

UNIVERSITY OF RAJASTHAN,  
JAIPUR

**BACHELOR OF**  
**FINANCIAL MARKETS**  
**SEMESTER SCHEMES**

Prepared by Pushp  
Checked by [Signature]  
719

**BACHELOR OF COMMERCE (FINANCIAL MARKETS)**

(Semester Schemes)

No Change  
P3  
D.

**Eligibility :** Candidates must have passed Senior Secondary Examination of equivalent with 50% marks.

For pass at each examination, a candidate shall be required to obtain a minimum of 36% marks in each paper and 48% marks in the aggregate.

Successful candidate will be qualified as under :-

- (a) 48% and above but less than 60% marks - II Division  
(b) 60% and above but less than 75% marks - I Division

The total duration of the course is three years divided into six Semesters. There will be six papers in I & II Semesters, seven papers in III & IV Semesters and six papers + Project work in V & VI Semesters.

The number of papers and practicals, wherever prescribed, the duration of examination, maximum marks and minimum pass marks are shown separately against each paper.

A student will be required to pass Bachelor of Commerce (Financial Markets) within five years from the date of his/her admission.

**Distribution of Marks****Semester-I**

S.No.	Name of the subject/paper	No. of papers to be offered	Duration	Max. Marks	Min. Pass
1.1	Principles of Investment	One	3 Hrs.	100	36
1.2	Micro-Economics	One	3 Hrs.	100	36
1.3	Basic Statistics	One	3 Hrs.	100	36
1.4	Basic Computer Skills	One	3 Hrs.	100	36
1.5	Financial Accounting	One	3 Hrs.	100	36
1.6	Business Environment	One	3 Hrs.	100	36

Contd...2

**Semester-II**

<b>S.No.</b>	<b>Name of the subject/paper</b>	<b>No. of papers to be offered</b>	<b>Duration</b>	<b>Max. Marks</b>	<b>Min. Pass</b>
2.1	Environment of Financial System	One	3 Hrs.	100	36
2.2	Micro-Economics	One	3 Hrs.	100	36
2.3	Statistical Applications	One	3 Hrs.	100	36
2.4	Communication Skills	One	3 Hrs.	100	36
2.5	Management Accounting	One	3 Hrs.	100	36
2.6	Principles of Business Environment	One	3 Hrs.	100	36

**Semester-III**

<b>S.No.</b>	<b>Name of the subject/paper</b>	<b>No. of papers to be offered</b>	<b>Duration</b>	<b>Max. Marks</b>	<b>Min. Pass</b>
3.1	Debt Markets	One	3 Hrs.	100	36
3.2	Corporate Finance	One	3 Hrs.	100	36
3.3	Equity Markets-I	One	3 Hrs.	100	36
3.4	Banking in Financial System	One	3 Hrs.	100	36
3.5	Computer Applications in Investments	One	3 Hrs.	100	36
3.6	Business Ethics	One	3 Hrs.	100	36
3.7	Business Law	One	3 Hrs.	100	36

**Semester-IV**

<b>S.No.</b>	<b>Name of the subject/paper</b>	<b>No. of papers to be offered</b>	<b>Duration</b>	<b>Max. Marks</b>	<b>Min. Pass</b>
4.1	Commodities Markets	One	3 Hrs.	100	36
4.2	Corporate Financial-II	One	3 Hrs.	100	36
4.3	Equity Markets-II	One	3 Hrs.	100	36
4.4	Financial Services	One	3 Hrs.	100	36
4.5	Taxation for Investments	One	3 Hrs.	100	36
4.6	Security Analysis	One	3 Hrs.	100	36
4.7	Business Law	One	3 Hrs.	100	36

**Semester-V**

<b>S.No.</b>	<b>Name of the subject/paper</b>	<b>No. of papers to be offered</b>	<b>Duration</b>	<b>Max. Marks</b>	<b>Min. Pass</b>
5.1	Global Capital Markets	One	3 Hrs.	100	36
5.2	Regulation of Securities Markets	One	3 Hrs.	100	36
5.3	Insurance-(Fund) Management	One	3 Hrs.	100	36
5.4	Derivative Markets	One	3 Hrs.	100	36
5.5	Foreign Exchange Markets	One	3 Hrs.	100	36
5.6	Portfolio Management	One	3 Hrs.	100	36
5.7	Project-I - 80 marks) Viva-voce - 20 marks)			100	36

**Semester-VI**

<b>S.No.</b>	<b>Name of the subject/paper</b>	<b>No. of papers to be offered</b>	<b>Duration</b>	<b>Max. Marks</b>	<b>Min. Pass</b>
6.1	Risk Management	One	3 Hrs.	100	36
6.2	Corporate Governance	One	3 Hrs.	100	36
6.3	Computer Application in Finance Services	One	3 Hrs.	100	36
6.4	Marketing of Financial Service	One	3 Hrs.	100	36
6.5	Mutual Fund Management	One	3 Hrs.	100	36
6.6	Customer Relationship Management in Financial Service	One	3 Hrs.	100	36
6.7	Project-II - 80 marks) Viva-voce - 20 marks)			100	36

50% papers can be carried forward from Bachelor of Commerce (Financial Markets) Semester-I examination to Semester-II examination, Semester-II examination to Semester-III examination, Semester-III examination to Semester-IV examination, Semester-IV examination to Semester-V examination and Semester-V examination to Semester-VI examination .

06 Semesters) Bachelor of Commerce (Financial Markets)  
**SCHEME OF MODULES**

**SEMESTERS - 1**

1	Principles of Investment
2	Micro-Economics
	Basic Statistics
	Basic Computer Skills
	Financial Accounting
	Business Environment

**SEMESTERS - 2**

	Environment of Financial System
	Micro-Economics
	Statistical Applications
	Communication Skills
	Management Accounting
	Principles of Business Management

**SEMESTERS - 3**

	Debt Markets
	Corporate Finance
	Equity Markets - I
	Banking in Financial System
	Computer Applications in Investments
	Business Ethics
	Business Law

**SEMESTERS - 4**

	Commodities Markets
--	---------------------

4.2	Corporate Financial - II
4.3	Equity Markets – II.
4.4	Financial Services
4.5	Taxation for Investments
4.6	Security Analysis
4.7	Business Law

	<b>SEMESTERS – 5</b>
5.1	Global Capital Markets
5.2	Regulation of Securities Markets
5.3	Insurance-(Fund) Management
5.4	Derivative Markets
5.5	Foreign Exchange Markets
5.6	Portfolio Management
5.7	Project-I

	<b>SEMESTERS – 6</b>
6.1	Risk Management
6.2	Corporate Governance
6.3	Computer Application in Finance Services
6.4	Marketing of Financial Service
6.5	Mutual Fund Management
6.6	Customer Relationship Management in Financial Service
6.7	Project-II

Note on Projects – 5.7 i.e. Project I will be a basic in nature like collection and Presentation of Data on the topic allotted, while 6.7 i.e. Project II will be a analytical in nature base on the Project I, Topics for projects will be finalized latter on in the workshops.

