

UNIVERSITY OF MADRAS
INSTITUTE OF DISTANCE EDUCATION
BCOM – BANK MANAGEMENT
Under Choice Based Credit System
(With effect from the academic year 2018 – 2019)

SCHEME OF EXAMINATION

SEMESTER I		SUBJECTS	CREDIT	Max Marks		TOTAL
COURSE COMPONENT				INT	EXT	
Part I	Paper-I			Tamil or other language	3	
Part II	Paper-I	English	3	25	75	100
Part III	Core Paper-I	Financial Accounting	4	25	75	100
	Core Paper-II	Business Laws	4	25	75	100
	Allied Paper- I	Business Economics	3	25	75	100

SEMESTER II		SUBJECTS	CREDIT	Max Marks		TOTAL
COURSE COMPONENT				INT	EXT	
Part I	Paper-II			Tamil or other language	3	
Part II	Paper-II	English	3	25	75	100
Part III	Core Paper-III	Advanced Financial Accounting	4	25	75	100
	Core Paper-IV	Corporate Laws	4	25	75	100
	Allied Paper-II	Indian Economy – Problems and Issues	3	25	75	100

SEMESTER III		SUBJECTS	CREDIT	Max Marks		TOTAL
COURSE COMPONENT				INT	EXT	
Part III	Core Paper-V			Corporate Accounting - I	4	
	Core Paper-VI	Business Communication	4	25	75	100
	Core Paper-VII	Banking Theory, Law & Practice	4	25	75	100
	Allied Paper-III	Business Statistics & Operation Research I	3	25	75	100
Part IV	NME-I	Indian Constitution	2	25	75	100

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SEMESTER IV		SUBJECTS	CREDIT	Max Marks		TOTAL
COURSE COMPONENT				INT	EXT	
Part III	Core Paper-VIII	Corporate Accounting – II	4	25	75	100
	Core Paper-IX	Practical Auditing	4	25	75	100
	Core Paper-X	Business Taxation	4	25	75	100
	Core Elective-I	Business Statistics & Operation Research II	3	25	75	100
Part IV	NME-II	Basics of Psychology	2	25	75	100

SEMESTER V		SUBJECTS	CREDIT	Max Marks		TOTAL
COURSE COMPONENT				INT	EXT	
Part III	Core Paper-XI	Credit Management	4	25	75	100
	Core Paper-XII	Financial Management	4	25	75	100
	Core Paper-XIII	Marketing of Banking Services	4	25	75	100
	Core Elective-II	Treasury Management	3	25	75	100
Part IV		Environmental Studies	2	25	75	100

SEMESTER VI		SUBJECTS	CREDIT	Max Marks		TOTAL
COURSE COMPONENT				INT	EXT	
Part III	Core Paper-XIV	Management Accounting	4	25	75	100
	Core Paper-XV	International Banking	4	25	75	100
	Core Paper-XVI	Customer Relationship Management (CRM)	4	25	75	100
	Core Elective-III	Merchant Banking	3	25	75	100
Part IV		Value Education	2	25	75	100

CREDIT DISTRIBUTION

Course component		No. of paper x Credit(s)	Total	
Part I	Language Paper(2)	2x3	06	
Part II	English(2)	2x3	06	
Part III	Core paper(16)	16x4	64	
	Allied(3)	3x3	09	
Part IV	Elective(3),	3x3	09	
	NME(2),EVS(1),VE(1)	4x2	08	102

BCOM (Bank Management)
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SYLLABUS

SEMESTER I

CORE PAPER I – FINANCIAL ACCOUNTING

UNIT I

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

UNIT II

Preparation of Receipt and Payments Accounts – Income and Expenditure Account and Balance Sheet of Non Trading Organizations.

UNIT III

Account Current – Average Due Date – Sale or Return Account.

UNIT IV

Depreciation – Meaning, Causes, Types – Straight-Line Method – Written Down Value Method – Insurance Claims – Average Clause (Loss of Stock only).

UNIT V

Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method.

REFERENCE BOOKS

1. R.L. Gupta & V.K Gupta – Advanced Accounting
2. T.S. Reddy & A.Murthy – Financial Account
3. Shukla & Grewal – Advanced Accounting
4. Jain & Narang – Financial Accounting
5. P.C.Tulsian – Financial Accounting
6. S.Parthasarathy & A.Jaffarulla – Financial Accounting
7. R.L Gupta & Radhaswamy – Advanced Accounting – Volume I

CORE PAPER II - BUSINESS LAWS

UNIT I: Formation of Contract

Indian Contract Act - Formation - Nature and Elements of Contract - Classification of Contracts - Contract Vs Agreement.

UNIT II: Offer, Acceptance and Consideration

Offer - Definition - Forms of Offer - Requirements of a Valid Offer. Acceptance - Meaning - Legal rules as to a Valid Acceptance. Consideration - Definition - Types - Essentials.

UNIT III: Other Elements of Valid Contract

Capacity of Parties - Definition - Persons Competent to contract. Free consent - Coercion - Undue Influence - Fraud - Misrepresentation - Mistake. Legality of object - Void agreements - Unlawful Agreements.

