



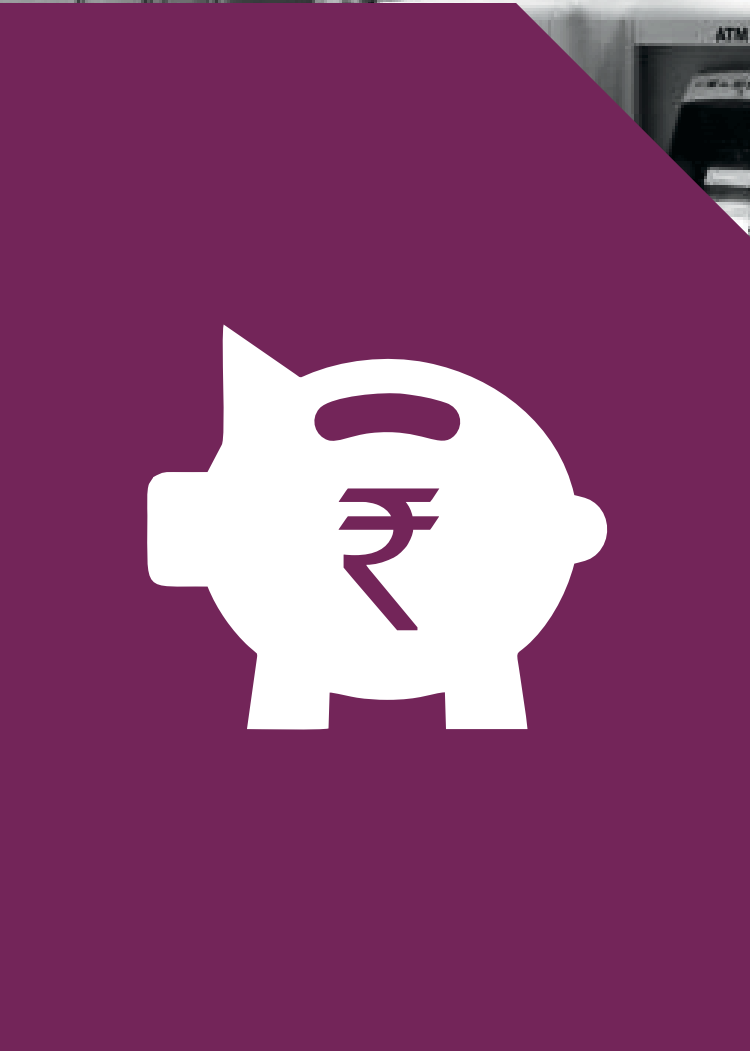
UIAMS

University Institute of Applied
Management Sciences

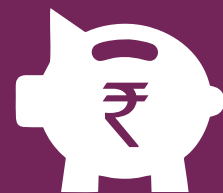


PANJAB UNIVERSITY
Established since 1882

No. 1 University in India
(World Rank: 226-250: World University Rankings)



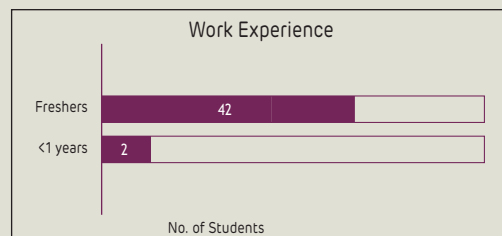
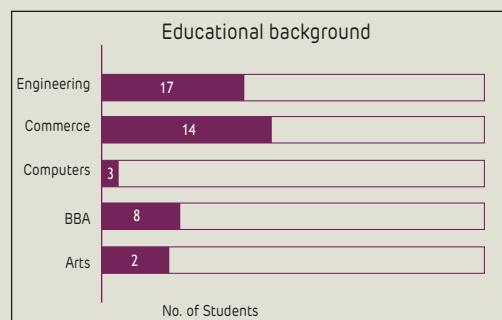
MBA - BANKING AND INSURANCE



With the Indian economy returning back on a high growth trajectory, consumption levels soaring and investments riding high, the Indian banking sector is at a watershed. The industry has been growing faster than the real economy. Banking industry in India will shoot-up like a star and will need highly qualified and competent individuals. As banks face the mutually interdependent forces of competition, regulation, technology, and customer expectations, a picturesque setting for the tremendous upheaval and opportunity emerges.