## Syllabi Proposed

*Bachelor of*  
~~B.Sc.~~ (Financial Markets)

## SEMESTER I

Approx.

lectures

available 60.

Subject: Principles of Investment (1.1)

## Unit I

(10)

Introduction to investments:

- Investment – Meaning & Definition
- Need for productive investment
- Investment objectives
- The multiple avenues for investment – in brief
- Importance of investment management

## Unit II

(10)

Return on investments

- Measures of Return and Risk
- Relationship between risk and reward
- Determinants of required rate of return
- Need for diversification of risk

## Unit III

(20)

Investment Valuation – It's importance

- Time value of money – Techniques of discounting and compounding
- Place of liquidity in investment decisions
- Time value for more than one each flow
- Introduction to Net Present Value (NPV), Internal rate of return (IRR)
- Relevance of NAV an IRR

## Unit IV

(20)

## Introduction to investment analysis

- Financial statement analysis
- Financial ratios – computation and application
- Macro economic indicators.

## Book for Reference:

1. Strategic Investment Decision, Laurence Krantz and Ailan Thomason, F.T. Prentice Hall, 2000.
  2. Investments: An Introduction, Herbert B. Mayo, South – Western College Publishing, 2005.
  3. Investments and Valuation, Aswath Damodaran, John Wiley & Sons Inc., 2001.
  4. Security Investments, David L. Scott, Rowman & Littlefield, 1981.
  5. Model Investment Theory, Haugen, Holden and Nofisinger, Prentice Hall, 2003.
  6. Contemporary Investments, Hearsh, Houghton Mifflin, 1977.
  7. Investments Spread Sheet, Sharpe, Prentice Hall, 2001.
  8. Essentials of Investments, Bodie, Irwin, 1997.
  9. Basic Investments, Herbert B. Mayo, South-Western College Publishing, 2005.
  10. Sound Investments, Larry Burkett, RICS, 1995.
  11. Investment: Principles and Practices, Ben Branch, Dearborn Financial Publishing, 1990.
  12. Investments: Analysis and Management, Charles P. Jones, John Wiley & Sons Inc., 2006.
  13. Investments (Shaum's outline), Jack Clark Francis, McGraw Hill, 2000.
  14. Understanding Finance, Prentice Hall, 2004.
- Quantitative Methods for finance and investments, John L. Teall and Iftekher Hasan, Black Well Publishers, 2002.



Bachelor's  
B.Sc. (FINANCIAL MARKETS)

First Year – Semester I (1.2)

Micro Economics

Four Lecture per week's (60)

**MODULE – I: The Content and Nature of Economic Theory**

- A) I The Economic problem – scarcity and efficiency w.r.t. Production possibility curve.
- II Micro and Macro Economic
- B) Theory of Consumer's Behaviour: - (15)
- I Indifference Curve Analysis – effects- ICC, PCC, Bank up of price effect.

**MODULE – II Production, Cost and Revenue (15)**

- Production function – isoquants, returns to scale
- Producer's equilibrium
- Economies scale
- Costs – behaviour of cost curves in the short and long run
- Revenue concepts

**MODULE – III: Market Analysis (15)**

- The theory of the firm – break even analysis – equilibrium of the firm.
- Markets – perfect competition, monopoly, Monopolistic competition.

**MODULE – IV: Investment Criteria (15)**

- Pricing methods – marginal cost, full cost, discriminatory, Multi- Product and transfer pricing.
- Meaning and importance – stages
- Methods – payback, discounted present value and internal rate of return.

**Reference:**

Micro Economics	KPM Sundaram
Modern Micro Economics	H.L. Ahuja
Modern Economics Theory	K.K. Dewett
Principles of Micro Economics	Paul Samuelson
Economics Theory	Stonier & Hague
Micro Economics Theory	M.L. Seth
Principles of Micro Economics	Mishra & Puri
Advanced Economics Theory	M.L. Jhingan

**BASIC STASTICS**

3 Lectures per week

3 Practical Period per week per Batch

Practical Batches of 20 students each.

**Objective:** The objective of this course is to familiarize students with the basic fundamentals of Statistical Technique.

**Note:** Use of non programmable calculator is allowed for Theory as well as practical.

**Unit I: Descriptive Statistics for univariate data (11 Lectures)**

**Introduction to statistics:** Preparation of frequency distributions including graphic presentation.

**Measures of Central Tendency:** Mathematical Averages: Arithmetic mean, Geometric mean, Properties and application.

**Positional Averages:** Mode and Median and other partition values – Quartiles, Deciles, and Percentiles (Including graphic determination).

**Measures of Variation:** Absolute, Measures, Range, Quartile Deviation, Mean Deviation, Standard Deviation, Variance.

**Unit II: Forecasting Techniques (11 Lectures)**

**Covariance and Correlation:** Meaning, Correlation using scatter diagram. Karl Pearson's co-efficient of correlation: Calculation and properties, Rank Correlation.

**Regression Analysis:** Linear regression defined. Regression defined. Regression equations and estimation.

**Components of time series,** additive and multiplicative models.

**Trend Analysis:** Finding trend by moving average method, fitting of linear quadratic trend principle of least squares.

**Unit III: Index Numbers (11 Lectures)**

**Meaning and uses of Index numbers:** Simple and weighted Index no. Construction of Index numbers: fixed & chain base; Paasche's Laspeyre's Kelly's and Fisher's Index number, simple, and (tests of adequacy of Index numbers. Construction of consumer price indices. Deflating, splicing, Quantity & Value Index Nos. Shifting of Base Year, Conversion from chain Based to fixed Base and Vice-a-versa, Cost of living Index nos. Inflation Concept of Industrial Production Indices.

**Unit IV: Probability, Probability distribution and its Applications: (11 Lectures)**

**Probability:** Probability as a concept, Addition and Multiplication Laws of probability (Statements and concept only), Conditional Probability, Bayers theorem

**Random Variables:** Random variable, Expectation and variance, Probability Distributions; Binomial and Normal Distribution.

