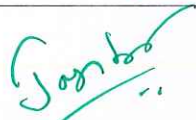
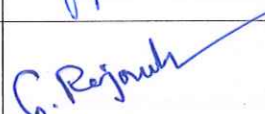


Dr. AMBEDKAR GOVERNMENT ARTS COLLEGE,(AUTONOMOUS)
VYASARPADI, CHENNAI – 39
PG & RESEARCH DEPARTMENT OF COMMERCE
M.PHIL (COMMERCE) - BOARD OF STUDIES MEETING - AGENDA
Date of Meeting: 11th June, 2019

- (a) To discuss and approve the draft syllabus proposed for M.Phil., (Commerce) by the Dept. of Commerce for the students admitted from the academic year 2019-2020.
(b) To discuss suitability of the syllabus on job oriented skills and to work on business related problems.

The following members were present in the M.Phil. Board of Studies Meeting held on 11th June, 2019

Sl.No.	NAME OF THE MEMBERS	DESIGNATION & INSTITUTION	SIGNATURE
1	Dr. J. JAYAKUMAR Chairman	Associate Professor & Head PG & Research Department of Commerce Dr. Ambedkar Govt. Arts College, Vyasarpadi, Chennai - 39	
2	Dr. R. RANGARAJAN University Nominee	Professor of Commerce University of Madras, Chepauk Chennai – 600 005	
3	Dr. JAYANTHI LAKSHMANASWAMY Subject Expert	Associate Professor PG & Research Department of Commerce Govt. Arts College for men, Nandanam Chennai -	
4	Dr. B.N. SHANTHINI Subject Expert	Assistant Professor Department of Commerce Govt. Arts and Science College, Radhakrishnan Nagar, Chennai –81	
5	Dr. T.N. THIRUVARANGANATHAN Member	Assistant Professor PG & Research Department of Commerce Dr. Ambedkar Govt. Arts College, Vyasarpadi, Chennai - 39	
6	Dr. V. RAVICHANDRAN Member	Assistant Professor PG & Research Department of Commerce Dr. Ambedkar Govt. Arts College, Vyasarpadi, Chennai - 39	
7	Dr. S. BAMA Member	Assistant Professor PG & Research Department of Commerce Dr. Ambedkar Govt. Arts College, Vyasarpadi, Chennai - 39	
8	Dr. N. BARATHIDASAN Member	Assistant Professor PG & Research Department of Commerce Dr. Ambedkar Govt. Arts College, Vyasarpadi, Chennai - 39	
9	Dr. S. SARAVANAN Member	Assistant Professor PG & Research Department of Commerce Dr. Ambedkar Govt. Arts College, Vyasarpadi, Chennai - 39	
10	INDUSTRY EXPERT Mr. G. RAJASEKARAN	Financial Controller, FPA and Data Governance TEMENOS INDIA PVT. LTD. Perungudi, Chennai – 600 096	
11	OLD ALUMNUS Mr. B. ANANDAN	Guest Faculty, Department of Commerce Dr. Ambedkar Govt. Arts College, Vyasarpadi, Chennai - 39	

Dr. AMBEDKAR GOVERNMENT ARTS COLLEGE,(AUTONOMOUS)
VYASARPADI, CHENNAI – 39
PG & RESEARCH DEPARTMENT OF COMMERCE
M.PHIL (COMMERCE) - BOARD OF STUDIES MEETING - RESOLUTIONS
Date of Meeting: 11th June, 2019

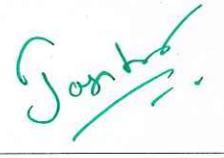
The following resolutions were passed and approved in the meeting:

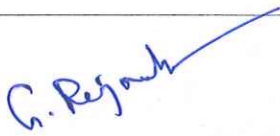
(a) Resolved that the draft syllabus proposed for M.Phil. by the Dept. of Commerce are discussed and approved for the students admitted from the academic year 2019-2020

(b) Resolved that the draft syllabus will offer exposure on job oriented skills and train students to work on business related problems.

