

---

## **VISION**

**Information to knowledge  
and  
Knowledge to Wisdom**

## **MISSION**

*To nurture and foster an innovative academic environment for critical thinking, all-round growth and continuous development of students and staff to make them responsible and sensitized citizens of society.*

## **OBJECTIVES**

- *To Provide an atmosphere of learning and encouragement to all students and staff.*
- *To motivate students from even the most humble background forwards achieving excellence in academic and other fields.*
- *To inculcate values for holistic development and character building.*
- *To encourage and imbibe ICT Skills that gives students a competitive edge.*
- *To Prepare students to take their rightful place in society and contribute to national development.*

---

## LEARNING OUTCOMES AND GRADUATE ATTRIBUTES

*The college provides suitable infrastructure, learning resources, environment and qualified faculty for the programmes offered. Students are expected to put in appropriate learning inputs and take benefit of all this during their course period.*

*Thus, on completing the course, every student graduating from this college should reap at least the following benefits of his / her personality development.*

- *Becoming a good human being and a mature, responsible and sensitized citizen.*
- *Acquiring a foundation that can grow into any desired field in life.*
- *Possessing sufficient subject-related knowledge and skills for useful application in a job / business / real-life situation in the contemporary world.*

---

Vidya Prasarak Mandal was founded in the year 1935. Its founding fathers led by late Dr. V.N. Bedekar, a medical practitioner were men imbued with idealism and desire to serve the educational needs of the people of Thane.

Beginning with a primary school, Dr. Bedekar and his team, worked with missionary zeal. Today, the educational institutions established by Vidya Prasarak Mandal in Thane serves the needs of nearly fifteen thousand students. The Educational Institutions include:-

- Dr. Bedekar Vidya Mandir (Marathi Medium)
- Sou. A.K. Joshi English Medium School
- B.N. Bandodkar College of Science
- K.G. Joshi College of Arts
- N.G. Bedekar College of Commerce
- VPM's TMC Law College
- VPM's Polytechnic
- VPM's Polytechnic IT Centre
- Advanced Study Centre
- Dr. V.N. Bedekar Institute of Research & Management Studies
- Maharshi Parshuram College of Engineering

In 2008-2009 Vidya Prasarak Mandal opened its doors to international institutions of repute. An educational collaboration was signed with California University of Technology, USA, (CalUniversity) for conducting professional courses namely, Master of Business Administration and Doctoral Programme in Business Administration. An MoU was signed with the University of Skovde Hogskolevagen, Sweden for conducting Graduate and Post Graduate Courses in Medical Biotechnology, Molecular Biology and Physiology. Another milestone has been the establishment of the VPM's London Academy for Education and Research. This Academy offers courses in Management, Indian Culture and other emerging areas. The foundations of the proposed world class Engineering College (VPM's Maharshi Parshuram College of Engineering) with state-of-the-art facilities has been laid in Velneshwar 55 Km. from Chiplun (Mumbai - Goa highway). Work on this project is completed. First batch has Started from June 2012.

### **K.G. JOSHI & N.G. BEDEKAR COLLEGE:**

K.G. Joshi & N.G. Bedekar College of Arts & Commerce was the first institution of higher learning to be established in Thane City in 1969.

---

Strategically located, the college is at walking distance from Thane Railway Station on the Central Railway line. It is well connected by bus services to every part of the city including Navi Mumbai.

The College received permanent affiliation, in January 1988 with effect from June 1982. The college was reaccredited by **National Assessment and Accreditation Council (NAAC), Banglore and awarded 'A' grade in January 2011.**

The College is also one of the Community Colleges of the University of Mumbai and has got the Best College Award of University of Mumbai.

## **COURSES OFFERED**

The College offers a number of courses. They are as follows:

- Bachelor of Arts with specialization in English, Marathi, Hindi, Sanskrit, Philosophy, Economics, Politics, History, Geography, Psychology (all 6 papers) and Statistics (3 papers)
- Bachelor of Commerce with specialization in Advanced Accounting and Auditing and Business Management.
- Bachelor of Management Studies (BMS)
- Bachelor of Commerce (Accounting and Finance)
- Bachelor of Commerce (Banking and Insurance)
- Bachelor of Commerce (Financial Markets)
- Bachelor in Mass Media (English & Marathi)
- Bachelor of Library and Information Science (BLISc)
- Masters in Commerce in Business Management
- Masters in Commerce in Advance Accountancy
- Masters in Commerce in Banking & Finance
- Masters in Arts by Research and Ph.D in Philosophy. Principal Dr. (Mrs.) Shakuntala A. Singh is the recognized Ph.D research guide in Philosophy.
- Masters in Library and Information Science (MLISc)
- Masters in Mass Communication and Journalism
- Masters in Philosophy by papers
- Masters in Hindi by papers
- Autonomous Courses
  - Post Graduate Diploma in Library Automation & Networking (PGDLAN)
  - Certificate Course in Tourism Business Management (CCTBM) in association with Thomas Cook (India) Ltd.

---

## Add on Certificate Courses recognised by University Grants Commission (UGC)

- Conversational English
- Gandhian Philosophy

## Now Courses, Divisions and Subjects Commencing from Academic year 2015-16

- Masters in Business Economics
- Additional Division in Masters in Commerce in Advanced Accountancy.
- Additional Division in Masters in Commerce in Banking and Finance.
- Optional subject of NCC in First Year Bachelor of Arts.

## ENVIRONMENT

The College admits students from a variety of backgrounds. The students profile ranges from first generation learners to children of established professionals. The College provides an atmosphere of learning and encouragement to all its students irrespective of their background. The environment in the College is such that even a student from the most humble background is motivated towards achieving excellence.

The College is part of a vast campus aptly called *Jnanadweepa*. It offers all modern facilities such as spacious classrooms and reading hall, rich library, reference and research section, ladies room, gymkhana, conference hall and an amphitheatre called Kattyayan. The campus has a large canteen and a well equipped auditorium called Thorale Bajirao Peshwe Sabhagraha. Our entire college campus is interconnected with Fiber Optic Network having 24 hours access to internet via Leased Line. College has subscribed 10 Lines of MTNL Broadband Service. with Wi-Fi facility is also available on Campus.

A well laid path circumnavigating the campus offers an idyllic walk amidst trees and flowering plants. *Jnanpath* as it is called is a haven in a city starved of open spaces.

Physical Facilities are no doubt important, but it is the encouragement and support given to students at every stage that goes towards developing the personality of the student. Keeping this objective in view, the College offers a host of opportunities and facilities for the students.

## FACILITIES FOR STUDENT DEVELOPMENT

- **Library** : The College boasts of excellent library facilities with Home Lending Section, Acquisition Section, Reference and Research Section and Reading Hall. Library has started 'Braille Section' for visually

---

challenged students. A complete Database of the Library is available on OPAC-Online Public Access Catalogue for the students and teachers. In addition to this, the library provides online access to reputed databases like JSTOR, EBSCO, HOST, CMIE, ERIC, UGC N-List E resources and ART STOR. The Library offers external membership facility.

- **Book Bank Facility :** The College offers University of Mumbai's Book Bank facility to the students belonging to backward class Category. In addition of this facility, College also offers Book Bank Facility to the needy Students Belonging to weaker sections to the society from its own funds.
- **Computer Lab:** The College has a well designed air-conditioned computer laboratories with LCD facilities. Every student has access to a computer with software designed according to the syllabus. Practicals are conducted under the supervision of trained IT and Computer staff.
- **Language Laboratory :** A state-of-the-art language laboratory with seating arrangement for 30 students is available for the students. The laboratory has friendly audio communication facilities for student teacher interaction. The laboratory is used for programmes in functional English and Communication Skills.
- **Gymkhana:** The College has a well-equipped gymkhana, managed by a team of professors and physical instructor. There is a gymnasium free of charge with a trained instructor. Special timings are reserved for girl students.
- **Sports Academy:** A Sports Academy has been set up for students with an inclination towards sports activities. The college encourages individuals and teams who participate in various sports and aim at achieving excellence. Our students have distinguished themselves in National and International sporting events. The College believes that a healthy mind and healthy body go together. Towards realizing this objective, a fitness-training programme has been introduced for the students.
- **Cultural Activities:** The cultural needs of the students are taken care of through various activities such as dramatics, music, dance etc. The college encourages and support festivals organized by students. Our festivals – Navrang, Gandharva and Chrysalis have become very popular among the students.
- **Talent Academy:** A Talent Academy is constituted to unfold the hidden talents of the students. Workshops are conducted in creative arts to nurture and develop talents of the students.

- 
- **Scholars' Academy:** To encourage academic excellence, a Scholars Academy has been formed. Students are invited to become members of the Academy. The Academy arranges for its students to attend lectures and discussions on various subjects in the college and outside, pursue academic interests and develop ones personality.
  - **Speakers' Academy:** A Speakers Academy trains the students in the art of public speaking. Students trained by the Speakers Academy have won a number of prizes in inter-school and inter-college competitions.
  - **Research Academy:** To inculcate research aptitude among the students a Research Academy has been set up. The Research Academy encourages students to conduct surveys and present their findings.
  - **National Service Scheme (NSS):** The college has a vibrant NSS Unit that encourages the development of the students into responsible citizens of the society. Students under the guidance of Professors are actively involved in a number of programmes that are carefully monitored by the NSS Unit of University of Mumbai.
  - **National Cadet Corps (NCC):** The College has an active Army and Naval wings for both men and women. Aspirants to a career in the defence services will find it rewarding to join the NCC.
  - **Counselling:** The College has an in house counsellor to offer support and guidance to students in need of help. In addition to psychological support, career guidance is provided to help individual student focus on his/her strength and there by plan his/her sucess path.
  - **Students Council:** A students council is formed in accordance with the provisions of the Maharashtra Universities Act 1994. It consists of class representatives and secretaries of different associations. The council acts as a liaison between the students and the Principal. Student representatives are provided a training ground for leadership roles in future.
  - **Civil Defence:** The College has a Civil Defence unit to train the students in life saving techniques. Training is imparted in first aid, fire fighting, self rescue, facing unexploded bomb situations in civil areas and general rescue methods. Students who complete the civil defence course are awarded certificates by the Maharashtra Government.
  - **Women Development Cell (WDC):** The WDC believes in empowerment of girl students. The cell encourages the students into developing into confident individuals.

- 
- **Placement Cell:** The Placement Cell assists students in career counselling by professionals and securing placements. Our students have secured assignments in TCS, ICICI, Dawnaday AV, Thane Janata Sahakari Bank, etc.
  - **(DLLE) DEPARTMENT OF LIFELONG LEARNING & EXTENSION:** To facilitate the sensitization of the students to the socio-cultural realities, the college has introduced the extension work prospects program offered by the Department of Life Long Learning and Extension of University of Mumbai. These projects are based on promoting the aims and values of human development in community, college and university and encouraging interaction, support and networking among students. The student is awarded Ten Additional Marks at the final examination on completion of 120 hours of work and the submission of a project report based on two different units : 1) Vocational Career oriented projects OR ii) Community oriented projects respectively.
  - **Generation Dialogue:** A forum titled Generation Dialogue has been established to encourage mutual understanding between the youth and senior citizens and bridge the generation gap. Senior citizens are invited to share their wisdom and experiences.
  - **Students' Forum:** To give the students platform to discuss various current issues and develop their analytical and debating skills Students' Forum motivates the students.
  - **Remedial Coaching and Entry in Service Schemes of UGC:** The College offers the Remedial Coaching and Entry in Service Schemes of University Grants Commission (UGC) to the students belonging to SC, ST, OBC (Non-creamy layer) and Minority categories of Grant-in-aid Section.
  - **Business English Certificates (BEC):** The College offers the Business English Certificate courses of Cambridge University (United Kingdom) to the college students. There are three levels of these certificate exams and these are,  
Level-1-Preliminary'  
Level-2-Vantage and  
Level-3- Higher.
  - **Summer Placements :** Students are offered placements during summer vacation in association with Neilsen India (Worlds Largest Research Company)



- 
- **National Seminars:** The College has been conducting workshops and seminars at National level. Experts from various fields / subjects are invited as resource persons.

**Seminars Conducted:**

- 2004 - National Seminar – ‘Water Management Scenario 2025’
- 2005 - State Seminar – ‘Marathi and Computers’
- 2006 - National Seminar – ‘Bio-Ethics’
- 2007 - National Seminar – ‘Indian Philosophy – Its Relevance in the 21<sup>st</sup> Century’
- 2008 - National Seminar – ‘Post Independence Indian Literature’
- 2009 - International Seminar – ‘Mind, Brain & Consciousness’
- 2011 - National Seminar – Development of India through Micro Financing
- 2011 - National Seminar – Post Modernization of Libraries : Challenges and Opportunities.
- 2013 - International Seminar – Geography of Change: Contemporary issues in development environment and society.
- 2013 - National Seminar – Jammu Kashmir Affairs:
- 2014 - International Seminar – Money, Finance and Economic Growth: Emerging Issues.
- 2014 - National Seminar – Article 370 of Indian Constitution.
- 2015 - National Seminar – Women’s Quest for Equality in India Promises, Problems and Prospects
- 2016 - National Conference – Indian Cinema : Past, Present and Future
- 2017 - (Forthcoming) National Seminar – Revisiting Shakespeare Four Hundred Years After

- **Film Society:** A Film Society has been established in the campus. Internationally acclaimed films are screened for the members of staff and students regularly. The Joshi-Bedekar College Film Society is the first college Film Society in Maharashtra to be affiliated to the Federation of Film Societies of India.

