

MBA- Banking and Finance

A primary objective of the MBA Banking and Finance is to develop knowledgeable and capable executives to move quickly to key positions in the financial services sector. The programme will provide executive training at an advanced level covering the latest developments in the management of banks and financial services firms. It will also introduce a much stronger practical emphasis focusing on the strategies and financial management of financial firms. This will give a practical insight and skills in a range of strategic and management areas in financial services.

Subject Code	Subject	Credits	Subject Code	Subject	Credits
SEMESTER I			SEMESTER III		
MBA-01	Managerial Tasks and Behavioural Dynamics	5	MBA-13	Research Methodology	5
MBA-02	Corporate Communication and Managerial Economics	5	MBA-14	Total Quality Management	5
MBA-03	Legislative Framework of Business	5	MBA-15	International Business Management	5
MBA-04	Accounting and Taxation for Managers	5	BF-01	Banking Management and Financial Reporting	5
MBA-05	Quantitative Techniques for Managerial Decisions	5	BF-02	Portfolio and Security Analysis	5
MBA-06	Business Development and Entrepreneurship	5	BF-03	Financial Risk Management and Insurance Services	5
SEMESTER II			SEMESTER IV		
MBA-07	Human Asset Management	5	BF-04	Banking Legislation and Regulations	5
MBA-08	Corporate Finance and Services	5	BF-05	International Financial Management	5
MBA-09	Marketing Planning and Management	5	BF-06	Technology and E- Banking for Managers	5
MBA-10	Production Technology and Industrial Engineering	5	BF-07	Financial Institutions and Services Management	5
MBA-11	Information Science for Managers	5	BF-08	Financial Inclusion and Social Banking	5
MBA-12	Strategic Management and Corporate Governance	5	MBA-16	Project Work Viva-Voice	6 3
				Grand Credits	124

SUBJECT CODE: MBA-01**SUBJECT: MANAGERIAL TASKS AND BEHAVIOURAL DYNAMICS**

This course helps to prepare the students to understand the basic application of managerial functions in day to day operations and activities of corporate and business enterprises.

OBJECTIVES:

1. To understand the role and responsibilities of manager
2. To learn the process of management in corporate enterprises.
3. To comprehend the behavior of others and adapt to managerial success.
4. To make the students to equip the necessary changes and developments in an organization.

STRUCTURE OF THE COURSE CONTENT**BLOCK 1 MANAGERIAL FUNCTION AND RESPONSIBILITIES**

- Unit 1: Manager Role, Responsibilities and Tasks
- Unit 2: Managerial Functions and Their Characteristics
- Unit 3: Evolution of Management and Schools of Thought
- Unit 4: Social Responsibilities and Business Ethics & Corporate Governance

BLOCK 2 PLANNING AND ORGANIZING FUNCTION

- Unit 1: Planning Nature, Types and Process
- Unit 2: Decision Making and MBO
- Unit 3: Organizing Principles and Structural Design
- Unit 4: Delegation, Span of Control, Decentralization, Line and Staff Authority

BLOCK 3 DIRECTING, CONTROLLING AND CO ORDINATION

- Unit 1: Directing, Motivating, And Leadership
- Unit 2: Controlling Nature and Techniques
- Unit 3: Co Ordination the Essence of Management
- Unit 4: Contemporary Trends in Management

BLOCK 4 INTRODUCTIONS TO BEHAVIOURAL DYNAMICS

- Unit 1: Evolution, Challenges and Opportunities of Organization Behaviour
- Unit 2: Personality and Behavioural Assessment
- Unit 3: Emotions and Learning
- Unit 4: Perceptions and Stress Management

BLOCK 5 ORGANIZATIONAL BEHAVIOURAL DYNAMICS

- Unit 1: Change Management
- Unit 2: Organizational Climate
- Unit 3: Management of Conflicts
- Unit 4: Organizational Development Interventions

REFERENCE BOOKS:

1. Peter F Druker, Management Tasks and Responsibilities, Truman Talley Books, New York.
2. Stephen P Robbins, Fundamental of Management, Pearson 2003
3. Koontz & Weirich, Essentials of Management, Tata McGraw Hill, New Delhi
4. Stephen P Robbins, Organization Behaviour, Prentice Hall Of India, 6th Edition
5. C B Gupta, Management Principles And Practice, Sultan Chand & Sons, New Delhi
6. L M Prasad, Organization Behaviour, Sultan Chand & Sons, New Delhi
7. Consumer Behaviour- Leon Schiffman, Lesslie Lazar Kanuk-Pearson/PHI,8/E
8. Consumer Behaviour- Hawkins, Best, Coney-TMH,9/e,2004
9. Consumer Behaviour in Indian Perspective – Suja Nair – Himalaya Publishers, 2004
10. Consumer Behaviour- Satish k Batra & S H H Kazmi, Excell Books
11. Customer Relationship Management- Peeru Ahamed & Sagadevan Vikas Publishing

SUBJECT CODE: MBA-02**SUBJECT: CORPORATE COMMUNICATION AND MANAGERIAL ECONOMICS**

This course enables the students to develop their communication and analytical abilities in terms of effective presentation and economic uncertainties by applying modern and contemporary tools and techniques for competitive advantage.

OBJECTIVES

1. To adopt the modern application of communication and presentation of ideas
2. To understand the basic principles of effective correspondence and idea generation.
3. To make the decision and evaluation through application of economic tools and techniques.
4. To equip and adapt the changing and challenging environmental threats and opportunities.

STRUCTURE OF THE COURSE CONTENT**BLOCK 1 CONCEPT OF CORPORATE COMMUNICATION**

Unit 1: Meaning Importance Principles and Objectives Of Communication

Unit 2: Verbal and Non Verbal Communication

Unit 3: Speech & Technical and Non Technical Presentation

Unit 4: Group Discussion, Conference and Interview Techniques

BLOCK 2 APPLICATION OF COMMUNICATION IN BUSINESS

Unit 1: Business Letters: Concept And Introduction

Unit 2: Inquiries, Circulars, Quotation, Order, and Acknowledgement

Unit 3: Complaints, Collection, Memos, Minutes and Resume Preparation

Unit 4: Banking, Insurance, and Sales Correspondences

BLOCK 3 INTRODUCTIONS TO MANAGERIAL ECONOMICS

Unit 1: Managerial Economics Role and Responsibilities

Unit 2: Law of Demand and Elasticity Of Demand

Unit 3: Utility Analysis and Indifference Curve

Unit 4: Demand Forecasting and Demand Distinctions

BLOCK 4 PRODUCTIONS, COST AND MARKET STRUCTURE

Unit 1: Production Functions and Laws of Returns

Unit 2: Cost Functions and Marginal Cost Theory

Unit 3: Market Structure and Price Determination

Unit 4: Pricing Strategies and Techniques

BLOCK 5 ENVIRONMENTAL ASSESSMENTS AND DIAGNOSIS

Unit 1: Corporate Environment and Assessment

Unit 2: Indian Economic Environment

Unit 3: International Trade and Trends

Unit 4: Money, Banking, Inflation and Business Cycles

REFERENCE BOOKS

1. Rajendrapal, Korlahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi,
2. Peterson Lewis, Managerial Economics, Prentice Hall of India, New Delhi, 2002
3. Varshney & K L Maheshwari, Managerial Economics, Sultan Chand & Sons, New Delhi
4. N S Raghunathan & B Santhanam, Business Communication, Margham Publication, Chennai.

5. Business Communication - Asha Kaul (2000), New Delhi, Prentice Hall of India
6. Effective Business Communication - Murphy and Hildebrandt (1991),
New York: McGraw Hill
7. Communication in India : Some Observations and Theoretical
implications - J.S. Yadava, IIMC
8. Communication Theory: Eastern and Western perspective- Lawrence D.

SUBJECT CODE: MBA-03**SUBJECT: LEGISLATIVE FRAMEWORK OF BUSINESS**

This course presents the rules and conduct of business in terms of legislative framework. This study helps the manager to lead the business in a smooth and orderly manner as per the legal prescription by the Indian Government.

OBJECTIVES

1. To understand the nature of laws governing the Indian business.
2. To understand the economic and labour laws pertaining to corporate perspectives.
3. To govern the business as per the legislative requirements.
4. To examine the recent requirements of the government from the business.

