

Appendix-73
Resolution No. 27 {27-1 (27-1-11)}

INDEX

BACHELOR OF VOCATION – BANKING, FINANCIAL SERVICES & INSURANCE
SEMESTER-III TO SEMESTER-VI

S.No.	Semester	Contents	Page No.
1.	III	Discipline Specific Core (DSCs) DSC-7 Financial Services DSC-8 Business Statistics and Financial Mathematics DSC-9 Fundamentals of Insurance	1-7
		Discipline Specific Electives <ul style="list-style-type: none"> • Fundamentals of Management and Organizational Behavior • Commercial Banking for Business 	8-12
2.	IV	Discipline Specific Core (DSCs) DSC-10 Financial Markets and Institutions DSC-11 Technology in Banking and Insurance Sector DSC-12 Corporate and Securities Law	13-20
		Discipline Specific Electives (DSEs) <ul style="list-style-type: none"> • Emerging Banking and Financial Services • Corporate Finance 	21-25
3.	V	Discipline Specific Core (DSCs) DSC-13 Management Information System DSC-14 Corporate Accounting DSC-15 Life Insurance	26-32
		Discipline Specific Electives (DSEs) <ul style="list-style-type: none"> • Customer Relationship Management • GST and Indirect Taxes 	33-37
4.	VI	Discipline Specific Core (DSCs) DSC-16 Regulatory Framework for Banking and Insurance DSC-17 Non-Life Insurance I (Fire, Marine & Motor) DSC-18 Non-Life Insurance II (Health, Accidents, Rural & Miscellaneous)	38-43
		Discipline Specific Electives (DSEs) <ul style="list-style-type: none"> • Security Analysis and Portfolio Management • Marketing and Personal Selling 	44-48

6. DETAILED SYLLABUS

DISCIPLINE SPECIFIC CORE COURSE – 7

FINANCIAL SERVICES

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
FINANCIAL SERVICES	4	3	1	0	Class XII	Nil

Learning Objective:

This paper equips students with the basic structure of the Financial Services Sector and enables them to make a career in the financial services sector.

Learning Outcomes:

After completion of the course, learners will be able to:

1. Analyse the development in housing finance
2. Understand the regulatory framework in financial services.
3. Understand the concepts of Leasing and Hire Purchase system.
4. Develop understanding of Venture Capital, Insurance and Credit Ratings.
5. Learn about the recent developments in Retail Financing.

UNIT—I: Introduction to Housing finance

(12 hours)

Concept of financial services, difference between financial and non-financial services, financial service providers in India, latest development in financial services, Regulatory frameworks related to different financial services like leasing, HP, NBFCs, Insurance Cos, HFCs. Significance of housing finance in economic development, NHB- as a regulator and refinancer, modus operandi of HFCs; Securitization - concept, types, process of securitization, securitization in India.

Unit—II: Leasing and Hire Purchase

(12 Hours)

Concepts of leasing, types of leasing - financial & operating lease, direct lease and sales & lease back, single investor lease and leveraged lease, Domestic lease and International lease,

advantages and limitations of leasing, legal aspects of leasing, determination of lease rental; lease evaluation- the lessee's angle, determination of breakeven lease rental. Hire-Purchase: concept, mathematics of HP, legal aspects of HP, financial evaluation the hirer's view.

Unit—III: Venture Capital, Insurance and Credit Ratings (12 Hours)

Concept, history and evolution of VC, the venture investment process, various steps in venture financing, incubation financing. Concept, classification, principles of insurance, IRDA and different regulatory norms, operation of General Insurance. Health Insurance, Life Insurance. Introduction, types of credit rating, advantages and disadvantages of credit ratings, Credit rating agencies and their methodology, International credit rating practices.

Unit—IV: Retail Finance (9 Hours)

Introduction to retail finance, benefits and objective, different models/channels of retail finance, methods of determining profit for retail financier, opportunities and challenges of retail finance, Global retail finance scenario, overview of retail finance in India, customer perception and expectation about retail finance.

Essential/recommended readings

1. Khan, M. Y. (2015). *Financial Services (8th ed.)*. Tata Mc Graw Hill Education Private Limited.
2. Pond, K. (2017). *Retail banking*. Global Professional Publishing Ltd.
3. Gupta, N. K., & Chopra, M. (2010). *Financial Markets, Institutions & Services*. Ane Books Pvt Ltd.
4. Sriram, K. (1992). *Hand Book of Leasing, Hire Purchase & Factoring*, ICFAI, Hyderabad.

Suggestive readings

1. Kataria, K., & Rajni. (2017). *Financial Markets, Institutions and Financial Services*. Galgotia Publishing Company.
2. Irani, F. (1994). *Inside Leasing*. Tata McGraw Hill
3. Gurusamy, S. (2017). *Essentials of Financial Services*.
4. *SEBI Guidelines*. Nabhi Publications

DISCIPLINE SPECIFIC CORE COURSE – 8
BUSINESS STATISTICS AND FINANCIAL MATHEMATICS

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Business Statistics and Financial Mathematics	4	2	0	2	NIL	NIL

Learning Objectives:

To familiarize students with various statistical and mathematical data analysis tools that can be used for effective decision making. Emphasis will be on the application of the concepts learned to be employed in various financial and managerial situations.

Learning Outcomes:

After the end of the course, students should be able to:

1. Summarize data sets using descriptive statistics.
2. Explain mathematical formulation and solution to problems related to finance including different methods of interest calculation, future, and present value of money.
3. Analyse the relationship between two variables of various managerial situations.
4. Geometrically interpret Correlation and Regression.
5. Develop managerial decision problems using Probability Density Functions and Cumulative Density Functions.

Unit1: Descriptive Analysis and Mathematics of Finance

(9 Hours)

a. Descriptive Analysis

Measures of Central Value - Mean, Median, Mode; Measures of Dispersion - Absolute and Relative: Range, Quartile Deviation, Mean Deviation, Standard Deviation, Coefficient of Variance.

b. Mathematics of Finance

Rates of interest - nominal, effective and their inter-relationships in different compounding situations, compounding a sum using different types of rates, Types of annuities: ordinary, due

and deferred - Discrete and continuous, Perpetuity, Determination of future and present values using different types of rates of interest, Applications relating to a loan, mortgage, sinking fund etc.

Unit2: Correlation and Regression Analysis (8 Hours)

Correlation Analysis - Meaning and significance; Correlation and Causation, Types of Correlation, Methods of studying simple correlation: Scatter diagram, Karl Pearson's coefficient of correlation, Spearman's Rank correlation coefficient.

Regression Analysis - Meaning and significance, Regression vs. Correlation, Simple Regression model: Linear Regression, R-square and MSE in Regression, Geometric interpretation of Regression.

Unit3: Random Variable Analysis (7 Hours)

Probability - Meaning and need, Conditional probability, Bayes' theorem, Random Variable: discrete and continuous; Probability Distribution: Meaning, characteristics (Expectation and variance) of Binomial, Poisson, Exponential and Normal distribution, z-score, Chebyshev and empirical rule, Central limit theorem.

Unit4: Introduction to Estimation and Hypothesis Testing (6 Hours)

Estimation - Point and Interval estimation of population mean, Confidence intervals for the parameters of a normal distribution (one sample only), Hypothesis Testing: Null and Alternate Hypothesis, One Tail and Two tail tests, Level of Significance, Type I and Type II error, Test of hypothesis concerning Mean: z-test & t-test.

Practical component (60 Hours)

Students will perform practical problems based upon the concepts such as descriptive statistics, financial functions, correlation, regression analysis, finding z-score, t-test and z-test on excel & relevant software.

Also a detailed case study showcasing the use of Business statistics in the operations of the company, some practical application of use of statistics in demand estimation in real life business.

Essential Readings:

1. Keller, G. (2022). *Statistics for management and economics*. Cengage Learning.
2. Levin, R. I., & Rubin, D. S. (2021). *Statistics for management*.
3. Stine, R., & Foster, D. (2017). *Statistics for Business: Decision Making and Analysis* (3rd ed.). Pearson.
4. Gupta, S. P. (2012). *Statistical Methods*. Sultan Chand & Sons .

Additional Readings:

1. Vohra, N. D. (latest edition). *Business Statistics*. McGraw Hill Education.
2. Thukral, J. K. (latest edition). *Fundamentals of Business Statistics*. Taxmann.

Note: Latest edition of the readings may be used.

DISCIPLINE SPECIFIC CORE COURSE – 9
FUNDAMENTALS OF INSURANCE

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Fundamentals of Insurance	4	3	1		NIL	NIL

Learning Objectives:

The objective of the course is to make learners understand the concepts of Insurance, basic operations and technical components involved.

Learning Outcomes:

1. Identify the concept and components involved in Insurance.
2. Make learners familiar with practical usage of Insurance and its implications at the time of adversities.

