

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

APPENDIX - CG
MADURAI KAMARAJ UNIVERSITY
(University with Potential for Excellence)
M.Com. Banking (Semester)
CHOICE BASED CREDIT SYSTEM
REVISED SYLLABUS

(This will come into effect from the academic year 2018-19)

1. Introduction of the Programme

M.Com. Banking is a two-year full-time programme under semester pattern. This Course is for the non-autonomous colleges affiliated to Madurai Kamaraj University. The curriculum is designed to suit the current changes in the environment in the Bank sectors.

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., Banking (Semester/Non-Semester) Degree Course.

B.Com. B.Com. (E-commerce)

B.Com. (CA) B.Com. (CS) **

B.Com. (PA)* B.B.A.

B.Com. (Banking & Insurance) B.Com. (Honors)

* PA - Professional Accounting

** CS - Corporate Secretaryship

Anyother degree with Accounting, Costing and Banking as Allied / Ancilliary Subject.

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 (Multiple Choice) | : | 10x1 = 10 Marks |
| | Part B (Either or) | : | 5 x 7 = 35 Marks |
| | Part C (Open Choice)(3 out of 5): | : | 3x10 = 30 Marks |
| | | : | Total = 75 Marks ————— |
| | For Non-Semester | : | Either or type 5 Questions x 20 Marks = 100 |
| 13. | Scheme for Evaluation | : | Detailed Scheme are required with allotment of marks. |
| 14. | Passing Minimum | : | External Minimum 45% of
75 Marks = 34 Marks.
Aggregate of Internal and
External - 50 Marks. |
| 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. Retotalling and Revaluation : As per University norms.
provision
20. Transitory Provision : PG Syllabus revision once in
2 years and afterwards 2 years
under transitory provision.
21. Subjects and Paper related : Websites are given in each
websites. individual paper.

Under Choice Based Credit System

Subject Code	Sl. No.	Name of the Subject	Hrs./ Week	Credits	Internal Marks	External Marks	Total Marks
I Semester	1.	Practical Banking	6	4	25	75	100
	2.	Monetary Management (E)	6	4	25	75	100
	3.	Rural Banking	6	5	25	75	100
	4.	Advanced Financial Accounting	6	5	25	75	100
	5.	Research Methodology	6	5	25	75	100
II Semester	1.	Banking Law	6	4	25	75	100
	2.	Banking Management	6	5	25	75	100
	3.	Advanced Financial Management	6	5	25	75	100
	4.	Corporate Accounting	6	4	25	75	100
	5.	International Finance(E)	6	5	25	75	100
III Semester	1.	Bank Marketing	6	5	25	75	100
	2.	Merchant Banking	6	5	25	75	100
	3.	Security Analysis & Portfolio Management	6	4	25	75	100

Subject Code	Sl. No.	Name of the Subject	Hrs./ Week	Credits	Internal Marks	External Marks	Total Marks
	4.	International Banking (E)	6	4	25	75	100
	5.	Project Management (NME)	6	5	25	75	100
IV Semester	1.	Mutual Fund Management	6	5	25	75	100
	2.	Income Tax Theory Law & Practice (E)	6	4	25	75	100
	3.	Banking Technology	6	4	25	75	100
	4.	Customer Relationship Management	6	4	25	75	100
	5.	Financial Markets & Services	6	4	25	75	100
			120	90			

E-Elective

NME Non-Major Elective

PRACTICAL BANKING

Unit – I

Banking - Definition - Functions of Commercial banks - Commercial banking systems - Indian commercial banking structure - Nationalisation of Banks in India; Reasons, achievements and critical evaluation - financial sector reforms - consolidation in the Indian banking industry.

Unit – 2

Deposit mobilization by commercial banks - Deposit mix - Different types of deposits - Factors affecting deposit levels - lending of money by banks - principles of sound lending - various forms of advances; cash credit, overdraft, loans and purchasing and discounting of bills - Retail lending by banks - Housing loans and personals; problems and prospects - Subsidiary services of banks - Traditional services - contemporary services including cash management.