STRUCTURE OF THE COURSE CONTENT**BLOCK 1 ELEMENTS OF BUSINESS LEGISLATION**

- Unit 1: The Contract Act 1872, And Their Special Contracts
- Unit 2: Indian Partnership Act 1932
- Unit 3: Sale of Goods Act 1930
- Unit 4: Negotiable Instruments Act 1881

BLOCK 2 ELEMENTS OF ECONOMICS LEGISLATION

- Unit 1: Information Technology Act 2000
- Unit 2: The Consumer Protection Act 1986
- Unit 3: The Environment Protection Act 1986
- Unit 4: Competition Law 2002
- Unit 5: Intellectual Property Tax Laws

BLOCK 3 BANKING AND INSURANCE LAWS

- Unit 1: The Banking Regulation Act 1949
- Unit 2: The Reserve Bank of India Act 1934
- Unit 3: The Insurance Act and IRDA Regulations

BLOCK 4 LABOUR LEGISLATION

- Unit 1: Factories Act 1948 & Workmen Compensation Act 1923
- Unit 2: Employee State Insurance Act 1948 & EPF and Miscellaneous Provisio`n Act 1952
- Unit 3: Industrial Disputes Act 1947 & Trade Union Act 1926
- Unit 4: The Minimum Wages Act 1948 & the Payment of Wages Act 1936
- Unit 5: The Payment Of Bonus Act 1965 & The Payment Of Gratuity Act 1972.

BLOCK 5 CORPORATE LEGISLATION

- Unit 1: The Indian Companies Act 1956
- Unit 2: The Securities Contracts and Regulation Act 1956
- Unit 3: sebi rules

REFERENCE BOOKS

1. N D Kapoor, elements of merchantile law, sultan chand & sons, New Delhi.
2. Essential bare acts
3. Majumdar, G k Kapoor, corporate laws and secretarial practice, taxmann publication, new delhi
4. M tannan, banking law and practice,
5. Business Law – S.S. Gulshan

6. Saravanavel & Sumathi- Business Law for Management – HPH
7. M C Kuchhal -Business Law -Vikas, 4/e, 2005
8. BARE ACTS -
 - Indian Contract Act 1872
 - Negotiable Instruments Act 1881
 - Indian Partnership Act 1932
 - Foreign Exchange Management Act 1999
 - Sale Of Goods Act 1930
 - Consumer Protection Act 1986
 - Information Technology Act 2000
 - Companies Act 1956
 - Environmental Protection Act 1986
 - Right To Information Act

SUBJECT CODE: MBA-04**SUBJECT: ACCOUNTING AND TAXATION FOR MANAGERS**

This course enables the students to acquaint the knowledge of application of accounting and financial process of organization framework. It also enables to assess and evaluate the financial results for future organization.

OBJECTIVES

1. To understand the basic ideology of recording, classifying and summarizing financial records.
2. To assess and diagnose the financial condition and position of business results.
3. To apply the costing and managerial tools and techniques for decision making.
4. To ensure the tax laws governing the business conditioning and regulation.

STRUCTURE OF THE COURSE CONTENT**BLOCK 1 BASIC ACCOUNTING CONCEPTS AND PRINCIPLES**

- Unit 1: Accounting Principles and Theory
- Unit 2: Indian Accounting Standards
- Unit 3: Users of Accounting Information and Accounting Equation
- Unit 4: Double Entry Principles – Journal, Subsidiary Books, Ledger and Trial Balance

BLOCK 2 FINANCIAL STATEMENTS ANALYSIS

- Unit 1: Financial Statements – Corporate and Non Corporate Bodies
- Unit 2: Financial Statement Analysis and Ratio Analysis
- Unit 3: Funds Flow and Cash Flow Analysis

BLOCK 3 COST ACCOUNTING

- Unit 1: Elements of Cost and Cost Statement
- Unit 2: Marginal Costing and Break Even Analysis
- Unit 3: Budgeting and Budgetary Techniques
- Unit 4: Standard Costing and Variance Analysis

BLOCK 4 MANAGEMENT ACCOUNTING

- Unit 1: Long Term Investment Appraisal
- Unit 2: Costing For Decision Making
- Unit 3: Process and Service Costing
- Unit 4: Responsibility Accounting and Transfer Pricing

BLOCK 5 TAXATION FOR MANAGEMENT

- Unit 1: Taxation Principles and System
- Unit 2: Direct Taxation: The Income Tax Act 1961 and Wealth Tax Act
- Unit 3: Indirect Taxation: Central Excise, Central Customs and Sales Tax Act
- Unit 4: service tax

RECOMMENDEND TEXT BOOKS

1. M C Shukla, T S Grewal, S C Gupta, Advanced Accounts, Sultan Chand & Company, New Delhi
2. Saxena & Vashist, Cost and Management Accounting, Sultan Chand & Sons, New Delhi
3. S P Jain and K L Narang Advanced Accountancy, Kalyani Publishers, New Delhi.
4. Vinod K Singhania, Kapil Singhania, Direct Tax Laws, Tax Mann Publications,
5. V S Datey, Indirect Taxation, Taxmann Publications. New Delhi.
6. Cost Accounting - Khan & Jain
7. Management Accounting 3rd Ed. - Khan & Jain
8. Theory & Problems in Management & Cost Accounting - Khan & Jain
9. Cost Accounting - Jawaharlal

SUBJECT CODE: MBA-05

SUBJECT: QUANTITATIVE TECHNIQUES FOR MANAGERIAL DECISIONS

This course presents the various statistical and optimization models for managerial application

OBJECTIVES

1. To understand the fundamentals of the quantitative techniques and tools
2. To learn the optimal allocation of resources by mathematical modeling,
3. To estimate the likelihood of chances and probability application in business.
4. To evaluate the resources availability and utility by resource optimization and allocation techniques.

STRUCTURE OF THE COURSE CONTENT

BLOCK 1 BASIC STATISTICAL ANALYSIS

Unit 1: Meaning Of Statistics, Data Types and Collection

Unit 2: Tables, Graphs and Frequency Distribution

Unit 3: Measures of Central Tendency, Variation and Skewness

Unit 4: correlation and regression

BLOCK 2 THEORIES OF PROBABILITY AND DECISION MAKING

Unit 1: Theory of Probability and Probability Distribution

Unit 2: test of hypothesis – t test, f test and chi square test.

Unit 3: Statistical Decision Making

Unit 4: Time Series and Index Numbers

BLOCK 3 RESOURCE OPTIMIZATION TECHNIQUES - I

Unit 1: Operation Research and Linear Programming – Meaning and Uses

Unit 2: Graphical Method

Unit 3: Simplex Method

Unit 4: dual programming

BLOCK 4 RESOURCE OPTIMIZATION TECHNIQUES - II

Unit 1: Assignment

Unit 2: Transportation

Unit 3: Inventory Models

Unit 4: Replacement and Sequence Analysis

BLOCK 5 RESOURCE OPTIMIZATION TECHNIQUES - III

Unit 1: game theory

Unit 2: queuing theory

Unit 3: pert and cpm

Unit 4: simulation

REFERENCE BOOKS

1. Richard L Levin & David S Rubin, Statistics for Management,
2. S P Gupta, Statistical Methods, Sultan Chand & Sons, New Delhi
3. U K Srivatsava, G V Shenoy, S C Sharma, Quantitative Techniques for Managerial Decision, Prentice Hall Of India, 2nd Edition,
4. V K Kapoor, Operation Research, Sultan Chand & Sons, New Delhi.
5. Statistics and Quantitative Techniques - M.G.Dhaygude
6. Operations Research - V.K.Kapoor
7. Operations Research - J.K.Sharma
8. Quantitative Techniques - N.D.Vohra
9. Introduction to Operations Research – Hiller
10. Introduction to Operations Research - Gillett

SUBJECT CODE: MBA-06

SUBJECT: BUSINESS DEVELOPMENT AND ENTREPRENEURSHIP

The purpose of this course is to provide a strong theoretical framework for business innovation, development and growth issues for initiation of new business ideas. It also helps to develop the skills to start a new venture and becomes entrepreneur in future career.

OBJECTIVES:

1. To prepare a groundwork for business creation, development and initiation.
2. To build the necessary caliber and competencies for running and conducting new business.
3. To help the students to prepare desirable and feasible project report for business project.
4. To create new ideas for successful entrepreneurship and launching technical know how in a pragmatic business application.

