

OPEN ELECTIVES (FINANCE)

PAPER 1: RURAL BANKING AND FINANCIAL INCLUSION

No of Credits: 4

Marks: 100

Module 1: Introduction to rural banking: Demographic features-Economic features-Rural poverty-main causes and methods of measuring rural poverty-Rural Infrastructure-Rural Development Policy-Govt. policies and programmes-Economic Reforms and its impact on rural economy

Module 2 : Financing Rural Development: Functions and policies of RBI and NABARD ;Rural Credit Institutions-Role and functions -Role of Information and Communication Technologies in rural banking- Regulation of Rural Financial Services;

Module 3: Financial inclusion: Concept and its role in inclusive growth- Micro credit, micro insurance scheme - Business Facilitators and Business Correspondents in rural financing-SHGs/NGOs, linkages with banking, latest guidelines of GOI and RBI

Module 4: Priority Sector Financing and Govt. initiatives: Components of priority sector RBI Guidelines; Government initiatives: Poverty alleviation programmes/Employment programmes/Production oriented programmes-Rural housing and Urban housing schemes under priority sector-Educational loans

Module 5: Problems and prospects of Rural Banking: Problems of rural branches of commercial banks and regional rural banks-emerging trends in rural banking-financing poor as bankable opportunity.

Suggested Books:

1. Vasantha Desai, Indian Banking-Nature and Problems, Himalaya Publishing House, Mumbai
2. Khan, M.Y., Indian Financial System, Tata McGraw Hill Publishing Company Ltd., New Delhi
3. Pai Panandikar & NC Mehra, Rural Banking, National Institute of Bank Management, Pune
4. Guruswamy, S., Banking in the New Millenium, New Century Publications, New Delhi
5. Uppal RK, & Rimpi Kaur, Banking Sector Reforms in India, New Century Publications, New Delhi

6. Indian Institute of Banking & Finance, Rural Banking, Mumbai
7. Uppal RK & Pooja, Transformation in Indian Banks-Search for better tomorrow, Sarup Book Publisher Private Ltd., New Delhi
8. Shyam Ji Mehrotra, New Dimensions of Bank Management, Skylark Publications, New Delhi

PAPER 2: E-BANKING

No of Credits: 4

Marks: 100

Module 1: Introduction to E-Banking-Impact of Information Technology on Banking Changing, Financial Environment and IT as a strategic response Hardware and Software.

Module 2: Applications in Banking-Centralized Banking System/Core Banking System/System Administration, Database Administration, Application Server and Application Administration, Network Administration, Domains, Data Downloads/Uploads, Band widths, Data Centre, Data Storage Devices, Data Backups/Restoration;

Module 3: Delivery Channels-ATM, EFTPOS, Phone Banking, Internet Banking, SMS Banking, Mobile Banking, Credit/Debit Cards, Smart Cards E-Commerce-Secure Electronic Transfer(SET), Payment Gateways (Credit card/Debit cards), Authentication of payments, etc.

Module 4: Security, Controls and Guidelines- Threats to Information System: i)Physical (Insiders/outside) ii) Viruses, Worms, Trojan horse, Malwares, Software bombs, Phishing, Spoofing, Spamming, denial of service attacks, etc., Information System Security Measures, policy, controls

Module 5: Basel guidelines for E-Banking, various RBI Committee Reports on Information Systems.

Suggested Books:

1. C.S. Rayudu, E-Business, Himalaya Publishing House.
2. Bhushan Dewan, E-Commerce.
3. Mahmood Shaw and Steve Clark, E – Banking Management, Issues, Solutions and Strategies

PAPER 3: MANAGEMENT ACCOUNTING

No. Of Credits-4

Maximum Marks: 100

Objectives

The objective of the course is to familiarize the students with the basic management accounting concepts and their applications in managerial decision making.

Module 1

Management Accounting: Nature and Scope, Financial Accounting, Cost Accounting and Management Accounting, Advantages and Limitations of Management Accounting, Role of Management Accountant.

Module 2

Financial Analysis: Financial Statements and their Limitations, Concepts of Financial Analysis, Tools of Financial Analysis: Comparative Financial Statements, Common Size Financial Statements, Trend Percentages, Ratio Analysis, Fund Flow and Cash Flow Analysis.

