



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

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

*Accredited by NAAC "A Grade" in 3<sup>rd</sup> 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**

**Credit  
Syllabus for**

**Program: B.Com. (Financial Markets)**

**(Program code: VESUCFM)**

**As per Choice Based Semester and Grading System (CBSGS)  
with effect from Academic Year 2023 - 2024**

### **Program Outcomes (PO):**

A learner completing B.Com.(Financial Markets) will be able to:

- PO1 Develop basic economic analysis skills in finance for making reasonable investment decisions and conduct basic research in finance.
- PO2 Understand the world of Financial Services and its operations and importance in the present world.
- PO3 Compete and project their knowledge and skills necessary to become employable in the financial service industry.
- PO4 Evaluate the structure of financial markets, the different types of securities, and the performance of market participants.
- PO5 Provide a detailed explanation of financial instruments such as options, futures, swaps and other derivative securities.
- PO6 Evaluate the trends that make financial planning an emerging profession.
- PO7 Evaluate the economic environment and the impact of governmental economic policies on consumers and financial institutions.

### **Program Specific Outcomes (PSO's)**

On completion of B.Com.(Financial Markets) program, learners will be enriched with knowledge and be able to

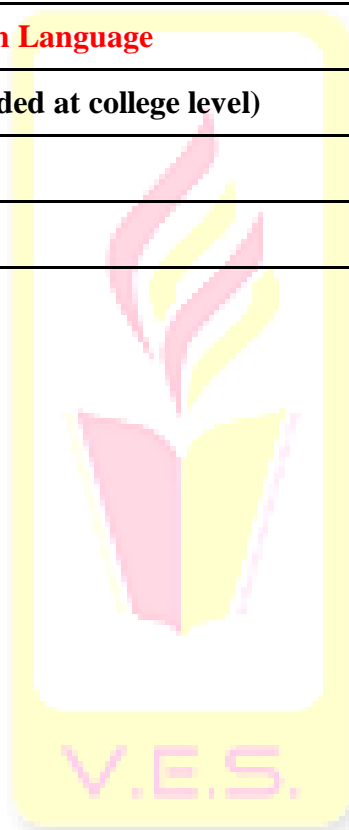
- PSO1 Understand the functions of financial markets and intermediary institutions.
- PSO2 Understand the concept of Stock Market Index and its calculation.
- PSO3 Know the basics of Currency, Fixed Income Securities and Mutual Funds.
- PSO4 Master the concept of Time Value of Money.
- PSO5 Understand the selection of portfolio of securities that maximizes return while minimizing risk.
- PSO6 Explain how derivatives products can be used in portfolio management.

## S.Y.B.Com. (Financial Markets)

### (SEMESTER III)

Course Code	Title	Credits & Lectures per Semester	Lectures per Week
<b>MAJOR I</b>	<b>Basic of Investment &amp; Wealth Creation</b>	<b>04 Credit</b>	<b>04</b>
	<b>Unit I:</b> General Principles Of Investing	<b>15 Lectures</b>	
	<b>Unit II:</b> Financial Mathematics - I	<b>15 Lectures</b>	
	<b>Unit III:</b> Financial Mathematics – II	<b>15 Lectures</b>	
	<b>Unit IV:</b> Risk Profiling of Products and Investors – Asset Allocation	<b>15 Lectures</b>	
<b>MAJOR II</b>	<b>Debt Markets</b>	<b>04 Credit</b>	<b>04</b>
	<b>Unit I:</b> Introduction to the debt markets	<b>15 Lectures</b>	
	<b>UNIT II:</b> Bonds & Fixed Income Securities	<b>15 Lectures</b>	
	<b>Unit III:</b> Valuation of bonds	<b>15 Lectures</b>	
	<b>Unit IV:</b> Tracking Fixed income markets	<b>15 Lectures</b>	
<b>MINOR</b>	<b>Organizational Behavior</b>	<b>04 Credits</b>	<b>04</b>
	<b>Unit I:</b> Introduction to organizational Behavior	<b>15 Lectures</b>	
	<b>Unit II:</b> Understanding Others: Interpersonal relationships	<b>15 Lectures</b>	
	<b>Unit III:</b> Group Behaviour and Team Behaviour	<b>15 Lectures</b>	
	<b>Unit IV:</b> Stress Management and Change	<b>15 Lectures</b>	
<b>GENERIC ELECTIVE</b>	<b>Corporate law-I</b>	<b>02</b>	<b>02</b>
	<b>UNIT I:</b> Corporate Incorporation and Management	<b>12 Lectures</b>	
	<b>UNIT II:</b> Oppression & Mismanagement and Investigation (Sections 397 to 408; Sections 235 to 251)	<b>12 Lectures</b>	