- 
- **Foreign Languages Programme:** Vidya Prasarak Mandal has foreign languages programme in German, French, Japanese & Chinese. Students are invited to take advantage of this unique programme, that will provide them a competitive edge in a global society.
  - **Community College :** Our College has become the Community College of the University of Mumbai. For details please log on to [www.vpmthane.org](http://www.vpmthane.org)
  - **Anti-Ragging Committee :** The College has formed the Anti-Ragging Committee as per the guidelines of University Grants Commission and the University of Mumbai.

Students involved in offence of Ragging will be strictly punished by the College Administration.

Email : [helpline@antiragging.in](mailto:helpline@antiragging.in)

Toll free Anti-Ragging helpline : 1800-180-5522

- **Yoga :** The College conducts the training sessions of yoga for the Students and teachers.
- **Rules & Regulations:**

To enable the smooth working of the college, students are expected to observe rules and regulations that are in force.

- 1) Students must wear their Identity Card to enter the college through Gate No.2. Six turnstile machines are placed-three for entry and three for exit. If any student forgets to bring their Identity Card they must enter through Gate No. 1 and register their entry in the Security Cabin. Strict action will be taken against any student misusing their Identity Card and allowing unauthorized entry through Gate No.2.
- 2) Students must wear and display their college identity card whenever in college or when representing the college at any other place. It should be produced whenever demanded by any of the college staff.
- 3) The use of mobile phones in the college premises is strictly prohibited.
- 4) During lecture hours, students should be present in the class. Students should not loiter around college premises.
- 5) Students are expected to observe decorum and decency in clothing and behaviour.
- 6) In case of any problem, students can approach the Vice Principal.
- 7) Students should not collect any fund from other students or from outsiders without the written permission of the Principal.
- 8) Students shall not organize on their own picnics, excursion, trips, etc., without prior, written permission of the Principal.

- 
- 9) Students should not write on benches/walls and should help in maintaining the learning environment neat and clean.
  - 10) The powers relating to disciplinary action in the college will vest with the Principal and her decision in this respect shall be final.

- **Library Rules**

1. **Rules and Regulations of the library (for students)**

- a. Every individual entering the library should be a BONAFIDE STUDENT of the College and must have a valid IDENTITY SMART CARD. Students should wear and display identity card whenever they are on the campus. If any student is found without wearing identity smart card, he/she will be charged fine of Rs. 100/- (Hundred Rupees). The identity smart card should be produced as and when demanded by any of the library staff.

2. **Duplicate Smart Identity Card**

- a. In case Identity Smart Card is lost, it should be reported to the Librarian immediately. A duplicate Identity card will be issued to the student against a payment of Rs. 300/- on Fridays only, after receiving prescribed application and copy of a police complaint or affidavit on stamp paper in this respect.

3. **Circulation**

- a. Library books are lent to readers for home reading between 8.00 a.m. to 5.00p.m.

**Note:** For in-house reading, books from reading hall as well as home lending section and 'Reference and Research Section' are provided during all working hours.

4. **Library Fine**

- a. Books are issued for a period of one week from the Home Lending section. Books reserved for in-house reading are not allowed to be taken out. A book must be returned on or before the due date shown on the book. In case a student fails to return a book within the time limit, a fine of Re. 1 per day per book will be charged for first 15 days and Rs. 2/-per day per book after 15 days onwards. During Examination days the fine would be Rs. 10/- per day per book. A student may get a book reissued, if it is not in demand.

5. **Mutilation of Books**

- a. It is strictly forbidden to mark library books with pencil or ink or mutilate

---

them in any way. The reader to whom the book was /is issued last will be held responsible for loss of pages or any other damage unless he/she has brought it to the notice of the library staff before borrowing. Any student held responsible for damage of reading materials will be liable to fine equivalent to the damage caused.

## 6. Reading Hall

- a. Reading hall copies of the books should be used in reading hall only. A student taking books outside the reading hall without the permission of the librarian will have to pay a fine of Rs. 10.- per day per book.
- b. Reserving of seats is not permitted in the reading hall of the library under any circumstance.
- c. **Complete Silence** must be observed in and around the library. Disregard of this rule will invite punishment leading to suspension of members.
- d. Please note that Reading Hall is meant for reading purpose and self study only. Students should not discuss anything in the Reading Hall.

## 7. Discipline

- a. The smooth working of the library is possible only if students adhere to the rules and regulations of the library. The Librarian reserves the right to refer cases of breach of discipline to the Principal.

**Note :** Although no specific rules and regulations are formulated for the staff, all the members are advised to observe general rules and decorum.

### ● Dress Code

A formal dress code is prescribed for students of self-financed course. It is mandatory for students to follow the prescribed dress code on two days of the week namely Tuesday and Friday and Whenever specified. The formal dress will comprise of the following.

### Girl Students

- Navy blue blazer with trouser. The blazer must be waist length
- White self-printed shirt
- Formal foot wear
- Neatly brushed / tied hair

---

## Boy Students

- Navy blue blazer with trouser
- White self-printed shirt
- Navy blue tie
- Formal foot wear
- Well set trimmed hair

**NOTE: skirt / tight fit trousers / slippers / floaters will not be permitted.**

- **Attendance:**

The attendance of the students is regulated by ordinance 119 of Mumbai University.

1. The ordinance states that, "For granting of terms, attendance of 75% of theory, practical and tutorials (wherever prescribed) separately will be required, and of the total number of lectures, practicals and tutorials conducted in the term."
2. Students who fail to maintain the condition of minimum attendance on account of bonafide illness, or any other reason which is deemed right by the Principal, should apply in writing to the Principal for leave of absence, prior or within 2 days from the date of commencement of such leave, failing which they will be treated as defaulters.
3. All applications for leave of absence along with medical certificate, if any are to be submitted to the Coordinator.

---

**UNIVERSITY OF MUMBAI**  
**ORDINANCES AND REGULATIONS RELATING TO THE**  
**BACHELOR OF COMMERCE :**  
**(BANKING & INSURANCE)**

0.5208 : The Degree shall be titled as Bachelor of Commerce  
(Banking & Insurance)

**OBJECTIVES OF THE DEGREE :**

- a) To create for the students of University of Mumbai an additional avenue of self employment and also to benefit banks, Insurance companies & industries providing them with suitable trained persons in their field of banking and insurance.
- b) To prepare students to exploit opportunities, being newly created in the field of Banking & Insurance due to Globalisation, Privatization & Liberalisation.
- c) To provide adequate basic understanding about Banking, Insurance other financial services, among the students.
- d) To give an adequate exposure to operational environment in the field of Banking, Insurance & other related financial services.
- e) To inculcate training & practical approach among the students by using modern technologies in the field of Banking, Insurance etc.

**ELIGIBILITY**

**0.5209** : A candidate for being eligible for admission to the Bachelor of Commerce (Banking & Insurance) Degree Course shall have passed XII Std. Examination Maharashtra State board of Secondary Education equivalent and secured not less than 45% marks in aggregate at (40% in reserved category) one & the same sitting.

Every Candidate admitted to the Degree Course in the Constituent/affiliated and recognized institution, conducting the course, shall have to register himself herself with the University.

**R. 4295** : Duration of the course and related information :-

- a) The course shall be a full time course. The duration of the course shall be six semesters spread over in three years.
- b) Number of students : A batch shall consist of not more than 60 students.
- c) The course shall consist of 38 subjects & 2 projects.
- d) Total number of lectures per paper per semester per subject shall be maximum of 60 each of 50 minutes duration.

---

## Rules of Admission

- 1) Right of admission is reserved by the University.
- 2) Each student shall present himself / herself, before the Principal or the person authorized to act on behalf of the Principal, with an application in prescribed form duly filled and signed by himself / herself and his/her parent or guardian.
- 3) No admission shall be regarded as duly granted unless it is granted by the authority of the Principal and the necessary fees have been received by the college.
- 4) All admissions are valid only for one academic year and are required to be renewed by applicaton in the prescribed form for every subsequent year of study in the college.
- 5) Once the student is admitted to the college, he/she shall be liable to pay full fees for the whole term.
- 6) A student once admitted will be considered duly enrolled for the academic year unless he/she informs the Principal in writing of his/her intention to leave the college, at least one week before commencement of the semester will have to be paid.
- 7) While taking admission to the first year class of the Degree college, a student must submit the following documents duly completed.
  - i) Admission form.
  - ii) Eligibility certificate (Application form will be supplied by the office)

### OR

Eligibility certificate from the university of Mumbai in case of a student passing examination from other than the Maharashtra State Board of Secondary Education.

- iii) Original Marks sheet of H.S.C. or equivalent examination, along with 3 xerox copies of the same.
  - iv) Transfer certificate issued by the H.S.C. board (in the case of students coming from other colleged)
  - v) Prescribed fees in full and in cash. (Cheques will not be accepted)
- 8) All admissions are provisional until all the necessary certificates, such as the final eligibility certificate, transterence certificate, etc are submitted to the college.

**R. 4297 : The fees for the course shall be as follows :-**

Fees Details	B.Com Banking & Insurance		
	F.Y. BCom	S.Y. BCom	T.Y. BCom
Tuition fees	10,000	10,000	10,000
Enrolment fee only for FY	220	0	0
Library Fees	600	600	600
Gymkhana fees	200	200	200
Others Fee/Extra Curricular Activity	250	250	250
Library Deposits	250	0	0
Laboratory Deposit	400	0	0
Caution Money	150	0	0
College Exam Fee/Statement of marks	1420	1420	1420
Computer Practical	2000	1000	0
Laboratory Fees	1000	1000	0
Industrial Visit	500	500	500
Project Fee	0	0	1000
Adm. Processing	200	200	200
Utility Fee	250	250	250
Magazine Fee	100	100	100
Identity & Library Card Fee	50	50	50
Group Insurance	20	20	20
Student Welfare Fund	50	50	50
Development Fund	500	500	500
V.C. Fund	20	20	20
Uni Sports & Cultural Activity	30	30	30
University E Suvidha	50	50	50
E Charges	20	20	20
Disaster Relief Fund	10	10	10
<b>Total</b>	<b>18290</b>	<b>16270</b>	<b>15270</b>

SC/ST category degree students are required to make a nominal payment of Rs.1820/- for F.Y., S.Y. & T.Y. at the time of taking admission. They must fill government freeship / scholarship form on notification by the college failing which they are liable to pay full fees. 1

**Note :** The fee structure is subject to change as per the guidelines issued by the University of Mumbai from time to time.



## REFUND OF FEES

### O. 2859 : Refund of Tuition, Development and all other fees after cancellation of admission :

The candidates who have taken admission in under graduate courses in Govt. colleges, in Govt. aided and unaided courses conducted affiliated colleges and recognized Institutions may request for refund of fees after applying in writing for cancellation of their admission to the course. The refund of fees as applicable shall be made on or before 30th day after the date of cancellation and thereafter. The percentage of fee for the course shall be refunded to the candidate after deducting charges as follows :

#### Fee Deduction on cancellation of admission

Period and Percentage of deduction charges						
	(i)	(ii)	(iii)	(iv)	(v)	(vi)
	Prior to commencement of academic term and instruction of the course	Upto 20 day's after the commencement of academic term of the course	From 21 <sup>st</sup> day upto 50 days after commencement of academic term of the course	From 51 <sup>st</sup> day upto 80 days commencement of academic term and course of August 31 <sup>st</sup> whichever is earlier.	From September 1 <sup>st</sup> to 30 <sup>th</sup> September	After September 30 <sup>th</sup>
Deduction Charges	<b>Rs. 500/-</b> Lump sum	20% of the total amount of fees	30% of the total amount of fees	50% of the total amount of fees	60% of the total amount of fees	100% of the total amount of fees

**NOTE :** The total amount considered for the refund of fees from the commencement of academic term of the courses includes the following:-

- (i) All the fees items chargeable for one year are as per relevant University circulars for different Faculties (excluding the courses for which the total amount is fixed by other competent authorities.)
- (ii) The Fee charged towards group insurance and all fee components to be paid as University share (including Vice-Chancellor fund, University fee for sports and cultural activities, E-charge, disaster

---

management fund, exam. fee and Enrollment fee) are non-refundable if payment is made by the college prior to the date of cancellation.

- (iii) Fee collected for Identity card and Library card, admission form and prospectus, enrollment and any other course specific fee **are not refundable** after the commencement of the academic term.
- (iv) All refundable deposit (Laboratory, Caution Money and Library etc.) **shall be fully returned** at the time of cancellation.

### **Scholarships / Freeships**

A number of scholarships and freeships are available for needy and deserving students. Students who wish to apply for SC/ST Scholarship are required to keep the following documents ready.

1. Income certificate 2015-16
2. Caste Certificate
3. Caste Validity Certificate for ST
4. Ration Card
5. Photocopy of previous marksheets.

Rules and regulations governing scholarships and freeships are available in the office.

- N.B. :**
- a) If there is a gap in the students academic career a gap certificate must be enclosed along with the scholarship form.
  - b) August 30<sup>th</sup> 2016 is the last date for accepting scholarship & freeship forms.
  - c) Students who do not fill scholarship / freeship forms must pay full fees prescribed for the course.

