



## Department of Commerce

Website: management.subharti.org, e-mail: management@subharti.org, Ph: 0121-3058039, Extn-2841, Telefax: 0121-3058039, 2439067

### SWAMI VIVEKANAND SUBHARTI UNIVERSITY

(Established under U.P. Govt. Act no. 29 of 2008 and approved under section 2(f) of UGC Act 1956)



Ref. No.: SVSU/DOC/2019/

Date: 09/05/2019

### Notice

**Subject: Commencement of Value Added Course of session 2018-19 from 13-05-2019.**

All the students of B.Com, B.Com(H) & M.Com are, herewith, informed that for making the students aware about the industry oriented program, Value added courses are going to be started from 13-05-2019.

Student, who have been registered in the course, are advised to attend their classes as per the schedule. The Registration fee per student for each Value Added Course is Rs. 50/- .

Kindly contact to your concerned VAC faculty for further quaries.

The list of Value Added courses, which would be running, is given below:

S. No.	Name of the value-added courses	Course Code	Program	Year	Faculty	No. of Registered Students	Date	Total No. of Hours	Room No.
1	Office Procedures	MC-VA-02	B. Com.	III	Ms. Sarika	24	13-17 May,2019	30	LT - 01
2	Human Values & Professional Ethics	MC-VA-04	B. Com & B. Com (H)	II	Dr. Monika Mehrotra	5+7=12	13-17 May,2019	30	LT - 02
3	Entrepreneurship Development	MC-VA-07	B. Com. (H)	I	Dr. Avanish Kr. Tyagi	17	13-17 May,2019	30	LT - 03
4	Marketing of Financial Services	MC-VA-06	B. Com.	II	Dr. Lokesh Verma	09	18-23 May,2019	30	LT - 01

Principal  
AVGSCMC

PRINCIPAL

Acharya Vishnu Gupta

Cc to:

1. Student Notice Board
2. Class Coordinators
3. VAC Faculty
4. Office File

Subharti Institute of Management & Commerce  
SVSU, MEERUT

Registrar  
Swami Vivekanand  
Subharti University  
MEERUT



Acharya Vishnu Gupt

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## SWAMI VIVEKANAND SUBHARTI UNIVERSITY

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**COURSE CONTENTS**  
**Marketing of Financial Services**  
**Course Code: MC-VA-06**  
**Session: 2018-19**  
**Time duration: 30 Hr.**

**Unit – I : Introduction**

- Financial Products in Services Spectrum
- Business Environment of Financial Services Sector
- Marketing Financial Products
- Transformation in Marketing Practices

**Unit – II : Production Management and Customer Relationship Management**

- Product concept and Product Management
- Importance of CRM in Marketing of Financial Services
- CRM and Relationship Marketing
- CRM Concept
- CRM implementation and Evaluation

**Unit – III : Analysing Business Markets**

- Organizational Buying Process and Participants
- Institutional and Government Markets
- Competitors : Identifying and Analysing
- Designing Competitive Strategies

**Unit -IV : The Global Scenario**

- Marketing Financial Product in US
- Marketing Financial Product in UK
- Marketing Financial Product in China

