

Syllabus Semester – III

BUSINESS POLICY AND STRATEGIC ANALYSIS

COURSE NO. CP: 301

Max. Marks (E. Exam) : 80

Min. Pass Marks : 32

Course Objectives

1. A clear understanding of the key concepts and principles of strategic management
2. A set of useful analytical skills, tools and techniques for analyzing a company strategically
3. To provide a basic understanding of the nature and dynamics of the strategy formulation and implementation processes.
4. To encourage students to think critically and strategically.
5. The ability to identify strategic issues and design appropriate courses of action.

COURSE CONTENTS :

- UNIT-I Business Policy as a field of Study: General Management Point of View; Strategic Intent, Vision; Mission, Objectives and Policies.
- UNIT-II Environmental Analysis and Internal Analysis; SWOT Analysis; Grand Strategy.
- UNIT-III Tools and Techniques for Strategic Analysis; Impact Matrix; The Experience Curve; BCG Matrix; GEC Model.
- UNIT-IV Industry Analysis; Concept of Value Chain; Strategic Profile of a Firm.
- UNIT-V Framework for Analysing Competition; Competitive Advantage of a Firm, Core Competency.

Course Outcome : After successful completion of this course students will be able to

- CO1. Formulate organizational vision, mission, goals, and values.
- CO2. Develop strategies and action plans to achieve an organization's vision, mission, and goals..
- CO3. Develop powers of managerial judgment, how to assess business risk, and improve ability to make sound decisions and achieve effective outcomes.
- CO4. Evaluate and revise programs and procedures in order to achieve organizational goals;
- CO5. Consider the ethical dimensions of the strategic management process;

SUGGESTED READINGS :

1. Azhar Kazmi, 'STRATEGIC MANAGEMENT AND BUSINESS POLICY', TMH; 3 ed. (2008)
2. Budhiraja; S B and Athereya, M B. Cases in Strategic Management New Delhi, Tata MaGraw Hill, 1996
3. R. Srinivasan , 'Strategic Management: The Indian Context' PHI Learning; 5th ed.,2014.

The list of cases and specific references including recent articles and reports will be announced in the class.

Entrepreneurship Development and Management

COURSE NO. CP: 302

Max. Marks (Ext. Exam) : 80

Min. Pass Marks : 32

COURSE OBJECTIVES :

1. This objective of the course is to expose the students to the growth of entrepreneurship and enterprise management in developing countries with special reference to India.
2. To develop understanding and confidence in students to venture into entrepreneurship by giving them baseline understanding of the various aspects impacting decision making on various frontiers as faced by an enterprise.
3. To help the students gain understanding to Entrepreneurship Support System .
4. The emphasis will be on the Project preparation.
5. To help the students to develop Managerial Aspects of Small Business.

COURSE CONTENTS :

- Unit I** Entrepreneurship concept/meaning, need. Competencies/qualities of an entrepreneur, concept of Small Business Enterprises.
- Unit-II** Entrepreneurship Support System a brief overview of District Industries Centers (DICs), State National Financial Corporation (SFCs), Small Industrial Development Bank of India (SIDBI), National Bank of Agriculture and rural development (NABARD), National Small Industries Corporation (NSIC) and Special Economic Zone (SEZ) concept.
- Unit-III** Business Planning – Various forms of business organizations sole proprietorship, partnership firms, joint stock companies, Set up process of a small scale enterprise, Procedure of registration of small scale industry, List of item reserved for exclusive manufacture in small scale industry.
- Unit-IV** Project preparation- Project identification, content of project report, Project report preparation, Techno- economic feasibility report, project viability, Viability report.
- Unit-V** Managerial Aspects of Small Business - Basic principle of management (Definition function),operational aspect of production, inventory management, financial management, Record Keeping, Marketing Techniques, Personnel Management, Importance of Communication in business

Course Outcomes At the end of the course student would be able to:

CO1 Develop managerial qualities and competencies of an entrepreneur

CO2 Acquaint himself with the challenges of starting a new venture and the process of setting up a business.

