



No. AAMS_UGS/ICC/2024-25/ 111

CIRCULAR:-

Attention of the Principals of the Affiliated Colleges, Directors of the Recognized Institutions and the Head, University Departments is invited to this office circular No. AAMS_UGS/ICC/2023-24/23 dated 08th September, 2023 relating to the NEP UG & PG Syllabus.

They are hereby informed that the recommendations made by the **Ad-hoc Board of Studies in B.Com. (Banking & Insurance) BBI & B.Com. (Investment Management) BIM** at its meeting held on 04th July, 2024 and subsequently passed by the Board of Deans at its meeting held on 10th July, 2024 vide item No.7.2 (N) have been accepted by the Academic Council at its meeting held on 12th July, 2024 vide item No.7.2 (N) and that in accordance therewith **syllabus** for the **M.Com (Banking & Finance) (Sem. III)** is introduced as per appendix (NEP 2020) with effect from the academic year 2024-25.

(The circular is available on the University's website www.mu.ac.in).

Baliram

MUMBAI – 400 032

22nd August, 2024

To

(Prof.(Dr) Baliram Gaikwad)
I/c Registrar

The Principals of the Affiliated Colleges, Directors of the Recognized Institutions and the Head, University Department.

A.C/7.2(N)/12/07/2024

Copy forwarded with Compliments for information to:-

- 1) The Chairman, Board of Deans,
- 2) The Dean, Faculty of Commerce & Management.
- 3) The Chairman, **Ad-hoc Board of Studies in B.Com. (Banking & Insurance) BBI & B.Com. (Investment Management) BIM.**
- 4) The Director, Board of Examinations and Evaluation.
- 5) The Director, Board of Students Development,
- 6) The Director, Department of Information & Communication Technology.
- 7) The Director, Institute of Distance and Open Learning (IDOL Admin). Vidyanagari.
- 8) The Deputy Registrar, Admissions, Enrolment, Eligibility & Migration Department (AEM).

Copy forwarded for information and necessary action to :-	
1	The Deputy Registrar, (Admissions, Enrolment, Eligibility and Migration Dept)(AEM), dr@eligi.mu.ac.in
2	The Deputy Registrar, Result unit, Vidyanagari drresults@exam.mu.ac.in
3	The Deputy Registrar, Marks and Certificate Unit,. Vidyanagari dr.verification@mu.ac.in
4	The Deputy Registrar, Appointment Unit, Vidyanagari dr.appointment@exam.mu.ac.in
5	The Deputy Registrar, CAP Unit, Vidyanagari cap.exam@mu.ac.in
6	The Deputy Registrar, College Affiliations & Development Department (CAD), deputyregistrar.uni@gmail.com
7	The Deputy Registrar, PRO, Fort, (Publication Section), Pro@mu.ac.in
8	The Deputy Registrar, Executive Authorities Section (EA) eau120@fort.mu.ac.in He is requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to the above circular.
9	The Deputy Registrar, Research Administration & Promotion Cell (RAPC), rapc@mu.ac.in
10	The Deputy Registrar, Academic Appointments & Quality Assurance (AAQA) dy.registrar.tau.fort.mu.ac.in ar.tau@fort.mu.ac.in
11	The Deputy Registrar, College Teachers Approval Unit (CTA), concolsection@gmail.com
12	The Deputy Registrars, Finance & Accounts Section, fort draccounts@fort.mu.ac.in
13	The Deputy Registrar, Election Section, Fort drelection@election.mu.ac.in
14	The Assistant Registrar, Administrative Sub-Campus Thane, thanesubcampus@mu.ac.in
15	The Assistant Registrar, School of Engg. & Applied Sciences, Kalyan, ar.seask@mu.ac.in
16	The Assistant Registrar, Ratnagiri Sub-centre, Ratnagiri, ratnagirisubcentre@gmail.com

Copy for information :-

1	P.A to Hon'ble Vice-Chancellor, vice-chancellor@mu.ac.in
2	P.A to Pro-Vice-Chancellor pvc@fort.mu.ac.in
3	P.A to Registrar, registrar@fort.mu.ac.in
4	P.A to all Deans of all Faculties
5	P.A to Finance & Account Officers, (F & A.O), camu@accounts.mu.ac.in

1	The Chairman, Board of Deans
2	The Dean, Faculty of Humanities,
3	Chairman, Board of Studies,
4	The Director, Board of Examinations and Evaluation, dboee@exam.mu.ac.in
5	The Director, Board of Students Development, dsd@mu.ac.in@gmail.com DSW direcotr@dsw.mu.ac.in
6	The Director, Department of Information & Communication Technology,
7	The Director, Institute of Distance and Open Learning (IDOL Admin), Vidyanagari, director@idol.mu.ac.in
8	The Co-ordinator, MKCL sfc@mu.ac.in dumumbai@mkcl.org

As Per NEP 2020

University of Mumbai



Title of the program
M.Com. (Banking & Finance)

Syllabus for
Semester – Sem.-III

**Ref: GR dated 16th May, 2023 for Credit Structure of P
G**

(With effect from the academic year 2024-25)

University of Mumbai



(As per NEP 2020)

Sr. No.	Heading	Particulars	
1	Title of program O: _____ B	B	M.Com. (Banking & Finance)
2	Duration of program R: _____	B	2 Year
3	Intake Capacity R: _____	80	
4	Scheme of Examination R: _____	NEP 50% Internal 50% External, Semester End Examination Individual Passing in Internal and External Examination	
5	Standards of Passing R: _____	40%	
6	Credit Structure R: _____	Attached herewith	
7	Semesters	Sem. III	
8	Program Academic Level	6.5	
9	Pattern	Semester	
10	Status	New	
11	To be implemented from Academic Year	2024-25	

Dr. Sunil Karve

Dr. Sunil Karve
Chairman of
Banking &
Insurance and
Investment
Management

Dr. Ravikant
Balkrishna Sangurde
Offg. Associate
Dean Faculty of
Commerce

Prin. Kishori Bhagat
Offg. Associate
Dean Faculty of
Management

Prof. Kavita Laghate
offg. Dean Faculty of
Commerce &
Mangement

Preamble

1) Introduction

The M.Com in Banking & Finance Course is two year full time program aimed to provide trained professional and generate avenue for employment in BFSI sector. The expansion in BFSI sector and technological advancements has led to rapid changes in finance sector creating a need for skills as per market for young bankers and aspiring financial professionals

