for arrears as follows:

- | | | |
|-------------------|---|--------------------|
| i. Odd Semester | - | Next Odd Semester |
| ii. Even Semester | - | Next Even Semester |

Only those candidates who have cleared atleast 6 papers of I&II End Semester Examination together shall be eligible for admission to the III Semester.

10. Pass requirements

- a) Minimum marks in the Continuous Internal Assessment is 40%.
- b) Minimum marks in the End Semester Examinations (ESE) is 40%, with an aggregate of 50% in all subjects in that semester.

11. Declaration of Class:

The results of the end semester examinations shall be declared as stated below:

Distinction is awarded to a student securing an aggregate of 75% and above in all the subjects of all the six semesters.

First Class: Students who obtained 60% and above in the aggregate of all subjects

Second Class: Students who obtained 50% and above but less than 60% in the aggregate of all subjects.

12. Award of Degree:

Overall class shall be declared on the basis of the aggregate marks obtained by the candidates in the core subjects of all the four semesters of the degree course. Only those candidates who have passed each end semester examination in the first attempt only, shall be eligible for the award of class.

13. Pattern of question paper

Each end semester question paper shall carry 100 marks of 3 hours duration, comprising of 100 marks of descriptive nature. The question paper consists of 3 sections to test the conceptual skill, analytical skill, descriptive and application skill.

M.VOC. COURSE MATRIX

NO	PAPER NO	TITLE OF THE PAPER	Total No of Lecture Hrs		MARKS		TOTAL	CREDITS
			Week	Semester	ESE *	CIA*		
			I – SEMESTER					
	1.1	MODERN INDIAN BANKING	4	60	100	50	150	4
	1.2	STRATEGIC HUMAN RESOURCE MANAGEMENT	4	60	100	50	150	4
	1.3	MACRO ECONOMICS FOR BUSINESS DECISIONS	4	60	100	50	150	4
1	1.4	MANAGERIAL FINANCE	4	60	100	50	150	4
	1.5	QUANTITATIVE TECHNIQUES AND OPERATIONS RESEARCH	4	60	100	50	150	4
	1.6	BUSINESS ENVIRONMENT ,ETHICS AND GOVERNANCE	4	60	100	50	150	4
	1.7	INTERNSHIP TRAINING PROGRAM IN BANKS		45	100	50	150	3
		TOTAL	24	360	700	350	1050	27
II -SEMESTER								
	2.1	FINANCIAL PLANNING	4	60	100	50	150	4
	2.2	MUTUAL FUND MANAGMENT	4	60	100	50	150	4
	2.3	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	4	60	100	50	150	4
2	2.4	ADVANCED COST MANAGEMENT	4	60	100	50	150	4
	2.5	ELECTRONIC BANKING, IT AND AI IN BANKS	4	60	100	50	150	4
	2.6	BUSINESS RESEARCH METHODS	4	60	100	50	150	4
	2.7	FINANCIAL SOFTWARE	3	60	100	50	150	3
		TOTAL	27	420	700	350	1050	27
III –SEMESTER								
	3.1	BANK MANAGEMENT	4	60	100	50	150	4
	3.2	CORPORATE TAX	4	60	100	50	150	4
3	3.3	FUTURES, OPTIONS AND SWAPS	4	60	100	50	150	4

	3.4	INDUSRANCE AND RISK MANAGEMENT	4	60	100	50	150	4
	3.6	BEHAVIOURAL FINANCE	4	60	100	50	150	4
	3.5	OPEN ELECTIVE	4	60	100	50	150	4
	3.6	INTERNSHIP TRAINING PROGRAM		45	100	50	150	3
		TOTAL	24	405	700	350	1050	27
		1V - SEMESTER						
	4.1	COMMODITY DERIVATIVE MARKET	4	60	100	50	150	4
	4.2	CYBER CRIME AND SECURITY IN BANKS AND FINANCIAL INSTITUTIONS	4	60	100	50	150	4
	4.3	GOODS AND SERVICE TAX AND CUSTOMS LAW	4	60	100	50	150	4
4	4.4	INTERNATIONAL BANKING AND FOREX MARKET	4	60	100	50	150	4
	4.5	PROJECT APPRAISAL AND FINANCING	4	60	100	50	150	4
	4.6	BANKING AND INSURANCE MARKETING	4	60	100	50	150	4
	4.7	DISSERTATION	4	60	100	50	150	4
		TOTAL	28	420	700	350	1050	28

1.1 MODERN INDIAN BANKING

I SEMESTER M.VOC (B&F)

COURSE OBJECTIVES:

- On successful completion of the course, the students will be able to understand the core banking services, prudential norms, new technologies and the latest transformation or reforms in Indian Banking Sector.
- Students are made aware of the Basel norms and its frame work.
- To understand the fundamentals of modern banking system.

COURSE OUTCOME:

- Students gain knowledge about the various modern banking reforms that have been evolved over time.
- Students will be able to use various testing tools to identify fraud practices in banking sysytem.
- Students gain a deeper understanding about the various policies and Acts that govern the banking business.

Module 1: Introduction to Indian Banking:

12hrs

Introduction to Indian Banking: Phases of Indian Banking System, Introduction on SBI, Nationalized Banks, Private Banks, Local Area Banks, Small Finance Banks, Payment Banks, Foreign Banks, Cooperative Banks and Regional Rural Banks: Features, Functions & Objectives. Acts: Banking Regulation Act, 1949, Deposit Insurance and Credit Guarantee Corporation Act 1961, The Securitization and Reconstruction of Financial Assets and Enforcement of Securities Interest Act, 2002 (SARFAESI Act), Prevention of Money Laundering Act 2002, Banking Ombudsman Scheme – Introduction & Concept. Major Reforms in Banking Sector in India

Module 2: Reserve Bank of India:

10hrs

Reserve Bank of India: History, Key Landmarks, Objectives, Organization Structure, Functions, recent measures by RBI. Introduction to Monetary Policy: Techniques of Monetary Policy – Qualitative & Quantitative (CRR, SLR, Repo, Reverse Repo, Bank Rate, MSF Rate, MCLR Rate, Liquidity Adjustment Facility, Open Market Operations, Marginal Stability Scheme), Monetary Policy and Indian Economy

Module 3: Non-Performing Asset (NPA):

15hrs

Introduction to NPA: Meaning & Definition, Identification of NPA, Asset Classification &

Guidelines by RBI, Provisioning – Asset Classification, Causes for NPA, Effects of NPA, Impact of NPA on Balance Sheet, Balance Sheet Cleaning, Monitoring of NPA, Measures to overcome NPA, Writing off of NPAs, NPA Management. NPA norms by RBI. IRAC Norms (i.e., Income Recognition and Asset Classification norms), Debt Recovery Tribunals, Willful Defaulters, Introduction to Credit Information Bureau (India) Limited (CIBIL), Insolvency and Bankruptcy Code (IBC), 2016.

Module 4: BASEL Norms:

s10 hrs

Introduction to BASEL, History of BASEL, BASEL: I, II and III – Objectives, Framework, Challenges, Pillars and Impact. BASEL Norms – Guidelines by RBI. Recession and Indian Banking Sector

Module 5: Asset & Liability Management:

13hrs

Introduction, Meaning & Definition, Types and Characteristics of Assets & Liabilities, ALM Strategies, Risk Management Concepts, VAR Analysis, Back-testing and Stress Test for Banks, E-Frauds in banking System – Challenges and Solutions.

SUGGESTED BOOKS/ARTICLES/LINKS FOR REFERENCES:

1. Gorden and Natarajan: Banking Theory Law and Practice
2. Tannan M L: Banking Law and Practice in India
3. Vasant Desai, Bank and Institutional Management, HPH,
4. Muralisubbakrishna, Bank Credit Management,
5. O Payramval, Modern Banking of India.
6. Shekar K C: Banking Theory Law and Practice
7. S.P. Srivastava: Banking Theory Law and Practice 8. Kiran Prakashan: Banking and Financial Awareness
9. Moorad Choudhry: The Principles of Banking,
10. S Natarajan & Dr. R. Parameswaran, Indian Banking, Kindle Edition

Note: Latest edition of text books may be used.

1.2 STRATEGIC HUMAN RESOURCE MANAGEMENT

I SEMESTER M.VOC (B&F)

COURSE OBJECTIVE:

- To enable students to acquire skills in Strategic Human Resource Management and enable them to create strategic plans.
- To impart knowledge about various investment perspective in Human resource.
- To make the students understand the internationalization of business and its impact on Human resource.

COURSE OUTCOME:

- Students understand the various strategic human resource plans and the TQM programmes.
- Students are enabled to understand the strategic role of HRM.
- Students can evaluate the various investment opportunities in human resource.

Module 1 Introduction To Strategic HRM

10hrs

Strategic role of HRM, Planning and implementing strategic HR Policies, HR Strategies to increase a company's performance

Module 2 Investment Perspectives of HR

16hrs

Investment Consideration, Investments in Training and Development, Investment Practices for improved Retention, Investments in job secure work forces, Non-traditional investment approaches

Module 3 Managing Strategic Organization

12hrs

Managing Strategic Organizational renewal – Managing change and OD, instituting TQM programmes, Creating Team based organizations, HR and BPR, Flexible work arrangement.

