



JAI HIND COLLEGE
BASANTSING INSTITUTE OF SCIENCE
&
J.T.LALVANI COLLEGE OF COMMERCE
(AUTONOMOUS)

"A" Road, Churchgate, Mumbai - 400 020, India.

Affiliated to
University of Mumbai

Program: BBI

Proposed Course: Banking and Insurance

Semester V

**Credit Based Semester and Grading System (CBGS) with effect
from the academic year 2020-21**

TYBBI SEMESTER V

Academic year 2020-2021

BBI- Semester V				
Course Codes		Course Title	Credits	Lectures
				/Week
CBBI501	Core Course	Introduction to NBFC's	6	5
CBBI502	Core Course	Microfinance in India	6	5
CBBI503	Core Course	Global Banking & Finance	6	5
CBBI504	Compulsory Course	Securities Analysis & Portfolio Management	4	4
CBBI505	Elective Course	Marketing in Digital Era (Elective I)/	4	4
CBBI506		Human Resource Management in		
CBBI507		Banking & Insurance (Elective II) /		
		Direct Taxation (Elective III)		
CBBI508	Applied Course	Project Work	4	4



Semester V

Course Code CBBI501	Introduction to NBFC's (Credits: 06 Lectures / Week :05)	
	<p>Objectives:</p> <p>The NBFC sector assumes a critical role in financial inclusion as it caters to a wide range of financial activities. NBFCs are expected to play a crucial role in fostering inclusive growth, especially in sectors like MSMEs. They specialize in meeting the credit needs of niche areas such as hire purchase, financing of physical assets, commercial vehicles and infrastructure loans.</p> <p>Outcomes:</p> <ul style="list-style-type: none"> ➤ The course will train and educate the students about the important role NBFC's play in nation building and pursue it as a lucrative field in the banking sector 	
Unit I	<p>Introduction & Regulatory Framework</p> <p>1.NBFC -Types of NBFCs and their Regulators; role of NBFCs in promoting inclusive growth; Companies Act 2013; RBI guidelines for NBFCs; Chapters IIIB and IIIC of RBI Act, 1934; Corporate Governance</p> <p>2.Recent RBI initiatives in the financial space(Small finance banks, payment banks, Mudra bank, etc.) and how they affect NBFCs.</p> <p>3. Types of NBFCs & Comparison</p>	18 L
Unit II	<p>Resource Mobilization For NBFCs & Capital Adequacy Norms</p> <p>1.Sources of Finance I -Share Capital; Types of share capital; components of various tiers of capital; Debentures and its types</p> <p>2.Sources of Finance II -Public deposits; Bank Finance; Commercial Paper; Short term/Long term Bonds; CBLO</p> <p>3.Sources of Finance -Factoring, forfaiting, ADRs, GDRs, ECBs, etc.</p> <p>4.Regulatory requirements/Compliance -CRR, SLR; Returns to be submitted by NBFCs; Prudential Norms for NBFCs; CRAR; ALM; Market risk, Operational risk</p>	19 L

Unit III	<p>CUSTOMER SERVICE AND DEPOSITS</p> <p>1.Customer relationship -types of customers; services to customers; fair practices code for NBFCs; customer complaints; copra; redressal system for customers and depositors of NBFCs (company law board)</p> <p>2.KYC/AML/CFT NORMS -PMLA ACT; Obligations, Records To be Maintained.</p> <p>3.Operational aspects of opening and maintaining accounts of different types of customers; term deposits and services; how NBFC deposits are different from bank deposits</p> <p>4.Marketing and distribution -meaning, importance and functions of marketing management; pricing of products; role of promotion; direct and indirect channels of distribution</p>	19 L
Unit IV	<p>Risk management in NBFC business</p> <ul style="list-style-type: none"> • Assessing credit risk and providing for credit risk capital • Asset liability management • Assessing asset liability mismatches and sources of liquidity risk • Interest rate risk and other sources of market risk • Introduction to value-at-risk and its computation methodology 	19 L
<p>Additional References:</p> <ul style="list-style-type: none"> • Manual of Non-Banking Financial Companies (NBFCs)- <u>Ravi Puliani & Mahesh Puliani</u> • Non-Banking Financial Companies (NBFCs) in India: Functioning & Reforms- <u>Jafor Ali Akhan</u> 		