The following are the highlights of the changes introduced in the syllabus:

1. Total credits for M.Phil. Course will be 36 credits
2. The board strongly recommends that separate Computer Lab is to be offered to Commerce Dept. to introduce computer oriented practical subjects(Tally, Computerised Accounting, Accounting software and Business models)

Sl.No.	NAME OF THE MEMBERS	DESIGNATION & INSTITUTION	SIGNATURE
1	Dr. J. JAYAKUMAR Chairman	Associate Professor & Head PG & Research Department of Commerce Dr. Ambedkar Govt. Arts College, Vyasarpadi, Chennai – 39.	
2	Dr. R. RANGARAJAN University Nominee	Professor of Commerce University of Madras, Chepauk, Chennai – 05.	
3	Dr. JAYANTHI LAKSHMANASWAMY Subject Expert	Associate Professor PG & Research Department of Commerce Govt. Arts College for men, Nandanam, Chennai – 35.	
4	Dr. B.N. SHANTHINI Subject Expert	Assistant Professor Department of Commerce Govt. Arts and Science College, Radhakrishnan Nagar, Chennai –81.	
5	Dr. T.N. THIRUVARANGANATHAN Member	Assistant Professor PG & Research Department of Commerce Dr. Ambedkar Govt. Arts College, Vyasarpadi, Chennai – 39.	
6	Dr. V. RAVICHANDRAN Member	Assistant Professor PG & Research Department of Commerce Dr. Ambedkar Govt. Arts College, Vyasarpadi, Chennai – 39.	
7	Dr. S. BAMA Member	Assistant Professor PG & Research Department of Commerce Dr. Ambedkar Govt. Arts College, Vyasarpadi, Chennai – 39.	

8	Dr. N. BARATHIDASAN Member	Assistant Professor PG & Research Department of Commerce Dr. Ambedkar Govt. Arts College, Vyasarpadi, Chennai – 39.	
9	Dr. S. SARAVANAN Member	Assistant Professor PG & Research Department of Commerce Dr. Ambedkar Govt. Arts College, Vyasarpadi, Chennai – 39.	
10	INDUSTRY EXPERT Mr. G. RAJASEKARAN	Financial Controller, FPA and Data Governance TEMENOS INDIA PVT. LTD. Perungudi, Chennai – 96.	
11	OLD ALUMNUS Mr. B. ANANDAN	Guest Faculty, Department of Commerce Dr. Ambedkar Govt. Arts College, Vyasarpadi, Chennai – 39.	

**Dr. AMBEDKAR GOVERNMENT ARTS
COLLEGE (AUTONOMOUS)
VYASARPADI, CHENNAI – 600 039**



**PG & RESEARCH DEPARTMENT OF
COMMERCE**

SYLLABUS FOR THE COURSE

M.Phil., COMMERCE

EFFECTIVE FROM 2019-2020

**Dr. AMBEDKAR GOVERNMENT ARTS COLLEGE
(AUTONOMOUS), VYASARPADI, CHENNAI - 39
MASTER OF PHILOSOPHY IN COMMERCE (M.Phil) (FT/PT)
CHOICE BASED CREDIT SYSTEM (CBCS)**

REGULATIONS

(For the candidates admitted from the academic year 2019-2020 onwards)

1. ELIGIBILITY FOR ADMISSION

Candidates who have secured a minimum of 55% in aggregate in M.Com (General or with any other specialization) degree of this University or its equivalent course recognized by the University of Madras are eligible to apply for M.Phil in Commerce.

2. DURATION OF THE COURSE

The course shall extend over a period of ONE academic year consisting of TWO Semesters.

3. ATTENDANCE

A candidate will be permitted to appear for the University examinations only if he/she secures not less than 75% of attendance in each subject during the semester.

4. COURSE OF STUDY

The total number of papers shall be 4 including Dissertation work. The candidates shall take 2 core papers and 1 elective paper in the area of research compulsorily during the first semester and an exclusive Project Work has to be carried out during the second semester for submission of Dissertation

5. SCHEME OF EXAMINATION

The examination for the core and elective papers shall be divided into two sessional tests and one end semester examination. Sessional tests consist of 20 marks each and End-semester Examination consists of 60 marks (Total 100 marks for each paper)

Total marks for Dissertation – 200 marks, 40 marks for periodical presentation, 100 marks of Dissertation, 20 marks for paper presentation and 40 marks for viva-voce.