2) Aims and Objectives

- Impart the students with higher level knowledge and understanding of contemporary trends in Banking & Finance Sector
- Prepare students to appraise the structure and operations of banking system
- Prepare the students for an in depth analysis of investment, portfolio management and investment banking
- Train the students on teamwork, lifelong learning and continuous professional development

3) Learning Outcomes

- To provide a systematic and rigorous learning and exposure to Banking and Finance related disciplines.
- To train the student to develop conceptual, applied and research skills as well as competencies required for effective problem solving and right decision making in routine and special activities relevant to financial management and Banking Transactions of a business.
- To acquaint a student with conventional as well as contemporary areas in the discipline of Commerce.
- To enable a student well versed in national as well as international trends.
- To facilitate the students for conducting business, accounting and auditing practices, role of regulatory bodies **in corporate and financial sectors nature of various financial instruments.**

4) Any other point (if any)

5. Credit Structure of the program (Sem-I, II, III & IV) (Table as per Parishisht 1 with Sign of HOD and Dean)

R: CP-10A

Post Graduate Programs in University

Parishishta1

Year (2 Year PG)	Level	Sem (2 Year)	Major		RM	OJT /FP	RP	Cum . Cr.	Degree
			Mandatory*	Electives Any One					
I	6.0	Sem I	Financial Services Credits 4 Debt Market Credits 4 Investment ManagementCredits 4 Commercial Bank Management Credits 2	Credits 4 Corporate Governance OR Mergers, Acquisitions& Corporate Restructuring OR Commodities and Derivatives Market OR Cost & Management Accounting in Banking & Finance OR Financial Institutions OR RM	4			22	I
		Sem II	Financial Literacy Credits 4 Financial Markets Credits 4 Principles of InsuranceCredits 4 International FinanceCredits 2	Credits 4 Marketing of Financial Products OR Retail Banking OR Financial Regulatory Authority (RBI & SEBI) OR Corporate Risk Management OR Corporate Finance		4		22	
Cum. Cr. For PG Diploma			28	8	4	4	-	44	

Exit option: PG Diploma (44 Credits after Three Year UG Degree)

R-CP-10B

II	6.5	Sem III	Treasury Management 4 Credits Rural Banking 4 Credits Accounting of Banking Financial Sector 4 Credits Securitization Act 2002 2 Credits	Credits 4 Insurance Marketing OR Mutual Funds OR E-Banking Auditing of Banking and Financial Sector OR Customer Services and Relationship Management			4	22	PG Degree After 3-Yr. UG
		Sem IV	Financial Planning- 4 Credits Universal Banking 4 Credits Demonetisation and Currency Management - 4 Credits	Credits 4 Indian Banks and Use of ICT OR Cyber Law for preventing Banking Frauds OR Wealth Management OR Financial Inclusion Indian OR Foreign Policy			6	22	
		Cum. Cr. For 1 Yr PG Degree		26	8			10	
Cum. Cr. For 2 Yr PG Degree		54	16	4	4	10	88		

Note:- *The number of courses can vary for totaling 14 Credits for Major Mandatory Courses in a semester as illustrated

Semester -III

Mandatory 1

ProgrammeName: M. Com (Banking & Finance)

CourseName: Treasury Management

TotalCredits:04

Universityassessment:50

Pre-Requisites

TotalMarks:100

Collegeassessment:50

Introduction:

This course offers a comprehensive exploration of treasury management principles, practices, and techniques essential for effective financial management within organizations. Students will delve into topics such as cash management, liquidity management, risk management, capital management, and treasury operations. Through theoretical learning, case studies, and practical exercises, students will develop the knowledge and skills necessary to optimize financial resources, mitigate risks, and maximize shareholder value.

Aims & Objectives:

- 1) To understand the role and functions of treasury management within organizations.
- 2) To explore various financial instruments and techniques used in managing interest rate, foreign exchange, and credit risks.
- 3) To develop proficiency in utilizing treasury management systems and technology for efficient treasury operations.

Courseoutcomes:

CO1: Students will demonstrate a thorough understanding of the principles and objectives of treasury management.

CO2: Students will be able to implement risk management strategies using financial derivatives, hedging instruments, and insurance products.

CO3: Students will synthesize theoretical knowledge and practical skills to solve real-world treasury management challenges through case studies and simulations.

MODULEI:

(2CREDITS)

Unit1:

- Meaning, Scope and Significance of Treasury Management
- Objectives of Treasury, Structure and Organisation of Treasury
- Functions and Responsibilities of Treasury Manager
- Function of treasury - Centralised vs Decentralised
- Role of Information Technology in treasury management

Unit2:

- Relationship between Treasury Management and Financial Management;
- Tools of Treasury Management;
- Internal Treasury Controls - Cost Centre / Profit Centre;
- Environment for Treasury Management

- Liquidity Management

MODULE II:

(2 CREDITS)

Unit 3:

- Treasury's role in International Banking
- Changing Global Scenario and Treasury Functions
- Treasury Structure- Front and Back Office
- Forex Cash Management – Positions vs Cash Flows Funding Alternatives
- Control of Dealing Operations – Trading Limits – Trading and Operational Policy – Moral and Ethical aspects - Confirmations
- Revaluation Mark to Market and Profit Calculations.

Unit 4:

- Regulation, Supervision and Compliance of Treasury Operations
- Present Status of Treasury Management in India
- Internal & External Audit Role of Reserve Bank of India
- Integrated Treasury
- Bond Dynamics
- Role of Information Technology in treasury management and Bond Dynamics
- Accounting Valuation and Elimination of Exposures

References:

1. Treasury Management: The Practitioner's Guide by Hemant Kumar, Published by Tata McGraw-Hill Education.
2. Treasury Operations and the Foreign Exchange Challenge: A Guide to Risk Management Strategies for Indian Corporates by Rakesh Mathur, Published by Response Books.
3. Treasury Operations Handbook by Institute of Banking and Finance, Published by Macmillan India Ltd.
4. Treasury Management: Concepts and Strategies by Arun Mittal, Published by Excel Books.

