

**MANGALORE UNIVERSITY**  
**Dept. of Studies and Research in Commerce**  
**CHOICE BASED CREDIT SYSTEM**  
**(To be implemented from the academic year 2016-2017)**  
**M.Com (IBM) Course Structure**  
**Minimum Credits Required for M.Com Degree**

I <sup>st</sup> to IV <sup>th</sup> Semester	Hard Core Course (HC)		Soft Core Course (SC)		Project Report	Open Elective Course (OE)		Total	
	No. of Papers	Credits	No. of Papers	Credits	Credits	No. of Papers	Credits	No. of Papers	Credits
	09	45	09	36	05	02	06	20	92

Minimum credits to be registered by a student in a normal phase to successfully complete M.Com (IBM) Degree in four semesters

Semesters	Hard Core Course		Soft Core Course		Open Elective Course		Total	
	No. of Papers	Credits	No. of Papers	Credits	No. of Papers	Credits	No. of Papers	Credits
I	02	10	03	12	-	-	05	22
II	03	15	02	08	01	03	06	26
III	02	10	02	08	01	03	05	21
IV	02+(PR 5 Credits)	10+5(5 Credits for Project)	02	08	-	-	04+PR	18+5=23
<b>Total</b>	<b>09</b>	<b>50</b>	<b>09</b>	<b>36</b>	<b>02</b>	<b>06</b>	<b>20</b>	<b>92</b>

**PROPOSED SCHEME & SYLLABUS OF M.COM (INSURANCE & BANK MANAGEMENT)**  
**ACCORDING NEW CBCS**

**I SEMESTER**

Paper	Title	Type of Paper	Duration of Exam (Hrs)	Mark for		Total Marks	No. Of Credits
				IA	Theory Exam		
CIH 401	Banking Economics	Hard Core	3	30	70	100	5
CIH 402	Corporate Accounting	Hard Core	3	30	70	100	5
CIS 403	Business Research Methods	Soft Core	3	30	70	100	4
CIS 404	Strategic Management	Soft Core	3	30	70	100	4
CIS 405	Total Quality Management & Corporate Governance	Soft Core	3	30	70	100	4
CIS 406	Monetary System	Soft Core	3	30	70	100	4
	<b>Total</b>			<b>180</b>	<b>420</b>	<b>600</b>	<b>26</b>

**Note:1)Soft core courses in the 1st semester. Any three soft cores courses from the available soft core papers shall selected by the students at the time of commencement of 1<sup>st</sup> semester. The affiliated colleges will announce at the time of beginning of the 1<sup>st</sup> semester, any three soft core courses or soft core papers which will offer during the 1<sup>st</sup> Semester depend upon the availability of the faculty & demand for the soft core courses. The minimum number of student opting for the soft core course should be 10. The affiliated college should get prior permission from the department council before offering soft core courses.**

<b>II SEMESTER</b>							
Paper	Title	Type of Paper	Duration of Exam (Hrs)	Mark for		Total Marks	Credits
				IA	Theory Exam		
CIE451	Personal Behaviour & Organizational Behaviour	Open Elective	3	30	70	100	3
CIH452	Banking & Insurance Accounting	Hard Core	3	30	70	100	5
CIH 453	Statistical Methods	Hard Core	3	30	70	100	5
CIH 454	General Insurance Management	Hard Core	3	30	70	100	5
CIS 455	International Business	Soft Core	3	30	70	100	4
CIS 456	Banking System & Evaluation	Soft Core	3	30	70	100	4
CIS 457	Macroeconomics For Business Decisions	Soft Core	3	30	70	100	4
<b>Total</b>				<b>210</b>	<b>490</b>	<b>700</b>	<b>30</b>

**Note:1)Soft core courses in the 2<sup>nd</sup> semester. Any two soft cores courses from the available soft core papers shall selected by the students at the time of commencement of 2<sup>nd</sup> semester. The affiliated colleges will announce at the time of beginning of the 2<sup>nd</sup> semester, any two soft core courses or soft core papers which will offer during the 2<sup>nd</sup> Semester depend upon the availability of the faculty & demand for the soft core courses. The minimum number of student opting for the soft core course should be 10. The affiliated college should get prior permission from the department council before offering soft core courses.**

<b>III SEMESTER</b>							
Paper	Title	Type of Paper	Duration of Exam (Hrs)	Mark for		Total Marks	Credits
				IA	Theory Exam		
CIE 501	Managerial Communication	Open Elective	3	30	70	100	3
CIH 502	Advanced Marketing Management	Hard Core	3	30	70	100	5
CIH 503	Human Resource Management	Hard Core	3	30	70	100	5
CIS504	Human Capital Management	Soft Core	3	30	70	100	4
CIS 505	Rural Banking & Rural Insurance	Soft Core	3	30	70	100	4
CIS 506	Tax Management	Soft Core	3	30	70	100	4
<b>Total</b>				<b>180</b>	<b>420</b>	<b>600</b>	<b>25</b>

**Note:1)Soft core courses in the 3<sup>rd</sup> semester. Any two soft cores courses from the available soft core papers shall selected by the students at the time of commencement of 3<sup>rd</sup> semester. The affiliated colleges will announce at the time of beginning of the 3<sup>rd</sup> semester, any two soft core course or soft core paper which will offer during the 3rd Semester depend upon the availability of the faculty & demand for the soft core courses. The minimum number of student opting for the soft core course should be 10. The affiliated college should get prior permission from the department council before offering soft core courses.**

IV SEMESTER							
Paper	Title	Type of Paper	Duration of Exam (Hrs)	Mark for		Total Marks	Credits
				IA/Viva	Theory Exam		
CIH 551	Contemporary Issues in Banking	Hard Core	3	30	70	100	5
CIH 552	Life Insurance Management	Hard Core	3	30	70	100	5
CIS 553	Security Analysis and Portfolio Management	Soft Core	3	30	70	100	4
CIS 554	Advanced Financial Management	Soft Core	3	30	70	100	4
CIS 555	Cost and Management Accounting	Soft Core	3	30	70	100	4
CIH 556	Project Work	Hard Core				100	5
	<b>Total</b>			<b>150</b>	<b>350</b>	<b>600</b>	<b>27</b>

**Note:1)Soft core courses in the 4<sup>th</sup> semester. Any two soft cores courses from the available soft core papers shall selected by the students at the time of commencement of 4<sup>th</sup> semester. The affiliated colleges will announce at the time of beginning of the 4<sup>th</sup> semester, any two soft core course or soft core paper which will offer during the 4<sup>th</sup> Semester depend upon the availability of the faculty & demand for the soft core courses. The minimum number of student opting for the soft core course should be 10. The affiliated college should get prior permission from the department council before offering soft core courses.**

**Note: 2) Project Work: The Student in the IV Semester shall register for project work it is compulsory & it is an hard core paper. The workload for project work is one contact hour for student per week for a student. The student will do field work, data collection & library work in the remaining 3 credits hours per week.**

## **I SEMESTER**

### **CIH401: BANKING ECONOMICS**

**Objectives: To provide adequate knowledge of basic economic concepts required for banking**

**Pedagogy: Class lectures, assignments, seminars and case studies.**

#### **UNIT I:**

Nature and scope of managerial economics- use of economics for banking- central problems of the economy- the production possibility curve.

#### **UNIT II:**

Wants, classification of wants, utility- law of diminishing marginal utility- equimarginal utility

Demand-law of demand, exceptional demand-change in demand and variation in demand

Elasticity of demand, types and measurement

Elasticity of supply and its measurement

#### **UNIT III:**

Factors of production-theory of production-production with 1 variable factor-production with 2 variable factors-production with all variable factors- Cobb-Douglas production function- returns to scale-economies and diseconomies

#### **UNIT IV:**

Cost of production and cost curves-concepts of cost-cost in short and long run – short run curves – total fixed and variable cost-average fixed and average variable cost-long run average cost and long run marginal cost-short run cost behaviour - long run cost behavior.

