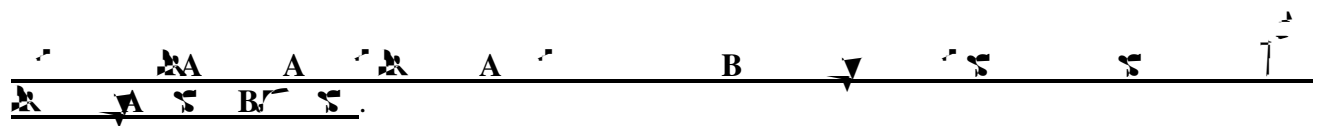


B o Loan/ Verification officers, Consultants, Field officers, Credit Officers, Insurance Assistants.

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*GEN 301	Value Education And Human Rights	Generic	Theory	20	80	--	--	6
GFC 202	Business & General Laws	Generic	Theory	20	80	--	--	6
BIR 203	Fundamentals of Retail Management	Skill	Theory	20	80	--	--	6
BIR 204	Management of Banking Services & Operations	Skill	Theory	20	80	--	--	6
BIR 205	Marketing Research & Consumer Behavior	Skill	Theory	20	80	--	--	6
B								
*GEN 401	Environmental Studies	Generic	Theory	20	80	--	--	6
GFC 207	Psychology for Managers	Generic	Theory	20	80	--	--	6
BIR 208	Supply Chain and Inventory Management	Skill	Theory	20	80	--	--	6
BIR 209	Laws Governing Banking & Insurance	Skill	Theory	20	80	--	--	6
BIR 210	Human Resource Management	Skill	Theory	20	80	--	--	6

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The objective of this course is to introduce students to the basic scope, benefits and types of retailers; and understand the steps involved in designing an appropriate retail organization structure.

n c on

- The syllabus of this paper has been divided into FOUR units.
- Examiner will set a total of questions comprising Two questions from each unit, including Question No. 1 (compulsory) of short answer type covering the whole syllabus.
- The students are required to attempt one question from each unit and the entire Compulsory Question No. 1.
- All questions carry equal marks.

n

Retailing-Definition and Scope. Retailer's Role in Distribution Channels - Benefits of Retailing, Benefits to Customers, Benefits to manufacturers and wholesalers, Benefits to the economy. Evolution of Retailing-Factors behind the change of Indian retailing industry.

n

Classification of Retailers – Store-based retailers, Non-store Retailer. Retailing Environment - Economic environment, Legal environment, Technological environment, Competitive environment.

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Designing a Retail Organization Structure - Identifying Organi

o c

To familiarize students with the basic principles of Banking & Insurance sector and throw a light on the changing scenario of banking & Insurance principles, practices and governance and discuss the perspectives in the current banking environment.

n c on

- The syllabus of this paper has been divided into FOUR units.
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- All questions carry equal marks.

n

Indian Banking System: Types of Banks. Structure and Functions of Commercial Banks, The Reserve Bank of India: Management and Functions of RBI. Rural Banking System in India. Functions of Rural Banks.

n

Financial Inclusion and its current perspective. Introduction to Retail Banking- Retail Banking Products, Introduction to Wholesale Banking & International Banking. Rural Banking-introduction, Accounts: Types of Customer Accounts, Procedure for opening an account. Different types of loans.

n

Concept and nature of insurance, Purpose and need of insurance, Principles of Insurance, Life and General Insurance Products. Features of IRDA.

n ✓

Performa of final accounts of Banking Companies and Insurance Companies.

Ac c o n o d

1. J.N. Jain & R.K. Jain: Modern Banking and Insurance, Regal Publications

Business Law

o

The main objective of this course is to acquaint the students with general principles of General & Business Law. It intends to give an exposure to the students with some of the important Business Laws.

Contract Act, Definition & Nature of Contract & Classification, Discharge of contract, Remedies for breach of contract.

n

Contract of sale of goods, Conditions & warranties; Transfer of ownership; Performance of the contract: Remedial measures; Auction sales

Negotiable Instrument Act, Definition, Acceptance and Negotiation, Rights and Liabilities of parties, Dishonor of Negotiable Instrument, Hundis, Bankers and Customers.

n

Consumer Protection Act, Introduction, Objectives Commencement & application, definitions, Salient features, Grievance Redressal Machinery.

