

## **Principles of Marketing**

### **Unit-1**

Introduction: Nature, scope and importance marketing; Evolution of marketing concepts;  
Marketing mix, Marketing environment. Consumer Behavior – An Overview: Consumer buying process; Factors influencing consumer buying decisions.

### **Unit-2**

Market Selection: Market segmentation – concept, importance and bases; Target market selection; Positioning concept, importance and bases; Product differentiation vs. market segmentation;  
Product: Meaning and importance. Product classifications; Concept of product mix; Branding, packaging and labeling; Product-Support; Product life-cycle; New Product Development

### **Unit-3**

Pricing: Significance, Factors affecting price of a product; Pricing Policies and strategies;  
Promotion: Nature and importance of promotion; Communication process; Types of promotion: advertising, personal selling, public relations & sales promotion, and their distinctive characteristics; Promotion mix and factors affecting promotion mix decisions.

### **Unit-4**

Distribution: Channels of distribution - meaning and importance; Types of distribution channels;

Wholesaling and retailing; Factors affecting choice of distribution channel; Physical Distribution.

Retailing: Types of retailing - store based and non-store based retailing, chain stores, specialty stores, supermarkets, retail vending machines, mail order houses, retail cooperatives; Management of retailing operations: an overview; Retailing in India: changing scenario.

### **Unit-5**

Rural marketing: Growing Importance; Distinguishing characteristics of rural markets;

Understanding rural consumers and rural markets; Marketing mix planning for rural markets.

Recent developments in marketing: Social marketing, on line marketing, direct marketing, services marketing, green marketing,

## **Fundamentals of Financial Management**

### **Unit-1**

Introduction to Financial Management: Scope and objective, Time value of money, Risk and return, Valuation of securities - Bonds and Equities

### **Unit-2**

Long Term Investment Decisions: The Capital Budgeting Process, Cash flow Estimation,

Payback Period Method, Accounting Rate of Return, Net Present Value (NPV), Net Terminal

Value, Internal Rate of Return (IRR), Profitability Index

### **Unit-3**

Financing Decisions: Sources of long-term financing , Estimation of components of cost of

capital. Methods for Calculating cost of equity capital, Cost of Retained Earnings, Cost of Debt

and Cost of Preference Capital, Weighted Average cost of capital (WACC) and Marginal cost of

capital. Capital structure -Theories of Capital Structure (Net Income,

Net Operating Income, MM  
Hypothesis, Traditional Approach). Operating and financial leverage,  
Determinants of capital

#### **Unit-4**

Dividend Decisions: Theories for Relevance and irrelevance of dividend decision for corporate valuation. Cash and stock dividends, Dividend policies in practice

#### **Unit-5**

Working Capital Decisions: Concepts of working capital, the risk-return trade off, sources of short-term finance, working capital estimation, cash management, receivables management, Inventory management and payables management

### **Financial Markets Institutions and Services**

#### **Unit-1**

An Introduction to Financial System, its Components - financial markets and institutions, financial intermediation, Flow of funds matrix, financial system and economic development, an overview of Indian financial system

#### **Unit-2**

Financial Markets: Money market - functions, organization and instruments. Role of central bank in money market; Indian money market - An overview  
Capital Markets - functions, organization and instruments. Indian debt market; Indian equity market - primary and secondary markets; Role of stock exchanges in India

#### **Unit-3**

Financial Institutions: Commercial banking - introduction, its role in project finance and working capital finance, Development Financial institutions (DFIs) - An overview and role in Indian economy, Life and non-life insurance companies in India;

Mutual Funds - Introduction

and their role in capital market development. Non-banking financial companies (NBFCs)

#### **Unit-4**

Overview of financial services industry: Merchant banking - pre and post issue management, underwriting. Regulatory framework relating to merchant banking in India

#### **Unit-5**

Leasing and Hire-purchase: Consumer and housing finance; Venture capital; Factoring services, bank guarantees and letter of credit; Credit rating; Counseling.

### **Banking and Insurance System**

#### **Unit-1**

Concept of Bank and Banking: Historical Evolution of Banking: Origin and Development of Banking - Structure of Banking in India - Banks and Economic Development - Functions of Commercial banks (conventional and innovative functions) - Central Bank - RBI - functions - Emerging trends in Banking.

#### **Unit-2**

Types of Customers and Account holders: Procedure and practice in opening and operating the accounts of customers - individuals including minors - joint account holders - Partnership firms - joint stock companies - executors and trustees - clubs and associations.

#### **Unit-3**

Introduction to insurance: Purpose and need of insurance, insurance as a social security tool - insurance and economic development - Principles of insurance - various kinds of insurance - life, marine, fire, medical, general insurance - features.

## **Unit-4**

Life Insurance - Law relating to life Insurance; General Principles of Life Insurance Contract; Proposal and policy; assignment and nomination; title and claims; General Insurance - Law relating to general insurance; different types of general insurance; general insurance Vs life insurance - Insurance business in India.

## **Unit-5**

Fundamentals of Agency Law: Definition of an agent; Agents regulations; Insurance intermediaries; Agents' compensation. Procedure for Becoming an Agent: Pre-requisite for obtaining a license; Duration of license; Cancellation of license; Revocation or suspension/termination of agent appointment; Code of conduct; Unfair practices. Functions of the Agent: Proposal form and other forms for grant of cover; Financial and medical underwriting; Material information; Nomination and assignment; Procedure regarding settlement of policy claims.