Unit – 3

Different types of customers: Individuals, joint account holders, trustees, executors and administrators, Joint Hindu Family, Partnership firm, joint stock companies, clubs and societies, and local authorities - points to be considered by the banker while opening and conducting accounts in the name of such customers.

Unit – 4

Different types of securities - Goods - Document of Title to Goods - Life Insurance Policies - Corporate securities - Government Securities - Real Estate - Fixed Deposit Receipts - Advances against jewels.

Unit – 5

Modes of Creating Charges - Lien - Pledge - Hypothecation - Mortgage - Assignment - Documentation in respect of various types of borrowers against various types of securities.

BOOKS RECOMMENDED

1. D.M.Mithani - The anatomy of Indian banking.
2. Varshney and sundaram - Banking Theory, Law and Practice.
3. M.L. Tanna - Banking Law and Practice in India
4. N.S. Toor - Information Hand Book for Bankers.

MONETARY MANAGEMENT

Unit – I

Money Market - Meaning - composition - Money Market Vs Capital Market - Characteristics of a developed money market - Importance - Indian Money Market - Structure - Features - Money market instruments in India.

Unit – 2

Central Banking - Evolution - Functions of Central Bank - Central Bank as a Bank of Issue - Government Banker - Agent and Adviser - Custodian of Cash Reserves of Commercial banks - Bank of Rediscount and lender of Last Resort - Clearing house - Controller of credit.

Unit – 3

The Reserve Bank of India - Formation and Organisation - Traditional Functions of the RBI - Supervisory Functions of the RBI - Licensing of Banks - Regulation relating to capital, Reserves and Liquid Assets - Control over methods of operation and management - Inspection of banks - Role of board of Financial supervision - Regulations of NBFIS.

Unit – 4

Promotional Functions of the RBI - Role of the RBI in the development of Agriculture, Industries and Foreign Trade - Training of Bank Personnel and Banking Education - Deposit Insurance - Steps taken by the RBI in the promotion of banking habits - Credit Information Bureau.

Unit – 5

Monetary Policy - objectives - Exchange Rate Stability - Price Stability - Neutral money - Full Employment - Economic Growth - Monetary Policy of the RBI - Its evaluation.

BOOKS RECOMMENDED

1. M.H.De Kock - Central Banking
2. RBI Publications - Functions and Workings of the RBI.
3. Varshney and Sundaram & R.Parnameswaran - Banking Theory, Law and Practice.
4. S.Natarajan - Indian Banking.

Website of the RBI - www.rbi.org.in

RURAL BANKING

Unit – I

Rural Banking - Concept Need - Sources - Rural Financial System : Cooperative Banks, Commercial Banks, Regional Rural Banks, Local Area Banks - Their structure, Functions and Performance.

Unit – 2

Rural Financial System - Role of Apex Institutions : Reserve Bank of India, National Bank for Agriculture and Rural Development (NABARD), Small Industries Development Bank of India (SIDBI) - Credit planning at the Gross Root level : Lead Bank and Non-Lead banks, Forums meant for coordination at the Block, District and State Levels, Problems in the implementation of LBS - Service Area Approach : Concept, Components, Progress and Problems.

Unit – 3

Priority Sector Credit : Concept, Target and Sub-targets, Companies, Lending norms, Progress and Problems - Credit linked poverty alleviation programmes : Differential Rate of Interest Scheme (DRI), New 20 point Economic Programme, Prime Minister's Rozgar Yojana (SGSY), Swarna Jayanthi Shahari Rozgar Yojana (SJSRY) - Their Features - Issues in Rural Banking.

Unit – 4

Rural Credit in the Farm Sector : Production Credit - Investment Credit - Eligibility criteria - Appraisal of Loan Applications - Assessment of Credit Requirements for Investment in crop cultivation, Irrigation, Mechanisation, Land Development, Godowns, Fisheries and Animal Husbandry - Assessment of Credit needs of Non-Farm Sector.