STRUCTURE OF THE COURSE CONTENT

BLOCK I BUSINESS INNOVATION AND CREATIVITY

- Unit 1: Skills and Styles of Innovation and Creativity
- Unit 2: Creative Organization
- Unit 3: Functional Innovation
- Unit 4: Personal Innovation and Self Awareness Plan

BLOCK II ENTREPRENEURSHIP

- Unit 1: Role and Functions of Entrepreneurs
- Unit 2: Entrepreneurial Competencies and Culture
- Unit 3: Entrepreneurial Motivation and Performance
- Unit 4: Women and Social Entrepreneurship

BLOCK III BUSINESS IDEAS

- Unit 1: Sources of Business Ideas
- Unit 2: Business Planning and Measurement of Success
- Unit 3: Commencement of Internet Business
- Unit 4: Presentation of Feasibility Report

BLOCK IV ENTREPRENEURIAL TRANSITIONS

- Unit 1: Entrepreneurial Growth and Management Structure
- Unit 2: Legal and Intellectual Property Issues
- Unit 3: Venture Capital and Entrepreneurial Finance
- Unit 4: Crisis and Symptoms of Business Failures

BLOCK V INSTITUTIONAL FRAMEWORK OF ENTREPRENEUR

- Unit 1: Role of Government for Promotion of Entrepreneur
- Unit 2: Agencies for Entrepreneurship Development
- Unit 3: Turnaround Strategies and Rehabilitation Measures
- Unit 4: Global Entrepreneurship

REFERENCE BOOKS:

1. Bellon Whittington, "Competing Through Innovation", Prentice.
2. Peter F Drucker, "Innovation and Entrepreneurship"
3. Vasant Desia, Management of Small Scale Enterprise, Himalaya Publishing House, New Delhi.
4. J C Verma and Gurpal Singh, Small Business and Industry – A Handbook for Entrepreneurs, Sage Publications, New Delhi.
5. Brandt, Steven C., The 10 Commandments for Building a Growth Company, Third Edition, Macmillan Business Books, Delhi, 1977

6. Bhide, Amar V., The Origin and Evolution of New Businesses, Oxford University Press, New York, 2000.
7. Desai, Vasant, Small Scale Enterprises Vols. 1-12, Mumbai, Himalaya Publishing House. (Latest edition).
8. Dollinger, Mare J., Entrepreneurship: Strategies and Resources, Illinois, Irwin, 1955.
9. Holt, David H., Entrepreneurship: New Venture Creation, Prentice-Hall of India, New Delhi, latest Edition.

SUBJECT CODE: MBA-07**SUBJECT: HUMAN ASSET MANAGEMENT**

This course will help the students to explore, recognize and analyse the multiple paradoxes related to the study and application of human resource as an asset in an organization. This course will help the students to understand the basic nature, functions, activities, operations and complexities of human resource management in the corporate realm.

OBJECTIVES:

1. To introduce conceptual and theoretical foundations of human resource management.
2. To aware the importance of human and recognize as an asset in an organization.
3. To acquire the skills of interaction and execution of managerial duties with the help of human resources.
4. To understand the values and utilities of human resources in an competitive environment.

STRUCTURE OF THE COURSE CONTENT**BLOCK 1: HUMAN RESOURCE – INTRODUCTORY PERCEPTION**

Unit 1: Human resource management – concept, scope, objectives, philosophy and trends

Unit 2: Functions organization and environment of human resource management

Unit 3: HRM models, theories, approaches and fish bone diagram approach

BLOCK 2: PROCUREMENT AND ACQUISITION OF HUMAN RESOURCES

Unit 1: Human Resource Planning, Inventory and Forecasting Techniques

Unit 2: Job Analysis and Employment Security

Unit 3: Recruitment, Selection, Placement, Induction and Socialization

BLOCK 3: DEVELOPMENTS OF HUMAN RESOURCES

Unit 1: Employee Training

Unit 2: Executive Development and Managerial Growth

Unit 3: Career Planning and Management

Unit 4: Promotion, Transfer and Separation

Unit 5: Performance Appraisal and Merit Rating

BLOCK 4: WAGES AND SALARIES ADMINISTRATION

Unit 1: Theory of wages and job evaluation

Unit 2: Pay plans and executive compensation

Unit 3: Performance and financial incentives

Unit 4: Benefits and services and employee commitment

BLOCK 5 : MAINTENANCE OF HUMAN RESOURCES

Unit 1: Discipline Administration, Grievances and Industrial Relations

Unit 2: Collective Bargaining and Trade Unionism

Unit 3: Employee Health, Safety and Security Welfare Measures

Unit 4: Human Resource Audit, Accounting, Report and Information System

Unit 5: Human Resource Empowerment

REFERENCE BOOKS

1. David A Decenzo & Stephen P Robbins, Personnel/Human Resource Management, Prentice Hall of India Ltd. Pearson.
2. N G Nair & Latha Nair, Personnel Management and Industrial Relations, Sultan Chand And Company New Delhi.

3. C B Mamaria and Mamaria, Personnel Management,
4. P C Tripathy, Human Resource Development, Sultan Chand & Sons, New Delhi
5. C B Gupta, Human Resource Management, Sultan Chand & Sons, New Delhi.
6. Chopra, S, and P. Meindl, 2004, *Supply Chain Management ? Strategy, Planning and Operation*, 2nd edition, Pearson Education (ISBN 81-297-0172-3).
7. Sople, V. V. (2004). Logistics Management: Supply Chain Imperatives, New Delhi: Pearson Education.
8. Verma M.M., Materials Management, New Delhi, S. Chand & Sons
9. Raghuram, G. and N. Rangaraj, 2000, *Logistics and Supply Chain Management: Cases and Concepts*, Macmillan, New Delhi

SUBJECT CODE: MBA-08

SUBJECT: CORPORATE FINANCE AND SERVICES

This course ensures to acquaint the students with the broad and contemporary framework of financial decision making in a corporate strategic business unit. This course also imbibes the modern tools and techniques of analytical information of finance.

OBJECTIVES:

1. To familiarize the changing environment of acquisition, allocation and distribution of financial resources.
2. To learn the importance of new tools and techniques of financial evaluation and decision variables.
3. To develop the skills of application of financial theories in the corporate market.
4. To aware the services and infrastructural facilities of financial system and markets.

STRUCTURE OF THE COURSE CONTENTS

BLOCK 1 CORPORATE FINANCE AND VALUATION CONCEPTS

- Unit 1: Corporate finance functions, scope, goals, organization and activities
- Unit 2: Concepts of valuation and return
- Unit 3: Portfolio theory, CAPM and Risk Diversification
- Unit 4: Corporate financial policy & strategy and shareholder value creation

BLOCK 2 ACQUISITIONS OF CORPORATE FINANCIAL RESOURCES

- Unit 1: Avenues of Short Term Fund Procurement
- Unit 2: Avenues of Long Term Fund Procurement
- Unit 3: Avenues of International Fund Procurement
- Unit 4: Indian and International Financial Environment

BLOCK 3 ALLOCATIONS OF CORPORATE FINANCIAL RESOURCES

- Unit 1: Investment Analysis and Capital Budgeting Process
- Unit 2: Cost of Capital and Leverage Analysis
- Unit 3: Capital Structure Theories and Debit Analysis
- Unit 4: Dividend Policy and Theories

BLOCK 4 CORPORATE FINANCIAL SYSTEMS

- Unit 1: Banking System in India
- Unit 2: Development banks
- Unit 3: Money market and capital market operations and their recent trends

BLOCK 5 CORPORATE FINANCIAL SERVICES

- Unit 1: Mutual funds and derivatives
- Unit 2: Merchant banking and corporate counseling
- Unit 3: Housing, leasing, consumer and export finance
- Unit 4: Factoring, venture capital, credit rating and depositories

REFERENCE BOOKS:

1. Van Horne, Financial Management and Policy, Prentice Hall of India Ltd.
2. I M Pandey, Financial Management, Vikas Publishing House, New Delhi
3. S N Maheshwari, Management Accounting and Financial Control, Sultant Chand & Sons, New Delhi
4. S Gurusamy, Financial Services, Vikas Publishing House, New Delhi
5. B Santhanam, Financial Services, Margham Publications, Chennai.
6. Saunders, Anthony, *Financial Markets and Institutions: A Modern Perspective*
7. Assigned Articles (provided in class and on blackboard)
8. The Wall Street Journal
9. Financial Calculator (TI BA II Plus Recommended)

SUBJECT CODE: MBA-09**SUBJECT: MARKETING PLANNING AND MANAGEMENT**

This course presents the ideas of understanding market, marketing, marketing planning, organizing and controlling aspects in the current scenario. This study helps the modern marketers to arrange the resources strategically according to changing marketing needs and requirements.

OBJECTIVES:

1. To understand the fundamental concepts and approaches of marketing
2. To learn the buyer behavior and marketing segmentation
3. To familiarize the 4p's in marketing system
4. To learn about the market and marketing analysis.

