



## B.Voc.(Banking,Insurance and Retailing)

### Scheme of Exminations and Syallabus for the Session 2016-17

Note:

- 1 Instruction for paper setter: There will be two units in each subject. The question paper of each subject covering entire course shall be divided into three sections:

Section A (20 marks)

This section will have six short answer questions from the entire syllabus. Students are required to attempt any four questions from this section. Each Question will carry five marks. (4x5=20)

Section B (30 marks)

Students are required to attempt any two questions out of the four questions from syllabus (Unit) from this section. Each Question will carry fifteen marks. (2x15=30)

Section C (30 marks)

Students are required to attempt any two questions out of the four questions from syllabus (Unit) from this section. Each Question will carry fifteen marks. (2x15=30)

- 2 Examination in each subject will be of 3 hours duration.
- 3 Maximum Marks for External/written examination is 80 Marks and internal assessment is 20 marks except for Viva voce examination.

N.B Use of non-programmable calculators by the students in the Examination Hall is allowed. The Calculator will not be provided by the university.



NOTE: PRACTICAL ORIE

SYLLABUS: SKILLED COURSE  
B.Voc (Banking, Insurance & Retailing)

GFC-201- PSYCHOLOGY FOR MANAGERS

Course Objectives: The objective of this paper is to provide broad understanding about basic concepts and techniques related to the study of human behavior in work environment so as to equip, the participants to manage behavioral aspects of business.

UNIT - I

Organisational Behaviour: Introduction, Definition, Need and Importance of Organizational Behavior, Contributing disciplines of OB. Nature and Scope, Organizational Behavior Models. Individual Behaviour: Introduction and Meaning, The Factors affecting Individual Behaviour, Models of Individual behavior Personality Meaning, Characteristics, Determinants and Theories of personality Perception Nature & Importance perception process, Perceptual Selectivity Perceptual Organization Perpetual Errors and Distortions Attitudes and Values Components of attitude, Sources of attitudes, Measurement of attitudes. Concepts and types of values.

UNIT II

Motivation Meaning and importance of motivation, Theories of Motivation Personal Behaviour and Transactional Analysis(TA). Leadership - Definition - Importance- Leadership Styles - Models. Stress Management- Concept of stress Sources of stress Work Stressors, Consequences, Prevention and Management of stress Conflict Management - Traditional vis-a-vis Modern view of conflict Types and Causes of Conflict Conflict Resolution

# GFC-202 FUNDAMENTALS OF INFORMATION TECHNOLOGY

## Unit I

Introduction to computers Definition, Characteristics and limitations of computers Elements of Computers- Hardware- CPU - Primary and Secondary memory Input and Output devices. IT enabled services- BPO, KPO, Call centers. Modern communications: (Concepts only) communication FAX, Voice mail, and information services E Mail Creation of email id group communication Tele conferencing Video conferencing File exchange Bandwidth Modem Network Topologies Network types LAN, MAN, WAN and their architecture Dial up access

## Unit II

Operating System and Windows Operating Systems: Meaning, Definition, Functions and Types of Operating Systems Booting process Disk Operating System: Internal and External Commands Wild Card Characters Computer Virus, Cryptology. Windows operating system Desktop, Start menu, Control panel, Windows accessories.

### Recommended books

1. Information Technology : Dennis P. Curtin, McGraw Hill International
2. Fundamentals of Computers : P. Mohan, Himalaya Publishing House
3. Fundamentals of Computers : Atul Kahate, Tata McGraw Hill
4. Fundamentals of Computers : V. Srinivas, Kalyani Publications
5. MS Office : Sanjay Saxena

## BIR-203RETAIL STRATEGIES

### Course Objective

The objective of this course is to understand the ~~importance~~ of formulating a retail market strategy and the elements of financial strategies to measure the performance of retail organisations.