Course Code	Title	Credits & Lectures per Semester	Lectures per Week
<b>VOCATIONAL/ SKILL ENHANCEMENT COURSE</b>	<b>Computer Skill -I</b>	<b>02 Credit</b>	<b>02</b>
	<b>Unit I:</b> Computer Hardware	<b>08 Lectures</b>	
	<b>Unit II:</b> Word	<b>06 Lectures</b>	
	<b>Unit III:</b> PowerPoint Presentation	<b>08 Lectures</b>	
	<b>Unit IV:</b> Excel	<b>08 Lectures</b>	
<b>ABILITY ENHANCEMENT COURSE</b>	<b>Indian Modern Language</b>		<b>02</b>
	<b>(It will be decided at college level)</b>		



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## S.Y.B.Com. Financial Markets

### (SEMESTER IV)

Course Code	Title	Credits & Lectures per Semester	Lectures per Week
<b>MAJOR I</b>	<b>Portfolio Management</b>	<b>04</b>	<b>04</b>
	<b>Unit I:</b> Portfolio Management	<b>15 Lectures</b>	
	<b>Unit II:</b> Portfolio Management Strategies	<b>15 Lectures</b>	
	<b>Unit III:</b> Portfolio Analysis	<b>15 Lectures</b>	
	<b>Unit IV:</b> Portfolio Revision and performance management	<b>15 Lectures</b>	
<b>MAJOR II</b>	<b>Corporate Finance</b>	<b>04</b>	<b>04</b>
	<b>Unit I:</b> Corporate Finance- an overview	<b>15 Lectures</b>	
	<b>Unit II:</b> Planning the Corporate Financial Activities	<b>15 Lectures</b>	
	<b>Unit III:</b> Capital Structure	<b>15 Lectures</b>	
	<b>Unit IV:</b> Sources and Methods of raising Corporate Finance	<b>15 Lectures</b>	
<b>MINOR</b>	<b>Marketing in Financial Services</b>	<b>04</b>	<b>03</b>
	<b>Unit I:</b> Foundation of Services Marketing	<b>15 Lectures</b>	
	<b>Unit II:</b> Services Market Segmentation	<b>15 Lectures</b>	
	<b>Unit III:</b> Issues in Marketing of Services	<b>15 Lectures</b>	
	<b>Unit IV:</b> Customer Satisfaction & Service Quality in Service Marketing	<b>15 Lectures</b>	
<b>GENERIC ELECTIVE</b>	<b>Corporate Law II</b>	<b>02 Credits</b>	<b>02</b>
	<b>UNIT I:</b> Corporate Liquidation	<b>15 Lectures</b>	
	<b>UNIT II:</b> Corporate Governance and Social Responsibility	<b>15 Lectures</b>	
<b>SKILL ENHANCEMENT COURSE</b>	<b>Principles of Management</b>	<b>02 Credits</b>	
	<b>Unit I:</b> Introduction	<b>10 Lectures</b>	

	<b>Unit II: Planning and decision making</b>	<b>10 Lectures</b>	
	<b>Unit III: Management Control</b>	<b>10 Lectures</b>	
<b>ABILITY ENHANCEMEN T COURSE</b>	<b>Indian Modern Language</b>	<b>02 Credits</b>	<b>02</b>
	<b>(It will be decided at college level)</b>		



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**Detailed Syllabus: Unit wise / Module wise with number of lectures**

**Course title: Basic of Investment & Wealth Creation**

**Course : MAJOR I**

**Objective:**

- To give the students an idea about the general principles of Investment.
- To give them the fundamentals of basic calculations required for investment.
- To give them an idea about time value of money.
- To make them aware about the risks associated with investment .

**Learning Outcomes (LO):**

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

LO1 A basic understanding about the general principles of investment.

LO2 Learners get an in-depth knowledge of the time value of money and its calculation.

LO3 Learners gain an understanding of the different types of risks associated with investment and the ways to minimize them.

