PANJAB UNIVERSITY, CHANDIGARH-160014 (INDIA)
(Estd. under the Panjab University Act VII of 1947-enacted by the Govt. of India)

OUTLINES OF TESTS SYLLABI AND COURSES OF READING

FOR

B.Voc. (Banking, Insurance and Retailing)-I & II Year

Session: 2017-18 (1st - 4th Sem)
## Semester 1<sup>st</sup>

<table>
<thead>
<tr>
<th>Paper Code</th>
<th>Title</th>
<th>Generic/Skill Component</th>
<th>Theory/Practical</th>
<th>Internal (Theory)</th>
<th>External (Theory)</th>
<th>Internal (Practical)</th>
<th>External (Practical)</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>*GEN - 101</td>
<td>Communication Skills</td>
<td>Generic Component</td>
<td>Theory</td>
<td>20</td>
<td>80</td>
<td>**</td>
<td>**</td>
<td>6</td>
</tr>
<tr>
<td>*GEN- 102</td>
<td>Fundamentals of Information Technology</td>
<td>Generic Component</td>
<td>Theory</td>
<td>20</td>
<td>80</td>
<td>**</td>
<td>**</td>
<td>6</td>
</tr>
<tr>
<td>BIR - 103</td>
<td>Retail Marketing</td>
<td>Skill Component</td>
<td>Theory</td>
<td>20</td>
<td>80</td>
<td>**</td>
<td>**</td>
<td>6</td>
</tr>
<tr>
<td>BIR - 104</td>
<td>Principle &amp; Practice of Banking &amp; Insurance</td>
<td>Skill Component</td>
<td>Theory</td>
<td>20</td>
<td>80</td>
<td>**</td>
<td>**</td>
<td>6</td>
</tr>
<tr>
<td>BIR - 105</td>
<td>Management Concepts and Strategic Management</td>
<td>Skill Component</td>
<td>Theory</td>
<td>20</td>
<td>80</td>
<td>**</td>
<td>**</td>
<td>6</td>
</tr>
</tbody>
</table>

## Semester 2<sup>nd</sup>

<table>
<thead>
<tr>
<th>Paper Code</th>
<th>Title</th>
<th>Generic/Skill Component</th>
<th>Theory/Practical</th>
<th>Internal (Theory)</th>
<th>External (Theory)</th>
<th>Internal (Practical)</th>
<th>External (Practical)</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>*GEN - 201</td>
<td>Soft Skills and Personality Development</td>
<td>Generic Component</td>
<td>Theory</td>
<td>20</td>
<td>80</td>
<td>**</td>
<td>**</td>
<td>6</td>
</tr>
<tr>
<td>GEN- 202</td>
<td>Business &amp; General Laws</td>
<td>Generic Component</td>
<td>Theory</td>
<td>20</td>
<td>80</td>
<td>**</td>
<td>**</td>
<td>6</td>
</tr>
<tr>
<td>BIR 203</td>
<td>Retail stores &amp; Operation Management</td>
<td>Skill Component</td>
<td>Theory</td>
<td>20</td>
<td>80</td>
<td>**</td>
<td>**</td>
<td>6</td>
</tr>
<tr>
<td>BIR 204</td>
<td>Financial Markets &amp; Services</td>
<td>Skill Component</td>
<td>Theory</td>
<td>20</td>
<td>80</td>
<td>**</td>
<td>**</td>
<td>6</td>
</tr>
<tr>
<td>BIR 205</td>
<td>Elements Of Salesmanship</td>
<td>Skill Component</td>
<td>Theory</td>
<td>20</td>
<td>80</td>
<td>**</td>
<td>**</td>
<td>6</td>
</tr>
<tr>
<td>**SIT- 201</td>
<td>Summer Training [OJT] (After 2&lt;sup&gt;nd&lt;/sup&gt; Semester Examinations)</td>
<td>Skill</td>
<td>Practical</td>
<td>--</td>
<td>--</td>
<td>20</td>
<td>80</td>
<td>6</td>
</tr>
</tbody>
</table>