Module 4 : Establishing Strategic Plans

12hrs

Establishing Strategic pay plans, Determining periods, Establishing periods, Pricing Managerial and professional jobs, Compensation trends, Objectives of International Compensation,

Approaches to international compensation, Issues related to double taxation. Cases

Module 5 Global HRM

10hrs

Managing Global Human Resources- HR and Internationalization of business, Improving international assignments through selections, training and maintaining international employees, Developing International Staff and Multinational Teams, Multinational, Global and Transnational Strategies, Strategic Alliances, Sustainable Global Competitive Advantage, Globally Competent Managers

SKILL COMPONENT:-

1. Prepare a statement showing HR planning requirements with an example.
2. Prepare a model payroll for a firm with nine (9) employees
3. Prepare a questioner for performance appraisal

BOOKS FOR REFERENCE:-

1. Gary Dessler - Human Resource Management
2. R. Regis - -Strategic Human Resource Management

1.3 MACROECONOMICS FOR BUSINESS DECISIONS

I SEMESTER M.VOC (B&F)

COURSE OBJECTIVES:

- To familiarize students with key macro economic variables and their behaviour and enable them to critically evaluate different economies.
- To enable students to integrate macroeconomic analysis into business decisions.
- To understand the fundamentals of Business Economics.

COURSE OUTCOME:

- Students will learn and demonstrate the ability to relate theoretical macroeconomic models to policy issues.
- Learn a broad knowledge of the subject macroeconomics and also learn an ability to reflect on how economic shocks affect aggregate economic performance in the short and long term.

Module 1:

09 Hrs

Introduction to economics, macroeconomics, and its interface with business and industry Resources and goals of an economic system, free market and mixed economy, National income -contribution through product and services, computation of national income and related aggregates, problems in computation of national income.

Module 2:

13 Hrs

Consumption, savings, investment, marginal propensity to consume, marginal propensity to save, multiplier, paradox of thrift, income and employment determination

Module 3:

18 hrs

Money, Monetary system, role of credit, financial intermediaries- Commercial Banks, NBFC's etc, level and structure of interest rates – interest and macroeconomic equilibrium, central bank, monetary management and policy. Fiscal Policy – Objectives, tools, fiscal variables and the

public debt, co-ordination of monetary and fiscal policies

Module 4:

16 Hrs

Economic Growth, factors determining economic growth, growth models, capital output ratio, problems of growth Policies towards economic stability, business cycle, inflation and deflation, control measures, conflicts between growth and stability

Module 5:

04 Hrs

International Economics: Introduction, Impact of US economy on World economy, Crisis of world economy – 1929 Great Depression, 2007 USA Recession, Brexit, USA Vs China Trade Cold War and Turkey's debt crisis.

RECOMMENDED BOOKS: 1. Gupta G.S – Macroeconomic theory – Tata McGraw Hill publications

2. Samuelson, Paul – Economics, Tata McGraw Hill publications

3. Dornbush R & Fisher S – Macroeconomics - Tata McGraw Hill publications

4. Blanchard O J Stanley & Fisher S – Lectures on Macro Economics - Tata McGraw Hill publications

5. Dwivedi D N – Managerial Economics – Vikas Publications

6. J.K.Bhagawathi – Economics of Underdeveloped countries – All India Traveler Book seller Publishing company

REFERENCE BOOKS:

1. A.K.Agarwall – Indian Economics –Problems of development and planning – D.K.Publishers

2. V.K.R.V.Rao- National Income of India – 1950 to 1980 Sage Publishers

3. Bimal Jalan – India's Economic Crisis – Oxford, IBM

4. Rangarajan C – Principles of Macro economics, - Tata Mc Graw Hill Pub Co

5. Vaish M C – Macro Economic Theory – Willey Eastern

6. Colin F. Camerer, George Loewenstein, Matthew Rabin - Advances in Behavioral Economics

7. Jha R – Contemporary Macroeconomic Theory and Policy

8. Schultze C L – National Income Analysis

9. Brahmananda P R & V R Panchamukhi- Development Process of Indian Economy Survey

10. (Various issues) – Ministry of Finance Government of India Publications, New Delhi

11. Sheth M.L. – Macroeconomic Theory – S.Chand , New Delhi

1.4 MANAGERIAL FINANCE

I SEMESTER M.VOC (B&F)

COURSE OBJECTIVES:

- To impart knowledge in advanced techniques of Financial Management
- To enable the students to apply the techniques in financial decision making
- To gain knowledge in financial performance and forecasting the financial requirement.

COURSE OUTCOME:

- The students will understand the concept of management and its managerial perspective.
- The subject will equip students to map complex managerial aspect arising due to ground realities of an organization.
- They will Gain knowledge of contemporary issues in Management principles and various approaches to resolve those issues.

Module 1:

10 Hrs

The finance function: its nature and importance, goals of financial management – financial environment, changing role of financial management, Sources of long term finance, ownership securities, creditor ship securities, convertible- options and warrants, marketing of securities and SEBI guidelines, Euro issues.

Module 2:

16 Hrs

Financing decisions: measures of leverage, effects of leverage. EBIT-EPS analysis, capital structure theories, capital structure planning and factors effecting capital structure decisions, cost of capital (including cost of equity, preference capital and debt), specific cost of capital, overall cost of capital(weighted average cost of capital), marginal cost of capital

Dividend decision – relevance and irrelevance theories – types of dividend policies, behavioral

models of dividend policy, signaling theory, clientele effects, factors influencing dividend policy, corporate dividend practices in India

Module 3:

16 Hrs

Investment decision: Capital budgeting and its importance in decision making, estimating cash flows, techniques of investment appraisal – NPV, IRR, problem of multiple IRR's extended yield – discounted payback, discounted cash flow, equation of Value, measurement of risk-systematic and unsystematic risk analysis, evaluation of risky projects, multi-period probabilistic analysis – decision tree analysis, sensitivity analysis

Module 4:

10 Hrs

Working Capital Management, planning, control and policy, management of various components of Cash receivables and inventory, financing of working capital.

Inventory Models, EOQ model, inventory control systems in practice, problems with special reference to Inventory and Financial Management.

Module 5:

08 Hrs

Corporate Financial Policy – Shareholder value creation – Interface of Financial policy and Strategic Management – Financial Goals and Systems

RECOMMENDED BOOKS:

1. Prasanna Chandra, Financial Management Theory and Practice, Tata McGraw Hill
2. Khan and Jain, Financial Management, Tata McGraw Hill
3. I.M.Pandey, Financial Management, Vikas Publishing House

REFERENCE BOOKS:

1. Weston and Brigham, Essentials of Managerial Finance, The Drydon Press
2. James Vanhorne, Fundamentals of Financial Management, Prentice Hall Inc
3. John Hampton, Financial Decision Making concepts, Problems and Cases, Prentice Hall of India Ltd
4. Schall and Haley, Financial management, Mc Graw Hill, New York
5. Brealy and Myers, Principles of Corporate Finance, McGraw Hill, New York
6. S.C.Kuchal, Financial Management, Chitanya Publishers, Allahabad
7. Chakraborty & Others, Financial Management& Control, Mc Millan India Ltd.

1.5 QUANTITATIVE TECHNIQUES & OPERATIONS RESEARCH

I SEMESTER M.VOC (B&F)

COURSE OBJECTIVES:

- To impart knowledge on concepts and tools of OR and QT
- To make students apply these in managerial decision making
- To promote interaction between academic research in finance and accounting, applied research in the financial community, and the accounting profession.

COURSE OUTCOME:

- Understand how an accountant or a manager can use quantitative techniques to help them make better decisions.
- Apply mathematical skills, Undertake estimation and hypothesis testing using your knowledge of probability theory and probability distributions.

Module 1:

12Hrs

Linear Programming, problem, formulation, graphical method and simplex method of solution, product mix problems, other managerial applications.

Module 2:

14 Hrs

Transportation Models – Importance, terminologies used Initial feasible solution of minimization & maximization problems using North West Corner Rule, Least Cost Method and Vogel's Approximation Method, Unbalanced & Degeneracy problems, Test for optimality using Modified Distribution Method Assignment – Characteristics, Importance, balanced & unbalanced problems, minimization & maximization problems using HAM.

Module 3:

12 Hrs

Probability –random experiment, out comes, events operations on events, Basic Rules, conditional and joint probabilities Bayes' Theorem and applications, random variables, probability distribution, expected value, variance, Standard Deviation, Well known Probability distributions- Discrete and Continuous-Binomial, Poisson &Normal distribution, risk analysis in Capital – budgeting.

Module 4:

10 Hrs

Network analysis, PERT, CPM- drawing the network activity times, event times, critical path, total and free slack-time-cost trade-off and crashing. Sensitivity analysis & Model with one price break.

Module 5:

12 Hrs

Decision making under uncertainty, different decision criteria, decision trees Simulation, model building & the process.