---

## **SCHEME OF MODULES**

### **Semester I**

- 1.1 Environment and Management of Financial Services
- 1.2 Principles of management
- 1.3 Effective Communication - I
- 1.4 Economics- I (Micro)
- 1.5 Quantitative Methods - (I)
- 1.6 Introduction to Computer Systems

### **Semester II**

- 2.1 Principles and Practices of Banking & Insurance
- 2.2 Financial Accounting
- 2.3 Effective Communication - II
- 2.4 Economics - II (Macro)
- 2.5 Quantitative Methods - II
- 2.6 Business Law

### **Semester III**

- 3.1 Laws Relating to Banking & Insurance
- 3.2 Financial Management - I
- 3.3 Management Accounting (Tools & Techniques)
- 3.4 Customer Relationship Management, In Banking and Insurance
- 3.5 Information Technology in Banking & Insurance
- 3.6 Organisational Behaviour
- 3.7 Taxation of financial services

### **Semester IV**

- 4.1 Universal Banking
- 4.2 Financial Management - II
- 4.3 Innovations in Banking and Insurance
- 4.4 Corporate Law and Laws Governing Capital Markets
- 4.5 Entrepreneurship management
- 4.6 Financial Markets (Equity, Debt, Forex and Derivatives)
- 4.7 Cost Accounting

---

## **Semester V**

- 5.1 Marketing in Banking & Insurance
- 5.2 Financial Services Management
- 5.3 International Banking & Finance
- 5.4 Financial Reporting and Analysis
- 5.5 Security Analysis & Portfolio Management (Corporate Banking & Insurance)
- 5.6 Auditing
- 5.7 Project on Banking

## **Semester VI**

- 6.1 Strategic Management
- 6.2 Central Banking
- 6.3 International Business
- 6.4 Human Resources Management
- 6.5 Business Ethics & Corporate Governance
- 6.6 Turnaround Management
- 6.7 Project on Insurance

### **Course objectives :**

1. To provide a basic foundation of the fundamental principles and practices of banking insurance and other Financial Services and application in practice.
2. To enable the students gain a fair idea as to how these principles are applied in practice through live cases/examples published in papers and cited by lectures.
3. To equip the job seeker to get into positions of responsibility in the area of Financial Service (as this would prove a definite advantage to the recruiters in terms of time, cost and skill requirements.)

### **Methodology :**

The course is primarily lecture-oriented but also to be followed by active student participation through discussion and case studies. The lectures will also cite case examples gathered from business dailies and journals for making students understand clearly the application of theoretical aspects in practice.

---

## I. STANDARD OF PASSING AND PERFORMANCE GRADING :

### STANDARD OF PASSING

The learners to pass a course shall have to obtain a minimum of 40% marks in aggregate for each course where the course consists of Internal Assessment & Semester End Examination. The learners shall obtain minimum of 40% marks (i.e. 10 out of 25) in the Internal Assessment and 40% marks in Semester End Examination (i.e. 30 Out of 75) separately, to pass the course and minimum of Grade E in each project wherever applicable to pass a particular semester. A learner will be said to have passed the course if the learner passes the Internal Assessment & Semester End Examination together.

### PERFORMANCE GRADING

The PERFORMANCE GRADING of the learner shall be on the SEVEN point Grading system as under:

Grade	Marks	Grade Point
O	70 & above	7
A	60 to 69.99	6
B	55 to 59.99	5
C	50 to 54.99	4
D	45 to 49.99	3
E	40 to 44.99	2
F (Fail)	39.99 & below	1

***The performance grading shall 'be based on the aggregate performance of internal assessment and Semester End Examination.***

## II. CARRY FORWARD OF THE MARKS IN CASE IF THE LEARNER FAILS IN ONE OR MORE COURSES:

1. A learner who PASSES in the Internal Examination but FAILS in the Semester End Examination of the course shall reappear for the Semester End Examination of that course. However his/her marks of the Internal Examinations shall be carried over and he/she shall be entitled for grade obtained by him/her on passing.
2. A learner who PASSES in the Semester End Examination but FAILS in the Internal Assessment of the course shall reappear for the Internal Examination of the course. However his/her marks of the Internal Examinations shall be carried over and he/she shall be entitled grade obtained by him/her on passing.

---

### 3. a) For Courses without practical

In case of learner who is reappearing for the Internal Examination, (the examination will consist one project of 25 marks which will be divided into 10 marks for the documentation of the project, 10 marks for the presentation and 5 marks for the viva and the interaction.)

### b) For Courses with practicals

In case of learner who is reappearing for the Internal Examination for subjects with Practical, the examinations will consist of practical examination of 25 marks which will be divided into 10 marks for the machine work / laboratory work, 10 marks for the Viva Examination and 5 marks for the Journal.

## III ALLOWED TO KEEP TERMS (ATKT)

**Eligibility for Admission to all the Under Graduate Programs (aided and non-aided) in the Faculties of Arts and Commerce under Credit Based Semester and Grading System**

- a. A learner shall be allowed to keep term for Semester II irrespective of number of courses of failure in Semester I.
- b. A learner shall be allowed to keep term for Semester III if he/she passes each of semester I and Semester II.

**OR**

**A learner fails in not more than FOUR courses of Semester I and Semester II taken together with not more than TWO courses at each of Semester I & Semester II.**

- c. A learner shall be allowed to keep term for Semester IV irrespective of number of courses of failure in Semester III.
- d. Eligibility criteria for a learner, to be admitted in Semester V (Third year) of UG programs (aided and non aided) in Faculties of Arts and Commerce is emended as follows.
  - i) Shall have passed Semester I, II, III and IV in full

**OR**

- ii) Shall have passed Semester I and II in full and secured ATKT in the Second year by failing in not more than two Courses in each of Semester III and Semester IV

**OR**

- 
- iii) Shall have Secured ATKT in First Year by failing in not more than Two Courses in each of Semester I and Semester II and have passed Semester III and Semester IV in full.
- e. A learner shall be allowed to keep term for Semester VI irrespective of grades obtained in each course of Semester V. The result of Semester VI shall be kept in abeyance until the learner passes each of Semester I, Semester II, Semester III, Semester IV, and Semester V in full

### **ADDITIONAL SEMESTER END EXAMINATION**

#### **ELIGIBILITY TO APPEAR FOR ADDITIONAL SEMESTER END EXAMINATION:**

A learner who does not appear i.e. remains absent in some or all the courses on medical grounds or for representing the college / university in sports, cultural activities, activities of NSS, NCC or sports training camps conducted by recognized bodies / competent authorities or for any reason which is considered valid under exceptional circumstances and to the satisfaction of the Principal or the Head of the Institute OR fails in some or all the subjects is eligible to appear for the additional examination.

A learner who does not appear for both the Internal Assessment and Semester End Examination shall not be eligible to appear for the additional Semester End Examination.

The additional Semester End Examination shall be of 2 ½ hrs duration and of 75 marks per course. The learner shall appear for the course of the Semester End Examination for which he/she was absent or has failed. Learners who are punished under O.5050 are not eligible to appear for this additional examination.

#### **MODE OF SEMESTER END ADDITIONAL EXAMINATION:**

- There will be one additional examination for semester I, II, III and IV for those who have remained absent on said grounds.
- The absent learner will be allowed to appear for the examination by the head of the institution after following the necessary formalities subject to the reasons to the satisfaction of the head of the institution.
- Additional Examination for Semester I / II and Semester III / IV will be held after conduct of respective semester and examination.

#### **MODE OF ATKT EXAMINATION:**

- There will be two ATKT examination for Sem. I, II, III & IV during the academic year for those who have failed earlier. One examination will be in the first term & second examination in the second term.

---

## **PROJECT EVALUATION (IF APPLICABLE)**

- a) A learner who PASSES IN ALL THE COURSES BUT DOES NOT secure minimum grade of E in project as applicable has to resubmit a fresh project for evaluation till he/she secures a minimum of grade E. His/her marks in the theory papers that the learner has passed will be carried forward and he/she shall be entitled for grade obtained by him/her on passing.
- b) The evaluation of project and viva-voce examination shall be by awarding grade in the seven point scale as given in the grade point table.
- c. A learner shall have to obtain minimum of Grade "E" (or its equivalent marks) in project evaluation and viva voce taken together.



---

# SYLLABUS

## FIRST SEMESTER

### 1.1 Environment & Management of Financial Services

#### Module 1 Financial System:

- A
  - a) Institutional set-up
  - b) Marketing Structure
  - c) Instruments
  - d) Overview of different kinds of financial services.  
(e.g. Leasing, Hire purchase, factoring, forfeiting, Bill financing / Bill discounting, housing finance, letter of credit, insurance, venture capital, merchant banking, stock broking and credit rating.)
- B Meaning, Definition and scope of Banking and Insurance.

#### Module 2 Phases of Development of Banking and Insurance:

- A Significance and Role of Banking and Insurance in mobilizing savings, investment, accumulation and economic growth.
- B Functions and working of banking and insurance companies.

#### Module 3 Management, Regulation and Development:

- i) Risk management within the organizations of Banks and Insurance companies
- ii) Asset - Liability Management in Banking and Insurance
- iii) Organisational structure and management

#### Module 4 Regulatory & Developmental Framework of Banking & Insurance

- i) Banking companies and RBI Acts and legal framework governing the insurance.
- ii) Developmental Activities of RBI and IRDA.
- iii) Mechanism of supervision and regulation.
- iv) Prudential Norms.

### 1.2 Principles of Management

#### Unit 1 Introduction to Management (Banking and Insurance)

- a) Definition of Management

- 
- b) Management as a Profession
  - c) Traditional v/s Contemporary Management  
(Henri Fayol, F.W. Taylor, Peter Drucker).  
(C.K. Pralhad, Mr. Vijay Govindarajan)

**Unit 2** Management Process, Practices, Functions of Management related to Banking and Insurance Companies

**Unit 3** Organization Structure of Banking and Insurance companies

**Unit 4** Business Leaders

- a) Leaders in the Indian Industry (J.R.D. Tata, Ratan Tata, Aditya Birla, Mumukshu Bhambhani, Mr. Dhirubhai Ambani and Sons, Kiran Mazumdar Shaw, Verghese Kurien)
- b) Leaders in the Banking and Insurance Industry  
Indian Leaders  
**(Banking & Insurance :** H. Shanbagh, Uday Kotak, K. V. Kamath, Naina Kidwai, Deepak Parekh, Chanda Kochhar, Hinduja, Godrej, Azim Premji, Narayan Murthy, Anand Mahindra, Governor of RBI)  
International Leaders
  - 1) President of World bank
  - 2) President of Asian Development Bank
  - 3) President of Federal Reserve Bank
  - 4) President of International Monetary Fund

### 1.3 Effective Communication - I

**Course Objectives:**

- 1) To develop awareness of the complexity of the communication process
- 2) To develop effective listening skills in students so as to enable them to comprehend instructions and become a critical listener
- 3) To develop effective oral & presentation skills so as to enable student to speak confidently interpersonally as well as in large groups
- 4) To develop effective writing skills so as enable students to write in a clear, concise, persuasive and audience centered manner.
- 5) To develop ability to communicate effectively with the help of electronic media

- 
- 6) More emphasis on practical aspect relating to Banking & Insurance sector should be given.
- i) Concept of Communication :
- Definition
  - Need and importance of communication
  - Process of communication
  - Importance of feedback
- ii) Objectives of Communication :
- Information
  - Education and training
  - Order and Instructions
  - Suggestion
  - Persuasion
  - Advice and counselling
- iii) Methods and Modes of Communication
- Verbal-Oral and written
  - Non-verbal-Body language, facial expressions, gestures, signs, Signals symbols, maps graphs, charts, posters etc.
  - Conventional modes - Talex telephone, etc.
  - Electronic modes - fax, internet, e-mails etc.
- iv) Communication Skills :
- 1. Reading**
    - Comprehension
    - Skimming, scanning, interpretation, ordering-reordering of information
  - 2. Listening**
    - Types of listening
    - Barriers to listening
    - Measures for effective listening
  - 3. Speaking**
    - Pronunciation, stress and modulation
    - Effective Public speaking
    - Speeches (practice to be given in class)

---

#### **4. Writing**

Vocabulary and grammar

Editing a text

Cohesion and coherence

Preparing abstracts

v) **Barriers to Communication**

Physical barriers

Socio-psychological barriers

Linguistic barriers

Cultural and religious barriers

How to overcome the barriers

vi) **Written Communication**

Lay-out / Formats

Principles of business correspondence

Types of business letters - Enquiry, orders, Complaints, Claims, Adjustments (the students should be given practice in the class)

### **1.4 Economics - I (Micro)**

#### **Module I Demand and Supply :**

Scarcity, Choice and Efficiency (with reference to Production Possibility Frontier) - Demand function and determinants of demand - Supply function and determinants of supply - Determination of equilibrium price in an open market system - Elasticity of Demand : Price, Income, Cross and Promotional, Measurement of Elasticities - Demand Forecasting: Survey and Statistical Methods - Case Studies on Measurement of Elasticity and Demand Forecasting.

#### **Module II Production and Cost :**

Production Function and Isoquants - Production in the short and the long - Law of variable Proportions - Returns to Scale - Internal and External Economies of Scale - Concepts of Cost (Total Average and Marginal) - Behaviour of cost curves in the short and long-run.

---

### Module III Revenue and Equilibrium of a Firm

Concepts of Revenue (Total, Average and Marginal) - First and Second-order Conditions of Equilibrium of a Firm - Break-Even Analysis - Case Studies on Break-Even Analysis.

### Module IV Market Structure and Pricing Practices

Features of Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly - Equilibrium of a firm and industry under perfect competition and monopoly in the short and long run. Price Indeterminateness - Dumping - Marginal cost pricing, Cost plus pricing, Multiple - product pricing - Case studies of pricing practices.

