

INDORE MANAGEMENT INSTITUTE & RESEARCH CENTRE

PGDM (BANKING & FINANCIAL SERVICES)

Syllabus

| Tri-Sem-I | | | | | | |
|------------------|-------------|--|---------------|----------|----------|---------------------|
| S. No | Code | Course Title | Credit | | | Total Credit |
| | | | L | T | P | |
| 1 | PD5CFM01 | Managerial Economics | 3 | 0 | 0 | 3 |
| 2 | PD5CFS01 | Accounting for Managers | 2 | 1 | 0 | 3 |
| 3 | PD5CFS02 | Financial System and Financial Markets | 3 | 0 | 0 | 3 |
| 4 | PD5CFS03 | Financial Products and Services | 3 | 0 | 0 | 3 |
| 5 | PD5CMM01 | Marketing Management | 3 | 0 | 0 | 3 |
| 6 | PD5CBA01 | Quantitative Techniques for Business Decisions | 2 | 1 | 0 | 3 |
| 7 | PD5SS01 | Managerial Communication | 0 | 0 | 1 | 1 |
| | | Total Credit | 16 | 2 | 1 | 19 |

Indore Management Institute & Research Centre
Post Graduate Diploma in Management (Banking & Financial Services)
Tri- Semester-I

| Course Code | Course Name | L | T | P | Credit |
|-------------|----------------------|---|---|---|--------|
| PD5CFM01 | Managerial Economics | 3 | 0 | 0 | 3 |

Curriculum:

Unit-I: Definition of Economics, Micro and Macro economics, Relationship between micro and macro economics, managerial and business economics. Introduction to Managerial Economics; The roles of the firm and the House hold

Unit-II: Decision Making in the Household: Consumer Choice, Theory of Demand; its Determination, Estimation and Forecasting

Unit-III: Decision Making in the Firm, Production, Cost, Supply: its Determination and Derivation

Unit-IV: Equilibrium in Different Market Structures, Competitive markets- Equilibrium in the short run and long-run, Monopoly equilibrium and pricing practices of firms with market power, Oligopoly: Strategic interactions and its game theoretic analysis

Unit-V: Analysis of the Markets for Factor Inputs, The Economics of Information, The problem of Adverse Selection, Moral Hazard problem.

Note: Case Study Analysis is compulsory after each unit.

Text Books:

1. Ahuja. H.L. and Hague: Advanced Micro Economic Theory, Sultan Chand & Co. Latest Edition
2. W.J. Boumol Economic Theory and Operation Analysis, Prentice Hall of India.
3. Baye. Managerial Economics & Business Strategy. Tata McGraw-Hill Publishing Ltd.
4. Diwedi, D.N. Managerial Economics. Vikas Publishing House Pvt Ltd.

Reference Books

1. Brickley & Zimmerman. Managerial Economics & Organizational Architecture. Tata McGraw-Hill Publishing Company Ltd. Latest Edition.
2. Pal, K. & Kumar. Managerial Economics. Excel Books, New Delhi. Latest Edition.
3. G.S. Gupta Managerial Economics, TMH.
4. Maheshwari, Y. Managerial Economics. PHI Learning Private Limited Latest Edition.

Websites

1. <https://nptel.ac.in/courses/110/101/110101005/>
2. <https://www.economicdiscussion.net/>
3. <https://nptel.ac.in/courses/110/105/110105075/>

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Tri- Semester-I

| Course Code | Course Name | L | T | P | Credit |
|-------------|-------------------------|---|---|---|--------|
| PD5CFS01 | Accounting for Managers | 2 | 1 | 0 | 3 |

Curriculum:

Unit-I

Financial Accounting: An Introduction: Introduction, Meaning of Accountancy, book-keeping and Accounting, Accounting Process, Objectives for accounting, Basic terminologies, accounting conventions and double entry system.

Unit-II

Financial Statements: Introduction of Subsidiary books, methods of preparing Trial balance, Final accounts (Trading, Profit & loss and Balance sheet) with adjustments, errors and their rectifications.

Unit-III

Cost: Meaning of Cost, Objective of costing, Methods of costing, Techniques of costing, Classification and Elements of Cost, Statement of Cost Sheet. Standard Costing; Variance analysis.

Unit-IV

Decisions Involving Alternative Choices: Introduction, Decision Making, Types of Costs, Types of Choices Decisions, Make or Buy Decisions, Addition / Discontinuance of a Product line, Sell or operate or Shut down, Exploring New Markets, Maintaining a desired level of profit.

Unit-V

Budgetary Control: Meaning of a Budget, Budgetary control, Objectives, Merits, Essential features, Steps in budgetary Control, Limitations, Types of Budgets, Cash Budget and Flexible Budget.

Note: Case Study Analysis is compulsory after each unit.

Text Books:

1. P.C. Tulsian, Financial Accounting, Pearson.
2. M.N. Arora, Cost Accounting: Principle & Practices, Vikas Publishing House.
3. Goyal, V.K. Financial Accounting. Excel Books, New Delhi.

Reference books:

1. Kuppapally. Accounting for Managers. PHI Learning Private Limited.
2. Kaplan, Robert & Atkinson. Advanced Management Accounting. PHI Learning Private Limited.
3. Banerjee, B.K. Financial Accounting – A dynamic approach. PHI Learning Private Limited.

Websites:

1. <https://nptel.ac.in/courses/110/101/110101003/>
2. http://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR MANAGERS.pdf
3. https://swayam.gov.in/nd2_cec20_mg02/preview

Indore Management Institute & Research Centre
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| Course Code | Course Name | L | T | P | Credit |
|-------------|--|---|---|---|--------|
| PD5CFS02 | Financial System and Financial Markets | 3 | 0 | 0 | 3 |

Curriculum:

Unit-I Introduction to Indian Global, Financial System and Financial Markets:

Introduction to Indian Financial System and Global Financial System. Structure of Indian Financial System. Characteristics of Indian Financial System. Organization of Indian Financial System. Function, Importance, Purpose of financial market. Global financial market roles and responsibilities.

Unit -II Money Market:

Introduction to Money Market, need importance and market players. Money Market Instruments. Evolution of Money Market in India. Call Money Market, Commercial Paper, Certificates of Deposit, Gilt Edged Securities Market (Dated Securities), Treasury Bills (Repurchase Agreement).

Unit -III Capital Market (Primary Market):

Primary Market - Introduction, Public Issue, Book Building Process, Unlisted Companies, Role of SEBI in Primary Market, Intermediaries involved and their Role in Primary Market, Issues of Prospectus, Dematerialization.

Unit -IV Capital Market (Secondary Market):

Secondary Market - Introduction, History and Growth of Stock Markets in India, Stock Market Indices, Determinants of a Stock Index Methods of Index Construction, Popular Indian Indices, Major U.S. Indices, Advantages of Stock Exchange, Type of Broker in Stock Exchange, Trading Mechanism on a Stock Exchange, Insider Trading, and Insider Defined.

Unit- V Statutory Regulatory Bodies:

Security Exchange Board of India (SEBI) – Introduction, Activities of SEBI, SEBI & Primary Market, SEBI & Secondary Market, SEBI & Mutual Funds, SEBI and Takeover Norms. Establishment of RBI Organization and Management, Main Role and Functions of RBI. Monetary Policy of RBI

Note: Case Study Analysis is compulsory after each unit.

Text Books:

1. Vasant Desai, “Indian Financial System and Development”, Himalaya Publication.
2. Bharti Pathak, “Indian Financial System” Pearson education.
3. M.Y. Khan, “Financial Services”, Tata McGraw Hill.
4. B.S.Bhatia & G.S.Batra, “Management of Capital Markets, Financial Services and Institutions”, Deep and Deep Publications.

Reference Books:

1. Machiraju H.R., “Merchant Banking”, New Age International Pub.Ltd., Wiley Eastern Ltd.
2. J.C.Verma, “Venture Capital Finance in India”, Response Books.
3. Dr.Brahmaiah, “Lease Financing”, Himalaya Publication.

Websites:

1. www.rbi.org.in
2. <https://nptel.ac.in/courses/110/105/110105073/>

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Tri- Semester-I

| Course Code | Course Name | L | T | P | Credit |
|-------------|---------------------------------|---|---|---|--------|
| PD5CFS03 | Financial Products and Services | 3 | 0 | 0 | 3 |

Curriculum:

Unit-I Financial Services:

Introduction to Financial Services. Nature of Financial Services. Scope of Financial Services. Types of Financial Services. Fund Based Financial Services. Fee Based Financial Services.

Unit -II Leasing and Hire Purchase:

Leasing: Meaning and Types of Leasing. Legislative Frameworks related to leasing. Depreciation implanability with reference to Leasing. Problems on Leasing with Tax imposition. Introduction to Hire Purchasing. Concept and features of Hire Purchase. Tax and depreciation implication. Problems on Hire Purchase.

Unit -III Credit Rating and Securitization of Debt:

Meaning and Process of Credit rating of financial instruments. Rating methodology. Introduction to various Rating Agencies. Rating Symbols of different companies. Securitization of Debts- Meaning and Features. Special Purpose Vehicle, Pass through certificate and mechanism. Benefits of Securitization. Issues of Securitization.

Unit -IV Depository Services and Mutual Funds:

Depository services: Role and Advantages of the Depository system, NSDL and CDSL, Depository participants and their roles. Stock broking services including SEBI guidelines. Mutual Fund: Structure of Mutual Funds, Types of Mutual Funds, Exchange Traded Funds, Hedge Funds and Advantages of Mutual Funds, Accounting Aspects and Performance Evaluation of Mutual Funds and Regulations.

Unit- V Factoring and Forfeiting, Credit Cards and Venture Capital Finance:

Factoring: Types, Mechanism, Advantages and Disadvantages of Factoring. Forfeiting: Types, Mechanism, Advantages and Disadvantages of Forfeiting. Operational Procedure related with the working of Credit Card mechanism. Advantages and Disadvantages of Credit Cards. Procedure to obtain Venture Capital Finance Importance and advantages of Venture Capital Finance

Note: Case Study Analysis is compulsory after each unit.

Text Books:

1. Bharti Pathak "Indian Financial System", Pearson Education.
2. M.Y.Khan "Financial Services", Tata McGraw Hill.
3. SEBI Manual, Taxman.
4. RBI Manual, Taxman.
5. Meir Kohn, Financial Institutions and Markets, Tata McGraw Hill.

Reference Books:

1. Machiraju H.R "Indian Financial System", Vikas Publishing House Pvt. Ltd.
2. L.M.Bhole, "Financial Institutions and Markets", TMH.
3. Various manuals and guidelines issued by Financial Institutions.