#### **UNIT V:**

Market forms concept of revenue-price and output determination under different market forms- perfect competition-monopoly-price discrimination-monopolistic competition- oligopoly- kinky demand curve.

Demand forecasting- methods of demand forecasting

#### **REFERENCES:**

1. Managerial economics theory and applications- Dr. D.M.Mithani
2. Managerial economics – Crait H. Peterson
3. Managerial economics- D.N.Dwivedi- Vikas publication

**I SEMESTER**  
**CIH402: CORPORATE ACCOUNTING**

**Objectives:** To help the students understand and apply the principles of accounting in the corporate scenario.

**Pedagogy:** this course includes class lectures, assignments, practical exercises, group discussions, seminars, and applications with examples.

**UNIT I:**

Final accounts of companies- preparation of balance sheet- calculation of managerial remuneration.

**UNIT II:**

Corporate financial reporting-different forms of reporting- segment reporting- abridged accounts- corporate restructuring.

**UNIT III:**

Accounting for amalgamation of companies with reference to accounting standard 14 (including merger and acquisition) – inter company owings and intercompany holdings –financing mergers and takeovers – Legalities involved in Merger, Acquisition and Take-over.

**UNIT IV:**

Accounting for internal reconstruction-alteration or reduction in share capital- variation of share holders rights

**UNIT V:**

Cash flow statement-preparation of cash flow statement in accordance with accounting standard 3- funds flow statement- value added statements.

Financial statement analysis-objectives and techniques- liquidity ratio-solvency ratio-profitability ratio-activity ratios

**REFERENCES:**

1. M.P.Gupta & B.M.Agarwal, Grewal's accounting
2. R.S.N.Pillai & Bhagvathi, Advanced accounting Vol I & II
3. Devid Alexander, Christopher Nobes, Financial Accounting an Internal Introduction
4. R.L.Guptha & Radhaswamy, Advance Accounting

**I SEMESTER**  
**CIS403: BUSINESS RESEARCH METHODS**

**Objectives:** To impart relevant knowledge of various approaches to research, research design and presentation of research findings.

**Pedagogy:** Lecture cum discussion, assignment, practical exercises, group discussions, seminars and applications with examples and project work.

**UNIT I- An Overview of Research Process:**

Introduction to research, meaning of research, objectives of research, types of research; research approaches; significance of research, research process, introduction to marketing research, importance of marketing research. Criteria of good marketing research, problems encountered by marketing research in India.

**UNIT II: research design:**

Meaning of research design-need-features of good design-different research design-exploratory and descriptive research design, basic principles of experimental design-developing a research plan. Concepts related to research design-questionnaire design-types of data-qualitative, quantitative basic methods for collecting data-scaling techniques, surveys and interviews, census and sample surveys.

**UNIT III: sampling design and sampling theory:**

Sampling designs, sampling plan, steps in sample design-types of sampling, probability sampling, non-probability sampling, characteristics of sampling, scope and limitations of sampling, determination of sample size, sampling and non-sampling errors.

**UNIT IV: Estimation and Hypothesis testing:**

Point and interval estimates, types of hypotheses, formulation of hypothesis, procedure for testing hypothesis, testing for mean, proportions, variance, difference between means, proportions and variance.

**UNIT V: Parametric and Non-parametric Tests:**

Chi-square test and its application, one way and two-way ANOVA, F-test and Z-test and its application.

**UNIT VI: Data Interpretation and Report Writing:**

Meaning of data interpretation, importance of interpretation, technique of interpretation, precaution in interpretation, planning and organizing research report, format of research report, significance of report writing, different steps in writing reports, layout of the research report, mechanics of writing a research report, precautions for writing research reports, concepts of writing Bibliography.

**REFERENCES:**

1. C.R.Khothari, Research methodology methods and techniques
2. Naresh K. Malhotra, Marketing research
3. V.P.Micheal, Research methodology in Management
4. D.K.Bhattacharyya, Research Methodology.

## I SEMESTER

### CIS404: STRATEGIC MANAGEMENT

**Objectives:** to impart to the students the need for the formulation of strategies and its impact and also its application

**Pedagogy:** class lectures, assignments, practical exercises, group discussions seminars and case studies.

#### **UNIT I- introduction to strategic management:**

Meaning and nature of strategic management- characteristics, importance and relevance- the strategic management process, strategic management model

Strategy formulation: mission and goals, corporate philosophy, organizational objectives, social responsibility and management ethics, strategic management in non-profit organizations.

#### **UNIT II: The External Environment:**

General environment, competitive environment and its impact, influence of strategy on the external environment, industry life- cycle analysis, national and global environments.

**UNIT III: Internal analysis:** impact of the internal environment, distinctive competencies, competitive advantage and profitability, organizational designs- SWOT analysis- value chain analysis.

Generic competitive strategies: operations level strategy, business level strategy, corporate level strategy, first mover advantage and disadvantages, strategic alliances and joint venture, international level strategy.

#### **UNIT IV:** Strategies for competing in globalizing markets:

Cross country differences in cultural, demographic and market conditions, global competition, new business models and strategies for internet economy

#### **UNIT V:** Implementing strategy:

Corporate performance and governance-analyzing and managing strategic change, governance mechanism, impact of business ethics on strategy, institutionalizing the strategy.

Strategic control and continuous improvement:

Strategic control and environment factors, operational control systems, installing support systems.

#### **REFERENCES:**

1. Arthur. A Thompson, Jr and A.J. Strickland, Strategic Management-concepts and cases
2. John A Pearce Jr and Richard B Robinson, Strategic Management-formulation, implementation and control
3. Charles W.L.Hill Strategic Management Theory- An Integrated Approach
4. Azar Kazmi, Strategic Management.

## I SEMESTER

### **CIS405 : TOTAL QUALITY MANAGEMENT AND CORPORATE GOVERNANCE**

**Objectives: To provide adequate knowledge of TQM concepts and its application in corporate governance**

**Pedagogy: Lecture cum discussion, Case Study, Group Discussion, Assignments, Practical exercise, Seminars and Applications with examples.**

**Unit I** - Introduction to TQM - Meaning of the terms quality, quality control and quality assurance - Importance of quality - Quality dimensions of product & services - Quality & competitive advantage - Cost of quality - TQM – evolution and principles - TQM vs. traditional management - Advantages of TQM

**Unit II** – Philosophical framework to TQM - Contributions of various Gurus of TQM - Deming's chain reaction, Deming's Principles, deadly sins, PDCA cycle - Juran's Quality trilogy - Juran's breakthrough sequence - Philips Crosby – quality is free - Taguchi's quality loss function - Ishikawa's contributions and quality circles

**Unit III** - Quality Systems and Components of TQM (Concepts only) - Components of TQM – ISO:9000 series – Kaizen – Bench Marking – Learning Organization – Quality Circles – Concept of JIT systems - Tools and Techniques of Quality control

**Unit IV** - Business Process Re-engineering (BPR) - Introduction - Need for BPR - Implementing BPR, Steps in BPR - Re-engineering vs. TQM - BPR vs. Kaizen - Advantages & Limitations - Indian examples of BPR - Introduction to six sigma - Historical developments - DPU & DPMO concepts - DMAIC methodology - Training for six sigma - Benefits of six sigma - Bench Marking (Concept only)

