

**MMA – DMS Fin.Serv.**  
**Certificate Course in**  
**Banking & Financial Services**

**Course Commences on Saturday, 27 June 2009**  
**(for 10 Saturdays)**

**Venue**

Zeal Class Room, Russian Cultural Centre, (Behind Chola Sheraton), 74,  
Kasturi Ranga Road, Alwarpet, Chennai- 600018  
Tele: 044-24987166/67

**Timings**

**3.00 pm to 5.00 pm**

**Background**

- The insulation of the Indian Banking system witnessed in the backdrop of a major global slowdown has brought out the resilience in the system due to the reforms and controls by regulatory authorities.
- The convergence of technology and growth in banking has made this industry one of the most potent growth sectors. Indian Banking Sector is expected to grow at a very healthy compound annual growth rate of 23 per cent till 2011.
- Itself quite nascent, the Financial services sector will probably be seeing some of the highest growth rates in the years to come. The government's push for financial inclusion, growth in population and urbanization, and provision of better infrastructure, will lead to better quality of life, and hence more demand for various types of consumer loans. The trends are already visible. The number of debit cards issued by banks more than doubled between FY.2006 and FY.2008 whereas the number of credit cards issued, grew by more than 60% in this same period. Life insurance and General insurance penetration in India is one of the lowest in the world @ 4.1% and 0.6% resp.,(being one-third and one-fifth of countries such as UK), yet what is astonishing is, between 2004 and 2006, in just two years the 'per capita premium' in India has already doubled!.

- The reference to India as the 'back office' to the world further highlights the role India plays in global outsourcing. Banking, financial services and insurance together account for 38% of India's outsourcing industry (worth US \$ 47.8 billion in 2007). According to a report by McKinsey and NASSCOM, India has the potential to process 30 per cent of the banking transactions in the US by the year 2010.

### **Overview**

Designed by experts in academics and industry dealing with Banking and Financial Services, this course is ideally suited for those who wish to get broad-based exposure in this industry and equip themselves to seek more lucrative employment opportunities or manage responsibilities involving greater array of financial services.

This will be a basic course with introduction to financial concepts in banking and financial services.

### **For Whom**

- Fresh graduates/PGs looking for excellent job opportunities in Banking & Finance sector
- Graduates/PG's working in large organizations who wish to upgrade their knowledge in Banking & Financial services
- Professionals working in Banks/NBFCs BFS -IT/ITES/BPOs/Agencies for Marketing, Collections Finance executives in Mfrg. /Financial Service orgs

### **Course Content**

#### **Banking Capsule**

- Changing role of Banking - a macro view
- Understanding Bank financial statements
- Capital adequacy
- Managing credit risks
- Internet banking & M-commerce

#### **Financial services Capsule**

- NBFCs - HP/ Lease
- Credit cards
- PE funds
- Housing finance
- Mutual funds
- Insurance
- Securitisation
- IPOs

**Project work: Participant will be required to work on a project of his choice and finish in 10 weeks. Topics available with DMS Fin. Serv. Faculty will guide.**

### **Eligibility**

Graduates/ Post graduates in any discipline; Employed professionals in any industry

### **Fee**

Rs.6, 000/- per participant for members of MMA  
The cheque/DD to be drawn in favour of “**Madras Management Association**” payable at Chennai. Full payment in advance. Fees once paid will not be refunded. However changes of nomination permitted.

### **Course Schedule**

Classes will be held at Zeal Class Room, Russian Cultural Centre, (Behind Chola Sheraton), 74, Kasturi Ranga Road, Alwarpet, Chennai- 600018  
Tele: 044-24987166/67 from Saturday, 27 June '09 spread over 10 Saturdays (3.0pm – 5.00 pm).

### **Certificate**

At the end of the programme certificates will be awarded to all candidates who have attended at least seven out of ten classes.

### **About MMA**

Madras Management Association was established in 1956 with the prime objective of promoting management education, training and development activities in this part of the country. The vision of MMA is "To be the Fountainhead of Worldclass Management Excellence in India".

Over the past 5 decades, MMA has striven for development and nurturing management expertise, combining Indian ethos with International Management thoughts and practices. MMA has grown to be the largest affiliate of All India Management Association (AIMA) and has emerged as an inspiring role model for other Local Management Associations (LMA) in the country. In recognition of its excellent all round activities in propagating the message of professional management in all facets of business, commercial and industrial activity, MMA has emerged as the winner of AIMA Best LMA Award for 1997-98, and for five successive years from 2001-2006.

Apart from corporate leaders, MMA has, in its Managing Committee, the Vice Chancellors of Madras University & Anna University, the Directors of IIT Madras and IFMR and the Chief Secretary, Government of Tamilnadu, as members.

### **About DMS Fin. Serv. & Faculty**

DMS Financial Services has been in the business of specialized financial services since 1992. The directors are alumni of IIM-Ahmedabad and rank-holding CAs with over 60 man years of aggregated industry experience in finance and banking. **DMS' competence in Training in the domain of Finance stems from their ability to combine academic rigor with hands-on industry experience.**

### **Faculty Profile:**

**Suresh S** (Financial Services) specializes in Finance strategy and has wide range of consultations from Investment strategies to Control systems in Finance and is a recognized scholar on Mergers and Acquisitions. A postgraduate from IIMA, an AICWA, an ACS and LLB with over 31 years of experience in India and abroad, he has held positions such as Financial Controller, CFO, Company secretary & Financial Controller with organizations such as HDFC, Best & Crompton, TVS (Sundaram Motors) etc. He draws one of highest student participation in the electives he offers at IIM-K and IIM-I. His articles on investment/finance have

been published in The Economic Times & Business Line.

**Padmalatha S** (Banking) is an alumnus of the IIM – Ahmedabad, also holding LLB and CAIIB, with more than two decades of industry experience at senior levels, primarily in Banking, and briefly in the IT sector. She is visiting faculty in the Finance area at IIMs- teaching the courses on Banking and Infrastructure financing- and at other reputed B-Schools. She also teaches at Executive and Management Development Programs of the IIMs. She specializes in strategic financial consultancy and corporate training in finance. She has authored two books – “Management of banking and financial services” [Pearson Education], now in its second edition] and “Project finance- concepts and cases [Icfai Press], and published over 50 articles in leading business magazines and journals, both domestic and international. Her interviews have been carried by leading business magazines, and she is an invited speaker/contributor to various seminars on infrastructure financing.