Evaluation Scheme

Evaluation scheme for Theory courses

I. Continuous Assessment (C.A.) - 40 Marks

Project/ assignment/ presentation

II. Semester End Examination (SEE)- 60 Marks

Course Code CBB1502	Microfinance in India (Credits: 06 Lectures / Week :05)	
	<p>Objectives:</p> <p>The course is aimed at evolving clear understanding of role of Microfinance and in addressing the problem of poverty and income generating activities to the poor people. The participants will be equipped with Microfinance concepts, functions, products and strategies that will help in pertinent policy making in their respective departments/organizations.</p> <p>Outcomes:</p> <ul style="list-style-type: none"> • This subject is designed to give the participants a hands-on opportunity to develop leadership skills by tackling complex social issues from a policy perspective. The participants would be sensitized to appreciate the Microfinance Institutions (MFIs) and NGOs as partners in socioeconomic development process of the poor. • The course will focus on microfinance as a vehicle for reducing poverty. Participants who complete this course will also have analyzed the various reasons for the existence of MFIs, and the challenges MFI managers face 	
Unit I	<p>Introduction to Microfinance</p> <ul style="list-style-type: none"> • Poverty Sources and Consequences of Poverty, Informal Sector. The Nature of the Market Failure - Credit provision to the poor, collateral, borrowing, repayment, social collateral, peer networks. • Sustainability and Outreach ,Sustainability –how to reach it Outreach – – How to select the beneficiaries ,The microfinance Dilemma, The policies for improving sustainability • Emerging practices of Microfinance in India state wise cases, Emerging Global Microfinance practices. Need of Microfinance. Microfinance, Development, Income generating activities and Micro Enterprise Market (demand) analysis, financial analysis including sources. Technological analysis. • Socio-economic analysis, Environmental analysis. Logical framework, Implementation & Monitoring Credit Delivery Methodology : Credit Lending Models Associations; Bank Guarantees Community Banking, Cooperatives, Credit Unions, Grameen Model, SHG, Individual, Intermediaries, Could be individual lenders, NGOs, micro credit programmes, and Commercial banks) 	19 L

<p>Unit II</p>	<p>Microfinance structure in India</p> <ul style="list-style-type: none"> • Catalyst Role of NGOs Educating and formation of SHGs, Linkages with Banks & Markets, Liaisoning with Govt. Dept. Capacity building of SHGs members about value additions, record keeping etc. • Pricing of Microfinance Products Purpose base, Activity base, Economic class base Open bidding, etc. Pricing saving products, Amount of savings base, Attendance at periodical meeting Adding to corpus. Gender issues in Microfinance and Conflict resolution in Microfinance -Client impact studies measuring impact of Microfinance and Micro enterprises 	<p>18 L</p>
<p>Unit III</p>	<p>Working of Microfinance in India</p> <ul style="list-style-type: none"> • Commercial Microfinance MFIs: Evaluating MFIs- Social and performance metrics, fund structure, value-added services The Rise of Commercial Microfinance-: Transforming NGOs. Structure of Microfinance Industry and Constraints on MFI Growth. The partnership model – MFI as the servicer Investing in Microfinance Sources of capital, profit vs. non-profit Investing- Accessing Capital Markets for funds Managing MFIs Management talent, corporate governance, ownership Viability of MFIs Subsidy dependence and sustainability of MFIs-Role of effective interest rates on viability-Operating Self-sufficiency- Financial Self-sufficiency. • Credit Rating of MFIs Need and basic criteria/indicators for rating MFIs-Credit rating agencies in India and abroad-CAMEL – ACCION rating tools : An introduction Monitoring parameters including risk monitoring and Delinquency Management Follow-up methods- Recovery of loan-Provisions for Loan-loss reserve Risk Management Asset Liability Management- operating risk management - Portfolio management, Public Policy and MFIs: Banking regulation, multilateral institutions 	<p>19 L</p>
<p>Unit IV</p>	<p>Microfinance issues</p> <ul style="list-style-type: none"> • Strategic Issues in Microfinance: Sustainability, Going to Scale and Managing the “Last 100 Meters”, Opening New Markets, Gender, Finance Plus, Housing Finance • Micro insurance: products, eligibility, insurance premium and claim administration systems, regulatory guidelines, relevant cases 	<p>19 L</p>
<p>Additional References:</p> <ul style="list-style-type: none"> • Microfinance in India – KG Karmakar ; Sage Publications • Indian Microfinance: The Challenges of Rapid Growth- Prabhu Ghate 		

