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Chetana University Savaragere

Graduation Programme in Commerce - NEP

Financial Services – I Semester – I	Course Code: UGCOM22S102. Nature of Course: Skill
Credits : 4 (2+2)	

Course Description:

This course is designed to provide the basic understanding, knowledge and perspective of financial planning and banking services. Through this course information pertaining to financial literacy is disseminated so as to make students in particular and society in general well acquainted with the knowledge, prerequisites and benefits of different financial services in India.

Course Objectives:

The course aims to offer an integrated approach to the understanding of concepts and applications of financial planning.

Learning Outcome:

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

- 1. understand the importance of financial literacy and the institutions providing financial services.*
- 2. prepare financial plan, budget and manage personal finances.*
- 3. open, avail and manage services offered by banks.*

Curriculum Details:

Unit 1: Financial Planning

Meaning, importance and scope of financial literacy; Prerequisites of financial literacy; Various financial institutions – Banks, NBFCs, Insurance companies and Post offices. Significance of financial services; Financial Planning – Meaning and Importance; Budget and its types - Personal budget, Family budget, Business budget; Surplus and Deficit budget

Unit 2: Banking Services

Types of Banks; Banking products and services; Types of bank deposit accounts; KYC norms; CIBIL; Types of loans and advances; e-banking, ATM, RTGS, NEFT, IMPS, electronic clearance services (ECS), debit and credit card, app based payment system, bank draft and pay order; banking complaints and ombudsman.

Unit 3: Tutorial / Practical

The learners are required to:

- prepare personal and family budget for one / six / twelve months based on imaginary figures.
- visit any firm / company and prepare a financial plan for it, based on its average growth rate.
- prepare a plan for conducting a financial literacy campaign.

Unit 4: Tutorial / Practical

The learners are required to:

- visit any bank to explore and assess various products / services offered by the bank to different customer segments.
- compare various banking products / services based on time value of money.
- visit any bank to assess the procedure for KYC compliance.

Suggested Readings:

- Avadhani, V. A. — *Investment Management*” Himalaya Publishing House Pvt. Ltd., Mumbai.
- Chandra, P. — *Investment Game: How to Win*” Tata McGraw Hill Education, New Delhi.
- Kothari, R. — *Financial Services in India - Concept and Application*” Sage Publications India Pvt. Ltd., New Delhi.
- Milling, B. E. — *The Basics of Finance: Financial Tools for Non-Financial Managers*” Universe Company, Indiana.
- Mittra, S., Rai, S. K., Sahu, A. P., & Starn, H. J. — *Financial Planning*” Sage Publications India Pvt. Ltd., New Delhi.
- Zokaityte, A. — *Financial Literacy Education*” Palgrave Macmillan, London.

Note: Learners are advised to use latest edition of readings.