

FT – 30 FM/ IM- 7 FM **Insurance and Banking(Mn)**

Course Objective

This course is designed to enhance understanding of fundamentals of risk, Insurance and Banking. Insurance fundamentals are intended for students who have little or no prior education in insurance. The course introduces the subject matter banking from an economic perspective. The structures and role of central banking system and commercial banking will be examined.

Course Contents :

1. Risk and Insurance

Concept of risk and its classification, Insurance as risk management technique, Functions of insurers, Classification of Insurance, Concepts and advantages of reinsurance.

2. The Basic Principle of Insurance:

Utmost good faith, Insurable Interest, Indemnity, Corollaries of Indemnity, Proximate cause.

3. Practice of Insurance

Life Insurance: Products, Riders, Options, documents and Claims

General Insurance: Products, Rating, and Concept of Underwriting, Claims.

4. Commercial Banking System and Structure

Introduction & Definition of Banking, Structure of Banking System, Function of Commercial Bank, Credit Creation, Electronic Banking, Commercial Bank Financial Statement and its analysis. Various Banking Risks

5. Central Banking

Definition and Function of Indian Central Bank.

6. Legal Environment- Insurance and Banking

Insurance Regulatory Authority, Negotiable Instrument act.

Text and Reference Books:

1. K C Shekhar and Lekshmy Shekher, Banking Theory and Practice, Vikas Publishing House Pvt Ltd.
2. Justin Paul and Padmalatha Suresh, Management of Banking and Financial Services, Pearson Education.
3. Roger Leroy Miller and David D Vanhooose; Modern Money and Banking; 3rd ed.; Mc Graw Hill.
4. S Scott MacDonald and Timothy W Koch, Management of Banking, Thomson.
5. D M Mithani, Money Banking, International Trade and Public Finance. Himalaya Publishing House.
6. Principle of Risk Management and Insurance by Geoge E Rejda, Pearson Education
7. Risk Management and Insurance; Trieschmann, Gustavson, Hoyt., Cengage Learning
8. Principle of Insurance, IC-01, Insurance Institute of India
9. Practice of Life Insurance, IC-02, Insurance Institute of India
10. Practice of General Insurance, IC-11, Insurance Institute of India

IM - 701

BUSINESS FORECASTING TECHNIQUES

Course Objectives :

To familiarize the students with the substantive understanding of the concepts of forecasting and various forecasting techniques with special reference to business. Futurology as input for planning and decision making in business would broaden the ideas of the students of management science.

Course Contents :

1. Basic concepts of business forecasting and planning: fundamental of quantitative forecasting; criteria for evaluation; ME, MAD, MSE, RMSE (SDE), PE, MPE, MAPE.
2. Theil's U-statistics. Introduction to quantitative & technological forecasting. Quantitative v/s qualitative forecasting.
3. Time series methods of forecasting; naïve method, single and double moving averages.
4. Single exponential smoothing, adaptive response rate single exponential; smoothing.
5. Double exponential smoothing; brown's one parameter and holt's two parameter methods.
6. Simple regression & forecasting
7. Multiple regression & forecasting
8. Introduction to Box-Jenkins (ARIMA) models
9. The specifications, estimations & forecasting through input-output analysis
10. Introduction to input output analysis
11. Forecasting import, labor & investment requirements through input-output analysis.
12. Quantitative & technological methods of forecasting; subjective assessment methods jury of executive opinion, sales force composite methods formal surveys & market research based assessments, subjective probability assessments.
13. Exploratory methods- scenario development, Delphi, cross-impact matrices, curve fitting
14. Analogy methods, morphological search, catastrophe & planning in business organization, forecasting & planning in business organization, forecasting as input to planning & decision making
15. The role of forecasting in planning, relating forecasting & planning in business organization, forecasting as input to planning & decision making .
16. Contribution of forecasting to analysis & understanding (the valance as a measure of risk, marginal analysis, elasticity, costing, seasonal & cyclic considerations, simulation & sensitivity analysis,.

