



PANJAB UNIVERSITY, CHANDIGARH-160014 (INDIA)

(Estd. under the Panjab University Act VII of 1947-enacted by the Govt. of India)

FACULTY OF BUSINESS MANAGEMENT AND COMMERCE

OUTLINES OF TESTS SYLLABI AND COURSES OF READING

FOR

UIAMS

**MASTER OF BUSINESS ADMINISTRATION
(BANKING AND INSURANCE MANAGEMENT)**

FOR THE EXAMINATION 2012-13

SYLLABI FOR MASTER OF BUSINESS ADMINISTRATION (MBA) FOR THE EXAMINATION OF 2012-13

Note:

1. *Examination in each subject will be of 3 hours duration.*
2. *Maximum Marks for external/written examination is 50 marks and internal assessment is 50 marks except for seminar and workshop courses.*

Instructions to the paper setters:

IF HERE ARE O N I S t qu st ons n a -F v qu st ons ro a unt- stu nts ar r qu r to answ r v qu st ons n a s t n at ast 2 qu st ons ro a unt-

IF HERE ARE FO R NI S t qu st ons n a -A wo or t r qu st ons ro a unt- stu nts ar r qu r to answ r v qu st ons n a s t n at ast on qu st on ro a unt-

N.B: s o non pro ra a a u ators t stu nts n t E a nat on Ha s a ow -A a u ators w not prov t n v rs t -

FIRST SEMESTER

SUBJECT CODE	PAPER TITLE	CREDITS	MARKS
BABI			

Note: -The student has to opt for two functional subjects in the 3rd Semester out of the papers offered.

THIRD SEMESTER

SUBJECT CODE	PAPER TITLE	CREDITS	MARKS
BABI	JEC ₁ LA I G A D A A ₁ Y I	4	
BABI 2			

Note:- The student has to continue with the functional group opted by him/her in the 3rd Semester and opt for two papers out of the papers offered.

FOURTH SEMESTER

SUBJECT CODE	PAPER TITLE	CREDITS	MARKS
BABI 4	A AEGIC A AGE E A	4	
BABI 4 2	E I A C AEG E A CE	2	
BABI 4	H DE E I G E A E E E IA I	2	
BABI 4 4	E EA CH JEC *	4	
BABI 4	C EHE I E I A CE **	4	

SECTORAL SUBJECT – 6

Objectives: At the end of this paper students will be able to analyze and evaluate the various functions of management in an organization.

SECTION - A

Management: Definition, nature, purpose and scope. Functions of a manager. Ethics and social responsibilities of a manager in an organization. Environmental factors.

SECTION - B

Evolution of management thought: Contributions of major management gurus. Factors

Paper Code:

Objectives: To evaluate the performance of a business unit as a whole or a part of it, to identify the causes of its success or failure, to provide a basis for decision-making, to provide a basis for planning, to provide a basis for control, to provide a basis for evaluation, to provide a basis for improvement, to provide a basis for motivation, to provide a basis for communication, to provide a basis for coordination, to provide a basis for integration, to provide a basis for innovation, to provide a basis for growth, to provide a basis for survival, to provide a basis for success.

SECTION – A

Accounting: Accounting is the process of recording, summarizing, and reporting in terms of money transactions and events which are in part at least in part financial in nature and in part at least in part economic in character, and interpreting the results thereof.

Branches of Accounting: Financial Accounting, Cost Accounting, Management Accounting, Tax Accounting, Auditing, Internal Accounting, External Accounting, Government Accounting, Social Accounting, Environmental Accounting, Information Systems Accounting, etc.

SECTION – B

Meaning of Management Accounting: Management Accounting is the process of providing financial information to management for the purpose of planning, controlling, and decision-making.

Tools of financial analysis: Ratio Analysis, Trend Analysis, Comparative Analysis, etc.