RECOMMENDED BOOKS:

1. Operations Research, J.K.Sharma, McMillan India
2. Quantitative Techniques in Management, N.D.Vohra, TMH

REFERENCE BOOKS:

1. Srivastava V K etal – Quantitative Techniques for Managerial Decision Making, Wiley Eastern Ltd
2. Richard, I Levin and Charles A Kirkpatrick – Quantitative Approaches to Management, McGraw Hill, Kogakusha ltd
3. Budnik, Frank S Dennis Mcleavey, Richard Mojena- Principles of Operations ResearchAIT BS New Delhi
4. Sharma J K, Operations Research theory and applications – McMillan, New Delhi
5. Kalavathy S, - Operations Research- Vikas Publishing house
6. Gould F J – Introduction to Management Science – Englewood Cliffs N J Prentice Hall
7. Naray J K, Operations Research, Theory and Applications- McMillan, New Delhi
8. Taha Hamdy, Operations Research, Prentice Hall of India
9. Wagner H M, Principles of Operations Research, Prentice Hall of India

1.6 BUSINESS ENVIRONMENT, ETHICS AND E-GOVERNANCE

I SEMESTER M.VOC (B&F)

COURSE OBJECTIVES:

- To equip students with tools and techniques to analyse business environmental factors that facilitates in making informed business decisions.
- To enable students to understand the various business environments and its impact on business.
- To make students realise the influence of ethics in management.

COURSE OUTCOME:

- Students understand the need for ethics in management.
- Students gain the ability to assess various business environments.
- To apply the knowledge of corporate governance in organisational setting.

Module 1:

5hrs

Business Environment -Concepts and Precepts: An Overview- what is business environment; Characteristics of Business Environment; Micro and Macro Business Environment

Module 2:

12hrs

Models, Tools and Techniques of Business Environment Analysis: Internal Business Environment; External Business Environment; PESTEL; Product-Market Analysis; Portfolio Analysis; Balance Score Card; Porter five force model etc.,

Module 3:

8hrs

Economic Environment: The Indian Economic System, Nature of Economy, Development Strategy; Economic Policies; Fiscal Policy and Tax System; Monetary and Credit Policy; Money and Capital Market; Exchange Rate Policy, Public Vs Private sector; Institutions.

Module 4: **8hrs**

Political and Legal Environment: Political System, Political Culture; Governance; Bureaucracy; Political Stability; Legal System; Business Laws.

Module 5: **7hrs**

Socio-cultural and Demographic Environment: Society and Business- Social Class Structure, Social Mobility, Education, Life style, Religion, Institutions etc.; Cultural Milieu and Environment; Demographic Characteristics and Business Environment.

Module 6: **5hrs**

Technology and Business Environment: Determinants of Technology; Technology and Business Development; Technology and Business start-ups; Technology and sustainable development; Technology and Economic Growth.

Module 7: **5hrs**

Liberalisation, Privatisation, Globalisation (LPG) and Business Environment: what is LPG; New Economic Policies and reforms; Privatisation and Business Environment; Globalisation: MNCs, WTO, Trade blocks, FDI; International Financial System; Emerging Trends and Contemporary Challenges.

Module 8: **5hrs**

Ethics, Business Ethics, Personal Ethics, Ethics in Management, Cross Cultural issues in ethics.

Module 9: **5hrs**

Corporate governance in banks;-Overview of Corporate Governance, Regulations and Committees relating to banks and e-governance-Institutional Aspects of Corporate Governance,E governance with case studies.

PRACTICAL COMPONENT

1. Examine the current economic policies and critically review their effect on business
2. Discuss the impact of globalisation on small Indian business.
3. Describe how technology is driving the growth of business in rural India

BOOKS FOR REFERENCE:

1. 'Business Environment' by B.N.Ghosh, Oxford University Press, 2015 edition.

2. 'Business Environment' by .K. Aswathappa .
3. 'Business Environment' by Justin Paul, The McGraw Hill.

2.1 FINANCIAL PLANNING

II SEMESTER M.VOC (B&F)

COURSE OBJECTIVE:

- To enable students to understand the importance of financial planning.
- To gain knowledge about the various investment avenues .
- To acquire skills to develop a financial plan.
- To understand the role of a chartered financial planner.

COURSE OUTCOMES:

- The Course in Financial Planning intent to enable critical thinking in students with respect to analysis and application of innovative solutions to varied financial problems and make plan as per their financial situation.
- Students will be able to assess the various investment options available for investment.
- Students will be able to assess the factors considered for investment and revision of portfolios.

Module 1: Introduction to Financial Planning:

8hrs

Introduction, Meaning & Definition, Golden Rules of Financial Plan, Objectives, Process & Stages, Characteristics, Functions, Importance, 1H & 4W approach on Financial Plan, Financial Planning for Individual & Organisation, Life Cycle Approach, Formulation of Financial Plan, Financial Planning in India. Introduction to Financial Goals, Salient Features of Financial Goals, Stages of Financial Goals.

Module 2: Introduction to Investment Avenues:

15hrs

Introduction to Investment Avenues, Risk and Return Analysis of: Direct Equity, Equity & Debt Mutual Funds, National Pension Scheme, Public Provident Fund, Provident Fund, Pension Fund, Bank Savings Account, Bank Fixed Deposit Account, Bank Recurring Deposit Account, Senior

citizens' savings scheme, Pradhan Mantri Vaya Vandana Yojana (PMVVY), Real Estate, Precious Metals like Gold & Silver, RBI Taxable Bonds, Unit Linked Insurance Plans (ULIPs), Equity Linked Savings Scheme (ELSS), IPO, FPO, Gold Exchange Traded Funds (ETF), Unit Linked Insurance Plans (ULIPs), Sovereign Gold Bond Scheme, Commodities, Insurance Products.

Module 3: Developing Financial Plan:

10hrs

Introduction to Financial Plan, Meaning & Definition, Critical analysis of Investment Opportunities, Risks in Financial Plan, Risk Assessment of Individual and Companies in general. Steps in Financial Plan, Factors considered for Financial Plan, Evaluation & Revision of Financial Plan.

Module 4: Retirement & Tax Benefits:

12hrs

Introduction, Meaning & Definition, Objectives, Importance, Types of Retirement Plans, Savings Pattern for Retirement Benefits, how to plan your Retirement? Retirement Plans in India. Introduction to Tax Benefit Schemes, Meaning, Types, Benefits, Tax Benefit Plans in India.

Module 5: Chartered Financial Planner & Analysts:

15hrs

Introduction, Meaning & Definition, Objectives, Characteristics of Chartered Financial Planner and Analyst, Steps in Financial Planning, Importance, Organizational Hierarchy. Factors to be considered for Investment & revision of portfolio, employment opportunities for Financial Planner & Analysts in India and abroad.

SUGGESTED BOOKS/ARTICLES/LINKS FOR REFERENCES:

- 1.Sinha, "Financial Planning: A Ready Reckoner", McGraw Hill Publications
 - 2.Dr. Pradip Kumar Sinha & Dr. Ajit S. Thite, " Personal Financial Planning Management", Nirali Prakashan
 - 3.Buffet, Marry and Clark, David . Warren Buffett and the Interpretation of Financial Statement. Unit(s) - I, II.
 - 4.Fisher, A. Philip . Common Stocks and Uncommon Profits. Wiley.
- Unit(s)- I, II Graham, Benjamin . The Intelligent Investor. Unit(s) - I, II Keown, A. J. (2017). Personal Finance – Turning money into wealth. Pearson Publication, Unit(s) - III, V

2.2 MUTUAL FUND MANAGEMENT II SEMESTER M.VOC (B&F)

COURSE OBJECTIVE:

- Analyze the development of Mutual Funds
- Understanding the extent to which the investors are protected
- To understand the risk and performance calculation of the funds

COURSE OUTCOME::

- To enable critical thinking among students to analyze various instruments and computation of risk and return measures for Mutual fund instruments.
- Students gain skill to calculate the net assets value, total expense ratio and pricing per unit.
- Students gain information about the role of mutual fund distributors.

Module 1: Concept And Role Of Mutual Fund

10 Hrs

Concept of Mutual Fund, Classification of Mutual Funds, Growth of Mutual fund industry in India, structure of Mutual Funds in India, Key constituents of Mutual Fund, Organisation structure of Asset Management Company, Role and support function of service providers.

Module 2:

Accounting, Legal and Regulatory Framework:

10Hrs

Accounting for income, gain and losses from mutual fund investment, Role of Regulators in India, Role of Securities Exchange Board of India, Investor Grievance Redress Mechanism, and AMFI ,code of conduct of intermediaries.

Module 3: Net Asset Value, Total Expense Ratio and pricing of Units

15 Hrs

Computation of Net Assets of Mutual fund scheme and NAV, Concept of entry and exit load and its impact on NAV. Total expense ratio and pricing of units for the segregated portfolio.

Module 4: Risk, Return and Performance of Funds

15 Hrs

General and specific risk factors. Factors that affect Mutual Fund Performance, Drivers of Return and risk in a scheme, Measures of return, SEBI norms regarding representation of returns by Mutual Funds in India, Risk in fund investing with a focus on investors.