UNIT IV: Performance of contract

Performance of Contracts - Actual Performance - Attempted Performance - Tender. Quasi Contract - Definition and Essentials. Discharge of Contract - Modes of Discharge - Breach of Contract - Remedies available for Breach of Contract.

UNIT V: Sale of Goods Act

Sale - Contract of Sale - Sale Vs Agreement to Sell - Meaning of Goods - Conditions and Warranty - Caveat Emptor - Exceptions of Caveat Emptor - Buyer and Seller of Goods - Unpaid Seller - Definition - Rights of an Unpaid Seller.

SUGGESTED READINGS:

1. Kapoor, N.D. Business Laws, Sultan Chand and Sons.
2. Sreenivasan, M.R. Business Laws, Margam Publications.
3. Dhandapani, M.V. Business Laws, Sultan Chand and Sons.
4. Badre Alam, S. & Saravanel, P. Mercantile Law
5. Pillai, R.S.N. & Chand, S, Business Law, S Chand & Co, Delhi
6. Ramaswamy, K.N., Business Law, S Chand & Co, Delhi
7. Shukla, M.C, Business Law, S. Chand & Co.
8. Balachandran. V & Thothadri.S, Business Law, Vijay Nicole Imprints Pvt. Ltd. Chennai

ALLIED PAPER I - BUSINESS ECONOMICS

UNIT I

Introduction to Economics – Wealth, Welfare and Scarcity Views on Economics – Positive and Normative Economics -Definition – Scope and Importance of Business Economics

Concepts: Production Possibility frontiers – Opportunity Cost – Accounting Profit and Economic Profit – Incremental and Marginal Concepts – Time and Discounting Principles – Concept of Efficiency

UNIT II

Demand and Supply Functions - Meaning of Demand – Determinants and Distinctions of demand – Law of Demand – Elasticity of Demand – Demand Forecasting – Supply concept and Equilibrium

UNIT III

Consumer Behaviour: Law of Diminishing Marginal utility – Equimarginal Utility – Indifference Curve – Definition, Properties and equilibrium

UNIT IV

Production: Law of Variable Proportion – Laws of Returns to Scale – Producer's equilibrium – Economies of Scale - Cost Classification – Break Even Analysis

UNIT V

Product Pricing: Price and Output Determination under Perfect Competition, Monopoly – Discrimination monopoly – Monopolistic Competition – Oligopoly – Pricing objectives and Methods

RECOMMENDED TEXTS:

1. S.Shankaran, Business Economics - Margham Publications - Ch -17
2. P.L. Mehta, Managerial Economics – Analysis Problems & Cases - Sultan Chand & Sons - New Delhi – 02.
3. Francis Cherunilam, Business Environment - Himalaya Publishing House -Mumbai – 04.
4. Peter Mitchelson and Andrew Mann, Economics for Business - Thomas Nelson Australia - Can -004603454.
5. C.M.Chaudhary, Business Economics - RBSA Publishers - Jaipur - 03.
6. H.L. Ahuja, Business Economics – Micro & Macro - Sultan Chand & Sons - New Delhi – 55.

SEMESTER II

CORE PAPER III: ADVANCED FINANCIAL ACCOUNTING

UNIT I

Branch accounts – Dependent Branches – Stock & Debtors System

UNIT II

Departmental Accounts – Basis for allocation of expenses – Interdepartmental transfer at cost or selling price – Treatment of expenses which cannot be allocated.

UNIT III

Hire-purchase and Instalment System – Default and Repossession – Instalment Purchase System.

UNIT IV

Partnership Accounts – Admission of a Partner – Retirement of a Partner – Death of a Partner.

UNIT V

Dissolution of partnership – Insolvency of a partner (application of Indian Partnership Act, 1932) – Insolvency of all partners – Gradual realization of asset and Piece – meal distribution.

REFERENCE BOOKS:

1. R.K Gupta – Financial Accounting.
2. T.S. Reddy & A.Murthy – Financial Accounting
3. Jain & Naran – Financial Accounting
4. R.K. Gupta & Redhaswamy – Advanced Accounting
5. S.N. Maheswari – Financial Accounting
6. T.S. Shukla & Grewal – Advanced Accounting
7. S.Parthasarathy, & A.Jaffarulla – Financial Accounting.

CORE PAPER IV – CORPORATE LAWS

UNIT I: Joint Stock Company

Meaning - Kinds of Companies (Special Provisions with respect to Private Company, Public Company, One Person Company, Small Company, Dormant Company) - Formation - Memorandum of Association - Contents - Restriction on “Other Objects” - Doctrine of Ultra Vires - Articles of Association - Contents - Prospectus - Contents - Types (Statement in Lieu of Prospectus, shelf Prospectus, Red Herring Prospectus) – Underwriting – Book Building Process - Green Shoe Option - E-Filing - Dematerialization.

UNIT II: Share Capital and Debentures

Meaning of Shares - Kinds of Shares - Voting rights - Issue of shares at a Premium and Discount - Partly paid shares - Bonus Shares - Rights shares - Sweat Equity Shares. Debentures - Meaning - Types.

