

## **B. Voc. in Banking, Financial Services & Insurance**

### **Semester: Fourth**

#### **Business Mathematics & Statistics**

<b>Course Code:</b>	BFSI
<b>Paper Code:</b>	BF401T
<b>Course Title:</b>	Business Mathematics & Statistics

**Learning Objective:** The objective of this paper is to introduce the student with basic mathematics and statistics useful in financial sector.

<b>Unit</b>	<b>Details</b>	<b>Contact Hours</b>
I	Solution of linear equations and their application to problem of commercial mathematics.	9
II	System of linear equations and in equation in two variables. Applications in formation of simple linear programming problems.	9
III	Statistics: Raw data, bar charts and Histogram; Frequency Tables; Frequency Polygon.	9
IV	Median and Mode of ungrouped and grouped data; Standard Deviation.	9
V	Introduction to Mortality tables; Price Index etc. Introduction to Computers.	9

**Learning Outcome:** The student will be capable of applying mathematics and statistics in financial sector activities.

#### **Scheme of Examination:**

##### **Continuous Assessment (MM: 100)**

The continuous assessment shall be done by the concerned faculty based on mid-term test (40 marks); demonstration / presentation (40 marks) and attendance / punctuality / personality traits (20 marks)

##### **End term Assessment (MM: 100)**

The End Term Assessment of educational component shall be carried out by the University in the form of written examination whose duration shall be 3 hours as per following examination paper pattern:

Section – A: Ten questions of 2 mark each. Student shall be required to attempt all.

Section – B: Eight questions of 10 marks each out of which student shall be required to attempt any Four.

Section – C: Four questions of 20 marks each out of which student shall be required to attempt any two.

#### **Suggested Readings:**

1. N. D. Vohra, Business Mathematics and Statistics, McGraw Hill Education (India) Pvt Ltd
2. J.K. Thukral, Mathematics for Business Studies, Mayur Publication
3. J. K. Singh, Business Mathematics, Himalaya Publishing House.
4. S.C. Gupta, Fundamentals of Statistics, Himalaya Publishing House.

## Indian Financial System – II

<b>Course Code:</b>	BFSI
<b>Paper Code:</b>	BF402T
<b>Course Title:</b>	Indian Financial System – II

**Pre-Requisite:** Indian Financial System – I

**Learning Objective:** The objective of this paper is to make student understand the different components of Indian Financial System.

Unit	Details	Contact Hours
I	Introduction to Financial Markets: Money Market and Capital Market; Primary market and Secondary Market	9
II	Framework of Financial Services, Financial Instruments, Different participants of financial system, Specialised Institutions	9
III	Mutual Funds: Objectives, Importance, Organisation, Categories, RBI and SEBI guidelines.	9
IV	Venture Capital: Meaning, features, need, RBI guidelines	9
V	Credit Rating: Meaning, objectives, benefits, types. CRISIL, ICRA, CARE	9

**Learning Outcome:** The student will understand different components of financial system of country those are directly related to BFSI activities.

### **Scheme of Examination:**

#### **Continuous Assessment (MM: 100)**

The continuous assessment shall be done by the concerned faculty based on mid-term test (40 marks); demonstration / presentation (40 marks) and attendance / punctuality / personality traits (20 marks)

#### **End term Assessment (MM: 100)**

The End Term Assessment of educational component shall be carried out by the University in the form of written examination whose duration shall be 3 hours as per following examination paper pattern:

Section – A: Ten questions of 2 mark each. Student shall be required to attempt all.

Section – B: Eight questions of 10 marks each out of which student shall be required to attempt any Four.

Section – C: Four questions of 20 marks each out of which student shall be required to attempt any two.

### **Suggested Readings:**

1. Machiraju H.R., Indian Financial System, Vikas Publishing House.
2. Desai V., Fundamentals of Indian Financial System, Himalaya Publishing House.

## Risk Management – II

<b>Course Code:</b>	BFSI
<b>Paper Code:</b>	BF403T
<b>Course Title:</b>	Risk Management – II

**Pre-Requisite:** Risk Management - I

**Learning Objective:** The objective of this paper is to enable the student to analyse, classify, evaluate and control risk.

Unit	Details	Contact Hours
I	Risk assessment considerations, Value at risk, stress tests and scenarios, Risk causes (sources) and consequences.	9
II	Risk classification systems, Introduction to risk analysis, Risk likelihood and impact,	9
III	Regulatory models and internal models as risk analysis tool, Defining the upside of risk.	9
IV	Risk evaluation and risk appetite, Introduction to risk treatment and risk response, The 4Ts, Risk control techniques (PCDD).	9
V	Control of financial risks, Introduction to control of operational risk, Insurance and risk transfer.	9

**Learning Outcome:** The student will be able to manage risk in BFSI activities.

### Scheme of Examination:

#### Continuous Assessment (MM: 100)

The continuous assessment shall be done by the concerned faculty based on mid-term test (40 marks); demonstration / presentation (40 marks) and attendance / punctuality / personality traits (20 marks)

#### End term Assessment (MM: 100)

The End Term Assessment of educational component shall be carried out by the University in the form of written examination whose duration shall be 3 hours as per following examination paper pattern:

Section – A: Ten questions of 2 mark each. Student shall be required to attempt all.

Section – B: Eight questions of 10 marks each out of which student shall be required to attempt any Four.

Section – C: Four questions of 20 marks each out of which student shall be required to attempt any two.

### Suggested Readings:

1. Risk Management, Indian Institute of Banking & Finance (IIBF).
2. Arunajatesan S., Risk Management in Finance, Vikas Publishing House.

