

MASTER OF COMMERCE (Banking and Insurance) - FIRST SEMESTER
101 – BUSINESS ENVIRONMENT

(Common to M.Com, M.Com -Computer Applications,
M Com –Financial Accounting and M Com –Banking & Insurance - under CBCS)

Class Hours : 5 ppw

Credits: 5

-
- Unit-I:** Business Environment – significance – Types of Environment – Internal and External Environment – Micro and Macro Environment – Environmental Analysis Stages – Approaches – Techniques of Environmental Analysis – Steps – Types and Techniques of Environmental forecasting – Benefits and limitations.
- Unit-II:** Economic Environment – Economic System – Capitalism – Communism and Mixed Economy – Economic Reforms – Economic Policies – Industrial Policies – Trade policies – Fiscal and Monetary Policies – Economic Development and Role of Government – Technological Environment – features – Impact – Technology transfer.
- Unit-III:** Politico – Legal Environment – Political Institutions – Legislative – Executive and judiciary – Constitution of India – Fundamental rights – Directive Principles of State policy – Business Responsibilities to Government – Government responsibilities to business – Legal framework of Business- Regulatory Institutions- TRAI-SEBI-IRDA- Electricity Regulatory Agencies- Central Electricity Regulatory Commission-Telangana State Electricity Regulatory Commission (TSERC) .
- Unit-IV:** Socio-Cultural Environment – Business and Society – Objectives of Business – Social Responsibilities of Business – Business and culture – Cultural dimensions – Social audit – Nature – Evolution – benefits – Social Audit in India – Business Ethics – Nature Sources – Managing Ethics – Corporate Governance – Nature and Mechanism.
- Unit-V:** Global Environment – Globalisation – Meaning and Dimensions –Stages – Drivers and effects of Globalisation – Players in Global Business – Benefits and problems of MNCs – Challenges of global Business – WTO and India – Foreign Direct Investment – (FDI) Foreign Institutional Investors (FIIS).

Suggested Readings

1. Francis Cherunilam, **Business Environment Text and Cases**, Himalaya Publishing House, Text and Cases, Himalaya Publishing House, 2014.
2. Aswathappa K, **Essentials of Business Environment**, Himalaya Publishing House, 2014.

References

1. Faisal Ahmed and Absar Alam.M, **Business Environment: Indian and Global Perspective**, Prentice Hall of India, 2014.
2. Veena Keshav Pailwar, **Business Environment**, Prentice Hall of India Private Limited, 2014.
3. Justin Paul, **Business Environment: Text and Cases**, Tata McGraw-Hill Publishing Company Limited, 2008.
4. Sukumar Nandi, **International Business Environment**, McGraw-Hill Education Company Limited, 2010.
5. Fernando A.C, **Business Environment**, Dorling Kindersley India Pvt. Ltd, 2011.
6. Ian Worthington and Chris Britton, **The Business Environment**, Pearson Education Limited, 2014.

102 - MANAGERIAL ECONOMICS

(Common to M.Com, M Com –Financial Accounting and M Com –Banking & Insurance - under CBCS)

Class Hours : 5 ppw

Credits: 5

- Unit-I:** Introduction to Managerial Economics – Nature – Scope – Applications of Micro Economics and Macro Economics – Need and Significance – Theory of firm - Business objectives of Organization
- Unit-II:** Demand and Supply Analysis – Concepts – Determinants of Demand – Law of Demand- Elasticity of Demand – Price Elasticity of Demand- Income Elasticity of Demand-Cross Elasticity of Demand- Supply function – Law of Supply – Exceptions to the Law of Supply – Demand forecasting – Objectives and methods
- Unit-III:** Production and Cost functions – Cobb Douglas Production function – Isoquants – Isocosts – Production Equilibrium – Returns to Scale – Cost function – Behaviour of costs in Short run and Long run – Economies and Diseconomies of Scale
- Unit-IV:** Structure of Competition – Price and Output decisions in Perfect Competition – Monopoly – Monopolistic Competition – Oligopoly – Barriers to Entry – Pricing – Dual Pricing – Discriminatory Price – Pricing methods and Strategies.
- Unit-V:** Concept of Industry – Plant – Firm - Industry – Factors influencing size of firm – Optimum firm – Location and size decisions – Measurement of Efficiency – Productivity – Profit-Policy – Planning- Controlling and Forecasting

Suggested Readings

1. Mote V.L., Paul Samuel, Gupta G.S., **Managerial Economics – Concepts and Cases**, Tata McGraw Hill Publishing Company Limited, 2013.
2. Varshney R.L., Maheshwari K.L., **Managerial Economics**, Sultan Chand and Sons, 2014.