STRUCTURE OF THE COURSE CONTENTS**BLOCK 1 MARKETING CONCEPTS AND TASKS**

- Unit 1: Customer value satisfaction and marketing tasks
- Unit 2: Digitalization, customization and e marketing
- Unit 3: Market and marketing research and information system
- Unit 4: Concept, approaches and functions of marketing

BLOCK 2 MARKETING STRATEGIC PLANNING

- Unit 1: Marketing Action Plans
- Unit 2: Strategic Marketing Process
- Unit 3: Marketing Audit and Evaluation System
- Unit 4: Marketing Models and Competitor Analysis

BLOCK 3 MARKETING PROGRAMMES

- Unit 1: Consumer Behavior
- Unit 2: Marketing Segmentation
- Unit 3: Services Marketing
- Unit 4: Marketing Ethics and Legislation

BLOCK 4 PRODUCT MANAGEMENT

- Unit 1: Meaning policy and development of product
- Unit 2: Product line strategy
- Unit 3: Product identification branding and packaging
- Unit 4: Pricing of products

BLOCK 5 MARKETING COMMUNICATION MANAGEMENT

- Unit 1: Sales Promotion Tools and Techniques
- Unit 2: Advertising
- Unit 3: Management of physical distribution
- Unit 4: Sales force management

REFERENCE BOOKS

1. Philip Kotler, Marketing Management Analysis, Planning and Control, Prentice Hall.
2. Guiltman J P & Gordon W P , Marketing Management Strategies & Programmes, Mc Graw Hill, New York.
3. Ramasamy & Namakumari, Marketing Management Planning, Control And Implementation, Macmillan India
4. SA Sherleker, Marketing Management, Vikas Publications.
5. S Jayachandran, Marketing Management, Tata Mc Graw Hill, 2003.

6. Border, N.H. and: Advertising Management-Text and Cases,
Marshall, W.V Richard D. Irwin Inc. 1967.
7. Howard. J.M. : Consumer Behaviour in Marketing Strategies, Prentice Hall, 1989.
8. Montgomery, D.B.: Management Science in Marketing,
& Urban. G.L. Prentice Hall, 197

SUBJECT CODE: MBA-10**SUBJECT: PRODUCTION TECHNOLOGY AND INDUSTRIAL ENGINEERING**

This course focuses on basic managerial issues arising in the production and operations of both manufacturing and service industries. The objectives are to familiarize students with the problems and issues confronting production technology managers and to introduce language, conceptual models, and analytical techniques that are broadly applicable in confronting such problems.

OBJECTIVES:

1. To address rapid changes in technology application to production and industrial engineering management
2. To focus on some fundamental concepts and techniques of production system
3. To provide some significant background of pragmatic implementation of technology in managerial decision making.
4. To emphasize the theory of work design, product development, order delivery and customer service through by business process.

STRUCTURE OF THE COURSE CONTENT**BLOCK 1: TECHNOLOGY OF PRODUCTION TECHNIQUES**

- Unit 1: Meaning and implication of technology
- Unit 2: Technology forecasting
- Unit 3: Machine tools process technology
- Unit 4: FMS, JIT, MRP –I, MRP-II and advanced techniques

BLOCK 2: PRODUCTION PLANNING

- Unit 1: Integrated Production Planning System
- Unit 2: Procurement Planning and Inventory Policy
- Unit 3: Scheduling and Optimization
- Unit 4: Production Monitoring System

BLOCK 3: PRODUCTION DESIGN AND ECONOMICS

- Unit 1: Facilities Location and Layout
- Unit 2: Capacity and Work System Design
- Unit 3: Management Information System for Production Technology
- Unit 4: Maintenance and Waste Management

BLOCK 4: PRODUCTIVITY

- Unit 1: Measurement of productivity
- Unit 2: Work study and sampling
- Unit 3: Cost reduction and value analysis
- Unit 4: Cost and financial impact of operational activities

BLOCK 5: INDUSTRIAL ENGINEERING

- Unit 1: Quality assurance
- Unit 2: Methods of engineering and ergonomics
- Unit 3: Manufacturing Automation
- Unit 4: Materials Handling
- Unit 5: Stores and Purchase Management

REFERENCE BOOKS

1. Adam & Ebert, Production and Operation Management, Prentice Hall
2. Op Khanna, Industrial Engineering And Management, Dhanbat Rai & Sons, New Delhi

3. T Hill, Production/Operation Management, Prentice Hall, London
4. Berk J and Berk S, Total Quality Management, Implementing Continuous Improvement, Excel Books, New Delhi.
5. Chary S N, Production and Operation Management, Tata Mcgraw Hill, New Delhi.
6. Willie Harruner, Occupational Safety Management and Engineering, latest edition. Prentice-Hall. ISBN 0-13-629437-5.
7. M.S. Sanders, Human Factors in Engineering and Design, 7th Edition. McGraw-Hill, 1993.
8. R.S. Bridger, Introduction to Ergonomic. McGraw-Hill, ISBN 0-07-007741-X.
9. Laudon & Laudon, Management Information Systems: A Contemporary Perspective, latest edition. MacMillan, 1991.

SUBJECT CODE: MBA-11**SUBJECT: INFORMATION SCIENCE FOR MANAGERS**

The purpose of this course is to present the fundamentals of the computer, data processing techniques, and concepts of e mail, e commerce and tele working. It helps the modern manager to process business applications in payroll generation, bill generation, e commerce and e communication or complicated decision making in computerized environment.

OBJECTIVES:

1. To know the development of computer & communication technology and its application in managerial decision making.
2. To learn the concept and need of system development in managerial work
3. To understand the impact of information technology in corporate environment.
4. To assess the changes and requirements of business appraisal in terms of information technology.

STRUCTURE OF THE COURSE CONTENT**BLOCK 1: COMPUTER SYSTEM**

- Unit 1: Computer and data processing
- Unit 2: Computer peripherals and hardware
- Unit 3: Operating system an introduction
- Unit 4: Selection and analysis of computer system

BLOCK 2 : MANAGEMENT INFORMATION SYSTEM

- Unit 1: Structure and Development of MIS
- Unit 2: Prerequisites and Installation of MIS
- Unit 3: MIS Reports
- Unit 4: Computer Based MIS

BLOCK 3: COMPUTER APPLICATIONS IN BUSINESS

- Unit 1: electronic data processing system and flow charts
- Unit 2: computer application in accounting
- Unit 3: computer application in inventory control
- Unit 4: computer application in payroll

BLOCK 4: SYSTEM ANALYSES AND DESIGN

- Unit 1: System development phases
- Unit 2: Master development plan
- Unit 3: System documentation
- Unit 4: System implementation

BLOCK 5 DATA PROCESSING

- Unit 1: Data Representation
- Unit 2: Data processing resources
- Unit 3: Data processing standards and documentation
- Unit 4: Data processing and EDP environment

REFERENCE BOOKS

1. Davis Gordon B & Olson Margrethe H, Management Information System Tata Mc Graw Hill International Edition
2. Mundick Robert G, Ross, Joel E and Claggett, James R, Information Systems for Modern Management, Prentice Hall of India. New Delhi.
3. V K Kapoor, Information Technology and Computer Application, Sultan Chand & Sons, New Delhi.
4. Analysis and Design of Information Systems, Rajaraman, Prentice Hall

5. Decision Support Systems and Intelligent Systems, Turban and Aronson, Pearson Education Asia
6. Management Information Systems, Schulthesis, Tata McGraw Hill
7. Management Information Systems - Sadagopan, Prentice Hall
8. Management Information Systems - Jayant Oke

SUBJECT CODE: MBA-12**SUBJECT: STRATEGIC MANAGEMENT AND CORPORATE GOVERNANCE**

This course helps the students to craft a strategy and choose a superior competitive position by analyzing and exploring conceptual frameworks and models to gain practical knowledge and application in management and execution arena.

OBJECTIVES:

1. To identify and choose the best strategy for competitive advantage
2. To explore models and paradigms for strategic insights.
3. To assess the critical conditions and challenging puzzles in business.
4. To incorporate the best governance practice in the world of corporate business.

