



आईएफटीएम विश्वविद्यालय, मुरादाबाद, उत्तर प्रदेश
IFTM University, Moradabad, Uttar Pradesh
NAAC ACCREDITED

SCHOOL OF BUSINESS MANAGEMENT

DEPARTMENT OF COMMERCE

MASTER OF COMMERCE

[II YEAR]

[FOR ACADEMIC SESSION 2021-22]

IFTM UNIVERSITY

N.H.-24, Lodhipur Rajput, Delhi Road, Moradabad, Uttar Pradesh-244001

Website: www.iftmuniversity.ac.in



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**SCHOOL OF BUSINESS MANAGEMENT
DEPARTMENT OF COMMERCE**

Study & Evaluation Scheme

of

**Master of Commerce
[II Year]**

[for Academic Session 2021-22]

Summary

Programme:	Master of Commerce
Program Level:	PG Degree
Duration:	Two years (four semesters) Full Time
Medium of Instruction:	English
Minimum Required Attendance:	75%
Maximum Credits:	80

IFTM University, Moradabad

Course Structure for Master of Commerce Programme

Preamble

The main aim of the education system is to impart knowledge, skills and certain values which in turn prepare an individual for occupational mobility and participating actively in society. The emerging needs for a borderless corporate world has begun to realize the indispensability of commerce education to business. The commerce stream has witnessed a sea change over the past decades, with a range of specializations and career options emerging in recent years. Commerce education is a specialization to develop the required knowledge, skills and attitudes for the successful handling of trade, commerce and industry. The Master of Commerce Programme at IFTM University, aims to develop Commerce professionals with specialized skills and applied competencies in theoretical and practical knowledge of Banking Financial Services and Insurance (BFSI) as well as Accounting and Commerce sectors. The 2-year course delves deeper into the functioning of the economy, capital, revenue, trade, taxes, etc. by providing a student-centric learning ambience backed with critical thinking and problem-solving capabilities.

Programme Objectives: The programme specifically attempts to:

- ✓ Impart the students with higher level knowledge and understanding of contemporary trends in commerce and business finance;
- ✓ Equip the students to evaluate environmental factors that influence business operation with the conceptual requirements and skills on preparation and interpretation of financial statements;
- ✓ Prepare the students to apply Statistical methods and proficient use of tools for modeling and analysis of business data;
- ✓ Facilitate the students to apply capital budgeting techniques for investment decisions;
- ✓ Prepare students to appraise the structure and operations of the banking system;
- ✓ Prepare the students for an in-depth analysis of investment, portfolio management, investment banking and liquidation of investments;
- ✓ Develop competency in the students about the laws and regulations, and roles of commercial, government and central banks in controlling money market and inflation;
- ✓ Impart the students the concept of risk mitigation in financial sectors and their role in investment decisions of individuals and business enterprises;
- ✓ Provide guidance to students to plan and undertake independent research in a chosen discipline;
- ✓ Train the students on teamwork, lifelong learning and continuous professional development.

To achieve the aforesaid objectives of the programme, the course structure of the programme has been designed to move beyond the conceptual and analytical framework to practical orientation with ethical and behavioural foundations.

Programme Outcomes (POs): Students completing this programme will be able to:

- ✓ Provide a systematic and rigorous learning and exposure to Banking and Finance related disciplines,
- ✓ Acquaint them with conventional as well as contemporary areas in the discipline of Commerce,
- ✓ Identify reason for profit or loss and give solutions for economic viability of a business,
- ✓ Serve as a human resource needed for industry, consultancy, education, service, research, public administration, insurance and management.
- ✓ Understand ethical issues and good governance practices,
- ✓ Develop the skills of analysis and capability of making business decisions.

IFTM University, Moradabad
Study and Evaluation Scheme
Programme: Master of Commerce

SEMESTER III

S. No	Paper Code	Subject	Periods	Credit	Evaluation Scheme		
			L		Internal	External	Total
1	Specialization Group 1 or Group 2	ELECTIVE 1	4	4	30	70	100
2		ELECTIVE 2	4	4	30	70	100
3		ELECTIVE 3	4	4	30	70	100
4		ELECTIVE 4	4	4	30	70	100
5	MCOM 305	COMPREHENSIVE VIVA-VOCE	--	4	--	100	100
Total			16	20	120	380	500

SEMESTER IV

S. No	Paper Code	Subject	Periods	Credit	Evaluation Scheme		
			L		Internal	External	Total
1	Specialization Group 1 or Group 2	ELECTIVE 5	4	4	30	70	100
2		ELECTIVE 6	4	4	30	70	100
3		ELECTIVE 7	4	4	30	70	100
4		ELECTIVE 8	4	4	30	70	100
5	MCOM 405	COMPREHENSIVE VIVA-VOCE	--	4	--	100	100
Total			16	20	120	380	500

SPECIALIZATION GROUP I - FINANCE AND CONTROL

1. MCOM FC 01: ADVANCED FINANCIAL ACCOUNTING
2. MCOM FC02: COST AND MANAGEMENT ACCOUNTING
3. MCOM FC 03: PROJECT PLANNING AND CONTROL
4. MCOMFC 04: INCOME TAX LAW AND PRACTICE
5. MCOM FC 05: CORPORATE FINANCIAL ACCOUNTING
6. MCOM FC 06: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT
7. MCOM FC 07: FINANCIAL MARKETS AND INSTITUTIONS
8. MCOM FC 08: CORPORATE TAX PLANNING AND MANAGEMENT

SPECIALIZATION GROUP II - BANKING AND INSURANCE

1. MCOM BI 01: INSURANCE AND RISK MANAGEMENT
2. MCOM BI 02: ACCOUNTING FOR BANKING AND INSURANCE
3. MCOM BI 03: BANKING LAW AND PRACTICE
4. MCOM BI 04: INDIAN FINANCIAL SYSTEM
5. MCOM BI 05: REGULATORY FRAMEWORK OF BANKING & INSURANCE SECTOR
6. MCOM BI 06: PRINCIPLES AND PRACTICES OF LIFE INSURANCE
7. MCOM BI 07: INNOVATIONS IN BANKING AND INSURANCE
8. MCOM BI 08: MARKETING OF BANKING SERVICES

MCOM FC 01: ADVANCED FINANCIAL ACCOUNTING

Objective: The purpose of this course is to expose the students of M.Com programme to various advanced problems in Indian Accounting system.