References

1. Mehta P.L., **Managerial Economics**, Sultan Chand & Sons (P) Limited, 2007.
2. Joel Dean, **Managerial Economics**, Prentice-Hall of India Pvt. Limited, 2010.
3. Mithani, D.M., **Managerial Economics**, Himalaya Publishing House Pvt. Limited, 2010.
4. Robinson E.A.G., **Structure of Competitive Industry**, NISBET & Co. Limited, 1958.
5. Justin Paul, Leena Kaushal and Sebastian VJ., **Managerial Economics**, Cengage Learning India, 2012.
6. Christopher R.Thomas and Charles Maurice.S., **Managerial Economics**, McGraw Hill Education (India) Private Limited, 2014.

103 – CORPORATE FINANCIAL ACCOUNTING

(Common to M.Com, M.Com -Computer Applications,
M Com –Financial Accounting and M Com –Banking & Insurance - under CBCS)

Class Hours : 5 ppw

Credits: 5

-
- Unit-I:** Company Accounts – Legal provisions relating to Company Accounts – Profit and Loss Account – Balance Sheet – Valuation of Shares and Goodwill – Methods(simple problems)
- Unit-II:** Accounting for Mergers and Amalgamations –Types of Restructuring –Nature of Merger and Amalgamation- Purchase Consideration –Exchange Ratio- Minimum and Maximum Exchange Ratio-Intrinsic Value of Share-Accounting Entries in the Books of Transferring Company- Accounting in the Books of Transferee Company- Pooling of Interest method – The Purchasing Method (simple problems)
- Unit-III:** Inflation Accounting – Meaning – Need – Scope – Approaches –Current Cost Accounting – Current Purchasing Power (simple problems)
- Unit-IV:** Investment Accounting – Meaning – Need – Investment Transactions – Ex-dividend – Cum – Dividend – Treatment of Interest and Dividend – Lease Accounting-Disclosure- Journal Entries- Schedule of Payment – Sale and Lease back Transactions (Simple problems)
- Unit-V:** Accounting of Public utilities – Nature – Significance – Public utility Accounts — Fund Accounting- Double Accounting – Accounting of Electricity Undertakings including Distribution of Surplus (Simple Problems) –Human Resource Accounting – Approaches.

Suggested Readings

1. Gupta R.L. and Radhaswamy M., **Advanced Accountancy**, Sultan Chand and Sons, 2014.
2. Jain SP. And Narang KL, **Advanced Accountancy**, Kalyani Publishers, 2013.

References

1. John Gabriel S., and Marcus A., **Financial Accounting**, Tata McGraw Hill Education Private Limited, 2010.
2. Bhattacharyya S.K., and John Dearden, **Accounting For Management: Text and Cases**, Vikas Publishing House Private Limited, 2009.
3. Shukla M.C., Grewal T.S., and Gupta S.C., **Advanced Accounts**, Sultan Chand Limited, 2006.
4. Narayana Swamy R., **Financial Accounting – A Managerial perspective**, PHI Learning Private Limited, 2014.
5. Mukherjee A., and Hanif M., **Corporate Accounting**, Tata McGraw-Hill Publishing Company Limited, 2006.
6. Rajasekaran V. and Lalitha R., **Financial Accounting**, Pearson Education, 2011.
7. Mukherjee A and Hanif M., **Financial Accounting**, Mc Graw Hill Pvt Ltd 2012

104- QUANTITATIVE TECHNIQUES

(Common to M.Com, M.Com -Computer Applications,
M Com –Financial Accounting and M Com –Banking & Insurance - under CBCS)