**Decision Making:** Under uncertainty and risk, Expected monetary value (EMV), Decision tree. (Simple Problem)

(44)

**Suggested Reading:**

1. Richard Levin and Devids Rubin, Statistics for Management, Prentice Hall of India, New Delhi.
2. M.R. Spiegel, Theory and Problems of Statistics, Scachum's Outlines Series, McGraw Hill Publishing Co.
3. S.C. Gupta, Fundamentals of Statistics, Himalaya Publishing House.
4. S.P. Gupta and Archana Gupta, Elementary Statistics, Sultan Chand and Sons, New Delhi.
5. J.S. Chandan, Business Statistics, Vikas Publishing House.
6. B.N. Gupta, Statistics Sahitya Bhawan Publishers and Distributions (P) Ltd.
7. Mizhari and Sullivan, Mathematics of Business and Social Sciences, John Wiley and Sons.
8. V.K. Kapoor, Essentials of Mathematics for Business and Economics, Sultan Chand and sons.
9. J.K. Thukral, Mathematics for Business Studies, Mayur Publications.
10. S.K. Singh & J.K. Singh, Business Mathematics, Brijwasi Book distributors and publishers.
11. Schnm's Outline Series Theory & Problem of Business Statistics McGraw Hill Book Company.

**Practicals: On every unit minimum 2 practicals should be conducted.**

# Bachelor of B.Com. (Financial Markets)

## (Syllabus for Basic Computer Skills)

### Laboratory and Software

The B.Com. (Financial markers) contains computer components in the first, third and sixth semester. The Course would require a computer laboratory with 20 computers of standard configuration; it would require software for conducting practical. The course would requires MS. Word, MS Excel, PowerPoint, Access, C/C++ compiler, Visual Basic latest version running under a Windows operating system. A reliable internet connection should be provided.

### Conduct of Practical

Some of the topics in the syllabus are generally taught online. These can be demonstrated in the laboratory during the corresponding practical. These topics are marked as demonstration and practical.

The practical session are expected to be conducted every week. There are five lectures allotted per week for each paper. In case of the computer component 4 lectures would be conducted in the class while 1 lecture be allocated for practical. The batch size would be of 20 students. There would be 3 practical per batch per week.

The student must maintain a journal where the practical is recorded throughout the semester. A practical examination will be conducted at the end of each semester under the internal assessment scheme. This would carry 20 marks and the journal would be allocated 5 marks out of these 20.

**SEMESTER - I****(BASIC COMPUTER SKILLS) 1.4****Guidelines:**

- The topics of unit I and II are introductory. They should be taught at conceptual level only.
- Unit III is expected to be taught through demonstrations and support of practical.
- Unit IV is expected to be taught in the light of information technology.

**Unit I****(08 Lectures)**

**Basics of Computers** – Organisation and architecture; Simple Model of a Computer, Block Diagram, Characteristics of a Computer.

**Introduction to operating system:** Need for Operating System, Different types of Operating Systems: batch, multiprogramming, time-sharing, on-line and real time.

**Evolution of Computers:** The various Generations of Computer Systems.

**Reference: 1) Fundamentals of Computers: V. Rajaraman PHI 4<sup>th</sup> edition.**

**Unit II****(12 Lectures)**

**Input/output Devices (functions, identifications and connections):** Terminals, CRT, Keyboard, Mouse, Optical Mouse, Printers – Impacts, dot matrix, laser printer, scanner, joysticks, space ball, datagloves, touchscreens.

**Computer Memory:**

Memory cell, units of memory bit, bytes, registers,

Cache Memory: Need and Characteristics.

Access Modes: Random and Serial Access.

RAM, ROM's, Magnetic disks, tape and optical memory, virtual memory, buses, the system bus-control, address and data buses.

**Internet Basics:-** What is internet? History and Introduction, Accessing the internet, Protocols TCP/IP, SLIP, PPP, Components of URL, FTP, Telnet, HTTP, web Browsers,

Search Engines, Advanced search, Email Services, Spam and Emoticons, Chatting, Conferencing, Creating a Home Page, a Web Site, Viruses-type, detecting prevention Worms, Firewalls,

References: 1) Fundamentals of Computers: V. Rajaraman PHI 4<sup>th</sup> Edition.

2) World Wide Web design with HTML C. Xavier TMH.

### Unit III

(13 Lectures)

#### **Spreadsheets: (Demonstrations and Corresponding Practical's)**

**Understanding worksheets:** - Entering Data, Cell Ranges, Creating Auto Series, Inserting Sheets, Deleting Sheets, Renaming Sheets, linking Worksheets Protecting worksheets. Cell Referencing: Relative Cell referencing, absolute cell referencing, mixed cell referencing,

**Functions & Formulas:** Maths and Trigonometric, Logical, Data and Time, Conditional, Statistical, Text.

**Charts:** Inserting in sheets

#### **Introduction to Power Point: (Demonstrations and Corresponding Practical)**

Creating and opening presentations, Different Views of PowerPoint presentations. Slide Manipulation, Adding Transitions to slide show, Viewing the slide show Navigating While in Your Slide Show.

#### **Desktop publishing with processing software: (Demonstration and Corresponding Practical)**

**Introduction to word processing:** Identify the components of documents Window, Standard and formatting Toolbars, Create documents, Open documents, save documents, editing text in documents, Word Wrap feature, Selecting Text, Drag drop feature.

**Viewing and formatting Documents:** View a document, Format text, font Styles, Font Size, Format Painter, Highlight Documents, Format paragraphs, Adjust the spacing (line and paragraph spacing), Align Text, Add bullets and numbers to the lists, Format pages, Change page orientation, Number pages, Set margins.

**Mail Merge a documents:** Create a main document, specify a data source, Merge the data file and the main document, Create a table, Select text in tables, Edit a table by Deleting rows and

columns, inserting rows and columns, resizing rows, Merging cells, Splitting cells Add borders and shading.

**Reference:** 1) Lean Microsoft Office 2000 by Michael Busby, Russell A Stultz (BPB)

#### Unit IV

(12 Lectures)

#### Management Information System (MIS)

Information, System analysis and Design, Choice of information Technology Development of MIS, Decision Making.

**Reference:** 1) Management Information Systems- M.S.Jawedakar (S.E.) TMH (45)

#### Practical List: Word

##### (1) Word Processing:

Hint: It is advised to give a text having a variety of punctuations for typing. Perform the following on the text typed:

- i) Give a suitable title to the document. (ii) Change the style of title to bold
- (iii) Change in font of title to comic sans MS. (iv) Change the size of title to 24
- (v) Copy of word computer scientists at the end of documents

#### Write steps to perform the following

(i) Open the existing file. (ii) Select entire text (iii) delete the word editing text (iv) Close the file (v) save the files with password (vi) Exit from Word.