## **Indian Financial System**

### **Unit-1**

Financial System: Meaning and Significance-Functions of the financial system -Financial Assets- Financial markets- Classification-Financial instruments-weakness of Indian Financial System.

### **Unit-2**

Money market: Definition-Features-Objectives-Features of a developed money market-Importance of Money market-Composition of Money market-Operations and Participants- Money market Instruments-features of Indian money market-Recent developments.

### **Unit-3**

Primary, Secondary and Capital Markets: New issue market-meaning-  
functions-methods  
floating new issue - intermediaries in the new issue market-  
merchants bankers and their  
functions -Recent trends in new issue market - Stock Exchanges-  
Functions-Structure of stock  
exchanges-BSE-NSE- listing of securities-Advantages of listing-  
methods of trading in stock  
exchanges-on line trading-stock indices

#### **Unit-4**

Financial Institutions: commercial banks- development financial  
institutions- Nonbanking  
financial corporation's-Mutual Funds, insurance companies -  
Objectives and functions (only a  
brief outline).

#### **Unit-5**

Regulatory Institutions: RBI - Role and Functions. The Securities and  
Exchange Board of  
India-objectives-function-powers-SEBI guidelines for primary and  
secondary market

## **Financial Statement Analysis and Reporting**

#### **Unit-1**

Introduction Concepts of financial statements - Nature of financial  
statements - Objectives  
of financial statements - Different types of financial statements:  
income statement, balance  
sheet, statement of retained earnings, fund flow statement, cash flow  
statement, schedules - Limitations of financial statements.

#### **Unit-2**

Analysis & Interpretation of Financial Statements: Traditional  
Approaches Vs. Modern  
Approaches to financial statement analysis - Classification of  
financial statement analysis:  
based on modus operandi and based on materials used - Techniques  
of financial statement



analysis: Comparative Statements, Common-size Statements, Trend Ratios and Ratio Analysis – Problems encountered in financial statement analysis.

### **Unit-3**

Ratio Analysis: Classification of ratios – Ratio formation – Ratio interpretation – Practical methods of ratio analysis: Time Series (intra firm) Analysis, Cross Sectional (inter firm) Analysis, Residual Analysis and Multivariate Analysis.

### **Unit-4**

Multivariate Ratio Analysis: Concept, objectives, uses and limitations – Univariate analysis  
Vs. Multivariate ratio analysis – Application of statistical tools in financial statement analysis.

### **Unit-5**

Corporate Reporting: Cash Flow statement Analysis (AS 3) and Statutory and Non Statutory Reports, Integrated Reporting

## **Merchant Banking and Financial Services**

### **Unit-1**

Merchant Banking: Nature and scope of Merchant Banking - Regulation of Merchant Banking Activity - overview of current Indian Merchant Banking scene - structure of Merchant Banking industry - primary Markets in India and Abroad - - professional Ethics and code of conduct - current Development.

### **Unit-2**

Financial Services: Meaning and Definition, Role of Financial Services in a financial system.  
Leasing: Meaning and features. Introduction to equipment leasing: Types of Leases, Evolution of Indian Leasing Industry. Legal Aspects of Leasing: present Legislative Framework. Hire

purchase: concept and characteristics of Hire purchase. Difference between hire purchase and leasing

### **Unit-3**

Factoring: concept, nature and scope of Factoring - Forms of Factoring - Factoring vis-à-vis Bills Discounting - Factoring vis-à-vis credit Insurance Factoring vis-à-vis Forfeiting- Evaluation of a Factor - Evaluation of Factoring - Factoring in India current Developments.

### **Unit-4**

Securitization / Mortgages: Meaning, nature and scope of securitization, securitization as a Funding Mechanism, securitization of Residential Real Estate - whole Loans - Mortgages - Graduated-payment. Depository: Meaning, Evolution, Merits and Demerits of Depository. Process of Dematerialization and Dematerialization, Brief description of NSDL and CDSL

### **Unit-5**

Security Brokerage: Meaning of Brokerage, types of brokers. Difference between broker and jobber, SEBI Regulations relating to brokerage business in India.

## **Financial Institutions and Services**

### **Unit-1**

Basic Theoretical Framework: The financial system and its technology; The factors affecting the stability of the financial system; Development finance vs. universal banking; Financial intermediaries and Financial Innovation; RBI-Central Banking.

### **Unit-2**

Financial Institutions: A brief historical perspective. An update on the performance of IDBI, ICICI, IFCI and SFCs, LIC & GIC. The banking Institutions: Commercial banks - the public and the private sectors - structure and comparative performance. The problems of competition;



interest rates, spreads, and NPAs. Bank capital - adequacy norms and capital market support.

### **Unit-3**

Non-banking financial institutions: Evolution, control by RBI and SEBI. A perspective on future role, Unit Trust of India and Mutual Funds, Reserve bank of India Framework for/Regulation of Bank Credit . Commercial paper: Features and advantages, Framework of Indian CP Market, effective cost/interest yield.

### **Unit-4**

Financial services: Asset/fund based Financial services - lease finance, consumer credit and hire purchase finance, factoring definition, functions, advantages, evaluation and forfeiting, bills discounting, housing finance, venture capital financing. Fee-based / Advisory services: Stock broking, credit rating.

### **Unit-5**

Operations: Financial Assets/ Instruments Rights issues, issue of Debentures, issue of Equity shares - pre-issue activity, post-issue activities. The regulatory framework: SEBI and Regulation of Primary and Secondary Markets, Company Law provisions.