UNIT I (12 Sessions)

Accounting Theory and Preparation of Final Accounts: Accounting concepts, techniques and conventions – GAAP, Principles and practices recommended by the Institute of Chartered Accountants of India (ICAI), Mandatory Accounting Standards (AS) issued by ICAI, Final accounts of trading and non-trading concerns, Accounts from incomplete records.

UNIT II (12 Sessions)

Holding Company Accounts and Inflation Accounting: Meaning, Advantages of consolidated final accounts, Cost of Control, Minority Interest, Chain Holding, Cross holding, Preparation of consolidated profit & loss account, Balance sheet of subsidiary accounts, Meaning and need of Inflation accounting, Limitations of conventional financial statements, Current purchasing power method and current cost accounting method – its features and practical problems.

UNIT III (8 Sessions)

Government Accounting in India: Objectives, Difference between government and commercial accounting, general principles, classification of government accounts system of financial administration in India, Role of Comptroller and Auditor General of India.

UNIT IV (8 Sessions)

Contemporary concepts in accounting: Responsibility Accounting, Social Accounting, Human Resource Accounting and Environmental Accounting; Recent developments in financial accounting and reporting.

Course Outcomes: Students completing this course will be able to:

- Explain the consolidation process and prepare consolidated financial statements based on relevant accounting Standards;
- Demonstrate the ability to perform complex accounting techniques and methods as required by the relevant accounting standards;
- Differentiate between not-for-profit and for profit accounting.

Suggested Readings:

1. Maheshwari, S.N. & Maheshwari, S.K.: Studies in Advanced Accountancy. Sultan Chand and Sons, New Delhi.
2. Narang, K.L. & Jain, S.P.: Practical problems in Advanced Accountancy. Kalyani Publishers, New Delhi.
3. Gupta, R.L. & Radhaswamy, M.: Advanced Accountancy. Sultan Chand & Sons, New Delhi.
4. Lele, R.K. & Lal, J.: Accounting Theory. Himalaya Publishers, New Delhi.
5. Sehgal, A. & Sehgal, D.: Advanced Accounting. Tacmann Publisher, New Delhi.

Website Sources:

- https://en.wikipedia.org/wiki/Final_accounts
- https://en.wikipedia.org/wiki/Institute_of_Chartered_Accountants_of_India

- https://edurev.in/studytube/Chapter-Notes-Accounts-from-Incomplete-Records-Accountancy-Class-11/83e585a1-4832-4d8a-9d89-801680876cd4_t
- https://en.wikipedia.org/wiki/Holding_company
- https://en.wikipedia.org/wiki/Inflation_accounting
- https://www.tutorialspoint.com/financial_accounting/financial_government_accounting.htm
- <https://www.accountingcoach.com/blog/what-is-responsibility-accounting>
- https://en.wikipedia.org/wiki/Social_accounting
- https://en.wikipedia.org/wiki/Human_resource_accounting
- <https://www.ksmcpa.com/news-blog/recent-developments-in-accounting-standards>
- <http://thecommercepedia.blogspot.com/2015/03/environmental-accounting-and-reporting.html>

Note: Latest editions of all the suggested readings must be used.

MCOM FC 02: COST AND MANAGEMENT ACCOUNTING

Objective: This course is designed to impart conceptual knowledge of cost accounting and to equip with skills of ascertainment and control of costs.

UNIT I (8 Sessions)

Introduction: Nature, scope, need and objectives of cost accounting, Cost Classification, Installation of Costing System, Cost Accounting its relationship with Financial Accounting and Management Accounting, Elements of cost, Preparation of Cost Sheet.

Management Accounting: Meaning, objectives, scope, tools and techniques, advantages and limitations of Management Accounting.

UNIT II (12 Sessions)

Marginal Costing: Meaning, features, Absorption Costing: Meaning, pros and cons, Marginal Costing Vs Absorption Costing. Cost-Volume-Profit Analysis: Contribution, P/V Ratio, Break-Even-Analysis, Margin of Safety.

UNIT III (12 Sessions)

Budgetary control: Meaning, essentials, advantages, limitations of budgetary control, Classification of Budgets and preparation of budget.

Standard Costing: Meaning, need, advantages and limitations of Standard Costing. Standard costing vs budgetary control. Variance analysis - material cost variance, labour cost variance and overhead variance.

UNIT IV (8 Sessions)

Responsibility Accounting and Reporting: Definition, meaning, principles of responsibility accounting, Centre of Control, Responsibility centres. **Transfer Pricing:** Measurement of Segment Performance.

Course Outcomes: Students completing this course will be able to:

- Explain the relationship between cost accounting, financial accounting and managerial accounting;
- Define budgeting and operating budgets concepts;
- Define standard cost concept, determination of standard costs and standard costs variations;
- Critically analyse and provide recommendations to improve the operations of organisations through the application of management accounting techniques.

Suggested Readings:

1. Bhattacharyya, S.K. & Dearden, J.: Accounting for Management. Vikas Publication.
2. Horngren, T. :Introduction to Management Accounting. Pearson Education.
3. Khan, M.Y. & Jain, P.K. :Management Accounting. Tata McGraw-Hill.
4. Kishore R.M. :Advanced Management Accounting, Taxman.
5. Pandey, I.M. :Management Accounting. Vikas Publication.

Website Sources:

- http://icmai.in/upload/Students/Syllabus-008/StudyMaterial/Cost_Mgmt_Ac.pdf
- <http://www.icsi.in/Study%20Material%20Executive/Executive%20Programme-2013/COST%20AND%20MANAGEMENT%20ACCOUNTING%20%28MODULE%20I%20PAPER%20%29.pdf>
- <http://www.ddegjust.ac.in/studymaterial/bba/bba-304.pdf>
- http://s3.amazonaws.com/caclubindia/cdn/forum/files/1_30005a1b.pdf

Note: Latest editions of all the suggested readings must be used.

MCOM FC 03: PROJECT PLANNING AND CONTROL

Objective: The objective of this course is to enable students learn the process and issues relating to preparation, appraisal, review and monitoring of projects.

UNIT I **(12 Sessions)**

Introduction: Objectives of Project Planning, monitoring and control of investment projects; Identification of investment opportunities; Environment scanning and opportunity analysis;

Market and Demand Analysis: Information required for market and demand analysis; sources of information – primary and secondary; demand forecasting.

Technical Analysis: Material and Inputs; Production technology; Product Mix; Plant Location and Lay-Out; Selection of Plant and Equipment.

UNIT II **(8 Sessions)**

Financial Analysis: Cost of project and means of financing; Major cost components; Planning capital structure; Financing schemes of financial institutions.

