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

B.Voc. (Banking, Insurance and Retailing)

IIIrd to VI Semester

for the session 2016-17
B.Voc.(Banking, Insurance and Retailing)

Scheme of Examinations and Syllabus 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.\(4 \times 5 = 20\)

   **Section B (30 marks)**

   Students are required to attempt any Two questions out of the Four questions from syllabus (Unit-I) from this section. Each Question will carry fifteen marks.\(2 \times 15 = 30\)

   **Section C (30 marks)**

   Students are required to attempt any Two questions out of the Four questions from syllabus (Unit-II) from this section. Each Question will carry fifteen marks.\(2 \times 15 = 30\)

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.
## SCHEME OF B.VOC (BANKING, INSURANCE & RETAILING)

(SEMESTER SYSTEM)

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<th>S.NO</th>
<th>Code No.</th>
<th>PAPER TITLE</th>
<th>Credit</th>
<th>Term End Examinations</th>
<th>Internal Assessment</th>
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### 2nd YEAR

#### 3rd SEMESTER

**Part A: General Foundation Course**

| 1   | GFC 201 | Psychology for Managers                          | 6      | 80                    | 20                  | 100    |
| 2   | GFC 202 | Fundamental of Information Technology            | 6      | 80                    | 20                  | 100    |

**Part B: Skilled Courses**

| 3   | BIR 203 | Retail Strategies                                | 6      | 80                    | 20                  | 100    |
| 4   | BIR 204 | Management of Banking Services & Operations     | 6      | 80                    | 20                  | 100    |
| 5   | BIR 205 | Marketing Research & Consumer Behavior           | 6      | 80                    | 20                  | 100    |

### 4th SEMESTER

**Part A: General Foundation Course**

| 6   | GFC 206 | Accounting for Managers                          | 6      | 80                    | 20                  | 100    |
| 7   | GFC 207 | Internet & E-commerce                             | 6      | 80                    | 20                  | 100    |

**Part B: Skilled Courses**

| 8   | BIR 208 | Supply Chain and Inventory Management            | 6      | 80                    | 20                  | 100    |
| 9   | BIR 209 | Laws Governing Banking & Insurance               | 6      | 80                    | 20                  | 100    |
| 10  | BIR 210 | Human Resource Management                         | 6      | 80                    | 20                  | 100    |

**TOTAL** 60 800 200 1000
NOTE: PRACTICAL ORIENTATION WILL BE GIVEN TO STUDENTS IN THE RELEVANT SUBJECTS.

3rd YEAR

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| **Part B: Skilled Courses** |
| 3 | BIR 303 | Retail Environment in India | 6 | 80 | 20 | 100 |
| 4 | BIR 304 | Security Analysis & Portfolio Management | 6 | 80 | 20 | 100 |
| 5 | BIR 305 | Marketing Management | 6 | 80 | 20 | 100 |

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<th>6th SEMESTER</th>
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<td><strong>Part A: General Foundation Course</strong></td>
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*(Internal Practical Paper)*

| **Part B: Skilled Courses** |
| 8 | BIR 308 | Banking and Insurance Marketing | 6 | 80 | 20 | 100 |
| 9 | BIR 309 | Customer Relationship Management | 6 | 80 | 20 | 100 |
| 10 | BIR 310 | Innovations in Banking & Insurance | 6 | 80 | 20 | 100 |

**TOTAL** | 60 | 800 | 200 | 1000 |

NOTE: PRACTICAL ORIENTATION WILL BE GIVEN TO STUDENTS IN THE RELEVANT SUBJECTS.
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


UNIT II


Suggested readings

1. Robbins, Stephens P., Organisational Behavior
2. French, W and C. Bell, Organisational Development
3. Davis, Keith, Human Behaviour at Work: OrganisationalBehaviour
4. Luthans, Fred, OrganisationalBehaviour
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)- communications ï FAX, Voice mail, and information services ï E Mail ï Creation of email id - group communication ï Tele conferencing ï Video conferencing ï File exchange ï Bandwidth ï Modem ï Network Topologies ï Network types LAN, MAN, WAN and their architecture ï Dial up access

Unit – II


Recommended books

1. Information Technology : Dennis P. Curtin, McGraw Hill International
5. MS Office : Sanjay Saxsena
BIR-203 RETAIL 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


Unit-II


Recommended books
2. O.C. Ferrell and Michael Hartline, Marketing Strategy, Thomson Publication.,
5. Dunne, Lusch & Gahle: Retailing, South Western
Course Objective

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.