Unit – 5

Innovations in Rural Banking : Model Village Project - Farmers Clubs - Cluster Village Development Approach - Planning for Development of Villages - Specialised bank Branches - Financing through self-help groups - Kissan Credit Cards - Hi-tech Agriculture - Reforms in Rural Credit System.

BOOKS RECOMMENDED

The Indian Institute of Bankers, Mumbai - Special and Preferred Sector Finance, D.P.Sarda - Hand book on Lending to Priority Sector.

ADVANCED FINANCIAL ACCOUNTING

Unit – I

Introduction to financial accounting – users of accounting information – financial and management accounting – generally accepted accounting principles and the accounting environment- ethical issues in accounting. Double entry system : the basics of modern accounting – trial balance.

Unit – II

Measuring business income – preparing financial statement from the adjusted trial balance – overview of the accounting cycle. Accounting for merchandising transactions.

Unit – III

Financial statements – meaning – nature and limitation – preparation of profit and loss account and balance sheet of sole traders and partnership concerns.

Unit – IV

Account of non – trading concerns – income and expenditure accounts – receipts and payments account and balance sheet.

Unit –V

Company account – issue of share and debentures – redemption of preference share and debentures – rights issue – bonus issue – underwriting – profit or loss prior to incorporation. Preparation of final account of companies – corporate reporting – disclosure practices in financial reporting.

Unit – IV

Accounting standards – Indian accounting board – responsibility accounting-human resource accounting.

Note : questing paper covers 40% theory and 60%problems.

Books for references

1. Shukla & Grewal – advanced accounting ,S.Chand, Delhi.
2. M.A.Arulanandam&K.S.Raman –advanced accounting, Himalaya publication.
3. Gupta. R.L – advanced accounting, sultan Chand &sons.
4. Sinha. Gokul – accounting theory, book world, Calcutta.
5. Jain &Narang – kalyan publishers, New Delhi.
6. S.K.Battacharyya, “ accounting for management” , vikas publishing house pvt.ltd.
7. R.Narayanaswamy, “financial accounting – A managerial perspective”, prentice hall of India pvt ltd.

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.

BANKING LAW

UNIT I

Customer - Definition - General Relationship between a Banker and Customer - Debtor Creditor Relationship - Banker as Trustee - Obligation of a Banker to honour cheques - Obligation to maintain secrecy of customers accounts - Bankers rights of general lien - Right of set off - Rights of Appropriation - Right to charge interest and incidental charges.

UNIT 2

Customers account with the banker - Savings, current and Fixed deposit accounts - opening, operation and closing of a bank account - Legal aspects of entries in the Pass book - Nomination facilities.

UNIT 3

Negotiable Instruments - Definition - Essential features - Bills of Exchange - Definition - Kinds - Acceptance - Presentment - Dishonour - Definition of a Cheque and promissory note - Endorsement - Meaning and Kinds - Different types of crossing of cheques - Holder and Holder in due course.

UNIT 4

Paying Banker - Precautions to be taken by the paying banker - statutory protection - circumstances under which banker can refuse payment of cheques - Collecting Bankers - Duties and Statutory protection.

UNIT 5

The Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act (SERFAESIA) - Background - Important Provisions - Problems in Implementation.

BOOKS RECOMMENDED

1. Varshney and Sundaram - Banking Theory, Law and Practice.
2. M.L. Tannan - Banking Law and Practice in India.
3. H.P. Sheldon - Practice and Law of Banking.

BANKING MANAGEMENT

UNIT I

Banking Functions and Services - Banking structure in India - Foreign Banks - Private Banks - Capital Adequacy - Deposit Mix - Trends and Growth of Bank deposits.

UNIT 2

Principles of Lending - Issues in lending - Financial adequacy - Assessing the borrower - Project appraisal - Structural and infrastructural analysis - Legal formalities - follow up of loans - asset management companies - Loan recovery tribunals - Provisions of Revenue Recovery Act.