Profitability and Financial Projections: Cost of production; Break-even analysis; Projected balance sheet, profit and loss account and cash flow statement.

UNIT III **(10 Sessions)**

Appraisal Criteria and Appraisal Process: Investment appraisal in practice; process followed by financial institutions; project appraisal techniques.

Social Cost Benefit Analysis: Rational for social cost benefit analysis; Methodology of SCBA; Little – Mirrlees (L&M) approach and UNIDO approach; Measurement of the impact on distribution; SCBA in India.

UNIT IV **(10 Sessions)**

Network Techniques for Project Implementation, Monitoring and Control: PERT and CPM techniques; Critical Path; Event slacks and activity floats; scheduling to match availabilities of manpower; Measures of variability and Probability of Completion by a specified date; Project implementation practices in India.

Course Outcomes: Students completing this course will be able to:

- Understand project characteristics and various stages of a project;
- Understand the conceptual clarity about project organization and feasibility analysis – Market, Technical, Financial and Economic;
- Learn and understand techniques for Project planning, scheduling and Execution Control;
- Apply the risk management plan and analyze the role of stakeholders;
- Understand the contract management, Project Procurement, Service level Agreements and productivity;
- Understand how Subcontract Administration and Control are practiced in the Industry.

Suggested Readings:

1. Chandra, P.: Project Preparation, Appraisal and Implementation. Tata Mc Graw Hill.

2. Chandra, P.: Projects, Planning, Analysis, Selection, Implementation and Review. Tata Mc Graw Hill.
3. Timothy, D.R. & Sewell, W.R: Project Appraisal and Review. Macmillan, India.
4. Choudhury, S.: Project Management. Tata Mc Graw Hill.
5. Khanna, R.B.: Project Management, PHI Learning Private Limited.
6. Patel, B.M.: Project Management. Vikas publishing House pvt. Ltd., New Delhi.

Website Sources:

- www.pmi.org
- www.epmbook.com
- www.eprojectcentral.com
- www.managementhelp.org
- www.nationalpm.org
- www.projectmanagement.com

Note: Latest editions of all the suggested readings must be used.

MCOM FC 04: INCOME TAX LAW AND PRACTICE

Objective: This paper aims to acquaint students with the Income Tax in India and Tax Planning.

UNIT I

(5 Sessions)

Introduction: History of Income Tax in India-Important definitions of Income Tax Act, 1961, Rates of taxes, Basis of charge, Residential status and scope of total income-Tax-free income-Capital and Revenue.

UNIT II

(15 Sessions)

Heads of Income: Salaries- Allowances and Taxability; Perquisites-Valuation of perquisites, Provident funds, Deduction from salaries (advanced problems). **Income from House Property-** Self occupied property and let out property-deemed to be let out property-permissible deduction. **Profits and Gains of Business or Profession-** Business deductions/allowance; Depreciation-Specific disallowances, Method of accounting, Maintenance of Books of Account, Audit of Accounts (Simple Problems). **Capital Gains-** Definitions, Exemptions, Computation of Capital Gains, Capital Gain in case of depreciable assets (Problems). **Income from other Sources-** Chargeability, Deductions, Amounts not deductible.

UNIT III

(12 Sessions)

Computation of Taxable Income: Clubbing of income, Set off and carry forward of losses, Deductions from Gross Total Income, Rebate and Reliefs, Computation of Taxable Income of Individuals; Hindu Undivided Families, Firms and Associations, Companies, Co-operative Societies (Theory and Problems).

UNIT IV

(8 Sessions)

Income Tax authorities, Return of Income, Procedure for assessment, Types of assessment, Appeals, Deduction of Tax at Source, Advance payment of Tax, Interest and penalties, Prosecution, Refund of Tax.

Note: Latest amendments made in the relevant Act should be considered.

Course Outcomes: Students completing this course will be able to:

- Understand the concept of Income tax and provisions of Income Tax Act, 1961;
- Know the concept and process of determining the residential status of a person;
- Calculate the taxable income of five heads of income i.e. Income from Salary, Income from House Property, Profits or Gains from Business or Profession, Capital Gains and Income from Other Sources with advanced cases;
- Calculate the taxable income and tax liability of various persons like Individual, Hindu Undivided Family(HUF), Firms, AOPs/BOIs, Company, Co-operative Societies;
- Understand the applicability of provisions of Income Tax Act,1961 with reference to deductions u/s 80(C) to 80(U), Set-off and Carry Forward of Losses, Assessment procedures, TDS, Refund of tax, Tax interest & Penalties.

Suggested Readings:

1. Singhania, V.K. & Singhania, M.: A student guide for income tax. Taxmann Publication, New Delhi.

2. Ahuja, G.K. & Gupta, R: Systematic Approach to Income Tax and Central Sales Tax. Bharat Law House, New Delhi.
3. Income Tax Act. Income Tax Rules and Annual Finance Act.
4. Mehrotra, H.C. & Goyal, S.P.: Income Tax Planning and Management. Shahitya Bhawan Publication.
5. Singhania, V.K.: Direct Tax Planning and Management. Taxmann Publication.

Website Sources:

- <https://www.incometaxindia.gov.in/pages/about-us/history-of-direct-taxation.aspx>
- <https://www.googlesir.com/revenue-income-and-capital-income-meaning-differences-and-examples/>
- <https://www.legalraasta.com/itr/income-tax-heads/>
- <https://www.investopedia.com/terms/t/taxableincome.asp>
- <https://en.wikipedia.org/wiki/Appeal>
- <http://www.investinganswers.com/financial-dictionary/tax-center/tax-refund-4218>
- <https://www.quora.com/What-is-the-total-income-in-income-tax>

Note: Latest editions of all the suggested readings may be use.

MCOM BI 01: INSURANCE AND RISK MANAGEMENT

Objective: This paper aims to acquaint the students with the fundamentals of Insurance and Risk Management in order to enhance their knowledge and decision-making skills required for the insurance sector.

UNIT I

(10 Sessions)

Introduction: Meaning, Nature and Scope of Insurance, Classification of Insurance Business viz., Life Insurance and General Insurance; Role of Insurance in Economic Development & Insurers' obligation towards Rural and Social Sectors; Globalization of Insurance Sector; Reinsurance, Co-insurance, Assignment; Principles of Insurance.

UNIT II

(12 Sessions)

Life Insurance Products & Techniques: Endowment, Life annuity, unit and index linked pension funds; Life insurance with benefits linked to investment performance, valuation of the life insurance business, Portfolio Evaluation tools, Risk and Solvency.

