



Vivekanand Education Society's College of Arts, Science and Commerce(Autonomous)

Sindhi Society, Chembur, Mumbai, Maharashtra – 400 071.

Accredited by NAAC "A Grade" in 3rd Cycle - 2017

Best College Award – Urban Area, University of Mumbai (2012-13) Recipient of FIST
Grant (DST) and STAR College Grant (DBT)

Affiliated to the

University of Mumbai

**Syllabus for Program: B.Com. (Finance)
(Program code: VESUCBF)**

As per Choice Based Credit System (CBCS) with effect from Academic Year
2022 - 2023

Program Outcomes (PO):

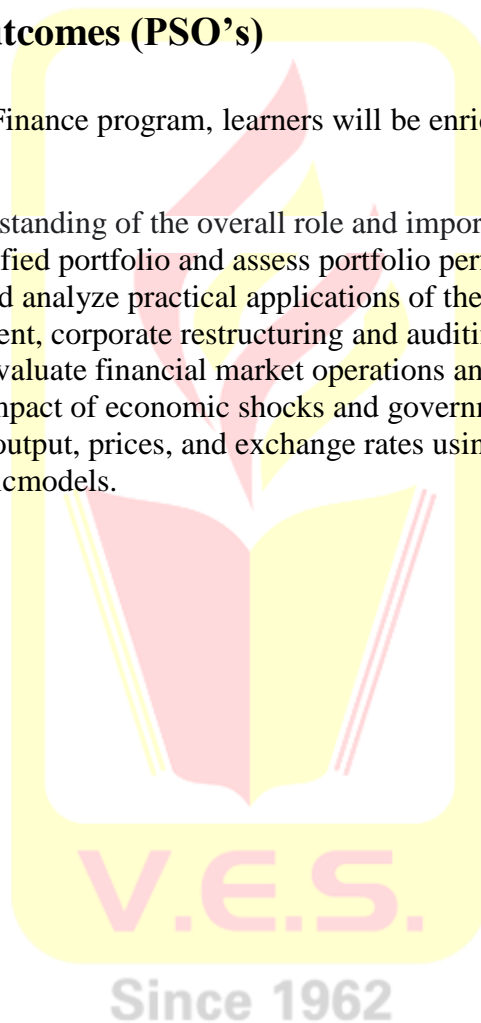
A learner completing B.Com. Finance will be able to:

- PO1 Apply the fundamental concepts and tools of finance.
- PO2 Design and prepare a financial plan, including recommendations in format that is understandable to clients.
- PO3 Integrate the fields of investments, taxation, insurance, estate and benefits planning.
- PO4 Explain how derivatives products can be used in portfolio management.

Program Specific Outcomes (PSO's)

On completion of B. Com Finance program, learners will be enriched with knowledge and be able to

- PSO1 Have an understanding of the overall role and importance of finance.
- PSO2 Build a diversified portfolio and assess portfolio performance.
- PSO3 Understand and analyze practical applications of the financial management, cost management, corporate restructuring and auditing.
- PSO4 Analyze and evaluate financial market operations and its instruments.
- PSO5 Forecast the impact of economic shocks and government policy decisions on interest rates, output, prices, and exchange rates using standard macroeconomic models.



FIRST YEAR:

Semester 1	Semester 2
Financial Accounting -I	Financial Accounting II
Introduction to Financial Systems	Principles of Investment
Business Communication - I	Business Communication - II
Foundation Course – I (Environment Management)	Foundation Course – II (Business Environment)
Managerial Economics – I (Micro)	Managerial Economics – II (Macro)
Quantitative Aptitude - I	Quantitative Aptitude - II
Fundamentals of Banking & Insurance	Digital Management-I

SECOND YEAR

Semester 3	Semester 4
Management Accounting	Corporate Finance
Cost Accounting	Entrepreneurship Management
Business Law	Corporate Law
Principles of Management	Organizational Behaviour
Financial Management I	Financial Management II
Financial Markets	Foreign Exchange Market
Digital Management-II	Strategic Management

THIRD YEAR

Semester 5	Semester 6
Business Ethics and Corporate Governance	Risk Management
Security Analysis & Portfolio Management	Financial reporting and Analysis
Derivatives Market	Venture Capital and Private Equity
Auditing	Corporate Restructuring
Direct Tax	Indirect Tax
Project I	Project II

Since 1962

Semester 1

Title of the Course	No. of Lectures	Theory	Tutorial	Credits
1. Financial Accounting -I	60			03
2. Introduction to Financial Systems	60			03
3. Business Communication - I	60			03
4. Foundation Course – I (Environment Management)	60			02
5. Managerial Economics – I(Micro)	60			03
6. Quantitative Aptitude and Reasoning - I	60			03
7. Computer Skills	60			03
Total				20

Semester 2

Title of the Course	No. of Lectures	Theory	Tutorial	Credits
1. Financial Accounting II	60			03
2. Principles of Investment	60			03
3. Business Communication - II	60			03
4. Foundation Course – II (Business Environment)	60			02
5. Managerial Economics – II(Macro)	60			03
6. Quantitative Aptitude and Reasoning - II	60			03
7. Digital Management - I	60			03
Total				20

Semester 3

Title of the Course	No. of Lectures	Theory	Tutorial	Credits
1. Management Accounting	60			03
2. Cost Accounting	60			03
3. Business Law	60			03
4. Principles of Management	60			03
5. Financial Management I	60			03
6. Financial Markets	60			02
7. Digital Management-II	60			03
Total				20

Semester 4

Title of the Course	No. of Lectures	Theory	Tutorial	Credits
1. Corporate Finance	60			03
2. Entrepreneurship Management	60			03
3. Corporate Law	60			03
4. Organizational Behaviour	60			03
5. Financial Management II	60			02
6. Foreign Exchange Market	60			03

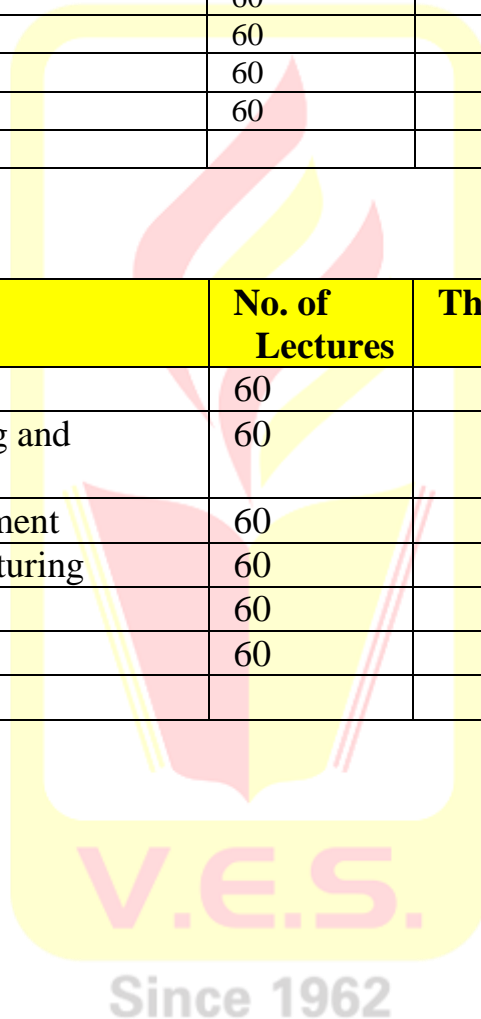
7. Strategic Management	60			03
Total				20

Semester 5

Title of the Course	No. of Lectures	Theory	Tutorials	Credits
1. Business Ethics and Corporate Governance	60			03
2. Security Analysis & Portfolio Management	60		20	05
3. Derivatives' Market	60			03
4. Auditing	60			03
5. Direct Tax	60			03
6. Project I	60			03
Total				20

Semester 6

Title of the Course	No. of Lectures	Theory	Tutorials	Credits
1. Risk Management	60			03
2. Financial reporting and Analysis	60		20	05
3. Strategic Management	60			03
4. Corporate Restructuring	60			03
5. Indirect Tax	60			03
6. Project II	60			03
Total				20



F.Y.B.Com. (Finance) (SEMESTER III)