Module 3

Budgets and Budgetary Control: Concept of Budgets and Budgetary Control, Advantages and Limitations of Budgetary Control, Establishing a System of Budgetary Control, Preparation of Different Budgets, Fixed and Flexible Budgeting, Performance Budgeting and Zero Base Budgeting, Concept of Responsibility Accounting – Types of Responsibility Centres.

Module 4

Marginal Costing and Profit Planning: Marginal Costing Differentiated from Absorption Costing, Direct Costing, Differential Costing, Key Factor, Break-even Analysis, Margin of Safety, Cost-Volume-Profit Relationship and Applications of Marginal Costing.

Module 5

Decisions Involving Alternative Choices: Concept of Relevant Costs, Steps in Decision Making, Decisions regarding Determination of Sales Mix, Exploring new Markets, Discontinuance of a Product Line, Make or Buy, Equipment Replacement, Change Versus Status Quo, Expand or Contract and Shut-down or continue.

Reference Books:

1. Maheshwari, S.N.; *Advanced Cost Accounting and Cost Systems*, Shree Mahavir Book Depot, 2003 Second Edition.

2.Horngren, Charles; *Introduction to Management Accounting*, Prentice Hall of India, 1999 Eleventh Edition.

PAPER 4-FINANCIAL SERVICES

No. Of Credits-4

Maximum Marks: 100

Objectives: to introduce students to fund-based financial services provided by financial companies, their salient features and importance, and their present position in the Indian financial sector.

Module 1

Mutual Funds Meaning and importance of Financial Services; Meaning, Nature and organization of a mutual fund, types of schemes, valuation of units, advantages of investing in a mutual fund; Mutual Funds in India – growth, performance, problems, prospects, regulatory framework

Module 2

Hire Purchase Finance & Housing Finance Hire Purchase Finance - meaning, concepts of hire purchase finance, installment credit and consumer credit; sources of finance in India Housing Finance – need, nature of housing finance, fixed and floating rate home loans; sources of housing finance in India, growth of housing finance in India; Role of National Housing Bank; concept of mortgage and reverse mortgage; housing loans and mortgage loans, types of mortgage loans

Module 3

Factoring & Forfaiting Factoring - meaning, mechanism, types of factoring agreements; advantages and disadvantages of factoring; factoring v/s bill discounting; factoring in India Forfaiting - meaning, mechanism; factoring v/s forfaiting

Module 4

Lease Finance - Meaning, definition and types of lease agreements; advantages and disadvantages from the point of view of lessor and lessee; purchase v/s leasing, borrowing v/s leasing; lease finance in India

Module 5: Venture Capital Finance – meaning, importance/need, scope of venture capital finance; venture capital v/s angel investors; Venture capital in India

Reference books:

Agarwal O. P. (2005): Environment and Management of Financial Services, Mumbai, Himalaya

Batra G. S. (1999): Financial Services: New Innovations, New Delhi,

Deep & Deep Bhole L. M. & Mahakud J. (2009): Financial Institutions and Markets: Structure, Growth & Innovations, New Delhi, Tata-McGraw Hill, 5e

Khan M. Y. (2004): Financial Services, New Delhi, Tata McGraw-Hill

OPEN ELECTIVES (MARKETING)

PAPER 1: INTEGRATED MARKETING COMMUNICATIONS

No. Of Credits-4

Maximum Marks: 100

Objective: To familiarize the students with the different elements of Integrated marketing communications, so that they can look at marketing communications with a holistic approach. The course is designed to enable the students to learn the basics of marketing communications.

UNIT I - Integrated Marketing Communication (IMC): Marketing Communication, Objectives of Marketing Communication, Factors contributing to IMC, Participants in IMC, IMC Promotion Mix, IMC Management & Planning Model, Challenges in IMC

UNIT II - Advertising Management: Meaning, Nature and Scope of Advertising, Advertising – Classification of advertising, advertising campaigns Process of Advertising, Advertising Agencies – their role, functions, organisation, Remuneration, client agency relationship

UNIT III - Message Design-The Creative concept development; the creative processes of the different forms of IMC; AIDA model Considerations for creative idea Visualization. Creative planning, creative strategy development

UNIT IV - Media Management - Media Types and their characteristics; Setting Media objectives; Considering key media concepts; Media planning; Media Strategy; Media buying; Cross media concept; and media research.