Non-Life Insurance Products & Techniques: Fire and Motor Insurance, Health Insurance, Marine Insurance, Automobile Insurance; Actuarial Model for calculation of premium rates, risk classification, Non-life technical provisions.

UNIT III

(10 Sessions)

Risk Management: Concept of Risk, Types of Risk, Managing Risk, Sources and Measurement of Risk; Risk Management Process; Risk Retention and Transfer; Risk Adjusted Performance Measures (RAPM); Preparation of Insurance Documents; Determination of Premiums and Bonuses (numerical problems).

UNIT IV

(8 Sessions)

Regulatory Framework of Insurance: Insurance Laws and Regulations with respect to following Acts- Insurance Act 1938, Life Insurance Corporation Act 1956, IRDA Act 1999, Ombudsman Scheme, Income Tax Act, Wealth Tax Act 1957, Married Women's Property Act 1874.

Financial Planning and Taxation: Bank Deposit Schemes, Unit Trust and Mutual Funds, Tax Benefits under Life Insurance Policies.

Course Outcome: Students completing this course will be able to:

- Understand various types of Risk;
- Understand the nature and principles of Insurance;
- Explain the regulatory framework of insurance in India;
- Know the techniques for risk and loss control.

Suggested Readings:

1. Rejda, G.E.: Principles of Risk Management and Insurance. Pearson Education.
2. Dorfman, M.S.: Introduction to Risk Management and Insurance. Pearson Education.
3. All the three modules of Insurance and Risk Management by ICAI
4. Gupta, P.K.: Insurance and Risk Management. Himalaya Publishing House.
5. Mishra, M.N.: Principles and Practices of Insurance. Sultan Chand and Sons.
6. Vaughan, E. J. & Vaughan, T.: Fundamentals of Risk and Insurance. Wiley & Sons
7. Kakkar, B.: Insurance and Risk Management. New Age Publication, New Delhi.

Website Sources:

- <http://www.nios.ac.in/media/documents/VocInsServices/m2--f2.pdf>
- https://www.irdai.gov.in/ADMINCMS/cms/frmGeneral_NoYearList.aspx?DF=ACT&mi d=4.1
- <http://www.nios.ac.in/media/documents/VocInsServices/m2--f1.pdf>

Note: Latest editions of all the suggested readings must be used.

MCOM BI 02: ACCOUNTING FOR BANKING AND INSURANCE

Objective: This paper aims to provide an understanding of the principles and practices of Insurance Accounting and basic terminologies of insurance accounting to the students.

UNIT I

(10 Sessions)

Financial Accounting: Meaning, Importance and Role of Financial Accounting, Accounting Equations; The Accounting Cycle; Analysing, Recording, Posting and Summarising the Transactions.

UNIT II

(8 Sessions)

Bank Book Keeping: Peculiarities of Banking, Special Features of Bank Accounting; Slip-system, Books and Registers used in a Bank; Money at Call and Short Notice, Rebate on Bills Discounted, Bad Debts provision, Interest on Doubtful Debts, Average Due Date, Bank Reconciliation Statement.

UNIT III

(10 Sessions)

Final Accounts of Banking Companies: Introduction, Important provisions of the Banking Regulation Act 1949, Accounting System in Banking, Schedules of Particulars of Bank advance including Non-Performing Assets (NPA).

UNIT IV

(12 Sessions)

Accounts of Insurance Companies: Types of Books- Statutory Books and Subsidiary Books; Annual Accounts of Life Insurance Companies; Annual Accounts of General Insurance Companies; Accounting for Insurance Claims- Stock insurance Consequential Loss, Fire Claims etc.

Course Outcomes: Students completing this course will be able to:

- Understand the principles and practices of accounting;
- Understand the generally accepted accounting principles and BRS;
- Distinguish between book keeping and accounting;
- Get thorough knowledge of Final Account of Banking Companies;
- Get thorough knowledge of Final Account of Insurance Companies.

Suggested Readings:

1. Agarwal, A.N.: Higher Science of Accountancy. Chapter of Bank Accounts.
2. Gupta, S.C., Shukla, M.C. & Grewal, T.C.: Advanced Accounts. Sultan Chad & Sons.
3. Tandon, B.N.: Practice Auditing. Sultan Chad & Sons.
4. Ahmed, N.: Financial Accounting- A Simplified Approach. Atlantic Publishers.

Website Sources:

- <http://www.businessdictionary.com/definition/accounting.html>
- <https://www.investopedia.com/terms/a/accounting-equation.asp>
- <https://accountingexplained.com/financial/cycle/>
- <https://debitor.com/dictionary/bookkeeping>
- <http://www.oxfordreference.com/view/10.1093/oi/authority.20110803100205522>
- <https://rbidocs.rbi.org.in/rdocs/Publications/PDFs/BANKI15122014.pdf>

- <https://www.investopedia.com/terms/n/non-performing-assets.asp>
- <http://www.yourarticlelibrary.com/accounting/accounting-for-insurance-company/preparation-of-final-accounts/preparation-of-final-accounts-of-life-insurance-insurance-accounting/68871>
- <http://www.yourarticlelibrary.com/accounting/accounting-for-insurance-company/general-insurance/general-insurance-meaning-and-preparation-of-final-accounts/68951>
- <http://www.accountingnotes.net/final-accounts/final-accounts-of-general-insurance-companies-accounting/13085>

Note: Latest editions of all the suggested readings must be used.

MCOM BI 03: BANKING LAW AND PRACTICE

Objective: This paper aims to provide a basic knowledge of banking and asset liability management and to enable them to explore various perspectives in the current banking environment.

UNIT I (8 Sessions)

Introduction to Banking: Origin of Bank and Banking System in India, Meaning, Types and Functions; Commercial Banks & its types, nationalised and private banks; overview of development in banking since independence; Bank Customer Relationship; Reconstruction and reorganization of banking companies, Role of Reserve Bank of India (RBI) and its functions.

UNIT II (12 Sessions)

Negotiable Instrument Act: Definition and characteristic of Negotiable Instruments; Types of Negotiable Instruments; Definition and Essentials of Promissory Note, Bill of Exchange and Cheque; Liabilities, Capacity of Parties, Transfer and Negotiation of Negotiable Instrument; Crossing of Cheques and payment; Dishonour of Cheques; Presentment and Payment; Noting and Protest of Negotiable Instrument.