Module 5:

10 Hrs

The role and importance of mutual fund distributors, Difference between distributors and investment advisors, Different kinds of Mutual fund distributors, Modes of distribution, Per-

requisite to become a mutual fund distributor, Revenue of a mutual fund distributor, commission disclosure mandate by SEBI.

BOOKS FOR REFERENCES:

1. K.G. Sahadevan and M.Thripairaju: "Mutual funds, data interpretation and Analysis" (Prentice Hall of India)
2. V.K. Avadhani: Marketing of Financial Services (Himalaya)
3. R.Gorden and Natarajan: Emerging scenario of Financial Services (Himalaya)
4. Fredman and Wiles: How Mutual Funds work (Prentice Hall of India)
5. H.Sadhak: Mutual Funds in India. (Response Books)

2.3 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

II SEMESTER M.VOC (B&F)

COURSE OBJECTIVES:

- To enable the student to develop skills in analyzing various types of securities.
- To make the student apply the knowledge of portfolio theory in portfolio management.
- To make aware about the functioning of securities market alongside.

COURSE OUTCOME:

- Understand the basic structure and working of primary and secondary financial markets in India and conversant with computation of risk and return measures for financial instruments.
- Acquaint and understand portfolio analysis, portfolio evaluation and portfolio revision techniques.

Module 1: 08 Hrs

Investment Management - Nature and scope, investment process, investment planning, ingredients of successful investment strategy, investment avenues, types of financial assets, components of investment risk.

Module 2: 12 Hrs

Financial Derivatives – Stock futures, stock options, captions, swaptions, index futures, index options and option pricing models. Option valuation techniques: Binomial model, Black Scholes Option Pricing Model.

Module 3: 10 Hrs

Valuation of securities, risk and return, valuation of fixed income securities, market interest rates, valuation of warrants and convertibles, valuation of equity shares, earning multipliers, timing of purchase and sale of equity shares.

Module 4: 14 Hrs

Securities analysis, analysis of variable income securities, fundamental analysis, technical analysis, company analysis, evaluation of industry life cycle theory, security price movements, efficient market hypothesis and Random Walk

Module 5:

16 Hrs

Portfolio theory, Markowitz's graphical portfolio analysis, portfolio performance evaluation, Sharpe's portfolio performance measure, Treynor's portfolio performance measure, Jensen's investment performance measure, asset pricing theories, portfolio insurance, portfolio management for individual and institutions.

RECOMMENDED BOOKS:

1. Donald E. Fischer and Ronald J. Jordon: *Security Analysis & Portfolio Management*, Prentice Hall.
2. Pandiyan Punithavathy, *Securities Analysis & Portfolio Management*, Vikas Pub. House.
3. Singh Preeti, *Investment Management*, HPH.
4. Chandra Prasanna, *Managing Investments*, Tata McGraw Hill.

REFERENCE BOOKS:

1. Stanley S.C. Huang Maury Stall: *Investment Analysis and Management*, Allyn and Bacon Inc., Massachusetts.
2. Timoty E. Johnson: *Investment Principles*, Prentice Hall, New Jersey.
3. Jerome B. Cohen and Edward D. Zinbarg etal: *Investment Analysis and Portfolio Management*, Richard D. Irwon Ind., Illinois.
4. William F. Sharps: *Portfolio Theory and Capital Markets*, McGraw Hill, New York.
5. J.C. Francis: *Investment Analysis and Management*.
6. Haim Levy and Marshall Sarnat: *Portfolio and Investment Selection Theory and Practice*, Prentice Hall, International New Jersey.
7. Graham B. D. Dodd and S. Bolts: *Securities Analysis*, McGraw Hill, New York.
8. Fuller & Farrel, *Modern Investments and Security Analysis*, McGraw Hill International.
9. Brahmiah & P. Subba Rao, *Financial Futures and Options*, HPH.
10. Hampton John: *Modern Financial Theory, Perfect and Imperfect Markets*, RostonPublishing Co., New Delhi.

2.4 ADVANCED COST MANAGEMENT II SEMESTER M.VOC (B&F)

COURSE OBJECTIVES:

- To expose the students to the external environment of business.
- To enable them to formulate strategies related to cost and pricing from a management standpoint.
- To learn the estimation of cost and cost management.

COURSE OUTCOME:

- Prepare the cost Statement, Variances of materials & Labor and budgets and role of Zero base budgeting
- Take decisions under 'Make & Buy Decisions' and Pricing under Special Situations.
- Understand the role of recent developments in cost management i.e. Transfer pricing, Target Costing, Activity Based Costing, Life Cycle Costing..

Module 1: 12Hrs

Importance of analyzing and managing costs; Cost Management: areas of cost management, cost management and cost accounting, tools and techniques of cost management, role of cost accounting in strategic planning and management control.

Module 2: 10Hrs

Marginal Cost – marginal costing compared with absorption costing, contribution, breakeven analysis and profit volume graph. Cost Volume Profit Analysis – relevant cost, multiple scarce resource problems and decisions about alternatives such as make or buy, selection of products,.

Module 3: 14Hrs

Pricing decisions, product profitability decisions and cost management, major influences on pricing, product cost categories, costing and pricing approaches, cost plus pricing, target costing for target pricing, transfer prices and budgeting planning and control, multinational pricing market-based transfer prices, cost based transfer prices.

Module 4: 12Hrs

Activity based costing: inadequacies of traditional methods of overhead absorption, concept of ABC, Kaplan and Cooper's approach to ABC Cost drivers and cost pools, main

activities and its cost drivers, allocation under ABC- Characteristics, steps, implementation and benefits of ABC.

Module – 5:

12Hrs

Life Cycle Costing – activities and phases in product life cycle, short product and extension of product lifecycle, Turning point indices in product lifecycle; Just in time approach: philosophy of JIT, sources of waste, aims and objectives of JIT methodology in implementation of JIT, Limitations of JIT Costing Value Chain Analysis, TQM, Business process re-engineering.

RECOMMENDED BOOKS:

1. Vashist and Saxena, Advanced cost and management accounting - problems and solutions, Sultan Chand and Sons
2. Colin Drury, Management and Cost Accounting, Thomson Learning
3. S N Maheshwari, Problems and Solutions in Management accounting and financial management, Sultan Chand and Sons.
4. S. K. R. Paul, *Management Accounting*, New Central Book Agency Private Ltd., Calcutta.
5. Advanced Cost Management by Jain and Narang

REFERENCE BOOKS:

1. Charles T. Horngren, George Foster, Srikant M. Data, *Cost Accounting: A Managerial Emphasis*, Prentice Hall of India, New Delhi.
2. Roger Cowe, *Handbook of Management Accounting*, A Grower Handbook.
3. S. Mukherjee & A.P. Roychowdhury *Advanced Cost and Management Accounting*, New Central Book Agency Private Ltd., Calcutta.
4. Anthony R.N, *Management Accounting Principles*, Grawin Publishing.
5. Batty J, Mc Donald & Evans, *Management Accountancy*, London.
6. Bierman H & Drabin A.R, *An Introduction Managerial Accounting*, McMillan Company, New York.
7. Broad H.W & Carmichael K.S, *A Guide to Management Accounting*, HFL (Pub) Ltd., London.

8. Brown & Haward, Mac Donald, Evans, *Principles of Management Accountancy*, London.
9. De Pauls, *Management Accounting in Practice*, F.C. Europe Pub. Ltd., London.
10. Keith Ward, *Strategic Management Accounting*, Butterworth Heirmann Pub.

2.5 ELECTRONIC BANKING, IT AND AI IN BANKS

II SEMESTER M.VOC (B&F)

COURSE OBJECTIVE:

- To acquaint the students with the process of electronic banking and technology trends in banking..
- To make the students understand the various security and control systems in banks.
- To impart knowledge on the significance of artificial intelligence in banks

COURSE OUTCOME:

- Students gain knowledge on the current scenario and approaches to AI
- Students are able to apply various problem solving techniques with respect to neural networks and deep learning.

Module 1: An Introduction To Banking Technology

10Hrs

Information Technology and its Implications, Information Technology, Indian Banking Scenario – Initiatives and Trends

Module 2: Applications In Banking

10Hrs

Computer-based Information Systems for Banking, Electronic Banking, Electronic Fund Management

Module 3: Enabling Technologies Of Modern Banking 12Hrs

Electronic Commerce and Banking, Supply Chain Management, Customer Relationship Management, Integrated Communication Networks for Banks

Module 4: Security And Control Systems

8Hrs

Computer Security and Disaster Management, System Audit and Computer Crime, Security and Control Aspects of Emerging Banking Technologies.

Module 5: Planning And Implementation Of Information Systems 10Hrs

Security and Control Aspects of Emerging Banking Technologies, Data Warehousing and Data Mining, Designing and Implementing Computerization in Banking Sector.

Module 6: Artificial Intelligence in Banking

10Hrs

Introduction to AI: the current scenario. Approaches to AI, Problem solving and Search; Planning, Introduction to Neural Networks, Deep learning., Decision Trees and Random Forests, Ethics of AI, Future of AI, AI's impact on the economy, Re-definition of organizations and jobs.