Evaluation Scheme

Evaluation scheme for Theory courses

I. Continuous Assessment (C.A.) - 40 Marks

Project/ assignment/ presentation/test

II. Semester End Examination (SEE)- 60 Marks



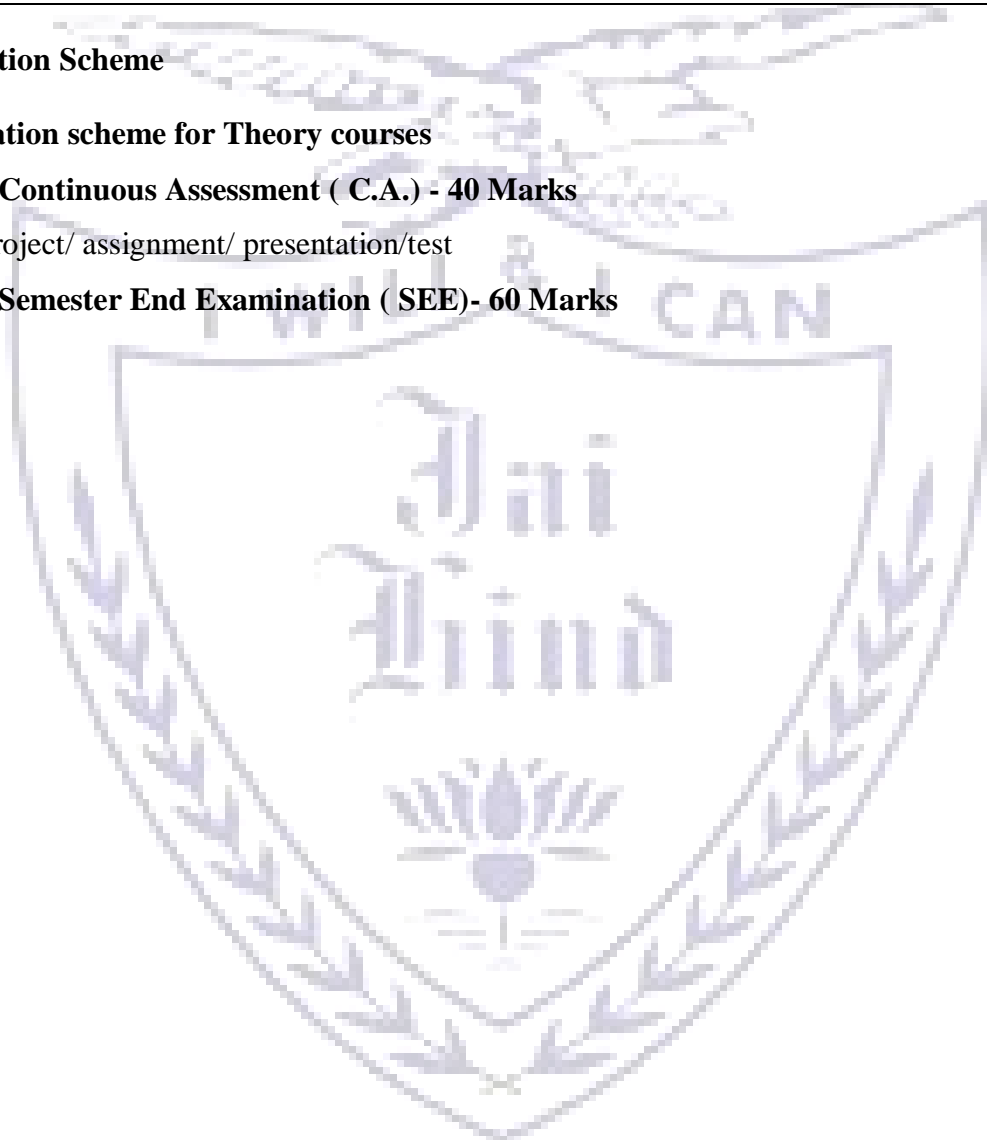
Course Code CBBI503	Global Banking & Finance (Credits: 06 Lectures / Week :05)	
	<p>Objectives:</p> <p>This course intends to provide an overview of the international finance including forex markets, risks and various avenues</p> <p>Outcomes:</p> <ul style="list-style-type: none"> • Discuss about foreign exchange markets and international financial markets • Explain the various instruments traded in forex markets • Analyze international investment avenues • Analyze foreign exchange risks and risk management strategic • Evaluate and manage foreign exchange risk exposure 	
Unit I	<p>International Financial Environment</p> <p>Financial Management in a Global Context, Recent Changes in Global Financial Markets, International Monetary System, Foreign exchange reserves, Balance of payments, Balance of Trade, Bilateral and multilateral agreements relating to financial transactions, Flow of funds internationally through FDI and FII, Govt Policies regarding FII & FDI, Integration of global developments with the changing business environment in India.</p>	18 L
Unit II	<p>Foreign Exchange Markets</p> <p>Foreign Exchange Market Structure of the Foreign Exchange Market, Types of Transactions and Settlements, Exchange Rate Quotations and Arbitrage, The Concept of Hedging and Speculation, Currency Forwards, Currency Futures, Currency Options, Currency swaps, Discussion on devaluation of Rupee, Theories of Exchange Rate Determination, Fundamental International Parity Conditions, Purchasing Power and Interest Rate Parity, Fisher Effect and International Fischer Effect</p>	19 L
Unit III	<p>Corporate Exposure Management</p> <p>The Risk Management Process, Exposure Management, Transactions Exposure, Operations Exposure, Interest Rate Exposure, Financial Swaps and Credit Derivatives , LIBOR</p>	19 L
Unit IV	<p>International Sources of Finance</p> <p>Bond Financing, Loan Financing, Equity Financing (GDR and ADR), International working capital management, Analysis of International Capital Budgeting, Cost of Capital of a Foreign Investment, Issues in Overseas Funding Choices, types of global investments.</p>	19 L

