



SRM

UNIVERSITY SIKKIM

(Estd. Under SRMUS Act, 2013)

PROGRAMME

B.Voc., Banking and Finance

CURRICULUM AND SYLLABI

(For students admitted from the academic year 2015-16)

SRM UNIVERSITY
Sikkim

B.Voc Banking and Finance Curriculum

Course Category	Course Code	Course Name	L	T	P	L+T+P	C
SEMESTER-I							
Language	LAE1511	English – I	3	1	0	4	3
Core	BVB1512	Managerial Economics	2	2	0	4	4
Core	BVB1513	Financial Accounting	3	2	0	5	4
Core	BVB1514	Organizational Behaviour	2	2	0	4	4
General	GEN1515	Environmental Studies [Internal Evaluation]	2	0	2	4	4
Skill	SPD1516	Computer Skills [Practical Course]	1	0	2	3	3
Skill	BVB1517	Case Study 1: [Internal Evaluation]	1	0	2	3	4
Skill	BVB1518	Case Study 2: [Internal Evaluation]	1	0	2	3	4
TOTAL						30	30
SEMESTER-II							
Language	LAE1521	English – II	3	1	0	4	3
Core	BVB1522	Retail Banking	2	2	0	4	4
Core	BVB1523	Anti-Money Laundering	2	2	0	4	4
Supportive	BVB1524	Business Statistics	3	2	0	5	4
Core	BVB1525	Case Study 3 [Internal Evaluation]	0	2	2	4	4
General	GEN1526	Human Rights and Professional Ethics [Internal Evaluation]	2	0	1	3	3
Extension	EX*1527 *will be S/C/Y	NSS / NCC /Yoga [Internal Evaluation]	0	0	1	1	2
Skill	BVB1528	Training Project-1	0	0	5	5	6
TOTAL						30	30
SEMESTER-III							
Core	BVB1531	Human Resource Management	2	2	0	4	4
Core	BVB1532	Management and Cost Accounting	3	2	0	5	4
Core	BVB1533	Rural Banking	2	2	0	4	4
Elective	BVB1534/ BVB1535	Financial Product Marketing / Personal Finance	2	2	0	4	4
General	GEN1536	Value Education [Internal Evaluation]	1	0	2	3	3
Supportive	BVB1537	Computer Applications in Accounting	1	0	2	3	3

		[Practical Course]					
Skill	SPD1538	Soft Skill and Verbal Aptitude [Internal Evaluation]	0	0	2	2	2
Skill	BVB1539	Training Project-2	0	0	5	5	6
		TOTAL				30	30
		SEMESTER-IV	L	T	P	L+T+P	C
Core	BVB1541	Customer Relationship Management	2	2	0	4	4
Core	BVB1542	Investment Management	3	2	0	5	4
Core	BVB1543	Mutual Funds	3	2	0	5	4
Elective	BVB1544 / BVB1545	Merchant Banking /Global Finance	3	2	0	5	4
Supportive	BVB1546	Case Study 4 [Internal Evaluation]	0	0	2	2	3
Supportive	BVB1547	Case study 5 [Internal Evaluation]	0	0	2	2	3
Skill	SPD1548	Quantitative Aptitude and Reasoning [Internal Evaluation]	0	0	2	2	2
Skill	BVB1549	Training Project-3	0	0	5	5	6
		TOTAL				30	30
		SEMESTER-V	L	T	P	L+T+P	C
Core	BVB1551	Co-operative Banking	2	2	0	4	4
Core	BVB1552	Central Banking policies and perspectives	3	2	0	5	4
Core	BVB1553	Legal and Regulatory aspects of Banking	2	2	0	4	4
Elective	BVB1554/ BVB1555	Corporate Banking/International Banking	3	2	0	5	4
Supportive	BVB1556	Case Study 6 [Internal Evaluation]	0	0	2	2	3
Skill	SPD1557	Entrepreneurial Development [Internal Evaluation]	0	0	3	3	3
Skill	SPD1558	Quantitative Aptitude and Reasoning [Internal Evaluation]	0	0	2	2	2
Skill	BVB1559	Training Project-4	0	0	5	5	6
		TOTAL				30	30
		SEMESTER-VI	L	T	P	L+T+P	C
Core	BVB1561	Auditing	2	2	0	4	4
Core	BVB1562	Business Taxation	2	2	0	4	4
Core	BVB1563	Financial Derivatives and Risk Management	3	2	0	5	4

Elective	BVB1564 / BVB1565	Research Methodology / Public Relations	3	2	0	5	4
Skill	SPD1566	Leadership and Team Management [Internal Evaluation]	0	0	2	2	2
Skill	BVB1567	Project Work(3 Months)	0	0	10	10	12
		TOTAL				30	30

Case studies and Training Project will be based on but not limited to

1. Financial System
2. Banking System
3. Banking services
4. Micro Finance and Small scale Industries
5. Insurance Sector
6. Security Analysis
7. Business Correspondent
8. Equity Dealer
9. Mutual Fund Agent
10. Loan Approval Officer
11. Accounts Payable and Receivable
12. Accounts executive payroll
13. Recording and Reporting
14. Accounts executive (statutory Compliance)
15. Debt recovery manager
16. SME officer

Total Credits: 180

- **Total Number of Hours per week comprise L+T+P and including Counseling / Library / Digital Reference / Guest Lecture / Co-Curricular Activities**

SEMESTER I

LAE1511	ENGLISH – I	L	T	P	C
		3	1	0	3

INSTRUCTIONAL OBJECTIVES

1. To enable students improve their lexical, grammatical and communicative competence.
2. To enhance their communicative skills in real life situations.
3. To assist students understand the role of thinking in all forms of communication.
4. To equip students with oral and appropriate written communication skills.
5. To assist students with employability and job search skills.
6. To improve the LSRW skills in the students
7. To enable the students to understand the Grammar and usage of the language.
8. To make the students culturally fit in the communicative environment.

Listening and speaking skills - Common Errors in pronunciation-Describing the process (respective fields)-Conducting Meetings-Group Discussion-JAM (Just A Minute).

Reading Skill - Reading the newspaper and highlighting the news-Reading Comprehension-Summarizing and note making-Predicting the content.

Writing Skill - Interpretation of Data (flow charts, figures and pictures)-Writing notice, agenda, and minutes of meeting-Writing letters: business letter and informal letter-Writing a Resume and Covering letter-Essay Writing.

Grammar - Tense and Concord-Preposition-Direct and Indirect Speech-Spotting and correcting the errors-Arranging the sentence in sequential order.

The Role of Marketing English for Research - Project proposal-Report Writing-Types of data-Methods of collecting Data -Presentation Techniques.

REFERENCE BOOKS:

1. Department of English and Foreign Languages. “English for Engineers”, SRM University Publications, 2013.
2. Dhanavel, S.P. “English and Communication Skills for Students of Science and Engineering”, Orient Blackswan Ltd., 2009.
3. Green, David. “Contemporary English Grammar Structures and Composition.”Macmillian Publishers India Ltd, Delhi,
4. Taylor, Shirley, V.Chandra. “Communication for Business. 4th Ed. Dorling Kindersly India pvt. Ltd., 2011.

BVB1512	MANAGERIAL ECONOMICS	L	T	P	C
		2	2	0	4

INSTRUCTIONAL OBJECTIVES

1. To familiarize the students with the fundamental principles of economics
2. To make them understand the relevance of economics in business decisions
3. To help them be equipped with economic tools for business analysis.

Natural & Scope of Managerial Economics – Significance of Managerial Economics. Demand Analysis – Basic Concepts and Tools for Analysis of Demand – Demand forecasting.

Cost Concepts and Cost Analysis – Production Function – Cost Price – Output Relations.

Price and Output Decisions under different Market Structures Perfect Competition – Monopoly – Monopolistic Competition – Oligopoly – Pricing Policy – Pricing Methods and Approaches – Product Line Pricing – Price Forecasting.

National Income-definition, measurement – Factors – difficulties in measurement. GDP-NDP-Business cycle- phases – Inflation- types and control measures. Managerial Economics in the Context of Globalization.

REFERENCES

1. Dr.Sankaran .S, “*Managerial Economics*”, Margham Publications, 1999.
2. Varshney&Maheswari, “*Managerial Economics*”, Sultan Chand & Sons, 2007.
3. Victor L. Mote & Samuel Paul, “*Managerial economics*”, Tata McGraw-Hill Education, 1977

BVB1513	FINANCIAL ACCOUNTING	L	T	P	C
		3	2	0	4

INSTRUCTIONAL OBJECTIVES

1. Understand the basic accounting concepts and their application in business.
2. Apply the dual-entry recording framework to a series of transactions that results in a balance sheet.
3. Gain knowledge on the preparation of financial statements.
4. Develop the skills needed to analyze financial statements effectively, and
5. Students will be exposed to take decisions on depreciation method to be adopted

Meaning and scope of Accounting, Basic Accounting Concepts and Conventions –Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance – Preparation of Cash Book.

Preparation of Final Accounts of a Sole Trading Concern – Adjustments – Closing Stock, Outstanding and Prepaid items, Depreciation, Provision for Bad Debts, Provision for Discount on Debtors, Interest on Capital and Drawings

Classification of errors – Rectification of errors – Preparation of Suspense Account.- Bank Reconciliation Statement (Only simple problems).