Websites:

1. www.rbi.org.in
2. <https://nptel.ac.in/courses/110/105/110105073/>

Indore Management Institute & Research Centre
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Tri- Semester-I

| Course Code | Course Name | L | T | P | Credit |
|-------------|----------------------|---|---|---|--------|
| PD5CMM01 | Marketing Management | 3 | 0 | 0 | 3 |

Curriculum:

Unit-I Introduction & Concept of Marketing Management:

Introduction Concept & Scope of Marketing, Scanning the Marketing Environment, Marketing Mix Elements, Difference Between Marketing & Selling, Introduction of Digital and Mobile Marketing, Emerging trend in Marketing-Green Marketing, Event Marketing, Rural Marketing & Global Marketing.

Unit-II Market Segmentation & Consumer Buying Behavior:

Market Segmentation and levels of Segmentation, Evaluating & Selecting the Market Segments, Developing a Positioning Strategy, Buyer behavior; Consumer versus Organizational buyers; Consumer decision making process. Characteristics of Business Markets, Differences between Consumer and Business Buying Behavior.

Unit-III Product & Brand Management:

Product Decisions: Concept of a product; Classification of products; Major product decisions; Product line and Product mix; Branding; Packaging and Labeling; Product life cycle; New product development, Brand and Branding, Advantages and disadvantages of branding, Brand Equity, Brand Positioning & Repositioning.

Unit-IV Pricing:

Introduction, Factors Affecting Price Decisions, Pricing Process, Pricing Strategies, Price Adaptations, Pricing Methods, Product Mix Pricing Strategies, Adjusting the Price of the Product, Initiating and Responding to the Price Changes, Pricing Policies, Discounts & Rebates.

Unit-V Distribution Channel & Promotion Decisions:

Introduction, Need for Marketing Channels, Channel Management Strategies, Channel Dynamics, Logistics Management, Promotion Management, Integrated Marketing Communications (IMC), Advertising Fundamentals of Sales Promotion, Public Relations. Personal Selling and Publicity.

Text Books:

1. Marketing Management: Marketing Cases in the Indian Context, Philips Kotler, Pearson.
2. Kurtz, Principles of Marketing, Cengage Learning, India.
3. Principles of Marketing 12th Edition - Philip Kotler and Gary Armstrong.
4. Fundamentals of Marketing - Stanton McGraw Hill Education.
5. Marketing Management – Rajan Saxena, McGraw Hill Education.

Reference Books:

1. Rosalind Masterson & David Pickton, Marketing: An Introduction - Sage Publications,
2. Russ Winer, Ravi Bhar, Marketing Management- Pearson Education.
3. V.S.Ramaswamy and S.Namakumari, Marketing Management MacMillan Publisher
4. Analysis for Marketing Planning – Donald Lehmann & Rusell Winer, McGraw-Hill Education
5. Case Studies in Marketing - Indian context - R.Srinivas, PHILearning.

Websites:

1. <https://nptel.ac.in/courses/110/104/110104068/>
2. https://swayam.gov.in/nd1_noc19_mg48/preview
3. https://www.tutorialspoint.com/marketing_management/index.htm

Indore Management Institute & Research Centre
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Tri- Semester-I

| Course Code | Course Name | L | T | P | Credit |
|-------------|--|---|---|---|--------|
| PD5CBA01 | Quantitative Techniques for Business Decisions | 2 | 1 | 0 | 3 |

Curriculum:

Unit – I Set and function: Venn diagram and its application. Operation on set, Cartesian product of set. Function: algebraic (polynomial –linear, quadratic and rational), Business application of set and function.

Unit-II Matrices and Determinant with business application: Matrices, Types of matrices, operation on matrices, ad joint of matrices, Inverse of matrices, Elementary row operation, solution of simulations linear equation, Input/output analysis.

Unit – III Statistics: Meaning and Applications of Statistics in business decision making and research. Collection, Tabulation and presentation of data. Measures of central tendency: Mean Median and Mode. Measures of dispersion.

Unit – IV Correlation: Karl Pearson’s coefficient of correlation, Rank, Probable error and coefficient of determination. **Regression Analysis:** Regression Lines, Equations and Coefficients. **Analysis of Time Series and Business Forecasting:** Components, Moving Averages, Exponential smoothing and Least Squares Method.

Unit – V Probability and probability distribution: Introduction, Definition of probability, Introduction to probability Distribution –Discrete Probability Distribution –Continuous Probability distribution(Binomial Distribution, Poisson Distribution ,Normal Distribution)

Text Books:

1. Kapoor, V. K, Sancheti, D.C, Business Mathematics, Sultan Chand & Sons
2. Levin Richard I. & Rubin, David S, Statistics for Management, Prentice Hall of India.
3. Gupta S.P Gupta M P, Business Statistics, Sultan Chand & Sons.

Reference Books:

1. Terry, Sineich, Business Statistics by Examples, Collier McMillan Publisher.
2. Gupta S.P, Statistical Methods, Sultan Chand.

Websites:

1. https://swayam.gov.in/nd2_cec20_mg18/preview
2. https://alagappauniversity.ac.in/modules/DDE/dde-admin/uploads/1/PG_M.B.A_English_317%2014%20%20Quantitative%20Techniques%20.pdf

Indore Management Institute & Research Centre
Post Graduate Diploma in Management (Banking & Financial Services)
Tri- Semester-I

| Course Code | Course Name | L | T | P | Credit |
|-------------|--------------------------|---|---|---|--------|
| PD5SS01 | Managerial Communication | 0 | 0 | 1 | 1 |

Curriculum:

Unit-I: Introduction to managerial communication, Principles of nonverbal communication: through clothes and body language

Unit -II: Types of managerial speeches: speech of introduction, speech of thanks, occasional speech, and theme speech.

Unit -III: Mastering the art of giving interviews in selection or placement interviews, discipline interviews, appraisal interviews, exit interviews Group communication: by way of meetings, group discussions

Unit -IV: Introduction to managerial writing: Business letters, routine letters, bad news and persuading letters, sales letters, collection letters, job application letters.

Unit-V: Internal communication through memos, minutes, notices, reports. Principles governing the use of audiovisual media. Principles of Effective Presentations Business and social etiquette

Practical: Case analyses, discussion and presentation, Role plays, Group discussions, Comprehension skills based on reading and listening using audio- visual media.

Note: *Case Study Analysis is compulsory after each unit.*

Text Books:

1. Penrose, Business Communication for Managers, Cengage Learning, India.
2. P.D. Chaturvedi, Business Communication Concepts Cases & Applications, Pearson. Education.
3. Krizan, Effective Business Communication Cengage Learning, India.
4. Courtland L. Bovee, Techniques of Writing Business Letters, Memos and Reports Jaico Publishing House.

Reference Books:

1. Asha Kaul, Business Communication, PHI Learning
2. Urmila Rai & S.M. Rai, Business Communication, Himalaya Publishing House.
3. Meenakshi Raman & Prakash Singh Business Communication, Oxford Higher Education.

Websites:

1. <https://nptel.ac.in/courses/110/105/110105073/>
2. <https://trainings.internshala.com/business-communication-skills-training>
3. <https://www.openlearning.com/courses/business-comm>

Syllabus (Tri-Sem-II)
NDORE MANAGEMENT INSTITUTE & RESEARCH CENTRE
PGDM (BANKING & FINANCIAL SERVICES)

| Tri-Sem-II | | | | | | |
|-------------------|----------|------------------------------|-----------|----------|----------|-----------|
| 1 | PD5CFM02 | Business Environment | 2 | 0 | 0 | 2 |
| 2 | PD5CFS04 | Corporate Finance | 3 | 1 | 0 | 4 |
| 3 | PD5CFM03 | Legal Aspects of Business | 3 | 0 | 0 | 3 |
| 4 | PD5CBA02 | Business Research Methods | 3 | 0 | 1 | 4 |
| 5 | PD5COM01 | Operations Management | 3 | 0 | 0 | 3 |
| 6 | PD5CIT07 | IT & E-Business Fundamentals | 2 | 0 | 1 | 3 |
| 7 | PD5SS02 | Digital Marketing | 0 | 0 | 1 | 1 |
| | | Total Credit | 16 | 1 | 3 | 20 |

Indore Management Institute & Research Center
Post Graduate Diploma in Management (Banking & Financial Services)
Tri- Semester: II

| Course Code | Course Name | L | T | P | Credit |
|-------------|----------------------|---|---|---|--------|
| PD5CFM02 | Business Environment | 2 | 0 | 0 | 2 |

Curriculum:

Unit-I-Business Environment: Concept of business environment, Components of Business Environment, Micro & Macro: Economic Environment, Cultural Environment, Social Environment, Political Environment, Technological Environment, Indian Economic Environment, Social Responsibility of Business.

Unit-II-Economic Planning & Development: Types of Economic System: Capitalism, Socialism, Mixed economy and their features. Economic reforms Indian economic system: Economic planning in India. New Economic Policy-1991. NITI Aayog.

Unit-III-Public and Private sector in India: Evolution of public sector, Nature and Scope of the Private Sector in India, problems and prospects of the Private Sector in India, Joint sector, cooperative sector.

Unit-IV-Indian Financial System: Monetary and Fiscal Policy, Price Policy, and Role of regulatory institutions in Indian financial system: RBI and SEBI, Role of IRDA, Competition Act, FEMA.

Unit-V-Foreign Trade Policy of India, India's Foreign Trade & its Trends, WTO: its role and functions, emergence of Globalization, Globalization of Indian economy, Balance of Payment: Its Components, Measures of correcting disequilibrium, Foreign Direct Investment.

Note: Case-Study analysis is compulsory after each unit.

Text Books:

1. K Aswathappa Essential of Business Environment: Text, Cases & Exercise, Himalaya Publishing House.
2. K Aswathappa Business Environment by F Cherunelum, Himalaya Publishing House.
3. Bibek Debroy, The Economic & Social Environment, Global Business Press.

Reference Books:

1. B V Pathak Indian Financial System, Pearson.
2. David W Conklin Case in Business Environment, Sage South Asia edition.
3. Seikh Saleem Business Environment, Pearson.
4. Economic Survey by Government of India.

Websites:

1. <https://www.gurukpo.com/business-environment/>
2. https://swayam.gov.in/nd1_noc20_mg54/preview

Indore Management Institute & Research Center
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Tri- Semester: II

| Course Code | Course Name | L | T | P | Credit |
|-------------|-------------------|---|---|---|--------|
| PD5CFS02 | Corporate Finance | 3 | 1 | 0 | 4 |

Curriculum

Unit-I Introduction to Corporate Finance: Key Elements of Corporate Finance, Organizational Structure of the firm, Finance Function, Goals of Corporate Finance, Corporate Governance, Concept of Time Value of Money.

Unit-II Capital Investments: Capital Budgeting Decisions, Techniques, Risk analysis in Capital Budgeting - Sensitivity Analysis, Certainty Equivalent Approach. Cost of Capital - Meaning and Concept, Calculation of WACC, CAPM Approach, Adjusting Cost of Capital for Risk

Unit-III Capital Financing: Capital Structure, Theories and Value of the firm - Net Income Approach, Net Operating Income Approach, Traditional Approach, Modigliani Miller Model, Determining the optimal Capital Structure, EBIT-EPS Analysis – Concept and Types of Leverage.