**Unit V** – Corporate Governance – Concepts and Principles of corporate governance – CII code of corporate governance – SEBI code of corporate governance

**Unit VI** – Corporate Social Responsibility and Business Ethics:

Corporate Social Responsibility – external environment – Interface between environment and management – social objectives and obligations – Reconciliation of conflicting interests

Business Ethics – an overview of business ethics- Importance – Factors - unethical trade practices - ethical issues in accounting and finance

#### **References:**

1. T.N. Chhabra, Principles & Practice of Management, Dhanpath Rai & Co., Delhi.
2. J.M Juran, Leadership for Quality, The Free Press, New York.
3. V.S.P. Rao, P.S. Narayana, Principles & Practice of Management, Konark Publishers, Pvt. Ltd., Delhi
4. Marshal Sashkin and Kenneth J. Kiser, Total Quality Management, Ducohon Press, Sea brook
5. Richard Regis, Strategic Management, Dryden Press.
6. Shridhar Bhat - TQM



## I SEMESTER

### CIS 406: MONETARY SYSTEM

#### Objectives:

1. To expose students to domestic and international monetary systems
2. To enable students to understand principles & systems of note issue
3. To familiarize with issues relating to conversion of currencies.

#### Unit – 1:

Money: Meaning, definition, functions. Role of money, value of money, theories of Value of money; quantitative theory, Friedman's restatement of the quantitative theory – Keynes theory of money.

#### Unit – 2:

Monetary system: The Gold standard – paper currency standard – principles of note issue; systems of note issue – essentials of a sound currency system – paper gold or SDR

#### Unit – 3:

International monetary system – Evaluation of International monetary system, Bi – metallion; – classical gold standard – interwar period Bretton woods system – The flexible exchange rate – current exchange rate regime – fixed vs flexible exchange rates.

#### Unit – 4:

International financial system: Introduction – role of financial markets – participants – elements – forex market – Euro currency market – Euro bond market – forward and future markets for foreign exchange.

#### Unit – 5:

Balance of payment – Balance of Trade, Equilibrium in BOP – Devaluation and Depreciation; Current and Capital account convertibility – Recent development in foreign capital flows.

#### References:

1. V.K. Bhatta, *International Financial Management* Anmol publication Pvt. Ltd. New Delhi.
2. Madhu Vij, *Multinational Financial Management*, Excel Books, New Delhi.
3. Cheol S. Eun & Bruce G. Resman, *International Financial Management*, Tata Mc Graw Hill, New Delhi.
4. K.K. Dewet, *Modern Economic Theory*, Shyam Lal chaintable Trust, Ramnagar, New Delhi.
5. Apte P.G: *International Financial Management*, TMH

## II SEMESTER

### CIE451 : PERSONAL BEHAVIOUR AND ORGANISATIONAL BEHAVIOUR

**Objectives:** To enhance the personal and professional effectiveness of the students by exposing them to the art and science of Personal and Organisational Behaviour.

**Pedagogy:** Lecture cum discussion, Case Study, Group Discussion, Role Play, Management Games, Seminars and Presentations.

**Unit I** – An overview of self awareness and Organisations behaviour – Concept of self awareness and OB – Personal SWOT analysis – Personality traits – Personality development – Perception

**Unit II** – Attitudes and Values – Definition – Theories of Learning – Values and attitudes – Changing employee attitudes – Ego – Empathy – Emotional Intelligence – Life skills and Social Etiquette

**Unit III** – Motivation and Morale – Theories of Motivation – Maslow, Theory X &Y, Two Factor Theory, Vroom Expectancy Theory – Morale – Motivating Professionals – Self Motivation

**Unit IV** – Group Behaviour and Leadership – Group development – Group decision making – Team Vs. Groups – Interpersonal Relations – Leadership – Traits – Leadership and Power and Authority – Decentralisation – Organisational politics – Participative Management

**Unit V** – Stress Management and Problem solving – Concept and sources of stress – Stress and performance – Organisational conflicts – Problem Solving and decision making – Out of the box thinking – Creativity and Innovation – Holistic Development

#### **References:**

1. Organizational Behaviour – Stephen P Robbins, Timothy A. Judge, Seema Sanghi- Pearson Education, 12 th Edition, PHI.
2. Organization Behaviour-Steven L Mc Shane, Mary Ann Von Gilnow and Radha R Sharma, TMH, 3<sup>rd</sup> Edition, 2006
3. Organizational Behaviour, P.G. Aquinas, Excel Books

## II SEMESTER

### CIH452: BANKING AND INSURANCE ACCOUNTING

**Objectives:** to impart working knowledge of the computation of banking and insurance accounting and related accounting standards.

**Pedagogy:** class lectures, assignment, practical exercises, group discussions, seminars, applications with examples, case studies.

**UNIT I: Accounts of Insurance Companies:**

Financial statements of life insurance and general insurance, bonus-premium calculation-insurance claim. IRDA regulations regarding preparation of financial statements contents of management reports, books to be maintained by insurance companies.

**UNIT II: Banking Company Accounts:**

Preparation and presentation of financial statements of banks, legal requirements-prudential norms on income recognition, asset classification, capital adequacy norms, risk adjusted, assets and off balance sheet items and provisioning

**UNIT III: Accounts of Electricity Company:**

Legal Provision, preparation of final accounts, double account system, replacement of asset treatment of depreciation.

**UNIT IV:**

**Underwriting of issue, securities and valuation of shares and goodwill:**

Marked application –under writing commission-brokerage-calculation of liability of underwriters-firm underwriting.

Valuation of intangible asset-need-methods

Valuation of shares-need-methods of valuation of shares.

**UNIT V:**

**Accounting for liquidation of companies**-liquidators final statement of account - types of winding up-deficiency/surplus accounts-B list contributories.

Latest development in Accounting – Human resource Accounting, Balanced Score card-computerized accounting-exposure to Tally

**REFERENCES:**

1. Ashok Sehgal & Deepak Sehgal- Advanced Accounting
2. Shukla And Grewal, Advanced Accounting
3. Jain And Narang, Advanced Accounting
4. R.L.Guptha And M.Radhaswamy, Advanced Accountance
5. R.L.Guptha & V.K.Guptha, Principle And Practice Of Accounting

## II SEMESTER

### CIH453: STATISTICAL METHODS

**Objectives: To impart working knowledge of statistical methods and its application.**

**Pedagogy: Class lectures, Assignments, Practical exercises, Group Discussions, Seminars and Applications with examples, Case Studies, Project Work.**

#### **UNIT 1- Introduction to Statistics:**

Definition & its Application to various field, Measures of Central Tendencies/ Statistical Averages : Arithmetic Mean – Median – Mode- Applications, types of statistical weighted Averages : geometric mean and Applications , other Averages : Quartiles – Deciles – Percentiles and their uses.

Measures of Dispersion : Qualities of good measure of variation ,measure of dispersion: Range – quartile deviation – mean deviation – standard deviation with definitions –merits and demerits-importance- Methods of calculating and application (Brief Concepts only )

#### **Unit –II – Correlation Analysis:**

Meaning- types of correlation – properties – significance , Methods of studying correlation – Scatter Diagram- Karl Pearson’s Coefficient of Correlation – Bivariate Correlation method – Spearman’s rank Method- co-efficient of Determination – its significance.

#### **Unit –III Regression Analysis:**

Meaning – types of regression, Regression lines, Regression coefficient, Properties and uses of Regression lines. Analysis of regression to estimate regression parameter: Scatter diagram – least square method ratio of variances – standard error of estimate.

#### **Unit –IV Index Numbers:**

Concepts – Types of Index Numbers-Construction of Index Numbers – Uses- Limitations of Index Number and its applications.