Mandatory 2

ProgrammeName: M. Com (Banking & Finance)

CourseName: Rural Banking

TotalCredits:04

Universityassessment:50

Pre-Requisites

TotalMarks:100

Collegeassessment:50

Introduction:

Rural Banking is a comprehensive course designed to provide students with a deep understanding of the multifaceted aspects of rural life, development, and financing in the Indian context. Through an interdisciplinary approach, this course explores the demographic, socio-economic, and infrastructural characteristics of rural India, as well as the various challenges and opportunities associated with rural development and financing.

Aims & Objectives:

1. To critically examine government policies and programs aimed at rural development and their impact on the rural economy.
2. To demonstrate knowledge of rural financing mechanisms, regulations, and institutions.
3. To evaluate various financing options for agriculture and allied activities, as well as the rural non-farm sector.

Courseoutcomes:

CO1: Students will understand various financing options for agriculture and allied activities.

CO2: Students will be able to evaluate government initiatives aimed at poverty alleviation and employment generation in rural areas.

CO3: Students will evaluate emerging trends such as microfinance, self-help groups, and government guidelines for rural banking.

MODULEI:

(2CREDITS)

Unit I - Overview of Indian Rural Economy

- A) Demographic features: Population, occupation, literacy, socio-economic development indicators, health, nutrition and education, - urban migration. Economic life of rural people, share in National income -Trends in per capita income, rural money markets, rural indebtedness, causes of rural poverty
- B) Rural infrastructure- Transport, Power, Markets and other services, Agriculture Economy- Structure and characteristics of Indian agriculture, Role of agriculture in economic development, agriculture-industry linkages, Resources and technical changes in agriculture, Emerging issues in Indian Agriculture.
- C) Rural Development Policy- Govt. policies and programmes for rural farm and non-farm sectors. Economic reforms and its impact on rural economy. Rural Issues- Development issues, Management Issues, Marketing issues, Pricing issues.

Unit II- Financing Rural Development

- A) Function and policies of RBI in Rural Banking, NABARD- Main functions, role, refinance support. Lead bank approach, State level and District Level Credit committees.
- B) Regional Rural Banks (RRBs): Concept, Origin, Functions, Regulations, ownership, Management, Challenges faced by RRBs, Role of Information and communication technologies in rural Banking
- C) Rural Credit Institutions- Co-operative Credit Societies and Banks, Land Development Banks, Commercial Banks.

MODULE II:

(2CREDITS)

Unit III- Financing Agriculture and Allied Activities

- A) Financing agriculture-Crop Loans- Assessment, Sanction, Disbursement, rephasing. Term loans for irrigation, Farm mechanization, Godowns/ cold-storage facilities etc. Financing allied agriculture activities like Horticulture, Fisheries, Social forestry, etc. Finance against Warehouse/ cold storage receipts.
- B) Financing Rural Non-Farm Sector (RNFS)- Importance and role of RNFS, SME Finance - Financing of SME and small enterprise, Refinance from SIDBI. Project funding techniques and requirement assessment. Cluster based approach and joint finance with SIDBI.
- C) Self-Employment generation schemes-Prime Minister's Employment Generation Programme (PMEGP), Mukhya Mantri Yuva Udyami Yojana, Mukhya Mantri Swarojgar Yojana, Mukhya Mantri Arthik Kalyan Yojana, -progress and impact, problems and deficiencies. Rural housing schemes under priority sector, their refinance, Educational loans.

Unit IV- Problems and Prospects in Rural Banking

- A) Problems of Rural branches of Commercial banks, Co-operative Banks - transaction costs and risk costs. Technology based Financial Inclusion, E-Banking in rural area,
- B) Micro Credit, Self Help Groups/ NGOs, linkages with banking, Prime Minister Jan Dhan Yojana (PMJDY): Genesis, Objectives, Overdraft facility under PMJDY, latest guidelines of GOI and RBI,
- C) Micro Units Development and Refinance Agency (MUDRA)-Meaning, Eligibility, role in rural development, State Cooperative Agriculture and Rural Development Bank (SCARDB)- Meaning, Eligibility, role in rural development, Indigenous Bankers- Policy of the Government on Indigenous banking.

References:

1. "Rural Development and Demographic Change in India" by K. S. James, 2018, Springer
2. "Rural Banking: Challenges and Opportunities" by S. K. Misra, 2020, Pearson Education India
3. "Poverty Alleviation Programmes in India" by S. Mahendra Dev, 2020, Oxford University Press
4. "MSME Financing in India" by Rajesh Kumar, 2019, Routledge

Mandatory 3

ProgrammeName: M. Com (Banking & Finance)

CourseName: Accounting of Banking Financial Sector

TotalCredits:04

TotalMarks:100

Universityassessment:50

Collegeassessment:50

Pre-Requisites

Introduction:

The course "Accounting of Banking and Financial Sector" offers a comprehensive exploration of accounting principles, practices, and regulations within the context of the dynamic and complex banking and financial industry. In this course, students will delve into the unique accounting requirements and challenges faced by banks, insurance companies, non-banking financial institutions, and other financial entities. By examining real-world case studies, regulatory frameworks, and international accounting standards, students will gain a solid understanding of how accounting principles are applied in the context of financial institutions, and how financial information is used for decision-making, risk management, and regulatory compliance.

Aims & Objectives:

- 1) To develop an understanding of financial instruments and their accounting treatment.
- 2) To explore the application of accounting standards in preparing financial statements for banks and financial institutions.
- 3) To analyze the role of accounting in risk management and financial decision-making within the sector.

Courseoutcomes:

- CO1: Students will demonstrate proficiency in preparing financial statements and reports tailored to the banking and financial industry, ensuring accuracy.
- CO2: Students will develop the ability to analyze financial information and utilize informed decision-making processes within banks and financial institutions.
- CO3: Students will be able to prepare accurate and transparent financial statements tailored to banking and financial institutions.

MODULEI:

(2CREDITS)

Unit 1 - Introduction to Banking Companies, Accounting Systems & Provisions in Banking Companies

Definition and features of Banking companies , Types of banks and Different types of accounts maintained by banks, Cash Management Services and its Importance, Significant Features of Accounting Systems of Banking Companies, Books required to be maintained by banks, Income recognition, Classification of assets and advances, Provisions, Classification of investments, Provisions of Banking Regulation Act- 1949 applicable to banking companies:- Business, Capital and Reserve, Reserve funds, Dividend, Cash reserves, Loans and advances, Unclaimed deposits, Accounts and auditing.

