

**Semester 5**

<b>COURSE TITLE</b>	<b>Marketing of Banking Services</b>			<b>CREDITS</b>	<b>5</b>
<b>Course Code</b>	<b>FY BFS 501</b>	<b>Course Category</b>	<b>Four-Year UG</b>	<b>L-T-P</b>	<b>4:1:0</b>
	<b>COURSE OUTCOMES</b>				<b>BTL/Mapped Module</b>
1.	Examine concepts in marketing				BTL 2, 3, 4/M1
2.	Determine the scope of marketing management-analyzing opportunities, selecting target segments, developing the market mix, managing the marketing effort				BTL 3, 4/M2
3.	Make use of the communication mix, advertising campaigns, media planning, budgeting, marketing mix decisions, scope and limitations of market research.				BTL 3, 4/M3
4.	Utilize concepts in marketing strategies for emerging technology and mature markets				BTL 3,4/ M2, M4
5.	Experiment with the internet as a strategic medium for marketing and sales efforts for a company.				BTL 3,4/M4
<b>Prerequisites: NIL</b>					
<b>MODULE – 1: INTRODUCTION</b>					
Services Marketing Mix • 7 P's of Marketing Mix • 7 P's of Services Marketing Mix • Importance of Marketing Mix Elements • Marketing of Banking and Insurance products • Services Marketing Mix strategies for banking and Insurance in Organizations					15L
<b>MODULE – 2: Channels of Marketing and Marketing Research</b>					
Channels of Marketing • Marketing Research- Meaning and Importance • Process of Marketing Research • Types of Marketing Research (15) References Books: (Product, Sales, Consumer and Promotion research) • Marketing Logistics ( Logical objectives for banking and Insurance products)					15 L
<b>MODULE – 3: Consumer in Services marketing</b>					
Consumer Buying Behavior- Meaning and Stimulus Response Model • Decision Making Unit • Importance of Personnel in Services Managing Service Quality • Service Quality Model (CAPS model) • Managing Service Gaps • Major trends in product support service					15 L
<b>MODULE – 4: Advertising and Branding of Services</b>					
Role of Advertisement in Service Marketing • Determining Communication Objectives • Factors in setting marketing communication mix • Web Marketing, Rural Marketing , Social Marketing • Post Sales services strategies					15L
<b>TOTAL</b>					<b>60 Hrs</b>
<b>Tutorial</b>					<b>15 Hrs</b>
<b>TEXT BOOKS</b>					
1	V S Ramaswamy, S Namakumari, "Marketing Management: A Global Perspective Indian Context", Macmillan Publishers, India				
2	Philip Kotler and Kevin Lane Keller, "Marketing Management" , Prentice Hall Of India				
<b>REFERENCE BOOKS</b>					
1	B.R. Bhardwaj S. Goel S.S. Vernekar, "Marketing of Services", Deep and Deep Publications.				

<b>COURSE TITLE</b>	<b>Financial Markets and Instruments</b>			<b>CREDITS</b>	<b>5</b>
<b>Course Code</b>	<b>FY BFS 502</b>	<b>Course Category</b>	<b>Four-Year UG</b>	<b>L-T-P</b>	<b>4:1:0</b>
	<b>COURSE OUTCOMES</b>				<b>BTL/Mapped Module</b>
1.	Examine and explain the Indian Financial System				BTL 3,4 /M1
2.	Categorize Financial Instruments				BTL 3, 4/M1
3.	Discuss banks and merchant banking				BTL 3,4/M3
4.	Compare financial theories of money market				BTL 3,4/ M2
5.	Explore ways to credit Rating				BTL 3,4/M4
<b>Prerequisites: NIL</b>					
<b>MODULE – 1: Indian Financial System</b>					
Financial system, Financial Assets, Financial Intermediaries, Financial Markets, Classification, Components of Financial Market, Financial Instruments, Multiplicity of Financial Instruments.					12 L
<b>MODULE – 2: Money Market :</b>					
Definition, Money Market and Capital Market and their Features, Objectives, Importance of Money Market, Composition of Money Market, Money Market Instruments, Features of Indian Money Market.					12 L
<b>MODULE – 3: Merchant Banking</b>					
Concept -Types -Functions - Trends in Merchant Banking in India - SEBI & Merchant Banking, features, scope and importance of venture capital, Nitin Desai committee on venture capital, Angel investment..					12 L
<b>MODULE – 4: Credit Rating Agencies</b>					
Concept - Functions - Different Credit Rating Agencies - Popular Symbols – SEBI & Credit Rating					12 L
<b>MODULE – 5: Case Studies</b>					
<b>TOTAL</b>					<b>60 Hrs</b>
<b>Tutorial</b>					<b>15 hrs</b>
<b>TEXT BOOKS</b>					
1	Fabozzi: Financial Markets & Institutions, Pearson				
2	Guruswamy: Financial services and Markets, Thomson Learning				
<b>REFERENCE BOOKS</b>					
1	L. M. Bhole, Jitendra Mahakund, Financial Institutions & Markets – Structure, Growth & Innovation; Tata McGraw Hill				