STRUCTURE OF THE COURSE CONTENT**BLOCK I INTRODUCTION TO STRATEGY**

- Unit 1: What Is Strategy And Strategic Management?
- Unit 2: Strategic Management Process and Models
- Unit 3: Role of Top Management and Board Of Directors
- Unit 4: Strategic Intent

BLOCK II RESOURCES DYNAMICS

- Unit 1: Scanning and Diagnosis of Environment
- Unit 2: Strategic Advantage Profile
- Unit 3: Corporate and Industry Analysis
- Unit 4: Business Level Strategies

BLOCK III STRATEGIC IMPLEMENTATION AND CONTROL

- Unit 1: Strategic Choice and Analysis
- Unit 2: Strategic Implementation
- Unit 3: Strategic Control and Audit
- Unit 4: International Strategic Issues

BLOCK IV BUSINESS ETHICS

- Unit 1: Concept of Business Ethics
- Unit 2: Value Based Organizations
- Unit 3: Discriminatory and Prejudicial Employee Practice
- Unit 4: Ecological Consciousness

BLOCK V CORPORATE GOVERNANCE

- Unit 1: Overview of Corporate Governance
- Unit 2: Directorial Competence and Board Effectiveness
- Unit 3: Disclosure and Investor Protection
- Unit 4: Corporate Reputation, Legitimacy and Crime

REFERENCE BOOKS:

1. Arthur A Thompson A J Strickland John E Gamble Arun K Jain Crafting And
2. Executing Strategy Concepts And Cases Tata Mcgraw- Hill Publishing 2006
3. Azhar Kazmi Business Policy And Strategic Management Tata Mcgraw- Hill Publishing 2002
4. Francis Cherunilam Strategic Management Himalaya Publishing House 1998
5. John A Pearce Richard B Robinson Strategic Management Tata Mcgraw- Hill Publishing 2005
6. M.Jeyarathnam Business Policy And Strategic Management Himalaya Publishing House 2007
7. Bhatia S K, Business Ethics And Managerial Values, Deep And Deep Publication, 2001.
8. Manual G Valasquez, Business Ethics – Concepts and Cases, Pearson Education, 2002.
9. N. Gopalasamy, Corporate Governance, Wheeler Publishing, 1998.

SUBJECT CODE: MBA-13

SUBJECT: RESEARCH METHODOLOGY

This course enables the students to apply the theoretical knowledge in the pragmatic corporate environment to identify the solution to various managerial difficulties and complexities. This course presents the basic concepts and theories of research to choose the optimal decision in managerial problems.

Objectives:

1. To understand the basics of research methods in managerial and corporate areas.
2. To learn the techniques of assessment and evaluation of research design for managerial paradigm.
3. To aware the various methods of data analysis and application in its decision making.
4. To learn the format and presentation of research report

Structure of the course content

BLOCK I RESEARCH AN INTRODUCTION

- Unit 1: Meaning and Types Of Research
- Unit 2: Research Process
- Unit 3: Problem Identification
- Unit 4: Research Design

BLOCK II SAMPLING DESIGN

- Unit 1: Meaning and Steps in Sampling
- Unit 2: Types of Sampling
- Unit 3: Data Collection
- Unit 4: Data Processing

BLOCK III TESTING OF HYPOTHESIS

- Unit 1: Meaning, Sources and Types of Hypothesis
- Unit 2: Parametric Test of Hypothesis
- Unit 3: Non Parametric Test of Hypothesis
- Unit 4: Techniques of Measurement and Scaling

BLOCK IV DATA INTERPRETATION AND REPORT PRESENTATION

- Unit 1: Meaning of Interpretation
- Unit 2: Report Meaning and Types
- Unit 3: Presentation of Report
- Unit 4: Mechanics of Writing of Research Report

BLOCK V SOFTWARE APPLICATION OF RESEARCH

- Unit 1: SPSS Application for Research Methodology
- Unit 2: MS- Excel Application for Research Methodology

REFERENCE BOOKS

1. C R Kothari, Research Methodology,
2. Donald R Cooper, And Pamela S Schindler, Business Research Methods, Tata Mcgraw Hill, New Delhi.
3. Rao K V, Research Methods for Management and Commerce, Sterling Publications.
4. P C Tripathy, Research Methods for Social Sciences, Sultan Chand & Sons, New Delhi.
5. Uma Sekeran, Research Methods for Business, Wiley Publications.
6. Cooper and Schindler - Business Research Methods (Tata Mc Graw Hill, 9th Edition)
7. Saunders - Research Methods for Business students (Pearson Education, 2nd Edition, 2007)
8. Panneer Selvam - Research Methodology (Prentice Hall of India, Edition 2008)
9. Gravetter - Research Method for Behaviourial Sciences (Cengage Learning)

SUBJECT CODE: MBA-14**SUBJECT: TOTAL QUALITY MANAGEMENT**

This course provides in depth understanding of problems and issues in total quality management. It also incorporates the managerial reasoning and analyzing in order to derive an appropriate course of action by focusing quality in products and services.

OBJECTIVES:

1. To understand the quality implication in business set up.
2. To ensure the principles and tools used in total quality management.
3. To create an awareness about the quality certification process.

STRUCTURE OF THE COURSE CONTENT**BLOCK I CONCEPT OF QUALITY MANAGEMENT**

- Unit 1: Concept, Principles and Role of TQM Implementation.
- Unit 2: Quality Control Techniques
- Unit 3: Cost of Quality
- Unit 4: Kaizen and Continuous Improvement

BLOCK II PRINCIPLES OF TQM

- Unit 1: Customer Specification and Perception
- Unit 2: Employee Involvement and Retention
- Unit 3: Supplier Relationship Movement
- Unit 4: Service Quality

BLOCK III QUALITY ANALYSES

- Unit 1: Introduction to Statistics
- Unit 2: Statistical Control Charts
- Unit 3: Probability Estimation
- Unit 4: Measurement of Reliability and Sampling
- Unit 5: Experimental Designs

BLOCK IV QUALITY SYSTEMS

- Unit 1: ISO 9000
- Unit 2: Six Sigma
- Unit 3: Certification Requirements
- Unit 4: Standards for Quality

BLOCK V BENCHMARKING AND QUALITY CIRCLE

- Unit 1: Introduction to Benchmarking
- Unit 2: Quality function Deployment
- Unit 3: Quality Circle
- Unit 4: Quality Awards

REFERENCE BOOKS:

1. James Evans and William M Lidsay, The Management and Control of Quality, Thomson Learning, 2002
2. Narayana V and N S Sreenivasan, Quality Management-Concepts and Tasks, New Age International, 1996.
3. Shailendra Nigam, Total Quality Management, Excel Books, New Delhi.
4. James R.Evans & William M.Lidsay, The Management and Control of Quality, (5th Edition), South-Western (Thomson Learning), 2002 (ISBN 0-324-06680-5).
5. Feigenbaum.A.V. "Total Quality Management, McGraw-Hill, 1991.
6. Oakland.J.S. "Total Quality Management Butterworth – Heinemann Ltd., Oxford. 1989.
7. Zeiri. "Total Quality Management for Engineers Wood Head Publishers, 1991.
8. Feigenbaum.A.V. "Total Quality Management, McGraw-Hill, 1991.

SUBJECT CODE: MBA15

SUBJECT: INTERNATIONAL BUSINESS MANAGEMENT

This course is to impart special knowledge of global aspects of business and operations so as to equip the students suitable for entry level managerial positions in the field of international business management.

OBJECTIVES

1. To gain in depth understanding and analytical skills to conduct the business globally.
2. To effectively carrying the international business operations in complex structure.
3. To acquaint with international business environment and its impact on business operation.

STRUCTURE OF THE COURSE CONTENT

BLOCK I INTERNATIONAL BUSINESS ENVIRONMENT

Unit 1: Nature and Scope of International Business Environment

Unit 2: Environmental Analysis

Unit 3: Theories of International Business

Unit 4: India's International Trade: Trends, Directions and Compositions

BLOCK II INTERNATIONAL INSTITUTIONS

Unit 1: WTO and GATT

Unit 2: World Bank and IMF

Unit 3: Regional Economic Integration

BLOCK III MNC AND FOREIGN INVESTMENT

Unit 1: FDI Theories

Unit 2: Nature and Management of MNC

Unit 3: Strategic Analysis of International Merger

Unit 4: Business Process Outsourcing

BLOCK IV INTERNATIONAL TRADE OPERATIONS

Unit 1: Export Documentation and Procedures

Unit 2: Export Financing Methods

Unit 3: Formalities of Claiming Export Incentives

Unit 4: Legal Framework of International Trade

BLOCK V INTERNATIONAL BUSINESS MANAGEMENT

Unit 1: International Marketing

Unit 2: International Logistics

Unit 3: International Business Negotiations

Unit 4: International Business Culture

REFERENCE BOOKS:

1. V K Bhalla, International Business, Anmol Publications, New Delhi.
2. Export Import Policy, Government of India,
3. S C Jain, International Marketing Prentice Hall, New Delhi.
4. Denies John D and Radebaugh Lee H, International Busines Environment and Operations.
5. Francis Cherunilam, International Business Environment, Prentice Hall of India.
6. Alan C Shapiro : Multinational Financial Management, Prentice Hall, New Delhi
7. Ian H Giddy: Global Financial Markets, AITBS Publishers and Distributors, New Delhi
8. C Jeevanandam, Foreign Exchange: Practice, Concepts, Sultan Chand & Sons, New Delhi
9. Vijayabhaskar P and Mahapatra B., Derivatives Simplified, Respose Books, Sage Publications, New Delhi

SEJECT CODE: BF-01**SUBJECT : BANKING MANAGEMENT AND FINANCIAL REPORTING**

This course intends to impart the basic and conceptual background knowledge of banking operation, activities, functions and financial products delivery mechanisms along with reporting standards.