CO3 Build essential skills and creativity needed to build teams and work in and with them.

CO4 Know the essential procedure and funding avenues for setting up a new business.

CO5 Learn the various government initiatives and accordingly plan for his business.

SUGGESTED READINGS:

1. Behind, Amar V., The Origin And Evolution of New Business, Oxford, University Press, New York,2000.
2. Dollinger M.J, Entrepreneurship Strategies and Resources, 3rd Edition, Pearson Education, New Delhi 2006.
3. Desai Vasant Dr. (2004) Management of small scale Enterprises, New Delhi, Haryana Publication House.
4. A Hand Book of Entrepreneurship, Edit by B.S. Rathore and Dr. J.S. Saini, Aapka Publications, Publications, Panchkula (Haryana)
5. Entrepreneurship Development by C.B. Gupta and P Shrivasan, Sultan Chand and Sons, New Delhi.

Internship Report & Viva-Voce

Course No. CP - 303

Max. Marks (Ext. Exam) : 100

Min. Pass Marks : 40

Objective : To make students acquire practical knowledge and exposure to the industries. During the training, the student is expected to learn about the organization and analyze and suggest solutions to a live problem. The objective is to equip the students with the knowledge of actual functioning of an organization and problems faced by them for exploring feasible solutions.

At the end of the second semester, all students will have to undergo summer training of 4 - 6 weeks with an industrial, business or service organization by taking up a project study.

The Internship project will be evaluated at the end of the third semester by the external examiners.

Marks for project report = 40 Marks for viva –voce = 60 Total marks = 100

Course Outcomes(CO): On successful completion of this course, the learner will be able to –

CO 1 Acquire on job the skills, knowledge, attitudes, and perceptions along with the experience needed to constitute a professional identity.

CO 2 Get actual supervised professional experiences.

CO 3 Get insight into the working of the real organizations

CO 4 Develop perspective about business organizations in their totality.

CO 5 Explore career opportunities in their areas of interest.

CO 6 Devolve research aptitude

CONSUMER BEHAVIOUR

COURSE NO. FSM – 1

Max. Marks (Ext. Exam): 80

Min. Pass Marks : 32

COURSE OBJECTIVES:

To understand consumer behavior and explain the consumer decision making process 2. To define external and internal influences on buying behavior

COURSE CONTENTS :

- Unit – I** Introduction to Consumer Behaviour; Consumer Behaviour and Marketing Strategy; Consumer Involvement and Decision-Making.
- Unit – II** Information Search Process; Evaluative Criteria and Decision Rules; Consumer Motivation; Information Processing and Consumer Perception.
- Unit – III** Consumer Attitude Change; Influence of Personality and Self Concept on Buying Behaviour;
- Unit – IV** Psychographics and Lifestyle; Reference Group Influence; Diffusion of Innovation and Opinion Leadership Family Decision-Making.
- Unit – V** Industrial Buying Behaviour; Models of Consumer Behaviour; Consumer Behaviour Audit; Consumer Behaviour Studies in India.

COURSE OUTCOME : Upon completion of this course students will be able to

- CO 1 Explain Environmental Influences on Consumer Behavior
- CO 2 Illustrate Influence of marketing mix variables
- CO 3 Explain Individual Determinants of Consumer Behavior
- CO 4 Illustrate the Consumer Decision Making Process
- CO 5 Explain Consumer Behavior Models
- CO 6 Explain Demographic & Socio-economic Profile
- CO 7 Measurement of social classes in India using Socio-Economic Classes (SEC) in Urban & Rural Markets

SUGGESTED READINGS:

1. Assael, H. Consumer Behaviour and Marketing Action, Ohio, South Western, 1995.
2. Engle, J F. etc. Consumer Behaviour, Chicago, Dryden Press, 1993.
3. Howard, John A. etc. Consumer Behaviour in Marketing. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1989.
4. Hawkins, D I. Etc. Consumer Behaviour; Implications for Marketing Strategy, Texas, Business, 1995.
5. Mowen, John C. Consumer Behaviour, New York, MacMillan, 1993.
6. Schiffman, L G and Kanuk, L L. Consumer Behaviour, New Delhi, Prentice Hall of India, 1994.