UNIT 3

Cash Management - Branch Level - Head Office Level - Factors determining cash reserves - cash retention limits - operation in the call money market - RBI currency chest facilities - RBI & credit policy - SLR - CRR - RBI & Credit Planning.

UNIT 4

Investment Management - Priorities in allocation of bank funds - investment in Government securities - Maturity & yield - Quality & diversification - profitability management - profit planning - profitability at the branch / regional / zonal / corporate levels - efficiency ratios - growth ratios.

UNIT 5

Services to Customers - Online Banking - funds remittance - DD - Mail transfer - Safe deposit lockers - Telegraph - Telex - ATM - Credit cards - Market Research - Bank Audit.

BOOKS RECOMMENDED

1. Varshney P.N. - Banking Law & Practice, Sultan Chand, New Delhi.
2. S.N. Maheswari - Banking Law & Practice, Kalyani Publications.
3. Vasant Desai - Principles of Bank Management, Himalaya Publications, Mumbai.
4. M.K.Singh - Banking Sector Management, Discovery Publishing, New Delhi.
5. James B.Bexley - Banking Management.
6. P.Subba Rao - Principles and Practice of Bank Management.

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.

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.

INTERNATIONAL FINANCE

Objectives:

1. To inform the students the need for international trade
2. To enable them to understand the role of financial institutions.
3. To provide knowledge on the regulatory framework governing international trade
4. To appreciate implication of globalization.

Unit –I

Introduction : Meaning of International Business - Features - Grades - International Business Vs. Domestic Business - Advantages of International Trade.

Commercial Policy : Need and Instruments.

Unit –II

Balance of Payments : Definition - Balance of Payments Accounting - Components of Balance of Payments - Disequilibrium in Balance of Payments - Measures to Correct Disequilibrium - Significance to Business Community.

International Financial System : Types of Exchange Rate Systems - Exchange Rate Systems under IMF - Current Exchange Rate Regimes - External Value of Rupees - Convertibility of Rupee.

Unit –III

International Financial Institutions : International Monetary Fund - Objectives - Functions - Organisational Structure - Resources - Lending - SDR - World Bank Group - International Bank for Reconstruction and Development - International Development Association - International Finance Corporation.

Foreign Exchange Markets : Features of Exchange Market - Transactions in Interbank Markets - Quotations in Foreign Exchange Markets.

Unit –IV

Foreign Trade Promotion : Institutions for Export Promotion - Export Promotion Measures - Special Economic Zones - Incentives and Facilities to Exporters.

International Trade Procedures : Regulatory Framework - International Trade Documents - Contract Terms and Trade Documents - Execution of Export Order - Customs Clearance for Imports.

Unit –V

Globalization : Process - Globalization and Business - Controversy about Globalization. Current Issues in International Business : Intellectual Property Rights - Strategic Alliances - Environmental Issues - Role of Information Technology - Business Process outsourcing.

Text Book

1. Jeevanandam C. (2014), 'International Business', Sultan Chand & Sons, New Delhi.

References

2. Francis Cherunilam (2007), "International Business Text & Cases", Prentice Hall of India, New Delhi, 4th Revised edition.
3. Justin Paul (2005), "International Business", Prentice Hall of India, New Delhi, 2nd Revised Edition.
4. Bhalla V.K. and Shivaram S, (2008), "International Business Environment", Anmol Publications, New Delhi, 11th Revised edition.

BANK MARKETING

Unit –I

Introduction to marketing - Relevance of Marketing in Banking - Marketing Mix - Marketing Plan : Banks Business Objectives - Marketing Audit - SWOT Analysis - Marketing Objectives and Marketing Strategies.

Unit –2

Place - Suitable Location for a Bank Branch - Branch Layout - Branch Expansion Policy in India - Anywhere Banking - Onsite and offsite Automatic Teller Machines - Mechanism of Operations - Advantages to Users and Banks - Are ATM's substitutes to branches? - E-Banking - Internet Banking, Role of Price in Bank Marketing - Administered versus Deregulated Interest Rates - Factors influencing the Rates of Interest - Service Charges - Role of the Indian Banks Association.

