

GANPAT UNIVERSITY
Faculty of Management Studies
B.B.A.+M.B.A. Dual Degree (5 Years Integrated Program)
B.B.A. (Financial Services) Program
Semester-1, Syllabus (Effective from June 2010) CBCS

Course Code: IA01POM	Course Type: Complementary	%	S	C
PRINCIPLES OF MANAGEMENT		100	60	04

The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of Management.

Unit 1 Overview	20	12	0.8
Nature and Scope, Process, Levels and Skills. Approaches to the Study of Management: Scientific Management, Classical School, Behavioural School, System Approach, and Contingency Approach. Organisational Environment.			
Unit 2 Planning	20	12	0.8
Nature, scope and objectives of planning; Types of plans; Planning process; Business forecasting; MBO; Concept, types, process and techniques of decision-making.			
Unit 3 Organising	25	15	1.0
Concept, nature, process and significance; Principles of an organization; Span of Control; Departmentation; Types of an organization; Authority-Responsibility; Delegation and Decentralization.			
Unit 4 Staffing	10	06	0.4
Meaning, nature and purpose. Concepts of Selection, Training and Performance Appraisal: Objectives, Process and Importance.			
Unit 5 Motivating and Leading	15	09	0.6
Nature and Importance of motivation; Types of motivation; Theories of motivation- Maslow, Herzberg, X, Y and Z; Leadership – meaning and importance; Traits of a leader; Leadership Styles.			
Unit 6 Controlling	10	06	0.4
Nature and Scope of control; Types of Control; Control process; Control techniques – traditional and modern; Effective Control System.			

Reference Books:

- Principles of Management - L. M. Prasad, Sultan Chand & Sons.
- Principles of Management - P. C. Tripathi & P. N. Reddy, Tata McGraw.
- Principles of Management: Theory, Practices & Techniques - Nirmal Shah, Deep & Deep Publications Pvt. Ltd.
- Management Concepts and Strategies - J. S. Chandan, Vikas Publishing House.
- Management Concepts and Practices - Gupta, C.B. Sultan Chand and Sons, New Delhi.
- Principles of Management – R. K. Sharma and S. K. Gupta, Kalyani publications.

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Course Code: IA02BUO	Course Type: Complementary	%	S	C
BUSINESS ORGANISATION		100	60	04

The course aims to provide basic concepts and knowledge with regard to a Business Organisation and its various functional areas.

Unit 1 Nature and Scope of Business	10	06	0.4
Meaning, Understanding and objectives of Business, Industry and Commerce, Branches of Business, Importance of Business, Industry, Commerce and Profession.			
Unit 2 Forms of Business Organisation	15	09	0.6
Meaning, Features, Formation, Merits and Demerits of Sole Proprietorship, Partnership, Joint Stock Company, Co-operative Society. Meaning and characteristics of Public Sector, Private sector and Multinational Corporations.			
Unit 3 Company Formation	20	12	0.8
Meaning and structure of Memorandum of Association, Article of Association and Prospectus, Conversion of Private Ltd. Co. into Public Ltd.			
Unit 4 Share Capital	20	12	0.8
Meaning of Shares, Stock and Debentures, Classification of Share Capital, Calls on Share, Forfeiture of Shares, Transfer and Transmission of shares. Stock Exchange: Importance and Functions and Role of SEBI.			
Unit 5 Company Management and Operations	20	12	0.8
Director, Managing Director, Company Secretary: - Position, Appointment, Powers, Duties and Responsibilities.			
Unit 6 Company Meeting: Types and Procedure	15	09	0.6
Equity Shareholders' Meetings: Statutory General Meeting, Annual General Meeting, Extra Ordinary General Meeting. Meeting of Board of Directors.			

Reference Books:

Business Organization and Management - Jallo, Tata McGraw Hill
 Business Organization and Management - Dr. C. B. Gupta, Publisher Sultan Chand & Co.
 Modern Business Organization - Gupta, C.B., Mayoor Paper Works, 2001.
 Business Organisation - T.N.Chabra, Dhanpat Rai & Sons.
 Modern Business Administration - Robert, McMillan India, 1999.
 Business Organization and Management - Basu, C. R., Tata McGraw Hill, New Delhi, 1998.
 Business Organisation and Management - Y. K. Bhushan, Sultan Chand & Sons, New Delhi.
 Business Organisation and Management- D. P. Jain, Vrinda Publications.

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Course Code: IA03FOA	Course Type: Complementary	%	S	C
FUNDAMENTALS OF ACCOUNTING		100	60	04

The course aims to familiarize the students with the basic concepts of Accounting and their application in business.

Unit 1 Nature of Accounting	15	09	0.6
Definition, Characteristics, Objectives, advantages of accounting, branches of accounting; Technical terms in double entry book keeping system; Distinction between trade discount and cash discount; Accounting concepts; Types of transaction; Rules of debit and credit.			
Unit 2 Journal, Ledger and Trial Balance	15	09	0.6
Introduction to Journal, Ledger and preparation of trial balance. Characteristics of Journal, Ledger. Difference between Journal and Ledger. Examples based on Journal, Ledger and Trial Balance.			
Unit 3 Subsidiary Books	15	09	0.6
Introduction to various Subsidiary Books, Advantages of Subsidiary Books, Difference between Debit note and Credit note, Examples based on purchase book, sales book, return book, cash book, petty cash book.			
Unit 4 Final Accounts of Sole Proprietorship Firm	20	12	0.8
Specimen of Trading Account, Profit and Loss account, and Balance Sheet of Sole Proprietorship firm, Examples based on final accounts with simple adjustments.			
Unit 5 Depreciation	15	09	0.6
Meaning and Objectives for providing depreciation, Causes of depreciation. Factors determining the rate of depreciation. Examples only on Straight Line Method, Written Down Value Method.			
Unit 6 Issue Forfeiture and Reissue of share	20	12	0.8
Provision relating to issue of share at Par, at Premium and at Discount, calls in arrears and calls in advance, forfeiture and reissue of shares, pro-rata allotment. Examples based on accounting entries (Excluding pro-rata calculation forfeiture and reissue of shares)			

Reference Books:

Principles & Practice of Accountancy - R.L.Gupta and V.K.Gupta, Sultan Chand & Sons.
Fundamentals of Accounting - Dr. S.N. Maheshwari, Vikas Publishing House Pvt. Ltd.
An Introduction to Financial Accounting - Monga,J.R., Mayoor Paperbooks,2005.
Financial Accounting - Monga, J.R.& Ahuja,Girish, Mayoor Paperbooks, 2003.
Fundamentals of Accounting & Financial Analysis - Anil Chowdhry, Pearson Education.
Accounting Made Easy - Rajesh Agarwal & R Srinivasan, Tata McGraw –Hill.

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Course Code: IA04BAS	Course Type: Complementary	%	S	C
BASIC STATISTICS		100	60	04

The objective of the course is to familiarize students with the basic concept and tools in statistics to help the decision making.

Unit 1	Introduction Statistics: Definition, Importance & Limitation. Collection of data, Classification of data, Class interval, Types of Classes, Class frequency, Class mark, Class Boundaries, Width of a class, Frequency density, Relative frequency, Percentage frequency, Cumulative frequency, and formation of frequency distribution.	10	06	0.4
Unit 2	Measures of Central Tendency Introduction, Arithmetic Mean, Median and Mode, Quartiles - Properties, Merits & Demerits.	15	09	0.6
Unit 3	Measures of Dispersion Introduction, Range, Coefficient of range, , Quartile deviation, Coefficient of quartile deviation, Mean deviation and coefficient of mean deviation, Variance and Standard Deviation for all types of frequency distribution, Coefficient of Dispersion, Coefficient of variation.	20	12	0.8
Unit 4	Correlation Analysis Introduction, Definition of Correlation, Types of Correlation, Scatter Diagram Method, Karl Person's Correlation Coefficients, Correlation Coefficients for Bivariate frequency distribution, Probable error for Correlation Coefficients, Properties of Correlation Coefficient.	20	12	0.8
Unit 5	Regression Analysis Introduction, Definition of Regression, Regression lines, Regression Coefficients, Properties of regression Coefficients, and Fitting of regression lines and estimation for Bivariate Regression	20	12	0.8
Unit 6	Time Series Analysis Meaning of time series, Utility of study of time series, Analysis of time series, components of time series: Trend, Seasonal variations, Cyclical variations, Irregular variations, Methods of determining Trend: Graphical method, Method of moving averages, Least squares method	15	09	0.6

Reference Books:

Statistics – D C Sancheti, V K Kapoor (SultanChand and Sons)
 Statistics for Management - Levin Rubin (Prentice Hall India)
 Business Statistics-G V Shenoy, U K Shrivastava & S C Sharma (New Age International P. Ltd)
 Mathematical Statistics - Saxena and Kapoor.
 Statistics for management - Rubin & Levin (Prentice-Hall-India Pvt Ltd)
 Gupta, S.P., "Statistical Methods," Sultan Chand & Sons, 2004.
 Business Mathematics - Sancheti and Kapoor, SultanChand & Sons.