##### (2) Document Formatting

Type the following text in a word document "A font is nothing but the set of all characters (alphabets, punctuation symbols, etc) in a certain style. Font and font size together constitutes a type, or in other words, Type = Font + Font size. Font size is measured in points, One inch equals 72 points".



## **Character Formatting: -**

Font, Size, Bold, Italic, Underline, Change Case, Color, Alignment

## **Paragraph Formatting: -**

Line spacing, Paragraph Spacing, Bullets and Numbering, Borders & Shading, Columns, Tabs, Indentation, Drop Cap, Style.

### **Perform the following:-**

1. Change the case of paragraph to sentence case.
2. Change the case of the first sentence to upper case and underline those words separately.
3. Apply box border having width of 1.5 pts. To the page as well as to the paragraph.
4. Apply the number bullets to the contents below character formatting.
5. Apply the bullets '\*' to the contents below paragraph formatting.
6. Apply Drop Cap of 3 lines to the paragraph.
7. Apply the line spacing of 1.5 to the first paragraph.
8. Change the Color of 'Character formatting' and 'paragraph formatting'.

### **(3) Table Formatting**

1. Create the table 5×5 with the given structure.  
EMP code / EMP name / salary / bonus / total
2. Choose the elegant form for the above table.
3. Give the table heading as a employee salary report.
4. Change the width of first column to 3 pts.
5. Sort the records in descending order of employee salary.
6. Insert a new between second and third record.
7. Convert the table to text which is separated by spaces.
8. Performing addition, average on numerical figures.

### **(4) Mail Merge**

Create a mail merge document for the following

To,

<<FirstName>><<LastName>>

<<Address>>

<<City>>

<<Pincode>>

Subject:- Invitation for the Workshop on <<Topic>>

Dear Sir/Madam,

You are cordially invited for attending the seminar on <<Topic>> organized by <<Institute>> on <<Data Workshop>>.

Thanking you,

Yours faithfully,

XYZ.

## Excel

### (5) Introduction of Excel

1. Open a new workbook and save it as "Practical xls."
2. Change the name of sheet I as "nice work".
3. Insert a new sheet before first sheet.
4. Delete the last sheet.
5. Move 3<sup>rd</sup> before 1<sup>st</sup> sheet.
6. How will you generate following series.
  - a. 1,2,3,.....
  - b. sun, mon, tue,.....
  - c. any one user defined series
7. Change the orientation of the text in a cell to 45°.

### (6) Create the following table in Excel and perform the following

Preventatives Sales Re.

Monday	Tuesday	Wednesday	Thursday	Friday
--------	---------	-----------	----------	--------

Anthony	14	66	97	36	51
Amer	23	24	67	34	70
Akbar	33	91	45	12	83
Total					

- Sort the data with respect to any one weekday (say Thursday) in descending order.
- Insert a chart to represent the above table.

**(7) Prepare the following worksheet**

**Tina's International Departmental Stores, Sangli**

Number	Item	Rate	Quantity	Amount
1	Mouse	300	35	
2	Keyboard	650	45	
3	Markers	29	10	
4	Projector	150000	2	
5	Batches	23.56	25	
	Total			

- Format the column of Rate to two decimal places.
- Use formula to calculate the Amount as Rate Quantity.
- Calculate Total of all the amounts using Sum function.

**(8) Prepare a Excel worksheet to give grades to the students based on the following grading Scheme.**

Name	Marks		Total	Grade
	Maths	Science		
Amer	45	56		
Akbar	45	12		
Anthony	85	69		
Tom	45	78		
Dick	25	63		
Harry	48	82		

Total should be the addition of marks in Maths and Science.

Grade is given on the following basis:

Total	Grade
<35	Fails
35-45	B
45-60	A
60-75	A++
>75	Distinction

(9) Prepare a Excel worksheet to illustrate use of financial and accounting Functions and formulas.

### PowerPoint

(10) Create a presentation and perform the following in Power Point.

- Open a new power-point presentation.
- Apply a suitable design template to your presentation.
- Select color schemes and select some colors of your chose don't use the default one.
- Also change the Animation Scheme.
- Insert header and foeter to the slides.
- Insert a picture and apply the transition to it.
- Apply transition between the slides.
- Use various components from drawing toolbar into your presentation.
- Apply a background scheme with two colors.
- Insert a chart to represent some data.
- Now save the file with a relevant name.

- (11) Connections of various peripherals like mouse, keyboard, monitor, printer, per drive, etc. to corresponding ports.

*Bachelor of Markets*  
~~B.Com~~ (Financial Systems)

Financial Accounting (1.5)

No. of Lectures.

1. Nature Purpose of Accounting:

(10)

- a) Meaning & scope of accounting: Need development & definition of Accounting, persons interest in accounting Disclosure; Branches of accounting.
- b) Concepts Accounting Standards
- c) Journals, Ledger, Subsidiary Books, T/B, Financial accounting Frame work.

2. Introduction to Financial Statements

(20)

- a) B.R.S.
- b) Treatments of Capital & Revenue
- c) Depreciation accounting: Methods of recording depreciation & methods of providing depreciation as per AS-4
- d) Preparation of Financial Accounts: Sole Traders & Partnership Firms, Manufacturing A/C, Trading, P&L, and B/S.

3. Corporate Accounting:

- a) Issue of shares & debentures: 1) Types of Shares & Debentures (in India)  
 2) Accounting Treatments for issue of share & debentures with market and SEBI rules (Bidding, Price building ect.)

(Note: Old Method of share application money, allotment money not to be included)

- b) Capitalisation of reserves and issue of Bonus Shares.
- c) Preparation of corporate financial statement: in vertical form.
- d) Valuation of Shares.
- e) Buy-back of shares & own debentures.
- f) Investment Accounting.

4. Indian Accounting Standards:

(10)

- a) AS, GAAP & their impact on Income Statement & B.S.
- b) Latest Development: Computerization of accounting & accounting s/w.