Class Hours : 5 ppw

Credits: 5

-
- UNIT – I :** **Statistical Decision Theory:** Decision Theory Introduction – Meaning and Definition – Steps in Decision Theory — **Ingredients of Decision problem:** Acts, States of nature or events, Payoff table, Opportunity Loss table – Decision making under Certainty – Decision making under Risk – Decision making under Uncertainty – Optimal. **Game Theory:** Concept and applications of game – Two – Person – zero-sum game – Value of the Game – Competitive situations – Pure (with saddle point) and Mixed strategy (without saddle point) Games – Dominance Method – Limitations of Game theory. (Theory and Problems).
- UNIT – II:** **Theory of Probability and Probability Distributions:** Probability Meaning and definition of probability – Approaches – Axioms – Additive and Multiplicative theorems – Conditional probability theorem; **Bayes theorem:** Meaning and its application; **Theoretical frequency Distributions:** Classification – Binomial – Poisson – Normal Distributions (Theory and Problems).
- UNIT – III:** **Sampling and Testing of Hypothesis: Sampling** Meaning – Random and non-random sampling - Merits and demerits; **Hypothesis:** Meaning and steps in testing of hypothesis – Type I and Type II errors – Standard Error – Point and Interval estimates; **Testing of Hypothesis:** Sampling of Attributes – Sampling of Variables –**Parametric Tests -Large Sample tests:** Difference between means and Standard Deviation tests; **Small Samples Tests** – t-distribution and its application
- UNIT - IV:** **Analysis of Variance:** ANOVA - Meaning – Significance– **Classification of ANOVA:** One-way classification –Two-way classification (Problems).
- UNIT – V:** **Non-Parametric Tests:** Meaning – Difference between Parametric and Non-parametric tests –**Types of non-parametric tests:** One sample sign test -One sample run - The Mann Whitney U-test – Kruskal Wallis H-test; **Chi-square test:** Types of Association and Coefficients – Yule’s Coefficient - – Yates Correction – Coefficient of Contingency – Test for Goodness of Fit (Problems)

Suggested Readings

1. Gupta S.P., **Statistical Methods**, Sultan Chand and Sons, 2014.
2. Beri G.C., **Business Statistics**, Tata McGraw-Hill Education, 2010.

References

1. Richard I. Levin and David S.Rubin., **Statistics for Management**, Pearson Education, 2009.
2. Gupta.S.C., and Kapoor V.K., **Fundamentals of Applied Statistics**, Sultan Chand & Sons (P) Limited, 2008.
3. Srivastava U.K., Shenoy G.V., and Sharma S.C., **Quantitative Techniques for Managerial Decisions**, New Age International (P) Limited., 2005.
4. Amir D. Aczel, and Jayavel Sounderpandian., **Complete Business Statistics**, Tata McGraw-Hill Education Private Limited, 2012.
5. Vohra N.D., **Quantitative Techniques in Management**, Tata McGraw-Hill Publishing Company Limited, 2007.
6. Bruce L.Bowerman, Richard T.O’Connell and Emily S.Murphree., **Business Statistics in Practice**, McGraw Hill Education (India) Private Limited, 2014.

105- ORGANISATION THEORY AND BEHAVIOUR

(Common to M.Com, M.Com -Computer Applications,
M Com –Financial Accounting and M Com –Banking & Insurance - under CBCS)

Class Hours : 5 ppw

Credits: 5

-
- Unit I: Introduction to Organisation and Behaviour:** Organisation – Definitions and Characteristics – Principles of Organisation. Organisational Behaviour: Meaning – Definition - Factors influencing organisational behaviour - Significance - Emergence of Organisational Behaviour - Contributing Disciplines - Emerging challenges to organisational behaviour -Understanding Human Behaviour: Similarities and dissimilarities.
- Unit-II: Individual Behaviour in Organisations:** Personality – Definitions – Characteristics – Determinants - Personality Traits Influencing Organisational Behaviour - Models of Human Personality: Rational Economic, Administrative, Social, Organisational, Self-Actualising - Perception: Definitions, Process, Factors influencing Perception, Distortions in Perception - Attitudes: Definitions and Formation of Attitudes - Learning: Definitions, Learning Process, Classical Conditioning, Operant Conditioning, Social Learning Theories.
- Unit III: Group Behaviour in Organisations:** Groups Meaning – Formation - Group Development -Types of Groups - Group Dynamics: Definitions Group Behaviour: Group Cohesiveness, Norming, Thinking, Risk Shift, Social Loafing - Team Development: Meaning, Definitions, Groups vs. Teams, Team Development, Using Teams for Organisational Building - Conflicts: Definitions, Process, Drives for Conflicts, Types, Outcomes, Conflict Resolution Techniques.
- Unit IV: Behavioural Basis of Organisation Theory:** Organisation Process - Elements of Organisation Structure: Types of Organisational Designs – Behaviour implications of Organisational Design – Authority and Power – Delegation and Decentralisation - Span of Management – Line and Staff. Organisational Change: Meaning – Need - Types – Resistance to Change and Overcoming Resistance.
- Unit V: Organisational Communication and Leadership** –Communication- Meaning - Process – Barriers – Overcoming Barriers. Leadership: Meaning – Styles – Managerial Grid – Traits Vs. Situational – Transformational Leadership – Leadership for Millennium Organisations. Motivation: Meaning – Motivators – Maslow and Herzberg Theories of Motivation – Approaches to Motivating Employees. Stress: Meaning –Individual - Organisational dimensions of Stress- Stress Management Techniques: Individual and Organisational.