Specialization: MARKETING MANAGEMENT(paper-2)
INTEGRATED MARKETING COMMUNICATIONS

COURSE NO. FSM – 2

Max. Marks (Ext. Exam): 80

Min. Pass Marks : 32

COURSE OBJECTIVE: The objectives of this course are to provide insights into the realities of marketing communications, and imparting knowledge and developing skills to manage integrated marketing communications campaign.

COURSE CONTENTS :

- Unit – I** Promotion Mix, Shift from marketing communications to IMC, An overview of IMC, Growth of IMC, Element of IMC, Role of IMC in the marketing process. Participant in IMC, Role of advertising agencies, Media partners and other marketing communications agencies
- Unit – II** Marketing Communication Models, IMC planning process, Key issues, Strategies Advertising campaign, Product market analysis, Setting advertising objectives, DAGMAR approach,
- Unit – III** Building of Advertising Programme – Message, Headlines, Copy, Logo, Illustration, Appeal, Layout; Campaign Planning; Media Planning; Budgeting.
- Unit – IV** Pre and post launch effectiveness, Quantitative and qualitative techniques; Advertising Organisation – Selection Compensation and Appraisal of an Agency; The PR process, Public and PR tools, The role of personal selling in IMC, Personal Selling process
- Unit – V** Advertising V/s Consumer behaviour; Sales Promotion – Role of Creative Strategies. Advertising – Retail, National, Cooperative, Political, International, Public Service Advertising. Database, Catalogue, Telemarketing, Mobile Marketing, Internet marketing.

Course Outcome : students will be able to

CO 1 Explain IMC, its components, integrated tools of communication and the role of IMC.

CO 2 Elaborate Overview of advertising management, process, advertising agency, Advertising goals, Advertising budget and Media Selection.

CO 3 Explain the scope and role of sales promotion and Personal selling in IMC.

CO 4 Elaborate Public Relations, Publicity and Corporate Advertising in IMC.

CO 5 Explain Evaluation, Monitoring and Control of IMC programmes.

SUGGESTED READINGS :

1. Aaker, David A. etc. Advertising Management, 4th ed. New Delhi, prentice Hall of India, 1985.
2. Beleh, George E. and Beleh, Michael A. Introduction to Advertising and Promotion 3rd ed. Chicago, Irwin, 1995.
3. Borden, William H. Advertising New York, John Wiley, 1981.
4. Hard, Norman the practice Oxford, Butterworth Heinemann, 1995
5. . Kleppner, Otto. Advertising procedure. New J Englewood Cliffs, New Jersey, Prentice Hall Inc., 1986
7. Ogilvy, David Ogilvy on Advertising London, Longman, 1983.
8. Sengupta, Subroto, Brand Positioning, Strategies for Competitive Advantages, New Delhi, Tata McGraw Hill, 1990.

MANAGEMENT OF INDUSTRIAL RELATIONS

COURSE NO. FSO – 1

Max. Marks (Ext. Exam): 80

Min. Pass Marks : 32

Course Objectives:

1. To Provide conceptual framework of Industrial Relation
2. To make students aware with the Indian Labour legislation
3. To make students aware with the basic requirements and mandate of labour legislations
4. To help the students to understand the existing framework of Industrial Relation and Labour legislation.

COURSE CONTENTS :

- UNIT-I** Industrial Relations Perspectives; Industrial Relations and The Emerging Socio-economic Scenario; Industrial Relations and the State.
- UNIT-II** Legal Framework of Industrial Relations; Role and Future of Trade Unions; Trade Union and the Employee; Trade Union and The Management.
- UNIT-III** Discipline and Grievance Management; Negotiation and Collective Settlements.
- UNIT-IV** Participative management and Co-ownership; Productive Bargaining and Gain Sharing.
- UNIT-V** Employee empowerment and Quality Management; Industrial Relations and Technological Change.