Unit 2 - Preparation of Final Accounts and Reporting

- Legal Provisions in Banking Regulation Act, 1949 relating to Accounts. Statutory Reserves including Cash Reserve and Statutory Liquidity Ratio. Bills Purchase and Discounted, Rebate on Bill Discounted. Final Accounts in Prescribed Form. Non – performing Assets and Income from Non – performing Assets. Classification of Advances: Standard, Sub – standard, Doubtful and Provisioning Requirement.
- Profit and Loss Statement* (loan repayment table), Components of Revenue: Interest Earned, Treasury Operations (Capital Gains from Sale of Bonds), Fee based income, Concepts such as: Interest Earned less Interest Paid (-Net Interest Income or NII) and Interest Earned % less Interest Paid % = Net Interest Margin (NIM), Components of Expenses: Salaries, Other Expenses, Depreciation & Amortization, Provision for Non-Performing Assets (NPA), EBIT, Basis for determination of Dividends

MODULE II:

(2CREDITS)

Unit - 3 Calculation of Interest and Annuities

- Calculation of Simple Interest & Compound Interest; Calculation of Equated Monthly Instalments; Fixed and Floating Interest Rates;
- Calculation of Annuities, Interest Calculation using Products/Balances; Amortization of a Debt; Sinking Funds

Unit - 4 Final account of Insurance Companies (Excl. Life Insurance)

General Insurance – Various types of insurance, like fire, marine, Miscellaneous, Special terms like premium, claims, commission, Management expenses, Reserve for unexpired risk, reinsurance Final Accounts in a prescribed form. Revenue Statement – Form B – RA, Profit / Loss Account – Form B – PL and Balance Sheet Form B – BS.

References:

1. "Bank Financial Management" by S.N. Maheshwari and S.K. Maheshwari, Publisher: Sultan Chand & Sons.
2. "Accounting and Finance for Bankers" by Macmillan, Publisher: Macmillan Publishers India Ltd.
3. "Financial Management: Principles and Applications" by Prasanna Chandra, Publisher: Tata McGraw-Hill Education.
4. "Indian Financial System" by M. Y. Khan and P. K. Jain, Publisher: Tata McGraw-Hill Education.

Mandatory 4

ProgrammeName: M. Com (Banking & Finance)

CourseName: Securitization Act 2002

TotalCredits:02

Universityassessment: 25

Pre-Requisites

TotalMarks:50

Collegeassessment:25

Introduction:

This course aims to provide students with a comprehensive understanding of the Securitization Act of 2002 and its implications for financial markets, institutions, and regulatory frameworks. Through a combination of theoretical analysis, practical case studies, and critical discussion, students will develop the knowledge and skills necessary to navigate the complexities of securitization within the regulatory framework established by the Act.

Aims & Objectives:

1. To analyze the key provisions and regulatory requirements outlined in the Act pertaining to securitization transactions.
2. To evaluate the impact of the Securitization Act on financial institutions, investors, and market participants.
3. To understand the role of regulatory authorities and their enforcement mechanisms in ensuring compliance with the Act.

Courseoutcomes:

CO1: Students will be able to evaluate the impact of the Securitization Act on the stability, efficiency, and transparency of financial markets, both domestically and internationally.

CO2: Students will apply knowledge of the Act to assess the legal and regulatory implications of securitization structures and transactions.

CO3: Students will critically assess the advantages and limitations of securitization as a financial tool within the framework of the Securitization Act.

MODULEI:

(2CREDITS)

Unit1: Introduction to the Securitization Act of 2002

- Overview of Securitization: Definition, Process, and Participants
- Historical Context: Evolution of Securitization Practices
- Need for Regulation: Pre-Act Landscape and Regulatory Gaps
- Legislative Background: Events Leading to the Enactment of the Securitization Act of 2002
- Objectives and Scope of the Act
- Key Provisions and Definitions: Asset Quality Standards, Disclosure Requirements, and Regulatory Oversight
- Regulatory Framework: Role of Regulatory Authorities in Implementing and Enforcing the Act
- Compliance Requirements for Market Participants: Originators, Servicers, and Issuers
- Impact of the Act on Market Stability and Investor Confidence
- Case Study Analysis: Examining Notable Securitization Transactions under the Act

- Practical Applications: Challenges and Opportunities for Market Participants

Unit2: Advanced Topics in Securitization Regulation

- Asset Classification and Quality Standards: Criteria for Eligible Assets under the Act
- Due Diligence Requirements for Asset Originators and Servicers
- Risk Retention Rules and Capital Adequacy Standards
- Disclosure and Transparency Requirements: Reporting Obligations for Issuers and Rating Agencies
- Investor Protection Measures: Disclosure of Material Information and Risk Factors
- Role of Credit Enhancement Mechanisms in Mitigating Risks
- International Perspectives on Securitization Regulation: Comparative Analysis of Regulatory Frameworks
- Emerging Trends and Regulatory Developments in Securitization Markets
- Regulatory Challenges and Future Directions in Securitization Regulation
- Regulatory Compliance and Risk Management Strategies for Market Participants
- Ethical Considerations in Securitization Practices: Responsibilities of Financial Professionals
- Final Project Presentations: Application of Securitization Regulation in Real-World Scenarios

References:

1. "Securitisations Law and Practice" by Vinod Kothari, 2020, Taxmann Publications
2. "Securitisations and Structured Finance Post Credit Crunch: A Best Practice Deal Lifecycle Guide" by Markus Krebsz, 2018, Wolters Kluwer India Pvt Ltd
3. "Securitisations in India: A Legal Perspective" by Vijay Kumar Gupta, 2019, Taxmann Publications
4. "Indian Securitization Market - A Study" by Anjali Chaudhary, 2016, LAP Lambert Academic Publishing

Electives 1

ProgrammeName: M. Com (Banking & Finance)

CourseName: Insurance Marketing

TotalCredits:04

Universityassessment:50

Pre-Requisite:

TotalMarks:100

Collegeassessment:50

Introduction:

The subject "Insurance Marketing" provides students with a comprehensive understanding of the principles, strategies, and practices involved in marketing insurance products and services. Students delve into various aspects of insurance marketing, including market research, product development, distribution channels, pricing strategies, promotional tactics, and customer relationship management. Emphasis is placed on understanding consumer behavior, market segmentation, and targeting techniques specific to the insurance industry.