Depreciation – Meaning, Causes, Types – Straight Line Method – Written down Value Method (Change in Method excluded). Insurance claims – Average Clause (Loss of stock only)

Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method- Company Accounts- an Introduction –Issue of shares at par, at premium and at Discount – Pro-rata allotment-forfeiture and reissue of shares problems)

REFERENCES

- 1. Reddy T.S. & A. Murthy, *Financial Accounting*, Margham Publications, 2008.**
- 2. Shukla M.C., Grewal T.S., “*Advanced Accounting*”, Sultan Chand & Sons, 2001.**
- 3. Tulsian, “*Financial Accounting*”, Pearson Education, 2004.**

BVB1514	ORGANIZATIONAL BEHAVIOUR	L	T	P	C
		2	2	0	4

INSTRUCTIONAL OBJECTIVES

After completing this course, learners should be able to:

- 1. Understand the implications of individual and group behaviour in organizational context.**
- 2. Understand the concept of organizational behaviour, the social organization and the diverse environment alongside with the management of groups and teams.**
- 3. Appreciate the concept of organizational culture.**
- 4. Manage conflict amongst groups in a business environment.**
- 5. Comprehend and apply motivational theories in the workplace.**
- 6. Identify changes within organizations and power and politics in organizations.**

Introduction To Organizational Behaviour – Various Disciplines contributing to OB – Hawthorne Experiment – Foundation Of individual Behaviour – Need And importance Of Organizational Behaviour – Nature And Scope – Framework of Organizational Behaviour

Personality – Types – Factors Affecting Personality – Perception – Importance – Factors influencing Perception – Learning – Types of Learning Styles – The Learning Process

Motivation – Theories – Importance – Types – Values And Attitudes – Characteristics – Components – Formation And Measurement – Group Dynamics – Group Behaviour – Formation – Types Of Groups – Stages of Group Development – Conflict Management – Nature of Conflict – Types of Conflict

**Leadership – Meaning – Importance, Leadership Styles – Leaders Vs Managers; Power and Politics – Sources Of Power
Organizational Structure and Design – Organization Climate – Factors Affecting Organization Climate – Organization Development – Organization culture – Organization Change – Current Trend in OB**

REFERENCES

1. Prasad L M., Organizational Behaviour, Sultan Chand & Sons, 1994.

GEN1515	ENVIRONMENTAL STUDIES	L	T	P	C
		2	0	2	4

INSTRUCTIONAL OBJECTIVES

At the end of this course the learner is expected:

1. To gain knowledge on the importance of environmental education and ecosystem
2. To acquire knowledge about environmental pollution- sources, effects and control measures of environmental pollution
3. To understand the various energy sources, exploitation and need of alternate energy resources. Disaster management
4. To acquire knowledge with respect to biodiversity, its threats and its conservation and appreciate the concept of interdependence
5. To be aware of the national and international concern for environment for protecting the environment

Environmental education: Definition and objective. Structure and function of an ecosystem – ecological succession –primary and secondary succession -

ecological pyramids – pyramid of number, pyramid of energy and pyramid of biomass.

Pollution – Air, water, soil –causes and effects and control measures. Specifically: acid rain, ozone layer depletion, greenhouse gas effect and global warming. Waste management: prevention and control measures of solid waste.(General).

National concern for environment: Important environmental protection Acts in India – water, air (prevention and control of pollution) act, wild life conservation and forest act .Functions of central and state pollution control boards. Issues involved in enforcement of environmental legislation.

Genetic, species and ecosystem diversity – bio diversity hot spots - values of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values - threats to biodiversity: habitat loss, poaching of wildlife – endangered and endemic species of India, Conservation of biodiversity: in-situ and ex-situ conservations.

Energy resources and their exploitation. Conventional energy sources: -coal, oil, biomass and nature gas (overview)- over- utilization.. Non-conventional energy sources: hydroelectric power, tidal, wind, geothermal energy, solar collectors, photovoltaic, nuclear-fission and fusion. Energy use pattern and future need projection in different parts of the world, energy conservation policies.

Natural and Man-made disasters -types, causes, onset, impacts. (Viz. earthquake,flood, drought, cyclone, tsunamic, volcanic, landslide, industrial accidents.). Forecasting and managements

REFERENCES

- 1. Jeyalakshmi.R, “*Principles of Environmental Science*”, 1st Edition, Devi Publications, Chennai, 2006.**
- 2. De. A.K., “*Environmental Chemistry*”, New Age International, New Delhi, 1996.**
- 3. Sharma.B.K. and Kaur, “*Environmental Chemistry*”, Goel Publishing House, Meerut, 1994.**
- 4. Dara S.S., “*A Text Book of Environmental Chemistry and pollution control*”, S.Chand& Company Ltd., New Delhi, 2004.**

5. Dr.RahavanNambiar, “*Textbook of Environmental studies.* SciTech Publication (India) Pvt.Ltd.Second edition

SPD1516	Computer Skills	L	T	P	C
		1	0	2	3

INSTRUCTIONAL OBJECTIVES:

At the end of this course the learner is expected:

1. To gain knowledge on the basic computer system
2. To understand the MS-WORD.
3. To acquire knowledge with respect to MS-EXCEL
4. To learn the basics of MS-POWERPOINT and ACCESS.

Introduction to Computer Systems - Applications of Computers in Business – Types of Computers and Electronic devices – An overview of operation system – Single user systems – Multi user Systems – Assembler – Translator – Compiler – Different Computer Language.

The Word Processor - Creating a Document -Opening a Document -Laying Out the Page-Setting paper size, margins, and orientation -Creating headers and footers -Numbering pages -Entering and Editing Text-Modifying text-Moving and copying text -Finding and replacing text -Correcting mistakes automatically-Printing -Adding character to your characters -Planning Your Paragraphs-Aligning paragraphs -Spacing your lines -Making Lists -Bulleting lists-Numbering lists-Using a style -Creating a style - tables and columns

The Spreadsheet- Creating a Spreadsheet -Inputting Your Data -Entering your data -Editing your data -Filling cells automatically -Managing Columns and Rows-Copying, pasting, cutting, dragging, and dropping your cells -Adding the Art -Formula Basics-Adding, Subtracting, and More -Adding and other arithmetic -Adding with the Sum function -Rocketing into Orbit with Functions Using the AutoPilot: Functions dialog box -Editing functions -Entering functions manually -Copying and pasting formulas -Creating formula arrays - Recalculating formulas -Creating Magic Formula-Nesting functions -Creating conditional formulas

The Power Point Presentation - Creating a Presentation -Opening an existing presentation -Adding Slides -Adding text to a slide -Saving Your Presentation for Posterity - Making Presentations Picture Perfect -Adding Images -Clipping art -Drawing objects -Coloring Backgrounds -Creating a plain-colored background -Creating a gradient background -Hatching a background -Using a bitmap image as a background -Creating 3-D text-Inserting 3-D objects - Animating Impressively -Using Text Effects Effectively -Creating Animation Effects -Creating Animated GIF files -Adding Slide Transition Effects - Showing a Presentation -Setting slide timing -Hiding slides -Specifying slide show settings -Delivering a Slide Show .

Ms-Access - Database development-Creating Access tables-Setting the primary key-Manipulating tables-Entering data with access forms-Selecting data with queries-Creating a multiple queries-Presenting data with access reports.

**Operating System and fundamentals
Computer Networks and Internet**

REFERENCE BOOKS:

1. Sinha P.K. & Sinha Priti, *Computer Fundamentals*, BPB Publications, 2007
2. Vishnu P. Singh, “*Ms Office 2007*”, BPB Publications, 2007.
3. Ananthi Sheshasaayee, Sheshasaayee G., “*Computer Applications in Business & Management*”, Margham publishers, 2004.
4. Lisa A.Bucki, John Walkenbach, Faithe Wempen Michael Alexander and Dick Kusleika, “*Mirosoft office 2013 Bible*”, Wiley India Pvt. Ltd., 2013

BVB1517	Case Study 1	L	T	P	C
		1	0	2	4

INSTRUCTIONAL OBJECTIVES

After undergoing the practices of the skills learners will be able to:

1. Understand the practical applications of the given topic
2. Know the methods of operation of given topic

BVB1518	Case Study 2	L	T	P	C
---------	--------------	---	---	---	---

		1	0	2	4
--	--	---	---	---	---

INSTRUCTIONAL OBJECTIVES

After undergoing the practices of the skills learners will be able to

- 1 Understand the practical applications of the given topic
- 2 Know the methods of operation of the given topic.

SEMESTER II

LAE1521	English – II	L	T	P	C
		3	1	0	3

INSTRUCTIONAL OBJECTIVES:

1. To cater to the essential aspects of communication skills thereby creating a congenial class room atmosphere, leaving enough scope for confident interactions and free flow of individual thoughts.
2. To enable the students understand the various modes of communication.
3. To make students aware about the etiquettes of communication.
4. To enhance communicative competence among the students.
5. To help the students to survive in culturally different environment by using apt communicative skills.
6. To assist students understand the role of thinking in all forms of communication.

Understanding Communication - Communication: Its importance- Cross-Cultural Communication- Effective Listening- Corporate Communication- Business Communication Aids- Building Communicative Competence.

verbal and non verbal communication - Face to face Communication- Communicating with the group- Communicating during business meetings- Job interview- Team Presentation- Body Language and eye contact- Dress Code- Personal Grooming.

Use Of Language - Formal usage of language- Usage of jargons- Correct choice of words- Tones, intonations, stress.

Electronic Communication - Use of internet- Writing e-mails and e-mail etiquette-Communicating over the telephone and Telephone Etiquette-Fax - The Impact of e-mails on business.

Surviving In the Work place through Communication - Balancing work life through communication-The impact of different people on work life balance-Life demands-Strategies of balance.

REFERENCE BOOKS:

1. Quintanilla, Kelly M., Shawn T. Wahl. "Business and Professional Communication." SAGE Publication India Pvt Ltd, Delhi, 2011.
2. Raman, Meenakshi, Prakash Singh. "Business Communication." 2nd Ed. Oxford University Press, Delhi, 2012.
3. Taylor, Shirley, V.Chandra. "Communicaton for Business. 4th Ed. Dorling Kindersly India pvt. Ltd., 2011.