Unit – I


Unit – II


Practical: Case study-Analysis of Recent Core Banking Software.

Recommended books

1. K.P.M. Sundaram and P.N. Varshney: Banking Theory Law and Practice, Sultan Chand and Sons.
6. S. Padmalatha and Justin Paul: Management of Banking and Financial Services, Pearson Education.
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 of research in marketing to get acquainted with various research concepts, techniques and procedures and to develop their ability to conduct, evaluate, use and present research findings. The course will also help students to understand the various factors affecting consumer behavior and to understand the process of consumer buying.

Unit- I:

Introduction to Consumer Behavior: Introduction, Applications of consumer behavior, Consumer behavior and marketing strategy, Consumer decision process, Situational characteristics and consumption behavior, Consumer decision making process, Post purchase behavior.
Factors Influencing Consumer Behavior: Consumer specific factors influencing buying behavior, psychological processes (motivation, perception, learning and memory) affecting consumer behavior, the buying motive, high involvement and low involvement buying situations, Consumer behavior in adapting new products, participants in buying decisions, Group influence- Definition, types of group (primary, secondary, formal etc.), Family influence, roles, FLC application.

Unit-II:

Introduction to Marketing Research: Meaning, scope and importance of marketing research, Defining the market research problem and developing an approach, Research design formulation, Rating Scales Juster, Likert, Semantic Differential, Thurston, Attitude Scales, Preparing a written research report, organization of the report, Ethical issues in marketing research. Applications of marketing research: Research design classification, Product research- developing products, Specifications and attributes, Concept of test marketing, Advertising research, Market and sale analysis research, Sales forecasting, Demand measurement.

Recommended books

7. A. Parasuraman et.al.: Marketing Research, Biztantra.
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 ï Financial ratio analysis, cash flow (as per Accounting Standard 3) and funds flow statement analysis.

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

Recommended books

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


Unit-II

Business-to-Customer form of E-Commerce: Introduction to concepts of E-Banking, Electronic Funds Transfer Systems, Electronic payment mechanisms, Merchant Accounts and Payment Gateways, Electronic cash. Customer-to-Customer form of E-Commerce: Concept of Intermediaries and Internet enabled Auctions.Customer to Government form of E-Commerce: Introduction to E-

**Text Books:**


**BIR-208 SUPPLY CHAIN AND INVENTORY MANAGEMENT**

**Course Objective**

The objective of this course is to acquaint the students with the concepts and tools for analyzing, designing and improving the supply chain in an organisation and also to understand the changing distribution scenario.

**Unit-I**

Introduction to Supply Chain Management: Definition, Scope & Importance of Supply Chain Management, Key drivers Of the SCM, Features of Supply Chain Management. Role of Logistics in Supply Chains: Definition of Logistics Management, Scope and role of Transportation, Traffic & transportation. Forecasting importance, different kind of forecasting techniques in estimating demand, method used to determine accuracy of forecast, sourcing and vendor selection, routing and route sequencing.

**Unit-II**

Inventory management, EOQ, Minimum level and safety stock. Reordering level, maximum level, rations of discounts of bulk purchase, uncertainty and inventory management, lead time, The role of IT in Supply Chain. Uses of IT in inventories, Transportation & facilities within a Supply Chain. The Supply Chain IT frame work-macro Processes

**Recommended books**

4. RP Mohanty: Supply Chain Management-Theories and Practice, Biztantra.
5. Robert B. Handfield, Ernest L. Nicholas, Jr.: Introduction to Supply Chain Management, Pearson
BIR-209 LAWS GOVERNING BANKING AND INSURANCE

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

Unit-I

Unit-II

Recommended Books
7. Subhash Chandra Das: Corporate Governance in India, Prentice Hall India
8. U.C. Mathur: Corporate Governance & Business Ethics, Macmillan
Objective: The objective of the paper is to familiarize the students with the different aspects of managing human resource in the organization.

UNIT – I

UNIT – II

Reference books:
GFC-301 QUANTITATIVE METHODS & BUSINESS RESEARCH

Course Objective: To expose students to Quantitative Technique in management decision-making.