SECTION – C

Cost Accounting: Cost Accounting is the process of recording, classifying, summarizing, and reporting in terms of money the costs incurred in the production of goods or services.

Cost Control Techniques: Standard Costing, Budgetary Control, etc.

Responsibility Accounting: Responsibility Accounting is the process of assigning responsibility for the achievement of organizational objectives to individuals or departments.

SECTION – D

Price Level Accounting: Price Level Accounting is the process of adjusting the financial statements for the effects of changes in the price level.

Social Accounting: Social Accounting is the process of measuring and reporting the social performance of an organization.

Human Resource Accounting: Human Resource Accounting is the process of measuring and reporting the value of human resources.

Suggested Readings:

- 1- Charles T. Hornbourn, Garfield J. Johnson, E. Ott, Donna R. Introductory Financial Accounting, Harcourt.
- 2- Hansen, F. Financial Accounting, Graw Hill.
- 3- Charles T. Hornbourn, John A. Garfield, E. Ott, Donna R. Introductory Financial Accounting, Harcourt.
- 4- H. T. O'Neil, Financial Accounting, Graw Hill.
- 5- Charles T. Hornbourn, Financial Accounting, Graw Hill.
- 6- Charles T. Hornbourn, Financial Accounting, Graw Hill.
- 7- Charles T. Hornbourn, Financial Accounting, Graw Hill.
- 8- Charles T. Hornbourn, Financial Accounting, Graw Hill.
- 9- Charles T. Hornbourn, Financial Accounting, Graw Hill.
- 10- Charles T. Hornbourn, Financial Accounting, Graw Hill.

Objectives: Demonstrate an understanding of the concepts of Data and Statistics and to analyze and interpret statistical data. Apply statistical methods to quantitative variables.

Paper Code: MBABI-1007

**WORKSHOP ON INFORMATION
TECHNOLOGY AND SYSTEMS**

**Credits = 2
Marks = 50**

Objectives:

Objectives: The course is designed to develop understanding of the relationship between financial management and the various financial instruments.

SECTION - A

Introduction to Financial Management: Functions of Financial Management, Financial Goals, Financial Ratios, Financial Accounting and Economics.

Sources of Finance: Factors Affecting the Choice of Equity, Preference Shares, Debentures, Loans, and Issuance of New Capital, Government Securities, etc.

Cost of Capital: Calculation of Cost of Debt, Equity, Preference, and Capital.

Objectives: The main objective of this paper is to understand the nature and scope of marketing, its importance to the business organization, and the role of marketing in the business environment.

SECTION – A

Introduction to Marketing: Definition of marketing, its importance to the business organization, and the role of marketing in the business environment.

Marketing Environment: Internal and external environment of the business organization, and the role of marketing in the business environment.

SECTION – B

Analyzing Markets: Market analysis, market segmentation, and market targeting.

Market Segmentation: Market segmentation, market targeting, and market positioning.

SECTION – C

Product Decisions: Product development, product differentiation, and product positioning.

Pricing Strategies: Pricing strategies, pricing objectives, and pricing methods.

Paper Code: MBABI-2004

HUMAN RESOURCE MANAGEMENT

Credit = 4

Marks = 100

Objectives: At the end of this paper, students will be able to:

Objectives: The course is a foundation course for students in Information Systems. It is intended to provide students with a sound understanding of the basic concepts and principles of Information Systems. The course is designed to provide students with a solid foundation in the field of Information Systems. The course is intended to provide students with a sound understanding of the basic concepts and principles of Information Systems. The course is designed to provide students with a solid foundation in the field of Information Systems.

SECTION – A

Introduction. Definition of Information Systems. Importance of Information Systems. Evolution of Information Systems. Components of Information Systems. Role of Information Systems in Organizations. Introduction to MIS. Basic Concepts of MIS. Functions of MIS. Importance of MIS. Evolution of MIS. Components of MIS. Role of MIS in Organizations.

