



ADITYA COLLEGE OF ENGINEERING & TECHNOLOGY

Affiliated to JNTUK, Kakinada * Approved by AICTE, New Delhi * Accredited by NAAC

Recognized by UGC Under section 2(f) and 12 (B) of UGC Act 1956

ADB ROAD, ADITYA NAGARA, SURAMPALEM-533437

Department of Management

Date: 05.12.2019.

To
The principal
Aditya College of Engineering & Technology
Surampalem

Respected sir,

[Through Head of the Department]

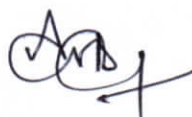
Sub: Request for your approval to organize a certification course on "Banking Products and services" – reg.

It's our greatest pleasure to bring to your kind notice that, we the Department of Management would like to train our 2nd year MBA students in the **Banking Products and Services** adapted initially, with the help of our staff; as the present world is moving over the financial management helps a business to determine what money to spend, where to spend it and when it should be spent. It will be more helpful to the students in theoretical and practical point of view. In this regard we are requesting your permission for further proceedings.

Resource Person : Mr Govardhan
(Associate Professor)
Honorarium : Rs. 10000/-


Course Coordinator

forwarded to principal sir




PRINCIPAL
Aditya College of Engineering
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CIRCULAR

All the 2nd year students are hereby informed that a one-week program is arranged to enhance the knowledge on **Banking Products and Services**, as per the schedule from 9th December, 2019. All interested students can attend the program and utilize the opportunity. The schedule is attached.

Course Coordinator: Ch Swarna Durga Rao

9059031224

Head of the Department

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Banking Products and Services Syllabus

1. Introduction to Banking history, types of banks in India and role of banking in the economic sector.
2. Understanding the types of Deposits and explain features, benefits, variants of Savings, Current, Fixed and recurring deposit, Types of Loans- Retail lending, secured and unsecured.
3. Financial Markets structure, institution and operating mechanism and its role in Economic development, Importance and features of money market in India, measures to strengthen the money market in India.
4. Capital Market and Stock Exchange in India, Different types of products and services offered by banks.
5. Understanding the concept of interest on savings, FD, Loans and overdrafts, understanding the trends and challenges in banking.
6. Understanding the role of Reserve bank of India and banking policies, CASA deposits and customer segments of CASA.


Course Coordinator


Head of the Department


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Schedule of Banking Products and Services Syllabus:

Day-1:

- FN** Inauguration of the Program and speakers talk about the objectives of the event
- AN** Introduction to Banking

Day-2:

- FN** Types of banks in India
- AN** India and role of banking in the economic sector.

Day-3:

- FN** Understanding the types of Deposits and explain features, benefits, variants of Savings, Current, Fixed and recurring deposit
- AN** Types of Loans- Retail lending, secured and unsecured

Day-4:

- FN** Financial Markets structure, institution and operating mechanism and its role in Economic development,
- AN** Importance and features of money market in India, measures to strengthen the money market in India

Day-5:

- FN** Capital Market and Stock Exchange in India
- AN** Different types of products and services offered by banks.

Day-6:

- FN** Understanding the concept of interest on savings, FD, Loans and overdrafts, understanding the trends and challenges in banking.
- AN** Understanding the role of Reserve bank of India and banking policies, CASA deposits and customer segments of CASA.


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