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Course Code: IB05BCS	Course Type: Common	%	S	C
BASIC COMMUNICATION SKILLS		100	60	04

This course aims at developing the Basic Communication skills to enhance the ability of proper self-expression, spoken English and correct pronunciation in routine communication.

Unit 1 Basic Language Components	10	06	0.4
Fundamentals of Grammar: Noun, Verb, Adjective, Adverb, Prepositions and Conjunctions. Vocabulary building. Derivations of words using 'Prefixes' and 'Suffixes', Synonyms Antonyms and Phrases.			
Unit 2 Basic Communication	20	12	0.8
Basic Forms of Communication, Process of Communication, Principles of Effective Business Communication, 7 Cs. of Effective Business Communication, Media of Communication, Barriers of Communication. (Developing Reading Skills: Intermediate Level-1)			
Unit 3 Basic Written Communication	20	12	0.8
Need, Functions and Kinds of letter. Essentials of business letter. Importance of clarity, conciseness, courtesy and correctness in business letter, importance of You -attitude, Layout of letter writing, Basic and optional parts of letter. (Developing Writing Skills: Intermediate Level-1)			
Unit 4 Official Correspondence	10	06	0.4
Meaning, Need and Types: Interview letters, Promotion Letters, Resignation Letters, Office Circulars, Leave application.			
Unit 5 Presentation	20	12	0.8
How to Make Presentation, Presentation Tools along with Guidelines of Effective Presentation, Boredom Factors in Presentation and How to Overcome them. (Developing Speaking Skills: Intermediate Level-1)			
Unit 6 Business Etiquettes and Manners	20	12	0.8
Business manners, Self Introduction, Business introduction, Etiquette of Telephonic Talk, Expressing thanks and appreciation, personal behaviour, greetings, conversation. (Developing Listening Skills: Intermediate Level-1)			

Reference Books:

- Wren & Martin; English grammar and composition, 2003.
 Sinha, K. K.; Business Communication, Galgotia Publishers, 2003.
 Robinson, David; Business Etiquette, Kogan Page.
 Hand Book of Practical Communication Skills-Chrissie Wrought, Jaico Publishing House.
 Kaul, Asha; Business Communication, 1998, Prentice-Hall of India Ltd, New Delhi
 Essentials of Business Communication - Rajendra Paul, Sultan Chand & Sons Publisher.
 Business Communication - D.D.Sehgal, V.K.Mittal and N.C.Garg, Ramesh Book Depot.
 Communication Today: Understanding Creating Skills - Reuben Ray, Himalaya Pub.House.
 Basic Managerial Skills for All - E H McGraw, S J, Fourth Edition, P H I Pvt. Ltd.
 Improve Your Communication Skills - Barker, Alan, 2007, Kagan Page (I) Pvt. Ltd.
 The Handbook of interviewing - Taylor, Poul J & O'Driscoll Michael P.,2001, Infinity Books.
 Technical Communication - Raman, Meenakshi & Sharma Sangeeta, 2006, OUP, New Delhi
 How to Write First Class Letters - Baugh, Sue, 1998, Viva Books Pvt. Ltd, New Delhi
 Business Communication - Lesikar, Raymond V & Pettit John D, 1999, AIIBS Publishers, New Delhi.
 Rai Urmila, English Language Communication Skills, Himalaya Publishing House.
 Business Communication, Varinder Bhatia, Khanna Books Publishing Co. Pvt. Ltd, New Delhi, 2000.
 Business Communication, R C Bhatia, Ane Book India, New Delhi, 2006.
 Successful Presentation Skills, Andrew Bradbury, Kogan Page India Pvt Ltd, New Delhi, 2006.

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Course Code: IIA01ORB	Course Type: Complementary	%	S	C
ORGANISATIONAL BEHAVIOUR		100	60	04

The course aims to provide an understanding of basic concepts, theories and techniques in the field of human behaviour at the individual, group and organizational levels in the changing global scenario.

Unit 1 Introduction	15	09	0.6
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Concept of Organisational Behaviour (OB); Understanding of OB - Definition, Goals; Various schools of thought – Classical, Neoclassical & Modern, Approaches of OB – Supportive, Contingency, Productivity & System; Contributing discipline to OB.

Unit 2 Values, Attitudes and Job Satisfaction	15	09	0.6
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Values: Importance of Values, Types of Values, Values, Loyalty and Ethical Behavior.
Attitudes: Types of Attitudes, Cognitive Dissonance Theory
Job Satisfaction: What determine Job Satisfaction, The Effect of Job Satisfaction on Employee Performance

Unit 3 Understanding Work Team	15	09	0.6
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Why have team become so popular, Team Vs Group: What the Difference? Types of team, Turning Individuals into Team Players, Contemporary Issues in Managing Teams.

Unit 4 Perception and Individual Decision Making	15	09	0.6
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What is perception? Factors Influencing Perception, Personal Perception: Making Judgment about Others (Attribution Theory, Frequently used shortcuts in judging others), How should decisions be Made? How are decisions actually made in Organizations?

Unit 5 Organizational Culture and Conflict Management	20	12	0.8
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Concept, Functions, Socialization, Creating & Sustaining culture, Managing Conflict: Sources, Types, Process & Resolution of Conflict

Unit 6 Power And Politics	20	12	0.8
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Definition of Power, Contrasting Leadership & Power, Bases of Power, Dependency: The key of Power.
 Politics: Power in Action, Definition, Factors contributing to Political Behavior, How do people respond to organizational politics? The Ethics of Behaving Politically.

Reference Books:

- Organizational Behaviour - Prasad, L.M., Sultan Chand & Sons, 2003.
- Organizational Behaviour - Stephen P., Robbins;P H I Pvt. Ltd.", New Delhi, 2003.
- Organizational Behaviour - Luthans, Fred, Tata McGraw Hill, New Delhi, 2003.
- Organization Behavior - Chabbra,T.N. & Singh,B.P., Sultan Chand & Sons.
- Organizational Behaviour - Khanka, S.S., Sultan Chand and Sons, New Delhi.
- Organization Behaviour and Change - Joseph, Weiss, Vikas Publishing house, 2004.

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Course Code: IIA02POE	Course Type: Complementary	%	S	C
PRINCIPLES OF ECONOMICS		100	60	04

The course aims to familiarize the students with the basic concepts of Economics and their application in business.

Unit 1 Introduction	15	09	0.6
Definitions of Economics, Nature of Economics and Subject matter of Economics, Basic Concepts: Micro Economics, Macro Economics, Goods, Utility, Value, Price, Wealth, Consumption, Production, Types of Economies, Unemployment, Poverty, Inflation, Deflation, Business Cycle.			
Unit 2 Theory of Demand	15	09	0.6
Meaning of Demand, Factors affecting Demand, Law of Demand, Exceptions to the law of Demand, Extension and Contraction of Demand, Increase and Decrease in Demand.			
Unit 3 Theory of Supply	15	09	0.6
Meaning of Supply, Factors affecting Supply, Law of Supply, Extension and Contraction of Supply, Increase and Decrease in Supply. Determination of Equilibrium Price, Price Determination with the help of Demand & Supply			
Unit 4 National Income	15	09	0.6
Definition of National Income, National Income Concepts, Methods of measuring National Income, Problems in measurement of national income and precautions in estimation of national income. Circular flow of National Income.			
Unit 5 Money and Macro Market Analysis	20	12	0.8
Functions of Money, The Quantity Theories of Money (Fisher's Approach and Cambridge's Approach), Consumption Function, Investment Multiplier, and Accelerator Principle.			
Unit 6 Theories of Interest Rate and International Trade	20	12	0.8
Theories of Interest Rate: Classical theory of Interest Rate, Loanable Fund Theory of Interest rate, Liquidity Preference Theory of Interest Rate. Theories of International Trade: Theory of Absolute Cost Advantage, Theory of Comparative Cost Advantage.			

Reference Books:

Elementary Economic Theory - K.K. Dewett and J.D.Varma
 Modern Economic Theory - H.L.Ahuja, S. Chand & Co. Ltd
 Advanced Economic Theory - H.L.Ahuja, S. Chand & Co. Ltd
 Principles of Economics - H.K.Trivedi and R.C.Joshi:
 Business Economics - Chaturvedi, D.D. and Gupta,S.L., Brijwasi Publishers.
 Modern Modern Micro Economics - Koutsoyiannis, A., Macmillan Press Ltd.
 Macro Economics - Dwivedi D. N., Tata McGraw Hill, 2005.
 Modern Macro Economics Theory - Mishra S. K. & Puri V.K., Himalaya Publishing House, 2003.
 Macro Economics Analysis - Edward Shapiro, Tata McGraw Hill, 2003.
 Introduction to Macro Economics - H. L. Ahuja, S. Chand Publication, 2008
 Macro Economics: Theory & Policy - H. L. Ahuja, S. Chand Publication, 2004
 Monetary Economics - Gupta S. B., S. Chand and Company, 1994

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Course Code: IIA03AIB	Course Type: Complementary	%	S	C
ACCOUNTS IN BUSINESS		100	60	04

The primary objective of the course is to familiarize the students with the basic accounting principles and techniques of preparing and presenting the accounts for user of accounting information.

