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Vishwavidyalaya Karyasoudha
Crawford Hall, Mysore 570 005

(Re-accredited by NAAC at "A" Grade with a CGPA of 3.47)

(NIRF-2020 Ranked 27 in University Category & 47 in Overall Category)

No.: PMEB/AC10/758/2019-20/543

Date: 23-07-2020.

NOTIFICATION

Sub: Introduction of **BBA(Financial Planning) and BBA(Entrepreneurship)** Programs under specialized programme from the academic year 2020-21- Reg.

- Ref: 1. Decision of the BOS Meeting held on 16-01-2020.
2. Decision of the Faculty of Commerce meeting held on 20.02.2020.
3. Decision of the Academic Council meeting held on 18-06-2020.

The Board of Studies in **BBA Financial Planning and Entrepreneurship(UG)** which met on **16-01-2020** has recommended to introduce **BBA (Financial Planning) and BBA(Entrepreneurship)** Programs in University of Mysore under specialized/specified program and the Regulations, Syllabus and Scheme of Examination was approved, from the academic year 2020-21.

The Faculty of Commerce and the Academic Council at their meetings held on 20-02-2020 and 18-06-2020 respectively, have also approved the above said proposal and the same is hereby notified.

The Regulations, Syllabus of **BBA (Financial Planning) and BBA(Entrepreneurship)** Programs is annexed. The contents may be downloaded from the University website www.uni-mysore.ac.in.

M. S. R. G.
Registrar
REGISTRAR
REGISTRAR
University of Mysore
MYSURU - 570 005

To:

1. The Registrar(Evaluation), University of Mysore, Mysuru.
2. The Dean, Faculty of Commerce, DoS in Business Administration, MGM.
3. Prof. Gulbash Duggal, Associate Dean, International College of Financial Planning, MIT 2nd floor, Belawadi, Srirangapatna Tq., Mandya-571 438.
4. The Deputy Registrar/ Assistant Registrar/ Superintendent, Examination Branch,UOM, Mysuru.
5. The Special Officer to Hon'ble Vice-Chancellor, University of Mysore, Mysuru.
6. The PA to Vice-Chancellor/Registrar/Registrar(Evaluation), University of Mysore, Mysuru.
7. Office Copy.

BBA (FINANCIAL PLANNING)

ABOUT THE PROGRAM:

BBA in Financial Planning is a graduate level program focused on imparting education and training required to build a career in the financial markets.

Financial Planners set the investment engine rolling by channelizing savings of the nation into productive investment avenues. They are versatile professionals dealing with ever changing dynamics of financial markets, investor behavior and multiple other surrounding factors while trying to achieve investment outcomes that suit the client's financial health.

It is financial planner's ability to think critically and articulate their ideas that help financial planners grow client's wealth. Seeking such traits, giant investment services firms look to hire trained professionals to fill in these critical positions. Evidently, financial planning is a ubiquitous service in banking & financial services industry (BFSI) that all major banks and investment boutiques have been rendering to their clients since a long time.

With a change in investment behavior in India and an increase in financial investments, need for knowledgeable financial market experts and financial planners is likely to grow exponentially. Owing to upbeat economic scenario, strong growth trajectory and an unprecedented growth in financial markets, the profession is likely to witness the very best in the times to come. In USA, Financial Planning as a profession has been opinioned to be amongst top 5 professions for last several years.

ICFP is often referred to as the father of financial planning profession in India. Synthesizing over fifty years of trust in financial planning by the parent company Bajaj Capital Ltd, ICFP has created BBA Financial Planning to bridge the gap between the huge demand for trained financial planners and their limited supply. The program consists of a highly specialized industry-oriented curriculum based on internationally valid certifications. The program looks to develop among students not just a strong financial acumen but also the ability to articulate financial ideas to sophisticated investors.

Through this program our students learn to take difficult financial decisions, identify profitable financial market trends and effectively communicate complicated ideas in simple language to their clients. Students need to lay as much emphasis upon technical concepts as on the ability to socialize, interact and communicate ideas in general. We achieve such critical goals by creating a conducive eco system where students are compelled to work in teams. Our pedagogy specially focuses on practice-based learning.

PROGRAM OBJECTIVE:

- Impart relevant and updated industry-oriented education & training on financial markets, financial planning and banking.

- Build strong fundamental level understanding and real-world application of finance concepts through effective pedagogy to prepare students for a career in the finance field.
- Creating socially responsible financial market participants with sound ethical behavior and strong values.
- To improve students' technical and interpersonal skills for enabling them to work efficiently in the corporate world.

To promote key external global qualifications such as CFP™ among students and prepare them to achieve the same.

CAREER PROGRESSION:

LIBRARY & INFRASTRUCTURE DETAILS:

DETAILS OF FACULTY MEMBERS WITH QUALIFICATION:

S.No.	NAME	QUALIFICATION	EXPERIENCE
1	Mr. Kushal Bhateja, CFA	FRM, CFP, PGDBM, B.A. (Eco. Hons.)	More than 11 years of rich experience in various segments of the investment industry. Key areas of expertise includes: Institutional Equity Sales, Equity Dealing, Fixed Income Market Analysis, Investment Advisory, Business Development, Mutual Fund Sales, Relationship Management, Financial Planning, Investment Training, and Teaching.
2	Mr. Dinesh Gupta	Grade A CFPCM from FPSB, IRDA, AMFI Certified. Associate in Insurance from Insurance Institute of India	Total teaching experience of 23 years and trained professionals from all the discipline on CFP modules like Introduction to financial planning, Risk Analysis and Insurance Planning, Retirement Planning and Employees Benefit, Estate Planning and Advance Financial Planning.
3	Dr. Rishi Taparia	PGDBM (Finance), MA (Eco.), B.Com. (Hons.), ICWAI	Financial Accounting, Management Accounting, Cost & Management Accounting, Corporate Finance, Financial Management, Investment Management, Project Appraisal & Finance, Micro Economics, Macro Economics, Business Environment, Business Statistics Having around twenty four years of experience in teaching, placement, admissions and other allied academic activities. Have also been visiting faculty and delivered guest lectures at various management institutions. Have attended, participated and presented papers at various national and

			international seminars and conferences.
4	Mr. Rajesh Kumar Singh	CA,MBA	Academically a finance professional with 19 years of experience in the Banking & Financial Services Industry with the likes of ICICI, HDFC, IFCI etc. Has been a Fintech entrepreneur on his own as well as a corporate trainer & business coach.
5	Mr. Ashok Jain	B.E in Mechanical Engineering	Trading experience of over 40 years. Teaching experience of 15 years. Developed trading desk for various brokerage houses.
6	Mr. Gaurav Chopra	MBA	Expertise in Advanced Excel
7	Dr. Geetika Batra	CFA,PHD in Finance	Total experience counts to 8 years. Worked as Assistant Professor (Finance) for 5 years. Specifically interested in providing high premium knowledge and contributing with valuable research in the field of finance.
8	Prof. Rishi Mehra	CFA,MBA,CTM,LIFA(UK)	More than 14 years of experience. CEO at Corporate Partners and is an expert in the area of equity research & derivatives. Have been imparting training, Research & consultancy in the area of finance to corporate and institutes. Various Books and Case Studies have been written in the area of finance.
9	Prof. Ajay Malhotra	CFP,MBA.BA. LLB,B.Com(H) and IRDA certified	More than 16 years of experience in corporate sector, primarily with Idea Cellular Ltd. Bharti Cellular Ltd. – Airtel , Shoppers Stop and Ebony retails heading various functions like Marketing and Sales, Operations , Collections, New product launches, CRM up gradation and Key account handlings .
10	Dr. Geetika Batra	CFA with a Ph.D in Finance	Total experience counts to 8 years. Worked as Assistant Professor (Finance) for 5 years. Specifically interested in providing high premium knowledge and contributing with valuable research in the field of finance. Interested in pursuing a challenging career in the same with a zeal to enhance my knowledge and skills. Specialties: Teaching and mentoring to graduates and post graduate students with real time case study method, updating curriculum and conducting

			finance training, research oriented.
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SUBJECT-WISE DETAILS:

ASSESSMENT DETAILS APPLICABLE TO ALL SUBJECTS:

Assessment Structure:

In BBA (Financial Planning) different courses have been divided into three categories:

1. **Major course:** A course which should compulsorily be studied by a candidate as a core requirement termed as a Hard-Core course.

Project work/Dissertation work is a special Major/Support course involving application of knowledge in solving/analyzing/exploring a real-life situation/difficult problem.

2. **Support courses:** A Soft-Core course designed to acquire a special/advanced knowledge, such as supplement study/support study to a project work, and a candidate studies such a course on his/her own with an advisory support from a teacher is called a Self-Study Support.

Major courses are compulsory whereas Support courses are choice based.

3. **Open Elective:** An elective course chosen generally from an unrelated discipline / subject, with an intention to seek exposure is called an Open Elective.

- Teaching pedagogy for different courses has been as per the L:T:P structure**

Every course offered will have three components associated with the Teaching/training-learning process of the course, namely Lecture – L (ii) Tutorial- T (iii) Practical/Practice - P, where

(i) **L** stands Lecture session

(ii) **T** stands Tutorial session consisting of participatory discussion/self-study/deskwork/brief seminar presentations by candidates and such other novel methods that make a candidate to absorb and assimilate more effectively the contents delivered in the Lecture classes.

(iii) **P** stands Practice session and it consists of Hands on experience / Laboratory Experiments / Field Studies / Case studies that equip candidates to acquire the much-required skill component.

A course shall have either or all the three components. That means a course may have only lecture component, or only practical component or combination of any two or all the three components.

The total credits earned by a candidate at the end of the semester upon successfully completing the course are L + T + P. The credit pattern of the course is indicated as L:T:P.

- **Continuous Assessment and Award of Grades****

The evaluation of the candidate shall be based on continuous assessment. Assessment and evaluation processes will be in a continuous mode. However, for reporting purposes, a semester is divided into 3 discrete components identified as **C1, C2, and C3**. Where **C1, C2, C3** may be in the form of **test, assignment, project, seminar, presentation, written examination, practical examination etc.**

The performance of a candidate in each course will be assessed for a maximum of 100 marks.

BBA(Financial Planning)

Semester I

101. INTRODUCTION TO FINANCIAL MARKETS AND FINANCIAL PLANNING

COURSE OBJECTIVE:

This module would serve as an introduction to financial markets and financial planning. The module would cover the six-step process which includes financial planning process, client interactions, time value of money applications, personal financial statements, cash flow and debt management, asset acquisition, education planning, overview of risk management investment planning and retirement planning, special circumstances, plan integration, ethics, and business aspects of financial planning.

LEARNING OBJECTIVES:

At the end of this module, a student should be able to:

- Implement the Financial Planning process by appropriately using financial planner competencies and by following the FPSB prescribed code of ethics, practice standards and professional conduct.
- Understand the economic, social, political, and technological environment and be able to determine how financial plans should accommodate those environments.
- Understand the potential goals a client may have, help them enunciate their goals and evaluate strategies to help clients achieve their goals.
- Understand basic tools of financial management and financial mathematics applications and devise simple strategies and mechanisms to achieve realistic goals.
- Understand various regulations which need to be adhered to while making and implementing financial plans for the clients.
- Structure and choose the optimal business format for the delivery of financial planning services for specified target client markets.

UNIT 1

Brief Overview to Financial Markets: Capital Markets - Primary and Secondary, Market Indices and Parameters, Money Market, Derivatives Market, Foreign Exchange market, Commodity Market, Services - Life and Non-Life

Debt Management: Debt - Purpose, needs and responsibilities, Long Term Debt vs. Short Term Debt, Fixed Rate vs. Variable Rate Mortgages, Consumer loans, Refinancing, Hire- purchase, Credit cards, Leasing

Fundamentals of Financial Institutions: Why Do Financial Institutions Exist? 8. Why Do Financial Crises Occur and Why Are They So Damaging to the Economy? Central Banking and conduct of Monetary Policy

UNIT 2

Personal Financial Statement Analysis: Personal Balance Sheet & Income Statement, Concept of Net Worth, Budgeting, Savings

Forms of Business Ownership/ Entity Relationships: Sole Proprietorship, Partnership Firm, Limited Liability Partnership, Limited liability companies

Behavioral Finance: Basic Concepts in Behavioral Finance - Prospect Theory, Herd Behavior, Anchoring and Contrarian Investing, Mental Accounting and Gambler's Fallacy, Investor Psychology - Value Investing and Behavioral Finance, Role of emotions in financial decision making – Common errors
Skewness of Asset Allocation due to cultural or historical bias, Basic investment style and its drawbacks

UNIT 3

Financial Planning: Definition of Financial Planning, Purpose of Financial Planning, Role of a Financial Planner, 6-step of Financial Planning Process

UNIT 4

Calculation of Returns: Nominal Rate of Return, Effective Rate of Return, Internal Rate of Return (IRR), Internal

Rate of Return irregular cash flows (XIRR), Compounded Annual Growth Rate (CAGR), Real Rate of Return after adjusting inflation, Rate of Return after adjusting taxes, Analysis of Return

Time Value of Money: Present Value, Net Present Value, Future Value, Annuities - Immediate and Deferred, Growing Annuity and Inflation Adjusted Annuities

Loan Calculations: EMI calculation, Loan Restructuring- Present value of future payments, Loan Repayment Schedules, Repayment Schedules with Varying Interest Rates, Amortization, Home Equity, Refinancing Cost, Fixed EMI vs. Fixed Tenure

UNIT 5

FPSB's Financial Planner Code of Ethics, Professional Responsibility and Model Rule of Conduct: Code of Ethic 1 – Client First, Code of Ethic 2 – Integrity, Code of Ethic 3 – Objectivity, Code of Ethic 4 – Fairness, Code of Ethic 5 – Professionalism, Code of Ethic 6 – Competence, Code of Ethic 7 – Confidentiality, Code of Ethic 8 – Diligence

Ethical and Professional Considerations in Financial Planning: CFP^{CM} Professional's responsibilities towards clients and public at large, Client agreements and confidentiality clauses, Model Rules of Conduct for CFPCM Professionals, CFP marks usage for CFP^{CM} Certificate, Other relevant legislative requirements and responsibilities

Text Book

- L M Bhole, Jitendra Mahakud; Financial Institution and Markets; McGraw Hill
- ICoFP (2019 edition), *Introduction to Financial Planning Textbook*.

Reference Books

- L M Bhole, Jitendra Mahakud; Financial Institution and Markets; McGraw Hill
- MY Khan; Indian Financial System; McGraw Hill
- Frederic S. Mishkin, Stanley Eakins; Financial Markets and Institutions; Pearson Education
- Indian Institute of Banking and Finance; Introduction to Financial Planning, Taxmann Publication
- Sinha, Madhu(1st edition), *Financial Planning: A Ready Reckoner*, McGraw Hill Education (India) Private Limited
- Sutherland, Paul H.(2014 edition), *A Veterinarian's Guide to Financial Planning*, AAHA Press
- Young, Ernst &; Nissenbaum, Martin; Raasch, Barbara J.; Ratner, Charles L. (5th Edition), *Ernst & Young's Personal Financial Planning Guide*, John Wiley & Sons
- National Institute of Securities Markets(NISM) (Latest edition), *Investment Adviser (Level 1)*, Taxmann Publications Pvt. Ltd

102. FUNDAMENTALS OF FINANCIAL ACCOUNTING

COURSE OBJECTIVE: To familiarize students with the mechanics of preparation of financial statements, understanding corporate financial statements, their analysis and interpretation.

LEARNING OUTCOME:

Student should be able:

- To understand the basics of financial accounting
- To learn the preparation of financial statements
- To understand the objectives of financial statement
- To familiarize and develop an understanding of the skills of accounting principles for effective recording of business operations of an entity
- To define the function of accountancy in communicating, reporting and assuring financial information
- To explain the contribution and inherent limitations of financial statements in meeting stakeholders' needs for financial information

Course Contents:

UNIT 1

Accounting Principles and Processes:

- Meaning and Scope of Accounting, Accounting Principles, Basic Accounting Terms, Accounting Concepts & Conventions, Journalizing Transactions, Ledger Posting and preparation of trial balance, Subsidiary Books: Purchase Book, Sales Book, Purchase Return Book, Sales Return Book, cash Book
- Bank Reconciliation Statement
- Capital Expenditure, Revenue Expenditure, Deferred Revenue Expenditure, Capital Profits, Revenue Profits, Capital Loss, Revenue Loss
- Depreciation: Meaning, Reasons for charging depreciation, Methods of charging depreciation: Straight Line Method, Diminishing Balance Method
- Provisions and Reserves
- Preparation of Financial Statements
- Accounting Concept of Income
- Computers and Accounting: An Introduction
- Accounting in a Computerized Environment

UNIT 2

Understanding Income Statements

- Introduction Components and Format of the Income Statement
- Revenue Recognition; General Principles, Accounting Standards for Revenue Recognition
- Expense Recognition; General Principles, Issues in Expense Recognition, Implications for Financial Analysis
- Non- Recurring Items and Non- Operating Items
- Calculation of Earnings per Share; Basic EPS, Diluted EPS, Changes in EPS

UNIT 3

Understanding Balance Sheets

- Introduction: Components and Format of the Balance Sheet
- Balance Sheet Components: Current and Non- Current Classification; Liquidity- Based Presentation
- Current Assets and Current Liabilities

- Non- Current Assets: Property, Plant, and Equipment, Investment Property, Intangible Assets
Financial Assets, Deferred Tax Assets
- Non- Current Liabilities
- Long- term Financial Liabilities; Deferred Tax Liabilities
- Equity: Components of Equity; Statement of Changes in Equity

UNIT 4

Understanding Cash Flow Statements

- Introduction: Components and Format of the Cash Flow Statement
- Classification of Cash Flows and Non- Cash Activities
- A Summary of Differences between IFRS and US GAAP
- Direct and Indirect Methods for Reporting Cash Flow from
- Cash Flow Activities
- Linkages of the Cash Flow Statement with the Income Statement and Balance Sheet
- Steps in Preparing the Cash Flow Statement; Conversion of Cash Flows from the Indirect to the Direct Method
- Cash Flow Statement Analysis; Evaluation of the Sources and Uses of Cash
- Common- Size Analysis of the Statement of Cash Flows; Free Cash Flow to the Firm and Free Cash Flow to Equity; Cash Flow Ratios

UNIT 5

Financial Analysis Techniques

- Introduction: The Financial Analysis Process
- The Objectives of the Financial Analysis Process; Distinguishing between Computations and Analysis
- Analytical Tools and Techniques: Financial Ratios; Common - Size Statements Analysis

Text Book

- Ambrish Gupta, Financial Accounting for Management: An Analytical Perspective, Pearson

Reference Books

- T. Horngren Charles, L. Sundern Gary, A. Elliott John, R. Philbrick Danna, Introduction to Financial Accounting, Pearson
- R K Arora, Financial Accounting: Fundamentals, Analysis and Reporting, Wiley
- Narender L. Ahuja, Varun Dawar: Financial Accounting & Analysis, Taxmann
- S.N. Maheshwari, Suneel K. Maheshwari, and Sharad K. Maheshwari, Financial Accounting, Vikas Publishing House Pvt. Ltd.
- R. Narayanaswamy, Financial Accounting: A Managerial Perspective, PHI Learning Pvt. Ltd
- CFA® Program Level I curriculum – Financial Reporting and Analysis

103. MARKETING MANAGEMENT - I

COURSE OBJECTIVE: The main objective of this course is to give students an elementary knowledge of the fundamentals in the field of marketing. The focus will be on developing and helping students understand basic marketing principles.