BVB1522	RETAIL BANKING	L	T	P	C
		2	2	0	4

RETAIL BANKING: *Introduction*, History and definition, role within the bank operations, Applicability of retailing concepts distinction between Retail and Corporate / Wholesale Banking

Retail Products Overview - Customer requirements, Products development process, Liabilities and Assets Products / Description of Liability products, Description of Asset Products, Approval process for retail loans, Credit scoring.

Important Asset Products - Home Loans - Eligibility, Purpose, Amounts, Margin, Security, Disbursement, Moratorium, Prepayment issues, Repayments / Collection.

Auto / Vehicle Loans - Eligibility, Purpose, Amounts, Margin, Security, Disbursement, Moratorium, Prepayment issues, Repayments / Collection.

Personal Loans Eligibility, Purpose, Amounts, Security, Disbursement, Moratorium, Prepayment issues, Repayments / Collection. Educational Loans

Eligibility, Purpose, Amounts, Security, Disbursement, Moratorium, Prepayment issues, Repayments.

Credit / Debit Cards - Credit Vs Debit Cards, Eligibility, Purpose, Amounts, Margin, Security, Process of using the cards, Billing Cycle, Credit Points. Other Products / Remittances / Funds Transfer

Marketing / Selling of retail products, MIS and Accounting: Retail Strategies; Tie-up with Institutions for Personal loans / Credit cards / Educational loans, with OEMs / Authorized Dealers for Auto / Vehicle loans, and with Builders.

Customer Relationship Management - Role and impact of customer relationship management, Stages in customer relationship management process. Regulations and compliance

Other issues related to Retail Banking Securitization, mortgage based securities. Trends in retailing - New products like Insurance, Demat services, online / Phone Banking, Property services, Investment advisory / Wealth management, Reverse Mortgage - Growth of e-banking, Cross selling opportunities.

REFERENCE

1. *“Retail Banking”* (CAIB 2010) ISBN 9780230330511 –Macmillan Publishers India Edition 1

BVB1523	ANTI-MONEY LAUNDERING	L	T	P	C
		2	2	0	4

INSTRUCTIONAL OBJECTIVES

At the end of this course the learner is expected:

1. **Size of Money Laundering, Reasons of Money Laundering by criminals. And Consequences of Money Laundering.**
2. **Essentials of Money Laundering and Risk of KYC to mitigate**
3. **Origin of Money laundering transactions and Indian Laws of Money Laundering**

Introduction and overview Money Laundering - Origin - Definition - Techniques Impact on Banks - Structuring; Integration, Preventive Legislations - Know Your Customer.

RBI Guidelines - System Adequacy to Combat Money Laundering - Antiterrorism finance - Financial Intelligence Unit (FIU) The Financial Action Task Force (FATF) - IBA Working Group

Money Laundering and Correspondent Banking - Exchange Companies - Foreign Branches Customer Profile - KYC Policies - Countries Deficient in KYC Policies, Initiatives by the RBI - Organized Financial Crimes Customer - Definition

Client Accounts opened by Professional Intermediaries - Trust / Nominee or Fiduciary Accounts - Joint accounts - Minor accounts - KYC for existing accounts - KYC for low income group customers. Monitoring Accounts - Customer research - Suspicious transactions

REFERENCE

1. Sundar S. *“Anti-Money Laundering and know your customer” Macmillan publishers Ltd, 2010.*

BVB1524	BUSINESS STATISTICS	L	T	P	C
		3	2	0	4

INSTRUCTIONAL OBJECTIVES

At the end of this course the learner is expected:

1. **To provide a strong foundations in the principles of statistics.**
2. **To apply Statistical techniques for solving real life problems**

Nature and scope of statistical methods and their limitations - Classification, tabulation - Diagrammatic representation of various types of statistical data - Frequency curves and O gives - Lorenz curve.

Measures of Central tendency – Arithmetic mean, Median, Mode, and their properties – Merits and demerits

Measures of Dispersion – Range, Mean Deviation, Quartile Deviation, Standard Deviation, Coefficient of Variation and their properties – merits and demerits

Concept of Bivariate distribution -Correlation - Definition-Uses –Types – Karl Pearson’s Correlation Co-efficient –Scatter diagram -Spearman’s Rank Correlation Co-efficient - Regression equations –Regression Coefficient – Properties-Simple Problems

Random experiment – Definition of various events – Mathematical and Axiomatic definition of probability – Addition and Multiplication theorem – Simple problems

REFERENCES

1. Pillai, R.S.N, Bagavathi, V. *“Statistics, Theory and Practice,7th Edition”*,S.ChandLtd,New Delhi 2009.
2. Ken Black, *“Business Statistics for Contemporary Decision Making, 7th Edition”*, John Wiley Publications 2013.
3. Gupta, S.P. (2011), *“Applied Statistical Methods,4th Edition”*, Sultan Chand & Sons, New Delhi.
4. Nabendu Pal, *“Statistics: Concepts and Applications”*, Prentice, India, Hall of India Pvt. Ltd.
5. PadmalochanHazarika, *“Business Statistics”*, New Delhi, S Chand.
6. Pillai R S N, Bagavathi V, *“Practical Statistics”*, New Delhi, S Chand.
7. Manoj K Bhowal, PronobBarua, *“Statistics”* (Vol, I & II), Delhi, Asian Books Pvt. Ltd.

BVB1525	Case Study 3	L	T	P	C
		0	2	2	4

INSTRUCTIONAL OBJECTIVES

After undergoing the practices of the skills learners will be able to:

3. Understand the practical applications of the given topic
4. Know the methods of operation of given topic

GEN1526	HUMAN RIGHTS AND PROFESSIONAL ETHICS	L	T	P	C
		2	0	1	3

INSTRUCTIONAL OBJECTIVES

At the end of this course the learner is expected:

1. To gain knowledge on ethical practices around the world.
2. To understand and imbibe ethical values which are important in furthering one's professional life in workplaces

Human values- types- morals- ethics- integrity- work ethics- service learning- virtues- respect for others- honesty- courage- commitment- empathy- challenges in the workplaces- character- spirituality- corporate excellence.

Variety of moral issues- Types of inquiry- Moral dilemmas- Moral autonomy- Kohlberg's theory- Gilligan's theory- consensus and controversy- Models of professional roles- Theories about right action.

Self-interest- Customs and religion- Use of ethical theories- Valuing time- Cooperation codes of ethics- Outlook on law- The challenger case study.

Safety and risk- Assessment- Responsibility and rights- Risk benefit analysis- Reducing risk- The Three Mile Island and Chernobyl case studies.

Global issues- Multinational corporations- Environmental ethics- Computer ethics- Weapons development and ethics- Moral leadership

REFERENCES

1. Naagarajan R S "A *Textbook on Professional Ethics and Human Values, New Age International*", New Delhi 2006.

EX*1527 (* will be S/C/Y)	NSS / NCC/YOGA	L	T	P	C
		0	0	1	2

To imbibe in the minds of students the concepts and benefits of NSS / NCC/Yoga and make them practice the same

BVB1528	TRAINING PROJECT – 1	L	T	P	C
---------	----------------------	---	---	---	---

		0	0	5	6
--	--	---	---	---	---

INSTRUCTIONAL OBJECTIVES:

1. To bridge the gap between financial planning and Banking.
2. To equip students for placements.
3. To gain practical exposure to become future professionals.

TRAINING PROJECT WORK

Each candidate has to undergo internship in the specified Banking and Finance sector

GUIDELINES FOR PROJECT WORK

1. Candidate should submit the internship certificate to the supervisor.
2. Project can be in any field of financial planning related to Banking
3. The project report should be neatly presented in not less than 80 pages.
4. Paper size should be A4
5. 1.5 spacing should be used for typing the general text. The text should be 'justified' and typed in the font style (Font: Times New Roman, Font Size: 12pt for text, 14pt for sub-headings)
6. The candidate should submit the periodical report of the project to the supervisor.
7. TWO reviews would be conducted before the viva-voce.
8. Each candidate should submit 2 hard copies and one soft copy in CD to the Department. After the evaluation of the project report one hard copy would be returned to the candidate.

SEMESTER III

BVB1531	HUMAN RESOURCE MANAGEMENT	L	T	P	C
		2	2	0	4

INSTRUCTIONAL OBJECTIVES

- 1. Implement HR Management Principles**
- 2. To do effective Job analysis and recruitment process**
- 3. To analyze performance appraisal and career planning**

Meaning, Nature and Scope of HRM – Personnel Management Verses HRM-Importance of HRM-Functions of HRM-Classification of HRM Functions. Basis for HRP – Meaning and Objectives of HRP – Benefits of HRP – Factors affecting HRP – Process of HRP – Problems of HRP

Recruitment – Job Analysis – Purpose – Job Description – Job Specification – Recruitment policy – Centralized /decentralized recruitment – Sources of– Factors affecting Recruitment – Recruitment Process – Recruitment Vs Selection – Selection Procedure – Placement – Induction – Objectives – Advantages

Training & Development – Purpose – Need – Importance – Techniques (on the job & off the job) – Evaluation – Benefits – Management Development Programme – Job Enlargement – Job Enrichment – Job Evaluation – Meaning – Purpose – Techniques.