TEXT READINGS:

1. Makridakis wheelwright and McGee (1983), Forecasting: Methods and applications, John Wiley and Sons (latest edition)

COLLATERAL READINGS :

1. Hanke J.E., D.W. Wichern and A.G. Reitsch (2001), Business forecasting, Pearson Education
2. Sheerer, P. (1991), Business Forecasting & Planning, Prentice Hall.
3. Thirlwall, A.P. (1983), Growth and development with special reference to developing economies, ELBS/Mc Millan (ch.10)
4. Wheelwright & Makridakis (1985), Forecasting Methods for management, John Wiley & Sons.

IM-702

RESEARCH METHODOLOGY

Course Objective

The overall purpose of the course is to introduce basic concept and methods for conducting research. The objective of the course is to make student familiar with the formulating the research plan; review of the literature, data collection; analysis of data; interpretation of data and reporting of findings.

Course Contents

1. **Research Methodology Introduction:** Meaning and purpose of research, Objective of research, Types of the research, Approaches to research, Process of the research, Research methods v/s methodology, Limitation of research.
2. **Research Design:** Selection and definition of problem, Survey of literature, Feature of good research design and different research designs, Identifying variables, Formulating of hypothesis, Measurement scales.
3. **Sampling Design:** Concept of sampling, Sampling terminology, Objective and principles, Types of sampling, Sampling and non-sampling error.
4. **Data Collection and Analysis:** Attitude measurement and scale; Methods of collection data and their advantages and disadvantages; Establishing the validity and reliability of a research instrument; Data organizing, presenting and analyzing techniques.
5. **Report Writing and Presentation:** Significance of Report Writing; Steps in Report Writing; Layout of Report and Precautions in Writing Research Reports; Writing Bibliography.

Suggested Reading

1. Shajahan, S.(2005) Research Methods for Management , Jaico Publishing House.
 2. Krishnaswamy, K.N., Sivakumar, A.P., Mathirajan, M.(2006) Management Research Methodology, Pearson Education.
 3. Panneerselvam,R. (2007) Research Methodology, Prentice Hall of India Pvt. Ltd.
 4. Kothari, C.R.(2004) Research Methodology - Methods and Technique, New Age International Publishers
 5. Fred N Kerlinger, Foundation of Behavioral Research, Surjeet Publication.
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FT – 3 F / IM- 70 F

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Course Objective

The objectives of this course is to provide the students in dept understanding of investment techniques as applied to various forms of securities and acquaint them with the functioning of mutual funds, investment strategies and portfolio management services.

Course Contents

1. Introduction: Concept of Investment, Investment V/S Speculation, Financial And Economic Aspect Of Investment, Types, Characteristics And Objectives Of Investment.
2. Risk Return: Concept Of Risk And Return, Systematic And Unsystematic Risk, Valuation of securities, Concept of Beta, Capital Assets Pricing Model, SML And CML Valuations.
3. Valuation of Bonds: PV Model, Bonds Yield, Measures Duration, Modified Duration, Immunization Conservity, Bond Value Theorem.
Valuation Of Equity : Constant Growth Model, Multi-Stage Growth Model, P/E Ratio and Earnings Multiplier Models. Valuation Of Preference Shares, Valuation of Warrants, Rights Issued.
4. Security Analysis: Fundamental Analysis And Technical Analysis, Dow Theory, Elliott Wave Theory, Efficient Market Theories And Testing.
5. Portfolio Concepts: Portfolio And Security Returns, Diversification, Markowitz Model, Sharp Index Model.
6. Factor Models and Arbitrage Pricing Theory.
7. Portfolio Investment Process.
8. Portfolio Evaluation: Measures of Returns, Formula, Plans, Sharpe and Treynor Measures.

Text Readings

1. V.K.Bhalla, “**Investment Management: Security Analysis And Portfolio Management**”, S. Chand And Sons, New Delhi, sixth edition 1999.
2. Donald E. Fisher and Ronald J. Jordan, “**Security Analysis And Portfolio Management**”, PHI Publication, New Delhi, 1998.
3. V.A. Avadhani, “**Investment and Security Markets In India**”, Himalaya Publication, Bombay, 1998.

Suggested Readings

1. Edwin J. Elton and Martin J. Gruber, “**Modern Portfolio Theory And Investment**”, John Wiley and Sons, Singapore, 1996.
2. Preeti Singh, “**Investment Management**”, Himalaya Publications, 9th Edition, 2000.