Unit- IV Dividend Decisions: Dividend Policy, Factors determining Dividend Policy, Theories of Dividend- Gordon Model, Walter Model, Miller-Modigliani Hypothesis, Forms of Dividend- Cash Dividend, Bonus Shares, Stock Split, Stock Repurchase, Dividend Policies in practice.

Unit-V Working Capital Management: Concepts of Working Capital, Determinants of Working Capital Position, Balanced Working Capital Position, Sources of Working Capital Financing, Risk-Return Trade-Offs, Cash Management, Inventory Management, Receivables Management.

Note: Case Study Analysis is compulsory after each unit.

Text Books:

1. Brealey, R.A., Myers, S.C., Allen, F. & Mohanty, P. Principles of Corporate Finance. Tata McGraw Hill.
2. Brigham, E.F., & Daves, P.R. Intermediate Financial Management South Western.
3. Brigham, E. & Houston, J. Fundamentals of Financial Management. Thomson.
4. Keown, A.J., Martin, J.D., Petty, J.W. & Scott, Jr. Foundations of Finance. Pearson Prentice Hall.

Reference Books:

1. Chandra, P. Financial Management. McGraw Hill.
2. Ross, S.A., Westerfield, R.W., Jaffe, J., & Jordan, B.D.: Fundamentals of Corporate Finance. Tata McGraw Hill.
3. Wachowicz, V.: Fundamentals of Financial Management. Pearson Education.
4. Brigham, E.F. & Ehrhardt, M.C. Financial Management: Theory & Practice. Engage Learning.

Websites:

1. <https://corporatefinanceinstitute.com/>
2. <https://www.coursera.org/learn/wharton-finance#about>

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Tri- Semester-II

| Course Code | Course Name | L | T | P | Credit |
|-------------|---------------------------|---|---|---|--------|
| PD5CFM03 | Legal Aspects of Business | 3 | 0 | 0 | 3 |

Curriculum:

Unit-I : Introduction to Indian Legal & Judicial system, Salient features of Constitution of India, Structure of Judiciary and Legislation, Judicial Administration, Procedure for Legal redressal, Introduction to Civil and Criminal Laws.

Unit-II: Introduction to Law of Contract, Essential of Contract, Rules regarding Offer and acceptance, Remedies for breach and discharge of contract, Contingent and Quasi Contracts, Performance of contracts

Unit-III: Contract of Guarantee, Indemnity, Bailment, Agency, Sale of good Act, Conditions and warranties, Rights of an unpaid seller, Negotiable Instruments Act, Definition and type, Crossing and Negotiations, Actions on dishonoring of cheque.

Unit-IV: Consumer Protection Act 1956, Rights of consumer, Consumers dispute Redressal Agencies, Competition Law, Foreign Exchange management Act, 1999 (FEMA), Laws of Intellectual Property rights, Right to Information Act, 2005.

Unit-V: Introduction to company act, Essential features of the company, Types of company, Formation of company, Memorandum and Articles of Association, Prospectus, Shares, Directors, General Meetings and proceedings, Auditor, Winding up of company.

Note: Case Study Analysis is compulsory after each unit.

Text Books:

1. Chiney, S., Business Regulatory Framework, Sheth Publishers Pvt. Ltd.
2. Universal's., The Indian Contract Act, 1872, New Delhi: Universal Law Publishing Co. Pvt.Ltd.
3. Bose, D. C., Business Law, Publication PHI Learning Private Ltd.
4. Tulsian, P.C., Business Laws, Tata McGraw Hills Publications.

Reference Books:

1. Pandey, J.N., Constitutional Law of India, Central Law Agency
2. Vechalekar, N. M., Business Law, Everest Publishing House.
3. Balachandran, V. and Thothadri, S., Business Law, Tata McGraw Hill.
4. Dr. Sharma, A., Company Law and Secretarial Practice. VK Enterprises.

Websites:

1. <https://www.youtube.com/watch?v=7bl4piRQzjs>
2. https://www.swayam.gov.in/nd2_cec20_hs23/preview

Indore Management Institute & Research Center
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Tri- Semester-II

| Course Code | Course Name | L | T | P | Credit |
|-------------|---------------------------|---|---|---|--------|
| PD5CBA02 | Business Research Methods | 3 | 0 | 1 | 4 |

Curriculum:

Unit – I Introduction to Research: Meaning of research; Types of research and research process; Research applications in social and business sciences; Features of a Good research study.

Unit –II Research Problem, Formulation of Research Hypotheses and Research Design: Defining the Research problem; Components of the research problem; Formulating the research hypothesis- Types of Research hypothesis. Research Design: Nature & Classification of Research Designs: Errors affecting Research Design.

Unit-III Sampling & Sampling Distribution: Sampling Types, Probability & non Probability sampling, Sample design & Size, Data collection- Primary & Secondary, Estimation. Measurements and Scaling Concepts, Descriptive Statistics.

Unit-IV Hypothesis Testing: Choosing the appropriate statistical Technique (SPSS), Parametric and Non parametric tests, Chi- Square Test, T test, Z test, Anova, Non-parametric Test: Sign Test, Run test, Krushall – Wallis test.

Unit-V Report Writing and Presentation: Research Report, Types of report, significance of report. Structure of research report, Presentation of report.

Note: Case Study Analysis is compulsory after each unit.

Text Books:

1. William G. Zikmund, Business Research Methods, Cengage Learning, India.
2. J. K. Sachdeva, Business Research Methodology, Himalaya Pub. House
3. Paul E. Green, Donald S. Tull, Research for Marketing Decisions, PHI.

Reference Books

1. Donald S. Tull, Del I. Hawkins, Marketing Research, Measurement and Methods, PHI Learning.
2. Mcburney, Research Methods, Cengage Learning, India.
3. Ranjeet Kumar, Research Methods, Pearson Education.

Websites:

1. <https://nptel.ac.in/course/s/121/106/121106007/>
2. https://swayam.gov.in/n/d2_cec20_hs17/preview
3. <https://www.classcentral.com/course/swayam-introduction-to-research-5221>

Indore Management Institute & Research Center
Post Graduate Diploma in Management (Banking & Financial Services)
Tri- Semester-II

| Course Code | Course Name | L | T | P | Credit |
|-------------|-----------------------|---|---|---|--------|
| PD5COM01 | Operations Management | 3 | 0 | 0 | 3 |

Curriculum:

Unit-I-Introduction to Production and Operations Management: Introduction-Production and Operations Management, Systems Approach, Differentiating between Goods and Services, Production Management Vs Operations Management, Input-Output Profit (Business) Model, Stages of Development, Career Opportunities for Operations Management Organizational Positions.

Unit-II-Facilities Planning & Layout of facility: Product Selection and Design, Service Design, Process and Technology Selection, Location of Manufacturing / Service Facility - Quantitative (Centre of Gravity Model, Median Model, Dimensional Analysis,) and Qualitative Model. Product layout, process layout, fixed position and group layout, layout design: Relationship based and Load-Distance cost matrix.

Unit-III-Resources Requirement Planning and Operations Scheduling: Materials handling concepts. Resources Requirement Planning: Capacity Planning, Concept and Application of Learning Curve. Operations Scheduling(Assembly line balancing, batch processing and Job shop -n-jobs on single machine, n-jobs on Two/Three machines (Johnson's Rule), 2-jobs on m machines.

Unit-IV-Inventory Management : Types of Inventory Situations, Costs of Inventory, Order Point Policies (OPP), Economic Order Quantity (EOQ) Models – Batch Delivery, Economic Lot Size (ELS) Models, Perpetual Inventory Systems, Periodic Inventory Systems, Quantity Discount Model, Inventory Classification Systems.

Unit-V- Quality Management & Emerging Trends in Operations Management: Evolution of Quality Concept, TQM, Quality Gurus (Juran, Crosby, and Deming), Six Sigma, Kaizen, Benchmarking, Control Charts, Acceptance Sampling and operation characteristic curve.

Note: Case Study Analysis is compulsory after each unit.

Text Books:

1. Evans, Operations Management Concepts Techniques and Applications, Cengage Learning.
2. B. Mahadevan; Operation Management; Theory and Practice' Pearson Education.
3. Joseph G Monks, Operations Management, McGraw Hill International Publication.
4. 4 Ashwathappa, Production and Operation Management, Himalaya Publishing House.
5. Adam E. E & Ebert. R, Production and Operations Management, New Delhi, PHI.

Reference Books:

1. B. Mahadevan; Operation Management; Theory and Practice' Pearson Education,
2. Heizer, J. & Render, B. Operations management. New Jersey: Prentice Hall.
3. Kruger, D., Ramphal, R., & Leipzig, K. V. Operations Management USA: Oxford University Press.
4. Meredith, J. R., & Scott M. S. Operations management for MBAs UK: John Wiley & Sons.
5. William J. Stevenson Production/Operations Management, Richard Irwin Publication.

Websites:

1. <https://www.udemy.com/course/operations-management/>
2. <https://online.stanford.edu/courses/mse260-introduction-operations-management>
3. <https://www.onlinestudies.com/Courses/Operations-Management/>
4. <https://swayam.gov.in/explorer?searchText=operations+management>

Indore Management Institute & Research Center
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Tri- Semester-II

| Course Code | Course Name | L | T | P | Credit |
|-------------|--------------------------------|---|---|---|--------|
| PD5CIT07 | IT and E-Business Fundamentals | 2 | 0 | 1 | 3 |

Curriculum:

Unit-I: Fundamental of Computer System: History, Generations, Architecture and types of computers. Hardware: Input, Output, Processing, Storage and Networking devices. System & Application Software. Computer Languages: Levels & Generation of Languages & their Features.

Unit-II: Number System: Decimal, Binary, Octal, Hexadecimal, inter conversions, arithmetic & uses in computer system. Operating Systems: Introduction, types & functions.

Unit-III: MIS: Data and Information, Classification, Operations Support System, Management Support System, Transaction Processing System, Process Control System, Enterprise Collaboration System, Decision Support System.

Unit-IV: Internet: Services, Hardware & Software Requirements, Type of Internet Connections, pros & cons of Internet, Modems, WWW, E-mail, Chat, Browsers, Search Engines. Intranets & Extranets.

Unit-V: Applications: Enterprise Resource Planning, Customer Relationship Management, Security and Ethical Challenges Of IT, Ethical Responsibility - Business Ethics, Technology Ethics; Cyber Crime and Privacy Issues.

Note: Case Study Analysis is compulsory after each unit.