Course Code	Title	Credits & Lectures per Semester	Lectures per Week
VESUCBF301	Management Accounting	03	04
	Unit I: Introduction to Management Accounting	10 Lectures	
	Unit II: Financial Statement Analysis	20 Lectures	
	Unit III: Ratio Analysis	15 Lectures	
VESUCBF302	Cost Accounting	03	04
	Unit I: Introduction to Cost Accounting	10 Lectures	
	Unit II: Classification of Costs and Cost Sheet	15 Lectures	
	Unit III: Introduction to Marginal Costing & Managerial Decisions	20 Lectures	
VESUCBF303	Business Law	03	04
	Unit I: Indian Contract Act	15 Lectures	
	Unit II: Special Contracts	15 Lectures	
	Unit III: Sale of Goods Act	15 Lectures	
VESUCBF304	Principles of Management	03	04
	Unit I: Introduction	15 Lectures	
	Unit II: Planning and decision making	15 Lectures	
	Unit III: Organising	15 Lectures	
VESUCBF305	Financial Management - I	03	04
	Unit I: Introduction to Finance and Financial Management	15 Lectures	
	Unit II: Financial Goal Setting & Time value of Money	15 Lectures	
	Unit III: Investment Decisions:- Capital Decisions	15 Lectures	
VESUCBF306	Financial Markets	03	04
	Unit I: Indian Financial System	15 Lectures	
	Unit II: Financial Markets in India	15 Lectures	
	Unit III: Commodity Market	15 Lectures	
VESUCBF307	Digital Management II	03	04
	Unit I: Introduction	15 Lectures	
	Unit II: Security and Encryption	15 Lectures	
	Unit III: E-Payments Mechanisms	15 Lectures	
	Unit IV: Computerized Accounting	15 Lectures	

Course Code	Title	Credits & Lectures per Semester	Lectures per Week
VESUCBF401	Corporate Finance	03	04
	Unit I:	10 Lectures	
	Unit II:	20 Lectures	
	Unit III:	15 Lectures	
	Unit IV:	15 Lectures	
VESUCBF402	Entrepreneurship Management	03	04
	Unit I: The Entrepreneur	15 Lectures	
	Unit II: Business Planning	15 Lectures	
	Unit III: Key Areas of New Ventures	15 Lectures	
	Unit IV: Evolving Concepts in Entrepreneurship	15 Lectures	
VESUCBF403	Corporate & Securities Law	03	04
	Unit I: Company Law – An Overview	15 Lectures	
	Unit II: Regulatory Framework Governing Stock Exchanges as per Securities Contracts Regulation Act 1956	15 Lectures	
	Unit III: Security Exchange Board of India	15 Lectures	
	Unit IV: The Depositories Act, 1996	15 Lectures	
VESUCBF404	Organizational Behaviour	03	04
	Unit I: Introduction to organization Behaviour	15 Lectures	
	Unit II: Understanding Others: Interpersonal relationships	15 Lectures	
	Unit III: Group Behaviour and Team Behaviour	15 Lectures	
	Unit IV: Stress Management and Change	15 Lectures	
VESUCBF405	Financial Management- II	03	04
	Unit I: Financial Policy And Strategy	15 Lectures	
	Unit II: Management of Components of working capital management	15 Lectures	
	Unit III: Financial Planning	15 Lectures	
	Unit IV: Capital Structure Theories And Dividend Policy	15 Lectures	
VESUCBF406	Foreign Exchange Market	03	04
	Unit I: Introduction to International Finance	15 Lectures	
	Unit II: International Monetary System and Foreign Exchange Market	15 Lectures	
	Unit III: Currency Futures and Options	15 Lectures	
	Unit IV: Global Financial Market	15 Lectures	
VESUCBF407	Strategic Management	03	04
	Unit I: Strategic Management an Overview	15 Lectures	
	Unit II: Strategic Management Environment	10 Lectures	
	Unit III: Levels of Strategies and Analysis	10 Lectures	
	Unit IV: Activating Strategy and Implementation	15 Lectures	
	Unit V: Strategic Evaluation and Control	10 Lectures	

Course title: Management Accounting

Course code: VESUCBF301

Objective:

1. To make the students familiar to the financial systems and its various features.
2. To make them understand the banking system, its origin, purposes and objectives and overall role in development of the nation.
3. To make them understand the insurance company, its working and its origin and different insurance available in the market.

Learning Outcomes (LO):

On successful completion of this course students will be able to:

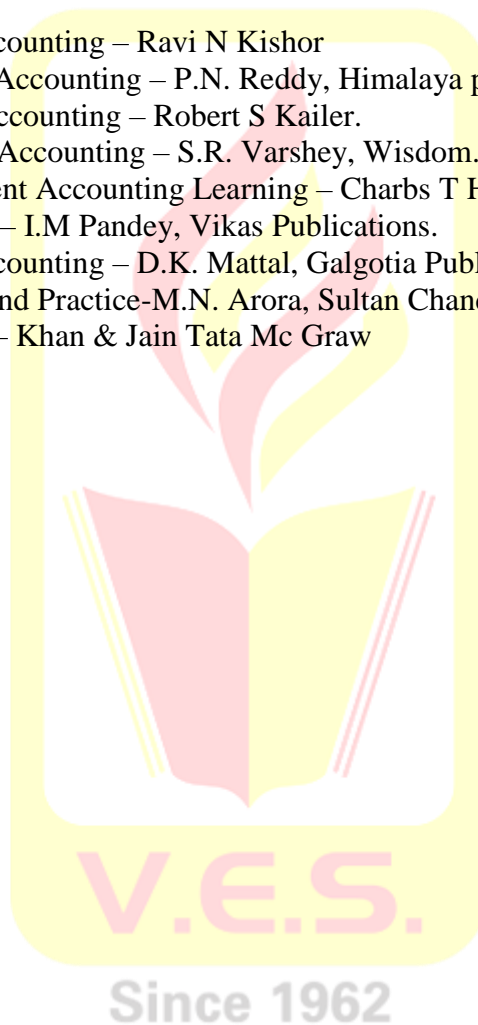
- LO1 It creates awareness among the learners towards current, serious environmental issues in the financial market.
- LO2 It also creates awareness about services in the financial sector.
- LO3 Students will get to know about insurance companies, its working and its origin and different insurance available in the market.

Unit no.	Details of topics	No of lectures
1	Introduction to Management Accounting	10
	Meaning and Definition , Scope, Functions , Objectives, Importance, Role of Management Accounting, Management Accounting Framework, Tools of Management Accounting	Lectures
2	Financial Statement Analysis	20
	A) Introduction to Corporate Financial Statements : Understanding the Balance sheet and Revenue statements with the headings and sub headings, Uses of financial statements, Users of Financial Statements. B) Financial Statement Analysis Introduction and Meaning of Financial Statement Analysis, Steps, Objective, Types of Analysis. i) Study of Balance sheet and Income statement / Revenue statement in vertical form suitable for analysis ii) Relationship between items in Balance Sheet and Revenue statement iii) Tools of analysis of Financial Statements (iv) Trend analysis (v) Comparative Statement (vi) Common Size Statement Note: (i) Problems based on trend analysis (ii) Short Problems on Comparative and Common size statements.	Lectures
3	Ratio Analysis	
	Ratio analysis: Meaning, classification, Du Point Chart, advantages & limitations. Balance Sheet Ratios: Current Ratio, Liquid Ratio, Stock Working Capital Ratio, Proprietary Ratio, Debt Equity Ratio, Capital Gearing Ratio. Revenue Statement Ratios: Gross Profit Ratio, Expenses Ratio , Operating Ratio, Net Profit Ratio , Net Operating Profit Ratio , Stock Turnover Ratio, Combined Ratio, Return on Capital employed (Including Long Term Borrowings), Return on proprietor's Fund (Shareholders Fund and Preference Capital , Return on Equity Capital,	

	Dividend Payout Ratio, Debt Service Ratio, Debtors Turnover, Creditors Turnover.	
4	Working Capital Management	
	<ul style="list-style-type: none"> · Management of Working Capital in India · Estimating working capital needs · Operating or working capital cycle · Working Capital Financing: Trade Credit; Bank Credit; Commercial Papers; Certificate of Deposits (CDs); Financing. Maximum Permissible Banking Finance 	

References:

- Cost and Management Accounting – Ravi N Kishor
- Essential of Management Accounting – P.N. Reddy, Himalaya publication.
- Advanced Management Accounting – Robert S Kailer.
- Financial of Management Accounting – S.R. Varshey, Wisdom.
- Introduction of Management Accounting Learning – Charbs T Horngram, PHI.
- Management Accounting – I.M Pandey, Vikas Publications.
- Cost and Management Accounting – D.K. Mattal, Galgotia Publications.
- Cost Accounting Theory and Practice-M.N. Arora, Sultan Chand and sons
- Management Accounting – Khan & Jain Tata Mc Graw



Course title: Cost Accounting**Course code: VESUCBF 302****Objective:**

1. To make learners understand various concepts of Cost Accounting.
2. To make learners understand the concept of classification of cost.
3. To make learners understand the basic objective of cost i.e Costing, Cost Report and Cost Control.