6. PASSING MINIMUM

A candidate shall be declared to have passed in each paper and Dissertation work if he/she secures not less than 50% of the marks prescribed for the examination.

7. CLASSIFICATION OF SUCCESSFUL CANDIDATES

RANGE OF MARKS	GRADE PONTS	LETTER GRADE	DESCRIPTION
90-100	9.0-10.0	O	Outstanding
80-89	8.0-8.9	D+	Excellent
75-79	7.5-7.9	D	Distinction
70-74	7.0-7.4	A+	Very Good
60-69	6.0-6.9	A	Good
50-59	5.0-5.9	B	Average
ABSENT	0.0	AAA	ABSENT

‘C_i’ is the credit earned for the course *i* in any semester;

‘G_i’ is the Grade Point obtained by the student for the Course *i* and ‘*n*’ is the number of Courses **passed** in that semester.

N refers to the semester in which course was credited

For a Semester:

$$\text{GradePointAverage[GPA]} = \frac{\text{Sum of the multiplication of the grade points by the credit of the courses}}{\text{Sum of the credit of the courses in a semester}}$$

$$\text{GPA} = \sum_i C_i G_i$$

For the entire programme

$$\text{CUMILATIVE GRADE POPINT AVERAGE CGPA} = \sum_n \sum_i C_{ni} G_i / \sum_n \sum_i C_{ni}$$

$$\text{CumulativeGradePointAverage[CGPA]} = \frac{\text{Sum of the multiplication of grade points by the credit of the entire programme}}{\text{Sum of the credit of the courses of the entire programme}}$$

CGPA	GRADE	Classification of Final Result
9.5-10.0	O+	First Class Exemplary*
9.0 and above but below 9.5	O	
8.5 and above but below 9.0	D++	First Class with Distinction
8.0 and above but below 8.5	D+	
7.5 and above but below 8.0	D	
7.0 and above but below 7.5	A++	First Class
6.5 and above but below 7.0	A+	
6.0 and above but below 6.5	A	
5.5 and above but below 6.0	B+	Second Class
5.0 and above but below 5.5	B	
0.0 and above but below 5.0	U	Re-appear

8. RANKING

Candidates who pass all the examinations prescribed for the course in the First appearance/Instance only are eligible for Ranking/Distinction.

9. PATTERN OF QUESTION PAPER

Pattern of question paper for the maximum of 60 marks for the End-semester examination

SECTION – A

5 Out of 6 Questions

5 Questions of 4 marks each 5 X 4 = 20 marks

SECTION – B

4 Out of 6 Questions

4 Questions of 10 marks each 4 X 10 = 40 marks

Total= 60 marks

Dissertation and Viva-voce

Periodical presentation	40 marks
Dissertation	100 marks
Paper presentation	20 marks
Viva-voce	40 marks
Total	200 marks

Dr. AMBEDKAR GOVT. ARTS COLLEGE (AUTONOMOUS)
VYASARPADI, CHENNAI – 39
DEPARTMENT OF COMMERCE
MASTER OF PHILOSOPHY IN COMMERCE (M. Phil.)(FT/PT)
CBCS PATTERN

(For candidates admitted from the academic year 2019-2020 onwards)

Course structure and Syllabus for M.Phil Degree Course

Year/ Semester	Subject	Paper	Title of the paper	Credit	Exam Hrs.	Maximum Marks		
						IA	External	Total
I Year I Semester	Core		Research Methodology	5	3	40	60	100
	Core		Statistical Analysis for Business Research	5	3	40	60	100
	Elective		Elective Paper (Papers on Area of Research)	5	3	40	60	100
I Year II Semester	Core		Dissertation and viva-voce	21				200
			Total	36 credits				

Paper III Elective Papers Offered on Area of Research

1. Marketing Management
2. Financial Management
3. Human Resource Management
4. Banking and Financial Services

MASTER OF PHILOSOPHY IN COMMERCE (M. Phil.,)

CBCS PATTERN

(For candidates admitted from the academic year 2019-2020 onwards)

Syllabus for M.Phil Degree Course (FT/PT)

PAPER - I RESEARCH METHODOLOGY

UNTT - I

Nature and Scope of Research in Business- Types of Research - Significance - Research Process- Characteristics of Good Research.