UNIT III (10 Sessions)

Management of Bank Deposits and Lending: Types of bank deposits; Management of bank loans; characteristics of bank loans; loan policy in a commercial bank; evaluation of loan application; credit information, credit analysis, credit decision; Priority sector lending policies of commercial banks in India; Nature and principles of security investment of commercial banks.

UNIT IV (10 Sessions)

Secured Advances: Lien, pledge, mortgage and hypothecation; Revolving credit, banker's advance against marketable securities, goods & produce; Debentures and life insurance policies.

Unsecured Advances: Guarantees, precautions/ duties of Banker; Banker's credit, advance and overdrafts Travellercheque, letter of credit, confirmed bankers credit, unconfirmed bankers credit, acceptance credits and documentary credit.

Course Outcomes: Students completing this course should be able to:

- Know the basics of Banking and Banking system in India;
- Understand the features and working of various negotiable instruments;
- Comprehend the types, policies and management of bank deposits and lending system;
- Grasp the functionality of various secured as well as unsecured advances in banking.

Suggested Readings:

1. Tannan, M.L.: Banking Law & Practice. Wadhwa & Company, Nagpur.
2. Holden, J.M.: The Law and Practice of Banking. Universal Law Publishing.
3. Shrivastava, P. K.: Banking Theory and Practice, Himalaya Publishing House.
4. Gomez, C.: Banking and Finance - Theory, Law and Practice. Prentice Hall of India.
5. Bedi, H.L.: Theory and Practice of Banking. Jeevan Deep Prakasan, Bombay
6. Gupta, R.K.: Banking Law and Practice. Modern Law Publications.

Website Sources:

- www.icsi.edu
- www.rbi.org.in
- www.sebi.gov.in
- www.yourarticlelibrary.com
- www.icsi.edu/docs/webmodules/Publications/9.1%20Banking%20Law%20Professional.pdf
- www.indiacode.nic.in/acts/6.%20Negotiable%20Instruments%20Act,%201881.pdf
- www.wikipedia.org/wiki/Negotiable_Instruments_Act,_1881
- www.tutorialspoint.com/bank_management/bank_management_commercial_banking.htm

Note: Latest editions of all the suggested readings must be used.

MCOM BI 04: INDIAN FINANCIAL SYSTEM

Objective: This paper aims to provide the basic knowledge about the structure, organization and working of financial system in India.

UNIT I (8 Sessions)

Introduction: Meaning, nature, structure & functions of Indian Financial system; Pre and post reform scenario in financial system; financial system and economic development.

UNIT II (10 Sessions)

Financial Markets: Money Market-Meaning, nature, features, objectives, composition, operations participants and instruments of money market; Importance of Money market in economic development.

UNIT III (10 Sessions)

Financial Markets: Capital Market- Primary and Secondary Market- concept, functions, participants of Capital Market. Recent trends in new issue market; Stock Exchanges-their functions, structure, listing of securities, advantages of listing, methods of trading in stock exchanges.

Unit IV (12 Sessions)

Financial Institutions: RBI- role and functions; The Securities and Exchange Board of India (SEBI)-objectives, functions, powers; SEBI guidelines for primary and secondary market; Overview of Commercial banks, Development Financial Institutions; Nonbanking financial corporations, latest developments.

Course Outcomes: Students completing this course should be able to:

- Understand the role and function of the financial system in reference to the macro-economic environment;
- Demonstrate an awareness of the current structure and regulation of the Indian financial services sector;
- Describe the different components of a financial system and their role;
- Explain the recent developments in the Indian financial system

Suggested Readings:

1. Khan M.Y.: Indian Financial System. Tata Mc Graw Hill, New Delhi.
2. Machiraju, H.R.: Indian Financial System. Vikas Publishing House.
3. Subrahmanya, S.: Trends and progress of banking in India, Deep and Deep Publication.
4. Pathale, B.V.: Indian Financial System, Pearson Education.
5. Bhole, L.M.: Financial Markets and Institutions. Tata MC Graw Hill.
6. Ruddara, D. & Sundaram, K.P.M: Indian Economy. Sultan Chand & Sons.
7. Mahajan, M.: Financial Markets and Institutions in India. NiraliPrakashan, Pune.
8. Varshney, P.N. & Mittal D.K.: Indian Financial System. Sultan Chand & Son.

Website Sources:

- <https://bbamantra.com/indian-financial-system-introduction/>
- <https://bizfluent.com/facts-5929720-role-financial-system-economic-development-.html>
- <https://www.investopedia.com/terms/f/financial-market.asp>

- <https://businessjargons.com/capital-market.html>
- <https://testbook.com/blog/functions-of-reserve-bank-of-india-gk-notes-pdf/>
- <https://accountlearning.com/sebi-guidelines-fresh-capital-share-primary-secondary-markets/>
- https://www.slideshare.net/raji_ajwani/commercial-banking-in-india-an-overview-9067102
- <https://economictimes.indiatimes.com/topic/non-banking-finance-companies>

Note: Latest editions of all the suggested readings must be used.

MCOM 305: Comprehensive Viva-voce (100 Marks)

MCOM FC 05: CORPORATE FINANCIAL ACCOUNTING

Objective: This course provides knowledge to the students regarding scenario of financial accounting in Insurance & Banking sectors and also provides new horizons or practices of information disclosure.

UNIT I **(10 Sessions)**

Accounts for Insurance Companies: Preparation of Revenue Account - Profit and loss account - Balance Sheet and Valuation Balance Sheet.

Accounts for Banking Companies: Accounts of banking Companies, rebate on bills discounted, Non-performing assets and their treatment, Provision for doubtful debts, Final accounts of banking companies

UNIT II **(10 Sessions)**

Use of Accounting Information for Investment Decisions: Information content of accounting reports; Association between security returns and accounting numbers; Equity valuation model and financial statements information. Use of price-to-earnings ratios and the price-to book ratios for investment decisions.

UNIT III **(12 Sessions)**

Accounting for Amalgamation and Internal Reconstruction: Accounting for Amalgamation of Companies with reference to Accounting Standard-14 issued by the Institute of Chartered Accountant of India (excluding inter-company transactions and holdings), Accounting for Internal Reconstructions (excluding preparation of scheme for internal reconstruction)

UNIT IV **(8 Sessions)**

Corporate Reporting and Information Disclosure: Concept of adequate disclosure; Reporting for stakeholders; International financial reporting standards – its meaning, importance and applications; SEBI guidelines regarding reporting practices; Techniques of reporting; Recent Trends in financial reporting by Indian companies.