LEARNING OUTCOME:

By the end of the course students should be able to:

- Identify and relate to the importance of marketing in the success of a company.
- Describe and analyse the opportunities and challenges inherent in marketing environment.
- Apply product, pricing, distribution and communication strategies to bear positive results.

Course Contents:

UNIT 1

Introduction: Definition of Marketing, Importance and Scope of Marketing, Company orientation towards the marketplace, Elements of Marketing - Needs, Wants, Demands, Customer, Consumer, Markets and Marketers; Marketing Vs Selling, Consumer Markets Vs Industrial Markets

Developing Marketing Strategies and Plans: Marketing and customer value, Business Unit Strategic Planning – The Business Mission, SWOT Analysis, Goal Formulation, Strategic Formulation & implantation, Nature & contents of a marketing plan

Gathering information and Scanning the environment: Components of Marketing Information system, analyzing the macro environment, the demographic environment, other major macro environment

Market Research: Introduction, Marketing Research process

Analyzing Consumer Markets: What influences consumer behavior?, The Buying Decision Process

UNIT 2

Market Segmentation: Levels of Market Segmentation, Segmenting Consumer Markets, Bases for segmenting business markets

Dealing with Competition: Michael Porter Five Forces Model, Identifying competitors, Analyzing competitors, Competitive Strategies for Market Leaders

Market Targeting – Introduction, Procedure, Product Positioning - Introduction, Objectives, Usefulness, Differentiating the Product, Product Positioning Strategy

UNIT 3

Marketing - Mix Decisions: Product Decisions, New Product Development-Concept and Necessity for Development, Failure of New Products, New Product Planning and Development Process, Product-Mix, Branding and Packaging Decisions, Product Life cycle - Stages and Strategies for Different Stages of PLC.

UNIT 4

Pricing Decisions: Pricing Objectives, Policies Methods of Setting Price, Pricing Strategies

Text Book:

- Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithileswar Jha, Marketing Management – A South Asian Perspective, Pearson Education

Reference Books:

- Ramaswamy V.S. and Namakumari S - Marketing Management: Planning, Implementation and Control, Macmillian
- Arun Kumar and N Meenakshi, Marketing Management, Vikas Publishing
- Philip Kotler, Gary Armstrong, Prafulla Y. Agnihotri and Ehsan ul Haque, Principles of Marketing South Asian Perspective, Pearson Education
- Edmund Jerome McCarthy, William D Perreault, Irwin, Essentials of Marketing
- Kenneth E Clow, Donald Baack, Cases in Marketing Management, Sage Publications India
- Syed Saad Andaleeb & Khalid Hasan, Strategic Marketing Management in Asia – Case Studies and Lessons across Industries, Emerald Publishing

104. ECONOMIC FUNDAMENTALS

COURSE OBJECTIVE: To help the student in internalising knowledge of microeconomic and macroeconomic principles. The subject aims to introduce fundamental microeconomic and macroeconomic concepts relevant to financial markets and investment management.

LEARNING OUTCOME:

- The student is expected to understand the concepts of micro & macroeconomics with perspective to finance.
- He/she should understand the equilibrium between demand and supply and concept of elasticity, which measures the rate of changes on the equilibrium price level.
- He/she should develop the understanding of business cycles, monetary & fiscal policies, international trade and capital flows.

Course Contents:

UNIT 1

Understanding Demand and Supply

- Calculate and interpret price, income, and cross-price elasticities of demand and describe factors that affect each measure.
- Compare substitution and income effects; distinguish between normal goods and inferior goods.
- Describe the phenomenon of diminishing marginal returns; determine and interpret breakeven and shutdown points of production.
- Describe how economies of scale and diseconomies of scale affect costs.

UNIT 2

Firm and Market Structures

- Describe characteristics of perfect competition, monopolistic competition, oligopoly, and pure monopoly.
- Explain relationships between price, marginal revenue, marginal cost, economic profit, and the elasticity of demand under each market structure; describe a firm's supply function under each market structure.
- Describe and determine the optimal price and output for firms under each market structure.
- Explain factors affecting long-run equilibrium under each market structure.
- Describe pricing strategy under each market structure.
- Describe the use and limitations of concentration measures in identifying market structure.
- Identify the type of market structure within which a firm operates.

UNIT 3

Aggregate Output, Prices and Economic Growth

- Calculate and explain gross domestic product (GDP) using expenditure and income approaches.
- Compare the sum-of-value-added and value-of-final-output methods of calculating GDP.
- Compare nominal and real GDP and calculate and interpret the GDP deflator; compare GDP, national income, personal income, and personal disposable income; explain the fundamental relationship among saving, investment, the fiscal balance, and the trade balance.
- Explain the IS and LM curves and how they combine to generate the aggregate demand curve.
- Explain the aggregate supply curve in the short run and long run, explain causes of movements along and shifts in aggregate demand and supply curves.
- Describe how fluctuations in aggregate demand and aggregate supply cause short-run changes in the economy and the business cycle.
- Distinguish between the following types of macroeconomic equilibria: long-run full employment, short-run recessionary gap, short-run inflationary gap, and short-run stagflation; explain how a short-run macroeconomic equilibrium may occur at a level above or below full employment.
- Analyze the effect of combined changes in aggregate supply and demand on the economy.

- Describe sources, measurement, and sustainability of economic growth.
- Describe the production function approach to analyzing the sources of economic growth, distinguish between input growth and growth of total factor productivity as components of economic growth.

UNIT 4

Understanding Business Cycle

- Describe the business cycle and its phases.
- Describe how resource use, housing sector activity, and external trade sector activity vary as an economy moves through the business cycle.
- Describe theories of the business cycle; describe types of unemployment and compare measures of unemployment.
- Explain inflation, hyperinflation, disinflation, and deflation; explain the construction of indexes used to measure inflation, compare inflation measures, including their uses and limitations.
- Distinguish between cost-push and demand-pull inflation; interpret a set of economic indicators and describe their uses and limitations.

UNIT 5

Monetary and Fiscal Policy

- Compare monetary and fiscal policy.
- Describe functions and definitions of money.
- Explain the money creation process; describe theories of the demand for and supply of money.
- Describe roles and objectives of central banks; contrast the costs of expected and unexpected inflation; describe tools used to implement monetary policy.
- Describe the monetary transmission mechanism; describe qualities of effective central banks.
- Explain the relationships between monetary policy and economic growth, inflation, interest, and exchange rates; contrast the use of inflation, interest rate, and exchange rate targeting by central banks.
- Determine whether a monetary policy is expansionary or contractionary.
- Describe limitations of monetary policy; describe roles and objectives of fiscal policy.
- Describe tools of fiscal policy, including their advantages and disadvantages and describe the arguments about whether the size of a national debt relative to GDP matters.
- Explain the implementation of fiscal policy and difficulties of implementation.
- Determine whether a fiscal policy is expansionary or contractionary.
- Explain the interaction of monetary and fiscal policy.

UNIT 6

International Trade and Capital Flows

- Compare gross domestic product and gross national product.
- Describe benefits and costs of international trade; distinguish between comparative advantage and absolute advantage.
- Compare types of trade and capital restrictions and their economic implications.
- Explain motivations for and advantages of trading blocs, common markets, and economic unions.
- Describe common objectives of capital restrictions imposed by governments.
- Describe the balance of payments accounts including their components.
- Explain how decisions by consumers, firms, and governments affect the balance of payments.

Text Book

- D N Dwivedi, Managerial Economics, Vikas Publishing House

Reference Books

- H L Ahuja, Managerial Economics, S Chand

- Curriculum (CBoK) for CFA[®] Level 1 provided by the CFA Institute, USA
- Christopher Thomas & S. Charles Maurice, Managerial Economics, McGraw Hill education
- IC Dhingra, Principles of Microeconomics, Sultan Chand & Sons
- Gupta G.S.- Managerial Economics, Browning & Browning
- Samuelson & Nordhaus – Economics, Tata Mc-Graw Hill Publishing Co. Ltd

105. STATISTICS FOR BUSINESS MANAGEMENT

COURSE OBJECTIVE: To help students build an understanding of problem-solving methods, and analysis, thus enabling them to develop the required skills and apply statistical techniques to decision-making problems.

LEARNING OUTCOME:

Student should be able to:

- Comprehend different measures of central tendency and dispersion – mean, median, mode, standard deviation. Understand the concept of normal distribution, skewness and kurtosis.
- Understand the fundamentals of Probability and Probability Distribution, Sampling and Sampling Distribution
- Learn Parametric tests, Hypothesis testing, and Non-parametric tests like chi-square tests
- Learn the concept and application of correlation analysis and regression analysis
- Learn the basis fundamentals and methodology of Statistical Quality Control and use of Statistical Decision Theory

Course Content:

UNIT 1

Statistics: an Overview: Statistics defined, importance & scope of statistics, limitations of statistics, sources of data, data classification, tabulation and presentation

Measures of central tendency: Arithmetic Mean, Weighted Arithmetic Mean, Median and Mode and their implications

Measures of Dispersion: Range, Mean Deviation, Standard Deviation, Coefficient of Variation (C.V.)

Skewness, Moments, Kurtosis

UNIT 2

Correlation Analysis: Meaning and types of correlation, Methods of Correlation: Karl Pearson's Correlation coefficient and Spearman's Rank Correlation Coefficient

Regression Analysis: Meaning, Methods to determine regression coefficients: Least Squares Normal Equations, Deviations Method

UNIT 3

Forecasting and Time Series Analysis: Define Forecast, Types of Forecasts, Timing of Forecasts, Forecasting Methods, Time Series Analysis: Components of time series, Quantitative Forecasting Methods: Time Series Methods – Freehand Method, Moving Averages Method, Trend Projection Method – Linear Trend Model

UNIT 4

Fundamentals of Probability: Concept of probability and its uses in business decision-making; Addition and multiplication theorems; Bayes' Theorem and its applications.

UNIT 5

Sampling and Sampling Distributions: Introduction, Sample Survey, Sampling methods, Estimation Theory, Hypothesis Testing, Introduction and application of Z-test, t-test, F-test and Chi-Square test.

Text Book

- Business Statistics, JK Sharma, Vikas Publishing

Reference Books

- Business Statistics, SP Gupta & MP Gupta, Sultan Chand & Sons
- Business Statistics, SC Gupta & Indra Gupta, Himalaya Publishing House
- Business Statistics, TR Jain & SC Aggarwal, VK Gpyal Publications

106. ENTREPRENEURIAL BUSINESS MANAGEMENT

COURSE OBJECTIVE:

This subject is intended to provide and insight into the fundamentals of Business and its types. The students after reading this paper will able to understand the different forms of businesses and will able to make decisions in more judicious way.

LEARNING OUTCOME:

On completion of the course student should:

- Know and understand different forms of business organizations and Ownership, their distinct characteristics and their merits & demerits
- Understand importance of planning, planning process and strategies, organizational structure, process of decision making and staffing.
- Understand motivation concepts and their application, Leadership styles along with meaning, nature, process, requirements of an effective control system.
- Comprehend the concept and evaluate the business environment, economic trends and role of government in the economic development and growth.
- Understand and evaluate the international trade environment and role of international economic institutions in the growth of developing countries.

Course Content:

UNIT 1

Forms of Business organization & ownership: Sole proprietorship, Partnership & Joint Stock Companies

Planning: Nature, Scope and Objective of planning, Types of plans; Planning Process, Process of setting objectives, MBO, Decision Making Function

Organising: Introduction, Formal and Informal Organizations; Orgnaizational Structure, benefits of good organizational structure, Determinants of organizational structure, Types of organizational structures, Span of Control, Delegation of Authority, Authority-Responsibility, Delegation and Decentralization

UNIT 2

Directing: Introduction, Principles of Direction, Communication – Importance and Process, Interpersonal Communication Vs Intrapersonal Communication, Communication process, Communication in organization, Barriers to communication

Staffing: Introduction to staffing function, Forecasting, Staffing Process, Selection, Performance Appraisal

Controlling: Nature and Scope of control; Requirements of effective controls, Control Process; Control techniques – Budgetary Traditional and Non-Budgetary Control

UNIT 3

HRM Introduction: Complexities in managing people, HRM – Meaning, scope, objectives, importance, The changing role of HR Management, HRM in India – Evolution, Practices, Growth and obstacles

Acquisition of Human Resources: HR Planning; Job analysis – job description and job specification; recruitment – sources and process; selection process – tests and interviews; placement and induction. Job changes – transfers, promotions/demotions, separations

UNIT 4

Training and Development: Concept and importance of training; types of training; methods of training; design of training programme; evaluation of training effectiveness; executive development – process and techniques; career planning and development

UNIT 5

Compensation and Maintenance: Compensation: job evaluation – concept, process and significance; components of employee remuneration – base and supplementary; Performance and Potential appraisal – concept and objectives; traditional and modern methods, limitations of performance appraisal methods, 360 degree appraisal technique; Maintenance: overview of employee welfare, health and safety, social security

Text Book

- Harold Koontz, Heinz Weihrich, Essentials of Management, Tata McGraw Hill
- VSP Rao, Human Resource Management, Excel Books

Reference Books

- Gupta, C.B.; Management Concepts and Practices, Sultan Chand and Sons, New Delhi
- Dessler, Gary, Fundamentals of Human Resource Management, Pearson Education.
- Bhushan, Y.K., “Fundamentals of Business Organisation of Management”, Sultan Chand & Sons, Latest Edition.
- Robbins; Fundamentals of Management 9th edition.

107. INFORMATION TECHNOLOGY - I

COURSE OBJECTIVE:

Objective of the course is to provide hands on experience to students in using MS Office software for improving their employability.

LEARNING OUTCOME:

On completion of the course student should:

- Demonstrate basic level understanding of MS Excel by using different tools and functions of the software
- Demonstrate basic level understanding of MS PowerPoint by using different tools and functions which are part of the software
- Demonstrate basic level understanding of MS Word by using different tools and functions that are part of the software

Course Content:

UNIT 1

Introduction to MS-Word: Introduction to Word Processing, it's Features, Formatting Documents, Paragraph Formatting, Indents, Page Formatting, Header and Footer, Bullets and Numbering, Tabs, Tables, Formatting the Tables, Finding and Replacing Text, Mail Merging etc.

UNIT 2

Introduction to MS-Excel: Introduction to Electronic Spreadsheets, Feature of MS-Excel, Entering Data, Entering Series, Editing Data, Cell Referencing, ranges, Formulae, Functions, Auto sum, Copying Formula, Formatting Data, Creating Charts, Creating Database, Sorting Data, Filtering etc.

Unit 3

Introduction to MS-Powerpoint: Creating presentations, working with graphics, tables and charts, adding multimedia and Smart Art presentations: Using and applying animation schemes, custom animation, understanding sound file formats and video types, adding music and video clips.

Final Presentation: Applying transition to slides, controlling transition speed, using hidden slides, using custom shows, using of screen pen and adding and accessing notes during a presentation.

Live training on MS Word, MS Excel and MS PowerPoint

Text Book

- Senn, JA: Information Technology in Business, Prentice Hall
- Muthukumaran B, Information Technology in Management, Oxford

Reference Books

- Perry G, Microsoft Office 2007, Pearson
- Manuals for MS-Office, excel, word
- Mansfield R, Complete Guide to MS-Office, BPB Publications

BBA(Financial Planning)
Semester II

201. Marketing Management - II

COURSE OBJECTIVE:

The aim of this course is to guide student in applying the marketing concepts learnt in the first semester. By evaluating different marketing case studies, student needs to evaluate Marketing Strategy and Sales & Distribution strategy of any Indian business to internalize marketing knowledge.

The course aims to help the student evaluate different marketing strategies and see their relevance and applicability in his business idea/venture.

LEARNING OUTCOME:

On completion of the course student should:

- Be able to evaluate and comment on successful marketing strategies adopted by different companies.
- Understand the concepts related to market segmentation and targeting and market positioning
- Learn the fundamentals of brand management
- Understand the important decisions related to product/service distribution
- Get foundation level understanding of advertising concepts
- Understand and evaluate competitive marketing strategies based on real world case studies
- Understand different marketing strategies

COURSE CONTENT:

UNIT 1

Identifying Market Segments and Targets: Levels of market segmentation, segmenting consumer markets, Bases for segmenting business markets, Market Targeting

Brand Positioning: Developing and communicating a positioning strategy, Differentiation strategies, product-life cycle marketing strategies

UNIT 2

Brand Equity: What is Brand Equity?, Building Brand Equity, Measuring Brand Equity, Managing Brand Equity, Devising Branding Strategy

UNIT 3

Distribution Decisions: The importance of channels, Channel development, Role of marketing channels, Factors affecting channel distribution, Channel levels.

Retailing: Introduction to retailing: Definition and scope, evolution of retailing, types of retail, trends in retailing industry, benefits of retailing, retailing environment, Wholesaling – Growth and types of wholesaling, trends in wholesaling

UNIT 4

Communication Decisions: Role of marketing communications, developing effective communications, Marketing communication mix

Promotion: Promotion-mix - Advertising, Sales Promotion – objectives, advertising Vs. sales promotion, Direct Marketing – Benefits of direct marketing, direct mail, catalog marketing, telemarketing, Designing the sales force, managing the sales force, principles of personal sellings

UNIT 5

A Brief Account of Marketing of Services, Rural Marketing, CRM, Electronic Marketing; B2C, B2B and C2C, Direct Marketing through Internet, International Marketing etc.

Socially Responsible Marketing: Corporate social responsibility, Cause – related marketing, social marketing

Text Book

- Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithileswar Jha, Marketing Management – A South Asian Perspective, Pearson Education

Reference Books

- Ramaswamy V.S. and Namakumari S - Marketing Management: Planning, Implementation and Control, Macmillian
- Arun Kumar and N Meenakshi, Marketing Management, Vikas Publishing
- Philip Kotler, Gary Armstrong, Prafulla Y. Agnihotri and Ehsan ul Haque, Principles of Marketing South Asian Perspective, Pearson Education
- Edmund Jerome McCarthy, William D Perreault, Irwin, Essentials of Marketing
- Kenneth E Clow, Donald Baack, Cases in Marketing Management, Sage Publications India
- Syed Saad Andaleeb & Khalid Hasan, Strategic Marketing Management in Asia – Case Studies and Lessons across Industries, Emerald Publishing

202. COST AND MANAGEMENT ACCOUNTING

COURSE OBJECTIVE:

This paper will acquaint the students with cost and management accounting concepts and its application for decision making.

LEARNING OUTCOME:

Students who complete this course will be able to:

- Understand the use of finance for decision making
- Describe time value of money, how a project is made and appraised.
- Differentiate between the various sources of finance and their pros & cons.
- Outline capital requirements for starting a business & management of working capital
- They will be able to recommend whether and why an investment should be accepted or rejected

Course Content:

UNIT 1

Cost Concept: Meaning, Scope, Objectives and importance of cost accounting, Costing, Cost Centre, Cost control and reduction, elements of cost, Cost sheet.

Classification of costs: Fixed, Variable, Semi – variable, costs, Product and period costs, Direct and Indirect costs, Relevant and Irrelevant costs, Shut down cost, controllable and uncontrollable costs, Avoidable and unavoidable costs, Imputed hypothetical costs / out of pocket costs, opportunity costs, Expired and unexpired costs, Conversion cost.

UNIT 2

Costing for Material, Labour and overheads: Need and definition for material control, concept and treatment of holiday pay, Idle time and overtime. Meaning, classification and distribution of overheads.

Product Costing (Single / output costing), Job costing, Process costing, Normal and Abnormal losses, Joint and by products.