Unit 1 Bank Reconciliation Statement	10	06	0.4
Need for bank reconciliation, Causes of difference, Advantages of bank reconciliation statement, Examples based on preparation of bank reconciliation statement.			
Unit 2 Rectification of Errors	15	09	0.6
Types of errors, Errors affecting the trial balance, Errors not affecting the trial balance, Why suspense account is created?, Examples based on rectification of errors.			
Unit 3 Partnership – Admission of New Partners	25	15	1.0
Reasons for admitting new partners in partnership firm, New profit sharing ratio and sacrificing ratio, Treatment of goodwill – 1. Premium method & 2. Revaluation method, Revaluation of assets and liabilities, Adjustment for reserves and accumulated profits / losses, Adjustment of capital.			
Unit 4 Partnership – Retirement / Death of Partner	25	15	1.0
Calculation of ratios, Revaluation of assets and liabilities, Disposal of accumulated profits and losses, Valuation of goodwill, Calculation of outgoing partner's share in profits earned by the firm from the date of previous balance sheet to the date of retirement / death, Payment to the outgoing partners, Payment to the outgoing partners in equal installments.			
Unit 5 Ratio Analysis	15	09	0.6
Meaning, Importance and Limitation of ratio Analysis, DuPont chart, Examples based on calculation of different ratios – Liquidity, Profitability, Turnover & Leverage Ratio.			
Unit 6 Accounting in Computerized Environment	10	06	0.4
Meaning and features of computerized accounting, Difference between computerized and manual accounting, Computerization – Scope and experiences in banking, Tally – Meaning, Features, Advantages and Disadvantages, Mechanism. (Theory Only)			

Reference Books:

Principles & practice of accountancy - R. L. Gupta & V. K. Gupta, Sultan Chand & Sons
 Cost Accounting - P. C. Tulsian, Tata Mcgraw-Hill Publications
 Fundamentals of Accounting - Dr. S.N. Maheshwari, Vikas Publishing House Pvt. Ltd.
 Fundamentals of Accounting & Financial Analysis - Anil Chowdhry, Pearson Education.
 Financial Accounting - Jane Reimers, Pearson Education
 Accounting Made Easy - Rajesh Agarwal & R Srinivasan, Tata McGraw –Hill
 Financial Accounting For Management - Amrish Gupta, Pearson Education
 Financial Accounting For Management - Dr. S. N. Maheshwari, Vikas Publishing House.

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Course Code: IIA04BUS	Course Type: Complementary	%	S	C
BUSINESS STATISTICS		100	60	04

The objective of the course is to familiarize students with the basic concept and tools in statistics to help the business decision making.

Unit 1 Probability Theory	20	12	0.8
Introduction, Random Experiment, Sample Space, Events, Complementary Events, Union and Intersection of Two Events, Difference Events, Exhaustive Events, Mutually Exclusive Events, Equally Likely Events, Independent Events, Mathematical & Statistical definition of Probability, Axiomatic definition of probability, Addition Theorem, Multiplication Theorem, Theorems of Probability, Conditional Probability			
Unit 2 Mathematical Expectation	10	06	0.4
Variable, Discrete and Continuous random variable, Probability distribution of a random variables, Mathematical Expectation of random variables, Variance of a random variables			
Unit 3 Probability Distributions	20	12	0.8
<u>Binomial Distribution</u> : Introduction, Probability mass function of Binomial distribution, Mean and Variance of Binomial distribution, Properties of Binomial Distribution, Uses of Binomial Distribution. <u>Poisson Distribution</u> : Introduction, Probability mass function of Poisson distribution, Mean and Variance of Poisson distribution, Properties of Poisson Distribution, Applications of Poisson Distribution. <u>Normal Distribution</u> : Introduction, Probability density function of Normal distribution, Properties of Normal distribution, Importance of Normal Distribution.			
Unit 4 Sampling Methods	15	09	0.6
Population survey and sample survey, Characteristics of good sample, Advantages of sampling, Size of a sample, Difference between population study and sample study, Sampling methods: Simple random sampling, Stratified random sampling.			
Unit 5 Statistical Quality Control	20	12	0.8
Quality and quality control, Variations in quality, Theory of control charts, Theory of runs, Specification Limits, Process Limits and Revised Limits, Uses of SQC, Charts for variable and attributes: \bar{x} bar chart, R chart, p and np chart, C chart, Constructions of all these charts, conclusions from all these charts, Uses of all these charts.			
Unit 6 Test of Hypothesis (Large Sample Test)	15	09	0.6
Hypothesis, Test of significance of mean, Test of significance of difference between two means, Test of significance of difference between two standard deviations, Test of significance of proportion of successes, Test of significance of a sample proportion, Test of significance of difference between two proportions			

Reference Books:

Statistics – D C Sancheti, V K Kapoor (SultanChand and Sons)
 Statistics for Management - Levin Rubin (Prentice Hall India)
 Business Statistics-G V Shenoy, U K Shrivastava & S C Sharma (New Age International P. Ltd)
 Mathematical Statistics - Saxena and Kapoor.
 Statistics for management - Rubin & Levin (Prentice-Hall-India Pvt Ltd)
 Gupta, S.P., "Statistical Methods," Sultan Chand & Sons, 2004.

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Course Code: IIB05BUC	Course Type: Common	%	S	C
BUSINESS COMMUNICATION		100	60	04

This course aims at developing the written and oral Business Communication skills to enhance the ability to act with confidence, develop the overall personality of the student and its application in real business situation.

Unit 1 Usage of Grammar	Types of Sentences: Sentence structure, negative and interrogative sentences formation, Tense, Sentence error.	10	06	0.4
Unit 2 Business Letter writing	Need, Functions and Kinds. Types of Business Letters - Inquiry Letters, Reply to Inquiry, Complaint & Adjustment. Invitation of Quotation, Cancellation and Acknowledgement of an order, Sales Promotion. (Developing Writing Skills: Intermediate Level-2)	20	12	0.8
Unit 3 Business Report Writing	How to Write an Effective Report, Basics of Project Report Writing, Characteristics of good report, Committee report and Business report. (Developing Reading Skills: Intermediate Level-2)	20	12	0.8
Unit 4 Meetings	Types of Meetings, Purpose of Meeting, Planning and conducting meeting. Checklist for meeting arrangement. Writing Notice, Agenda and Minutes of meeting. (Developing Listening Skills: Intermediate Level-2)	20	12	0.8
Unit 5 Resume Writing and Interview	Drafting of Job Application. Guidelines for Writing an Impressive Resume, How to face an Interview Board, Proper Body Posture, Importance of Gestures and Steps to Succeed in Interviews, Self introduction – highlighting positive and negative traits and Face to Face Communication.	10	06	0.4
Unit 6 Interpersonal Skills	Quality of a Leader, Knowing Your Skills and Abilities. Introduction to Group Discussion on Current Topics related to Economy, Education System, Environment, Politics etc. Delivery of Public Speech. Debate and Elocution techniques to increase self confidence and professionalism. (Developing Speaking Skills: Intermediate Level-2)	20	12	0.8

Reference Books:

- Barker, Alan, Improve Your Communication Skills, 2007, Kagan Page (I) Pvt. Ltd. New Delhi
 Baugh, Sue, How to Write First Class Letters, 1998, Viva Books Pvt. Ltd, New Delhi
 D.D.Sehgal, V.K.Mittal and N.C.Garg, 'Business Communication' Ramesh Book Depot.
 E. H. McGraw, S. J.; Basic Managerial Skills for All. Fourth Edition, Prentice Hall of India Pvt. Ltd. Lesikar,
 Raymond V & Pettit John D, Business Communication, 1999, AIBS Publishers & Distributors, New Delhi
 Raman, Meenakshi & Sharma Sangeeta, Technical Communication, 2006, OUP, New Delhi
 Rajendra Paul, 'Essentials of Business Communication', Sultan Chand & Sons Publisher.
 Reuben, Ray; 'Communication today – understanding creating skills', Himalaya Publishing House.
 Rogets Thesaurus
 Stephen R. Covey; The seven habits of highly effective people.
 Taylor, Poul J & O'Driscoll Michael P., The Handbook of interviewing, 2001, Infinity Books.
 Wren & Martin; English grammar and composition, 2003.
 Business Communication, Varinder Bhatia, Khanna Books Publishing Co. Pvt. Ltd, New Delhi, 2000.
 R C Sharma, Krishnamohan, Bussiness Correspondance and report writing, Tata Mcgraw Hill Pub. Co. Ltd.
 Subhash Jagota, Succeeding in Interviews, Excel Books, 2001, New Delhi.
 Rai Urmila, English Language Communication Skills, Himalaya Publishing House.

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Course Code: IIIA01MAM	Course Type: Complementary	%	S	C
MARKETING MANAGEMENT		100	60	04

The course aims at providing fundamental knowledge and exposure to the concepts, theories, essential elements and practices in the field of Marketing Management.