### Unit- I

Definition of Retail Market Strategy, Target market and Retail format, Building Sustainable Competitive Advatage

## BIR-204 MANAGEMENT OF BANKING SERVICES & OPERATIONS

### Course Objective

The focus of the course is directed towards the various operations performed in banks and the



## BIR-205 MARKETING RESEARCH AND CONSUMER BEHAVIOUR

### Course Objective

The course is intended to help students planning to become marketing executives to develop their thinking about the nature o

## GFC-206 ACCOUNTING FOR MANAGERS

Course objectives Understanding the applications of Accounting.

### UNIT I

Introduction to Financial, Cost and Management Accounting. Analysis of financial statements  
Financial ratio analysis, cash flow (as per Accounting Standard 3) and funds flow statement analysis.

### UNIT - II

Cost Accounting Classification of costs Preparation of Cost Sheet. Marginal costing including  
decision making Budgetary Control & Variance Analysis Standard costing.

### Recommended books

1. M.Y.Khan & P.K.Jain, Management Accounting, Tata McGraw Hill, 2004.
2. R.Narayanaswamy, Financial Accounting a managerial perspective, PHI Learning, New Delhi, 2008.
3. S.P. Jain & K.L. Narang, Cost Accounting
4. Saxena Vashisht, Cost Accounting
5. S. N. Maheshwary, Cost Accounting

## GFC-207 INTERNET & E COMMERCE

Course Objective:- This course will provide an analytical and technical framework to understand the emerging world of e-Business. They also need to acquire knowledge of the underlying technological infrastructure in order to have a clear idea of the business and organizational possibilities inherent in these developments.

### Unit-I

Defining E-Business : Overview, Communication Gateways, Business statistics, Strategies & Advantages of E-Business. Differentiating between different Business categories. Introduction to E-Commerce, Interdisciplinary nature of E-Commerce, Benefits & Limitations of E-Commerce. Business-to-Business form of E-Commerce: An overview of Interorganizational Information Systems and EDI, Models of B2B form of E-Commerce (Supplier Oriented Marketplace, buyer Oriented Marketplace, Intermediary Oriented Marketplace)

### Unit-II

Business-to-

Governance, Four phased model of Governance. I.T in Insurance Business: Internet based delivery of Insurance products, Servicing of Policies.

Text Books:

1. Amor, Daniel, The Ebusiness® Evolution, HewlettPackard Professional Books.
2. Turban, Efraim, Electronic Commerce: A Managerial Perspective, Pearson Education Asia, 2002
3. Chabra, T.N., E-Commerce New vistas For Business, Himalaya Publications,

BIR-208 SUPPLY CHAIN

Education.

6. Ronald H. Ballou, Samir K. Srivastava: Business Logistics/Supply Chain Management, Pearson Education.

8. Janat Shah: Supply Chain Management, Pearson Publications.

9. N. Chandrasekaran: Supply Chain Management

## BIR-210 HUMAN RESOURCE MANAGEMENT

Objective: The objective of the paper is to familiarize the students with the different aspects of managing human resource in the organization.

### UNIT I

Human Resource Management: Introduction, Meaning and Definitions, Nature, Functions, Importance and Limitations of HRM. Human Resource Planning; Introduction, Definitions, Features, Need for HR Planning, Objectives, Process, Factors affecting HR Planning, Types, Benefits, Problems in HR Planning and Way for Effective HR Planning. Job Analysis and Job Design. Recruitment and Selection: Meaning and Definitions, Importance and Purpose, Process, Factors Affecting Recruitment, Sources of Recruitment, Methods, Constraints and Challenges of Recruitment. Recent Trends in Recruitment. Selection: Meaning and Definition, Selection Process and Methods. Placement and Induction: Meaning and Problems in Placement. Induction: Meaning, Objectives, Contents, Elements, Procedure and Problems in Induction.

### UNIT II

Training and Development: Concepts, Importance, Identification of Training Needs. Types of Training: On the Job and Off the Job Methods of Training. Designing and Evaluation of Training Programmes. Meaning of Development, Difference between Training and Development. Performance Appraisal: Concept, Objectives, Methods of Performance Appraisal; How to Make it Effective. Internal Mobility and Transfers: Promotions, Demotions. Compensation Management: Concept, Methods of Wage payments and Incentive Plans, Fringe Benefits.