## 1.5 Quantitative Methods - I

- a) **Introduction, organizing Data, Frequency Distribution, Data Representation:** Definition of Statistics Application and uses of Statistics in Banking, Insurance and Financial Sectors. Concept of Population and Sample. concept of Sampling, Types of sampling, Types of errors, Estimation Point and interval Estimates, Standard error, Estimated population mean Data Types, Frequency Distribution Table, Graphical and Diagrammatic Representation - Frequency Curve, Frequency polygon, Bar Diagram, Histogram, Ogives, Pie Diagram.
- b) **Measures of Central Tendencies :** Definition of Averages and objective of Averages Types of Averages, Arithmetic mean, Geometric Mean, Harmonic Mean and its advantages, disadvantages and usages, Mode, Median, Quartiles, deciles and percentiles (using graph also) for both grouped as well as ungrouped data.
- c) **Measures of Dispersions:** Concept and idea of dispersion. Various measures Range, Quartile Deviation, mean Deviation, Standard Deviation and corresponding relative measures of Dispersion. Geographical representation and utility of various measures of Dispersions.
- d) **Co-variance, Correlation and Regression:** Meaning, Definition and Implication of covariance, Concept of correlation. Rank Correlation, Regression concept, relationship with correlation, Assumptions in Simple Regression, Estimation using Simple Regression: Fitting of a straight line, Method of least squares, construction of characteristic line/estimation line ( $y=a+bx$ ), Slope of the regression line and its interpretation (theoretical and graphical).

- 
- e) **Vital Statistics** : Definition, uses and methods of obtaining Vital Statistics, Measurement of populations, Rates and Ratios of Vital Statistics, Measurement of Mortality: CDR, SDR, IMR, SDD, Life Table, CDR/CMR, Assumptions, Description and Construction of Life Tables. Fertility Rates: CBR, GFR, SFR, TFR, Crude rate of Natural Increase, Pearle's Vital Index and NRR, (Emphasis should be on Concepts, use and application of formulas must be taught. No derivation)
- f) **Probability, probability Distribution and Decision Theory** : Concept of Probability diagrams, Rules of Probability (addition and multiplication) Conditional and Unconditional Probability(dependent and independent events), Baye's theorem Discrete and Continuous Variable Expected value of the variable, Normal distribution.
- g) **Index Nos.:** Concept and usage of index Nos. Construction of Index Nos. Types of Index Nos. Method of constructing index Nos. Aggregate and Relative Index Nos., Lasperye's Index Nos., Paasche's Index number, Dorbisch & Bowley's Index Number, Marshall & Edgeworth Index Number, Fisher's Ideal Index Number, Test of Consistency: Time reversal Factor Reversal and Circular Test Quantity, Chain Base Index Nos. Value Index Nos.< Index Number for Agricultural, Industrial Production, Retail Prices. Consumer Price Index nos. for industrial workers, for urban non-manual employees agricultural labourers, Index nos. for security prices, etc.
- h) **Insurance** : Meaning, Objective, Purpose and need for insurance. Fundamentals of insurance. Calculation of Age, Premiums, bonuses, paid up Value of a policy, Maturity value of the Policy, Claim Calculation and Surrender Value.

## 1.6 Introduction to Computer System

**Objectives:** This course is to introduce the learners to the use of computer technology and its importance in day to day functioning in office & business.

**Learning Outcome from this course** : After completing this course the learner is expected to become computer literate and shall be able to use some basic software's and business utilities like Spreadsheets, databases and presentation software.

### Unit I Introduction to Computers and Networking basics :

**Networking basics** : Primary objective of Computer Networking. Network, Topologies (BUS, STAR, RING, MESH, TREE). Server based, Client / Server Networks. Communication media : Optical Fibre, Stellite Communication, VSAT (Very Small aperture Terminal)

---

networks and their configurations (Point-to-Point, Star, Mesh) and uses in ATM. Computer Networks and Distributed System.

**Computer Communication Systems** : The internet, internet connections, ISO's Open system interconnection reference model, The TCP/IP stack, E-Mail, Internet addresses, Internet Protocol, SMTP, MIME POP, IMAP, Domain Name system, Telnet, FTP, WWW, Browsers, HTML, HTTP, JAVA, Intranet, Intranet Services and their advantages. Extranets, Search Engine and Web Crawlers.

**Unit II Personal Application Software** : Word Processing, Spreadsheets, Presentation Software, Financial Management Software. Work Group Application Software; Lotus Notes, Enterprise Resource Planning (ERP) Software, Supply Chain Management (SCM) Software, Customer Relationship Management (CRM) Software, Knowledge Management (KM) Software.

**Data and Information** : Characteristics and value of information. System and modeling concepts. What is an information system? Business information systems. Transaction processing and workflow systems. Management information systems, decision support systems, artificial intelligence systems and virtual reality systems.

**Power Point Presentations'**: Presentation Programme basics, Integrating multiple data Resources, Presenting Slide Shows.

**Unit III E-Commerce**: Types of E-Commerce, Electronic data Interchange, its meaning and benefits. Internet Banking in India. E-Banking, Core Banking, Electronic Clearing Service, Multi-Application smart cards, Electronic data transfer. M-Commerce, Emergence Mobile Banking and recent developments in Indian Banking Industry. Future of Mobile Banking Services in India. Impact of M-Commerce in insurance sector.

**Cyber Security**: Cyber attacks, Trojan, Virus, Worm, Spam, Hacking, Phishing. IP Spoofing.

Firewalls: Intrusion Detection Systems, Secure Socket Layer, Authentication and Assurance of data Security, Cryptography based Solutions, Digital Signature.

**Principles Or DBMS**: What is a database, Relational databases (Relation, Attribute, Instance, Relationship, Join), Database capabilities (Data definition, data manipulation, Access as an RDBMs)

Ms-Access Fundamentals, creating, opening and manipulating database and tables. Creating table using table template. Defining

---

fields, defining primary key, deleting tables, renaming tables, changing field names, moving fields, using input masks, queries, forms, reports.

Querying a table: Creating and working with simple queries. Multi table queries (inner join, outer join).

**Unit IV Excel :** Excel fundamentals, Entering and editing, worksheet data, Worksheet operations, working with cells and ranges. Cell references in formulas, Worksheet Formatting and printing worksheet. (Shortcut keys to edit and navigate worksheet).

**Creating Tables and Databases:** Working with tables. Sorting & Filtering data, Grouping and Ungrouping data tables, Inserting Sub-totals, Getting external data from Access, Web, Text or Other sources, Conditional Formatting.

**Using Excel Functions** IF, AND, OR, NOT, TRUE, FALSE, SUM, AVERAGE, SUMIF, SUMIFS, COUNT, COUNTA, COUNTBLANK, COUNTIF, MAX, MIN, ROUND(), ROUNDUP(), ROUNDDOWN(), CEILING(), FLOOR(), RANDBETWEEN() Using SUM for finding cumulative total. Using Lookup functions (VLOOKUP, HLOOKUP, LOOKUP).

**Borrowing and Investing Formulas in Excel :** The basic Excel financial functions, calculating present value of a Lump Sum, Present value of an annuity with Lump Sum. (PV()), computing Loan Payment (PMT()), calculating interest rate using RATE(), Calculating number of payments required to pay off a loan. (NPER()). Calculating the interest and Principal Components using the IPMT() and PPMT() functions. To show interest and Principal components for a specified series of payments using the CUMIPMT() and CUMPRINC().

**Syllabus to be completed during Practical :**

Entering data such as A/c no. Name, date of Birth, balance etc to an excel sheet.

Automatically generating numbers, date days, months etc using Auto fill.

Generating Random number between given limits using RANDBETWEEN()

Using SUM, AVERAGE, SUMIF, SUMIFS, COUNT, COUNTA, COUNTBLANK, COUNTH, MAX, MIN, ROUND(), ROUNDUP(), ROUNDDOWN(), CEILING(), FLOOR(), RANDOMIZE. Using SUM for finding cumulative total.

Using Lookup functions (VLOOKUP, HLOOKUP, LOOKUP)



---

Using FV(), PV(), PMT(), PPMT(), IPMT(), CUMIPMT(), CUMPRINC(), RATT(), NPIR()

Preparing 2- way data tables.

Preparing Table of Depreciation using SLM and RBM

Understanding Excel charts Creating variety of charts using Excel.

Understanding PIVOT tables, Creating PIVOT tables to analyse Insurance and Banking related data collected over a period of Time.

Creating Financial Schedules using Excel. Setting Up a basic amortization table, evaluating loan options with a data table.

**Computerized Accounting: (assumption is that the students have basic knowledge of accounting concepts like Account, debit, credit, transactions, assets, liabilities, types of accounts, Journal, ledger, trial balance, final accounts).**

Creating accounts, Feeding of opening balances, Chart of account, Capital, Current asset, Current liabilities, Investments, Loans, Miscellaneous, Sales, Purchase, Direct / Indirect income / Expenses, Purchase / Sales Order, Receipt Note, Purchase / Sales bill, Debit / Credit Note, Journal, Voucher VAT bills, Ledger wise trial balance, Trading Account, Profit & Loss Account, Balance Sheet, Outstanding

**MS-ACCESS:**

Creating data bases and Tables, Modifying tables and fields. Working in the table. Retrieving Information from the table. Querying multiple tables : Inner Join, Outer Join.

## SECOND SEMESTER

### 2.1 Principles and Practices of Banking & Insurance

**Module I** Introduction to Banking : Basic Concepts: Origin, Need, Types, Scope and Functions fo Banking - Need for Regulation and Supervision.

**Module II** Banking Scenario in India: Banking Operations - Types of accounts - Banking Srvices - Current Scenario, Financial Inclusion and Banking Regulations & Role of RBI

**Module III** Introduction to Insurance : Understanding Risk - Kinds of business risks - Need and Scope of insurance - Evolution of insurance - Principles of insurance - Types of insurance and policies - Risk and Return relationship.

---

**Module IV** Insurance Business Environment in India : Growth of Insurance Business - Actuarial Role - Claim and Settlement Procedures - Insurance Regulations Role of IRDA.

## 2.2 Financial Accounting

**Module I** Meaning, scope, objectives, need, importance and limitations of accounting. Basic accounting terminology. Branches of accounting. Accounting concepts, Conventions and Principles. Double Entry System, Classifications of accounts. Rules of debit and credit Writing of Journal Entries and Ledger. Sub division of journal and Trial Balance.

**Module II** Classifications of Income, Expenditure and Receipts on the basis of capital and revenue. Source documents required for practical accounting. Introduction to Bank Reconciliation Statement and Errors and their Rectification. Accounting Standard 1, 2, 6, 8, 9, 10. Understanding Fair Value concept Overview of Ind-AS vis-a-vis International Financial Reporting Standards (IFRSs).

**Module III** Introduction to issue and forfeiture of shares, Stock Valuation (FIFO and Weighted Average Method only). Hire Purchase Transactions (Calculation of interest, accounting as per asset purchase method only, exclude repossession). Introduction to Depreciation Fixed Installment method, Written Down Value Method. Change of method, Valuation of goodwill (problems based on average profit method and super profit method only). Bills of Exchange (problems with various accounting treatment on trade bill only)

**Module IV** Final Accounts: Trading Account, Profit and Loss Account, Balance Sheet, Adjustment Entries. Introduction to Accounts of Non Profit Organizations.

## 2.3 Effective Communication - II

i) **Presentations :**

Making Effective Presentations - Poster and PPT

Presentation of Seminar Papers

---

ii) **Summarizing :**

iii) **Report Writing:**

Theory of Report Writing

Definition

Types of Report - Individual Report and Committee Report

Routine Reports /Activity Reports/Investigation Reports

Format of a Report

Essentials of a Good Report

iv) **Group Communications :**

Importance of Group Communication

Advantages and Disadvantages of Group Communication

Meetings, Conferences

Role fo the Chairperson

v) **Correspondence :**

Internal Correspondence : Job Applications, Appointment

Letters, Confirmation Letters, Promotion Letters, Testimonials,

Memos etc. Notice, Agenda, Resolution, Minutes.

External Correspondence : Enquiries and Replies regarding Terms and Conditions, Queries regarding Financial Services, Complaints and Grievances, Queries about Payment of Installments, Correspondence with Stock Brokers, Applying for Shares, Correspondence regarding Loans ( Personal), Housing, Consumer Loan, Renovation Loan, Car Loan, Hire-Purchase and installment Loan, Agriculture Loan etc), Correspondence with Insurance Company etc.

vi) **Public Relations :**

Definition and Concept, Internal and External Public Relations.

Crisis Management.

## **2.4 Economics - II (Macro)**

**Module I National Income Concept and Determinations:**

Concepts of National income - Circular Flow of Income: Open and closed economy-Measurement of National income-Real versus Nominal GNP- Price Indices and National Income

---

Deflator, IS-LM Model for the determination of national income - effects of fiscal and monetary policy on the IS-LM equilibrium.

**Module II Overview of Financial System:**

Role of Financial systems in economic development - Financial intermediation - Financial Development Ratios: Finance ratio, Financial Interrelation ratio, New issues ratio and Intermediation ratio.

**Module III FISCAL Operations and Policy :**

Sources of Public Revenue - Classification of Public Expenditure - Public Debt - Deficit Financing and inflation - Components of Budget - Fiscal Deficit - Fiscal Policy and Economic Stabilization.