UNIT III: Managerial Personnel

Directors - Women Directors - Independent Directors - Director Identification Number - Other Key Managerial Personnel - Related Party Transactions.

UNIT IV: Meetings and Resolutions

Meeting - Statutory Meeting - Annual General Meeting - Extraordinary General Meeting - Notice of Meeting - Quorum - Proxy - Board of Directors Meeting - Committee - Types of Committee - Audit Committee - Stake Holders Relationship Committee - Corporate Social Responsibility Committee. Resolutions - Ordinary Resolution - Special Resolution - Resolution requiring special notice.

UNIT V: Winding up of Company

Modes of Winding up - Winding up by the Court - Voluntary Winding up - Types - Members Voluntary Winding up - Creditors Voluntary Winding up. National Company Law Appellate Tribunal.

SUGGESTED READINGS

1. Kapoor, N.D., Business Laws, Sulthan Chand and Sons, New Delhi.
2. Sreenivasan, M.R. Business Laws, Margam Publications, Chennai.
3. Dhandapani, M.V. Business Laws, Sultan Chand and Sons, New Delhi.
4. Avatar Singh, Company Law, Eastern Book Company
5. Shukla, M.C. & Gulshan, S.S., Principles of Company Law
6. Badri Alam, S & Saravanavel, Company Law, Himalaya Publications
7. Gogna, P.P.S., Text Book of Company Law, S. Chand & Co.
8. Gaffor & Thothadri, Company Law, Vijay Nicole Imprints Pvt. Ltd. Chennai

ALLIED – II INDIAN ECONOMY – PROBLEMS AND ISSUES

UNIT I

Economic growth and Economic Development, Features of a developing Economy – Indicators of Economic Development.- National Income – Trends – Structural changes – Regional Development Disparities - Public Finance: Fiscal policy – Components, fiscal policy in the liberated era.

UNIT II

Major problems of Indian Economy – Poverty and Inequality – Unemployment – Population - India's planned economy – Objectives strategies – Financing , Achievements and failures - Infrastructure for Development – Transport, Communication, Power, Irrigation, Social infrastructure – Education , Primary health.

UNIT III

Agriculture – Contribution to economic development, green revolution, agriculture productivity; land reforms; sources of farm credit;- Food subsidy and Security- Public distribution system.

UNIT IV

Industry – Role of industries in economic development; - Industrial development under the planning regime. New economic policy 1991. Role of public sector and restructuring the public sector. Role of small scale industries in economic development.

UNIT V

Foreign Trade: Composition, direction, and EXIM policy- Information technology (IT) Industry- Information technology and knowledge Economy – Growth and present state of IT industry in India – Future prospects of IT industry.

REFERENCE BOOKS

1. Indian Economy – I.C. Dingra
2. Indian Economy – S.Shankaran
3. Indian Economy – Ruddar Datt and K.P.M. Sundharam
4. Indian Economy – Problem of Development and Planning, A.N. Agarwal.

SEMESTER III

CORE PAPER V - CORPORATE ACCOUNTING – I

UNIT I

Issue of Shares and Debentures – various kinds – Forfeiture – Re-issue – Underwriting of Shares and Debentures.

UNIT II

Redemption of Preference Shares and Debentures – Purchase of Business – Profits prior to Incorporation.

UNIT III

Preparation of Company Final Accounts – Company Balance Sheet preparation – Computation of Managerial Remuneration.- Schedule III for Financial Statements.

UNIT IV

Valuation of Goodwill and Shares.

UNIT V

Alteration of Share Capital – Internal Reconstruction and Reduction of Capital

REFERENCE BOOKS:

1. R.L.Gupta – Corporate Accounting
2. T.S.Reddy & A.Murthy – Corporate Accounting
3. Shukla & Grewal – Advanced Accounting
4. Jain & Narang – Company Accounts
5. Chakraborty – Advanced Accountancy

CORE PAPER VI: BUSINESS COMMUNICATION

UNIT I

Analysis of business letter - Basic Principles in drafting - Appearance and layout - Letter style.

UNIT II

Various types of business letters - letter of enquiry - quotations - Offers - Orders - Cancellation - Complaints and Settlement.

UNIT III

Circular - Status enquiries - collection Letters - Application for a situation - Letter of recommendation - Reference Letters.

UNIT IV

Company Correspondence - Correspondence with Shareholders - Debenture holders / F.D holders, Government Departments, Statutory Bodies - Office staff, customers and Public and Directors.

UNIT V

Report writing - Format - Report style and language – Report by individuals and committees - Report on meeting - Speeches writing - Role of computers in Business Correspondence.

REFERENCE BOOKS

- 1 *L.Gartside - Modern Business Correspondence*
- 2 Ramesh And Pattnesh - Effective Business English And Correspondence
- 3 Bhal And Nagamiah - Modern Business Correspondence
- 4 Koralahalli - Bussiness Correspondence

CORE PAPER VII: BANKING THEORY, LAW AND PRACTICE

UNIT I

Origin of Banks - Banking Regulation Act 1949 (Definition of Banking, Licensing, opening of Branches, functions of Banks, Inspection) - Role of Banks and Economic Development - Central Banking and role of RBI and their functions.

