

*Placed at the meeting of
Academic Council
held on 26.03.2018*

APPENDIX - BC
MADURAI KAMARAJ UNIVERSITY
(University with Potential for Excellence)

M.Com. Finance Degree Course (Semester)
Revised Syllabus and Scheme of Examination for
(This will come into effect from the Academic year 2018)

1. Introduction of the Programme : M.Com., Finance

2. Eligibility Conditions :

A candidate who has passed any one of the following degree of this University (or) any other University accepted by the Syndicate as equivalent thereto, subject to such conditions as may be prescribed, therefore, will be eligible for admission to the M.Com., Finance (Semester) Degree Course.

B.Com.	B.Com. (E-commerce)
B.Com. (CA)	B.Com. (CS) **
B.Com. (PA)*	B.B.A.
B.Com. (Banking 2 Insurance)	B.Com. (Honors)
* PA - Professional Accounting	
** CS - Corporate Secretaryship	

Any other degree with Accounting, Costing and Banking as Allied / Ancillary Subject.

2.1. Duration of the Programme : 2 Years

2.2. Medium of Instructions : English

3. Objectives of the Programme :

- i) To enable the students to pursue research programmes - M.Phil. & Ph.D.
- ii) To enable the students to pursue professional courses viz. CA, CMA and CS.
- iii) To facilitate the students employable by equipping soft and employability skills.
- iv) To develop business acumen either to become an entrepreneur or facilitate entrepreneurs.

4. Outcome of the Programme :

- ❖ Making the students eligible for employment in teaching profession.
- ❖ Equipping the students to complete intermediate CA, CMA and CS Course.
- ❖ Making the students employable in Corporate Sector.
- ❖ Including confidence among the students to appear for competitive examinations.

5. **Core Subject Papers** : **10**
6. Subject Elective Papers : 4 (Four)
7. Non-Subject Elective Papers : 1 (One)
8. Utilization : 5 Units each subject
9. Pattern of Semester Exam : Four Semesters
10. Scheme for Internal Assessment
- Test : 10 marks (Average of best two tests)
- Assignment : 5 Marks
- Seminar / Group Discussion : 5 Marks
- Peer-Team Teaching : 5 Marks
- Total** : **25 Marks**
11. External Exam : 75 Marks
12. Question Paper Pattern :
- Part A : 10x1 = 10 Marks
- Part B (Either or) : 5 x 7 = 35 Marks
- Part C (Open Choice) : 3x10 = 30 Marks
- (3 out of 5)** : **Total = 75 Marks**
13. Scheme for Evaluation : Detailed Scheme are required with allotment of marks.
14. Passing Minimum : External Minimum 45% of 75 Marks = 34 Marks. Aggregate.

14.1. Classification

S.No.	Range of CGPA	Class
1.	40 & above but below 50	III
2.	50 & above but below 60	II
3.	60 & above	I

15. Model Questions
16. Teaching Methodology :
- Classroom Teaching
- Teaching aids
- Seminar
- Role Play
- Classroom Exercise
- Case Study
- Group Discussion etc.
17. Text Books : 1 Book
18. Reference Books : 3 Books

19. Retotaling and Revaluation Provision

Candidates may apply for retotaling and revaluation within ten days from the date of the result published in the University website along with the required forms and fees.

20. Transitory Provision

The candidates of previous scheme may be permitted to write exams in their own schemes up to the examinations of April 2020 as a transitory provision.

21. Subjects and Paper related websites.

M.Com. Finance (Semester) SCHEME OF EXAMINATIONS

Subject Code	Sl. No.	Name of the Subject	Hrs./ Week	Credits	Internal Marks	External Marks	Total Marks
I Semester	1.	Advanced Financial Accounting	6	4	25	75	100
	2.	Financial Markets & Services	6	4	25	75	100
	3.	Advanced Business Statistics	6	5	25	75	100
	4.	Soft Skills and Employability Skills (E)	6	5	25	75	100
	5.	Corporate Business Environment.	6	5	25	75	100
II Semester	1.	Entrepreneurship Development (E)	6	4	25	75	100
	2.	Corporate Accounting	6	5	25	75	100
	3.	Cost Analysis & Control	6	5	25	75	100
	4.	Advanced Financial Management	6	4	25	75	100
	5.	Operations Research	6	5	25	75	100
III Semester	1.	Income Tax Law & Practical (E)	6	5	25	75	100
	2.	International Finance	6	5	25	75	100
	3.	Research Methodology	6	4	25	75	100