<b>Unit no.</b>	<b>Details of topics</b>	<b>No of lectures</b>
<b>1.</b>	<b>General Principles of Investing</b>	
	Introduction to Investment, Savings Vs. Investment, Investing Vs. Speculation, Investing Vs. Borrowing, Why is investment necessary, When to Start Investing, Investment Objectives – Setting SMART Goals, Asset Classes available for investments – Financial Assets Vs. Non-Financial Assets, Important attributes of Various asset classes – Safety (Risk), Liquidity, Yield. Co-relation between various asset classes Debt Management - Purpose, Need and responsibilities, Short Term Debt Vs. Long Term Debt, Fixed Rate Vs. Variable Rate Mortgages, Consumer Loans, Refinancing, Hire Purchase Credit Cards, Leasing Personal Financial Statement Analysis Cash inflows and cash outflows, income and Expenditure statement, Budgeting and forecasting, Monitoring budgets and provisions for savings, Personal Balance Sheet and Forms Of Business Ownership Sole Proprietorship; Partnership Firm; Limited Liability Partnership; Limited Liability Companies; Trusts; Foundations/Exempt Organizations; Co-operative	<b>15 Lectures</b>

	Societies	
<b>Unit no.</b>	<b>Details of topics</b>	<b>No of lectures</b>
<b>2</b>	<b>Financial Mathematics - I</b>	
	Time Value of Money Present Value; Net Present Value; Future Value; Annuities – Immediate and Deferred; Growing Annuities and Inflation adjusted Annuities Calculation of returns Nominal Rate of Return, Effective Rate of Return, Internal Rate of Return, Holding Period Return (HPR), Compounded Annual rate of Return (CAGR), Real Rate of Return after adjusting for Inflation, Rate of Return after adjusting taxes	<b>15 Lectures</b>
<b>3.</b>	<b>Financial Mathematics – II</b>	
	Total Assets – Net Worth and Financial Ratios Net worth and its components, Liquidity Ratios, Debt to income Ratio, debt to financial assets, debt to total assets, savings Ratio Loan Calculations EMI Calculation; Loan restructuring – Present Value of future payments; Loan repayment schedules; Loan repayments with varying interest rates; Amortization; Home Equity; Refinancing cost; Fixed EMI Vs. Fixed Tenure.	<b>15 Lectures</b>
<b>4.</b>	<b>Risk Profiling of Products and Investors – Asset Allocation</b>	
	Types of Investment Risk Market Risk Exchange Rate Risk. Risk Profiling of Investor Understanding Investor’s investment psychology and investment behaviour; Risk based on investor’s life stage; Risk based on investors earnings, income generation and assets; Risk Tolerance – risk capacity and risk appetite; classifying investors as per their risk profile; matching products to investors risk profile and tenure of goals Asset Allocation Asset Allocation – Base of Investment Planning; Asset Classes – Equity, Debt, Cash. Precious metals; Expected rate of return; Goal Specific Asset Allocation; Change of asset allocation while approaching goals; Selection of asset mix as per clients goals Types of Asset Allocation Strategies Strategic, Tactical and Life Stage asset allocation Wealth Creation – Factors and Principles Income and Savings Ratio; Allocation of savings to asset classes; Taking advantage of opportunities in various asset classes; Overall effective yield and tax aspects; Wealth protection and wealth erosion	<b>15 Lectures</b>

#### References:

- *Dr. V A Avadhani, Investment Management, Himalaya Publishing House*
- *Jack R Kapoor, Les R Dlabay, Robert J Hughes, Personal Finance,*
- *Tata McGraw – Hill Publishing Co. Ltd.*
- *Preeti Singh, Investment Management – Security Analysis and Portfolio Management, Himalaya Publishing House*
- *Dr. Prasanna Chandra, Investment Analysis and Portfolio Management*



- *NaratCharupat, Huaxiong Huang, Moshe A. Milevsky Strategic Financial Planning over the Life Cycle, Cambridge University Press*
- *Jeff Madura, Personal Finance, Pearson Education*

**Course title: DEBT MARKETS**

**Course: MAJOR II**

**Objective:**

- To make the students familiar to the financial systems and its fixed income securities.
- To make them understand the functioning of Bond Market.
- To make them understand the valuation of bond.

