

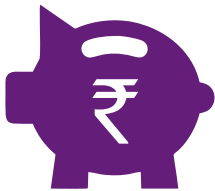


# BANKING & INSURANCE



**UIAMS**

University Institute of Applied  
Management Sciences



# MBA- BANKING & INSURANCE

India has emerged as the fastest growing major economy in the world and the financial sector is poised for an unprecedented growth in the coming years. The ICRA estimates that credit growth in India's banking sector would be at 7-8 percent in financial year 2017-2018 and banking sector will create up to 20 lakh new jobs in the next 5-10 years. India's life insurance sector is biggest in the world with 360 million policies and the insurance industry plans to hike penetration levels to five percent by 2020.

In such a swelling economy; the exigency of brilliant bankers and insurance officers is well understandable and thus UIAMS, Panjab University has two year regular MBA Programme in Banking and Insurance Management. This programme is one of a kind and has been initiated with the aim to fulfill the sectoral needs of the economy as a whole. Since inception it has been evolving in accordance with the industry requirements and standards.

The programme offers a wholesome development of an individual through practical modules; wherein the student evaluates and understands the current scenario and problems in the financial sector and tries to elucidate them evidently with the theoretical concepts.

Banking and Insurance Management Programme ignites the all-rounder ability of every individual with it's year around activities and seminars. Such a curriculum prepares our students to position themselves at the decision making levels in the corporate world.

## EDUCATIONAL BACKGROUND

**B. TECH./B.E.**

NO. OF STUDENTS : 6



**B.COM.**

NO. OF STUDENTS : 28



**BBA**

NO. OF STUDENTS : 11



**B.A.**

NO. OF STUDENTS : 4

**B.SC.**

NO. OF STUDENTS : 2



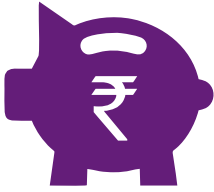
## WORK EXPERIENCE



NO. OF STUDENTS : 51

### 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 1

- 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 3

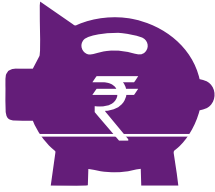
- Project Planning and Analysis
- Sectoral 3 - International Banking & E-Commerce
- Sectoral 4 - Management of Banking Service Operations
- Sectoral 5 - Life and General Insurance
- Specialization subject - I
- Specialization subject - II
- Specialization subject - III
- Specialization subject - IV

## SEMESTER 2

- 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 4

- 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

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#### SEMESTER 3

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 4

1. Industrial & Rural Marketing of Financial Products & Services
2. Integrated Marketing Communications for Financial Products & Services

### FINANCE

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#### SEMESTER 3

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

#### SEMESTER 4

1. International Financial Management
2. Management of Financial Services

### HUMAN RESOURCE MANAGEMENT

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#### SEMESTER 3

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 4

1. Industrial Relations & Labour Welfare in Financial Sector
2. Training & Development with Special Reference to Financial Sector

### OPERATIONS MANAGEMENT

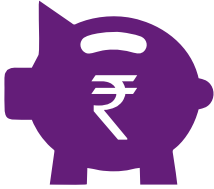
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#### SEMESTER 3

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 4

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



# STUDENT PROFILE



**AANCHAL SINGH**  
BACHELOR OF BUSINESS ADMINISTRATION

SPECIALIZATION- Marketing

SUMMER INTERNSHIP PROJECT-  
Study of real estate sector and role of housing  
finance companies in Chandigarh Tricity

COMPANY- HDFC Ltd.



**ABHINAV DANG**  
BACHELOR OF BUSINESS ADMINISTRATION

SPECIALIZATION- Human Resource  
Management

SUMMER INTERNSHIP PROJECT-  
A study of credit risk management system

COMPANY- Punjab National Bank



**ABHINAV SHARMA**  
BACHELOR OF ENGINEERING

SPECIALIZATION- Finance

SUMMER INTERNSHIP PROJECT-  
Branding and advertising strategies for ABSLI

COMPANY- Aditya Birla Capital



**ANMOL KAUR BEDI**  
BACHELOR OF COMMERCE

SPECIALIZATION- Finance

SUMMER INTERNSHIP PROJECT-  
Non-performing assets and its  
recovery methods

COMPANY- Punjab And Sind Bank



**ARSHDEEP SINGH**  
BACHELOR OF COMMERCE (BANKING HONOURS)

SPECIALIZATION- Finance

SUMMER INTERNSHIP PROJECT-  
Product penetration for non managed customers

COMPANY- HDFC Bank



**ARSHIA SETHI**  
BACHELOR OF SCIENCE (HONOURS)-BIOCHEM.

SPECIALIZATION- Finance

SUMMER INTERNSHIP PROJECT-  
Fundamental & technical  
analysis of oil and gas

COMPANY- Aditya Birla Capital



**ARUSHI SONI**  
BACHELOR OF ENGINEERING (ECE)

SPECIALIZATION- Operations Management

SUMMER INTERNSHIP PROJECT-  
New innovations in Indian banking and customer  
satisfaction towards services and products.