Course Outcome :After successful completion of this course students will be able to

CO 1: Knowledge of Industrial Relation framework

CO 2: Competency to understand the importance of Employee Relation within the perspective of Industrial Relation

CO 3: Knowledge about relevant Laws of HR management

CO 4: Competency to interpreted and implement the Labour Laws within organization

CO 5: Competency to use Collective Bargaining and Grievance redressal Mechanism

SUGGESTED READINGS :

1. Kochan, T.A. & Katz Henry, 'Collective Bargaining and Industrial Relations', 2nd ed. Homewood, Illinois, Richard D Irish, 1988
2. Mamkoottam, K, 'Trade Unionism, Myth and Reality', New Delhi, Oxford University Press, 1982
3. Niland J R etc. 'The Future of Industrial Relations', New Delhi, Sage, 1994.4
4. Papola, T S & Rodgers, G. 'Labour Institutions and Economic Development in India', Geneva, ILO, 1992
5. Ramaswamy, E A, 'The Rayon Spinners The Strategic Management of Industrial Relations', New Delhi, Oxford University Press, 1994
6. Virmani, B. R., 'Participative Management vs. Collective Bargaining', New Delhi, Vision Books, 1988.
7. Webb. Sidney & Webb., Beatrice, 'Industrial Democracy', Melbourne, Longman, 1987

MANAGEMENT TRAINING AND DEVELOPMENT

COURSE NO. FSO – 2

Max. Marks (Ext. Exam): 80
Min. Pass Marks : 32

COURSE OBJECTIVES :

1. The main objective is to provide an in-depth understanding of the role of Training in the HRD.
2. To enable the course participants to manage the Training systems and processes.
3. To introduce the importance of training & development in Human Resource Management; and that in organisation for its overall growth.
4. To help students familiarize with the scope of training & development as an independent stream in career development.
5. To explore various Training & development Outlooks; as well as its evolution, dependency & as strategic essential in organisation' holistic growth.

COURSE CONTENTS :

UNIT-I Training and Development ; Scope, Functions , Evolution & Importance Systems Approach to Training, Training Process – an overview; Role, Responsibilities and Challenges to Training Managers.

UNIT-II Organization and Management of Training Function; Training Needs Assessment and Action Research.

UNIT-III Instructional Objectives and Learning theories & Principles of Learning; Lesson Planning , Learning Process; Training Climate and Pedagogy Trainee Readiness and Motivation,.

UNIT-IV Developing Training Modules; Training Methods and Techniques; Facilities Planning and Training Aids; Training Communication.

UNIT-V Training Evaluation; Training and Development in India.

Course outcome : At the end of the course students should be able to;

CO1 Students will be able to apply knowledge in Training in the HRD field.

CO2 Understanding the evolution of human skills, Learning & is experiential nature in work life.

CO3 To train/ design training & development modules & execute them efficiently & effectively.

CO4 To identify, sync & structure organizational objective& growth with T&D as Human Resource Manager.

CO5 Learn implementation of Training Process, Assessment & reachout for 360 degree development of human resource potential in Organisation.

SUGGESTED READINGS :

1. Beunet, Roger ed., 'Improving Training Effectiveness', Aldershot, Gower, 1988
2. Buckley R & Caple. Jim. 'The Theory & Practice of Training'. London, Kogan & Page, 1995
3. Lynton, R Pareek, U., 'Training for Development'. 2nd ed. New Delhi, Vistaar, 1990
4. Pepper, Allan D., 'Managing the Training and Development Function'. Aldershot, Gower, 1984
5. Rae, L., 'How to Measure Training Effectiveness', Aldershot, Gower, 1986
6. Reid, M A etc., 'Training Interventions: Managing Employee Development'. 3rd ed. London, IPM, 1992

INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT

COURSE : FSF – 1

Max. Marks (Ext. Exam) : 80

Min. Pass Marks : 32

Course Objectives

1. To impart knowledge to students regarding the theory and practice of Security Analysis, Investment Decision Making Process and portfolio management.
2. To provide the students understanding of investment techniques as applied to various forms of securities

COURSE CONTENTS:

- UNIT-I** Concept of Investment, Types of investments, Process of investment, Concept of Risk and Return Investors Classification, Investment Avenues - Bonds , Preference Shares , Equity Shares, Government Securities , Post Office Deposits, Real Estates, Venture Capital , Mutual Fund ,Exchange Traded Funds, Life Insurance.
- UNIT-II** Types of securities Market, Operations of Stock Market, Types and listing of Securities; Market Indices and types of indices
- UNIT-III** Introduction to Short Term Financial Markets, Introduction to foreign exchange market, Valuation of various securities traded, Introduction to derivatives
- UNIT-IV** Fundamental Analysis Approach, Technical Analysis Approach, Efficient Market Theory
- UNIT-V** Introduction to Portfolio management; Expected Returns, Optimal Portfolio: CAPM

Course Outcomes:

- CO-1: Understand investment and relationship between risk and returns and various instruments of financial markets
- CO-2: Knowledge of working and mechanism of financial markets
- CO-3: Evaluation of various financial assets traded in short term financial markets
- CO-4: Understanding of Fundamental and Technical analysis and the tools used in it
- CO-5 Understand the nature of portfolio and its related theories

SUGGESTED READINGS :

1. Investment Analysis & Portfolio Management Reilly Frank K., Brown Keith C. 10th ed. Cengage Learning
2. Portfolio Analysis and Management Bhalla V. K. , Sultan Chand & Sons
3. 2. [M. Ranganatham](#), 'Security Analysis and Portfolio Management', Pearson Education; Second edition (2012)
4. S. Bhatt, 'Security Analysis and Portfolio Management', Excel Books; 2008.
5. [P Pandian](#), 'Security Analysis and Portfolio Management', Vikas Publishing House; 2nd ed. 2012.

INTERNATIONAL FINANCIAL MANAGEMENT

COURSE NO. FSF – 2

Max. Marks (Ext. Exam): 80

Min. Pass Marks : 32

OBJECTIVES:

The objective of this course is to give students an overall view of the international financial system and how multinational corporations operate.

COURSE CONTENTS :

UNIT-I Multinational Financial Management – an overview; Evolution of the International Monetary and Financial System. MNC/s its Financial Environment.

UNIT-II Managing short-term assets and liabilities: (Euro money market , Sourcing Debt Internationally ,Euro Equity market). Political Risk Management.

UNIT-III Multinational Capital Budgeting, Multinational Tax Environment.*International Taxation:* international tax system, principles of taxation, double taxation, tax havens and transfer pricing.

UNIT-IV Cost of Capital and Capital Structure of the Multinational Firm.*Foreign Trade Finance:* concept of foreign trade finance. concepts of financing exports and financing imports and documentary collections, factoring, forfeiting and countertrade

UNIT-V Country Risk Analysis; Short-term Financing Decision, Foreign Exchange Market.International tax management strategy and Indian tax environment.

Outcome:

Co1 Explain nature ,importance and scope of international financial management.

Co2 Explain how to manage short term assets and liabilities.

Co3 Able to understand multinational capital budgeting.

Co4 Explain cost of capital and capital structure of multinational firms.

Co5 Understand country risk analysis.

Co6 Explain international tax management and also indian tax environment..