UNIT II

Commercial Banks - Functions- accepting Deposits - lending of Funds, E-Banking - ATM cards - Debit Cards - Personal Identification Number - Online Enquiry and update facility – Electronic Fund Transfer – Electronic Clearing System.

UNIT III

Opening of an Account, Types of Deposit Account - Types of Customers (Individuals, Firms, Trust and Companies) - Importance of Customer Relations - Customer Grievances, Customer Redressal - Ombudsman.

UNIT IV

Principles of Lending - Types of Borrowings - Pre-cautions to be taken by a Banker.

UNIT V

Negotiable Instruments (Promissory Note, Bill of Exchange, Cheque, Draft) Definitions – Features – Crossings – Endorsement - Material Alteration - Paying Banker - Rights and Duties, Statutory Protection – Dis-honour of Cheques - Role of Collecting Banker.

REFERENCE BOOKS

1. Sundaram & Varshney- Banking, law, theory and practice (SULTAN CHAND Co.)
2. B.Santhanam- Banking & Financial systems(MARGHAM PUBLISHERS)
3. S.N.Maheshwari Banking theory, law and practice (KALYANI PUBLICATIONS)
4. Parameswaran- Indian Banking (S. CHAND &Co.)
5. Tandon-Banking law theory & practice
6. Sherlaker & Sherlaker - Banking law theory and practice.

ALLIED PAPER III – BUSINESS STATISTICS & OPERATION RESEARCH I

UNIT I

Introduction – Classification and tabulation of statistical data – Diagrammatic and graphical representation of data.

UNIT II

Measures of Central tendency – Mean , median and mode – Dispersion, Range, Quartile deviation, Mean Deviation , Standard Deviation – Measures of Skewness.

UNIT III

Correlation – Karl Pearson’s Coefficient of Correlation – Spearman’s Rank Correlation – Regression Lines and Coefficients.

UNIT IV

Time Series Analysis – Trend – Seasonal Variation.

UNIT V

Introduction to OR – Linear Programming – Graphical and Algebraic Solution (maximization and minimization)

REFERENCE BOOKS

1. Statistical Methods – S.P. Gupta
2. Introduction to Operations Research – Dr. P.R. Vittal
3. Statistics – Elhance
4. Operations Research – Hira and Gupta, S. Chand.
5. Operations Research – Handy and A. Taha.

NON-MAJOR ELECTIVE I: INDIAN CONSTITUTION

UNIT I: Introduction

Salient features of the constitution – preamble – Federal systems – Fundamental Rights and Duties – Directive Principles of State Policy – Amendment procedure

UNIT II: Union Executive

Union Executive – President – Elections – Powers – Legislative – Executive – Judiciary and Emergency – Vice President – Prime Minister – Cabinet

UNIT III: Parliament

Union Parliament – Rajya Sabha – Chairman – Lok Sabha – Speaker – Powers and functions

UNIT IV: Judiciary

Supreme Court – Appointment and Removal of Judges – Constitutional Remedies – Independence of Judiciary – Original – appellate – Advisory power – Judicial Review

UNIT V: State Government

State government – governor – Appointment – Removal – Powers – Executive – Legislative – Judicial and Discretionary – Chief Minister – Cabinet – State legislatures – High Court.

BOOKS RECOMMENDED FOR STUDY

1. Basu D.D.,- Introduction to the Constitution of India , Prentice Hall of India.
2. Pylee.M.V.,- An Introduction to the Constitution of India, Vikas Publishing House.
3. Siwach.J.R,- Dynamics of Indian Government and Politics Sterling Publishing House.

SEMESTER IV

CORE PAPER VIII – CORPORATE ACCOUNTING – II

UNIT I

Human Resource Accounting – Accounting Standards - Financial Reporting practice
– Accounting for price level changes – (Theory Only)

UNIT II

Final Accounts of insurance companies including balance sheet

UNIT III

Final accounts of banking companies including balance sheet

UNIT IV

Amalgamation – Absorption and external reconstruction of a company –
(intercompany investments excluded) Concept of Hostile Takeover (Theory only)

UNIT V

Liquidation – Calculation of Liquidator's Remuneration - Liquidator's final statement
of receipts and payments.

REFERENCE BOOKS:

1. R.L.Gupta – Corporate Accounting
2. T.S.Reddy & A.Murthy – Corporate Accounting
3. Shukla & Grewal – Advanced Accounting
4. Jain & Narang – Company Accounts
5. Chakraborty – Advanced Accountancy

CORE PAPER IX – PRACTICAL AUDITING

UNIT I: Introduction

Meaning and Definition of Auditing - Distinction between Auditing and Accounting - Objectives - Advantages and Limitations of Audit - Scope of Audit - Classifications of Audit - Audit Planning - Meaning. Audit programme - Meaning - Objectives and Contents - Audit Note Book, - contents, Usefulness of Audit Note Book - Audit working papers - Meaning. Ownership and Custody - Test checking and Routine checking - Meaning. Internal control - Meaning - Definition - Objectives - Technique for evaluation of Internal Control System. Internal check - Meaning - Objectives difference between Internal control, Internal check and Internal Audit .