UNIT 3

Break-even and CVP Analysis: Break-even Analysis, P/V ratio, Margin of safety, Angle of incidence, relationship between BEP, MOS and angle of incidence, CVP analysis

UNIT 4

Budgetary Control: Essentials of Effective Budgeting, Classification of Budgets, Revision of Budgets, Steps In Budgetary Control, Fixed And Flexible Budgeting, Zero-Based Budgeting, Performance Budgeting.

UNIT 5

Standard costing and variance analysis: Meaning and objective of standard costing, Variance Analysis – material Variances, Labour Variances, Overhead Variances

Text Book

- Ravi M Kishore, Cost & Management Accounting, Taxmann

Reference Books

- Bhattacharya, S.K., and Dearden John Revised by Sridharan, V.G. (2002), Costing for Management, Vikas Publishing House Pvt. Ltd
- VK Saxena, CD Vashisht, Essentials of Cost Accounting, Sultan Chand & Sons
- MC Shukla, TS Grewal, Dr. M P Gupta, Cost Accounting – Texts and Problems, S Chand
- Arora MN, Textbook of Cost and Management Accounting, Vikas Publishing House Pvt Ltd

203. BUSINESS LAW

COURSE OBJECTIVE:

To gain knowledge of the branches of law which relate to business transactions, certain corporate bodies and related matters. Also, to understand the applications of these laws to practical commercial situations.

LEARNING OUTCOME:

Students who complete this course should understand the fundamentals and applicability of:

- The Indian Contract Act 1872
- Negotiable Instruments Act 1881
- The Limited Liability Partnership Act 2008
- Consumer Protection Act 1986
- The Right to Information Act 2005
- Information Technology Act 2010

Course Content:

UNIT 1

The Indian Contract Act 1872: Meaning and Essentials of contract; Kinds of contract-Based on: validity, formation & performance, law relating to offer and acceptance, consideration, competency to contract, free consent, Void agreements, performance of contracts, discharge of contracts, breach of contracts and quasi contract, Special contracts: contract of indemnity and guarantee, bailment and pledge, and agency.

UNIT 2

Negotiable Instruments Act 1881: Meaning of negotiable instruments, type of negotiable instruments, promissory note, bill of exchange, cheque and bouncing of cheques.

UNIT 3

The Companies Act 2013: Meaning and types, Incorporation, Memorandum & Articles of association, Prospectus, Issue of shares and bonus shares, rights issue, sweat equity, role of directors, share qualification, company meetings.

The Limited Liability Partnership Act 2008: Meaning and nature of limited partnership, formation, partners & their relations, extent and limitation of liability.

UNIT 4

Consumer Protection Act 1986: Objectives and machinery for consumer protection, defects and deficiency removal, rights of consumers.

UNIT 5

Law of Information Technology (Cyber Law): Information Technology Act, 2008

Text Book

- M.C.Kucchal & Vivek Kucchal: Business Legislation for Management, Vikas Publishing House (P) Ltd.

Reference Books

- Pathak Akhileshwar, Legal Aspects of Business, McGraw Hill
- M.C.Kucchal: Business Law/Mercantile Law, Vikas Publishing House (P) Ltd.
- Dr. G. K. Kapoor & Sanjay Dhamija: Company Law and Practice-A comprehensive textbook on Companies Act 2013, latest edition, Taxmann
- Gulshan Kapoor: Business Law, New Age International Pvt Ltd Publishers
- Avtar Singh, Principles of Mercantile Law, Eastern Book Company

204. ENVIRONMENTAL SCIENCE

COURSE OBJECTIVE: There are three reasons for studying the state of the environment.

- Need for information that clarifies modern environmental concepts such as the need to conserve biodiversity, the need to lead more sustainable lifestyles and the need to use resources more equitably.
- Need to change the way in which we view our own environment by a practical approach based on observation and self-learning.
- Need to create a concern for our environment that will trigger pro-environmental action, including activities we can do in our daily life to protect it.

Course Content:

UNIT 1

1. Multidisciplinary nature of environmental studies.
2. Definition, scope and importance.
3. Need for public awareness.

UNIT 2

Natural Resources:

Renewable and non-renewable resources:

Natural resources and associated problems.

- Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people.
- Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
- Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources.
- Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.
 - Role of an individual in conservation of natural resources.
 - Equitable use of resources for sustainable lifestyles.

UNIT 3

Ecosystems

- Concept of an ecosystem.
- Structure and function of an ecosystem.
- Producers, consumers and decomposers.
- Energy flow in the ecosystem.
- Ecological succession.
- Food chains, food webs and ecological pyramids.
- Introduction, types, characteristic features, structure and function of the following ecosystem :-
 - a. Forest ecosystem
 - b. Grassland ecosystem
 - c. Desert ecosystem
 - d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

UNIT 4

Biodiversity and its conservation

- Introduction – Definition: genetic, species and ecosystem diversity.
- Biogeographically classification of India
- Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values
- Biodiversity at global, National and local levels.
- India as a mega-diversity nation
- Hot-spots of biodiversity.
- Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts.

- Endangered and endemic species of India
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

UNIT 5

Environmental Pollution

Definition,

- Cause, effects and control measures of:-
 - a. Air pollution
 - b. Water pollution
 - c. Soil pollution
 - d. Marine pollution
 - e. Noise pollution
 - f. Thermal pollution
 - g. Nuclear hazards
- Solid waste Management: Causes, effects and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution.
- Pollution case studies.
- Disaster management: floods, earthquake, cyclone and landslides.

UNIT 6

Social Issues and the Environment

- From Unsustainable to Sustainable development
- Urban problems related to energy
- Water conservation, rain water harvesting, watershed management
- Resettlement and rehabilitation of people; its problems and concerns.
- Environmental ethics: Issues and possible solutions.
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust.
- Wasteland reclamation.
- Consumerism and waste products.
- Environment Protection Act.
- Air (Prevention and Control of Pollution) Act.
- Water (Prevention and control of Pollution) Act
- Wildlife Protection Act
- Forest Conservation Act
- Issues involved in enforcement of environmental legislation.
- Public awareness.

UNIT 7

Human Population and the Environment

- Population growth, variation among nations.
- Population explosion – Family Welfare Programme.
- Environment and human health.
- Human Rights.
- Value Education.
- HIV/AIDS.
- Women and Child Welfare.
- Role of Information Technology in Environment and human health.

UNIT 8

Field work

- Visit to a local area to document environmental assets river / forest / grassland / hill / mountain
- Visit to a local polluted site-Urban/Rural/Industrial/Agricultural
- Study of common plants, insects, birds.
- Study of simple ecosystems-pond, river, hill slopes, etc. (Field work Equal to 5 lecture hours)

Text Book

- Environmental Studies for Undergraduate Courses, Erach Bharucha

Reference Books

- Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
- Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad – 380 013, India, Email:mapin@icenet.net (R)
- Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p
- Clark R.S., Marine Pollution, Clarendon Press Oxford (TB)
- Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001, Environmental Encyclopedia, Jaico Publ. House, Mumabai, 1196p
- De A.K., Environmental Chemistry, Wiley Eastern Ltd.
- Down to Earth, Centre for Science and Environment (R)

205. INVESTMENT PLANNING

Final Assessment Pattern (C3 Evaluation): Written Examination
(Course contains the Lecture component therefore C3 evaluation would be done based on Written Examination)

COURSE OBJECTIVE:

This module would cover the critical knowledge of different asset classes and interplay amongst them, the products constituting such classes and their investment risk profile to enable the management of a client's finances towards achieving various financial goals. The development of vital understanding of the basic risk profile of the client to astutely recommend appropriate asset allocation is a crucial area requiring mastery. Another aspect that needs sharp skills is the measurement of investment risk and returns, their analysis in portfolio evaluation and alignment to suit the financial goals. The awareness and knowledge of the regulatory environment of investment products and services is an essential domain.

LEARNING OUTCOME:

At the end of this module, a student should be able to:

- Understand various asset classes and factors affecting them, the interplay between asset classes, products constituting those asset classes and their complexity and riskiness.
- Enable a client to appreciate goal-based investing whereby systematic, periodical investments are made in one or multiple investment instruments as per the basic risk profile or goal specific risk capacity.
- Determine various goal-based strategies and evaluate investment choices in the context of client's financial planning needs.
- Determine the tax implication of the investment choices made, measure investment risk and risk-adjusted return in the strategy adopted, analyze performance of investment products and portfolios.
- Recommend appropriate strategy to model a portfolio comprising varied investment products in tune with a well-established asset allocation suited to achieve the client's financial goals.

COURSE CONTENT:

UNIT 1

Introduction to Investment Products

Fixed Income Instruments: Government Securities - Fixed and variable coupon rates, zero coupon bonds, Corporate Bonds, PSU Bonds and Debentures, Term Deposits - Bank, Post office and Corporate deposits, Small Saving Schemes – Kisan Vikas Patra (KVP), National Savings Certificate (NSC), Public Provident Fund (PPF), Post Office Monthly Income Scheme (POMIS), Senior Citizens Savings Scheme (SCSS), 1.5 Money Market Instruments: Treasury Bills, Commercial Paper, Certificate of Deposit, etc.

Mutual Funds: Money Market Mutual Funds, Liquid Fund Schemes, Debt Funds, Gilt Fund, Fixed Maturity Plan, Equity Fund, Hybrid Funds, Monthly Income Plans, Exchange Traded Funds, Gold ETFs

Equity Market: Major Stock Exchange Indices - Sensex and Nifty, their basis and composition, Concept of investing in equity shares - Shareholder Rights, Equity shares – Blue - chip, Growth and high dividend yield shares, Stock Trading, Market performance analysis and Technical analysis of indices, Stocks- Fundamental and Technical Analysis, Portfolio Management Scheme (PMS), Market Correction - Value correction and Time correction, Understanding Earnings Growth Cycle, Understanding Capital Cycle, Understanding Secular Bull and Bear Cycles

Derivatives & Commodities: Essential features of Derivatives, Futures and Options - Call Option and Put Option
Commodity Investments – Futures, Physical stock, ETFs, etc., e-Gold, e-Silver, etc.

Foreign Exchange Market: Functions of the Foreign Exchange Market and Participants, Determinants of Exchange Rates, Speculative and Hedging instruments - Futures, Options, Interest Rate Swaps, etc.

Real Estate & Other investments: Forms of Real estate- Land, Residential and Commercial, Interplay of cost of credit, rentals and tax benefits on Realty Investments, Ways to gain long-term capital appreciation and steady income stream, Real Estate Investment Trusts (REITs) and Real Estate Mutual Funds (REMFs), Art and Antiques, Venture Capital Fund (VCF) and Private Equity (PE) investment, Structured Products

UNIT 2

Risk profiling of Products and Investors – Assets Allocation

Types of Investment Risks: Market Risk - Systematic and Unsystematic, Inflation Risk, Interest Rate Risk, Purchasing Power Risk, Liquidity Risk, Reinvestment Risk, Exchange Rate Risk, Regulatory Risk, Investment Manager (Alpha) Risk, Business Risk

Product Profiling on the basis of Risk and Tenure: Short-term products – Low returns with capital protection, Medium-term products – Inflation beating with reasonable capital appreciation, Long-term products – Managed risk for wealth creation in the long-term

Investors Profiling on the basis of Risk: Understanding investor's investment psychology and investment behavior, Risk based on investor's life stage, Risk based on investor's earnings, income generation and assets, Risk Tolerance - Risk Capacity and Risk Appetite, Classifying investors as per their risk profile, Matching products to investor's profile and tenure of goals

Asset Allocation – Financial Assets: Asset Allocation - Base of Investment Planning, Asset Classes - Equity, Debt, Cash, Precious metals, Expected Rate of Return, Goal specific Asset Allocation, Asset Allocation changes when approaching goals, Selection of asset mix according to client's goals

Asset Allocation Strategies: Strategic Asset Allocation, Tactical Asset Allocation, Life Stage based Asset Allocation

UNIT 3

Goal-Based Investment Planning, Measuring & managing Risk and Analysis of Returns

Investment Planning to achieve goals: Goal specific Investment Portfolio vs. Common Investment Pool, Selection of Products and Product Diversification, Additional lump sum investments vs. Systematic staggered investments, Monitoring progress in investment portfolio for goal achievement, Addressing risk aversion, Avoiding speculation, Protecting portfolio erosion

Measuring Risk: Expected Returns from a Goal Portfolio, Beta and Portfolio Beta, Variance, Semi-variance and Covariance, Standard Deviation including Standard Deviation of portfolio, Correlation and Correlation Coefficient

Diversification Strategies: Types of Diversification - Horizontal, Vertical, Geographical, cross border, Diversifiable and non-diversifiable risk, Nature of products used for diversification, Time diversification, Effect of diversification on portfolio risk and return, Hedging

Analysis of Returns: Relationship between Risk and Return, Power of Compounding, Time Weighted Return vs. Rupee Weighted Return, Real (Inflation Adjusted) vs. Nominal Rate of Return, Effective vs. Nominal Rate of Return, Holding Period Return (HPR), Compounded Annual Growth Rate (CAGR) and Internal Rate of Return (IRR), Yield to Maturity (YTM), Yield to Call and Current Yield, Performance Analysis of stocks - Dividend Yield, Earning per Share (EPS), Market valuation ratios – Price to Earnings Ratio (P/E), Price to Book Value Ratio (P/B), Market P/E ratios - Undervalued or Overvalued markets, Security Valuation- Dividend Discount Model (DDM), Analysis of Growth, Dividend Payout and Reinvestment options (MF Schemes), Measurement and Evaluation of Portfolio Performance

UNIT 4

Investment Strategies & Portfolio Management

Active Investment Strategies: Dynamic management of Asset Allocation across classes, Frequent churning of portfolio to book profits/losses, Hunting for gains from investing in temporarily undervalued sectors/stocks,

Speculation, Hedging and Arbitrage Strategies, Market timing, Securities selection, Investment Style - Value vs. Growth

Passive Investment Strategies: Buy and Hold strategy, Index Investing, Systematic Investment Plan (SIP), Systematic Withdrawal Plan (SWP) and Systematic Transfer Plan (STP), Value Averaging Investment Plan (VIP)

Portfolio Management: Risk and return on a portfolio - Sharpe, Treynor and Jensen's Ratio, Capital Asset Pricing Module (CAPM), Capital Market Line (CML) and Security Market Line (SML), Modern Portfolio Theory (MPT), Monte Carlo Simulation for portfolio optimization

Portfolio Revision: Benefits of Revision, Periodic review and revision of portfolio, Portfolio Rebalancing, Buy and Hold policy, Constant Mix policy and Portfolio Insurance policy, Portfolio upgrading

UNIT 5

Regulatory Aspects: Reserve Bank of India (RBI) Act-1934, Securities and Exchange Board of India (SEBI) Act-1992, Securities Contract Regulation (SCR) Act-1956, Foreign Exchange Management Act-1999, Disclosure and Investor Protection Guideline issued by SEBI, Grievance Mechanisms, SEBI Ombudsman Regulations-2003, Right to Information (RTI) Act-2005, Forward Contracts (Regulation) Act-1952

Text Book

- ICoFP (2019 edition); Investment Planning Textbook
- ICoFP (2019 edition); Investment Planning Workbook

Reference Book

- Ankit Gala, Khushboo Gala; Investment Planning; Buzzingstock Publishing House
- Indian Institute of Banking & Finance; Investment Planning Tax Planning And Estate Planning; Taxmann Publishing
- Geoffrey Hirt, Stanley Block, Somnath Basu; Investment Planning for Financial Professionals; McGraw Hill
- Kevin, S. (2nd Edition), Security Analysis and Portfolio Management, PHI Learning
- Chandra, Dr. Prasanna (4th Edition), Investment Analysis and Portfolio Management, McGraw Hill Education Private Limited

206. BUSINESS COMMUNICATION

COURSE OBJECTIVE:

The objective of this paper is to develop effective communication skills of the students. This will enable the students to communicate effectively across all areas of business and management.

LEARNING OUTCOME:

On completion of the course student should:-

- Understand different forms of business communication and importance of choosing the right communication medium.
- Become familiar with aspects of good writing, by evaluating different reports and articles.

Course Content:

UNIT 1

- **Introduction to Business Communication**-Basic form of Communication – Downward, upward and Horizontal communication, Process of communication.
- **Corporate Communication** – Formal and informal communication network, Grapevine – gossip, cluster, Probability, Importance of Grapevine, Miscommunication or Barrier to communication – Wrong choice of medium, Physics barriers, Semantic barriers, different Comprehension of reality, Socio psychological barriers. Principles of Communication - 7c's concept

UNIT 2

- **Writing Skills** – Planning business messages, Business letters, Memo formats, Request letters, Good news letters, Bad newsletters, Persuasive letters – AIDA, Sales letters, collection letters
- **Report writing** – Contents of report writing claims, p. contribution, Employer reference, Profit appraisal -change in performance

UNIT 3

- **Oral Presentation** – Principles of oral presentations, Factors effecting presentations
- **Non – Verbal communication** – Appearance, Body language, Para language, Time, Space, Silence.
- **Effective Listening** – factors affecting listening, Improving listening

UNIT 4

- **Interviewing Skills** – Interviewer's preparation, Interviewee's preparation, Types of interview
- **International Communication** – Cultural sensitiveness, Cultural context
- **Negotiation Skills** – Process, Strategies, Issue in Negotiation – Collective bargaining, Process & Essentials of effective Business Communication.

Text Book

- Ronald E. Dulek, John S. Fielden, "Principles of Business Communication", Macmillan Publishing Co., Latest Edition

Reference Book

- Murphy, Hiderbrandt and Thomas, "Effective Business Communication", Tata Mcgraw Hill. Latest Edition

207. INTRODUCTION TO FINANCIAL MANAGEMENT

COURSE OBJECTIVE:

The basic objective of the course is to equip the students with the understanding time value of money & use it for decision making. To evaluate projects and investments is the basic objective of the course.

The course is designed so that the students are aware various sources of finance.

The course also provides students with knowledge on management of working capital & capital budgeting.

LEARNING OUTCOME:

Students who complete this course will be able understand the use of finance for decision making

- Students will be able to describe time value of money, how a project is made and appraised.
- Differentiate between the various sources of finance and their pros & cons.
- Students will be able to outline capital requirements for starting a business & management of working capital
- They will able to recommend whether and why an investment should be accepted or rejected

Course Content:

UNIT 1

Concept of Financial Management: Definition, nature, objectives, function and scope of financial management, Financial Goal – Profit maximization Vs wealth Maximization

Concept of Risk and Return, Time value of Money

UNIT 2

Investment Decision: Introduction, Nature of investment decisions, Types of investment decisions, Capital Budgeting Techniques – Discounted cash Flow and Non-Discounted Cash Flow Techniques, Discounted Cash Flow Techniques – NPV, Profitability Index, IRR, Discounted Payback Period, Non-Discounted Cash Flow Techniques – Payback Period (PBP)

Estimating cash flows for project appraisal, Concept of Capital Rationing

UNIT 3

Cost of Capital: Introduction, Determining component of cost of capital – Cost of Debt), Cost of Preference Capital, Cost of Equity and Cost of Retained earnings, Computation of WACC using book value and market value weights

UNIT 4

Financing Decision: Leverage: Financial Leverage, Operating Leverage and combined Leverage

Capital Structure Theory and Practice: Relevance of Capital Structure – Net Income Approach, NOI Approach, Irrelevance of Capital Structure - MM Hypothesis

Dividend Decisions: Dividend Relevance – Walter's Model, Gordon's Model, Dividend Irrelevance – The Miller – Modigliani Hypothesis

UNIT 5

Working Capital Management Decisions: Concept of Working capital, factors influencing working capital requirement, estimating working capital requirement (numerical), Operating cycle analysis, Negative Working Capital.

