

## **Third year B'Com (Banking & Insurance)**

### **Revised Syllabus 2017-18**

#### **Semester 5**

##### **1. Marketing in Banking and Insurance**

- Introduction to Goods Marketing and Services Marketing
- Channels of Marketing and Marketing Research
- Consumer in Services marketing
- Advertising and Branding of Services
- Recent Trends and Challenges in Marketing

##### **2. Financial services Management**

- Financial services
- Merchant banking leasing and hire purchase
- Mutual fund
- Factoring and forfeiting
- Securitization of debt
- Derivatives
- Credit rating
- Treasury management
- Depositories and pledge

##### **3. International Banking and Finance**

- Evolution of International Banking
- International Banking
- International Capital Markets
- Offshore Banking Centers
- International Lending Operations
- Eurocurrency markets
- Foreign exchange risks
- Country risk analysis
- International Financial Stability

##### **4. Financial Reporting and Analysis**

- Preparation and presentation of Banking Company Final Accounts
- Preparation and presentation of Corporate Final Accounts for Insurance Companies
- Preparation and presentation of Corporate Final Accounts and Reports for Trading, Manufacturing and others Companies

- Financial Analysis and Interpretation of Final Account using Tools of Financial Management and Investment Analysis like Ratio Analysis, Cash Flows Analysis

## **5. Security Analysis and Portfolio**

- An Overview:, Investment Alternatives: Introduction to Securities Market
- The Time Value of Money, The Time Value of Money, . Equity Valuation, Risk and Return
- Financial Statement Analysis, Introduction to Fundamental Analysis, Introduction to Technical Analysis
- Portfolio Theory, Capital Asset Pricing Model, Efficient Market Hypothesis

## **6. Auditing**

- Introduction
- Audit of Limited Companies
- Audit of Bank and Insurance Companies 15 lectures
- Other Thrust Areas

## **7. Project in Banking**

### **Third year B'Com (Banking & Insurance) Revised Syllabus 2017-18 Semester 6**

#### **1. Strategic Management**

- Introduction to Strategic Management:
- The Environment of Strategic Management.
- Strategy Formulation
- Activating Strategies

#### **2. Central Banking**

- Rationale and Functions of Central Bank
- Central banking in India
- Monetary Policy and Credit Policy
- Supervision and Financial Stability

#### **3. International Business**

- Introduction:
- The Global Business Environment

- International Trade and Foreign Direct Investment
- WTO and its role in International Trade
- Theories of International Trade
- Role of Organizations like IMF, World Bank in International Trade
- International Market Entry Strategies
- Selection of Market for International Trade
- Difference between International Marketing and Domestic Marketing
- Difference between International HRM and Domestic HRM
- Management of Risk in International Trade Transactions
- Role of Trade Blocks in International Trade
- Export/Import Financing in India
- Introduction to Balance of Payment (BOP)

#### **4. Human Resources Management In Banking and Insurance Business**

- Human Resource Management
- Human Resource Planning
- Operative Functions of HRM
- Policy Manual, Personnel Policies in Banking and Insurance sectors

#### **5. Ethics and Corporate Governance**

- Business Ethics
- Corporate Governance
- Code of conduct in Business Houses
- Corruption

#### **6. Turnaround Management**

- Introduction to Business
- Industrial Sickness
- Turnaround Strategies
- Recent Business Scenario

#### **7. Project Insurance**