Unit 1 Conceptual Foundation	20	12	0.8
What is marketing? - Core concepts of marketing – markets, marketing management – production concept, product concept, selling concept, marketing concept – difference between selling and marketing – consumerism – causes of consumerism – consumer movements.			
Unit 2 Buying Behavior	20	12	0.8
7 O's model of consumer behavior, major factors influencing buying behavior, buying process, business markets Vs consumer markets, systems buying and selling, major factors influencing business buying – purchase process.			
Unit 3 Target Marketing	15	09	0.6
Levels of market segmentation – bases for segmenting consumer markets – base for segmenting business markets – requirements for effective segmentation.			
Unit 4 Marketing Mix I	15	09	0.6
Product: Concept of product, Product item, Product line and Product mix, Concept of Product Life Cycle, stages of PLC and Marketing strategy, Meaning of Brand & Brand equity. Pricing: Objectives, Factors affecting pricing decision, Orientation (methods)-cost, demand and competition, Discriminatory pricing.			
Unit 5 Marketing Mix II	15	09	0.6
Place: Functions of Channels of Distribution, Levels of Channels of Distribution, Factors affecting choice of Channels of distribution, Retailing & Whole selling. Promotion: Definition, consumer promotions, trade promotions, business promotions – purpose of sales promotion – major decisions in sales promotion – pitfalls of sales promotion.			
Unit 6 Personal Selling	15	09	0.6
Approaches in sales training – major steps in personal selling – factors contributing to the growth of direct marketing in India – products more suitable for direct marketing – strategies for direct marketing – determining sales targets.			

Reference Books:

Marketing Management, By : Philip Kotler (Prentice Hall)
 Modern Marketing Management, By: K.C.Nair, Paul and others (Himalaya)
 Modern Marketing Management , By : R.S.N.Bhagavati and Pillai (S.Chand)
 Marketing Management, By : Varshney & Gupta, (Sultan Chand & Sons)

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Course Code: IIIA02MAE	Course Type: Complementary	%	S	C
MANAGERIAL ECONOMICS		100	60	04

The course aims to familiarize the students with the basic concepts of Managerial Economics and their application in business.

Unit 1 Introduction	15	09	0.6
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Meaning, Nature and Scope of Managerial Economics, Relationship between Managerial Economics Forward Planning and Decision-making.

Unit 2 Demand Forecasting	20	12	0.8
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Meaning of Demand Forecasting. Objectives of Short Run and Long Run Forecasting. Criteria of good forecasting technique. Demand Forecasting Methods: Survey Methods, Experts' Opinion (Simple and Delphi), Consumer Interaction (Complete Enumeration, Sample Survey Method), Statistical Methods (Trend Analysis, Regression).

Unit 3 Production Analysis	15	09	0.6
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Production Function, Long Run and Short Run Production Functions. Concepts and properties of Isoquants and Iso cost lines. Law of variable proportion. Return to scale with Iso-quanta and Iso cost lines. Maximization of output, given cost constraints. Minimization of cost, given the output. Expansion path (long run and short run).

Unit 4 Cost Concepts and Relationships	20	12	0.8
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Cost Concepts: Accounting cost, Economics cost, Opportunity cost, Incremental cost, Sunk cost, Implicit cost, Explicit cost, Fixed Cost, Variable cost, Total cost, Average fixed cost, Average variable cost, Average cost, Marginal cost. Relationship between Average fixed cost, Average variable cost, Average cost, Marginal cost curves. Shapes of various cost curves in short run and long run.

Unit 5 Market Structure 1	15	09	0.6
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Concepts: Total Revenue, Average Revenue, Marginal Revenue and their relationship. Perfect Competition: Determination of equilibrium price and output in short run and long run. Monopoly: Determination of equilibrium price and output in short run and long run.

Unit 6 Market Structure 2	15	09	0.6
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Monopolistic Competition: Duopoly and Oligopoly Models for Determination of equilibrium price and output. Baumal's Sales Revenue Maximization Model.

Reference Books:

- Managerial Economics, By Dwivedi, D N (Vikas Publishing House)
- Advanced Economic Theory, By H L Ahuja (S. Chand & Co. Ltd)
- Business Economics, By Chaturvedi D D and Gupta, S L (Brijwasi Publishers)
- Managerial Economics, By Mehta P L (Sultan Chand & Sons)
- Modern Micro Economics, By Koutsoyiannis A (Macmillan Press Ltd)
- Managerial Economics, By Salvator Dominick (McGraw-Hill Book Company)

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Course Code: IIIA03POB	Course Type: Core	%	S	C
PRINCIPLES OF BANKING		100	60	04

The objective of this paper is to develop student's familiarity with the basic concept related to banking operations.

Unit 1 Banker, Customer & Deposits 20 12 0.8

Banker & Customer: Meaning of banker and customer, General relationship between banker & customer, Special relationship between banker and customer.

Deposits: General precautions to be taken at the time of opening of a new deposit account, Current deposit A/C, Fixed deposit A/C, Savings deposit A/C, Recurring deposit A/C.

Unit 2 Passbook and Cheque 20 12 0.8

Passbook: Meaning, Features, Specimen of passbook, Entries in a passbook: Wrong entries favourable to a customer, Wrong entries favourable to a banker.

Cheque: Meaning, Features, Specimen of cheque, Difference between cheque & draft, Cheque crossing: Meaning & Types of cheque crossing.

Unit 3 Marking, Paying Banker and Collecting Banker 15 09 0.6

Marking: Concepts of marking.

Paying Banker: Precautions before honouring a cheque, Circumstances under which cheque can be dishonoured; Recovery of money paid by mistake.

Collecting Banker: Duties of a collecting banker.

Unit 4 Credit Creation 15 09 0.6

Difference between primary deposits & derivatives deposits, Multiple credit creation, Limitations of credit creation, Techniques / Mechanism of credit creation.

Unit 5 Loans & Advances I 15 09 0.6

Principles of sound lending, Forms of advances; Guarantee: Meaning, Features, Advantages, Disadvantages, Rights of guarantor; Liability of surety: Meaning, Rights of creditor against surety.

Unit 6 Loans & Advances II 15 09 0.6

Advances against goods; Advances against documents of title to goods.

Reference Books:

Gordon & Natarajan, (2008), "Banking: Theory, Law and Practice", Himalaya Publishing House Pvt. Ltd.

Sundaram & Varshney, (2004), "Banking, Theory Law and Practice" Sultan Chand & Sons.

Varshney & Malhotra (2005), "Principles of Banking", Sultan Chand & Sons.

Vaish M.C, (1997), "Money, Banking & International Trade", New Age International Pvt. Ltd.

M C Shukla & T S Grewal, "Advanced Accounts, S. Chand and Co; 1989

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Course Code: IIIA04BLP	Course Type: Core	%	S	C
BANKING LAW AND PRACTICE		100	60	04

The course aims to acquaint the student with a basic and elementary knowledge of the laws and practices related to banking sector.

Unit 1 Reserve Bank of India	10	06	0.4
Working of Reserve Bank of India, Role and Functions of Reserve Bank. Reserve Bank of India Act 1930,			
Unit 2 Banking Regulation Act (1949) – Part I	20	12	0.8
Forms of business in which banking companies may engage, Use of words "bank", "banker", "banking" or "banking company", Prohibition of trading, Disposal of non-banking assets, Prohibition of employment of managing agents and restrictions on certain forms of employment.			
Unit 3 Banking Regulation Act (1949) – Part 2	20	12	0.8
Regulation of paid-up capital, subscribed capital and authorised capital and voting rights of shareholders, Restriction on commission, brokerage, discount, etc. on sale of shares, Prohibition of charge on unpaid capital, Restrictions as to payment of dividend, Prohibition of common directors.			
Unit 4 Banking Regulation Act (1949) – Part 3	20	12	0.8
Reserve Fund, Cash reserve, Restriction on nature of subsidiary companies, Restrictions on loans and advances, Power of Reserve Bank to control advances by banking companies, Licensing of banking companies, Restrictions on opening of new, and transfer of existing, places of business.			
Unit 5 Banking Regulation Act (1949) – Part 4	20	12	0.8
Maintenance of a percentage of assets, Assets in India, Return of unclaimed deposits, Monthly returns and power to call for other returns and information, Power to publish information, Accounts and balance-sheet, Audit, Submission of returns, Inspection by RBI.			
Unit 6 Computations in Banking	10	06	0.4
Structure of Balance Sheet of Banks, elements of Balance Sheet of Banks and Balance sheet analysis.			

Reference Books:

Varshney P.N; "Banking Law and Practice"; Sultan Chand and Sons; 2005
Saxena G.S; "Legal Aspects of Banking Operations"; Sultan Chand and Sons; 2005
Suneja H.R; "Practical and Law of Banking"; Himalya Publishing House; 2000
Chabra T.N; "Elements of Banking Law"; Dhanpat Rai and Sons; 2000
M C Shukla & T S Grewal, "Advanced Accounts, S. Chand and Co; 1989

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Course Code: IIIIB05CAM	Course Type: Common	%	S	C
COMPUTER APPLICATIONS IN MANAGEMENT		100	60	04

The course aims to familiarize the students with the basics of computer and its applications in the relevant fields.

