### Veer Narmad South Gujarat University

#### 303 – Banking, Insurance & Financial Services

###### Second Year BBA (Semester3) With Effect from June2020

Objective of the course

* + To equip students to the complex structure of the Banking, insurance and few FinancialServicesSectorandenablethemtotakefinancialservicesavailable in judiciousmanner

Teaching Pedagogy

Lectures, Guest Lectures, Seminars, Field Visit, Presentations, Audio Visual Material

Unit 1: Introduction to Banking (25%)

Basics of Banking: Basic Concepts in Banking - Banker-Customer Relationships – Know Your Customer Guidelines - Negotiable instruments – Bankers’ Duties and Responsibilities - Types of Customers & Various Types of Accounts - Deposit Products – Services Rendered by Banks

- Principles of Lending - Approach to Lending & Steps in Lending - Credit Management & Credit Monitoring - Recovery & Modes of Recovery and Management of Non-Performing Assets - Basics of Risk Management in Banks

Unit2: E-Banking (25%)

Electronic Banking: Current Trends and Role ofinformation& Communication Technology in Banking - Core Banking Solutions vis-a-vis Traditional Banking - Banking Technology – Alternate Delivery Channels – ATMs, Credit/Debit Cards/Mobile Banking / Internet Banking etc - Electronic Funds Transfers – Real Time Gross Settlements (RTGS) & National Electronic Funds Transfer (NEFT) - IT Security in Banks.

Unit 3: Insurance Services (25%)

Insurance: Meaning – Nature and Importance, Insurance Regulation: IRDA Regulations – Insurance Contract – Agent Norms.

Life Insurance: Life Insurance - Definitions of Life Insurance, Advantages of Life Insurance, Essential Features of Life Insurance, Brief Introduction of Whole life policy and endowment policy, procedure for the settlement of claims, nomination and assignment, annuity, Mediclaim policy.

General Insurance: Concepts of Marine Insurance – Fire Insurance – Automobile Insurance – Home Insurance – Medical Insurance – Social Security Insurance.

Unit 4: Mutual Funds And Other Services (25%)

Mutual Funds: Introduction, Types of mutual funds, Organization of mutual funds, Regulation of Mutual Funds: Brief introduction to SEBI guidelines

Leasing and Hire Purchase: concepts of leasing, types of leasing – financial & operating lease, direct lease and sales & lease back, single investor lease and leveraged lease, Domestic lease and International lease. Hire purchase: concept, legal aspects of HP, financial evaluation – the hirer’sview.

Venture Capital: Concept, history and evolution of VC, the venture investment process, various steps in venture financing, incubation financing.

Suggested Readings:

1. *Bhattacharya, H., Banking Strategy, Credit Appraisal and Lending Decisions, 2nd Edition, Oxford University Press,2011.*
2. *Heffernan, S., Modern Banking, John Wiley and Sons,2005.*
3. *Imam, A., Principles and Practice of Life Insurance in India, Anmol Publisher,2011.*
4. *Indian Institute of Banking and Finance, Principles and Practices of Banking, 2nd Edition, Macmillan India Ltd.,2012.*
5. *Maheshwari, S. N. and Maheshwari, S.K., Banking Law and Practice, Kalyani Publishers, 2005.*
6. *Mittal, R.K, Saini, A.K. and Dhingra, S., Emerging Trends in the Banking Sector, Macmillan Publishers India,2008.*
7. *Muraleedharan, Modern Banking: Theory and Practice, PHI Learning,2009.*
8. *Rose P. and Hudgins, S., Bank Management and Financial Services, 7th Edition, Tata McGraw-Hill,2010.*
9. *Suresh, P. and Paul, J., Management of Banking and Financial Services, 2nd Edition, Pearson,2010.*
10. *Tripathy, M., Mishra, S. and Mishra, K.C., General Insurance Business Operations and Decision Making, Cengage Learning,2009.*
11. *Varshney, P.N., Banking Law and Practice, Sultan Chand and Sons,2009.*
12. *Insurance Principles and Practice, byR.S.Sharma*
13. *Insurance Principles, Practice and Registration, by M.K.Ghosh& A. N.Agrawal*
14. *Indian Mutual Funds Handbook 5th Edition: A Guide for Industry Professionals and Intelligent Investors by* [*SundarSankaran*](https://www.amazon.in/s/ref%3Ddp_byline_sr_book_1?ie=UTF8&amp%3Bfield-author=Sundar%2BSankaran&amp%3Bsearch-alias=stripbooks)*(Author),2018*

***For Hire, Purchase and Venture Capital:*** *M Y Khan: Financial Services (TMH)*