OBJECTIVES:

1. To acquire the competence to handle the bank related jobs and career.
2. To lay the foundation of strong knowledge base in the banking activities.
3. To understand the financial reporting standards and presentation in Banks.
4. To Manage the Financial aspects in Banking Operations.

STRUCTURE OF THE COURSE CONTENTS**BLOCK I: CONCEPTUAL FRAMEWORK OF BANKING BUSINESS**

- Unit 1: Indian Banking and Financial System
- Unit 2: Commercial Banks: Meaning Types and Functions
- Unit 3: Role of Reserve Bank of India
- Unit 4: New Dimensions and Innovative Banking Products

BLOCK II: BANKING OPERATIONS

- Unit 1: Deposit Mobilization Strategies
- Unit 2: Forms of Advances and Credit Requirements
- Unit 3: Documentation and Procedure of Bank Lending
- Unit 4: Banking and Customer Relationships

BLOCK III: BANKING SECTOR REFORMS

- Unit 1: Monetary and Credit Policy Review
- Unit 2: Banking Sector Reforms and Regulation
- Unit 3: Development Banking: Role and Activities
- Unit 4: Non Banking Financial Intermediaries

BLOCK IV: UNDERSTANDING ANNUAL ACCOUNTS

- Unit 1: Preparation of Annual Accounts of Banking Companies
- Unit 2: Financial Reporting Standards and Formats
- Unit 3: Non Performing Advances: Norms and Provision

BLOCK V: MANAGEMENT OF ASSETS AND LIABILITIES

- Unit 1: Asset and Liability Management
- Unit 2: Managing Capital Adequacy
- Unit 3: Managing Bank Capital
- Unit 4: Managing Credit and Interest Rate Risk

RECOMMENDED TEXT BOOKS:

1. Read E W. Commercial Bank Management, Harper, and Row publications, New Delhi.
2. Seth, Marketing of Banking Services, Macmillan India Ltd, New Delhi.
3. B.Santhanam, Banking Theory, Law and Practice, Margham Publication, Chennai.
4. Annual Reports of RBI.
5. Brigham & Ehrhardt, Financial Management – Theory & Practice, Thomson Learning, 10/e – 2004
6. Ross, Westerfield & Jaffe, Corporate Finance– TMH – 7/e, 2005
Advanced Financial Management – Sudhindra Bhat – Excel Books.
7. Vanhorne, Financial Management & Policy, Pearson / PHI

8. Keown, Martin, Petty. Scott, Financial management :principles and applications—PHI
9. Brearly and Myers, Principle of Corporate Finance– TMH– 7/e, 2004
10. Ashwath Damodaran, Corporate Finance – Theory & Practice – John Wiley, 2003
11. Pandey & Bhatt, Cases in Financial Management - TMH, 2/e, 2003
12. Corporate Financial Strategy – Ruth Bendel – EL, Sevier India (P) Ltd.
13. Kothari & Dutta : Contemporary Financial Management - Macmillan

SUBJECT CODE: BF-02**SUBJECT: PORTFOLIO AND SECURITY ANALYSIS**

The goal of the course is to become familiar with the theory and empirical evidence related to investment management. Topics will include fundamentals of security valuation, the functioning of capital markets, optimal portfolio construction, elements of investor psychology, performance evaluation, and risk measurement. It emphasizes stocks, and other investments such as fixed-income securities and financial derivatives

OBJECTIVES:

1. To understand the concept of investment setting
2. To learn various methods of investment analysis.
3. To create an effective portfolio and evaluate its performance

STRUCTURE OF THE COURSE CONTENT**BLOCK I: INVESTMENT SETTING**

- Unit 1: Investment Meaning and Concepts
- Unit 2: Investment Planning, Process and Types
- Unit 3: Relationships between Speculation, Gambling And Investment
- Unit 4: Hedging Concepts and Portfolio Management
- Unit 5: Investment Avenues

BLOCK II: SECURITIES MARKETS AND FUNCTIONS

- Unit 1: Indian Capital Market and Money Market
- Unit 2: SEBI Rules and Regulations
- Unit 3: Trading Mechanism and Demat Operations
- Unit 4: Reforms in Securities Markets

BLOCK III: INVESTMENT ANALYSES

- Unit 1: Risks Return Concepts
- Unit 2: Equity Valuation
- Unit 3: Bond Analysis

BLOCK IV: APPROACHES TO INVESTMENT ANALYSIS

- Unit 1: Kinds of Investment Analysis
- Unit 2: Fundamental Analysis
- Unit 3: Technical Analysis
- Unit 4: Efficiency Analysis

BLOCK V: PORTFOLIO EVALUATIONS

- Unit 1: Portfolio Analysis and Diversification Strategies
- Unit 2: Portfolio Theories and Models
- Unit 3: Portfolio Selection
- Unit 4: Portfolio Revision and Performance Evaluation

RECOMMENDED TEXT BOOKS:

1. Donald E Fischer & Ronald J Jordan, Security Analysis & portfolio Management, Prentice Hall of India Ltd. New Delhi, 2000.
2. V K Bhalla, Investment Management, Sultan Chand & Company, 2009
3. V A Avadhani, Securities Analysis and Portfolio Management, Himalaya Publishing House, 1997.
4. Punithavathy Pandian, Security Analysis and Portfolio

Management, Vikas Publishing House, 2001.

5. Stephen H. Penman: Financial Statement Analysis and Security Valuation, TMH, 2004.

6. William F. Sharpe, Gordon J. Alexander and Jeffery V. Bailey: Investments, Prentice Hall, 2002.

7. Donald E. Fischer and Ronald J. Jordan: Security Analysis and Portfolio Management, Pearson Education, 2004.

8. Charles P. Jones, Investments Analysis and Management, eighth Edition, John Wiley & Sons, 2001.

9. Prasanna Chandra, Investment Analysis and Portfolio Management, 3/e Tata McGraw-Hill Publishing Co. Ltd. New Delhi, 2003.

10. Edwin J. Elton, Martin J. Gruber: Modern Portfolio Theory and Investment Analysis, 5/e, John Wiley & Sons, 2001.

11. Sidney Cottle, Roger F. Murray, Frank E. Block, Graham and Dodd: Security Analysis, 5/e, Tata McGraw-Hill, New Delhi, 2002.

12. Ranganatham : Investment Analysis and Portfolio Management Pearson Education.

SUBJECT CODE: BF-03**SUBJECT : FINANCIAL RISK MANAGEMENT AND INSURANCE SERVICES**

The objective of this course is to provide an introduction as well as an in depth understanding of Financial Risk and its modelling and analysis. It helps to develop strong conceptual framework of Financial Risk and Mitigation Strategies. This Course also includes the delivery products of Insurance in terms of Financial Risks.

OBJECTIVES:

1. To understand the risk concepts and theories
2. To understand the risk management and models for Bank managers
3. To Analyze the effective risk management exposure and implications
4. To understand the insurance products and delivery mechanisms.

BLOCK I: INTRODUCTION TO FINANCIAL RISK MANAGEMENT

Unit 1: Introduction to Risk Management: The Concept of Risk – Risk vs. Uncertainty

Unit 2: Types of Risks: Market Risk, Credit Risk, Operational Risk, Interest risk, Business risk, Systematic risk

Unit 3: Classifying Pure Risks – Methods of handling Pure risks – Risk Management process

Unit 4: Risk Financing Techniques – Risk Management Objectives

Unit 5: Risk Management Information Systems (RMIS) – Risk Control

BLOCK II: MANAGEMENT OF FINANCIAL RISK

Unit 1: Risk Management by Individuals

Unit 2: Factors Effecting Individual Demands for Insurance

Unit 3: Risk Management by Corporations

Unit 4: Corporate Risk Management Process

Unit 5: Types of Risk Managing Firms.