Aims & Objectives:

1. Grasp the intricacies of marketing insurance as a push commodity, encompassing the characteristics of successful sales agents and the challenges encountered by insurance advisors.
2. Examine the motivations behind purchasing insurance, encompassing the influence of emotions like affection and apprehension, and understand diverse selling methodologies such as internal and conditioned responses.
3. Acquire knowledge on establishing sales objectives, tracking progress, and leveraging management information systems to facilitate efficient sales management and cost containment.

Courseoutcomes:

- CO1: Students will learn techniques for segmenting insurance markets and develop strategies for effectively targeting and engaging with specific customer segments.
- CO2: Students will understand the process of product development and positioning in the insurance industry.
- CO3: Enable students to explore various distribution channels used in insurance marketing, and learn how to optimize channel selection and management to maximize reach and efficiency.

MODULEI:

(2CREDITS)

Unit1: Insurance Business

Insurance Business: Components of business environment viz, economic, financial, demographic & social, taxation, legal and regulatory aspects. Needs and Social responsibilities of Insurance in India. Promotional and developmental role of Insurance sector in Indian economy. Liberalization of Insurance business in India – Malhotra Committee's Recommendations. Present scenario including growth of insurance industry in India. IRDA; Functions and working

Unit2: Insurance marketing in India

Overview of insurance marketing concepts and terminology, Historical perspective and evolution of insurance marketing, Special features, need, objectives and scope, Types of products. Unit linked life Insurance plans & Postal Life Insurance, Importance of marketing in the insurance industry, Marketing mix in insurance industry. Marketing strategies of selected Insurance players in life as well as non-life sector, their features & merits, Key challenges and opportunities in insurance marketing, Marketing information system and marketing Research in Insurance.

MODULEII:

(2CREDITS)

Unit3: Distribution Channels

Overview of traditional and digital marketing channels in insurance, Direct marketing techniques: mail, phone, email, and online, social media marketing and content strategies for insurance, Developing effective marketing collateral and messaging, Distribution Channels- meaning and importance. Channels-In person-advisors and brokers, advisor's edge. Distance mode-meaning, form, benefits, and guidelines. Multi distribution strategy. Cross selling. Channels for rural market- brick and mortar, hub and spoke, wrapping up with other products, and others. Selling Process- meaning and importance. Stages-prospecting-meaning, importance and methods

Unit4: Bancassurance and Regulatory Considerations

- Bancassurance: Introduction, evolution, merits for banks and customers. Various Bancassurance models & present scenario in India. Recent trends, SWOT analysis, marketing issues in Banc assurance. Technology in Insurance. Current trends and issues
- Legal framework and regulations governing insurance marketing, Compliance requirements and avoiding deceptive practices, Ethical considerations in insurance marketing: transparency, honesty, and consumer protection, Case studies and discussions on ethical dilemmas in insurance marketing.

References:

- 1) "Insurance Marketing in India: Emerging Practices and Trends" by Rakesh Agarwal, Publisher: Taxmann Publications Pvt. Ltd.
- 2) "Insurance Marketing: Concepts and Practices" by Subhash Chandra Khanka, Publisher: PHI Learning Pvt. Ltd.
- 3) "Principles of Insurance Marketing" by Dinesh Mohan, Publisher: Excel Books.
- 4) "Insurance Marketing: Principles and Practices" by P. N. Mishra, Publisher: New Age International (P) Ltd. Publishers.

Electives 2

ProgrammeName: M. Com (Banking & Finance)

CourseName: Mutual Funds

TotalCredits:04

Universityassessment:50

Pre-Requisite:

TotalMarks:100

Collegeassessment:50

Introduction:

This course offers a comprehensive understanding of mutual funds, covering various aspects including organization, management, product types, legal and regulatory framework, as well as accounting and taxation principles. Through a blend of theoretical knowledge and practical insights, students will gain proficiency in managing mutual fund portfolios, navigating regulatory requirements, and optimizing tax implications.

Aims & Objectives:

1. To classify mutual funds based on different parameters and comprehend the types and categories of mutual funds available in the market.
2. To examine different debt instrument schemes such as Fixed Maturity Plans, Capital Protect Funds, and Liquid Funds and their suitability for different investor profiles.
3. To understand the taxation principles applicable to mutual funds, including taxation on dividends and capital gains.

Courseoutcomes:

CO1: Student will be able to explain the classification of mutual funds based on different parameters and identify the types and categories of mutual funds available in the market.

CO2: Students will be able to analyze the legal and regulatory framework governing mutual funds and its implications for investors and market participants.

CO3: Students will be able to recognize the restrictions on dividend stripping and tax rebates available to mutual fund investors and understand their implications for tax planning.

MODULEI:

(2CREDITS)

Unit1: Mutual Fund Organization and Management

Introduction: Meaning of Mutual Fund, Structure in India, Custodians of Mutual Funds (Sponsors, Trust, AMC), Role of AMC, NFOs, Registrars, Agents, Mutual Fund Classification, Types of Mutual Funds, Objectives of AMFI, Advantages of Mutual Funds, Systematic Investment Plan (SIP), Systematic Transfer Plan (STP), Systematic Withdrawal Plan (SWP).

Unit2: Mutual Fund Products

- Mutual Fund Products and Features: Equity Funds: Definition, features of Equity funds, Index Fund, Large Cap Funds, Mid Cap Funds, Sectoral Funds, Types of Equity Schemes, Arbitrage funds, Multicap funds, Quant funds, P/E Ratio fund, International Equities Fund, Growth Schemes. Gold Exchange Trade Funds (ETFs): Introduction Features, Working of ETFs, Market Making with ETFs, Creation Units, Portfolio Deposit and Cash Component.

- Debt Funds: Features, Interest Rate Risk, Credit Risk, Pricing of Debt Instrument, Debt Instrument Schemes, (Fixed Maturity Plans, Capital Protect Funds, Gilt Funds, Balanced Funds, MIPs, Child Benefit Plans, Liquid Funds: Features, Floating Rate Scheme, Portfolio of Liquid funds.

MODULE II:

(2 CREDITS)

Unit 3: Legal and Regulatory Frame Work

Role of Regulators – SEBI Regulations – Registration of MF – RBI as money market regulator – Ministry of Finance – Company Law Board – Department of Company Affairs – Registrar of Companies – Office of Public Trustee – Role of SROs – Stock Exchanges – AMFI Investor rights and Obligations.