Text Books:

1. Lucas, Henry C., Information Technology for Management, New Delhi, Tata McGraw-Hill,
2. Suresh K. Basandra, Computers Today, New Delhi, Galgotia Publications Pvt. Ltd.
3. P.K. Sinha, Computer Fundamentals, New Delhi, BPB Publications,

Reference Books:

1. Behl, Ramesh, Information Technology for Management, New Delhi, Tata McGraw-Hill.
2. S. Jaiswal, Information Technology Today, New Delhi, Galgotia Publications Pvt. Ltd.
3. Christian Crumlish, ABCs of the Internet, New Delhi, BPB Publications

Websites:

1. https://swayam.gov.in/nd2_cec20_cs05/preview
2. <https://hbr.org/1976/11/how-effective-managers-use-information-systems>

Indore Management Institute & Research Center
Post Graduate Diploma in Management (Banking & Financial Services)
Tri- Semester-II

| Course Code | Course Name | L | T | P | Credit |
|-------------|-------------------|---|---|---|--------|
| PD5SS02 | Digital Marketing | 0 | 0 | 1 | 1 |

Curriculum:

Unit I -Digital Marketing: Overview-Introduction to Digital Marketing, Understanding digital Marketing Process, The new digital world - trends that are driving shifts from traditional marketing practices to digital marketing practices, the modern digital consumer and new consumer's digital journey. Marketing strategies for the digital world – Content Writing, Video Creation & Graphic Designing.

Unit II-Web Analytics and E-Commerce-Web Analytics-Audience Profiling and Segmentation, Internet Usage Patterns, Introduction to e-Commerce Sites: Flipkart, Hotstar, Amazon, Ola, IRCTC, Impact of e-Commerce, Website Planning & Designing.

Unit III-Search Engine Marketing-Search marketing, Mobile marketing, and Video marketing, online campaign management; overview of search engine optimization (SEO), On-Page & Off-Page Optimisation. Using marketing analytic tools to segment, target and position, Acquiring & Engaging Users through Digital Channels: Understanding the relationship between content and branding and its impact on sales.

Unit IV-Social Media Marketing-Social Media and e-PR- Social Media Platforms - Facebook: Ad Creation, LinkedIn, Twitter, YouTube, Content guidelines for online communications, Social Media Measuring, Monitoring & Reporting, Tracking & Monitoring platforms. Content seeding, Blog writing. Forums and discussion boards.

Unit V-Integrating Online Communication-Basic introduction about Google Analytics, Using Google Analytics, Google PPC Affiliate Marketing, Email Marketing, Viral Marketing, Content Marketing, Digital Advertising, Legal and Ethical aspects related to Digital Marketing.

Text Books:

1. Vandana, Ahuja; Digital Marketing, Oxford University Press India
2. Eric Greenberg, and Kates, Alexander; Strategic Digital Marketing: Top Digital Experts Share the Formula for Tangible Returns on Your Marketing Investment; McGraw-Hill
3. Kalakota, Ravi and Shinston Andrew B, Frontiers of Electronic Commerce, Addison Wesley.

Reference Books:

1. Arpita; Media Planning and Buying; McGraw Hill
2. Arnold, George; Media Writer's Handbook: A Guide to Common Writing and Editing Problems; McGraw-Hill Education.
3. Ryan, Damian; Understanding Digital Marketing: marketing strategies for engaging the digital generation; Kogan Page
4. David Whiteley; E-Commerce: Strategy, Technologies and Applications, McGraw Hill Education.

Websites:

1. <http://econtent.nielit.gov.in>
2. <https://www.edx.org/school/iitbombayx>
3. <https://www.youtube.com/watch?v=7mT4QyA228Y> (Google adwords)
4. https://en.wikipedia.org/wiki/Digital_marketing

**INDORE MANAGEMENT INSTITUTE & RESEARCH
CENTER**

PGDM (BANKING & FINANCIAL SERVICES)

| Tri-Sem-III | | | | | | |
|--------------------|----------|----------------------------------|-----------|----------|----------|-----------|
| 1 | PD5CFM04 | Operations Research | 3 | 0 | 0 | 3 |
| 2 | PD5CFS05 | Micro Finance and Social Banking | 2 | 0 | 0 | 2 |
| 3 | PD5EBF01 | Merger and Acquisition | 3 | 1 | 0 | 4 |
| 4 | PD5EBF02 | Commercial Banking | 3 | 0 | 0 | 3 |
| 5 | PD5EBF03 | Risk Management in Banks | 3 | 0 | 0 | 3 |
| 6 | PD5EBF04 | Retail Banking and Operations | 3 | 0 | 0 | 3 |
| 7 | PD5SS03 | Rural Innovation Projects | 0 | 0 | 1 | 1 |
| | | Total Credit | 17 | 1 | 1 | 19 |

Indore Management Institute & Research Center
Post Graduate Diploma in Management (Banking & Financial Services)
Tri- Semester-III

| Course Code | Course Name | L | T | P | Credit |
|-------------|---------------------|---|---|---|--------|
| PD5CFM04 | Operations Research | 3 | 0 | 0 | 3 |

Curriculum:

Unit – I Introduction to Operations Research: Historical Background, Scope of Operations Research , Features of Operations Research, Phases of Operations Research, Types of Operations Research Models, Operations Research Methodology, Techniques and Tools, Limitations of Operations Research.

Unit –II Linear Programming: Meaning of Linear .Programming, General Mathematical Formulation of LPP, Graphical Analysis, Simplex, Two-phase, Big M-Method. Duality and Post Optimality Analysis; Advantage and Limitations of LPP.

Unit-III Transportation Problem: Mathematical Formulation, Initial Basic Feasible Solution, Vogel's Approximation Method, Optimization using Modified Distribution Method and Stepping Stone Method.

Assignment Problem: Introduction, Hungarian Method Algorithm, Travelling Salesman Problem.

Unit –IV Waiting Line Models: Introduction, Scope in Management Decisions, Queuing Models M/M/1 (Infinite and Finite Population), Probability Calculations and Application of M/M/C (Infinite Population).

Game Theory: Introduction, Competitive Situations, Characteristics of Competitive Games, Maximin – Minimax Principle, Dominance.

Unit-V Replacement Models and Simulation: Introduction Scope in Management, Single Equipment Replacement Model and Group Replacement. Introduction to simulation, Monte Carlo Technique and its Applications. **Markov Chain Analysis:** Computation of Sequential Probability of States for Different Periods, Steady State Probability of States and Application of Markov Chain.

Note: Case Study Analysis is compulsory after each unit.

Text Books:

1. Anderson, Introduction to Management Science Cengage Learning.
2. Hamdy A.Taha, Operations Research: An Introduction, Pearson.
3. H.M. Wagner, Principles of Operations Research with Application to Managerial Decisions, PHI Learning.

Reference Books:

1. Winston, Operation Research Application and Algorithm, Cengage Learning .
2. Krajewski Ritzmen Malhotra, Operations management: Process & value, Pearson.
3. V. K. Kapoor, Problems and Solutions in Operations Research, New Delhi, Sultan Chand and Sons.
4. C.R. Kothari, An Introduction to Operational Research , New Delhi, Vikas Publications,

Website:

1. <https://nptel.ac.in/courses/112/106/112106134/>
2. https://swayam.gov.in/nd1_noc19_ma29/preview

Indore Management Institute & Research Center
Post Graduate Diploma in Management (Banking & Financial Services)
Tri- Semester-III

| Course Code | Course Name | L | T | P | Credit |
|-------------|----------------------------------|---|---|---|--------|
| PD5CFS05 | Micro Finance and Social Banking | 2 | 0 | 0 | 2 |

Curriculum:

Unit I Introduction to Micro Finance and Revenue Models of Microfinance:

Need of Microfinance. Basics of Microfinance. Microfinance as a Development Tool. Profitability, Efficiency and Productivity, Inherent challenges of financing.

Unit II Legal and Regulatory Framework and Social Banking:

MFIs, SHGs and JLGs. Some Innovative and Creative Microfinance Models like Help Group-Bank Linkage Programme (SBLP), Financial Products and Services. Major policy initiatives for aligning the banking system to socio-economic goals like priority sector lending, Lead Bank Scheme (LBS), Service Area Approach (SAA), etc.

Unit III Subsidy-linked credit programs of Government:

Subsidy-linked credit programmes of the Government PMRY, SGSY, SJSRY & SLRS, etc. Other Initiatives of the Government (without subsidy-link) like Kisan Credit Card (KCC) scheme. Financing of Agrilclinics/Agribusiness Centers etc. and the Differential Rate of Interest (DRI) scheme

Unit IV Indian Experience, Issues, Trends and Frontiers of Microfinance:

Evolution and Character of Microfinance in India. Microfinance Delivery Methodologies. Emerging Issues in Microfinance, Gender Issues in Microfinance, Role of Technology in Microfinance, Micro Credit as Priority Sector Advance, Impact of Microfinance on Empowerment of Women

Unit V Challenges to Social Banking:

Inter-spatial disparity manifested, varying credit-deposit ratio (CDR) across areas, Inadequate linkage support, unsatisfactory repayment climate etc. Role of various stakeholders like the government, the nongovernment organizations (NGOs) and the civil society besides the constituents of institutional credit system (ICS) in achieving effective operation of the social banking initiative.

Note: Case Study Analysis is compulsory after each unit.

Text Books:

1. Microfinance for Bankers and Investors: Understanding the Opportunities and Challenges of the Market at the Bottom of the Pyramid by Elisabeth Rhyne.
2. Towards Financial Inclusion in India by K. G. Karmakar, G. D. Banerjee, N. P. Mohapatra, Sage Publisher.
3. Micro Finance Perspectives and Options by Indian Institute of Banking and Finance.

Reference Books:

1. Banker to the Poor: Micro-Lending and the Battle against World Poverty by Muhammad Yunus, Alan Jolis.
2. A Billion Bootstraps: Microcredit, Barefoot Banking, and the Business Solution for Ending Poverty by Phil Smith, Eric Thurma.

Websites:

1. <http://iibf.org.in/>
2. www.thebalance.com

Indore Management Institute & Research Center
Post Graduate Diploma in Management (Banking & Financial Services)
Tri- Semester-III

| Course Code | Course Name | L | T | P | Credit |
|-------------|-------------------------|---|---|---|--------|
| PD5EBF01 | Mergers and Acquisition | 3 | 1 | 0 | 4 |

Curriculum:

Unit-I- Introduction to Merger and Acquisition: Merger- Meaning and Definition of merger types of Merger, Dynamics of merger and acquisition process: identification of targets, negotiation, closing the deal.

Unit-II-Mergers: Nature and Process of Merger, acquisition and amalgamation, types of mergers, motives behind mergers, theories of mergers, Merger as a Strategic perspective- industry life cycle and project life cycle analysis in M&A decision, strategic approaches to M&A decision, strategic approaches to M&A - SWOT analysis, BCG matrix, Porter's Five forces model.