-----  
60  
-----

Ref.: 1) An introduction to Accountancy: S.N. Maheshwari – Vikas

2) Financial Accountancy: S.N. Mahesheari – Vikas

3) Advanced Accounts: M.C. Shukla-S. Chand

4) Financial Management: Khan & Jain – Tata McGraw

5) Modern Accountancy: Mukharjee & Hanif – Tata McGraw

6) Financial Accountancy: Stice, E.K. Thomson

7) Corporate Accounting: Mahesheari & Maheshwari – Vikas

*Bachelor of*  
**B.Com. (Financial Markets)**

### 1.6 BUSINESS ENVIRONMENT (1.6)

- Unit I Indian Business Environment: Concept, components, and importance (10)
- Unit II Economic Trends (Overview): Income, Savings and investment, Industry, Trade & balance of payments, Money, Finance, Prices. (14)
- Unit III Role of Government: Monetary and fiscal policy: Industrial policy: Industrial licensing, Privatization: Development: Export-Import policy: Regulation of foreign investment Collaborations in the light of recent changes. (18)
- Unit IV International Environment: International trading environment (overview): Trend in world trade and the problems of developing countries: Foreign trade and economic growth: International economic groupings: International economic institutions  
 GATT, WTO, UNCTD, World Bank, MF:GDP:GSTP: Counter trade (18)

### Suggested Readings

1. Sundaram & Black: The International Business Environment: Prentice Hall, New Delhi.
2. Agarwal A.N.: Indian Economy: Vikas Publishing House, Delhi.
3. Khan Farooq A: Business and Society: S: Chand Delhi.
4. Dutt R. and Sundharam K.P.M. Indian Economy: S. Chand, Delhi.
5. Misra S.K. and Puri V.K.: Indian Economy: Himalaya Publishing House, New Delhi.
6. Hedge Ian: Environmental Economics: MacMillan, Hampshire.
7. Dutt Ruddar: Economic Reforms in Indian – A Critiques: S.Chand, New Delhi.

*Bachelor of*  
**B.Com. Financial Markets**

**Environment of Financial System (2.1)**

	<b>No. of Lectures</b>
<b>Unit I</b>	<b>Financial System: Meaning, significance, and components, Composition of Indian financial systems, Reserve Bank of India – Organisation, Management Functions – Credit creation and credit control, Monetary policy. (15)</b>
<b>Unit II</b>	<b>Commercial Banks: Meaning, Functions: Management and investments policies of commercial banks, Recent trends in Indian commercial banks. All Indian Development Banks: Interest Rate Structure: Determinants of interest rate structure; Differential rate structure: Recent changes in interest rate structure,. State Level Development Banks: State Financial Corporation; Development Banks in Industry Financing. (20)</b>
<b>Unit III</b>	<b>Insurance Organisations: Objectives and functions; various schemes of LIC and GIC., Unit Trust of India: Objectives and functions; various schemes of UTI and Role of UTI in Industrial financing. (15)</b>
<b>Unit IV</b>	<b>Financial Markets: Indian Money Market, Indian Capital Markets.(10)</b>

**Suggested Readings.**

1. Bhole L.M. Financial Market and institution; Tata McGraw-Hill Publishing Company, New Delhi.
2. Khan M.Y. Indian Financial System; Theory and practice; Vikas Publishing House, New Delhi.
3. Chandra Prasanna Financial Management: Theory and Practice; Tata-McGraw Hill New Delhi.
4. IDBI Annual Reports.
5. Sharma G.L. and Singh Y.P. (eds): Contemporary Issues in Finance and Taxation; Academic Foundation, New Delhi.
6. Kapila Raj and Kapila Uma: Banking & Financial Sector Reforms in Indian Volume I to IV.
7. Saunders Anthony: Financial Institutions Management a modern perspective.
8. Madhura Jeff: Financial Markets & Institutions.



*Bachelor of*  
**B.COM (FINANCIAL MARKETS)**

**First Year – Semester II**

**Macro Economic (2.2)**

**Four Lecture per week's**

**Module I: Money and related issues. (15)**

- Introduction of money-functions-demand and supply of money.
- IS-LM curves.
- Inflation-causes and effects.
- Philips Curve.

**Module II: (A) Role of Function of Banking (15)**

- Commercial Banks-functions-creation (Multiple expansion of credit).
- Evolution of Central Banks-functions (in detail)
- Monetary Policy.

**II (B) Banking Sector Reform**

- Banking Sector Reform-Evaluation
- Financial Liberalisation – universal banking, private banking, foreign banks.
- Banks runs and systematic fragility.

**Module III: Financial and Capital Markets (15)**

- Structure of the money market in India-Features, limitations and measures to strengthen the market.
- Capital market-Share market in India-functions of the stock exchange.
- SEBI-need and role.
- Financial Soundness-credit rating agencies.
- New Financial instruments of the capital market (zero coupon bonds, warrants, secured premium notes, stock invest swaps, options, derivatives deep discount bonds).

**Module IV: Foreign Capital – Post Globalisation Scenario**

- Balance of Payments – Structure.

- Convertibility – Pros and cons of Capital account convertibility.
- Capital movements – Direct and Portfolio investments – MNCs of FDI.
- Impact of foreign capital.

### References:

Development issue of Indian Economic-Mishra Puri Himalaya Publications.

Macro Economic Theory	Dorn Bousche & Fisher
Central Banking	Dekock
Introduction of Monetary Theory	Lester V Chandler
Money & Banking & International Trade	M.C. Vaish
Macro Economic	K.P.M. Sundaram
Macro Economic	M.L. Seth
International Economics	M.L. Jhingan
International Economics	D. Salvatore.
EPW.....	

### 2.3 STATISTICAL APPLICATION

3 Lectures per week

3 Practical Period per week

Practical Batches of 20 students each.

**Objectives:** The objectives of this course is to familiarize students with the application of various Statistical Technique.

**Note:** Use of non programmable calculator is allowed for Theory as well as practical.

#### Unit I: Testing of hypothesis (11 Lectures)

Concepts of a statistical population and sample form a population, primary data Secondary data sample surveys, Concepts of Hypothesis, testing of hypothesis, null and alternative

hypothesis, Types of error, (Consumer and producers risk), Level of significance. Large Sample tests: Hypothesis testing for proportion and means of single and two sample test. Chi-Square test of goodness of fit (with special reference to finance)

### **Unit II: Linear Programming Problem (11 Lectures)**

Formulation of linear programming problems (LPP), Graphical solution to LPP. Cases of unique and multiple optimal solutions, unbounded solutions and infeasibility and redundant constraints. Solution to LPP using simplex method – maximization and minimization cases. Shadow prices of the resources and the ranges of their validity. Identification of unique and multiple optimal solution, unbounded solution, infeasibility and degeneracy.

### **Unit III: Application of Statistics in Finance I (11 Lectures)**

Rates of interest – nominal, effective – and their inter – relationships, compounding and discounting of a sum using different types of rates. Types of annuities, like immediate, due, deferred, perpetual, and their future and present values using different types of rates of interest. PV, NPV and IRR Depreciation of assets. Valuation of simple loans and debentures. Sinking Funds (*General annuities to be excluded*).