Unit 4: Accounting and Taxation of Mutual Funds

- ACCOUNTING: Net Asset Value (NAV) – Meaning – Computation – factors affecting NAV - Pricing of Units – Fees and Expenses – Investment Management and Advisory Fees – Initial Expenses – Recurring Expenses – Total expenses – Accounting policies.
- TAXATION: Dividends – Capital Gains – Tax rebate – Restrictions on Dividends stripping.

References:

1. "Mutual Funds in India: Emerging Issues" by Sanjay K. Pradhan, 2020, Oxford University Press
2. "Debt Funds: A Practical Guide for Investors" by Rajeev K. Jain, 2017, Taxmann Publications Pvt. Ltd.
3. "SEBI Regulations and Mutual Funds: Compliance and Practices" by Harsh Vardhan, 2020, Bharat Law House Pvt. Ltd.
4. "Accounting and Taxation of Mutual Funds in India" by Dinesh Kumar, 2019, CCH India

Electives 5

ProgrammeName: M. Com (Banking & Finance)

CourseName: Customer services & Relationship Management

TotalCredits:04

TotalMarks:100

Universityassessment:50

Collegeassessment:50

Pre-Requisite:

Introduction:

Customer services & Relationship Management, also known as CRM, helps businesses successfully implement strategies, practices and technologies aimed at winning and retaining customers profitably. The objective of this business and management course is to equip you with a sound foundation of CRM concepts and best practices so you can implement CRM practices successfully for long-term profitability. Businesses aim to win and keep customers. Their competitors also seek to do the same. Even the most successful firms, with excellent marketing programs for attracting customers, have trouble with customer retention. In this course, you will learn how to shift from a short-term customer transaction-based mode of operation to a long-term relationship mode and understand the benefits of having strong customer relations.

Aims & Objectives:

1. To analyze the various types of CRM and their applicability in different business contexts.
2. To explore the role of web-based customer support in enhancing customer relationships.
3. To recognize CRM as a strategic business approach and its integration with customer knowledge management and interaction management.

Courseoutcomes:

1. Students will understand the significance of web-based customer support in enhancing customer relationships.
2. Students will be able to formulate a CRM implementation roadmap and evaluate CRM performance using appropriate metrics.
3. Students will recognize CRM as a strategic business approach and its integration with customer knowledge management and interaction management.

MODULEI:

(2CREDITS)

Unit1: Evolution of Customer Relationship and CRM Concept

- CRM- Definition, Emergence of CRM Practice, Factors responsible for CRM growth, CRM process, CRM and Cost-Benefit Analysis, CRM and Relationship Marketing. Three Forms of CRM, The Changing Face of CRM, Misunderstandings about CRM, CRM Constituencies, Models of CRM, Customer Satisfaction and CRM, Relationship Management Theories.
- Customer Value, Customer Expectation, Customer Satisfaction, Customer Centricity, Customer Acquisition, Customer Retention, Customer Loyalty, Customer Lifetime Value. Customer Experience Management, Customer Profitability, Enterprise Marketing Management, Customer Satisfaction Measurements, Web based Customer Support. Prospecting, Operational CRM Tools that Help Customer Acquisition, Total Quality Management, Customer Experience (CX).

Unit 2: Customer Portfolio Management & Automation

- Customer Portfolio Management (CPM), Basic Disciplines for CPM, Customer Portfolio Models, The Seven Core Customer Management Strategies.
- Marketing Automation, Benefits of Marketing Automation, Software Applications for Marketing, Product Lifecycle Management, Service Automation, Customer Service Standards, Software Applications for Service.

MODULE II:

(2 CREDITS)

Unit 3: CRM Planning and Implementation

Steps in Planning-Building Customer Centricity, Setting CRM Objectives, Defining Data Requirements, Planning Desired Outputs, Relevant issues while planning the Outputs, Elements of CRM plan, CRM Strategy: The Strategy Development Process, Customer Strategy Grid. Issues and Problems in implementing CRM, Information Technology tools in CRM, Challenges of CRM Implementation. CRM Implementation Roadmap, Road Map (RM) Performance: Measuring CRM performance, CRM Metrics.

Unit 3: Analytics in Customer service and relationship mismanagement

- a. Changing patterns of E-CRM, Framework for deploying Value of Customer Relationship in an Organization, Role of Artificial Intelligence (AI) in Customer service and relationship mismanagement.
- b. Customer-Related Database, Developing a Customer Related Database, Analytics for CRM Strategy and Tactics, Data Mining for CRM.

References:

1. "CRM Strategy and Implementation: A Practical Guide" by Anjali Bhatt, 2017, Tata McGraw-Hill Education
2. "Customer Relationship Management: Planning and Execution" by Rajiv Mishra, 2020, Pearson India Education Services Pvt. Ltd.
3. "Customer Centricity in CRM: Concepts and Applications" by Arvind Kalia, 2018, S. Chand & Company Ltd.
4. "CRM in Indian Context: Strategies and Implementation" by R. S. Nirankari, 2019, PHI Learning Pvt. Ltd.

Electives

ProgrammeName: M. Com (Banking & Finance)

CourseName: E-Banking

TotalCredits:04

Universityassessment:50

Pre-Requisite:

TotalMarks:100

Collegeassessment:50

Introduction:

"E-Banking" is a comprehensive subject that explores the digital transformation of banking services through electronic channels. Students gain a thorough understanding of the historical evolution, technological foundations, and diverse range of services offered in e-banking, including account management, fund transfers, bill payments, loan applications, and investment services. Emphasis is placed on security considerations, regulatory compliance, and emerging trends shaping the future of e-banking, ensuring students are equipped with the knowledge and skills necessary to navigate the dynamic landscape of electronic banking.

Aims & Objectives:

1. To understand the evolution and significance of e-banking in the modern banking industry.
2. To explore the technological infrastructure and platforms that support e-banking operations.
3. To familiarize students with the range of banking services and products offered through electronic channels.

Courseoutcomes:

CO1: Students will develop a comprehensive understanding of the principles, technologies, and practices involved in e-banking.

CO2: Students will be proficient in using various e-banking platforms.

CO3: Students will gain knowledge of the diverse range of e-banking services available to customers.