Inventory Management: An introduction to inventory management, Objectives of Inventory management, EOQ Model (with numerical)

Receivables management: Introduction, Credit policy, Credit Policy Variables, Change in Credit Policy Period (Numerical)

Cash Management: Introduction, Cash Management Cycle, Motives of holding cash, Cash Budget, managing Cash Collections & Disbursements, Determining Optimum Cash Level (Baumol Model with numerical), Investing surplus cash.

Text Book

- IM Pandey, Financial Management, Vikas Publishing House

Reference Book

- MY Khan, Financial Management: Text, Problems and Cases, McGraw Hill Education
- MY Khan, PK Jain, Financial Management: Text, Problems and Cases, McGraw Hill Education
- Prasanna Chandra, Fundamentals of Financial Management, McGraw Hill Education
- Ravi M Kishore, Financial Management: Theory, Problems, Cases, Taxmann Publication
- Rabi Narayan Kar, Minakshi, Mergers Acquisitions & Corporate Restructuring - Strategies & Practices, Taxmann Publication
- Michael E S Frankel, Larry H Forman, Mergers and Acquisitions Basics, John Wiley & Sons
- CFA® level I curriculum – Corporate Finance
- CFA® level II curriculum – Corporate Finance

BBA (Financial Planning)

Semester III

301. BUSINESS ETHICS AND CORPORATE GOVERNANCE

Final Assessment Pattern (C3 Evaluation): Practical Examination

(Course majorly contains Practice therefore C3 evaluation would be done based on Practical Examination)

COURSE OBJECTIVE:

The objective of this paper is to make the students more clear about the importance of ethics in business and practices of good corporate governance.

LEARNING OUTCOME:

Student should be able to:

- Understand the importance of ethics in the business, practices of good governance to encourage moral imagination and heightening sensitivity towards the ethical dimension of managerial problems.
- Derive learning from Real world Case Studies by evaluating corporate governance issues in Indian and Global corporate firms.
- In different case studies and hypothetical and real-world situations, evaluate the ethical dilemmas and recommend an ethical solution.

Course Content:

UNIT 1

Business ethics: Meaning of ethics, Introduction: Meaning of ethics, Types of business ethic issues, why ethical problems occur in business

Ethical principles in business: Utilitarianism: weighing social cost and benefits, Rights and duties, Justice and fairness, ethics of care, Integrating utility, rights, justice and caring,

An alternative to moral principles: Virtue ethics, Moral issues in business: Worker's and employee's rights and responsibilities, Profit maximization vs. social responsibility.

UNIT 2

Corporate governance: concept, Need to improve corporate governance standards, Features of good governance, Role played by regulators to improve corporate governance, accounting standards and corporate governance, corporate disclosure, insider trading. The Board –Quality, Composition and role of Board, Outside Directors on the board (independent, nominee), Executive and Non-Executive directors, SEBI clause 49, directors and financial institutions in enhancing corporate governance, critical issues in governance of board directors, CEO Duality.

UNIT 3

Role of auditors in enhancing corporate governance, duties and responsibilities of auditors, corporate governance and internal auditors

Whistle blowing: Kinds of whistle blowing, precluding the need for whistle blowing. Discrimination, affirmative action, and reverse discrimination: Equal employment opportunity, Affirmative action, Preferential hiring.

Moral issues in business: Importance of moral issues and reasoning, Principles of moral reasoning, Quality of work life, implications of moral issues in different functional areas of business like finance, HR and Marketing.

UNIT 4

Corporate social responsibility: Meaning, Evolution of corporate social responsibility, Limits of corporate social responsibility, Profit maximization vs. social responsibility SWOT analysis for evaluating organizational framework for discharging social responsibility, Role of self regulation in discharge of social responsibility.

Text Book

- A.C. Fernando: Business Ethics & Corporate Governance, Pearson Education

Reference Books

- A.C. Fernando: Business Ethics - An Indian Perspective, Pearson Education
- N. Gopalswamy: Corporate governance a new paradigm A H Wheeler Publishing Co Ltd.
- A.C. Fernando – Corporate Governance –Principles, Policies, and Practices, Pearson Education
- S Prabakaran, Business Ethics & Corporate Governance, Excel Books
- Financial Newspapers and Research Articles – on Business Ethics and Corporate Governance

302. ORGANISATIONAL BEHAVIOUR

Final Assessment Pattern (C3 Evaluation): Practical Examination - Project Based Evaluation (Course contains the Tutorial followed by Project Based Learning therefore C3 evaluation would be done based on Project Work evaluation)

COURSE OBJECTIVE:

The objective of this course is to familiarize the students with the behavioral patterns of Human beings at individual and group levels.

LEARNING OUTCOMES:

Students should be able to:

- Develop a grasp of issues and problems and an understanding of practical implications of various theories of human behavior at work.
- Students should understand basic principles of human behavior that effective managers use when managing individuals and groups in organizations.
- Students should know theories of behavior of people in modern organizations.
- Based on the class tutorials, students should be able to evaluate case studies on problems faced by today's organizations and managers in their decision making.
- Tutorials and case studies should bring focus to employee diversity; Women in today workplace; Educational technological sophistication of the workforce and their ambitious.

Course Content:

UNIT 1

Introduction to Organizational Behaviour: What is Organizational Behaviour?, Challenges and opportunities in OB, Individual Behaviour: Ability, Biographical characteristics of individuals, Global implications

Attitudes and Job satisfaction, Learning – Theories of Learning, Personality and values – Factors affecting personality

UNIT 2

Perception and Individual Decision Making: What is perception? Person perceptions – making judgements about others, factors influencing perception

Motivation: Define motivation?, Early Theories of Motivation – Maslow's Need Hierarchy Theory, McGregor Theory X and Theory Y, Herzberg Two Factor Theory, Contemporary Theories of Motivation – Reinforcement Theory, Equity Theory

UNIT 3

Group Behavior: Characteristics of groups, types of groups, formal and informal groups, stages of group formation, Group roles, Group tasks, Group cohesiveness, Group conflict

UNIT 4

Leadership and Power: Meaning, Importance, Leadership styles, Theories of leadership, Sources of power, Power and Politics.

UNIT 5

Organization Culture: Characteristics and functions of Organizational culture, kinds of culture, changing the culture in the organisation, organisational change, resistance to change, managing resistance to change.

Text Book

- Stephen P. Robins, Organisational Behavior, Pearson
- K Aswathappa, Organizational Behaviour, Himalaya Publishing House

Reference Books

- Udai Pareek, Understanding Organisational Behaviour, 2nd Edition, Oxford Higher Education, 2010
- Schermerhorn, Hunt and Osborn, Organisational behavior, John Wiley, 9th Edition, 2008
- Fred Luthans, Organisational Behavior, McGraw Hill, 11th Edition, 2001
- The Hard Things About Hard Things – Ben Horowitz
- Uma Sekaran, Organisational Behaviour: **Text & Cases**, Tata Mc Graw-Hill

303. PRINCIPLES AND PRACTICES OF BANKING

COURSE OBJECTIVE:

To help student gain knowledge of Principles and Practices of Banking. This course should help the students understand how a bank functions.

LEARNING OUTCOME:

Students should be able to:

- Give an overview of the Indian Financial System
- Comprehend the regulations pertaining to Banking Industry
- Develop basic understanding of Risk management strategies and BASEL norms applicable to the banks.
- Deeply understand different functions of Banks and different services offered by them to their customers.
- Develop fundamental level understanding of Payment systems and electronic banking, Data Communication network and EFT Systems
- Understand role of technology upgradation and its impact on Banks

Course Content:

UNIT 1

Indian Financial System

Indian Financial System – An Overview: Role of RBI, Commercial Banks, NBFCs, PDs, FIs, Cooperative Banks, CRR, SLR; Equity & Debt Market; IRDA

Banking Regulation: Constitution, Objectives, Functions of RBI; Tools of Monetary Control; Regulatory Restrictions on Lending

Retail Banking, Wholesale and International Banking: Retail Banking- Products, Opportunities; Wholesale Banking, Products; International Banking, Requirements of Importers & Exporters, Remittance Services; Universal Banking; ADRs; GDRs; Participatory Notes

Role Of Money Markets, Debt Markets & Forex Market: Types of Money & Debt Market Instruments incl. G-Secs; ADs, FEMA, LIBOR, MIBOR, etc

Risk and Functions of Capital Markets, SEBI: Overview of Capital Market; Stock Exchange; Commonly used Terms; Types of Capital Issues; Financial Products/Instruments including ASBA, QIP; SEBI; Registration of Stock Brokers, Subbrokers, Share Transfer Agents, etc; QIBs;

Mutual Funds & Insurance Companies, Bancassurance & IRDA: Types of Mutual Funds, its Management & its Role; Role & Functions of Insurance Companies; Bancassurance; IRDA

Factoring, Forfeiting Services and Off-Balance Sheet items: Types & advantages of Factoring & forfeiting services; Types of off balance sheet items

Risk Management, Basel Accords: Introduction to Risk Management; Basel I, II & III Accords

CIBIL, Fair Practices Code for Debt Collection, BCSBI: Role and Functions of CIBIL; Fair Practices Code for Debt Collection; Codes of BCSBI

Recent Developments in the Financial System: Structure, Reforms in the Indian Financial System; recent developments in Money, Debt, Forex Markets; Regulatory Framework; Payments and Settlement System

UNIT 2

Functions of Banks

Banker Customer Relationship: Types; Different Deposit Products & Services; Services to Customers & Investors

KYC/ AML / CFT norms: PMLA Act; KYC Norms

Bankers' Special Relationship: Mandate; POA; Garnishee Orders; Banker's Lien; Right of Set off

Consumer Protection – COPRA, Banking Ombudsman Scheme: Operational Aspects of COPRA Act & Banking Ombudsman Scheme

Payment and Collection of Cheques and Other Negotiable Instruments: NI Act; Role & Duties of Paying & Collecting Banks; Endorsements; Forged Instruments; Bouncing of Cheques; Its Implications; Return of Cheques; Cheque Truncation System

Opening accounts of various types of customers: Operational Aspects of opening and Maintaining Accounts of Different Types of Customers including Aadhar, SB Rate Deregulation

Ancillary Services: Remittances; Safe Deposit Lockers; Govt. Business; EBT

Cash Operations: Cash Management Services and its Importance

Principles of lending, Working Capital Assessment and Credit Monitoring: Cardinal Principles; Non-fund Based Limits; WC; Term Loans; Credit Appraisal Techniques; Sources of WC Funds & its Estimation; Operating Cycle; Projected Net WC; Turnover Method; Cash Budget; Credit Monitoring & Its Management; Base Rate

Priority Sector Advances: Targets; Sub-Targets; Recent Developments

Agricultural Finance: Types of Agricultural Loans; Risk Mitigation in agriculture (NAIS, MSP etc)

Micro, Small and Medium Enterprises: MSMED Act, 2006 Policy Package for MSMEs; Performance and Credit Rating Scheme; Latest Developments

Government Sponsored Schemes: SGSY; SJSRY; PMRY; SLRS

Self Help Groups: Need for & Functions of SHGs; Role of NGOs in Indirect Finance to SHGs; SHGs & SGSY Scheme; Capacity Building

Credit Cards, Home Loans, Personal Loans, Consumer Loans: Operational Aspects, Advantages, Disadvantages & Guidelines of Credit Cards; Procedure and Practices for Home Loans, Personal Loans and Consumer Loans

Documentation: Types of Documents; Procedure; Stamping; Securitisation

Different Modes of Charging Securities: Assignment; Lien; Set-off; Hypothecation; Pledge; Mortgage

Types of collaterals and their characteristics: Land & Buildings; Goods; Documents of Title to Goods; Advances against Insurance Policies, Shares, Book Debts, Term Deposits, Gold, etc; Supply Bills

Non Performing Assets: Definition; Income Recognition; Asset Classification; Provisioning Norms; CDR

Financial Inclusion: BC; BF; Role of ICT in Financial Inclusion, Mobile based transactions, R SETI

Financial Literacy: Importance of financial literacy, customer awareness

UNIT 3

Banking Technology

Essentials of Bank Computerization: Computer Systems; LANs; WANs; UPS; Core Banking

Payment Systems and Electronic Banking: ATMs; HWAK; PIN; Electromagnetic Cards; and Electronic Banking
Electronic Banking; Signature Storage & Retrieval System; CTS; Note & Coin Counting Machines; Microfiche; NPC; RUPAY

Data Communication Network and EFT systems: Components & Modes of Transmission; Major Networks in India; Emerging Trends in Communication Networks for Banking; Evolution of EFT System; SWIFT; Automated Clearing Systems; Funds Transfer Systems; Recent Developments in India

Role of Technology Upgradation and its impact on Banks: Trends in Technology Developments; Role & Uses of Technology Upgradation; Global Trends; Impact of IT on Banks

Security Considerations: Risk Concern Areas; Types of Threats; Control Mechanism; Computer Audit; IS Security; IS Audit; Evaluation Requirements

Overview of IT Act: Gopalakrishna Committee Recommendations

Preventive Vigilance in Electronic Banking: Phishing; Customer Education; Safety Checks; Precautions

UNIT 4

Support Services - Marketing of Banking Services / Products

Marketing – An Introduction: Concept; Management; Products & Services; Marketing Mix; Brand Image

Social Marketing / Networking: Evolution, Importance & Relevance of Social Marketing/Networking

Consumer Behaviour and Product: Consumer Behaviour; Product Planning, Development, Strategies, etc; CRM

Pricing: Importance, Objectives, Factors, Methods, Strategies of Pricing; Bank Pricing

Distribution: Distribution Channels; Channels for Banking Services; Net Banking; Mobile Banking

Channel Management: Meaning, Levels, Dynamics, Advantages Promotion Role of Promotion in Marketing; Promotion Mix

Role Of Direct Selling Agent / Direct Marketing Agent in a bank: Definition; Relevance; Banker as DSA/DMA; Delivery Channels in Banks; Benefits

Marketing Information Systems – a longitudinal analysis: Functions & Components of MKIS; MKIS Model; Use of Computers & Decision Models; Performance of MKIS; Advantages

Text Book

- Indian Institute of Banking; Principles and Practices of Banking, Macmillan Education

Reference Books

- Moorad Choudhary; Principles of Banking, Wiley Finance
- Abinash Kumar Mandilwar; Principles & Practices of Banking; Ramesh Publishing House
- JAIIB Made Easy: Principles & Practices of Banking - a complete book;

304. TAX PLANNING & ESTATE PLANNING

COURSE OBJECTIVE:

This module would cover the knowledge requirements of Indian Tax System, specifically related to Direct Taxes and personal taxation. The tax treatment of the types of income such as agricultural, business, salary and the attendant exemptions and benefits need to be discerned. The emphasis is on tax efficiency of transactions at all stages, viz. structuring of emoluments, saving taxes within permissible limits as suited to long-term goals, investing, spending, gifting and transferring wealth. The knowledge of various business forms and related tax strategies is also covered. The Estate planning is emphasized not as a late stage requirement but a necessary succession arrangement always in place for all assets – fixed, physical and financial. The discerning knowledge of tax laws and succession laws and their compliance procedures is a rigid requirement of this module.

LEARNING OUTCOME:

At the end of this module, a student should be able to:

- Understand the incidence of tax on various incomes, transactions, residency status, individual status and various business forms.
- Compute client's eligibility for various tax deductions from gross salary income, tax treatment of various allowances and perquisites, income from house property and other income, tax admissible expenses from business or profession income.
- Compute the tax liability of a client after considering all types of income and eligible deductions, evaluating the incidence of capital gains tax based on period of holding an asset, the type of asset and the status of taxpayer.
- Recommend tax planning strategies by discerning short-term and long-term tax incidence of investing in various financial products and the appropriateness of such financial instruments in achieving a client's financial goals.
- Assimilate estate planning at all stages of a client's life by identifying, evaluating and integrating all assets in a suitable estate planning vehicle.
- Help a client discern the need of a suitable succession strategy for wealth transfer, and seek/facilitate experts' advice, if ownership of assets is complex.

COURSE CONTENT:

UNIT 1

Features of Indian Tax System and Direct Taxes

Features of Indian Tax System: Three-tier federal structure of Taxation - Union Government, State Governments and Urban/Rural Local Bodies, Direct and Indirect Taxes, Predominance of Indirect Taxes, Tax-induced distortions on investment and financing decisions

Indian Direct Tax structure: Central Board of Direct Taxes (CBDT), Income-tax (IT) Act, 1961 and Income Tax Rules (ITR), 1962, Wealth Tax Act-1957, Finance Act, Judicial precedents - Tax tribunals and the Courts

Tax Compliance Matters: Tax Returns and Procedure of Assessment, ITR Forms, Filing dates and Documentation, E-filing of Income Tax Returns, Advance tax and due dates, Tax Deducted at Source (TDS), Interest and Penalties, Fraud / concealment penalties, Tax Refund

Residency Rules: Residential status of an individual, Residential status of other taxable entities, Indian income and Foreign income, Tax incidence for different taxpayers

UNIT 2

Personal Taxation and Business Taxation- Computation and Tax Efficiency

Salary Income: Gross Salary Income - Basic pay, Bonus, Allowances, Retirement benefits and Perquisites, Treatment of various Allowances, Perquisites - Valuation and Taxability, Treatment of Retirement Benefits and Voluntary Retirement Scheme (VRS), Profit in lieu of Salary, Deductions from Salary

Income from House Property: Basis of charge and applicability, Self-Occupied and Let out House Property, Determination of Gross and Net Annual Value, Deductions and Special provisions

Income from Business or Profession: Scope of Income and its computation, Deductible and Inadmissible Expenses, Deemed Income and Special Provisions, Tax Shelter and Tax Holidays

Capital Gains in Transfer of Capital Assets: Nature of Capital Gain - Short Term or Long Term depending on capital asset and holding period, Application of Cost Inflation Index (CII) in computing indexed cost of acquisition/renovation, Computation of Capital Gains/Losses, Netting rules and carry forward of capital losses, Exemptions in Capital Gains

Income from Residuary Sources and Tax Calculation Rules: Income from Other Sources - Chargeability, Exemptions and Deductions, Clubbing of Income, Deductions under Chapter VI-A, Taxable income, Tax liability

Tax Characteristics of Business Forms: Sole Proprietorship, Partnership Firm, Hindu Undivided Family (HUF), Association of persons (AOP), Cooperative Societies, Trusts, Companies, Others

UNIT 3

Taxation of Various Financial Products and Transactions, Tax Planning Strategies

Tax Implications for Non-resident Indians (NRIs): Exempt Income of Non-resident Indians (NRIs), Special provisions on certain transactions, Double Taxation Relief

Tax Planning - Various Avenues and Techniques: Need and Importance of Tax Planning, Tax Planning vs. Tax Evasion and Avoidance, Tax Planning vs. Tax Management, Deferral of tax liability, Maximizations of exclusions and credits, Managing loss limitations, Deductible expenditures of individuals and business forms

Taxability of Various Financial Products: Provident Fund and Small Savings Schemes - Contribution, Interest, Withdrawal and Terminal value, Equity shares - Listed and unlisted, Equity Transactions - stock market and off market, Equity oriented products - Equity schemes of Mutual Funds, ETFs, ELSS, etc., Debt products - Bonds, Debentures, Government Securities, Income schemes of Mutual Funds including Fixed Maturity Plans (FMPs), Income distribution and dividends on various investment products, Securities Transaction Tax (STT) and Dividend Distribution Tax (DDT), Life and Health Insurance products, Unit Linked Insurance Plans (ULIPs), Unit Linked Pension Plans (ULPPs), etc., Annuities, Pension Products and Reverse Mortgage Scheme

Taxation of Various Financial Transactions: Transaction in the nature of Gifts/Prizes/Winnings, Agricultural Income, Cash payment over a specified limit, Dividend and Bonus stripping provisions - shares, MF schemes including wither investment option

UNIT 4

Estate Planning Process, Strategies and Taxation Aspects

Estate Planning Overview: The concept of Estate Planning, Purpose and Need of Estate Planning, Risks and Drawbacks involved in Estate Planning, Hindu and Indian Succession Act, Succession - Testate and Intestate

Estate Planning Process: Collect comprehensive information and examine circumstances to set Estate planning goals, Determine value of client's estate and liquidity aspects, Estimate cost of transfer and other expenses, Develop a plan of transfer, Implement plan and review periodically

Methods of Estate Planning: Will, Trust, Insurance, Gift, Power of Attorney, Transfer of property and partition

Will: Characteristics and Contents of a Will, Types of Will - Unprivileged, Privileged, Joint, Mutual and Conditional, Legal requirements and Testamentary capacity, Modifying or revoking a Will, Probate Process

Powers of Attorney: Use and purpose, Types - General and Special, Revocation, Role of the executor

Text Book

- ICoFP (2016 Edition); Tax Planning and Estate Planning (TPEP) Textbook
- ICoFP (2016 Edition); Tax Planning and Estate Planning (TPEP) Workbook

Reference Books

- Ahuja, Dr. Girish; Gupta, Dr. Ravi; Direct Taxes Ready Reckoner; Bharat Law House Pvt. Ltd.
- Singhanian, Vinod; Direct Taxes Ready Reckoner; Taxmann Publications Pvt. Ltd
- Indian Institute of Banking & Finance; Investment Planning Tax Planning and Estate Planning; Taxmann Publication
- Paul J. Lochray; Financial Planner's Guide To Estate Planning; Prentice Hall
- Dr. H.C. Mehrotra, Dr. S.P. Goyal; Income Tax including Tax Planning & Management; Sahitya Bhawan Publications
- Dr. R K Jain; Income Tax Planning & Management; SBPD Publications
- Ram Niwas Lakhota, Subhash Lakhota; Succession and Tax Planning Through Trusts and Wills, Vision Books

305. INFORMATION TECHNOLOGY II:-

COURSE OBJECTIVE:

Objective of the course is to provide hands on experience to students in Computer Applications. The students should understand the advanced level functions of the software taught in Semester I and demonstrate their skills. The course also aims to introduce students to statistical package like SPSS and

LEARNING OUTCOME:

On completion of the course student should:

- Demonstrate his/her prowess in advance level functions of MS Excel by using different tools and functions of the software
- Demonstrate foundation level understanding of SPSS and different applications of the tools.