Unit –3

What is "Product" in Banking? Need for new products - Process of Product development - Constraints - Product Management - Desirable Product Mix Branding of Banking Products - Globalising Banking Products.

Unit –4

Promotion - Personal Promotional Efforts - Direct Marketing - Direct Selling Agents - Public Relations - Social Banking - customer relationship management (CRM) - Customer's Meets - Advertising - Publicity - Media Support - Good Promotional Mix - Marketing Research.

Unit –5

Procedure - Impact of Bank Procedure - Need for Simplification and Streamlining of Procedure. People - Marketing Department of a Bank - Marketing at the Branch Level - Recruitment, Selection, Training and Development of Marketing Personnel - Opportunities and Challenges for Banks in Marketing.

BOOKS RECOMMENDED

1. R.K. Madhukar - Dynamics of Bank Marketing.
2. Kenneth Andrew - The Bank Marketing Handbook.
3. V.S.Ramaswamy and S.Namakumari - Marketing Management Planning Implementation and Control - The Indian Context.
4. IBA Publications.

MERCHANT BANKING

Unit –I

Merchant Banking : Meaning - Importance - Activities of a merchant banker : Project Counseling, Loan Syndication, Management of Public Issues, Underwriting, Bankers to the Issue and other services - Growth of Merchant Banking in India - Role of the SEBI in Regulating merchant banking industry - Role of NSE and OTCEI.

Unit –2

Project related activities of a Merchant Banker : Corporate Counseling - Meaning - Project Preparation and Appraisal - Advisory role of a Merchant Banker in designing organizational goals and solving the problem areas of an enterprise - Loan syndication : Meaning and Scope - Steps in Syndication.

Unit –3

Capital Issue related activities of a Merchant Banker : Changing structure of Indian capital market - Types and Characteristics of corporate securities - Management of Pre-issue Activities - Role of the Issuing company and the Lead Manager - Coordination, Marketing and Underwriting of the public issue activities - Processing of data - Reporting to SEBI - Bridge Loans - Allotment of Securities - Listing of Securities.

Unit –4

Service oriented activities of a Merchant Banker : Mergers and Amalgamations - Meaning - Purpose - Types of Mergers - Merchant Bankers Role in Mergers - Portfolio Management - Functions of Portfolio Managers - Risk - CAPM Approach to market operations.

Unit –5

Miscellaneous Activities of a Merchant Banker : Venture Capital, Mutual Fund, Factoring and Forfeiting.

BOOKS RECOMMENDED

- H.R. Machiraju - Merchant Banking : Principles and Practices.
J.C. Varma - Bharat's Manual of Merchant Banking.

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.

INTERNATIONAL BANKING

Unit –I

International Banking - The Internationalization of Commercial banks - Objectives - Trade financing - Service to clients - International Financial Transactions - Lending and Borrowing across borders.

Unit –2

Foreign Exchange - Exchange rate determination under Fixed Exchange rate and Floating Exchange rate regimes - Determination of exchange rates - Spot and Forward - Basic exchange arithmetic - Forward cover and Hedging.

Unit –3

Foreign Exchange Inflows - Sources of Foreign Exchange - Export Earnings - NRI Remittances - FDI and Foreign Institutional Investment - External Commercial Borrowings - Global Depositors Receipts - Offshore Banking.

Unit –4

Foreign Exchange Management - Composition of Foreign Exchange Reserve - Foreign Currencies - Gold & SDR - Current Account Convertibility - Capital Account convertibility - and Precautions.

Unit –5

Multi Lateral Institutions - IMF and World Bank - International Financial Corporation - International Development Association - ECGC.