*Refers to all Generic Components common to all B.Voc. Courses

** Summer Industrial Training of 4-6 weeks in a relevant Industry after 2nd Semester Examinations during summer break. Training report by the student to be submitted within in one week of start of 3<sup>rd</sup> Semester. Viva-Voce examination to be held within 3-weeks of the start of 3<sup>rd</sup> semester.
## Semester 3<sup>rd</sup>

<table>
<thead>
<tr>
<th>Paper Code</th>
<th>Title</th>
<th>Generic/Skill Component</th>
<th>Theory/Practical</th>
<th>Internal (Theory)</th>
<th>External (Theory)</th>
<th>Internal (Practical)</th>
<th>External (Practical)</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>*GEN-301</td>
<td>Value Education And Human Rights</td>
<td>Generic Component</td>
<td>Theory</td>
<td>20</td>
<td>80</td>
<td>----</td>
<td>----</td>
<td>6</td>
</tr>
<tr>
<td>GEN 302</td>
<td>Psychology for Managers</td>
<td>Generic Component</td>
<td>Theory</td>
<td>20</td>
<td>80</td>
<td>----</td>
<td>----</td>
<td>6</td>
</tr>
<tr>
<td>BIR 303</td>
<td>Retail Strategies</td>
<td>Skill Component</td>
<td>Theory</td>
<td>20</td>
<td>80</td>
<td>----</td>
<td>----</td>
<td>6</td>
</tr>
<tr>
<td>BIR 304</td>
<td>Management of Banking Services &amp; Operations</td>
<td>Skill Component</td>
<td>Theory</td>
<td>20</td>
<td>80</td>
<td>----</td>
<td>----</td>
<td>6</td>
</tr>
<tr>
<td>BIR 305</td>
<td>Marketing Research &amp; Consumer Behavior</td>
<td>Skill Component</td>
<td>Theory</td>
<td>20</td>
<td>80</td>
<td>----</td>
<td>----</td>
<td>6</td>
</tr>
</tbody>
</table>

## Semester 4<sup>th</sup>

<table>
<thead>
<tr>
<th>Paper Code</th>
<th>Title</th>
<th>Generic/Skill Component</th>
<th>Theory/Practical</th>
<th>Internal (Theory)</th>
<th>External (Theory)</th>
<th>Internal (Practical)</th>
<th>External (Practical)</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>*GEN-401</td>
<td>Environmental Studies</td>
<td>Generic Component</td>
<td>Theory</td>
<td>20</td>
<td>80</td>
<td>----</td>
<td>----</td>
<td>6</td>
</tr>
<tr>
<td>GEN-402</td>
<td>Accounting for Managers</td>
<td>Generic Component</td>
<td>Theory</td>
<td>20</td>
<td>80</td>
<td>----</td>
<td>----</td>
<td>6</td>
</tr>
<tr>
<td>BIR 403</td>
<td>Human Resource Management</td>
<td>Skill Component</td>
<td>Theory</td>
<td>20</td>
<td>80</td>
<td>----</td>
<td>----</td>
<td>6</td>
</tr>
<tr>
<td>BIR 404</td>
<td>Supply Chain and Inventory Management</td>
<td>Skill Component</td>
<td>Theory</td>
<td>20</td>
<td>80</td>
<td>----</td>
<td>----</td>
<td>6</td>
</tr>
<tr>
<td>BIR 405</td>
<td>Laws Governing Banking &amp; Insurance</td>
<td>Skill Component</td>
<td>Theory</td>
<td>20</td>
<td>80</td>
<td>----</td>
<td>----</td>
<td>6</td>
</tr>
<tr>
<td><strong>SIT</strong></td>
<td>Summer Training [OJT] (After 4&lt;sup&gt;th&lt;/sup&gt; Semester Examinations)</td>
<td>Skill Practical</td>
<td>--</td>
<td>--</td>
<td>20</td>
<td>80</td>
<td></td>
<td>6</td>
</tr>
</tbody>
</table>

*Refers to all Generic Components common to all B.Voc. Courses

** Summer Industrial Training of 4-6 weeks in a relevant Industry after 4th Semester Examinations during summer break. Training report by the student to be submitted within in one week of start of 5th Semester. Viva-Voce examination to be held within 3-weeks of the start of 5th semester.
SYLLABUS: SKILLED COURSE

B.Voc (Banking, Insurance & Retailing) 1st Semester

Paper Title: Communication Skills
Paper Code: GEN 101 Credits: 6

Job Role: Business Communicator

Objective: The objective of this paper is to develop communication skills, discover what business communication is all about and learn how to adapt the communication experiences in life and to the business world.