Reference books:

1. Dessler, Personnel Human Resource Management, Prentice Hall of India.
2. D A DeCenzo and S P Robbins, Personnel/ Human Resource Management, Prentice Hall of India.
3. Ian Beardwell and Len Holden, Human Resource Management, Macmillan.
4. Wendell French, The Personnel Management Process, Houghton Mifflin Co.,



## GFC-302 GLOBAL BUSINESS ENVIRONMENT AND ETHICS

Course Objective To examine the role and purpose of ethics in business and to present methods of moral reasoning, case analysis and of resolving ethical dilemmas. To expose the students to the global business environment.

### Unit I

International economic & trading environment Regional integration and trade blocks, free trade v/s. multilateralism, integration of developing countries SAARC, NAFTA; World trade and protectionism- Tariff and nontariff barriers ; Economic institutions International Monetary Fund (IMF), World Bank, , GATT,WTO and GATS etc.

### Unit II

Business ethics: Difference between values, morals and, ethical dilemmas, unethical issues in business (unethical issues relating to manufacturing, marketing or advertising products)/services 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. Corporate Social Responsibility (CSR): U902(at)-19.408.27889(/s)5..8218(s)8.353batpilit

## BIR 303- RETAIL ENVIRONMENT IN INDIA

### Unit I

Global retail market challenges, Emergence of New Markets, empowered customers, rise of e-commerce. Retailing Environments in Developing Countries. Theory and Practice of Retail Studies in Developing Countries. Retail Change and Economic Development. Retail Structure and Change in



BIR-304

## BIR-305 MARKETING MANAGEMENT

Objective: The paper aims at making students to understand basic concepts, principles, process and techniques of marketing.

### UNIT I

Introduction to Marketing: Meaning, Nature and Scope of Marketing, Marketing Philosophies, Marketing Process, Marketing Mix. Marketing Research: Meaning, Importance, Marketing Research Process. Consumer Buying Behaviour: Factors influencing Buying Behaviour, Buying Decision



GFC-307 SEMINAR/ PROJECT ON CAREER KEY COMPETENCY MODULE \* Internal paper

Unit I

Understanding your place in the world, self assessment, problem solving in the world, business plan and portfolio

Introduction to basics of pragmatics, reading out news from the newspaper, talking in different situation: formal and informal, compeering/anchoring a program, role playing and debating

Unit II

Self actualization, psychology of winning, logical thinking, reasoning and analytical ability, consumer financial management

Group discussion, personal interview, panel discussion, abstract thinking, health and diet. Basic human values individual and ~~sety~~ ~~sety~~

Note: Internal Paper

Practical: Group Discussion (organized into 4 or 5 groups and the groups will be given For the above project on career key Competency module).

## BIR - 308: BANKING AND INSURANCE MARKETING

### Objective:

The course is designed to help students in understanding the markets and customers they are going to cater.

### Unit I

Meaning & scope of marketing, modern concepts of marketing, marketing strategy, STP approach, differences between goods & services marketing, marketing environment with references to Banking & Insurance in India, customers expectation & orientation with references to Banking & Insurance in India. The concept of Banking Marketing & insurance marketing, formulation of marketing mix for banking and insurance sector, Promotion strategy for banks and insurance sector. Relationship marketing, behavioural profile of customers, factors influencing customer behaviour, Basic problems in life insurance marketing.

### Unit II

Product, New product development process, product life cycle, branding, methods of pricing and strategy with references to Banking & Insurance in India. Promotion mix, managing the sales force, selling process, selling skill, distribution strategy with reference to banking and insurance. Delivery of services, the process and measurement, understanding of service quality and building customer relationship. Case studies from Banking & Insurance sector

Recommended books

## BIR-309 CUSTOMER RELATIONSHIP MANAGEMENT

Course objectives:

of Insurance Business in India, Corporate Governance and Insurance Future strategies for promoting insurance in India.

Practical: Project Report on innovative banking and insurance products

Recommended books

M.N. Mishra and S.B. Mishra: Insurance Principles and Practice, Sultan Chand and Sons.