MODULEI:Introduction to E-Banking

(2CREDITS)

- Overview of E-Banking: Definition, Evolution, and Importance
- Historical Development of Banking and E-Banking
- Types of E-Banking: Internet Banking, Mobile Banking, ATM Banking, etc.
- Advantages and Disadvantages of E-Banking
- Regulatory Framework for E-Banking: Legal and Compliance Issues
- Security and Risk Management in E-Banking
- Authentication and Authorization Mechanisms in E-Banking Systems
- Case Studies on E-Banking Security Breaches and Fraudulent Activities
- E-Banking Infrastructure: Technology and Architecture
- Core Banking Systems and E-Banking Integration
- Payment Systems in E-Banking: RTGS, NEFT, IMPS, UPI, etc.
- Role of Financial Institutions in E-Banking
- Customer Relationship Management (CRM) in E-Banking

- User Experience (UX) Design Principles for E-Banking Applications
- Personalization and Customization in E-Banking Services
- Ethical Considerations in E-Banking: Privacy and Data Protection

MODULEII: Advanced Topics in E-Banking (2CREDITS)

- Innovations in E-Banking: Blockchain Technology and Cryptocurrencies
- Open Banking and API Economy
- Artificial Intelligence (AI) and Machine Learning (ML) Applications in E-Banking
- Big Data Analytics for Personalized Banking Services
- Financial Inclusion through E-Banking: Challenges and Opportunities
- E-Banking in Emerging Markets
- Green Banking and Sustainable Finance Initiatives in E-Banking
- Future Trends and Predictions in E-Banking
- Case Studies on Successful E-Banking Implementations
- Strategies for Competitive Advantage in E-Banking
- E-Banking Business Models: Traditional Banks vs. FinTech Startups
- E-Banking Adoption and Usage Patterns: Demographics and Behavioral Insights
- E-Banking and Social Responsibility: Corporate Governance and Ethical Banking Practices
- Cross-Border E-Banking: Regulatory Compliance and International Standards
- E-Banking and Financial Education: Promoting Financial Literacy
- Final Project Presentation and Discussion

References:

- 1) "E-Banking: Theory and Practice" by Azhar Kazmi and A. Ghosh, Publisher: McGraw Hill Education.
- 2) "E-Banking: The Indian Scenario" by Subhash Sharma, Publisher: Macmillan India.
- 3) "Electronic Banking in India: Challenges and Opportunities" by Dr. Abhiman Das - Published by Oxford University Press
- 4) "E-Banking and Emerging Multinational Corporations in India" by C. S. Venkata Ratnam, Publisher: Excel Books.

Electives

ProgrammeName: M. Com (Banking & Finance)

CourseName: Auditing of Banking and Financial Sector

TotalCredits:04

TotalMarks:100

Universityassessment:50

Collegeassessment:50

Pre-Requisite:

Introduction:

"Auditing of Banking and Financial Sector" is a specialized subject that focuses on the auditing practices and procedures specific to the banking and financial industry. Students delve into the unique regulatory framework, accounting standards, and risk management practices governing banks and financial institutions. The subject covers topics such as statutory audits, internal audits, compliance audits, and forensic audits tailored to the banking sector. Emphasis is placed on understanding the complexities of auditing financial instruments, loan portfolios, investment securities, and regulatory compliance requirements.

Aims & Objectives:

1. The course aims to emphasize the importance of ensuring transparency, integrity, and reliability in financial reporting within the banking and financial sector.
2. To cultivate professional judgment and ethical decision-making skills, ensuring adherence to professional standards and best practices.
3. To develop proficiency in auditing methodologies tailored to the banking and financial sector.

Courseoutcomes:

- CO1: Students will Acquire proficiency in auditing, enabling effective assessment of financial statements, internal controls, and regulatory compliance.
- CO2: Students will gain the ability to evaluate complex financial instruments prevalent in banking, ensuring accurate valuation, classification, and disclosure in accordance with accounting standards and regulatory requirements.
- CO3: Students will develop skills to assess risk management practices adopted by banks and financial institutions and evaluate the effectiveness of risk mitigation strategies through auditing processes.

MODULEI:

(2CREDITS)

Unit1: Auditing Concept and Audit of Limited Companies

Nature, Scope and Significance of Auditing, Audit Engagement, Audit Program, Audit Working Papers, Audit Note Book, Audit Evidence, Qualifications, Disqualifications, Appointment, Removal, Remuneration of Auditors, Audit Ceiling, Status, Power, Duties and Liabilities of Auditors, Branch Audit, Joint Audit, Special Audit. Maintenance of Books of Account - Related Party Disclosures, Segment Reporting, Divisible Profit, Dividend and Depreciation (Companies Act, Standards on Accounting, Legal Decisions and Auditor's Responsibility), Representations by Management, Contents of Annual Report. Definition, Distinction between Report and Certificate, Types of Reports/Opinion.

Unit2: Audit of Banking Companies

Introduction of Banking Companies, Form and Content of Financial Statements, Qualification and Appointment of Bank Auditors, Power of Auditor, Auditor's Report, Format of Audit Report, Internal control system in Banks, Categories of Bank Audit: Concurrent audit, Internal Audit/ Information Systems, Audit and Statutory audit, Banking Regulation Act in pursuant to accounts and auditing of banking companies - Sec 29 to Sec 34A, Guidance Note on Audit of Banks by ICAI.

MODULE II:**(2 CREDITS)****Unit3: Audit of Insurance Companies**

Audit of Companies carrying General Insurance Business, Audit of Companies carrying Life Insurance Business, Applicability of Accounting Standards (AS 3,4,9,13,17), Books and Registers to be maintained, Submission of Reports and Returns, Audit of Accounts, Preparation of Audit and Internal Controls.

Unit4: Internal Control and Ethical Principles of Auditing

- Internal Controls, Operational Risk – Definition, Safeguards and Reporting, Types of Internal Audit, Types of External Audit, Reporting to Head Office, Reporting to Board of Directors, Reporting to RBI, Reporting to Stock Exchanges and SEBI – in the case of listed Banks. Maximum Promoter Holding (say, 15%)
- Overview of ethical principles and values in auditing, Importance of professional ethics for auditors and stakeholders, Ethical challenges and dilemmas in the audit profession, Overview of regulatory bodies and professional organizations in auditing, Examination of audit standards and guidelines related to ethics, Compliance requirements and consequences of non-compliance with ethical standards.