Course Outcomes: Students completing this course will be able to:

- Understand the methodology of Accounting use by Insurance and Banking Companies;
- Get the depth knowledge of AS-14 (revised);
- Distinguish between Amalgamation and Internal Reconstruction;
- Get thorough knowledge of the use of accounting information for investment decisions;
- Understand functioning of corporate reporting and information disclosure.

Suggested Readings:

1. Maheshwari, S.N. & Maheshwari, S.K.: Studies in Advanced Accountancy. Sultan Chand and Sons, New Delhi.
2. Iyengar, S P: Advanced Accountancy. Sultan Chand & Sons, New Delhi.
3. Narang, K.L. & Jain, S.P.: Practical problems in Advanced Accountancy. Kalyani Publishers, New Delhi.
4. Shukla, S.M. & Grewal, T.S.: Advanced Accountancy. Sultan Chand & Sons, New Delhi.

Website Sources:

- <http://www.yourarticlelibrary.com/accounting/financial-reporting/insurance-companies/preparation-of-balance-sheet-profit-loss-and-revenue-account-insurance-business/67389>
- <http://www.accountingnotes.net/banking-companies/accounts-of-banking-companies-india-accounting/13608>
- <https://www.bayt.com/en/specialties/q/323163/what-is-the-role-of-accounting-information-in-making-investment-decisions/>
- <https://en.wikipedia.org/wiki/Amalgamation>
- <https://www.scribd.com/document/71681256/Accounting-Treatment-for-Internal-Reconstruction>
- <http://www.cscs.org/corporate-reporting>
- <https://docs.microsoft.com/en-us/dotnet/framework/wcf/feature-details/information-disclosure>

Note: Latest editions of all the suggested readings must be used.

MCOM FC 06: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Objective: This paper aims to acquaint the students with the importance of investment decisions related to financial assets, the risks and the returns involved, and to create awareness about the functions and objectives of securities market and portfolio management.

UNIT I (8 Sessions)

Introduction: Meaning and nature of Investment, Investment Decision and its Process, Investment instruments, Security Market and its operations, Risk & Return and its trade-off.

UNIT II (12 Sessions)

Security Analysis: Fundamental Analysis and Valuation; Economic / Industry / Company Analysis, Stock Return and Valuation, Bond-return and valuation, Technical Analysis, Efficient Market Hypothesis.

UNIT III (12 Sessions)

Portfolio Analysis and Management: Portfolio Selection, Portfolio construction, Capital Market Theory, Capital Asset Pricing Model (CAPM), Capital Market Line (CML), Security Market Line (SML); Markowitz Model, Sharpe Single Index Model, Portfolio revision, Performance evaluation of portfolio.

UNIT IV (8 Sessions)

Derivatives: Concept of derivatives, Options and futures, option trading, option contracts settlement, pricing of option futures, characteristics and types of future contract, difference between future, option and forward contracts.

Course Outcomes: Students completing this course will be able to:

- Appreciate and apply the concepts of Investment analysis in theory as well as in a real life situation;
- Identify numerous investments related risks that an investor is subject to while investing in financial securities;
- Differentiate between various classes of financial securities such as Equities, Fixed Income Securities, and Derivatives and learn various techniques to value and analyze these securities;
- Carry out Fundamental Analysis (that involves Economy Analysis, Industry Analysis and Company Analysis) to study the intrinsic strength of a firm and make investment decisions based on the study;
- Analyze and interpret various technical charts related to stock price movements and predict future price movements to comment on Buy/Sell/Hold decisions;
- Comprehend the news items appearing in the financial dailies.

Suggested Readings:

1. Bhalla, V.K.: Investment Management: Security Analysis and Portfolio Management. Sultan Chand Publication, New Delhi.
2. Cox, J.C & Rubinstein, M. : Options Markets. Prentice Hall Inc.
3. Pandian, P: Security analysis & portfolio management. Vikas Publication.
4. Chandra, P.: Investment Analysis & Portfolio Mgmt. Tata Mc Graw Hill.

5. Hull, J.C. : Options Futures and other Derivative Securities. Prentice Hall of India, New Delhi.
6. Fischer, D.E & Jordon, R.J.: Security Analysis & Portfolio Management. Prentice Hall of India.
7. Avadani, V.A.: Security analysis & portfolio management. Himalaya publication.

Website Sources:

- www.bseindia.com
- www.sebi.gov.in
- www.nseindia.com
- www.moneycontrol.com
- in.finance.yahoo.com

Note: Latest editions of all the suggested readings must be used.

IFTM University, Moradabad

Master of Commerce Programme

MCOM FC 07: FINANCIAL MARKETS AND INSTITUTIONS

Objective: This paper aims to provide students a basic knowledge of financial markets and institutions and to familiarize them with their functions, objectives, working and role in the economy.

UNIT I

(8 Sessions)

Introduction to Financial System and its Components: Overview of Indian financial system; Meaning, nature and functions of financial markets and institutions, financial intermediation, Flow of funds matrix; financial system and economic development.

UNIT II

(12 Sessions)

Financial Markets: Money market- Introduction, functions, organization and instruments, Role of Central Bank in money market; Capital Markets- functions, organization and instruments; Indian debt market; Indian equity market-primary and secondary markets; Role of stock exchanges in India, Role of SEBI.

UNIT III

(12 Sessions)

Financial Institutions: Depository and non-depository institutions; Commercial banking- introduction, functions and role in economic development; Development Financial Institutions (DFIs) - concept, functions significance of IDBI, IFCI, ICICI, SFC's; Non-banking financial companies (NBFCs) - concept, functions, role and regulatory framework.

UNIT IV

(8 Sessions)

Life and non-life insurance industry in India; Mutual Funds- introduction, objectives and their role in capital market development.

Course Outcomes: Students completing this course will be able to:

- Understand the evolution of Indian Financial System;
- Understand the structure of Capital Market and Money Market;
- Distinguish between Monetary Policy and Fiscal Policy;
- Get thorough knowledge of various financial services provided by banking as well as non-banking financial corporation;
- Have basic understanding about life and non-life insurance industry in India.

Suggested Readings:

1. Bhole, L.M.: Financial Markets and Institutions. Tata McGraw Hill Publishing Company.
2. Khan, M.Y.: Indian Financial System-Theory and Practice. Vikas Publishing House.
3. Sharma, G.L. & Singh, Y.P.: Contemporary Issues in Finance and Taxation. Academic Foundation, Delhi
4. Meir K. :Financial Institutions and Markets. Oxford University Press.
5. Jeff, M.: Financial Markets and Institutions. South Western Cengage Learning,

Website Sources:

- www.finmin.nic.in
- www.indianchamber.org
- www.sebi.gov.in
- www.rbi.org.in
- www.capitalmarket.com
- www.nseindia.com
- www.bseindia.com

Note: Latest editions of all the suggested readings must be used.