Right to Information Act, 5 Salient Features of RTI Act

Books

Avtar Singh : The Principles of Mercantile Law

M.C. Kuchhal : Business Law

N.D. Kapoor : Business Law

Kumar, H.L., Digest of Labour Cases, Universal Law Publishing Co P Ltd, New Delhi

5. Srivastava, S.C., Industrial Relations & Labour Laws, Vikas Publishing House (P) Ltd.

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The objective of this course is to introduce students to the basic scope, benefits and types of retailers; and understand the steps involved in designing an appropriate retail organization structure.

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- All questions carry equal marks.

n

Setting up Retail organization, Size and space allocation, location strategy, factors affecting the location of Retail.

Retail location Research and Techniques, Objectives of Good store Design. Store Layout and Space planning, Types of Layouts.

n

Store Management, Responsibilities of Store Manager, Store Security, Parking Space Problem at Retail Centers.

Store Record and Accounting System, Coding System, Material Handling in Stores, Mall Management, Factors influencing Mall establishments. Logistic and Information system, Quick Response System.

o c n ool

1. Swapana Pradhan- Retailing Management
2. Dravid Gilbert- Retail Marketing
3. George H, Lucas Jr., Robert P. Bush, Larry G Greshan- Retailing
4. A. J. Lamba- The Art of Retailing
5. Barry Berman, Joel R Evans- Retail Management; A Strategic Approach. Pearson Education, New Delhi



BUSINESS LAW

The main objective of this course is to acquaint the students with general principles of General & Business Law. It intends to give an exposure to the students with some of the important Business Laws.

CONTENTS

- The syllabus of this paper has been divided into FOUR units.
- Examiner will set a total of 10 questions comprising Two questions from each unit, including Question No. 1 (compulsory) of short answer type covering the whole syllabus.
- The students are required to attempt one question from each unit and the entire Compulsory Question No. 1.
- All questions carry equal marks.

Unit I: Formation & Discharge of contract, Remedies for breach of contract.

Unit II: Features of contract of sale of goods, Conditions & warranties; Transfer of ownership; Remedial measures of Unpaid seller.

Unit III: Introduction, Objectives & Filing of Complaints, CPC, Grievance Redressal Machinery.

Unit IV: Salient Features of RTI Act

Books

- Avtar Singh : The Principles of Mercantile Law
- 5 M.C. Kuchhal : Business Law
- 6 N.D. Kapoor : Business Law

Kumar, H.L., Digest of Labour Cases, Universal Law Publishing Co P Ltd, New Delhi

5 . Srivastava, S.C., Industrial Relations & Labour Laws, Vikas Publishing House (P) Ltd

o c

The objective of this course is to understand the fundamentals and significance of management.

n c on

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- Examiner will set a total of questions comprising Two questions from each unit, including Question No. 1 (compulsory) of short answer type covering the whole syllabus.
- The students are required to attempt one question from each unit and the entire Compulsory Question No. 1.
- All questions carry equal marks.

n

Introduction to Retailing: Introduction, Meaning of Retailing, Economic Significance of Retailing, Retailing Management Decision Process, Product Retailing vs. Service Retailing, Types of Retailers, Retailing Environment, Indian vs. Global Scenario.

n

Retail Marketing Environment-Introduction, Understanding the Environment, Elements in a Retail Marketing Environment, Environmental Issues.

n

Retail Merchandising: Introduction, Understanding Merchandising Management, Activities of a Merchandiser, Retail Merchandising Management Process.

n ▼

Retail Pricing- Introduction, Establishing Pricing Policies, Factors Influencing Pricing, Pricing Strategies, Psychological Pricing, Mark-up and Mark-down Pricing.

o c n o d

1. Berman B. and Evans J. R., *Retail Management*, Pearson Education, New Delhi
2. Oi(hi)-2.00195-2(P)-4(1(e)t)-2(i)-2e .cgiHks.ng E /R35 12 Tf 135.36 0 T68.Retm e(k-3()-2((ng)10()-10

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The focus of the course is directed towards the various operations performed in banks and the different ways of managing risk faced by banks giving knowledge about the use of technology in banking.

n c on

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- All questions carry equal marks.

n

Introduction to Banking Operations: The Changing Nature of Banking Operations, Trends, Issues and Challenges.

n

Introduction to e-Banking: Origin of e-Banking, Role of Technology in e-Banking, Significance, latest trends in e-banking, Constraints.