SECTION – B

Microsoft Access. Creating a new database. Entering data. Querying data. Reporting data. Accessing data. Introduction to Microsoft Access. Creating a new database. Entering data. Querying data. Reporting data. Accessing data. Introduction to Microsoft Access. Creating a new database. Entering data. Querying data. Reporting data. Accessing data.

SECTION – C

Electronic Commerce Systems. Introduction to Electronic Commerce. Types of Electronic Commerce. Benefits of Electronic Commerce. Risks of Electronic Commerce. Introduction to Electronic Commerce. Types of Electronic Commerce. Benefits of Electronic Commerce. Risks of Electronic Commerce.

SECTION – D

Introduction to SPSS. Basic Concepts of SPSS. Data Entry. Descriptive Statistics. Inferential Statistics. Regression Analysis. Introduction to SPSS. Basic Concepts of SPSS. Data Entry. Descriptive Statistics. Inferential Statistics. Regression Analysis.

Suggested Readings:

- James A. Brink, *Information Systems: A Managerial Perspective*, McGraw-Hill.
- Ross J. Anderson, *Information Systems: The Foundation of Management Information Systems*, McGraw-Hill.
- C. Lau and J. Lau, *Information Systems: A Managerial Perspective*, McGraw-Hill.
- Goetzl, *Information Systems: A Managerial Perspective*, McGraw-Hill.
- Durkin, *Information Systems: A Managerial Perspective*, McGraw-Hill.

Objectives: The main objective of this seminar is to help students to understand the nature and scope of research process in an organization. It is also to help students to understand the nature and scope of research process in an organization. It is also to help students to understand the nature and scope of research process in an organization.

SECTION – A

Introduction. The main features of this seminar are to help students to understand the nature and scope of research process in an organization. It is also to help students to understand the nature and scope of research process in an organization. It is also to help students to understand the nature and scope of research process in an organization.

Research Design. The main characteristics of this seminar are to help students to understand the nature and scope of research process in an organization. It is also to help students to understand the nature and scope of research process in an organization. It is also to help students to understand the nature and scope of research process in an organization.

SECTION – B

Data Collection. The main objectives of this seminar are to help students to understand the nature and scope of research process in an organization. It is also to help students to understand the nature and scope of research process in an organization. It is also to help students to understand the nature and scope of research process in an organization.

Objective: To understand the concepts of operations research and its use for business analysis. To provide an understanding of total quality management and its various tools available to a total quality manager to raise awareness about the importance of process and control in industry.

SECTION – A

Operations Research:

Paper Code: MBABI-3004

**MANAGEMENT OF BANKING SERVICES
OPERATIONS**

Credit = 4

Objectives: The course is designed to develop understanding of investment portfolio analysis and to provide exposure to investment strategies on strategic investment.

SECTION-A

Introduction to Investment Management: Concept of investment, Derivatives, Investment and portfolio, Investment and Government, Investment and International Investment, Investment and Risk, Investment and Return, Investment and Valuation, Investment and Security, Investment and Liquidity.

Risk and Return: Concept of Risk, Components of Investment, Risk and Return, Diversification, Correlation, Concept of Return, Expected Return, Actual Return, Risk and Return, Risk and Return, Risk and Return.

Valuation of Security: Valuation of Equity, Bond, and other securities, Valuation of Security, Valuation of Security, Valuation of Security.

Objectives: As a student, you should be able to understand the importance of supply chain management.

SECTION – A

Introduction to Supply Chain Management: Definition of supply chain management, its importance, and the role of supply chain management in the organization. Also, discuss the various types of supply chains and the factors that affect supply chain performance.

SECTION – B

Role of Logistics in Supply Chains: Definition of logistics, its importance, and the role of logistics in the organization. Also, discuss the various types of logistics and the factors that affect logistics performance.

Objectives: The course is designed to equip an understanding of the various aspects of advertising and sales management. It is intended to provide a comprehensive understanding of the various aspects of advertising and sales management.