Unit 1 Introduction to Computers	20	12	0.8
Introduction, Characteristics, History, Generations, Classification, Application, Computer Architecture and Organisation, Personal Computers and Other devices, Hardware and Software, Operating Systems, Networking Concepts, Computer virus, Prevention from virus.			
Unit 2 Windows	10	06	0.4
Windows Basics: Start Menu, Control Menu commands with mouse and keyboard, Control Panel, Managing Multiple Windows, Scroll Bar, Creating New Folder, Logging Off and Shutting down Windows. My computer, Windows Explorer, Recycle Bin, Managing Fonts, Finding Files and Folders, Notepad, Calculator, Using Paint, Taskbar Properties, Creating shortcuts, Display Properties.			
Unit 3 Microsoft Word	20	12	0.8
Introduction to Word, Editing Document, Move and Copy text and Help system, Formatting Text and Paragraph, Finding and Replacing text and Check Spelling, Using Tabs, Enhancing a Document, Columns, Tables and other features, Using Graphics, Templates and Wizards, Mail Merge.			
Unit 4 Microsoft Excel	15	09	0.6
Introduction to worksheet and Excel, Getting started with Excel, Editing cells and using commands and functions, Moving and Copying, Inserting and Deleting Rows and Columns, Getting Help and Formatting Worksheet, Creating Charts, Using Date and Time and Addressing Modes, Naming Ranges, Using Statistical/Mathematical, Database in Worksheet, Additional Formatting commands and Drawing toolbar, Multiple Workbooks, Pivot Table.			
Unit 5 Microsoft PowerPoint	15	09	0.6
Introduction to PowerPoint, Using Auto content Wizard, Creating a presentation, Adding objects, Applying Transitions, Animation Effects, PowerPoint views, Running Slide Show, Setting Slide Timings, Miscellaneous Features of PowerPoint.			
Unit 6 Tally	20	12	0.8
Basics of tally, Creation of Company, creation of ledger, Accounts information, Transaction Entry, Voucher, Receipts, Payment, Drawings, Capital, Cash Transaction, Credit Transaction, Contra Transactions, Profit and loss account, Balance Sheet, Ratio Analysis.			

Reference Books:

Computer Application In Management By Riternder Goel
 PC Software for windows Made Simple By R.K.Taxali
 Computer Fundamentals By Arora Ashok and Bansal Shefali (Excel Books)
 Computers for Beginners By Jain V K (Pustak Mahal Publishers)

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Course Code: IVA01HRM	Course Type: Complementary	%	S	C
HUMAN RESOURCE MANAGEMENT		100	60	04

The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of Human Resource Management.

Unit 1 Introduction to HRM	15	09	0.6
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Definition and concept of HRM, Importance and scope, Function of HRM, Qualities of personnel manager, Role of HR Executives, Challenges to HR Professionals. Concepts, objectives and steps for HR policy.

Unit 2 Human Resource Planning, Hiring and Training	25	15	1.0
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Human Resource Planning: Definition, Objectives, Concept, Process of HRP. Job analysis, Job Description, Job Specification.
Hiring: Concept of Recruitment, Sources of Recruitment, Concept of Selection, Selection Process.
Training: Definition, Purpose and Methods of training.

Unit 3 Performance Appraisal	20	12	0.8
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Meaning and Terminology. Objectives, Pitfalls in performance appraisal, Essential of good appraisal system. Limitation of appraisal methods.
Performance appraisal methods – Grading Method, Check – List method, Critical Incident method, man-to-man comparison method, Human asset accounting method and 360 degree method.

Unit 4 Promotion and Transfer	10	06	0.4
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Purpose of promotion, promotion policy, Criteria for promotion, Merits vs. Seniority, Demotion.

Unit 5 Wages and Salary Administration	15	09	0.6
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Meaning, nature, purpose, factors influencing wage and salary structure, Minimum, fair and living wage, Type of wages, Job evaluation: Meaning, Definition, importance, step in Job evaluation. Limitations.

Unit 6 Employee Relation and Trade Union	15	09	0.6
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Employee Relation: Importance, Objectives, participation in ER, Trade Union: Concepts, function, Problem of Trade Unions.

Reference Books:

- Personal Management – C.B.Mamoria, Himalya Publishing House.
- Human Resource Management- Chhabra, T. N., Dhanpati Rai and Co. Pvt. Ltd, New Delhi.
- Human Resource Management - Gupta, C. B., Sultan Chand and Sons, New Delhi,
- Human Resource Management:Text and Cases - Rao,V S P, Excel Books,2004.
- Human Resource and Personnel Management (Text and Cases), Aswathappa, K., Tata McGraw Hill Publishing Company, New Delhi, 2003.

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Course Code: IVA02FIM	Course Type: Complementary	%	S	C
FINANCIAL MANAGEMENT		100	60	04

The course aims to familiarize the students with the basic concepts of Financial Management and their application in business.

Unit 1 Introduction	15	09	0.6
Financial Management: Meaning, Scope / Approaches of financial management – Traditional Vs Modern, Objectives / Goals of financial management – Profit Maximisation V/s Wealth Maximization, Organization of finance function, Financial management and other areas of management, Capitalization: Meaning of Over-capitalization & Under-capitalization.			
Unit 2 Capital Budgeting (Theory)	15	09	0.6
Concept of capital budgeting, Significance / Importance of capital budgeting in financial management, Steps involved in the evaluation of capital budgeting decisions.			
Unit 3 Capital Budgeting (Examples)	20	12	0.8
Appraisals methods: Discounted cash flows techniques (NPV, IRR & BCR) and Non-discounted cash flows techniques (PBP & ARR),			
Unit 4 Working Capital Management	20	12	0.8
Working Capital Management: Concept of operating cycle, Types of working capital, Factors affecting working capital, Sources of funds for working capital, Estimation of working capital based on operating cycle approach.			
Unit 5 Cash Management	15	09	0.6
Cash Management: Motives for holding cash, Factors affecting cash needs, Meaning and features of cash budget, Preparation of cash budget			
Unit 6 Management of Receivables	15	09	0.6
Definition and Features of Receivable Management, Cost and Benefits of receivables, Credit Policy Variables, Credit Evaluation, Credit Granting Decisions, Control of Receivables			

Reference Books:

- Financial Management, By Prasanna Chandra
- Financial Management, By R.P. Rastogi (Galgotia Pub.)
- Financial Management, By Ravi M. Kishore (Taxmann)
- Financial Management, By Inamdar
- Financial Management: Principles and Practice, By Maheshwari S N (Sultan Chand & Sons)
- Financial Management, Khan, M.Y, Jain, P.K., "", Tata McGraw Hill, 3rd Edition, 2001.
- Pandey I. M., "Financial Management", Vikas Publishing House, Revised Ed., 2003
- Hampton, Joh. J, "Financial Decision Making", Prentice Hall of India, 4th Edition, 1998.
- Van Horne, C. & Wachowich, M., "Fundamentals of Financial Management", PHI, 11th Edition, 2002.

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Course Code: IVA03POI	Course Type: Core	%	S	C
PRINCIPLES OF INSURANCE		100	60	04

The course aims to familiarize the students with the basic concepts of insurance and their application in business.

Unit 1 Nature and Scope of Risk Management	15	09	0.6
Concept of risk, Classification of risks, Methods for handling risk, Risk Management: Meaning and Process.			
Unit 2 Insurance Basics	20	12	0.8
<u>Insurance</u> : Concept, Functions, Uses, Classification and Documents of insurance <u>Reinsurance</u> : Concept, Characteristics and Types of reinsurance.			
Unit 3 Life Insurance	15	09	0.6
Definition of life insurance, Essential features of life insurance, Classification of life insurance policies.			
Unit 4 Legal Aspects of Insurance Business	15	09	0.6
Insurance Act, 1938, Property Insurance, Health Insurance, Cattle Insurance, Public Liability Insurance.			
Unit 5 Fire and Motor Vehicle Insurance	20	12	0.8
<u>Fire Insurance</u> : Meaning, Subject matter, Fundamental principles and Types of fire insurance policies. <u>Motor Vehicle Insurance</u> : Meaning and Kinds of motor vehicle insurance policies, Classification of motor vehicles, Procedure for motor vehicle insurance.			
Unit 6 Marine Insurance	15	09	0.6
Definition, Essentials elements and Kinds of marine insurance policies.			

Reference Books:

P. R. Periasamy (2007), Principles and Practise of Insurance, Himalaya Publishing House.
 Gupta P.K, " Fundamentals of Insurance", Himalya Publishing House; 2008
 Mishra M.N., " Principles and Practices of Insurance",S. Chand and Co; 2004
 Panda G.S., "Principles and Practices of Insurance" Kalyani Publications, 2004
 M C Shukla & T S Grewal, "Advanced Accounts, S. Chand and Co; 1989

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Course Code: IVA04INP	Course Type: Core	%	S	C
INSURANCE PRACTICE		100	60	04

The course aims to provide basic concepts and knowledge with regard to a practice in Insurance Business.