Subject Code	Sl. No.	Name of the Subject	Hrs./ Week	Credits	Internal Marks	External Marks	Total Marks
	4.	Insurance Management (NME)	6	4	25	75	100
	5.	Accounting for Decision Making	6	5	25	75	100

IV Semester	1.	Indirect Tax (E)	6	5	25	75	100
	2.	Security Analysis and Portfolio Management	6	4	25	75	100
	3.	Banking Technology	6	4	25	75	100
	4.	Customer Relationship Management	6	4	25	75	100
	5.	Project Work	6	4	25	75	100
E-Elective		NME Non-Major Elective	120	90			

SOFT SKILLS AND EMPLOYABILITY SKILLS

OBJECTIVE OF THE SUBJECT

1. To Develop Interpersonal Skills and be an effective goal oriented team player.
2. To develop professionals with idealistic, practical and moral values.
3. To develop communication and problem solving skills
4. To re-engineer attitude and understand its influence on behavior

UNIT - I

Introduction to soft skills-importance - types - essential soft skills - soft skills Vs hard skills - Attitude - Power of positive thinking - positive self talk - Self Esteem Self - confidence and attitude in the work place - SWOT Analysis.

UNIT - II

Goal - Meaning - guideline for goal setting - Types of goals - SMART goal - Short-term, Long-term, Life-time Goals. Time Management : Value of time, key factors - Blue print for success.

UNIT III

Emotional Intelligence - Meaning - Importance - components - High emotional intelligence advantages - Crisis management - Leader : Qualities of a leader - Leadership - Leadership Skills and Role of Leader.

Unit IV :

Employability Skills - Meaning - Importance - Essential Employability Skills - Communication, teamwork, commercial awareness, Analysing & Investigating, initiative / self motivation, drive, written communication, Planning & organizing, flexibility time management.

Unit V

Definition - types - characteristics of effective GD - phases in GD process - Do's and Don'ts of participating GD - interview concept and definition - objective and classification of interview guidelines of effective interview - body language - features - etiquette - various types and importance - CV Preparation.

Pedagogy :

Assignment for presentation
 Conduct mock interview and GD
 Give exercise for etiquette and CV
 Peer group - body language

Text Book :

Sabina Pillai, Agna Fernandez, “Soft Skills & Employability Skills”, First Edition, Cambridge University Press.

Reference :

1. Rebel, G; - “Body Language”, Madrid : EDAF. 1995.
2. Sen, Leena, “Communication Skills”, New Delhi : Prentice - Hall of India Limited. 2004.
3. Subramanian, Sharmila. “Essentials of Communicative English”, Delhi ,: Vrinda Publications 2013.
4. James Innes, “The CV Book : Your definitive guide to writing the perfect CV”, Bookbarn International, Wells Rd, Bristol, UK.
5. Daniel Coleman, “Emotional Intelligence”, Bantam Book, 2006.
6. Neogy Jayant, “Success in Interview”, Unicorn Books Pvt. Ltd., Darya Ganj, New Delhi.
7. Dinesh Mathur, “Mastering Interviews and Group Discussions”, Fourth Edition, CBS Publishers and Distributors.

CORPORATE BUSINESS ENVIRONMENT

Objectives :

- ❖ To familiarize the students to learn the concepts of business.
- ❖ To gain the knowledge of business Environment.

UNIT - 1

Meaning and nature of Business : Requisites for a successful business - Importance of the study of Business Environment - Internal and External factors (Micro and Macro environment) - Environmental analysis - PESTLE and SWOT Analysis.