To cater the need of banking professionals across the globe, UIAMS, Panjab University, has started a two-year regular post-graduate MBA programme in Banking and Insurance to meet the demands of this sector. The programme is first of its kind in North-India and is aimed at creating world-class banking and insurance sector capabilities. The students are groomed both in theoretical and practical aspects of domestic and international banking as well as in the domain of the booming insurance sector. The programme prepares the students to apply their all-round knowledge-based learning to the financial world at large, such as wealth management, investment banking, portfolio management, financial and business consulting, financial & investment research, risk management, and general & life insurance services.

The programme is designed as a rigorous, innovative and practical source of management education. It fosters development of young, well-trained professionals in the banking & financial sector, who are prepared to take up challenges at managerial stratum, driving banking and insurance sector growth to unmatched heights, thereby bolstering financial stability.



Eligibility Criterion for admission

- A Bachelor's or Master Degree in any discipline of Panjab University or of any other university recognized by Panjab University as equivalent thereto with at least 50% marks in aggregate.
- Pass in final examination of the Institute of Chartered Accountants of India or the Institute of Cost and Works Accountants of India or the Institute of Company Secretaries of India.
- Diploma in Marketing Management with not less than 60% marks in the aggregate, provided the candidate holds a Bachelor's degree.

COURSE STRUCTURE

SEMESTER I

- Principles and Practices of Management
- Managerial Economics
- Accounting for Management
- Business Statistics
- Organizational Behaviour
- Legal and Ethical Aspects of Business
- Workshop on Information Technology and Systems
- Workshop on Soft Skills

SEMESTER II

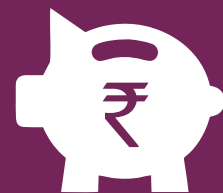
- Business Environment
- Financial Management
- Principles of Marketing
- Human Resource Management
- Workshop on Management Information Systems
- Seminar on Research Methodology
- Sectoral 1 - Principles and Practices of Banking
- Sectoral 2 - Principles of Insurance
- Summer Training & Viva-Voce
- Comprehensive Viva-Voce

SEMESTER III

- Project Planning and Analysis
- Sectoral 3 - International Banking & E-Commerce
- Sectoral 4 - Management of Banking Service Operations
- Sectoral 5 - Life and General Insurance
- Specialization subject – I
- Specialization subject – II
- Specialization subject – III
- Specialization subject – IV

SEMESTER IV

- Strategic Management
- Seminar on Corporate Governance
- Workshop on Developing Entrepreneurial Skills
- Operations Research & Total Quality Management
- Research Project
- Comprehensive Viva-Voce
- Sectoral 6 - Regulatory Framework of Banking & Insurance
- Sectoral 7 - Marketing of Financial Services
- Sectoral 8 - Risk Management
- Specialization subject – I
- Specialization subject – II



FUNCTIONAL SPECIALIZATION GROUPS

MARKETING

SEMESTER III

1. Market Research & Consumer Behaviour For Financial Services
2. Advertising & Sales Management of Financial Services
3. International Marketing
4. Internet Marketing And Its Applications In Banking & Insurance

SEMESTER IV

1. Industrial & Rural Marketing Of Financial Products & Services
2. Integrated Marketing Communications For Financial Products & Services

FINANCE

SEMESTER III

1. Investment Analysis & Portfolio Management
2. Strategic Cost Management
3. Financial Engineering
4. Mergers, Acquisitions & Corporate Restructuring

SEMESTER IV

1. International Financial Management
2. Management of Financial Services

HUMAN RESOURCE MANAGEMENT

SEMESTER III

1. International Human Resource Management
2. Organizational Development & Its Applicability In Financial Services
3. Labour Laws With Special Reference To Financial Sector
4. Performance Management

SEMESTER IV

1. Industrial Relations & Labour Welfare In Financial Sector
2. Training & Development With Special Reference To Financial Sector

OPERATIONS MANAGEMENT

SEMESTER III

1. Supply Chain Management of Financial Services
2. Business Process Re-engineering & Its Applications In Financial Services
3. Advanced Production Management
4. Management Of Technology & Innovation In Financial Sector

SEMESTER IV

1. Enterprise Resource Planning In Financial Sector
2. Productivity Management

mba - banking & insurance



Aayushi Jain

B.TECH(HONS.) (BIO-TECHNOLOGY)

Specialization: Marketing

MAHINDRA FINANCE

Complete Analysis of Mahindra Finance Fixed Deposit With Respect to Brand Awareness, Channel Distribution and Investment Pattern.