MCOM FC 08: CORPORATE TAX PLANNING AND MANAGEMENT

Objective: This paper aims to acquaint students with the Corporate Tax in India and its importance and utilization in managerial decision making.

UNIT I (8 Sessions)

Introduction: Concept of tax planning, avoidance, evasion and management; Requisites of successful tax planning; Corporate Tax- Introduction, Company, Definition and Types as per IT Act, Exemption of corporate tax, MAT and its Valuation.

UNIT II (12 Sessions)

Tax planning for business: Tax planning with reference to setting up a new business, form of business organization, Location aspects & nature of business, Computation of total income and tax liability of companies, Tax planning and financial management decisions regarding capital structure, dividend policy, inter- corporate dividends & bonus shares.

UNIT III (8 Sessions)

Tax incentives: Special Tax Provisions: Tax provisions relating to free trade zones, special economic zones, Infrastructure sector and backward areas, tax incentives for exporters.

UNIT IV (12 Sessions)

Tax Planning and Managerial Decisions: Tax planning in respect of own or lease, sale of assets used for scientific research, make or buy and, shut down or continue decisions; Tax issues and planning in respect of amalgamation of companies, mergers & acquisitions.

Note: Latest amendments made in the relevant Act should be considered.

Course Outcomes: Students completing this course will be able to:

- Define the concept of tax planning, tax avoidance and tax evasion;
- Know the provisions of Income Tax Act, 1961 relating to free trade zones, special economic zones, backward areas, etc.;
- Understand the provisions regarding the tax planning with reference various managerial decisions;
- Understand the provisions relating to tax planning with reference to setting up of new business on the basis of location or nature of business.

Suggested Readings:

1. Singhanian, V.K. & Singhanian, M.: Corporate Tax Planning and Business Tax Procedures. Taxmann Publication, New Delhi.
2. Ahuja, G.K. & Gupta, R.: Systematic Approach to Income Tax and Central Sales Tax. Bharat Law House, New Delhi.
3. Income Tax Act, Income Tax Rules, and Annual Finance Act.
4. Lakhota, R.N.: Corporate Tax Planning. Vision Publications.
5. Mehrotra, H.C. & Goyal, S.P.: Corporate Tax Planning and Management. Shahitya Bhawan.
6. Singhanian, V.K.: Direct Tax Planning and Management. Taxmann Publication, New Delhi.

Website Sources:

- www.incometaxindia.gov.in
- www.icai.org
- www.caclubindia.com
- taxsummaries.pwc.com
- www.cleartax.in

Note: Latest editions of all the suggested readings must be used.

**M.COM. BI 05: REGULATORY FRAMEWORK OF BANKING AND INSURANCE
SECTOR**

Objective: This course is intended to create awareness among students on the legal framework of insurance and banking sector of India.

Unit I **(12 Sessions)**

Legal Framework of Regulation of Banks - Constitution of Banks; RBI Act, 1934; Banking Regulation Act, 1949; Government as a Regulator of Banks; Regulation by other Authorities.

Control Over Organization of Banks - Licensing of Banking Companies; Branch Licensing; Shareholding in Banking Companies; Subsidiaries of Banking Companies; Chairman and Board of Directors of Banking Company; Appointment of Additional Directors; Control over Management; Corporate Governance; Directors and Corporate Governance.

Unit II **(8 Sessions)**

Regulation of Banking Business - Power of RBI to Issue Directions; Regulation of Interest Rate; Regulation of Payment Systems; Internet Banking Guidelines; Maintenance of CRR, SLR; Financial Sector Legislative Reforms.

Unit III **(12 Sessions)**

Legislative Framework of Insurance in India - History and Development of Insurance legislations in India -- Insurance Act 1938; L.I.C. Act 1956; General Insurance Business (Nationalisation) Act, 1972 (amended in 2002); The Insurance Laws (Amendment) Act, 2015

Unit IV **(8 Sessions)**

Regulatory Framework of Insurance Business in India - Main features of IRDA Act, 1999; Duties and Functions of Insurance Regulatory and Development Authority of India (IRDAI) and Insurance Councils; IRDAI and its Licensing Functions; Policy Holders Rights of Assignment, Nomination and Transfer; Protection of Policy Holders Interest; Dispute Resolution Mechanism; International Trends In Insurance Regulation.

Course Outcomes: Students completing this course will be able to:

- Have an adequate basic understanding about Banking & Insurance Sector.
- Understand the legal aspect of Banking & Insurance Sector.
- Understand the regulatory framework of Insurance Business in India.

Suggested Readings:

1. Tyagi C.L and Tyagi Madhu; “Insurance- Law and Practice”, Atlantic Publishers & Distributors, New Delhi.
2. Bakshi M. V. and Dr. Mishra K. C.; “Legal & Regulatory Aspects of Insurance”.
3. Study Material, “Insurance – Law & Practice”, The Institute of Company Secretaries of India (ICSI).

Website Resources:

1. www.licindia.in
2. www.irdai.gov.in

3. https://www.icsi.edu/media/webmodules/FULLBOOK_PP_IL_P_2018_CRC.PDF
4. https://shodhganga.inflibnet.ac.in/bitstream/10603/20338/9/09_chapter%203.pdf
5. https://www.keralauniversity.ac.in/downloads/baking_insurance1480153128.pdf

Note: Latest editions of all the suggested readings must be used.

IFTM University, Moradabad
Master of Commerce Programme

MCOM BI 06: PRINCIPLES AND PRACTICES OF LIFE INSURANCE

Objective: This course intends to provide a basic understanding of the Life Insurance Products and to acquaint the students about the fundamentals as well as the changing scenario in Life Insurance.

UNIT I **(10 Sessions)**

Introduction: Defining Products, Levels for products, kinds of Life Insurance Products- Term Insurance plans, Endowment plans, Whole Life Insurance, Universal Life Insurance, Investment-Linked Life Insurance; Value for Customers, The HLV Concept, Need-Analysis Approach.

UNIT II **(12 Sessions)**

Necessity, Want and Need: Difference between Need, want and necessity, Hierarchy of needs, Limitation of Maslow's Theory, FMCG, Durables; Financial Products & Life Insurance, Typical Life Insurance needs, Death & Living Benefit products.