UNIT V - Emerging Concepts and Issues in Marketing Communications Sponsorship:, Corporate Communication, Public Relations – Types of PR, Publicity – Types of Publicity, Personal Selling, Direct marketing and direct response methods, Event Management

REFERENCES -

1. Siraj M Joseph & Rahtz Don R : Integrated Marketing Communication – A Strategic Approach, Cengage Learning
2. Kenneth Clow & Donald Baack : Integrated Advertising, Promotion, and Marketing Communications, Pearson Education, Limited
3. Borden & Marshall : Advertising Management; MV Taraporevala Sons' Co Pvt. Ltd, Richard D Irwin Inc. Homewood, Illinois.
4. Chunawala & Sethia : Foundations of Advertising Theory & Practice; Himalaya Publishing House
5. Copley Paul : Marketing Communications Management Concepts & theories, Cases and Practices; Butterworth- Heinemann Publication
6. Duncon : Integrated Marketing Communications, Tata McGraw Hills

PAPER 2: RETAIL MANAGEMENT

No. Of Credits-4

Maximum Marks: 100

OBJECTIVE - The objective is to enable students to acquire skills in Retailing, Retail consumer behavior, Retail operation and Impact of IT on retail sector.

Unit 1: INTRODUCTION TO RETAILING. Definition – functions of retailing - types of retailing – forms of retailing based on ownership. Retail theories – Wheel of Retailing – Retail life cycle. Retailing in India – Influencing factors – present Indian retail scenario.

Unit 2: RETAIL CONSUMER BEHAVIOUR. Buying decision process and its implication to retailing – influence of group and individual factors. Customer shopping behaviour - Customer Service satisfaction. Retail planning process

Unit 3 : RETAIL OPERATIONS. Choice of Store location – Influencing Factors, Market area analysis – Trade area analysis – Rating Plan method - Site evaluation. Retail Operations: Store Layout and visual merchandising – Store designing – Space planning, Retail Operations - Inventory management – Merchandise Management – Category Management.

Unit 4: RETAIL MARKETING MIX. Retail marketing mix –Introduction. Product – Decisions related to selection of goods (Merchandise Management revisited) –Decisions related to delivery of service. Pricing – Influencing factors – approaches to pricing – price sensitivity - Value pricing – Markdown pricing. Place – Supply channel – SCM principles – Retail logistics – computerized replenishment system – corporate replenishment policies. Promotion – Setting objectives – communication effects.

Unit 5: IMPACT OF IT IN RETAILING 10 Hrs. Non store retailing (E tailing) The impact of Information Technology in retailing - Integrated systems and networking – EDI – Bar coding – Electronic article surveillance – Electronic shelf labels – customer database management system.

BOOKS FOR REFERENCE

1. Barry Bermans and Joel Evans, "Retail Management – A Strategic Approach", 8th edition, PHI Private Limited, New Delhi, 2002.
2. Suja Nair: Retail Management, HPH.
3. A.J. Lamba, "The Art of Retailing", 1st edition, Tata Mc GrawHill, New Delhi, 2003.
4. SwapnaPradhan, Retailing Management, 2/e, 2007 & 2008, TMH
5. K. Venkatramana, Retail Management, SHBP.
6. A. Siva Kumar; Retail Marketing, Excel Books.
7. James R. Ogden & Denise T. Ogden, Integrated Retail Management 2007, Biztantra
8. R.S. Tiwari : Retail Management , HPH

PAPER 3: SERVICES MANAGEMENT

No. Of Credits-4

Maximum Marks: 100

OBJECTIVE

The objective is to familiarize the students with different services and prepare them with requisite skills to manage services.

Unit 1: INTRODUCTION TO SERVICES MANAGEMENT Meaning of Services – Concepts - Characteristics of Services – Classification of Services – Growth of Service Sector.

Unit 2: SERVICES MARKETING

Meaning – Differences between Products and Services – Importance of Services Marketing – Marketing Mix for Services – 7 P's (in detail) Managing Demand and Supply in Service Industry. Service Delivery Process: Role of Customer in Service delivery process- Quality issues in Services – GAP Model, Managing moments of Truth

Unit 3: TOURISM AND HOSPITALITY SERVICES

12

Hrs

Introduction – Evolution of Tourism Industry – Concept and Nature of Tourism – Significance of Tourism Industry- Market segmentation in tourism- Marketing mix of Tourism - Recent Trends in Tourism. Hospitality Services: Types of Hotels –Types of Accommodation – Departments in Hotels – Customer care in Hospitality Industry.

Unit 4: BANKING AND INSURANCE SERVICES

Banking - Introduction – Traditional Services – Modern Services – Recent Trends in Banking Services.