Akash Deep Vohra

BBA

Specialization: Marketing

HDFC LTD.

Study of Rural Housing Finance Market of India With Special Focus on Demand of Housing Loans In and Around Kaithal amongst Agriculturists



Amaanat Sekhon

B.COM WITH ECONOMIC HONOURS

Specialization: Finance

BANK OF BARODA

Model for Assessing the Market Potential of Opening Up a New Branch. Work Exp.: 4 months - Processor Accounts Receivable



Amanvir Singh

BA

Specialization: Marketing

SEMI-CONIC DEVICES

A Study on Distribution Channels and Steps To Improve Distributive Efficiency.



Anjali Chandel

B.TECH (ECE)

Specialization: Finance

ICICI LOMBARD

Home Loans Secure At ICICI Lombard GIC Ltd.



Armaan Jaura

B.TECH (CSE)

Specialization: Human Resources

TUNGWALI FOREX

Customer Satisfaction from Moneygram (Money Transfer Service)



Arpanjot Singh Rehal

B.TECH (CSE)

Specialization: Marketing

RENAULT

Marketing Strategies of RENAULT



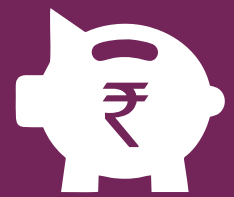
Avtar Singh Rehal

B.TECH (CSE)

Specialization: Marketing

RENAULT

Marketing Strategies of RENAULT



Bhavanadeep

BCA

Specialization : Human Resources

ICICI LOMBARD

Auto Insurances of ICICI Lombard



Bhavna

B.TECH (ECE)

Specialization: Finance

CANARA BANK

Credit Risk Rating



Davinder Kumar

B.TECH (CSE)

Specialization: Marketing

SEMI-CONIC DEVICES

Inventory Management



Deepak Chawla

BBA

Specialization: Marketing

KOTAK MAHINDRA BANK

How to Improve Casa Deposits
In Context to NRI Banking.



Deepak Goyal

BBA

Specialization: Marketing

STATE BANK OF PATIALA

Retail Banking



Dishant Balouria

BCA

Specialization: Finance

HDFC BANK

Customer Satisfaction of
HDFC Bank Merchant
Services



Divya Batra

B.COM

Specialization: Marketing

HDFC LTD

Analyzing the Impact of Brand Image,
Brand Recognition, Brand Awareness &
Brand Credibility on Brand Portfolio
Strategy With Reference to HDFC Ltd.



Gautam Rai Grover

B.TECH (MECHANICAL)

Specialization: Finance

AXIS BANK

Survey on Loans and
Information Collection From
Customers.

mba - banking & insurance



Gurjot Singh Sandhu

B.TECH (MECHANICAL)
Specialization: Marketing

RENAULT
Marketing Strategies of RENAULT



Gurpreet Singh

B.TECH (MECHANICAL)
Specialization: Marketing

MAHINDRA FINANCE
Performance Appraisal System.



Harmaninder Singh

BBA
Specialization: Marketing

DECATHLON SPORTS
Consumer Behaviour in DECATHLON



Harmeet Kaur Trehan

B.TECH (ECE)
Specialization: Finance

CANARA BANK
Credit Appraisal of SME.



Harpreet Kaur

B.COM
Specialization: Finance

MAHINDRA FINANCE
Complete Analysis for Mahindra Finance Fixed Deposit With Respect To Brand Awareness, Channel Distribution & Investment Pattern.



Himanshi Bansal

BCA
Specialization: Marketing

MAHINDRA FINANCE
Complete Analysis for Mahindra Finance Fixed Deposit With Respect To Brand Awareness, Distribution Channel and Investment Pattern



Kanwar Puneet Singh

B.COM
Specialization: Marketing

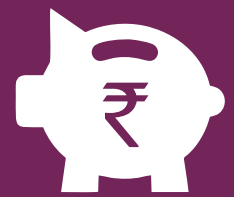
RENAULT
Marketing Strategies of RENAULT



Karan Sabikhi

B.COM
Specialization: Finance

BANK OF BARODA
Study on Compliance with KYC and AML By Branches While Opening Accounts



Karan Singh

B.COM

Specialization: Finance

HDFC BANK
An empirical study on
Banking services and
customer satisfaction.