UNIT - 2

IDR Act, 1951. Industrial Policy and Industrial Licensing System - New Industrial Policy - Recent changes. Privatisation of Public Sector Undertakings - Forms of Privatisation - Arguments for and against privatization.

UNIT - 3

Micro, Small and Medium Enterprise - Definition - Role - Problems of Small Scale Industries - Incentives to Small Scale Sector - Industrial Sickness - Definition - Causes - Sick Industrial Companies (Special Provisions) Act, 1985 - BIFR - Reference to BIFR - Inquiries and Schemes.

UNIT - 4

Consumer Protection Act, 1986 - Consumer Rights - Consumer Protection Councils - Consumer Grievance Redressal Machinery - their composition - Jurisdiction - procedure on admission of complaint. Corporate Social Responsibility - Dimensions of CSR.

UNIT - 5

Foreign Private Investment - Forms - Merits and Demerits - Government Policy on Foreign Capital - Multinational Corporations in India - FERA and FEMA - Provisions.

BOOKS RECOMMENDED

1. Pailwar - Economic Environment of Business : PHI Learning, Delhi.
2. W.F. Glueck - Business Policy and Strategic Management. Tata Mc Graw Hill.
3. K.Chidambaram and V.Alagappan - Business Environment, Vikas Publishers.
4. Francis Cherunilam - Business Environment, Himalaya Publishers.
5. George A.Steiner & John F. Steiner - Issues in Business and Society Universal Law.
6. K.Aswhappa - Essentials of Business Environment. Himalaya.
7. The Sick Industrial Companies (Special Provisions) Act, 1985 - Law Publishers (India) Pvt. Ltd.
8. The Consumer Protection Act, 1986 - Bare Acts with short notes. Universal Publishing company.
9. Maheswari & A.N.Guptha - Business, Government and Society (Vani Educational Book).
10. D.Amarchand. Government of Business (Tata McGraw Hill).

ENTREPRENEURSHIP DEVELOPMENT

OBJECTIVES OF THE SUBJECT

To understand the basic concepts in the area of entrepreneurship

To understand the role and importance of entrepreneurship for the economic development of country.

To understand the stages of the entrepreneurial process and the resources needed for the successful development of entrepreneurial ventures.

To develop personal creativity and entrepreneurial initiative

To know about the various government assistances to start the new venture.

UNIT 1

Concept of entrepreneurship and entrepreneur - nature and importance - benefits and Factors affecting entrepreneurship growth. Economic, Social, Cultural, personality, psychological and sociological factors - motivational factors of entrepreneurship - traits, qualities and competences of entrepreneur - Types of entrepreneur - ethics, social responsibility of entrepreneurship.

Unit 2

New ideas and opportunities - developing business ideas - evaluating the opportunity - feasibility analysis - developing business model - Project formulation and reports - project appraisal - sources of finance ; government assistance concession and subsidies - interest free loans - concessional financial assistance by COMMERCIAL BANKS AND IFCI, IDBI, ICICI, THIC, ETC.

UNIT 3

Women entrepreneurs - concept of women entrepreneurship - problems of women entrepreneurs - remedies to solve the problems of women entrepreneurs - Government measure taken for the development of women entrepreneurship in India.

UNIT 4

Social entrepreneurship and social entrepreneur - meaning definition and characteristics of a social enterprise Motivations of social entrepreneur - social entrepreneurship initiatives in India.

UNIT 5

Role of technology in contemporary business environment - government of India initiatives like make in India start-up India Mudra Bank - Khadi and Village Industries (KVIB) MSME - RAJEEV GANDHI UDAYMI MITRA YOJANA (RUGMY), PRIME MINISTER EMPLOYMENT GENERATION SCHEME (PMEGP).

Pedagogy

The syllabus has to be taught through following methods.