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

UNIT –I

Introduction to Communication: Need for Effective Communication, The Process of Communication, Levels of communication, Flow of communication, Use of language in communication, Communication networks, Significance of technical communication, Barriers to Communication, Types of barriers, Miscommunication, Noise, overcoming measures.

UNIT –II

Verbal Communication: Planning, Preparation, Delivery, Feedback and Assessment of Activities like –Public Speaking, Group discussion, Presentation Skill, Audio-Visual Aids, Personal interview.

UNIT –III

SWOT analysis: Self-management techniques, Self-image and Self-esteem, Building self-confidence, Power of irresistible enthusiasm, Etiquettes, Etiquettes in Social as well as Office Atmosphere, Telephone Etiquettes, E-mail Etiquettes, etiquettes and manners. Importance of listening and responding.

UNIT –IV

Report Writing: Business reports: Types, Characteristics, Importance, Elements of structure, Process of writing, Order of writing, the final draft, check lists for reports. Business Correspondence: Inviting quotations, Sending quotations, placing orders, Inviting tenders, Sales letters, claim & adjustment letters and social correspondence.

Practical: Writing correspondence to vendors, dealers or customers for relation building, conducting video conferencing.
Suggested Resources for Reading:

2. Rocky W. Griffin -Management — Biztantra
4. Developing Communication Skills ,Krishmohan and Meera Banerjee ,Macmilan India Ltd.
5. Communication Skills - Sanjay Kumar &PushpLata, Oxford University Press
Paper Title: FUNDAMENTALS OF INFORMATION TECHNOLOGY
Paper Code: GEN 102 Credits: 6

Job Role: IT

Objective: The objective of this paper is to develop communication skills, discover what business communication is all about and learn how to adapt the communication experiences in life and to the business world.

Instructions:

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

UNIT – I

Computers: Introduction to computers, characteristics of computer, organization of computers, hardware, software, data, information, Types of computer: Classification on the basis of purpose: digital computers, analog computers, hybrid computers; Classification on the basis of size: microcomputers, mini computers, mainframe computers and supercomputers, desktop computers, laptops, workstations, PDA. Generations of computer, Uses and Application of computers.

UNIT- II


UNIT – III

Software: Introduction, Types of Software: Application software, System software. Operating system, functions of operating system, types of operating system. Data processing, Data processing systems: batch processing, online processing, time sharing, real-time applications, Single-user, multi-user, and client-server systems; distributed and parallel processing systems; Translators: compilers, interpreters and assemblers.

UNIT –IV

Computer Networks: Introduction, types of networks on the basis of area coverage: LAN, WAN, MAN. Internet and WWW: Evolution of Internet, Various Internet services (WWW, e-mail, telnet, ftp, IRC, news) and their uses, Access Methods, Browsers, Future of Internet, Applications of Internet, Evolution of www.
Suggested Resources for Reading:

B.Voc (Banking, Insurance & Retailing) 1st Semester

Paper Title: RETAIL MARKETING
Paper Code: BIR- 103     Credits: 6

Job Role: Retail Executive

Objective: 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.

Instructions:

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

Unit I
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.

Unit II

Unit III
Designing a Retail Organization Structure - Defining Organisational objectives, Identifying Organisational tasks. Forms of Retail organization – levels of organization. Retail Organization Structures - Independent store organizational structure, Department store organizational structure, Chain store organisational structure.

Unit IV
Retail store layout & design- Types of Retail Location, Classify the different Locations of retail store, Identify the factors affecting choice of store location, Identify the steps in store layout, Competencies required for store operations in retail knowledge, Identify the formalities required for store layout, Identify the elements of store design decision, Formulate the process for Retail Store Design.

Suggested Resources for Reading:

B.Voc (Banking, Insurance & Retailing) 1st Semester

Paper Title: PRINCIPLES AND PRACTICES OF BANKING & INSURANCE
Paper Code: BIR-104 Credits: 6

Job Role: Banking and Insurance Supervisor

Objective: 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.