PRACTICAL COMPONENT:

1. Visit a bank branch and observe the technology used to deliver service to customers. Write a report.
2. Analyse the security systems used in banking operations in a bank. Critically evaluate their effectiveness in view of the various lapses in banking security.
3. Write a report on the growing use of artificial intelligence by banks and the customer's acceptance to this type of banking.

BOOKS FOR REFERENCE:-

1. Banking technology-IIBF
2. Retail Banking Technology by Violano Michael-WILEY

2.6 BUSINESS RESEARCH METHODS II SEMESTER M.VOC (B&F)

COURSE OBJECTIVES:

- To familiarize students with concepts, tools and techniques of the methodology of business research.
- To enable students to do a research / consultancy project in the fourth semester.
- To analyze what to expect in a market research proposal and how to choose between alternative proposals.

COURSE OUTCOME:

- To use and enable the students with different data collection methods and sampling design techniques in their own research.
- Students will be able to analyze the collected and processed data with the help of statistical tools.
- Students gain ability to Generalize and interpret the data and prepare a research report.

Module 1:

13 Hrs

Research: Meaning, Purpose, Scientific method, types of research; scope of business research. Review of literature: need, purpose, notes taking., Selection and formulation of a research problem, formulation of hypothesis, operational definition of concepts, sampling techniques, Research Design: Meaning, nature, process of preparation, components of research design

Module 2:

14 Hrs

Data: Sources of data, methods of collection; observation interviewing, mailing; tools for collection of data; interview schedule, interview guide, questionnaire, measurement & scaling techniques, socio-metry, check list; pre-testing of tools, pilot study. Processing of data: checking, editing, coding, transcription, tabulation, preparation of tables, graphical representation

Module 3:**08 Hrs**

Analysis of data; Simple statistical techniques and their uses, procedure & testing of Hypothesis

Null & Alternative Hypothesis, Critical Region, One Tailed & Two Tailed Tests, Standard Error; Degree of freedom, Confidence level; Errors in testing hypothesis, Research Applications on

Market survey.

Module 4:

17 Hrs

Parametric & Non-Parametric test

Parametric Test: Test for mean, equality of means for large and small samples; Test for proportion and equality of proportions for large samples; Test for standard deviation and equality of standard deviations.

Chi square tests – test for goodness of fit and independence of attributes, Analysis of variance for one way and two way classification of data.

Non parametric tests-sign test, run test, Wilcoxon sign rank test, Mann Whitney test and Spearman's rank correlation test.

Practical applicability and statistical inference of the above tests.

Module 5

8 Hrs

Report

Types of report, style of writing -synoptical outline of chapters; steps in drafting the report.

RECOMMENDED BOOKS:

1. Krishnaswamy O.R, Methodology of Research in Social Sciences, Himalya Publishing house.
2. Kothari C.R, Methodology of Research, Vikas Publishing House.
3. K.R. Sharma, Research Methodology, National Publishers, Jaipur.
4. Deepak Chawla & Neena Sondhi, Research Methodology Concepts & Cases, Vikas Publishing House.

REFERENCE BOOKS:

- Goode & Hatt, Methods in Social Investigation.
- William Emory, Business Research Methods.
- Vernon Colver & H.L. Balsleg, Business Research Methods.
- Wilkinson & Bhandarkar, Methodology and Techniques of Social Research.
- Cooper D.R and P.S. Schindler, Business Research Methods, Tata McGraw Hill.

3.1 BANK MANAGEMENT III SEMESTER M.VOC (B&F)

COURSE OBJECTIVE:

- The objective of this course is to help students understand the issues of management of various financing activities in the banks and financial institutions.
- To enable students to analyse the bank's financial statements and infer the financial position.
- To learn the various risk identification and management techniques.

COURSE OUTCOME:

- Students gain knowledge about forex business and its management.
- Students gain ability to understand and analyse the various risk measurement techniques.
- Students can understand the impact of key performance indicators in financial sector.

Module 1

12 Hrs

Overview of changing financial sector-Global financial system-Current issues-Macroeconomic and financial stability-linkage-The Role of trust-The Role of regulation-financial stability-The impact of regulation on financial services-The financial crisis

Module 2:

12Hrs

Bank's Financial Statements: Bank liabilities-Bank assets-Contingent liabilities-The income statements of Indian banks – Analyzing Bank Financial Statements-Key Performance Indicators(KPI), Bank financial statement analysis models-Interest and non Interest income

Module 3:

12Hrs

Risk Management: Risk Concept – Risk in Banks-Risk Management Framework – Organizational Structure-Risk Identification – Risk Measurement-Sensitivity-Basis Point Value (BPV) – Duration-Downside Potential – Value at Risk. Back testing-Stress Testing – Risk Monitoring and Control – Risk Reporting – Current guidelines on risk management

Module 4:

12Hrs

Treasury Management: Concepts and function; instruments in the treasury market, development of new financial products, control and supervision of treasury management – interest rate risk, interest rate futures – Investment and Funding strategies – Stock options, debt instruments, bond portfolio strategy, risk control and hedging instruments - Investments

Module 5:

12Hrs

Forex Management: Forex Business; factors determining exchange rates, Direct and indirect quotations, spot/forward rates, premium and discount, cross rates-Basics of forex derivatives; forward exchange rate contracts, Options, Swaps – Role of RBI and exchange control –

Regulations in India, Role and rules of FEDAI, role of FEMA

PRACTICAL COMPONENT:

1. Analyse a bank's financial statement.
2. Write a report on the risk reporting undertaken by banks.
3. Examine the importance of treasury management in banks.

BOOKS FOR REFERENCE :-

1. Rose, Peter and Sylvia Hudgins. Bank management and financial services. The Mc Graw-Hill
2. Paul, Justin and Padmalatha Suresh "Management of Banking and financial services"
Dorling Kindersley (India) Pvt. Otd. PHI
3. Koch, Timothy and Scott MacDonald. Bank Management. Cengage Learning.

3.2 CORPORATE TAXES III SEMESTER M.VOC (B&F)

COURSE OBJECTIVE:

- To give an integrated view of direct tax laws to assess and apply the laws to business decisions.
- To learn the regulations concerning international taxation.
- To gain knowledge about tax planning.

COURSE OUTCOMES:

- Students will gain knowledge about the basic framework of direct taxation.
- Students will understand the importance of tax planning and the scope of tax planning.
- Students learn the various tax considerations in making or buying decisions.

Module 1: 05 Hrs

Basic framework of direct taxation – principles of direct taxation – appraisal of annual Finance Act.

Module 2: 12 Hrs

Salient features of company taxation, scheme of taxing business income of companies, deductions / allowances, disallowances and depreciation. Set-off and carry forward of losses – deductions under Section 80

Module 3:

- (a) Computation of taxable income of companies, MAT **15 Hrs**
- (b) Payment of tax liability, assessment procedure. **06 Hrs**

Module 4: 10 Hrs

International tax: international taxation, double taxation avoidance agreements ,treaty shopping, indirect transfer rules. Latest developments - OECD, BEPS, advance ruling. Advance pricing agreements (APA), safe Harbor Provision, Place of Effective Management, SAAR Vs. GAAR (Specific anti avoidance rules Vs. General anti avoidance rules)

Module 5: 12 Hrs

Tax planning and its methods, advance tax rulings. Important aspects of tax planning, Scope of tax planning, Areas of tax planning with special reference to Capital Structure, tax

consideration in making or buying, owning or leasing, retaining or replacing

BOOKS FOR REFERENCE:

1. Vinod – singhania : Direct Tax Law and Practice: Taxman
2. Agarwal P.K : Taxplanning for Companies, Hind Law Publishers, New DIhi.
3. Dr. H.C. Meherotra and Dr. S.O Goyal: Income Tax Law and Practive, Sahitrya Bhavan , Agra.
4. Sukumar Bhattacharya,Tax Planning in India.
5. Sharat Bargave: Direct Taxes
6. B.B.Lal & N.Vashist – Direct Taxes, Pearson – New Delhi.
7. T.N. Manoharan, Indirect Taxes.

3.3 FUTURES, OPTIONS & SWAPS

III SEMESTER M.VOC (B&F)

COURSE OBJECTIVES:

- To provide students with a conceptual framework of futures and options in order to get familiar with the commodity trading.
- To learn how forward contracts, futures contracts, swaps and options work, how they are used and how they are priced.
- The study the fundamental features of a range of key financial derivative instruments.

COURSE OUTCOME:

- This subject provides students with knowledge of futures and options products and markets including the structure of the markets, participants and the products used for managing risk and/or trading for profit.
- Students learn the various risk management techniques using futures, options and swaps.
- Students will become aware with regulatory aspects regarding derivative trading.

Module 1:

16 Hrs

Over view of Risk, Risk analysis: Risk Management using futures and forwards differences -valuation of futures, valuation of long and short forward contract. Mechanics of buying & selling futures, Margins, Hedging using futures -specification of futures -Commodity futures, Index futures interest rate futures arbitrage opportunities.