Performance Appraisal – Need – Importance – Techniques – Benefits – Career Planning –Need – Process – Succession Planning – Career Development – Steps – Career Development Actions – Advantages

REFERENCES

- 1. Aswathappa K, Human Resource Management, Tata McGraw Hill, New Delhi, 2013**
- 2. Rao, V. S. P., Human Resource Management, Pearson, New Delhi, 2005**

BVB1532	MANAGEMENT AND COST ACCOUNTING	L	T	P	C
		3	2	0	4

INSTRUCTIONAL OBJECTIVES

- 1. To learn management accounting principles**
- 2. To solve fund and cash flow statements**
- 3. To prepare budgetary control and ratio analysis**
- 4. To learn cost accounting principles and concepts**
- 5. Cost Accounting-Nature and scope- Cost analysis, concepts and classifications – Installation of costing systems**

Management Accounting – Meaning, scope, importance and limitations – Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting.

Analysis and Interpretation of Financial Statements – Nature, objectives, tools

–

Methods – Comparative Statements, Common Size statement and Trend analysis.

Material purchase control, Level, aspects, need and essentials of materials control. Stores control – stores department. EOQ – stores records – ABC analysis – VED analysis – Pricing of issue of materials – FIFO, LIFO, and HIFO

Budgets and budgetary control – Meaning, objectives, merits and demerits – Types of Budgets – Production, Cash and Flexible Budgets. Funds flow and Cash flow statements

Marginal costing (excluding decision making) – difference between Absorption Costing and Marginal Costing – CVP analysis – Break Even Analysis — Manufacturing, Administration, Selling and Distribution. (Primary and secondary Distribution).

REFERENCES

- 1. Murthy &Guruswamy, Management Accounting, Tata McGraw Hill, India**
- 2. Khan M Y, Jain P K, Management Accounting, Tata McGraw Hill, India**
- 3. Agrawal, Principles of Management Accounting, Asian Books, India**
- 4. Maheswari S N, Problems and Solutions in Cost Accounting, Sultan Chand Sons, New Delhi.**
- 5. Reddy T S &Hariprasad Reddy Y, Income Tax Theory, Law and Practice, Margham Publication, Chennai**

6. Jain S P, K L Narang, Cost Accounting, Kalyani Publishers, New Delhi.

BVB1533	RURAL BANKING	L	T	P	C
		2	2	0	4

INSTRUCTIONAL OBJECTIVES

1. To understand Rural India Demographic features,
2. To learn Financial development in rural regions and agricultural background

RURAL INDIA: Demographic features; Population, occupation, literacy, socio-economic development indicators, health, nutrition and education, - urban migration. Characteristics of Rural Society; Caste and power structure - rural social stratification,

Economic Features; Economic life of rural people, share in National income - Trends in per capita income, rural money markets, rural indebtedness, rural poverty - main causes and methods of measuring rural poverty. Rural infrastructure; Transport, Power, Markets and other services. Agriculture Economy; Structure and characteristics of Indian agriculture, Role of agriculture in economic development, agriculture-industry linkages, Resources and technical changes in agriculture, constraints to agriculture development, Emerging issues in Indian Agriculture.

Financing Rural Development: Regulation of Rural Financial Services; Function and policies of RBI in Rural Banking, NABARD-Main functions, role, refinance support. Lead bank approach, State level and District level Credit committees. Rural Credit Institutions; Co-operative Credit Societies and Banks, Land Development Banks, Regional Rural Banks, Commercial Banks. Role of Information and communication technologies in rural banking-Models,

Financing agriculture / allied activities; Crop Loans-Assessment, Sanction, Disbursement, replacement. Term loans for irrigation, Farm mechanization,

Godowns / cold-storage facilities etc. SME Finance; Definition of SME. Importance to Indian economy. Financing of SME and small enterprise Refinance from SIDBI. Project funding techniques and requirement assessment.

Cluster based approach and joint finance with SIDBI.MSMED Act 2006, CGTMSE, and Working capital assessment of SMEs. Risk rating of SME proposals, role of rating agencies and rating methodology.

Priority Sector Financing and Govt. initiatives: Components of priority sector. RBI guidelines. Government initiatives; Poverty alleviation programmes

Problems and prospects in Rural Banking: Role of rural banking. Problems of Rural branches of Commercial banks - transaction costs and risk costs. Emerging trends in rural banking-financing poor as bankable opportunity, Micro Credit, Self Help Groups / NGOs, linkages with banking, latest guidelines of GOI and RBI.

REFERENCE

- 1. “Rural Banking” (CAIB 2010) ISBN 9780230330504- Macmillan Publishers India-Edition 1**

BVB1534	FINANCIAL PRODUCT MARKETING	L	T	P	C
		2	2	0	4

INSTRUCTIONAL OBJECTIVES

- 1. To understand the Indian capital market, its operations, instruments, regulations)**
- 2. To familiarize with the operations of secondary market mechanism**
- 3. To know how to develop the interfaces among government policies, capital market, investors and firms**

Financial Markets -Introduction -Government Economic Philosophy and Financial Market z Structure of Financial Market in India

Capital Market - Introduction, Concept, Role, Importance, Evolution in India. Future Trends -Primary Market System and Regulations in India -Types of

firm's Interface with Investors - Issue of Capital- Process, Regulations, Legalities, Pricing of Issue, Methods of Issue

Secondary Market System and Regulations in India - Stock Exchanges in India- History and development and importance - On-line Trading – Depositories - Stock Exchange Mechanism- Trading, Settlement, Risk Management, Investor Grievances, Basics of Pricing Mechanism

Stock Exchange Regulations - Stock Exchange Board - Stock Indices - Role of FII, MFs and Investment Bankers z Regulations and Regulatory Agencies (Primarily SEBI)

Bond Market in India: Government Bond Market and its Interface with Capital Market -Debt Market in India. Capital Market and Money Market - Mutual Fund: Concept, Mechanism, Role, etc.

REFERENCES

- 1. Financial Institutions and Markets, 5th Edition, L.M.Bhole, Jitendra Mahakud, McGraw Hill publications**
- 2. Financial services, 7th edition, M Y Khan, McGraw Hill publications**

BVB1535	PERSONAL FINANCE	L	T	P	C
		2	2	0	4

INSTRUCTIONAL OBJECTIVES

- 1. To understand the financial goals and develop a financial plan**
- 2. How to apply time value of money principles to personal financial decisions**
- 3. How to Prepare a personal budget and to Choose a financial institution and types of accounts for personal needs**
- 4. To compute personal taxes and to Manage cash and savings**

Personal financial planning – meaning – objectives – scope - process. Time Value of Money and its application in financial planning.

Computation of Personal tax – basics of tax assessment for an individual- deductions and reliefs available to individual- avenues for tax savings for an individual.

Tools for personal financial planning - Life insurance –, different schemes and their implications- benefits and limitations. The Housing Decision – - modes of finance - benefits and limitations - procedural and legal aspects

Investment avenues - stocks –bonds -mutual funds -real estate - and personal financial planning of financial institutions and modes of personal financing

REFERENCES

- 1. Personal Finance with Connect Plus, 10th Edition, Jack R. Kapoor , Les R. Dlabay , Robert J. Hughes, TMH**

GEN1536	VALUE EDUCATION	L	T	P	C
		1	0	2	3

INSTRUCTIONAL OBJECTIVES:

To define values understand its broad implications in life.

To demonstrate an acknowledgement and acceptance of the realities of diversity(ethnicity, culture, spirituality/religion)

To develop an understanding of how values influence decision making and behavior

To recognize the need to live together in atmosphere of peace and contributing to sustainable development

To familiarize the students with the concepts of “right” and “good” in individual and social context

To develop in them the sense of respect for the teachings and values of every Religion.

To understand the core value and sub value in cross-cultural context.

Ethics (Axiology) - To familiarize the students with the concepts of “right” and “good” in individual and social context - Help him/her determine what action or life is best to do or live - Right conduct and good life

Explications for how a highly, or at least relatively highly, valuable action may be regarded as ethically "good" , and an action of low, or at least relatively low, value may be regarded as "bad" - Value systems- Positive and negative value.

Behavioural Psychology - Perceptual,Cognitive and Emotional Development (friendships, peers, mora development) - Emotions revealed and Emotions assessed - EQ Tests.

Humanism - Cross Cultural Learning - Inclusive humanism - The inclusive sensibility of all species, planet and lives - Animalism - theory of evolution - Religious Values (Reference to World Religion).

Ethnical And Social Issues - Perspective Discussions - Movies related to ethnical and social issues will be aired - Videos related to value inculcation will be aired.

REFERENCE BOOKS:

- 1. Moral Element by Dr. Shanthichitra, Published by Department of English, FSH,SRM University, Chennai**
- 2. Collective Learning for Transformational Change by Valerie A. Brown, Judith A.Lambert.**
- 3. Defining the Humanities by Robert Proctor.**
- 4. The Moral Animal by Robert Wright.**

BVB1537	COMPUTER APPLICATIONS IN ACCOUNTING	L	T	P	C
		1	0	2	3

INSTRUCTIONAL OBJECTIVES

- 1 To have exposure to computer application in accounting**

Word Processing with MS Word – Starting MS Word - MS Word environment - Working with word documents – Working with text MS Word – Working with tables – Checking spelling and grammar – printing a document – Merging two document – Mail Merge.

Spreadsheets and MS Excel – Starting MS Excel – MS Excel environment – working with Excel workbook – Working with worksheet.

MS Excel - Formulas and functions – Inserting charts – Pie Chart, Bar Chart, Line Graph – Mathematical Functions – Statistical Functions – Printing in Excel.

Making presentation with MS Power Point – Starting MS Power Point – MS Power Point environment – Working with power point – working with different views – designing presentation – printing in power point.