Textbooks :

1. Shapiro, Allen C., Multinational Financial Management, New Delhi, Prentice Hall India Pvt. Ltd.
2. Apte P.G., Multinational Financial Management, New Delhi, Tata McGraw Hill
3. Seth A.K., International Financial Management, New Delhi, Galgotia Publishing Company

Evaluation Scheme**Evaluation scheme for Theory courses****I. Continuous Assessment (C.A.) - 40 Marks**

Project/ assignment/ presentation/test

II. Semester End Examination (SEE)- 60 Marks

Course Code CBB1504	Security Analysis and Portfolio Management (Credits: 04 Lectures / Week :04)	
	<p>Objectives:</p> <ul style="list-style-type: none"> ➤ To nourish and nurture students' knowledge about investment, speculation and portfolio management. ➤ To enhance their knowledge about portfolio valuation techniques. <p>Outcomes:</p> <ul style="list-style-type: none"> ➤ It would lead to value addition to the knowledge and portfolio management skills of students 	
Unit I	<p>Portfolio Management–</p> <ul style="list-style-type: none"> • Investment- Meaning, Characteristics, Objectives, Investment V/s Speculation, Investment V/s Gambling and Types of Investors. • Portfolio Management – Meaning, Evolution, Phases, Role of Portfolio Managers, Advantages of Portfolio Management. • Investment Environment in India and Factors Conducive for Investment in India. Portfolio Analysis – Meaning and its Components, Calculation of Expected Return and Risk, Calculation of Covariance, Risk – Return Trade off. • Portfolio Selection – Meaning, Feasible Set of Portfolios, Efficient Set of Portfolios, Selection of Optimal Portfolio, Markowitz Model, Limitations of Markowitz Model, Measuring Security Return and Portfolio Return and Risk under Single Index Model and Multi Index Model. • Regulators and functions <p>Portfolio Management – Valuation</p> <ul style="list-style-type: none"> • Portfolio Revision – Meaning, Need, Constraints and Strategies. • Portfolio Evaluation – Meaning, Need, Measuring Returns (Sharpe, Treynor and Jensen Ratios) and Decomposition of Performance. • Bond Valuation – Meaning, Measuring Bond Returns, Yield to Maturity, Yield to Call and Bond Pricing. Bond Pricing Theorems, Bond Risks and Bond Duration. 	15 L