Module 2:

12 Hrs

Risk Management using Swaps: Mechanics of interest rate swaps – volatility of interest rate swaps –Commodity derivatives: commodity futures market-exchanges for commodity futures in India, commissions and regulation-commodities traded – trading and settlements – physical delivery of commodities.

Module 3:

12 Hrs

Risk Management using Options: Types of options, option pricing, factors affecting option pricing – call and put options on dividend and non-dividend paying stocks put-call parity-mechanics of options- stock options- options on stock index- options on futures – interest rate options. Hedging & Trading strategies involving options, valuation of option: basic model, one step binomial model, Black and Scholes analysis, Arbitrage profits in options.

Module 4:

17 Hrs

Interest rate markets-Type of rates, Zero rates, Bond pricing, Determining Zero rates,

Forward rules, Forward rate agreements (FRA), Treasury bond & Treasury note futures, Credit risk-Bond prices and the probability of default, Historical default experience, Reducing exposure to Credit risk, Credit spread options.

Value at Risk (VAR)-Measure, Historical simulation, Model building approach, linear approach, Quadratic model, Monte Carlo simulation, stress testing and back testing, Practical Components

Module 5: (Theory only)

5 Hrs

Over The Counter Derivatives, Overview of ISDA & GMRA, Interest Rate Derivatives and regulatory aspects with regards to derivatives (only Theory)

REFERENCE BOOKS:

1. Risk Management & Insurance – Harrington & Niehaus, 2/e, TMH.
2. Risk Management & Derivative – Shulz, Cengage Learning.
3. Principles of Risk Management & Insurance – George E. Rejda, 11/e, Pearson Education, 2011.
4. Introduction to Derivatives and Risk Management – Don M. Chance, Cenage Learning.

RECOMMENDED BOOKS:

1. Options Futures & Other Derivatives - John C. Hull, 6/e, Pearson Education.
2. Options & Futures- Vohra & Bagri, 2/e, TMH
3. Derivatives- Valuation & Risk Management - Dubofsky & Miller, Oxford University Press, 2005.
4. Financial Derivatives – Mishra V, Excel Books.
5. Derivative and Risk management, Sundaram Janakiram, Pearson, 2011.
6. Financial Derivatives – Mishra V, Excel Books.
7. Derivative and Risk management, Sundaram Janakiram, Pearson, 2011.

3.4 INSURANCE AND RISKMANAGEMENT III SEMESTER M.VOC (B&F)

COURSE OBJECTIVES:

- To familiarize students with the principles and practice of insurance business.
- Allocate insurance premiums based on relative loss experience and/or exposure.
- Risk management's objective is to assure uncertainty does not deflect the endeavor from the business goals.

COURSE OUTCOME:

- This paper aims at providing impetus to the students about insurance and risk operations in India.
- It also provides students basic ideas on thrust areas in insurance and risk management.
- Students understand the various distribution channels of insurance aimed at providing insurance coverage.

Module 1: 10 Hrs

Definition of Risk and Uncertainty, classification of risk, sources of risk – external and internal. Risk management – nature, risk analysis, planning control and transfer of risk, administration of properties of an enterprise, provision of adequate security arrangement. Interface between Risk and Insurance. Risk identification, evaluation and management techniques, risk avoidance, retention and transfer Selection and implementation of techniques various terminology, perils, byclauses and risk covers.

Module 2: 15 Hrs

Principles of Insurance & Insurance contracts Introduction to Life Insurance – Principles of Life Insurance Life Insurance products, pensions and annuities Life Insurance underwriting - need for selection, factors affecting rate of mortality, sources of data, concept of extra morality, numerical methods of undertaking, occupational hazards. Legal aspects of insurance – Concepts of Insurable interest and good faith Indian Contract Act, special features of Insurance contract, Physical, Moral & morale Hazards and their treatment- Insurance laws, Insurance Act, LIC Act, IRDA

Module 3: 12 Hrs

Product development in relation to life insurance design and evaluation – Marketing and Servicing, Tax planning and legal framework Personal Financial Planning and Insurance. Various distribution channels. Claim management – early claims-claim settlement, legal

Module4:

12 Hrs

Introduction to General Insurance – Personal general Insurance products (fire, personal liability, home owners, personal motors, miscellaneous Insurance) Terminology, persists, clauses and covers. Risk assessment, underwriting and rate making- Product design, development and evaluation Special features – Indemnity, subrogation, contribution, Co-Insurance

Module 5:

11 Hrs

Various branches in General Insurance (Brief History) – Marine.- Hull, Cargo and Freight, Fire & Miscellaneous Insurance-Liability, Engineering, professional indemnity, Product Liability, Global Best practices.

RECOMMENDED BOOKS:

1. Sharma, Insurance – Principles and Practice.
2. C.A. Williams, M.I . Smith & P.C. Young, Risk manangement and insurance, Irwin McGraw Hill.
3. Bhir & Limaye, Principles and Practices of Insurance.

REFERENCE BOOKS:

4. Gyandendra Kumar, Handbook of Insurance Laws, Law Publishers, Allahabad.
5. Brij Nanend Singh, New Insurance Law, Universal Law Agency.
6. Dinsdale, Insurance.
7. IRDA,Govt,Publications.
8. Insurance Act.1938.
9. Smith.T.R, Fire Insurance theory and practice.
10. Mishkeri Frederics S, the Economics of Money Banking and Financial Markets.
11. Agarwal, Insurance
12. Consumer Protection Act, Govt. of India Publication.

3.5 BEHAVIORAL FINANCE

III SEMESTER M.VOC (B&F)

COURSE OBJECTIVE:

- To understand the influence of behavioral finance on the investment decisions undertaken by individual and corporate.
- To study the behavioral factors that influence financial market decisions.
- To study the Personality traits and risk attitudes of individuals in different investment avenues.

COURSE OUTCOME:

- To enable the students to understand the essence of judgment and cognitive behavior during investment decisions.
- Students are made aware of emotional mechanism which is essential during finance related decision makings.
- Students learn about various external and internal factors that influence investment decisions.

Module 1

12 hours

Introduction to Behavioral finance – Nature, scope, objectives and application; Investment Decision Cycle: Judgment under Uncertainty: Cognitive information perception - Peculiarities (biases) of quantitative and numerical information perception - Representativeness – Anchoring - Exponential discounting - Hyperbolic discounting

Module 2

10 hours

Utility/ Preference Functions: Expected Utility Theory [EUT] and Rational Thought: Decision making under risk and uncertainty - Expected utility as a basis for decision-making – Theories based on Expected Utility Concept - Investor rationality and market efficiency.

Module 3

14hours

Behavioral Factors and Financial Markets: The Efficient Markets Hypothesis – Fundamental Information and Financial Markets - Information available for Market Participants and Market Efficiency -Market Predictability –The Concept of limits of

Arbitrage Model - Asset management and behavioral factors - Active Portfolio Management: return statistics and sources of systematic underperformance. - Fundamental information and technical analysis – the case for psychological influence.

Module 4

14 hours

Behavioral Corporate Finance: Behavioral factors and Corporate Decisions on Capital Structure and Dividend Policy - Capital Structure dependence on Market Timing -. Systematic approach to using behavioral factors in corporate decision-making. External Factors and Investor Behavior: Mechanisms of the External Factor influence on risk perception and attitudes - Connection to human psychophysiology and emotional regulation Active portfolio management – the source of the systematic underperformance.

Module 5

10 hours

Emotions and Decision – Making: Experimental measurement of risk-related - Measuring Risk - Emotional mechanisms in modulating risk-taking attitude - Neurophysiology of risk taking. Personality traits and risk attitudes in different domains.

Reference Books

- Behavioral Finance: Psychology, Decision-Making, and Markets", by Ackert and Deaves.
- Understanding Behavioral Finance by Ackert→ The Psychology of Investing by John R. Nofsinger, Pearson Prentice Hall, (4th Edition)
- What Investors Really Want - Learn the lessons of behavioral Finance, Meir Statman, McGraw-Hill
- Handbook of Behavioral Finance – Brian R. Bruce
- Behavioral finance - Wiley Finance - Joachim Goldberg, Rüdiger von Nitzsch
- Plous, Scott, 1993, The Psychology of Judgment and Decision Making, Ch 10-15
- Shleifer, Andrei, 2000, Are Financial Markets Efficient?, Chapter 1 in Inefficient Markets, Oxford University Press.
- Ackert, L., and R. Deaves, 2010, Behavioral Finance: Psychology, Decision-Making and Markets, South-Western Cengage Learning, Mason, Ohio.
- Nofsinger, J. R., 2001, Investment Madness, Prentice Hall.

- Mitchell, O. S., and S. P. Utkus, eds., 2004. Pension Design and Structure: New Lessons from Behavioral Finance (Oxford University Press, New York, New York).
- Shleifer, Andrei (2000): Inefficient Markets: An Introduction to Behavioral Finance, Oxford University Press, Oxford.
- Montier, James (2002): Behavioural Finance, John Wiley & Sons, New York.

