

# TYBFM

## Sem V

### Subject: Marketing In Financial Services

Unit No.	Topics	Plan	Teaching Methodology	Time Frame	Learning Outcome
1.	Foundation of Service Marketing	<p><b>Learning Objective-</b> Understanding basics related to service marketing, growth of services at Global and Indian Level</p> <p><b>Highlights-</b> Importance of Service marketing Four I's of Services Institutional Financial Services</p> <p><b>Reading and Reference Material- Given by the Teacher-</b> Textbook and notes</p> <p><b>Suggested to Students Reference Books-</b> Marketing Financial Services: Arthur Meidam: Macmillan Marketing Financial Services: Christine Ennew, Trevor Watkins Mike Wright: Routledge Financial Services Marketing: Harrison, Tina:</p>	<p><b>Contact Sessions</b></p> <p>No of Lectures required- 10</p> <p><b>Interactive modes</b> Visit to any of the retail financial services</p>	29 <sup>th</sup> June 2019	Students will be able to understand basic related to service marketing, classification of services and dimensions of services

		Pearson Education			
2.	Service Market Segmentation	<p><b>Learning Objective-</b> Understanding service market segmentation, service process and CRM</p> <p><b>Highlights-</b> CRM Service Promotion Service Communication Service Quality</p> <p><b>Reading and Reference Material- Given by the Teacher-</b> Textbook and notes</p> <p><b>Suggested to Students Reference Books-</b> Marketing Financial Services: Arthur Meidam: Macmillan Marketing Financial Services: Christine Ennew, Trevor Watkins Mike Wright: Routledge Financial Services Marketing: Harrison, Tina: Pearson Education</p>	<p><b>Contact Sessions</b> No of Lectures required- 11</p> <p><b>Interactive modes</b> Assignment to the students on visit to any banks to understand their CRM software</p>	27 <sup>th</sup> July 2019	Students will be able to understand Positioning of services, Segmentation of services and CRM
3	Issues in Marketing of services	<p><b>Learning Objective-</b> Understanding different issues in marketing of services, service delivery process</p> <p><b>Highlights-</b> Service mapping</p>	<p><b>Contact Sessions</b> No of Lectures required- 10</p> <p><b>Interactive modes</b> Case Study Method</p>	14 <sup>th</sup> August 2019	Students will be able to understand different issues and difficulties in the marketing of services

		<p>Extended Service marketing mix</p> <p><b>Reading and Reference Material- Given by the Teacher-</b> Textbook and notes</p> <p><b>Suggested to Students Reference Books-</b> Marketing Financial Services: Arthur Meidam: Macmillan Marketing Financial Services: Christine Ennew, Trevor Watkins Mike Wright: Routledge Financial Services Marketing: Harrison, Tina: Pearson Education</p>			
4	Customer satisfaction and quality in services	<p><b>Learning Objective-</b> Understanding customer satisfaction and service quality in services, ethics in service marketing</p> <p><b>Highlights-</b> GAP Model Service Failure Service Recovery Use of IT in Service marketing</p> <p><b>Reading and Reference Material- Given by the Teacher-</b> Textbook and notes</p> <p><b>Suggested to Students</b></p>	<p><b>Contact Sessions</b></p> <p>No of Lectures required- 15</p> <p><b>Interactive modes</b> Case study method</p>	28 <sup>th</sup> September 2019	Students will be able to understand various service related models and will learn about how to handle the service complaints effectively

		<b>Reference Books-</b> Marketing Financial Services: Arthur Meidam: Macmillan Marketing Financial Services: Christine Ennew, Trevor Watkins Mike Wright: Routledge Financial Services Marketing: Harrison, Tina: Pearson Education			
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**Subject: Technical Analysis**

<b>Unit No.</b>	<b>Topic</b>	<b>Plan</b>	<b>Teaching Methodology with Time Frame</b>	<b>Learning Outcome</b>
	<b>Introduction To Technical Analysis )</b>	<b>Learning Objective</b> Understand the concept of Technical Analysis and different Charts  <b>Highlights</b> <ul style="list-style-type: none"> <li>• Bases</li> <li>• Importance</li> <li>• types</li> </ul> <b>Reading and Reference Material</b> <ul style="list-style-type: none"> <li>• Given by teacher</li> <li>• Suggested to students for reference</li> </ul>	<b>Contact Sessions</b> Mid of July ( 12 lect)  <b>Interactive modes</b>  Eg. Group Discussion	An Understanding the concept of Technical Analysis.
	<b>Indicators and Oscillators</b>	<b>Learning Objective</b> Understand the meaning of Indicators and Oscillators and their uses. <b>Highlights</b> <ul style="list-style-type: none"> <li>• Bases</li> <li>• Importance</li> <li>• types</li> </ul> <b>Reading and Reference Material</b> <ul style="list-style-type: none"> <li>• Given by teacher</li> </ul>	<b>Contact Sessions</b> End of July ( 12 lect)  <b>Interactive modes</b>  Eg. Assignments, viva group Discussion	An Understanding the concept of Indicators and Oscillators.

		<ul style="list-style-type: none"> <li>• Suggested to students for reference</li> </ul>		
	<b>Theories</b>	<p><b>Learning Objective</b> Understand different theories of Technical analysis</p> <p><b>Highlights</b></p> <ul style="list-style-type: none"> <li>• Bases</li> <li>• Importance</li> <li>• Problems</li> </ul> <p><b>Reading and Reference Material</b></p> <ul style="list-style-type: none"> <li>• Given by teacher</li> <li>• Suggested to students for reference</li> </ul>	<p><b>Contact Sessions</b> August ( 8 Lect)</p> <p><b>Interactive modes</b></p> <p>Eg. Assignments,viva, Group Discussion</p>	An Understanding different theories.
	<b>Risk Management and Trading</b>	<p><b>Learning Objective</b> Understand how to manage risk, and how to do trading in the stock market</p> <p><b>Highlights</b></p> <ul style="list-style-type: none"> <li>• Bases</li> <li>• Importance</li> <li>•</li> </ul> <p><b>Reading and Reference Material</b></p> <ul style="list-style-type: none"> <li>• Given by teacher</li> <li>• Suggested to students for reference</li> </ul>	<p><b>Contact Sessions</b> Sept ( 8 lect)</p> <p><b>Interactive modes</b></p> <p>Eg. Assignments, group discussions,</p>	An Understanding Risk management, and Trading.