Learning Outcomes (LO):

On successful completion of this course students will be able to:

- LO1 The learners will be able to understand basic components of cost accounting.
- LO2 The learners will be able to understand Cost Classification for Stock Valuation, Profit measurement and Elements of cost.
- LO3 It will help the learners to understand the concepts of Marginal costing and also will be able to apply for taking managerial decisions
- LO4 Learners will be able to understand the concept of Standard Costing with regards to Material, Labour and Overheads.

Unit no.	Details of topics	No of lectures
1	Introduction to Cost Accounting	10 Lectures
	<ul style="list-style-type: none"> · Objectives and scope of Cost Accounting · Cost centres and Cost units · Cost classification for stock valuation, Profit measurement, Decision making and control · Coding systems · Elements of Cost 	
2	Classification of Costs and Cost Sheet	15 Lectures
	<ul style="list-style-type: none"> · Classification of costs, Cost of Sales, Cost Centre, Cost Unit, Profit Centre and Investment Centre · Cost Sheet Note- Practical problems based on preparation of cost sheet (NORMAL COST SHEET AND ESTIMATED COST SHEET) 	
3	Introduction to Marginal Costing & Managerial Decisions	20 Lectures
	Marginal costing meaning, application, advantages, limitations, Contribution, Breakeven analysis and profit volume graph. Make or Buy; Sales Mix Decisions; Exploring New Markets; Plant Shut Dow Decision. Note:- Practical problems based on Marginal Costing and Managerial Decisions	
4	Standard Costing	15 Lectures
	Various types of standards, setting of standards, Basic concepts of Material, Labour and Overhead (Fixed and Variable) variance analysis.	

References:

- Lectures on Costing by Swaminathan: S. Chand and Company (P) Ltd., New Delhi · Cost Accounting by C.S. Rayudu, Tata Mc. Grow Hill and Co. Ltd., Mumbai · Cost Accounting by Jawahar Lal and Seema Srivastava, Tata Mc. Grow Hill and Co. Ltd., Mumbai
- Cost Accounting by Ravi M. Kishore, Taxmann Ltd., New Delhi
- Principles and Practices of Cost Accounting by N.K. Prasad, Book Syndicate Pvt. Ltd.,

Calcutta

- Cost Accounting Theory and Practice by B.K. Bhar, Tata Mc. Grow Hill and Co. Ltd., Mumbai
- Advanced Cost and Management Accounting: Problems and Solutions by V.K. Saxena and C.D. Vashist, S. Chand and Company (P) Ltd., New Delhi
- Cost Accounting by S.P. Jain and K.L. Narang, Kalyani Publishers, Ludhiana · Modern Cost and Management Accounting by M. Hanif, Tata McGraw Hill Education Pvt. Ltd., New Delhi



Course title: Business Law**Course code: VESUCBF 303****Objective:**

1. Provide instruction in key aspects of the core lawyering skills that are used in most forms of legal practice.
2. Provide students with a basis for understanding the interaction of legal analysis with human behavior, including interpersonal dynamics and communication.
3. Expose students to the demands, constraints, and methods of thinking in role as lawyers.
4. Provide students with the skills of self-reflection and learning from experience.

Learning Outcomes (LO):

On successful completion of this course students will be able to:

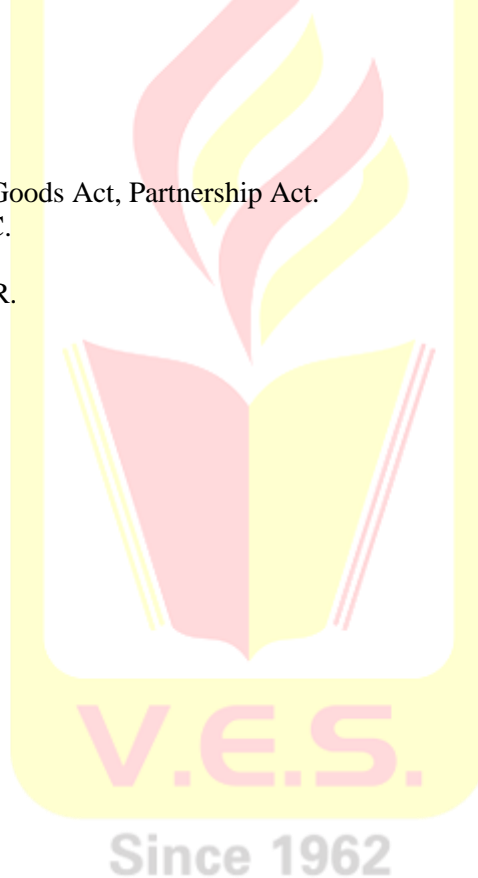
- LO1 A basic understanding of law is acquired by the learners that can be practically applied to seek redressal for injustices.
- LO2 Learners are exposed to their fundamental rights and responsibilities and develop an understanding of rights.
- LO3 Learners get an in-depth knowledge of contracts by learning about different contracts & agreements.
- LO4 Learners gain an understanding of negotiable instrument act and applications in real life situations.
- LO5 Learners are exposed to the fundamentals of the different instruments used in the banking system and related aspects of law.

Unit no.	Details of topics	No of lectures
1	Indian Contract Act	
	Indian Contract Act 1872 Definitions (S.2): Agreement, kinds of Agreements, Contract- kinds of contracts: Valid, Void, Voidable, Contingent and Quasi Contract and E-contract, distinguish between Agreement and Contract. Offer or Proposal- definition, Essentials of Valid proposal or offer, counteroffer, Standing or open offer, distinguish between offer and invitation to offer, Acceptance-definition, Essentials of a valid acceptance, Promise, Communication of Offer and acceptance and Revocation. Capacity to contract (Ss.10-12), Consent and Free Consent (Ss.13-22) Consideration (S.2 and 25) and Void Agreements (Ss.24-30)	
2	Special Contracts	
	Law of Indemnity and Guarantee (Ss.124-125, Ss-126-129,132-147) Law of Bailment and pledge (Ss. (Secs148,152-154,162, 172,178,178A and179) Law of Agency (S. 182-185& 201-209only)	
3	Sale of Goods Act	
	Introduction, Definitions (Sec-2), Formalities of the contract of sale (Ss. 4- 10), Distinction between 'sale' and 'agreement of sell, Distinction between 'sale and hire-purchase agreement' Conditions and Warranties (11-17) Transfer of property as between the seller and the buyer (sec-18-26) Rights of an unpaid seller (Secs-45-54)	

4	Negotiable Instruments Act	
	<p>Meaning and Characteristics of Negotiable Instrument, Operational rules of Evidence –Presumptions, classification of Negotiable Instruments.</p> <p>Promissory Notes and Bills of Exchange(Ss. 4,5,108-116)</p> <p>Essential elements of Promissory Note and Bill of Exchange, Distinguish Between Promissory note and Bill of Exchange. Acceptor and Acceptance, definition of Acceptor, Acceptance for honour, Absolute and qualified or conditional acceptance, Drawer, Drawee in case of Need(Ss.7,115&116) Payee, Cheques, Types of Cheque and Penalties in case of dishonour of certain cheques, distinguish between cheque and Bill of exchange, (Sec: 6,123- 131A,138-147)</p> <p>Miscellaneous Provisions:(Secs:8-10,22,99-102,118-122,134-137)Holder(S.8), Holder in Due Course(S.9), Rights and privileges of H.D.C.Payment in due course (S.10), Maturity of an Instrument (S.22), Noting(S.99), Protest (S.100-102). Bills in Set. (Sec.13)</p>	

References:

- The Constitution of India
- Respective Acts
- Indian Contract Act, Sale of Goods Act, Partnership Act.
- Business Law - Kucchat M. C.
- Business Law - Kapoor N. D.
- Business Law - Chaudha P. R.



Course title: Principles of Management**Course code: VESUCBF 304****Objective:**

1. It aims at equipping students with the fundamentals of management.
2. It helps in understanding the nature and process of management.
3. To understand the Fundamentals of organizing.
4. It is also aimed at imparting a basic understanding of the Nature, purpose, and process of controlling.