### **Unit IV: Application of Statistics in finance II (11 Lectures)**

Network Analysis: PERT, CPM (Without crashing) Modern portfolio theory: Markowitz Theory, Sharpe's Theory and Random Walk Theory. Risk Analysis: Measures of risk and performance: Range, Variance, Standard Deviation, Expected value and Beta. Measures of Risks related to portfolio: Covariance and correlation. Return on security and market Returns.

### **Suggested Readings:**

1. Investment Management Security Analysis and Portfolio Management V.K. Bhalla (S.Chand).
2. Financial Management, Prasanna Chandra (Tata McGraw Hill).
3. Financial Markets & Services, Rakesh Shahani – Galgota Publishing Company.
4. Statistics for Business & Economics Paul Newbold (Prentice Hall).
5. Investment Analysis and Portfolio Management N.G. Kale, P.K. Bandgar, Vipul Prakashan.
6. Operations Research J.K. Sharma (Macmillan Business Books).
7. Operations Research Pramkumar Gupta, D.S. Hira (S. Chand).

8. Operations Research V.K. Kapoor (Sultan Chand).
9. Operations Research Taha (PHD).
10. PERT & CPM L.S. Shrinath.
11. Options, Future and other Derivatives by John C. Hull, P.H.I.

**Practical's: on every unit minimum 2 practical's should be conducted.**

*Bachelor of*  
**B.Com. (Financial Markets)**

**Communication Skills (2.4)**

**Periods: Maximum 60**

**Semester II**

**No of Lectures.**

- I. Concept of Communication:** Definition, Need and importance of communication, Process of Communication, Characteristics of Effective Communication, Method and Modes of Communications. (05)
- II. Reading:** Reading with fluency and speed, ways of reading; Skimming, Scanning, Extensive reading, identifying, inferring, interpreting, collecting and re-ordering relevant information from texts vocabulary, grammar language structure and punctuation. (05)
- III. Writing:** Organised presentation of matter (Factual/informative, descriptive or Persuasive).
- A. Editing, summarizing, considering;** (practice to be given through comprehension passages, summarization, book review, note-making précis writhing from literary texts, business and financial journals, magazines and news papers. Familiarity and acquaintance with business and financial terms should be encouraged).
- B. Correspondence in different registers: -**
- Theory of Letter Writing
  - 7 Cs of Letter Writing
  - Revision of structure & Forms of Lay out
  - Appearance of B.L.
  - Use of Computer for Letter Writing

Official a) Enquiries/complaints and replies; representations.

b) Letters of applications for jobs, inter-departmental Memos.

c) Letters to bank.

d) Request for loan, overdraft, current account, credit facility, Status Enquiry,

1 Letters related to Share Market, Capital Market.

Semi Official – Letters to editors.

Social Correspondence:

- e) Invitations, congratulations, condolences.
- f) Appeal e.g. blood donations, environmental and other civic issues. (22)

IV. **Speaking/Listening:** Fluency, pronouncing, voice modulation, tone pitch, sensitivity to audience. How to listen effectively – listening comprehension meaning and sequence of thought (practice may be given through audio-video methods) passages/exercises to be set to highlight the objectives of communications with special emphasis on 'You' attitude. (05)

V. **Barriers to Communication:** Types of barriers: Physical, Mechanical, Psychological, Linguistic, Socio-Cultural, Barriers to listening. How to overcome barriers (to be taught along with case studies, assignments, tasks, field visit etc.) (08)

IV. **Group Communication:**

A) **Written aspects:**

A.1 Drafting Notice, Agenda, Resolutions, minutes of Meetings.

A.2 Drafting of Reports structure of a Business Report. Various types of reports – Following report to be studied – routine, Investigative, Projects, Director's Report etc. (15)

B) **Oral Aspects:**

1. Interviews.
2. Group Discussions.
3. Presentations.
4. Speeches: Social/Corporate Situations.

**Recommended Books:**

1. Grellet F: Development Reading Skills Cambridge University Press, 1981.
2. Reading 7 thinking in English. Four Volumes, (Vol. I. for lowest Level, Vol. 4 for the highest level). The British Council Oxford University Press, 1990.
3. Hamp – Lyons, K. & Heasley, B: Study Writing: A Course in Written English for Academic & Professional Purpose. Cambridge University Press, 1987.

- (11) Connections of various peripherals like mouse, keyboard, monitor, printer, per drive; etc. to corresponding ports.

*Bachelor & Markets*  
~~B.Com~~ (Financial Systems)

Financial Accounting (1.5)

No. of Lectures.

1. Nature Purpose of Accounting:

(10)

- a) Meaning & scope of accounting: Need development & definition of Accounting, persons interest in accounting Disclosure; Branches of accounting.
- b) Concepts Accounting Standards
- c) Journals, Ledger, Subsidiary Books, T/B, Financial accounting Frame work.

2. Introduction to Financial Statements

(20)

- a) B.R.S.
- b) Treatments of Capital & Revenue
- c) Depreciation accounting: Methods of recording depreciation & methods of providing depreciation as per AS-4
- d) Preparation of Financial Accounts: Sole Traders & Partnership Firms, Manufacturing A/C, Trading, P&L, and B/S.

3. Corporate Accounting:

- a) Issue of shares & debentures: 1) Types of Shares & Debentures (in India)  
 2) Accounting Treatments for issue of share & debentures with market and SEBI rules (Bidding, Price building ect.)

(Note: Old Method of share application money, allotment money not to be included)

4. Martin J.R.: Factual Writing: Exploring and Challenging Social Reality. Oxford University Press, 1990.
5. Doughty, P.P. Thorton. J.G.; Language in Use: Edward Arrol, 1973.
6. Bhaskar, W.W.S. & Orabhu N.S.: English through Reading Vol. I and II Macmillan, 1975.
7. Freeman, Sarah: Study Strategies: New Delhi, Oxford University Press, 1979.
8. ELT Cell, University of Bombay, Note making and Composition Exercises, 1979.
9. Freeman, Sarah; Written Communication Orient Longman, 1977.
10. Sarawati V.: Organized Writing Book – 2 Orient Longman.
11. Narayanswami: Organized Writing Books – 2 Orient Longman.
12. Mohan Krishna & Singh N.P. : Speaking English Effectively Macmillan, India, 1995.
13. Mohan Krishna & Banerji, Meera; Developing Communication Skills, Macmillan India, 1990.
14. Widdowson: H.G. English in focus, English for Social Science Oxford University Press.
15. Bellare Nirmala; Reading Strategies. Vol. I & II New Delhi. Oxford University Press, 1998.



