

Banking, Finance, Insurance & Marketing

BANKING

1. Indian Banking System – Structure, Functions and Development, Types of Banks
2. RBI -Role and Functions
3. Bank Products & Services
4. Operational Aspects of Banking – Cash, Clearing, Fund Transfer
5. Digital Payment Systems – Role of NPCI, Digital Initiatives by the Government– ECS, UPI, NEFT, IMPS, SWIFT, BHIM and RTGS
6. Anti Money Laundering (AML) - KYC Guidelines and Policy
7. Principles of Lending - Types of Borrowers, Credit Facilities
8. Recent Developments in Banking – Fintech, Central Bank Digital Currency (CBDC), PradhanMantri Jan DhanYojana (PMJDY)

FINANCE

1. Financial Statements
2. Debt & Equity
3. Financial Statement Analysis
4. Working Capital Management
5. Cost Concepts
6. Budgets & Budgetary Controls
7. Capital Budgeting
8. Additional Topics:
 - a. Financial Planning
 - b. Retirement Planning

INSURANCE

1. Overview and Principles of Insurance Industry
2. IRDA – Role and Functions

3. Life Insurance – Plans, Products, Underwriting Process, Claim Settlement, Payment of premium, surrender, lapsed policy and revival Assignment, Nomination, Loan and Foreclosure under a policy, Policy Claims
4. General Insurance – Plans, Products, Types – Fire, Marine, Motor, Liability, Personal Accident, Speciality Insurance
5. Health Policies – Products
6. Re-insurance – Concept, Importance
7. Policy Documents and Forms – Protection of Policy Holders interest
8. Consumer protection Laws in Insurance
9. Emerging trends in insurance Innovations

MARKETING

1. Marketing Concepts & Philosophies
2. Marketing Environment :Micro & Macro environment
3. Market Segmentation , Targeting and Positioning
4. Marketing Mix- Product & Price Decisions : Product Life Cycle, New Product development and Pricing Strategies
5. Supply Chain Management : Value Creation & Supply Chain Design
6. Wholesaling and Logistics, Impact of Technology on Distribution.
7. Packaging and Labelling.
8. Retailing : Types of retail outlets & Changing Scenario of retailing
9. Service Marketing
10. Customer Relationship Marketing : Relationship Marketing , Strategy Development & Value Creation Process
11. Global Marketing: Marketing mix for global markets , issues in global marketing
12. Brand Management : Branding Concepts , Branding Decisions and strategies , Brand Creation and Development
13. Recent Trends in Marketing : E-marketing, Digital, Social Media , Rural , AI based Marketing & Green marketing