

**S.Y.B.B.I.****SEM - III****LAWS RELATING TO BANKING AND INSURANCE****A) Banking Regulations Act -**

Basic Terms - Banking, Business Permitted and Prohibited

- Supervisory and Controlling Authorities of RBI Bankers Liabilities
- Control over Credit

**B) Reserve Bank of India Act.**

Role of Reserve Bank as Banker to Governments and Banks

Scheduled Bank

Controller of Credit

Chapter III - Section 45

N B F C Directions issued by Reserve Bank of India

**C) Negotiable Instruments Act**

Types and Characteristics of Instruments

Holder in Due Course / Payment in Due Course

Protection of Paying and Collecting Bank.

**D) Provisions of Companies Act relating to Banking****E) Insurance Act - Life Insurance - General Insurance****F) Insurance Regulatory and Development Authority (IRDA) Act**

Objectives

Powers and Functions of IRDA

**G) Contract Act**

General

Indemnity and Guarantee

Bailment and Pledge

Agency

**S.Y.B.B.I.****SEM - III****Customer Relationship Management in Banking and Insurance****1 Introduction**

Definition of Customer Relationship Management (CRM)

Emergence of CRM

CRM process framework

a) CRM Purpose

b) Relation Parities

c) CRM programmes

Effects of liberalization on CRM

Knowledge Management

Winning markets through effective CRM

**2 Technological tools for CRM**

Data Mining for CRM

Changing Patterns of E-CRM, Solutions in the future

Framework for Deploying Value of Customer Relationship in an Organization

E-CRM Deriving Values of Customer Relationship

Implementing a Technology based CRM solutions

**3 Implementing CRM**

Optional Allocation Rules for CRM

Measuring the Effectiveness of Relationship Marketing

The Past, Present and Future of CRM

Characteristics of a Good Customer Satisfaction Survey

Contact Management

Organizing for CRM

**4 Relationship Management in Business to Business (B2B) Commerce**

Building Customer Loyalty Business to Business Commerce

Cross Border B2B Relationship with Intermediaries

Relationship Marketing for Creating Value in Business Market

Managing Relationships in Supply Chains of the 21st Century

**5 CRM in Services**

Status of CRM in India

Benefits of Implementing a CRM system

CRM in customer Service

**6 CRM Strategies**

Relationship Marketing Strategies and Customer Perceived Service Quality

Organizing for Relationship Managements

Strengthening Relationships that lead towards increased Business CPA Firms

Winning strategies and proceses for effective CRM in Banking

**c I.T. in Banking and Insurance****1 What is information Technology ; Application in Banking**

Introduction Electronic Commerce evolution: the market, EDI, EC industry, influence of WWW access providers; basic economics of Information Technology. Web development tools; value chain for EC; globalization; security, challenges; business barriers; Marketspace; Business opportunities; EC-based IPO's ; technical environment, Reaching the wired consumer; Intranets; Firefly Network; Web Shopping; Site Specific. Information Technology and its applications in Insurance Cos.

**2 Problem solving**

Solving Problems by Searching; Informed Search Methods; Game Playing.

**3 Knowledge and Reasoning**

Agents that Reason Logically; First Order Logic; Building a Knowledge Base; Inference in First -Order Logic; Logical Reasoning Systems. (Languages for AI Problem Solving; A PROLOG; B. LISP)

**4 Acting locally**

Planning; Practical Planning; Planning and Acting

**5 Uncertain Knowledge and Reasoning**

Uncertainty; Probabilistic Reasoning Systems; Making Simple Decisions

**6 Learning**

Learning from Observations; Learning from Neural Network; Reinforcement Learning; Knowledge in Learning

**7 Future Perspectives**

Philosophical Foundations; AI: Present and Future. (Evolutionary Computing; Hard problems and approximate methods; stochastic iterative search; Evolutionary search; classifier systems; applications.)

**8 E-Commerce Applications**

Online Banking, Virtual Shopping Centres, Portals and Portals.

**9 Creating E-Commerce Site**

Web servers; Hardware, Software, Security, Installing new Web Server Designing and maintaining WebPages. Website administrations. Advertising the Website.

**10 E-Commerce Interaction**

Using CGI for E-Commerce. CGI Authoring Tools. Applet and Servlet Solutions. Handling Credit Cards. Secure Transport. Processing Credit Cards. Using JDBC for E-Commerce. Interaction Examples; Virtual Shopping Carts, Auction Engines.

**11 Java Commerce Tools**

Standard CGI Library. Configuration and Storage Devices. File String Replacement Facility. Credit Card Transaction Processing. Single Page CGI. Shopping Cart CGI.

**12 E-Commerce web site design**

Web Query Language, Embedded SQL; Development of E-Commerce sites by using CGI, Java and databases.