BOOKS RECOMMENDED

1. Ina H Giddy - Global Financial Markets, Houghton Mifflin Co., 1997.
2. Janel Hughen - International Banking, Pearson Education, 2002.
3. Danial - International Monetary and Financial Economics, Thomson Learning, 2002.
4. Apte - International Financial Management, Tata Mc. Graw Hill, 1995.
5. Jeevanandham - Foreign Exchange, Sultan chand, 2003.
6. International Corporate Finance, IIB & F, Mumbai.
7. Introduction to Foreign Trade - IIB & F, Mumbai.
8. International Banking - IIB & F, Mumbai.

PROJECT MANAGEMENT

Objective :

To make the students understand the process involved in project formulation, execution and control and help the students to identify project and prepare project reports for the various projects related to promotion and service activities.

Unit –I

Concepts of Project Management; Project - Meaning - Nature - Types of project and project life cycle - Project Management - Nature and scope of project management - Project Management as a profession - Role of project manager.

Unit –II

Project Identification and Formation : Project environment - Identification of investment opportunities - Projects screening - Preferability study - Project selection - Project formulation - Stages in project formulation - Project report preparation - Planning Commission's guidelines for project formulation.

Unit –III

Project Appraisal : Objectives, essentials of a project methodology - Market appraisal - Technical appraisal - Financial appraisal - Socio - economic appraisal - Management appraisal.

Unit –IV

Project Planning and Scheduling : Objectives - Process or Planning Components or good planning - Project designing and project scheduling and time estimation - Scheduling to match availability of man power and release of funds - Cost and time trade cost.

Unit –V

Project Execution and Administration : Project contracting : Contract pricing, types of Project organization : Forms of organization - Project direction - Project communication - Project co ordination - Factors influencing effective project management - project time monitoring and cost monitoring - Project over runs. Project Control : Control techniques - PERT, CPM - Proper review - Project audit.

Recommended Text Books

1. For Unit II and IV Total project T Management The Indian context by PK. Joy-Macmillan India Ltd.,
2. For Unit I and V PProject Management - by R.Panneerselvam and P.Senthilkumar PHI learning India Pvt. Ltd.
3. Project Management By Bhavesh M. Patel, Vikas Publishing House Pvt. Ltd.
4. Project Management By S.Choudhury Tata Mcgraw Hill Co.
5. Project Management India Edition By CIDO I Clements, Cengage Learning.

6. Project Management by CCI Pfor D.F. Gray and Erik .w Carson - Tata Mcgraw Hill Co.
7. Project Management - Management extra series - ANE Books
8. Text book of project management by? Gopalakrishnan & VE. Ramamoorthy Macmillan India Ltd.
9. Projects, Planning, analysis, selection financial, Implementation and Review by Prasanna Chandra - Tata Mcgraw Hill Co.

MUTUAL FUND MANAGEMENT

UNIT 1

Mutual Fund - Concept - Genesis - Classification of Mutual Fund Schemes - Portfolio Classification - Operational Classification - Advantages of investing in mutual funds - Role of Mutual Funds in the development of Capital Market and the Economy.

UNIT 2

Constitution and organization of Mutual funds - Sponsors - Trustees - Duties and Responsibilities of Trustees - Trust Deed - Custodians - Asset Management Company - Functions of an AMC.

UNIT 3

Operational Activities of a Mutual Fund - Designing, Launching and Marketing a Scheme - Portfolio Management - Investment Strategies.

UNIT 4

Regulations of Mutual Funds - Securities Exchange Board of India (SEBI) Regulations - Accounting Norms - Revenue Account - Balance Sheet - Disclosure Norms - Net Assets Value (NAV) - Valuation system for NAV - Pricing of Units and NAV.

UNIT 5

Mutual Funds in India - Public Sector Mutual Funds - Private Sector Mutual Funds - Performance of such Funds - The UTI - Origin - Objectives - Schemes of the UTI - US 64 Imbroglio - Present Status of the UTI - Challenges for Mutual Funds in India in the Liberatlised Environment.

BOOKS RECOMMENDED

1. Lalit K.Bansal - Mutual Funds Management and Working
2. H.R.Machiraju - Merchant Banking : Principles and Practices.
Websites - www.indiainfoline.com, www.moneycontrol.com.