<p>Unit II</p>	<p>Fundamental Analysis</p> <ul style="list-style-type: none"> • Economy Analysis – Meaning, Framework, Economic Analysis, Forecasting, Barometric or Indicator Approach, Econometric Model Building and Opportunistic Model Building. • Industry Analysis – Concept of Analysis, Industry Life Cycle, Industry Characteristics. • Company Analysis – Financial Statements, Analysis of Financial Statements, (Practical questions on Debt Equity Ratios, Total Debt Ratio, Proprietary ratios, interest coverage ratio, Profitability ratios related to sales, investment and equity shares Efficiency or Activity Ratios) and Assessment of Risk (Leverages). 	<p>15 L</p>
<p>Unit III</p>	<p>Technical Analysis-</p> <ul style="list-style-type: none"> • Dow Theory. • Meaning and Principles of Technical Analysis, Price Chart, Line Chart, Bar Chart, Japanese Candlestick Chart, Trends and Trend Reversals, Chart Patterns, Support and Resistance, Reversal Patterns, Continuation Patterns and Elliot Wave Theory • Mathematical Indicators – Calculation of Moving Averages (Simple and Exponential Moving Average), Oscillators and Relative Strength Index • Market Indicators. • Fundamental Analysis V/s Technical Analysis. 	<p>15 L</p>
<p>Unit IV</p>	<p>Efficient Market Theory & CAPM</p> <ul style="list-style-type: none"> • Market Theories- <ul style="list-style-type: none"> ○ Random Walk Theory. ○ The Efficient Market Hypothesis. ○ Forms of Market Efficiency. ○ Competitive Market Hypothesis. • CAPM – Fundamental Notions of Portfolio Theory, Assumption of CAPM, Efficient Frontier with Riskless Lending and Borrowing, Capital Market Line, Security Market Line and Pricing of Securities with CAPM. <p>Arbitrage Pricing Theory (APT) – The Return Generating Model, Factors Affecting Stock Return, Expected Return on Stock, APT V/s CAPM</p>	<p>15 L</p>

Additional References:

- Security Analysis – Preston Psych
- Security Analysis And Portfolio Management- S Kevin

Evaluation Scheme

Evaluation scheme for Theory courses

I. Continuous Assessment (C.A.) - 40 Marks

Project/ assignment/ presentation

II. Semester End Examination (SEE)- 60 Marks



Course Code CBBI505	Elective Course Marketing Management in the Digital Era (Elective I) (Credits: 04 Lectures / Week :04)	
	<p>Objectives:</p> <p>- This course is designed to offer the fundamental aspects, ideas, concepts and examples of how marketing is understood and practiced to the students. The course will focus on establishing a strong understanding of the role played by the customer in the larger idea of business and how a marketer could spearhead business decisions by providing customer insights to the top management or decision makers. The course will discuss at length the philosophy behind marketing as a business orientation in comparison with other orientations such as production, product and sales.</p> <p>Outcomes:</p> <ul style="list-style-type: none"> • Define marketing and provide his/her own understanding (meaning) of marketing. • Have clarity on the philosophy of marketing and how it affects overall business environment • Know how segmentation, targeting and positioning strategies are formulated and implemented. 	
	THEORY	60 lectures
1	Introduction to Basic Marketing Concepts	20 L
	<p><u>Introduction to Marketing:</u> Importance and Scope of Marketing; Core marketing concepts; Company Orientations; Marketing Realities; Integrated, Internal and Performance Marketing; Marketing Management Tasks</p> <p><u>Value Philosophy in Marketing:</u> Understanding the value philosophy, Meaning of value; Value Creation and Delivery; Value Delivery Process; Value Delivery and Upstream Marketing; Value Innovation; Co-creation of value</p> <p><u>Analysing the Marketing Environment:</u> Components of Environment; Macro Environment; Environment specific to the firm; Global Environment – global economy, global demographics, consumer environment, technology environment, competition environment.</p>	