Insurance - Introduction – Meaning and Definition of Insurance – Types of Insurance – Life Insurance – Products of Life Insurance – General Insurance – Types of General Insurance – Insurance Agents and other Intermediaries

Unit 5: HEALTHCARE AND INFORMATION TECHNOLOGY ENABLED SERVICES (ITES)

Hospitals – Evolution of Hospital Industry – Nature of Service – Risk involved in Healthcare Services – marketing of medical services – Hospital extension services – Pharmacy, nursing – Medical Transcription. ITES: Introduction – Growth, Types, Job opportunities in ITES.

SKILL DEVELOPMENT

- Prepare a chart on conditions to be complied for Star Hotel Status.
- Procure any two insurance policies (Xerox) and paste them in the record.
- Visit and Travel and Tour agencies and prepare organization chart.
- Interact with tourist operators and identify the areas of tourism management.

- Prepare a chart showing customer service rendered by at least two MF. (Preferably a comparative chart)
- Procedures of Railway ticket booking with specimen of reservation/cancellation slip.
- Procedure for Air ticket booking both domestic and International.

BOOKS FOR REFERENCE

1. S.M. Jha: Services Marketing HPH
2. Dr. Shajahan. S; Service Marketing (Concept, Practices & Cases); Himalaya Publishing House; Mumbai; First Edition 2001.
3. Sunil B Rao – Service Management , VBH.
4. Shanker, Ravi; Services Marketing – the Indian Perspective; Excel Books, New Delhi; First Edition;2002
5. Dutta : Service Management, I.K. International
6. Cengiz Hakseveretal – „Service Management and Operations“; Pearson Education.
7. K. Venkataramana, Service Management, SHBP

PAPER 4: E-COMMERCE

No. Of Credits-4

Maximum Marks: 100

Objectives: The basic purpose of this paper is to familiarize the students with the preliminary aspects of e-commerce. So that they may have an overall views while applying the concept of this subject.

UNIT-I- E-Commerce: Introduction, meaning and concept; Needs and advantages of e-commerce; Electronic commerce vs Traditional commerce; Challenges of e-commerce.

UNIT-II- Internet: Concept & evaluation, Features of Internet: email, WWW, ftp, telnet, newsgroup & video conferencing; Intranet & Extranet, ISDN, TCP/IP, Limitation of internet, Hardware & software requirement of Internet.

UNIT-III -Electronic Payment Systems: E-Cash, e-cheque, credit cards, debit cards, smart cards; E-Banking, Manufacturing information systems; Financial information systems; Human resource information system.

UNIT-IV- E-Marketing: Business to Business (B2B), Business to customer (B2C) e-commerce; Online Sales force, On line Service and Support; EDI: Functions & components.

UNIT-V- Legal Aspects of e-commerce, Security issues of e-commerce: Firewall, E-locking, Encryption; Cyber laws – aims and salient provisions; Cyber laws in India and their limitations.

References:

1. Agarwala , K.N. and D. Agarwala Business on the Net : What's and How's of E-Commerce , McMillan
2. Frontiers of E-Commerce Ravi Kalkota , Tata Mc Graw Hill
3. O,Brien J. Management Information System, Tata Mc Graw Hill
4. Young , Margret Levine The complete reference to Internet, TMH

OPEN ELECTIVES – HRM

PAPER 1: LEADERSHIP STYLES

No. Of Credits-4

Maximum Marks: 100

Objective: To bring awareness of leadership as a process and provide overview of leadership qualities and processes leading to their development

Module – I Meaning Definition, Significance and essence, classification of leadership, positive & negative leaders

Module – II Functions of a leaders, qualities of a leader. Difference between Leaders and Managers, Nature of Leadership, Importance of Leadership, formal and informal leadership, Leadership styles & their implication

Module – III Patterns of leadership styles, Autocratic or Authoritarian, Leadership consultative participative democratic or Group centered leadership Laissez faire or free-rein, leadership, Bureaucratic or Rules-centered, leadership, manipulative leadership.

Module – IV Theories of Leadership Rensis Likert's system and fielder's contingency Theory, Managerial grid.

Module – V Trait-oriented approaches situational Theory, Behavioral Theory, Functional approach, path-goal approach, great man theory of leadership, continuum of leadership behaviour.

Suggested Books:

1. Personnel Management -Subburao – Himalaya publisher
2. Personnel Management-C.B. Memoria

PAPER 2: PERFORMANCE MANAGEMENT

No. Of Credits-4

Maximum Marks: 100

Objective: To give students complete exposure to all aspects of performance appraisal.

