



बिरसा मुंडा ट्रायबल युनिवर्सिटी Birsa Munda Tribal University

राजपिपला, जि० नर्मदा Rajpipla, Dist. Narmda

Established by Tribal Development Department, Govt. of Gujarat

School of Commerce

B.Com. Programme

Subject Code & Name: BC04MECC03 Banking & Finance – III

Teaching and Evaluation Scheme:

Teaching Scheme				Examination Scheme			
Credits				Component Weightage (%)			
				CCE		SEE	
L	T	P	Total	TH	PWE	TH	PWE
4	0	0	4	50	0	50	0

Programme Name	B.Com
Semester	IV
Course Code	BC04MECC03
Course Title	Banking & Finance – III
Course Content Type (Th./Pr.)	Theory
Course Credit	4
Sessions+ Lab. Per Week	4
Total Teaching/Lab. Hours	60 Hours
* 2 Laboratory = 1 Session	

Learning Objectives

1. To get knowledge regarding different sorts /types of Banks.
2. To be aware regarding the newly introduced Banking Institutions.
3. To aware about the different development plans of Banks.
4. To know about the BANK Financing policies and procedures and practices and also get knowledge of Indian Banking activities

Prerequisites (if any)

Learning Outcomes

After completion of the course, learners will be able to:

1. Understand the various types of banks.
2. Identify the newly introduced Banking Institutions.
3. Use and implement different development plans of Banks.
4. Interpret the BANK Financing policies and procedures.





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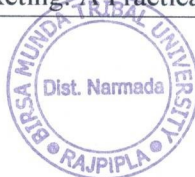
B.Com. Programme

Detailed Contents		
UNIT	TOPIC/SUB-TOPIC	TEACHING HOURS
I	PRIVATE AND MULTINATIONAL BANKS <ul style="list-style-type: none"> ➤ Privatization in Banking Sector ➤ Arguments in favour of Privatization in Banking Sector ➤ Guidelines Of RBI For Private Banks - Banks of The Private Sector ➤ Multinational Banks. 	15
II	INTRODUCTION TO NEW BANKING INSTITUTIONS <ul style="list-style-type: none"> ➤ Meaning And Types of New Banking Institutions; ➤ Detailed Explanation of, (I) Payment Banks (II) Small Finance Banks (III) Mudra Bank (IV) Mahila Bank (V) Local Area Bank (Lab) 	15
III	DEVELOPMENT PLANS OF BANK <ul style="list-style-type: none"> ➤ Introduction - Merchant Travelling Banking - Deposit Insurance Scheme - Mutual Funds - Modernization in The Banking Sector - NBFCs - Development of NBFCs - Extent of Online Banking 	15
IV	BANK FINANCE <ul style="list-style-type: none"> ➤ Meaning and Importance. - Objectives Of Finances - Types of Finance in Reference to Securities - Different Types of Securities - Government and Stock Exchange Securities - Land and Building - Documents of Goods' Life and Entitlement of Goods' Insurance Policy - Debtors Fixed Deposits 	15

Text Book(s)

Reference Books

1. Chaffey, D., Chadwick, F. E., Johnston, K., & Mayer, R. (2008). Internet Marketing: Strategy, Implementation, and Practice. New Jersey: Pearson Hall.
2. Frost, R. D., Fox, A., & Strauss, J. (2018). E- Marketing. Abingdon: Routledge.
3. Gupta, S. (2018). Digital Marketing. Delhi: Tata McGraw Hill Education.
4. Kapoor, N. (2018). Fundamentals of E-Marketing. Delhi: Pinnacle India.
5. Kotler, P., Kartajaya, H., & Setiawan, I. (2017). Digital Marketing: 4.0 Moving from Traditional to Digital. New Jersey: John Wiley & Sons.
6. Ryan, D., & Calvin, J. (2016). Understanding Digital Marketing: Marketing Strategies forengaging the Digital Generation. London: Kogan page.
7. Blanchard, O. A. (2011). Social Media ROI: Managing and Measuring Social Media Efforts in Your Organisation. Indianapolis: Que Publishing.
8. Charlesworth, A. (2018). Digital Marketing: A Practical Approach. Abingdon: Routledge.





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9. Gay, R., Charlesworth, A., & Esen, R. (2007). Online Marketing: A Customer-led Approach. Oxford: Oxford University Press.
10. Tasner, M. (2015). Marketing in the Moment: The Digital Marketing Guide to generating more sales and reaching your customer first. London: Pearson.

Web Resources

L:: Lecture, **T::** Tutorial, **P::** Practical

CCE:: Continuous and Comprehensive Evaluation

(CCE Theory includes Mid Semester Examination, Assignment, MCQ quizzes, Seminar, Reflective notes, class participation, case analysis and presentation, slip tests (announced/surprised), attendance etc. or any combination of these)

PWE:: Practical Work Examination

(PWE includes Laboratory practical work, project work, viva simulation exercise work etc.)

SEE:: Semester End Evaluation