Insurance and Financial Planning: Life Cycle stages and roles, Insurance Products for life stages, Development in Term Assurance, Variants of Term Assurance, Health Cover-Stand alone and Riders, Terminal illness, Medical Savings, Savings for needs or aspirations, Growth /Enhancement of Wealth, Retirement Planning.

UNIT III **(10 Sessions)**

Contingencies and Products: Protection plans and Disability, Disabilities and its solutions, Disability Income Insurance, Life Insurance Product Plans, Traditional Plans, Variable life Insurance plans, Universal Variable Life Plans, Unit linked Insurance Policies, Unit Linked vs. Traditional Life Insurance Plans, Difference between ULIP and Mutual Funds.

UNIT IV **(8 Sessions)**

Life Insurance Product Development: Concept and approaches to product Development, Steps of product development, Comprehensive Business Analysis, Product Life Cycle and its Stages.

Course Outcomes: Students completing this course will be able to:

- Understand the concept of life insurance;
- Know about the kinds of insurance products and their importance & uses in the life of an individual;
- Understand the product life cycle of life insurance and steps of product development;
- Decide the requirement of life insurance at different stages of life for medical savings, growth of wealth or retirement planning, savings for needs, etc.;
- Know the differences between the kinds of insurance products and its benefits in their life.

Suggested Readings:

1. Hohn, H.M.: Life Insurance. The Ronald Press, New York.
2. Ackerman, S.B.: Insurance. The Ronald Press, New York.
3. Riegel, R.: Insurance Principles & Practices. Prentice Hall, New Jersey.

Website Sources:

- www.licindia.in

- www.irdai.gov.in
- www.licindia.in/Products/Insurance-Plan
- www.yourarticlelibrary.com/insurance/7-most-important-principles-of-insurance
- www.psychologytoday.com
- www.simplypsychology.org/maslow.html
- www.protective.com/learning-center/why-get-life-insurance/how-is-life-insurance-important-in-a-financial-plan

Note: Latest editions of all the suggested readings must be used.

MCOM BI 07: INNOVATIONS IN BANKING AND INSURANCE

Objective: This paper aims to provide an understanding of the changing scenario in Insurance and Banking sector and also focuses on new technologies and financial products being offered in financial services sector.

UNIT I (12 Sessions)

Overview of Financial Services: Review of functioning of banks, Liabilities and assets of banks; Net worth of banks, Off – balance sheet items, New products-deposit and loan products; housing finance; hire purchase; leasing; Factoring & Forfaiting; Merchant banking, Mutual funds; consumer loans; venture capital finance; return profiles of new products.

UNIT II (12 Sessions)

Innovative financial services: Investment portfolio management services, advice on money management, tax services.

Islamic Insurance (Takaful): Meaning and concept of Takaful, Takaful Development, Takaful Market, Principles of Islamic Insurance, Elements of Takaful, Takaful Operational Model, Operating Principles of Takaful Company, Administration of Takaful Company.

Electronic Payment System: Indian- NEFT, RTGS, IMPS; International- SWIFT; Debit Cards and Credit Cards– Concept and Process; E- Banking.

UNIT III (10 Sessions)

Third party and Re-insurance: Banking and Insurance– their co existence and the problems involved; Insurance as cover to risks in banking; systematic and unsystematic risk- credit, interest rate, market and systemic risks; bank assurance.

UNIT IV (6 Sessions)

Privatization of Insurance Business in India: banking and insurance regulation- self regulation and installation of corporate governance; future strategies for promoting insurance in India.

Course Outcomes: Students completing this course will be able to:

- Understand the evolution of Indian Financial System;
- Distinguish between third party insurance and re-insurance;
- Get thorough knowledge of Innovative Financial Services, NEFT, RTGS, and IMPS etc.;
- Have understanding of privatization of insurance business in India.

Suggested Readings:

1. Bhatt, V.V.: Financial System. Sage Publication, New Delhi.
2. Periasamy, P.: Principles and Practices of Insurance. Himalaya Publication, Mumbai.

Website Sources:

- www.preservearticles.com/2012041130308/notes-on-the-privatization-of-insurance-industry.html
- www.yourarticlelibrary.com/banking/e-banking-in-india-services-available-in-e-banking-and-its-practical-uses/23498
- www.bankbazaar.com/ifsc/difference-neft-rtgsimps.html
- www.sbimf.com/en-us/pdf/disclosures/sebi_investor_education_programme_investment_in_mutual_funds

Note: Latest editions of all the suggested readings must be used.

MCOM BI 08: MARKETING OF BANKING SERVICES

Objective: This course intends to provide fundamental knowledge of marketing activities of banking industry.

UNIT I **(10 Sessions)**

Introduction: Service marketing- Meaning and nature; Gaps model of service quality; consumer behaviour in services; customer expectations and perceptions; Segmentation, targeting and positioning of services in competitive markets; Communication mix for services.

UNIT II **(10 Sessions)**

Introduction to Financial and Banking Services: Pricing and revenue management; distribution of banking services, Retail banking services; Convergence of financial services in banking sector.

UNIT III **(10 Sessions)**

Designing and Managing of Banking Services: Demand management; Planning of service environment; managing people for service advantage; impact of information technology on banking services.

UNIT IV **(10 Sessions)**

Managing Relationship and Building Loyalty: Customer relationship management; Service quality, productivity and customer perception; organizing for service leadership, Financial and economic impact of service.

Course Outcomes: Students completing this course will be able to:

- Define, explain and illustrate some of the frameworks and approaches that are helpful in marketing of financial services;
- Know the contribution of marketing towards the success of modern financial institutions;
- Explain the difference between the marketing of services and marketing of financial services.

Suggested Readings:

1. Kotler, P. & Gary, A.: Principle of Marketing. Prentice Hall of India.
2. Lovelock, C. & Wirtz, J.: Services Marketing. Pearson Education.
3. Zeithmal, V.A.: Services Marketing, Tata McGraw Hill.
4. Gupta, S.K. & Agarwal, N.: Financial Services. Kalyani Publishers.

Website Sources:

- www.articlesng.com/marketing-banking-services
- www.shodhganga.inflibnet.ac.in/bitstream/10603/45009/11/11_chapter%204.pdf
- www.thehindubusinessline.com/money-and-banking/The-seven-lsquoPs-essential-for-marketing-of-bank-services/article20310257.ece
- www.onlinecourses.nptel.ac.in
- www.managementstudyguide.com
- www.rbi.org.in
- www.investopedia.com

Note: Latest editions of all the suggested readings must be used.

MCOM 405: Comprehensive Viva-voce (100 Marks)