Learning Outcomes (LO):

On successful completion of this course students will be able to:

- LO1 Students understand the concept of basic management roles and skills, contemporary issues and challenges.
- LO2 They get an idea about important concepts like goal setting, MBO, decision making, conditions, forms of group decision making in an organization.
- LO3 They are introduced to kinds of the control systems, prerequisites of effective control systems, resistance to control, controlling techniques

Unit no.	Details of topics	No of lectures
1	Introduction	
	Nature and process of management, basic management roles and skills, nature of managerial work, approaches to management, classical behavioural, systems and contingency approaches, contemporary issues and challenges	
2	Planning and decision making	
	concept, purpose and process of planning, kinds of plans, strategies, policies and planning, premises, goal setting, MBO, decision making, conditions, forms of group decision making in organisation	
3	Organising	
	Fundamentals of organising, bases of departmentation, distribution of authority, coordination, organisation structure, and design, leadership-nature and significance, leading and managing, leadership styles, leadership theories	
4	Management control	
	Nature, purpose and process of controlling, kinds of control system, prerequisites of effective control systems, resistance to control, controlling techniques	

Reference :

- Principles of Management - P.C. Tripathi & P.N. Reddy.
- Essentials of Management - Wehrich and Koontz.
- Principles of Management - L.M. Prasad
- Principles of Management - Dinkar Pagare
- Business Management - C.B. Gupta
- Business Management - N. Premavathy
- Principles of Management - J. Jayasankar

Course title: FINANCIAL MANAGEMENT- I**Course code: VESUCBF 305****Objective:**

1. To make understand learners concept of finance
2. To make understand learners concept of financial management
3. To make understand learners concepts relating to financial goal setting ; time value of money; capital decisions and financial decisions

Learning Outcomes (LO):

On successful completion of this course students will be able to:

- LO1 Learners will be able to understand various source of finance i.e Long Term and Short Term sources of finance. c) d) e)
- LO2 Learners will be able to understand objectives of firm i.e. profit maximisation, wealth maximisation
- LO3 Learners will be able to set the various financial goal and also apply various concepts of time value of money.
- LO4 Learners will be able to apply various traditional and modern techniques of capital budgeting
- LO5 Learners will be able to understand concepts relating to cost of capital and various theory relating to capital structure decision.

Unit no.	Details of topics	No of lectures
1	Introduction to Finance and Financial Management	
	A) Introduction to Finance • Meaning and definition of finance • Importance of finance • Types of Finance: Public and Private • Sources of finance 1. Long Term Sources : Term Loans, Debentures, Bonds, Zero Coupon bonds, Convertible Bonds, Equity shares, Preference shares, CD, CP, Public Deposits 2. Short Term Sources: Bank Finance, Trade Credit, Other Short Term Sources 3. Venture Capital and Hybrid Financing B) Financial Management • Meaning and Importance of Financial Management • Scope of Financial Management • Functions and Objectives of Financial Management • Primary Objective of Corporate Management • Agency Problem • Organization of Finance Function • Emerging role of Finance Managers in India. C) Objectives of the Firm • Profit Maximization and Shareholders Wealth Maximization, Profit V/s Value Maximization	
2	Financial Goal Setting & Time value of Money	
	A) Financial Goal Setting • Introduction • Financial Forecasting – Meaning, Techniques, Benefits • Approaches to Financial Planning • Economic Value Added (EVA)– Measurement & Components • Free Cash Flow (FCF) – B) Time Value of Money • Concept Present Value Annuity Techniques of Discounting & Techniques of Compounding	
3	Investment Decisions:- Capital Decisions	
	Capital Budgeting o Nature of Capital Budgeting o Purpose of Capital Budgeting o Capital Budgeting Process o Types of Capital Investment	

	o Basic Principle of Measuring Project Cash Flows • Increment Principle, Long Term Funds Principle, Exclusion of Financial Cost Principle, Post Tax Principle • Probability technique for measurement of cash flow • Capital Budgeting Techniques: Pay Back Period, Accounting Rate of Return Net Present Value, Profitability Index and Discounted Pay Back Method. • A Comparison; Project Selection Under Capital Rationing (Note: Problems on computation of cash flow, ranking of projects on various techniques, selection and analysis with / without capital rationing)	
4	Financial Decisions	
	A) Cost of Capital : • Introduction and Definition of Cost of Capital • Measurement of Cost of Capital • Measurement of WACC using book value and market value method. • Measuring Marginal Cost of Capital	

Reference:

- Financial Management: I M Pandey, Vikas Publishing House.
- Financial Management: M.Y. Khan, P.K. Jain, Tata McGraw Hill.
- Financial Management : Ravi M Kishore, Taxman
- Financial Management : James C Van Horne, Prentice Hall
- Financial Management: Prassana Chandra, Prentice Hall.
- Financial Management: Chandra Haribariran Iyer: IBHL Publication.



Course title: Financial Markets**Course code: VESUCBF 306****Objective:**

1. Knowledge and understanding of financial markets
2. Knowledge and understanding of commodity markets
3. Knowledge and understanding of derivative markets

Learning Outcomes (LO):

On successful completion of this course students will be able to:

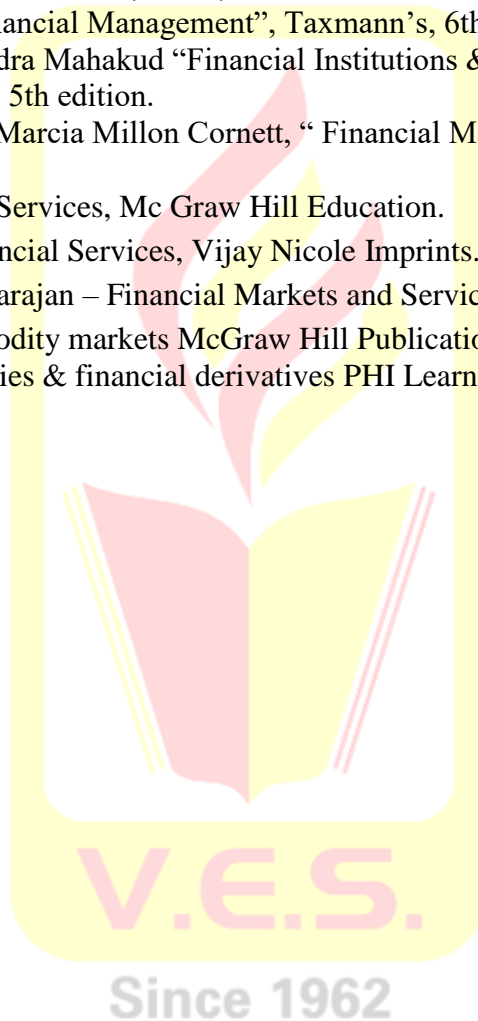
- LO1 Students will be able to develop a logical and practical approach in the area of accounting.
- LO2 Students will understand the applicability of accounting by studying the topics like accounting standards and hire purchase.
- LO3 Students will be able to enhance their ability in understanding and absorbing the various topics and courses which will follow

Unit no.	Details of topics	No of lectures
1	Indian Financial System	
	<p>A) Introduction, Meaning, Functions of financial system, Indian financial system from financial neutrality to financial activism and from financial volatility to financial stability, Role of Government in financial development, Overview of Phases of Indian financial system since independence (State Domination – 1947-1990, Financial sector reforms 1991 till Financial Sector Legislative Reforms Commission 2013), Monitoring framework for financial conglomerates.</p> <p>B) Structure of Indian Financial System – Banking & Non-Banking Financial Institutions, Organized and Unorganized Financial Markets, Financial Assets/Instruments, Fund based & Fee Based Financial Services.</p>	
2	Financial Markets in India	
	<p>A) Indian Money Market – Meaning, Features, Functions, Importance, Defects, Participants, Components of Organized and Unorganized markets and Reforms</p> <p>B) Indian Capital Market - Meaning, Features, Functions, Importance, Participants, Instruments, Reforms in Primary and Secondary Market.</p> <p>C) Indian Stock Market - Meaning and functions of Stock Exchange- NSE and BSE.</p> <p>D) Equity Market – Primary Market, IPO, Book Building, Role of Merchant Bankers, ASBA , Green Shoe Option, Issue of Bonus shares, Right Shares, Sweat Equity shares, ESOP.</p> <p>E) Indian Debt Market –Market Instruments, Listing, Primary and Secondary Segments</p>	
3	Commodities Market	
	Introduction to commodities market - Meaning History & origin, Types of commodities traded, Structure of commodities market in India, Participants in commodities market, Trading in commodities in India (cash & derivative segment), Commodity exchanges in India & abroad, Reasons for investing in commodities.	
4	Derivatives Market	

	Introduction to Derivatives market- Meaning, History & origin, · Elements of a derivative contract, Factors driving growth of derivatives market, Types of derivatives, Types of underlying assets, Participants in derivatives market, Advantages & disadvantages of trading in derivatives market, Current volumes of derivative trade in India, Difference between Forwards & Futures	
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Reference :

- Clifford Gomez, “Financial Markets, Institutions and Financial Services”, PHI, Eastern Economy Edition.
- M Y Khan, “Financial Services”, TMH, 7th edition
- Ravi M. Kishore, “Financial Management”, Taxmann’s, 6th edition.
- Bhole. L.M. and Jitendra Mahakud “Financial Institutions & Markets – Structure, Growth & Innovations”, TMH 5th edition.
- Anthony Saunders & Marcia Millon Cornett, “ Financial Markets & Institutions”, TMH, 5th edition.
- Khan M.Y, Financial Services, Mc Graw Hill Education.
- Dr.S. Gurusamy, Financial Services, Vijay Nicole Imprints.
- E. Gordon and K. Natarajan – Financial Markets and Services
- Niti Chatnani- Commodity markets McGraw Hill Publication
- S. Kevin, - Commodities & financial derivatives PHI Learning Pvt ltd



Course title: Digital Management II

Course code: VESUCBF 307

Objective:

1. To enable the student to become familiar with the mechanism for conducting business transactions through electronic means.
2. This course seeks to enhance the skills needed for computerized accounting system and to enable the students to develop simple accounting applications.