Unit 1 Insurance Regulatory & Development Authority	10	06	0.4
IRDA: Introduction, Constitution of IRDA, Objectives of IRDA, Duties and powers of IRDA, Role of IRDA in appointment of agents Excerpt Form – IRDA (Appointed Actuary): Eligibility criteria for appointment of Appointed actuary, Powers of Appointed actuary, Duties & obligations of Appointed actuary			
Unit 2 Marketing of Life Insurance	20	12	0.8
Definition of services, Characteristics of life insurance services, Objectives of life insurance marketing, Elements in life insurance marketing mix, Importance of life insurance marketing.			
Unit 3 Role of Development Officer and Insurance Agents	20	12	0.8
Role of Development Officer: Duties and Qualities / Characteristics of successful development officer. Role of Insurance Agents: Meaning of agents; Recruitment, Selection & Training of agents; Duties, Code of conduct, Rights, Essential qualities and Termination of agents.			
Unit 4 Rating of Insurance Products	15	09	0.6
Rating objectives, Types of rating, Rating in life insurance Vs. non-life insurance.			
Unit 5 Underwriting Process & Methods	20	12	0.8
Meaning of underwriting & underwriter, Objectives of underwriting, Underwriting in life insurance Vs. non-life insurance.			
Unit 6 Final Accounts of Insurance Company	15	09	0.6
Examples based on preparation of Revenue A/C, Profit & Loss A/C and Balance Sheet of Life Insurance Company & General Insurance Company with simple adjustments.			

Reference Books:

P. R. Periasamy (2007), Principles and Practise of Insurance, Himalaya Publishing House.
 Gupta P.K, " Fundamentals of Insurance", Himalya Publishing House; 2008
 Mishra M.N., " Principles and Practices of Insurance", S. Chand and Co; 2004
 Panda G.S., "Principles and Practices of Insurance" Kalyani Publications, 2004
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Course Code: IVA05PRO	Course Type: Core	%	S	C
GENERAL PROJECT		100	30	02

The subject aims to acquaint the student with a practical knowledge of the business organisations' operations, practices and management.

Report Work

100	30	02
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Prior to the beginning of the Semester End University Examination of the concerned semester, the students (in a group) are required to prepare "A General Project Report" on working of any business organization.

Students are required to select the company for undertaking the study, with the prior consent of the college.

Students are required to visit the concerned organisation for undertaking the project for at least 10 Days in a semester.

After completion of the assigned Project a Project Report in context of the same shall have to be submitted to the college (Project Guide) before the commencement of Semester End University Examination.

Indicative list of points to be covered in the report

General Information:

1. History and Development of the organization.
2. Size and Form of organization.
3. Manufacturing processes or Operation process and Product or Service.
4. Contribution of the organization to the industry.

Personnel Management:

1. Structure of Personnel Department.
2. Recruitment, Selection, Induction, Training, etc.
3. Job Description (Managerial level only).
4. Promotion, Performance Evaluation and Transfer Policy.
5. Wage, Salary, Provident Fund etc structure.

Marketing Management:

1. Structure of Marketing Department.
2. Product Planning and Market Segmentation.
3. Pricing Policies and Strategies.
4. Channels of distribution.
5. Sales promotion, Advertising and Marketing research etc.

Financial Management:

1. Organization of Finance and accounts department.
2. Financial Planning and Capitalization.
3. Capital Structure-use financial leverage to magnify equity earnings.
4. Management of fixed assets :
 Capital budgeting, Review of latest capital project with reference to project cost, project financial and its implementation.
6. Management of working capital :
 Inventories, Receivables, Case and Bank including Case budgeting.
7. Operating leverage analysis.
8. Profitability and dividend distribution in past years etc.

Evaluation Pattern

The General Project Subject shall carry 100 marks.

The evaluation pattern will be as follows:

Project Report: 50 Marks

Project Viva: 50 Marks

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Course Code: IVB06DIM	Course Type: Open	%	S	C
DISASTER MANAGEMENT		100	30	02

The course aims to provide basic concepts and knowledge with regard to a Disaster Management and its applications in need based circumstances.

Unit 1 Natural Disaster Introduction, floods, Earthquakes, landslides, cyclones, Tsunami, drought, thunderstorms, cold wave and Extreme cold	20	06	0.4
Unit 2 Man Made Disaster War and terrorism, stampede, Riots and Demonstrations, residential and industrial fires, transportation accidents	20	06	0.4
Unit 3 Help Others Saving victims- First twenty hours, conducting Medical Relief operations, Managing Relief operations, and psychological issues.	15	4.5	0.3
Unit 4 Prepare Yourself for Disaster Plan for disaster, local disaster management cell, prepare business recovery plan, Government response in disaster.	15	4.5	0.3
Unit 5 Survival Skills Introduction, search and research skills, defining search and rescue, precautions, first-aid.	15	4.5	0.3
Unit 6 Alternative Communication Skills Introduction, network, Radio communications and other wireless communication, satellite based communications systems, Ministry of Communications and Transportation.	15	4.5	0.3

Reference Books:

Citizen's Guide to Disaster Management: by SATISH MODH
 Disaster management and Preparedness: by Thomas .D.Schneid

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Course Code: VA01BRM	Course Type: Complementary	%	S	C
BUSINESS RESEARCH METHODS		100	60	04

The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of Business Research Methods.

Unit 1 Introduction to Research Methodology	10	06	0.4
Meaning of research, objectives, significance, application of marketing research, limitations of marketing research, types of research, research process, criteria for good research			
Unit 2 Research Design and Hypothesis	15	09	0.6
Meaning, types of research design: exploratory, descriptive, causal research design, null hypothesis, alternative hypothesis, construction of hypothesis.			
Unit 3 Sampling Design	20	12	0.8
Sampling process, sampling methods: simple random sampling method, systematic sampling, stratified sampling, cluster sampling, area sampling, quota sampling, judgement sampling, convenience sampling, snow ball sampling.			
Unit 4 Data Collection Methods	20	12	0.8
Primary data: advantages & disadvantages, primary data collection method: observation, interview, survey, designing of questionnaire, secondary data, sources of secondary data.			
Unit 5 Measurement and Scaling	20	12	0.8
Measurement and research, Measurement scale : nominal scale ,ordinal scale, interval scale, ratio scale, source of error in Measurement, Likert type scale, semantic differential scale.			
Unit 6 Report Writing	15	09	0.6
Significance of report writing, layout of the research report, APA style of references, precaution for writing report.			

Reference Books:

Marketing research : by Dr. C. R. Kothari
Marketing research :by G. C.Beri, Tata McGraw hill
Business research methods :by Cooper & Schindler

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Course Code: VA02CMA	Course Type: Complementary	%	S	C
COST AND MANAGEMENT ACCOUNTANCY		100	60	04

The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of Cost and Management Accountancy.

Unit 1 Introduction	20	12	0.8
<p>Meaning scope & Limitation of Cost Accountancy and management Accountancy – Distinction V/S Financial Accountancy and Management Accountancy and Cost Accountancy. Essential of Cost Accountancy: element of cost -Fixed & variable expenses- Classification of Overheads.</p>			
Unit 2 Standard Costing	20	12	0.8
<p>Theory: Meaning & Significance - Types of variances -Setting up standards Examples: Materials cost variance, Sales variances only.</p>			
Unit 3 Reporting to Management	10	06	0.4
<p>Meaning objects- significance of good report types of Report Special & Routine Report- Report to the different level of management, Managing Director, Factory and Sales Manager.</p>			
Unit 4 Budgetary Control	20	12	0.8
<p>Meaning & Significance of Budgetary control - Function of Budgetary control, key factors- Responsibility Centers Zero base Budgeting Examples : 1. Production Raw Material Consumption & Raw Material purchase Budget. 2. Cash Budget (receipt and payment method only) 2. Flexible Budget.</p>			
Unit 5 Cost - Volume Profit Analysis	20	12	0.8
<p>Meaning, significance and Limitation Break- even analysis: Contribution- Break-even Point-Margin of Safety, Profit volume ratio- Break even chart. Example : Find out Breakeven point, P/V ratio, margin of safety, Application of marginal costing in profitability planning- special offer (export order) Levels of activity Pricing Policies..</p>			
Unit 6 Decision making	10	06	0.4
<p>Differential cost, Relevant cost-Application of Differential cost analysis Decisions: Make or Buy decision - Determination of Product mix, Dropping a Product Line.</p>			

Note: Theory (30%): Unit 1, 3. Theory and Examples (70%): Unit 2, 4, 5, 6.

Reference Books:

Cost and Management Accountancy- B S Shah
Advance Cost Accounting – S N Maheshwari
Cost and Management Accountancy – R L Gupta

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Course Code: VA03IFS	Course Type: Core	%	S	C
INDIAN FINANCIAL SYSTEM		100	60	04

The basic objective of this subject is to make the students familiar with the Indian Financial System. It will also build up an understanding among the students regarding primary market, secondary market as well as mutual funds.

