

PANABUNIVERSITY, CHANDICARH 160014 (INDIA)

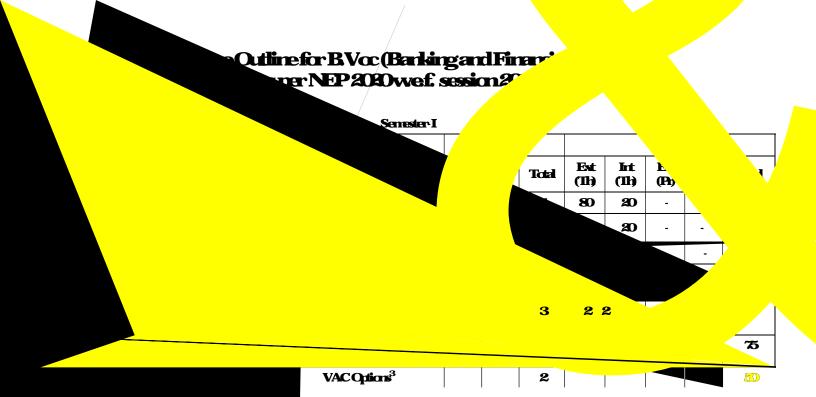
(Estd under the Parjab University Act VII of 1947-enacted by the Gost of India)

SYLLABI

CouseOutlinefor BVoc (Barking and Financial Services)

AsperNEP2020

Wef Session 2024 25



ESSENIIAL COMPONENTS OF COURSE OF BVOC (Barking and Financial Services) (Senesters I & II)

PROGRAMME OUTCOMES

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11 CourseContent

UNT-I

Introduction Retail Barking - Role within bark operation, Applicability of retail barking - Coroepts & Distinction between Retail and corporate/Wholesale Barking

Retail Produts Customer Requirement, Product Development Process, Cledit Scoring Important Retail Asset and Liabilities Produts, Cledit and Chit Cards, Remittance Products, Approval process for retail loans

UNIT-II

Maketing in Retail Barking Delivery Charmels in Retail Barking Delivery Models, Customer Relationship Management in Retail Barking

Retail Strategies Tie up with Institutions for Personal loans / Credit cards / Educational loans, with CEMs / Authorized Dealers for Auto / Vehicle loans, and with Builders / Developers for Hone loans Delivery Charnels-Branch, Extension counters, ATMs, POS, Internet Banking M. Banking Selling Process innetail products Direct Selling Agents.

UNT-III

Technology for Retail Barking Static information, Account opening basic loan origination data etc. Updated information like income details at different frequencies. Trans Pea arred Pea

11 CourseContent

UNIT-I
Management: Nature, Definitions, Scope, Levels, Process and Significance of Management: Development of
Management Throughts: Classical, Neo Classical Systems, Contingency and Contemporary Approaches to
Management (Drucker; Parter; Parter), Senge and Tom Peters)

UNT-II

11 CourseContent

UNT-I

Barking Systemin India Structure of Indian Barking System, Commercial Barks, Regional Rural Bark, Cooperative Barks, Distinction between commercial barks & Cooperative Barks, Chracteristics of a goodbarking system

Semester II

	COURSETHILE	MARKETING OF SERVICES
1	CourseCode	BFS 201
2	Typology of Course	Care Discipline
3	CourseDuration/LP (Lectures) (Practical)	60hrus of lectues for Theory (1 cecit = 15hrus of theory learning based on 4hrs/week) (1 Senester = 15weeks)
4	Credits	4Circits
5	Max Marksard Time	 i) Thee amof this conservill be of 3 must duation ii) The evill be no dijective type questions iii) Students are required to have the knowledge of the developments in the subject up to 6 norths before the examination iv) Use of nonprogrammable calculators by the students in the Examination Hall is allowed. The calculators will not be provided by the University/College to the examines.
6	JdbRde	Field Officers, Barking Advisor; Marketing of firm rolal services

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	COURSETTILE	CUSTOMER RELATIONSHIPMANAGEMENT
1	Course Code	HRS 202
2	Typdagyaf Cause	Cae Discipline
3	CourseDuration/LP (Lectures) (Practical)	60 hrus of lectures for Throry (1 credit = 15 hrus of throry learning based on 4 hrs/week) (1 Senester = 15 weeks)
4	Credits	4Cicits
5	Max Marksard Time	i) Thee amost is course will be of 3 rous duation ii) The evill be no djective type questions iii) Students are required to have the knowledge of the developments in the subject up to 6 norths before the examination iv) Use of nonprogrammable calculators by the students in the Examination Hall is allowed. The calculators will not be provided by the University/College to the examinass.
6	JdbRde	FieldOfficers, BarkingAdvisor, Marketing of financial services
7	Course Objectives	 i) Toimprove autoners ervice relationships and assist with autoner retention and diversites growth ii) Tokrowabaut Custoner Needs
8	Course Outcomes	Onsucessful completion of the course, the sturkn'ts will be able to COI. Know about the course nearing its marketing process and outcomer retention strategies. CO2. Know about customer support methodology, energing trends in CRM and challenges involved.
9	Pedagogy of the Course Work	Class Room Lecture, Laboratory, Interactive sessions, PPT, Practical and Group Discussions, CaseStudies etc
10	Instructions for	

	COURSETHILE	BANKING AND FINANCIAL SERVICES-II
1	CourseCade	HIS 208
2	Typdagyaf Cause	CareDiscipline
3	CourseDuration/LP (Lectures) (Practical)	60hus of lectures for Theory