2	Market Segmentation, Targeting, Differentiation & Positioning & Marketing Mix	10 L
	<p>Levels of Segmentation; Bases for Segmenting Consumer and Business Markets; Market Targeting Developing and Communicating a Positioning Strategy & Differentiation Strategies <u>Product and Brand Strategy</u> Product Levels; Classifying products; Product Range, Line, Mix; Product Lifecycles; New Product Development, New Service Development; Stages of Product Development; Adoption Process; Branding <u>Pricing to Capture Value</u> Pricing Environment; Consumer Psychology & Pricing; Pricing Philosophy; Setting Price; Price Adaptations; Initiating Price Changes; Responding to Competitors' Price Changes <u>Developing Effective Distribution, Logistics and Retailing</u> Marketing channels and Value Networks; The role of Marketing channels; Channel Design Decisions; Channel Management Decisions; Channel Integration and Systems; Conflict; Cooperation and Competition; E-commerce, Retailing, Private Labels - <u>Promoting Value</u> Marketing Communications; Communication Theory; Personal Influencers; Marketing Communications Mix; WOM, IMC, Cultural aspects of Marketing Communication; Advertising, Sales Promotion, Personal Selling, Direct Marketing; Public Relations; Account Management; Mix Selection; Media</p>	
3	Marketing Trends & Marketing Analytics	20 L
	<p>Experiential Marketing, Ambush marketing Buzz marketing, Viral Marketing any other latest trends. Identifying Marketing Information Needs – Customer databases and Developing a Marketing Information System- Data mining, Marketing Research, Analyzing and Using Marketing Information for Forecasting, On-line Research, Impact of Big Data</p>	
4	Digital Media Marketing	10 L
	<p>Strategic Planning and Social Media Marketing Social Media Campaigns: The Strategic Planning Process Develop a Planning Structure in the Organisation The infrastructure of Social Media Marketing & Influencer Marketing & online reputation management</p>	

	<p>Textbooks:</p> <ol style="list-style-type: none"> 1. Ramaswamy, V.S. & Namakumari. (2013); <i>Marketing Management</i>. 5th Ed, McGraw Hill, New Delhi 2. Baines, P., Fill, C., Page, K., & Sinha, P. K. (2013); <i>Marketing</i>. Asian edition, Oxford University Press, New Delhi 3. Kotler, P., Keller, K. L., Koshy, A. & Jha, M. (2009); <i>Marketing Management – A South Asian Perspective</i>. 13th Ed, Pearson, New Delhi 4. Social Media Marketing- Tracy Tuten, Michael Solomon- 5. Understanding Digital Marketing- Damian Ryan and Calvin Jones 	
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Evaluation Scheme

Evaluation scheme for Theory courses

- I. Continuous Assessment (C.A.) - 40 Marks
Project/ assignment/ presentation
- II. Semester End Examination (SEE)- 60 Marks

Course Code CBBI506	<p style="text-align: center;">Elective Course Human Resource Management in Banking & Insurance (Elective II) (Credits: 04 Lectures / Week :04)</p>	
	<p>Objectives: This course is an introduction to the human resources function and related elements and activities. The course outlines the roles and functions of members of the human resources department, as well as educating others outside human resources, in how their roles include human resources-related activities. The student will learn about the evolution in human resources management as we know it today.</p> <p>Outcomes:</p> <ul style="list-style-type: none"> • Integrate the understanding of the human resources management framework with the management best practices, tools and models. • Plan, keeping in mind the changing roles of HR Managers while developing strategies, initiatives and programs in their organizations. 	
	THEORY	60 lectures
1	Introduction to HRM	10 L
	Plan, keeping in mind the changing roles of HR Managers while developing strategies, initiatives and programs in their organizations. Definition, Objectives scope and importance, Methods of forecasting, Job analysis – objectives, process and methods, job description, job specification, job evaluation and job design	
2	Functions of HRM	10 L
	<p>Recruitment, Selection, Socialization and Retention: Meaning and objectives, sources and constraints of recruitment, Selection process, Methods of selection, reliability and validity of test, meaning and importance of socialization, methods of socialization and retention of employees Ethical dilemmas in recruitment and selections, promotions and transfers. Employee privacy and confidentiality in testing.</p> <p>Human Resource Planning, Job Analysis and Design: Definition, Objectives scope and importance, Methods of forecasting, Job analysis – objectives, process and methods, job description, job specification, job evaluation and job design</p>	

