



## **PROJECT TOPICS**

### **Finance Related Topics**

#### **I. RISK MANAGEMENT**

Scope and Importance of Credit Risk Management in The South Indian Bank Ltd.

Compliance with Regulatory requirements & Best practices in Banking Industry.

Portfolio Monitoring and Management.

A Study on Scope and Adequacy of Risk Rating Models.

A Study on Risk Rating Model Management: Model Validation – techniques & Process.

A Study on Asset Liability Management at The South Indian Bank Ltd.

A Study on Liquidity Risk Management at The South Indian Bank Ltd.

A Study on Liquidity and Profitability:-The Trade Off.

A Study on Liquidity Risk Management Measures under Basel III.

A Study on Interest Rate Risk Management.

A Study on Duration Gap Method and Interest Rate Risk Management.

Operational Risk Management

Climate Risk Management

ESG - Environmental, Social and Governance related risks and opportunities

Market Intelligence: Sectoral analysis

Market Intelligence: Analysis of macro-economic variables

Market Intelligence: Study of causal effects of macro-economic dependent variables on behavioral patterns.

#### **II. CREDIT APPRAISAL**

Analysis of Financial Statements for Credit Appraisal.

Appraisal of Credit Proposals: Corporate Credit

Appraisal of Credit Proposals: Retail Credit

Appraisal of Credit Proposals: Agricultural Credit

Appraisal of Credit Proposals: Home Loans

Appraisal of Credit Proposals: Vehicle Finance

Appraisal of Credit Proposals: Project Finance

Appraisal of Credit Proposals: Export Credit

Appraisal of Credit Proposals: Micro Finance Institutions & Housing Finance Companies.

Advance to MSME Sector & Role of Bank Finance in growth of MSME sector.

Role of Credit Guarantee Schemes in MSME Sector.

Lending to priority Sector-Significance of Targets.

Management of Stressed Assets & Restructuring of Large Credit (Incl.CDR)

Loan Product Development and Marketing.

Role of Retail Credit in sustainable growth of Bank Credit.

Role of Retail Bank Credit in sustainable growth of Economy.

Export Credit –Role of ECGC guarantees.

A Study on Corporate Banking-Project financing including Infrastructure lending.

A Study on Rural Banking –Agriculture and Priority Lending.

A Study on Appraisal/Assessment of Loan Applications.

A Study on Disbursement, Monitoring, Supervision and following up of loans and advances.

A Study on Advances against various types of securities and creation of charge.

A Study on Schematic Loans.

A Study on Non Fund based Credit facilities.

A Study on Export Financing

A Study on Credit facilities under Consortium/ Multiple Banking Arrangement.

### **III. General Topics under Finance**

Comparative Analysis of various banking products.

A Study on Treasury Operations

Comparative Analysis of various categories of banks.

Study on Mutual Fund Management.

Comparative Analysis on ULIPs Vs Mutual Funds

Impact of banking services on Indian economy

Importance and relevance of Financial Inclusion.  
Study on Mutual Fund Management.  
Study on core banking solutions in India.  
Study on micro finance.  
A Study on Foreign Exchange Management.  
A Study of non-performing assets in Banks.  
A Study on Role of IT in enhancing banking services at The South Indian Bank Ltd.  
A Study on Financial Analysis of The South Indian Bank Ltd.  
A Study on Ratio Analysis of The South Indian Bank Ltd.  
A Study on Financial Performance Analysis of The South Indian Bank Ltd.  
A Study on Performance Analysis using CAMEL Rating.  
A Study on NPA Management at The South Indian Bank Ltd.  
Profitability Analysis of The South Indian Bank Ltd.  
Balance Sheet Analysis of The South Indian Bank Ltd.  
A Study on Working Capital Management in The South Indian Bank Ltd.  
An Organization Study at The South Indian Bank Ltd.  
Role of foreign exchange reserves on trading.  
Role technology - cost control in banks.  
Study on Capital Structure  
A Study on Risk & Return Variables

### **Marketing Related Topics**

A Study on the Impact of Online Advertisements in the launching of new products.  
Study on how risk perception affects adoption rate of internet banking/mobile banking  
To Study the current usage patterns of Internet/mobile/cards etc. among customers: comparison among different age groups can also be done  
To Study the various methods to increase awareness among customers regarding a product.  
To Study about how branches can effectively market services to customers  
Brand positioning studies at The South Indian Bank Ltd.  
A Study on customer perception towards e-Banking facilities.

A Study on New product development studies.

A Study on acceptance of South Indian Bank among Youth.

A Study on Effective Reach of technology products

- One or more products (issuance & registration)
- activation & ways to improve

A Study on Effectiveness of the direct sales & further scope.

A Study on Acceptance of third party products.

A Study on NRI business products & service

- Market competition and analysis
- Scope with special reference to South Indian Bank

A Study on Effectiveness of marketing activities related to customer

- Social media communication
- Utilization of CRM after implementation
- Customer satisfaction studies & analysis
- Customer service management of South Indian Bank

A Study on Competition of product & service

A Study on Customer Relationship Management (CRM)

Customer satisfaction studies.

A Study on Brand Equity.

Study on Scope and Functionality of Internet Banking and Mobile Banking at The South Indian Bank Ltd.

A Study on New Product Development Research

Product Launching Studies

Study on Promotional Techniques opted

Competition Analysis

Effectiveness of advertisements of The South Indian Bank Ltd.

### **HR related topics (Without Questionnaires)**

A Study on Service Quality of The South Indian Bank Ltd.

A Study on Training Need Identification at The South Indian Bank Ltd

Evaluation of Training & Development

A Study on Motivation Techniques at The South Indian Bank Ltd

Job Satisfaction Studies at The South Indian Bank Ltd

Employees Perception towards Health and Welfare facilities at The South Indian Bank Ltd

Employee Retention studies

A Study on Perception of Work Culture

**Legal Related Topics**

A study on Loan/Security documentation in Bank.

A study on the effectiveness of insolvency and bankruptcy code in management of stressed assets in bank.

**Collections and Recovery Topics**

A study on recovery of Non – performing assets of bank through legal proceeding.

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