3. Make them understand how digitisation has changed the face of Insurance.

Unit I: Insurance and its function

(9 hours)

Introduction to Insurance - Growth, Origin and History of Insurance, Purpose and Need, Meaning and Definition of Insurance, Characteristics of Insurance, nature, Benefits of insurance, Functions of Insurance, Societal perspective of Insurance, Economic development and Insurance. Insurance as a social security tool.

Unit II: Principle of Insurance

(12 hours)

Principles of Insurance, Principle of Utmost good faith (Uberrimae Fidei), Principle of Indemnity, Principle of Contribution, Principle of Mitigation of Loss, Principle of Subrogation, Principle of Proximate Cause, Principle of Insurable Interest. Premium- basic definition and concept of Premium.

Unit III: Risk and Management

(12 hours)

Risk and Uncertainty- Concepts, causes, degree, classification of risks, and cost, Insurable risk. Psychology and attitude towards risk. Managing risk and uncertainty. Cash flow at risk, risk assessment, risk transfer & mitigation method. Risk management-concept, evolution, purpose, scope, importance and its future. Role of risk management in economic growth. Risk management function. Managerial Aspects- goals, identification, evaluation, risk response, and plan administration.

Unit IV: Insurance contract and its regulatory bodies

(12 hours)

Insurance Documents and policy terms and conditions, Insurance policy Contract-nature-subject- matter of insurance and subject-matter of contract of insurance, features-as per Contract Act, special features, evidence and documents. Types of insurance contract – Personal, Property, Liability, and Guarantee Insurance, Insurance contract vs. Wagering agreement, Assurance vs. Insurance, Gambling vs. Insurance. Payment of premium. E-insurance policy and Insurance Repositories. KYC norms and anti-money laundering guidelines for insurers. Reinsurance Contract- meaning and purpose. IRDA guidelines related to detection and monitoring of Insurance Fraud

References:

1. Principles of Insurance (IC-01), Insurance Institute of India, Mumbai.
2. Practice of Life Insurance (IC-02), Insurance Institute of India, Mumbai

3. Practice of General Insurance (IC-11), Insurance Institute of India, Mumbai
4. Corporate Agent (IC-38), Insurance Institute of India, Mumbai

Text Books:

1. C. Arthur Williams, Jr. Peter Young, Michael Smith, Risk Management and Insurance, Tata Mc Graw Hill
2. Gulati Neelam C., Principles of Risk Management and Insurance, Excel Publishing Gupta
3. P.K., Insurance and Risk Management, Himalaya Publishing House.
4. Kakkar D.N. & Srivastava S.N., Insurance & Risk Management, New Age Publication.
5. Scott E. Harrington, Gregory R Niehaus, Risk Management and Insurance, Tata McGraw Hill.

DISCIPLINE SPECIFIC ELECTIVE COURSE – 1 FUNDAMENTALS OF MANAGEMENT & ORGANIZATIONAL BEHAVIOUR

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course(if any)
		Lecture	Tutorial	Practical/ Practice		
Fundamentals of Management and Organizational Behaviour	4	3	1	0	NIL	NIL

Learning Objectives:

To acquaint the students with the fundamentals of managing business and to understand Individual and group behavior at work place so as to improve the effectiveness of an Organization. The course will use and focus on Indian experiences, approaches and cases.

Learning Outcomes:

At the end of the course, students should be able to:

- i. Understand the nature of management and describe the functions of management.
- ii. Develop understanding of different approaches to designing organizational structures.
- iii. Understand the role of personality, learning and emotions at work.
- iv. Discover and understand the concept of motivation, leadership, power and conflict.
- v. Understand the foundations of group behavior and the framework for organizational change and development.

Unit I

(10 Hours)

Introduction to management; Evolution of management thought: Scientific, Administrative, Human Relations and Systems approach to management; Management functions and Managerial roles.

References:

Stephen P. Robbins & Mary Coulter, Management. 13th Ed. Pearson[Chapter 1]
Kaul Vijay Kumar, Business Organization & Management - Text and Cases, Pearson[Chapter 23]

Unit II

(10 Hours)

Planning: Importance and types of plans, planning process, MBO; Decision making: process, types, concept of bounded rationality; Control: process and types; Principles of organizing: common organizational structures, Departmentalization: types of departmentalization,

Delegation & Decentralization: Factors affecting the extent of decentralization, Process and Principles of delegation.

References:

Stephen P. Robbins & Mary Coulter, Management. 13th Ed. Pearson[Chapter 2,8,10,18]

Unit III

(10 Hours)

Meaning & concept of organizational behaviour; Personality: meaning, factors affecting personality, Big five model of personality; Learning: concept and theories of learning (Classical conditioning, operant conditioning and social learning theory), concept of reinforcement; Perception: concept, factors affecting perception, process of perception, perceptual errors. Motivation: Concept, importance, Content theories (Maslow's need theory, Alderfers' ERG theory, Mc Clellands' theory of needs, Herzberg's two factor theory) & Process theories (Adams equity theory, Vrooms expectancy theory).

References:

Robbins Stephen P and Judge T.A., Vohra, Organisational Behaviour, 16th Ed. Pearson.[Chapter 5,6,7]

Kaul Vijay Kumar, Business Organization & Management - Text and Cases, Pearson[Chapter 28]

Unit IV

(15 Hours)

Leadership: Concept, Theories (Trait, Behavioural, Contingency, Charismatic, Transactional and Transformational Leadership; Emotional Intelligence: Concept, Importance, Dimensions. Groups: Definition, Stages of Group Development, Group Cohesiveness; Analysis of Interpersonal Relationship: Transactional Analysis, Johari Window; Conflict: Concept, Sources, Types, Stages of Conflict, Management of Conflict; Organisational Power: Sources of Power and Dysfunctional uses of Power; Organizational Change: Concept, Resistance to change, Managing resistance to change, Kurt Lewin , Theory of Change; Organizational Development(OD): Meaning and types of OD Interventions.

References:

Robbins Stephen P and Judge T.A., Vohra, Organisational Behaviour, 16th Ed. Pearson.[Chapter 9,12,13,14,17]

Essential Readings:

1. Robbins Stephen P and Judge T.A. (2017) *Organisational Behaviour, 17th Ed. Pearson.*
2. Stephen P. Robbins & Mary Coulter (2017) *Management. 13th Ed. Pearson.*
3. Kaul Vijay Kumar (2012). *Business Organization & Management - Text and Cases, Pearson.*

Additional Readings:

1. Kavita Singh: *Organisational Behaviour 3rd Ed. Vikas Publication.*

2. Koontz & Heinz Weihrich, *Essential of Management*, McGraw Hill.
 3. Kumar, P. Sachdeva A. (2012). *Fundamentals of Management*. S. Chand. 1ed.
Note: Latest edition of the readings may be used.

DISCIPLINE SPECIFIC ELECTIVE COURSE – 2
COMMERCIAL BANKING FOR BUSINESS

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course(if any)
		Lecture	Tutorial	Practical/ Practice		
Commercial Banking for Business	4	3	1	0	NIL	NIL

Learning Objectives:

The course aims to provide the students with a theoretical and structural understanding of the commercial banking system and its working. It also focuses upon the developments in commercial banking market.

Learning Outcomes:

After completing the course, the student shall be able to:

1. Understand the evolution and growth of Commercial Banking in India.
2. Learn about commercial banking structure in India.
3. Understand the basic functions of banks with respect to business.
4. Analyze the recent developments in banking system.

Unit I: Commercial banking and its structure

(12 hours)

Evolution of banking in India, Functions of Banks – Traditional and Modern. Role & contribution of banks in India. Overview of banking sector reforms.

Commercial banking – concept, Structure and Composition of Commercial Banks; Types of Banks – Public, Private, Cooperative, Regional Rural Banks (RRBs), Foreign, National Housing Bank, Small Industries Development Bank of India (SIDBI), Export-Import Bank of India (EXIM); Comparison between public and private banks; comparison between

Cooperative and Regional Rural Banks. Role of commercial banks in economy; asset liability management; financial inclusion.

Unit 2: Loans, Advances and Commercial Banks operations for business (12 hours)

Principles of sound lending; Methods of granting advances; Priority Sector Lending; Introduction to the Balance Sheet of a Commercial Bank, Concept of Non-Performing Assets (NPAs)-Reasons for Non-Performing Assets and Measures to check Non-Performing Assets. Anti-Money Laundering (AML), CIBIL.

Commercial bank services: Cash Management System, Debt Management, Factoring and Forfaiting, Trusteeship, Custodial services, Business advisory, Salary and pension, Off shore services, Trade services, Forex Management, Corporate Deposits; Corporate Finance: Seed capital, working capital, Import-Export funding. Corporate Debt Restructuring.

Unit 3: Role of Artificial Intelligence in Banking Industry (12 hours)

Artificial Intelligence: Concept, benefits, and scope. Differences between AI, Machine Learning (ML) and Deep Learning (DL). AI strategy for business enterprise - Considerations for an AI strategy. Introduction to mobile computing and Cloud computing. Redefined banking industry – the adoption of Analytics, AI-powered financial services, Fraud mitigation in banks with AI, Reorienting customer retention, Risk management with AI, AI-driven transformation in Insurance, Digital-based insurance model.