## Fundamentals of Marketing

<b>Course Code:</b>	BFSI
<b>Paper Code:</b>	BF404T
<b>Course Title:</b>	Fundamentals of Marketing

**Learning Objective:** To provide the working knowledge of different concepts of Marketing and their use managerial decisions.

Unit	Details	Contact Hours
I	Marketing: Evolution, Concept, Nature, Functions & Importance. Selling Vs. Marketing. Types of marketing	9
II	Marketing System, Marketing Information System; Definition and Components.	9
III	Consumer Behaviour: Factors Influencing the Consumer Behaviour, Consumer Buying Process, Buying Motives.	9
IV	Market Segmentation: Concept, Importance, and Basis. Target Market Selection.	9
V	Market Positioning: Concept & Importance.	9

**Learning Outcome:** The students will understand the different facets of marketing management.

### **Scheme of Examination:**

#### **Continuous Assessment (MM: 50)**

The continuous assessment shall be done by the concerned faculty based on mid-term test (20 marks); demonstration / presentation (20 marks) and attendance / punctuality / personality traits (10 marks)

#### **End term Assessment (MM: 50)**

The End Term Assessment of educational component shall be carried out by the University in the form of written examination whose duration shall be 3 hours as per following examination paper pattern:

Section – A: Five questions of 2 mark each. Student shall be required to attempt all.

Section – B: Four questions of 10 marks each out of which student shall be required to attempt any two.

Section – C: Two questions of 20 marks each out of which student shall be required to attempt any one.

### **Suggested Readings:**

1. Ramaswamy VS, Namakumari “Marketing Management” 4<sup>th</sup> Edition, Macmillan
2. Shukla A.K. “Marketing Management” 1st edition, Vaibhav Laxmi Prakashan
3. Evance & Berman “ Marketing Management”, Cenage Learning
4. Mcdenial, Lamb, Hair “ Principles Of Marketing 2008”Cenage Learning
5. Stanton W.J. et al: Fundamentals of Marketing, McGraw Hill.

## Fundamentals of Marketing Lab.

<b>Course Code:</b>	BFSI
<b>Paper Code:</b>	BF304P
<b>Course Title:</b>	Fundamentals of Marketing Lab.

**Learning Objective:** The objective of this paper is to make student professionally comfortable with marketing activities of financial institutions.

Activity	Details
1	Visit to financial institutions / financial service providers located nearby and prepare report on the Frequency and volume of sale of selected financial products and services of different categories to Customers classified by age and gender.
2	Conduct market survey and report on the buying motive of Consumers.
3	Taking any two financial institutions/ financial service providers of your choice, collect the following market information. (a) Segments for which they are made. (b) Competitors brands
4	Presentation of Report
5	Viva

**Learning Outcome:** Students will be able to perform the basic use of marketing skills in the financial sector.

### **Scheme of Examination:**

#### **Continuous Assessment (MM: 100)**

The continuous assessment shall be done by the concerned faculty based on mid-term test (20 marks); demonstration / presentation (20 marks) and attendance / punctuality / personality traits (10 marks)

#### **End term Assessment (MM: 100)**

The student will prepare and submit a report on a topic / problem under supervision of faculty member to be allotted by Principal / Director of the Institute. The student will make a demonstrative presentation before a panel of concern supervisor and an examiner nominated by assigned by Principal / Director of the Institute.

### Business Correspondent / Business Facilitator

<b>Course Code:</b>	BFSI
<b>Paper Code:</b>	BF3A1S
<b>Course Title:</b>	Business Correspondent / Business Facilitator

#### **Continuous Assessment of Skill (on the Job/self) (MM: 100):**

The continuous assessment of skill component shall be done by the concerned officer at industry partner based on Viva-voce (20 marks); demonstration / presentation (20 marks); and attendance / punctuality / personality traits (10 marks)

#### **End term Assessment of Skill – On the Job/Self.: (MM: 100):**

The End Term Assessment of skill component shall be carried out by a panel comprising of a faculty nominated by Director / HOD of the college, an officer nominated by industry partner and external examiner appointed by the University.

### BFSI Process Lead

<b>Course Code:</b>	BFSI
<b>Paper Code:</b>	BF3A2S
<b>Course Title:</b>	BFSI Process Lead

#### **Continuous Assessment of Skill (on the Job/self) (MM: 100):**

The continuous assessment of skill component shall be done by the concerned officer at industry partner based on Viva-voce (20 marks); demonstration / presentation (20 marks); and attendance / punctuality / personality traits (10 marks)

#### **End term Assessment of Skill – On the Job/Self.: (MM: 100):**

The End Term Assessment of skill component shall be carried out by a panel comprising of a faculty nominated by Director / HOD of the college, an officer nominated by industry partner and external examiner appointed by the University.

### Debt Recovery Agent

<b>Course Code:</b>	BFSI
<b>Paper Code:</b>	BF3A3S
<b>Course Title:</b>	Debt Recovery Agent

#### **Continuous Assessment of Skill (on the Job/self) (MM: 100):**

The continuous assessment of skill component shall be done by the concerned officer at industry partner based on Viva-voce (20 marks); demonstration / presentation (20 marks); and attendance / punctuality / personality traits (10 marks)

#### **End term Assessment of Skill – On the Job/Self.: (MM: 100):**

The End Term Assessment of skill component shall be carried out by a panel comprising of a faculty nominated by Director / HOD of the college, an officer nominated by industry partner and external examiner appointed by the University.