REFERENCES

- 1. Sanjay Sexena, A First Course in Computers, Vikas Publishing House.**
- 2. Ron Monsfield, Working in Microsoft Office, Tata McGraw HillGlobal finance**

SPD1538	SOFT SKILL & VERBAL APTITUDE	L	T	P	C
		0	0	2	2

INSTRUCTIONAL OBJECTIVES

To equip the students with the required soft skills that would instill confidence and courage in them, to take up new opportunities for their career

Self-analysis - Attitude perceptions– Positive approach to challenges.

Change management – ideas & approach -Goal setting – vision -

Time management planning - Entrepreneurial skills Leadership skills -

People management – team work, leadership.

Decision making –

problem identification

Verbal communications- Synonyms - Antonyms - Idioms and phrases - Sentence completion - - Sentence correction - Reading comprehension -

Case studies (Topics: Current affairs across all related fields - and other such topics of the general criteria)

Text Book

Career Development Department. “INSIGHT.” SRM University.

REFERENCE BOOKS:I

1. Mitra, Barun K. "Personality Development and Soft Skills." Oxford University Press, Delhi , 2013.
2. Managing Soft Skills for Personality Development. Ed. B. N. Gosh. Tata McGraw Hill Education Pvt Ltd,
3. Kumar, Sujit. "The Pearson Guide to Verbal Ability for the CAT and Other MBA Examinations. Pearson Publication, 2013.
4. Sharma, Arun., Meenakshi Upadhya "How to Prepare for Verbal Ability and Reading Comprehension for CAT. McGraw Hill Education (India) Private Limited; 4 edition, 2011.

BVB1539	TRAINING PROJECT – 2	L	T	P	C
		0	0	5	6

INSTRUCTIONAL OBJECTIVES

1. To develop the practice of banking operations.
2. To equip students for placements.
3. To gain practical exposure to become future professionals.

TRAINING PROJECT WORK

Each candidate has to undergo internship in the specified Banking and Finance sector

GUIDELINES FOR PROJECT WORK

1. Candidate should submit the internship certificate to the supervisor.
2. Project can be in any field of financial planning related to Banking
3. The project report should be neatly presented in not less than 80 pages.
4. Paper size should be A4
5. 1.5 spacing should be used for typing the general text. The text should be 'justified' and typed in the font style (Font: Times New Roman, Font Size: 12pt for text, 14pt for sub-headings)
6. The candidate should submit the periodical report of the project to the supervisor.
7. TWO reviews would be conducted before the viva-voce.
8. Each candidate should submit 2 hard copies and one soft copy in CD to the Department. After the evaluation of the project report one hard copy would be returned to the candidate.

SEMESTERIV

BVB1541	CUSTOMER RELATIONSHIP MANAGEMENT	L	T	P	C
		2	2	0	4

INSTRUCTIONAL OBJECTIVES

- 1. To have an insight to the concepts, applications, e-CRM solutions and implementation of CRM.**

To enable students understand the concept of Customer Relationship Management, CRM applications in Consumer and Business Markets and application of Technological tools for e-CRM solutions.

Introduction-explosion of CRM in marketing and IT-enablers of growth of CRM-criticality of customer relationships-Adoption and implementation of CRM-conceptual foundations of CRM-building customer relationship and economics of CRM.

CRM in service industries-Banking, Insurance, telecom,Hospitality,HealthCare,Airlines etc.,-CRM in B2B markets.

Components of eCRM solutions-Introduction-Data Ware housing-Data mining-campaign management-sales force automation-Customer Service and Support-Role of interactive Technologies-Product offerings in the CRM Market Space-Contact Centers for CRM.

Implementation road map-Developing a relationship orientation-customer centric marketing and processes-Building organizational capabilities through Internal Marketing-Issues in Implementing a Technology solution for CRM

Process view of CRM-learning from customer defections-customer retention plans-evaluating retention programmes.

REFERENCES

- 1. G.Shainesh and JagdishN.Seth, CRM, McMillan, 2006.**
- 2. Francis Buttle,"CRM Concepts & Technologies", Rout ledge, Second Edition, 2009.**

BVB1542	INVESTMENT MANAGEMENT	L	T	P	C
		3	2	0	4

COURSE RATIONALE

This course aims at providing the students a comprehensive introduction to the areas of security analysis and portfolio management and equipping them with advanced tools and techniques for making profitable investment decisions.

COURSE OBJECTIVES

On completion of this course, the learner should be able to

1. Identify and analyse the various investment avenues.
2. Understand the functions and importance of Indian security market
3. Understand and analyse economic, industry specific and firm specific factors.
4. Analyse and predict the trend of stock price movement
5. Able to frame portfolio of investment to reduce risk and earn profit

Meaning of Investment- Characteristics and Objectives of investment- types investment- investment and their lives-Sources of finance

Financial market- types-primary market- role and importance of primary market- methods of floating new issues-stock exchange in India -BSE, NSE, OTCEI-SEBI- Regulatory Role of SEBI -listing

Risk –classification of risk –causes of risk return- factors influencing return,- risk and return trade off – mutual funds –types-Bond & Stock valuations

Fundamental and technical analysis-forecasting techniques (industry analysis –industry classification-industry life cycle) – company analysis-technique analysis-charting analysis –trend analysis-difference between fundamental and technical analysis.

Portfolio analysis – portfolio selection-portfolio revision-portfolio evaluation

TEXT BOOK

1. Security Analysis & portfolio management -Dr.PunithavathyPandian (vikas publication)

REFERENCES

- 1. Investment analysis & portfolio management – R.P.Rastagi**
- 2. Stock Exchanges and Investments – V. Raghunathan (Tata McGraw – Hill Publishing Co Ltd.)**

BVB1543	MUTUAL FUNDS	L	T	P	C
		3	2	0	4

INSTRUCTIONAL OBJECTIVES

- 1. To understand the special nature of mutual fund products and benefits to the investors**
- 2. To outline the main types , features and value policies of mutual fund**
- 3. To outline the procedure for registration of mutual fund and their constitution and management**

Introduction – meaning - sponsors – trustees – asset Management Company. Risk Diversification – basics – Balanced Port Folio-origin and development of Mutual fund scheme in India

Operations of Mutual fund – Registration with SEBI- constitution and management of mutual fund – operation of trust – schemes of mutual fund- Investment objectives and valuation policies – real estate mutual fund – procedure for action in case of default.

Working of Mutual fund -Organization of Mutual fund - Advantages of MF Short comings in operation of Mutual fund Mf Guidelines on Advertisement-Regulatory Measure - SEBI Regulation.

Mutual fund Schemes and products – Equity funds – Bond, debt and income funds –hybrid funds – money market mutual funds. Mutual fund plans – Growth – dividend – reinvestment – systematic investment – systematic withdrawal – value averaging.

Global Scenario-Classification of MFS-operational Classification-portfolio classification-Geographical classification-structural classification-Recent Trends in Mutual fund.

REFERENCES

1. Financial Service M.Y. Khan, McGraw Hill, seventh edition Ch.12
2. Financial Service Dr.R.Shaungar Wiley Ch.11.1-11.5
3. Financial Service + Markets Dr.PunithavathyPanda,Vikas publications.

BVB1544	MERCHANT BANKING	L	T	P	C
		3	2	0	4

INSTRUCTIONAL OBJECTIVES

On completion of the course, the learners should be able to:

1. Assess the methods of forecasting market trends so as to determine profitability, viability, etc.,
2. Analyze investment proposals and evaluate financial assets for investment purposes.
3. Compare and contrast the quality and delivery of financial service products provided by financial institutions.
4. Apply this knowledge to their life to seek to financial markets for investment purposes.

Drivers of Merchant Banking – Indian History of Merchant Banking – Merchant banking specialist services – functions of Merchant Banking - relevant provision of Companies act with reference to Merchant Banking – requirements of elements in Merchant banking –SEBI guidelines Lead Merchant Banker– Post-issue Obligation – cancellation or suspension of Registration.

Underwriting – securities underwriting - function of underwriting – categories of underwriting – provision of Companies act with reference to underwriting - price issues expected in underwriting – real estate underwriting – forensic underwriting – sponsorship underwriting.

Origin and growth of Hire purchase in India – financial aspect of Hire purchase – accounting method of Hire purchases – structure of Hire purchase –

working of Mutual fund – Explain Assets under Management with AMC – SEBI regulation on Mutual funds –functional classification of Mutual funds – types of Credit rating – origin of Venture financing – Venture capital funds regulations 1996.

Stock broking – drivers of Stock broking – factors influencing Stock broking – depository system- opening of Demat Account – Stamp duties on securities – Factoring is important – service rendered by factoring – International Factoring – forfeiting – Factoring and Forfeiting – Mortgage – different types of Mortgages.

Drivers of Housing Finance – types of Housing Finance – Why refinance is needed in Housing finance – operational structures of Housing finance – recovery of finance in Housing finance – functions of Housing finance – standard Housing finance companies in India – contribution of Housing finance to Indian Economy.