Unit 1	Financial Systems: Functions & Structure / Organization			
	Introduction, Component of Financial Formal System, Functions of a Financial System, Nature & Role of Financial Institutions (Intermediaries) and Financial Markets, Securities Exchange Board of India (SEBI)	20	12	0.8
Unit 2	Financial Markets: Functions & Organization	15	09	0.6
	Relationship Between New Issue Market and Stock Exchange, Functions of New Issues / Primary Market, Functions of Stock Exchanges / Secondary Markets, Issue Mechanism			
Unit 3	Primary Market Organization: Intermediaries	15	09	0.6
	Merchant Bankers, Underwriters, Bankers to An Issue, Portfolio Managers			
Unit 4	Money Market	15	09	0.6
	Concept and Functions of Money Market, Benefits of an Efficient Money Market, Money Market Instruments, Tools for managing liquidity in money market			
Unit 5	Depositories & Custodians	20	12	0.8
	Concept of Depository System, Concept of Custodian, Difference Between Demat Share & Physical Share, Benefits of Depository System, Depository Process, National Securities Depository Limited (NSDL), Central Depository Services (India) Limited (CDSL)			
Unit 6	Mutual Funds	15	09	0.6
	Concept of Mutual Fund, Advantages & Disadvantages of Mutual Funds, Types of Mutual Funds Schemes, Organization of Mutual Fund in India			

Reference Books:

- "Indian Financial System" M Y Khan – TATA McGRAW HILL, Sixth Edition
- "The Indian Financial System – Markets, Institutions and Services" Bharti V. Pathak, Pearson Education
- "Financial Institutions and Markets – Structure, Growth and Innovations" L. M. Bhole, Jitendra Mahakud, TATA McGRAW HILL, Fifth Edition
- "Indian Financial System" H R Machiraju, Vikas Publishing House Pvt. Ltd.

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Course Code: VA04CTM	Course Type: Core	%	S	C
CREDIT MANAGEMENT		100	60	04

The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices of Credit Management.

Unit 1 Bank Lending	15	09	0.6
Loan policy of bank, Sound Loan Policy, Principles of Bank Lending, Rules for good credit offer, Identifying key points of the borrowers and projects, Process of proposal preparation.			
Unit 2 Loans and Securities	15	09	0.6
Concept of loan and advances, Types of loan and advances, Guarantees, Type of securities, Collateral security.			
Unit 3 Analysis and Appraisal of Proposal	20	12	0.8
Different aspects of analysis, Market, Technical, Financial, Management and organization, Appraisal of project, Marketing, Technical, Financial, Managerial Economic, Key parameters of lending decision.			
Unit 4 Documentation and Loan Pricing	20	12	0.8
Importance and relevance of documentation, Execution of documents, Need to price the loan products, Different methods of pricing, Relevance of liability pricing to loan pricing.			
Unit 5 Micro Finance & Non Fund based Finance (Letter Of Credit)	15	09	0.6
Conceptual framework of Micro finance & non fund based finance, Types of Micro finance institute and their frameworks, Establishing letter of credit (procedure), Types of Credit, Classification of documents is used in the transaction (International Business)			
Unit 6 RBI Guidelines & NPA	15	09	0.6
Observations on deficiencies at the time of sanction & monitoring stage, RBI suggestion, Meaning, Classification & Guidelines on NPA, Impact of NPA, Consequences of NPA.			

Reference Books:

G.Vijayaragavan, Bank Credit Management - Himalaya Publishing House
 Koch Timothy, Bank Management – Dryden Press Publication
 Desai Vasant, Bank and Institutional Management – Himalaya Publication

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Course Code: VA05PFS	Course Type: Core	%	S	C
PROJECT (FINANCIAL SERVICES)		100	30	02

The subject aims to acquaint the student with a practical knowledge of the business organisations' operations, practices and management.

Report Work

100	30	02
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Prior to the beginning of the Semester End University Examination of the concerned semester, the students (in a group) are required to prepare "A Project Report" on any of the department of any business organization approved by project Guide. Students are required to select the company for undertaking the study, with the prior consent of the college. Students are required to visit the concerned organisation for undertaking the project for at least 10 Days in a semester. After completion of the assigned Project a Project Report in context of the same shall have to be submitted to the college (Project Guide) before the commencement of Semester End University Examination.

Indicative list of Departments that can be studied

- Sales Department
- Human Resource Department
- Marketing Department
- Finance Department
- Customer Care Department
- Any Other Department

Evaluation Pattern

The General Project Subject shall carry 100 marks.
The evaluation pattern will be as follows:
Project Report: 50 Marks
Project Viva: 50 Marks

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Course Code: VB06INE	Course Type: Open	%	S	C
INDIAN ECONOMY		100	30	02

The course aims at providing fundamental knowledge and exposure to the concepts, theories and issues in the Indian Economy.

Unit 1 Nature of Indian Economy	10	03	0.2
India- An Underdeveloped Economy, India- A Developing Economy, India- A Mixed Economy			
Unit 2 Agriculture in India	20	06	0.4
Role of agriculture in Indian Economy, Cropping patter in India, Agricultural production and productivity, National Agriculture Policy, National Policy for Farmers.			
Unit 3 Poverty in India	20	06	0.4
The concept of poverty line, Incidence of poverty in India, Human poverty, Rural Poverty, Poverty elevation programs, strategies for poverty elevation.			
Unit 4 Industrial development in India	10	03	0.2
Trends in Industrial Production and Productivity, changes in industrial pattern during plans, issues in industrial development in India.			
Unit 5 Price Trends and Inflation in India	20	06	0.4
Price movement during planning period, Money supply and Inflation in India, Demand side factors affecting prices, supply side factors affecting prices, consequences of inflation, anti-inflationary measures.			
Unit 6 Foreign Trade and India's Balance of Payment	20	06	0.4
Exports and Imports in India since 1991, Composition of foreign trade, direction of foreign trade, Balance of Payment-Meaning and situation since 1991, management of Balance of payment.			

Reference Books:

Indian Economy (2006), Rudra Dutta & K P M Sundaram, S. Chand.
 Indian economy (2009), Mishra and Puri, Himalaya Publishing House.
 Indian Economy (2003), I C Dhingra, Sultan Chand
 Indian Economy (2003), Aggarwal, A.N. Vishwa Prakashan.

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Course Code: VIA01PPE	Course Type: Complementary	%	S	C
PROJECT PLANNING AND EVALUATION		100	60	04

The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the Project Planning and Evaluation.

Unit 1 Overview	15	09	0.6
Capital investment: Importance and difficulties, Types of capital investment, Phases of capital budgeting, Levels of decision making, Facts of project analysis, Feasibility study.			
Unit 2 Strategy and Capital Allocation	20	12	0.8
Concept of strategy, Grand strategy, Diversification Debate, Portfolio strategy, Business level strategies, Strategic planning and capital budgeting.			
Unit 3 Generation and Screening of Project Ideas	20	12	0.8
Generation of ideas, Monitoring the environment, Corporate appraisal, Tolls for identifying investment opportunity, Preliminary screening, Project rating index, Sources of positive NPV, On being an Entrepreneur.			
Unit 4 Market and Demand Analysis	15	09	0.6
Situational analysis, Collecting of secondary information, Conduct of Market survey, Characterization of market, Demand forecasting, Market planning.			
Unit 5 Technical Analysis	15	09	0.6
Manufacturing Process/ Technology, Technical arrangement, Material input and utilities, Product mix, Plant capacity, Location and site, Machineries and equipment, Structure and civil works, Project chart and layout, Scheduled of project implementation.			
Unit 6 Financial Estimates and Projections	15	09	0.6
Cost of project, Means of finance, Estimates of sales and production, Cost of production, Working capital requirement and its financing, Profitability projections, Projected cash flow statement, Projected balance sheet, Multi year projections.			

Reference Books:

Prasanna Chandra [Project Management]
K. Nagarajan [Project Management]
Vasant Desai [Project Management]

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Course Code: VIA02SPM	Course Type: Core	%	S	C
SECURITY AND PORTFOLIO MANAGEMENT		100	60	04

The objective of course is to familiarize student with the basic concepts and tools of Security and Portfolio Management.