**Unit –V : Time Series:** Definition – Utility- Components of Time series , - variations in Time Series: Trend Analysis- Seasonal Variations – Cyclical Variations- Irregular Variations – Illustrations’.

Probability theory – three approaches –Bayes theorem- Applications.

#### **References:**

1. S.P.Gupta , Statistical Methods , Sulthan Chand & CO- New Delhi
2. S.C.Gupta, Fundamentals of Statistics, Himalaya Publishing House.
3. U.K. Srivastava and others –Quantitative Technique for Managerial Decisions, Anmol Publications- New Delhi.
4. Sanchethi and Kapoor - Quantitative Techniques, Sulthan Chand & CO- New Delhi
5. D.C. Sanchethi and V.K. Kapoor, Business Mathematics, S . Chand & Co. New Delhi.

**II SEMESTER**  
**CIH454: GENERAL INSURANCE MANAGEMENT**

**Objectives: To provide adequate knowledge of general insurance schemes and functions.**

**Pedagogy: Class lectures, assignments, seminars, case studies and group discussions.**

**UNIT I:**

Introduction to insurance-purpose & need of insurance-how insurance works- the business of insurance-pooling of risks and resources.- insurance as a social security- role of insurance in economic development

Fundamental/principles of general insurance-contract of insurance, conditions necessary for a contract, contractual duty, contribution under pooling condition.

**UNIT II:** Insurance document:

Proposal forms, policy forms, cover notes, certificates of insurance, endowment, endowment renewal notice, other insurance documents.

Theory and practice of rating- bases of rates making, tariffs, de-tariffs, market agreement- role of tariff and contracts.

**UNIT III**

Legislative & regulatory matter insurance act 1938- the insurance amendment act 2002- general insurance business- amendment act-IRDA regulations.

Fire insurance- the standard fire and special perils policy- terrorism cover-tariff system- special policies

Marine insurance: marine policies duration of cover claims

**Motor insurance:**

Motor vehicles act 1988- personal accident cover for owner- driver's theft claim

Personal accident insurance: types of disablement claims- extended coverage

**Health insurance:** mediclaim policy, domiciliary, hospitalization benefits, bhavishya arogya policy.

**UNIT IV:**

Liability insurance: compulsory public liability policy- product liability policy-employer liability policy.

**Social Insurance:**

Rural Policies- cattle insurance, poultry insurance, inland insurance – agricultural insurance, hut insurance-obligation of insurer to the social sector

**UNIT V:** Risk management

Meaning and definition of risk management- types of risk- methods of risk management- process of risk management

Product knowledge-customer orientation- big targets-personal growth-records and review

Behavioral aspects:

Motivation- morale, communication skills. Analytical skills etc.

**Miscellaneous insurance:** information technology-internet-benefits to policy, prospectus.

**REFERENCES:**

1. P.K.Gupta- Insurance and risk management
2. M.N.Mishra and S.P. Mishra- Insurance and risk management.
3. Walter Rielhoz and Partrier liedthe – Strategic Issues in Insurance.
4. Ben G Baldwin – New Life Insurance Investment Advisor.
5. Christopher L Culp – Art of Risk Management
6. Eric Breys – Insurance from under writing to derivatives (Asset Liability Management): Dimensalisation.
7. EMMELT J Vaughan – Essentials of Risk Management and Insurance.
8. Herold D Jr Skipper – International Risk and Insurance: An environmental Management approach (Irwin McGraw Hill)
9. Williams, Smith and Young – Risk Management and Insurance, 8<sup>th</sup> Edition
10. Parker and Beaver – Risk Management – Challenges and solutions.
11. Lau A.C.K – Risk Management Society Publishing, 1992 (6)

12. Wasow, Bernard and Raymond D.Hill (Editors) the Industry in Economic Development  
University press, New York, 1989.
13. Philip Kepter – Risk Management and Insurance, 2<sup>nd</sup> Edition 1998
14. Advanced Accountancy By R L Gupta
15. Advanced Accounts By M.C Sukla
16. Advanced Accounts By B.S.Raman
17. Advanced Accountancy By Chakravarthi
18. Advanced Accounts – S.P Jain and KL Narang
19. T.S. Mann –Law and practice of Life Insurance in India
20. S.R Diacon and R.L Cartee – Success in Insurance.
21. Marks DORF Man – Introduction to Insurance
22. George E Rejda – Social Insurance and Economic Security
23. S.S. Huelouer Kenneth Blach Jr Life Insurance.

**II SEMESTER  
CIS455: INTERNATIONAL BUSINESS**

**Objective: To provide fair knowledge for the International Business Environment**

**Pedagogy: Class lectures, assignments, seminars, case studies and group discussions.**

**UNIT I: International business:**

Nature, importance and scope- framework for analyzing international business environment- geographical, economic, socio-cultural, political and legal environment- MNC's –host and home country relations

**UNIT II:** Foreign trade policy

Free trade, protection- trade barriers-tariff and import quotas- effects of tariff- effects of quotas- balance of payment components of Bills of Payment.

**UNIT III:** Foreign Portfolio Investment:

Benefits of portfolio capital flows- foreign direct investment-merits of foreign direct investment (FDI) – Role of multinational corporations.

**UNIT IV:**

The trading and the regulatory environment of international business-the trading environment-bilateral and multilateral trade laws.

**UNIT V:**

International economic institutions and agreements-WTO, UNCTAD, IMF, World bank- impact of world bank on developing countries

Foreign trade contracts- documents in foreign trade- foreign draft, transport documents, insurance documents (marine insurance), other documents

**REFERENCES:**

1. International business environment and management- V.K, Bhalla & S.ShivaRamu
2. Modern Economics- Dr.H.L.Ahuja
3. International business- Francis Cherunilam
4. The essence of international business- James Taggart
5. International business text and cases- Subba P. Rao
6. Money, banking & international Trade- M.L.Seth.

## II SEMESTER

### CIS 456 : BANKING SYSTEM & EVALUATION

**Objectives:** Providing an in-depth analysis of the commercial banking in India and equipping the students with the tools used in interpreting and evaluating performance, productivity and efficiency of the banking organizations.

**Unit I: Banker and Customer :** Origin of Banker and Banking system, meaning of banker and customer, banker and customer relationship – general relationship, statutory obligations of banker, banker's lien, functions of Banker ; Customer – special types of customer – minor, married, partnership firm-joint stock company, Banking system in India, Universal Banking and E-Banking.

**Unit II: Negotiable Instruments :** Definition, Characteristics, types and classification-special parties in negotiable instrument, cheques-crossing, endorsement, material alteration, marking of cheques.

**Unit III: Banking Regulations:** Control of the Banking Sector by the RBI, CRR, SLR and Income Recognition Norms, NPA and Provision for NPAs, Basel Accord-I, II, II(CRAR).

**Unit IV: Banking Performance Measurement and Evaluation:** Interpreting Bank Balance Sheet and Income and Expenditure statements, Financial Statement Analysis and Bank Performance Measurement, CAR, Liquidity Ratios, Structural Ratios and Profitability ratios.

**Unit V: Management of Banking Organization:** Loan Management, Investment Management, Liquidity Management, Profit and Growth Management, Asset Liability Management Using Traditional GAP and Modern techniques.