Learning Outcomes (LO):

On successful completion of this course students will be able to:

- LO1 The students will get an idea about E- Commerce Business Model and its security environment.
- LO2 Students are also introduced to different E- Payment methods.
- LO3 Students get an awareness of the cybercrimes that are possible in the current scenario and cybercrime laws.
- LO4 They also learn software programs used in accounting.

Unit no.	Details of topics	No of lectures
1	Introduction	
	Introduction, Meaning, advantages, disadvantages of E-commerce, History of E-commerce, types of E-Commerce, e-commerce business models, Difference between E-commerce and E-business, E-commerce v/s Traditional Commerce, SWOT & challenges of E-commerce.	
2	Security and Encryption:	
	Need and concepts, the e-commerce security environment: (dimension, definition and scope of e-security), security threats in the E-commerce environment (security intrusions and breaches, attacking methods like hacking, sniffing, cyber-vandalism etc.), technology solutions (Encryption, security channels of communication, protecting networks and protecting servers and clients), IT Act 2000 & cyber-crime law	
3	E-Payments Mechanisms	
	E-payment requirement: Meaning & Importance, App based E-commerce System, M-Wallet payments, Card Based payment & Types of Cards, Net Banking, Mobile Banking, UPI, NEFT, RTGS, Payment through Bitcoin	
4	Computerized Accounting:	
	Meaning of Tally software, features, Advantage requirement Hardware of Tally software, Introduction to SAP: Meaning, features, configuration advantages and Limitations. SAP in finance.	

SEMESTER IV

Course title: Corporate Finance

Course code: VESUCBF 401

Objective:

1. To enable the student to become familiar with the key concepts for evaluating investment opportunities.
2. The students learn different methods to calculate the return on investment for a project, how to value stocks and bonds.
3. The students learn the methodology to determine the value of an asset are essential parts of the corporate finance role.

Learning Outcomes (LO):

On successful completion of this course students will be able to:

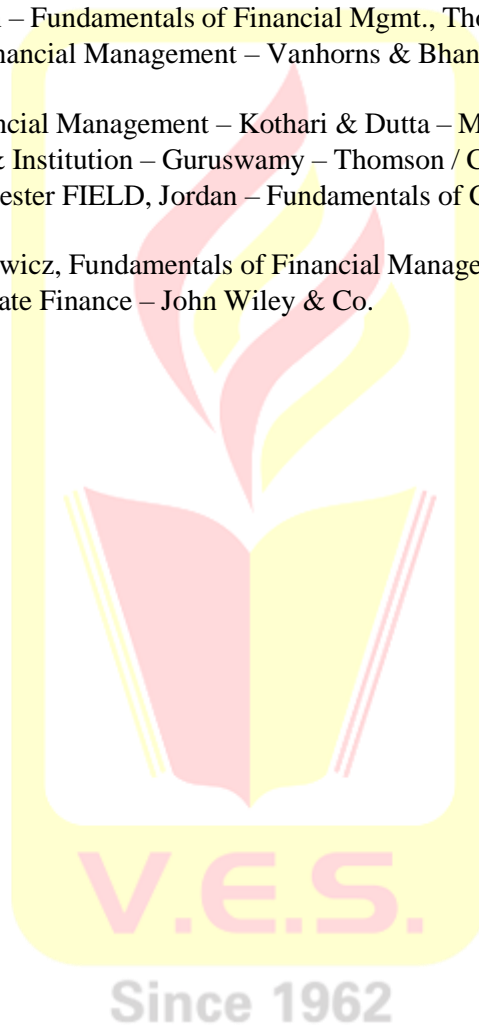
- LO1 The students will learn to understand the financial problems related to investors, cooperation, and the communication between investors and companies in the capital markets
- LO2 Corporate finance helps the students to frame strategies for stakeholders to manage the operations of organisations very well.
- LO3 Students with good knowledge about finance and analytics, you can manage the cash flow in your firm.
- LO4 Students will gain practical and fair knowledge of quantitative and statistical analysis and fact-based analysis that will help you make better decisions for your firm.

Unit no.	Details of topics	No of lectures
1	Corporate Finance- an overview	
	Function of Finance in a business enterprise Emergence of corporate finance as an integral part of business finance Need for professional approach in managing corporate finance Role and functions of a Corporate Financial Manager Requirements of an efficient Corporate Financial Manager	15
2	Planning the corporate Financial Activities:	
	Theories of Capitalisation Owned Capital and borrowed Capital- Cost of Capital Break even analysis	15
3	Capital Structure	
	Meaning and Definition of Capital structure Factors affecting Capital structure- trading on equity Watered Capital, over capitalization and under capitalization NPV, IRR, DCF analysis and pay back period	15
4	Sources and Methods of Raising Corporate Finance	
	Types and features of corporate securities	15

currently available	Management of new issues including pricing of securities Role of commercial banks and investment banks in financing the corporate sector Leasing a s method of corporate finance	
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References:

- Prasanna Chandra: Financial Management (TMH),
- I. M. Pandey – Financial Management (Vikas),
- M. Y. Khan 7 P. K. Jain – Financial Management (TMH),
- Brigham & Houston – Fundamentals of Financial Mgmt., Thomson Cengage Learning
- Fundamentals of Financial Management – Vanhorns & Bhandari- Pearson evaluation.
- Contemporary Financial Management – Kothari & Dutta – Machanilan India Ltd.
- Financial Markets & Institution – Guruswamy – Thomson / Cengage Learning
- Stephen A. Ross, Wester FIELD, Jordan – Fundamentals of Corporate Finance (MacGraw Hill)
- Vanhorne & Wachowicz, Fundamentals of Financial Management – Pearson
- Damodaran, Corporate Finance – John Wiley & Co.



Course title: Entrepreneurship Management

Course code: VESUCBF402

Objective:

1. Knowledge and understanding entrepreneur and business planning.
2. Knowledge and understanding key areas of new venture.
3. To Understand the evolving concepts of entrepreneurship.

Learning Outcomes (LO):

On successful completion of this course students will be able to:

- LO1 It provides the students the insights regarding the concepts of entrepreneur, various theories of entrepreneurship, entrepreneurial values and skills.
- LO2 Insights on the various forms of entrepreneurial structures.
- LO4 Understand the critical factors for starting a new enterprise.
- LO5 It also helps to provide an expertise on developing a business plan.
- LO6 The learner is made aware about the various functions of the departments such as marketing, operations, finance, and human resource
- LO7 It also helps to identify various institutions available to support entrepreneur and their objectives and role
- LO8 It provides insights on various concepts on social entrepreneur.