**Learning Outcomes (LO):**

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

- LO1 It creates awareness among the learners towards current developments in the Debt market.
- LO2 It also creates awareness about Bond Market sector.
- LO3 Students will get to know Valuations of Bond

Unit no.	Details of topics	No of lectures
1	<b>Introduction to the debt markets</b>	
	<ul style="list-style-type: none"> <li>• Evolution of Debt Markets in India</li> <li>• Money market &amp; Debt Market in India</li> <li>• Regulatory framework in the Indian debt market</li> <li>• Central government securities: bonds, T-bills, state government bonds,</li> <li>• Open market operations</li> <li>• Primary dealers in Government Securities Clearing Corporation of India</li> </ul>	<b>15 Lectures</b>
2	<b>Bonds &amp; Fixed Income Securities</b>	
	<ul style="list-style-type: none"> <li>• Features of bonds, Types of bonds, Issuers of bonds, Bond ratings- importance &amp; relevance and rating agencies.</li> <li>• Features of Fixed Income Securities</li> <li>• Risk and Return Analysis in Fixed Income Securities Type of Fixed Income Securities</li> </ul>	<b>15 Lectures</b>
3	<b>Valuation of bonds</b>	
	<ul style="list-style-type: none"> <li>• Determinants of the value of bonds</li> <li>• Bond Mathematics</li> </ul>	<b>15 Lectures</b>

	<ul style="list-style-type: none"> <li>• Yield Curve Analysis</li> <li>• Valuation of fixed income securities</li> </ul>	
4.	<b>Tracking Fixed Income Markets &amp; Portfolio Management Strategies</b>	
	<ul style="list-style-type: none"> <li>• Tracking bond markets</li> <li>• Fixed Income Portfolio Management-</li> <li>• Types of bond management strategy</li> </ul>	<b>15 Lectures</b>

**References:**

- *Bhardwaj, Gautam, (2008), The Future of India's Debt Market, Tata McGraw Hill.*
- *Suryanarayan, (2002), Debt Market, ICFAI Publication Press.*
- *Fabozzi, Frank, (2004), Fixed Income Analysis Workbook, 2nd edition, John Wiley & Sons*
- *Shah, Ajay, Thomas, Sushan and Gorham, Michael, (2008), Indian Financial Markets, Elsevier, USA*
- *FIMMDA-NSE Debt Market (Basic) Module, Workbook from NSE.*
- *Dun and Bradstreet, (2008), Fixed Income Securities, Tata McGraw Hill.*



**Course title: Organizational Behaviour**

**Course: MINOR**

**Objective:**

- To learn the basic concepts of Organizational Behaviour and its applications in contemporary organizations.
- To understand how individuals, groups and structure have impacts on organizational effectiveness and efficiency.
- To appreciate the theories and models of organizations in the workplace.
- To creatively and innovatively engage in solving organizational challenges.
- To learn and appreciate different cultures and diversity in the workplace.

**Learning Outcomes (LO):**

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

LO1 : To understand the conceptual framework of the discipline of OB and its practical applications in the organizational set up.

LO2: To deeply understand the role of individual, groups and structure in achieving organizational goals effectively and efficiently.

LO3: To critically evaluate and analyze various theories and models that contribute to the overall understanding of the discipline.

LO4: To develop creative and innovative ideas that could positively shape the organizations.

LO5: To accept and embrace working with different people from different cultural and diverse backgrounds in the workplace.

Unit no.	Details of topics	No of lectures
1.	<b>Introduction to Organization Behaviour</b>	
	Organizational Behaviour- Organizational Behaviour Multidiscipline- Different model of Organizational Behaviour- Individual behaviour 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	<b>15 Lectures</b>
2.	<b>Understanding Others: Interpersonal relationships</b>	
	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 Po	<b>15 Lectures</b>
3.	<b>Group Behaviour and Team Behaviour</b>	
	Group Behaviour, Informal Groups – Group Dynamics- Types of Groups- Nature and effects of Informal groups- Benefits of Informal	<b>15 Lectures</b>

	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	
4.	<b>Stress Management and Change</b>	
	Stress Management and Counselling- How it Comes About –How it Affects Various Elements of Job Performance- Extreme Product of Stress- Stress and Job Performance-Approaches to Stress Management- Characteristic of Counselling-Types of Counselling □ 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	<b>15 Lectures</b>

#### References:

- *Organisational Behaviour: Ashwathappa K : Himalaya Publishing*
- *Organisational Behaviour: Jit S Chandran : Vikas Publishing House*
- *Organisational Behaviour: Fred Luthans: Mc Graw Hill*
- *Organisational Behaviour : Robbins, Stephen: Pearson*
- *Organisational Behaviour: P C Pardeshi : Everest*
- *Organisational Behaviour: L M Prasad: S Chand*
- 

Course title: **CORPORATE LAW I**

Course : **GENERIC ELECTIVE**

#### Objective:

- Provide instruction in key aspects of the core lawyering skills that are used in most forms of legal practice.
- Expose students to the demands, constraints, and methods of thinking in the role of lawyers.

