

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

Effective From Academic Year 2008-09

DIPLOMA PROGRAM STRUCTURE

SECTION V

1. DIPLOMA IN INSURANCE BUSINESS (DIB)
 2. DIPLOMA IN COMPUTER-BASED ACCOUNTING (DCBA)
 3. DIPLOMA IN BUSINESS STATISTICS & COMPUTER APPLICATIONS (DBSCA)
 4. DIPLOMA IN COST ACCOUNTING (DCAC)
 5. DIPLOMA IN INVENTORY AND STORE ACCOUNTING (DISA)
 6. DIPLOMA IN BANKING AND FINANCE (DBF)
 7. DIPLOMA IN INTERNATIONAL BUSINESS (DINB)
 8. DIPLOMA IN FINANCIAL SERVICES (DFS)
- i) All diplomas here suggested are post-graduate (diploma) programs and are proposed to be run in the annual scheme
- ii) Unless otherwise decided, each individual course carries a weightage of 100 marks.

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

CHAPTER XII

DIPLOMA IN INSURANCE BUSINESS (DIB)

Course Structure

- DIB 1.1 Principles of Life Insurance
- DIB 1.2 Fire & Marine Insurance
- DIB 1.3 Property and Liability Insurance
- DIB 1.4 Insurance Finance and Administration

DIPLOMA IN INSURANCE BUSINESS (DIB)

COURSE INPUT DETAILS

DIB 1.1 PRINCIPLES OF LIFE INSURANCE

Objective

To provide an understanding of the principles of life insurance and their relevance.

Course Inputs

1. **Introduction:** Need for security against economic difficulties, risk and uncertainty; Individual life insurance -nature and uses of life insurance; Life insurance as a collateral, as a measure of financing business continuation, as protection of property, and as a measure of investment.
2. **Life Insurance Contract:** Distinguishing characteristics; Utmost good faith; Insurable interest; Caveat emptor; Unilateral and allegory nature of contract; Proposal and application form; Warranties; Medical examination; Policy construction and delivery; Policy provision; Lapse; Revival; Surrender value; Paid-up policies; Maturity, nomination, and assignment; Suicide and payment of insured amount; Loan to policy holders.
3. **Life Insurance Risk:** Factors governing sum assured; Methods of calculating economic risk in life insurance proposal; Measurement of risk and mortality tables. Calculation of premium; Treatment of sub-standard risks; Life insurance fund; Valuation and investment of surplus; Payment of bonus.
4. **Life Insurance Policies:** Applications in different situations; Important life insurance polices; Life insurance annuities; Important legal provisions and judicial pronouncements in India.
5. **Life Insurance Salesmanship:** Rules of agency; Essential qualities of an ideal insurance salesman; Rules to canvas business from prospective customers; After-sale service to policy holders.

References

- Mishra, M.N.: Insurance - Principles and Practice, S. Chand & Co, Ltd., New Delhi.
 Life Insurance Corporation Act, 1956, G.O.I.
 Gupta, O.S.: Life Insurance, Frank Brothers, New Delhi.
 Balachandran, S.: Customer-Driven Services Management, Response Books (A division of Sage Publications), New Delhi.
 Vinayakam, N.M. Radhasamy and S.V. Vasudevan. Insurance -Principles and Practice, S.Chand & Co. Ltd., New Delhi.
 Mishra, M.N.: Life Insurance Corporation of India, I, II, III Vol., Raj Books & Subscription, Jaipur.

DIB 1.2 FIRE AND MARINE INSURANCE

Objective

To give exposure to the provisions of fire and marine insurance and their increasing importance.

Course Inputs

1. **Fire Insurance Contract:** Origin of fire insurance; Its nature, risks, hazards, and indemnity; Legal basis, stipulation, and conditions; Contracts; Full disclosure of material facts; Inspection and termination of coverage.
2. **Fire Insurance Policies:** Issue and renewal of policies; Different kinds; Risks covered; Recovery of claims; Insurer's option; Ex-gratia payment and subrogation; Policy conditions; Hazards not covered; Contribution and average; Re-insurance, double insurance, and excess insurance. Types of fire protection policies.
3. **Marine Insurance Contract:** Origin and growth; History of Lloyds; Evaluation of marine insurance business in India; Basic elements -insurable interest, utmost good faith, implied warranties; Policy document; Types of marine insurance contract -freight, cargo and vessel; Procedure for obtaining *marine* protection policy; Marine policies and conditions; Nature of coastal marine
4. **Marine Losses:** Total loss, partial loss, particular average loss, and general average loss; Preparation of loss statement; Payment of marine losses -requirement of the insured, documents needed, procedure for presentation of claim; Valuation of loss salvage; Limits of liability; Attachment and termination of risk.
5. **General Insurance Corporation and Other Insurance Institutions:** Working of GIC in India, Types of risks assumed and specific policies issued by ECGC and private sector insurers.

References

Mishra, M.N.: Insurance - Principles & Practice, S. Chand & Co. Ltd., New Delhi.

The Marine Insurance Act, 1963. G.O.I.

Vinayakam, N.M. Radhasamy and S.V. Vasudevan: Insurance -Principles and Practice, S.Chand & Co. Ltd. New Delhi.

DIB 1.3 PROPERTY AND LIABILITY INSURANCE

Objective

To provide an understanding of the need and significance of such insurance and their modus operandi.

Course Inputs

1. **Introduction:** Risk and insurance; Insurable and non-insurable risks; Nature of property and liability insurance, Crop and cattle insurance; Types of liability insurance; Reinsurance.
2. **Basic Concepts of Liability Insurance:** a) Basic concepts -Specific and all risk insurance; Valuation of risk; Indemnity contracts and specific value contracts; Average and contribution; Excess and short insurance careers, b) Liability insurance - Procedure for obtaining liability insurance; Legal position of insurance agent; Construction and issue of policy; Records of liability insurance; Policy conditions.
3. **Types of Liability Insurance Policy:** Dwelling property losses; Business interruption and related losses; Theft insurance contracts; Budgetary covers; Auto insurance; Medical benefit insurance; Dishonesty, disappearance, and destruction insurance; Personal and residential insurance; Boiler machinery insurance; Commercial enterprises and industrial property insurance.
4. **Insurance Problems of Institutions:** Insurance problems of educational and religious institutions -hospitals, clubs, and associations; Professional package contracts; Errors and omissions insurance; Professional liability insurance; Accounts liability insurance; Limits on amount of insurance. Marketing and underwriting of liability insurance; Finance of liability insurance.
5. **Adjustment of Losses and Claims Compensation:** Nature of losses and their adjustment; Procedure of adjustment; Functions of adjuster; Responsibilities of adjusters; Survey of losses; Procedure for preparing claims statements; Documents in use in claim settlement; Requirements of the insured in the event of loss; Apportionment and loss valuation; Statutory control over liability insurance in India; Liability policies issued by the insurers.

References

Mishra, M.N.: Insurance - Principles & Practice, S. Chand & Co. Ltd., New Delhi. The General Insurance Business (Nationalisation) Act, 1972.

Vinayakam , N., M. Radhasamy and S.V. Vasudevan: Insurance -Principles and Practice. S.Chand & Co. Ltd., New Delhi.

DIB 1.4

Objective

To provide an understanding of the process of administering insurance finance.

Course Inputs

1. **Introduction:** Law of probability; Forecast of future events; Construction of mortality tables; Mortality tables for annuities.
2. **Premium Determination:** Basic factors; Use of mortality tables in premium determination; Interest, compound interest functions; Net and gross premium; Mode of periodical premium payment; Mode of claim payment; Benefit to be provided; Mode of loading for expenses; Gross premium -general considerations, insurer's expenses; Margin adjusting; Premium for term insurance; Temporary insurance; Endowment insurance; Level and natural premium plan; Premium calculation for annuities, life and other policies; Elementary study of actuarial valuation.
3. **Reserves and Surplus:** Nature, origin, and importance of reserves and funds in life and property insurance; Retrospective and prospective reserve computation; Statutory regulation of reserves; Nature of surrender value; Concept and calculation of surrender value; Standard non-forfeiture law; Non-forfeiture value; Reduced paid up values; Settlement options; Automatic premium loan; Nature and source of insurance surplus; Special form of surplus; Distribution of surpluses -extra dividend, residuary dividend; Investment of surplus and reserves -basic principles. Investment policy of LIC and GIC in India as specific cases.
4. **Administration:** Present administrative set up of General Insurance Corporation of India, Life Insurance Corporation of India, Provident Fund Societies, and other organizations doing insurance business; Establishment and control of branches; Machinery for decision making used by insurance organizations; Statutory administrative provisions,
5. **Legislation:** Detailed study of Life Insurance Corporation of India Act, 1956, General Insurance Corporation of India Act, 1976, Export Credit and Guarantee Corporation Act - with particular reference to Life fund, other insurance funds, annual and periodical valuation of surplus bonus to anticipating policies; Investment regulations; Agency rules; Performance evaluation; A brief study of Indian Insurance Act, 1938; Role of Insurance Development and Regulatory Authority (IRDA) of India.

References

Mishra, M.N.: Insurance - Principles & Practice, S. Chand & Co. Ltd., New Delhi.

Study of LIC Act and other relevant Acts & IRDA

Vinayakam , N., M. Radhasamy and S.V. Vasudevan: Insurance -Principles and Practice, S.Chand & Co. Ltd., New Delhi

Singh, S.P.: Investment Pattern of the Life Insurance Corporation of India, Sahitya Bhavan, Agra.

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CHAPTER XIII

DIPLOMA IN COMPUTER BASED ACCOUNTING (DCBA)

Course Structure

DCBA 2.1	Computer and its Applications
DCBA 2.2	Computer Languages and Programming
DCBA 2.3	Financial and Cost Accounting
DCBA 2.4	Management Accounting with Computers

DIPLOMA IN COMPUTER BASED ACCOUNTING (DCBA)

COURSE INPUT DETAILS

DCBA 2.1 COMPUTER AND ITS APPLICATIONS

Objective

To familiarize students with the basics of computers and their general applications,

Course Inputs

1. **Basics of Computer and Data Representation:** Representation of characters and integers; Number systems -binary, octal, decimal, hexadecimal, and their conversions; Input-output units.
2. **Computer Memory:** Physical devices to construct memories; Processor; Binary arithmetic; Binary addition, subtraction, multiplication, and division; Floating point representation and integer representation.
3. **Computer Languages:** Assembly and high level languages; Batch multi-programming; Time sharing and on-time and real-time operating systems.
4. **Computers -Generation and Classification:** Computers and communications; Computer graphics; Display technologies and display devices.
5. **Computer Applications** in business, industry, space technology, and public utilities; Social issues in computer applications.
6. **ERP concept and its uses.**

References

Garg, Vinod Kumar: Enterprise Resource Planning: Concepts and Practice. Prentice Hall of India, New Delhi.
Tanenbaum, Andrew S.: Structural Computer Organization, Prentice-Hall of India Ltd., New Delhi. Triebel, Walter A., and Singh, Avtar: The 8088 and 8086 Microprocessors: Programming, Interfacing, Software, Hardware and Applications, Prentice Hall of India Ltd., New Delhi.

DCBA 2.2 COMPUTER LANGUAGES AND PROGRAMMING

Objective

To provide elementary exposure to popular computer languages and programming.

Course Inputs

1. Flow Charting and Algorithm Programming using C.
2. Basic Knowledge of following languages with suitable packages:
 - i) Languages C, C++
 - ii) Packages Oracle, D2K 3
3. Elementary ideas of programming on the basis of C, Oracle, D2K (SQL/PSQL) for solving accounting problems in day-to-day business operations such as:
 1. Pay Rolls
 2. P.F. Accounts
 3. Inventory Records
 4. Receivable Accounts
 5. Payable Accounts
 6. Various Kinds of Vouchers

References

Kolste: ORACLE Power Objects Handbook, Tata McGraw Hill Publishing Co., New Delhi.
Balagurusamy, E.: Programming in Ansi C, Tata McGraw Hill Publishing House, New Delhi. Muller:
Oracle Developer 2000 Handbook, Tata McGraw Hill Publishing Co., New Delhi. Urman: Oracle
8PL/SQL Programming, Tata McGraw Hill Publishing Co., New Delhi.

DCBA 2.3 FINANCIAL AND COST ACCOUNTING

Objective

To acquaint students with the use of computers in the area of financial and cost accounting.

Course Inputs

1. **Financial Accounting System:** Financial transactions; Books of original entry -ledger, trial balance; Financial statements -profit and loss accounts and balance sheet. Practical knowledge on Wings Accounting and Wings Trade (Softwares).
2. **Use of software packages of various types of obtain financial accounting output** for the following:
 1. Day books
 2. Journals
 3. General Ledger
 4. Subsidiary Ledger
 5. Trial Balance
 6. Balance Sheet
 7. Profit and Loss Account
 8. Other statements
3. **Cost Accounting System:** Elements of cost; Classification; Cost sheet; Cost accounting methods and techniques.
4. **Use of Software Packages of various types to obtain cost accounting outputs** like the following:
 1. Analysis of cost -cost centres wise
 2. Analysis of cost -cost elements wise
 3. Allocation of overheads
 4. Apportionment of overheads
 5. Preparation of cost sheet
 6. Variable and fixed costs -BEP, PA/ analysis
 7. Standard cost and variance analysis
 8. Differential cost

References

- Kishore, Ravi M.: Cost Accounting, Taxmann Publications Ltd., New Delhi.
- Iyenger, S.P.: Cost Accounting -Principles and Practice, Sultan Chand & Sons, New Delhi.
- Gupta R.L. and Radhaswamy, M.: Advanced Accountancy, Sultan Chand & Sons, New Delhi.
- Software manuals.
- Accounting Softwares: Tally, Miracle, Tata EXE, etc.

DCBA 2.4 MANAGEMENT ACCOUNTING WITH COMPUTERS

Objective

To provide exposure to the use of computers in the area of financial and cost accounting.

Course Inputs

1. **Management Accounting:** Concept, organization, scope and functions.
2. **Management Information System:** Accounting techniques and reports.
3. **Use of various software packages** to obtain different management accounting outputs for the following:
 1. Fund flow statement
 2. Ratio analysis
 3. Budget and budget variances
 4. Analysis of account payable, account receivable and sales.
 5. Inventory control
 6. Projected financial statements
 7. Cash forecasting
 8. Standard costing
 9. Marginal costing

References

Maheshwari, S.N.: Management Accounting and Financial Control, Sultan Chand & Sons, New Delhi.
Nigam and Sharma: Cost Accounting - Theory, Problems and Solutions, Himalaya Publishing House, Delhi.
Hingorani, N.L.: Management Accounting, Sultan Chand & Sons, New Delhi.
Software manuals
Accounting Softwares: Tally, Miracle, Tata EXE, etc.

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CHAPTER XV

DIPLOMA IN BUSINESS STATISTICS AND COMPUTER APPLICATIONS (DBSCA)

Course Structure

- DBSCA 4.1 Business Economics and Statistics
- DBSCA 4.2 Fundamentals of Computer & Computer Languages
- DBSCA 4.3 Quantitative Methods for Business
- DBSCA 4.4 Computer Applications in Business

DIPLOMA IN BUSINESS STATISTICS & COMPUTER APPLICATIONS (DBSCA)

COURSE INPUT DETAILS

DBSCA 4.1 BUSINESS ECONOMICS AND STATISTICS

Objective

To familiarize students with the popular concepts of economics and statistics.

Course Inputs

A) PART-I (Economics)

1. **Introduction:** Nature and scope of economics.
2. **Utility Analysis:** Concept of utility; Marginal and total utility; Law of diminishing marginal utility; Law of equi-marginal utility.
3. **Demand Analysis:** Law of demand; Elasticity of demand; Methods of measuring elasticity; Demand forecasting -methods and importance.
4. **Indifference Curve Analysis:** Definition; Properties; Price line; Price, substitution and income effects; Derivation of demand curve; Comparison with utility analysis.
5. **Revealed Preference Theory:** Meaning and importance; Superiority over indifference curve analysis.
6. **Cost Theory:** Types of costs -short and long run cost functions.
7. **Market Conditions:** Price determination under perfect and imperfect competitions.
8. **Environment:** Social responsibility of business; Business ownership and size of public enterprises; Government and business.

B) PART-II (Statistics)

1. **Data Collection and Methods:** Data collection; Sources of data collection: Questionnaire, schedule, interview, and observation methods; Classification and tabulation of data.
2. **Sampling:** Meaning, importance, and limitations; Techniques of sampling.
3. **Statistical Measures:** Mean, median, mode, dispersion, correlation and regression, and index numbers; Linear programming.

References

Hooda, R.P.: Statistics for Business Economics, Macmillan India Ltd., New Delhi,
 Ghosh, P.K.: Business and Government, Sultan Chand & Sons, New Delhi.
 Sundharam, K.P.M.: Economic Analysis, Sultan Chand & Sons, New Delhi. Gupta,
 S.P.: Statistical Methods, Sultan Chand & Sons, New Delhi. Ahuia, H.L.,
 :Advanced Economic Theory, S. Chand & Co., New Delhi.

DBSCA 4.2 FUNDAMENTALS OF COMPUTER AND COMPUTER LANGUAGES

Objective

To acquaint students with the fundamentals of computer and its languages.

Course Inputs

1. **Generations, types**, and classification of computer; Basic anatomy of computer -input unit, C.P.U., auxiliary memories, output unit; Classification and characteristics of memories.
2. **Data Representation -Integer and Real:** Number system -binary, octal, decimal and hexadecimal; Conversion to another system; Operations on number systems.
3. **C Language Programming:** Representation of numeric and non-numeric data; Constants and variables; Arithmetical expressions; Relational expressions and their evaluation by using rules and hierarchy; Assignment statements (LET: READ-DATA, INOUT); Simple output statements; PRINT STATEMENT; PRINT format; Commas control; Semi-colon control; TAB control, PRINT USING statement.
4. **Control Structure:** Sequencing; Alternation; Interaction (e.g. GOTO, IF-THEN, IN-ON-GOTO, FOR-NEXT statements).
5. **Arrays:** Subscripted variables; One dimensional and two dimensional arrays; DIM statement and manipulation of two dimensional arrays (e.g. Matrix addition, multiplication, transpose, etc.).
6. **Subroutines, File Processing, and File Handling:** Single line functions; Multi-line functions; Different types subroutines; GO SUB, GABL, SULEXIT, SUBEND statements; Handling sequential and random files.
7. RDBMS/ORACLE
8. MS Office (Word, Excel, Access).

References

Hansen, Gary W., and James V. Hansen: Database Management and Design, Prentice-Hall of India, New Delhi.
 Kakar and Sharma: Introduction to Computer System and Applications, Himalaya Publishing House, Delhi.
 Saravanavel & Sumathi: Computer Languages for Management, Himalaya Publishing House, Delhi.
 Balagurusamy, E.: Programming in Ansi C. Tata McGraw Hill Publishing Co., New Delhi.
 Kolste: ORACLE Power Objects Handbook, Tata McGraw Hill Publishing Co., New Delhi.
 Nelson, Stephen L.: The Complete Reference Office 2000, Tata McGraw Hill Publishing Co., New Delhi.

DBSCA 4.3 QUANTITATIVE METHODS FOR BUSINESS

Objective

To expose students to the need, importance, and uses of quantitative methods.

Course Inputs

1. **Law of Derivation:** Chain rule; Repeated derivation; Single integration method; Partial differentiation; Maxima and Minima Theory for single variable.
2. **Vectors and Matrices:** Definition; Types of matrices; Determinant of a matrix; Rank of a matrix; Inverse of a matrix; System of linear equation and their solutions using Cramer's rule and matrix inverse method.
3. **Elementary Probability Theory:** Definition of probability; Additive and multiplicative theorems; Law of probability; Baye's theorem.
4. **Theoretical Distributions:** Binomial, Poisson, and normal distributions; Their properties and business applications; Estimation; Properties of a good estimator; Methods of estimation -maximum estimates.
5. **Simple Correlation between two variables:** Karl Pearson's coefficient of correlation; Simple regression: Multiple and partial correlation coefficients; Multiple Regression.
6. **Time Series Analysis:** Components of time series; Estimation of trend by moving average method, semi average method, and least square method (fitting straight line only).
7. **Hypothesis Testing:** Introduction; Procedure of testing hypothesis; Tests of significance for large and small samples; Z tests, t-tests, Chi-square tests, F-tests.
8. **Analysis of Variance:** One way and two way analysis of variance.

References

- Hooda R.P.: Statistics for Business and Economics, Macmillan India Ltd., New Delhi.
- Kothari, C.R.: Research Methodology -Methods and Techniques, Wishwa Prakashan, New Delhi.
- Balagurusamy: Computer Oriented Statistical and Numerical Methods, Macmillan India Ltd., New Delhi.
- Sancheti, D.C. and Kapoor, V.K.: Mathematics and Statistics, Sultan Chand & Sons, New Delhi.
- Gupta, S.P.: Statistical Methods, Sultan Chand & Sons, New Delhi.
- Shenoy: Statistical Methods in Business and Social Sciences, Macmillan India Ltd. New Delhi.

DBSCA 4.4 COMPUTER APPLICATIONS IN BUSINESS

Objective

To acquaint students with the uses of computers in the field of business.

Course Inputs

PART-I (Fundamentals of Accounting System)

1. **Preparation of Ledger** and Trial Balance; Preparation of Trading and Profit & Loss Account and Balance sheet. Practical knowledge on Wings Accounting and Wings Trade (Softwares).
2. **Depreciation Accounting:** Analysis and interpretation of financial statements -use of ratio analysis, trend analysis, and common size financial statements analysis.
3. **Inventory Control:** Procedure for acquiring materials; Inventory control techniques; Introduction to cost accounting and control concepts.
4. **Marginal Costing** -cost-volume-profit analysis, break-even analysis, and decision-making; Standard costing and variance costing; Preparation of budget and budgetary control; Methods of capital investment decision making: Pay back period, average rate of return, net present value, and internal rate of return. Management information system (M.I.S.); Job costing.

PART-II (Computer Applications)

1. C and data structure programming
2. C++/OOP C++
3. OOP visual basic

References

- Maheshwari, S.N.: Management Accounting and Financial Control, Sultan Chand & Sons, New Delhi.
- Hingorani, N.L.: Management Accounting, Sultan Chand & Sons, New Delhi.
- Nigam and Sharma: Cost Accounting -Theory, Problems and Solutions, Himalaya Publishing House, Delhi.
- Trembly, Jean Paul and Sorenson. Paul G.: An Introduction to Data Structures with Applications, Tata McGraw Hill Publishing Co., New Delhi.
- Balagurusamy, E.: Object Oriented Programming with C++, Tata MacGraw Hill Co. Ltd. New Delhi.
- Cornell: Visual Basic 6: From the Ground up, Tata MacGraw Hill, Publishing Co. New Delhi.

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CHAPTER XVI

DIPLOMA IN COST ACCOUNTING (DCAC)

Course Structure

DCAC 5.1 Production Management

DCAC 5.2 Cost Records & Overheads

DCAC 5.3 Costing Method & Techniques

DCAC 5.4 Cost & Management Audit

DIPLOMA IN COST ACCOUNTING (DCAC)

COURSE INPUT DETAILS

DCAC 5.1 PRODUCTION MANAGEMENT

Objective

To familiarize students with the various aspects of production management and their significance.

Course Inputs

1. **Introduction:** Planning, implementation, and control; Line and staff organization; Functional organization; Harmonious execution of responsibilities by workers, foremen and management; Various types of control.
2. **Material and Units of Measurement:** Cast iron, mild steel, alloy steel, aluminum, copper, brass and bronze. Length, mass, time, velocity, acceleration, force, momentum, moment of force and couple, work and energy, electricity.
3. **Plant Layout, Stores and Maintenance:** Factory location and site selection; Plant layout and design; Working conditions; Location and arrangement of stores and tools room; Duties of store-keeper and tool keeper; Cost of breakdown; Repair maintenance; Cost of preventive maintenance.
4. **Production Planning and Control:** Objectives and functions; Routing, scheduling, dispatching, and expending; Quality assurance; Process and inspection -oriented quality control; Quality circles.
5. **Cost Control and Cost Reduction Techniques:** Time and method studies; Standard time calculation; Value engineering and analysis; Network analysis and linear programming.

References

- Wadhwa, Raj K., Jimmy Dowar and P. Bhaskara Rao: Production Management and Inventory Control, Kanishka Publishers, New Delhi.
- Aswathappa and Sridhara Bhatt: Production and Operations Management. Himalaya Publishing House, Delhi.
- Chunawalla and Patel: Production and Operations Management, Himalaya Publishing House, Delhi.
- Lallan Prashad: Production Management, Sterling Publishers, New Delhi.
- Muhlamann: Production and Operations Management, Macmillan India Ltd., New Delhi.

OCAC 5.2 COST RECORDS AND OVERHEADS

Objective

To enable the students to learn the mechanics of cost records and management of cost.

Course Inputs

1. **Material Accounting and Control:** Store ledgers; Material abstract; Computation of material cost per unit of output; Inventory management and Inventory control, including detection, location, and prevention of slow materials; Cost of reporting and non-moving or obsolete materials.
2. **Labour Cost and Remuneration:** Time recording; Fixation of standard time; Labour cost rates; Measures of performance and cost; Idle time; Overtime; Labour turnover; Principles and methods of remuneration; Various wage payment and incentive systems; Work study; Job evaluation; Merit rating.
3. **Overheads Allocation:** Bases of classification; Ascertainment, allocation, appointment, and absorption of overheads.
4. **Accounting Treatment of Overheads:** Factory, selling, distribution, administration, research and development costs; Under and over absorption of overheads; Reports for control of overhead costs.
5. **Special Issues:** Capacity costs; Treatment of depreciation, interest in cost and income tax; Concept of productivity and its measurement; Cost accounting standards; Activity-based costing.

References

- Maheshwari, S.N.: Advanced Management Accounting, Sultan Chand & Sons, New Delhi.
- Homgren, Charles, Foster and Datear: Cost Accounting -A Managerial Emphasis, Prentice-Hall of India, New Delhi.
- Prashad, N.K.: Cost Accounting for Planning and Control, Prentice Hall of India, New Delhi.
- Nigam, B.M. Lall and I.e. Jain: Cost Accounting -Principles and Practice, Prentice Hall of India, New Delhi.
- Hingorani, N.L.: Management Accounting, Sultan Chand & Sons New Delhi.

DCAC5.3 COST METHOD AND TECHNIQUES

Objective

To provide an understanding of the various costing methods and their suitability.

Course Inputs

1. **Job Order Costing:** Job costing; Batch costing; Contract costing.
2. **Mass Costing:** Unit costing; Process costing; Operation costing; Multiple costing; Byproduct and joint product costing.
3. **Variable Costing:** Income statements under absorption and variable costing, cost-volume -profit analysis; Break-even and shut down points for managerial decisions.
4. **Budgetary Control and Standard Costing:** Budgetary process and types of budgets; Static vs flexible budgeting, programme and performance budgeting, and zero-base budgeting; Standard costing - concepts of standard cost, setting up of standards and variance analysis. Practical knowledge on Wings Accounting and Wings Trade (Softwares).
5. **Responsibility Accounting and Reporting:** Establishment of responsibility centres; Controllable and non-controllable costs; Reporting and presentation of information to different levels of management.

References

- Nigam, B.M. Lai and I.C. Jain: Cost Accounting: Principles and Practice, Prentice Hall of India, New Delhi.
- Maheshwari, S.N.: Principles of Cost and Management Accounting, Sultan Chand S Sons, New Delhi
- Nigam, and Sharma: Cost Analysis and Control -A Management Approach, Himalaya Publishing House, Delhi.
- McEntegart, B.C.: Costing and Budgeting Control, Atlantic Publishers and Distributors, New Delhi.
- Saxena, V.K. and Vashist, CD.: Adanced Cost and Management Accounting, sultan Chand & Sons, New Delhi.

DCAC 5.4 COST AND MANAGEMENT AUDIT

Objective

To provide an understanding of the basics of cost and management audit.

Course Inputs

1. **Introduction:** Meaning, necessity, and types of audit; Generally accepted auditing principles and techniques; Standard auditing practices.
2. **Cost Audit:** Characteristics, scope, and functions of cost audit; Benefits and limitations; Provisions of cost audit in Companies Act; Cost audit rules.
3. **Cost Audit Procedure:** Cost accounting rules for various industries; Cost audit programme and procedure; Cost audit reports.
4. **Management Audit:** Management audit vis-a-vis financial audit and cost audit; Audit of various operations and management functions.
5. **Government and Tax Audit:** Audit of government departments and public sector undertakings; Tax audit under Income Tax Act.

References

Maheshwari, S.N.: Advance Cost Accounting, Sultan Chand & Sons, New Delhi.

Kishore, Ravi M.: Advanced Management Accounting, Taxmann Publications, New Delhi.

Batra, G.S.: Auditing and Contemporary Accounting: New Horizons, Deep and Deep Publications, New Delhi.

Arun Kumar and Rachna Sharma: Auditing: Theory and Practice, Atlantic Publishers, New Delhi.

Iyenger, S.P.: Cost Accounting -Principles and Practice, Sultan Chand & Sons, New Delhi.

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

CHAPTER XVII

DIPLOMA IN INVENTORY & STORE MANAGEMENT (DISA)

Course Structure

DISA 6.1	Inventory Management
DISA 6.2	Inventory Control
DISA 6.3	Inventory Purchase & Receipt Accounting
DISA 6.4	Inventory Holding & Issue Accounting

DIPLOMA IN INVENTORY AND STORE ACCOUNTING (PISA)

COURSE INPUT DETAILS

DISA 6.1 INVENTORY MANAGEMENT

Objective

To familiarize students with the significance of inventories as a component of working capital.

Course Inputs

1. **Introduction:** Concept, meaning, kinds, and components of inventory; Functions of inventory; Importance of inventory management; Factors influencing inventory; Lead time; Relevant costs -cost of ordering, cost of carrying inventory, overstocking cost; Service lever and treatment of obsolete and scraps.
2. **Evaluation of Inventory Management:** Organization; Manpower planning; Methods of evaluation; Inventory turnover; Setting norms and reporting; Inventory problems
3. **Working Capital and Inventory Management:** Inter-relationship; Profitability and inventory; Operating cycles; Liquidity requirements; Inventory and working capital ratio; Financing inventory.
4. **Inventory System Design and Implementation:** Continuous v/s intermittent production system -inventoriable v/s non-inventoriable systems.
5. **Computers and Inventory Problems:** Use of estimated data; Production runs; Constant and variable usage; Human judgement and digital control.

References

As given at the end of Course IV

DISA 6.2 INVENTORY CONTROL

Objective

To make students aware of important tools of inventory control and their relevance..

Course Inputs

1. **Introduction:** Need, records and control approaches -tabulation approach, graphic, formula approach, and limitations; Divergence of functional viewpoint; Cost associated with control; Formal and informal control methods including eyeball and tag system.
2. **Inventory Control Problems:** Economic order quantity -make and buy; Order period, Size of order -Q system -P system; Determination of re-order point and safety stock; Limiting factors in constructing mathematical models -EOQ, EOP, ROP, and **B**.
3. **Statistical Techniques in Inventory Control:** Mean, mode, median, standard deviation, normal distribution, forecasting techniques -time series analysis, correlation and regression analysis.
4. **Non-Statistical Techniques:** Continuous vs intermittent production system -inventoriable vs non-inventoriable systems; Scheduling reduction; Line balancing inventory; Inventory audit.
5. **Inventory Projection:** Construction of network; Basic elements of CPM and PERT; Top-down-bottom VPP methods.

References

As given at the end of Course IV

DISA 6.3 INVENTORY PURCHASE AND RECEIPT ACCOUNTING

Objective

To provide understanding of the process of inventory purchase and accounting.

Course Inputs

1. **Purchase of Inventories:** Purchase procedure; Purchase requisition; Locating sources of inventories and supplies; Request for quotations; Purchase enquiry and tenders; Purchase orders; Vendor rating and vendor development and negotiations.
2. **Receiving and Inspection of Inventories:** Receiving and inspection procedure; Recording purchase and presentation of bills and payment of bills; Pricing of receipts; Goods returned to suppliers; Storage of receiving inventories; Functions of receiving department; Record keeping in purchasing; Store records and documents.
3. **Ethics in Purchasing:** Make or buy decisions; Legal aspects of purchasing; Import regulations; Value analysis.

References

As given at the end of Course IV

DISA 6.4 INVENTORY HOLDING AND ISSUE ACCOUNTING

Objective

To acquaint students with the system of holding inventories and issue accounting.

Course Inputs

1. **Inventory Holding:** Inventory size; Inventory costs -ordering cost, carrying cost, depletion cost; Insurance items; Cost per unit; Lead time; Safety levels; Replacement of inventory models.
2. **Inventory as Component of Other Assets:** Socio-economic significance of inventories; Economic significance of individual items; Standardisation of inventory.
3. **Store-keeping:** Functions; Location; Organization; Classification and codification.
4. **Methods of Pricing:** Actual cost methods -FIFO, LIFO, BSM, HIFO, NIFO, APM, SAP, PSA, WAP; Standard price methods; Market price method; Replacement price method; Inflated price method; Pricing of returns. Practical knowledge on Wings Accounting and Wings Trade (Softwares).
5. **Inventory Issue Accounting:** Recording price under different methods of pricing at issue; Material inventory requisition; Inventory return note; Bill of materials; Adjustment of value of returns; Treatment of loss of inventory.

References

Gopalakrishnan, P. and M. Sundaresan: Materials Management: An Integrated Approach, Prentice Hall of India, New Delhi. Panneerselvam, R.: Production and Operations Management, Prentice Hall of India, New Delhi. Ray, Rubeen: Store Management, Himalaya Publishing House, Delhi. Chunawalla and Patel: Production and Operations Management, Himalaya Publishing House, Delhi. Gopalkrishna and N.S. Shandilya: Inventory Management: Text and Cases, Prentice-Hall of India, New Delhi. Kakar and Sharma: Introduction to Computer System and Applications, Himalaya Publishing House, Delhi. Manjunath, Rao and Madan: Programming and Computer Organization, Himalaya Publishing House, Delhi. Satyanarayana and Lalitha Raman: Management Operations Research, Himalaya Publishing House, Delhi. Reddy, OR.: Quantitative Methods of Managerial Decision, Himalaya Publishing House, Delhi. Prashad, N.K.: Cost Accounting for Planning and Control, Prentice Hall of India, New Delhi. Kishore, Ravi M.: Advanced Cost Accounting and Cost Systems, Taxmann Publications, New Delhi. Saxena, V.K. and Vashist, CD.: Advanced Cost and Management Accounting, Sultan Chand & Sons, New Delhi.

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CHAPTER XVIII

DIPLOMA IN BANKING & FINANCE (DBF)

Course Structure

- DBF 7.1 Bank Management
- DBF 7.2 Bank Lending: Policy & Techniques
- DBF 7.3 Banking Operations & Procedures
- DBF 7.4 Foreign Exchange & Financing of Foreign Trade

DIPLOMA IN BANKING & FINANCE (DBF)

COURSE INPUT DETAILS**DBF 7.1 BANK MANAGEMENT****Objective**

To provide an understanding of the nature and functioning of banks.

Course Inputs

1. **Nature of Banking Business:** Banking and other financial institutions in India; Official regulations and control over banks and other financial institutions; Socio- economic environment and socio obligations of banks in India; An overview of monetary system in India.
2. **Organizing and Managing Banks:** Alternative organizational structures of banks; Forms of banking -unit banking, branch banking, group banking, chain banking, satellite and affiliate banking, and correspondent banking; Organizational structure of banks and relative advantages and disadvantages.
3. **Financial Management in Commercial Banks:** Management of liabilities; Management of assets; Expenditure control and profitability.
4. **Process of Bank Management:** Planning; Organizing; Co-ordination; Motivation: Control.
5. **Organisational Structure of Commercial Banks in India:** Departmental set-up; Delegation of authority, internal control and information system.
6. **Manpower Planning:** Employee selection; Appraisal and promotion.
7. Banking education, training and research.
8. Branch location, policies, and decisions.
9. Management of rural branches.
10. Recent developments and current issues; Problems in bank management in India.

References

- Desai, Vasant: Principles of Bank Management, Himalaya Publishing House, Delhi.
- Reed, E.W.: Commercial Bank Management, Harper and Row Publishers, New York.
- Ghotgalkar, R.K.: Service Conditions of Bank Employees, Himalaya Publishing House, Delhi.
- Ghotgalkar, R.K.: Disciplinary Action in Banks, Himalaya Publishing House, Delhi.
- Subha Rao, P.: Principles and Practice of Bank Management, Himalaya Publishing House, Delhi.
- Srivastava, R.M.: Management of Indian Financial Institutions, Himalaya Publishing House, Delhi,
- Sundharam, K.P.M.: Banking theory, Law and Practice, Sultan Chand, New Delhi.
- Merrill: Financial Planning in the Bank, Macmillan India Ltd., New Delhi.
- Joshi, Vasant C: Managing Indian Banks - The Challenges Ahead, Response Books (A division of Sage Publications) New Delhi.
- Raut, K.C. and Dass, S.K.: Commercial Banks in India: Profitability, Growth and Development, Kanishka Publishers Distributors, New Delhi.
- Agrawal, H.N.: A Portrait of Nationalized Banks -A Study with Reference to Their Social Obligations, Inter India Publications, New Delhi.

DBF 7.2 BANK LENDING: POLICY AND TECHNIQUES

Objective

To acquaint students with the policy of bank lending and various techniques used in lending operations.

Course Inputs

1. Establishing bank lending policies under changing socio-economic and legal environment.
2. Types and forms of bank advances.
3. Financial analysis techniques for bank lending
4. Assessment of credit needs for term assets.
5. Assessment of credit needs for working capital
6. Credit Disbursement: Terms and conditions; Documentation; Disbursement; Scheduling.
7. Monitoring of advances
8. Renewal and recovery of advances
9. Nursing of problem accounts, including non-performing assets.
10. Present credit policy and various schemes of bank lending to industry, commerce and trade, and agriculture in India.
11. Refinance and credit guarantee facilities for banks in India.
12. Current issues and problems of bank lending in India.

References

Jha, S.M.: Bank Marketing, Himalaya Publishing House. Delhi. Mlthani and Gordon:
Banking Theory and Practice, Himalaya Publishing House, Delhi. Suneja, S.R.:
Management of Bank Credit, Himalaya Publishing House, Delhi. Varshney, P.N.: Banking
Law and Practice, Sultan Ghand & Sons, New Delhi. Parameswaran, R. and Natarajan,
S.: Indian Banking, S. Chand & Sons, New Delhi. Seth: Marketing of Banking Services,
Macmillan India Ltd., New Delhi.

Nanda, K.C.: Credit and Banking, Response Books (A division of Sage Publications), New Delhi. Panda, Jagannath
and Khan, M. Altaf: Management of Small Bank Loans, Kanishka Publishers Distributors, New Delhi.

DBF 7.3 BANKING OPERATIONS AND PROCEDURES

Objective

To provide an understanding of essential banking operations and other related procedures.

Course Inputs

1. **Organisation and functions of a modern bank.**
2. **Relationship Between Banker and Customer:** Services rendered by banks; Definition of a customer; Relationship as a debtor and creditor; Banker as a trustee; Obligation of a banker -obligation to honour cheque; Garnishee order; Attachment order issued by income-tax authorities; Liabilities of a banker in case of wrongful dishonour of cheque; Obligation to maintain secrecy of accounts; Banker's right of general lien, banker's right of set-off, banker's right of appropriation, right to charge interest, incidental charges, etc.
3. **Customer's Account with a Banker:** Fixed deposit accounts, saving accounts, recurring deposit accounts, current accounts: Opening of current and saving accounts; Operating the bank accounts; Legal aspects; Entries in passbook; Closing of bank account; Insurance of bank deposits; Free life insurance cover to saving bank account-holders; Deposit scheme for Indians abroad; Non-resident account scheme; Foreign currency accounts scheme.
4. **Special Types of Bank Customers:** Minor -legal provisions regarding guardianship of a minor; Married women; Illiterate person; Lunatic; Trustee; Executor; Administrator; Customer's attorney; Joint accounts of joint Hindu family, partnership, joint stock companies, club, societies, and charitable institutes.
5. **Other services rendered by commercial banks in India** -leasing, insuring, broking and merchant banking.
6. Law relating to negotiable instruments.
7. Relevant provisions of other laws affecting banking operations and procedures in India.
8. Practice problems in banking.

References

Tanna, M.L.: Banking Law and Practice in India, Vol. I & II, India Law House, New Delhi. Bare Acts regarding negotiable instruments, banking regulations, RBI, banking companies, etc. Gordon and Natrajan: Banking Theory: Law and Practice, Himalaya Publishing House, Delhi. Varshney, P.N.: Banking Law and Practice, Sultan Chand & Sons, New Delhi.

DBF 7.4 FOREIGN EXCHANGE AND FINANCING AND FOREIGN TRADE

Objective

To provide an insight into the need and importance of foreign exchange and the mechanisms thereof.

Course Inputs

Part I

1. Mechanism and instruments of international payments.
2. Exchange rate mechanism.
3. Decimals, fractions, chain role
4. Exchange rate quotations
5. Forward exchange
6. Foreign exchange accounting system of a bank
7. Foreign exchange market and quotations.
8. Foreign exchange operations
9. Exchange arithmetic
10. Exchange control and foreign exchange regulation in India.
1. Organization of foreign exchange department in a bank.

Part II

1. Sale and payment terms in foreign trade
2. Documents used in foreign trade.
3. Export credit insurance and guarantee facilities
4. Financing export trade.
5. Financing import trade.
6. Banker's documentary letters of credit

Part III

1. International Monetary Fund
2. International liquidity
3. Euro-currency market

References

- Avadhani, V.A.: International Finance: Theory and Practice, Himalaya Publishing House, Delhi.
- Chaudhari, B.K.: Finance of Foreign Trade and Foreign Exchange, Himalaya Publishing House, Delhi.
- Sundharam, K.P.M.: Money, Banking and International Trade, Sultan Chand & Sons, New Delhi.
- Sethi, T.T.: Money, Banking & International Trade, S.Chand & Co., New Delhi.
- Jain: International Financial Management, Macmillan India Ltd., New Delhi.
- RBI Manual of exchange control
- Verghese, S.K.: Foreign Exchange and Financing of Foreign Trade, Vikas Publications, New Delhi.

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CHAPTER XIX

DIPLOMA IN INTERNATIONAL BUSINESS (DINB)

Course Structure

DINB 8.1 International Business: Theory & Practice

DINB 8.2 Global Trade Environment

DINB 8.3 Export-Import Procedures & Documentation

DINB 8.4 Marketing Management: Concept & Strategies

DIPLOMA IN INTERNATIONAL BUSINESS (DINB)

COURSE INPUT DETAILS

DINB 8.1 INTERNATIONAL BUSINESS-THEORY AND PRACTICE

Objective

To provide exposure of theoretical foundations of international business/international marketing.

Course Inputs

1. **Introduction:** Basic concepts and decision framework; Analysing market opportunities and analysis of marketing information; Modes of entering overseas markets.
2. **Planning and Promotion:** Planning international marketing operations; Product policies; Distribution channels; Pricing decisions; Promotion and trade fairs; Advertising and publicity.
3. **Process and Techniques:** International marketing process and techniques -direct exporting, indirect exporting, counter trade, licensing, sub-contracting, joint ventures; EPRG framework.
4. **Organization and Control of International Marketing Operations:** International tendering; Procurement for exports; Export information system.
5. **International Pricing Policies:** Distribution strategy; Promotional strategy; Internationals MIS; Organization and control; Counter trade.

References

Jain, Subhash O: International Marketing Management, CBS Publishers and Distributors, New Delhi.
IIFT: Cases in International Marketing -Indian Experience, New Delhi.
Sindhvani: The Global Business Game, Macmillan India Ltd., New Delhi.
Cherunilam, Francis: International Trade and Export Management, Himalaya Publishing House, Delhi.
Varshney, R.L. and Bhatlacharya. B.: International Marketing Management (an Indian Perspective), Sultan Chand & Sopns, New Delhi. Thakur: International Business, International Book House, Delhi.

DINB 8.2 GLOBAL TRADE ENVIRONMENT

Objective

To make students aware the overall global environment affecting international business.

Course Inputs

1. **Introduction:** Basis of international trade; Terms of trade; Balance of payment; Economic development and foreign trade; Commercial policy; Generalized systems and preferences; International monetary system and financial markets.
2. **International Socio-Economic Environment and System:** Regional economic groupings, GATT, UNCATD and WTO; Bilateralism v/s multilateralism; Commodity agreements and commodity markets; Major trading blocks - NAFTA, EEC, etc.; Cultural dynamics.
3. **International Economic Co-operation:** Foreign investn. .-nt; Foreign aid, technology transfer and international trade; Economic co-operation among developing countries; International trade in services; International migration of skilled and unskilled labour.
4. **India's Foreign Trade:** Role of state trading in India's foreign trade; Export-oriented units; Export of projects and consultancy services; Free trade zones in India; Role of international transport in India's foreign trade; Foreign collaboration and joint ventures abroad; Major export-import financing institutions; ^r M Bank of India.

References

- Sindhvani: The Global Business Game, Macmillan India Ltd., New Delhi.
- Milhani, D.M.: International Economics: Theory and Practice, Himalaya Publishing House, Delhi.
- Bhatia, R.C.: International Business with Asian Countries, Deep and Deep Publications Ltd., New Delhi.
- Chadha, G.K.: WTO and the Indian Economy, Deep and Deep Publications Ltd., New Delhi.
- Batra, G.S. and Dangwal, R.C.: International Business: New Trends, Deep and Deep Publications Ltd., New Delhi.
- Keegan, Warren J.: International Marketing,, Prentice-Hall of India Ltd., New Delhi.

DINB 8.3 EXPORT-IMPORT PROCEDURES AND DOCUMENTATION

Objective

To give exposure to the procedures and documents involved in export-import activities.

Course Inputs

1. **Introduction:** Export documentation; Foreign exchange regulations; ISO 9000 series and other internationally accepted quality certificates; Quality control and pre-shipment inspection; Export trade control; Marine insurance; Commercial practices.
2. **Export Procedures:** General excise clearance; Custom clearance; Role of clearing and forwarding agents; Shipment of export cargo; Export credit; Export credit guarantee and policies; Forward exchange cover; Finance for export on deferred payment terms; Duty drawbacks.
3. **Import Procedures:** Import licensing policy; Actual user licensing; Replenishment licensing; Import-export pass book; Capital goods licensing; Export houses and trading houses.
4. **Special Issues:** Export by post parcel and by air; GSP certificate of origin; Customs clearance of import cargo; Documents prescribed by importing countries; Standardized export documents; Packaging.
5. **Import Management In a Developing Economy:** Foreign exchange budgeting; Import procurement methods; Import financing; Purchases contract; Import under counter-trade; Monitoring and follow-up of import contracts.

References

- Cherian and Parab: Export Marketing, Himalaya Publishing House, Delhi.
- Government of India: Handbook of Procedures, Import and Export Promotion, New Delhi.
- Rathod, Rathor and Jani: International Marketing, Himalaya Publishing House, Delhi.
- Export-Import Manual, Nabhi Publications, New Delhi.
- Government of India: Export-Import Policy, Procedures, etc. (Volumes I, II and III), New Delhi.
- Varshney, R.L. and Bhashyam, S.: International Financial Management -An Indian Perspective, Sultan Chand & Co., New Delhi.

DINB 8.4 MARKETING MANAGEMENT: CONCEPTS AND STRATEGIES

Objective

To offer an understanding of the various concepts and strategies of marketing.

Course Inputs

Part-I

1. **Marketing Concept:** Marketing mix; Marketing environment; Market segmentation; Product decisions.
2. **Pricing Decisions:** Distribution channels; Promotion decisions; Marketing organization and control -social, ethical and legal aspects.
3. **Marketing Research:** Meaning, importance, and scope of marketing research; Industrial marketing research; Advertising research.
4. **Techniques of Marketing Research:** Types of research and research procedure; Types of data and methods of data collection; Designing questionnaires; Organizing field investigation and techniques of interviewing; Tabulation, analysis, and interpretation of data and report writing.
5. **Marketing of Consultancy Services:** Marketing of insurance services; Shipping and air service marketing; Marketing for non-profit.

Part-II

1. **Concept of Strategy:** Strategy and objectives; Identification of strategic resource management.
2. **Industrial environment and competitive analysis:** Shareholder analysis; Social responsibility of business.
3. **Evaluating strategic alternatives:** strategic administration; multi business, global business and corporate strategies.
4. **Development of Human Resources:** Importance of training and education; Operative and supervisory training; On-the-job and off-the-job training; Management development performance; Appraisal and potential appraisal; Employee counselling -career path and succession chart.
5. **Behaviour in Organisation:** Motivation, motivational theories, leadership and group dynamics; Building work teams; Handling of grievances; Effective supervision; Development of employee participation.

References

Kotlar, Philip: Marketing Management, Prentice-Hall of India Ltd., New Delhi.

Stanton, William J. and Charles Futroll, Fundamental of Marketing, McGraw Hill Publishing Co., New York. Jeannet, Jean-Pierre and Hennessey, H.: Global Marketing Strategies, Deep and Deep Publications Ltd. New Delhi. Varshney, R.L and Gupta, S.L.: Marketing Management -An Indian Perspective, Sultan Chand & Sons, New Delhi. Sharma, D.D.: Marketing Research -Principles, Applications and Cases, Sultan Chand & Sons, New Delhi. Chaston, Ian: New Marketing Strategies, Response Books (The Professionals' Publisher), New Delhi.

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CHAPTER XX

DIPLOMA IN FINANCIAL SERVICES (DFS)

Course Structure

- DFS 9.1 Financial Management
- DFS 9.2 Security Markets in India
- DFS 9.3 Management of Financial Services
- DFS 9.4 Marketing of Financial Services

DIPLOMA IN FINANCIAL SERVICES (DFS)

COURSE INPUT DETAILS

DFS 9.1 FINANCIAL MANAGEMENT

Objective

To provide exposure to the process of managing the finance function.

Course Inputs

1. **Meammg Nature and Scope of Financial Management;** Tools of financial management - ratios, fund flow and cash flow statements, budgeting, etc.
2. **Management of Working Capital:** Meaning; Determining needs; Sources of financing working capital needs; Management of various components of working capital -cash and marketable securities, receivables and inventory.
3. **Capital Investment Analysis:** Techniques of capital investment proposal analysis; Analysis of risky projects.
4. **Management of Long Term Funds:** Determining needs for long-term funds; Sources of long-term funds; Financial structure, financial leverage, and financial risk; Designing proper financial structure; Cost of capital; Special problems related to various sources of long-term funds.
5. **Management of Retained Earnings and Dividends:** Need for retained earnings; Determining proper dividend policy; Theoretical approaches to dividend-decision making.
6. **Problems relating to sickness** and measures to solve sickness.
7. **Current issues and developments** in financial management theory and practice.

References

- Hampton, John J.: Financial Decision Making: Concepts, Problems and Cases, Prentice-Hall of India, New Delhi.
- Van Home, James C: Financial Management and Policy, Prentice-Hall of India, New Delhi.
- Pande, I.M.: Financial Management, Vikas Publications, New Delhi,
- Khan, M.Y. and Jain, P.K.: Financial Management, Tata McGraw Hill Publishing Co., New Delhi.
- Kishore, Ravi M.: Financial Management, Taxmann Publications Ltd., New Delhi.

DFS 9.2 SECURITY MARKETS IN INDIA

Objective

To enable an understanding of the different aspects of financial securities.

Course Inputs

1. Securities and security markets; Meaning, scope, and significance
2. Investment avenues and their features
3. Indian Financial System - an overview
4. Indian Capital Market: Structure and institutions.
5. New issues, markets and problems in India.
6. Indian Money Market: Structure and institutions
7. SEBI as a market regulator.
8. Security pricing and market analysis
9. Credit rating in India
10. Functioning of stock exchanges.

References

- Khan, M.Y.: Industrial Finance, Tata McGraw Hill Publishing Co., New Delhi.
- Chandratra, K.R.: Capital Issue, SEBI and Listing, Bharat Publishing House, New Delhi.
- Gupta, L.C: Stock Exchange Trading in India, Society for Capital Market Research and Development, Delhi.
- Machi Raju, H.R.: Working of Stock Exchanges in India, Wiley Eastern Ltd., New Delhi.
- Machi Raju, H.R.: Merchant Banking, Wiley Eastern Ltd., New Delhi.
- Bal Krishan and S.S. Narta: Security Markets in India, Kanishka Publishers' Distributors, New Delhi.
- Avadhani, V.A. Investment and Security Markets in India, Himalaya Publishing House, Delhi.
- Avadhani, V.A.: Indian Capital Market, Himalaya Publishing House Delhi.
- Desai, Vasant: Indian Financial System: Institutions and Instruments, Himalaya Publishing House, Delhi.
- Ghosh, Alak: Emerging Money Market in India, Deep and Deep Publications, New Delhi.

DFS 9.3 MANAGEMENT OF FINANCIAL SERVICES

Objective

To acquaint students with the process of managing the financial services.

Course Inputs

1. **Financial Services:** Meaning and importance; Scope of financial services.
2. **Brief Study of Financial Institutions** - RBI Commercial and Co-operative Banks, N.B.F.C.s., Development banks, merchant banks, mutual funds, insurance companies, DFHI, SEBI, SHCI, stock exchanges
3. **Financial Instruments:** Money and capital market instruments.
4. **Financial Markets:** Money market, capital market, stock exchanges, call money market, debt markets; Recent trends.
5. **Financial Services:** Mutual funds, hiring funds, venture capital, leasing, insurance, factoring, forfeiting, depositories, securitisation, under-writing, merchant banking.

References

- Avadhani. V.A.: Investment Management, Himalaya Publishing House, Delhi.
- Auerbach, Robert D.: Money, Banking and Financial Markets; Macmillan Publishing Co., New York.
- Khan, M.Y.: Indian Financial System -Theory and Practice, Vikas Publishing House, New Delhi.
- Singh, H.K. and Singh, Meera: Mutual Funds and Indian Capital Market, Kanishka Publishers' Distributors, New Delhi.
- Dutta, Shjantanu: Managing Financial Institutions in Constrained Economies, Kanishka Publishers' Distributors, New Delhi.
- Agrawal, Krishna Kumar: New Issue Market Operations in India, Kanishka Publishers' Distributors, New Delhi.
- Pande, Manas; New Issue Market Management in India, Kanishka Publishers' Distributors, New Delhi.
- Srivastava, R.M.: Management of Indian Financial Institutions, Himalaya Publishing House, Delhi.
- Gordon and Natarajan: Financial Markets and Services, Himalaya Publishing House, Delhi.
- Bhatia, B.S. and Batra, G.S.: Management of Capital Markets, Financial Services and Institutions, Deep and Deep Publications, New Delhi.

DFS 9.4 MARKETING OF FINANCIAL SERVICES

Objective

To familiarize students with the process of marketing of financial services.

Course Inputs

1. Need and scope of marketing of financial services.
2. Users of financial services and their behaviour.
3. Financial engineering and marketing of services.
4. Advertising and promotion of financial services.
5. Regulatory framework of financial services and their marketing.
6. Market segmentation and mix of financial services.
7. Marketing research in financial services.

References

Kotler, Philip: Marketing Management, Prentice-Hall of India, New Delhi.

Stanton, William J., and Charles Futroll: Fundamentals of Marketing, McGraw Hill Publishing Co., New York.

Avadhani, V.A.: Marketing of Financial Services, Himalaya Publishing House, Delhi.

Jha, S.M.: Services Marketing, Himalaya Publishing House, Delhi.

Chunawalla and others: Advertising and Marketing Research, Himalaya Publishing House, Delhi.

Pezzullo: Marketing Financial Services, Macmillan India Ltd., New Delhi.

Seth: Marketing of Banking Services, Macmillan India Ltd., New Delhi.