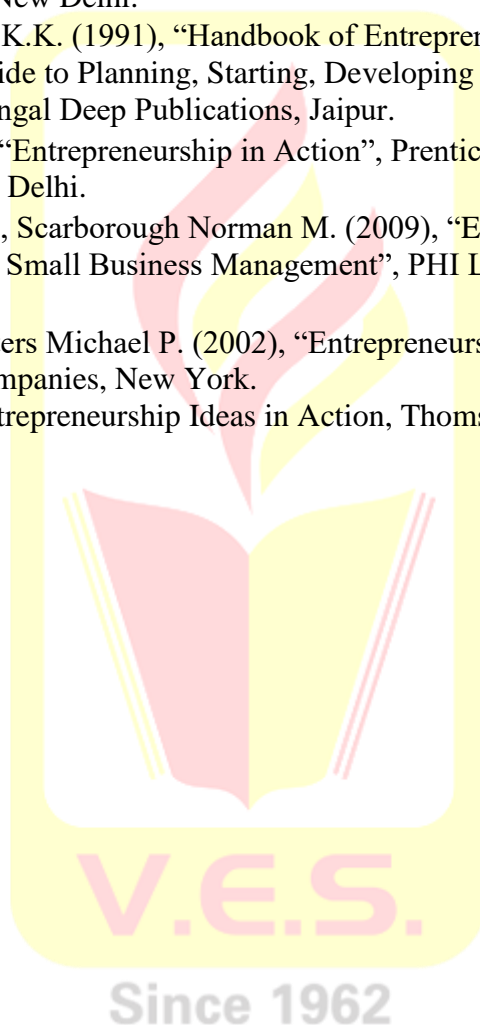
Unit no.	Details of topics	No of lectures
1	Entrepreneur	
	A) Entrepreneur: Meaning, Nature, origin and development of entrepreneurship in India, Need and Importance, Core elements, Principles, Essentials, Types, Functions, Concept of entrepreneurship management, Motives behind being an entrepreneur, Entrepreneurial Process B) Theories of Entrepreneurship: Innovation Theory of Schumpeter, Need for Achievement Theory of McClelland, Risk Bearing Theory of knight, Hagen’s Theory of Entrepreneurship, Economic Theory of Entrepreneurship. C) Entrepreneurial Values and Attitudes, Dominant characteristics of successful entrepreneurs, Internal and external factors for entrepreneurial motivation D) Entrepreneurial Skills, Identifying business opportunities, Role of creativity in Entrepreneurship, the creative process, the Innovation process, types of innovation, sources of innovation, principles of innovation, Sources of Business Ideas.	15
2	Business Planning:	
	A) Forms of Entrepreneurial structures: · Sole Proprietorship-meaning, merits and limitations. · Partnership-Meaning, Forms, merits and limitations. · Corporations-Meaning, merits and limitations. · Limited Liability partnerships and corporations. · Franchising-Meaning, types, merits and limitations.	15

	<p>B) Critical Factors for starting a new enterprise: Personal, Environmental, Sociological factors. Problems of a New Venture-Financial, administrative, marketing, production and other problems.</p> <p>C) Business Plan: Meaning, Benefits, Developing a business plan, Environment scanning, Elements/Areas to be covered in a Business Plan, Project Report preparation, Contents of a Project Report.</p>	
3	Key Areas of New Ventures	
	<p>A) Marketing: New Product Development, Marketing Strategy for the new venture, Branding strategies, Distribution strategies, Pricing Strategies, Promotion strategies for new venture, Concept of Marketing Mix and Market segmentation, Marketing Plan</p> <p>B) Operations: Size and location of Enterprise, Layout, Inventory Control, Quality Control.</p> <p>C) Finance: Sources of long term and short term finance, Debt fund-Meaning, Merits and limitations, Equity Fund- Meaning, merits and limitations, Concept of Break Even analysis, Venture Capital-Meaning, Merits and Limitations, Criteria for Evaluating New Venture Proposals by Venture Capitalist</p> <p>D) Human Resource: Personnel Function, Important Labor Laws: Industrial Disputes Act, Factories Act, Provident Fund Act, Employee State Insurance Act, Payment of Wages Act, Minimum Wages Act, Payment of Gratuity Act, other related Acts and Role of HRD in new ventures.</p>	15
4	Evolving Concepts in Entrepreneurship	
	<p>A) Social Entrepreneurship: Meaning, Social responsibility of an entrepreneur</p> <p>B) Barriers to entrepreneurship: Environmental, economic, non-economic, personal and entrepreneurial barriers.</p> <p>C) Intrapreneurship: Meaning, Characteristics, Intrapreneurs Activities, types of Corporate Entrepreneurs, Corporate V/s Intrapreneurial culture, Climate, Fostering Intrapreneurial culture, Promoting intrapreneurship-Pinchot's Spontaneous teams and Formal Venture teams, establishing intrapreneurial ventures.</p> <p>D) Ethics and Entrepreneurship: Defining Ethics, Approaches to Managerial ethics, ethics and business decisions, Ethical practices and code of conduct, Ethical considerations in corporate entrepreneurship.</p> <p>E) Institutional Support to Entrepreneurs: Importance, Incentives and facilities, Entrepreneurship Development Institute of India (EDI), NSIC, Small Industries Development Organization (SIDO), National Institute for Entrepreneurship and Small Business Development (NIESBUD), Others, Key features of National Policy on Skill Development and Entrepreneurship 2015.</p>	15

Reference:

- S.L. Gupta and Dr. Arun Mittal, Entrepreneurship Development by International Books House Ltd.
- Vasant Desai, Dynamics of Entrepreneurial Development
- Willaim D. Bygrave and Andrew Zacharakis, The Portable MBA in Entrepreneurship by, Fourth edition, John Wiley and Sons.
- S.S. Khanka, Entrepreneurship Development, Sultanchand and Sons Ltd. · C.B. Gupta and N.P. Shrinivasan, Entrepreneurship Development Sultan chand and sons · Sharma Sudhir,

- Singh Balraj, Singhal Sandeep (2005), “Entrepreneurship Development”, Wisdom Publications, Delhi.
- Badi R.V., Badi N.V. (2010), “Entrepreneurship”, Vrinda Publications (P) Ltd., Delhi.
 - Desai Vasant (2009), “The Dynamics of Entrepreneurial Development and Management – Planning for Future Sustainable Growth”, Himalaya Publishing House, India.
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 - Roy Rajeev (2009)], “Entrepreneurship”, Oxford University Press, New Delhi.
 - Burns Paul (2001), “Entrepreneurship and Small Business”, Palgrave Mecomillan, China.
 - Sudha G.S. (2005), “Management and Entrepreneurship Development”, Indus Valley Publications, New Delhi.
 - Basotia G.R., Sharma K.K. (1991), “Handbook of Entrepreneurship Development – An Entrepreneurs Guide to Planning, Starting, Developing and Managing a New Enterprise”, Mangal Deep Publications, Jaipur.
 - Coulter Mary (2003), “Entrepreneurship in Action”, Prentice Hall of India Private Limited, New Delhi.
 - Zimmerer Thomas W., Scarborough Norman M. (2009), “Essentials of Entrepreneurship and Small Business Management”, PHI Learning Private Limited, New Delhi.
 - Hisrich Robert D., Peters Michael P. (2002), “Entrepreneurship – International Edition”, The McGraw-Hill Companies, New York.
 - Cynthia L Greene, Entrepreneurship Ideas in Action, Thomson



Course title: Corporate & Securities Law**Course code: VESUCBF 403****Objective:**

1. Understanding and overview of Company law.
2. Study the regulatory framework of SEBI and Securities contract regulation Act, 1956.
3. Knowledge of Depositories Act, 1996.

Learning Outcomes (LO):

On successful completion of this course students will be able to:

- LO1 Learn about the company law and how it applies to the financial sectors and the legal framework of a company.
- LO2 Learners get a basic understanding of functions, procedures, regulations, etc. under SEBI.
- LO3 Get a detailed framework on the concepts of securities and understand the working of stock exchanges.
- LO4 Learners will be able to understand the functions of the depository system.

Unit no.	Details of topics	No of lectures
1	Company Law – An Overview	
	A)Development of Company Law in India B) Doctrines Governing Corporates – Lifting the Corporate Veil, Doctrine of Ultra Vires, Constructive Notice, Indoor Management, Alter Ego. The Principle of Non Interference (Rule in Foss V/s Harbottle) – Meaning , Advantages , Disadvantages & Exceptions, Majority and Minority Rights under Companies Act C) Application of Company Law to Banking and Insurance Sector Application of Companies Act to Banking and Insurance sector governed by Special Acts. S.1(4) of Companies Act 2013 Exceptions provided (S.67(3), S.73(1), S.129(1), 179(3), S.180(1)(c), S.186, S.189	15
2	Regulatory Framework Governing Stock Exchanges as per Securities Contracts Regulation Act 1956	
	· Definition of Securities, Spot Delivery Contract, Ready Delivery Contract, Stock Exchange. · Corporatization and demutualization of Stock Exchange –Meaning, Procedure & Withdrawal · Power of Recognized Stock Exchange to make rules restricting voting rights etc. · Power of Central Government to Direct Rules or Make rules · Power of SEBI to make or amend bye laws of recognized stock exchange · Books and Accounts to be maintained by recognized stock exchange · Grounds on which stock exchange can delist the securities of a company. Section 3 to Section 20	15
3	Security Exchange Board of India	
	A)SEBI: Objectives-terms-establishment-powers-functions accounts and audit- penalties –registration. B) Issues of Disclosure Investors Protection Guidelines: Pre & Post obligations-conditions for issue-Debt Security-IPO-E-IPO Employee option-right-bonus-preferential allotment intermediary-operational-promoter lock in period requirements offer document.	15

4	The Depositories Act, 1996	
	Depository – Meaning , Benefits , Models, Functions Participants · The Depository Act 1996 – Objectives, Eligibility condition for depository services, Fungibility, Bye laws of depository , Governance of Depository and Internal audit of depository Participant, BSDA and single registration for depository participants	15

Reference:

- Mamta Bhargava – Compliances and Procedures under SEBI Law
- V.L Iyer – SEBI Practice Manual - Taxmann
- D.K Jain – Company Law Ready Reckoner
- **Bare Act – Corporate Laws Taxmann Microsoft Office Professional2013-Step by step**
- *By Beth Melton, Mark Dodge, Echo Swinford, Andrew Couch*



Course title: Organizational Behaviour**Course code: VESUCBF 404****Objective:**

1. To understand and predict organizational life.
2. It helps to understand the nature and activities of people in an organization.
3. To understand the human interactions in an organization.
4. To develop effective group behavior among the employees.
5. To identify the reasons for conflict and to resolve the conflict.