Unit-III-Impact of Merger and Acquisition: Operating, financing and managerial synergy of mergers, value creation in horizontal, vertical and conglomerate mergers, internal and external change forces contribution to merger and acquisition activities, Impact of merger and acquisition on stakeholders. Organizational and Human aspects, managerial challenges of merger and acquisition, Post Merger H.R. and cultural issues, Ethical issues of merger and takeover.

Unit-IV- Valuation in Mergers: Valuation approaches-discounted cash flow valuation, relative valuation, valuing operating and financial synergy, valuing corporate control, valuing of LBO Methods of financing mergers- cash offer, share exchange ratio- mergers as a capital budgeting decision Assets and cash flow, selective of appropriate cost of capital for valuation.

Unit-V-Legal and regulatory framework of M & A: Forms of consideration and terms of acquisition, Implications of regulation for business combinations. Provision of companies act 1956, Indian Income Tax act 1961, SEBI takeover code, Provision of competition act, case studies on Mergers.

Note: Case Study Analysis is compulsory after each unit.

Text Books:

1. Fred Weston, Kwang S Chung, Susan E Hoag-Mergers, Restructuring and Corporate Control-Pearson Education.
2. Weston, Mitchell and Mulherin- Takeovers, Restructuring and Corporate Governance- Pearson Education.
3. Merger and Acquisition, Rajinder S. Aurora, Kavita Shetty and Sharad R. Kale, Oxford University Press.

References Books:

1. Merger and Acquisition & Corporate Restructuring- Chandrashekar Krishna Murthy & Vishwanath. S.R- sage publications.
2. Successful Merger, Acquisition and Strategic Alliances: Irene Rodgers. Tata McGraw hill.
3. Ramanujan, S. -Mergers: The New Dimensions for Corporate Restructuring. Tata
4. McGraw Hill.

Websites:

1. https://www.swayam.gov.in/nd2_cec20_hs23/preview
2. https://mafiadoc.com/questions-answers-set-11-nptel_59fb448d1723ddfec447339a.html

Indore Management Institute & Research Center
Post Graduate Diploma in Management (Banking & Financial Services)
Tri- Semester-III

| Course Code | Course Name | L | T | P | Credit |
|-------------|--------------------|---|---|---|--------|
| PD5EBF02 | Commercial Banking | 3 | 0 | 0 | 3 |

Curriculum:

Unit-I: Indian Banking System: Banking Structure in India, Evaluation of the Banking System and Future Trends. Commercial Banks: Meaning, Role and Functions, Definition of Banking as per Banking Regulation Act 1949, Banking Systems – Branch Banking Vs Unit Banking and other Banking Systems, Deposit Banking Vs Commercial Banking.

Unit-II: Opening of an Account, Types of Deposit Accounts, Types of Customers (individuals, firms, Trusts, and Companies): Importance of customer relations – Customer grievances and redressal. Cheques- Essentials of Valid Cheques, Payment of Cheques, Statutory Protection to the Paying Banker, Refusal of Payment of Cheques, Statutory Protection to the collecting Banker.

Unit-III: Credit Management in Banks: Types of credit. Modes of credit delivery– Loan Policy, Modes of creating charges- Lien, Pledge, Hypothecation and advance against documents of title to goods, discounting bills– Compliance with RBI guidelines – Credit Appraisal and Credit Decision Making – Monitoring and Review of Loan Portfolio – Management of Non-Performing Assets (NPAs) – Classification of NPAs.

Unit-IV: Analysis of the Banking Structure and Performance Measurement: Interpreting Bank Balance Sheet and Income Expenditure Statements. Financial Statement Analysis and Bank Performance Measurement: CAR, NPA, Liquidity Ratios, Structural Ratios and Profitability Ratios.

Unit-V: Mergers and Acquisition: Bank assurance and Universal Banking. Opportunity for Strengthening the Banking Organization. Financial Innovations and Opportunities for Banks. Factoring, Securitization and Take out Finance. International Banking: Organizational Structure, Activities and Regulation

Note: Case Study Analysis is compulsory after each unit.

Text books:

1. Varshney and Malhotra, “Principles of Banking”, Sultan Chand & Sons.
2. Reddy.P.N, Appannaiah.H.R. Theory & Practice of Banking; Himalaya Publishing House.
3. Machiraju.H.R. Modern Commercial Banking; Vikas Publishing House Pvt. Ltd.

Reference Books:

1. Chhabra.T.N. Banking, Theory & Practice; Dhanpat Rai & Co.
2. K.P.M. Sundharam, Money, Banking & International Trade - Sultan Chand & Sons - New Delhi.
3. S.V. Vasudevan, Theory of Banking - S.Chand & Company Ltd., - New Delhi.

Websites:

1. <https://nptel.ac.in/courses/110/105/110105143/>
2. https://swayam.gov.in/nd1_noc20_mg32/preview

Indore Management Institute & Research Center
Post Graduate Diploma in Management (Banking & Financial Services)
Tri- Semester-III

| Course Code | Course Name | L | T | P | Credit |
|-------------|--------------------------|---|---|---|--------|
| PD5EBF03 | Risk Management in Banks | 3 | 0 | 0 | 3 |

Curriculum:

Unit-I: Risk

Conceptual Framework-Meaning, Risk versus Uncertainty. Classification of Risk – Financial and Non-financial Risks & Static and Dynamic Risk. Scope of risk management, Process, Identification and Risk Control.

Unit-II: Banking Risks

Credit, Liquidity, Market, Operational, Interest Rate, Solvency. ALM by Banks: Classification of Assets, GAP Analysis Asset Reconstruction Company.

Unit-III: Credit Risk Management

Capital adequacy norms, RBI guidelines on risk management, credit risk models, credit risk transfer-securitization, loan sales, covered bonds and credit derivatives.

Unit-IV: Credit Management

Principles of lending, new credit policies of commercial banks in India and their implementation, contents of credit policy of a bank, credit appraisal by a commercial bank, Assets Classification and Management of NPA's, Concept and advantages of assets securitization.

Unit-V: Operational Risk

Introduction, causes for significant increase in operational risk, principles of operational risk management (SPOR), control of operational risk-capital allocation for operational risk, types of operational risk management, measuring interest rate risk.

Note: Case Study Analysis is compulsory after each unit.

Text Books-

1. ICSI, Banking and insurance law & practices, Taxmans's publication.
2. V. Iyenger, introduction to banking, Excel books.
3. Indian Institute of Banking, Advanced bank management, Macmillan publishers.

Reference Books

1. John C. Hull, Risk Management and Financial Institutions, Pearson.
2. Indian Institute of Banking and Finance (IIBF), Risk Management, Macmillan Publishers India.
3. Moorad Choudhry, Bank Asset and Liability Management: Strategy, Trading, Analysis, Wiley Publishing.

Websites:

1. <https://nptel.ac.in/courses/110/106/110106040/>
2. https://swayam.gov.in/nd2_imb20_mg18/preview

Indore Management Institute & Research Center
Post Graduate Diploma in Management (Banking & Financial Services)
Tri- Semester-III

| Course Code | Course Name | L | T | P | Credit |
|-------------|-------------------------------|---|---|---|--------|
| PD5EBF04 | Retail Banking and Operations | 3 | 0 | 0 | 3 |

Curriculum:

Unit – I Concept of Retail Banking: Distinction between Retail and Corporate/Wholesale Banking, Retail Products Overview, Customer requirements, products development process, Liabilities and Assets Products, Approval process for retail loans and credit scoring. Retail Banking as risk diversification tools.

Unit – II Important Retail asset products: Home loans, Auto loans, Personal, Educational, gold, and consumer loan - Eligibility, Purpose, Amounts, Margin of Security, Moratorium, Disbursement, Prepayment issues, Repayments/Collection. Eligibility and Purpose of Credit/Debit Cards.

Unit – III Retail Strategies: Tie-up with institutions for retail loans; Delivery Channels, Branch, Extension counters, ATMs, POS, Internet Banking, Phone banking, Selling process in retail products, Customer Relationship Management: stages in Customer relationship management process. E-banking & E-commerce.

Unit – IV Bank customer relationship management and marketing of retail banking product: Role and impact of customer relationship management, Stages in CRM, classification of customer, marketing strategies for banking product, Importance of marketing in bank, analyzing need, cross selling opportunities.

Unit – V Recovery of Retail Loans: Defaults, Rescheduling, recovery process-SARAFESI Act, DRT Act, use of Lok Adalat forum, Recovery Agents-RBI guidelines, introduction of Technological advancement.

Note: Case Study Analysis is compulsory after each unit.

Text readings

1. Croxford,Huge et al. “The Art of better retail Banking” John wiley and sons inc.
2. Leichtfuss Reinhold, Achieving Excellence in Retail banking”, John wiley and sons inc.
3. Keith pond, Retail Banking”, Global professional Pub.

Reference Books:

1. Dilip Mehra,” Retail banking, Jain Book Depot, Delhi.
2. O.P. Agrawal, Fundamental of Retail Banking, Himalaya publishing House.
3. Indian Institute of Banking & finance, Retail Banking, Macmill Publishars India

Websites:

1. <https://nptel.ac.in/courses/110/105/110105143/>
2. <https://www.thebalance.com/what-is-retail-banking-3305885>

INDORE MANAGEMENT INSTITUTE & RESEARCH CENTRE
PGDM (BANKING & FINANCIAL SERVICES)

| Tri-Sem-IV | | | | | | |
|-------------------|----------|---|-----------|----------|----------|-----------|
| 1 | PD5COM02 | Project Management | 3 | 1 | 0 | 4 |
| 2 | PD5CFM05 | Strategic Management | 3 | 0 | 0 | 3 |
| 3 | PD5EBF05 | Banking Law and Practice | 3 | 0 | 0 | 3 |
| 4 | PD5EBF06 | Central Banking and Monetary Management | 3 | 0 | 0 | 3 |
| 5 | PD5EBF07 | Merchant Banking | 3 | 0 | 0 | 3 |
| 6 | PD5EBF08 | Computers and Banking | 3 | 0 | 1 | 4 |
| 7 | PD5SS04 | Social Sensitization Projects | 0 | 0 | 1 | 1 |
| | | Total Credit | 18 | 1 | 2 | 21 |

Indore Management Institute & Research Center
Post Graduate Diploma in Management (Banking & Financial Services)
Tri- Semester-IV

| Course Code | Course Name | L | T | P | Credit |
|-------------|--------------------|---|---|---|--------|
| PD5COM02 | Project Management | 3 | 1 | 0 | 4 |

Curriculum:

Unit I - Basics Of Project Management: Basis Of Project Management, Introduction, Need, Project Life Cycle, Process, Impact, Delays In Project Completions, Essentials, principles Of Project Management.

Unit-II Project Selection: Non Quantitative And Scoring Models, Technical Analysis And Technology Selection, Market Potential Analysis And Techniques Of Long Term Forecasting.