UNIT II: Vouching and Verification

Vouching - Meaning and Definitions - Objectives. Trading Transactions - Audit of Ledger-Scrutinizing of ledgers - Vouching of cash Receipts and Payments - Vouching of outstanding Assets and Liabilities - Verification - Meaning - Objectives and Process - Valuation of Assets and liabilities - Distinction between Verification and Valuation.

Unit III: Audit and Accounting Standards

Types of Audit - Statutory Audit - Concurrent Audit - Stock Audit - Cost Audit - Secretarial Audit - CAG Audit - Management Audit. Accounting Standards - Standards on Auditing - Standards on Internal Audit - Penal Provisions - Role of National Financial Reporting Authority (NFRA)

Unit IV: Auditors and Audit Report

Appointment - Procedures - Eligibility and Qualifications - Powers and Duties - Rotation and Removal of Auditors - Resignation of Auditors - Remuneration of Auditors - Audit report - Preparation and presentation. Auditor's Responsibilities and liabilities towards Shareholders, Board and Audit Committee. Restriction on other Services.

Unit V: Recent Trends in Auditing

EDP Audit - Meaning - Division of auditing in EDP environment. Impact of Computerization on Audit Approach - Online Computer System Audit - Types of Online Computer System Audit - Audit around with the Computers - Procedure of Audit under EDP system.

SUGGESTED READINGS:

1. Auditing, D.P. Jain Konark Publishers Pvt. Ltd.
2. Auditing, Principles and Practice, Ravinder Kumar and Virender Sharma, Eastern Economy Edition.
3. Practical Auditing, B.N. Tandon, Sultan Chand and Co., New Delhi.
4. Contemporary Auditing, Kamal Gupta, Tata Mc Graw Hill.
5. Practical Auditing, Dinkar Pagare, Sultan Chand & Sons
6. Sundar. K & Paari. K, Practical Auditing, Vijay Nicole Imprints Pvt. Ltd. Chennai

CORE PAPER X – BUSINESS TAXATION

UNIT I

Objectives of Taxation - Canons of Taxation - Tax system in India - Direct and Indirect Taxes - Meaning and Types.

UNIT II

Customs Duty - Meaning - Levy and Collection of Customs Duty - Organisation of the Customs Department - Officers of the Customs - Powers - Appellate Machinery - Infringement of the law - Offences and Penalties - Exemption from customs Duty - Customs Duty Drawback - Duty Free Zones.

UNIT III

GST (Goods and Service Tax), Background behind implementing GST- Problems with exiting systems – Centre Vs State pressure- Need for GST- Taxes covered by GST – Definition – Scope and Coverage – Scope of Supply – Levy of Tax- Taxable Event- Returns- Refunds- Input tax credit- Business Impact- Benefits of GST

UNIT IV

Administrative Structure of GST – Officers as per CGST Act - Officers as per SGST Act – Jurisdiction – Appointment- Powers.

UNIT V

Assessment and Audit under GST – Refunds, Demands and Recovery, Appeals and revision – Advance ruling- Offences and Penalties- Transitional Provisions under GST- GST in Tamilnadu.

SUGGESTED READINGS

1. Indirect Taxation, Sultan Chand & Sons - V. Balachandran
2. GST Law & Practice, Taxman Publishers- Shweta Jain
3. GST in India, New Century Publications
4. Students Guide to Income Tax, Taxman Publications , Vinod K.Singhania and Monica Singhania
5. Layman's Guide on GST, Taxman Publications-. Datta, D C,

CORE ELCTIVE I - BUSINESS STATISTICS & OPERATION RESEARCH II

UNIT I

Index Numbers – Aggregative and relative Index – Chain and Fixed Index – Wholesale Index – Cost of Living Index.

UNIT II

Probability – Addition and Multiplication Theorem – Conditional Probability – Baye's Theorem (without proof) – Simple Problems.

UNIT III

Sampling Techniques – Types of Sample and Sampling Procedures – Tests of Significance – Normal, t, F, chi-square- Simple problems.

UNIT IV

Assignment and Transportation Problems.

UNIT V

Network Analysis – PERT and CPM (no crashing)

REFERENCE BOOKS

1. Statistical Methods – S.P. Gupta
2. Introduction to Operations Research – Dr. P.R. Vittal
3. Statistics – Elhance
4. Operations Research – Hira and Gupta, S. Chand.
5. Operations Research – Handy and A. Taha.

NON-MAJOR ELECTIVE –II: BASICS OF PSYCHOLOGY

UNIT I

Introduction – Definition psychology as Science . A brief history of Psychology – Structuralism, Functionalism, Behaviorism, Gestalt Psychology , Psychoanalytic psychology, Humanistic Psychology. Approaches to Psychology – Behavioral , Psychodynamic Approach, cognitive Approach, Behavioral Neuroscience, Evolutionary psychology, Sociocultural approach, humanistic movement, positive psychology.

