

Semester 8

COURSE TITLE	Strategic Management			CREDITS	5
Course Code	FYBFS801	Course Category	Four-Year UG	L-T-P	4:1:0
	COURSE OUTCOMES				BTL/Mapped Module
1.	Distinguish and discuss the Strategic Management				BTL 4/M1
2.	Create mission, vision, objectives				BTL 4,5/M2, M5
3.	Simulate the external environment SWOT				BTL 5,6/M3
4.	Explore organizational change				BTL 4,5/ M4, M4
5.	Appraise Generic competitive strategy				BTL 4,5/M5
Prerequisites: NIL					
MODULE – 1: Introduction					
Strategic thinking Vs Strategic management Vs Strategic planning, Meaning of strategic management, concept of strategy, policy and strategy, strategy and tactic, Strategy and strategic plan, Nature of strategic plan, nature of strategic decisions, approaches to strategic decision making, levels f strategies, The strategic management process, strategic management: merits and demerits					12 L
MODULE – 2: Mission, Objectives, Goals and Ethics					
What is mission, concept of goals, Integration of individual and organisation goals: A Challenge, How Objectives are pursued, how are mission and objectives are formulated, why do mission and objective change, vision mission, objectives, goals and Strategy: Mutual relationships, core of strategic management: vision A-must, ethics and strategy					12 L
MODULE – 3: External environment: Analysis and appraisal					
Concept of environment, environmental analysis and appraisal, why environmental scanning and analysis, component of environment, SWOT: A tool of environment analysis, techniques of environmental search and analysis, ETOP					12 L
MODULE – 4: Organizational change and innovation:-					

Planned and unplanned change, causes or forces of organisational change, managing planned change, choosing a change strategy, creativity and innovation in organisations, organizational creativity and innovation process, learning organisation		12 L
MODULE – 5: Generic competitive strategy:-		12 L
Generic vs. competitive strategy, the five generic competitive strategy, competitive marketing strategy option, offensive vs. defensive strategy, Corporate strategy:- Concept of corporate strategy , offensive strategy, defensive strategy, scope and significance of corporate strategy		
TOTAL		60Hrs
Tutorial		15 Hrs
TEXT BOOKS		
1	Hugh MacMillan and Mahen Tampoe, Strategic Management, Oxford University Press, 2000.	
2	Rao VSP and Hari Krishna V, Strategic Management–Text and Cases, New Delhi, Excel Books, 2003	
REFERENCE BOOKS		
1	Wheelen Thomas L, David Hunger J, Krish Rangarajan, Concepts in Strategic Management and Business Policy, New Delhi, Pearson Education, 2006.	
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Paper: Managing Banks and Financial Institutions

Code: FYBFS802

Credits: 5

Four-

Year UG

Course Outcomes (CO):

Sl	Course Outcome	Mapped modules
1	Develop understanding on various kinds of banking functions	M1
2	Assess knowledge of the competitions of banking industry	M1, M2
3	Evaluate the banking regulations	M1, M2
4	Analyze the risks associated with banking industry	M3
5	Assess and analyze the GAP	M3, M4
6	Formulate studies on banking sector in a more appropriate manner	M5

Course Content

Module I: Organization and Functions of banking industry: types of banks, comparative features of different banks, banking business models, factors, necessitating banker's role in the economy, intermediation functions of bank, credit creation [L]	15L
Module II: Competition in banking industry: competition in commercial & investment banks, changes in bank's operation, managing competition among banks.	15L
Module III: Failures of banks & Need for regulation: risk associated in banking business, causes of bank failures, warning signals in predicting bank failures. Bank support mechanism, problems to bank, regulatory support, bank's supervision, financial crisis to bank. Regulatory cycle.	15L
Module IV: Interest rate & Risk Management: asset & liability management, GAP analysis, duration analysis., Model V: Case Study.	15L
Tutorials	15

Text Book

1. M.Y. Khan, Indian Financial System, Tata Mc Graw Hill, Delhi
- 2.

Jeff Madura, Financial Markets And Institutions, CenGage Learning, Delhi

Reference Books

3. H.R. Machiraju, Indian Financial System, Vikas Publishing House, Delhi

Paper: Research Methodology

Code: FYBFS803

Credits: 5

Course Outcomes (CO):

Sl	Course Outcome	Mapped modules
1	Make use of various kinds of research, objectives of doing research, research process, research designs and sampling.	M1
2	Apply knowledge on qualitative research techniques	M1, M2
3	Appraise knowledge on measurement & scaling techniques as well as the quantitative data analysis	M1, M2
4	Analyze data analysis-and hypothesis testing procedures	M3
5	Evaluate appropriate research problem and parameters	M4
6	Formulate and conduct research	M5

Module I: Meaning, scope and significance of social research: Types of Research: (a) Pure and Applied, (b) Exploratory, Descriptive, (c) Experimental; Steps in Social Research & types Conceptualization and Formulation of Hypothesis.	10L
Module II: Scientific Study of Social Phenomena: (a) The Scientific Method, Logic in Social Science,(b) Objectivity and Subjectivity in Social Science, (c) Positivism and Empiricism	10L
Module III: Methods of research: (a) Quantitative and Qualitative (Characteristics and Differences) Sources of Data : Primary & Secondary.	10L
Module IV: Techniques of Data Collection: (a) Survey, (b) Observation, (c) Questionnaire & Scheduled, (d) Interview, (e) Case Study.	10L
Module V: Review of Research: Banking, Insurance, and other Financial sectors, Case Studies and Analysis	20L

Suggested Readings:

- 1.Ranjit Kumar: Research Methodology- A Step by Step Guide for Beginners, 2/e, Pearson.
- 2.Taylor, Bill, Sinha, G and Ghoshal, Taposh : Research Methodology, Prentice Hall of India.
3. D.K. Bhattacharjee: Research Methodology, Excel Books
4. Kothari, C.R.: Research Methodology – Methods and Techniques, Wiley Eastern. 5. Sadhu, A.N. & Singh: A Research Methodology for Social Sciences, Sterling.

Note: Evaluation rubric for Capstone/ Research project (12 Credits, Sessional) shall be notified in advance.