Unit- III Financial Feasibility: Determinants of Cost of Project, Its Financing and Deciding Optimum Capital Structure. Cash Flows from Project and Owner's Perspective. Project Appraisal. Financial Feasibility with Risk: Types of Risk, Techniques of Risk Evaluation and Its Mitigation. Sensitivity Analysis, Hiller's Model, Scenario Analysis, Simulation.

Unit- IV Network Analysis: Construction Of Networks, CPM, Various Types of Floats And Their Application, Pert And Its Applications, Time Cost Relationship, Crashing For Optimum Cost And Optimum Time, Resource Leveling.

Unit- V Human Aspects Of Project Management: Project Manager's Skills And Functions, Matrix Organization, Social Cost Benefit Analysis, UNIDO Approach, Shadow Pricing.

Project Monitoring, Earned Value Analysis, Abandonment Analysis, PMIS, Project Termination And Audit. Reasons for Failure.

Note: Case Study Analysis is compulsory after each unit.

Text Books:

1. Prasanna Chandra, project planning and selection, implementation and Review- Tata McGraw, Hill publication Co. Ltd.
2. Vasant Desai, Project Management – Himalaya Publication House.
3. Narendra Singh, project Management and Control Himalaya Publication House.

Reference Books:

1. McManus, Information System, project Management. Pearson.
2. Gopal Krishna, Text Book of Project Management. Macmillan Publishers. .
3. Joy. Total Project management Mc Milan Publishers.

Websites:

1. <https://nptel.ac.in/courses/110/104/110104073/>
2. https://swayam.gov.in/nd1_noc19_mg31/preview

Indore Management Institute & Research Center
Post Graduate Diploma in Management (Banking & Financial Services)
Tri- Semester-IV

| Course Code | Course Name | L | T | P | Credit |
|-------------|----------------------|---|---|---|--------|
| PD5CFM05 | Strategic Management | 3 | 0 | 0 | 3 |

Curriculum:

Unit-I: Introduction & Concept of Strategic Management: Strategic Management, Need, Scope, features and importance of strategic management, Role of Strategists in Decision Making, strategists at various management levels, Types of Strategies, Limitations of Strategic Management, Difference between Goals and Objectives of Business, Strategic Intent through Vision and Mission.

Unit-II: International Environmental Factors & SWOT Analysis: International Dimensions of Strategy, Internal and External environmental analysis, Porter's Approach, Value Chain Analysis, Internal Strength & Weakness, Techniques of Internal Analysis, ETOP (Environmental threats & opportunity profile), SAP (Strategic Advantage Profile), SWOT analysis, SMM (Strategic Management Model).

Unit-III: Strategic Alliances, Alternatives & Strategies for MNC's: Strategic Alliances, Types of Strategic Alliances and Business Decisions, Problems Involved in Strategic Alliances , Strategy Alternatives –Stability, Expansion, Retrenchment & Combination, Strategies for Multinational Corporations , Benefits of MNCs, Business Strategies of MNCs, Techniques Employed by MNCs to Manage Markets.

Unit-IV: Strategy Formulation and Implementation: Process, Implementation and its Stages, Reasons for Strategy Failure, Structural Implementation, Plan & Policy Implementation, Leadership Implementation, Behavioral Implementation, Strategic Business Units . Porter's model, Competitor Analysis, Boston Matrix.

Unit-V: Strategic Control and Evaluation: Strategy Evaluation, Strategic Control, Difference Between Strategic Control and Operational Control, Meaning, Concept, Role & Barriers of Control Process; Criteria for Evaluation, Techniques of Strategic Evaluation & Corrective Action, Measuring & Feedback, Dealing with Strategic Management in Various Situations.

Note: Case Study Analysis is compulsory after each unit.

Text Books:

1. Johnson & Scholes Exploring Corporate Strategy, Prentice Hall
2. Mint burg, Quinn, and Ghosal. The Strategy Process , Prentice Hall
3. Ireland, Hoskisson & Hitt, Strategic Management Indian Edition, Cengage Learning

Reference Books:

1. Fred R. David Strategic Management, Pearson Education
2. Thomas L Wheelen, J. David Hunger and Krish Rangarajan, Strategic Management and Business Policy, Pearson Education
3. Azhar Kazmi, Policy and Strategic Management, Tata McGraw Hill

Websites:

1. <https://nptel.ac.in/courses/110/108/110108047/>
2. https://swayam.gov.in/nd2_imb19_mg08/preview

Indore Management Institute & Research Center
Post Graduate Diploma in Management (Banking & Financial Services)
Tri- Semester-IV

| Course Code | Course Name | L | T | P | Credit |
|-------------|------------------------|---|---|---|--------|
| PD5EBF05 | Banking Law & Practice | 3 | 0 | 0 | 3 |

Curriculum:

Unit-I Banking Regulation Act 1949: Provisions relating to- Definition of bank, Business of Banking Companies, Restrictions on business of banking companies, Capital Structure, Powers of the RBI, Applicability of the Act to Cooperative Banks , amendments of BRA1949 up to 2012, Banking Regulation (Amendment) Bill 2017

Unit- II The Negotiable Instrument Act 1881: Definition of negotiable Instrument Promissory note, Bill of exchange, and Cheque, Holder, Holder in due course, Payment in due course, Negotiation, Endorsement, Dishonour of Negotiable Instruments, Noting and Protest, Penalties in case of dishonour of certain cheques, Negotiable Instruments Act, 2002: Instruments (Amendment) Act, 2018.

Unit- III The RBI Act, 1934: Incorporation, Capital management & Business, Central Banking functions, Regulatory and Supervisory Collection and furnishing of credit information, Penalties, RBI Act 2018, and Monetary Policy Committee. RBI and Regulation of Digital Financial Services in India, 2012 to 2016

Unit- IV Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002: Regulation of securitization and reconstruction of financial assets and financial institutions, Enforcement of security interest, Central registry, Offences and penalties, relevant amendments between 2004 and 2008 and Amendments in SARFAESI Act 2016.

Unit- V Introduction to Prevention of Money Laundering Act, 2002: Offence of money laundering, Attachment, adjudication and confiscation, Obligation of banking companies, financial institutions and intermediaries. Summons searches and seizures. RBI guidelines regarding prevention of money laundering, The Prevention of Money Laundering Act, 2012. **Asset - Liability Management:** Return and currency Risks while managing the assets and liabilities. RBI guidelines for Non-Performing Assets (NPAs)

Note: Case Study Analysis is compulsory after each unit.

Text Books:

1. E.Gordon & K. Natrajan:Banking Theory, Law & Practice”, Himalaya Publishing House,Mumbai.
2. K.C.Shekar, Lekshmy Shekar, —Banking theory and Practice”, Vikas Publishing House.
3. Principles and Practices of Banking: Indian Institute of Banking & Finance- Macmillan Publication.

Reference Books:

1. Gordon & Natarajan: Banking Theory Law and Practice, Himalya PublishingHouse.
2. Srivastava S. P.; Banking Theory & Practice, Anmol Publication.
3. Prakhas M., Bhargabhi R: Banking law & Operation, Vision Book House.

Websites:

1. https://nptel.ac.in/content/syllabus_pdf/110106040.pdf
2. <https://www.icsi.edu/media/webmodules/BANKING LAW AND PRACTISE 30112018.pdf>

Indore Management Institute & Research Center
Post Graduate Diploma in Management (Banking & Financial Services)
Tri- Semester-IV

| Course Code | Course Name | L | T | P | Credit |
|-------------|---|---|---|---|--------|
| PD5EBF06 | Central Banking and Monetary Management | 3 | 0 | 0 | 3 |

Curriculum:

Unit- I Money Market: Composition and Characteristics of developed and underdeveloped money market. Central Banking: Functions, bank of issue, government's banker, agent and adviser, custodian of cash reserves of the commercial banks, Bank of rediscount and lender of last resort and custodian of the nation's foreign exchange reserves.

Unit- II Creation of credit by commercial banks: Central bank as the controller of credit – Quantitative weapons of credit control: Bank Rate, OMOs and VCRR – Qualitative weapons of credit control: Margin requirements, consumer credit regulation, credit rationing, control through directives and moral suasion – Role of central bank in a developing economy

Unit- III Monetary policy: Objectives, Exchange rate stability, Price stability, Neutrality of money, Full employment and economic growth – Choosing between conflicting objectives – Efficacy of monetary policy

Unit- IV The Reserve Bank of India: Evolution, Organization: Central Board, local boards and departments in the central office, RBI as currency authority: RBI as banker to the government, RBI's supervision over commercial banks, Licensing of banks. Regulations relating to capital, Reserves and liquid assets of operation and management, Training, Deposit insurance.

Unit- V Credit Regulation: Objectives – RBI's instruments of general credit control: Bank Rate, Reserve requirements and OMOs, RBI's direct credit regulation – Regulation of non-banking institutions – Credit planning in India. Promotional functions of the RBI: RBI and rural credit – RBI and industrial finance – RBI and export credit – RBI and exchange control.

Note: Case Study Analysis is compulsory after each unit.

Text Books:

1. D.M. Mithani, Money, Banking, International Trade and Public Finance, Himalaya Publishing House.
2. K.C. Shekar, Lekshmy Shekar, —Banking theory and Practice”, Vikas Publishing House.
3. Cecchetti, S. Money, Banking & Financial Markets. NY: McGraw-Hill Irwin.

Reference Books:

1. Joshi Vasant C. and Joshi Vinay V.; Managing Indian Banks- The Challenges Ahead- Sage Pub. Ltd.
2. Indian Institute of Banking and Finance; Principles and Practices of Banking, Macmillan Pub. India
3. Tannan: Banking Law and Practice in India, Indian Law House.

Websites:

1. <https://nptel.ac.in/courses/110/105/110105121/>
2. https://swayam.gov.in/nd2_imb20_mg18/preview

Indore Management Institute & Research Center
Post Graduate Diploma in Management (Banking & Financial Services)
Tri- Semester-IV

| Course Code | Course Name | L | T | P | Credit |
|-------------|------------------|---|---|---|--------|
| PD5EBF07 | Merchant Banking | 3 | 0 | 0 | 3 |

Curriculum:

Unit-I: Introduction: An Over view of Indian Financial System, Merchant Banking: Concept, Origin, Functions, Nature, Growth, Institutional Structure, and Merchant Banking Services in India. Commercial banks and investment banks

Unit-II: Regulation of Merchant Banking Activity: Guidelines of SEBI and Ministry of Finance, categorization of merchant bankers, Regulation under Companies Act 1956 and 2013, Listing guidelines of stock Exchange and Securities contracts Act, 1956. Relation with Stock Exchanges.