UNIT II

Methods of psychology – Introduction to the Scientific Method, Research Methods: Descriptive Research – Observation, Surveys and Interviews, Standardized tests, Case Studies, Correlational Research, Experimental Research.

UNIT III

Sensation and Attention Sensation – Definition, Sensory receptors and brain, Thresholds – absolute threshold, difference threshold, Subliminal perception, sensory adaptation, Sensory Gating, Selective Attention, Determinants of attention.

UNIT IV

Perception – definition, Perceptual constancy, Perceptual organization, Depth perception, Motion perception , Perceptual learning, Motives and perception, Perceptual expectancy, Extra Sensory perception.

UNIT V

Learning – The nature of Learning, Classical Conditioning – Principles and Applications, Operant Conditioning – Principles and Applications, Observational learning, Cognitive factors in learning – Latent learning , Insight learning.

REFERENCES:

1. Santrock, J.W. (2006). Psychology Essentials (Updated 2nd ed.). new Delhi: Tata McGraw Hill.
2. Coon, D., & Mitterer, J.O.(2007). Introduction to Psychology (11th ed.). New Delhi: Cengage Learning India Pvt Ltd.

SEMESTER V
CORE PAPER XI – CREDIT MANAGEMENT

UNIT I: Introduction

Bank Credit - Basic Principles and Approach - Three C's - Purpose of lending - Security aspects / Business Experience / Management - Market - Purpose Trading - Manufacturing Service, Agriculture, Personal - Security : Primary - Collateral - Stock, Machinery, Land and Building - Guarantee - Different types of Mortgages - Management/Experience: Business Experience - Technical Qualification - Professional Management - Market : Local - National - Global - Types of Credit - Demand Loan - Cash Credit - Overdraft - Term Loan - Basic Characteristics and difference between the four - Legal and Regulatory Aspect - Legal Documents - Loan Documents - RBI Directives - Various Committees - Tandon - Chore, Nayak and such other Committees - Brief details.

UNIT II: Lending Policy

Lending to Different Customers - Individuals - Partnership - Limited companies - Trust - Association - Legal aspects - Documents to be called for.

UNIT III: Loans & Disbursement

Loan Processing - Sanctioning - Monitoring - Recovering Commercial Loans Activity Based) - Government Sponsored Loans (mostly agricultural, Rural and Weaver section) - Trading: small - Retail - Wholesale - Chain / Supermarket - Manufacturing: Industrial Advances - Service Transport - Telecommunication - Hospital - Hotel. Infrastructure: Power - Petrol - Port - Agriculture: Crop - Plantation - Well - Motor Pump set - Tractor etc. Miscellaneous : Self - Employed. Business loan (Borrower Based) - Small Business : Self Employed - Transport - Trade - Hotel - Others - Approach - Assessment - Supervision - Recovery Medium and Large Scale: Small Scale Industries - Corporate - Approach - Assessment - Sanction - Disbursement - Follow Up - Recovery Agriculture : Small, Medium and Big Farmers - Short term and Medium term Loans - Corporate Borrowers. Government sponsored : Priority Sector lending - Lead Bank Scheme - Government sponsored loan to Weaver section - Subsidy.

UNIT IV: Finance Function

Corporate Finance - Project Finance - Appraisal - Assessment - Documentation - Disbursement - Monitoring - Follow Up - Review - Creation of Charge - Analysis of Balance sheet - Profit and Loss account - Cash flow and Fund flow working - Project approach

UNIT V: N.P.A.

NPA - Causes and Remedial Measures - Management of NPA's - Debt Recovery Tribunals - Asset Reconstruction Fund.

SUGGESTED READINGS:

1. Indian Institute of Bankers, Indian Financial System and Commercial Banking, IIB
2. Indian Institute of Bankers, Special and preferred sector Finance IIB
3. Indian Institute of Bankers, Management and Accounting and Financial Management ,IIB
4. Prudential Accounting Norms and Audit of Banks, Naganatham. M .and Jayaraman.
5. Annual Reports of RBI

CORE PAPER XII – FINANCIAL MANAGEMENT

Unit I: Introduction

Meaning and Objectives of Financial Management - Functions of Financial Management. Finance - Importance of Finance - Sources of Finance - Role of Financial Manager in Financial Management.

Unit II: Capital Structure

Meaning - Factors affecting Capital Structure - Planning - Theories of Capital Structure - Determining Debt Equity Proportion - Leverage Concept.

Unit III: Cost of Capital

Definition - Cost of Equity Capital - Cost of Preference Capital - Cost of Debt - Cost of Retained Earnings - Weighted Average (or) Composite cost of capital (WACC)

Unit IV: Dividend

Meaning - Dividend Policies - Factors affecting Dividend Payment - Provisions on Dividend Payment in Company Law - Dividend Models - Walter's Model - Gordon's Model - M.M. Model - Hypothesis Model.

Unit V: Working Capital

Working Capital - Meaning and importance - Factors Influencing Working Capital - Determining (or) Forecasting of Working Capital requirements - Working Capital Operating cycle.