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S.V.S.U., MEERUT



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### Report

28 May, 2019

on

Value Added Course

Session: 2018-19

Program: B. Com

Date: 18-23 May, 2019

Course Name: Marketing of Financial Services

Course Code: MC- VA- 06

No. of Students Enrolled in the Course in the year: 9

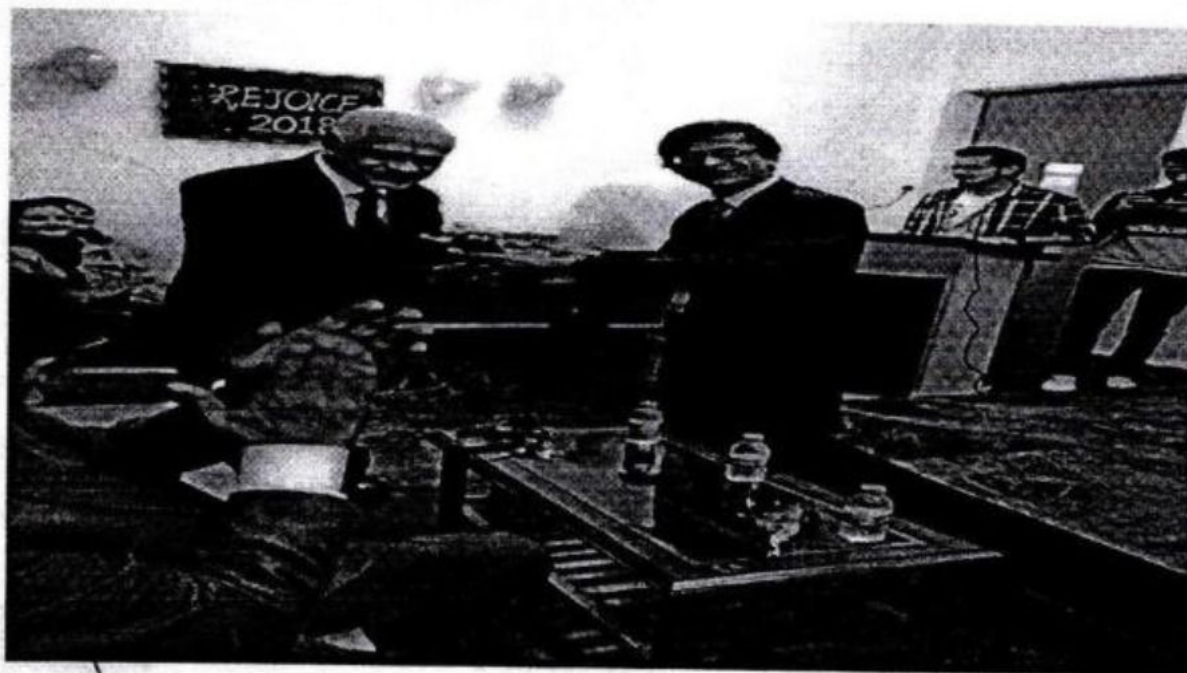
Resource Person: Dr. Lokesh Verma

#### Objective of Value Added Course:

The objective of conducting the VAC was to enhance the knowledge of the students and make them aware about competitive edge to their job prospects.

#### Outcome of Value Added Course:

Value added courses are the fine way to fill the gaps in the knowledge of students and add competitive edge to their job prospects. As systems, programs and practices change, making it critical for job-seekers to have a range of competencies, Value Added Courses helped the students to be a winner. The purpose of the Value Added Courses is to make you industry-ready and that was fulfilled very effectively. Starting off with a Value Added Course helped the students to have a foundation on which to build their career.



Faculty Signature

PRINCIPAL

Acharya Vishnu Gupt

Subharti Institute of Management

S.V.S.U., MEERUT

Registrar

Swami Vivekanand

Subharti University

MEERUT

**Acharya Vishnu Gupta Subharti College of Management and Commerce**

**Attendance Record of students enrolled in Value Added Course of Odd Semester (2018-19)**

Session: 2018-19      Program: B.COM      Year: II  
 Course: Marketing of Financial Services      Course Code: MC-VA06  
 No. of Students Enrolled in the Course in the year: 09      Faculty Coordinator: Dr. Lokesh Verma

Program Date: 18-23 May, 2019

Sl no.	Student Unique Enrolment ID	Name of the student	5/18/2019	5/20/2019	5/21/2019	5/22/2019	5/23/2019
			Signature	Signature	Signature	Signature	Signature
1.		UTTARAL SINGAL	Uttaral	Uttaral	Uttaral	Uttaral	Uttaral
2.		AKUNG SHARMA	Akang	Akang	Akang	Akang	Akang
3.		Smeha Shukla	Smeha	Smeha	Smeha	Smeha	Smeha
4.		Aakansha Gill	Aakansha	Aakansha	Aakansha	Aakansha	Aakansha
5.		Priyanshi Tyagi	Priyanshi	Priyanshi	Priyanshi	Priyanshi	Priyanshi
6.		Annu Samrati	Annu	Annu	Annu	Annu	Annu
7.		Sauvabh Rana	Rana	Rana	Rana	Rana	Rana
8.		Sunny Kumar	Sunny	Sunny	Sunny	Sunny	Sunny
9.		Prateek Kumar	Prateek	Prateek	Prateek	Prateek	Prateek

Faculty Signature

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AVGSCMC

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Subharti Institute of Management & Commerce  
S.V.S.U., MEERUT

20/05/2019



# SWAMIVIVEKANAND SBHARTI UNIVERSITY

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Where Education is Passion.....

### Certificate of Participation

This is to certify that Mr./Ms Ujjwal Singh of B.Com program/course of IV semester has actively Participated in Value Added Course

on Marketing of Financial Services Conducted/organized by Acharya Vihnu Gupt Subharti College of Management & Commerce, Swami Vivekanand Subharti University, on 10-23 May 2019

*Wewish success and good luck in your future Endeavour.*

  
VAC Course Coordinator

  
Principal, AVGSCMC

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This is to certify that Mr./Ms Parvita Jain of B.Com (H) program/course of I semester has actively Participated in Value Added Course

on Marketing of Financial Services Conducted/organized by Acharya Vihnu Gupt Subharti College of Management & Commerce, Swami Vivekanand Subharti University, on 18-23 May 2019

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This is to certify that Mr./Ms ..... Anu ..... of ..... B. Com .....  
program/course of ..... IV ..... semester has actively Participated in Value Added  
Course

on ..... Marketing of Financial Services ..... Conducted/organized by  
Acharya Vihnu Gupt Subharti College of Management & Commerce, Swami  
Vivekanand Subharti University, on ..... 18-23 May, 2019

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VAC Course Coordinator

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Certificate of Participation

This is to certify that Mr./Ms ..... Sunny Kumar ..... of ..... B. Com .....  
program/course of ..... IV ..... semester has actively Participated in Value Added  
Course

on ..... Marketing of Financial Services ..... Conducted/organized by  
Acharya Vihnu Gupt Subharti College of Management & Commerce, Swami  
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