Unit 4: Regulation and developments in banking industry (9 hours)

Reserve Bank- Introduction. Emerging role of Reserve Bank of India in Indian Banking System, Banking Sector Reforms – Narasimhan Committee -I, Narasimhan Committee- II; Securitization of Standard Assets and its computation; Basel Accord: merits and weaknesses of the Basel II, Basel III and Basel IV. Introduction to various forms of Banking – Corporate Banking, Retail Banking, International Banking, Investment Banking, Development Banking, Virtual Banking, Non-Banking Financial Intermediaries.

Suggested Readings:

1. Singh, K & Dutta V., Commercial Bank Management.

2. Khan M.Y.: Indian Financial System; Tata McGraw Hill; 10th edition; 2018
3. Paul, R.R. & Mansuri, B.B. Banking and Financial Systems, Kalyani Publications, New Delhi.
4. Sethi, Jyotsna & Bhatia, Nishwan, Elements of Banking and Insurance, PHI Learning Pvt. Ltd., New Delhi.
5. Chaturvedi, D.D. & Mittal, Atul, Banking and Insurance, Scholar Tech Press, New Delhi.
6. Akerkar, R. (2018). Artificial Intelligence for Business. Basingstoke: Springer Nature.
7. Dhanrajani, S. (2018). AI & Analytics: Accelerating Business Decisions. New Jersey: Wiley.

Additional Readings:

1. Sethi, Jyotsna & Bhatia, Nishwan, Elements of Banking and Insurance, PHI Learning Pvt. Ltd., New Delhi.
2. Pathak, Bharti V., – Indian Financial System: Markets, Institutions and Services, Pearson Education, New Delhi; 5th edition 2018.
3. Russell, S. J., & Norvig, P. (2019). Artificial Intelligence: A Modern Approach, 3rd Edition. New Jersey: Prentice Hall
4. Tandon, Deepak & Tandon, Neelam, Management of Banks- Text and Cases, Taxmann Publications Pvt Ltd, New Delhi.

Note: Latest edition of readings may be used

DISCIPLINE SPECIFIC CORE COURSE – 10
FINANCIAL MARKETS AND INSTITUTIONS

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course(if any)
		Lecture	Tutorial	Practical/ Practice		
Financial Markets and Institutions	4	3	1	0	Class XII	Nil

Learning Objectives:

The objective of this paper is to introduce students to the different aspects and components of financial Institutions and financial markets. This will enable them to take the rational decision in financial environment.

Learning outcomes:

After completion of the course, learners will be able to:

1. Understand the financial architecture of an economy and its key players.
2. Learn about the crucial aspects related to financial and banking structure in India.
3. Understand the concepts related to securities market and trading in secondary market.

4. Analyse the functions of different players in the financial market including Regulators like RBI and SEBI.

UNIT—I: Introduction to Financial and Banking System in India (12 Hours)

Structure of Indian Financial System: An overview of the Indian financial system, financial sector reforms: context, need and objectives, major reforms in the last decade; competition; deregulation; capital requirements; issues in financial reforms and restructuring: future agenda of reforms; Regulation of Banks, NBFCs & FIs: Salient provisions of banking regulation act and RBI Act; Role of RBI as a central banker; Products offered by Banks and FIs: Retail banking and corporate banking products. Universal Banking: need, importance, trends and RBI guidelines, Core banking solution (CBS); RTGS and internet banking, NBFCs and its types, comparison between Banks and NBFCs

Unit—II: Financial Market in India (12 Hours)

Introduction to Financial Markets in India: Role and Importance of Financial Markets, Financial Markets: Money Market; Capital Market; Factors affecting Financial Markets, Linkages Between Economy and Financial Markets, Integration of Indian Financial Markets with Global Financial Markets, Primary & secondary market, Currency Market, Debt Market- role and functions of these markets. Primary Market for Corporate Securities in India: Issue of Corporate Securities: Public Issue through Prospectus, Green shoe option, Offer for sale, Private Placement, Rights Issue, Online IPO, Book Building of Shares, Disinvestment of PSU, Employees Stock Options, Preferential Issue of Shares, Venture Capital, Private Equity, Performance of Primary Market in India, Corporate Listings Listing and Delisting of Corporate Stocks.

Unit—III: International Financial Market and Trading (12 Hours)

Secondary Market in India: Introduction to Stock Markets, Regional and Modern Stock Exchanges, International Stock Exchanges, Demutualization of exchanges, Comparison between NSE and BSE, Raising of funds in International Markets: ADRs and GDRS, FCCB and Euro Issues, Indian Stock Indices and their construction, maintenance, adjustment for corporate actions (rights, bonus and stock split;) on index with numerical, free float vs. full float methodology, Classification of Securities to be included in the Index, Bulls and Bears in Stock Markets, Factors influencing the movement of stock markets, indicators of maturity of stock markets, Major Instruments traded in stock markets: Equity Shares, Debentures, Myths

attached to Investing in Stock Markets Trading of securities on a stock exchange; Selection of broker, capital and margin requirements of a broker.

Unit—IV: Financial Market Institutions (9 Hours)

Functions and workings of Regional Rural Banks (RRBs) and National Bank for Agriculture and Rural Development (NABARD). The Objectives, Functions and Working of Small Industries Development Bank of India (SIDBI), State Financial Corporations (SFCs), State Industrial Development Corporations (SIDCs)/State Industrial Investment Corporations (SIICs), Industrial Finance Corporation of India (IFCI), Industrial Development Bank of India (IDBI), Industrial Credit & Investment Corporation of India (ICICI). International Monetary Institutions: International Monetary Fund (IMF), International Bank for Reconstruction and Development (IBRD), International Development Association (IDA) and International Finance Corporation (IFC)

Essential/recommended readings

1. Saunders, A. & Cornett, M. M. (2007). *Financial Markets and Institutions* (3rd ed.). Tata McGraw Hill
2. Madura, J. (2008). *Financial Institutions and Markets*. Cengage Learning.
3. Kohn, M. (2004). *Financial Institutions and Markets*. Oxford University Press.

Suggestive readings

1. Pathak, B. (2018). *Indian Financial System* (5th ed.). Pearson Publication.
2. Bhole, L. M. & Mahakund, J. (2017). *Financial Institutions and Markets* (6th ed.). McGraw Hill Publishing
3. Kataria, K., & Rajni. (2017). *Financial Markets, Institutions and Financial Services*. Galgotia Publishing Company.
4. Khan, M. Y. (2015). *Financial Services* (8th ed.). Tata Mc Graw Hill Education Private Limited.

Note: Latest edition of the readings may be used.

DISCIPLINE SPECIFIC CORE COURSE – 11 TECHNOLOGY IN BANKING AND INSURANCE SECTOR

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Technology in Banking and Insurance Sector	4	3	0	1	Class XII	Nil

Learning Objectives:

The course aims to make the students conversant with different aspects of technology used in banking and insurance, and various issues related to security and controls with reference to India.

Learning Outcomes:

After completion of the course, learners will be able to:

1. Describe the basic concepts related to electronic banking and Insurance
2. Analyze the different electronic payment systems available.
3. Summarize the Electronic Fund Transfer System.
4. Discuss different types of security threats in Indian Banking.
5. Interpret the E-Banking and insurance Regulations and Cloud Computing.

UNIT–I: E-Banking & E-Insurance

(9 Hours)

E-Banking and E-Insurance: Definition, need, types and services offered; e-banking and e-insurance versus traditional banking and insurance.

Unit—II: Electronic Payment System

(12 Hours)

Overview of Electronic Payment System: Automated Teller Machine (ATM), Mobile Banking, Unified Payments Interface (UPI), GPay, Paytm, PhonePe, Amazon Pay, MobiKwik, Bharat

Interface for Money (BHIM). Payment Gateways: PayPal, PayUMoney, CCAvenue, etc. Card Technologies, MICR electronic clearing. Electronic Credit and Debit Clearing: NEFT, RTGS, DNS, ECS (Credit/Debit), IMPS, VSAT, SWIFT Code. E-money, Electronic purse, Digital Cash.

Unit—III: Security Threats (12 Hours)

Security Threats in online Environment: Viruses, Worms, Malware, Software Bombs, Phishing, Spoofing, Spamming, Denial of Service Attacks, Application-based Digital Frauds. Technology Solutions: Digital Signature, Encryption, Protection, Multiple Step Verification.

Unit—IV: E-Banking & E-Insurance Regulations and Cloud Computing (12 Hours)

Legal and regulatory issues of e-banking and e-insurance in India. Definition of Cloud Computing. Significance and Challenges of Cloud Computing.

Practical component (30 Hours)

Students will be made familiar to using all the major payment interface. Basic practical knowledge of KYC and data privacy steps will also be given.