UNIT - II

Problem Identification and Selection – Review of Literature - Research Design - Meaning, Need, Features of good Design - Different types of research design - Developing a research plan – Framing and Testing of Hypothesis.

UNIT - III

Sampling Design, Procedures, Types and Errors - Scaling Techniques, Rating scales – Attitude Scales- Likert, Thurstone and Guttman scales.

UNIT - IV

Methods of Data Collection - Primary and Secondary data – Sources - Questionnaire, Interview, Observation, Mail and E-Mail Surveys - Pilot study and pre-testing – Internet Sources - Data base - Web sites available for data collection.

UNIT - V

Analysis and Interpretation - Report Writing - Layout of the report - Types of report - Steps in writing the report - Evaluation of report

NOTE: The question paper shall cover 100% theory.

REFERENCES:

BOOKS

1. C.R.Kothari - Research Methodology - Methods and Techniques - New age International Publishers, 2008
2. Green, P.E., et. all. Research for Marketing Decisions, 5th Edn. , Prentice-Hall of India, New Delhi, 1994.
3. Young, P.V., Scientific Social Survey and Research, Prentice Hall, 1949, New York
4. Rummel & Ballaine: Business Research Methods, Prentice-Hall of India, New Delhi, 2002
5. Dr. Ranganatham and Others, Research Methodology in Social Sciences, Himalaya Publishers, 2005
6. Dr. P. Ravilochanan, “Research Methodology”, Margham Publications, Chennai, Reprint 2008.

JOURNALS:

1. The Design of Social Research
2. New Methods in Social Science Research
3. Methods of Social Research
4. Business Research Methods
5. Scientific Methods and Social Research

WEBSITES:

www.ssric.org
www.socialresearchmethods.net
www.sociosite.net
www.info.com/websites+Research

PAPER - II STATISTICAL ANALYSIS FOR BUSINESS RESEARCH**UNIT - I**

Business statistics - Meaning and Definition - Scope and functions – Advantages and limitations - Meaning of data, variables, random variable, population and Sampling Techniques - Measures of central tendency - Mean, Median and Mode - Measures of dispersion - Standard deviation and Co-efficient of Variation.

UNIT - II

Correlation Analysis - simple, rank, Partial and Multiple Correlation – Regression analysis - Simple Linear Regression, Use of dummy variables.

UNIT - III

Testing of Hypothesis – Testing of means and proportions – large and small samples – Z test and t test.

UNIT - IV

Chi-square distribution and chi-square test – Characteristics and application – Test of goodness of fit and Test of independence of Attributes – Association of attributes – Consistency of data. F distribution – Testing equality of population variances – Analysis of variance – One-way and Two-way classification.

UNIT – V (Theory only)

Multivariate Analysis; Principal Component Analysis factor analysis discriminate analysis - Cluster Analysis and Path analysis.

NOTE: The Question paper shall cover 20% Theory & 80% Problem.

REFERENCES:**BOOKS**

1. Kapoor, V.K. and Gupta, S.P. (1978): Fundamentals of applied statistics, Sultan Chand & Sons.
2. Murthy, M.N. (1967): Sampling theory and methods, Statistical Publishing Society, Calcutta.
3. Mood, A.M. Graybill, F.A. and Boes, D.C. (1974): Introduction to the theory of Statistics, McGraw Hill.
4. Hogg R.V. and Craig, A.T. (1972): Introduction to mathematical statistics, 3rd edition, Academic Press, USA.
5. Goon, A.M. Gupta, M.K., and Das Gupta, B. (1980): An outline of statistical theory, Vol.I, 6th revised ed. World Press limited, Calcutta.
6. Rohatgi, V.K. (1984) An introduction to probability theory and mathematical statistics, Wiley Eastern.
7. Snedecor, G.W. and Cochran, W.G. (1967): Statistical methods 6th edition
8. Gupta, S. C and Kapoor, V. K (2002), Fundamentals of Mathematical Statistics, Sultan Chand and Sons, New Delhi.
9. Gupta, S.P. (2000): Statistical Methods, Sultan Chand & Sons Pvt Ltd. New Delhi.