Unit 1 Introduction	20	12	0.8
Definition of investment, Investment versus speculation, The investment process, Investment alternatives, factor influencing selection of investment Types of Investors. Portfolio Management Process.			
Unit 2 Concepts of Security Markets	15	09	0.6
Depositories in india , Recent Development of capital market in India, Derivatives - Future, Forward Option and swap, Hedging, Arbitrates			
Unit 3 Risk and Return	15	09	0.6
Introduction, Risk defined, risk classification -Systematic and Unsystematic Risk Measurement of Risk, Risk and Expected Return, Risk – Return Relationship, Return and Risk of Portfolio.			
Unit 4 Fundamental Analysis	30	18	1.2
<u>Economic Analysis:</u> Analytical framework for common stock, Economic forecasting and the stock investment decision.			
<u>Industry Analysis:</u> Alternatives industry classification schemes, Key characteristic in an Industry analysis, Industry life cycle.			
<u>Company Analysis:</u> Need for company analysis, Framework of company analysis, Fundamental analysis model, Multiplier P/E Ratio, Dividend discount model of valuation.			
Unit 5 Technical Analysis	10	06	0.4
<u>Technical Analysis:</u> Introduction, Technical v/s Fundamental analysis, Dow Theory, Types of trend, Types of charts.			
Unit 6 Commodity Market	10	06	0.4
Indian Commodity Market, wholesale price index, Recent Development in India			

Reference Books:

Sundhindra Bhat - Security Analysis & Portfolio Management Excel Books.
 Donald E. Fischer, Ronald J. Jordan; Security Analysis & Portfolio Management, sixth Edition, Prentice- Hall India
 Investment Analysis and Portfolio Management – Prasanna Chandra (TMH).
 Security Analysis and Portfolio Management – Fisher and Jordan (TMH)

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Course Code: VIA03MFS	Course Type: Core	%	S	C
MARKETING OF FINANCIAL SERVICES		100	60	04

The basic objective of this course is to acquaint the students about the various types of financial services and how these are to be marketed. It will also develop an understanding among the students regarding recent developments in Marketing of Financial Services.

Unit 1 An Overview of Bank Marketing & Bank Distribution	15	09	0.6
Concept of Marketing & Bank Marketing, Various Marketing Concepts, Difference between Product and Services, Concept of Services Marketing Mix, Channels of Distributions for Banks, Difference between Internet Banking and Online Banking.			
Unit 2 Banking Consumer Behaviour and Its Models	15	09	0.6
Factors influencing consumer behaviour in Banking, Concepts of Consumer Behaviour, Behavioural Models for Analysing the Buyers. The Pavlovian Learning Model. The Veblenian Social – Psychological Model. The Hobbesian Organisational Factors Model.			
Unit 3 Banking Consumer's Market Segmentation and Marketing Research	20	12	0.8
Introduction, Characteristic/ Types of Consumer Segments, Application of Segmentation to Banking Services. Definition of Marketing Research, The Marketing Research Process, Types of Data, Uses of Marketing Research.			
Unit 4 Product/Service Strategy	15	09	0.6
Nature of Products, Elements of Product Mix, Product life cycle, Using PLC to manage Marketing Banking Products, New Product Development, Role of Brand in Bank Marketing.			
Unit 5 The concept of Product/Service Delivery	15	09	0.6
Process cycle – in product development, Packaging and Delivery, Functions of Packaging, Product Development.			
Unit 6 Pricing Strategy and its application in Banking	20	12	0.8
Pricing and Profitability, Elasticity of Demand, Pricing Methods/Strategies, Pricing concepts in Banking, Trading Bank Pricing Approaches.			

Reference Books:

- CAIIB Examination, "Marketing of Banking Services", the Indian institute of bankers.
V. A. Avadhani, "Marketing of Financial Services", Himalaya Publishing House.
Suri, R.K. "Services Management", Himalaya Publication, 2005.
Jha, S.M. "Bank Marketing", Himalaya Publication, 2003.
Ratna, V.V., "Services Marketing", Wisdom Publications, 2005.
Varshney, R.L and Gupta, S. L., "Marketing Mgt.", Sultan Chand & Sons, 2005.

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Course Code: VIA04BIS	Course Type: Core	%	S	C
BANKING AND INSURANCE SECTOR ANALYSIS		100	60	04

The basic objective of this subject is to make the students familiar with the Indian Banking & Insurance Sector. It will also build up an understanding among the students regarding recent developments in Indian Banking & Insurance Sector.

Unit 1 Indian Banking Sector: An Overview	15	09	0.6
Historical Perspective of Banking in India; Banking Sector Reforms in India; Recent Developments in Indian Banking Sector.			
Unit 2 Commercial Banking & Rural Banking	20	12	0.8
<u>Commercial Banking:</u> Meaning, Types and Functions; Banking Players in India: State Bank of India, Bank of Baroda, Industrial Credit & Investment Corporation of India, AXIS Bank. <u>Rural Banking:</u> Need for Rural Credit, Sources of Rural Credit, Long-term Rural Credit: RRB, NABARD.			
Unit 3 Electronic Banking	15	09	0.6
Traditional Banking Vs E-Banking, Electronic Delivery Channels, Facets of E-Banking, Models of E-Banking, Advantages of E-Banking, Constraints in E-Banking.			
Unit 4 Indian Insurance Sector: An Overview	15	09	0.6
Historical Background: Life Insurance Corporation of India, General Insurance Corporation of India; Current Scenario; Insurance Sector Reforms; Liberalization of Insurance Markets.			
Unit 5 Insurance Players in India	20	12	0.8
<u>Life Insurance Players:</u> Birla Sun Life Insurance Co. Ltd., HDFC Life Insurance Co. Ltd., Max New York Life Insurance Co. Ltd., Tata AIG Life Insurance Co. Ltd. <u>General Insurance Players:</u> Bajaj Allianz General Insurance Co. Ltd., IFFCO-TOKIO General Insurance Co. Ltd., New India Assurance Co. Ltd., Oriental Insurance Co. Ltd.			
Unit 6 IRDA Regulations, 2000	15	09	0.6
Obligations of Insurers to Rural & Social Sectors; Insurance Advertisements & Disclosure; Licensing of Insurance Agents.			

Reference Books:

Modern Banking of India – O. P. Agarwal, Himalaya Publishing House
 Indian Economy – K P M Sundaram, S. Chand Publications.
 Indian Economy – Mishra and Puri, Himalaya Publishing House.
 Banking Theory, Law and Practice – Gordon & Natarajan, Himalaya Publishing House.
 Banking Theory, Law and Practice – Sundaram & Varshney (2004), Sultan Chand & Sons.
 Insurance – Principles, Applications & Practice – Dheeraj Razdan
 Bodla, B.S. and Garg, M.C., " Insurance Environment & Procedure", Deep & Deep Pub.
 Srivastav, D.C. & Srivastav, Shashank , " Insurance Industry", New Century Publication.
 Insurance Industry: Emerging Trends by ICFAI
 Gupta, P.K., " Risk Management", Himalaya Publication House, 2004
 Taxman's Insurance Law Manual, IRDA Publication, 2004

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Course Code: VIA05PFS	Course Type: Core	%	S	C
PROJECT (FINANCIAL SERVICES)		100	30	02

The subject aims to acquaint the student with a practical knowledge of the business organisations' operations, practices and management.

Report Work

100	30	02
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Prior to the beginning of the Semester End University Examination of the concerned semester, the students (in a group) are required to prepare "A Research Project Report" on any of the topic related to any business organization approved by project Guide.

Students are required to select the company for undertaking the study, with the prior consent of the college.

Students are required to visit the concerned organisation and undertake the field work (market survey, etc) for the project.

After completion of the assigned Project a Project Report in context of the same shall have to be submitted to the college (Project Guide) before the commencement of Semester End University Examination.

Indicative list of Topics:

Students can opt for any of the topic for the project with the approval of the project guide.

Evaluation Pattern

The General Project Subject shall carry 100 marks.

The evaluation pattern will be as follows:

Project Report: 50 Marks

Project Viva: 50 Marks

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Course Code: VIB06DES	Course Type: Open	%	S	C
DEMOGRAPHY AND ENVIRONMENTAL STUDIES		100	30	02

The objective of course is to familiarize student with the basic concepts, theories and issues related to demography and environment.

Unit 1 Introduction to Demography 10 03 0.2

Meaning and definition of Demography, Need of demographic Studies for Business.
 Theory of Demographic Transition, Theory of optimum population.

Unit 2 Nature of Indian Population 20 06 0.4

Size and growth of Indian Population, Gender composition and age composition of Indian Population, Density of population, Quality of Indian population.

Unit 3 Demographic Issues 20 06 0.4

Causes of rapid growth of Indian population, Population growth and Economic development, Remedies for population explosion, Rural-Urban Migration in India, Population Projection, Population Policy of India.

Unit 4 Introduction to Environment 10 03 0.2

Meaning and definition of Environment, Need of environmental studies for Business.
 Natural resources and economic development. Global warming.

Unit 5 Land and Forest Resources 20 06 0.4

Characteristics of Land resource in India, Issues/Problems pertaining to land resources in India. Characteristics of Forest resource in India, Issues/Problems pertaining to forest resources in India.

Unit 6 Water and Mineral Resources 20 06 0.4

Water resource in India, Issues/Problems pertaining to water resource in India.
 Mineral resource in India, Issues/Problems pertaining to mineral resource in India.

Reference Books:

- Indian Economy (2006), Riddra Dutti & K P M Sundaram, S. Chand.
- Indian economy (2009), Mishra and Puri, Himalaya Publishing House.
- Indian Economy (2003), I C Dhingra, Sultan Chand
- Indian Economy (2003), Aggarwal, A.N. Vishwa Prakashan.

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