SUGGESTED READINGS :

1. Abdullah, F A Financial Management for the Multinational Firm. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1987
2. A.K.Seth . International Financial Management 2nd ed. New Delhi, Anmol, 2001
3. Buckley, Adrian. Multinational Finance. New York, Prentice Hall Inc., 1996
4. Kim, Suk and Kim, Seung. Global Corporate Finance: Text and Cases. 2nd ed. Miami Florida, Kolb, 1993
5. Shapiro, Alan C. Multinational Financial Management, New Delhi, Prentice Hall of India, 1995

Specialization: RETAIL MANAGEMENT (paper-1)
RETAIL CONCEPTS AND PRACTICES

COURSE No. : FELRTLTM - 01

Max. Marks (Ext. Exam): 80
Min. Pass Marks : 32

COURSE OBJECTIVE:

1. To enable students to identify and understand the significance of retailing.
2. To retailing in the current business environment, develop guidelines to build a retailing business.
3. To retail organizations design, structure, location factors and space management.
4. To Provide conceptual framework of retail management
5. To make students aware with the Indian HR Management in Retail

COURSE CONTENTS :

- UNIT – I** Introduction to retail management, The concept of retailing, Nature and Scope, Functions of Retailers, Planning and Forecasting in retailing.
- UNIT – II** Indian and Global Retail Environment. The evolution of retail in India, the rise of the retailer, challenges and changes impacting retail development in India.
- UNIT – III** Types of Retail Stores,. Retail Models and theories of retail development, the future of retailing.
- UNIT – IV** Organization design and structure in Retail, Retail formats, HR Management in Retail.
- UNIT – V** Space Management, Factors, Affecting Store Location, Layout and Design.

Course Outcome: Students will be able to

- CO 1** Explain Environmental Influences on retail management
CO 2 Illustrate Influence of Retail Models
CO3 Illustrate the retail development Decision Making Process
CO4 Explain HR Management in Retail
CO5 Measurement of challenges and changes impacting retail development in India

SUGGESTED READING:

1. Retailing management by Swapna Pradhan, Tata McGraw Hills.
2. Retailing management by Suja R. Nair, Himalaya Publication.
3. Retailing management by Gibson G. Vedamani, Jaico Books.
4. Retailing management by Roger Cox, Paul Britain, Pearson Education.

MARKETING CONCEPTS IN RETAIL MANAGEMENT

COURSE No. : FELRTL M – 02

Max. Marks (Ext. Exam): 80

Min. Pass Marks : 32

OBJECTIVE :

To enable students to understand the relevance of concepts of marketing in retail management and also realize the importance of customer relationship management in retailing.

COURSE CONTENTS :

- UNIT – I** Segmentation, Targeting, Positioning and consumer behaviour in retail marketing, pricing policies and techniques.
- UNIT – II** Merchandise Management, Retail Merchandising, Mercantile, Planning and its process, buying systems, tools used for mercantile functions, evaluating mercantile performance.
- UNIT – III** Supply chain management in retailing, management of service and quality in retailing.
- UNIT – IV** Retail Marketing mix, Retail communication mix, Role of advertising, Sales promotion, Public relations and Personal selling in retailing.
- UNIT – V** Customer relationship management in retailing, building and sustaining relationships in retailing, Servicing the retail customer.

Course Outcome : The student will be able to apply their knowledge in the relevant field.

- CO 1 Explain Retailing Environment
- CO 2 Do the Classification of Retailers
- CO 3 Illustrate Retail Location & Site Selection
- CO 4 Set Merchandise Pricing
- CO 5 Explain Planning Merchandise Assortments
- CO 6 Explain Retail Communication Mix
- CO 7 Illustrate Mall Management:
- CO 8 Explain Challenges to Indian Retail Sector

SUGGESTED READING:

1. Retail marketing management by David Gilbert, Pearson Education.
2. Marketing management by Philip Kotler.
3. Retailing by J. Barry Mason and David J. Burns.
4. Retail management by Ronald W. Hasty and James Reardon.