REFERENCES

- 1. MadhuVij and Swati Dhawan, Merchant Banking and Financial Services, Tata McGraw-Hill, 6th Edition, 2012.**
- 2. Padmalatha Suresh Justin Paul - Management of Banking and Financial Services – Pearson Publication – 2nd Edition – 2010.**
- 3. Merchant Banking and Financial Services – K.Ravichandran – Himalaya Publishing House, 3rd edition – 2011.**

BVB1545	GLOBAL FINANCE	L	T	P	C
		3	2	0	4

INSTRUCTIONAL OBJECTIVES

- On completion of the course, the learner should be able to**
- List the functions and objectives of Global financial management.**
- Categorize the institutional characteristics of foreign exchange markets and differentiate the roles played by various participants**
- Describe the international financial parities and apply them in specific international investment and finance decisions.**
- Recognize the strategies for accessing international capital markets and evaluate the decisions on cost-benefit basis.**

Overview of Global Business Environment - History of Monetary systems - Evolution and practices in Foreign Exchange Markets - International financial markets Mode of Delivery – Lectures, GD, Brain Storming, Assignments

Parity theory and conditions – determination of Exchange rate - types of exchange rates - Steps and Procedures that have to be followed for calculating Bill rate and Exchange rates, Mode of Delivery – Lectures, GD, Brain Storming, Assignments

**Exposure and Risk Management - hedging – speculation – arbitrage - internal and external techniques of hedging – derivatives – meaning – significance - types
Mode of Delivery – Lectures, GD, Brain Storming, Assignments**

Regulatory Framework for International Finance - Short term financial management in a global set-up – treasury functions Mode of Delivery – Lectures, GD, Brain Storming, Assignments

International Project Appraisal - relevance of accounting and taxation in international business Mode of Delivery – Lectures, GD, Brain Storming, Assignments

REFERENCES

1. Jeff Madhura, *“International Financial Management”*, 10th edition, Cengage Learning, 2010.
2. Cheol S. Eun And Bruce G. Resnick, *“International Financial Management”*, Tata McGraw Hill, 2010.
3. Apte P.G, *“International Financial Management”*, 6th edition, Tata McGraw Hill, 2011.

BVB1546	CASE STUDY 4	L	T	P	C
		0	0	2	3

INSTRUCTIONAL OBJECTIVES

After undergoing the practices of the skills learners will be able to:

1. **Understand the practical applications of the given topic**
2. **Know the methods of operation of given topic**

BVB1547	CASE STUDY 5	L	T	P	C
		0	0	2	3

INSTRUCTIONAL OBJECTIVES

After undergoing the practices of the skills learners will be able to:

1. Understand the practical applications of the given topic
2. Know the methods of operation of given topic

SPD1548	QUANTITATIVE APTITUDE AND LOGICAL REASONING – I	L	T	P	C
		0	0	2	2

PURPOSE/ OBJECTIVES

This module would train the students on the quick ways to solve quantitative aptitude problems and questions applying logical reasoning, within a short time span given during the placement drives.

Mock interviews on one-on-one basis

Quantitative aptitude

Partnership

Simple Interest, Compound Interest

Profit and Loss

Problems on Clock, Calendar and Cubes

Permutation and Combination

Allegation and mixtures

Logical Reasoning

Letter and Symbol series

Number series

Analyzing arguments

Making judgments

REFERENCES

1. Agarwal. R.S – Quantitative Aptitude for Competitive Examinations, S. Chand Limited 2011
2. Abhijit Guha, Quantitative Aptitude for Competitive Examinations, Tata McGraw Hill, 3rd Edition, 2011
3. Edgar Thrope, Test Of Reasoning for Competitive Examinations, Tata McGraw Hill, 4th Edition, 2012

4. Other material related to quantitative aptitude

BVB1549	TRAINING PROJECT – 3	L	T	P	C
		0	0	5	6

INSTRUCTIONAL OBJECTIVES

1. To bridge the gap between source of finance and investment.
2. To equip students for placements.
3. To gain practical exposure to plan various financial investments.

TRAINING PROJECT WORK

Each candidate has to undergo internship in the specified Banking and Finance sector

GUIDELINES FOR PROJECT WORK

1. Candidate should submit the internship certificate to the supervisor.
2. Project can be in the field of any industry related to financial investment.
3. The project report should be neatly presented in not less than 80 pages.
4. Paper size should be A4
5. 1.5 spacing should be used for typing the general text. The text should be 'justified' and typed in the font style (Font: Times New Roman, Font Size: 12pt for text, 14pt for sub-headings)
6. The candidate should submit the periodical report of the project to the supervisor.
7. TWO reviews would be conducted before the viva-voce.
8. Each candidate should submit 2 hard copies and one soft copy in CD to the Department. After the evaluation of the project report one hard copy would be returned to the candidate.

SEMESTER V

BVB1551	CO-OPERATIVE BANKING	L	T	P	C
		2	2	0	4

PRINCIPLES AND LAWS OF CO-OPERATIVE BANKING LAW AND RULES RELATING TO CO-OP BANKS :Principles of Co-operation - brief overview of

structure of co-operative credit institutions -Membership - Legal aspects of banking operations - Banking related laws - Provisions of Bankers Book Evidence Act - Special features of Recovery of Debts Due to Banks and Financial Institutions Act, 1993.

CO-OPERATIVE BANKING OPERATIONS :Deposits, Credit & Investment Management Different Deposit Products - Deposit Policy - Credit Management Loans and advances - Priority sector lending - MSME financing - Personal Finance - Banker - Customer relations - Garnishee orders and Attachment orders, Bankers' right of lien, set-off and appropriation - Indemnities and Bank Guarantees; Loan Policy - Management of NPA.

TECHNOLOGY, RISK MANAGEMENT :Technology Banking - Electronic Payment systems / core banking solutions - Electronic funds transfer systems - RTGS - Risk Management - Exposure limits-Asset Liability Management -Capital Adequacy - Basel-II - Profit and Profitability - Approach of Banks to profitability - Effects of NPA on profitability - A profitability Model

SUPERVISORY AND REGULATORY ASPECTS: Banking Regulation Act (As applicable to Co-op. Banks) - Role of R.B.I. –Supervision and control - Branch licensing-Inspection / audit-Statutory / Reserve requirements

R.B.I. guidelines on Deposits, Advance, Priority sector lending, weaker section lending,Control Returns - Recommendations of Marathe Committee, Madhav Rao Committee andVaidyanathan committee - Role of Directors and Corporate Governance Best Practices -Management Information System.

REFERENCE

1. *“Co-operative Banking Operations”*, ISBN 9780230632615-Macmillan Publishers India- Edition 1

BVB1552	CENTRAL BANKING POLICIES AND PERSPECTIVES	L	T	P	C
		3	2	0	4

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.

CENTRAL BANKING IN INDIA

1. Reserve Bank of India: Organizational evolution, Constitution and Governance, Major organizational and Functional Developments over 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 set up by RBI; NABARD, IDBI, DFHI, IRBI, UTI.

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.

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.

REFERENCES

1. C. Gomez-Financial Markets Institutes and Financial Series, Prentice Hall
2. Trend and progress of Banking in India RBI publications

BVB1553	LEGAL AND REGULATORY ASPECTS OF BANKING	L	T	P	C
		2	2	0	4

Provisions of RBI Act 1935, Banking Regulation Act 1949 Banking Companies(Acquisition and transfer of undertakings Act 1970 & 1980)

Government and RBI's powers- Opening of new banks and branch licensing- Constitution of board of directors and their rights- Banks shareholders and their rights- CRR / SLR concepts- Cash / currency management- Winding up - amalgamation and mergers- Powers to control advances - selective credit control - monetary and credit policy- Audit and Inspection- Supervision and control - board for financial supervision - its scope and role- Disclosure of accounts and balance sheets- Submission of returns to RBI etc.-

Corporate GovernanceCase laws on responsibility of paying /collecting banker Indemnities / guarantees - scope and application - obligations of a banker - pre cautions andrights-laws relating to bill finance, LC and Deferred Payments

Laws relating to securities -valuation of securities - modes of charging securities - lien, pledge, mortgage, hypothecationetc. - registration of firms/companies - creation of charge and satisfaction of charge.

Law of limitation Provisions of Bankers Book Evidence ActSpecial features of Recovery of Debts Due to Banks and Financial Institutions Act, 1993

TDS-Banking Cash Transaction Tax-Service Tax-Asset Reconstruction Companies The Securitization and Reconstruction of Financial Assets and Enforcement of SecurityInterest Act, 2002-The Consumer Protection Act, 1986-Banking Ombudsman-Lok Adalats-Lender's Liability Act-ForeignExchange Management Act 2000- Prevention of Money Laundering Act-Right toInformation Act-Information Technology Act.

REFERENCE

- 1. *“Legal and regulatory Aspects of Banking”* (2e) (JAIIB) ISBN-9780230636101-Macmillan Publishers India 2 Edition**

BVB1554	CORPORATE BANKING	L	T	P	C
		3	2	0	4

CORPORATE BANKING AND FINANCE

Corporate Banking: Meaning and importance, various services provided viz.,Cash Management, Salary Payment, Debt Management, Factoring and Forfeiting,Trusteeship, Custodial services, Business advisory, Off shore services, Trade services,Forex Management, etc.

Corporate Deposits: Importance of Institutional deposits vis-a-vis retail depositsCorporate Finance: Working capital finance, Fund and Non fund based limits and Import-Export finance. Corporate Debt Restructuring.

INVESTMENT BANKING

- 1. Meaning and scope of Investment Banking, Evolution, overview of current state of Investment Banking in India.**
- 2. Merchant Banking: Advisory services for equity / debt issues, Management, placement and distribution of equity / debt.**
- 3. Mergers and Acquisitions, Divestitures: Identification, Structuring, Negotiation and Execution, arranging finances etc.**
- 4. Corporate advisory services: Capital restructuring, Project advisory, private equity and Venture capital, Loan Syndication etc.**

PROJECT AND INFRASTRUCTURE FINANCE

Characteristics of Project Finance - Technology selection, Assessment of technicalcollaborator - Market Analysis: International competitiveness and SWOT analysis -Assessing the project cost

Means of financing projects - Estimation of project cash flows -Use of free and equity cash flow valuation for assessing projects.

Financial Analysis: Breakeven point analysis, Decision tree, Scenario analysis and Internal Rate of Return, Sensitivity analysis Common risks in projects

Project planning - Network techniques for project implementation - Disbursement, supervision and follow up of project by lender - Infrastructure financing cash flow deal agreement with parties involved.