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Popular products and services in e-banking: ATMs, Internet banking, Mobile banking and other sources, e-banking. Electronic payment systems in one Ms, I., 96 Tdcti, : rees45resem 3-60(i)-2(n)-one t

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n

1. Robbins, Stephens P., Organisational Behavior
2. French, W and C. Bell, Organisational Development
3. Davis, Keith, Human Behaviour at Work: Organisational Behaviour
4. Luthans, Fred, Organisational Behaviour

B A S Y T A A V A A

o c

The objective of this course is to acquaint the students with the conce

5. Robert B. Handfield, Ernest L. Nicholas, Jr.: Introduction to Supply Chain Management, Pearson 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 - Process, System and Practice, Oxford Press.

B A A A A A A

o o c

To make students familiar with the laws governing banking and insurance sector.

n c on

- The syllabus of this paper has been divided into FOUR units.
- Examiner will set a total of questions comprising Two questions from each unit, including Question No. 1 (compulsory) of short answer type covering the whole syllabus.
- The students are required to attempt one question from each unit and the entire Compulsory Question No. 1.
- All questions carry equal marks.

n

Banker and customer relationship, rights and obligation of a Bank customer, rights and obligation of Bankers.

n

Evolution of banking law: Banking, Essential features of Negotiable

U.C. Mathur: Corporate Governance & Business Ethics, Macmillan

B A | A A

- 3) Research Methodology Methods and Techniques, Kothari C.R. (2004). (Wishwa Prakashan)
- 4) Operation Research: An introduction., Taha, H. A. (7th ed. 2002). (Pearson Education New Delhi)

B A

o o c : The paper aims at making students to understand the retail environment in India

n c on

- The syllabus of this paper has been divided into FOUR units.
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- All questions carry equal marks.

n

Global retail market-challenges, Emergence of New Markets, empowered customers, rise of e-age. Retailing Environments in Developing Countries.

n

Theory and Practice of Retail Studies in Developing Countries . Retail Change and Economic Development. Retail Structure and Change in India The Development of Planned Shopping Centres in India . Informal Sector Retailing in the India

n

The Indian Retail Environment: A Look at Socio-Cultural Impediments. Sector development of Indian retail. Drivers of retail change.

n

Barriers to development of the modern retail formats in India. FDI in Indian organized retailing. Future trends of retail in India.

c c Discussion of Case studies in retail industry.

o o n ool

1. Dairs & Ward: Managing Retail Consumption, John Wiley & Sons.

o o c

To familiarize student with strategy, tactics, key concept and best practises of customer relationship management (CRM).

n c on

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- The students are required to attempt one question from each unit and the entire Compulsory Question No. 1.
- All questions carry equal marks.

n

CRM & relationship marketing – Meaning & Definition, Dimensions of CRM - Nature of CRM, Goals of CRM, Advantages of CRM.

n

CRM Implementation – A comprehensive model, CRM in Services Marketing CRM in Banking – CRM in Insurance. CRM in India.

n

Enhancing value of products and services, customer's satisfaction- CRM and customer satisfaction, delighting the customer- measuring relationship at risk effects on customer loyalty, the customer life cycle.

n ▼

Role of CRM in pre- purchase stage, purchase stage, in usage stage, in re-purchase stage. Role o58.92 0(g)1

The course is designed to help students in understanding the reforms in Indian Banking and Future strategies for promoting insurance in India.

Objectives

- The syllabus of this paper has been divided into FOUR units.
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- The students are required to attempt one question from each unit and the entire Compulsory Question No. 1.
- All questions carry equal marks.

Reforms in Indian Banking: Overview, Recommendations of Narasimham Committee, Verma Panel Report, Capital Adequacy Ratio (CAR), Revised NPA Norms, Impact of Reforms.

Emerging Trends in Banking: Concept of E-Banking, Mobile Banking, Electronic Fund Transfer- (RTGS & NEFT) and Core Banking. RBI Guidelines on Internet Banking, Cheque Truncation System.

Insurance- Concept, functions, New Insurance Products. Integration of third party and Re-insurance ,Co-existence of Banking and Insurance – their problems. Banc assurance.

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

Project Report on innovative banking and insurance products

References

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

James L Athearn: Risk and Insurance, West Publications

Dheeraj Razdan: Insurance Principles, Application and Practices, Cyber Tech Publication.

Neelam Gulati: Principles of Insurance Management, Excel Books

V.V. Bhatt – Financial System: Sage Publ, New Delhi

Periasamy P. – Principles and Practices of Insurance –Himalaya, Mumbai