**Module IV Balance of Payments:**

Concepts of Balance of Payments: merchandise trade balance, current account balance and capital account balance - Disequilibrium in balance of payments - Measures to correct disequilibrium in balance of payments: monetary and non-monetary measures - Devaluation as a measure to correct disequilibrium.

## 2.5 Quantitative Methods -II

- 1) **Testing of Hypothesis:** Testing of hypotheses: Null Hypothesis, Alternative Hypothesis, Decision Criterion, Critical Region, Type I and Type II Error, level of significance. Test based on large Sample for Means and Proportion/s.
- 2) **Linear Programming Techniques:** Meaning, Advantages, limitations, business applications, basic terminology, formulation of linear Programming problems, Graphical Method of solving linear Programming Problems, Simplex method (upto 3 variables) with Maximisation and Minimisation. Duality in Linear Programming (Concept only).
- 3) **Matrices and Determinants (Application in Business and Economics):** Matrices, Types of Matrices, Transpose, Addition, Multiplication, Subtraction of a Matrix, Determinants, Type of Determinants, Inverse of a matrix by Pivotal Reduction Method, Adjoint Method and Row / Column transformation. Application of Matrices and Determinants to Business and Economics. (Please concentrate on application of Matrices and Determinants to Business & Economics)

- 
- 4) **Ratio, Proportion and Percentage:** Ratio Definition, Continued Ratio inverse Ratio, Proportion, Continued Proportion, Direct Proportion, Inverse Proportion, Variation, Inverse Variation, Joint Variation Percentage: Meaning & Computation of Percentage
  - 5) **Interest:** Simple interest, Compound Interest (Nominal & Effective Rate of interest), Equated Monthly instalments (Reducing Balance and flat interest rate of interest).
  - 6) **Time value of Money :** Time value of money, interest Rate, Future value, Present value, Discount rate, Total future and Present value of annuities sum of constantly growing each flows, IRR, NPV, interest rates compounded more than once a year (including continuous compounding) stated annual rate & effective annual rate Perpetuity and its present value. Annuities with frequency other than with which the interest is convertible. Redemption of loan.
  - 7) **Statistical Application in Finance :** Cost volume profit analysis (using linear regression) Project evolution (using probability) inventory models (E.O.Q. levels) Receivables management (Probability) Time series and forecasting Simulation (using Monte Carlo Method)
  - 8) **Statistical Applications In Investment Management:** Expected return from shares (using probability) Measuring total risk from investigator shares (using standard deviations) Partitioning risk into systematic and unsystematic component (using co-variance) measuring risks of portfolio (using co-relation) to draw conclusions regarding share prices (using testing of hypothesis)
  - 9) **Economic Indicators :** GDP, Real growth in GDP price level inflation rate, Money Supply, Index for agricultural production Index for industrial production, Electrical generation, Infrastructure, external economic indicator, Annual budget, Fiscal deficit. External debt. Debt service ratio.

## 2.6 Business Law

- 1) **Introduction to Law**  
Meaning, Definition, Features, Types, Sources & Classification.
- 2) **Indian Constitution**  
Natural Justice, Special Leave, Features, Writs, Fundamental Rights.

---

3) **Contract Act**

Meaning, Essentials, Agreement, Offer, Acceptance, Consideration, Free Consent, Capacity to Contract, Kinds & Classification of Contract, Performance, Discharge & Termination of Contract, void, Quasi Contract, Contingent Contract, Wager Agreement, Breach of Contract & Remedies of Contract.

4) **Special Contract**

Indemnity & Guarantee-Meaning, Features, Distinction, Position, Surety, Discharge of Surety, Bailment-Meaning, Types, Features, Rights & Duties, Lien, Finder of Goods, Pledge. Agency-Meaning, Features, Types, Rights & Duties of Agent & Principal Ratification, Mode of Creation, Liabilities & Termination.

5) **Sale of Goods**

Introduction, Meaning, Features, Terms, Classification of Goods, Sale & Agreement to sell, Conditions & Warranties & Unpaid Seller.

6) **Negotiable Instrument**

Features, Promissory Notes, Bill of Exchange, Cheque, Features, Distinctions, Acceptance, Crossing, Dishonour, Position of Banker, Holder & Holder in Due Course, Privileges, Payment in Due Course, Types of Instruments, Penalties for Dishonour, Endorsement.

7) **Information Technology Act**

Objectives, Scheme, Digital Signature, Authorization, E-Governance, Certifying Authorities, Digital Certificates, Cyber.

## THIRD SEMESTER

### 3.1 Laws Relating to Banking and Insurance

#### Module I **A. Indian Banking Act, 1949 :**

Basic Terms - Business Permitted - Business Prohibited - Capital - Reserves - Indian Banks - Licensing - Branches - Maintain Liquid Assets - Advances - Management - Liabilities - Credit Creation - Cooperative Banks - Fines & Penalties - Credit Control.

#### **B. Reserve Bank of India, 1935 :**

Introduction - Role - Scheduled banks - Departments - Credit Information - Non Banking Financial Institutions (NBFC) -

---

Liabilities under Section 45 - Prudential Norms - Chit fund Act  
- NBFC & Public Deposits.

## **Module II Insurance Regulatory Development Authority**

**A. Indian Insurance Act, 1949 :** Basic Terms - Registration - Capital Requirement - Deposits - Accounts & Audit - Registers & Returns - Investments - Social & Rural Insurance- Management Expenses - Assignment & Nomination - Licensing - Agent Commission - Rebate & Bonus - Tariff Advisory Committee - Surveyors - Reinsurance - Surrender - Public grievances - Obligations of Insurer.

**B. IRDA :** Introduction - Objectives - Powers- Duties - Functions- Advisory Committee - Central Government Powers - Deposit - Advertising Disclosures - Inspections and Investigations - Surplus Distribution - Code of Conduct of Agents.

## **Module III A. Other Related Acts :**

**Actuary :** Appointment - Powers - Duties - Meeting - Registration - Investment - Prudential Norms - Financial Statements - Code of Conduct for Surveyors and loss assessors - Third Party Administration - Code of Conduct for TPA - Content of Policy Documents - Remuneration of Brokers and claims.

Indian Stamp Act : Terms - Instruments - Mode and time

Indian Registration Act : Terms - Rules - Place and Procedures

## **Module IV B. Other Related Acts :**

Consumer Protection Act 1986 :

Terms-objectives -Redressal Machinery - Protection Ombudsmen Act: Introduction and elementary Council level Knowledge.

### **3.2 Financial Management - Paper I**

- Unit I**
- a) Overview of Financial Management
    - Scope, Functions and Objectives
  - b) Financial Forecasting
    - Sales Forecast
    - Preparation of proforma Income Statement and Balance Sheet
    - Growth and External Funds Requirements (EFR)

---

**Unit II** Tools of Financial Analysis

- Common size statements
- Comparative statements
- Ratios : Balance Sheet Ratios, Income statement Ratios and Combined ratios

**Unit III** Cash Budget

Capital Budget

Flexible Budget

**Unit IV** Sources of Finance

- Long term Sources (Term Loans, Debentures, Bonds, Zero Coupon bonds, Convertible Bonds)
- Equity shares, Preference shares
- Short Term sources (Bank Finance, Trade Credit, Other Short Term Sources)

**3.3 Management Accounting (Tools and Techniques)**

**Objective : To impart basic management Accounting knowledge as applicable to business with suitable illustrations.**

**Unit I** 1) Overview of Management Accounting  
(Scope, Functions & objectives)

2) Treasurer and Controller  
(Compare & Contrast roles)

3) Meaning and use of different costs for different purposes

a) Product costs and Period costs

b) Direct costs and Indirect costs

c) Cash costs and Non-cash costs

d) Opportunity costs

e) Specific costing concept relevant to insurance sector

4) MIS Management Information System

a) concept, need, characteristics, role, limitations, MIS and computers

b) Different types of reports

**Unit II** 1) Interpretation of financial statements with the help of

a) Notes to Accounts



- 
- b) Directs' report and auditor's report  
(Contents and importance of notes to accounts, director's report and auditor's report)
  - 2) Cost audit
    - a) Items covered under cost audit rules, functions and scope of cost audit, cost audit program under companies act
- Unit III**
- 1) Marginal and absorption costing
    - a) Meaning, advantages and limitations
    - b) Cost volume profit analysis - meaning & computation of breakeven point, break even sales (units), break even sales (), margin of safety
    - c) Single limiting factor analysis where a company has restricted freedom of action.
    - d) Graphical linear programming (including an explanation of shadow prices).
- Unit IV**
- 1) Marginal decision making  
(product mix decisions, make or buy decisions, operation or shut down decisions, accept - reject export orders)

### **3.4 Customer Relationship Management in Banking and Insurance**

#### **Objectives :**

- To familiarize with the strategy, tactics, key concepts and best practices of Customer Relationship Management (CRM)
- To apply analytical techniques and concepts to solve real world decision problems in CRM.
- To provide better understanding of how companies gain competitive advantage and improve financial performance through crafting and implementation of better customer retention strategies.

#### **Unit I Introduction to Customer Relationship Management (CRM)**

Historical Perspective of CRM,meanin, definition, purpose and significance, facttors responsible for the growth of CRM, winning Markets through effective CRM

Advantages / Benefits of CRM

Relationship marketing - concept, purpose, value creation in Business  
Measuring ghe effectiveness of relationship marketing

---

CRM cycle and CRM programmes

**Unit II** Customer Relationship Management (CRM) - Emerging Dimensions

Customer Retention Management

- Reasons for Customer Switching
- Need for Customer Retention
- Customer Retention Strategies
- a) Customer Complaint Management Strategy
- b) Service Recovery Strategy
- c) Managing Customer Waiting Strategy
  - Levels of retention strategy
  - a) Financial Bonds
  - b) Social Bonds
  - c) Customization Bonds
  - d) Structural Bonds
- Recall Management
- Personalisation Strategies
- Differentiation Strategies

**Unit III** CRM - A Cost - Benefit Analysis

A CRM Benefits

- a) To the organization
- b) To the customer

B CRM Costs

- a) To the organization
- b) To the customer

C Building customer loyalty in Business to Business

Customer Centric Organizational Structure

Four essential steps

- a) Communal Coordination
- b) Serial Coordination
- c) Symbiotic Coordination
- d) Integral Coordination

**Unit IV** Customer Service Representative

Customer Care Software

---

Customer Service Applications  
Customer Facilities  
Multimedia Contact Centre  
Electronic Point of Sale  
Winning strategies and processes for effective CRM in Banking and Insurance

### **3.5 Information Technology in Banking and Insurance**

#### **Unit I Applications of Information technology in Banking and Insurance**

**RTGS (Real Time Gross Settlement)** : Guidelines, Functionality, Requirement & process, Benefits, Infrastructure.

Credit Card : Guidelines, Functionality, Requirement & Process, Benefits, Infrastructure

Insurance Claim Management :

#### **Unit II Advance E-Commerce**

Business Models

IT Architecture (Web Server, App Server, DB server, Networking & devices)

Threats

Security (Principles & Policies)

Advantages and limitations

Cyber Law - IT Act 2000, IT amendment 2008

#### **Unit III ERP and MIS**

Functioning of ERP and MIS

Need of ERP and MIS

Advantages & Disadvantages of ERP and MIS

Working and Implementation of ERP and MIS

#### **Unit IV Data Communication**

Customer Interaction

Database Management

Data Mining

Technology Based CRM softwares -

1) SAAS 2) MYSAP.Org 3) People Soft etc (any two)

---

## 3.6 Organizational Behaviour

### Objectives :

- To provide basic knowledge of key approaches and Models relating to Organizational Behaviour.
- To identify specific steps managers can take to motivate the employees.
- To understand ways of acting effectively and finding ways for controlling human behaviour.
- To apply different concepts relating to managing of conflicts, change, time and stress.

### Unit I Introduction to OB

- Meaning, Nature and scope of OB, Models of OB.

#### Theories of Motivation

- Maslow, Herzberg, Mc. Gregor Theory X and Theory Y, William Ouchi's Theory Z, Victor Vroom.ERG theory
- Application of the Theories
- Motivational techniques in Banking and Insurance Industry.

### Unit II Group Dynamics

- Individual Behaviour (IQ, EQ, SQ)
- Group Formation, Team Building, Team Development.
- Goal Setting
- Soft Skills, Interpersonal Skills, Multicultural Skills, Cross Cultural Skills.
- Johari Window

### Unit III Organizational Culture and Change Management

- Work Culture, Ways for making Work Culture Effective and Lively, Work Conflicts.
- Organizational Change, effects of Resistance to Change, ways to overcome resistance to change.
- Time and Stress Management.

### Unit IV Organizational Development

- Meaning and Nature of OD.
- Techniques of OD.
- Importance of OD.

---

## 3.7 Taxation of Financial Services

### Objectives :

- To impart knowledge of the basic principles underlying provisions of income tax and service tax.

### Unit I Basic Concepts and Definitions of Income Tax Act / Rules

Section 2 - Assessee, Assessment Year, Assessment, Annual value, Business, Capital asset, Income, Person, Previous year, Transfer.

Section 3 - Previous Year,

Section 6 - Residential Status, Scope of Total Income, Deemed Income.

Section 10 - Exempted Incomes Exemptions related to specific Head of Income to be covered with Relevant Provisions such as Salary, Income from other Sources etc.

### Unit II Taxation of Income under different heads

Section 15-17- Income from Salary,

Section 22-27- Income from House Property,

Section 28-43- Income from Business & Profession,

Section 44-55- Income from Capital Gain,

Section 15-17- Income from Other Sources.