IM- 70 F/FT-3 F

Insurance and Banking (Mj)

Course Objective

This course is designed to enhance understanding of fundamentals of risk, Insurance and Banking. Insurance fundamentals are intended for students who have little or no prior education in insurance. The course introduces the subject matter banking from an economic perspective. The structures and role of central banking system and commercial banking will be examined.

Course Contents

I. Risk and Insurance

II. Concept of risk and its classification, Management of risk, Insurance as risk management technique, Functions of insurers, Classification of Insurance.

III. The Basic Principle of Insurance:

IV. Utmost good faith, Insurable Interest, Indemnity, Corollaries of Indemnity, Proximate cause.

V. Reinsurance:

VI. Concept, types and advantages of reinsurance,

VII.

VIII. Practice of Insurance

IX. Life Insurance: Products, Riders, Options, Computation of Premium & Bonuses, documents and Claims

X. General Insurance: Products, Rating, and Concept of Underwriting, Claims.

1. Commercial Banking System and Structure

Introduction & Definition of Banking, Structure of Banking System, Function of Commercial Bank, Credit Creation, Electronic Banking.

2. Central Banking

Definition and Function of Indian Central Bank.

3. Legal Environment- Insurance and Banking

Insurance Regulatory Authority, Negotiable Instrument act.

Text and Reference Books:

1. K C Shekhar and Lekshmy Shekher, Banking Theory and Practice, Vikas Publishing House Pvt Ltd.
2. Justin Paul and Padmalatha Suresh, Management of Banking and Financial Services, Pearson Education.
3. Roger Leroy Miller and David D Vanhooose; Modern Money and Banking; 3rd ed.; Mc Graw Hill.
4. D M Mithani, Money Banking, International Trade and Public Finance. Himalaya Publishing House.
5. Principle of Risk Management and Insurance by Geoge E Rejda, Pearson Education
6. Risk Management and Insurance; Trieschmann, Gustavson, Hoyt., Cengage Learning
7. Principle of Insurance, IC-01, Insurance Institute of India

8. Practice of Life Insurance, IC-02, Insurance Institute of India
9. Practice of General Insurance, IC-11, Insurance Institute of India

FT -30 FM/ IM-70 FM

FINANCIAL MARKETS AND SERVICES (MINOR)

Course Objective:

This course is designed to give the participant a basic understanding of financial markets – the structure, the players, the instruments, the regulation and the jargon. It covers the capital markets, the money market, the foreign exchange market and the derivatives markets.

Course Content:

1. Introduction to Indian Financial System : Financial system: Significance and Definition ,Liberalisation of Financial System
2. **Capital Markets :Primary Market : Introduction, Institutional Structure, Instruments, Regulation and latest trends**
3. **Secondary Market** :Stock Exchanges Introduction, Structure and working, Instruments, Regulation and latest trends.
4. **Money Market** :Characteristics and functioning, Instruments call-Money Markets, Government Securities Markets :Introduction, Structure and Players, Instruments, Concept of Yield and its role.
5. **Forex Market** : Introduction, Characteristics, Functioning and basic concepts
6. **Derivatives Market :Introduction, Types of Derivatives, Trading and Regulation, Latest Trends**
7. **Financial Services** :Introduction, Asset/Fund-Based Fee/Non-Fund Based
8. **Lease Financing** :Theoretical Framework, Regulation, Latest Trends
9. **Venture Capital Financing** :Introduction, Framework, Latest Trends
10. **Merchant Banking Services** :Introduction, Institutional Framework, Regulation
11. **Investment Banking** :Concept, Trends, Vis-à-vis Merchant Banking
12. **Other Financial Services** : An Introduction
13. **Securitisation** :Basic Concepts and Securitisation in India

REFERENCES:

- Indian Financial System By; H.R.Machhiraju
- Indian Financial System By; M.Y.Khan
- Investment and securities markets in India By; V.A. Avdhani
- Management of Financial Services: By: B.S.Bhatia and G.s.Batra

FT-316 MM/IM-70 MM
Consumer Behavior (R & U)(MN)

Course Objective :

The consumer has become sovereign, a fact which has been recognized by the marketers. The students are explicitly required to acquire knowledge of such in order to develop effective strategies of influence and shape the behavior in order to achieve their organizational targets. The aim of teaching this subject is to acquaint the student with behaviour of rural and urban consumers.