COMPANY- AXIS Bank

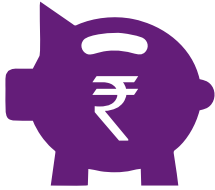


**ASHIMA JAIN**  
BACHELOR OF BUSINESS  
ADMINISTRATION

SPECIALIZATION- Finance

SUMMER INTERNSHIP PROJECT- Impact of  
mergers and acquisition on  
customers

COMPANY- State Bank of India



# STUDENT PROFILE



**BHARTI ARORA**  
BACHELOR OF COMMERCE

SPECIALIZATION- Finance

SUMMER INTERNSHIP PROJECT-  
Foreign direct investment

COMPANY- Reserve Bank of India



**DEEPAK JAIN**  
BACHELOR OF ENGINEERING  
(CIVIL ENGINEERING)

SPECIALIZATION- Marketing

SUMMER INTERNSHIP PROJECT-  
Digital banking techniques adopted by  
Punjab and Sind bank

COMPANY- Punjab and Sind Bank



**DIVYA GULATI**  
BACHELOR OF ARTS (ECONOMIC HONOURS)

SPECIALIZATION- Finance

SUMMER INTERNSHIP PROJECT-  
A study on home loans at PNB Housing Finance Ltd.

COMPANY- PNB Housing Finance Ltd.



**DIVYA MEHTA**  
BACHELOR OF COMMERCE

SPECIALIZATION- Marketing

SUMMER INTERNSHIP PROJECT-  
Applicability of augmented reality  
and virtual reality in the emerging  
world

COMPANY- Companions



**GARIMA NEGI**  
BACHELOR OF BUSINESS ADMINISTRATION

SPECIALIZATION- Finance

SUMMER INTERNSHIP PROJECT-  
Rural housing finance pertaining to the needs of  
apple growers of Kinnaur

COMPANY- HDFC Ltd.

WORK EXP.- Pratham jobs and hr consultants,  
HR executive (12 months)



**GURIQBAL SINGH**  
BACHELOR OF TECHNOLOGY  
(COMPUTER SCIENCE)

SPECIALIZATION- Marketing

SUMMER INTERNSHIP PROJECT-  
Product penetration in non  
managed customer

COMPANY- HDFC Bank



**HARSHA SUMAN**  
BACHELOR OF ENGINEERING

SPECIALIZATION- Human Resource Management

SUMMER INTERNSHIP PROJECT-  
Evaluating the effect of employee transfer on  
organizational productivity

COMPANY- Punjab National Bank

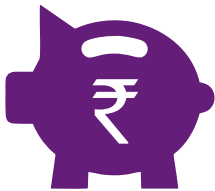


**HARSHIT GOEL**  
BACHELOR OF COMMERCE (HONOURS)

SPECIALIZATION- Finance

SUMMER INTERNSHIP PROJECT-  
Impact of second bi-monthly monetary  
policy, 2018-2019 on interest rate  
differential of USD-INR and its effect on  
USD-INR exchange rate