- Provide students with a basis for understanding the interaction of legal analysis with human behavior, including interpersonal dynamics and communication.

### 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 get an in-depth knowledge of contracts by learning about different contracts & agreements.
- LO3 Learners gain an understanding of various types of contracts, their elements and necessities.
- LO4 Learners gain an understanding of negotiable instrument act and applications in real life situations.

Unit no.	Details of topics	No of lectures
<b>1.</b>	<b>Corporate Incorporation and Management</b>	
	1. (i) Certificate of Incorporation (ii) Memorandum and Articles of Association (iii) Doctrine of Ultra Vires (iv) Doctrine of Indoor Management 2. (i) Directors: Appointment, Removal, Position, Powers and Duties of Directors. (ii) Audit Committee: Its Role. (iii) Company Secretary: Qualification, Appointment and Duties (iv) Officer who is in default: Definition of Officer who is in default (v) Liability of independent directors. 3. (i) Types of Meetings (ii) Procedure of calling meeting (iii) Company's resolutions and its kinds	<b>15 Lectures</b>
<b>2</b>	<b>Oppression &amp; Mismanagement and Investigation (Sections 397 to 408; Sections 235 to 251)</b>	
	1. (i) Rule in Foss v. Harbottle (ii) Prevention of Oppression (iii) Prevention of Mismanagement (iv) Role & Powers of the Company Law Board (v) Role & Powers of Central Government 2. (i) Company Investigation	<b>15 Lectures</b>

### References:

- *Saleem Sheikh & William Rees, Corporate Governance & Corporate Control, Cavendish Publishing Ltd., 1995*
- *Taxmann, Companies Act 2013*
- *Taxmann, A Comparative Study of Companies Act 2013 and Companies Act 1956*
- *Charles Wild & Stuart Weinstein Smith and Keenan, Company Law, Pearson Longman, 2009*
- *Institute of Company Secretaries of India, Companies Act 2013, CCH Wolter Kluwer Business, 2013*
- *Lexis Nexis, Corporate Laws 2013 (Palmtop Edition)*
- *C.A. Kamal Garg, Bharat's Corporate and Allied Laws, 2013,*

**Course title: Computer skills-1**

**Course code: MINOR**

**Objective:**

1. To provide computer skills and knowledge for commerce students and to enhance the usefulness information technology tools for business operations.

**Learning Outcomes (LO):**

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

- LO1 It will help the students in creating Business Documents.
- LO2 Students will be equipped with the different tools to create Business Presentations.
- LO3 Students will be familiar with the generally used Spreadsheet functions like Mathematical, Statistical, Financial, Logical, Date and Time, Lookup and reference, Database, and Text functions which will help them incorporate functioning.
- LO4 Students will learn to manage the data records of the business.

<b>Unit no.</b>	<b>Details of topics</b>	<b>No of lectures</b>
<b>1</b>	<b>Computer Hardware</b> Personal Computers- identification/demonstration of different storage Devices like CD and CD drive, hard disk- HDD, storing and retrieving data from various storage devices, identification of various input and	<b>8 Lectures</b>

	output devices. Primary memory, RAM and ROM- Processor- CPU, it's speed- machine cycle, ports, computer buses, Different types of printers. Introduction to trouble shooting of personal computers.	
2	<b>Word Processing:</b> Introduction to word-Processing, word-processing concepts, Use of Templates, Working with word document: Editing text, Find and replace text, Formatting, spell check, Autocorrect, Auto text; Bullets and numbering, Tabs, Paragraph Formatting, Indent, Page Formatting, Google drive, Inserting Pictures and Video; Mail Merge: including linking with Database; Printing documents	6 <b>Lectures</b>
3.	<b>Preparing Presentations:</b> Basics of presentations: Slides, Fonts, Drawing, editing; Inserting: Tables, Images, texts, Symbols, Media; Design; Transition; Animation; and Slideshow	8 <b>Lectures</b>
4.	<b>EXCEL:</b> Excel Interface & using basic functions of menus/ribbons on basic data, Creating & manipulating worksheets and records, Formatting, Lay outing & Changing Views, Cell Referencing, formulas & functions, Charting and Visualizations, Data Analysis Tools, Saving, Printing & Protection, Collaborating & Including Graphics, Macros, Using Excel in real life world	8 <b>Lectures</b>