Essential/recommended readings

1. Agarwal, O.P. (2017). *Banking & Insurance*. Himalaya Publishing House.
2. Kaptan S.S., & Choubey N.S. (2003). *Indian Banking in Electronic Era*. Sarup & Sons.
3. IIBF. (2019). *Digital Banking*. Taxmann Publisher.
4. Deva, V. (2007). *E-Banking*. Common Wealth Publishers, New Delhi.
5. Uppal, R.K. (2020). *Banking with Technology*. New Century Publications, New Delhi.

Suggestive readings

1. Khan, M.Y. (2009). *Indian Financial System*. Tata McGraw Hill Publishing Company Ltd., New Delhi.
2. Desai, V. (2017). *Banks and Institutional Management*. Himalaya Publishing House, Mumbai.

DISCIPLINE SPECIFIC CORE COURSE – 12
CORPORATE & SECURITIES LAW

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Corporate and Securities Law	4	3	1	0	NIL	NIL

Learning Objectives:

In view of increasing emphasis on adherence to norms of good corporate governance, Corporate and Securities Law assumes an added importance in the corporate legislative. It deals with structure, management, administration and conduct of affairs of various laws and to understand the application of corporate laws to practical commercial situations.

Learning outcomes:

By studying this course, the students will be able to:

1. To acquire theoretical and practical perspective on many aspects of various legal acts.
2. To understand the detailed procedure and applicability of SEBI Act, Depositories Act, Competition Act, FEMA Act, NCLT and NBFCs.
3. To develop critical thinking through the use of corporate law cases.

UNIT-I: INTRODUCTION

(12 hours)

Characteristics of a company; lifting of corporate veil; types of companies including one person company, small company and producer company; association not for profit; illegal association; formation of company –promoters, their legal position, pre-incorporation contract and provisional contracts; online registration of a company. Memorandum of association, articles of association, doctrine of constructive notice and indoor management, prospectus-shelf and red herring prospectus, misstatement in prospectus; GDR; book building; issue, allotment and forfeiture of share, transmission of shares, buyback and provisions regarding buyback; issue of bonus shares.

UNIT-II: Depositories Act, 1996**(9 hours)**

Definition of Depository Board and Beneficial Owner, Certificate of Commencement of Business; Rights and obligations of Depositories, Participants, Issuers and Beneficial Owners.

Competition Act, 2002- Applicability of the Act – Definitions, Prohibition of certain agreements, abuse of Dominant position and Regulation of combinations, Competition Commission of India- Powers, Functions, Power of Central Government to supersede Commission, Penalties, Appeals, Competition Advocacy.

National Company Law Tribunal (NCLT)- Powers and Jurisdiction, Position under the Finance Act, 2021.

UNIT-III: Management**(12 hours)**

Directors, Classification of directors, women directors, independent director, small shareholder's director; disqualifications, director identity number (DIN); appointment; legal positions, powers and duties; removal of directors; key managerial personnel, managing director, manager; meetings of shareholders and board; types of meeting, convening and conduct of meetings, postal ballot, meeting through video conferencing, e-voting. Books of accounts, registers; online filing of documents; dividend provisions; auditor's appointment; rotation of auditors; auditor's report; secretarial audit; concept and modes of winding up.

UNIT-IV: Non-banking Financial Companies (NBFCs)**(12 hours)**

Formation and regulation of NBFC's-Consumer Protection Act, 1986 - Salient Features - Definitions of complainant, Consumer, Manufacturer, Consumer Dispute, Service, Goods, Unfair Trade Practices, Liability of Companies to consumers, Basic Features of the GST Act, 2017. Corporate Governance- International dimensions of Company Law.

Essential/recommended readings

1. Avtar Singh (2018) "Company Law", Eastern Book Company.
2. H.K. Saharay (2012) "Principles and Practice of Company Law in India, Prentice Hall of India Private Limited", New Delhi.
3. S.M. Shah: Lectures on Company Law, N.M. Tripathi Private Ltd.
4. Chalesworth & Cain: Company Law, Geoffrey Morse, Steven and Sons, London.

Suggestive readings

1. L.C.B. Grover “The Principles of Modern Company Law”, Steven and Sons, London.
2. Pennigton “Company Law, Butterworths, London”, Taxmann’s.
3. B.K Pahwa Law relating to Non-Banking Financial Companies

DISCIPLINE SPECIFIC ELECTIVE COURSE – 3
EMERGING BANKING AND FINANCIAL SERVICES

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		

Emerging Banking and Financial Services	4	3	1	0	Class XII	NIL
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UNIT–I: Indian Banking System and Other Banking Reforms (12 Hours)

An overview of the Indian Banking system; Major Banking Reforms in the last decade: Payment banks, Monetary Policy Committee, MCLR Based Lending. Innovative Remittance Services, Issues in financial reforms and restructuring. Future agenda of reforms: Assessing Non-Performing Assets in Indian Banking, Previous methodologies for recovery, Impact of Gross NPAS on a bank's bottom line-burning need for bad banks, Functioning of Bad Banks, Government backing for bad banks - National Asset Reconstruction Company Ltd. (NARCL).

Unit—II: Neo- Banking, Merger and Acquisition (9 Hours)

Introduction to neo-banks, Functions of neo-banks, Operating Model of neo-banks, Regulatory requirements for setting up and running neo-banks, emerging need for neo-banks, neo-banks vs. traditional banks. Merger & Acquisition: Introduction, Benefits of mergers, Synergies accruing out of mergers, Regulatory mechanisms surrounding M&A in banking, Case-studies of recent banking mergers and related outcomes.

Unit—III: Banking Services, Cross Sell Products Investments and Loans (12 Hours)

Service channels – Branch, ATM, internet, mobile banking, Payment and collection services – cheques, electronic funds transfers, cash management, cheque clearing, Ancillary services – locker and safe custody, payment of taxes and bills, Financial services – Sale of insurance mutual

funds, gold coins, Government bonds, Depository services – DEMAT and web trade, Wealth management, Foreign exchange, Principles of lending, concepts, regulations, Retail lending – secured and unsecured, Home loan, car loan, loan against securities, Credit cards, personal loan educational loan, Business credit – working capital and term loan. Over draft cash credit, term loans, fund based and non-fund based, Priority sector lending – Agriculture credit, MSME.

Unit—IV: KYC, AML and Account Opening Process (12 Hours)

Importance of KYC and AML- Why RBI insists on KYC procedures. The role of Banks in implementing KYC, penalties for non-adherence, Different stages of money laundering, Understand the importance of AML at the time of account opening, Customer acceptance policy – low, medium and high risk customers, Customer verification procedure – KYC documents required for account opening, verification process, Account opening formalities, forms, documents, procedures, Risk management – KYC, AML – monitoring transactions and reporting of suspicious transactions.

Essential/recommended readings

1. Pathak, B. (2018). *Indian Financial System (5th ed.)*. Pearson Publication.
2. Agarwal, O. P. (2014). *International Banking and Finance (1st ed.)*. Himalaya, Publishing House.
3. IIBF. (2019). *Principles & practices of Banking*. Macmillan India Limited.

Suggestive readings

1. Khan, M.Y. (2009). *Indian Financial System*. Tata McGraw Hill Publishing Company Ltd., New Delhi.
2. Khan, M. Y. (2015). *Financial Services (8th ed.)*. Tata Mc Graw Hill Education Private Limited.
3. RBI Guidelines on Payment Banks, Monetary Policy Committee, Universal Banking, Bad bank in India and MCLR based lending.

DISCIPLINE SPECIFIC ELECTIVE COURSE – 4 CORPORATE FINANCE

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course(if any)
		Lecture	Tutorial	Practical/ Practice		
Corporate Finance	4	3	1	0	NIL	NIL

Learning Objectives:

To provide an understanding of the essential elements of the financial environment where the businesses operate. To acquaint students with the techniques of financial management and its applications for business decision making. It aims to provide and develop an understanding among students about various perspectives that the CFO (Chief Executive Officer) of a firm may hold. Additionally, it will help to develop relevant skills required for diverse strategic finance roles in modern business entities. A CFO's job is to maximize firm value through majorly four types of decisions: which projects to invest in, how to finance the selected projects by using a mix of various financing sources, how to use the surplus generated and how to manage the cash flows of the firm.

Learning Outcomes:

1. Equipped with the basic concepts of financial management.
2. Understand how to coordinate various decisions to maximize the wealth of an organization in today's financial environment.
3. Arrive at strategic corporate finance decisions with the required accuracy aided by various excel functions.

Unit 1

(9 Hours)

Introduction: Nature of Financial Management: Finance and related disciplines; Scope of Financial Management; Profit Maximization, Wealth Maximization. Functions of Finance –

Finance Decision, Investment Decision, Dividend Decision; Risk-Return Trade-off in Finance Functions, Organization of Finance Function.

Time value of money: Concept of Time Value of Money – present value, future value, annuity, growing annuity, perpetuity, growing perpetuity, excel functions of time value of money.