Suggested Readings

1. Greenberg Jerald and Baron A Robert, **Behaviour in Organisations**, Prentice Hall of India Learning Private Limited, 2009.
2. Sarma V S Veluri, **Organisational Behaviour - An Interactive Learning Approach -Text and Cases**, Jaico Publishing House, 2009.

References

1. Robbins P Stephen, Judge A Timothy and Sanghi Seema, **Organizational Behavior**, Pearson Education, 2009.
2. McShane L Steven and Mary Von Glinow., **Organizational Behavior**, McGraw Hill Education India, 2010.
3. Rae Andre., **Organizational Behavior – An Introduction to Your Life in Organizations**, Pearson Education, 2009.
4. Slocum W John and Hellriegel Don, **Fundamentals of Organizational Behaviour**, Cengage Learning India Private Limited, 2007.
5. Newstrom W John, **Organizational Behavior – Human Behavior at Work**, Tata McGraw Hill Publishing Company Limited, 2008.
6. Suja R Nair, **Organisational Behaviour – Text & Cases**, Himalaya Publishing House, 2010.

MASTER OF COMMERCE (Banking and Insurance) - FIRST SEMESTER
201 – MARKETING MANAGEMENT

(Common to M.Com, M.Com -Computer Applications,
M Com –Financial Accounting and M Com –Banking & Insurance - under CBCS)

Class Hours : 5ppw

Credits: 5

-
- UNIT-I: INTRODUCTION:**– Marketing Management – Definition – Core concepts – Nature, scope and importance of marketing – Evolution of marketing concepts – Role of marketing in economic development – Functions and tasks of marketing management – Marketing mix – Recent trends in marketing.
- UNIT-II: MARKET ANALYSIS** - Marketing environment – Macro and Micro components and their impact on marketing decisions- Competitive Marketing Strategies- Market Leader, Challenger, Follower and Nicher – STP marketing – Market segmentation – Concept – Bases and process – Target market selection – Positioning – Concept , bases and process - Consumer behavior- Concept - Factors influencing consumer behavior – Consumer buying decision process – Marketing research - Steps and process.
- UNIT-III: PRODUCT AND PRICING DECISIONS** – Concept of product – Classification – Levels –Product line decisions - New product development – Product life cycle and its implications – Branding and packaging decisions. Price – Concept –Objectives - Factors influencing pricing decisions – Methods of Pricing- Cost based, demand based and competition based pricing strategies – Initiating and responding to price changes.
- UNIT-IV: PLACE DECISIONS** – Channels of distribution – Concept – Levels – Functions and types of distribution channels – Channel management decisions – Channel conflict – Channel cooperation – Retailing and wholesaling. Physical distribution decisions - Concept - Importance – Components of physical distribution (market logistics) – Market logistics decisions – Direct marketing – Major channels of direct marketing.
- UNIT-V: PROMOTION DECISIONS** – Promotion mix – Integrated marketing communication – Concept , process – Nature and importance of advertising – Advertising copy – Media selection – Advertising budget – Measurement of advertisement effectiveness - Personal selling – Nature and importance – Process – Sales force management – Recruitment ,selection ,training ,compensation and control of sales force – Sales promotion – Objectives – Techniques.

Suggested Readings

1. Kotler.P, Keller K.L., Koshy.A., and Jha.M, **Marketing Management : A South Asian Perspective**, Pearson Education Limited, 2014.
2. Stanton W.J., Michael J.Etzel and Bruce J.Walker, **Fundamentals of marketing**, McGraw-Hill publications, 1997.