SUGGESTED READINGS:

1. I.M. Pandey, Financial Management, Vikas Publishing House
2. Prasanna Chandra, Financial Management, Tata McGraw Hill Publications
3. S.N. Maheswari, Financial Management, Sultan Chand & Sons
4. Y. Khan and Jain, Financial Management, Sultan Chand & Sons
5. P. Periyasamy,P, Financial Management, Vijay Nicole Imprints Pvt. Ltd. Chennai
6. Murthy A, Financial Management, Margam Publications, Chennai
7. Srivatsava, Financial Management, Himalaya Publications

CORE PAPER XIII – MARKETING OF BANKING SERVICES

UNIT I: Introduction

Marketing concepts and their Application to Banking Industry - Marketing Concepts and elements - Why Marketing? - Special features of Bank Marketing- Product and Service Marketing.

UNIT II: Environmental Banking

Environmental Scanning - Assessment and Management of Competition - Macro and Micro factors influencing the market goods and services - Applicability to Banking - Banking regulation and its impact on Bank marketing strategies - Understanding competition - Identification of competition and their focus - Strategic benefits of Good competition - What makes a good competitor?.

UNIT III: Consumers on Modern Banking

Customer Need Analysis and Customer Care : Customer Focus - Understanding Customer Need - Customer Care - Consumer motivation and Buying behaviour - Perception / behaviour - Other factors affecting buying behaviour - Decision making process - Individual and Organizational - Selective exposure - Selective distortion - and effect on consumer behaviour.

UNIT IV: Marketing & Banking Services

Market Segmentation (banking) - Product Designing - Marketing - Feedback and Review - Purpose and content of product / Market expansion - Mass Marketing and Marketing Segmentation - Definition of Market Segmentation - Characteristics of a Viable Market Segment - Benefits from Market Segmentation - Disadvantages - Market Segmentation Techniques for personal and corporate customers.

UNIT V: MIR

Market information Research - Definition of Marketing Research and Market Research - Differences - Contributions of Marketing Research to a Bank - Types of data - Primary and Secondary - Management Information System and Marketing Research - Need for situation analysis - Steps involved in the development of a Situation Analysis - objective, strategies and tactics - sources of information for situation analysis.

SUGGESTED READINGS:

1. Indian Institute of bankers, Marketing of Banking Service, IIB
2. Rajeev, Marketing of Banking Service, MacMillan
3. Morz, Rarph, The formula for successful Marketing, Galotia Publication, 1991
4. Madhukar R.K, Dynamics of Bank Marketing, VBS publishers, 1990
5. Desai, Vasant, Principles of Bank Management, Himalaya Publication, 1993

CORE ELECTIVE II – TREASURY MANAGEMENT

UNIT I: Introduction

Asset Liability Management - Objective - Concept - Risk Management - Interest Risk.

UNIT II: Treasury Management

Concept of Treasury Management - Employment of Statutory / Surplus funds - Need for Specialized approach in the Bank - Role and Functions of Treasury Department.

UNIT III: Money Market

Domestic Money Market - Source of funds - Capital - Reserves - SLR - CRR - Surplus cash - Market Players.

UNIT IV: Securities

Money Market Instruments and Players - Government Securities - Treasury Bill- CP - CD - Call Money Banks and Specified Institutions.

UNIT V: Foreign Treasury Management

Foreign Currency Market - Combined Treasury Management - RBI and Regulatory Functions.

SUGGESTED READINGS:

1. Treasury Investment and risk Management, IIB
2. Jack Clank Francis, Management of Investments - McGraw Hill International series
3. Jack Clank Francis, Investments, Analysis and Management, McGraw Hill International series.
4. Avadhani, V.A, Indian capital Market, Himalayam Publishing House (1997)
5. Frank fabozzi and Franco Modiglianni, Capital Markets, Prentice Hall (1996)

SEMESTER VI

CORE PAPER XIV – MANAGEMENT ACCOUNTING

UNIT I

Management Accounting – Meaning, Scope, Importance and Limitations - Management Accounting vs. Cost Accounting - Management Accounting vs. Financial Accounting.

UNIT II

Analysis and interpretation of Financial Statements, nature, objectives, and tools – methods - Comparative Statements, Common Size Statement and Trend Analysis.

UNIT III

Ratio analysis - interpretation, benefits and limitations. Classifications of ratios - liquidity, profitability, turnover, capital structure and leverage.

UNIT IV

Fund Flow & Cash Flow Statements - Budget and budgetary control- meaning, objectives, merits and demerits - types of budgets- production, cash and flexible budgets.

UNIT V

Marginal Costing (excluding Decision-Making) - Absorption Costing and Marginal Costing - CVP Analysis - Break-Even Analysis - Break Even Chart.

REFERENCE BOOKS

1. Dr. Maheswari S.N.- Management Accounting
2. Chadwick- The Essence of Management Accounting
3. Charles T. Horngren and Gary N. Sundem- Introduction to management accounting
4. Sharma and Shashi K.Gupta- Management accounting
5. T.S. Reddy & Y. Hari Prasad Reddy.
6. Hansen/ Mowen- Cost management accounting and control.