Unit 2: Strategic Investment Decisions: (12 Hours)

Capital Budgeting: Nature and Meaning of Capital Budgeting; Principles and Process; Estimation of relevant Cash Flows and Terminal Value; Evaluation techniques– Payback Period, Accounting Rate of Return, Net Present Value, Internal Rate of Return & MIRR, NPV vs. IRR, Net Terminal Value, Profitability Index Method, Risk analysis in Capital Budgeting - Sensitivity and Scenario analysis, Certainty Equivalent Approach, RADR, Real Options, Excel functions of Capital Budgeting techniques.

Cost of Capital: Meaning and Concept, Measurement of Cost of Capital-Cost of Debt; Cost of Equity Share; Cost of Preference Share; Cost of Retained Earning; Computation of over-all Cost of Capital based on Historical and Market weights (WACC); Adjusting Cost of Capital for Risk.

Unit 3: (12 Hours)

Strategic Financing Decisions: Capital Structure, Theories and Value of the firm – Net Income Approach, Net Operating Income Approach, Traditional Approach, Modigliani Miller (MM) model, HAMADA model; Determining the Optimal Capital Structure, Checklist for Capital Structure decisions, Costs of Bankruptcy and Financial Distress, Trade off models, Pecking Order Theory.

Leverage Analysis and EBIT - EPS Analysis: Concept of leverage, Types of leverage -Operating leverage, financial leverage, combined leverage; EBIT-EPS Analysis, Guidelines for Capital Structure Planning, Link between Capital Structure and Capital Budgeting.

Dividend Decisions: Factors determining Dividend Policy, Theories of Dividend – Gordon Model, Walter Model, MM Hypothesis, Signaling Theory, Forms of Dividend – Cash Dividend, Bonus Shares, Stock Split, Dividend Policies in Practice, Patterns Observed in Payout Policies worldwide.

Unit 4: Working Capital Management (12 Hours)

Working Capital Management: Determination of Working Capital, Determining Financing mix of Working Capital, Receivables Management – Objectives; Credit Policy, Cash Discount, Debtors Outstanding and Ageing Analysis; Costs – Collection Cost, Capital Cost, Default Cost, Delinquency Cost, Management of Cash (Theory only) – Need for Cash, Cash Management

Techniques (Lock box, Concentration Banking), Inventory Management (Theory only) – ABC Analysis; Minimum Level; Maximum Level; Reorder Level; Safety Stock; EOQ (Basic Model).

Essential Readings:

1. Berk, J. B., & DeMarzo, P. M. (2007). *Corporate finance*. Pearson Education.
2. Van Horne, J. C., & Wachowicz, J. M. (2005). *Fundamentals of financial management*. Pearson Education.
3. Pandey, I. M. (2021). *Financial Management*. Pearson.

Additional Readings:

1. Gupta, K. (2011). Khan, MY and Jain, PK, Financial Management: Text, Problems and Case. *Journal of Services Research*, 11(2).
2. Brealey, R., Myers, S., Allen, F., & Mohanty, P. (2017). *Principles of Corporate Finance* (11ed.). McGraw Hill Education.

Note: Latest edition of the readings may be used.

DISCIPLINE SPECIFIC CORE COURSE – 13
Management Information Systems

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Management Information Systems	4	3	1	0	NIL	NIL

Learning Objectives:

To provide the understanding and use of management information systems in an office and organization.

Learning Outcomes:

After completing this course, students shall be able to:

1. Relate the basic concepts and technologies used in the field of management information systems.
2. Compare the processes of developing and implementing information systems.
3. Outline the role of the ethical, social, and security issues of information systems.

Unit I: Conceptual Foundations

(10 Hours)

Management Information Systems - Need, Purpose and Objectives - Contemporary Approaches to MIS - Information as a strategic resource - Use of information for Competitive advantage - MIS as an instrument for the organizational change. Nature and scope of MIS- Structure of MIS- Types of MIS- -Definition of system-system related concepts Information, Management and Decision Making - Models of Decision Making Classical, Administrative and Herbert Simon's Models - Types of information-Porters Five Forces Model.

Unit II: Information Technologies

(10 Hours)

Information Technology - Definition, IT Capabilities and their organizational impact - Telecommunication and Networks - Types and Topologies of Networks - IT enabled services such as Call Centers, Geographical Information Systems etc.

Data Base Management Systems - Data Warehousing and Data Mining, Systems Analysis and Design - Systems Development Life Cycle - Prototyping -Application of DBMS using MS ACCESS.

Unit III: Business Applications of IS**(10 Hours)**

e-Commerce , e-Business and e- Governance .e-Commerce infrastructure. e-Commerce Applications and payment systems.e-Business and e-Governance. Customer Relationship Management system(CRM) System. Supply chain Management (SCM) System.

Tools - Object Oriented Systems (Only introduction to these tools & techniques),
Decision Support Systems - Group Decision Support Systems - Executive Information Systems - Executive Support Systems - Expert Systems and Knowledge Based Expert Systems - Artificial Intelligence.

Unit IV: Management of IS**(10 Hours)**

Information system planning-creating an IS plan. IS development and project Management.
System development life cycle- system development Models.
IS Implementation and change management

Unit V: IS Security and control and ethical and social issues of ISs**(5 Hours)**

IS Security threats -protecting information system - IS security technology- IS security level.Ethical responsibility of business professionals. Social issues of IS.

Suggested Readings:

1. Management Information Systems, Laudon and Laudon, 7th Edition, Pearson Education Asia
2. Management Information Systems, Jawadekar, Tata McGraw Hill
3. Management Information Systems, Davis and Olson, Tata McGraw Hill
4. Analysis and Design of Information Systems, Rajaraman, Prentice Hall
5. Decision Support Systems and Intelligent Systems, Turban and Aronson, Pearson Education Asia

DISCIPLINE SPECIFIC CORE COURSE – 14

CORPORATE ACCOUNTING

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Corporate Accounting	4	3	1	0	NIL	NIL

Learning Objectives:

To enable students to conceptualize the knowledge in the area of corporate accounting and understanding the techniques employed in the preparation of financial statements of the companies.

Learning Outcomes:

After completing this course, students shall be able to:

1. Understand and prepare the final accounts according to revised schedule.
2. Comprehend the concepts as well as standards intrinsic to the accounting systems utilised for measuring the performance of the businesses.

Unit 1 Final Accounts

(12 Hours)

Preparing the statement of profit and loss account and balance sheet as per Schedule III of Companies Act 2013.

Unit 2 Banking Companies

(9 Hours)

Differentiation between the balance sheet of banking and non-banking companies; Prudential norms; Asset structure of banks; Concept of Capital Adequacy Norms; Provisioning of NPAs (Nonperforming assets).

Unit 3 Analysis of Financial Statements of Companies

(12 Hours)

Preparation of Cash Flow Statements (CFS) as per AS 3 (Revised): Indirect Method & AS 7 (theory only); Ratio Analysis – Profitability Ratio, Liquidity Ratio, Capital Structure Ratio, Activity Ratio, Stock Valuation.

Unit 4 Contemporary Trends in Accounting**(12 Hours)**

Forensic Accounting – Concept, History, Types of fraud, Techniques of forensic accounting; Introduction to provisions of Insolvency and Bankruptcy Code; Internal Reconstruction (practical questions).

Essential Readings:

1. Monga, J. R. (2012). *Fundamentals of Corporate Accounting*. Mayur Paper Backs.
2. Goyal, B. K. (2020). *Corporate Accounting* (7th ed.). Taxmann.
3. Agarwal, O. P. (2013). *International Banking and Finance*. Himalaya Publishing House.
4. Tulsian, P. C., & Bharat, T. (2016). *Corporate Accounting*. S. Chand Publishing.

Additional Readings:

1. Gupta, R. K. (2011). *Banking Law and Practice (3 VOLS SET)*. Research publication .
2. Chadha, R., & Sumant, C. (2017). *Corporate Laws*. Scholar Tech Press.

Note: Latest edition of the readings may be used.

DISCIPLINE SPECIFIC CORE COURSE – 15
LIFE INSURANCE

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Life Insurance	4	3	1	0	-	-

Learning Objectives:

The objective of the course is to make learners understand the concepts of Insurance, basic operations and technical components involved.

Learning Outcomes:

1. Identify the concept and components involved in Insurance.
2. Make learners familiar with Life Insurance and its practical usage.
3. Make them understand how digitisation has changed the face of Insurance.

Unit 1: Foundation and Principles

(9 hours)

Life Insurance- Basic definition and Concept, Purpose and Need of Life Insurance, Important Terminologies: Premium, Sum Assured Insured, Proposer, Nominee, Survivor, Assignee, Assignment, Riders etc., Essential features of Life Assurance , Principles of Life Insurance, Importance of Life Insurance.

Unit 2: Life Insurance Products

(12 hours)

Whole-life Plans, Endowment Insurance Plans, Term Insurance Plans, Whole-life and Endowment Plans: Comparison, Couple Life Insurance Policy, Female Insurance Plans, Children Plans, Plans for Handicapped Dependents, Plans for High Worth Individuals, Money Back Plans, Micro Insurance Plans, Group Insurance Schemes, Social Security Schemes, Pension/ Annuity Plans, Unit Plans.