Management Accounting (2.5)

No. of Lectures

1. Introducing to Financial Statements Analysis:

- a) Meaning, natures, uses, scope and functions of management accounting. Role of management accounting in decision making, tools and techniques of management accounting.
- b) Financial Statements Analysis:
  - i) Meaning and types of financial statements, limitations of financial statements, objectives of financial statements.
  - ii) Interpretation of financial statements, inter firm and intra firm Comparison with the help of ratio, comparative, commonsize & trend analysis.
  - iii) Funds Flow, Cash Flow (22)

2. Working Capital Management:

- a) Operations cycle, need and importance, monitoring & control, estimation & calculation W.C. for trading & other
- b) Management of Current Assets: Management of cash & marketing securities, receivables. (18)

3. a) Long Term funds Management: Sources, Capital Investments decisions, risk analysis in capital budgeting.

- b) Capital Structure: Theories and Determinations. (10)

4. a) Operating & Financial leverage

- b) Concept in valuation: The time of money, P.V. JPR of yield, bond returns, returns from stock investments, dividend modules & measuring risk – standard Deviation.

(10)

-----  
60  
-----

Ref: -

1. An Introduction to Accountancy – S.N. Maheshwari – Viks
2. Management Accounting- Hingorani N.L. – S.Chand
3. Management Accounting – Khan & Jain Tata McGraw Hill
4. Financial Management – Khan & Jain Tata McGraw Hill
5. Financial Accounting - Stice, E.K. Thomson
6. Financial Management – Prasanna Chandra Tata McGraw Hill

Principles of Business Management

Semester II (2.6)

Unit I	Management – Definitions- Objectives- Importance & nature. Management – Arts, Science or Profession. Levels of Management and Managerial Skills.	10
Unit II	<p>Functions of Management</p> <p>a) Planning – Meaning, nature and importance – Type of plans, steps, in planning.</p> <p>b) Organizing – Meaning, process of organizing, Principles of organizing, span of management, authority and responsibility, Delegation of authority</p> <p>c) Controlling – Meaning, steps, types, of control, feed forward control, Concurrent control, feedback control, contemporary issues in control.</p> <p>d) Staffing – Meaning, nature and purpose – Selection training &amp; performance appraisal.</p> <p>e) Co-ordination – need techniques of co-ordination, difficulty of co-ordination.</p> <p>f) Motivation – definition – Motivation and motivators. Self Motivations, the need/want satisfaction chain, motivational techniques: Financial &amp; Non Financial incentives, Theories of motivation – Hierarchy of needs theory, Mc Gregor's theory X and Y, Herzberg's Two factors theory, theory Z by Ouchi.</p>	25
Unit III	Development of Management thought – Scientific Management – Frederick W. Taylor Modern operational mgt. thought – Henry Fayol Behavioral approach – Elton Mayo System approach – Chester Barnard Contingency approach.	15
Unit IV	Organisation structures Role and functions of manager Role of values & ethics in Management	10

## References: -

1. Essentials of Management – Harold Knootz & jeonz Weihrich, Tata McGraw Hill.
2. Concepts of Management Science – Donald J. – Prentice Hall.
3. Management – Stoner & Freeman – Pearsons Pub.
4. The Process of Management – William H & Newman.
5. Principles & Practice of Management – Breach EFL.
6. The Complete Guide of Modern Management – Heller R. – Jaico Bombay 1996.
7. Modern Business Administration – Appleby Macmilan New Delhi 1994.
8. Principles of Management – P.C. Tripathi and P.N. Reddy – Tata McGraw Hill – Publishing Co. Ltd. New Delhi.

## SEMESTER – 3

### Subject Debt Markets (3.1)

Lect.

#### Unit I

(15)

#### Introduction to debt markets.

- Evolution of debt markets in India.
- Money market and debt markets in India.
- Regulatory framework in the Indian debt market.

#### Unit II

(15)

#### Introduction and Players in debt markets.

- Government Securities, PSU bonds & corporate bonds.
- Open market operations.
- Securities Trading Corporation of India.
- Primary dealers in Government Securitas.

#### Unit III

(15)

#### Bonds.

- Features of bonds.

- Types of bonds.
- Issuers of bonds.
- Bond ratings – importance & relevance, Rating Agencies.

**Unit IV**

(15)

**Valuation of bonds.**

- Determinants of the value of bonds.
- Primary market and Secondary markets.
- Bond Mathematics.
- Yield Curve Analysis.

60

**Books for Reference:**

1. The Debt Market, Stephen A. Ross and Richard Roll, Edward Elgar, 2006.
2. The high-yield debt market "Investment Performance and Economic Impact, Edward I. Altman, Beard Books, 19989
3. Investing in Junk Bonds, Edward I. Altman and Scott A. Nammacher, Beard Books, 2003.
4. High Yield Bonds, Theodore Barnhill and William Maxwell, McGraw Hill, 1998.
5. Advanced Bond Portfolio Management, Frank J. Fabozzi and John Wilcy & Sons, 2006.
6. Bonds and Bond derivatives, miles Livingstone, Blackwell Publishers, 2004.

**SEMESTER III**

**CORPORATE FINANCE – 1 (C/A/CS. (3.2)**

No. of Lect.

**Unit – I**

**CORPORATE FINANCIE - AN OVERVIEW**

(10)

- Functions of finance in a business enterprise.
- Emergence of corporate finance as an integral part of business finance.
- Need for professional approach in management corporate finance.
- Role and functions of a corporate financial manager.
- Requirements of an efficient corporate financial manager.

**Unit – II**

**PLANNING THE CORPORATE FINANCIAL ACTIVITIES**

(15)

- Theories of Capitalisation.
- Owned capital and borrowed capital-cost of capital.
- Break-even analysis.

**Unit III**

(15)

- Capital structure-meaning and definition.
- Factors affecting capital structure. Trading on equity.
- Watered capital, over capitalization and under capitalization.
- NPV. IRR. DCF Analysis & pay-back periods.

**Unit IV**

**SOURCES AND METHODS OF RAISING CORPORATE FINANCE**

(20)

- Types and features of corporate securities currently available.
- Management of new issues including pricing of securities.
- Commercial banks and investments banks in financing the corporate sector.
- Leasing as a method of corporate finance.
- Venture financing.
- Credit rating services-role and relevance.

