

Programme	: MBA (Financial Services)
Course Code	: FSO321
Course Title	: Bank Management
Number of Credits	: 4
Effective from AY	: 2020-21

Need of the Course	The focus of Bank management is to inculcate the knowledge of banking sector among the student community. This paper helps to understand the overview of Indian banking system, various types of risk faced by them and also the various strategies/ methods adopted to manage and reduce the risk. This paper also emphasizes on NPA and customer relationship management in the banking sector.	
Description of the course	This course is designed to provide knowledge about the overview of the banking sector. As a financial services student, it is essential to understand the various components of the Indian Banking system, its risk management process, NPA's management, and customer relationship management.	
Objectives of the course	<ol style="list-style-type: none">1. To introduce the students to the Indian Banking system, its products, and operations.2. To familiarize the students about the various risk faced by banks and to manage them.3. To understand the working mechanism of managing NPA's in the Banking sector.4. To discuss about the customer relationship management in banks.	
Course Content		
Unit 1	: Overview of Banking Sector	12 Hours
Meaning and Importance of Banking, Structure of Indian Banking system, Role and Functions of RBI, Functions of Commercial Banking, Banking Products and Services, Banking operations and monetary control tools – CRR, SLR, Policy rates, Open market operation, Selective credit control, and other tools, Growth and Development in Banking sector, Shadow banking system.		
Unit 2	: Risk Management in Banking	12 Hours
Introduction, Risk Vs Uncertainty, Types of Risk in Banks, Risk Management Process, General Risk Management using CAMELS rating, Measures for identifying and controlling risks - Credit Risk, Interest Rate risk – Gap analysis, Duration analysis, Liquidity risk, market risk – Risk adjusted return on capital, value at risk, Operating risk, International banking operation management, International risk assessment.		
Unit 3	: Assets Liability Management	12 Hours
Overview of Bank's balance sheet and income statements, Assets Liability Management, Objectives of ALM, Pre-requisite of ALM, Asset and Liability Committee (ALCO) Non-Performing Assets (NPA), Capital Adequacy in Banks, off-balance sheet business, RBI guidelines on NPAs and Asset classification, Bad Bank Concept, Present status of capital adequacy and NPA in India, Know Your Customer (KYC) and Money Laundering in Banks.		
Unit 4	: Customer Relationship Management in Banks	12 Hours
Customer Relationship Management in Banking: Meaning, Objective and Importance of CRM. Understanding the goal of CRM and Customer Touch points in banks. CRM process and CRM cycle – Assessment phase, Planning phase, Executive phase. e-CRM in banks, Modules in CRM, Developing and Implementation of CRM strategy, Recent trends in CRM.		

Pedagogy	: The pedagogy for this course constitutes a mixture of Lectures, Case study, Assignment and Group Discussions
Reference/ Readings	<ol style="list-style-type: none"> 1. O.P. Agarwal, Banking and Insurance, Himalaya Publishing House, 2. Mukund Sharma, Banking and Financial Services, Himalaya Publishing House 3. M. Y. Khan: Indian Financial System, McGraw Hill, 4. Barbara Casu, Claudia Girardone, Philip Molyneux, Introduction to banking, Pearson, 2015 5. ICSI, Banking Law and Practice 6. NSE, NCFM Banking Sector Intermediate Module 7. Judith, W. Kincaid, Customer Relationship Management: Getting it Right, Pearson Education 8. Adrian Payne, Handbook of CRM: Achieving Excellence in Customer Management, Elsevier, 2005 <p><i>Reference Websites</i></p> <ol style="list-style-type: none"> 1. www.rbi.org.in 2. www.ica.nic.in 3. www.icsi.edu 4. http://iibf.org.in
Course Outcome	<p>After completion of this course, the students shall be able to:</p> <p>CO1. Explain the fundamentals of the Banking sector</p> <p>CO2. Summarize on risks in the banking sector and gain in-depth knowledge of banking operations.</p> <p>CO3. Explain the working mechanism of the banking sector in managing its NPA's.</p> <p>CO4. Explain the customer relationship management in banking sector.</p>