SECTION – A

Introduction to Advertising: Advertising is an important part of the business. It is a means of communication between the advertiser and the consumer. It is a process of conveying a message to a target audience. Advertising is a key element of the marketing mix. It is a process of conveying a message to a target audience. Advertising is a key element of the marketing mix.

SECTION – B

Integrated marketing Communications: Integrated marketing communications (IMC) is a marketing strategy that involves the coordination and integration of all marketing communications. It is a process of conveying a message to a target audience. IMC is a key element of the marketing mix. It is a process of conveying a message to a target audience.

SECTION – C

Sales Management: Sales management is the process of planning, organizing, and controlling the sales function. It is a key element of the marketing mix. It is a process of conveying a message to a target audience. Sales management is a key element of the marketing mix.

SECTION – D

Salesmanship: Salesmanship is the art and science of selling. It is a key element of the marketing mix. It is a process of conveying a message to a target audience. Salesmanship is a key element of the marketing mix.

Suggested Readings:

- 1- A. V. Batra, John G. Davis, Advertising and Sales Management, 2nd Edition, Prentice Hall.
- 2- A. V. Batra, Advertising and Sales Management, 2nd Edition, Prentice Hall.
- 3- A. V. Batra, Advertising and Sales Management, 2nd Edition, Prentice Hall.
- 4- A. V. Batra, Advertising and Sales Management, 2nd Edition, Prentice Hall.

Objective: To enable students to understand cost analysis and its application in strategic planning.

SECTION – A

Strategic Cost Management: A management approach that uses cost analysis to support strategic planning and decision-making. It involves identifying cost drivers and their impact on the organization's performance.

Activity Based Management: A management approach that uses activity-based costing to identify and control costs. It involves identifying activities that consume resources and their impact on the organization's performance.

SECTION – B

Value Analysis: A management approach that uses value engineering to identify and eliminate waste. It involves identifying the functions of a product or service and the costs of performing those functions.

Strategic Positioning Analysis: A management approach that uses cost analysis to identify and control costs. It involves identifying the organization's competitive advantage and the costs of maintaining that advantage.

Cost Volume Profit Analysis: A management approach that uses cost analysis to identify and control costs. It involves identifying the organization's cost structure and the impact of volume on its profitability.

SECTION – C

Variance Analysis

Objective: The aim of this course is to provide students with the necessary theoretical and practical knowledge to enable them to apply the concepts and principles of organisational development to a variety of organisational contexts.

Objective: At the end of this course, students should be able to understand various corporate strategies.

Paper Code: MBABI-4002 SEMINAR ON CORPORATE GOVERNANCE

Credit = 2

Marks = 50

Objectives: A course as a foundation to various aspects of banking and insurance.

SECTION – A

RBI Act 1934: Control of Banks and Branches in India
Banking Regulation Act 1949: Provisions of the Act

SECTION – B

Basel Norms: Basel I, Basel II, Basel III
SEBI Act 1992: Introduction to the Act

SECTION – C

Insurance as a Contract: Contract of Insurance
Insurance Act 1938: Provisions of the Act
IRDA Act 1999: Provisions of the Act

SECTION – D

Remedies for the Policy Holders: Introduction to the Act
Micro-Insurance: Introduction to the Act

Suggested Readings:

- 1. Introduction to Insurance Law
- 2. Introduction to Banking and Insurance
- 3. Introduction to Insurance Law
- 4. Introduction to Insurance Law
- 5. Introduction to Insurance Law
- 6. Introduction to Insurance Law
- 7. Introduction to Insurance Law
- 8. Introduction to Insurance Law
- 9. Introduction to Insurance Law
- 10. Introduction to Insurance Law

Objective: A o t v o t ours s to a qua nt t stu nts w t t var ous asp ts o ar t n o F nan a rv s-

