



**MANGALORE UNIVERSITY**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**MASTER OF BUSINESS ADMINISTRATION (MBA)**

**MBAS 564: RURAL BANKING**

Workload	: 04 hours per week
Examination	: 03 hours - 70 marks
Objectives	: This course aims at introducing the concept of rural banking and its managing strategies.
Pedagogy	: Lectures, assignments, practical exercises, discussions, seminars

**Chapter 1:** Principles and functions of banking, Co-operative banking, Special features, Negotiable instruments, Cheques, bill of exchange, Promissory Notes. An insight into the rural banking scenario with special focus on prevailing opportunities and challenges.

**Chapter 2:** Banker customer relationship, Psycho-demographic approach, Customer centric vs business centric approach.

**Chapter 3:** Co-operative banking, agriculture and non-agriculture organization, function of State Apex Co-operative banks and District Central Co-operative Banks, RBI functions and role, NABARD, Lead Bank Scheme, RRB objective and functions. Strengthening the Regional Rural Banks (RRBs), reforms in cooperatives, expansion of the purview of the priority sector

**Chapter 4:** Banking and I.T., E-banking. ATM. M-banking in rural banking, opportunities and challenges.

**Chapter 5:** Domestic Cash Management, ST/MT Funding, Meaning and importance cash management, Objectives, Cash flow cycle, Cash flow budgeting and forecasting, Electronic cash management, MT and LT funding, Term loans, Securitization, Cost center, Profit center, Planning and control, Capital Budgeting.

**Chapter 6:** Liquidity Management- Objectives-Sources-Maturity concerns: Projected cash and core sources- Contingency Plans- ST/NT Liquidity – Maturity Ladder Limit- Internal control- Information- Netting.

**Chapter 7:** Regulation, Supervision and Compliance- Need and significance of internal and external audit.

Reference:

1. Banking Regulation Act.
2. K C Shekhar and LekshmyShekhar, Banking Theory and Practice, 21st Edition, Vikas Publishing House
3. IIBF (Indian Institute of Banking and Finance), Rural Banking, Macmillan
4. IIBF -Principles and practices of Banking –, 2/e, Macmillan, 2011.
5. Bala Krishna A V and Sohani A K, Indian Rural Banking: Changing Paradigm (Banking Series), ICAI UNIVERSITY PRESS (2008).
6. Indian Institute of Banking Finance, Rural Banking Operations, Taxmann's Publications (2012)
7. SSM Desai, Rural Banking in India, HPH
8. Gordon and Natrajan, Banking theory law & practice, Himalay Publishing House
9. PremkumarShrivastav, Banking theory and practice, Himalaya Publishing House
10. Bhaktapada Roy, Rural Banking and Poverty Alleviation, Abhijeet,1 edition, 2008
11. Basu. A.K. Fundamentals of Banking Theory and Practice.
12. Chatterjee, A., Bank Credit Management.
13. Choubay, B.N., Principles and Practice of Co-operative Banking.
14. Tanan, M.L. Banking Law and Practice in Negotiable Instrument India Act.
15. Tanan, M.L., Banking Law and Practice