Course Content:

UNIT 1

Building of MS- Excel concepts and live training of Advanced MS-Excel

UNIT 2

Developing the familiarity with SPSS Processor: Entering data in SPSS editor, Solving the compatibility issues with different types of file, Inserting and defining variables and cases, Managing fonts and labels, Data screening and cleaning, Missing Value Analysis, Sorting, Transposing, Restructuring, Splitting and Merging, Compute and Recode functions, Visual Binning and Optimal Binning, Research with SPSS (random number generation)

Working with descriptive statistics: Frequency tables, Using frequency tables for analyzing qualitative data Explore, Graphical representation of statistical data, histogram (simple vs. clustered), boxplot, line charts, scatterplot (simple, grouped, matrix, drop-line), P-P plots, Q-Q plots, Addressing conditionality's and errors, Computing standard scores using SPSS, Reporting the descriptive output in APA

Unit 3

Hypothesis Testing: Sample and Population, concept of confidence interval; Testing normality assumption in SPSS Testing for Skewness and Kurtosis, Kolmogorov–Smirnov test, Test for outliers Mahalanobis Test, Dealing with the non-normal data, testing for homoscedasticity (Levene's test) and multicollinearity

UNIT 4

Testing the differences between group means: t – test (one sample, independent – sample, paired sample), ANOVA-GLM 1 (one way), Post-hoc analysis, reporting the output in APA format

UNIT 5

Correlational Analysis: Data entry for correlational analysis, Choice of a suitable correlational coefficient, non-parametric correlation (Kendall's tau), Parametric correlation (Pearson's, Spearman's), Special correlation (Biserial, Point-biserial), Partial and Distance Correlation

UNIT 6

Regression: The method of Least Squares, Linear modelling, Assessing the goodness of fit, Simple regression Multiple regression (sum of squares, R and R² , hierarchical, step-wise), Choosing a method based on your research objectives, checking the accuracy of regression model. Logistic regression, Reporting the output in APA format

UNIT 7

Non-parametric tests: When to use, Assumptions, Comparing two independent conditions (Wilcoxon rank-sum test, Mann-Whitney test), Several independent groups (Kruskal-Wallis test), Comparing two related conditions (Wilcoxon signed-rank test), Several related groups (Friedman's anova), Post-hoc analysis in non-parametric analysis, Categorical testing: Pearson's Chi-square test, Fisher's exact test, Likelihood ratio, Yates' correction, Log linear Analysis, Reporting the output in APA format

Text Book

- Asthana Hari Shankar, Bhushan Braj; Statistics for Social Sciences (With SPSS Applications), PHI Learning

Reference Books:

- K. Kalyanaraman; Statistical Methods for Research A Step-by-Step Approach Using IBM SPSS; Atlantic
- T. Rajaretnam; Statistics for Social Sciences; Sage Publications
- Banamali Mohanty, Statistics for Behavioural and Social Sciences; Sage Texts
- Julie Pallant's - "SPSS Survival Manual": A Step by Step Guide to Data Analysis Using SPSS for Windows
- Kiran Pandya, Smruti Bulsari, Sanjay Sinha; SPSS in Simple Steps; Dreamtech Press
- George, SPSS for Windows Step by Step, 6/e, Pearson Education, 2006.

306. PERSONALITY DEVELOPMENT I

COURSE OBJECTIVE:

- 1) To help the students in building interpersonal skills.
- 2) To develop skill to communicate clearly.
- 3) To enhance team building and time management skills.
- 4) To learn active listening and responding skills.

LEARNING OUTCOME:

On completion of the course, learner will be able to:

1. Make use of techniques for self-awareness and self-development.
2. Apply the conceptual understanding of communication into everyday practice.
3. Understand the importance of teamwork and group discussions skills.
4. Develop time management and stress management.
5. To get conversant with Team work, Team effectiveness, Group discussion, Decision making.

COURSE CONTENT:

UNIT- I: Self Awareness & Self Development:

- Self-Assessment
- Self-evaluation
- Self-discipline
- Self-Appraisal
- Self-Awareness
- Self-criticism
- Self-Esteem
- Positive thinking
- Thoughtfulness and responsible approach

- Perceptions And Attitudes
- Values And Belief Systems
- General Etiquettes

UNIT- II: Personal success factors

- Swot analysis
- Handling Failure
- Knowing yourself
- Identifying one's strength and failures
- Importance Of First Impression

Unit- III: Managing self

- Emotions
- Ego
- Pride
- Stress
- Achievements
- Confidence improvement
- Johari's Window
- Complex problem solving and creativity
- Recognition of one's own limitations and deficiencies
- Determining How Well You Perceive What's Going On Around You
- Interpersonal Skills And
- Communication Skills
- Learning About Commitment And
- How To Move Things Forward
- Making Key Decisions
- Handling Your And Other People's Stress
- Empowering, Motivating And
- Inspiring Others
- Leading By Example
- Effective Feedback

Unit- IV: Business Ethics in practice and research

- Introduction to ethical reasoning
- Rights and responsibilities regarding intellectual property
- Workplace rights and responsibilities
- Responsibilities for environment and society

Unit V: Soft Skills:

- Body Language– Gesture, posture, facial expression.
- Group Discussion– Giving up of PREP, REP Technique.
- Presentation Skills:
 - (i) How to make power point presentation
 - (ii) Body language during presentation
- Resume writing: Cover letter, career objective, Resume writing (tailor made)
- Interview Skills: Stress Management, Answering skills

Unit VI: Leadership Skills

- Leader: Introduction & skills
- Roles
- Responsibilities
- Vision and mission

- Empowering and delegation
- Motivating others
- Organizational skills
- Team building
- Organizing and conducting meeting
- Decision making
- Giving support
- Coaching / guiding
- Mentoring and counseling
- Appraisal
- Feedback
- Handling Conflicts
- Power and politics
- Public speaking

Text Books

- Communication Skills by Sanjay Kumar and Pushpa Lata, Oxford University Press.
- Developing Communication Skill by Krishna Mohan, Meera Banerji, McMillan India Ltd.
- English for Business Communication by Simon Sweeney, Cambridge University Press.
- Group Discussions and Interview Skills by Priyadarshi Patnaik, Foundation Books Cambridge University Press.
- Basic Managerial Skills by E. H. McGrath, Eastern Economy Edition, Prentice Hall India.

Reference Books

- Business Ethics in Practice and Research by Caroline & Whitbeck, Cambridge University Press.
- NASSCOM-Global Business Foundation Skills: Accenture, Convergys, Dell et.al. Foundation Books: Cambridge University Press.
- Think and Grow Rich by Napoleon Hill, Ebury Publishing, ISBN 9781407029252.
- Awaken the Giant Within by Tony Robbins Harper Collins Publishers, ISBN139780743409384
- Change Your Thoughts; Change Your Life by Wayne Dyer, Hay House India, ISBN139788189988050.
- The Power of Your Subconscious Mind by Dr Joseph Murphy Maanu Graphics, ISBN13 9789381529560.
- The new Leaders by Daniel Coleman Sphere Books Ltd, ISBN139780751533811
- Stephen Covey, “Habits of Highly Effective People”, Pocket Books, ISBN139781416502494.
- The 80/20 Principal by Richard Koch, Nicholas Brealey Publishings, ISBN-139781857883992.

BBA (Financial Planning)
Semester IV

401. RETAIL BANKING

COURSE OBJECTIVE:

Help the student in getting a practical understanding of Retail Banking, role it plays in the bank operations and the products & services provided by the retail banking division. After getting the guidance from the faculty, students will visit different branches of a bank and make a project to understand the real-world perspective.

LEARNING OUTCOME:

At the end of this module, a student should be able to:

- Understand different aspects of Retail Banking and role of retail banking in the Bank operations
- Understand the distinction between Retail Banking and Corporate/Wholesale Banking.
- Understand and compare different Asset Products offered by the banks including Debit and Credit Cards.
- Understand customer requirements and how banks incorporate them into Product Development Process.
- Analyze service standards of different bank's Retail Banking Divisions and Customer Relationship management process and their impact on bank's business.
- Appreciate the use and impact of technology in changing how banks provide services.
- Get fundamental level understanding of retail loan recovery and securitization.

COURSE CONTENT:

UNIT 1

Introduction: History and definition, role within the bank operations, Applicability of retailing concepts distinction between Retail and Corporate / Wholesale Banking

UNIT 2

Retail Products

Retail Products Overview: Customer requirements, Products development process, Liabilities and Assets Products / Description of Liability products, Description of Asset Products, Approval process for retail loans, Credit scoring.

UNIT 3

Important Asset Products

Home Loans: Eligibility, Purpose, Amounts, Margin, Security, Disbursement, Moratorium, Prepayment issues, Repayments / Collection.

Auto / Vehicle Loans: Eligibility, Purpose, Amounts, Margin, Security, Disbursement, Moratorium, Prepayment issues, Repayments / Collection.

Personal Loans: Eligibility, Purpose, Amounts, Security, Disbursement, Moratorium, Prepayment issues, Repayments / Collection.

Educational Loans: Eligibility, Purpose, Amounts, Security, Disbursement, Moratorium, Prepayment issues, Repayments.

Credit / Debit Cards: Credit Vs Debit Cards, Eligibility, Purpose, Amounts, Margin, Security, Process of using the cards, Billing Cycle, Credit Points.

Other Products / Remittances / Funds Transfer

UNIT 3

Marketing / Selling of Retail Products, MIS and Accounting

Retail Strategies: Tie-up with Institutions for Personal loans / Credit cards / Educational loans, with OEMs / Authorised Dealers for Auto / Vehicle loans, and with Builders / Developers for Home loans

Delivery Channels: Branch, Extension counters, ATMs, POS, Internet Banking, M-Banking

Selling Process in retail products: Direct Selling Agents

Customer Relationship Management: Role and impact of customer relationship management, Stages in customer relationship management process

Regulations and compliance

Technology for Retail Banking: Static information, Account opening, basic loan origination data etc. Updated information like income details at different frequencies. Transaction information from disbursement till final settlement of the loan amount. Analytics / Alerts.

Accounting entries Loan process and the relevant accounting including EMI Computation.

UNIT 4

Other Issues Related to Retail Banking

Securitisation, mortgage based securities

Trends in retailing: New products like Insurance, Demat services, online / Phone Banking, Property services, Investment advisory / Wealth management, Reverse Mortgage - Growth of e-banking, Cross selling opportunities.

Recovery of Retail Loans: Defaults, Rescheduling, recovery process. SARAFESI Act, DRT Act, use of Lok Adalat forum. Recovery Agents - RBI guidelines

Text Book

- Indian Institute of Banking; Retail Banking; Macmillan Education

Reference Books

- Suresh Samudrala; Retail Banking Technology; Jaico Publishing

402. EQUITY DERIVATIVES

Final Assessment Pattern (C3 Evaluation): Practical Examination
(Course involves tutorial followed by student presentations hence evaluation would be done based on presentation and viva voce.)

COURSE OBJECTIVE:

Objective of this course is to help student get foundation level understanding of Equity Derivatives market. This module provides insights into different types of derivatives products available in the equity derivatives markets, regulations and risks associated with the products, the exchange mechanisms of clearing and settlement, and the regulatory framework. This module also covers knowledge competencies related to the understanding of the financial structure in India and the importance of the different rules and regulations governing the Indian securities market, especially those related to the derivatives segment. It incorporates the curriculum of external examination “NISM-Series-VIII: Equity Derivatives Examination”.

LEARNING OUTCOME:

At the end of this module, a student should:

- Know the basics of the Indian equity derivatives market.
- Understand the various trading strategies that can be built using futures and options on both stocks and stock indices.
- Understand the clearing, settlement and risk management as well as the operational mechanism related to equity derivatives markets.
- Know the regulatory environment in which the equity derivatives markets operate in India.

COURSE CONTENT:

UNIT 1

Basics of Derivatives: Evolution of derivatives market, Indian derivatives Market, Market participants, Types of derivatives markets, Significance of derivatives, Various risk faced by the participants in derivatives

Understanding Index: Introduction to Index, Significance and economic purpose of Index, Types of Indices, Attributes of an Index and concept of impact cost, Index management, Major Indices in India, Applications of Index

UNIT 2

Introduction to Forwards and Futures: Introduction to Forwards and Futures contracts, Payoff Charts for Futures contract, Futures pricing, Cash and carry / Non-arbitrage model for futures pricing, Expectancy model of futures pricing, Concept of convergence of cash and futures prices, Basic differences in Commodity, Equity and Index Futures, Uses of futures, Role of different players in futures market, Use of futures contract as an effective instrument for managing risk, Strategies for hedging, speculation and arbitrage in futures market

Introduction to Options: Basics of options, Payoff Charts for Options, Basics of options pricing and option Greeks, Fundamentals of options pricing, Overview of Binomial and Black-Scholes option pricing models, Basics of Option Greeks, Uses of Options

UNIT 3

Option Trading Strategies: Option spreads and their payoff charts, Straddle: market view and payoff charts, Strangle: market view and payoff charts, Covered Call: market view and payoff charts, Protective Put: market view and payoff charts, Collar: market view and payoff charts, Butterfly spread: market view and payoff charts

UNIT 4

Introduction to Trading Systems: Trading Systems, corporate hierarchy, order types and conditions, Selection criteria of Stock for trading, Selection criteria of Index for trading, Adjustments for Corporate Actions, Position Limits, Using daily newspapers to track futures and options

Introduction to Clearing and Settlement system: Clearing Members, their role and eligibility norms, Clearing Mechanism and computation of open positions, Settlement Mechanism for stock and index futures and options, Understanding margining and mark to market under SPAN, Risk Management features and position limits

UNIT 5

Legal and Regulatory Environment: Securities Contract (Regulation) Act, 1956, Securities and Exchange Board of India Act, 1992, Important rules and regulations in derivatives trading, Regulation in clearing & settlement and risk management, Major recommendations of the L C Gupta Committee, Major recommendations of the J R Verma Committee

Accounting and Taxation: Accounting of Futures and Options contracts, Taxation of Derivative transaction in securities

Sales Practices and Investors Protection Services: Risk profile of the investors, Investors Grievance Mechanism

Text Book

- National Institute of Securities Markets (NISM) (Latest edition), *Equity Derivatives (Series VIII)*, Taxmann Publications Pvt. Ltd.

Reference Books

- Hull, John C.; Options, Futures, and Other Derivatives; Pearson Prentice Hall
- R. Madhumathi, M. Ranganatham. Derivatives and Risk Management; Pearson Education
- Redhead, K.; Financial Derivatives- An introduction to Futures, Forwards, Options, Swaps; Prentice Hall of India
- Aron Gottesman; Derivatives Essentials: An Introduction to Forwards, Futures, Options and Swaps; Wiley
- Sebastien Bossu, Philippe Henrotte; An Introduction to Equity Derivatives: Theory and Practice; Wiley Finance

403. RISK ANALYSIS AND INSURANCE PLANNING

COURSE OBJECTIVE:

The major objectives of this course is to make the course participants Understand the benefits of Insurance Planning; Develop the necessary skills and knowledge to become successful Insurance Planners.; Develop and maintain appropriate standards of competence and Prepare for acquiring the highly coveted international certification of AFP^{CM}/ CFP^{CM}

LEARNING OUTCOME:

On successful completion of the subject, the student will be able to:

- Understand the role of the insurance planner in the personal risk assessment process.
- Analyze the individual risk areas and the extent and type of protection best suited for the client's financial situation and financial goals.
- Understand the potential goals a client may have, help them enunciate their goals and evaluate strategies to help clients achieve their goals.
- Understand the application of the provisions of the Indian Contract Act to insurance contracts.
- Describe the fundamental principles governing life and general insurance contracts.
- Examine the various provisions required for enforcement of an insurance contract.
- Understand the concept and importance of health insurance as a risk mitigation tool for health risks.
- To study the scope of coverage offered by health insurance policies in India.
- Describe the objectives and salient features of business specific insurances such as Keyman Insurance, Professional Indemnity Insurance, Employee State insurance Liability, Workers' Compensation Insurance, Directors' and Officers' Liability Policy, Clinical Trials Liability Insurance, Marine Insurance, Crop Insurance, Poultry Insurance.
- Understand the economic, social, taxation and technological environment and be able to determine how insurance plans should accommodate those environments.

