

Note: Suggested readings will be updated by the Department of Commerce and uploaded on Department's website.

Personal Financial Planning

BCH: GE- 4.2

Objective: The course aims to familiarize learners with different aspects of personal financial planning like savings, investment, taxation, insurance, and retirement planning and to develop the necessary knowledge and skills for effective financial planning.

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

1. analyse the meaning and appreciate the relevance of financial planning.
2. appraise the concept of investment planning and its methods.
3. examine the scope and ways of personal tax planning.
4. analyse insurance planning and its relevance.
5. develop insight into retirement planning and its relevance.

Course Contents:

Unit	Unit wise weightage of marks (in %)	C&K*	A&A**
Unit 1: Introduction to Financial Planning	20	√	√
Unit 2: Investment Planning	20	√	√
Unit 3: Personal Tax Planning	20	√	√
Unit 4: Insurance Planning	20	√	√
Unit 5: Retirement Benefits Planning	20	√	√

*C&K- Comprehension & Knowledge

**A&A – Analysis & Application

Unit 1: Introduction to Financial Planning

Financial goals, steps in financial planning, budgeting incomes and payments, time value of money. Introduction to savings, benefits of savings, management of spending

& financial discipline, Setting alerts and maintaining sufficient funds for fixed commitments.

Unit 2: Investment Planning

Process and objectives of investment, concept and measurement of return & risk for various asset classes, measurement of portfolio risk and return, diversification & portfolio formation. Gold bond; Real estate; Investment in greenfield and brownfield Projects; Investment in fixed income instruments, financial derivatives & commodity market in India. Mutual fund schemes; International investment avenues. Currency derivatives and digital currency.

Unit 3: Personal Tax Planning

Tax structure in India for personal taxation, Scope of personal tax planning, exemptions and deductions available to individuals under different heads of income and gross total income. Comparison of benefits - Special provision u/s 115 BAC vis-à-vis General provisions of the Income-tax Act, 1961, tax avoidance versus tax evasion.

Unit 4: Insurance Planning

Need for insurance. Life insurance, health insurance, property insurance, credit life insurance and professional liability insurance.

Unit 5: Retirement Benefits Planning

Retirement planning goals, process of retirement planning, Pension plans available in India, Reverse mortgage, Estate planning.

Practical Exercises:

The learners are required to:

1. perform electronic fund transfers through net banking and UPI.
2. identify certain recent Ponzi schemes in the market.
3. prepare tax planning for a hypothetical individual.

Suggested Readings:

- Halan, M. “Let’s Talk Money: You’ve Worked Hard for It, Now Make It Work for You” HarperCollins Publishers, New York.
- Madura, J. “Personal Finance”, Pearson.
- Indian Institute of Banking & Finance. “Introduction to Financial Planning” Taxmann Publication, New Delhi.
- Keown A.J. “Personal Finance” Pearson, New York.
- Pandit, A. “The Only Financial Planning Book that You Will Ever Need” Network 18 Publications Ltd., Mumbai.
- Sinha, M. “Financial Planning: A Ready Reckoner” McGraw Hill Education, New York.

- Tripathi, V. “Fundamentals of Investment” Taxmann Publication, New Delhi.

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Assessment Method:

1. There shall be 3 credit hours for lectures + one credit hour for tutorials (per group).
2. Theory exam shall carry 100 marks (including Internal Assessment of 25 Marks).
The theory exam will be for 3 hours.

Brand Management

BCH: GE- 4.3

Objective: The course aims to make students aware of brands, their evolution, extensions, simple brand management strategies and its practical implications for business. The course shall focus on developing skills to devise success actions for brand positioning and equity in the market.

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

1. comprehend the conceptual framework of brands
2. analyse various success actions of popular brands
3. describe the brand extensions
4. explore the life stages of a brand
5. apply brand management success actions to real life products.

Course Contents:

Unit	Unit wise weightage of marks (in %)	C&K*	A&A**
Unit 1: Introduction	20	√	√
Unit 2: Brand Positioning	20	√	√
Unit 3: Designing Marketing Program	25	√	√
Unit 4: Brand Equity	25	√	√
Unit 5: Recent Issues In Branding	10	√	√

*C&K- Comprehension & Knowledge

**A&A – Analysis & Application

Unit I : Introduction