JOURNALS:

1. Applied Statistics
2. Indian Journal of Tuberculosis
3. Indian Journal of Science and Technology
4. Computational Statistics & Data Analysis
5. Biometrika
6. Lifetime data analysis
7. Biometrical Journal
8. Journal of Statistical Computation and Simulation
9. Methods for Statistical Analysis of Reliability and Life Data
10. Journal of Royal Statistical Society
11. Demography
12. Australian and New Zealand Journal of Statistics

WEBSITES:

<http://onlinestatbook.com>

<https://onlinecourses.science.psu.edu/stat506/>

http://en.wikipedia.org/wiki/Student's_t-test

<http://www.chem.utoronto.ca/coursenotes/analsci/StatsTutorial/ftest.html>

<http://www.stats.gla.ac.uk/steps/glossary/nonparametric.html>

<http://math.hws.edu/javamath/ryan/ChiSquare.html>

PAPER III - ELECTIVE PAPERS OFFERED ON AREA OF RESEARCH

PAPER III – 1. MARKETING MANAGEMENT

UNIT - I

Modern concepts of Marketing – New horizons of Marketing – Marketing System – Marketing functions – Marketing Environment.

UNIT - II

Consumer Behaviour – Theories and Buying Motives - Marketing Segmentation – Consumerism – Consumer Rights – Consumer Protection Council - Functions.

UNIT - III

Marketing mix – Product mix – Branding & Packaging - Price Mix – Promotion Mix.

UNIT - IV

Place Mix – Physical Distribution- Channels of Distribution –Role of Physical Distribution in India – Supply Chain Management – Direct Marketing and Retail Marketing.

UNIT – V

Recent Trends in Marketing – Viral Marketing – Customer Relationship Marketing – Green Marketing – Online Marketing – Rural Marketing – Impact of Multi-nationals on retail marketing.

NOTE: The question paper shall cover 100% theory.

REFERENCES:

BOOKS:

1. Gandhi .J.C, “Marketing”, Tata McGraw Hill, New Delhi, 2004
2. William J Stanton, “Fundamentals of Marketing”, 1994, Tata McGraw Hill, New Delhi.
3. Philip Kotler, “Marketing Management: Analysis, Planning and Implementation and Control”, 8th Edition, Prentice Hall of India, New Delhi. 1996.
4. Memoria.C.B and Joshi .R.L, “Principles and Practices of Marketing in India”, Tata McGraw Hill, New Delhi, 2009
5. Del I Hawkins, Roger J Best, Kenneth A Coney and Amit Mookerjee, “Consumer Behaviour – Building Marketing Strategy”, Tata McGraw Hill Publishers, New Delhi, 2007
6. Engel J, Blackwell R. and Miniard P, “Consumer Behaviour”, 6th edition, Sydney: Harcourt, Brace Jovanovich Publishers, 1990
7. Philip Kotler, Marketing Management, (2000), Prentice Hall of India, New Delhi
8. Jayachandran, S. “Marketing Management – Text and Cases”, Excel Books India, New Delhi, 2004, Reprint 2006.
9. Philip Kotler and Kevin Keller, “Marketing Management” 14th Edition, 2012, Pearson Education.
10. RajanSaxena, “Marketing Management”, 3rd Edition, 2006, Tata McGraw Hill, New Delhi.

JOURNALS:

1. Journal of Marketing
2. International Journal of Marketing Theory
3. Indian Journal of Marketing
4. Asian Pacific Journal of Marketing and Management
5. Journal of Marketing Research
6. Journal of Consumer Research
7. Consumer Behaviour
8. Journal of Advance Research

WEBSITES:

www.blonnet.com
www.financialexpress.com
www.indiainfoonline.com
 iis.edu/data/iif/Journal.pdf

PAPER III – 2. FINANCIAL MANAGEMENT**UNIT - I**

Financial Management – Meaning – Objectives – Financial Decisions – Functions of financial Manager. Time value of money –Present Value, Future Value and Compound Techniques.

UNIT - II

Cost of Capital – Meaning and Importance – Cost of Debt, Preference Share, Equity Share and Retained Earnings – Weighted Average cost of capital. Capital Budgeting – Meaning – Significance – Methods of Ranking Investment proposals.