- Understand various regulations which need to be adhered to while making and implementing insurance plans for the clients.
- Implement the Insurance Planning process by appropriately using insurance planner competencies and by following the prescribed code of ethics, practice standards and professional conduct.
- Integrate risk assessment and risk protection into a comprehensive financial plan

COURSE CONTENT:

UNIT 1

Concepts of Insurance and Risk Management

Introduction to Insurance: Overview of Insurance Sector in India, Purpose and need of Insurance, Insurance as a tool to manage Risk, Cost and benefits of Insurance to individual and society,

Basic Concepts of Insurance: Perils and hazards, Law of large numbers, Adverse selection, Insurable risk, Self-insurance

Insurance and Risk: Meaning of risk, Types of pure risk, The principle of pooling of risk, Methods of handling risk, Difference between insurance and hedging, Advantages and disadvantages of insurance in handling risk, Reinsurance

Fundamental Principles of Insurance: Indemnity, Insurable Interest, Utmost Good Faith, Subrogation, Contribution, Proximate Cause

Risk Management: Meaning and objective of risk management, Steps in personal risk management, Risk control and risk financing, Insurance market dynamics and the underwriting cycle, Loss forecasting using probability and regression analysis

UNIT 2

Insurance Contract and Legal Liability

The Insurance Contract: Competent parties, Offer and acceptance, Consideration, Basic parts of an Insurance Contract, Distinct legal characteristics of an Insurance Contract, Performance and discharge of Insurance Contract, Insurance policy documents and their legal implications

Important Terms in Insurance Contract: Endorsements/riders, Deductibles, Co-insurance, Assignment, Nomination and beneficiary status, Insurance provisions- Reinstatement value basis/depreciation basis

Insurance Pricing and Premium Calculation: Objective of rate making/rating, Important factors in rating, Risk assessment and rating, Rate making for life insurance, Rate making property and liability insurance

Analysis and Selection of Insurance Products and its Provider: Purpose of coverage, Duration of coverage, Participating or non-participating, Cost-benefit analysis, Claim settlement

Legal Liability: Intentional torts, Absolute liability, Law of negligence, Special tort liability problems, Civil justice system-IRDA, Insurance Ombudsman, Consumer Protection Act-1986

UNIT 3

Life Insurance- Analysis of Life Cover, Strategies and Products

Assessment and Identification of Risk Exposure: Gathering data on current life insurance coverage, Identifying client's life insurance needs, Situational analysis for perils and insurance provisions

Analysis of Life Insurance Needs: Economic value of human life, Replacement of future income of the insured Replacement of expenses and financial liabilities of the family, Provision in the life cover of certain financial goals and financial liabilities, Review of coverage for changes in income, assets and financial liabilities,

Types of Life Insurance Policies: Term Insurance, Whole Life Policy, Endowment Policy, Investment Linked Insurance, Insurance Linked Annuities, Life insurance policy riders

Calculations of Claim Amount and Other Benefits: Bonus- revisionary, performance, maturity, etc., Maturity claim, Death claim, Surrender value, Return on savings component, Taxation aspects of various life insurance policy

Other Provisions of Life Insurance Contract: "Free look" period and Grace period, Claim concession, Lapse, non-forfeiture provision, surrender and revival, Loans against life insurance policies, Exclusions and restrictions, Suicide clause

UNIT 4

General Insurance- Property, Health and Liability Insurance

Health Insurance and Accident: Individual Health Insurance, Family floater policy, Critical illness policy, Group health insurance policies, Pre-existing disease clause and other provisions, Personal and group accident insurance, Long-term care insurance, Income assurance- hospitalization and temporary disability

Personal Disability Insurance: Disability- Permanent and Temporary, Disability- Partial and Total, Scope of benefits- Short-term and long-term disability

Property and Liability Insurance: Basis of property cover - Reinstatement, book or market value, Insuring house, household items, business unit, plant and machinery, Personal umbrella policy- Mortgage cover, Miscellaneous overseas travel insurance, Use of excess/deductible and franchise, Motor Insurance- Comprehensive and Mandatory Third Party Cover, Motor Insurance - No claim bonus and Claims, Insurance provisions- Reinstatement value basis/depreciation basis

Other Business Specific Insurance: Keyman Insurance, Professional Indemnity Insurance, Employee State insurance Liability, Workers' Compensation Insurance, Directors' and Officers' Liability Policy, Clinical Trials Liability Insurance, Employees' Health Insurance, Commercial Auto Policies, Marine Insurance, Cargo and Hull Insurance, Inland Transit Insurance, Crop Insurance, Poultry Insurance, Terrorism and Riot Covers

UNIT 5

Regulatory Framework of Insurance

Regulations Relating Insurance: Insurance Regulatory and Development Authority (IRDA) Act- 1999, The Insurance Act-1938, Indian Contract Act- 1872, Public Liability Insurance Act- 1991, Motor Vehicle Act- 1988, Consumer Protection Act- 1986, Workmen's Compensation Act- 1923, Employee State Insurance Act- 1948

Other Regulatory Aspects of Insurance and Agency Law: Laws regarding insurance companies in India, Various intermediaries – agents, corporate agents, brokers, surveyors, loss assessors, consultants, etc., Difference between Insurance Agents and Brokers, Agency law and functions of an agent, Doctrines of waiver and estoppels

Text Book

- ICoFP; Risk Analysis and Insurance Planning Textbook
- ICoFP; Risk Analysis and Insurance Planning Workbook

Reference Book

- Indian Institute of Banking & Finance; Risk Analysis and Insurance Planning; Taxmann Publications
- Jatinder Loomba; Risk Management and Insurance Planning; PHI
- Rejda George E.; Principles of Risk Management and Insurance; Pearson Education India
- The Chartered Insurance Institute (2011 edition); IC-33 Pre-recruitment qualification for life agents; CII Learning Solutions
- Insurance Institute of India; IC-34 General Insurance
- Vaughan, Emmett J.; Vaughan, Therese (11th Edition), Fundamentals of Risk And Insurance, John Wiley & Sons
- The Institute of Chartered Accountants of India (Fourth Edition), Principles and Practice of General Insurance

404. CURRENCY DERIVATIVES

COURSE OBJECTIVE:

Objective of this course is to help student get foundation level understanding of Currency Derivatives. Objective is to enable better understanding of currency markets and exchange traded currency future products, better quality investor service, operational process efficiency and risk controls. This module covers knowledge on Currency Derivative Strategies and usage of Currency Derivative Instruments for Hedging purposes and Speculation purposes. It incorporates the curriculum of external examination “NISM-Series-I: Currency Derivatives Certification Examination”.

LEARNING OUTCOME:

At the end of this course, a student should:

- Know the basics of currency markets and specifically Exchange Traded Currency Derivatives markets.
- Understand the trading, clearing and settlement mechanisms related to Currency Derivatives markets and basic investment strategies that use currency futures and options products.
- Know the regulatory environment in which the Currency Derivatives markets operate in India.

COURSE CONTENT:

UNIT 1

Introduction to Currency Markets: History of foreign exchange markets, Major currency pairs, Overview of international currency markets, Basics and Peculiarities of currency markets in India, Settlement or value date, Over-the-Counter (OTC) forward market, Exchange rate arithmetic- cross rate, Impact of market economics on currency prices, Economic indicators

Foreign Exchange Derivatives: Evolution of derivatives, Derivative products and features, Growth drivers of derivatives, Market players in the foreign exchange market, Key economic functions of derivatives, Exchange-Traded Vs. OTC derivatives

Exchange Traded Currency Futures: Currency futures, Spot price, Futures price, Contract cycle, Value date/Final settlement date, Expiry date, Contract size, Initial margin, Marking-to-market, Rationale behind currency

futures, Standard items in a futures contract, Introduction of currency futures in India, Futures and forward contracts, Advantages of futures contracts, Limitations of futures contracts, Interest rate parity and pricing of currency futures

UNIT 2

Strategies Using Currency Futures: Role of speculation in futures markets, Long position in futures, Short position in futures, Hedging using currency futures, Types of hedgers, Size of the hedging position, Trading spreads using currency futures, Concept of arbitrage, Use of arbitrage in currency futures markets, Arbitrage opportunities under various conditions

Trading in Currency Futures: Contract specification for currency futures, Trading parameters, Tenors of futures contract, Expiry date, Settlement price, Entities in the trading system, Types of orders, Concept of Mark-to-Market (MTM), Position limits, Allowable open position limits for members trading in currency futures, Monitoring and enforcement of position limits in the currency futures market, Surveillance systems and procedures of exchanges

UNIT 3

Clearing, Settlement and Risk Management in Currency Futures: Clearing entities, Clearing mechanism, Open positions and obligations of clearing members, Settlement mechanism - MTM settlement - Final settlement, Risk management measures, Concept of margin requirements, Initial margin, Portfolio based margin, Calendar spread margin, Extreme loss margin, Liquid net worth, Liquid assets, Real time computation, Process of margin collection by Clearing Corporations

UNIT 4

Exchange Traded Currency Options: Options, Call and put option, Bought and sold option, Option premium, Futures and options, European vs. American option, Moneyness of an option, Option pricing and option Greeks, Option pricing methodology, Black-Scholes model, Binomial pricing model, Option pay offs, Option strategies, Practical application of currency options, Clearing, settlement and risk management for currency options - Initial margin, Extreme loss margin, Net option value, Calendar margin

UNIT 5

Accounting and Taxation: Accounting treatment for derivative contracts, Taxation of derivative transaction in securities, Tax treatment of profit/loss on derivative transaction in securities

Regulatory Framework for Currency Derivatives: Features of Securities Contracts (Regulation) Act, 1956 [SC(R)A], Features of Securities and Exchange Board of India Act, 1992, Recommendations of the RBI-SEBI Standing Technical Committee on Exchange Traded Currency and Interest Rate Derivatives, Provisions of Foreign Exchange Management Act, 1999, Salient features of RBI notification 'Currency Futures (Reserve Bank) Directions, 2008, Salient features of RBI Circular, 'Guidelines on trading of Currency Futures in Recognised Stock / New Exchanges', Salient features of SEBI Regulations for Currency Derivatives Exchanges, Regulatory framework for clearing corporations, Governing Council of the Exchange and Clearing Corporation, Eligibility criteria for membership of currency derivatives exchanges

Codes of Conduct and Investor Protection Measures: Features of SEBI Codes of Conduct for brokers, Features of SEBI Codes of Conduct for sub-Brokers, Features of Codes of Conduct specific to Exchange Traded Currency Derivatives Segment, Grievance redressal mechanism for investors, Nature of complaints considered by exchanges, Arbitration mechanism at exchanges

Text Book

- National Institute of Securities Markets (NISM) (Latest edition), *Currency Derivatives*, Taxmann Publications Pvt. Ltd.

Reference Books

- Hull, John C.; Options, Futures, and Other Derivatives; Pearson Prentice Hall
- T. V. Somanathan, V. Anantha Nageswaran, Harsh Gupta; Derivatives; Cambridge University Press
- S. L. Gupta; Financial Derivatives: Theory, Concepts and Problems; PHI

- R. Madhumathi, M. Ranganatham. Derivatives and Risk Management; Pearson Education
- Redhead, K.; Financial Derivatives- An introduction to Futures, Forwards, Options, Swaps; Prentice Hall of India
- Aron Gottesman; Derivatives Essentials: An Introduction to Forwards, Futures, Options and Swaps; Wiley
- Sebastien Bossu, Philippe Henrotte; An Introduction to Equity Derivatives: Theory and Practice; Wiley Finance

405. MUTUAL FUNDS

COURSE OBJECTIVE:

Objective of the course is to help students build knowledge on Mutual funds which can help them in building a career in AMCs, Investment Advisory Firms, Banks or start own MF Distribution business. Course incorporates NISM-Series-V-A: Mutual Fund Distributors Certification Examination curriculum to help students clear the industry mandated certification.

LEARNING OUTCOME:

On successful completion of the course student should:

- Know the basics of mutual funds, their role and structure, different kinds of mutual fund schemes and their features
- Understand how mutual funds are distributed in the market-place, how schemes are to be evaluated, and how suitable products and services can be recommended to investors and prospective investors in the market.
- Get oriented to the legalities, accounting, valuation and taxation aspects underlying mutual funds and their distribution.
- Get acquainted with financial planning as an approach to investing in mutual funds, as an aid for mutual fund distributors to develop long term relationships with their clients.

COURSE CONTENT:

UNIT 1

Concept and Role of a Mutual Fund: Mutual fund and its functions, Investment objectives of different kinds of mutual fund products, Concept of Marking To Market, Concept of unit Capital, Assets under Management, Fund Running Expenses and Net Asset Value, Advantages and limitations of mutual fund, Concept of closed end funds, open ended funds and interval funds, Concept of actively managed funds and passive funds, H. Categorization of mutual fund schemes, Developments in the Mutual Fund Industry over the years

Fund Structure and Constituents: Structure of mutual funds in India, Role of the Sponsor, Trustee and Asset Management Company (AMC), Regulatory provisions with respect to Sponsor, Trustee and AMC, Role and Functions of Service Providers of mutual funds, Payment Aggregators

UNIT 2

Legal and Regulatory Environment: Role of SEBI in regulating mutual funds, Concept of a Self Regulator, Functions of AMFI, AMFI Code of Ethics (ACE) and AMFI Guidelines and Norms for Intermediaries (AGNI), Due Diligence process for its distributors, Rights and obligations of investors in a mutual fund

Offer Document: New Fund Offer, Statement of Additional Information (SAI) and Scheme Information Document (SID), Key Information Memorandum (KIM)

Fund Distribution and Channel Management Practices: Traditional distribution channels, Alternate Distribution channels of mutual funds, Pre-requisites to be fulfilled to become a distributor of a mutual fund, Commissions and Transaction Charges for mutual fund distributor, Regulatory requirements governing payment of commissions to distributors, Initial or Upfront and Trail Commissions, SEBI Advertising Code for Mutual Funds

UNIT 3

Accounting, Valuation and Taxation: Net assets of a mutual fund scheme and NAV, Mark to Market as a valuation metric, Total Expenses of Mutual Funds, Accounting and reporting requirements applicable to mutual funds, Valuation process, Tax provisions applicable to a mutual fund

UNIT 4

Investor Services: Types of Investors in mutual funds, KYC Compliance Process, KYC Registration Agencies, Foreign Account Tax Compliance Act (FATCA) and Common Reporting Standards (CRS), Payment mechanisms for purchasing and redemption of mutual funds units, Allotment of mutual fund units, Time Stamping and Cut-off time, Mutual Fund transactions through stock exchanges, Growth, Dividend, and dividend re-investment options in a mutual fund, Types of systematic transactions, Statement of Accounts, Nomination, pledge/ lien of units, change in folio details, transmission of units, Other investor services and facilities offered by mutual funds

Risk, return and performance of funds: Performance of equity funds, Performance of debt funds, gold funds and real estate, Kinds of returns, such as simple, annualized and compounded returns, SEBI norms regarding return representation of mutual funds in India, Risk in an equity fund, debt fund and other funds (hybrid, gold and real estate), Risk measures of mutual funds, Benchmarking performance, Fund manager performance

UNIT 5

Mutual Fund Scheme Selection: Steps in selecting the funds, Concept and selection of mutual fund scheme, Sources of data to track mutual fund performance, Selecting the Right Investment Products for Investors, Savings and Investment, Inflation Risk, Concept and features of physical and financial assets

Helping Investors with Financial Planning: Concept of financial planning, Financial planning needs to the life cycle stage of the investor, Stages in the wealth cycle model of investor

Recommending Model Portfolios and Financial Plans: Risk profiling tools, Asset allocation, Model portfolios for investors, Behavioral biases in investment decision making

Text Book

- National Institute of Securities Markets (NISM); Mutual Fund Distributors; Taxmann Publications

Reference Book

- Sundar Sankaran; Indian Mutual Funds Handbook (5th Edition): A Guide for Industry Professionals and Intelligent Investors; Vision Books
- Chandra, Dr. Prasanna; Investment Analysis and Portfolio Management; McGraw Hill Education Private Limited
- Stein, Ben; DeMuth, Phil; The Little Book of Alternative Investments: Reaping Rewards by Daring to be Different; John Wiley & Sons

406. SALES MANAGEMENT & CUSTOMER CENTRICITY

COURSE OBJECTIVE:

Professional Selling and Sales Management have become more complex and multifaceted than ever before. The objective of this course is to help the student understand various aspects of succeeding in sales along with the basic fundamentals related to organising and effectively managing a sales force.

LEARNING OUTCOME: Student should be able to:

- Understand the sales force organization and deployment
- How to address the ethical issues in sales
- How to motivate the sales force and be an effective leader
- Learn the practical application of tracking and managing sales process using technology
- Learn the art of sales force recruitment and selection
- Understand the methods of training and development of sales staff
- Learn how to control and effectively supervise the sales force.
- Learn Sales Performance Measurement and Monitoring

COURSE CONTENT:

UNIT 1

- Sales Management, Objectives of sales management, Salesperson's Role: Role of salesperson in Reducing Buyer Dissonance, Sales Objections, Obstacles, Closing the Sale Follow-up
- Buyer-Seller Dyads, Theories of selling
- Types of personal selling objectives, Sales potential and sales forecasting, sales forecasting methods
- Formulating Personal-selling strategy – pure competition, monopolistic competition, oligopolistic competition

UNIT 2

- Nature of sales management positions, functions of sales executive, qualities of sales executives, relations with top management and with other managers, compensation pattern for sales executives
- Purpose of sales organization, setting up of a sales organizations, basic types of sales organizational structures, centralization Vs decentralization in sales force management
- Recruiting and selecting sales personnel
- Motivating sales personnel
- Compensating sales personnel

UNIT 3

- Sales Budget

- Quotas: Objectives in using quotas, types of quotas and quota-setting procedures

UNIT 4

Introduction to Customer Service: What Is Customer Service?, Developing a Customer-Centric Mindset Who Are Your Customers?, Internal Customers, External Customers, When & Where Does Customer Service Take Place?, The Need For Customer Service, Rewards, Penalties, What Does Customer Service Mean To You?, Unpleasant Experiences, Satisfying Experiences, Developing a Customer Friendly Attitude, Evaluation, Excitement is Contagious

UNIT 5

Communication Skills: Developing Effective Communication Skills, Presenting a Professional Image, Non-verbal Communication Skills, Body Language, Key Body Language Aspects, Physical Distance, Verbal Communication Skills, Choice of Words, Tone Of Voice, The Choice Of Words, May I, Please, Thank You, The Close, Being Positive, Tone Of Voice, Inflection, Energy, Volume, Pace

UNIT 6

Customer Analysis: Knowing your Customer: Knowing Your Customer, Customer Expectations, Assertive Working Style – Results-Oriented, Analytical – Details-Oriented, Amiable – People-Oriented, Dominant Behavioral Style, Determining Your Level of Service

Calming Upset Customers: What Makes Customers Upset? Avoiding Upsets, What Can You Do To Avoid Upsets?, 5 Key Steps to Calming Upset customers, Accurately identify the problem, Confirm The Customer's Value, Synchronize & Summarize, Conclude By Affirming The Customer's Value Again, What to Do When You Are Upset?

Text Book

- Still, R., Cundiff, E.W. and Govoni, N.A.P., Sales Management: Decisions, Strategies and Cases, Prentice Hall of India
- Robert Lucas, Customer Service Skills for Success, McGraw Hill

Reference Book

- David Jobber , Geoffrey Lancaster, Selling & Sales Management, Pearson education
- Tapan K Panda, Sunil Sahadev Sales & Distribution Management, Oxford
- Anderson, R., Professional Personal Selling, Prentice Hall
- Dalrymple, D. J., Sales Management: Concepts and Cases, John Wiley
- Gupta, V. D., Sales management in Indian perspective, Prentice Hall
- Javier Marcos Cuevas, Bill Donaldson, and Regis Lemmens, Sales Management, Strategy, Process and Practice
- Jim Cathcart, The Eight Competencies of Relationship Selling, Macmillan India
- Alok Kumar et al, Customer Relationship Management: Concepts and applications, Biztantra

407. PERSONALITY DEVELOPMENT

COURSE OBJECTIVE: The course aims to:

1. To possess knowledge of the concept of Self-awareness and Self Development.
2. To understand the importance of Speaking Skills, listening skills, Presentation Skills and leadership skills. To gain the knowledge of corporate grooming & dressing, Email & telephone etiquettes, etiquettes in social & office setting.
3. To get conversant with Team work, Team effectiveness, Group discussion, Decision making.
4. To recognize the importance of time management and stress management.