BLOCK III: BASIC INSURANCE SERVICE

Unit 1: Growth & Development of Indian Insurance Industry

Unit 2: Regulations of Insurance Business and the Emerging Scenario

Unit 3: Introduction to Life & General Insurance - Life Insurance: Features of Life Insurance

Unit 4: Essentials of Life Insurance Contract - Kinds of Insurance Policies

Unit 5: Premium Determination - Life Policy Conditions

BLOCK IV: FIRE MARINE AND OTHER INSURANCE SERVICES

Unit 1: Fire Insurance: Fire Insurance Contracts and Fire Insurance Coverage

Unit 2: Policies for Stocks, Rate Fixation in Fire Insurance and settlement of claims

Unit 3: Settlement of Claims. Marine Insurance: Marine Insurance Contract

Unit 4: Types of Marine Insurance, Marine Cargo Losses and Frauds

Unit 5: Settlement of Claims.

BLOCK V: MISCELLANEOUS INSURANCE SERVICES

Unit 1: Miscellaneous Insurance: Motor Insurance

Unit 2: Employer's Liability Insurance, Personal Accident, and Sickness Insurance,

Unit 3: Aviation Insurance – Burglary Insurance – Fidelity Guarantee Insurance

Unit 4: Engineering Insurance – Cattle Insurance

Unit 5: Crop Insurance.

REFERENCE BOOKS:

1. DR. P.K.GUPTA: Insurance and Risk Management, 1st edition, Himalaya Publishing House.
2. DR. P.K.GUPTA: Fundamentals of Insurance, 1st edition, Himalaya Publishing House.
3. C.Gopala Krishnan: Insurance Principles & Practice, Sterling Publishers Pvt. Ltd., New Delhi.
4. George G. R. Lucas, Ralph H. Wherry : INSURANCE, Principles and Coverages, U.S.A.
5. Prof. K.S. N.Murthy and K.V.S. Sarma: Modern Law of Insurance In India, N.M.Tripathi Pvt. Ltd., Bombay.
6. IIBF, "Bank Financial Management"
7. Bagchi, S.K. "Credit Risk Management." Jaico Publishing House, Mumbai.
8. Rose, Peter. "Commercial Bank Management" 5th Edition, Texas A & M University College Station.
9. Chance. "Introduction to Derivatives & Risk Management" Thomson Learning, New Delhi.

SUBJECT CODE: BF-04**SUBJECT: BANKING LEGISLATION AND REGULATION**

This course provides an overview of the legal aspects of banking and the legal framework within which banks function. Topics include the court system, consumer protection, tangible and intangible property ownership, and the legalities and regulations of bank transactions. Upon completion, students should be able to discuss the non-technical aspects of the legal system and how these affect the bank's organization and operation.

OBJECTIVES

1. To understand the legal & regulatory framework of the banking system
2. To implement the various laws and enactments affecting day to day Banking operations.
3. To ensure the legislative regulations to discharge the efficient functioning of banking businesses.

STRUCTURE OF THE COURSE CONTENT**BLOCK I: LEGAL INSTRUMENTS**

- Unit 1: Banking Instruments
- Unit 2: Legal Issues Pertaining To Banking Instruments
- Unit 3: LOC & Deferred Payments and Guarantees

BLOCK II: LAWS PERTAINING TO BANKERS

- Unit 1: Indemnity/Guarantee
- Unit 2: Banker's Obligations
- Unit 3: Banking Ombudsman
- Unit 4: Laws Concerning Securities

BLOCK III: CONSUMERS REDRESSAL SYSTEM

- Unit 1: Government Protection
- Unit 2: SARFAESI Act, Consumer Protection Act
- Unit 3: Laws for Commercial Operations

BLOCK IV: LAWS PERTAINING TO BANKING OPERATIONS

- Unit 1: Banking Regulation Act 1949
- Unit 2: The Reserve Bank of India Act 1934
- Unit 3: Negotiable Instruments Act 1881

BLOCK V: SPECIAL LAWS FOR BANKERS

- Unit 1: Securitization and Reconstruction of Financial Assets
And Enforcement of Security Interest Act 2002
- Unit 2: Prevention of Money Laundering Act 2002
- Unit 3: Export – Import Bank of India Act 1981
- Unit 4: Foreign Exchange Management Act 1999

RECOMMENDEND TEXT BOOKS

1. Banking Law in Theory & Practice by S.N. Gupta, Universal Law Publication.
2. Banking Law & Practice by S.N Maheswari, Kalayani Publisher.
3. Banking Law and Practice by R.K.Gupta.
4. Banking Law & Practice by M.L. Tannan, Orient Law House
5. Banking: Law and Practice- P.N. Varshney
6. Banking: Theory and practice- E.Gordon, K. Talraj
7. Banking: Law and practice in India- Tannan
8. Banking: Law and practice in India- Maheshwari

9. Fundamentals of Banking- Dr. G.V.Kayandepatil, Prof. B.R.Sangle, Dr. G.T.Sangle, Prof. N.C.Pawar
10. Banking: Law and Practice- Prof. Mugle
11. Banking and financial system - Vasant Desai
12. Banking theory and practice- K.C.Shekhar
13. Fundamentals of banking'- Dr. R.S.S.Swami

SUBJECT CODE: BF-05**SUBJECT : INTERNATIONAL FINANCIAL MANAGEMENT**

This course extends the principles of Finance to an international context. In an international context, aside from asset risk, firms face the additional component of exchange rate and interest rate risk management to its global investment and financing decisions.

OBJECTIVES:

1. To provide students with the knowledge, understanding and skills required to operate effectively in international finance.
2. To allow students to make financial decisions in a fast moving international environment.
3. To provide a source of highly skilled graduates to the financial services industry.
4. To prepare students for high level positions in industry, commerce and banking

STRUCTURE OF THE COURSE CONTENT**BLOCK I: INTERNATIONAL FINANCIAL MANAGEMENT IN GLOBAL CONTEXT**

- Unit 1: Nature, Scope, Importance and Theories of IFM
- Unit 2: Domestic Financial Markets and Off Shore Markets
- Unit 3: BOP –Components and Impact on Indian Global Economy

BLOCK II INTERNATIONAL MONETARY SYSTEMS

- Unit 1: Multilateral Financial Institutions
- Unit 2: Exchange Rate Regimes
- Unit 3: Foreign Exchange Risk Management
- Unit 4: Interest Rates –PPP, IRP Theories

BLOCK III THE FOREIGN EXCHANGE MARKET

- Unit 1: Structure of Foreign Exchange Market
- Unit 2: Transaction Types and Settlement
- Unit 3: Arbitrage and Speculation

BLOCK IV FOREIGN EXCHANGE EXPOSURES

- Unit 1: Management of Transaction Exposure
- Unit 2: Management of Translation Exposure
- Unit 3: Management of Economic Exposure
- Unit 4: Management of Political Exposure

BLOCK V EXCHANGE RATE DETERMINATIONS

- Unit 1: Exchange Rates and Quotations
- Unit 2: Exchange Rate Behavior, Cross Rates
- Unit 3: Foreign Exchange Market Participants
- Unit 4: Forecasting Exchange Rates

RECOMMEND TEXT BOOKS

1. Sharan – International Finance Management- 3/e
2. Madhu Vij- Multinational Financial Management – Excel
3. Jain, Periyad, & Yadav – International Finance Management ---(Mc Millan)
4. P G Apte – International Finance-A Business Perspective – TMH, 1/e
5. V K Bhalla– International Finance Management ---(Anmol)
6. S P Srinivasan & Dr B Janakiram - International Finance Management ---(Biztantra Wiley Dreamtech, 2005)
7. Exchange Rate & International Finance – Copland – Pearson, PHI.

8. David Eieteman – Multinational Business Finance – Pearson Education, 10/e, 2003
9. Allan C Shapiro – Multinational Financial Management – John Wiley, 2004
10. Buckley – Multinational Finance – Pearson/PHI, 5/e
11. International Financial Markets – Machiraju – New Age International, 2004
12. International Finance – A case book – Desai – Wiley India (P) Ltd.
13. Sathye Rose, Weston - International Financial Management – John wiley – 2006
14. International Corporate Finance, Madhura, Thomson, 8 Ed.

SUBJECT CODE: BF-06**SUBJECT : TECHNOLOGY AND E-BANKING FOR MANAGERS**

This course presents the use of information technology and its impact in their operation of banking business. This course also incorporates the application of E-Banking and Internet Banking for the growth and development of the scope of banking activities.