#### References:

1. Varshney, P.N., Banking Law and Practice, Sulthan Chand & Sons, New Delhi.
2. Nigam, B.M. Lal, Banking Law and Practice, Konark, New Delhi.
3. Rauk K.C. and Dass S.K., Commercial Banks in India: Profitability, Growth and Development, Kanishka Publishers, New Delhi.
4. Reed E W , Commercial Bank Management, Harpet and Row Publishers, New York.
5. Subba Rao P, Principles and Practice to Bank Management, Himalaya Publishing House, New Delhi.
6. Vasanth Desai, Principles of Bank Management, Himalaya Publishing House, New Delhi.
7. Maheshwari S.N., Management Accounting for Bankers, S Chand and Sons, New Delhi.
8. Jeevanandam, Management Accounting for Bankers, S Chand and Sons, New Delhi.
9. B Ramachandra Rao, Balance Sheet and Credit Appraisal, S Chand and Sons , New Delhi.
10. Ramoorthi, Working Capital Management in Banks, IMFR, Chennai.
11. Singh and Singh, Financial Analysis for Credit Management in Banks, HPH, Mumbai.
12. John Mayer, Financial Statement Analysis, PHI, New Delhi.
13. Pandey I M, Management Accounting, Vikas Publications, New Delhi.



**II SEMESTER**  
**CIS 457: MACROECONOMICS FOR BUSINESS DECISIONS**

**Objectives:**

1. To familiarise students with key macro economic variables and their behaviour, and enable them to critically evaluate different economies.
2. To enable students to integrate macroeconomic analysis into business decisions.

**Unit – I**

Introduction to economics, macro economics, and its interface with business and industry. Resources and goals of an economic systems, free market and mixed economy. National income and product concept, computation of national income and related aggregates, problems in computation of national income.

**Unit – II**

Consumption, Savings, investment, marginal propensity to consume, marginal propensity to save, multiplier, paradox of thrift, income and employment determination.

**Unit – III**

Money, monetary system, role of credit, financial inter-mediaries, level and structure of interest rates - interest and macroeconomic equilibrium, central bank, monetary management and policy. Fiscal policy – Objectives, tools, fiscal variables and the public debt, co-ordination of monetary and fiscal policies.

**Unit – IV**

Economic growth, factors determining economic growth, growth models, capital output ratio, problems of growth. Policies towards economic stability, business cycle, inflation and deflation, control measures, conflicts between growth and stability.

**References:**

1. Gupta G. S. - *Macroeconomic theory*- Tata Mc-Graw Hill publications
2. Samuelson, Paul – *Economics*, Tata Mc-Graw Hill publications
3. Dornbush R & Fisher S – *Macroeconomics* – Tata Mc-Graw Hill publications
4. Blanchard O. J & Stanley Fischer – *Lectures on Macro-economics* – Tata Mc Graw Hill publications
5. Dwivedi D N – *Managerial Economics* – Vikas publications
6. J. K. Bhagawathi – *Economics of Underdeveloped Countries* – All India Traveler Book Seller Publishing Company.
7. A. K. Agarwall – *Indian Economics – Problems of Development and planning* – D.K Publishers.
8. V. K. R. V. Rao - *National Income of India – 1950 to 1980* Sage Publishers
9. Bimal Jalan – *India's Economic Crisis*, Oxford, IBM.
10. Rangarajan C. – *Principles of Macro Economics*, Tata McGraw Hill Pub co.
11. Vaish M. C – *Macro Economic Theory* – Willey Eastern
12. Jha. R – *Contemporary Macroeconomic Theory and Policy*
13. Schultze C. L – *National Income Analysis*
14. Bramhananda P R & V R Panchamukhi – *Development process of Indian Economy Survey (Various issues)* – Ministry of Finance Government of India Publications, New Delhi.
15. Sheth M. L – *Macroeconomic theory* – S.Chand, New Delhi.
16. Bhole. L.M, *Financial Institutions and Markets*, Tata McGraw Hill.
17. Frank R.H: *Principles of Macroeconomics*, Tata McGraaw Hill.
18. Colander: *Macroeconomics* TMH.
19. Fischer and Blanchard: *Lecturer an Macroeconomics* PHI.
20. Turnovsky: *Methods of Macroeconomics Dynamis*, PHI.

### III SEMESTER

#### CIE501 : MANAGERIAL COMMUNICATION

**Objectives:** To enhance the personal and professional effectiveness of the students by exposing them to the art and science of communication and learning.

**Pedagogy:** Lecture cum discussion, Case Study, Group Discussion, Role Play, Management Games, Seminars and Presentations.

**Unit I** - Introduction to Communication - Meaning & definition, Role, classification and purpose of communication - Communication process - Characteristics of successful communication - Importance of communication in Management - Communication structure in organization

**Unit II** - Oral Communication - Meaning & principles of successful oral communication - Barriers to communication - Conversation control - Reflection and Empathy: two sides of effective oral communication - Modes of Oral Communication. - Listening as a Communication Skill - Non verbal communication.

**Unit III** - Case Analysis and case methods of Learning - Understanding the case method of learning - Different types of cases - Difficulties and overcoming the difficulties of case method - Reading a case properly (Previewing, skimming, reading, scanning) - Case analysis approaches (Systems, Behavioural, Decision, Strategy)

**Unit IV** - Presentation and Negotiation Skills - Presentation skills – what is a presentation - Elements of presentation - Designing & delivering business presentations - Advanced visual support for managers - Negotiation skills – Nature and need for negotiation - Factors affecting negotiation - Stages of negotiation process - Negotiation strategies

**Unit V** - Employment Communication - Introduction - Composing application messages - Writing CVs - Group discussions - Interview skills - Impact of technological Advancement on business communication - Technology enabled communication - Communication networks - Intranet – Internet - Emails – SMS – Tele & Video conferencing

#### References:

1. Business Communication : Concepts, Cases And Applications – P D Chaturvedi, Mukesh Chaturvedi Pearson Education, 1/e, 2004
2. Business Communication, Process And Product – Mary Ellen Guffey – Thomson Learning , 3/E, 2002
3. Basic Business Communication – Lesikar, Flatley TMH 10/E, 2005
4. Effective Technical Communication By M Ashraf Rizvi .- TMH, 2005
5. Business Communication Today by Bovee Thill Schatzman – Pearson & Education, 7th Ed, , 2003
6. Contemporary Business Communication - Scot Ober-Biztantra, 5/e
7. Business Communication – Krizan, Merrier, Jones- Thomson Learning, 6/e, 2005

### III SEMESTER

#### CIH502 : ADVANCED MARKETING MANAGEMENT

**Objectives:** To provide adequate knowledge of the contemporary marketing concepts and its application.

**Pedagogy:** Lecture cum discussion, Case Study, Group Discussion, Field work, Seminars and Presentations.

**Unit I - Marketing Concepts** - Definition - The five Distinct Concepts of Marketing - The Growing Relevance of Marketing in India - Marketing Challenges of Liberalized Economy - The Growing Rural Scenario - Retail Sector and Financial Sector

**Unit II** - Marketing Planning and Strategies - Market Segmentation, Positioning and Targeting - Process and types of Segmentation, Positioning and Targeting - Marketing Planning - Marketing Environment - Sales and Demand Forecasting - Sales forecasting Methods.