#### References:

- *Fundamentals of Computers- Rajaram V- Prentice Hall*
- *Computers Today- Sanders, Donald- Mc Graw Hill*
- *Computers- Subramaniam N- wheeler*
- *Computers in Business- Saners D Mc Graw hills*
- *Woody Leonhard, using Microsoft Office , Pearson*
- *PCSoftware Made Simple-R.K.Taxali*
- *Office 2013 complete reference - Stephen L.Nelson*
- *Quick course in Micro-soft office - Joyce Cox, Polly Orban*
- *Mastering Office 2013 - GimiCouster*
- *Rajkamal, Internet and web Technologies, Tata McGraw Hill (2013)*

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**S.Y.B.Com. Financial Markets**

**(SEMESTER IV)**

**Course title: PORTFOLIO MANAGEMENT**

**Course : MAJOR I**

**Objective:**

- It aims at equipping students with financial tools.
- To understand different portfolio management strategies.
- It helps in understanding portfolio risk and return.
- It helps in decision making for investments in Financial Securities.

**Learning Outcomes (LO):**

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

- LO1 Students understand the concept of portfolio and how to manage a portfolio.
- LO2 They are introduced to the stock market and exchanges of the country.
- LO3 They also get an idea about portfolio analysis on the basis of risk and return concepts.
- LO4 It is also aimed at imparting basic understanding important theories/models and techniques in portfolio management.

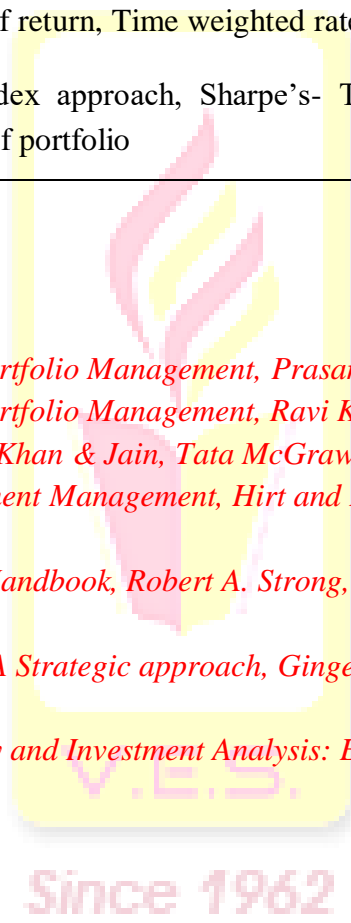
<b>Unit no.</b>	<b>Details of topics</b>	<b>No of lectures</b>
<b>1.</b>	<b>Portfolio Management</b>	
	Investment process, Investment categories, defining investment goals and objectives, Investment constraints Process of asset allocation, different approaches to allocation decision, overview of allocation techniques	<b>15 Lectures</b>
<b>2.</b>	<b>Portfolio Management Strategies</b>	
	Active strategy, passive strategy, semi active strategy, duration shift and immunization, efficient market hypothesis, top down and bottoms up	<b>15 Lectures</b>
<b>3.</b>	<b>Portfolio Analysis</b>	
	: Diversification, portfolio risk and return, single index model, The sharpe index model, Portfolio Beta	<b>15 Lectures</b>



	Selection: Markowitz Risk- Return optimization, concept of utility, Sharpe optimization model, Geometric mean model, Safety First model, Stochastic Dominance Model	
4.	<b>Portfolio Revision and performance management</b>	
	Revision: Portfolio rebalancing, portfolio upgrading, Formula plans, constant ratio plan, variable ratio plan, selection and revision of equity portfolio Performance measurement: Methods of calculating rate of return, Money weighted rate of return, Time weighted rate of return, Linked internal rate of return, Buying the index approach, Sharpe's- Treynor's – Jensen's performance measure of portfolio	<b>15 Lectures</b>

#### References:

- *Security Analysis and Portfolio Management, Prasanna Chandra, Tata McGraw Hill*
- *Security Analysis and Portfolio Management, Ravi Kishor, Taxman Publishers*
- *Financial Management, Khan & Jain, Tata McGraw Hill*
- *Fundamentals of Investment Management, Hirt and Block, Tata McGraw Hill. Ed 2009.*
- *Portfolio Management Handbook, Robert A. Strong, Jaico Publishing House, Mumbai*
- *Portfolio Management: A Strategic approach, Ginger Levin, John Wyzalek: CRC Press*
- *Modern Portfolio Theory and Investment Analysis: Edwin J Elton, Martin Gruber : Wile*



**Course title: CORPORATE FINANCE**

**Course : MAJOR II**

**Objective:**

- To familiarize you with the principles and techniques of financial management.
- To understand the Theories of Capitalization
- To understand the concepts of Capital Structure and cost of capital.