References

1. Ramaswamy V.S., and Namakumari S., **Marketing Management: Planning, Implementation and Control**, Macmillan India publishers, 1991.
2. Rajan Saxena, **Marketing Management**, Tata McGraw Hill Education Private Limited, 2009.
3. Gandhi, J.C., **Marketing: A Managerial Introduction**, Tata McGraw-Hill Publishing Company Limited, 1985.
4. Kazmi S.H.H., **Marketing Management : Text and Cases**, Excel Books, 2007.
5. Michael R.Czinkota and Masaaki Kotabe, **International Marketing**, Cengage Learning, 2013.
6. Arun Kumari and Meenakshi N, **Marketing Management**, Vikas Publishing House, 2010.

202 – FINANCIAL MANAGEMENT

(Common to M.Com, M.Com -Computer Applications,
M Com –Financial Accounting and M Com –Banking & Insurance - under CBCS)

Class Hours : 5ppw

Credits: 5

-
- UNIT-I: INTRODUCTION:** Finance Function – Concept, Classification, Scope, Goals and Functions of Finance, Risk-Return – Trade-off; **Forms of Business Organization** –Tax Environment, Financial Environment and Financial Regulation; **Time Value of Money** – Concept, Time Preference for Money, Present Values, Future Values and their Computation.
- UNIT-II: FINANCING DECISION: Capital Structure** – Concept, Source of Long Term Capital and their relative merits and demerits, Optimum Capital Structure, and Determinants of Capital Structure; **Cost of Capital** – Definition, Concepts of Cost, and Measurement of Specific Costs of Capital and Firm’s Weighted Average Cost of Capital; **Capital Structure and Firm’s Value** – Net Income Approach, Net Operating Income Approach, Traditional Position, Modigliani and Miller Position, and Taxation and Capital Structure; **Capital Structure Decision** - Leverage Analysis: Concepts of Operating and Financial Leverage and EBIT – EPS Analysis (Simple Problems).
- UNIT-III: INVESTMENT DECISION: Capital Budgeting Decision** – Meaning, Characteristics, Process and Significance; **Estimation of Cash Flows** – Elements of Cash Flow Stream and Basic Principles of their Estimation **Methods of Evaluating Alternative Investment Projects** – Payback Period, Adjusted Payback Period, Accounting Rate of Return, Net Present Value, Internal Rate of Return and Modified Internal Rate of Return, and Benefit-Cost Ratio(Simple Problems), Capital Rationing and Capital Budgeting; Inflation and Capital Budgeting.
- UNIT-IV: DIVIDEND DECISION: Dividend Policy and Firm’s Value** – Models in which Investment and Dividend Decisions are related- Walter and Gordon’s Models, Traditional Position, Miller and Modigliani Model(Simple Problems) - Financial Signaling; **Dividend Decision** – Types of Dividend, Stock Dividend, Stock-Splits, Bonus Shares, Share Repurchase and Managerial Considerations in Dividend Policy Formulation.
- UNIT-V: WORKING CAPITAL MANAGEMENT: Working Capital Decision** – Concept, Characteristics, Components, Operating Cycle, Cash Cycle, Determinants of Working Capital, and Estimation of Working Capital (Simple Problems); **Cash and Liquidity Management** – Objectives, Cash Budgeting – Cash Collection and Disbursement – Optimum Cash Balance, and Investment of Surplus Funds; **Credit Management** – Credit terms – **Credit** Policy Variables, Credit Evaluation and Granting Decision, and Control of Receivables; **Inventory Management** - Need, Objectives, Order Quantity, Monitoring and Control of Inventories; **Working Capital Financing** – Sources and Financing Strategies.

Suggested Readings:

1. Prasanna Chandra., **Financial Management- Theory and Practice**, Tata Mc Graw Hill Education (India) Private Limited, Eighth Edition, 2008.
2. Van Horne, James C., and Wachowicz John M. Jr., **Financial Management and Policy**, Pearson Education Inc., 2012.

References:

1. Brigham., and Ehrhardt, **Financial Management: Theory & Practice**, Cengage Learning, 2014.
2. Shashi K.Gupta, **Financial Management: Theory and Practice**, Kalyani Publishers, 1996.
3. Srivastava R.M., **Financial Management: Management and Policy**, Himalaya Publishing House, 2003.
4. Khan M.Y., and Jain P.K., **Financial Management**, Tata McGraw-Hill Education, 2007.
5. Pandey I.M., **Essentials of Financial Management**, Vikas Publishing House, 2014.
6. Hampton, John J., **Financial Decision making: Concepts, Problems and Cases**, Prentice Hall of India Learning, 2012.