**Specialization: BANKING AND FINANCIAL SERVICES MANAGEMENT
(paper-1)**

MANAGEMENT OF BANKING AND INSURANCE INSTITUTIONS

Max. Marks (Ext Exam) 80

Min. Pas Marks: 32

COURSE NO. FSB-1

- UNIT-I** Commercial Banking. Banking Operations, Regulatory and Legal Framework, Commercial Bank's Financial Statements and Analysis, Other lending Institutions,
- UNIT- II** Marketing and Distributions channels Risk Management, NM Management, Asset Liability Management. Managing Credit, and Liquidity & Interest rate risk, Managing Risk with loan sales and Securitization.
- UNIT- III** Commercial Banking, RBI. Regional Rural banks, Cooperative Credit, Development Banking, Investment banking, Plastic Money, Modern Banking, Bancassurance.
- UNIT- IV** Principle of insurance-Meaning & nature of insurance, types of insurance, regulatory framework of insurance sector in India. Insurance companies in India-LIC-working and operations, GIC-working and operations, Insurance sector reforms.
- UNIT- V** Insolvencies, Solvency Ratings and Solvency Regulations. Insurance Pricing, Commercial Insurance Contracts, Automobile Insurance, Life Insurance and Annuities, Retirement plans, Social security.

Suggested Readings:

- Iyengen ,V. 2008. Introduction to Banking. Excel Books, New Delhi.
- Gulathi, N C. 2007. Principles of Insurance Management. Excel Books, New Delhi.
- Vaughan. 2008. Fundamentals of Risk and Insurance. Wiley India Pvt Ltd. 9 Ed.
- Skipper & Kwon. 2008. Risk Management and Insurance Perspectives in Global Economy. Wiley India Pvt Ltd.
- Vaughan. Essentials of Insurance: A Risk Management Perspective. Wiley India Pvt Ltd.
□ Gurusamy. Banking Theory Law & Practice Tata McGraw-Hill Publishing Company Ltd.
- Harrington. Risk Management & insurance, Tata McGraw-Hill Publishing company Ltd..
- Sethi & Bhatia. 2008, Elements of Banking and Insurance. PHI Learning Private Limited_
- Revathy Sriram, et al 2008. Core Banking. Solution: Evaluation of Security and Controls. PHI Learning Private Ltd.
- Gulati, Neelam, Principles of Insurance Management, Publisher Excel, ISBN.81-7446-556-1.

Specialization: BANKING AND FINANCIAL SERVICES MANAGEMENT
(paper-2)

Financial Planning and Wealth Management

COURSE NO. FSB-2

Max. Marks (Ext Exam): 80

Min. Pas Marks: 32

- UNIT-I:** Financial Planning Overview-define personal financial planning, wealth management. Financial planning Process. Concepts in economics and Finance.
- UNIT-II:** Insurance Pricing and Premium-Risk Analysis, methods of handling Risk. Regulatory framework, Types of insurance products.
- UNIT-III:** Retirement Planning-employee benefits and superannuation benefits, Process. Provident funds and pension schemes, Regulations.
- UNIT-IV:** Investment Planning-fixed income instruments, Mutual Fund products, equity market, derivatives. Commodities, real estates and other investment. Wealth management-process, Role of wealth Manager, cases on wealth management.
- UNIT-V:** Taxation Planning-Indian tax system, Indian Direct Tax Structure. Tax compliance matters, Estate Planning-Overview, process. methods,

SUGGESTED READINGS:

- Introduction to Financial Planning, 2nd edit., 2007 M/s. Taxmann Publication Pvt, Ltd.
- Managing and Marketing Financial Services, 2nd edn., 2007 M/s. Taxmann Publication Pvt, Ltd.
- Wealth Management by S.Timothy, Kochis, 2007 Edition ISBN — 13: 978.0-8080-8949-0 By CCH, a Wolters Kluwer Business, 4025 W. Peterson AVE, Chicago -USA, IL 6046-6085 http:
- Wealth Management, The new Business model. By major suresh Goel (Rtd)Global India Publication VT lid., New Delhi 110 002.
- 5 Insurance Products (including Pension Products), 2nd edn., 2007 M/s. Taxmann Publication Pvt, Ltd □ Mutual Funds (Products & Services), 2nd edn., 2007 M/s. Taxmann Publication Pvt, Ltd.