- a) Exercises
 - b) Visit nearby (DIC) 2) any one financial institution including bank 3) training institute.
 - c) Case studies
 - d) Interaction with entrepreneurs and innovators.
- Seminar Presentation on the followings :
 - Government Financial Institutions : Khadi and Village Industries.
 - Entrepreneurial career as an option
 - Self -employment Schemes of Government.
 - Government Financial Institutions
 - Charts Formulation

Books Recommended :

1. Desai Vasant : Management of Small Scale Industries Himalaya Publishing House.
2. Taneja Satish and Gupta S.L. : Entrepreneurship Development - New Venture Creations - Galgotia Publishing Company, New Delhi.
3. Chandra P : Project Preparation, Appraisal and Implementation Tata McGraw Hill New Delhi.
4. Jain P.C. (ed) : Handbook for New Entrepreneurs Entrepreneurship Development Institute of India.
5. Gupta C.B. & Srinivas : Entrepreneurial Development, Sultan D, Chand & Sons, New Delhi.
6. Pramod Choudhari - As Is What It is.
7. Prof. Rajeev Roy : "Entrepreneurship Oxford University Press"
8. Edward D.Bono : 'Opportunities'
9. The New Business Road tests : John

Websites

www.redbus.in

www.filipkart.com

startupindia.govt.in

www.makeinindia.com

www.google.com.

CORPORATE ACCOUNTING

To enable students to understand and apply recording of company transactions.

UNIT - I

Issue of shares - Issue at par, discount, premium, - pro rata allotment - under subscription - forfeiture and re issue of shares - redemption of shares and debentures.

UNIT - II

Profits prior to incorporation - acquisition of businesses.

UNIT - III

Amalgamation of companies - in the nature of merger - in the nature of purchase - internal reconstruction.

UNIT - IV

Final Accounts of Companies with schedules in accordance with Companies Act, 2013.

UNIT - V

Holding Companies Accounts - Preparation of Consolidated Balance Sheet - Liquidation of Companies.

BOOKS RECOMMENDED :

- a) Advanced Accountancy Vol.II, Arulanandam, M.A. Raman K.S. Himalaya Publishing House, Mumbai, 2012.
- b) Advanced Accounting, Reddy and Murthy, Margham Publishers
- c) Advanced Accounting, Vol.II, Gupta R.L. and Radhaswamy, Sulthan Sons, Delhi.

COST ANALYSIS AND CONTROL

To enable students to understand the basic concepts and application of costing in business environment.

UNIT - I

Installation of costing system under Companies Act - Management control and information system - cost reduction, cost control techniques - an overview - element of cost.

UNIT - II

Material : Meaning - Objectives - Advantages - scope - Techniques of Material control - ABC Analysis - Stock Turnover ratio - Input - Output Ratio Analysis.

Labour - Types of Labour cost - Methods of time Keeping - Methods of time booking.

Overhead : Definition - Classification - Apportionment - Absorption and Ascertainment - Primary and Secondary Distribution of overheads and its control.

UNIT - III

Cost audit - cost audit reports - segment reporting - cost accounting standards.

UNIT - IV

Process Costing - Job Costing - Operating Costing.

UNIT - V

Marginal costing - Budget and budgetary control - preparation of different types of budgets.

BOOKS RECOMMENDED

1. Cost Accounting, Jain and Narang, Kalyani Publishers.
2. Cost Accounting, A.Murthy and S.Gurusamy, Vijay Nichole Private Limited, Chennai.
3. Cost Accounting, R.S., N.Pillai and Bhagavathi, S.Chand Publishers, Delhi.

ADVANCED FINANCIAL MANAGEMENT

Objectives

- ❖ To familiarize the students on the importance of financial management.
- ❖ To gain the knowledge of capital structure and financial structure.
- ❖ To develop the skills needed to apply capital budgeting and to understand working capital and dividend policy.

UNIT I

Financial Management - Meaning - Objective - Scope - Importance - Functions - Finance functions - Role and Responsibilities of a Finance Manager.

UNIT II

Investment Decision : Capital budgeting - Meaning - Nature - Need - Importance - Capital budgeting process - Factors affecting capital investment decisions - capital budgeting appraisal methods - Traditional and Discounted cash flow Techniques - Capital Rationing.

UNIT III

Financing Decision : Capital Structure - Meaning - Objectives - Factors determining capital structure - Capital structure Theories - Leverages - Types of Leverages - Computation of leverages - Cost of capital - objectives - concept - classification - Determination of cost of capital.