REFERENCE

1. **“Corporate Banking”** (CAIIB 2010) ISBN 9780230321946-Macmillan Publishers India-Edition 1

BVB1555	INTERNATIONAL BANKING	L	T	P	C
		3	2	0	4

INTERNATIONAL BANKING AND FINANCE

1. International Banking

- i) Global Trends and developments in International Banking
- ii) International Financial Centers, Offshore Banking Units, SEZs.
- iii) Profitability of International Banking operations
- iv) Correspondent Banking and inter - Bank Banking
- v) Investment Banking, Wholesale Banking, Retail Banking, Merchant Banking

2. International Finance

- i) Fundamental Principles of Lending to MNCs, documentation and Monitoring
- ii) International Credit Policy Agencies and Global Capital Markets
- iii) Raising resources: Availability features and risks of various Equity and debt products like ECBs, ADRs, ECCBs and other types of Bonds etc., Syndication of loans

FOREIGN EXCHANGE BUSINESS

- i) Foreign Exchange Management Act (FEMA) and its philosophy
- ii) Different types of Exchange Rates
- iii) RBI and FEDAI: their role in regulating Foreign Exchange Business of Banks / other Authorized Dealers.
- iv) Rules regarding rate structure, cover operations, dealing room activities and risk management principles, including correspondent Bank arrangements.

INTERNATIONAL TRADE

1. Regulations covering international trade

- i) Various Aspects of International Trade, Government policies, DGFT and their schemes, Customs procedures, Banks' role in implementing these policies and schemes
- ii) WTO- its impact
- iii) Balance of payment, balance of trade, Current account and capital account convertibility.
- iv) Documents used in Trade: bill of exchange, invoice, Bill of lading, Airways bill, Insurance policy etc.

2. Import / Export Finance

- i) Laws governing trade finance viz, FEMA, NIAAct, Indian stamp Act, EXIM policy, RBI /FEDAI guidelines
- ii) Role of Banks, including EXIM Bank, in financing Foreign Trade, various facilities to Exporters and importers including project finance, Forfaiting and Factoring
- iii) Risks involved in foreign trade finance: Country risk, Currency risk, Exchange risk, legal risk etc., Role of ECGC.

REFERENCES

1. *“International Banking Operations”* –ISBN 9780230632585-MacMillan Publishers India –Edition 1

BVB1556	CASE STUDY 6	L	T	P	C
		0	0	2	3

INSTRUCTIONAL OBJECTIVES

After undergoing the practices of the skills learners will be able to:

5. Understand the practical applications of the given topic
6. Know the methods of operation of given topic

BVB1557	ENTREPRENEURIAL DEVELOPMENT	L	T	P	C
		0	0	3	3

INSTRUCTIONAL OBJECTIVE:

1. To encourage students to become entrepreneurs.
2. To improve the entrepreneurial skills
3. To identify entrepreneurial opportunities

Concept of Entrepreneurship - Entrepreneurship – Meaning – Types – Qualities of an Entrepreneur – Classification of Entrepreneurs – Factors influencing Entrepreneurship – Functions of Entrepreneur

Entrepreneurial Development - Agencies Commercial Banks – District Industries Centre – National small Industries Corporation – Small Industries Development organization – Small Industries Service Institute. All India Financial Institutions – IDBI – IFCI – ICICI – IRDBI.

Project Management Business Idea Generation Techniques - Identification of Business opportunities – Feasibility study – Marketing, Finance, and Technology & Legal Formalities – Preparation of Project Report – Tools of appraisal.

Entrepreneurial Development Programmes (Edp) - Role, relevance, and achievements – Role of Government in organizing EDPs – Critical Evaluation.

Economic Development And Entrepreneurial Growth - Role of entrepreneur in economic growth – Strategic approaches in the changing Economic scenario for small scale Entrepreneurs – Networking, Niche play, Geographic Concentration, Franchising/Dealership – Development of Women Entrepreneurship.

REFERENCE BOOKS:

1. Dr. Gupta C.B., Dr.Srinivasan N.P, “*Entrepreneurial Development*”, Sultan Chand & Sons, 2009.
2. Saravanavel P., “*Entrepreneurial Development*”, Ess Pee kay Publishing House, 1997.
3. Vasant Desai, “*Project Management*”, Himalaya Publishing House, 1999.
4. Jayshree Suresh, “*Entrepreneurial Development*”, Margham Publications, 2010.

BVB1558	QUANTITATIVE APTITUDE AND REASONING – II	L	T	P	C
		0	0	2	2

INSTRUCTIONAL OBJECTIVES

At the end of this course the learner is expected:

1. Solve quantitative and logical reasoning problems
2. Approach interviews and competitive exams with confidence

QUANTITATIVE APTITUDE

Partnership

Simple Interest, Compound Interest

Profit and Loss

Problems on Clock, Calendar and Cubes

Permutation and Combination

Allegation and mixtures

LOGICAL REASONING

Letter and Symbol series

Number series

Analyzing arguments

Making judgments

REFERENCES

1. Agarwal.R.S – Quantitative Aptitude for Competitive Examinations, S.Chand Limited 2011
2. Abhijit Guha, Quantitative Aptitude for Competitive Examinations, Tata McGraw Hill, 3rd Edition, 2011
3. Edgar Thrope, Test Of Reasoning for Competitive Examinations, Tata McGraw Hill, 4th Edition, 2012
4. Other material related to quantitative aptitude

BVB1559	TRAINING PROJECT – 4	L	T	P	C
		0	0	5	6

INSTRUCTIONAL OBJECTIVES

1. To bridge the gap between source of finance and cooperative banking system.
2. To equip students for placements.
3. To gain practical exposure to plan various financial investments.

TRAINING PROJECT WORK

Each candidate has to undergo internship in the specified Banking and Finance sector

GUIDELINES FOR PROJECT WORK

1. Candidate should submit the internship certificate to the supervisor.
2. Project can be in the field of any industry related to financial investment.
3. The project report should be neatly presented in not less than 80 pages.
4. Paper size should be A4
5. 1.5 spacing should be used for typing the general text. The text should be 'justified' and typed in the font style (Font: Times New Roman, Font Size: 12pt for text, 14pt for sub-headings)

- 6. The candidate should submit the periodical report of the project to the supervisor.**
- 7. TWO reviews would be conducted before the viva-voce.**
- 8. Each candidate should submit 2 hard copies and one soft copy in CD to the Department. After the evaluation of the project report one hard copy would be returned to the candidate.**

SEMESTER VI

BVB1561	AUDITING	L	T	P	C
		2	2	0	4

INSTRUCTIONAL OBJECTIVES

1. To understand audit, transactions, investigations

Definition of Audit – Difference between Auditing and Accountancy – Scope of Auditing – Objectives of Auditing –nature and scope of internal check, internal audit and internal control – audit note book and audit working papers.

Vouching of cash transactions – trading transactions – Audit of various ledger – Outstanding liabilities, Assets – Scrutinizing of expense Accounts – Income Accounts – Asset accounts – Liabilities Balance sheet Audit – Direct confirmation of Balances – Capital and Revenue Expenditures –Verification and Valuation of Assets and Liabilities.

Depreciation and Reserves – Meaning Depreciation on wasting assets.

Appointment Auditor – Appointment of First Auditor – Filing of casual vacancy – Ceiling on number of audits – Appointment of Auditor of Govt. company – Auditors Remuneration – Removal of Auditors – Qualifications & Disqualification. Powers and Duties of Auditors. Special considerations in company Audit. Presentation of financial statements. Audit of Share Capital. Audit of Dividends and Debentures. Audit of Branch office Accounts. Special Audit u/s 233A. Cost Audit. Prior period items, extraordinary items, changes in accounting policies events occurring after Balance sheet date – EDP Audit – auditing through computers -Audit of charitable institutions – Audit of Educational Institutions – Audit Club – Audit of Hotels – Audit of Hire purchase and leasing companies.

Investigation – Distinction between investigation and Auditing – Objectives of investigations – Classes of Investigation – Liabilities of an Auditor – Legal position – Liabilities under companies Act –Liability under Statute – Civil Liability – Criminal Liability – Liability under IPL – Liability of Honorary Auditor – Liability of Joint Auditor – Liability – Liability of Auditor of Holding company – Liability for un-audited Accounts – Independence of Auditors –

Importance and independence – Rotation – Professional conduct and Ethics – Introduction – Entry of names in register – Removal Procedure for Enquiry of MIS – Conduct of a member.

REFERENCES

- 1. Basu, Auditing: Principles and Techniques, Dorlington Kindersley (India) Pvt. Ltd**
- 2. Chauhan K S, Auditing, Suchita Publication**
- 3. Ravinder Kumar Virender Sharma, Auditing Principles and Practices, Prentice Hall, India**
- 4. Pandu A, Principles of Auditing, Serial Publication, India**
- 5. Pathak J P, Auditing in a Computerized Environment, Allied Publishes, India**

BVB1562	BUSINESS TAXATION	L	T	P	C
		2	2	0	4

To provide working knowledge of the law and procedure relating to Central Excise, Customs and Central Sales Tax and to integrate the relevance of these laws with financial planning and managerial decisions.

Introduction - Special features of indirect tax levies - all pervasive nature, contribution to Government revenues; fiscal preference as instrument of planning and development role of indirect tax laws; tax planning and tax management - meaning and significance

Central Excises Act, 1944 - Nature of levy of excise duty; classification of excisable goods; price lists and their significance; valuation of excisable goods; central excise registration - detailed procedure. * Clearance of excisable goods - procedure under physical control, compounded levy scheme and self-removal procedures; gate passes, Personal Ledger Account and Daily Stock Accounts. * Exemption from excise duty levies - nature and types of exemption notifications. * Procedure for clearance of samples, semi-finished goods and return and retention of duty paid goods. * Adjudication and Appeals - detailed procedure before various Excise Authorities and the Appellate Tribunal.