CORE PAPER XV – INTERNATIONAL BANKING

UNIT I: Introduction

International Banking Vis-a-Vis Domestic Banking – Foreign Trade Financing - International Financial Transactions : Lending and Borrowing across borders.

UNIT II: Foreign Exchange Market

Rate and Currency - Exchange rate determination under Fixed Exchange Rate and Floating Exchange Rate regimes - Determination of Exchange Rates : Spot and Forward - Basic Exchange Arithmetic - Forward Cover and Hedging.

UNIT III: International Financial Institutions

Definition - Functions - World Bank - IMF - Asian Development Bank - International Financial Corporation - International Development Association.

UNIT IV: Sources of Exchange

Sources of Foreign Exchange - Export Earnings - Invisible Export Earnings - Role of NRI Remittances - Foreign Direct Investment - Foreign Institutional Investment - External Commercial Borrowings - Global Depository Receipts - Offshore Borrowings.

UNIT V: Exchange Management

Foreign Exchange Management - Composition of Foreign Exchange Reserves : Foreign Currencies - Gold and SDR - Current Account Convertibility - Capital Account Convertibility and Precautions.

SUGGESTED READINGS:

1. Indian Institute of Bankers, International Banking, IIB
2. Indian Institute of Bankers, International Corporate Finance, IIB
3. Frederic S. Mishkin, "Understanding Financial Crisis, A Developing Country Perspective", In, Michael Bruno, ed. Annual World Bank Conference on Development Economics", 1996.
4. Indian Institute of Bankers Introduction to Foreign Trade, Foreign Exchange Risk Management, IIB
5. Gurusamy, Global Financial Institutions, Vijay Nicole Imprints, Chennai, 2015

CORE PAPER XVI – CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

UNIT I : Introduction

Communication - Need / Mode of communication - Barriers, Channels of Communication
- Oral - Written - Listening skill - Verbal skill - Interpersonal Communication and Intra
Personal Communication, Essentials of Business letter.

UNIT II : Customer Relationship Management

CRM - Concept and Approach - CR in Competitive Environment Public Relation and Image
Building

UNIT III : Banker & Customer

Banker - Customer Relationship - Retaining and Enlarging Customer Base - Customer
services - Quality circle.

UNIT IV : Customer Services

Nature and Types of Customer - Complaint Redressed Methods Talwar and Goiporia
Committee Report, Customer Service Committee, Customer Day - Copra Forum -
Ombudsman.

UNIT V : Marketing

Market Segment - Customer Data Base - Market Research. Review and Evaluation of
Customer Satisfaction.

SUGGESTED READINGS:

1. Peeru Mohamed, H. & Sangadevan, A, Customers Relationship Management, A Step by
step approach, Vikas Publishing House Private Limited, Noida.
2. Mukesh Chaturvedi Abhinav, Chaturvedi, Customers Relationship Management, An
Indian Perspective, Excel Books, New Delhi

CORE ELECTIVE – III - MERCHANT BANKING

OBJECTIVES

1. Know the concept of financial services and their players
2. Learn the merchant banking
3. Analyze the legal aspects of leasing
4. Equip the terms of factoring venture capital
5. Familiarize with stock exchange in India

UNIT —1

The concept of financial services—financial services and economic environment —legal and regulatory framework Securities Contracts (Regulations) Act— Financial institution — other players in the financial services sector.

UNIT—2

Merchant Banking — procedural aspects of public issues, rights issues — prospectus; regulations and certification — under writing and managing public issues — SEBI guidelines — pricing of initial public issues—rating of new issues — raising foreign capital — inter corporate loans and fixed deposits

UNIT —3

Introduction to leasing — legal aspects —tax aspects — accounting and reporting for leases —funding of leases — import leasing and cross border leasing — lease structuring and lease agreement — concept and features of hire purchase transaction :_ fiat and effective rates of interest — difference between hire purchase and a lease.

UNIT-4

Factoring —introduction and features —legal aspects — cost of factoring—recent development in the Indian context —factoring VS. bill discounting — consumer finance — credit card — financing schemes for consumer durables. Venture capital — concept and characteristics — evaluation of new project ideas and technology — innovation — venture capital industry in India — venture capital schemes and guidelines —tax and legal aspects — project investment consultation — Mutual funds — credit rating — CRISIL — ICRA.

UNIT-5

Banks, FIs and stock exchange— Organisation and functions of stock exchange in India— Trade in stock exchange - role of depositories— Listing of securities - OTC Exchange. of India — NSE —. Janakiraman Committee Report.

REFERENCES:

1. SEBI Guidelines 1992
2. K.Sriram, Handbook of Leasing, Hire Purchasing & Factoring. ICFAI Publications, 1991
3. J.N.Dhonkhar, A Treatise on Merchant Banking, New Delhi, Skylark Publications, 1990.
4. Vinod Kothari, Leasing, Hire Purchase and Consumer Credit. Wadhwa & Co., 1990.
5. Gladstone, Venture Capital investing, NY, Prentice Hall, 1988.
6. Verma J.C., Merchant Banking, New Delhi: Bharat Law House Pvt. Ltd., 1991.