Learning Outcomes (LO):

On successful completion of this course students will be able to:

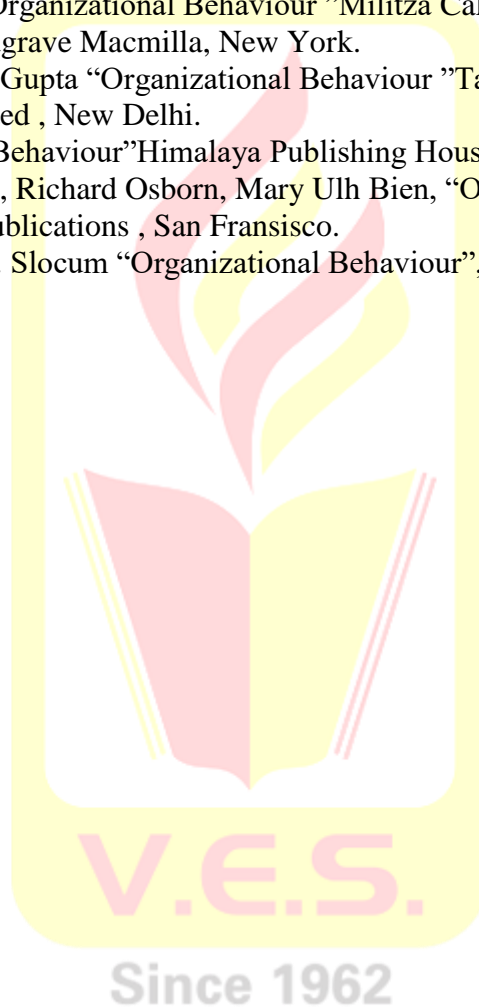
- LO1 It helps the students to understand the significance to motivate employees and to maintain interrelations in the organization.
- LO2 Group dynamics is an important parameter which should be properly understood and hence applied for better output.
- LO3 Study of organizational behavior helps to increase efficiency and effectiveness of the organization.

Unit no.	Details of topics	No of lectures
1	Introduction to Organization Behavior	
	<ul style="list-style-type: none"> • Organizational Behavior- Organizational Behavior Multidiscipline- Different model of Organizational Behavior- Individual behavior is studied through Perception- Personality - Values- Attitudes- Job satisfaction- Motivation- Learning • Understanding self-studied through- Perception and Personality • Understanding self-studied through- Values and Attitudes 	15
2	Understanding Others: Interpersonal relationships	
	<ul style="list-style-type: none"> • Conflict Management –Nature of Conflict- Level of Conflict- Source of Conflict- Effects of Conflict- Process of Conflict- Stages of Conflict- Conflict Handling Orientations • Power and Organizational Politics-Sources of Power-Organizational Politics- Influence and Political Power 	15
3	Group behavior and Team behavior	
	<ul style="list-style-type: none"> • Group behavior, Informal Groups – Group Dynamics- Types of Groups- Nature and effects of Informal groups-Benefits of Informal groups-Formal groups – Monitoring informal organization- Identifying and Rewarding Informal leader- Key Roles of Informal leader –Are there Multiple informal leaders? Formal Groups- Potential Outcomes of Informal Group Processes • Team and Team Building- Modern organization- Outcomes of Modern Organization- Team work – Task team- Difference Between Groups and Teams-Life cycle of Team –Major Factors for Effective Teams- Team Building- Need for Team building- Team Building Process- Skills Useful in Team Building 	15
4	Stress Management and Change	
	<ul style="list-style-type: none"> • Stress Management and Counselling- How it Comes About –How it Affects Various Elements of Job Performance- Extreme Product of 	15

	<p>Stress- Stress and Job Performance-Approaches to Stress Management-Characteristic of Counselling-Types of Counselling</p> <ul style="list-style-type: none"> • Change and its Effects- Nature of Change – Effect of Change – Response to Change – Resistance to change – Reasons for Resistance to Change- Transformational Leadership and Change-What are Elements of Transformational Leadership- Three stage model of changes Process 	
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Reference:

- Stephen P. Robbins “Organizational Behavior ”Prentice Hall of India Private Ltd.
- Mirza S. Saiyadain“OrganizationalBehaviour”Tata Mc. Graw Hill.
- John Bratton “Work and Organizational Behaviour ”Militza Callinan Carolyn Forshaw and Peter Sawchuk Palgrave Macmilla, New York.
- Margie Parikh and Rajen Gupta “Organizational Behaviour ”Tata Mc. Graw Hill Education Private Limited , New Delhi.
- SujaNair“Organizational Behaviour”Himalaya Publishing House , Mumbai. John. R. Schermerhorn, James Hunt , Richard Osborn, Mary Ulh Bien, “Organizational Behaviour” John Wiley and Sons Publications , San Fransisco.
- Don Hellriegel & John W. Slocum “Organizational Behaviour”, South Westren Cenage Learning Publications.



Course title: Financial Management – II

Course code: VESUCBF 405

Objective:

1. To make understand learners concept of financial policy and strategy
2. To make understand learners concept of leverage and implications on financial position
3. To make understand learners concept of cash management; receivable management
4. To make understand learners theories of capital structure and factors affecting dividend policy and application of Gordon and Walter Model

Learning Outcomes (LO):

On successful completion of this course students will be able to:

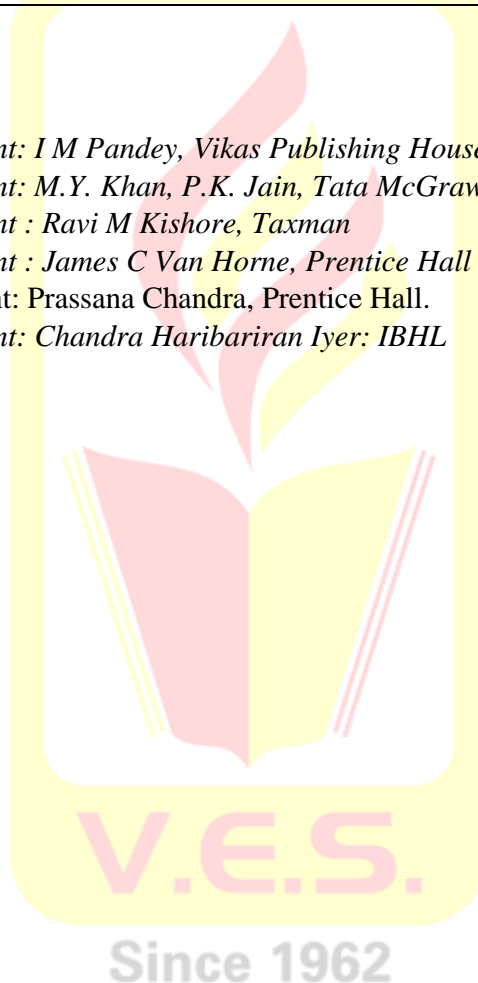
- LO1 Learners will be able to learn and apply various financial policy and strategy
- LO2 Learners will be able to understand various concepts relating to cash management; receivable management
- LO3 Learners will be able to apply various budgeting techniques in decision making policy of company.
- LO4 Learners will be able to apply various capital structure theories and various model Adopted for Dividend Policy.