ULIP, health insurance plans, Property insurance policies. Post office life insurance schemes: postal life insurance and rural postal life insurance.

Unit 3: Insurance Pricing and Underwriting

(12 hours)

Pricing Objectives, Life Insurance Pricing Elements, Insurance Rating Methods, Calculation of Premium, Payment of Premium, Classification of Expenses, Surrender Value, Sum Assured Value and Paid up Value.

Appointment, Qualification and Disqualification of Life Insurance Agents, Authority of an Agent, Procedure for Becoming an Agent as a Profession, Functions of Agent, Remuneration of Agent, Code of Conduct for Agent under IRDA Act, 1999, Agent's Liability for Protection of Interest of Life Insurance Policyholders, Insurance Ombudsman Scheme, 2006.

Unit 4: Insurance Products and Digitization

(12 hours)

Digitization in the field of Insurance. Benefits of digitization in field of Insurance.

Regulatory Framework of Insurance in India (briefly) – Insurance Legislation and IRDA. Control of Malpractices, Negligence, Loss Assessment and Loss Control, Exclusion of perils, Regulatory Framework of Insurance: Role, Power, and Functions of IRDA, Composition of IRDA, IRDA Act 1999.

Traditional Life Insurance Products- Products of LIC, Establishment and Incorporation of Life Insurance Corporation of India, Constitution and Functions of LIC, Constitution of Tribunal, Management of LIC.

Non-Traditional Life Insurance Products (SBI and ICICI- their Introduction, Forms and Procedures), Difference between traditional and non-traditional products in Insurance.

Essential Readings

1. H. S. N. Murthy & Sharma Modern Law of Insurance in India, Fourth Ed. (2002). Universal Book Traders, Delhi.
2. Keneth Black, JR. & Harold D. Skipper JR.. Life and Health Insurance. Thirteen Fd. (2000), Pearson Education.K.C. Mishra &C. S. Kumar, Life Insurance- Principles and Practice. (2009).Cengage Learning India Pvt. Ltd.

Additional Readings

1. H. Narayanan, Indian Insurance- A Profile, (2006). jaico Publishing House.
2. Shashidharan K. Kutty. Managing Life Insurance, (2008), Prentice- Hall of India Pvt. Ltd.
3. H. Sadhak. Life Insurance in India, Response Books, New Delhi- 1.
4. Kaninika Mishra. Fundamentals of Life Insurance. (2010). PHI Learning Pvt. Ltd. Publications of Insurance Institute of India, Mumbai

Promotion: Nature and importance of promotion; Promotion Tools: Advertising, Personal Selling, Public Relations & Sales Promotion, Promotion tools and their effectiveness, determining optimal promotion mix.

Unit 4: Personal Selling

(12 hours)

Introduction to Personal Selling: Nature and importance of personal selling. Difference between Personal Selling Salesmanship and Sales Management, Myths of selling, Relationship Marketing and Role of Personal Selling. Characteristics of a good salesman. Types of selling situations. Types of salespersons; Career opportunities in selling, Measures for making selling an attractive career.

Theories of Selling: Traditional and Modern, AIDAS Model of Selling Problem Solving Approach, Right Set of Circumstances Theory and Modern Sales Approaches.

Selling Process: Prospecting and qualifying, Pre-approach, Presentation and demonstration, handling of objections and complaints; Closing the sales; Customer Relations, Follow-up and Dealing customer concerns and complaints.

Essential/recommended readings:

1. Kotler, Philip; Keller, Kevin Lane; Koshy, Abraham, and Mithileshwar Jha (2019) “*Marketing Management: A South Asian Perspective*”, Pearson Education.
2. Chhabra, T.N., (2021) *Principles of Marketing*, Sun India Publication.

Suggestive readings:

1. Armstrong, Gary, and Kotler, Philip (2017) *The Essentials of Marketing*, Pearson Education, New Delhi.
2. McCarthy, E. Jerome., and William D. Perreault, *Basic Marketing*, Richard D. Irwin.

DISCIPLINE SPECIFIC ELECTIVE COURSE – 5

CUSTOMER RELATIONSHIP MANAGEMENT

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Customer Relationship Management	4	3	1	0	NIL	NIL

Learning Objectives:

The course objective is to provide an in-depth knowledge of the concepts of Customer relationship management and its importance in organizations. Its aim to provide the understanding of Customer, its acquisition and retention through analytics of CRM.

Learning outcomes:

Upon completion of the course a learner shall be competent to

1. Understand the Customer relationship management through various Models or tools
2. Explain customer experiences and interpret various strategies of CRM
3. Identify ways to enhance Customer services.
4. Understand many ways of data management of related with customer

Unit1: Understanding customer relationships. (12 hours)

Introduction: Definition and Concept of CRM, Emergence of CRM, Components of CRM, Understanding the goal of CRM, Models of CRM, Customer Touch Points, Factors responsible for CRM growth, CRM process, framework of CRM, Benefits of CRM, Types of CRM, Scope of CRM, Customer Profitability, Features Trends in CRM, CRM and Cost-Benefit Analysis, Myths about CRM

CRM and Relationship Marketing: Understanding about relationships, Customer satisfaction, loyalty and business performance, Relationship Management Theories, Managing the customer journey: customer acquisition, Customer journey: Process, Operational CRM tools helping in customer acquisition, Customer retention and development: Definition and Strategies for customer retention.

Unit 2: Strategic CRM (9 hours)

Strategic CRM: Developing CRM Strategy; Role of CRM in Business Strategy, Understanding service Quality; Technical, Functional and Dimensions of Service Quality, Managing Customer Communications

Customer Portfolio Management: Definition, Basic disciplines for CPM, Managing customer-experienced value: Understanding customer-perceived value, Sources of Customer Value, Customization, CRM software applications influencing customer experience.

Unit 3: Operational CRM (12 hours)

Marketing Automation: What is marketing automation? Benefits of marketing automation, Software applications for marketing.

Sales Force Automation: Definition, Benefits, Sales process, Activity, Contact, Lead and knowledge Management, Field Force Automation, SFA Adoption, SFA impact on performance.

Service automation: Definition, Customer service, Modeling service quality, Customer service standards, Benefits from service automation, Software applications for service.

Unit 4: Analytical CRM**(12 hours)**

CRM Process: Introduction and Objectives of a CRM Process; an Insight into CRM and E-CRTA /online CRM, The CRM cycle i.e. Assessment Phase; Planning Phase ; The Executive Phase; Modules in CRM , 4C's (Elements) of CRM Process , CRM Process for Marketing Organization, CRM Affiliation in Retailing Sector.

Developing and managing customer-related databases: Corporate customer-related data, Structured and unstructured data, Data integration, Data warehousing, Data marts, Knowledge management, Analytics for CRM strategy and tactics, Analytics throughout the customer journey, Analytics for structured and unstructured data, Big data analytics

Essential/recommended readings:

1. Buttle, F., Maklan, S. (2019). Customer Relationship Management, 4th Edition. Routledge
2. Kumar, V., Reinartz, Werner (2014) Customer Relationship Management Concept, Strategy and Tools, 1st edition, Springer Texts

Suggestive readings:

1. Jagdish N. Sheth, Atul Parvatiyar & G. Shainesh, (2010) "Customer Relationship Management", Emerging Concepts, Tools and Application", TMH.
2. Dilip Soman & Sara N-Marandi (2014) "Managing Customer Value" 1st edition, Cambridge.

DISCIPLINE SPECIFIC ELECTIVE COURSE – 6
GST AND INDIRECT TAXES
CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
GST and Indirect Taxes	4	3	1	0	NIL	NIL

Learning Objectives:

The objective of this course is to acquaint students with the GST & Indirect Taxation System and its implications on tax in India.

Learning Outcomes:

After successful completion of the course students will be able:

1. To understand taxation structure in India.
2. To understand basic provisions regarding two major acts contributing to Government Funds.
3. To acquire knowledge about valuation of goods under Customs Act and clarity about the concept of “One Nation One Tax”. Also, the availability of Input tax credit.
4. To get acquainted with basic knowledge of registration and e-filing process under GST Act.

UNIT-I: Introduction to Indirect Taxation and GST (10 hours)

Direct Taxes and Indirect Taxes: Features of Indirect taxes, Difference, Advantages and Disadvantages, Sources and Authority of Taxes in India (Art 246 of the Indian Constitution), Genesis of GST in India, Power to tax GST (Constitutional Provisions), Meaning and Definition of GST, Benefits of GST, Conceptual Framework – CGST, IGST, SGST, UTGST, Imports of goods or services or both, Export of goods or services or both, Taxes subsumed and not subsumed under GST, Goods and Services Tax Council, Goods and Services Tax Network (GSTN).