**Learning Outcomes (LO):**

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

LO1 : Students will be well versed with the concepts of Capital Structure and cost of capital.

LO2 To help you develop and sharpen your analytic abilities in financial management.

LO3 Students can apply the financial management knowledge and skills in the decision-making process in corporations.

<b>Unit no.</b>	<b>Details of topics</b>	<b>No of lectures</b>
1	<b>Corporate Finance- an overview</b>	<b>15 Lectures</b>
	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	
2	<b>Planning the Corporate Financial Activities</b>	
	Theories of Capitalization Owned Capital and borrowed Capital- Cost of Capital Break even analysis	<b>15 Lectures</b>
3	<b>Capital Structure</b>	
	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 payback period.	<b>15 Lectures</b>
4	<b>Sources and Methods of raising Corporate Finance</b>	
	Types and features of corporate securities 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	<b>15 Lectures</b>

## References:

- *Prasanna Chandra: Financial Management (TMH),*
- *I. M. Pandey – Financial Management (Vikas),*
- *M. Y. Khan & P. K. Jain – Financial Management (TMH),*
- *Brigham & Houston – Fundamentals of Financial Mgmt., Thomson Cengage Learning*
- *Fundamentals of Financial Management – Vanhorns & Bhandari- Personal 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 (Mac Graw Hill)*
- *Vanhorne & Wachowicz, Fundamentals of Financial Management – Pearson*
- *Damodaran, Corporate Finance – John Wiley & Co.*

## Course title: **Marketing in Financial Services**

Course: **MINOR**

### Objective:

- To make the students familiar about the concept of service marketing.
- To make them understand the segments of the market and different marketing concepts.
- To make them aware of the issues related to service marketing.

### Learning Outcomes (LO):

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

- LO1 It creates awareness among the learners towards Service marketing in India.
- LO2 It also creates awareness about market segmentation and strategies applied for marketing.
- LO3 Students can analyze the problems of the market and try to work out feasible solutions for specific issues.

<b>Unit no.</b>	<b>Details of topics</b>	<b>No of lectures</b>
<b>1</b>	<b>Foundation of Services Marketing</b>	
	Foundation of services marketing – Introduction – The services concept – Service Industry – Nature of Service, Characteristics of Services, Classification of Services – Importance of Services Marketing – The Growth in Services – Global and Indian Scenario, Retail Financial Services: Investment Services – Insurance Services, Credit Services – Dimensions and drivers, Institutional Financial Service, Distinctive Characteristics of Services _ Four I’s of Services – Intangibility, Inconsistency, Inseparability and Inventory, Managing Service Encounters.	<b>15 Lectures</b>
<b>2</b>	<b>Services Market Segmentation</b>	
	Services Market Segmentation – Positioning and Differentiation of Services, Promotion and Communication – Designing and Managing Service Processes, Constructing and Service Environment – Managing People for Service Advantage – Service Quality and Productivity – Customer Relationship Management Customer Loyalty	<b>15 Lectures</b>
<b>3</b>	<b>Issues in Marketing of Services</b>	
	Issues in Marketing of Services – Extended Services Marketing Mix : Going Beyond the 4 Ps. (7Ps of Services Marketing). Service Delivery Process – Service Blueprints - Service Mapping – Managing Employees for service orientation. Distribution Strategies of Services – Challenges in Distribution of Services. Personal Selling – Advertising and Sales Promotion in Service Industry.	<b>15 Lectures</b>
<b>4</b>	<b>Issues in Marketing of Services</b>	
	Customer Satisfaction & Service Quality in Service Marketing – Service Encounter – Role of HR & Internal Marketing – Monitoring and Measuring customer satisfaction, GAP Model – Handling complaints effectively – Service Failure – Recovery, Use of Internet in Service Marketing, Role of IT in marketing Financial Services, Ethics in Marketing, New trends in marketing, Marketing in 21st Century, Marketing through social networking channels	<b>15 Lectures</b>