### Unit III a) Provisions for deductions from total income

Section 80C - Investment in Government Securities,

Section 80CCC - Pension Fund,

Section 80D - Mediclaim Insurance Premium,

Section 80DD - Medical Expenditure on Handicapped Relatives,

Section 80E - Interest Paid on Loan Taken for Higher Education,

Section 80G - Donations,

Section 80U - Income earned by Handicapped Assessee.

### b) Provisions regarding TDS

Section 194A - TDS on Interest,

Section 194C - TDS on Payment to Contractor

Section 194H - TDS on Commission

Section 194I - TDS on Rent

Section 194H - TDS on Professional Fees

---

### **C) Provisions regarding Advance Tax**

Section 207 - Income Liable to Advance Tax,

Section 208 - Liability of Advance Tax,

Section 208 - computation of Advance Tax,

Section 210 - Payment of Advance Tax,

Section 211 - Due Dates of Advance Tax

### **Unit IV 2) Service Tax Act**

Section - 65 Definitions

Section - 66B Charge of service tax on and after Finance Act, 2012

Section - 66D Negative list of services

Section - 67 Valuation of taxable services for charging service tax

Section - 67A Date of determination of rate of tax, value of taxable service and rate of exchange

Section - 68 Payment of service tax

Section - 69 Registration

Section - 70 Furnishing of returns

#### **Notes :**

1. The Syllabus is restricted to study of particular sections, specifically mentioned rules and notifications only.
2. The Law in force on 1<sup>st</sup> April immediately preceding the commencement of Academic year will be applicable for ensuing Examinations.

## **FOURTH SEMESTER**

### **4.1 Universal Banking**

#### **Unit I Introduction to Financial Services (Fund Based and Non Fund Based)**

Evolution of Universal Banking

Commercial Banking Vs Development Banking, Sources and Uses of funds, Commercial banks and development banks

Universal Banking in an open Economy

Universal Banking as a mix of commercial banking and development banking.

#### **Unit II Asset Liabilities Mismatch Possibilities**

Risks in project Lending

Short term nature of funding sources

---

Off Balance sheet items and services

The Development wing of the universal bank provides.

**Unit III** Entry of commercial Banks into Securities Business.

Consumer finance.

Merchant Banking

Non Banking Investments and activities of Banks

Universal Banking and future of small business lending

**Unit IV** Relevant Case Studies and Recent trends and challenges in Universal Banking in India

Impact of Globalization (FDI and FII) in the Indian Banking Sector.

## 4.2 Financial Management - II

**Unit I** A) Capital Investment Decisions  
Proposal origination, Economic Evaluation, Capital Expenditure control, Post Audit

B) Tools of evaluating Capital Investments  
Payback Period, Discounted Payback period, Net Present Value, Internal Rate of Return, Profitability Index, Equivalent Annual Cost, Modified Internal Rate of Return.

**Unit II** Cost of Capital

- Computation of Weighted Average Cost of Capital
- Cost of Debts, preferences shares and Net worth
- Minimum acceptable rate of return and its relationship with cost of capital

**Unit III** Leverage

- Financial, Operating and Combined Leverage

Capital Structure Theories

- Net Operating Income (NOI)
- Net Income Approach (NI)
- Modigliani - Miller (MM) Approach

Capital Structure Policies

- Determinants of capital Structure Decisions
- Approach to estimating the target capital structure
- Variation in Capital Structure

- 
- Earnings Before Interest and Taxes / Earnings per share (EBIT /EPS), Analysis & Return on Investment / Return on Equity (ROI / ROE) Analysis

#### **Unit IV Working Capital Management**

- Gross and Net working capital, Positive and Negative Working capital.
- Estimation of Working Capital

### **4.3 Innovations in Banking and Insurance**

#### **Unit I** Review of functioning of banks, Liabilities and Assets of Banks, Net worth, Off Balance Sheet Items

New Products :

Deposit and Loan Products

Housing finance, Hire Purchase, Leasing, Factoring and Forfeiting, Merchant Banking, Mutual Funds, consumer Loans, Venture Capital Financing, Banks as credit financial supermarket / maturity and return profiles of new products.

#### **Unit II** New Financial services provided by banks - investment portfolio management services, advice on money management, tax services Electronic Payment systems (**Indian - NEFT, RTGS, International -SWIFT**)

**Debit Cards and Credit Cards - Concept and Process.**

E-Banking

**Investment Banking and Products**

#### **Unit III** Insurance - Concept, functions, Types (Life and General),

New Insurance Products,

Integration of third party and Re-insurance, Co-existence of Banking and Insurance - their problems.

Insurance as a cover to Banking risks

Types of Risks, (systematic and unsystematic)

Bank Assurance

#### **Unit IV** Privatization of Insurance Business in India,

Banking and Insurance Regulation

Self Regulation and Installation of Corporate Governance,



---

Future strategies for promoting insurance in India  
Implications for Risk Management, Derivatives in Banking,  
Innovations in credit appraisal system.

#### **4.4 Corporate Laws and Laws Governing Capital Markets**

##### **Module I Corporate Laws :**

Indian Companies Act 1956 : Meaning - Features - Salomon Vs. Salomon & Co. Ltd - Kinds of Cos-Registration - Preliminary Contracts - Public Deposits - Prospectus - Capital and its types - Shares and its types - Alteration to capital - Meetings - Types - Essentials - Procedure - Ultra Virus - Constructive Notice - Indoor Management - Co. Management-Directors-Qualification and disqualification-Appointment-Removal-Accounts and Financial Statements-Lifting of Corporate Veil-Borrowing Powers-Charge and rules.

##### **Module II Security Acts**

A) Security Contract Act 1956 : Terms- Recognition of stock exchange-Listing Agreement - Delisting - Security Appellate Tribunal - Cancellation of recognition-by laws- types of contracts. Securitization & reconstruction of Financial Assets and Enforcement of Security Interest Act (SARFAESI) 2002 : Objectives - Terms-process-registration-acquisition-assets reconstruction-takeover management-offences and penalties-authorities.

##### **Module III Security Exchange Board of India**

A) SEBI : Objectives - terms - establishment - powers - functions - accounts and audit - penalties - registration.  
B) Issues of Disclosure Investors Protection Guidelines: Pre & Post obligations-conditions for issue-Debt Security-IPO-E-ipo-Employee option-right-bonus-preferential allotment-intermediary-operational-promoter lock in period requirements-offer document

##### **Module IV Other related Acts:**

Foreign Exchange Management Act 1999 : Terms-Currency-Capital and Current Account - Authorized person - Repatriation. Arbitration and Conciliation Act, 1940 and 1996 : Elementary level Indian Depository and Participant Act, 1996 : Elementary Level

---

## 4.5 Entrepreneurship Management

### Objectives :

- To explain the key ingredients to be a successful entrepreneur.
- To appreciate the value of entrepreneurship in daily life.
- To understand the impact of social and environmental issues in starting up of a new venture.
- To develop entrepreneurial culture and provide opportunity to build analytical and practical skills.

### Unit I **Concept, meaning and definition of entrepreneur and entrepreneurship.**

- Importance and significance of growth of entrepreneurial activity.
- Concept of entrepreneur.
- Characteristics and qualities of entrepreneurs
- Classification and types of entrepreneurs
- Women entrepreneurs
- Theories of entrepreneurship  
(McClelland, Max Weber and Joseph Schumpeter)

### Unit II **Entrepreneurial Project Development**

- Idea generation - sources and methods
- Identification and classification of ideas
- Environmental Scanning and SWOT analysis
- Preparation of project plan - Points to be considered
- Components of an ideal business plan - market plan, financial plan, operational plan, and HR plan.
- Project formulation - project report significance and contents
- Project appraisal - Aspects and methods :
  - a) Economic oriented appraisal
  - b) Financial appraisal
  - c) Market oriented appraisal
- Technological feasibility
- Managerial Competency

---

**Unit III Legal Considerations for different forms of organization Cultural and Environmental Issues in setting up of business enterprise with respect to :**

(Sole trading firm, Limited Liabilities Partnership, Limited company, Public Company, Private Company, NGO)

Quick Start Methods of Business :

Franchising, Mergers and Takeover

**Unit IV Entrepreneurship Development Programme and Risk Management**

- SME, SHG with special reference to microfinance and woman entrepreneur
- Definition of risk, types of risk, risk management strategies.

**4.6 Financial Markets (Equity, Debt, Forex and Derivatives)**

**Unit I Indian Financial System :**

Introduction, Indian Financial system with Understanding of Different markets

**Regulatory Institution : The Reserve Bank of India**

Introduction, Organisation and Management of its Role and Functions, Monetary policy, Recent role of Global Crisis and Survival of India.

**Regulatory Institutions**

Companies Act 1956,

Security Contract Regulation Act, 1956

SEBI ACT 1992

**Unit II Call Money Market :** Introduction, Meaning and Importance, Functions of Call Money Markets, Call Money rates as Indicators.

**Commercial Bill Markets :** Introduction, Bill of Exchange, Size of Bill Market in India, Rate and Its Impact.

**Money Market :** Meaning, Importance and Functions, Use of Money Market in economy, Instruments of Money Market-treasury bill, commercial paper, certificate of deposit inter corporate deposit.

**Unit III Capital Market :** Meaning, Importance and Function Instruments of Capital Markets - Equity Shares, Preference Shares, Bonds Debentures.

Indian Stock Markets : History, Meaning and function of Stock

---

Exchange, BSE, NSE and other exchanges, Working of Stock Exchanges, Stock Exchange as a Barometer of Economy.

**Unit IV Derivatives Markets** : Meaning, History, types of Instrument in derivatives market - Forward, future option, swaps, Hedging arbitrage and speculation, Indian Derivatives Market.

**Foreign Exchange Market in India** : Meaning, Currency Derivatives, Forward contracts in Currency Vs Currency Futures, Exchange Rate as an Economic Indicator.

#### **4.7 Management Accounting (Tools and Techniques)**

**Objective** : To impart basic cost accounting knowledge as applicable to banking and insurance with suitable illustrations.

- Unit I**
- 1) Identifying Elements of cost:
    - Materials
    - Staff cost
    - Overheads
  - 2) Cost Classification by behaviour with reference to banking and insurance industries:
  - 3) Cost Accounts and Financial Accounts compare :
    - Contrast and reconcile.
- Unit II**
- 1) Different Methods of costing :
    - Process Costing.
    - Services Costing.
    - Operating Cost Statement.
    - Contract Costing.
- Unit III**
- 1) Budgeting :
    - Project planning and forecasting
    - Tax Impact in Project Finance
    - Incremental budgeting
    - Zero-based budgeting.
    - Activity based budgeting.
    - Designing and analysing a Business / Project Plan

- 
- 2) Costing Systems and Decision making :
    - Value and functional cost analysis.
    - Resource planning system : MRPI, MRPII and ERP
    - Just-in-time
    - Activity-based Costing
    - Absorption Costing
    - ABC Analysis

- Unit IV**
- 1) Costing Concept with specific reference to Insurance Claims
    - a) Fire Insurance claims, working Stock as on the Date of Fire
    - b) Working for Consequential Loss Claim.
  - 2) Fundamentals of Standard Costing - Material & Labour cost variances

## **FIFTH SEMESTER**

### **5.1 Marketing in Banking and Insurance**

#### **Overview:**

- To develop concepts in marketing.
- To explain the scope of marketing management - analyzing opportunities, selecting target segments, developing the market mix, managing the marketing effort.
- To Provide understanding of the communication mix, advertising campaigns, media planning, budgeting, marketing mix decisions, scope and limitations of market research.
- To develop strong concepts in marketing strategies for emerging technology and mature markets.
- To provide understanding about the internet as a strategic medium for marketing and sales efforts for a company.

#### **Unit 1 Introduction to Goods Marketing and Services Marketing**

- Definition of marketing
- Definition and Classification of Services
- Services Marketing Mix
- 7 P's of Marketing Mix

- 
- 7 P's of Services Marketing Mix
  - Importance of Marketing Mix Elements
  - Marketing of Banking and Insurance products
  - Services Marketing Mix strategies for banking and Insurance

**Unit 2 Channels of Marketing and Marketing Research**

- Channels of Marketing
- Marketing Research-Meaning and Importance
- Process of Marketing Research
- Types of Marketing Research  
(Product, Sales, Consumer and Promotion research)
- Marketing Logistics (Logical objectives for banking and Insurance products)

**Unit 3 Consumer in Services Marketing**

- Consumer Buying Behaviour Meaning and Stimulus Response Model
- Decision Making Unit
- Importance of Personnel in Services  
Managing Service Quality
- Service Quality Model (CAPS model)
- Managing Service Gaps
- Major trends in product support service

**Unit 4 Advertising and Branding of Services (Managing Integrated Marketing Communication)**

- Role of Advertisement in Service Marketing
- Determining Communication Objectives
- Factors in setting marketing communication mix
- Web Marketing, Rural Marketing, Social Marketing
- Post Sales services strategies

**Recent Trends and Challenges in Marketing**

- Ethics in marketing

- 
- Major trends in consumer services
  - Marketing in 21<sup>st</sup> century
  - Marketing through social networking channels

## **Bechelor of Commerce (Banking & Insurance)**

### **Semester - V Module : 5.2 - Financial Service Management**

#### **Unit 1 :**

##### **Financial Services**

Meaning - Classification - Scope - Fund Based Activities - Non-Fund Based Activities - Modern Activities - Sources of Revenue - causes for financial innovation - New Financial Products and services - Innovative Financial Instruments - Challenges Facing the Financial Sector Saving Mobilization.