UNIT – III

Leverage – Meaning – Financial Leverage – Operating Leverage – EBIT and EPS Analysis. Capital Structure – Theories of Capital Structure - Determinants of Optimal Capital Structure(Simple problems only)

UNIT - IV

Dividend Theories – Walter’s Model, Gordon, Modigliani and Miller’s Model – Forms of Dividends – Factors determining Dividend Policy – Stability of Dividend Policy.

UNIT - V

Working Capital Management – Meaning – Objectives – Working Capital Policies – Working capital cycle – Types of working capital – Fixed working capital – Fluctuating working capital - Factors Affecting working Capital Requirements – Forecasting of Working Capital Requirements - Sources of working Capital. Cash Management – Inventory Management - Receivables Management.

NOTE: The Question Paper shall cover 40% Theory and 60% problem.

REFERENCES:

BOOKS

1. Prasanna Chandra, "Financial Management". Tata McGraw-Hill Education, 2008, 4th Edition.
2. Pandey I.M, "Financial Management". Vikas Publishing House Pvt Ltd, New Delhi. 9th Edition 2005, Reprint 2009
3. Van Horne: Fundamentals of Financial Management by J. Van Horne and Prof John M Wachowicz JR (4 November 2008)
4. Maheswari. S.N, "Management Accounting & Financial Control". 2010, ISBN 978818054634, Sultan Chand & Sons, New Delhi
6. Khan & Jain, "Financial Management". 2007, Tata McGraw-Hill Publishing Company Limited, New Delhi.

JOURNALS

1. Review of Financial Studies
2. Financial Planning Journal
3. Journal of Financial Management and Analysis
4. Harvard Business Review
5. Journal of Financial Analysis

WEBSITES

iimb.ernet.in
www.fma.org
www.myuniverseco.in
www.mint.com
www.sebi.gov.in
www.rbi.org.in
www.finmin.nic.in

PAPER III - 3. HUMAN RESOURCE MANAGEMENT

UNIT - I

Human Resource Management (HRM) – Meaning – Definition – Objectives – Importance – History of HRM – Nature and Scope of HRM – Functions of HRM – Changing role of HR Manager – Human Resource Development (HRD) – HRD Mechanisms/subsystems – HRD in Indian Industry.

UNIT - II

Human Resource Planning – Objectives & Importance of HRP - Process of HRP - Job Analysis – Definition, Uses, Process, and Methods – Job Description and Job Specification - Recruitment – Sources of Recruitment – Selection – Steps in the Selection Process – Selection Tests – Types of Interview methods – Placement and Induction.

UNIT - III

Training - Features – Training Vs Development – Need for Training – Types of Training - Organisation Development – Characteristics & Objectives of OD – OD Interventions – Performance & Potential Appraisal – Employees Morale- Measures to improve Morale- Job Satisfaction –Motivation – Theories of motivation – Leadership –Theories – Group Dynamics.

UNIT - IV

Career Planning – Career Stages – Succession Planning – Need and Objectives of Career Planning – Process – Career Development – Career Management – Wage and Salary Administration – Employee Welfare – Health and Safety – Employee Grievances and Redressal methods - Industrial Disputes - Collective Bargaining - worker Participation in Management.

UNIT - V

Recent Trends in HRM – Stress Management - Human Resources Information System – HRM Research and Audit – e-HRM – Knowledge Management – Emotional Intelligence – Talent Management – Managing Human Resource in Virtual Organizations.

NOTE: The question paper shall cover 100% theory.

REFERENCES:

BOOKS

1. Rao V S P. **Human Resource Management – Text and Cases**. 1st edition, New Delhi: Excel Books, 2000
2. C.B. Gupta, Human Resource Management, 14th Revised Edition, (2013) ISBN 978-81-8054-921-2Sultan Chand & Sons.New Delhi.
3. P.C. Tripathi, Human Resource Management, 7th Revised Edition, (2013), ISBN 978-81-8054-885-7Sultan Chand & Sons. New Delhi.
4. Dr.K.Sundar&Dr.J.Srinivasan, Human Resources Development, 1st Edition, (2011) Margham Publication, Chennai.
5. Dr.K.Sundar&Dr.J.Srinivasan, Human Resource Management, 1st Edition, (2013), Vijay Nicole Imprints Private Limited, Chennai.
6. J.Jayasankar, Human Resource Management, 2013, Margham Publications, Chennai.
7. N.S Gupta, "Organisation Theory and Behaviour", 2nd Edition, (1992), Himalayas Publishing House, New Delhi.
8. [BiswajeetPattanayak](#), Human Resource Management, 3rd Edition, (2006), Prentice-Hall of India Private Limited, New Delhi.
9. K. Aswathappa, Human Resource Management: Text and Cases, 5th Edition,Tata McGraw-Hill Publishing Company Ltd, New Delhi.
10. Tapomoy Deb, Human Resource Development: Theory and Practice, (2006), Ane Books India, New Delhi