SECTION - A

Concept of marketing in financial services sector; Cr t a asp ts o ar t n o F nan a rv s ar t n ar t ntat on-

Concept of Relationship Marketing; at ons p ar t n o F nan a rv s A p s o r at ons ps- Consumer Behaviour in Financial Services; n rstan n Consu r s D n n oa s an o t v s ur as pro sso rv s Co pon ts o ust o r p tat on-

SECTION - B

Designing the Communication Mix for Financial Services; ar ous o un at on a n s E u at ona an ro ot ona o t v s A v r t s n an o un at on a v r t s n as a o un at on pro ss as o a v r t s nts Dra t n o statutor a v r t s nts or pu ssu o s ar s t -

Pricing and Revenue Management; t v s o r n trat s A r n Ar po Aota ost o s rv -

SECTION - C

Service Environment; ann n a rv Env ron nt t on o Env ron nta s n nts I pa t o rv Env ron nt on Custo rs-

Customer Feedback; Asp ts o Custo r F a I portan I pa t on t nt on Bu n a ust o r a s st -

Role of Technology in Marketing of Financial Services; o o Int rn t E Ban n s n w s t s or rv D v r Con pt o 9 - o 2 - 9 2 - 4 4 - F 2- 4 4 94 - 9 o 2 -

Objectives: The course provides an introduction to risk analysis and assessment, and the various risks –

SECTION – A

Introduction of Risk: Review of the sources of risk and the impact of risk on the business –
Introduction to risk and insurance –

SECTION – B

Risk Management and Control: Introduction to the various risk management techniques –
Risk Management using futures and forwards: A comparison of futures and forwards contracts –
Introduction to futures and forwards –

SECTION – C

Risk Management using Options: A comparison of call and put options –
Introduction to call and put options –
Risk Management using Swaps: A comparison of interest rate swaps and currency swaps –
Introduction to interest rate swaps and currency swaps –

SECTION – D

Interest rate markets: A comparison of the various interest rate markets –
Introduction to the various interest rate markets –
Credit risk: A comparison of the various credit risk management techniques –
Introduction to credit risk management –

Paper Code: MBABI-M-4009

**INTERNATIONAL BUSINESS
MANAGEMENT**

**Credit = 4
Marks = 100**

Objective: To enable students on International Business Environment with a
particular emphasis on International Business –

Objectives: Assess the impact of ERP on the business process and the role of ERP in the business process. It will also discuss the impact of ERP on the business process and the role of ERP in the business process.

SECTION – A

Introduction: Discuss the impact of ERP on the business process and the role of ERP in the business process. It will also discuss the impact of ERP on the business process and the role of ERP in the business process.

SECTION – B

Issues, Concerns and Purchasing: Discuss the issues, concerns and purchasing of ERP. It will also discuss the issues, concerns and purchasing of ERP.

SECTION – C

Implementation of ERP: Discuss the implementation of ERP. It will also discuss the implementation of ERP.

Objectives: The objectives of this course are to acquaint students with the inter-relationship of industry and agriculture in the rural sector. The course is designed to provide students with a sound knowledge of the rural sector and its various aspects. It will also help them to identify the opportunities and challenges in the rural sector and to develop strategies for their development.

SECTION – A

Introduction to Industrial Marketing: Definition of Industrial Marketing, Consumer Behaviour, Distribution Channels, Marketing Mix, Pricing, Promotion, and Sales.

Purchasing Organization: Functions, Characteristics, Government and Industrial Purchasing.

SECTION – B

Marketing Strategies: Product, Price, Place, Promotion, and People.

Objective: The objective of this course is to acquaint students with the various Financial Services and their functions to analyze their –

SECTION – A

Financial Services. Introduction of Financial Institutions and Financial Services, Functions of Financial Institutions, Various Financial Instruments, Development of Financial Services, Financial Services in India –

Financial Regulation. Role of Regulation of Financial Institutions, Monetary and Economic Response to

Paper Code:

