

NIRMA UNIVERSITY
Institute of Management
Master of Business Administration (Full Time) Programme/
Integrated Bachelor of Business Administration-Master of Business
Administration Programme/
Master of Business Administration (Family Business &
Entrepreneurship) Programme

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Course Code	MFT5SEEF01 MBM5SEEF01 MFB5SEEF01
Course Title	Bank Management

Course Learning Outcomes (CLO):

At the end of the course, students will be able to:

1. Explain the principles, practices and regulatory framework of bank management.
2. Illustrate various aspects of asset-liability management.
3. Evaluate design and pricing aspects of different financial products and services.
4. Evaluate performance of banks on various parameters.

Syllabus

Teaching Hours

Unit I: Introduction to Banking <ul style="list-style-type: none"> • An Overview of Banking in India: History and Evolution • Regulatory Framework for Banks and NBFCs: <ul style="list-style-type: none"> - RBI Norms - BASEL Norms 	05
Unit II: Designing and Pricing of Products and Services <ul style="list-style-type: none"> • Fund-based Products and Services • Fee-based Products and Services • Designing and Pricing of Deposit Services • Pricing of Loans/Advances • Global Financial/Banking Services 	09
Unit III: ALM and NPA Management <ul style="list-style-type: none"> • Asset-liability Management: Challenges and Strategies • Bank Lending: Policy and Procedures • Loans Recovery Management and Control of NPAs 	05
Unit IV: Technology Driven Banking Services <ul style="list-style-type: none"> • Technology enabled banking services – Overview, Benefit and Trend • Use of Blockchain Technology in the Banking Industry 	04

Unit V: Evaluation of Bank Performance <ul style="list-style-type: none"> • Assessing Bank's Financial Statements • Evaluation of bank performance with different models: <ul style="list-style-type: none"> - CAMEL Model - Stock market based performance measure - SERVQUAL model - Economic Value Added and Market Value Added 	07
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Suggested Readings:

1. Suresh P., and Paul, J., Management of Banking and Financial Services, Person Publication
2. Gopinath, M.N., Banking Principles and Operations, Snow White Publications
3. Rose, P.S., and Hudgins, S.C., Bank Management and Financial Services, TMH Publication

w.e.f. Academic Year 2019-20 and onwards