#### References:

- *Marketing Financial Services: Arthur Meidam: Macmillan*

- *Marketing Financial Services: Christine Ennew, Trevor Watkins Mike Wright: Routledge*
- *The Essence of Services Marketing.: Payne, Adrian: Prentice Hall of India Private Limited, Customer Service Meaning and Measurement: La Londe, B.J. and Zinszer, P.H: National Council of Physical Distribution Management (NCPDM.)*
- *Financial Services Marketing: Harrison, Tina: Pearson Education*

**Course title: CORPORATE LAW II**

**Course : GENERIC ELECTIVE**

**Objective:**

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

**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 get an in-depth knowledge of contracts by learning about different contracts & agreements.
- LO3 Learners gain an understanding of various types of contracts, their elements and necessities.
- LO4 Learners gain an understanding of negotiable instrument act and applications in real life situations.

<b>Unit no.</b>	<b>Details of topics</b>	<b>No of lectures</b>
1.	<b>Corporate Liquidation</b>	

	(i). Winding up of Companies (ii). Mode of winding up of the companies (iii). Compulsory Winding up under the Order of the Tribunal (iv). Voluntary winding up (v). Contributories (vi). Payment of liabilities	<b>15 Lectures</b>
<b>2.</b>	<b>Corporate Governance and Social Responsibility</b>	
	(i)Importance of Corporate Governance (ii) Different system of Corporate Governance (iii) Impact of Legal Traditions and the Rule of Law on Corporate Governance (iv) Legal Reforms of Corporate Governance in India (v) Reports of the various Committees on Corporate Governance (vi) Emerging Trend based on the recommendation of the Committees in the Companies Act 1956 and the Listing Agreement with Special reference to Clause 49. 2. (i) Corporate Social and Environmental Responsibility	<b>15 Lectures</b>

#### References:

- *Saleem Sheikh & William Rees, Corporate Governance & Corporate Control, Cavendish Publishing Ltd., 1995*
- *Taxmann, Companies Act 2013*
- *Taxmann, A Comparative Study of Companies Act 2013 and Companies Act 1956*
- *Charles Wild & Stuart Weinstein Smith and Keenan, Company Law, Pearson Longman, 2009*
- *Institute of Company Secretaries of India, Companies Act 2013, CCH Wolter Kluwer Business, 2013*
- *Lexis Nexis, Corporate Laws 2013 (Palmtop Edition)*
- *C.A. Kamal Garg, Bharat's Corporate and Allied Laws, 2013*

**Course title: Principles of Management**

**Course code: SKILL ENHANCEMENT COURSE**

#### 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:

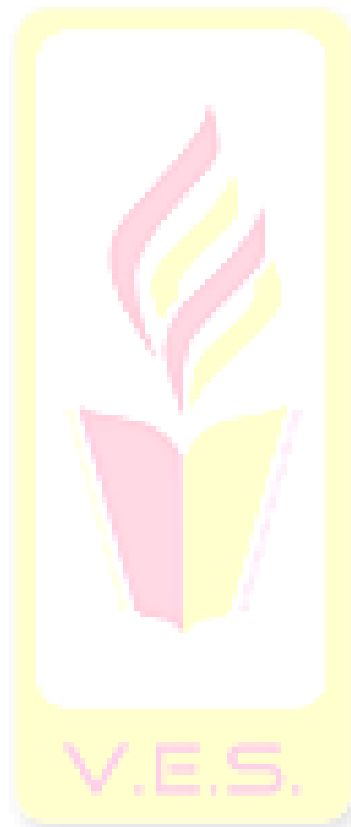
- LO1 Students understand the concept of basic management roles and skills, contemporary issues and challenges.
- LO2 They get an idea about important concepts like goal setting, MBO, decision making, conditions, forms of group decision making in an organization.
- LO3 They are introduced to kinds of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

Unit no.	Details of topics	No of lectures
1	<b>Introduction:</b> Nature and process of management, basic management roles and skills, nature of managerial work, approaches to management, classical behavioral, systems and contingency approaches, contemporary issues and challenges	<b>10 Lectures</b>
2	<b>Planning and decision-making</b> 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 organization	<b>10 Lectures</b>
3.	<b>Management control:</b> Nature, purpose and process of controlling, kinds of control system, prerequisites of effective control systems, resistance to control, controlling techniques	<b>10 Lectures</b>

### References:

- *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*
- 
- *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,*

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V.E.S.

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