Lakhwinder Singh

B.COM

Specialization : Finance

MAHINDRA FINANCE
F.D and Mutual Funds (SIP)



Manila Caroline Sampson

B.COM WITH ECONOMIC HON'S

Specialization: Finance

SBI LIFE INSURANCE
Challenges Faced By Certified
Insurance Facilitators & Business
Development Manager While
Selling Life Insurance Products
through Bancassurance
Work Exp. : 4 months - Asstt. Purchase



Mani Chanda

B.COM

Specialization: Finance

ICICI LOMBARD
Report On Productivity
Analysis



Maninder Singh

B.COM

Specialization: Marketing

HDFC LTD.
Comparative Analysis of
Housing Loan Schemes of
HDFC Ltd. With Other
Financial Institutions



Manuj Goyal

B.B.A

Specialization: Marketing

KANGRA CENTRAL CO-OP
BANK
Study of NPA in Vehicle
Loans, Its Reasons and
Steps to Control NPA



Manupriya Bhambari

B.TECH (ECE)

Specialization: Marketing

HDFC LTD.
A Study of Housing Finance
Market with Comparative Analysis of
Financial Products of HDFC Ltd. with
ICICI Bank & LIC Housing Finance Ltd.



Mohit Goel

BBA

Specialization: Marketing

CENTRAL CO-OPERATIVE
BANK, SANGRUR
Financial Analysis of Sangrur
Central Co-Operative Bank.

mba - banking & insurance



Mohit Kamboj

B.TECH (CSE)

Specialization: Marketing

UCO BANK

Detailed Analysis and Need of Shifting From Wholesale Banking to Retail Banking:
UCO Bank



Mohit Negi

BBA

Specialization: Marketing

STATE BANK OF INDIA

Study of Car Loan Scheme of State Bank of India



Narinder Partap Singh

BA

Specialization: Marketing

ICICI Lombard

Study of ICICI Bank with Special Emphasis To Bancassurance



Parneet Kaur

B.COM (PROFESSIONAL)

Specialization: Human Resources

STATE BANK OF INDIA

Internet and Mobile Banking



Rahul Bhat

B.B.A

Specialization: Marketing

HDFC BANK

Studying the Scope of Trade, Finance & Banking



Ravinder Singh

B.COM

Specialization: Finance

CANARA BANK

MSME Lending Policy w.r.t. Canara Bank



Rittika Joshi

B.TECH (CSE)

Specialization: Marketing

HDFC LTD.

Study of Housing Finance Market of India and The Comparative Analysis of the Financial Products of HDFC Limited with SBI Bank and Magma Housing Finance Ltd.



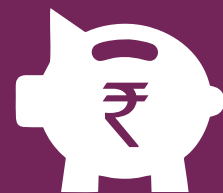
Sahil Arora

B.TECH (ECE)

Specialization: Marketing

MAHINDRA FINANCE

Complete Analysis For Mahindra Finance Fixed Deposit With Respect To Brand Awareness, Distribution Channel and Investment Pattern



Simar Jolly

B.E(MECHANICAL)

Specialization: Finance

STATE BANK OF INDIA
Empirical Analysis of Higher
NPA's In Education Loans and
Strategies for Tracking Accounts
Using Social Media Etc.



Sonam Sharma

B.COM

Specialization: Finance

HDFC LTD
Comparison of Home Loan
Products of HDFC Ltd
With Axis Bank & India Bulls



Sunimrat Kaur

B.COM

Specialization: Finance

AXIS BANK
Mutual Fund: A Better
Investment Option. A
Comparison between
Mutual Fund and Equity.



Susheel Kumar

B.COM

Specialization: Finance

CANARA BANK
Financial Analysis



Vibhor Kasrija

B.TECH (CSE)

Specialization: Marketing

FUTURE GENERALI INDIA
INSURANCE CO.
Scope of Non-Individual
Liability Insurance In Tricity.

mba - banking & insurance

Contact:

Dr. Amandeep Singh Marwaha

Training-cum-Placement Officer

Tel: +91 172.654.4414

Fax: +91 172.270.1403

Mobile: +91 921.641.1414

E-mail: placements.uiams@pu.ac.in

University Institute of Applied Management Sciences

Sector 25, South Campus,

Panjab University,

Chandigarh 160014 - India

www.uiams.puchd.ac.in



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University Institute of Applied
Management Sciences



MBA -BANKING AND INSURANCE