References:

- 1) "Auditing and Assurance: Textbook for CA Intermediate (IPC)" by Surbhi Bansal, Publisher: AUBS Publishers.
- 2) "Bank Audit: A Practical Guide" by R. L. Gupta, Publisher: Bharat Law House.
- 3) "Auditing in Financial Institutions" by Dr. R. Jayaraman, Publisher: Taxmann Publications Pvt. Ltd.
- 4) "Bank Audit & Practical Case Studies" by D. K. Bansal and C. A. Kamal Garg, Publisher: Bharat Law House.

Paper Pattern (Total 50 Marks)

Internal = 25 Marks
External = 25 Marks

Internal Paper Pattern (25 Marks)

Q1. Project Presentation/ Case Study writing	05 Marks
Q2. Quiz/ Group discussion	05 Marks
Q3. Paper Presentation/ Seminar presentation	05 Marks
Q4. Class Test	10 Marks

Total 25 Marks

External Paper Pattern (25 Marks)

Q1. Case Study Analysis	05 Marks
Q2. Answer the following (Any One)	10 marks
A	
Or	
B	
Q3. Answer the following (Any One)	10 Marks
A	
Or	
B	

Total 25 Marks

Paper Pattern Total 100 Marks)

Internal = 50 Marks
External = 50 Marks

Internal Paper Pattern (50 Marks)

Q1. Project Presentation/ Case Study writing	10 Marks
Q2. Quiz/ Group discussion / Role Playing	10 Marks
Q3. Paper Presentation/ Seminar presentation	10 Marks
Q4. Class Test	20 Marks

Total **50 Marks**

External Paper Pattern (50 Marks)

Q1. Case Study Analysis	10 Marks
Q2. Answer the following (Any One)	10 marks
A	
Or	
B	
Q3. Answer the following (Any One)	10 Marks
A	
Or	
B	
Q4. Answer the following (Any One)	10 marks
A	
Or	
B	
Q5. Answer the following (Any One)	10 marks
A	
Or	
B	

Guidelines for Case Study Analysis

1. Use the representation of real situations; avoid presenting situations that do not exist/ are not plausible in real life
2. Make sure that the description of the case is as clear and specific as possible
3. Make sure there is sufficient information on the content and the context of the case ask students Interpretative and application questions
4. Questions need to be devised to assess the interpretation and application of knowledge, comprehension skills, and critical thinking skills
5. Devise clear and unambiguous questions to limit student confusion and time spent interpreting the question like suggest suitable title, offers a summary, explaining the scenario in detail, Problem/ issue presented in the scenario, suggest Solution/chosen course of action etc.
6. Maximum words for case study (Approx. 500-700 words) and followed by number of questions will depend on marks (3/4 marks each). Necessary precaution is to be taken for avoiding plagiarism

Passing Standard

Credit: 02 (Total 50 Marks)

The learners to pass a course shall have to obtain a minimum of 40% marks in aggregate for each course where the course consists of Internal Assessment and Semester End Examination. The learners shall obtain minimum of 40% marks (i.e., 10 out of 25) in the Internal Assessment and 40% marks in Semester End Examination (i.e., 10 out of 25) separately, to pass the course and minimum of Grade E to pass a particular semester. A learner will be said to have passed the course if the learner individually passes the Internal Assessment as well as Semester End Examination.

Credit: 04 (Total 100 Marks)

The learners to pass a course shall have to obtain a minimum of 40% marks in aggregate for each course where the course consists of Internal Assessment and Semester End Examination. The learners shall obtain minimum of 40% marks (i.e., 20 out of 50) in the Internal Assessment and 40% marks in Semester End Examination (i.e., 20 out of 50) separately, to pass the course and minimum of Grade E to pass a particular semester. A learner will be said to have passed the course if the learner individually passes the Internal Assessment as well as Semester End Examination.

Grades and Grade Points:

Semester GPA/ Programme CGPA Semester/ Programme	% of Marks	Alpha-Sign/ Letter Grade Result
9.00 - 10.00	90.0 - 100	O (Outstanding)
8.00 - < 9.00	80.0 - < 90.0	A+ (Excellent)
7.00 - < 8.00	70.0 - < 80.0	A (Very Good)
6.00 - < 7.00	60.0 - < 70.0	B+ (Good)
5.50 - < 6.00	55.0 - < 60.0	B (Above Average)
5.00 - < 5.50	50.0 - < 55.0	C (Average)
4.00 - < 5.00	40.0 - < 50.0	P (Pass)
Below 4.00	Below 40.0	F (Fail)
Ab (Absent)	-	Absent

Dr. Sunil Karve
Chairman of
Banking &
Insurance and
Investment
Management

Dr. Ravikant
Balkrishna Sangurde
Offg. Associate
Dean Faculty of
Commerce

Prin. Kishori Bhagat
Offg. Associate
Dean Faculty of
Management

Prof. Kavita Laghate
offg. Dean Faculty of
Commerce &
Mangement

Appendix- B

Justification for M.Com (Banking & Finance)

1.	Necessity for starting the course:	NEP 2020
2.	Whether the UGC has recommended the course:	Yes
3.	Whether all the courses have commenced from the academic year 2023-24	Yes
4.	The courses started by the University are self-financed, whether adequate number of eligible permanent faculties are available?:	Aided Courses, Yes
5.	To give details regarding the duration of the Course and is it possible to compress the course?:	Two Years Course, Each course has Separate Specialization the course cannot be Compressed
6.	The intake capacity of each course and no. of admissions given in the current academic year:	Banking & Finance 80
7.	Opportunities of Employability / Employment available after undertaking these courses:	Jobs in teaching field, Research associates, Computer Analyst, Accountants, Banking jobs. Marketing Representatives, HR Staff, Web Designer, Animator, Advertising Personnel, Export, Business Consultancy, Start UPS

Dr. Sunil Karve

Dr. Sunil Karve
Chairman of
Banking &
Insurance and
Investment
Management

Dr. Ravikant
Balkrishna Sangurde
Offg. Associate
Dean Faculty of
Commerce

Prin. Kishori Bhagat
Offg. Associate
Dean Faculty of
Management

Prof. Kavita Laghate
offg. Dean Faculty of
Commerce &
Management