INCOME TAX THEORY LAW AND PRACTICE

Objective: to make students know the latest income tax law and practice and to enable them to file income tax return.

(theory & problem)

Unit –I

Income tax act - Definition - Income - Agriculture income – Assesse – Previous year – Assessment year – Residential status- scope of total income – Capital and Revenue – Receipts and Expenditure – Exempted incomes.

Unit – II

Computation of income from salaries and income from house property.

Unit – III

Computation of profits and gains of business or profession – computation of capital gain – computation of income from other sources.

Unit –IV

Set –off and carry forward of losses – deduction from gross total income – computation of tax liability.

Unit – V

Income tax authorities – procedure for assessment- tax deducted at source (TDS)- assessment of individuals, Hindu undivided family, partnership firms and companies.

(Theory:25 marks; Problems: 50marks)

Note : Question should be based on current assessment year only .

Text and reference book :(latest revised edition only)

1. Vinod K. singhania, “Direct tax” Taxmann’s Publications, New Delhi.
2. Dr.H.C.Mehrotra- income tax law and practice, sahityabahavan publication, Uttar Pradesh.
3. Dr.Bhagawathi Prasad – law &practice of income tax India, vishwaprakashan publishers, Delhi.
4. Gaur &Narang, “income tax law & practice”, DP Kaylani Publishers, latest edition, New Delhi.
5. Dingar parare, “Tax Laws” , S.Chand&Sons ,New Delhi.
6. T.S.Reddy& Hari Prasad Reddy , “ Income tax theory, Law & Practice”, Margham publication, Chennai.
7. Government of India, income tax manual.
8. Dr. N. Hari Haran, income tax law & practice, Vijay Nicole

BANKING TECHNOLOGY

UNIT 1 :

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 :

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 :

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 :

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 :

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

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

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

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

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

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.

FINANCIAL MARKETS AND SERVICES

Objective: To acquaint the students about various constituents of financial markets and services.

Unit- I

Financial markets – Role- Functions – Constituents – Money Market- characteristics – objectives –importance – functions – call money market- features – benefits – commercial paper market – features – commercial bill market – importance – short comings.

Unit- II

Certificate of deposit market – features- CD scheme – Treasury bill market – Benefits - features – Gilt - edged securities market – ready forward contract- repo accounting – capital market – rejuvenation – reactivation – capital market instruments- types.

Unit- III

Capital market reforms – reforms – primary market – secondary market- public issue of securities – dip guidelines – due diligence- central listing authority- new issues market – methods – SEBI guidelines – new issues market an evaluation – poor performance – revival – debt market – price determination – guidelines for issue.

Unit – IV

Foreign Exchange Market – risk management tools – SWAPS – global financial markets – off shore banking – tax havens – pension market – PFRDA – Global pension market – derivatives market – factors – functions – Risks prospectus – contents – regular prospects – mis-statements.

Unit – V

Company deposits – Quantum deposits – penalty for fraud – inter corporate loans and investments – defaulting company – clearing corporate of India limited – settlement method – modern technology – credit rating and information services of India limited – range of services – strategic alliance – credit information Bureau of India limited – credit assessment – benefits – information safety – suit – filed accounts.

Text and reference books :(latest revised edition only)

1. Financial markets and institutions , Dr. S. Gurusamy , Vijay Nicole imprints pvt. Ltd., Chennai.
2. Khan M.Y Financial services, Tata McGraw Hill, Delhi.
3. Varshney , P.N.Indian financial system, sultan chand&sons, Delhi.
4. Vasant desai, the Indian financial system, Himalaya publishing house, Mumbai
5. Gorden and Natarajan, financial markets and services Himalaya publishing house, Mumbai.
6. Sontomero and bastel, financial markets, instruments and institutions, McGraw Hill, Delhi.
7. Srivastava R.M. – management of Indian financial institution (Himalaya publishing house , Mumbai.