COMPANY- Punjab National Bank



# STUDENT PROFILE



**HARSIMRAN KAUR**  
BACHELOR OF ARTS

**SPECIALIZATION-** Finance

**SUMMER INTERNSHIP PROJECT-**  
Equity research or fundamental and technical analysis of banking industry

**COMPANY-** Aditya Birla Capital



**HITESH SHARMA**  
BACHELOR OF COMMERCE (HONOURS)

**SPECIALIZATION-** Finance

**SUMMER INTERNSHIP PROJECT-**  
Non-managed customers- market penetration and product knowledge

**COMPANY-** HDFC Bank



**JAGDEEP SINGH**  
BACHELOR OF BUSINESS ADMINISTRATION

**SPECIALIZATION-** Marketing

**SUMMER INTERNSHIP PROJECT-**  
Establishing a strong digital footprint

**COMPANY-** HDFC Bank



**JATIN CHAWLA**  
BACHELOR OF COMMERCE

**SPECIALIZATION-** Finance

**SUMMER INTERNSHIP PROJECT-**  
Establishing a strong digital footprint

**COMPANY-** HDFC Bank



**JATIN SHARMA**  
BACHELOR OF COMMERCE (ECONOMIC HONOURS)

**SPECIALIZATION-** Human Resource Management

**SUMMER INTERNSHIP PROJECT-**  
Recruitment and selection process in Chawla publications

**COMPANY-** Chawla Publications Pvt. Ltd.



**KHUSHBOO SINGLA**  
BACHELOR OF COMMERCE (HONOURS)

**SPECIALIZATION-** Marketing

**SUMMER INTERNSHIP PROJECT-**  
Marketing through videos on social media

**COMPANY-** Snapdeal



**HIRANJOT**  
BACHELOR OF COMMERCE (HONOURS)

**SPECIALIZATION-** Finance

**SUMMER INTERNSHIP PROJECT-**  
Real estate sector and role of housing finance in Mohali

**COMPANY-** HDFC Ltd.

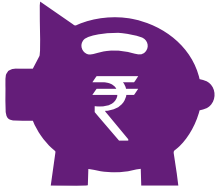


**MALLIKA THAKUR**  
BACHELOR OF BUSINESS ADMINISTRATION

**SPECIALIZATION-** Finance

**SUMMER INTERNSHIP PROJECT-**  
Comparative analysis of HDFC Ltd. with other banks

**COMPANY-** HDFC Ltd.



# STUDENT PROFILE



**MANISHA KAPUR**  
BACHELOR OF COMMERCE

SPECIALIZATION- Finance

SUMMER INTERNSHIP PROJECT -  
Retail Loans

COMPANY- Punjab National Bank



**MANJILA**  
BACHELOR OF COMMERCE

SPECIALIZATION- Finance

SUMMER INTERNSHIP PROJECT-  
Credit and operational risk management

COMPANY- Punjab National Bank



**MANJYOT SINGH BHASIN**  
BACHELOR OF BUSINESS ADMINISTRATION

SPECIALIZATION- Finance

SUMMER INTERNSHIP PROJECT-  
Study of real estate and housing finance  
in Chandigarh Tricity

COMPANY- HDFC Ltd.



**MEENAKSHI BUNDEL**  
BACHELOR OF COMMERCE

SPECIALIZATION- Finance

SUMMER INTERNSHIP PROJECT-  
Study of real estate and housing  
finance in Chandigarh Tricity

COMPANY- HDFC Ltd.



**MEGHNA SINGLA**  
BACHELOR OF COMMERCE (HONOURS)

SPECIALIZATION- Finance

SUMMER INTERNSHIP PROJECT-  
External trade- determinants and impact

COMPANY- Reserve Bank of India



**MUSKAAN CHAUDHARY**  
BACHELOR OF COMMERCE

SPECIALIZATION- Human Resource  
Management

SUMMER INTERNSHIP PROJECT-  
Training and development

COMPANY- Punjab National Bank



**NIDHI DADHWAL**  
BACHELOR OF COMMERCE

SPECIALIZATION- Finance

SUMMER INTERNSHIP PROJECT-  
New to bank - Acquisition of new customers

COMPANY- HDFC Bank



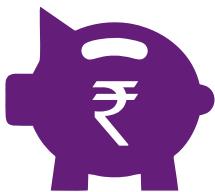
**NIDHI KASHYAP**  
BACHELOR OF BUSINESS ADMINISTRATION

SPECIALIZATION- Finance

SUMMER INTERNSHIP PROJECT-  
Economics of apple crops in  
Shimla district, Himachal Pradesh

COMPANY- HDFC Ltd.





# STUDENT PROFILE



**NIDHI SHARMA**  
BACHELOR OF COMMERCE

SPECIALIZATION- Finance

SUMMER INTERNSHIP PROJECT-  
Study on real estate and housing finance  
in Chandigarh Tricity

COMPANY- HDFC Ltd.



**NIMRAT KAUR NAYYAR**  
BACHELOR OF COMMERCE (HONOURS)

SPECIALIZATION- Finance

SUMMER INTERNSHIP PROJECT-  
Market segmentation and penetration

COMPANY- HDFC Bank



**PRERNA PANWAR**  
BACHELOR OF COMMERCE

SPECIALIZATION- Human Resource  
Management

SUMMER INTERNSHIP PROJECT-  
Banker customer relationship  
of Punjab and Sind Bank

COMPANY- Punjab and Sind Bank



**PRIYANKA LAKHTA**  
BACHELOR OF COMMERCE

SPECIALIZATION- Finance

SUMMER INTERNSHIP PROJECT-  
Rural housing finance

COMPANY- HDFC Ltd.