Unit no.	Details of topics	No of lectures
1	Financial Policy And Strategy	
	<input type="checkbox"/> Meaning of Strategic Financial Management <input type="checkbox"/> Strategic financial decision making framework <input type="checkbox"/> Functions of Strategic financial management Business Risk and Financial Risk <input type="checkbox"/> Introduction <input type="checkbox"/> Debt v/s Equity Financing <input type="checkbox"/> Types of Leverage	15
2	Management of Components of working capital management	
	Management of Cash and Marketable Securities: Motives for Holding Cash; Objectives of Cash Management; Factors Determining Cash Needs; Basic Strategies of Cash Management; Cash Management Techniques / Processes; Marketable Securities; and Cash Management Practices in India. Receivables Management: Objectives; Credit Policies; Credit Terms; and Collection Policies.	15
3	Financial Planning	
	<ul style="list-style-type: none">• Introduction• Meaning and Essentials of Budget• Types of Budget• Advantages of Budgeting• Zero Based Budgeting• Master Budget.• Sales Budget, Production Budget, Material Budget and Flexible Budget.	15

4	Capital Structure Decisions:	
	<ul style="list-style-type: none"> • Meaning and Choice of Capital Structure • Importance of Optimal Capital Structure • EBIT -EPS Analysis • Capital Structure Theories. • Investment Objective/Criteria for Individuals/Non-Business Purpose. <p>Management of Profits/Dividend Policy Meaning, Types, Factors influencing dividend policy, Forms of dividend. Determinants of Dividends Policy: Factors; Dividend Policy in India; Bonus Shares (Stock dividend) and Stock (Share) Splits; Legal, Procedural; and Tax Aspects associated with Dividend Decision</p> <input type="checkbox"/> Gordon Model and Walter Model	15

Reference:

- *Financial Management: I M Pandey, Vikas Publishing House.*
- *Financial Management: M.Y. Khan, P.K. Jain, Tata McGraw Hill.*
- *Financial Management : Ravi M Kishore, Taxman*
- *Financial Management : James C Van Horne, Prentice Hall*
- *Financial Management: Prassana Chandra, Prentice Hall.*
- *Financial Management: Chandra Haribariran Iyer: IBHL Publication.*



Course title: Foreign Exchange Market**Course code: VESUCBF 406****Objective:**

1. To familiarize students with international financial transactions and operational aspects of foreign exchange markets.
2. To give an in-depth knowledge of forex market participants, exchange rates determination, international arbitrage, foreign exchange risks and its management and international capital market.
3. To help students understand the crux of international financial market.

Learning Outcomes (LO):

On successful completion of this course students will be able to:

- LO1 Demonstrate basic understanding of foreign exchange market and exchange rates.
- LO2 Demonstrate basic understanding of how to use foreign exchange derivatives and other techniques to manage foreign exchange exposures of firms.
- LO3 Demonstrate basic understanding of the issues pertaining to multinational financing and investment decisions.

Unit no.	Details of topics	No of lectures
1	Introduction to International Finance	
	Introduction to International Finance – Meaning, Scope of International Financial Management, Factors contributing to growth in International Finance, Recent Changes in Global Financial Markets. Balance Of Payments – Meaning, Components, Factors- Deficit and Surplus in BOP, Capital Account Convertibility and Current Account	15
2	International Monetary System and Foreign Exchange Market	
	International Monetary System – Introduction to Exchange rate regime, The International Monetary Fund - Objectives and Funding Facilities, International Liquidity and Special Drawing Rights and Introduction to The European Monetary System Foreign Exchange Market - Major Participants in Spot market and Forward market, Exchange Rate Quotation, Determination of exchange rates in spot and forward market, Factors influencing exchange rates and Types of Foreign Exchange Rates and Interest rate	15
3	Currency Futures and Options	
	Currency Futures - Futures Contracts, Features, Trading Process- Hedging in currency futures market and Speculation in currency futures market, Determination of Futures prices, Forward prices and expected spot prices on delivery. Currency Options: Features, Terminology, Types of options, options pricing, hedging with currency options and Speculation with currency options.	15
4	Global Financial Market	
	International Instruments – Introduction, Gains from International Market International Equities and Bonds Market, Short term and Medium term Instruments and Types of risks and tools. Multilateral Development Banks - The World Bank, International Finance Corporation, Asian Development Bank – Introduction, Characteristics and Functions.	15

Reference:

- *Apte P.G. International Finance – A Business Perspective, New Delhi, TATA McGraw Hill , McGraw Hill Education; 2 edition, July 2017.*
- *Bhalla .V.K. international Financial Management- S.Chand Publishing,*
- *International Banking Operations- IIBF- MacMillan Publishers, 2007*
- *International Banking Legal and Regulatory Aspects- IIBF- MacMillan Publishers, 2007*



Course title: Strategic Management

Course code: VESUCBF407

Objective:

1. To Learn Strategic Management, Definitions, Process of Strategic Management, Models of Strategic Management.
2. To Understand Strategic Management Environment, SWOT Analysis .
3. To Learn Levels of Strategies and Analysis, Corporate Level Strategies- Process of Strategic Choice.
4. To Understand Activating Strategy and Implementation, Process and Nature of Strategy implementation, Barriers, Model of Strategy Implementation.

Learning Outcomes (LO):

On successful completion of this course students will be able to:

- LO1 To Learn Strategic Management an Overview, Definitions, Strategic Decision Making, Levels of Strategic Management, Process of Strategic Management, Models of Strategic Management
- LO2 To Learn Strategic Management Environment, Importance of Politics in Strategic Management, Social, Political, and Technological forces, Role of Competition, SWOT Analysis.
- LO3 To Learn Levels of Strategies and Analysis, Corporate Level Strategies- Concentration, Integration and Diversification, Internationalization, Digitization. Process of Strategic Choice.
- LO4 To Learn Activating Strategy and Implementation, Process and Nature of Strategy implementation, Barriers, Model of Strategy Implementation, Structural, Behavioral and Functional.
- LO5 To Learn Strategic Evaluation and Control, Standards, Benchmarking, Gap Analysis. Features and Importance of Evaluation, Barriers in Evaluation, Types, Strategic Control.

Unit no.	Details of topics	No of lectures
1	Strategic Management an Overview	
	Definitions, Strategic Decision Making, Levels of Strategic Management, Process of Strategic Management, Principles of Good Strategy, Elements of Strategic Management, Models of Strategic Management.	
2	Strategic Management Environment	
	Importance of Politics in Strategic Management, Social, Political, and Technological forces, Role of Competition, National and Global Business Environment. Components of Environment, Environmental Scanning, Analysis of Strategies and Choice of Strategy. Ethics, Social Responsibility, Impact of Legal Factors in Strategic Management, SWOT Analysis.	
3	Preparation of Final Accounts of Companies	
	Corporate Level Strategies- Concentration, Integration and	

	Diversification, Internationalization, Digitization. Process of Strategic Choice, Factors of Strategic Choice, Strategic Analysis.	
4	Levels of Strategies and Analysis	
	Process and Nature of Strategy implementation, Barriers, Model of Strategy Implementation- Structural, Behavioral and Functional.	
5.	Strategic Evaluation and Control	
	Standards, Benchmarking, Gap Analysis. Features and Importance of Evaluation, Barriers in Evaluation, Types. Strategic Control- Setting Standards, Comparison, Control Process, Systems, Approaches, Techniques of Evaluation and Control. Role of Information System.	

Reference:

- *Strategic Management, 12th Ed. Concepts and Cases, Arthur A. Jr. and A. J. Strickland* ·
- Management Policy and Strategic Management (Concepts, Skills and Practices)* ,
R.M.Shrivastava
- *Business Policy and Strategic Management – P. SubbaRao*
- *Strategic Planning Formulation of Corporate Strategy* , *Ramaswamy*

T.Y.B.Com. Financial Markets (SEMESTER V)

Course Code	Title	Credits & Lectures per Semester	Lectures per Week
VESUCBF501	Business Ethics and Corporate Governance	03	04
	Unit I: Business Ethics	15 Lectures	
	Unit II: Corporate Governance- Conceptual Framework	15 Lectures	
	Unit III: Corporate Governance and Shareholders Rights	15 Lectures	
	Unit IV: Corporate Governance Forums and Legislative Framework of Corporate Governance in India	15 Lectures	
VESUCBF502	Security Analysis and Portfolio Management	03	05
	Unit I: Portfolio Management – An Introduction & Process	12 Lectures	
	Unit II: Portfolio Management – Valuation	12 Lectures	
	Unit III: Fundamental Analysis	12 Lectures	
	Unit IV: Technical Analysis	12 Lectures	
	Unit V: Efficient Market Theory & CAPM	12 Lectures	
VESUCBF 503	Financial Derivatives	03	
	Unit I: Introduction to Derivatives	15 Lectures	
	Unit II: Futures – Introduction	15 Lectures	