LEARNING OUTCOME: Students will be able to -

1. Do SWOT analysis.
2. Develop presentation and take part in group discussion.
3. Understand and Implement etiquettes in workplace and in society at large.
4. Work in team with team spirit.
5. Utilize the techniques for time management and stress management.

COURSE CONTENT:

UNIT- I: Ethics, Etiquettes and Mannerism

- Professional Etiquettes
- Etiquettes At Meeting
- Etiquettes At Dining
- PRO (Public Relation Office) Etiquettes
- Managing Involuntary Awkward Actions
- Technology Etiquettes – Phone , Email
- Social Media Etiquettes
- Video Conferencing Etiquettes
- Interview Etiquettes
- Dressing Etiquettes :
 - Interviews
 - Offices
 - Social Functions
- Ethical Values :
 - Importance of Work Ethics
 - Problems In The Absence of Work Ethics

UNIT- II: Stress and time Management

- Introduction
- Stress In Today's Time
- Identifying The Stress Source
- Signs Of Stress
- Ways To Cope With Stress
- Healthier Ways To Deal With Stress
- Time Management
- Prioritize Your Work

- Smart Work
- Four Ds Of Decision Taking

Unit- III: Writing Skills

- Letter writing
- Business letters
- Application letters
- Covering letters
- Report writing
 - Academic report
 - Business report
 - Technical report
 - Technical project report
- Job Application and Resume writing

Unit IV: Mock Group Discussions

Unit V: Mock Personal Interviews

Text Book

- Basic Managerial Skills by E. H. McGrath, Eastern Economy Edition, Prentice Hall India.
- Personality Development and Group Discussions by Barun K. Mitra, Oxford University Press.
- Group Discussions and Interview Skills by Priyadarshi Patnaik , Foundation Books, Cambridge University Press.

Reference Books

- Stephen Covey, “Habits of Highly Effective People”, Pocket Books, ISBN139781416502494.
- Dr. Joseph Murphy, “The Power of Your Subconscious Mind”, Maanu Graphics, ISBN-13 9789381529560.
- The 80/20 Principal by Richard Koch, Nicholas Brealey Publishings , ISBN-139781857883992.
- Time management from inside out by Julie Morgenstern, Owl Books (NY), ISBN13 9780805075908.
- Wonderland of Indian Manageress by Sharu Ranganekar, Vikas Publishing Houses, ISBN-13 9788125942603.
- You can win by Shiv Khera, Macmillan, ISBN-139789350591932.
- The Ace of Soft Skills by Attitude, Communication and Etiquette for Success: Gopaldaswamy Ramesh, Mahadevan Ramesh

BBA (Financial Planning)

Semester V

501. COMMODITIES MARKET

COURSE OBJECTIVE:

The aim of this course is to provide students with applied knowledge pertaining to commodities market and trading. The course is beneficial for those students who wish to pursue careers in brokerage firms dealing in commodity derivatives. It incorporates NCFM's Commodities Market Module that has been developed jointly by NSE and NCDEX.

LEARNING OUTCOME:

At the end of this course, a student should be able:

- To understand the difference between commodity and financial derivatives.
- To know the usage of commodity futures.
- To understand the pricing mechanism of commodity futures.
- To learn about the NCDEX trading platform, clearing and settlement operations.
- To know the regulatory framework and taxation aspects of the commodities market.

COURSE CONTENT:

UNIT 1

Introduction to Derivatives: Derivatives Defined, Products, Participants and Functions, Derivatives Markets, Difference between Commodity and Financial Derivatives

Commodity Derivatives: Evolution of Commodity Exchanges, Global Commodity Derivatives Exchanges

UNIT 2

The NCDEX Platform: Structure of NCDEX, Spot Price Polling, Exchange Membership, Risk Management, Clearing and Settlement System

Commodities Traded on the NCDEX Platform: Commodities Traded on NCDEX, Contract Specifications

Instruments Available for Trading: Forward Contracts, Futures Contract, Option Contract, Basic Payoffs, Payoff for Futures, Payoff for Options, Using Futures Versus Using Options

UNIT 3

Pricing Commodity Futures: Investment Assets Versus Consumption Assets, The Cost of Carry Model, The Futures Basis

Using Commodity Futures: Hedging, Speculation, Arbitrage

UNIT 4

Trading: Futures Trading System, Entities in The Trading System, Commodity Futures Trading Cycle, Order Types and Trading Parameters, Margins for Trading in Futures, Charges, Hedge Limits, Broad SEBI Guidelines Issued In 2016 for Hedging

Clearing and Settlement: Clearing, Settlement, Cash Settlement, Risk Management

UNIT 5

Regulatory Framework: The Securities Contract Regulation Act 1956, Rules Governing Commodity Derivatives Exchanges, Rules Governing Intermediaries, Rules Governing Investor Grievances, Arbitration

Taxes: Commodity Transaction Tax (CTT), Taxation Updates Post 2019-20 Budget, Goods and Services Tax (GST)

Electronic Spot MARKET: Need for Electronic Online Spot Market, Service

Text Book

- NSE Commodities Market Module Certification Examination Course book and workbook

Reference Book

- Ankit Gala & Jitendra Gala; Guide to Indian Commodity Market; Buzzing Stock Publishing
- Deepak Shinde; Basic of Commodities Market : The Target of Success; Notion Press
- Julien Chevallier, Florian Ielpo; The Economics of Commodity Markets; Wiley Finance

502. RETIREMENT PLANNING AND EMPLOYEE BENEFITS

COURSE OBJECTIVE:

This course intends to help students garner the knowledge of basic strategies towards achievement of client's post-retirement financial goals and roadmap to systematically build the required corpus. The student needs to build knowledge and skills of exploring and constructing various retirement solutions. The emphasis is on helping students internalize the process of wealth creation and its protection and liquidity aspects in the approaching years to retirement and in the post-retirement period. Internalization of the concepts is done through Projects and Real-World applications on concepts shared in the tutorial.

LEARNING OUTCOME:

At the end of this module, a student should be able to:

- Understand the importance of retirement planning as a necessary objective in view of increasing longevity, inflation and changing social structure, governmental stance.
- Enable the client to appreciate retirement goal and demonstrate the ability to evaluate client's financial situation pre and post-retirement.
- Determine appropriate retirement strategy for the client, account for superannuation benefits and assets to be utilized for income post-retirement.
- Determine the tax implication of annuity or stream of income post-retirement and the legal structure for encashment or bequeathing of assets.
- Implement the retirement solution in consultation with the client to achieve the objective of post-retirement income stream, monitoring progress periodically.

COURSE CONTENT:

UNIT 1

Employee Benefits and Superannuation Benefits

Employee Benefits: Salary and Bonus, Reimbursement of expenses- Medical, etc., Health benefits, Group insurance, Other allowances- Leave Travel Allowance (LTA), Transport Allowance, etc., Loan facility- Concessional loans

Superannuation Benefits and Schemes: Gratuity provisions, Superannuation Funds – Tax Benefit to Employers and Employees, Benefits - on retirement, Voluntary retirement and Death, Leave Encashment- Tax free limits

Defined Benefit Plans and Limitation: Characteristics of Defined Benefit plans, Workmen Compensation Scheme, Employees Deposit Linked Insurance Scheme, Applicability and withdrawal norms of Defined Benefit plans, Taxability of Defined Benefit plans

Defined Contribution Plans: Characteristics of Defined Contribution plans, Employees Provident Fund- Types, EPF rules, modes of operation and investment norms, Employees Pension Scheme- Features, funding of scheme, EPS Rules, Employees State Insurance, Central Government Employees Group Insurance Scheme, Applicability and withdrawal norms of Defined Contribution plans, Taxability of Defined Contribution plans

UNIT 2

Life Cycle Analysis, Retirement Needs and Factors in Planning

Introduction to Retirement Planning: Significance of Retirement Planning, Purpose and need of Retirement Planning, Role of Financial Planner in Retirement Planning, Importance of starting early

Analysis of Client's Life Cycle: Early earning stage and Established earning stage, Stability and Visibility of Earnings, Pre-retirement phase (Accumulation) and Post-retirement phase (Distribution), Life expectancy vs. Retirement age, Early retirement vs. Delaying retirement, Post-retirement activities and goals, Risk of living longer than expected

Factors Considered in Retirement Planning, Nature of income- Salaried, Business or Self-employed, Standard of living, Time horizon, Inflation rate- Accumulation and Distribution stages, Profile of Assets sustainable through retirement, Income generation potential of fixed assets, Liquidity aspects of fixed and other assets, Profile of financial and other liabilities near retirement age

Analysis of Client's Retirement Needs: Determine financial objectives on Retirement, Estimate household expenses on Retirement, Corpus estimated for funding post-retirement needs, Alternative arrangements for supplementing retirement corpus, Consider escalated medical expenses post-retirement, Charitable activities and social work

Wealth Creation- Factors and Principles: Income and savings ratio, Allocation of savings to asset classes, Consistency in savings and monitoring, Taking strategic advantage of opportunities in various Asset Classes, Overall effective yield and tax aspects, Wealth protection and Erosion of wealth

UNIT 3

Provident Fund and Pension Schemes

Public Provident Fund: Features of Public Provident Fund (PPF) scheme, Applicability and subscription norms of PPF scheme, Loan and withdrawal facility in PPF scheme, PPF - Systematic accumulation for retirement funds, Tax advantage of PPF scheme

New Pension System (NPS): Features of New Pension System (NPS), Applicability and subscription norms, Accounts and schemes available under NPS, Investment approaches in NPS - Active and Auto choices, Tax benefits under NPS, Withdrawals norms and other benefits, Functions of Pension Funds managers and NPS Trust

Pension Plans from Mutual Funds and Insurance Companies: Pension plans from insurance companies: Unit Linked Pension Plans, Pension plans from Mutual Funds: Systematic investment/withdrawal, Immediate annuities vs. Deferred annuities, Annuities- Period certain, Life certain and Life with period certain, Taxation of annuities- On subscriptions and receipts

Reverse Mortgage to Supplement Post-retirement Expenses: Features of Reverse Mortgage, Lump sum withdrawal, Reclaiming property in Reverse Mortgage arrangement

UNIT 4

Pension Sector Reforms and Regulatory Framework of Retirement Solutions

Pension Sector Reforms: Demographic trends and coverage of population, Mandatory contributory system, Institutional Framework, Investment architecture, Operational processes, products and distribution, State Governments, Autonomous Bodies and Un-organized Sector, The Project of OASIS Report

Regulatory Framework of Retirement Solutions: Payment of Gratuity Act- 1972, Workmen's Compensation Act-1923, Provident Fund and Miscellaneous Provisions Act- 1952, Provident Funds Act- 1925, Employee's Deposit Linked Insurance Scheme- 1976, Employee's Pension Scheme-1995, Pension Fund Regulatory and Development Authority (PFRDA) 2003, New Pension System (PFRDA)

Text Book

- ICoFP; Retirement Planning and Employee Benefits (RPEB) Textbook.
- ICoFP; Retirement Planning and Employee Benefits (RPEB) Workbook

Reference Book

- Sinha, Madhu; Retirement Planning: A Guide for Financial Planners; McGraw Hill Education Private Limited
- Arnone, William J.; Ernst & Young's Retirement Planning Guide; John Wiley & Sons
- R K Mohapatra; Retirement Planning; Blue Rose Publishers
- Indian Institute of Banking & Finance; Risk Analysis, Insurance and Retirement Planning; Taxmann Publications
- Anthony Heston; Retirement Planning: The Complete Guide on How to Retire Early and Live Stress-Free over the Long Term; Freedom Bound Publishing

503. BEHAVIOURAL FINANCE

COURSE OBJECTIVE:

The subject focuses on behavioral finance issues in investment decisions. The analysis of investment decision making from a behavioral finance perspective may also provide an explanation for certain market inefficiencies and suggest investment strategies to exploit them.

LEARNING OUTCOME:

At the end of this module, a student should be able to:

- Understand several behavioural biases which may lead to market inefficiencies
- Analyse investment decisions from a behavioural finance perspective and formulate appropriate investment strategies

COURSE CONTENT:

UNIT 1

Investment Decision Cycle: Judgment under Uncertainty: Cognitive information perception - Peculiarities (biases) of quantitative and numerical information perception - Weber law -Subjective probability – Representativeness – Anchoring Asymmetric perception of gains and losses framing and other behavioral effects - Exponential discounting – Human economic behavior - Discount factors for short and long horizons - Experimental measurement of the discount factor - Hyperbolic discounting.

Utility/ Preference Functions: Expected Utility Theory [EUT] and Rational Thought: Decision making under risk and uncertainty - Expected utility as a basis for decision-making

UNIT 2

Behavioral Factors and Financial Markets: The Efficient Markets Hypothesis – Fundamental Information and Financial Markets - Information available for Market Participants and Market Efficiency -Market Predictability –The Concept of limits of Arbitrage Model - Asset management and behavioural factors - Active Portfolio Management: return statistics and sources of systematic underperformance. – Fundamental Information, Technical Analysis, and Behavioral Factors.

UNIT 3

External Factors and Investor Behavior: Weather, Emotions, and Financial Markets: Sunshine, Geomagnetic Activity - Mechanisms of the External Factor influence on risk perception and attitudes - Connection to human psychophysiology and emotional regulation - Misattribution as a mechanism for external factors influence – Statistical methodology for capturing the effects of external influence onto stock market returns - Emotional content of news articles and their correlation with market dynamics - Social trends and market dynamics: music, fashion, demographics – Active portfolio management – the source of the systematic underperformance. Fundamental information and technical analysis – the case for psychological influence.

UNIT 4

Emotions and Decision – Making: Experimental measurement of risk-related - Measuring Risk - Emotional mechanisms in modulating risk-taking attitude - Neurophysiology of risk taking. Personality traits and risk attitudes in different domains - Evolutionary prospective and emotions. Proximal and ultimate mechanisms framework – Making decisions with “play” and real money - Modulating altruistic behavior by utilizing the essentials of the specific proximal mechanisms - Emotions and rationality - Antonio Damasio and somatic markers

Text Book

- Prasanna Chandra; Behavioural Finance; McGraw Hill

Reference Books

- John R. Nofsinger; The Psychology of Investing; Pearson Prentice Hall
- Meir Statman; What Investors Really Want - Learn the lessons of Behavioural Finance; McGraw-Hill
- James Montier; Behavioural Investing; John Wiley and Sons, Inc.
- Sulphey M. M.; Behavioural Finance; PHI Learning Pvt. Ltd.
- James Montier; Behavioural Finance: Insights into Irrational Minds and Markets; John Wiley and Sons, Inc.
- Lucy Ackert; Understanding Behavioural Finance; Cengage Learning
- Shuchita Singh, Shilpa Bahi; Behavioural Finance; Vikas Publishing

504. ADVANCED FINANCIAL PLANNING

COURSE OBJECTIVE:

The subject involves case study analysis of client and developing strategies for the desired pathway to a financial plan. It will enrich students with required knowledge and skills to assess the entire financial situation of a client, financial goals of the client to meet in the near and long term, the parameters related to the economy, the financial market to develop a comprehensive financial plan.

LEARNING OUTCOME:

At the end of this module, a student should be able to:

- Determine the client's financial status by analyzing and evaluating the client's information.
- Develop and prepare a client specific financial plan tailored to meet the goals and objectives of the client.
- Implement and monitor the financial plan.
- Be able to use Insurance as a risk mitigating tool
- Properly assess retirement needs and options at various stages of life
- Provide retirement solutions appropriate to the life stage of the client.
- Help in the accumulation and management of the retirement corpus
- Determine asset allocation, and measurement of portfolio risk and returns
- Determine investment strategies
- Develop goal based portfolio construction and help in portfolio optimization.
- Create a tax efficient portfolio.

COURSE CONTENT:

Caselets and mini problems covering all the five (05) modules of CFP.

Text Book:

- ICoFP (2019 Edition), Advance Financial Planning (AFP) Workbook

505. FINANCIAL PLAN CONSTRUCTION

COURSE OBJECTIVE:

Course aims to help students step into the shoes of a financial planner and practise the art of financial planning by guiding an individual through the entire process of financial plan and building a comprehensive plan for achieving his/her investment objectives.

LEARNING OUTCOME:

At the end of this module, a student should be able to:

- Understand application of financial planning concepts by creating a comprehensive financial plan.
- Understand how to factor in capital market expectations into the financial plan of his subject (demo client)
- Factor-in behavioral aspects of his/her subject into the financial plan.

COURSE CONTENT:

“Financial Plan Construction” is for the students who have gained theoretical knowledge and want to improve practical knowledge & expertise to design and develop the Financial Plan for their clients.

The classes shall provide the students deep insights of Financial Planning areas and shall take them to the practical learning via real life case study in developing the plan and discover ways in which they can establish themselves as a proficient Financial Planner/Advisor

The students have to undertake projects on real life situations where their knowledge about financial planning concepts will be tested. The exam is of 100 marks where internal marks will be awarded by the internal faculty based on their class performance in the tests, quizzes, presentations, assignments and the remaining 50 marks will be awarded by the external faculty where the students will have to go through a viva-voce.

506. COMMERCIAL CREDIT

COURSE OBJECTIVE:

Objective of the course is to equip students with the full range of technical skills and knowledge that they need to excel in today's lending environment

LEARNING OUTCOME:

Students who complete this course should be able to demonstrate mastery of a global standard in commercial credit assessment.

- Analyze a borrower, identify risk, and structure a financing solution that mitigates risk and aligns with the institution's risk appetite and capital strategy.
- Price credit facilities to compensate for risk while maximizing profitability and competitiveness.
- Carry out the lending institution's risk policies and promote its culture.
- Build the lending institution's business and brand by adhering to professional standards that inspire trust and confidence.