##### **Merchant Banking**

Definition - Origin - Merchant Banking in India - Merchant Banks and Commercial Banks - Services of Merchant Banks - Qualities required of Merchant Bankers in Market Making Process - Progress of Merchant Banking in India - Problems - Scope of Merchant Banking in India.

##### **Leasing and Hire Purchase**

Definition - Steps in Leasing Transactions - Types of Lease - Financial Lease - Operating Lease - Leverage Lease - Sales and Lease Bank - Cross Border Lease - Advantages and Disadvantages of Lease - Structure of Leasing industry - Hire Purchase and Credit Sale - Hire Purchase and Installment Sale - Hire Purchase and leasing - Origin and Development - Banks and Hire Purchase Business.

#### **Unit 2 :**

##### **Mutual Fund**

Introduction to mutual fund - Structure of mutual fund in India - Classification of mutual fund - AMFI Objectives - Advantages of mutual fund - Disadvantages of mutual fund - NAV calculation And PRICING of mutual fund - Mutual Funds abroad-Mutual Funds in India Reasons for Slow Growth-Future of Mutual Funds Industry.

##### **Factoring And Forfeiting**

Factoring - Meaning - Modus Operandi - Terms and Conditions - Functions - Types of Factoring. Factoring v/s Discounting - Cost of Factoring - benefits - Factoring in India - International Factoring - Definition - Types of Expert Factoring - Factoring in other countries - Edit factoring - Factoring - Definition -

---

Factoring Vs Forefeiting - Working of forfeiting - cost of forfeiting - benefits of forfeiting - drawbacks - forfeiting in India.

### **Unit 3 :**

#### **Securitisations of Debt**

What is securitization\ - Definition - securitization vs. factoring - Modus operandi - role of merchant bankers - role of other parties - structure for securitization - securitisable assets - benefits of securitization - conditions for successful securitization abroad - securitization in India - reasons for unpopularity of securitization - future prospects of securitization.

#### **Derivatives**

Meaning - types of financial derivatives - options - futures - forwards - swaps - futures and options trading system - clearing entities and their role.

### **Unit 4 :**

#### **Credit Rating**

Definition and meaning - functions of credit rating - Origin - credit rating in India - benefit of credit rating - credit rating agencies in India. CRISIL-IICRA-CARE-Limitations of Rating - Future of credit rating in India.

#### **Treasury Management**

Introduction - scope - objectives - functions - treasury management in bank and corporate - cost centre v/s profit centre treasury - centralised v/s decentralised treasury.

#### **Depositories and Pledge**

Overview of Depository system-Key features of Depository system in India - depository - Bank analogy - legal framework - Eligibility criteria for a depository - Agreement between Depository and Issuers - rights and Obligation of Depositories - Records to be maintained by Depository - services of Depository and functions of Depository - Organisation and functions of NSDL - Pledge and Hypothecation-Procedure for pledge/Hypothecation-procedure of confirmation of creation of Pledge/Hypothecations by Pledgor-Closure of a Pledge/Hypothecation by Pledgor - Invocation of Pledge by Pledgee.

### **5.3 International Banking and Finance:**

**Objectives :** The paper will discuss the concepts and broad activities of International Banking and Finance besides studying developments in India in this context.



- 
1. Evolution of International Banking
  2. International Banking: A functional Overview – International Payment Systems, Banking for Financing of Exports and Imports of Goods and Services
  3. International Capital Markets – Financial Market Flows beyond national boundaries, Interest rate differentials between markets and their role in impacting demand for and supply of funds across borders, Debt Flows and Equity Flows and role of International Banks in same, Volatile flows and stable flows
  4. Offshore Banking Centers and their role in International Financing, Introduction to Global Balance Sheet of banks, Asset and Liability Management of Banks
  5. International Lending Operations , Policies and Practices, Transaction Cost and risks in International lending, Role of LIBOR, Loans to foreign corporations, Syndicated loans, Financing Foreign Governments, Issues of Information symmetries and adverse selection, Regulatory and supervisory aspects, Trends in International Banking in India
  6. Eurocurrency markets and role of International Banks in Same
  7. Foreign exchange risks; The exchange rate swings, swings in currency and interest rate derivatives and their impact on net worth of banks
  8. Country risk analysis –Perception of International Rating Agencies, Issues related to International Financial Architecture
  9. International Financial Stability and role of banks and central banks in financial stability.

## **5.4 - Financial Reporting & Analysis**

**UNIT - 1:** (a) Preparation and presentation of Banking Company Final Accounts in accordance with banking Regulations Act (Calculation of rebate on bill discounted)

(b) Study of Accounting Policies from Annual Reports of Banks.

**UNIT - 2 :** (a) Preparations and presentation of Corporate Final Accounts for Insurance Companies Final Accounts in accordance with Insurance Legislation.

(b) Study of Accounting Policies from Annual Reports of Listed Insurance Companies

---

**UNIT - 3:** Preparations and presentation of Corporate Final Accounts and Reports for Trading, Manufacturing and others Companies in Accordance with Revisited Schedule VI of Company Final Accounts.

(b) Analysis and Interpretation of the Contents of Annual Reports of Companies covering the following:

- Chairman's Statement.
- Director's Reports Annexure.
- Corporate Governance Disclosures.
- Compliance Certificate in Corporate Governance Auditors Report.
- Annexure to Auditors Reports including CARO Balance Sheet.

**UNIT - 4:** Financial Analysis and Interpretation of Final Account using Tools of Financial Management and Investment Analysis like Ratio Analysis Cash Flows Analysis.

## **5.5 Security Analysis and Portfolio Management**

### **UNIT-1**

#### **1. An Overview :**

- 1.1 Meaning of Investment
- 1.2 Investment versus Speculation
- 1.3 Objectives of investment
- 1.4 Meaning of Portfolio
- 1.5 Meaning of Portfolio management
- 1.6 Portfolio Management Process
- 1.7 Approaches to Investment Decision making.

#### **2. Investment Alternatives:**

- 2.1 Non-Marketable Financial Assets
- 2.2 Money Market Instruments
- 2.3 Bonds or Fixed Income Securities
- 2.4 Equity Shares
- 2.5 Mutual Fund Schemes
- 2.6 Life Insurance
- 2.7 Real Estate

---

2.8 Precious Objects.

**3. Introduction to Securities Market:**

- 3.1 Primary Equity Market
- 3.2 Secondary Market and its Operations
- 3.3 Introduction to Role of NSE and BSE
- 3.4 Process of Buying and Selling Shares at Stock Exchange
- 3.5 Stock Market Quotations
- 3.6 Government Securities Market
- 3.7 Corporate Debt Market
- 3.8 Money Market

**UNIT-2**

**1. The Time Value of Money:**

- 1.1 Meaning of Time Value
- 1.2 Future Value of a Single Amount
- 1.3 Present Value of a Single Amount
- 1.4 Future Value of an Annuity
- 1.5 Present Value of an Annuity
- 1.6 NPV for even and uneven cash flows

**2. Analysis and valuation of Debt:**

- 2.1 Types & Features of Debt Instruments
- 2.2 Bond Pricing–Discount Model
- 2.3 Concept of Bond Yields
- 2.4 Concept of Risk in Debt
- 2.5 Basic introduction to Interest Rate movement and its link to Bond Price
- 2.6 Understanding the Determinants of Interest Rates
- 2.7 Rating of Debt Securities

**3. Equity Valuation:**

- 3.1 Balance Sheet Valuation
- 3.2 Dividend Discount Model

---

3.3 Earnings Multiplier Approach/P-E Approach

**4. Risk and Return:**

4.1 Meaning of Risk

4.2 Basic Introduction to Types of Risks

4.3 Measures of Risk

4.4 Basic Practical problems on standard deviation and holding period returns

**UNIT 3:**

**1. Financial Statement Analysis:**

1.1 Financial Statement

1.2 Financial Ratios

1.3 Comparative Analysis

1.4 Du Pont Analyses

1.5 Problems in Financial Statement Analysis

**2. Introduction to Fundamental Analysis:**

2.1 Macroeconomic Analysis

2.2 Industry Analysis

2.3 Company Analysis

2.4 Estimation of Intrinsic Value

2.5 Judging Undervaluation / Overvaluation

**3. Introduction to Technical Analysis:**

3.1 What is Technical Analysis?

3.2 Basic introduction to Charting Techniques

**UNIT- 4**

**1. Portfolio Theory:**

1.1 Portfolio Return

1.2 Portfolio Risk

1.3 Portfolio Diversification

1.4 Optimal Portfolio

**2. Capital Asset Pricing Model:**

- 
- 2.1 Basic Assumptions
  - 2.2 Capital Market Line
  - 2.3 Security Market Line
  - 2.4 Inputs Required for Applying CAPM

### **3. Efficient Market Hypothesis:**

- 3.1 Random Walk and Search for Theory
- 3.2 What is an Efficient Market?
- 3.3 Empirical Evidence on Weak Form
- 3.4 Empirical Evidence on Semi-Strong
- 3.5 Efficient Market Hypothesis

## **5.6 Auditing**

### **Unit I :**

**Introduction :** Meaning, Objects, Basic Principles and Techniques. Classification of Audit, Audit Planning. Internal Control, Internal Check and Internal Audit, Audit Procedure—Vouching and verification of Assets & Liabilities. Special Areas of Audit: Special features of Cost audit. Tax audit and Management audit. Recent Trends in Auditing: Basic considerations of audit in EDP Environment.

### **Unit II :**

#### **Audit of Limited Companies :**

- Qualification, Disqualification, Appointment, Removal, Remuneration of Auditors.
- Audit Ceiling-Status, Power, Duties and Liabilities of auditors.
- Branch Audit-Joint Audit-Special Audit.
- Maintenance of Books of Account –Related Party Disclosures-Segment Reporting.
- Divisible Profit, Dividend and Depreciation (Companies Act, Standards on Accounting, Legal Decisions and Auditor's Responsibility).
- Representations by Management-Contents of Annual Report (A Brief Idea).
- Definition-Distinction between Report and Certificate-Types of Reports/

---

Opinion.

### **Unit III :**

#### **Audit of Bank and Insurance Companies**

- Banks-Legislation Relevant to Audit of Banks, Approach to Bank Audit, Internal Control Evaluation, Non-Performance Assets (Concept, Provisions), Long Form Audit Report.
- Insurance Companies - Legislation Relevant to Audit of Insurance companies( Life And General Insurance), Review of Internal Control, Audit Report(Matters as per IRDA).
- Role of regulatory authorities like Department of Company Affairs, SEBI, RBI, IRDA and Comptroller Auditor General of India.

### **Unit IV:**

#### **Other Thrust Areas**

- Systems Audit - Social Audit - Environment Audit
- Energy Audit-Forensic Audit-Peer review (Concepts, Objectives and Regulatory Requirements).
- Ethics in Auditing –Auditor’s Independence.
- Auditing in CIS Environment.
- Standards on Auditing (Concepts, Purpose and Present Position as to Number and Title as issued by ICAI).
- Professional Liability of Auditors: Code of Ethics with special reference to the relevant provisions of The Chartered Accountants Act, 1949 and the Regulations there under with case studies
- Role of Auditor vis a vis Audit committees & corporate Governance principles.

## **SIXTH SEMESTER**

### **6.1 Strategic Management**

#### **Objectives:**

- To develop an understanding of the general and competitive business environments.

- 
- To enable to understand and resolve cases through strategic decision making.
  - To develop an understanding of strategic management concepts and techniques.

**Unit 1 : Introduction to Strategic Management** : Meaning, Levels of Strategy, Role of Organizational Strategist in banking and Insurance sector, Importance of Strategic Management, Strategic Management Process, Concept of SBU

**Unit 2 : The Environment of Strategic Management**

- 1) The Political Facet : Impact of Politics in Strategic Management
- 2) The Economic Facet : A conduct for social, political and Technological forces, Role of competition. National and Global Trends
- 3) The Social Facet : Ethics, Social responsibility of Business, Triple Bottom Line, Impact of Social Factors in Strategic Management
- 4) The Technological Facet: Impact of Technology in Banking and Insurance.
- 5) The Legal Fact: Impact of Legal Factors in Strategic Management
- 6) The Ecological Fact: Impact of Legal Factors in Strategic Management
- 7) SWOT Analysis

**Unit 3 : Strategy Formulation**

- 1) Mission, Vision and Goals
- 2) Tools of corporate level Strategic management. The Boston Consulting Group matrix. The GE Planning Grid, The McKinsey 7-S Framework.
- 3) Strategies:- Integration, Diversification, Disinvestment, Downsizing

**Unit 4 : Activating Strategies**

- 1) Organizational Structure, Relation between Strategy and Structure. Different organization structures for different strategies.
- 2) Resource Mobilization Viz. Money, Markets, Machine, Material, Men. (Human Resources)
- 3) Leadership and Motivation as Key drivers of Strategy.
- 4) Role of Creativity and Innovation in Strategic Formulation

- 
- 5) Evaluation and Control of Strategies. Bench marking. Performance gap Analysis, Responsibility Centers, ROI, and Budgeting.