Unit-III: Public Issue Management in Merchant Banking: Meaning and types of issues, appointment and role of merchant banker in issue management, pre-issue & post-issue management activities performed by merchant banks, Issue Pricing, Book Building: Preparation of Prospectus, Selection of Bankers etc. Role of Registrars, Bankers to the Issue, Underwriters, Brokers, Advertising Strategies, NRI Marketing.

Unit-IV: Project Preparation and Appraisal: Introduction, Project identification, Stages of selection, Project Feasibility study, Appraisal of Project: Financial appraisal, Technical appraisal, and Economical appraisal by merchant bankers.

Unit-V: Other Services by Merchant Bankers: Management of debt – Factoring and Forfeiting, Placement and Distribution of various securities, Corporate advisory services in Mergers and Acquisitions, Venture capital, Loan syndication, Leasing finance, investment advisory services, Credit rating, Joint Ventures.

Note: Case Study Analysis is compulsory after each unit.

Text Books:

1. M.Y.Khan, Financial Services, Tata McGraw-Hill.
2. Nalini Prava Tripathy, Financial Services, PHI Learning.
3. H.R. Machiraju, Merchant Banking, New Age International Publishers.

Reference Books:

1. Sri Ram k., “Hand Book of Leasing”, Hire Purchase and Factoring”, ICFAI, Hyderabad.
2. L. Natarajan, Merchant Banking and Financial Services, Margham publication.
3. S. Gurusamy, Merchant Banking and Financial Services, Star Books publication, Trivandrum

Websites:

1. www.sebi.gov.in
2. www.rbi.com

Indore Management Institute & Research Center
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Tri- Semester-IV

| Course Code | Course Name | L | T | P | Credit |
|-------------|----------------------|---|---|---|--------|
| PD5EBF08 | Computer and Banking | 3 | 0 | 1 | 4 |

Curriculum:

Unit- I Introduction to Computers: Application Software (MS-Office) MS Word: Word Basics, Formatting Text and Documents, working with Headers, Footers and Footnotes, Tabs, Tables and Sorting, Working with Graphics, Templates, Wizards and Sample Documents, Introduction to Mail Merge and Macros.

Unit- II MS Excel: Excel Basics, Rearranging Worksheets, Excel Formatting Tips and Techniques, Introduction to Functions, Excel's Chart Features, working with Graphics, Using Worksheet as Databases, Automating "what-if" Projects. MS Power Point: PowerPoint Basics, Creating Presentation, Working with Text Graphics, pictures, audio and video in Power Point

Unit- III Computerization in Banks: Stand alone – Computer system – LAN – Local processing with batch updates – ATMs – Home banking – EFT – MICR.

Unit-IV Introduction to Network Architecture: Review of Layering & Protocols. Network Hardware, software, Reference Models (OSI). Physical layer issues Transmission Media, Wireless Transmission, PSTN, ISDN, VPN, Leased lines. Circuit switching, Packet switching - concepts, principles

Unit- V Internet and Intranet: Inter branch reconciliation – Security considerations – Accidental damage, Power failures, malicious damage, and types of malware – Operational problems.

Note: Case Study Analysis is compulsory after each unit.

Text Books:

1. Bajwa K S, Bank Mechanisation, Skylark Publication.
2. Srivastava, Computer Applications in Banks, BTC, RBI.
3. Sanjay Soni & Vinayak Aggarwal, Computers and Banking, Sultan Chand & Sons.
4. Laurie Ulrich, Teach Yourself Microsoft Office 2016 in 21 days, New Delhi, Techmedia.

Reference Books:

1. James A Senn, Analysis and Design of Information Systems, New Delhi, McGraw Hill Publishing Company.
2. P. K.Sinha, P. Sinha, Fundamentals of Computers, BPB Publishers.
3. Ron Mansfield, The Compact guide to Microsoft office, New Delhi, BPB Publications

Websites:

1. <https://nptel.ac.in/courses/106/108/106108101/>
2. <https://nptel.ac.in/noc/courses/noc17/SEM2/noc17-cs35/>

INDORE MANAGEMENT INSTITUTE & RESEARCH CENTRE

PGDM- (BANKING & FINANCIAL SERVICES)

| Tri-Sem-V | | | | | | |
|------------------|----------|--|-----------|----------|----------|-----------|
| 1 | PD5CFS06 | International Finance | 3 | 0 | 0 | 3 |
| 2 | PD5CFM06 | Entrepreneurship | 2 | 0 | 0 | 2 |
| 3 | PD5EBF09 | Investment Analysis and Portfolio Management | 3 | 1 | 0 | 4 |
| 4 | PD5EBF10 | Project Finance | 3 | 1 | 0 | 4 |
| 5 | PD5EBF11 | Financial Reporting & Analysis | 3 | 1 | 0 | 4 |
| 6 | PD5EBF12 | Financial Derivatives | 3 | 1 | 0 | 4 |
| 7 | PD5SS05 | NSE and other similar Certification Programs | 0 | 0 | 1 | 1 |
| | | Total Credit | 17 | 4 | 1 | 22 |

Indore Management Institute & Research Center
Post Graduate Diploma in Management (Banking & Financial Services)
Tri- Semester-V

| Course Code | Course Name | L | T | P | Credit |
|-------------|-----------------------|---|---|---|--------|
| PD5CFS06 | International Finance | 3 | 0 | 0 | 3 |

Curriculum:

Unit-I

International financial Environment-The Importance, rewards & risk of international finance- Goals of MNC- International Business methods – Exposure to international risk- International Monetary system- Multilateral financial institution

Unit-II

Foreign Exchange Market: origin of the concept of foreign exchange, the difference between fixed and floating rates. Foreign exchange transactions and the derivatives instruments traded in foreign exchange market such as forwards, futures, swaps, and options.

Unit-III

Exchange Rate Determination: Exchange rate movements, factors that influence exchange rates, movements in cross exchange rates, concepts of international arbitrage, interest rate parity, and purchasing power parity and the International Fisher effect.

Unit-IV

Foreign Trade Finance: concept of foreign trade finance. concepts of financing exports and financing imports and documentary collections, factoring, forfeiting and countertrade, foreign exchange exposure.

Unit-V

International Capital Structure: international capital structure cost of capital, the capital structure of MNCs, cost of capital in segmented versus integrated markets. Introduction of international capital budgeting, adjusted present value model.

Note: Case-Study analysis is compulsory after each unit.

Text Books:

1. Maurice D.Levi, International Finance, Tata Mc Graw-Hill, New Delhi,
2. Melvin: International Money and Finance Pearson Education.
3. Jeff Madura, International Financial Management, Thomson Publications.

Reference Books:

1. S.Eun Choel and Risnick Bruce, International Financial Management, Tata McGraw Hill.
2. David K. Eiteman, Arthur I.Stonehill and Michael H.Moffeth, Multinational Business Finance, Pearson Education.
3. P.K Jain, Josette Peyrard and Surendra S. Yadav, International Financial Management, Macmillan Publishers.

Websites:

1. <https://nptel.ac.in/courses/110/105/110105031/>
2. <https://nptel.ac.in/courses/110/105/110105057/>
3. <https://www.youtube.com/playlist?list=PLbMVogVj5nJTto4HvMx6OevSLEWJqFyJOf>

Indore Management Institute & Research Center
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Tri- Semester-V

| Course Code | Course Name | L | T | P | Credit |
|-------------|------------------|---|---|---|--------|
| PD5CFM06 | Entrepreneurship | 2 | 0 | 0 | 2 |

Curriculum:

Unit I-Introduction to Entrepreneurship: Concept of Entrepreneurship; Qualities of Entrepreneurs, Entrepreneurship process, Role of entrepreneurship in Economic Development; Concept of Start-Ups, Women as Entrepreneurs, Entrepreneurial challenges.

Unit: II Opportunity / Identification and Product Selection: Entrepreneurial Opportunity Search and Identification; Methods to Initiate Ventures; Features and evaluation of joint ventures, Acquisition; Franchising- how a franchise works, evaluation of franchising opportunities; Criteria to Select a Product; Conducting Feasibility Studies.

Unit: III Business Plan: Business plan– Meaning, Significance, contents, formulation and presentation of Business Plan, implementing business plans. Marketing plan, financial plan and the organizational plan, Launching Formalities, Common errors in Business Plan formulation.

Unit: IV Financing Venture: Stages of Financing; Sources of Finance: Short term, Long term. Criteria for evaluating new venture proposals; Sources of financing for Indian entrepreneurs.

Unit: V Institutional support to Entrepreneurship: Role of Directorate of Industries, State Financial Corporation (SFCs), Small Scale Industries Development Corporations (SSIDCs), NIESBUD, National Small Industries Corporation (NSIC), Khadi and village Industries Commission (KVIC), Small Industries Development Bank of India (SIDBI).

Note: Case-Study analysis is compulsory after each unit.

Text Books:

1. Charanthimath, Entrepreneurship development small business enterprises, Pearson education.
2. Rajeev Roy, Entrepreneurship, Oxford University press
3. Gupta C.B. and Khanka S.S., Entrepreneurship & Small Business Management, Sultan Chand & Sons,
4. Kanishka Bedi, Management and Entrepreneurship, Oxford University Press.

Reference Books:

1. Greene, Entrepreneurship, Cengage learning.
2. B. K. Mohanty Fundamentals of Entrepreneurship PHI.
3. Vasant Desai: Small scale Industries and Entrepreneurship, Himalaya Publishing House.

Websites:

1. <http://www.pondiuni.edu.in/sites/default/files/Entrepreneurship%20Managementt200813.pdf>
2. http://www.crectirupati.com/sites/default/files/lecture_notes/Entrepreneur%20ship.pdf
3. <https://www.econlib.org/library/Enc/Entrepreneurship.html>

Indore Management Institute & Research Center
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Tri- Semester-V

| Course Code | Course Name | L | T | P | Credit |
|-------------|--|---|---|---|--------|
| PD5EBF09 | Investment Analysis and Portfolio Management | 3 | 1 | 0 | 4 |

Curriculum:

UNIT I Investment: Concepts and goals, Types of investment, Comparison of investments, speculation, gambling. Hedging: Concepts of portfolio and portfolio management, Goals, Risk and return trade off, financial investment avenues.

UNIT II Investment Analysis: Aspects of analysis and Return analysis: Concepts, measures and computation of return of individual security and portfolio. Risk analysis: Concepts, types, measure, computation of risk of individual security and portfolio. Valuation analysis: Share valuation, Bond value and Price earnings analysis.

UNIT III Approaches to Investment Analysis: Fundamental analysis: Tools of economy, industry and company analysis, Technical analysis: Assumption, Theories, Dow Theory, Contrary opinion: The confidence index, breadth of market and strength analysis: Moving average analysis and Chart patterns.

UNIT IV Portfolio Construction and Choice: Markowitz diversification: Efficient frontier, Risk-return indifferent curves, Portfolio choice: Single & two factorial models and Lagrange multiplier method. Portfolio Performance: Measures: Sharpe, Treynor and Jensen – Portfolio audit and portfolio revision – Need and methods – Formula plans.