4.1 COMMODITY DERIVATIVE MARKET

IV SEMESTER M.VOC (B&F)

COURSE OBJECTIVE:

- To provide an insight about the functioning of commodities Derivative markets with respect to derivatives as an underlying asset.
- To determine the factors impacting the commodity prices
- To understand the uses of commodity derivatives

COURSE OUTCOME:

- It enables the student to understand the derivative trading in commodities and its risk management
- Students can understand the mechanism of commodity derivative trading
- Students can analyze the commodity derivative with respect to accounting treatment and taxation

Module 1: Introduction to Commodity Markets **10Hrs**

History of Commodity Trading-Spot and Derivatives Trading in Commodities-Major Commodities Traded in Derivatives Exchanges in India-Participants in Commodity Derivatives Markets-Commodities Trading vis-à-vis Trading in Other Financial Assets-Commodity Markets Ecosystem-Commodity Market Indices-Factors Impacting the Commodity Prices

Module 2: Commodity Futures **10Hrs**

Introduction to Futures-Distinction between Forwards and Futures-Cost-of-Carry-Convergence-Fair Value of a Futures Contract-Convenience Yield-Commodity Futures and Commodity Forwards-Pay-off profile for Futures Contracts-Spot Price Polling

Module 3: Commodity Options **10Hrs**

Introduction to Options-Option Terminology-Pay off Profiles of Options Contracts-Determinants of Option Premium-Options on Commodity Futures

Module 4:Uses of Commodity Derivatives **10Hrs**

Hedging-Long Hedge and Short Hedge Strategy: Using Futures-Speculation-Arbitrage-Spread Trading-Basis-Option Trading Strategies

Module 5 : Clearing Settlement and Risk Management of Commodity Derivatives **10Hrs**

Clearing and Settlement-Delivery Process-Entities Involved in the Clearing and Settlement Process-Premium/Discount-Penalty for Delivery Default by the Seller-Deliveries in the Case of Physical Delivery-Risk Management for Exchange Traded Commodity Derivatives Markets-Position Limits and Computation of Open Position-Salient Features of Risk Containment

Measures-Margin Mechanism.

Module 6: Accounting, Taxation and legal aspects

10Hrs

Important Accounting Aspects related to Trading in Commodity Derivatives-Guidance Note Issued by ICAI on Accounting Treatment of Derivative Transactions-Important Tax Aspects related to Trading in Commodity Derivatives- Regulatory Structure of Commodities Market-Securities Contracts (Regulation) Act, 1956

PRACTICAL COMPONENT OF THE SYLLABUS

- Report on the facilities associated with exotic options.
- Determine the method of arriving at the forward price of a derivative instrument.
- Identify the accounting standards followed with respect to derivative.
- Identify the accounting treatment for derivatives.

BOOKS FOR REFERENCE:

- Commodity Derivatives, Indian Institute of Banking and Finance, MacMillan Publishers India limited, 1st edition 2007
- Derivatives: Valuation and risk management, David.A. Dubofsky and Thomas W. Miller, JR. Oxford University Press, First Indian edition 2007

4.2 CYBER CRIME AND SECURITY IN BANKS AND FINANCIAL INSTITUTIONS

IV SEMESTER M.VOC (B&F)

COURSE OBJECTIVE:

- To make students understand the importance of cyber security in banks and financial institutions.
- To familiarize students about the various kinds of cyber crime with reference to banks and financial institutions.
- To make students understand the basics of cyber forensics, investigation and cyber security.

COURSE OUTCOME:

- To enable students recognize cyber crimes in banks and financial institutions.
- To be able to report cyber crimes in the banking sector.
- To know how to deal with cyber crime problems occurring in banks and financial institutions

Module 1: Cyber Security in Banks

12Hrs

Introduction to Cyber Security, Implementing Hardware Based security, software based firewalls, Security Standards And best practices. Assessing threat levels, penetration Testing security controls. Preventive, Detective and Corrective Controls.

Module 2: Cyber crime and Cyber laws in India

12Hrs

Introduction to Cyber Crime. Channels of Cyber Crime-Stalking, Cyber Squatting, Cyber Extortion, Cyber Cheating. Cyber Warfare, Cyber Terrorism, Phishing and Hacking, Software Piracy, Computer Security-Internet Crime, Internet Fraud, User Failure & causes, Bank Failure-Computer Hackers. Cyber Crime Investigation. Regulatory Compliances, Electronic Transaction and Taxation issues

Module 3: Cyber Fraud and Fraud Management

12Hrs

Fraud Protection Prevention Controls, Detection Controls, Mitigation Controls, Encryption/Decryption. Incidence of Cyber Crimes, Reporting, Investigation, Crime Management, Evidence Collection And Chain of Custody, Cyber Crime Risk Management-Cyber Forensics.

Cyber Forensics Investigation, Digital Evidence Collection, Evidence Preservation, E-Mail Investigation, E-Mail Tracking, IP Tracking, Encryption and Decryption, Password Cracking, Recovering deleted evidence.

Module 4: Accounting frauds, forgery and counterfeiting: 12Hrs

Vulnerability in banks. Bank failure and its impact on the system. Case studies

Module 5: IT security in Banks 12Hrs

Introduction to Data Security, Data Security, Database Security Network. Security Controls and Management, Operating System Security Management, Models. Cryptography, Encryption, Public Key infrastructure (PKI), Key Management, Global initiatives and development

PRACTICAL COMPONENT OF THE SYLLABUS

1. Write a report on cyber security on banks.
2. Present a case study on accounting frauds that have been exposed in the recent past and examine where the system has failed to detect the fraud.
3. Explain the procedure for reporting a cyber crime to the Cyber Crime Police Station, Bangalore.

BOOKS FOR REFERENCE:

1. Verma Amita, Cyber Crimes and Law, Central Law Publications, Allahabad, 2009.
2. Dasgupta M. Cyber Crimes In India – A Comparative Study, Eastern Law House, Kolkata, 2009.
3. Barkha and Mohan Rama U, Cyber Law and Crimes – IT Act 2000 And Computer Crime Analysis, Asia Law House, Hyderabad 2009.
4. Eoghan Casey, Digital Evidence & Computer Crime, Forensic Digital Science, Computer and the Internet, Academic Press Textbook

5. Cyber Crimes and Fraud Management, Macmillan, 2012 Scott Charney, The Internet, Law Enforcement and Security, Internet Policy Institute, 2001
6. Kaptan SS & Choubey NS, E-Indian Banking in Electronic Era, Sarup and Sons.
7. IIBP, Banking Technology, Indian Institute of Bankers Publications.
8. Vasudeva, E-Banking, Commonwealth Publishers, New Delhi.

4.3 GOODS AND SERVICE TAX AND CUSTOMS LAW

IV SEMESTER M.VOC (B&F)

COURSE OBJECTIVES:

- The objective is to equip students with the principles and provisions of Goods and Services Tax (GST), which is implemented from 2017 under the notion of One Nation , One Tax and One Market.
- To provide an insight into practical aspects and apply the provisions of GST laws to various situations.

COURSE OUTCOMES:

- Students get an overview about the various tax regulations related to good and services.
- Students gain knowledge about the taxation procedure and levy under GST.
- Students are able to understand the customs law and its valuation procedure.

Module 1:

08 Hrs

INTRODUCTION TO GOODS AND SERVICES TAX (GST)

Objectives and basic scheme of GST , Meaning –Salient features of GST –Subsuming of taxes – Benefits of implementing GST – Constitutional amendments - Structure of GST (Dual Model) – Central GST –State / Union Territory GST –Integrated GST -GST Council: Structure, Powers and Functions .Provisions for amendments.

Module 2:

06 Hrs

GST ACTS: CGST Act, SGST Act (Karnataka State), IGST Act , Salient features of CGST Act, SGST Act (Karnataka State), IGST Act -Meaning and Definition: Aggregate turnover, Adjudicating authority, Agent, Business, Capital goods, Casual taxable person, Composite supply, Mixed supply, Exempt supply, Outward supply, Principal supply, Place of supply, Supplier, Goods, Manufacture, Input tax, Input tax credit, Person, Place of business, Reverse

charge, Works contract, Casual taxable person, Non-resident person.
Export of goods / services, Import of goods / services, Intermediary, Location of supplier of service, Location of recipient of service.

Module 3: **24 Hrs**

PROCEDURE AND LEVY UNDER GST:

Registration under GST: Persons liable for registration, Persons not liable for registration, Compulsory registration, Deemed registration, Exempted goods and services -Rates of GST. Procedure relating to Levy: (CGST & SGST): Scope of supply, Time of supply of goods and services, Value of taxable supply. Computation of taxable value and tax liability.

Procedure relating to Levy:(IGST):Inter-state supply, intra-state supply, Zero rates supply, Value of taxable supply – Computation of taxable value and tax liability. Input tax Credit: Eligibility, Apportionment, Inputs on capital goods,–Simple Problems on utilization of input tax credit.

Module 4 : **10 Hrs**

ASSESSMENT AND RETURNS: Furnishing details of outward supplies and inward supplies, First return, Claim of input tax credit, Annual return and Final return, Problems on Assessment of tax and tax liability.