Course Contents:

- 1 Introduction to Consumer Behavior, Definition, Models
- 2 Consumer Research
- 3 Market Segmentation, Targeting & Positioning
- 4 Consumer Needs & Motivation
- 5 Consumer Involvement & Perception: Information and its processing, types of consumer involvement, Perception – process, exposure attention and comprehension, Semiotics
- 6 Consumer Learning: Meaning, Classical conditioning, Operant Conditioning & Behavioral Learning
- 7 Consumer Motivation & Affect: Meaning, concept, types and systems, theories
- 8 Consumer Beliefs, Attitudes & Behaviors: concepts & formation
- 9 Consumer Attitude, Belief & Behavior Change: Decision-making Path,
- 10 Consumer Environment: impact of culture, reference group, family, social class and situational influences of rural and urban consumers
- 11 Consumer Decision Making Process: Problem Recognition & Search, Evaluation & choice, Post acquisition process

Text Readings:

- 1 Consumer Behaviour By Henry Assael.
- 2 Consumer Behaviour By Shiffman and Kanuk

Suggested Readings:

- 1 Consumer Behavior – James Engel, Roger Blackwell & Paul Miniard
- 2 Consumer Behavior – Mowen & Minor

FT-311SM /IM-70 S
OBJECT ORIENTED ANALYSIS AND DESIGN (MINOR)

COURSE CONTENT:-

- 1. REVIEW OF OBJECT ORIENTED CONCEPTS**
 - Classes, objects and attributes ,Encapsulation and interfaces,Association and multiplicity,Inheritance and aggregation,Polymorphism and collections
- 2. THE UNIFIED PROCESS**
 - Traditional software lifecycle,The object-oriented software life cycle,Use case-driven and architecture-centric feature,Iterative and incremental development
- 3. USING UML NOTATION**
 - Use case diagrams,Object model,Packages and subsystem,Interaction diagrams
- 4. CAPTURING SYSTEM BEHAVIOR IN USE CASES**
(producing requirement models)
 - Finding primary and secondary use cases,Include and extend dependencies,Use case generalization,Refining use cases:rapid prototypes
- 5. REFINING CLASSES AND ASSOCIATIONS**
(establishing the model object)
 - Analysis model vs design , boundary and control,Categorising classes: entity,boundary and control Modelling association and collection ,Preserving referential integrity
- 6. USE CASE REALIZATION**
(generating the behavioral model)
 - Sequence diagram , object lifelines and messages types ,Modelling collection multiobjects,Refining sequence diagrams to match object models,Typing object and behavioral models with collaboration diagrams
- 7. OBJECT ORIENTED DESIGN**
 - Partitioning systems for deployments across processors , tasks and thread,Persistence: storing objects to disc and databases,Mapping designs to concurrent systems
- 8. OBJECT ORIENTED DATABASE**
 - Overview of DBMS concepts,Approaches to Object Oriented Database
- 9. OOA AND D CASE STUDIES**

Text Books:

Object oriented modeling and design- James Rumbaugh

Object Oriented Analysis and design with Application- Grady Booch

The Unified Modeling Language User Guide- Grady Booch

FT-317SM /IM-70 SM
JAVA(MINOR)

COURSE CONTENT:-

- 1. JAVA BASICS**
 - Object oriented programming
 - Features of java
 - Classes and objects, Operators, identifiers and literals
 - Application and applet programming
 - Structure of java program
- 2. DATA TYPES AND CONTROL STRUCTURES**
 - Data type, Type casting
 - Decision control structures
 - Loop control structures
 - Jump statements
 - Arrays
- 3. CLASSES AND METHODS**
 - Class as a basic building block
 - Access specifier, Methods
 - Constructors and garbage collection
 - Recursion
 - Overloading methods
 - Abstract and inner classes
 - Static Methods
 - String Class
- 4. INHERITENCE**
 - Basic
 - Types
 - Introduction to interface
 - Use of extends and implements
 - Using super
- 5. EXCEPTIONAL HANDLING**
 - Introduction to exception
 - Introduction to try and catch
 - Use of throw, throws and finally
- 6. MULTITHREADING**
 - Introduction to thread
 - Thread cycle
 - Main thread
 - Creation of user define thread
 - Thread priorities
 - Thread methods
- 7. APPLETS**
 - Introduction
 - Applet cycle
 - Applet class

- o Creation and use of applets.