UNIT IV

Working capital - Meaning - Objectives - Concept - Types - Need for working capital - Determine the factors influencing working capital - Estimation of working capital requirements.

UNIT V

Dividend policy - Meaning - Determinants of dividend policy decision - Dividend policy in practice - Dividend theories - Modigliani and Miller's Approach - Walter's Approach - Determinants of Dividend policy - Stability of Dividend - Forms of Dividend.

UNIT VI

60% of marks must be allotted to problem solving questions.

40% of marks must be allotted to Theory questions.

Text Book :

1. S.N. Maheswari, Financial Management, Sultan Chand and Sons, New Delhi 2013.

Reference Books :

1. Reddy T.S. and Hari Prasad Reddy, Cost Accounting, Margham Publications, Chennai, 2013.
2. Dr.A.Murthy, Financial Management, Margham Publication, Chennai, 2015.

OPERATIONS RESEARCH

To learn the concepts of operations research applied in business decision making

UNIT I – INTRODUCTION AND LINEAR PROGRAMMING

Introduction – historical background, scope of operations research – features and phases of operations research, types of operations research models, operations research methodology, Decision making under certainty, uncertainty and risk situations of businesses.

LPP – fundamental theorem-simplex method-simplex algorithm – penalty cost-big M- Two phase method-Minimisation – Duality – Economic Interpretation – Sensitivity Analysis- Post optimality analysis

UNIT II TRANSPORTATION

Introduction – Formulation of TP – Balanced and Unbalanced problems – Minimisation and Maximisation MODI Method – Initial Basic Feasible Solution – Moving towards optimality – Stepping stone method – Case of degeneracy – Transshipment models – optimality test and managerial applications – MODI (Modified Distribution Method).

UNIT III ASSIGNMENT PROBLEMS

Assignment Problem – mathematical model – unbalanced AP-Restricted AP-Method of obtaining solution – Hungarian method- travelling salesman problem – managerial applications of AP and TSP

UNIT IV PROJECT MANAGEMENT AND QUEUING MODELS

Introduction – Types of networks – CPM, Critical Path Method and PERT – The Basic Differences – Drawing a network – Obtaining a Critical Path – Time estimates for activities. probability of Completion of Project – Determination of floats – Queuing models – General structure Characteristics of queuing system – Poisson – exponential single server model (finite population)

UNIT V – INVENTORY MODELS, SIMULATION

Inventory model – types of inventory – cost involved – deterministic model-EOQ-EBQ-lead time – business examples – simulation models – Monte Carlo method – random number generation – business application.

Recommended Books :

1. Operations Research, J.K. Sharma, Mac Millan India Ltd.,
2. Operations Research, V.K. Kapoor, Sultan and Sons.
3. Operations Research, Taha.H.A. Macmillan
4. Operations Research, Kanti Swarup, P.K. Gupta, Man Mohan,
5. Chand.

RESEARCH METHODOLOGY

UNIT I

Business Research - Meaning - Scope and Significance - Utility of business Research - Qualities of good researcher - Types of research - Research process - Research as business decision support system - Computer applications in business research - Identification, selection and formulation of research problems - Research gap - Hypothesis formulation - Research design - Meaning, Need, Features of good design - Different types of research design - Developing a research plan.

UNIT II

Sampling - Meaning and Significance - Methods and Techniques - Samples Size - Sampling Error - Primary data and Secondary data - Source of Data : Print and Web source - Tools and methods of data collection : Interview, Observation - Questionnaire and Schedule - Email Survey.

UNIT III

Measurement and Scaling Techniques - Rating scales - Attitude Scales - Construction of Likert Scale - Pilot Study and Pre-testing - Processing and Analysis of data - Editing and Coding - Transcription and Tabulation - Computers in data analysis.

UNIT IV

Hypothesis testing - Concept and Basic requirements - Testing for Means - One-way and Two-way ANOVA - Testing of proportions - Chi-square test : Uses and process.