203– HUMAN RESOURCE MANAGEMENT

(Common to M.Com, M.Com -Computer Applications and M Com –Banking & Insurance - under CBCS)

Class Hours : 5ppw

Credits: 5

-
- Unit I: Human Resource Management:** Nature – Scope – Functions - Roles of HR Manager, HRM and PM Distinctions – Models of HRM: Fombrun, Harvard, Warwick Models – **HRM in Changing Environment** - Impact of Technology on HRM – Workforce Diversity – **Contemporary issues in HRM** - Employee Engagement – Talent Management – Competency Management – Internationalization of HRM.
- Unit II: Human Resource Planning:** Forecasting Human Resource Requirements – **Job Analysis** – Reasons for conducting Job Analysis:– Job Analysis Methods: Questionnaire, Observation and Interviews – Job Description – Job Specification - Job Design Concepts – Job Enrichment – Job Enlargement – Reengineering – **Recruitment** – Recruitment Process – Recruitment Methods: Online Recruitment Methods
- Unit III: Selection** – Significance of Employee Selection – Factors affecting the Selection – Selection Process: Preliminary Interview, View of Resumes – Selection Tests – Characteristics of properly designed Selection Tests - Types of Employment Tests: Cognitive Aptitude Tests, Job Knowledge Tests and Personality Tests – Online Testing – **Employment Interview**- General Types of Interviews – Methods of Interview: One-to-One Interview, Group Interview, Panel Interview and Stress Interview – Interviewing Problems.
- Unit IV: Training and Development** – Socialization – Assumptions – Socialization Process – Employee Orientation – Employee Training - Factors influencing Training and Development – Training and Development Process – Training and Development Methods: On-the -Job Training Methods, Off-the-Job Training Methods – **Employee Development** – Employee Development Methods – Evaluating Training and Development Effectiveness.
- Unit V: Performance Management** – Purposes – Performance Appraisal Process – Appraisal Methods – Critical Incident Appraisal, Checklist appraisal, Graphic Rating Appraisal, Forced Choice Appraisal and Behaviourally Anchored Rating Scales- **Career Planning and Development** – Career Planning – Career Paths: Traditional Career Path, Lateral Skill Path, Dual Career Path and Demotion – Career Development Methods –Workshops – Personal Development Plans.

Suggested Readings

1. Wayne Mondy. R, **Human Resource Management**, Pearson Education, 2010.
2. David A.Decenzo, Stephen P.Robbins and Susan L.Verhulst, **Human Resource Management**, Wiley India Private Limited, 2013.

References

1. Sharon Pande and Swapnalekha Basak, **Human Resource Management**, Pearson Education, 2014.
2. Aswathappa K, **Human Resource Management: Text and Cases**, McGraw Hill Education India Private Limited, 2013.
3. Subba Rao .P, **Human Resource Management**, Himalaya Publishing House, 2010.
4. Gupta S.K., Joshi.R, **Human Resource Management with Case Study**, Kalyani Publishers, 2014.
5. Gary Dessler, **Human Resource Management**, Pearson Education, 2009.
6. Pattanayak Biswajeet, **Human Resource Management**, Prentice Hall of India Private Limited, 014.

204- PRINCIPLES AND PRACTICES OF BANKING
(For M.Com- Banking and Insurance under CBCS)