The Customs Act, 1962 - Details of procedure in relation to levy, collection and exemption from customs duties - documents to be prepared and presented to customs authorities; valuation of goods; clearance of imported and exported goods - procedure * Detailed procedure in relation to transportation and warehousing - relevant rules and regulations * Drawback of customs duties paid - preparation and submission of drawback claim forms * Adjudication and appeals before the customs authorities and the Appellate Tribunal.

The Central Sales Tax Act, 1956 - Inter-State sales, Intra-State sales and sales in the course of import and export, taxability of inter depot/inter-branch transfer of goods, levy and collection of sales tax procedure; appeals, revision and rectification of assessments - procedure; concept of consignment tax.

The Central Excise including Central Value Added Tax (CENVAT); Basics of Indian Income tax act (theory only) – Service Tax – Fringe Benefit Tax - Entry Tax and Octroi

REFERENCES

- 1. Business Taxation by T.S.Reddy&Dr.Y.Hari Prasad Reddy, Margham Publication, 2006**
- 2. Relevant Bar Acts**

BVB1563	FINANCIAL DERIVATIVES AND RISK MANAGEMENT	L	T	P	C
		3	2	0	4

INSTRUCTIONAL OBJECTIVES

On completion of the course, the learner should be able to

- 1. Describe the distinctive features of the existing financial derivatives**
- 2. Compare the pay-offs of the derivatives and optimize investment decisions in derivatives**
- 3. Apply the theoretical framework of finance to commodities, energy derivatives, equity products and currencies.**
- 4. Assess the risk management techniques available with the firm.**
- 5. Compare the techniques available outside and evaluate using cost-benefit analysis**
- 6. To familiarize the students with the various types of insurance that can be used as a tool of risk minimization**

**Introduction to derivatives – types – necessity for derivatives - valuation basics – discounting and compounding – Time value – continuous compounding – significance
 Forward contract and Futures Contract - Forwards – futures**

Pricing of Futures and Forwards - options pricing strategy - commodity derivatives – currency futures and Interest Rate futures - Index futures – pricing - valuation

Swaps – Equity – Currency – Interest Rate- Types – Structure – Pricing - Exotic Derivatives – Weather Derivatives - Credit Derivatives? – Real Derivatives – stages involved in the process of Financial Engineering

Risk – Differentiate Risk and Uncertainty – types of Risks – financial risk and its management - steps in Risk management – Risk avoidance –Risk reduction – risk types – risk management process – risk management Information systems (RMIS)

Concept of Financial risk management – drivers of financial risk management – sources of solving financial risks of an organization – tools used in financial risk management- risk involved in Asset liability management(ALM) – Techniques of valuation including estimate and proxies – explain hedgeable and non-hedgeable – treasury function .

REFERENCES

- 1. Ranganatham and Madhumathi, Derivatives and Risk Management, Pearson, 2011**
- 2. Rajiv Srivastav, Derivatives and Risk Management, Oxford University Press, 2010**
- 3. P.K.Gupta- Insurance and Risk Management – Himalaya Publishing House – 2010**

BVB1564	RESEARCH METHODOLOGY	L	T	P	C
		3	2	0	4

INSTRUCTIONAL OBJECTIVES

The overall objectives of this course are:

- 1. To help students develop a thorough understanding of the fundamental theoretical ideas and logic of research. These fundamental ideas underpin the approach to research, the vast range of research methods available and the researcher’s choice of methods.**

2. To help students develop a thorough understanding of the issues involved in planning, designing, executing, evaluating and reporting research within a stipulated time period

Research – Meaning, Scope and Significance – type of Research – Research process – Characteristics of good research – scientific method – Problems in research – identifying research problem- objectivity in research.

Hypothesis – meaning – sources – types – case study – features of good design measurement – meaning, need, errors in measurement, tests of sound measurement techniques of measurement. Scaling techniques- meaning, types of scales, scale construction techniques – Sampling design – meaning. Concepts, steps in Sampling – criteria for good sample design – types of sample designs, probability and non-probability sample.

Data Collection – Types of data –sources – tools for data collection, methods of data collection, constructing questionnaire – pilot study – case study – data processing coding – editing and tabulation of data – data analysis.

Test of significance – Assumptions about parametric and nonparametric tests. Parametric tests – chi-square, T-Test, F Test and z Test. Introduction to ANOVA.

Interpretation – meaning, Techniques of interpretation, Report writing-significance- and steps – layout of report – types of reports – oral presentation – executive summary – mechanics of writing research report – Precautions for writing report – norms for using tables, chart and diagrams, – Appendix- norms for using Index and Bibliography.

REFERENCES

1. Kothari C.R., *Research Methodology: Methods and Techniques*, New Age International publisher, 2004.
2. Rao K.V., *“Research Methodology in Commerce and Management”*, Sterling Publishers, 1993.
3. Wilkinson Bhadarkar, *“Methodology & Techniques Of Social Research”*, Himalaya Publishing House, 2003

BVB1565	PUBLIC RELATIONS	L	T	P	C
----------------	-------------------------	----------	----------	----------	----------

		3	2	0	4
--	--	---	---	---	---

COURSE RATIONALE

The course aims a comprehensive study of public relations including identifying and reaching internal and external publics; dealing with print and electronic media; advertising, printing, direct mail; and preparing a public relations plan and budget.

COURSE OBJECTIVES

Upon successful completion of this course, learners will be able to:

1. Understand the distinction between public relations and advertising as well as between publicity/press agencies.
2. Evaluate and analyse the ethical and legal responsibilities of the PR writer
3. Analyse and evaluate the use of specific language to bring about desired results, e.g., the language of news writing, advertising copy, and direct mail appeals.

Public Relations – definition – essentials of good public relations – public relations for commercial organization.

Public Relations officer's (PRO'S) role – responsibilities –press relation – preparation of material for the media – news and news reporting – editorial reviews – articles – public relations department.

Training of public relations officers – PR society of India – Indian Institute of mass communication – Indian press – Trade fair authority of India.

Book Publications in India – Role of publishers, distributors and booksellers – electronic media – radio – television – house journals – documentary films – mobile film shows – film censorship – guidelines – Exhibition and trade fair – consumer and marketing fair – photography – folk dance – sponsorship programme – music festivals – Crisis Management.

Ethics and challenges of public relations - international public relations association (IPRA) – code of conduct – the European code of professional conduct

REFERENCES

1. SengupthaS., Management of Public Relations, Vikas Publishing House, 2011.
2. *“Public Relations Problems and Prospects with Case Studies”*, Anil baby, Space Age Publications, 2010.
3. Frason P. Seital, E Charler, *“The Practice of Public Relations”*, Merial Publishing Company, Columbus, 2012.

SPD1566	LEADERSHIP AND TEAM MANAGEMENT	L	T	P	C
		0	0	2	2

INSTRUCTIONAL OBJECTIVES

Upon successful completion of this course, learners will be able to:

1. Clearly articulate an understanding of setting vision and mission as a leader.
2. Identify and describe several theories of leadership
3. Learn to have an increased awareness of leadership skills within the context of their daily life.
4. Acquire thorough knowledge and understanding of multiple facts of team management

Leadership Attributes – Styles – Theories of Effective Leadership – charismatic leader, transformational leader.

Factors influencing Leadership Behaviour I: Personality, types, theories, Perception, factors – Learning Styles – theories.

Factors influencing Leadership Behaviour II: Emotional Intelligence – skills for Emotional intelligence – Cultural – formation – changing culture, Organizational and Situational Factors.

Description of teams in the organizations – organizational context of teams -- structure, culture, support, human resource policies – team topography – purpose of teams, types of teams, size, diversity, extent of use

Intra-team processes (task-related): mission, goals, objectives, action planning – intra-team processes (relationship-related): communication, conflict, trust, and decision-making – inter-team processes: conflict,

coordination – team effectiveness – measures of productivity, satisfaction, etc.

REFERENCES

1. Chandra Mohan, Leadership and Management,, Himalaya Publishing House, 2007
2. Richard Hughes, Robert C. Ginnett, Gordon J Curphy, Leadership: enhancing the lessons of Experience, McGraw –Hill Publication, 6th Edition, 2011
3. Uday Kumar Halder, Leadership and Team Building, Oxford Publications, 2011

BVB1567	PROJECT WORK	L	T	P	C
		0	0	10	12

INSTRUCTIONAL OBJECTIVES

1. To bridge the gap between industry and institution.
2. To gain 'on the field' experience and identify contemporary problems faced by the industry
3. To equip students for placements.
4. To gain practical exposure to become future professionals.

PROJECT WORK

Each candidate has to undergo internship for not less than 30 days in any industry during the 5th Semester holidays and has to submit the report for the same in the 6th Semester.

GUIDELINES FOR PROJECT WORK

1. Candidate should submit the acceptance and completion certificate to the supervisor.
2. Project can be in the field of specialization based on the topics.
3. The project report should be neatly presented in not less than 60 pages.
4. Paper size should be A4
5. 1.5 spacing should be used for typing the general text. The text should be 'justified' and typed in the font style (Font: Times New Roman, Font Size: 12pt for text, 14pt for sub-headings)
6. The candidate should submit the periodical report of the project to the supervisor.

- 7. TWO reviews would be conducted before the viva-voce.**
- 8. Each candidate should submit 2 hard copies and one soft copy in CD to the Department. After the evaluation of the project report one hard copy would be returned to the candidate.**