## **6.2 Central Banking**

### **Module - A : Rationale and Functions of Central Bank**

1. Evolution and Functions of Central Banking : Evolutions of Theory and Practice of Central Banking, Development of Central Banks in Developed and Developing countries.
2. Functions of a Central Bank : Banker to Government, Banker to Banks, Monetary policy Functions, Currency Issue and Management, Payment system function, Maintaining Internal and External values of currency, Regulation, Facilitation and supervision of Financial System, Promotional Functions to support growth and other National objectives, Development of Financial Markets, Institutions and communication policies.
3. Contemporary Issues : Desirability, Autonomy and independence, Credibility, accountability and transparency of a Central Bank, conflict with fiscal policies.

### **Module - B : Central banking in India**

1. Reserve Bank of India : Organisational evolution, Constitution and Governance, Major organizational and Functional Developments over the time, Recent Developments, RBI Act.
2. India Specific Issues : Banking Regulation Act, FEMA, Banking Ombudsman Scheme, Financial Sector reforms, other financial regulators and division of functions. Institutions setup by RBI; NABARD, IDBI, DFHI, IRBI, UTI.
3. Glossary of Central Banking Terms.

### **Module - C : Monetary Policy and Credit Policy**

1. Monetary Policy : Objectives, Reconciling dual objectives, The Taylor Rule, Indicators of Policy, instruments of policy (Bank Rate, OMO, CRR, SLR etc.), policy Transmission mechanism and channels, transparency of policies, Lags in policy.
2. Credit Policy : Objectives, Theory and Practice, Instruments.
3. An over view of Fiscal Policy : Importance of Budgets, Union Budget, State Budget, Finances of Union and State Governments, Finance Commission.



- 
4. Striking balance between inflation and growth through monetary and fiscal policies.

### **Module - D : Supervision and Financial Stability**

1. Indian Financial System : Constituents of Indian Financial Markets and their Regulation. Evolution of Bank Regulation and supervision.

2. Financial Stability : Financial Development Vs Financial stability, Risks to Financial stability, Early warning signals and remedial action, Liquidity Management, Regulation and supervision of Banks, Risk Management in Banks, The Basel Norms, Prudential Norms, Effect of liberalisation and Globalisation on Financial Stability, Linkage to International Financial Stability, International standards and codes. Role of Supervisor under Basel-II.

### **6.3 International Business**

1. Introduction : What is International Business, Growing Importance of International Business, Factors Stimulating Growth of International Business, Difference between Domestic Business and International Business.
2. The Global Business Environment, PEST Factors, Role of Government in International Trade, International Business Environment in India.
3. International Trade and Foreign Direct Investment, Changes in Pattern of World Trade and Production, Protectionism; Arguments for and against protectionism, Impact of FDI on National Growth and distribution of wealth.
4. WTO and its role in International Trade; WTO and its impact on TRIPS, GATS, Dumping and Anti-Dumping Measures, Multi Fibre Agreement and Agriculture, Issues in trade negotiations on WTO.
5. Theories of International Trade; Mercantile, Absolute Advantage, Comparative Advantage, Factor Endowment, Vernon's Product Life Cycle theory and Porter's Diamond Model.
6. Role of Organizations like IMF, World Bank in International Trade.
7. International Market Entry Strategies-Modes of Entry into International Trade; Exporting, Licensing, Franchising, Mergers & Acquisition, Joint Ventures, Green Field Ventures, Turn Key Projects etc.
8. Selection of Market for International Trade – Country Risk Analysis.

- 
9. Difference between International Marketing and Domestic Marketing, Selection of Suitable Market for International Marketing, Discussion on International Marketing Strategies with respect to - Segmentation, Communication and Pricing
  10. Difference between International HRM and Domestic HRM, HR issues with respect to management of Global workforce, Issues related to expatriation and repatriation
  11. Management of Risk in International Trade Transactions; Transaction risk, Translation Risk, Operational risk, Country Risk, Counter party risk, Open Position risk, Interest rate risk etc.
  12. Role of Trade Blocks in International Trade; ASEAN, NAFTA, OPEC, EMU, SAFTA, MERCOSUR etc.
  13. Export/Import Financing in India, Introduction to broad Export Policy in India, Letters of Credit and their importance in International Trade, Role of Customs, ECGC and EXIM Bank, RBI and DGFT in International Trade
  14. Introduction to Balance of Payment (BOP) and concept of Current Account and Capital Account, Introduction to the concept of Partial and Full Capital Account Convertibility

## **6.4 Human Resource Management**

### **Objectives:**

- To highlight the role of human resources in success of an enterprises.
- To understand various processes involved in increasing the value of human assets.
- To understand ways for maintaining high employees morale and sound human relations by sustaining and improving the various conditions and facilities.

### **Unit 1:**

- Nature, Scope, Objectives and Functions of HRM
- Organization of HR Department
- Concept of HRD
- Role and Functions of HR Manager (in Banking and Insurance sector)

- 
- Challenges before HR Manager
  - Personnel Manual

## Unit 2 :

### Human Resource Planning

- Definition of HRP
- Process of HRP
- Factors affecting HRP
- HRIS
- Succession Planning - Meaning and Process
- Concept of Outsourcing
- Promotions and Transfers

## Unit 3 :

### Operative Functions of HRM

- Recruitment - Meaning and Sources.
- Selection - Meaning, Process, Types of Selection Tests, Types of Interviews
- Concept of Orientation and Placement
- **Training and Development** - Definition. Methods of T & D for managers in banks, Process / procedure of conducting training programmes, Requisites of a sound training programme.
- **Performance Appraisal** - Definition, Methods of Appraisal for managers - traditional and modern, Process / procedure of conducting performance appraisal, Advantages and Limitations of Appraisal
- **Compensation Management** - Definition, Components of Salary - Basic Salary, Incentives, Fringe Benefits, Perquisites, Allowances and other non monetary benefits, Concept of Salary slip.
- **Career Planning And Development** - Meaning, Process/ Procedure of Career Planning, Career Stages/Career Life Cycle, Essentials to make career planning successful
- **Separation Function** - Meaning of Pink Slip, VRS, Lay offs, Retirement, Retrenchment, Organizational Downsizing.

---

## Unit 4 :

- Policy Manual, Personnel Policies in Banking and Insurance sectors
- Concepts - Job Analysis, Job Design and Job Evaluation
- Participative Management - Meaning, Levels / Types Employee Welfare, Comparative study of working conditions in Banks, Financial Institutions, Insurance company.
- Industrial Relations - Meaning, Parties to TR and Approaches
- Trade Unions - Meaning, Features and Role

## 6.5 Business Ethics and Corporate Governance

### Objectives:

- To understand ethical issues in business.
- To highlight the role of Corporate Governance practices in maintaining Transparency in business transactions.
- To highlight the importance of commitment to values and ethical conduct of Business.
- To increase awareness about the statutory and legal compliance involved in corporate governance.

## Unit 1

Business Ethics : Meaning, Nature and sources, Unfair Business Practices : features and Reasons, Whistle Blowing policy and Laws related to protection of Whistle Blower. Insider Trading, Clause 49.

Values : Meaning, Types Teaching from scriptures like - Gita, Quran, Bible w.r.t. Indian value systems in business.

## Unit 2

Corporate Governance : Meaning, Principles, significance.

Corporate Governance reports of Narayan Murthy Committee.

Cadbury Committee, Kumar Mangalam Birla committee, Molhatra Committee., CII code, BNarshiman Committee

Corporate Governance in globalized Economy, Corporate Government in banking and Financial Institutions.

---

### Unit 3

Code of conduct in Business Houses - Meaning, Features of a good Code of Conduct, Conduct of conduct for Bank

Corporate social Responsibility : Meaning, Scope and Significance, CSR of Business towards various groups and CSR towards social Organizations.

### Unit 4

Corruption : Meaning, Causes, Effects,

Frauds and Scams in Banks, Insurance companies. Financial Markets (current case studies and supreme court judgments)

Measures to overcome fraud and corruption

Zero Tolerance of corruption

Competition Act, Ethical Approach in IPR with respect to Designs, Patents and Copyrights, Ethics and IT.,

## 6.6 Turnaround Management

### Objectives:

- To enable students to understand need for revival of sick and stressed business unit.
- To highlight the role of Corporate Governance practices in maintaining Transparency in business transactions.
- To give an overview of the recent business scenario.

### Unit 1

#### Introduction to Business

- Meaning, Definition, Importance, Features, Symptoms
- Different Approaches for Growth and Survival (Internal and External)
- Globalization and Liberalization
  - Features
  - Positive and Negative Impacts
  - Role of MNC's

### Unit 2

#### Industrial Sickness

- Meaning and Reasons for Sickness

- 
- Symptoms
  - Various attempts to Overcome Sickness by stakeholder
  - Role of BIFR in sick industries

### **Unit 3**

#### **Turnaround Strategies**

- TQM (Importance and Restructuring)
- Restructuring (Only Concept)
- Selling of Sick Unit (Only Concept)
- **BPR**
  - Meaning, features, steps, need, implications,
  - Achievements and Drawbacks
  - Approaches (External Consultant, BPR Leader, Process Owner, Top Executives, Kaizen and Adam Smith, Flow Charts, Mapping etc.)

### **Unit 4**

#### **Recent Business Scenario**

- SIFIO
- Outsourcing
- Networking
- Franchisee
- Agency
- Free Lancing
- Self Financing

---

## FACULTY FOR THE YEAR 2015-2016

### Co-ordinator

1 Mr. D.M. Murdeshwar B. Sc. (Hons), LLM,DBM, CS (Int.)

### Full Time Faculty

- 2 Ms. Purva Gaikwad B.Sc, B.Ed, MMS
- 3 Ms. Mugdha Y. Keskar B.Sc., B.Com., M.Com.  
(Accountancy), M.Com.  
(Marketing), M.Phil., A.C.M.A.,CA  
(Inter), D.C.M. (JBLMS)
- 4 Ms. Sangita S. Mohanty M.A., M.Phil., M.B.A (HR),  
Diploma in Rural Development
- 5 Ms. Mrunmayee R. Thatte M.Com., PGDHRM
- 6 Ms. Neelam A. Shaikh M.Com., (Adv Accountancy),  
B.Ed. PGDFM M.B.A. (Finance)
- 7 Mr. Vinod Chandwani M.Com., B.Ed.M.Phil., M.B.A. (HR)
- 8 Mr. Nitin B. Pagi M.Com., C.S., CA(Inter)
- 9 Ms. Akshata A. Joshi M.Com., GDC&A
- 10 Ms. Archana S. Nair MBA (Finance)
- 11 Ms. Urmila Shetve M.Com., B.Ed., Dip in EXIM
- 12 Mr. Mahesh M. Patil M.A., M.J., GDC & A, D.B.M.,  
D.M.M., D.D.(D.T.), C.C.C.
- 13 Ms. Geetanjali Chiplunkar M.A. (Economics)
- 14 Ms. Sindhu P. Natuvelty M.Com., M.Phil.
- 15 Ms. Jharna K. Tolani M.B.A., N.C.F.M. Certification
- 16 Ms. Mohini P. Kulkarni M.Sc. (Stats), M.Phil.
- 17 Ms. Shefali M. Kondewar M.Com., M.B.A., M.C.M.
- 18 Ms. Namrataa S. Srivastav B.Sc., M.A., B.Ed.
- 19 Ms. Trupti A. Kautikwar B.Sc., (Comp. Sci.), M.C.A.
- 20 Ms. Aditi R. Patgaonkar B.Com., M.C.M., M.B.A.(IT)
- 21 Ms. Vimukta Raje M. A., M-Phil, P.G. Diploma in  
Journalism & Mase Communication
- 22 Ms. Mugdha Bapat M.Com., P.G.D.M.S.,M.Phil  
(Comm & Mgt.)
- 23 Ms. Neha Malkhare M.Com.,Company Secretary

---

24	Ms. Rasika Desai	M.Com.,C.S.(Exe.) (Adv. Accountancy)
25	Deepti Chindarkar	M.Com., PGDM (Finance) (Adv. Accountancy)
26	Manchu Thomas	M.A., (GEO), M.A.(Eng.), B.Ed.

### **Visiting Faculty**

1.	Ms. Abhijeet Dhamdhare	M.A., Master in Journalism
2.	Ms. Varsha Pendse	B.Com., AICWA
3.	Mr. Ravindra Manjrekar	B.A., D.G.M.
4.	Mr. Sameer Karve	B.A.,L.L.B., Diploma In Journalism
5.	Ms. Leena Ajish	M.Com.
6.	Ms. Reesha Jihesh	BBS. M.B.A.
7.	Ms. Sneha Kadam	BMM M.A.J.M.C.
8.	Ms. Ishita Pradhan	MCMS
9.	Ms. Archana Talekar	M.Com., D.F.M., C.A. (Inter)
10.	Ms. Zeenath Sheikh	M.Com., M.B.A., B.Ed.,GDC & A
11.	Ms. Swapna Ranade	M.A., D.B.M.
12.	Mr. Arvind Parulekar	DETE
13.	Ms. Uma Parvathi Iyer	
14.	Mr. Omprakash Sukhmalani	M.Com.
15.	Ms. Bhumika Parelkar	MBA (HR)
16.	Ms. Gauri Joglekar	BE (Elec), PGDBA
17.	Mr. Sushil Dixit	M.Sc., M.B.A. (Marketing)
18.	Ms. Sipra Routaray	M.B.A. (Finance)
19.	Ms. Sheetal Manudhane	M.Com., PGDM (Finance)
20.	Ms. Shambhavi Bhise	MBA (Finance)
21.	Mr. Yatin Pandit	M.A., LL.M., ACS
22.	Nitin Ingawale	M. Com, CA (Inter)
23.	Yogita Dhatavkar	MMS (HR)