Instructions:

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

Unit I


Unit II


Unit III

Introduction of Insurance: Concept and nature of insurance, Purpose and need of insurance, working of insurance, insurance as security tools, insurance and economic development. Principles of Insurance, Performa of final accounts of Insurance Companies.

Unit IV


Suggested Resources for Reading:

2. A. Ranga Reddy, C. Rangarajan: Rural Banking and Overdues Management, Mittal Publications
Objective: The objective of the subject is to make students conversant with a set of management guidelines which specify the firm’s product-market position, the directions in which the firm seeks to grow and competitive tools it employs, the strengths it will seek to exploit and the weaknesses it will seek to avoid. Strategy is a concept of the firm’s business which provides a unifying theme for all its activities.

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

Unit I
Introduction: Concept of Management, Process, Principles, Levels, Functions and Significance of Management, Management Vs. Administration, Planning: Concept, Process and Significance, Types, Relationship between Planning and Controlling, Decision Making, MBO. Organization: Concept, Process and Significance-Span of Control

Unit II

Unit-III

Unit IV

Suggested Resources for Reading:
Paper Title: SOFT SKILLS AND PERSONALITY DEVELOPMENT
Paper Code: GEN 201     Credits: 6

Job Role: Salesman

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.

Instructions:

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

UNIT-I
Attitude, Process of attitude formation, How to build a success attitude, Spot analysis, Self management techniques, Self-image and self-esteem, Building self-confidence, Power of irresistible enthusiasm, etiquettes and manners in a group, public speaking, oral and written communication, Body language, Importance of listening and responding, tips for technical writing.

UNIT – II

UNIT –III
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, Selfhypnotism, Self-acceptance and Self-growth.

UNIT -IV
Co-ordination while working in a team, Leadership styles, Leader & Team player, Management of conflict, Profiles of great and successful personalities, Role of career planning in personality development, How to face personal interviews and group discussions

Suggested Resources for Reading:
1. ‘Personality Development’ by Rajiv K. Mishra, Rupa & Co
2. ‘An Approach to Communication Skills’ by Indrajit Bhattacharya, Delhi : Dhanpat Rai
3. ‘Business Communication Skills’ by Varinder Kumar, Bodh Raj, Manocha, Kalyani Publishers, New Delhi
4. ‘Introduction to Psychology’ by Atkinson and Hilgard’s ,Edward E. Smith, Susan Nolen-Hoeksema, Barbara Fredrickson, Geoffrey Loftus
5. ‘Communication Today & Tomorrow’ by Ravi Aggarwal, Sublime Publications, Jaipur
B.Voc (Banking, Insurance & Retailing) 2nd Semester

Paper Title: BUSINESS AND GENERAL LAWS

Paper Code: GEN 202     Credits: 6

Job Role: Law Conversant

Objective: 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.

Instructions:

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

UNIT I


Unit II

Sale of Goods Act, 1930: Contract of sale of goods, Conditions & warranties; Transfer of ownership; Performance of the contract: Remedial measures; Auction sales

UNIT III


Unit IV


Right to Information Act, 2005: Salient Features of RTI Act

Suggested Resources for Reading:

1. Avtar Singh : The Principles of Mercantile Law
2. M.C. Kuchhal : Business Law
3. N.D. Kapoor : Business Law
Paper Title: RETAIL STORES AND OPERATION MANAGEMENT

Paper Code: BIR-203 Credits: 6

Job Role: Store Operator/Keeper

Objective: 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.

Instructions:

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

Unit-I

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.

Unit II


Unit-III

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,

Unit IV

Mall Management, Factors influencing Mall establishments. Logistic and Information system, Improved product availability, Improved assortments, Strategies, Quick Response System.

Suggested Resources for Reading:
1. Swapana Pradhan- Retailing Management
2. Dravid Gilbert- Retail Marketing
4. A. J. Lamba- The Art of Retailing
B.Voc (Banking, Insurance & Retailing) 2nd Semester

Paper Title: FINANCIAL MARKETS AND SERVICES

Paper Code: BIR-204 Credits: 6

Job Role: Market Analyst

Objective: The objective of this paper is to introduce students to the different aspects and components of financial markets and financial services in the financial system. This will enable them to take the rational decision in financial environment.