UNIT V

Interpretations and Report Writing - Layout of research report - Types of research reports - Steps in writing research report - Essentials of good writing - Requisites of good research report - presentation - Criteria for evaluation of research reports.

Note : The question paper shall consist of 80% theory and 20% problems.

INSURANCE MANAGEMENT

Objective of the Subject :

To make students familiar on the principles of insurance management.

UNIT I

Insurance Management - definition - meaning - scope - objectives - purpose and need for insurance management - principle of insurance - globalization of insurance business.

UNIT II

Risk and Insurance - risk management by individuals and corporations - Insurance industry in India - Regulation of Indian insurance industry - role of IRDA - Public and Private participation in insurance.

UNIT III

Life Insurance - practical aspects of life insurance - introduction to general insurance - fire - marine - health - rural - social and miscellaneous insurance.

UNIT IV

Procedure for becoming an agent - prerequisite for obtaining a license - fair practice code - unfair practice - appointment - termination - revocation - suspension of agents.

UNIT V

Functions and organization of insurers - product design and development - claims management - insurance pricing - insurance marketing - reinsurance - information technology in insurance - e-insurance.

BOOKS FOR REFERENCE

1. Dr.P.K.Gupta - Insurance and Risk Management - Himalaya Publishing House.
2. Dr.P.Periyasamy, Risk & Insurance Management, Vijay Nicole Imprints Pvt. Ltd., Chennai.
3. Nalini Prava Tripathy and Pabir Pai - Insurance, Theory and Practice - Prentice Hall.
4. M.N. Mishra - Insurance Principles and Practices - S.Chand.
5. Mark S.Dorfman - Introduction to Risk Management and Insurance - Prentice Hall.
6. IRDA 1999.

Title of the Paper : Indirect Taxes
Subject Code :

Semester : IV
Contact Hours : 6

Objectives :

- to equip the students with the provisions of Customs Law and GST Law & practice.
- To impart knowledge of levy, input Tax Credit, Registration and Tax Invoice.
- To familiarize students to Returns, Payment of Tax and Accounts and Records

Unit – I

Indirect Tax – Meaning – Objectives – Characteristics – Types of taxes – Difference between Direct and Indirect Taxes – Taxes capacity of Indirect Taxes – Merits and demerits of Indirect Taxes.

Unit – II

Customs Act, 1962 – Levy and Collection of Customs Duty – Types of Customs Duties – Restrictions on import and export under the Act – Classification of goods – Valuation of goods – Transportation and Warehousing – Duty drawbacks – Baggage Rules – Powers of Customs Officers – Appeals – Penalties and Offences – Types of Assessment – Customs Tariff Act.

Unit – III

Goods and Services tax Act, 2017 – Definition – Administration – Officers under this Act – Appointment of Officers – powers of Officers – Levy and Collection of tax – Time and value of Supply.

Unit – IV

Registration – Persons liable for Registration – Person not liable for registration – compulsory Registration – Procedure for Registration – Deemed Registration – Special Provision relating to casual taxable person and non – resident taxable person – Amendment of registration – Cancellation of registration.

Unit – V

Tax invoice, credit and debit notes – Accounts and records – Return – Payments of tax, interest, penalty and other amounts – Tax deducted at Source – Collection of Tax at Source – Refund – Assessment of GST.

100% of marks must be allotted to Theory Questions.

Text books :

1. Indirect Taxes – Balachandran. V – Sultan Chand & Sons 2010.
2. Goods and Service Taxes – Ghousia Khatoun, Naveen Kumar C.M., Venkatesh S.N. Himalaya Publishing House, 2017.

Reference Books :

1. V.S.Datey, GST Ready Reckone, Taxmann’s Publications, New Delhi.
2. Keshav Garg, GST Ready Reckoner, Bharat Law House, Delhi.
3. Raman Singla and Pallavi Singla, simplified Approach to GST – A Ready Referencer, Young Global Publications, Delhi.
4. S.Gupta, GST – Law and Practice, T Axmann’s Publications, Hew Delhi.

Security Analysis and Portfolio Management

Objectives :

- To acquire knowledge on the nature and scope of portfolio management.
- To inculcate the skill of evaluation of portfolio.