**Unit III** - Customer Relationship - Creating customer value - Satisfaction and Loyalty - Consumer Behaviour - Buying Decision making process - Determinants of Consumer behaviour - CRM in marketing

**Unit IV** - Product decisions - PLC - Product mix decisions - New Product development - Branding and Packaging

**Unit V** - Distribution Channel - Importance - Patterns of Distribution channels - Types of Intermediaries - Designing a Distribution Channel - Indian Scenario of Distribution - Selection, Appointment and Management of Dealers - Managing Value Networks

**Unit VI** - Pricing and Promotion - Meaning, Objectives and Need of Pricing - Pricing Strategies - Proactive Pricing - Promotion - Impact of Advertising on buying behaviour - Areas of Advertising - Promotional strategies - Marketing of Financial Services - Nature - Uniqueness of promoting financial services - E Marketing and Mobile Marketing

#### **References:**

1. **Philip Kotler** - Marketing Management - Analysis, Planning and Control
2. **V.S. Ramaswamy and Namakumari** - Marketing Management - Planning Implementation and Control - The Indian Context
3. R Srinivasan - Case Studies in Marketing - The Indian Context
4. Malhotra N.K - Marketing Research - Pearson Education Asia, 3rd Edition 2001
5. S. Ramesh Kumar - Marketing and Branding in Indian Scenario, Pearson Publication
6. Richard M.S. Wilson, Colin Gilligan, Strategic Marketing Management, Viva Books Pvt Ltd

### III SEMESTER

#### CIH503: HUMAN RESOURCE MANAGEMENT

**Objectives: To provide adequate knowledge of the contemporary HR concepts and its application.**

**Pedagogy: Lecture cum discussion, Case Study, Group Discussion, Seminars and Presentations.**

**Unit I** - Overview of Human Resource Management - Historical Background in Brief - Line and Staff - Role of HR Manager

**Unit II** - Human Resource Planning (HRP) - Objectives of HRP - Definition Need for HRP - Process of HRP - Factors affecting HRP - Limitations of HRP - Recruitment and Selection - Definition - Sources of Recruitment - Selection - Significance - Selection procedure

**Unit III** - Human Resource Training & Development - Meaning and importance of T&D - Assessment of training needs - Training Methods - On and off the job training - Measurement and evaluation of training programmes - Career development and management development - Promotion and demotion - Concept of executive development - Methods of executive development - Career development Vs. Executive Development

**Unit IV** - Performance Appraisal Systems (PAS) - Introduction, Meaning, Concepts of PAS - Methods of PAS - Uses of Performance Appraisal - Limitation of performance appraisal - Designing PAS

**Unit V** - Compensation Management - Wage & Salary Administration - Need for sound salary administration - Factors affecting Salary/wages - Methods of wage payment and incentive plans - social security measures

**Current Issues and Trends in HRM** - TQM - Kaizen - Quality circles - Flexi Time - Work from Home - Emotional Intelligence - Migration & Expatriates - HR Outsourcing - HR Culture in India

#### **References:**

1. Ian Beardwell and Len Holden, Human Resource Management, Mc Millan India Ltd, New Delhi
2. Wendell French - Human Resource Management
3. P. Subba Rao - Personal and Human Resource Management, Himalaya Publication
4. Eswin B Flippo - Personal Management, Mc Graw Hill Publication
5. Armstrong Michael A - A handbook of Human Resource Management, Kogan Page

### III SEMESTER

#### CIS504: HUMAN CAPITAL MANAGEMENT

##### Objectives:

- To Enlighten the students on the principles and practices of HR as a capital factor
- To introduce the entire gamut of scope of HR
- To capture the changing landscape of HR

##### **Unit I - Human Capital Management :**

Nature of HRM, Scope, Functions and importance of HRM, Evolution of HRM, Difference with HRD, Contemporary issues and practices in HRM, Changing concept of HRM in India and in the globe.

##### **Unit II - Human Capital Planning and Employee Hiring :**

Nature of job Analysis, Job Design, Job evaluation, Human Resource Planning, Demand forecasting, HR supply forecasting, Need for and factors influencing HRP, Career planning, promotion, transfer, demotion and separation; Employee hiring – Nature of Recruitment, Sources of Recruitment – internal and external, Employee selection, process of employee selection, New recruitment practices job portals, employee reference, campus recruitment etc.

##### **Unit III - HR Development:**

Nature and importance of Training, Methods of Training, TNA, Nature of HRD program, Methods of Management Development and Executive development programs, Development beyond training, Contemporary HRD practices.

##### **Unit IV - Performance Management System:**

Nature and importance of performance appraisal and PMS, Methods and models, Difference with performance Appraisal, Future of performance Management system.

##### **Unit III - HR Development:**

Nature and importance of Training, Methods of Training, TNA, Nature of HRD program, Methods of Management Development and Executive development programs, Development beyond training, Contemporary HRD practices.

##### **Unit IV - Performance Management System:**

Nature and importance of Performance appraisal and PMS, Methods and models, Difference with performance Appraisal, Future of performance management system.

##### **Unit V - Compensation Management and Employee Relations:**

Introduction to compensation Management, Components of employee and executive compensation, factors affecting employee compensation, Employee incentive schemes, and Recent trends in Compensations Management.

Nature of employee relation, industrial relations, Resolution of industrial disputes, Employee grievance, Trade union and their relevance.

##### **Unit VI - Strategic HRM:**

Introduction, characteristics and scope of SHRM, SHRM Vs conventional HRM, Barriers to strategic HRM, Linking HR strategy with business strategy, SHRM and business performance.

##### **References:**

1. A.M.Sheikh, Human Resource Development and Management, 3<sup>rd</sup> Revised Edition, S Chand Publication.
2. Snell and Bohlander, Human Resource Management, South-Western Cengage Learning. Indian Edition.

3. Uday Kumar Haldar and JuthikaSanker, Human Resource Management. Oxford Higher Education, 2012.
4. Seema Sanghi, Human Resource Management, Vikas Publications, 2014.
5. Sharou Pande and Swapnaleka Basak, Human Resource Management, Pearson Education, 2012.
6. K Aswathappa, Human Resource Management, McGraw Hill Education 7<sup>th</sup> edition, 2013)
7. D Gopalakrishna, Case incidents in Human resource Management, IK International Publishers, 2014.
8. Hary Dessler and BijuVarkkery (2013), Human Resource Management, Person Publication, 12<sup>th</sup> Edition.
9. P.Jyothi and D.N.Venkatesh (2013), Human Resource Management, Oxford Publication, 2<sup>nd</sup> Edition.
10. Biswajeet Pattanayak (2014), “Human Resource Management”, PHI Publications, 4<sup>th</sup> Edition.
11. V.S.P.Rao and C.B.Mamoria (2012), “Personal Management (Text and Cases)”, Himalaya Publications, Thirtieth Edition.

### III SEMESTER

#### CIS505: RURAL BANKING & RURAL INSURANCE

**Objectives: To provide adequate knowledge of the concepts and application of Rural Banking & Rural Insurance**

**Pedagogy: Lecture cum discussion, Case Study, Group Discussion, Field Work, Seminars and Presentations.**

**Unit I - Rural Banking and Micro Finance - Evolution of MF - The role of money lenders, credit unions, cooperatives, chit funds, commercial banks, MFIs - Role of SHGs and NGOs in Micro Finance**

**Unit II - MF as a tool to Empower the poor - Basic concepts about poverty, savings and Income - Poor and savings - Poor and lending - poor and repayment - Sources of income for the poor - MF as tool to income for the poor people - Effects of MF on local environment, Agriculture, Trading, enterprise creation, avoiding exploitation - Indian Scenario of MF in poverty alleviation**

**Unit III - Models of MF - SHG as an instrument of MF - Promotion and Principles of SHGs - Financial Inclusion Strategies in India**

**Unit IV - Role of National and International Institutions in providing MF - NABARD and SIDBI - World Bank - UNDP - USAID - DFID**

**Unit V - Rural Insurance - Need and Potential of Rural Insurance - Legal Framework - Various Rural Insurance schemes and Policies**

**Unit VI - Social Insurance - Concept of social Insurance - Characteristics and Need for social Insurance - Legal framework of social insurance - Social Insurance in India - Unemployment Insurance - Indian Scenario of Social Insurance**