Instructions:

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

Unit I


Unit II


Unit III

Recent developments in the Indian Financial system: market structure and financial innovation. RBI, SEBI etc. their major functions. Role and functions of Capital markets. Role and Functions of Mutual Funds Role. Risk Management Importance of risk management in banks-types of risks.

Unit IV

Factoring & Forfeiting . Merchant Banking in India: Role and functions, SEBI guidelines relating to merchant banking, venture capital: meaning, characteristics, and SEBI guidelines relating to venture capital funds. Credit rating: Meaning, types and functions of credit rating agency and process.

Suggested Resources for Reading:

Paper Title: ELEMENTS OF SALESMANSHIP

Job Role: Salesman

Objective: The objective of this course is to introduce students to the basic scope, benefits and types of salesmanship; and understand the steps involved in selling & marketing.

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

Unit-I
Introduction, Concept of Salesmanship, Importance of Personal Selling in the context of competitive environment, Types of selling, Salesman career. Duties and Qualities of Salesman, Functions of salesman, Rewards in Selling: Financial and Non-Financial.

Unit II
Product Knowledge: Importance of complete Product Knowledge, Major areas of knowledge, Manufacturers, Life of Products, Guarantee Price, Sources of Product Information: Published and Unpublished Sources.

Unit-III

Unit IV

Suggested Resources for Reading:
Objective: The objective of this paper is to impart basic human values to students through formal education and contribute to making the student a true human being, who is able to face life and make it meaningful.

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

UNIT I
Value Education: Its purpose and significance in the present world; Value system – The role of culture and civilization; Holistic living – Balancing the outer and inner – Body, Mind and Intellectual level- Duties and responsibilities.

UNIT II
Salient values for life- Truth, commitment, honesty and integrity, forgiveness and love, empathy and ability to sacrifice, care, unity, and inclusiveness, Self-esteem and self confidence, punctuality – Time, task and resource management – Problem solving and decision making skills- Interpersonal and Intra personal relationship – Team work – Positive and creative thinking

UNIT III

UNIT IV

Suggested Resources for Reading:
1. ‘Education and Human Values’ by M.G.Chitakra, A.P.H. Publishing Corporation, New Delhi, 2003
6. ‘Human Values and Education’ by Ruhela, S.P., Sterling Publications, New Delhi, 1986
7. ‘Values and Education in Independent Indian’ by Kaul, G.N., Associated Publishers, Mumbai, 1975
8. ‘Education in Values’, NCERT, New Delhi, 1992
B.Voc (Banking, Insurance & Retailing) 3rd Semester

Paper Title: PSYCHOLOGY FOR MANAGERS

Paper Code: GEN 302 Credits: 6

Job Role: Team Leader

Objective: 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.

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

UNIT- I


Unit II


UNIT III


Unit IV


Suggested Resources for Reading:
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.Voc (Banking, Insurance & Retailing) 3rd Semester

Paper Title: RETAIL STRATEGIES

Paper Code: BIR-303 Credits: 6

Job Role: Retailing Advisor

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.

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

Unit I

Definition of Retail Market Strategy, Target market and Retail format, Building Sustainable Competitive Advantage-Location, Merchandise, Price, Service and Communications, Achieving Strategic Positioning-Operations.

Unit II


Unit III

Obtaining resources needed to compete, Developing positioning strategy, Strategy implementation, Evaluating results and Controlling operations. Strategic Profit model- An overview. The Strategic Profit Model-Return on Assets, Return on Net Worth, Improving Financial Performance, Profit management.

Unit IV


Suggested Resources for Reading:

2. O.C. Ferrell and Michael Hartline, Marketing Strategy, Thomson Publication.,
5. Dunne, Lusch & Gahle: Retailing, South Western
B.Voc (Banking, Insurance & Retailing) 3rd Semester

Paper Title: MANAGEMENT OF BANKING SERVICES & OPERATIONS
Paper Code: BIR-304 Credits: 6

Job Role: Risk and Operation Manager

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.