COURSE CONTENT:

UNIT 1

The Commercial Credit Landscape in India: Overview of the commercial credit landscape in India, Role of RBI and legal due diligence, Types of credit facilities offered for commercial borrowers

Fundamentals of Credit Risk, Credit Rating and Appraisal Process: Understanding credit risk, Credit assessment framework and underwriting, Understanding credit ratings

UNIT 2

Accounting Issues in Financial Statements for Bankers: Introduction to accrual accounting, Asset conversion cycle, Capital investment cycle, Operating cycle, Assets and liabilities, Financial reporting, Indian accounting standards and disclosure standards, Identifying creative accounting issues, Credit Analysis

UNIT 3

Framework – Business Risk Assessment: Credit analysis framework - business risk, Assessing business environment, Assessing industry status, Assessing competition, Assessing company vulnerability, Credit Analysis

Framework – Management Risk Assessment: Credit analysis framework - management and owner risk, Management integrity, Management skill and execution, Management scope

Framework – Financial Risk Assessment: Credit analysis framework - financial risk analysis, Businesses and their borrowing needs, Profitability ratios, Activity ratios, Capital spending, gearing, and debt coverage, Cash flow analysis, Projections, sensitivity analysis and credit risk assessment, Credit Analysis

UNIT 4

Framework – Assessing Fund-Based and Non-Fund Based Credits: Assessment of working capital facilities

31 Assessment of term loan for capital investment, Assessment of quasi credit/non-funded facilities

Credit Analysis Framework – Structure, Securities and Risk Mitigation Assessment: Group structure consideration, Facility structuring and documentation, Security and guarantees, Covenants and risk triggers

UNIT 5

Credit Decision, Pricing and Effective Credit Monitoring: Credit decision and pricing, Credit administration / documentation, Effective credit monitoring processes, Commercial Banking, Problem Credit and NPA Management, Early detection signals and impairment management practices, Impairment grading and regulatory reporting and

classification procedures, Recovery management process and institutional approach for recovery resolution - JLF/CDR

Text Book

- Indian Institute of Banking & Finance; Bankers' Handbook on Credit Management; Taxmann Publications

Reference Book

- Himanshu Gupta R.K.Gupta; Credit Appraisal & Analysis of Financial Statements: A hand book for bankers and Finance Managers; Notion Press
- Archana Avasthi; Credit Appraisal & Lending Aspects in Banking; Amazon Asia-Pacific Holdings
- K Vaidyanathan; Credit Risk Management for Indian Banks; Sage Publications
- Dr. D D Mukherjee; Credit Appraisal, Risk Analysis & Decision Making; Snow White Publication

BBA (Financial Planning)

Semester VI

601. INDUSTRY INTERNSHIP

Final Assessment Pattern (C3 Evaluation):

During the VIth semester, each student has to undergo for a six-month internship and shall undertake a project to be pursued by him / her under the supervision of an industry supervisor and an internal supervisor appointed by the HOD. The project should preferably be based on primary data. The Project Report in duplicate along with one soft copy in a floppy will be submitted at least four weeks prior to the commencement of the End Term Examination of the Sixth Semester. Project Report shall carry 100 marks and shall be evaluated by an External Examiner appointed by the institution.

ANNEXURE - I

Regulations for the Specialized Post Graduate Degree Programs offered and conducted by International College of Financial Planning (ICoFP), Mysore Branch (Head Quarters in Delhi) under Memorandum of Understanding with University of Mysore as per the norms of Specialized Programs as per Choice Based Credit System (CBCS) and Continuous Assessment Grading Pattern (CAGP).

Preamble

With the strong expertise being enjoyed by our group, Bajaj Capital, ICoFP has conceived a set of highly specialized programs leading to the award of Bachelor's Degrees, namely BBA (Financial Planning) and BBA (Entrepreneurship), which are designed to be very different from the conventionally structured programs. The nature of the teaching /trainings and learning planned are to take place in the actual work spot and with expert practitioners taking them beyond classrooms. Assessing such a continuous learning in the continuous mode is challenging and luckily the CBCS, CASP pattern already implemented in University of Mysore inspired the team to adopt the model as the best option for assessment of students pursuing such specialized courses. Hence the below mentioned proposal:

BBA (Financial Planning) – (BBA-FP)

BBA in Financial Planning is a graduate level program focused on imparting education and training required to build a career in the financial markets.

With a change in investment behavior in India and an increase in financial investments, need for knowledgeable financial market experts and financial planners is likely to grow exponentially.

ICFP has created BBA Financial Planning to bridge the gap between the huge demand for trained financial planners and their limited supply. The program consists of a highly specialized industry-oriented curriculum based on internationally valid certifications. The program looks to develop among students not just a strong financial acumen but also the ability to articulate financial ideas to sophisticated investors.

Through this program our students learn lay as much emphasis upon technical concepts as on the ability to communicate ideas in general. Our pedagogy specially focuses on practice-based learning.

BBA (Entrepreneurship) (BBA-EP)

BBA in Entrepreneurship is an undergraduate level program focused on imparting education and training required to build the necessary skillset to start up a business.

Students need to lay as much emphasis upon technical concepts as on the ability to socialize, interact and communicate ideas in general. We achieve such critical goals by creating a conducive eco system where students are compelled to work in teams. Our pedagogy specially focuses on practice-based learning.

With the aforesaid specializations in learning process as brought out above, it is apparent that the candidate should be subject to continuous assessment, at the venue of learning.

1. Title and Commencement

These Regulations shall be called the University of Mysore regulations for **Choice Based Credit System (CBCS)** and **Continuous Assessment Grading Pattern (CAGP)** for Three Specialized Graduate Degree Programs- (i) **BBA (Financial Planning) (BBA-FP)**, (ii) **BBA (Entrepreneurship) (BBA-EP)** offered and conducted by **International College of Financial Planning (ICoFP)**, Mysore Branch under the **Memorandum of Understanding** with **University of Mysore** vide the norms of Specialized Programs.

2. Programs Offered

The Specialized Programs are

- i. BBA (Financial Planning) (BBA-FP)
- ii. BBA (Entrepreneurship) (BBA-EP)

3. Definitions

Course

Every course offered will have three components associated with the Teaching/training learning process of the course, namely

(i) Lecture – L (ii) Tutorial- T (iii) Practicals/Practice - P, where

L stands Lecture session.

T stands Tutorial session consisting of participatory discussion/self-study/desk-work/brief seminar presentations by the candidates and such other novel methods that make a candidate to absorb and assimilate more effectively the contents delivered in the Lecture classes.

P stands Practice session and it consists of Hands on experience / Laboratory Experiments / Field Studies / Case studies that equip candidates to acquire the much required skill component.

In terms of credits, every one hour session of L amounts to 1 credit per semester and a minimum of two hour session of T or P amounts to 1 credit per semester, over a period of one semester of 16 weeks for teaching-learning process. The total duration of a semester is 20 weeks inclusive of semester-end examination.

A course shall have either or all the three components. That means a course may have only lecture component, or only practical component or combination of any two or all the three components. However as brought out in the preamble, the specialty in these programs requires higher orientation to the P and/or T components.

The total credits earned by a candidate at the end of the semester upon successfully completing the course is L + T + P. The credit pattern of the course is indicated as L: T : P.

If a course is of 4 credits then the different credit distribution patterns in L:T:P format keeping in view the special requirements of the three courses could be:

0 : 1 : 3,	0 : 2 : 2,	0 : 3 : 1
0 : 4 : 0,	0 : 0 : 4,	1 : 1 : 2
1 : 2 : 1,	1 : 3 : 0,	1 : 0 : 3

The concerned BoS will choose the convenient credit pattern for every course based on the requirement. However, generally, a course shall be of 3 or 4 credits and the credits for internship & project work can be higher.

Different courses of study are labeled and defined as follows:

Major Course

A course which should compulsorily be studied by a candidate as a core requirement is termed as a **Major course**.

The Vertical Courses/Advanced Courses/Breadth Courses which lead a candidate to acquire additional support by a candidate are defined as **Support** courses.

Both **Major and Support** courses are compulsory.

A course chosen generally from a pool of options is called an **Elective**.

4. Eligibility for Admission

4.1 A candidate whose age is above 17 years is eligible to apply. A candidate who has completed +2 or equivalent successfully for admission to B.B.A. (Entrepreneurship) (BBAEP) and B.B.A (Financial Planning) (BBAFP).

4.2 The candidates can exercise their option to exit at the end of completing stipulated credits amounting to the awarding degree as shown in the table below.

CREDITS	COVERAGE	AWARD
40 CREDITS	CORRESPONDING TO FIRST TWO SEMESTERS	DIPLOMA
80 CREDITS	CORRESPONDING TO FIRST FOUR SEMESTERS	ADVANCED DIPLOMA
120 CREDITS	CORRESPONDING TO ALL SIX SEMESTERS	DEGREE

4.3 Total number of seats for the program is 60, out of which 10 + 10 15 seats may be exclusively allotted to the candidates who would like to register for Diploma / Advanced Diploma in respective specialized programs.

4.4 With the Lateral Exit in place, seats that fall vacant during the Second Year and the Third year can be filled up with the candidates opting for Lateral Admission directly to Third / Fifth Semester. For BBA (Entrepreneurship), a candidate with a 1/2 year Diploma in Finance and Management related stream shall be eligible for admission through Lateral Entry to the entry point of III/V semester as decided by the Institute.

However, such candidates may have to undergo some Bridge Courses as prescribed by the Institute. The Bridge-Course-Credits are in addition to regular credits of 40 to be earned during Third and Fourth semester. Such candidates shall complete the Bridge Credits successfully before the start of Third or before fifth semester classes and during the gap period between Third and Fourth semester and the fifth and sixth semester according to the type of lateral entry that would happen. The grades earned in the Bridge Courses shall not be considered for declaring Cumulative Grade Point Average (CGPA) for the award of the degree.

5.0 Scheme of Instructions

5.1 A Bachelor's degree program is of 6 semesters – 3 years duration of 120 credits. A candidate can avail a maximum of 12 semesters – 6 years as per double duration norm, in one stretch to complete Bachelor's degree, including blank semesters.

The Bachelor's Degree program is of 6 semesters-three year's duration. A candidate can avail a Blank Semesters/Drop Courses/Make-Up Courses, if any). Whenever a candidate re-registers for Dropped Course(s) semesters, he/she has to study as per the prevailing regulations and courses. In case of Make-Up examinations, also the norm of prevailing regulations and courses would be applicable.

The candidate may volunteer to withdraw a course within 10 days from the day of announcement of grades. The withdrawal is equivalent to dropping the course. However, he/she cannot withdraw C₃ component only.

5.2 A candidate has to earn 120 credits for successful completion of Bachelor's degree with the distribution of credits for different courses over different semesters as given in **Annexure I**

5.3 A candidate can enroll for a maximum of 24 credits per semester including **Dropped** courses of previous semester, if any. However, a candidate may not successfully earn a maximum of 24 credits per semester.

5.4 Only such candidates who register for a minimum of 20 credits per semester and complete successfully 120 credits in 6 successive semesters shall be considered for declaration of ranks, medals and are eligible to apply for student fellowship, scholarship, free ships and hostel facilities.

5.5 Generally a full-time candidate may register for 20 credits per semester as shown in **Annexure 1** and **2** and may register for additional 4 credits to cover the **dropped** course of previous semester(s) if any.

6.0 Continuous Assessment, Earning of Credits and Award of Grades

The evaluation of the candidate shall be based on continuous assessment. The structure for evaluation is as follows:

6.1 Assessment and evaluation processes happen in a continuous mode. However, for reporting purposes, a semester is divided into 3 discrete components identified as C₁, C₂, and C₃.

6.2 The performance of a candidate in a course will be assessed for a maximum of 100 marks as explained below.

6.2.1 The first component (C1), of assessment is for 25 marks. This will be based on test, assignment, seminar etc. During the first half of the semester, the first 50% of the syllabus (unit 1 and 2) will be completed. This shall be consolidated during the 9th week of the semester. Beyond 9th week, making changes in C1 is not permitted.

The finer split-up for the award of 25 marks in C1 is as follows:

Assignment/brief presentation/seminars.....8 marks for unit 1

Assignment/brief presentation/seminars.....8 marks for unit 2

A review test9 marks for unit 1 and 2

6.2.2 The second component (C2), of assessment is for 25 marks. This will be based on test, assignment and seminar. The continuous assessment and scores of second half of the semester will be consolidated during the 18th week of the semester. During the second half of the semester the remaining units (unit 3 and 4) of the syllabus will be completed.

The finer split-up for the award of 25 marks in C2 is as follows:

Assignment/brief presentation/seminars.....8 marks for unit 3

Assignment/brief presentation/seminars.....8 marks for unit 4

A review test 9 marks for unit 3 and 4

6.2.2.1 The outline for continuous assessment activities for Component-I (C1) and Component-II (C2) will be proposed by the teacher(s) concerned before the commencement of the semester and will be discussed and decided in the respective Departmental Council. The students should be informed about the modalities well in advance. The evaluated courses/assignments during component I (C1) and component II (C2) of assessment are immediately returned to the candidates after obtaining acknowledgement in the register maintained by the concerned teacher for this purpose.

6.2.3 During the 19th-20th week of the semester, a semester-end examination of 2 hours duration shall be conducted for each course. This forms the third/final component of assessment (C3) and the maximum marks for the final component will be 50.

Setting questions papers and evaluation of answer scripts.

The part III semester end examination may be of written exam or practical exam or comprehensive viva voce or may be a combination of written and comprehensive viva voce or practical examination and comprehensive viva voce.

If it is of exclusively written examination or practical examination or comprehensive viva voce examination, the total marks is 50 for the examination.

If it is a combination such as written examination and practical examination, then each component of the examination will have 25 marks and the total will be out of 50.

If the nature of examination is written (theory) then it should be formally conducted in the study center. Two sets of question papers shall be jointly set up by an Internal and an External examiner nominated by the Chairman of BoE. The proposed list of examiners should be sent by the Institute well in advance to the Chairman of BoE for the purpose. These two sets of question papers will be confidentially maintained by the chairman of BoE and he/she will randomly pick up one set for Part II of C3 written examination.

Since the weightage for Part II is just 25%, the Chairman of BoE may authorize the concerned Internal/External examiner to complete the evaluation work by receiving the answer books, directly from the concerned Examination In charge (this also saves time and effort).

If the nature of examination is practical / comprehensive viva voce / defence then depending upon the need / requirement this examination may be conducted in place / site where the facilities are available. This examination shall be jointly conducted by an internal and an external examiner. The institute may suggest the list of external examiners to the chair of Board of Examiners (BoE) for choosing an examiner for the purpose. However, in case the external examiner cannot show up, then the other suitable examiner (including another internal examiner in place of external examiner) could be suggested to the chairman of BoE via Telephone / Mobile and telephonic consent may be sought for the same.

6.2.4 Since the evaluation is in continuous mode, the services of/suggestion by BoE could be required from time to time. Therefore, the BoE should be in place right from the beginning of the semester. The BoE shall be constituted by the University as per the norms.

6.2.5 The total maximum marks for C₃ will be 50 coming from Part I and II for each of which the maximum is 25%.

6.2.6 The details of continuous assessment are summarized in the following table:

Component	Syllabus in a course	Weightage	Period of Continuous Assessment
C ₁	First 50% (2 units of total of total units)	25%	First half of the semester. To be consolidated latest by 9 th week.
C ₂	Remaining 50% (Remaining units of the course)	25%	Second half of the semester. To be consolidated latest by 17 th week.
C ₃	Semester-end examination (All units of the course)	50%	To be completed latest by 21 st week.
Final Grades to be announced latest by 24th week			

6.2.7 A candidate's performance from all 3 components will be in terms of scores, and the sum of all three scores will be for a maximum of 100 marks (25 + 25 + 50).

6.2.8 Finally, awarding the grades should be completed latest by 24th week of the semester.

6.3 Evaluation of Project/Thesis/Dissertation/Internship

Right from the initial stage of defining the problem, the candidate has to submit the progress reports periodically and also present his/her progress in the form of seminars in addition to the regular discussion with the guide. Components of evaluation are as follows:

Component – I(C1): Periodic Progress and Progress Reports (25%) Component – II (C2): Results of Work and Draft Report (25%) Component– III(C3): Final Viva-voce and evaluation (50%). The report evaluation is for 30% and the Viva-voce examination is for 20%

6.4 In case a candidate secures less than 35% in C1 and C2 put together in a course, the candidate is said to have DROPPED that course, and such a candidate is not allowed to appear for C3 in that course.

In case a candidate's class attendance in a course is less than 85% or as stipulated by the University, the candidate is said to have DROPPED that course, and such a candidate is not allowed to appear for C3 in that course.

Teachers offering the courses will place the above details in the Department Council meeting during the last week of the semester, before the commencement of C3, and subsequently a notification pertaining to the above will be brought out by the Principal of the institute before the commencement of C3 examination. A copy of this notification shall also be sent to the office of the Registrar & Registrar (Evaluation).

6.5 In case a candidate secures more than 35% in C1+C2 but less than 35% in C3, such a candidate may opt to DROP that course or may opt to appear for C3 examination during the subsequent examinations. In case he/she opts to appear for just C3 examination, then the marks scored in C1+C2 shall get continued. Repeat C3 examinations will be conducted in every semester.

6.6 A candidate has to re-register for the DROPPED course when the course is offered again by the department. A candidate who is said to have DROPPED project or internship work has to re-register for the same subsequently within the stipulated period. The details of any DROPPED course will not appear in the grade card.

6.7 The tentative / provisional Grade Card will be issued by the Institute at the end of every semester including the courses completed successfully and courses allowed for Make-up. This statement will not contain the list of DROPPED courses. Provisional Grade Cards can be issued by the Institute only after getting the Grades'-Ledger (ledger of grades and all details of C1, C2 and C3) for the semester provisionally approved and formally endorsed by the Registrar evaluation of the University.

6.8 Upon successful completion of Bachelor's Degree a final grade card consisting of grades of all courses successfully completed by the candidate will be issued by the Registrar (Evaluation).

6.9 The grades and the grade point earned by the candidate in the subject will be as given below.

P	G	GP = V X G
0->35	0	V X 0
35-39	4	V X 4
40-49	5	V X 5
50-54	5.5	V X 5.5
55-59	6	V X 6
60-64	6.5	V X 6.5
65-69	7	V X 7
70-74	7.5	V X 7.5
75-79	8	V X 8
80-84	8.5	V X 8.5
85-89	9	V X 9
90-94	9.5	V X 9.5
95-100	10	V X 10

Here, P is the percentage of marks ($P = [(C1+C2)+C3]$) secured by a candidate in a course which is rounded to nearest integer. V is the credit value of course. G is the grade and GP is the grade point.

6.10 A candidate can DROP any course within in ten days from the date of notification of final results. Whenever a candidate drops a paper, he/she has to register for the DROPPED course as stated in 6.6.

6.11 Overall cumulative grade point average (CGPA) of a candidate after successful completion the required number of credits (120 for Bachelor's Degree) is given by $CGPA = \frac{\Sigma GP}{\text{Total number of credits}}$

7. Classification of results

The Final Grade Point (FGP) to be awarded to the candidate is based on CGPA secured by the candidate and is given as follows:

CGPA	FGP	
	Numerical Index	Qualitative Index
$4 \leq \text{CGPA} < 5$	5	PASS
$5 \leq \text{CGPA} < 6$	6	Second
$6 \leq \text{CGPA} < 7$	7	Second
$7 \leq \text{CGPA} < 8$	8	First
$8 \leq \text{CGPA} < 9$	9	First
$9 \leq \text{CGPA} < 10$	10	Distinction

Overall percentage = $10 * \text{CGPA}$ or is said to be 50% in case $\text{CGPA} < 5$

8. Medium of Instruction

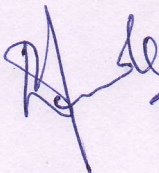
The medium of instruction shall be English. This rule is not applicable to languages.

9. Provision for Appeal

If a candidate is not satisfied with the evaluation of C_1 , C_2 and/or C_3 components, he/she can approach the grievance cell with the written submission together with all facts, the assignments, test papers etc., which were evaluated. He/she can do so before the commencement of semester-end examination in case of C_1 and C_2 and in case of C_3 it has to be within a week of announcement of results. The grievance cell is empowered to revise the marks if the case is genuine and is also empowered to levy penalty as prescribed by the University on the candidate if his/her submission is found to be baseless and unduly motivated. This cell may recommend taking disciplinary/corrective action on an evaluator if he/she is found guilty. The decision taken by the grievance cell is final.

For every program there will be one grievance cell. The composition of the grievance cell is as follows.

1. The Registrar (Evaluation) ex-officio Chairman/Convener or Senior Professor in his place as suggested by Registrar Evaluation
2. Chairman BoS or his/her nominee
3. Chairman BoE or his/her nominee
4. One other senior faculty member drawn from outside the program preferably from outside the institute


6/01/2020