OBJECTIVES

1. To understand the major challenges and opportunities in electronic banking & payment systems
2. To aware the leveraging technology to effectively help manage & deliver in a highly complex environment
3. To Build customer confidence in banking internet payment security system
4. To set the stage for state-of-the-art e-payment systems
5. To promote the usage of electronic banking among its customers

STRUCTURE OF THE COURSE CONTENT**BLOCK I INFORMATION TECHNOLOGY IN BANKING**

- Unit 1: Impact of Technology in Banks
- Unit 2: Technology in Finance and Service Delivery
- Unit 3: MIS Reports and Database Used In Banks

BLOCK II ENHANCEMENT OF BANKING OPERATIONS THRO' IT

- Unit 1: Recent Developments in Banking Industry
- Unit 2: Customer Change Process to E-Banking.
- Unit 3: Products Offered Thro' E-Banking
- Unit 4: Issues in E-Banking

BLOCK III PAYMENT SYSTEMS

- Unit 1: Core Banking Business Technology
- Unit 2: Electronic Payment System
- Unit 3: PIN in Conjunction with Magnetic Cards
- Unit 4: Bank Electronic Devices

BLOCK IV FUNDS TRANSFER SYSTEM

- Unit 1: EFT
- Unit 2: SWIFT
- Unit 3: RTGS
- Unit 4: Network Systems in Fund Transfers

BLOCK V SECURITIES AND CONTROL

- Unit 1: Confidentiality and Secrecy of Data
- Unit 2: Computer and Information System Audit
- Unit 3: Global Developments in Information Technology

RECOMMENDED TEXT BOOKS:

1. Nand Dharmeja & K.S. Sastry Finance & Accounting for ,Managerial Competiveness Weeler Publishing, Allahabad
2. Eugene .F. Brigham & Joel F Houston - Fundamentals of Financial Management – Thomson Learning.
3. P.H. Bassett - Computerised Accounting, NCC Blackwell Ltd. , Oxford, 1994
4. M.C Shukla & T.S.Grewal, Advanced Accounts- S.Chand & Co. , New Delhi

5. Ravi Kalkota, Andrew B. Whinston, Electronic Commerce: A Manager's Guide - Pearson Education 2006.
6. Khan and Jain - Theory and Problems in Financial Management - Tata Mc Graw Hill
7. I.M. Pandey - Financial Management, Vikas Thomson Learning - Publishing, New Delhi.
8. Bhaskar - E-Commerce (Tata McGraw-Hill)
9. Krishnamurthy - E-Commerce Management: Text and Cases (Vikas)
10. Laudon and Traver - E-Commerce: Business, Technology, Society (Pearson Education)
11. Michel D et al - Business-to-Business Marketing (Palgrave, 2003)
12. Greenstein and Feinman - Internet securities
13. Kalakota and Whinston - Frontiers of electronic commerce (Pearson Education),
14. Kalakota R - Electronic Commerce: A manager's guide (Pearson Education) 2000

SUBJECT CODE: BF-07**SUBJECT: FINANCIAL INSTITUTIONS AND SERVICE MANAGEMENT**

This course equips the students to create, adopt and avail the various financial services by analyzing, evaluating and assessing the institutional framework. This course helps the managers to identify the service utilities and its strategic benefits.

OBJECTIVES:

1. To understand the various financial institutions and their functions
2. To aware its utilities and benefits for the corporate world
3. To familiarize the services offered by both asset and liability based institutions.
4. To evaluate the effectiveness of financial products and services availability.

STRUCTURE OF THE COURSE CONTENTS**BLOCK I FINANCIAL SYSTEM**

- Unit 1: Indian Economic Environment
- Unit 2: Indian Financial System
- Unit 3: International Financial System
- Unit 4: Financial Instruments

BLOCK II MERCHANT BANKING

- Unit 1: Concept, Function and Growth of Merchant Bankers
- Unit 2: Institutional Structure and SEBI Guidelines
- Unit 3: Issue Management
- Unit 4: Corporate Counseling

BLOCK III MUTUAL FUNDS

- Unit 1: Concept, Objectives and Functions of Mutual Funds
- Unit 2: Fund Accounting and Portfolio Valuation
- Unit 3: Performance Measurement and Investor Protection
- Unit 4: SEBI Regulations

BLOCK IV FINANCIAL INSTITUTIONS

- Unit 1: Evolution and Role of Development Banks
- Unit 2: Role of Industrial Development Banks
- Unit 3: Role of Agricultural Development Banks
- Unit 4: Role of Export Promotion Banks

BLOCK V FINANCIAL SERVICES

- Unit 1: Leasing and Hire Purchase
- Unit 2: Venture Capital and Factoring
- Unit 3: Credit Rating and Credit Cards
- Unit 4: Consumer Finance and Securitization

RECOMMENDED TEXT BOOKS

1. E.Gordon, K.Natarajan, emerging scenario of financial services, Himalaya publishing house, Mumbai.
2. Mutual funds in India: marketing strategies and investment practices, H Sadhak.
3. Merchant banking: principles and practice by H.R.Machiraju, new age international (p) limited, New Delhi, 1995.
4. Merchant banking and financial services, S.Gurusamy, thomsonsouth – western.
5. M.Y.Khan, “financial services” – Tata McGraw hill, 3rd edition, 2005.

6. Machiraju, Indian financial system – Vikas publishing house, 2nd edition, 2002.
7. J.C.Verma, 'a manual of merchant banking', Bharath publishing house, New Delhi, 2001.
8. Sadhale H., 'mutual funds in India', sage, New Delhi 1997.
9. M.Y.Khan, Financial Services, Tata McGraw-Hill, New Delhi, 2004.
10. Harsh V.Verma, Marketing of Services, Global Business Press, 2002
11. Sames L .Heskett, Managing In the Service Economy, Harvard Business School Press, Boston, 2001.
12. M.Y.Khan, Indian Financial System, 4/eTata Mc Graw-Hill, New Delhi, 2004
13. Frank.J.Fabozzi & Franco Modigliani, Foundations of Financial Markets and Institutions, 3/e, Pearson Education Asia, 2002.
14. H.R Machiraju, Indian Financial Systems, Vikas Publishing House Pvt. Ltd.2002.
15. Meir Kohn, Financial Institutions and Markets, Tata McGraw-Hill, New Delhi, 2003.
16. Pathak : Indian Financial Systems Pearson Education

SUBJECT CODE: BF-08

SUBJECT: FINANCIAL INCLUSION AND SOCIAL BANKING

This course helps to identify the financial requirement of small economic operators and other excluded sections of the society.

OBJECTIVES:

1. To observe the challenges faced by poor peoples
2. To understand the social orientation of commercial banks
3. To familiarize the innovative banking solutions to rural peoples
4. To be socially responsive and commercially viable solution to bank management

STRUCTURE OF THE COURSE CONTENT

BLOCK I MICRO FINANCE

- Unit 1: Introduction to Micro Finance
- Unit 2: Models Of Micro Finance Delivery Mechanism
- Unit 3: SHG-Bank Linkage Programme
- Unit 4: Role of Commercial Banks In Micro Finance

BLOCK II SOCIAL BANKING

- Unit 1: Social Banking Initiatives
- Unit 2: SHG Role of Banking Interventions
- Unit 3: NGO Role of Banking Interventions
- Unit 4: MFI Role of Banking Interventions

BLOCK III FINANCIAL INCLUSIONS

- Unit 1: Concept of Financial Inclusion and Exclusion
- Unit 2: Subsidy Linked Credit Programmes
- Unit 3: Norms and Regulation for Promotion of Financial Inclusion

BLOCK IV REGIONAL BANKING SYSTEMS

- Unit 1: NABARD Role and Functions
- Unit 2: Regional Rural Banks and Co Operative System
- Unit 3: Lead Bank Scheme and Other Systems

BLOCK V GOVERNMENT ROLE OF RURAL BANKING

- Unit 1: Institutional Credit System for Rural Poor
- Unit 2: Policy Initiatives
- Unit 3: Non Subsidy Form of Government Initiatives

RECOMMENDED TEXT BOOKS:

1. Yunus, Muhammad. Creating a world without poverty: social business and the future of capitalism. Public affairs, New York, 2008.
2. Rutherford, Stuart. The poor and their money. Oxford University press, Delhi, 2000.
3. Helms, Brigit. Access for all: building inclusive financial systems. Consultative group to assist the poor, Washington, 2006.
4. K G Karmakar, micro finance in India, sage publications, 2008.
5. N Lalitha, Shgs and micro finance, dominant publishers and distributors,2007.
6. Corporation Finance: S.C. Kuchhal.
7. Corporation Finance: P.V. Kulkarni.
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