Unit I

Security Analysis : Efficient Market Hypothesis (EMH) - Random Walk theory - Forms of EMH - EMH and empirical findings - Fundamental analysis - Economic, industry and company analysis - Technical Analysis - Meaning and Assumptions of Technical analysis - Trend lines and their significance - Market indicators - The Dow theory - Support and Resistance levels - Gap analysis - New High - Low - Moving averages of stock prices - Volume indicators - Price - Volume relationship - Short selling - Breadth of market

(Advance / Decline) - Oscillators - Relative Strength Index (RSI) - Rate of Change (ROC) - Charting - Types of price charts - Price patterns.

Unit II

Portfolio Analysis - Meaning of Portfolio - Risk and Return Analysis - Computation of Return - Meaning and definition of risk - Types - systematic and unsystematic risk - Risk measurement - Standard deviation - Meaning of Beta - Computation and Interpretation - Use of beta in estimating returns (Including simple problems)

Unit III

Capital Market Theory - CAPM theory : Assumptions - CAPM Model - Capital Market Line (CML) - Security Market Line (SML) - Evaluation of securities - Present Validity of CAPM - Arbitrage Pricing Theory (APT) - Assumptions - APT Model - AP Equation - Factors affecting Return - APT and CAPM.

Unit IV

Portfolio selection : Reasons to hold portfolio - Diversification analysis - Markowitz's Model - Assumptions - Specific model - Risk and return optimization - Efficient frontier - Efficient portfolios - Leveraged portfolios - Corner portfolios - Sharpe's Single Index Model.

Unit V

Portfolio evaluation : Need and the process of evaluation - Sharpe's Performance Index - Jensen's Performance Index - **Portfolio revision - Portfolio revision strategies** - Formula plan - Rupee cost averaging - Constant rupee value - Constant ratio and variable ratio Plans.

20% of marks must be allotted to problem solving questions.

80% of marks must be allotted to Theory questions.

Text Book :

1. Punithavathy Pandian, **Security Analysis and Portfolio Management**, Vikas Publishing House Private Ltd., New Delhi, 2015.

Reference Books :

1. Balla, V.K., **Portfolio Analysis and Management**, S.Chand, Ram Nagar, New Delhi, 2006.
2. Fischer & Jordan, **Security Analysis and Portfolio Management**, Prentice Hall India.
3. Martin Pring, **Technical Analysis Explained**, Mc Graw Hill.
4. Devin S., **Portfolio Management**, Prentice Hall.

BANKING TECHNOLOGY

UNIT 1 : Branch Computerisation and Core Banking

Bank Branch Computerization – Need for computerization – Uses of computerization at Branch / **Regional / Circle / Zonal Office / Head Office** – Core Banking – Meaning, Features and Advantages, Challenges and Implementation.

UNIT 2 : Delivery Channels

Cheque Payment System : MICR Clearing, Speed Clearing & Cheque Truncation System (CTS) – Card Payment System : Debit Card, Credit Card and Smart Card, ATM Networks, Card Payment Network, Card Payment Devices namely ATM, Point of Sale (PoS) Terminal and Micro ATM.

UNIT 3 : Other Digital Banking Channels

Electronic Funds Transfer System namely RTGS and NEFT, Electronic Clearing Service (ECS), National Automatic Clearing House (NASH), Immediate Payment Service (IMPS) and Aadhaar Based Payment systems – Internet Banking – Online Payment of Bills, Taxes and E-Commerce – Mobile Banking – Mobile Wallet.

UNIT 4 : Financial Communication Networks and other E-Devices

Indian Financial Network (INFINET) – Structured Financial Messaging System (SFMS) – Mail Messaging System (MMS) – Society for Worldwide Inter-bank Financial Telecommunication (SWIFT) – Other supplemental Electronic Devices namely Banknote Processing Machine, Cash Deposit Machine, Currency Counting Machine and Passbook Printer.