**References:**

1. Insurance and Risk Management - Dr. P K Gupta
2. Dr. Deepali Pant Joshi - Social Banking, Foundation Books Pvt Ltd, New Delhi
3. Phyne E and Otero Maria - The New World of Micro Enterprises and Finance, Intermediate Technology Publications, London

### III SEMESTER

#### CIS506: TAX MANAGEMENT

**Objectives: To provide adequate knowledge of the concepts and application of Direct**

**Pedagogy: Lecture cum discussion, Case Study, Group Discussion, Seminars and Presentations.**

**Unit I** - Basic concepts of Income Tax - Basic concepts: assessment year, previous year, person, assessee, Income, charges on income, gross total income, capital and revenue receipts, residential status, receipt and accrual of income, connotation of income deemed to accrue or arise in India, incidence of tax, Tax Planning, Tax Evasion, Tax Management - Simple Problems on Incidence of Tax

**Unit II** - Explanation under various heads of income - income from salary and its components - Basic problems on salary income

**Unit III** - Income under the head profit and gains of business or professions and its computation- basis- method of accounting- scheme of business deductions/allowance- maintenance of books, Depreciation Allowance - Simple Problems of Business/Professional Income

**Unit IV** - Income under capital gain, basis of charge, transfer of capital asset, inclusion & exclusion from capital asset, capital gain, slump sale, Exemptions, capital gain in special cases, Securities Transaction Tax(88E) - Problems on computation of Long Term and Short Term capital Gains

**Unit V** - Income from Other Sources - Incomes, Permissible deductions - Problems on computation of income from other sources - Gross Total Income - Deduction under section 80 - Computation of Taxable Income of Individual –clubbing of income –tax deducted at source –problems on TDS.

**Unit VI** – Indirect Tax- Basic theoretical concepts of Excise Duty, Customs Duty – Basics of VAT – CST in Brief – introduction to Service Tax.

#### **References:**

- 1.Vinod Singhanian- Students Guide to Income Tax – Taxman Publications
- 2.V S Datey – Indirect Taxes – Taxman Publications
- 3.Mehrotra- Direct Tax – Sahitya Bhavan
- 4.T N Manoharan- Students Guide to Income Tax – Snow White
- 5.Income Tax Law & Practice, Mahesh Chandra & Shukla – Pragathi Publications



## IV SEMESTER

### CIH551: CONTEMPORARY ISSUES IN BANKING

**Objectives:** To help the students to understand students the principles and practices of contemporary banking in the present scenario.

**Pedagogy :** Class lectures , Assignments , Practical exercises , Group Discussions, Seminars and Applications with examples, Case Studies.

**UNIT-I : Commercial Banking In India :** Scheduled Banks, Non - Scheduled Banks, Narasimham committee Recommendations- Present structure of Indian Banking system- New Generation Banks – Priority sector financing by commercial banks in India- Commercial banks and Insurance Business- Challenges before Indian commercial banks.

**Unit –II: Liquidity Management:** Theories of Liquidity Management: The commercial Loan Theory, The shift ability theory, the Anticipated Income Theory, the Liabilities management theory, Potentiality of Liabilities management theory in India.

**Unit –II :Management of Capital Funds in Commercial Funds :** Functions of Capital Funds in Commercial banks- concepts of adequate capital fund,standard for measuring capital adequacy in a commercial bank : Basel committee on banking supervision – BASEL I AND BASEL II recommendations: Capital Adequacy norms in Indian Commercial Banks.

**Unit –IV: Management of Reserve in Commercial Banks:** Management of Primary Reserve – concepts of Primary Reserve – Working Reserve- forces influencing working reserve- cash management- management of secondary reserve – factors influencing the level of secondary reserve – estimating secondary reserve requirement for unstable accounts- management of Loans.

**Asset-Liability Management in Commercial Banks:** Process of ALM – Measurement of Risk – Methods Value at Risk – Management of Nonperforming assets- methods of managing NPAs.

**Unit-V: Relationship Banking:** fundamentals – formulating Relationship banking strategy- Utility of Relationship banking- management of income in a commercial bank, problems of allocation of bank income. **Marketing of Bank Services:** Relevance of marketing approaches to deposit mobilization in commercial bank – Concept of Bank Marketing – Relevant strategies- Core banking.

**IT in banking :** recent trends in banking – NEFT- RTGS – E-BANKING, M-BANKING- Role of banking in Economic development – financial inclusion.

#### References:

1. R.M.Srivastava & Divya Nigam, Management of Indian Financial Institutions, Himalaya Publishing House.
2. K.C.Shekhar & Lekshmy Shekhan, Banking Theory and Practice, Vikas Publishing House.
3. Perminder Khanna , Advanced study in money and banking Vol I & II (Atlantic Publishers)
4. K.P.M.Sunoram, Money, Banking Trade and Finance, Sulthan Chand & sons.
5. Sundaram & Varshaney , Banking and financial Systems , Sulthan Chand & sons
6. Calverley, John and Richard O Brien, Finance and International Economy, Oxford University press.
7. H.R.Machirju, Modern Commercial Banking, Vikas Publishing House, New Delhi.

**IV SEMESTER**  
**CIH552: LIFE INSURANCE MANAGEMENT**

**Instructions Hours: 70 Hours**

**Objective: To provide students with the adequate knowledge of insurance sector and also the principles governing the operation of insurance sector in India.**

**Pedagogy: class lectures, assignment, practical exercises, group discussions, seminars, case studies.**

**UNIT I:**

**Introduction To Insurance:** definition of insurance, purpose and need of insurance, insurance as a social security tool, role of insurance in economic development, advantages of life insurance, principles of life assurance, life insurance contract, principle of utmost good faith, insurable interest, principle of indemnity, needs and insurance, principle of subrogation, premiums and bonus, what is premium, premium calculation and actuarial valuation bonus

**UNIT II:**

**Life insurance product: Traditional/unit linked policies:**

Individual and group policies, with profit and without profit, types of insurance products as whole life products, interest sensitive product, term assurance, annuities, endowment assurance etc., insurance products for female and children etc

**UNIT III:**

**Under writing:** Introduction, classification of risks, financial underwriting, non-medical underwriting, underwriting by agents, recent trends.

**Insurance documents:** documents including proposal forms and other relevant forms, first premium receipt/renewal receipt, policy contract, endorsement, renewal notice/ bonus notice, other insurance documents.

**Policy conditions:** age, days of grace, lapse and non-forfeiture, paid up value, revival, assignment, nomination, surrenders and loan, indisputability of the policy, married women's property act policy.

Claims: procedure and documents

**UNIT IV:**

**Group insurance:** Special, legal/ other features of group insurance, superannuation schemes, group insurance scheme EDLI and non-EDLI group gratuity scheme, and group leave encashment schemes, retirement schemes.

**Rural and Social sectors:** Legal provisions, rural sector, social sector, IRDP, integrated rural development programmes, Karnataka sthri shakthi Yojana

**UNIT V:**

**Life insurance marketing:** Marketing concept, distribution channel, the customer strengthening relationship, the actuarial profession advertisement, customer satisfaction.

**Personal development:** scope, product knowledge, customer oriented business target, time management, long-term relationship, motivation, morale

**Law and Regulations:** insurance act 1938, LIC Act 1956, IRDA Act 1999, Consumer protection act 1986, other acts with reference to insurance contracts and policy holder's rights related to claims.

**Information technology:** introduction, internet benefits to agents and policy holders and to the society

**REFERENCES:**

1. Dr.P.K.Gupta, -Fundamentals of insurance
2. George E.Rejda, principles of risk management and insurance
3. Dave hall, Rob jones- business studies
4. Emmett.J.Vaughan- fundamentals of risk and insurance.