Class Hours: 5 ppw

Credits: 5

-
- Unit-I: Origin and Growth of Banking:** Role and Functions of Banks – Organisational structure of Banking – Forms of Banking – Unit Banking, Branch banking, Group Banking, Chain Banking, Satellite and Affiliate Banking – Money Lenders & Indigenous Bankers – Growth of Banking Sector – Banking Sector Reforms.
- Unit-II: Functions of Commercial Banks:** Opening of accounts - Types of customers — Negotiable Instruments – Loans and Advances: Lending Policies – Pledge – Hypothecation lien – Assignment – Mortgage – Asset Liability Management – Credit Management: Credit Appraisal techniques – Risk Management Practices-ALM GAP Analysis – CRM in Banking.
- Unit-III: Credit Management in Banks:** Principles of Sound Bank Lending – Loan Policy –Credit Creation – Credit Appraisal – Private Sector Lending – Monitoring and Review of Loan Portfolio – Management of Non-Performing Assets (NPAs) – Classification of NPAs – Debt Restructuring.
- Unit-IV: Central Banking:** Reserve Bank of India (RBI)– Its Constitution – Organisational Structure – Management – Objectives – Functions – Working – Methods of Credit Control: Quantitative Controls – Selective Controls – Monetary Policy and its Evaluation – Licensing of Banks - Role of Board for Financial Supervision.
- Unit-V: Banking Technology:** Innovations in Banking – Bank Computerization – Electronic Banking – Electronic Payment Systems – Online and Offshore Banking – Fund Transfers – Cash Dispensers – Credit Cards – Debit Cards – ATMs – NEFT-RTGS-SWIFT – Information Technology and Global Developments: Bank Net, RBI Net, Data Net, I-Net, Internet, E-Mail – Know Your Customer (KYC) - Current Trends.

Suggested Readings

1. Sundaram KPM, **Banking Theory, Law and Practice**, Sultan Chand Publishers, New Delhi, 2004.
2. Maheswari SN, **Banking and Financial Services**, Kalyani Publishers, New Delhi, 2006.

References

1. Sundaram KPM, **Money, Banking and International Trade**, Sultan Chand & Sons, 2000.
2. Vasant Desai, **Principles of Bank Management**, Himalaya Publishing House, New Delhi.
3. Maheswari SN and Paul RR, **Banking Theory and Practice**, Kalyani Publishers, New Delhi.

205 - PRINCIPLES AND PRACTICES OF INSURANCE

(For M.Com (Banking and Insurance) - under CBCS)

Class Hours: 5 ppw

Credits: 5

-
- Unit-I: Risk Management**-Understanding of Risk Management – Kinds and Classification of Risks- Elements of Insurable Risk- Management of Different Types of Risks – Insurance as Social Security Tool- Nature of Insurance Contract- Essentials-Principles of Insurance Contract.
- Unit-II: Types of Insurance**- Life Insurance – General Insurance; Fire, Marine, Motor, Aviation, Crop Insurances- Insurance Market in India – Constituents of Insurance Market- Underwriting and Pricing of Insurance – Retention and Re-insurance – Principle of Insurable Interest – Principle of Indemnity – Principle of Subrogation – Principle of Utmost Good Faith.
- Unit-III: Principles and Practice of Life Insurance and Health Insurance**- Broad Classification of Life Insurances- Special Purpose Policies-Family Maintenance- Family Policy- Joint Life Policies-Classes of Life Insurance- United Linked Insurance- Health Insurance-: Medical Insurance- Types of Health Insurance- Coverage- Health Insurance Contract- Considerations in buying Life Insurance Policies.
- Unit-IV: Principles and Practices of General Insurance:** Meaning, Functions and Scope of Fire, Engineering, Accident, Marine and Aviation Insurance-: Types of Policies – Floating Policies and Declaration Policies - Endorsements and Clauses-Personal Accident Insurance - Various Risk Covers - Miscellaneous (Accident) Insurance - Fidelity Guarantees and Bonds – Burglary Insurance.
- Unit-V: Insurance Regulation in India**- Insurance and Law of Contract-Interpretation of Wagering Contract- Doctrine of Implied and Informal Warranties and Benefits- Exclusion of Converge- Legal Framework- Brief discussion of The Insurance Act, 1938 **as amended by Insurance (amendment) Act, 2002 and Life Insurance Corporation Act, 1956** - Insurance Regulation Authority of India(IRDA); Objectives, Functions and Performance of IRDA.

Suggested Readings

1. MN Mishra and SB Mishra, **Insurance Principles and Practice**, Sultan Chand Limited, New Delhi, 2008.
2. G Krishnaswamy, **Principles and Practices of Life Insurance**, Excel Books, New Delhi, 2009.

References

1. Karam Pal, BS Bodla and MC Garg, **Insurance Management: Principles and Practices**, Deep & Deep Publications Private Limited, New Delhi, 2007.
2. S Arunajatesan and TR Viswanathan, **Risk Management & Insurance: Concepts and Practices of Life and General Insurance**, MacMillan Publishers India Limited, New Delhi, 2009.
3. Neelam C Gulati, **Principles of Insurance Management**, Excel Books, New Delhi, 2007.