Module 5 : **12 Hrs**

Customs Law, introduction, valuation, procedures, baggage courier and postage rules, exemption, remissions, demands, export incentives.

BOOKS FOR REFERENCE:

1. Deloitte: GST Era Beckons, Wolters Kluwer.
2. Madhukar N Hiregange: Goods and Services Tax, Wolters Kluwer.
3. All About GST: V.S Datey - Taxman's.
4. Guide to GST: CA. Rajat Mohan,
5. Goods & Services Tax – Indian Journey: N.K. Gupta & Sunnania Batia, Barat's Publication
6. Goods & Services Tax–CA. Rajat Mohan,
7. Goods & Services Tax: Dr. Sanjiv Agrawal & CA. Sanjeev Malhotra.

8. GST -Law & Practice: Dr. B.G. Bhaskara, Manjunath. N & Naveen Kumar IM,
9. Understanding GST: Kamal Garg, Barat's Publication .

4.4 INTERNATIONAL BANKING AND FOREX MARKET

IV SEMESTER M.VOC (B&F)

COURSE OBJECTIVES:

1. To provide the students an insight about the dimensions of international banking.
2. To create awareness about various institutions facilitating international business.
3. To provide an understanding about the risk in international banks.

COURSE OUTCOME:

1. An understanding of risks in international banking.
2. An overview of Foreign exchange risk and management.
3. Understanding about recent trends in international banking.

Module 1: International Banking:

15 Hrs

Origin and Evolution of International banking – Global trends as reasons for growth of international banking–Definitions – Growth and future prospects of International banking – Need for regulation of international banking in the current scenario. Role of international financial institutions in international business – The World Bank Group – International Bank for Reconstruction and Development (IBRD) – IDA – IFC – MIGA

Module 2: International Banking Operations

10 Hrs

Off-shore financial centres – Rationale – Characteristics of offshore financial centres – Types of offshore centers – Benefit and reasons for growth – Factors of success – Tax Havens – Major Offshore Financial Centres – International Banking facilities – Special Economic Zones (SEZs) – Regulatory concerns.

Module 3: Exchange Rates: 10Hrs

Exchange Rate Systems – Gold and the Bretton woods Systems – Fixed Exchange Rates – Flexible Exchange Rates – Factors which influence the Determination of Exchange Rates – Exchange Control – Objectives and Methods of Exchange Control

Module 4: Foreign Exchange Transactions

15 Hrs

Purchase and Sale Transactions – Spot and Forward Transactions –Ready Exchange Rates – Principal types of Buying Rates – Principal types of Selling Rates – Ready Rates based on Cross Rates.

Module 5: Forward Exchange Contracts

10 Hrs

Factors that Determine Forward Margins – Calculation of Fixed Forward Rates and Option forward Rates – Forward Exchange Rates Based on Cross Rates – Execution of Forward Contract – Cancellation/Extension of Forward Contract – Inter Bank Deals (Theoretical Aspects only)

PRACTICAL COMPONENT OF THE SYLLABUS:

- Write a report on the functioning of Indian based banks in international banking in today's business environment
- Write a report about multinational banks operating in India
- Obtain an application form to open an NRE/NRO account and complete it.
- Explain the Role of RBI in determining the foreign exchange rates in India.
- China's currency affecting Indian markets
- Case study on Nigerian frauds

BOOKS FOR REFERENCE

1. International Banking, Indian Institute of Banking & Finance, First Edition 2010, Macmillan Publishers India Limited.
2. International Banking Operations, Indian Institute of Banking & Finance, First Edition 2010, Macmillan Publishers India Limited.
3. Anti money laundering and know your customer, Indian Institute of banking and Finance, Macmillan Publishers India Limited.
3. C. Jeavanandam: Foreign Exchange Practice and Concepts, Sultan Chand & Sons, New Delhi.
4. Apte P.G. International Financial Management TataMcGraw Hill, New Delhi

4.5 PROJECT APPRAISAL AND FINANCING IV SEMESTER M.VOC (B&F)

COURSE OBJECTIVE:

- To equip the students to be aware of the latest trends in Project Financing
- Critical examination and analytical evaluation of a loan proposal for a project
- To know the purpose of project appraisal and to evaluate a proposed capital investment which is irreversible and involves risk.

COURSE OUTCOME:

- Understand the economics of appraisal, Be in control of their projects from the start, Understand the economics of their projects – and devise the most appropriate model.
- Carry out sensitivity analysis and identify risk, Improve their methods of appraisal and approach.
- Focus on the risk areas and take out risk and control costs before they over –run. Thorough appraisals and risk assessment follow through to success in project management and detailed cost control and project management.

Module 1:

13 Hrs

Introduction to Project Financing: Concept of Project – Capital Expenditure Decisions – Project Development cycle – Project Appraisal. **Lending Institutions:** Schemes offered – Assistance provided – Norms & Procedures followed.

Module 2:

13 Hrs

Financial Projections: Estimating total projects costs – Preparing proforma Income Statement, Balance Sheet & Cash Flow Statement – Evaluating Project Feasibility, Financial Appraisal – Cash flows from Equity Point of View

Module 3:

16 Hrs

Project Management: Concepts of projects – Project Management – Role of Project manager -Advantages of Project management. **Concept & Techniques of Project Planning:** Meaning – Project Planning – Needs – Methodology – Steps & Techniques, Project proposal, projected statements and breakeven analysis

Module 4:

10 Hrs

Project Control & Monitoring: Meaning of Control – Steps, Techniques in Project Control –

Variance Analysis & Performance Analysis. Monitoring meaning – Scope – Designing System – Installing Project Monitoring Cell.

Module 5:

08 Hrs

International Project Management: Introduction – Nature & Risks of International Project Management – Sources of Finance – Requirements for Success.

RECOMMENDED BOOKS:

1. Dr. Prasanna Chandra: *Project Planning, Analysis, Financing, Implementation & Review*, Tata McGraw Hill.

REFERENCE BOOKS:

1. Narendra Singh: *Project Management*. Himalaya Publishing House.
2. Vasanth Desai: *Project Management*. Himalaya Publishing House.
3. *ICFAI* – Text Book on **Project Financing**

4.6 BANKING AND INSURANCE MARKETING

IV SEMESTER M.VOC (B&F)

COURSE OBJECTIVES:

- The objective of this course is to prepare the students to acquire required knowledge and skills for Marketing of Banking products and services.
- The course also looks into various aspects of service quality aspects of Bank Branches.
- To help the student understand the marketing process.

LEARNING OUTCOMES:

- It enables the students to get an overview on banking and Insurance services.
- It helps the students to know the challenges faced by banker.
- It enables the student to get a bird eye view on bank marketing.

Introduction: hours

12

Identification of needs-wants-Demands- Diagnosing various banking environments-Regulatory-cultural-Political-Economic-Public-Societycustomers- Employees- Retail banking in India- Drivers of retail banking Wholesale Banking- Retail banking products overview-customer requirements and -opportunities and challenges in retail banking

Developing Banking Products and Services: hours

14

Meaning, Importance and Functions - Marketing of Services - Product Research & Development - Test Marketing of Bank Products - Product Life Cycle - Product Modification - New Product Development Branding of Bank Products - Pricing of Bank Products and Services - Objectives, Strategies and Methods - Factors Influencing the Pricing Decisions-Importance of Pricing- Deposit pricing-Loan pricing-Pricing of services

Distribution and Promotion:

12 hours

Distribution - Factors Influencing - Direct and Indirect Channels of Bank Products - Physical Distribution - Channel Functions and Services - Role of Electronic Marketing Channels-ATMS-Debit Cards-Credit Cards-POS-Internet Banking-Mobile Banking-Vending Machines-Promotion - Promotion Mix and Role of Promotion in Marketing - Marketing Information Systems

Marketing of insurance product

12 hours

The marketing concept, marketing of insurance product, critical success factors for insurance Players, Distribution channels marketing strategies of insurance players n India.

Insurance intermediaries

10 hours

Distribution of insurance products insurance intermediaries and their functioning, surveyors and loss assessors, third party administrators agents, brokers corporate agent.

PRACTICAL COMPONENT OF THE SYLLABUS:

- Write a report and study the insurance marketing of products.
- Identify the institution focusing on merchant banking service activities in India.
- Write a note on recent trends in merchant banking.
- Do analysis on any 5 cases with relation to merchant bankers.

BOOK FOR REFERENCE:

- 1] Insurance and Risk management, Dr. P.K. Gupta, Himalaya publishing House.
- 2] Insurance- Principles and practices – M.N. Mishra.
3. Lovelock, Christopher. Services Marketing, 7/e. Pearson Education India, 2011.
4. Retail Banking. Indian Institute of Banking and Finance, Macmillan India Ltd (2010/Latest).
5. Arora, Sangeeta. Marketing of Financial Services. Deep and Deep Publications, 2005.
6. Lovelock, Christopher. Services Marketing, 7/e. Pearson Education India, 2011.
7. Buttle, Francis, ed. Relationship marketing: theory and practice. SAGE, (Latest)