**RITU VIJ**  
BACHELOR OF ARTS

SPECIALIZATION- Marketing

SUMMER INTERNSHIP PROJECT-  
Working capital management

COMPANY- Nu-tech Dairy Engineers  
Pvt. Ltd.



**SAJAL SETHI**  
BACHELOR OF BUSINESS ADMINISTRATION

SPECIALIZATION- Marketing

SUMMER INTERNSHIP PROJECT-  
Analysis of customer satisfaction and  
awareness about products of  
Punjab National Bank

COMPANY- Punjab National Bank

WORK EXP.- Axtria India Pvt. Ltd.,  
Trainee (9 months)



**SAKSHI POTAN**  
BACHELOR OF BUSINESS ADMINISTRATION

SPECIALIZATION- Finance

SUMMER INTERNSHIP PROJECT-  
Comparative analysis of various  
SBI mutual funds

COMPANY- SBI Mutual Fund

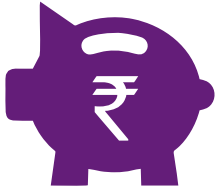


**SAMRATI**  
BACHELOR OF COMMERCE

SPECIALIZATION- Finance

SUMMER INTERNSHIP PROJECT-  
Establishing strong digital footprint

COMPANY- HDFC Bank



# STUDENT PROFILE



**SAURAB MEHTANI**  
BACHELOR OF COMMERCE (HONOURS)

SPECIALIZATION- Finance

SUMMER INTERNSHIP PROJECT-  
New to bank - customer acquisition

COMPANY- HDFC Bank



**SAURYA MALHOTRA**  
BACHELOR OF BUSINESS ADMINISTRATION

SPECIALIZATION- Finance

SUMMER INTERNSHIP PROJECT-  
New to bank- customer acquisition

COMPANY- HDFC Bank



**SHILPA DEVI**  
BACHELOR OF COMMERCE

SPECIALIZATION- Finance

SUMMER INTERNSHIP PROJECT-  
Real estate sector and role of housing finance  
companies in Chandigarh Tricity

COMPANY- HDFC Ltd.



**SHIVAM HAISTHA**  
BACHELOR OF COMMERCE

SPECIALIZATION- Finance

SUMMER INTERNSHIP PROJECT-  
Applicabilities of augmented and  
virtual reality in the digital world and  
emergence of E-commerce

COMPANY- Kompanions



**SHUBHAM BHARTI**  
BACHELOR OF SCIENCE

SPECIALIZATION- Human Resource  
Management

SUMMER INTERNSHIP PROJECT-  
Credit appraisal & management

COMPANY- Punjab National Bank



**SHUBHAM KUMAR**  
BACHELOR OF COMMERCE

SPECIALIZATION- Finance

SUMMER INTERNSHIP PROJECT-  
Equity research in infrastructure sector

COMPANY- Aditya Birla Capital



**SUKHINDERPREET KAUR**  
BACHELOR OF COMMERCE  
(FINANCE HONOURS)

SPECIALIZATION- Finance

SUMMER INTERNSHIP PROJECT-  
Role of housing finance companies  
in Mohali- Case study of HDFC Ltd.

COMPANY- HDFC Ltd.

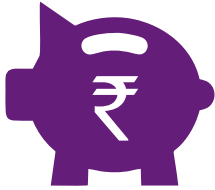


**SUMITA**  
BACHELOR OF COMMERCE (HONOURS)

SPECIALIZATION- Finance

SUMMER INTERNSHIP PROJECT-  
Credit risk rating in PNB for working  
capital and term loans.

COMPANY- Punjab National Bank



## STUDENT PROFILE



**SURBHI**  
BACHELOR OF ARTS (GEOGRAPHY HONOURS)

SPECIALIZATION- Finance

SUMMER INTERNSHIP PROJECT-  
Indian housing finance sector and RERA  
and its impact on real estate industry

COMPANY- HDFC Ltd.



**VANIKA ARORA**  
BACHELOR OF TECHNOLOGY (ECE)

SPECIALIZATION- Finance

SUMMER INTERNSHIP PROJECT-  
Credit delivery process at PNB

COMPANY- Punjab National Bank



**VIKRANT KANSAL**  
BACHELOR OF COMMERCE

SPECIALIZATION- Finance

SUMMER INTERNSHIP PROJECT-  
Equity research on pharma sector

COMPANY- Aditya Birla Capital



# BANKING & INSURANCE



Contact:

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Training-cum-Placement Officer

Mobile: +91 921.641.1414

E-mail: [placements.uiams@pu.ac.in](mailto:placements.uiams@pu.ac.in)

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## UIAMS

University Institute of Applied  
Management Sciences