3	Human Resource Development	20 L
	<p>HRD: Meaning, Objectives and scope of human resource development in India. Methods for training workers & managers, problems & challenges of training and development in India, Evaluation of training effectiveness. Career development.</p> <p>Performance Management & Appraisal: Meaning, Objectives, scope & purpose, Appraisal process, methods for evaluating performance, problems & challenges in appraisal, feedback & coaching, career planning & succession planning. Fairness and equity in performance appraisals.</p>	
4	Compensation Management & Emerging (Recent) Trends in Human Resource Management:	20 L
	<p>Objectives - Methods of Job evaluation – Factors determining compensation and pay rates – Current trends in compensation- Pricing managerial and professional jobs. Minimum wages Act, Types of pay structures. Salary slips</p> <p>Definition and objectives, theory of wages, methods for computing value & worth of jobs, components of worker compensation, components of executive compensation. Problems & challenges in promoting equity in compensation & reward systems.</p> <p>Talent Management – PCMM- Entrepreneurship (Intrapreneurship), QWL, E-HRM, GHRM, QHRM.</p>	
	<p>Textbooks:</p> <ol style="list-style-type: none"> 1. Dessler, G & Varkey, B. (2013). <i>Human resource management</i>. Pearson 2. Jyoti, P & Venkatesh, D.N. (2012). <i>Human resource management</i>. India: Oxford University Press. <p>Snell, S. Bohlander, G. & Vohra, V. (2012). <i>Human resources management: A South Asian perspective</i>. India: Cengage Learning</p>	

Evaluation Scheme

Evaluation scheme for Theory courses

- I. Continuous Assessment (C.A.) - 40 Marks
Project/ assignment/ presentation
- II. Semester End Examination (SEE)- 60 Marks

Course Code CBBI507	DIRECT TAXATION (Credits: 03 Lectures / Week :04)	
	Objectives: <ul style="list-style-type: none"> • To help students gain knowledge about basic tax concepts and also to help them to learn about computation of income. • To enhance their knowledge about various deductions and incomes exempt from tax. Outcomes: <ul style="list-style-type: none"> • It would lead to value addition to the knowledge and improve their taxation skills. 	
	THEORY	(60 lectures)
Sub Unit1	Definitions and Residential Status	15 L
1.	Basic Terms (Sec. 2,3,4) Assesse, Assessment	
2.	Assessment Year, Annual Value, Business, Capital Assets, Income, Previous Year, Person, Transfer. Determination of Residential Status of Individual	
3.	Scope of Total Income (Sec 5) Exclusions from total income Sec 10 (Exclusions relating to specific heads to be covered with relevant heads of income)	

Sub Unit2	Heads of Income – I	15 L
1.	Salary (Sec.15-17) Income from House Property (Sec. 22-27)	
2.	Profit & Gain from Business and Profession(Sec. 28, 30,31,32, 35, 35D,36,37, 40, 40A and 43B) Capital Gain (Sec. 45, 48, 49, 50 and 54) Income from other sources (Sec.56- 59)	
Sub Unit3	Deductions under Chapter VI A	15 L
1.	Deductions from Total Income S. 80C, 80CCC, 80D, 80DD, 80E, 80U, 80TTA 4 Computation of Taxable Income of Individual-	
Sub Unit4	Computation of Taxable Income of Individuals	15 L
1.	Computation of Total Income and Taxable Income of Individuals Long Term Capital Gains, Solvency and GST, Tax management & administrative procedures. Filing of returns	
References:	Students Guide to Income Tax Dr Vinod Singhania- Taxmann • Students Handbook on Taxation- T N Manoharan- Snow White • Income Tax Act and Rules	

Evaluation Scheme

Evaluation scheme for Theory courses

- I.** Continuous Assessment (C.A.) - 40 Marks
Project/ assignment/ presentation
- II.** Semester End Examination (SEE)- 60 Marks