UNIT-II: Levy & Collection of Tax and Concept of Supply (8 hours)

Charge of GST, Levy and Collection GST, Composite and Mixed Supplies under GST, Power to Grant Exemption, Negative list of GST, GST Rate Schedule for Goods and Services, Concept and Scope of Supply, Time of Supply, Place of Supply and Value of Taxable Supply.

UNIT-III: Input Tax Credit, Documentation and Computation of GST (7 hours)

Eligibility and conditions for taking Input Tax Credit, Apportionment of credit & Blocked credits, Credit in special circumstances, Computation of GST under Inter State supplies and Intra State Supplies, Tax Invoices, Credit and Debit Notes.

UNIT-IV: Registration, Payment of Tax & Refunds and GST Returns (10 hours)

Persons liable for Registration, Persons not liable for Registration, Procedure for Registration, Deemed Registration, Amendment, Cancellation and Revocation of Registration. Computation of Tax Liability, Payment of Tax, Interest and other Amounts, Interest on delayed Payment,

TDS, TCS Refund of tax, Refund in certain cases, Interest on delayed refunds, Types of Returns and Provisions relating to filing of Returns.

UNIT-V: Introduction to Customs Act, 1962 & Procedures under Customs Act (10 hours)

Introduction to customs law including Constitutional aspects, Levy of and exemptions from customs duties – All provisions including application of customs law, taxable event, charge of customs duty, exceptions to levy of customs duty, exemption from custom duty, Types of customs duties, Classification and valuation of imported and export goods. Import and Export Procedures – All import and export procedures including special procedures relating to baggage, goods imported or exported by post, stores, Provisions relating to coastal goods and vessels carrying coastal goods, Warehousing and Drawback.

Essential/recommended readings

1. V.S. Datey (2013) Indirect Taxes – Law and Practice
2. H.C Mehrotra (2018) Indirect Taxes, SahityaBhavan Publications, New Delhi
3. Vinod K Singania (2018) Indirect Taxes, Taxmann's Publications, New Delhi

Suggestive readings

1. Study materials on GST by ICAI and ICSI.
2. Rakesh Kumar (2019) Goods and Services Tax, Diamond Pocket Books Pvt Ltd.

DISCIPLINE SPECIFIC CORE COURSE – 16
REGULATORY FRAMEWORK FOR BANKING AND INSURANCE

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Regulatory Framework for Banking and Insurance	4	3	1	0	NIL	NIL

Learning Objectives:

The objective of this paper is to introduce students to role and functioning of Central Bank of India, non-performing assets and different rules applicable, Insurance act and guidelines framed by IRDA. It explains the role of RBI and IRDA. Various conceptual issues related to banking

the role of regulatory bodies, mechanism of banking, operations of insurance companies are discussed elaborately.

Learning Outcomes:

After completion of the course, learners will be able to:

1. Understand the concept of Central Bank, its role, functions, structure and working.
2. Understand the concept of Insurance, the agencies involved in Insurance.
3. Know and understand the Non-Performing Assets, its types and rules related to it.
4. Know and understand the role of Insurance Regulatory Development Agency (IRDA).

UNIT–I: Central Bank of India and its Function

(12 Hours)

The Reserve Bank of India Act 1934; The Banking Regulation Act, 1949; Setting up of a new bank, Branch licensing, Branch authorization policy for commercial banks and New Bank Licensing Policy, 2013. Objectives and Functions of RBI; Tools of Monetary Control; Regulatory Restrictions on Lending, Power of RBI to Issue Directions, Regulation of Interest Rate; Regulation of Payment Systems.

Unit—II: Non Performing Assets & Regulation

(9 Hours)

Banking sector reforms and NPAs, Importance of banking reforms, NPAs assets classification, NPAs accounts, management of NPAs. Internet Banking Guidelines; Regulation of Money Market Instruments; Banking Ombudsman; Reserve Funds; Maintenance of CRR, SLR; Assets in India.

Unit—III: Insurance Act and Guidelines

(12 Hours)

The Insurance Act, 1938 – Insurance Regulatory and Development Act, 1999 – Life Insurance Corporation Act, 1956 – General Insurance Business (Nationalization) Act, 1972. Insurance Law-need. Indian Insurance Industry, The Insurance Regulatory and Development Authority Act, 1999(as amended). The Regulatory Body-IRDA- functions, powers, and role. Self-regulation by insurers.

Unit—IV: Insurance and its Grievance Redressal System

(12 Hours)

Regulation- regarding registration of insurers, need for capital in insurance-capital adequacy, and solvency requirements. Risk based capital for insurers. Regulation concerning investment of funds and protection of policyholders' interest. Redressal of grievance.

Essential Readings

1. Agarwal, O. P. (2014). *International Banking and Finance (1st ed.)*. Himalaya, Publishing House.
2. IIBF. (2019). *Principles & practices of Banking*. Macmillan India Limited.
3. IIBF. (2021). *Legal & Regulatory Aspects of Banking*. Macmillan India Limited.
4. Tannan, M. L. (2012). *Tannan's Banking Law and Practice in India*. LexisNexis.
5. Cranston, R. (2002). *Principles of Banking Law*. Oxford.
6. Gomez, C. (2011). *Banking and Finance: Theory, Law and Practice*. PHI Learning Private Limited.

Additional Readings

1. IIBF. (2020). *Accounting & Finance for Bankers*. Macmillan India Limited.
2. Rao, P. M. & Hyderabad R. L. (2002). *Financial Services: Text, Cases and Strategies*. Deep & Deep Publications Pvt. Ltd.
3. IIBF. (2010). *General Bank Management*. Macmillan India Limited.
4. Kothari, V. (2022). *Tannan's Banking Law and Practice in India*. LexisNexis.

DISCIPLINE SPECIFIC CORE COURSE – 17
Non-Life Insurance I (Fire, Marine & Motor)

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Non-Life Insurance I (Fire, Marine & Motor) DSC-17	4	3	0	1	NIL	NIL

Learning Objectives:

The course has the objective of making learners familiar with the role of various non-life insurance in risk management.

Learning Outcome

1. To introduce the concept of risk and ways to mitigate it.
2. Make learners familiar with Fire, Marine and Motor Insurance.

UNIT 1: Introduction

(12 hours)

Definition and Structure of Non-Life Insurance, Purpose and need of Non-Life Insurance, The Overall Market Size of Non-Life Insurance Sector in India, Major Non-Life Insurance Companies in India; Emerging Trends in Non-Life Insurance: Customer Centricity as Driver of Innovation, Increase in Adoption of the Internet Channel, Social Media to Increase Market Penetration.

UNIT 2: Fire Insurance

(12 hours)

Fire Insurance - Contract- meaning and salient features, Need of Fire Insurance, Standard Fire and Special Perils Policy-recital, coverage, exclusions, conditions, and add-on-covers. Special Policies- reinstatement. Declaration. and floater. Fire Insurance - SBI and ICICI Plans - Introduction, Forms and Procedures, Standard Fire and Special Perils Policy, Tariff system and special policies.

Unit 3: Marine Insurance

(9 hours)

Marine Insurance- Meaning and nature of Contract, Need of Marine Insurance, Hull Insurance, Marine (Cargo) Insurance – Inland Vessels and Sailing Vessels, Postal Consignment, Air Consignment, Types of Losses, Losses covered under Marine Insurance, Types of Marine Policies, and Specific Policy.

Unit 4: Motor Insurance

(12 hours)

Motor Vehicles Act, 1988- Overview, Motor Insurance- Introduction and Need, Types of policy- Third party Liability, comprehensive-contents- schedule, own damage, third party liability, and owner- driver cover, exceptions, conditions, deductibles, no claim bonus. Pricing and discounts. Add-ons. Claim settlement for own damage.

Practical component (30 Hours)

Students need to perform a demo for online purchase of Car insurance and Two-wheeler insurance, Calculation of premium amount for Marine Insurance. A detail study of Fire Insurance policy of SBI or ICICI.

Essential Readings

1. George, E. Rejda, Principles of Risk Management and Insurance, Pearson Education.

2. Dorfman, Marks S., Introduction to Risk Management and Insurance, Pearson.
3. Gupta. P.K, Insurance and Risk Management, Himalaya Publishing House.
4. Kumar, Sunil, Essential of Insurance and Risk Management, JSR Publishers, New Delhi.
5. Mishra, M. N., Principles and Practices of Insurance, S. Chand and Sons.
6. Farooqui, A, Principles and Practices of Insurance, Wisdom Publications.

DISCIPLINE SPECIFIC CORE COURSE – 18
Non-Life Insurance II (Health, Accidents, Rural & Miscellaneous)

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Non-Life Insurance II (Health, Accidents, Rural & Miscellaneous) DSC-18	4	3	1	0	NIL	NIL

Learning Objectives:

This paper will provide knowledge to students with the various forms of non-life insurance and their practical applications in everyday life. And how these insurance help to mitigate the risk.

Learning Outcomes:

1. The student will be acquainted with Health Insurance, it's benefits and usage.
2. To understand how different risk can be mitigated using these insurance services.
3. Companies providing these Insurance and their procedures.
4. Regulatory bodies governing Insurance Sector.