UNIT V Capital Asset Pricing Model: Assumptions and application – Capital market line and security market line – Efficient market hypotheses – The weakly efficient, semi strongly efficient and strongly efficient market forms – Random-Walk theory.

Note: Case Study Analysis is compulsory after each unit.

Text Books:

1. Bodie & Mohanty, Investments: An Indian Perspective, Tata Mcgraw Hill.
2. Reilly, Investment Analysis and portfolio management, Cengage Learning.
3. Bhalla. V.K Investment Management, Sultan Chand New Delhi.

Reference Books:

1. Maheshwari, Investment Management, PHI Learning.
2. Mayo, an Introduction to Investments, Cengage Learning.
3. Luenberger Investment Science Oxford Press.

Websites:

1. <https://nptel.ac.in/courses/110/105/110105035/>
2. https://swayam.gov.in/nd2_imb19_mg09/preview

Indore Management Institute & Research Center
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Tri- Semester-V

| Course Code | Course Name | L | T | P | Credit |
|-------------|-----------------|---|---|---|--------|
| PD5EBF10 | Project Finance | 3 | 1 | 0 | 4 |

Curriculum:

Unit-I Project and Sources of finance for a project: Stages in a project cycle: Project identification, formulation, evaluation and implementation – Role of consultants in project management. Source of Finance for a project, Venture capital – Innovative instruments in the capital market.

Unit-II Project Financing: Estimating the total capital requirements, Factors determining the fixed capital and working capital, Judicious financing plan, Capital gearing, matching of requirements with available financial assistance from various sources.

Unit-III Process of lending for a project: Pre-sanction appraisal, Appraisal of managerial and technical aspects: Evaluation of managerial skills, past records, management and working of other group company's evaluation of appropriate technology, availability of raw materials and utilities and safeguards against pollution, effluent disposal/treatment.

Unit-IV Project Appraisal: Evaluation of commercial aspects: Estimation of demand supply gap, distribution channels and selling arrangements – Evaluation of financial aspects, Economic analysis: Economies of scale, employment generation, and social cost benefit analysis, contribution to government revenue, political stability, priority and evaluation of international competitiveness.

Unit-V Project Monitoring: Post sanctions supervision and follow up – How to improve recovery? Industrial sickness: Warning signals and causes – Rehabilitation of a sick industrial unit – Role of the board for industrial and financial reconstruction (BIFR)

Note: Case Study Analysis is compulsory after each unit.

Text Books:

1. B.B. Goel, Project Management: A Development Perspective, Deep and Deep Publications.
2. A.K. Sengupta, Bank Credit to Industry, Skylark Publications.
3. Prasanna Chandra, Projects Preparations, Appraisal, Budgeting and Implementation, Tata McGraw Hill.

Reference Books:

1. Narendra Singh, Project Management Control, Himalaya Publishing House.
2. Prasanna Chandra, Project Management, TMH.
3. Chowdry, Project Management, TMH.

Websites:

1. <https://freevideolectures.com/course/3349/infrastructure-finance/15>
2. <https://www.edupristine.com/blog/project-finance-template>

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Tri- Semester-V

| Course Code | Course Name | L | T | P | Credit |
|-------------|----------------------------------|---|---|---|--------|
| PD5EBF11 | Financial Reporting and Analysis | 3 | 1 | 0 | 4 |

Curriculum:

Unit I: An Overview of Financial Reporting: The history of Accounting, Development of Accounting Standards (IFRS), Regulatory requirements for Financial Reporting, regulatory Underlying issues and objectives of financial reporting, capital maintenance, temporal distributions etc

Unit II: Preparation of Financial Statements: Final accounts/ Income Statement, Cash Flow Statement, Fund flow statement.

Unit III: Financial analysis techniques: Ratio analysis, Common size and comparative financial statements, Charts in financial analysis, Equity analysis, credit analysis, and segment analysis, Integration of tools to model and forecast earnings.

Unit IV: Financial Statement Analysis & Applications: Company's past financial performance evaluation and finding company's strategy reflected in past financial performance, Basic projection of a company. Appropriate analyst adjustments to a company's financial statements to facilitate comparison with another company

Unit V: Issues and Controversies in Financial Reporting: Earnings Management, Red flags, Incentives that might induce the company management, to manipulate earnings, Financing of payables, Risk factors related to attitude and rationalizations that may lead to fraudulent accounting.

Note: Case Study Analysis is compulsory after each unit.

Text Books:

1. Narayanaswamy, R. "Financial Accounting – A Managerial Perspective", Prentice Hall of India.
2. Gupta, Ambrish, "Financial Accounting for Management - An Analytical Perspective", Pearson Education.
3. Subramanyam, K. R. and John, J.W "Financial Statement Analysis", Tata McGraw Hill.

Reference Books:

1. Erich, A. H. "Techniques of Financial Analysis: A Guide to Value Creation", Tata McGraw Hill.
2. Charles H. Gibson, Financial Statement Analysis, International Edition,
3. John Dunn, Financial Reporting and Analysis, Wiley.

Websites:

1. <https://nptel.ac.in/courses/110/107/110107073/>
2. https://swayam.gov.in/nd1_noc20_mg22/preview
3. <https://www.wisdomjobs.com/e-university/financial-reporting-and-analysis-tutorial-95.html>

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Tri- Semester-V

| Course Code | Course Name | L | T | P | Credit |
|-------------|-----------------------|---|---|---|--------|
| PD5EBF12 | Financial Derivatives | 3 | 1 | 0 | 4 |

Curriculum:

Unit-I Introduction to Derivatives: Features of a Financial Derivative, Types of Financial Derivatives, History of Derivatives Markets, Uses of Derivatives, Forward Market: Pricing and Trading Mechanism Forward Contract Concept – Features of Forwarding Contract Classification of Forwarding Contracts – Forward Trading Mechanism.

Unit-II Swaps: Evolution, Types of Swaps, Credit Risk In Swaps, Using Swaps To Manage Risk, Pricing And Valuing Swap. Interest Rate Markets - Type of Rates, Zero Rates, Bond Pricing, Determining Zero Rates, Forward Rules, Forward Rate Agreements (FRA), Treasury Bond & Treasury Note Futures, Interest Rate Derivatives.

Unit-III Futures: Financial Futures Contracts, Types of Financial Futures Contract, Evolution of Futures Market in India, Traders in Futures Market in India, Functions and Growth of Futures Markets, Futures Market Trading Mechanism, Clearing House, Operation of Margins, Settlement, and Theories of Future Prices, Future Prices and Risk Aversion.

Unit- IV Options: Types of Options, Option Pricing, and Factors Affecting option Pricing, Call and Put Options on Dividend and Non-Dividend Paying Stocks Put-Call Parity, Mechanics of Options -Stock Options, Options on Stock Index, Options on Futures, Interest Rate Options, and Concept of Exotic Option. Hedging & Trading Strategies Involving Options, Valuation of Option.

Unit-V Hedging and Stock Index Futures: Concepts, Perfect Hedging Model, Basic Long and Short Hedges, Cross Hedging, Basis Risk and Hedging, Basis Risk Vs Price Risk, Hedging Effectiveness, Hedging Strategy, Hedging objectives, Management of Hedge, Concept of Stock Index, Stock Index Futures, Stock Index Futures as a Portfolio Management Tool, Speculation and Stock Index Futures.

Note: Case Study Analysis is compulsory after each unit.

Text Books:

1. Hull. J. C Options Futures and Other Derivatives, PHI New Delhi
2. Varma & Jayanth, Derivatives and Risk Management, Tata Mcgraw Hill
3. Stulz, Risk management and Derivatives, Cengage Learning
4. Parasuraman, Fundamentals of Financial Derivatives, Wiley
5. Chance, D.M., & Brooks, R. Derivatives and Risk Management Basics. Cengage Learning India

Reference Books:

1. Marshal & Bansal, Financial Engineering, PHI New Delhi.
2. Bhalla. V. K. Financial Derivatives: Risk Management: S. Chand & Company.
3. Chance Derivatives and Risk Management Basics, Cengage Learning.
4. Dorfman, Introduction to Risk Management, PHI New Delhi
5. Asthana, Financial Risk Management, Himalaya Publication House
6. Johnson Introduction to Derivatives - Options, Futures, and Swaps, Oxford Press
7. Equity Derivatives, NCFM, NSEINDIA.com
8. Derivatives (Advanced), NCFM Modules.

Websites:

1. <https://corporatefinanceinstitute.com/>
2. <https://www1.nseindia.com/>
3. <https://www.sebi.gov.in/>

INDORE MANAGEMENT INSTITUTE & RESEARCH CENTRE
PGDM-(BANKING & FINANCIAL SERVICES)

TRI- SEMESTER-VI

| Tri-Sem- VI | | | | | | |
|-------------|---------|--|----------|----------|----------|----------|
| 1 | PD5SS06 | Industry or Academic Internships & MRP | 0 | 0 | 1 | 1 |
| 2 | PD5SS07 | Comprehensive Viva | 0 | 0 | 1 | 1 |
| | | Total Credit | 0 | 0 | 2 | 2 |

1. For Industrial Training /Project Dissertation (For Tri- Semester VI)

Students will enter into internship program in any industry for 3 months and get experience while working in real time industry environment. Also the students are required to maintain their learning record, so that they can submit the report at the end of their internship to the industry and college and earn their internship certificate.

The evaluation of the internship report by internal examiner (**40 marks**) will be done on the basis of:

1. Report Framing
2. An individual presentation,
3. Knowledge gained
4. Q/A session

External Viva will be held for **60 Marks**.

Guidelines to Conduct Self-Study Course

| Course Code | Course Name | L | T | P | Credit |
|-------------|--------------------|---|---|---|--------|
| PD5SS** | Self Study Courses | 0 | 0 | 1 | 1 |

Guidelines to Conduct Self-Study Course

For Self-Study courses (PD5SS) for Tri-Sem-I/II/III/IV/V**

Educators who enter the project work with their students will identify a significant problem or challenge in their lives and surroundings for which they can design a solution.

Like most other project-based learning, the idea is that the process for designing an effective solution will get students to use skills from a range of subjects.

To accomplish this, respective class coordinators are required

- i. To brief the students about the various trending topics on which project can be pursued.
- ii. To educate the students about chapter scheme of project and basic guidelines
- iii. To divide the class in groups of 5/6 members.
- iv. To allocate the mentor for each group
- v. To collect & maintain attendance of their concerned class which will be provided by the mentor.

The Mentor will be further guiding the students to complete the project / industrial training work. The project report will be submitted in a Spiral binding with the signature of mentor after the internal viva conduction (**40 marks**) to the class coordinator. The final internal viva (**60 marks**) will be conducted as per rules at the end according to the dates announced by the Institution.