UNIT 5 : Key Technology Initiatives of Reserve Bank of India

Development of inter-bank payment system – Establishment of institute for Development and Research in Banking Technology (IDRBT) – promotion of Institutional Infrastructure for Inter-bank Payment, Trading and Settlement in Domestic and Foreign Currency – Laws and Regulations – Policy Directions – Technical committee on Mobile Banking.

TEXT BOOK :

Sunil Aggarwal & Prof.Vinay K.Nangia, “Driven by Information Technology – Smart Banking: An Introduction”, Vyan Publications, Roorkee, Haridwar District, Uttarakhand.

BOOKS FOR REFERENCE :

1. Kaptan S S & Choubey N S, “E-Indian Banking in Electronic Era”, Sarup & Sons, New Delhi, 2003.
2. Vasudeva, “E-Banking”, Common Wealth Publishers, New Delhi,2005.
3. Padwal & Godse : Transformation of Indian Banks with Information Technology.
4. Mobile Banking – Report of the Technical Committee. The Reserve Bank of India January 2014.
5. Working Group on Information Security, Electronic Banking, Technology Risk Management and Cyber Frauds – Report and Recommendation. The Reserve Bank of India, January 2011.

CUSTOMER RELATIONSHIP MANAGEMENT

Objectives :

- To familiarize students about the concept of customer relationships.
- To understand the importance of customer relationship management in business.
- To learn about e.CRM and ERP in customer relationship management.

Unit I

Introduction to CRM

Relationship marketing and customer relationship management - Need - Objectives - Features - Importance of CRM - Components - Essentials for a good CRM Programme - CRM process - CRM strategies for building relationship - strategies for competitors - supply chain employees - Customer analysis - partnership with customers - organizing customer Clubs - complaint monitoring cell.

Unit II

Implementation of customer relationship management

Implementing CRM - customers acquisition - important requirements effective acquisition - acquisition process - Customer Interaction Management (CIM) - Factors influencing CIM - Electronic Data Interchange (EDI) - Customer Retention - Stages of Retention in the customer life cycle. Defection - Reasons for loss of customer - Strategies to prevent defection and cover lapsed customers.

Unit III

Customer relationship management in various sectors.

Types of customers - customer satisfaction - Role of satisfaction in retention process - retention centered organization - CRM and Marketing organization - CRM in Banking and other financial sectors.

Unit IV

Electronic Customer Relationship Management

Evolving e-CRM - CRM vs e-CRM - Need to move online CRM - Basic requirements of e-CRM - Key e-CRM features - Problems with e-CRM solutions - Futures of e-CRM.

Unit V

Enterprise Resource Planning

ERP - Meaning - Characteristic features - benefits - disadvantages - ERP and modern enterprises - CRM-ERP Integration - Impact of ERP on vendor companies and customers.

Book Recommended

1. Alexis Leon, 2005, Enterprise Resource Planning. Tata Mc. Graw Hill Publications company Ltd., New Delhi.
2. Anderson, Kristin, Kenr. Carol, 2003, Customer Relationship Management, Tata Mc. Grow Hill Publications Pvt. Ltd., New Delhi.
3. Gosney Roberts, Philips, 2003, Customer Relationship Management Prentice Hall of India.
4. Graham Roberts, Philips, 2003, Customer Relationship Management Viva Books Pvt. Ltd., Chennai.
5. Marlin Stone Neil Woodcoch & Liz Madhtyngar, 2004, Customer Relationship Management, Guest Publishing House, New Delhi.
6. Pankaj Sharma, 2004, Enterprise Resource Planning, APH Publication Corporation, New Delhi.
7. Peeru Mohamad.H & Sagadevan.A, 2002, CRM, Vikhas Publishing House Pvt. Ltd., Chennai.
8. Sheth. Jagdish.N. Parvatiyar, Atul. Shanesh.G, 2003, Customer Relationship Management Emerging Concepts, Tata McGraw Hill Publications Pvt. Ltd., New Delhi.

PROJECT

Project work is compulsory which carries 100 marks. A student should select a topic for project work in the third semester itself and submit project report at the end of the fourth semester. The project report shall be valued by an External Examiner as an examination for 100 marks.