Unit-I


Unit-II


Recommended Books

2) Statistical Methods, Gupta S.P & Gupta, M.P (2003), Sultan Chand & Sons, New Delhi.
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, regionalism v/s. multilateralism, integration of developing countries - SAARC, NAFTA; World trade and protectionism - Tariff and non-tariff barriers; Economic institutions - International Monetary Fund (IMF), World Bank, GATT, WTO and GATS etc.

Unit II

Business ethics: Difference between values, morals and ethics, 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): Understanding CSR, CSR models, common indicators for measuring business social performance. Business ethics and CSR in Indian perspective.

Practical: Reporting social responsibility measures in annual report.

Recommended books

BIR 303- RETAIL ENVIRONMENT IN INDIA

Unit I

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

Unit II

The Indian Retail Environment: A Look at Socio-Cultural Impediments
Sector development of Indian retail.
Drivers of retail change.
Barriers to development of the modern retail formats in India.
FDI in Indian organized retailing.
Future trends of retail in India.

Practical: Discussion of Case studies in retail industry.

Recommended books

2. C. Bajaj: Retail Management, Oxford Publication.
S. Pradhan: Retailing Management, Tata McGraw Hill.
Allan M. Findlay, John A. Dawson, Ronan Paddison: Retailing Environment in Developing Countries, Pearson Publ.
Objective: The paper aims at providing the students a comprehensive knowledge about security analysis and portfolio management and equipping for taking profitable investment decisions.

UNIT – I

UNIT – II

Reference books:
5. French, Don, Security and Portfolio Analysis, Merrill Publishing Co.
BIR-305 MARKETING MANAGEMENT

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

UNIT – I

UNIT – II

Suggested Readings:
GFC-306: SOFT SKILLS AND PERSONALITY DEVELOPMENT

Objective: To expose the students to the concept of ‘Human Development’ (Personal and interpersonal) with emphasis on the latent resources that every human being possesses. To fulfill the need and importance of creating an awareness of these resources and to maximize the same to enable the students meet the challenges of the modern world.

Unit-I


Unit-II

Introduction to Personality- Basic of Personality, Human growth and Behavior, Theories in Personality, Motivation; Techniques in Personality development - Self-confidence, Mnemonics, Goal setting, Time Management and effective planning, Techniques in Personality Development - Stress Management, Meditation and concentration techniques, Self-hypnotism, Self-acceptance and Self-growth. Co-ordination while working in a team, Leadership styles, Management of conflict, Profiles of great and successful personalities, Role of career planning in personality development, How to face personal interviews and group discussions.

Recommended books

1. Personality Development by Rajiv K. Mishra, Rupa &Co
2. An Approach to Communication Skills by Indrajit Bhattacharya, Delhi: Dhanpat Rai
4. Introduction to Psychology by Atkinson and Hilgard, Edward E. Smith, Susan Nolen-Hoeksema, Barbara Fredrickson, Geoffrey Loftus
5. Communication Today & Tomorrow by Ravi Aggarwal, Sublime Publications, Jaipur
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 society

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).
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 sector. Delivery of services, the process and measurement, understanding of service quality and building customer relationship. Case studies from Banking & Insurance sector

Recommended books

1. C B Gupta & Rajan Nair, Marketing Management, Sultan Chand & Sons
2. S Arora, Marketing of Financial Services, Deep and Deep Publications
BIR-309 CUSTOMER RELATIONSHIP MANAGEMENT

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

Unit-I

Unit-II
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. Role of CRM in pre-purchase stage, purchase stage, in usage stage, in re-purchase stage. Role of CRM in winning back lost customers, establishing customer relationship on the internet. Technology in CRM management.

Recommended books
1. Balasubramaniyan, K., Essence of Customer Relationship Management, learn Tech press
2. For Sugar—CRM & Microsoft Dynamic CRM - Refer Internet
3. Kaushik Mukerjee — CRM — PHI.
4. M.Peeru Mohamed — CRM — Vikas

BIR-310 INNOVATIONS IN BANKING AND INSURANCE

UNIT I:

UNIT II:
Insurance- Concept, functions, Types( Life and General), New Insurance Products. Integration of third party and Re-insurance, Co-existence of Banking and Insurance — their problems. Insurance as a cover to Banking risks Types of Risks, (systematic and unsystematic) Bancassurance. Privatization
of Insurance Business in India, Corporate Governance in Insurance. Future strategies for promoting insurance in India.

**Practical:** Project Report on innovative banking and insurance products

**Recommended books**


James L Athearn: Risk and Insurance, West Publications


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

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