Module – I Meaning, Definition, objectives of Appraisal Need, Purpose, content, mechanism of performance appraisal.

Module – II Methods of performance Appraisal, Traditional –Straight Ranking method, man to man comparison method, Grading, graphic Rating Scale, forced choice description method, forced Distribution method, check list, Free form essay method, critical incidents, Group appraisal method, Field review method.

Module – III Assessment Centre, Appraisal by Results or Management by Objectives (MBO) Human Asset Accounting method 360 degree feed back system Multi rater Assessment & Feed Back system (MAFS) BARS.

Module – IV Designing performance appraisal, Key Business process, Competitive Advantage, role clarity, accountability effectiveness, increasing self awareness & understanding self appraisal

Module – V Performance Appraisal Process: Identifying Key Result Areas, Key performance Areas SMART Goals, Focus and priority matrix, preparing performance plan.

Reference Books:

- 1) Performance Appraisal by T.V. Rao. Excel Books.
- 2) Human Resource Management by C. B. Gupta.
- 3) Performance Appraisal and Compensation Management:- Goel

PAPER 3: EMPLOYEE RELATIONS MANAGEMENT

No. Of Credits-4

Maximum Marks: 100

Objective: The purpose of this course is to understanding of the various facts of Industrial Relations.

Module – I Meaning & Definitions, Importance, content of Industrial Relations, Objectives of Industrial Relations, Participants variables in Industrial Relations, Aspects of Industrial Relations, Industrial Relations programme, scope of Industrial Relations work, Functional Requirements of successful Industrial Relations, Programme,

Module – II Industrial Disputes: Introduction, forms of Disputes , Types of Disputes, causes of Industrial Disputes, procedure for the settlement of industrial disputes, Government & Industrial Relations, organs of Industrial peace, Tripartite Machinery, code of discipline, voluntary arbitration, grievance Redressal Procedure.

Module – III Trade Unions : Principles of Trade unionism, why do workers, join a trade union objectives and function of trade union, Achieving of TU objectives, growth of Trade union movement, Factors affecting growth of Trade union, Features, & weakness of Trade unions, essentials of successful Trade union,

Module – IV PARTICIPATIVE MANAGEMENT: Meaning & objectives of the concept, Growth of concept forms of participation, objectives of workers participations in management, levels of participation, Development and Evaluation of the scheme, forms of participation in India, Causes of failure of joint management council.

Module – V COLLECTIVE BARGAINING: Origin & meaning , Main Features of collective bargaining, necessity & importance of collective bargaining , Principles of Collective Bargaining, Content & Coverage of collective bargaining, process of negotiations contract administration.

Suggested Books:

- 1) Industrial Relationship – by Subbarao Himalaya Publisher
- 2) Labour & Industrial Laws – Central Law Publications Allahabad.

PAPER 4: MANAGEMENT OF TRAINING & DEVELOPMENT

No. Of Credits-4

Maximum Marks: 100

Objective: To create the awareness among the students about the concepts of training and development.

Module – I Meaning & Definition Need for Training Importance of Training, Objectives of Training, Responsibility for training,

Module – II Steps in Training Programmes, Training Policy, Training courses, support material for training, Training period, Training for Different employees, principles of learning

Module – III Training methods A) On the Job Training, vestibule Training, Training by Experience workman, training by Supervisors, Demonstrations & examples, simulation, Apprenticeship case studies. B) Off the Job Training : Lecturers, Conference method, Seminar or Team Discussion, Case Studies, (learning by doing) (Teaching by the machine method) Role playing, programmed Instruction, T-Group training, Audio-visual aids.

Module – IV Development: Meaning & Definition, Importance of Development management development, importance and need, Management Development concepts, Purpose & objectives of Development, Stages in development programme, Components of development programme, factors inhibiting Development.

Module - V Development Methods, coaching counselling, multiple management Syndicate, Incident process, Management, In-Basket, sensitivity Training. Job rotation, Special Projects, Committee assignments conference, Management games.

Suggested Books

- 1) Human Resource Management by P.Subba Rao, VSP, Rao; Konark Publishing Houses, Mumbai.
- 2) Managing Human Resource by Subas Gurg & S C Jain, Arihant Publications, Jaipur.
- 3) HRM by Ian Beardwell & LenHoldmen, Mac Millan Publisher.