Instructions:

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

Unit – I


Unit II

Technological Impact in Banking Operations Information technology in Indian Banks: Key issues and Challenges. Introduction to e-Banking: Origin of e-Banking, Role of Technology in e-Banking, Significance, latest trends in e-banking, Constraints.

Unit III

Popular products and services in electronic banking: ATMs, Internet banking, Mobile banking and other sources, e-banking: a customer’s perspective. Electronic payment systems in Banks: Various payment systems: ECS (Debit & Credit) EFT, NEFT, RTGS, Communication Network.

Unit IV


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

Suggested Resources for Reading:

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.

********************
Paper Title: MARKETING RESEARCH AND CONSUMER BEHAVIOUR

Paper Code: BIR-305 Credits: 6

Job Role: Marketing Executives

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 effecting consumer behavior and to understand the process of consumer buying.

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

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.

Unit II

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, Family influence & roles.

Unit-III

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.

Unit IV

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.
Suggested Resources for Reading:

7. A. Parasuraman et.al.: Marketing Research, Biztantra.
B.Voc (Banking, Insurance & Retailing) 4th Semester

Paper Title: Environmental studies

Paper Code: GEN 401  Credits: 6

Job Role: Environment Conversant

Objective: The objective of the paper is to understand the basic concepts of the natural environment, to identify the different sources of pollution and their related effects, and to have awareness about the conservation strategies and laws followed in India.

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

UNIT I


UNIT II

Renewable and non-renewable resources. Concept of sustainable development. Biodiversity: definition, hotspots, national parks, biosphere reserves, wildlife sanctuaries.

UNIT III


UNIT IV

Global environment issues: Ozone depletion, global warming and climatic change. Environmental conservation strategies and projects in India, Ganga action plan, Yamuna action plan, Project tiger etc. Environmental laws in India.

Suggested Resources for Reading:
Paper Title: ACCOUNTING FOR MANAGERS  
Paper Code: GEN 402  
Credit: 6

Job Role: Financial Analyst

Objective: Understanding the applications of Accounting.

Instructions:

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

UNIT – I
Introduction to Financial, Cost and Management Accounting. Analysis of financial statements – Common Size Statement analysis and trend analysis.

UNIT – II
Financial ratio analysis.

UNIT – III
Cost Accounting-Classification of costs – Preparation of Cost Sheet, Reconciliation of financial and cost accounting.

UNIT - IV
Marginal costing, Variance Analysis - Standard costing.

Suggested Resources for Reading:

4. Saxena Vashisht, Cost Accounting
5. S. N. Maheshwary, Cost Accounting
Objective: The objective of the paper is to familiarize the students with the different aspects of managing human resource in the organization.

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

UNIT – I


UNIT-II


UNIT – III


UNIT-IV


Suggested Resources for Reading:
B.Voc (Banking, Insurance & Retailing) 4th Semester

Paper Title: SUPPLY CHAIN AND INVENTORY MANAGEMENT

Paper Code: BIR-404 Credits: 6

Job Role: Store Manager

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.

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

Unit-I
Introduction to Supply Chain Management: Definition, Scope & Importance of Supply Chain Management, Key drivers Of the SCM, Features of Supply Chain Management.

Unit II
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 III
Inventory management, EOQ, Minimum level and safety stock. Reordering level, maximum level, rationa of discounts of bulk purchase, uncertainty and inventory management, lead time.

Unit IV
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.

Suggested Resources for Reading:
4. RP Mohanty: Supply Chain Management-Theories and Practice, Biztantra.
5. Robert B. Handfield, Ernest L. Nicholas, Jr.: Introduction to Supply Chain Management, Pearson Education.
B.Voc (Banking, Insurance & Retailing) 4th Semester

Paper Title: LAWS GOVERNING BANKING AND INSURANCE

Paper Code: BIR-405 Credits: 6

Job Role: Legal Analyst

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

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

Unit-I
Banker and customer relationship, rights and obligation of a Bank customer, rights and obligation of Bankers. Evolution of banking law: Banking Regulation Act, 1949; Reserve Bank of India Act 1934,

Unit II

Unit III

Unit-IV

Suggested Resources for Reading:

7. Subhash Chandra Das: Corporate Governance in India, Prentice Hall India
8. U.C. Mathur: Corporate Governance & Business Ethics, Macmillan

***************