UNIT 1: Health Insurance

(12 hours)

Health Insurance- meaning and need. Salient features. Indian scenario regarding health insurance. Basic health policy- scope and renewal. Senior citizen insurance, Critical Illness cover and add-ons. Life insurers policies vs. General/ Health insurers policies. Grace Days. Claim

settlement- cashless vs. reimbursement, procedure and documentation. Role of TPA's in claim settlement. Health Insurance Regulations, 2013. Relevant companies in this field.

UNIT 2: Accident and Travel Insurance (12 hours)

Personal Accident and Travel Insurance- Introduction and need. Automobile Insurance. Personal Accident Policy- special features, accident, coverage, benefits, provisos, exclusions, conditions, bonus and extensions. Travel Insurance domestic and overseas policies. Claim procedure. Relevant companies in this field.

UNIT 3: Home Insurance (9 hours)

Home Insurance: Meaning and Importance. Coverage: Structure and contents. Perils covered and exclusions. Methods of determining sum assured. Utility of reinstatement method. Terms and conditions. Claim procedure. Relevant companies in this field.

UNIT 4: RURAL INSURANCE (12 hours)

Overview of Indian Rural Insurance Market - Need of rural Insurance, Major Types of Rural Insurance Policies; Challenges and Opportunities in Rural Insurance market, IRDA Regulations in Rural Insurance; Crop Insurance; Cattle Insurance and Insurance of other Livestock; Poultry Insurance; Claim and settlement, Companies offering Rural Insurance in India.

Essential Readings:

1. K. C. Mishra & C. S. Kumar, General Insurance- Principles and Practice, (2009), Gengage Learning India Pvt. Ltd.
2. Indian Institute of Banking & Finance, Mumbai, Insurance Product, Second Ed. (2007)
3. Murthy, K. S. N. & K. V. S. Sharma, Modern Law of Insurance in India, Fourth Ed. (2002), Butterworths.

Additional Readings:

1. Sharda Kumaraswamy & V. Kumaraswamy, Corporate Insurance, (2005), Tata McGraw- Hill Publishing Co. Ltd... New Delhi.
2. Publications of the Insurance Institute of India, Mumbai
3. IC- 34-General Insurance
4. IC- 57-Fire and Consequential Loss Insurance
5. IC- 78- Miscellaneous Insurance.

DISCIPLINE SPECIFIC ELECTIVE COURSE – 7
SECURITY ANALYSIS & PORTFOLIO MANAGEMENT

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course(if any)
		Lecture	Tutorial	Practical/ Practice		
Security Analysis &	4	3	1	0	NIL	NIL

Portfolio Management						
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Learning Objectives:

To familiarize students with the essential concepts and fundamentals of financial investments. The course will enable them to understand and make informed choice about the various available financial investment alternatives.

Learning Outcomes:

After completion of the course, learners will be able to:

1. Understand the fundamentals of financial investments and the investment decision process.
2. Able to compute various measures of risk and return, and understand their role for evaluating investments.
3. Understand and carry out security analysis using different approaches.
4. Learn basic approaches to valuation of securities and carry out portfolio analysis.

UNIT–I: Investments – An Overview**(9 Hours)**

Concept of Investment, Financial Investment Vs. Real Investment, Investment Vs. Speculation, Objectives or Features of Investment, Risk Return Trade Off, Investment Environment – Overview of Securities Market and Different Types of Financial Investment. Investment Decision Process, Direct Investing Vs. Indirect Investing, Approaches to Investing – Active Vs. Passive. Diversification, Hedging and Arbitrage.

Unit—II: Risk – Return Analysis**(12 Hours)**

Concepts of Return and Risk, Types of Return - their Calculation & Utility: Absolute Return, Average Return, Expected Return, Portfolio Return, Holding Period Return, Effective Annualized Return, Risk-Adjusted Return. Causes (or Sources) and Types of Risk – Systematic and Unsystematic Risk, Components of Systematic and Unsystematic Risk, Calculation of Total, Systematic and Unsystematic Risk. Impact of Taxes and Inflation on Investment – Computation of Post Tax and Real Returns.

Unit—III: Security Analysis**(12 Hours)**

Approaches to Security Analysis – Fundamental Analysis, Technical Analysis, and Efficient Market Hypothesis (EMH). Fundamental Analysis – EIC Framework, Economic Analysis, Industry Analysis, and Company Analysis. Technical Analysis – Basic Tenets of Technical Analysis, Tool of Technical Analysis – Charts, and Technical Indicators, Limitations of Technical Analysis. Difference between Fundamental Analysis and Technical Analysis. Efficient Market Theory (EMH) – Concept, Forms of Market Efficiency, Weak Form Hypothesis, Semi Strong Form, and Strong Form of Market Efficiency. Implications of EMH.

Unit—IV: Fundamentals of Valuation and Portfolio Analysis (12 Hours)

Valuation of Equity Shares – Peculiar features of Equity Shares, Dividend Discount Model, Earning Multiplier or Price-Earnings (P/E) Model, and Capital Asset Pricing Model (CAPM). Valuation of Fixed Income Securities – Bond Fundamentals, Types of Bonds, Bond Valuation. Portfolio Analysis – Portfolio Management Process, Portfolio Analysis – Markowitz Model, Portfolio Risk, Portfolio Return.

Essential/recommended readings

1. Tripathi, V. *Security Analysis and Portfolio Management*. Taxmann Publications.
2. Chandra, P. *Investment Analysis and Portfolio Management*. McGraw Hill Education.

Suggestive readings

1. Rustagi, R.P. *Investment Management*. Sultan Chand Publications.
2. Reilly, F. K. & Brown, K. C. *Analysis of Investments and Management of Portfolios*. Cengage India Pvt. Ltd.

DISCIPLINE SPECIFIC ELECTIVE COURSE – 8 MARKETING & PERSONAL SELLING

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
MARKETING & PERSONAL SELLING	4	3	1	0	NIL	NIL

Learning Objectives:

The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing and to familiarize the students with the fundamentals of personal selling and the selling process.

Learning outcomes:

By studying this course, the students will be able to:

1. Understand the concept of marketing and related disciplines.
2. An in-depth understanding of various elements of marketing mix for effective functioning of an organization.
3. Learning some of the tools and techniques of marketing with focus on Indian experiences, approaches and cases.

Unit 1: Introduction (12 hours)

Marketing: Definition, nature, scope & importance, Evolution of Marketing Concept, Marketing Mix, Marketing Environment: Internal, External (Micro & Macro Environment), Understanding of Consumer Behavior, Purchase decision Process and influences, Marketing management process- a strategic perspective, Market Segmentation, Targeting and Positioning (STP): Segmentation Concept, Importance and Bases, Targeting Concept, Importance and Bases; Market Selection, Brand Positioning concept, importance and bases; Repositioning Concept.

Unit 2: Marketing Mix: Price & Product (9 hours)

Product: Meaning, Importance, Product Mix, Product Classification, New Product development, Levels of Product, Product Life Cycle (PLC), Branding, Packaging and Labelling, After Sales Services.

Price: Significance, Importance, Factors affecting price of a product; Methods of Pricing, Pricing Policies and Strategies.

Unit 3: Marketing Mix: Promotion & Distribution Channels (12 hours)

Distribution: Concept, Importance, Different types of distribution channels etc., Wholesaling and retailing: Factors affecting choice of distribution channel, Distribution logistics and major logistics decisions.

Promotion: Nature and importance of promotion; Promotion Tools: Advertising, Personal Selling, Public Relations & Sales Promotion, Promotion tools and their effectiveness, determining optimal promotion mix.

Unit 4: Personal Selling

(12 hours)

Introduction to Personal Selling: Nature and importance of personal selling. Difference between Personal Selling Salesmanship and Sales Management, Myths of selling, Relationship Marketing and Role of Personal Selling. Characteristics of a good salesman. Types of selling situations. Types of salespersons; Career opportunities in selling, Measures for making selling an attractive career.

Theories of Selling: Traditional and Modern, AIDAS Model of Selling Problem Solving Approach, Right Set of Circumstances Theory and Modern Sales Approaches.

Selling Process: Prospecting and qualifying, Pre-approach, Presentation and demonstration, handling of objections and complaints; Closing the sales; Customer Relations, Follow-up and Dealing customer concerns and complaints.

Essential/recommended readings:

1. Kotler, Philip; Keller, Kevin Lane; Koshy, Abraham, and Mithileshwar Jha (2019) “*Marketing Management: A South Asian Perspective*”, Pearson Education.
2. Chhabra, T.N., (2021) *Principles of Marketing*, Sun India Publication.

Suggestive readings:

1. Armstrong, Gary, and Kotler, Philip (2017) *The Essentials of Marketing*, Pearson Education, New Delhi.
2. McCarthy, E. Jerome., and William D. Perreault, *Basic Marketing*, Richard D. Irwin.