JOURNALS:

1. HRM Review
2. Indian Journal for Training and Development
3. Human Resource Development International
4. International Journal of HRM and Management Review
5. HRD-Newsletters
6. Journal of Human Values
7. Academy of Management Executives
8. ICFAI Journal of HRM Review

WEBSITES:

www.humanresources-centre.net
www.hrgopher.com
www.hrforum.co.uk
www.humanresourcemanagement.co.uk
www.astd.org
www.hrprofessional.org
www.tvrls.com

PAPER III - 4. BANKING AND FINANCIAL SERVICES**UNIT – I**

Banking Business in India-Financial services rendered by organized sector-Class Banking v/s Mass Banking-Commercial Banking functions-Micro credit-Emphasis on Rural Development and Agricultural lending.

UNIT – II

Central bank- functions-Role of RBI in Banking Sector-Risk Management –Credit Risk, Market risk and Operational risk- Basel II- Requirements on Capital Adequacy and 3 pillar Approach- Asset Liability Management.

UNIT – III

Merchant Banking-Progress of Merchant Banking in India-Export Finance-Pre Shipment-post shipment Credit-RBI & Export Finance- Exim bank. Private Sector Banks v/s Public Sector Banks-Mergers and Acquisitions-Consolidation.

UNIT – IV

Evolution of financial services- Indian financial system-NBFC-classification of NBFC's; Credit Rating-concept-importance- types of credit rating- Agencies in India; Mutual funds, Insurance and IPO's grading

UNIT – V

Depository –key features of depository system in India- legal frame work; Core Services-Trading and settlement –off market trade; Special services – Pledge and Hypothecation-stock lending and borrowing; Other services – Tele Banking, Credit Card-ATM – Modern banking services – on line banking – e-banking - Impact of Globalization on Banking Services

NOTE: The question paper shall cover 100% theory.

REFERENCES:

BOOKS

1. Dr. S. GURUSAMY, Financial Services and System; Published by M/S Tata McGraw Hill, New Delhi , 2009.
2. Radhaswami.M & Vasudevan.S.V “Banking” Sultan Chand & Co Ltd. New Delhi, 2005
3. Dr.P.Subba Rao, &Dr.P.K. Khanna, “Principles and Practice of Bank Management”, 2nd Edition, 2011 ISBN 978-93-5024-107-3, Himalaya Publishing House Pvt. Ltd, New Delhi.
6. K.P.M Sundaram , “Money Banking, Foreign Exchange & International Trade”. S.Chand, 2005
8. B.C.Mathur, “Changing Profiles of Financial Services” bookman Association, 2003
- 9.V.A.Avadhani, “ Fincial Services & Market” Himalaya Publishing House, 2005
10. Saravanavel.P, “Modern Banking in India and Abroad”, Margham Publications, Chennai, 2003
11. Varshney, PN. Banking Law & Practice, 2011, Sultan Chand, New Delhi.
12. S.N.Maheswari, Banking Law & Practice, 2010 Ludiana, Kalyani Publications.

JOURNALS

1. Journal of Financial Services
2. Indian Journal of Financial Markets
3. International Journal of Marketing and Finance
4. Capital Markets
5. Finance India
6. Review of Financial Studies
7. Journal of Corporate Finance
8. Journal of Financial and Quantitative Analysis.
9. ICFAI Journal of Professional banker
10. ICFAI Journal of Applied Finance
11. Journal of the Indian Institute of Bankers

WEBSITES

www.nscindia.com
www.sebi.gov.in
www.rbi.org.in
www.finmin.nic.in