## IV SEMESTER

### CIS553: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

**Objectives: To prepare students to apply the concepts of security analysis and portfolio management in real business situations**

**Pedagogy: Lecture cum discussion, Case Study, Practical Exercises, Seminars and Presentations.**

**Unit I** - Investment Scenario - Meaning of Investments - Investment Avenues - Physical and Financial Assets - Real estates and financial investments - Equities, Bonds, Debentures, FDs, Mutual Funds - Securitised and Non securitised Investments - Warrants and convertibles - Short term financial instruments - Commercial papers, Certificate of deposits, Repos and Reverse Repos

**Unit II** - Capital Markets - Structure and functioning of the capital market - Stock exchanges - Trading and settlement procedures of NSE & BSE - Brief history of and status of Regional stock exchanges and OTCEI in India - International Capital markets - Brief history and workings of major stock exchanges of the world

Stock Market Indices - Major stock market indices - BSE sensdex, Nifty, Dollex, BSE 200, RBI Index, S & P500, NYSE Index, Dow Jones Industrial Average - MCSI, NIKKEI, NASDAQ Index - Landon Stock Exchange Index and Major indices of Asian countries.

**Unit III** - Risk and Return - Measures of return, standard deviation, Co-efficient of variation, beta, alpha, systematic and unsystematic risk - Significance of beta in the portfolio theory - Estimation of beta from historical shares prices, Market risk

**Unit IV** - Fundamental, Technical Analysis - Factors to be considered in economic analysis, industry and company analysis - Technical analysis - Market indicators - Forecasting individual performance - Technical charts - Efficiency of capital market - efficient market hypothesis - Random walk hypothesis - Weak form, semi strong form, strong form of market efficiency - Testing these forms

Portfolio Analysis - Construction of portfolios and efficient portfolios - Markowitz portfolio constructions - Efficient frontier - Convexity of efficient frontier - Diversifications of risks - Sharpe's single index model - beta, alpha - systematic and unsystematic risks

**Unit V** - Portfolio Selection and Performance Evaluation - Evaluating portfolios performance - performance evaluation measures - Sharpe's Treynor's, Jenson and Fama indicies.

Asset Pricing Theories - Capital Asset Pricing Model (CAPM) - Assumptions of CAPM - Capital market lines - Security market lines - Beta and CAPM - Testing CAPM - Arbitrage pricing theory - Market anomaly

#### **References:**

1. Investment Analysis & Portfolio Management – Reilly – 8/e – Thamson / Cengage Learning.
2. Security Analysis & Portfolio Management – Fisher and Jordan , 6/e Pearson, PHI.
3. Investment science – David G.Luenberger. Oxford.
4. Alexander, Sharpe, Bailley – Fundamentals of Investment – Pearson/ PHI, 3/e, 2001
5. Portfolio Management – Barua, Verma and Raghunathan (TMH), 1/e, 2003
6. Investment Analysis and Portfolio management – Prasanna Chandra – TMH - 2nd Edition
7. Investments – Zvi Bodie, & Mohanty – TMH
8. Investment Management – VK Bhalla ( S.Chand & Co)
9. Security Analysis & Portfolio Management, S.Bhat, Excel Books

## IV SEMESTER

### CIS554: ADVANCED FINANCIAL MANAGEMENT

**Objectives: To prepare students to apply the concepts of advanced financial management in real business situations**

**Pedagogy: Lecture cum discussion, Case Study, Practical Exercises, Seminars and Presentations.**

**Unit I** - Introduction to Corporate Finance - Meaning - Investment decisions - Financing decision - Dividend decision - Objectives function of the firm - Maximization of firm value - Assumptions associated costs and conflicts - Tools of corporate finance - Present value - Financial statement analysis - Risk and return - Option pricing

**Unit II** - Capital Budgeting Decisions - Return on capital - Return on equity - Payback, Net Present value, Internal rate of return, Profitability index, Capital rationing - Mutually exclusive projects, Replacement decisions - Expansion - Related projects

Uncertainty and Risk in Capital Budgeting - Basic approaches to dealing with uncertainty - Sensitivity analysis, Scenario analysis, Breakeven analysis, Simulation analysis - Decision trees - Project risk - Competition risk - International risk

**Unit III** - Capital Structure - Debt and Equity, Hybrid securities - Internal and External financing - Types of financing used - IPO's Rights, Warrants, Private placement, Venture Capital - Securitisation - Capital structure theory: Benefits and costs of debt - Miller & Modigliani theory - choice of capital structure - operating income approach - cost of capital approach - Return of differential approach - ROA & ROE adjusted present value approach - Comparative analysis approach

**Unit IV** - Working Capital - Basic trade-offs - Financing of current assets - Permanent Vs. temporary, Short-term Vs. Long-term, Managing current assets - cash, inventory and accounts receivables

Dividend policy – Theories of dividend policy : relevance and irrelevance dividend decision. Walter's & Gordon's model, Modigliani & Miller approach. Dividend policies – stable dividend, stable payout and growth - Bonus shares and stock split corporate dividend behaviour - Corporate Dividend Tax.

**Unit V** - Financial planning – Basis of financial planning, sales forecast method, pro-forma P & L account method, pro-forma balance sheet method, determination of External Financing Requirement (EFR).

Financial Management of sick units - Definition of sickness, causes, symptoms, predictions, revival strategies, institutions for revival of sick units - Economic Value Added (EVA) – concept, components of EVA. Market Value Added (MVA) (Theory Only)

#### **References:**

1. Prasanna Chandra: Financial Management, (TMH)
2. M. Y. Khan & P. K. Jain – Financial Management, (TMH)
3. I. M. Pandey – Financial Management (Vikas)
4. Brigham & Ehrhardt, Financial Management – Theory & Practice, Thomson Learning
5. Ross, Westerfield & Jaffe, Corporate Finance– TMH
6. Advanced Financial Management – Sudhindra Bhat – Excel Books

**IV SEMESTER**  
**CIS555: COST AND MANAGEMENT ACCOUNTING**

**Objective:** to provide knowledge and understanding the concepts, techniques and practices of cost and management accounting.

**Pedagogy:** class lectures, assignments, practical exercises, group discussions, seminars, and applications with examples.

**UNIT I:**

**Introduction to cost and management accounting:**

Evolution, objectives and scope of cost and management accounting- methods-types-classification- techniques of costing- relationship of cost accounting, financial accounting, management accounting and financial management.

**UNIT II:**

**Product cost:**

Cost sheet, job order costing, contract costing – Target costing ; cost ascertainment and pricing of products and services – Uniform Costing and Inter firm comparison

**UNIT III:**

**Marginal costing:** advantages, limitations- break even analysis- cost-volume profit analysis- P/V ratio- margin of safety

**UNIT IV:**

**Standard costing:**

Definition, significance and applications- various types of standards- variance analysis for material, labour and overhead-; keeping standards meaningful and relevant ; variance analysis; disposal of variances.

**UNIT V:**

**Budgetary control:**

The budget manual, Preparation and monitoring procedures, Budget variances, Flexible budgets, preparation of functional budget for operating and non-operating functions, cash budgets, Capital expenditure budget, Master budget, Principal budget factors.

**REFERENCES:**

1. S.P.Jain & K.L.Narang- Cost and management accounting
2. M.N.Arora- Cost and management accounting
3. S.N.Maheshwari- Cost and management accounting
4. Jawaharlal- Cost accounting
5. M.Y.Khan & P.K.Jain- Theory and problems of management and cost accounting