**S.Y.B.B.I.****SEM - III****13 Future Trends**

Set-top Boxes. TV interface, Emerging Technologies.

TW / Practical

06 assignments covering the syllabus

2 Seminar presentations on case studies of IT in Banking and Insurance sectors.

**FINANCIAL MANAGEMENT (60 Lectures) BANKING AND INSURANCE****TOPICS**

- 1 Overview of Financial Management  
(Scope, Functions and Objectives)
- 2 Return on Investments (ROI)
- 3 Tools of Financial Analysis -
  - a) Common size statements
  - b) Comparative Financial Statements
  - c) Trend analysis
  - d) Ratios : Balance Sheet Ratios  
Income statement Ratios  
Combined statement Ratios
  - e) Funds flow analysis -  
Sources and Uses of funds
  - f) Cash Flow Statement
- 4 Working Capital Management
  - a) Gross working capital
  - b) Net working capital
  - c) Positive and Negative working capital (Meaning and Implications)
  - d) Estimation of working capital
- 5 Sources of Finance
  - a) Long term and Short term Sources of Finance
  - b) Long term Sources -
    - i) Debt Instruments - Term loans, Debentures, Bonds, Convertible Bonds, Zero Coupon Bonds.
    - ii) Equity shares, Preference Shares
  - c) Short term sources - Bank finance, Trade credit, Other short-term sources

TOTAL

**S.Y.B.B.I.****SEM - III****MANAGEMENT ACCOUNTING (TOOLS AND TECHNIQUES)****TOPICS**

- 1 Overview of Management Accounting (Scope, Functions and Objectives)
- 2 Treasurer and Controller (Compare and Contrast Roles)
- 3 Meaning and use of : Different costs for different purposes -
  - a) Product costs and period costs
  - b) Direct costs and indirect costs
  - c) Cash costs and non-cash costs
  - d) Opportunity costs
  - e) Fixed costs, variable costs, step fixed costs
  - f) Marginal costs, incremental or differential costs, total costs, Controllable costs and Non-controllable costs
- 4 Tools and Techniques
  - a) Marginal and Absorption Costing
  - b) Standards, Standard Costing, variance Analysis
  - c) Different Types of Budgets :
    - a) Revenue Budgets, Cost Budget, Profit Budget
    - b) Capital Budgets
    - c) Responsibility Budgeting
    - d) Cash Budgets
  - d) Role of Budgets in an Organization. Organization of the Budget Function.
- 5 Breakeven Analysis - Meaning and computation of Breakeven Point, Breakeven sales (Rs.) Breakeven Sales (units)  
Margin of Safety, Operating Leverage and its implications  
Cost - Volume - Profit Analysis
- 6 Decision Making - Product Mix Decisions. Make or Buy Decisions, pricing decisions  
Evaluating alternatives in business. Accepting/rejecting of export orders, operation versus shut down

**S.Y.B.B.I.****SEM - III****ORGANIZATIONAL BEHAVIOUR**

- 1 Fundamentals of Organisational Behaviour - Nature and scope of Organisational Behaviour - Dynamics of people - Models of Organisational Behaviour - The Behavioral approach to Management
- 2 Motivation and Leadership - Theories and Models of Motivation - Importance of Motivation in organization - Organisational Behaviour and Performance Appraisal - Leadership and Leadership styles - Empowerment and Participation
- 3 Individual Behaviour and Group Behaviour Formula and Informal Groups - Team Building and its importance
- 4 Organization structure and Design - Kind of organization structures - Delegation of Authority - Span of control
- 5 Organizational culture - Emerging Trends in organizational culture - Organisational climate - Factors
- 6 Organisational Development and changes - Nature and characteristics of organizational Development - Techniques of Organisational Development - Definition and Objectives of Organisational Change - Effects of change - Resistance to change and overcoming the resistance - stress and counseling

**S.Y.B.B.I.****SEM - III****TAXATION OF FINANCIAL SERVICES****1 Income Tax Act/Rules**

- a) Basic Concepts - Assessee, Person, Company
  - Income, Dividend, Business
  - Assessment Year, Previous Year

Scope of Total Income and Residential Status

Exemptions Re :- Business Incomes.

- b) Taxation of Income under different Heads :-
- c) Provisions for deductions from Business Income
- d) Special Provisions for Certain Incomes of - Non - Residents
- e) Assessment and Appeal Procedures
- f) Provisions regarding TDS FOR :- Internet
  - Dividend
  - Professional Services
  - Rent
  - Contractors Payment
  - Salary

**2 Service Tax Act. -**

- a) Basic Concepts - Taxable Services
  - Service Tax Rules
  - Service Tax Credit Rules
- b) Provisions Regarding Specific Services
  - Banking and other Financial Services
  - Insurance Auxiliary
  - Business Auxiliary
    - Management Consultancy
    - Stock Broking
  - General Insurance
  - Credit Rating Agency