References :

- The Complete reference Java – Herbert Schield
- CoreJava- Orelly Publication.

FT-304FB/ IM-70 F
CORPORATE TAXATION (MAJOR)

Course Objective: This course is based on the provisions of various direct and indirect tax laws with reference to company assesses. This course will enable the students to understand the tax provisions related to the companies and compute the tax liability.

Course Contents:

1. **Introduction:** Introduction and brief history of income tax, definitions Corporation tax, Tax Planning, Tax Evasion, Tax Avoidance, Tax Management, Dividend Tax, Indian Company, Foreign Company.

2. **Computation of Total Income and Tax Liability of Companies:** Income from business, capital gain, income from other sources, Gross Total Income, Deductions from Gross Total Income, computation of Total Income. Introduction to MAT, FBT and Dividend Distribution Tax

3. **Special Tax Provisions:** Tax provisions in respect of Free Trade Zone and Special Economic Zone, Tax provisions in respect of Infrastructure Development, Tax provisions in respect of Backward Areas,

4. **Amalgamation related tax issues.**

5. **Tax Payment:** Tax deduction at source, Tax collection at source, and Advance payment of tax.

6. **The Wealth Tax Act, 1957:** Introduction of wealth tax, meaning, scope and incidence of tax, Assets included for wealth tax, assets exempted from wealth tax, deemed assets,

7. **Central Excise and Custom Duty:** Meaning and important provisions.

8. **Service Tax:** Background and nature of service tax, Value of service tax, Exemption from of service tax, Classification of services, Procedure of service tax, other important provisions.

9. Introduction to Value Added Tax (VAT)

Books:

Direct Taxes Planning and Management by V.K. Singhania

Corporate Tax Planning and Management by H.C. Mehrotra

Students' Work Book on VAT and Service Tax by V. S. Datey

Study Material published by ICSI, Financial Dailies and journals like Business Standard, The Economic Times and Financial Express, Economic and Political Weekly

FT-311FA/ IM-706F
FINANCIAL MARKETS AND SERVICES(MAJOR)

COURSE OBJECTIVES:

The course aims at:-

- Developing understanding about the various functions operations and activities of banking institutions.
- Explains how to apply the basic finance concept to the management of banking institute.

Course Contents:

01: INTRODUCTION TO INDIAN FINANCIAL SYSTEM—

Financial System:: Significance in definition, Liberalization of financial system.

02: CAPITAL MARKET

Primary Market:: Introduction, Institutional Structure, Method of issue, instruments, regulations.

Secondary Market: Introduction to Stock Exchanges, Instruments, Clearing and settlement Mechanism, Players, Regulations and Latest Trend.

03: MONEY MARKET:

Characteristics and functioning , Instruments , call money market, Treasury bills, certificate of deposit, commercial Paper, REPOS

04. Regulatory Institutions: SEBI and RBI

05. Working capital Financing management: Bank and Institutional Financing, management of cash, receivables and inventories.

06. Introduction to financial Institutions: SFC's and DFI's, their importance and scope (IDBI, IFCI, SIDBI)

07: DERIVATIVES:

Introduction to Derivatives , futures and options, terminologies, operational margins, concept of hedging , risk in derivatives,.

08: MUTUAL FUNDS:

Introduction, Structure of Mutual industry, Types of Funds, Advantages Of Mutual Funds. Guide Line of Mutual Funds, Concept of SIP, Mutual Funds in India.

09: FINANCIAL SERVICES

Introduction of Financial Services

10: LEASING FINANCING : Concept of Leasing

11: VENTURE CAPITAL FINANCING : Introduction , Framework, Latest Trend

12: MERCHANT BANKING : Introduction, Institutional Framework, Regulation

13: INVESTMENT BANKING : Concept, Trend Vis-à-vis Merchant Banking

14: SECURITIZATION : Basic Concept and securitization in india

15: OTHER FINANCIAL SERVICES: Factoring

TEXT READING:

1. M.Y.khan, "Financial services" tata McGraw Hill 2000
2. B.S.bhatia, G.S.Batra, "Management of capital markets, financial services and institutions" Deep and Deep publications, 2000
3. Investment of security market in India: V.A.Avadhani
4. Indian Financial system: P.N.varshney and D.K.Mittal