60

*Bachelor of*

**B.Com. Financial Markets**

**Proposed Syllabi**

**SEMESTER – III**

**EQUITY MARKETS – I @ (3.3)**

**No. of Lect.**

**Unit I**

**Introduction:**

(10)

- Meaning and definition of equity shares.
- Growth of Corporate sector and the simultaneous growth of equity shareholders.
- Divorce between ownership and management in companies.
- Development of equity culture in India.
- Current position.

(20)

**Unit II**

**Market for Equity – Primary markets**

- IPO methods followed
- Book Building.
- Role of Merchant bankers in fixing the price.
- Red-Herring Prospectus-its unique features.
- Green shoe option-sweat Equity, ESOP.
- Rights issue of shares
- Non voting shares.
- ADR, GDR, IDR.

### Unit III

(20)

#### Market for Equity-Secondary Markets

- Definition and functions of Stock Exchanges.
- Evolution and growth of Stock Exchanges.
- Stock Exchanges in India.
- NSE, BSE, OTCEI & Overseas Stock Exchanges
- Recent Development in Stock Exchange.
- Stock Market Indices.

### Unit IV

(10)

#### Importance of equity markets in a development country like India

- Need for attracting more investors towards equity.
- Need for strengthening secondary markets.
- Link between Primary market and Secondary market.

-----  
60

#### Books for Reference:-

1. Privatization and Emerging Equity Markets. World Bank Ira Lieberman and Christopher D. Kirkness. World Bank, 1998.
2. Equity Markets in Action. Robert Schwartz and Reto Francioni. John Wiley & Sons, 2004.
3. Corporate Finance. Martin Sabine, Houghton Mifflin, 2003.

4. Chew New Corporate Finance: And Brealey Principles of Corporate Finance, McGraw-Hill, 2002.
5. Hand book on Corporate Finance. Glen Arnold and Javier Estrada. F.T. Prentice Hall, 2006.

**SEMESTER – III**

**BANKING IN FINANCIAL SYSTEM@ (3.4)**

**SEMESTER – 3**

**Subject: Banking in Financial System**

**Unit I**

**Principles & Practices of Banking: (10)**

- Indian Financial System
- Types & Function of Banks
- Banking Technology
- Marketing of Banking Services/Products

**Unit II**

**Accounting & Finance for Bankers. (20)**

- Basics of Business Mathematics
- Accounting in Banks/Branches
- Bank Accounting & Balance Sheet
- Other Accounts & Computerized Accounting

**Unit III**

**Banking Products & Service. (20)**

- Accounts (Current, Saving, Fixed)
- Loans (Short Term, Long Term)
- Advisory Services (Investment)
- Other Serving (Insurance Credit Card etc.)



- Hire Purchase, Leasing Factoring
- Tax Services

#### Unit IV

#### General Bank Management

(10)

- Managing Interest Rate Risk, GAP & Earning Sensitivity
- Managing Liabilities & the Cost of Funds
- Effective use of Capital
- Liquidity Planning & Management Cash Assets

-----  
60 ----

#### SEMESTER – III

#### COMPUTER APPLICATIONS IN INVESTMENT: (3.5)

#### Guidelines:

- The Co programming language should develop basic programming skills.
- Unit II contains more advanced topics in Co language and are to be handled at an elementary level.

#### Unit – I

(15)

#### Co programming Language & OOP'S concept.

1. Introduction: Evolution of Co language, Unix and C.C. Compiler. Running a Co program, object and executable file, pre-processor. Characteristics of Co language, case sensitiveness.
2. Variables and Expressions: Co character set, identifiers and keywords, variables, reading and displaying variables, scanf and print, characters and character strings, integer, float double, constants, operators and expressions, arithmetic, relations, logical assignment, conditional, increment and decrement, bit wise, comma, typed of statement typecasting, operator precedence, writing simple programs to illustrate the above.
3. Basic Input Output: getchar, putchar, string input and output, format specifier, types of characters in format strings like % scanf width specifier, Input fields for scanf.

**Reference: -**

1. E-Commerce the cutting edge of the business – Bajaj Nag TMII.
2. Electronic Commerce from vision to fulfilment by Elias M. Awad.
3. Electronic Commerce by Gary Schneider, James Perry.

**Unit IV**

(15)

Web designing.

(Those can be partly done as demonstration and practical).

**Basic Formatting HTML Pages. Setting text preference, Importing Text, Aligning and indenting text, Making list, Nesting list, Character formatting, Adding special characters Using Flash a text.**

60

**Working with Graphics: Using background graphics. Editing graphics, assigning names and ALT text to images, Wrapping text around images. Adding Flash @ buttons. Using a web photo album. Embedding Quick Time @ movies.**

**Creating Links: Specifying link format, creating hyperlinks. Understanding link structure, Creating image maps, Creating email links.**

**Designing with Tables: Creating a table, importing data from spreadsheets, Formatting a table, Using images in tables, designing for computer screens.**

**Creating Frames: Creating a frameset, specifying frame properties, creating and editing frame documents.**

**Creating forms: Building a form grouping content, adding buttons, creating hidden fields, creating jump menus.**

**Reference: -**

1. World Wide Web design with HTML. C. Xavier AMH.

**SEMESTER – III****Business Ethics (c) – (3.6)**

4. Control Structures (Decision Making statement) if-else, multiway decisions, switch (loop constructs) for-loop, while-loop, do while-loop, compound statements, break statement, continue statement, go to statement.

Reference L. I) Let Us C – Yashwant Kanetkar (BPB)

### Unit – II

(15)

5. Arrays: Single dimensional array, element type, multidimensional array, strings, simple example and programs, arrays of strings, programming examples.
6. Functions: Main include, placement of a function and return values, parameter set of a function, combining function definition and declaration, passing arguments, return statement and function call, user defined and library functions, simple examples of recursion.
7. Introduction to Pointers & Structures and Unions & Files: Definition and simple use of pointers, declaring and using structures, structure initialization, Unions, operation on union, scope of union, opening files, writing to files, reading from files, closing files, file handing, functions, fscanf, fprintf, fopen, fclose, fgetc, fgets, fputc, fputs, fwrite.
8. Object Oriented Programming Concepts: OOP's overview, classes and objects, fundamental Concepts, Functions, Inheritance, Abstraction, Polymorphism, overloading and overriding, OOP's using C++.

### Reference: -

1. Let Us C-Yashwant Kanetkar (BPB)
2. Complete Reference C++ Herbert Scheldt

### Unit III

(15)

#### Electronic Commerce.

What is E-Commerce, Advantages and Limitations of E-Commerce, The role of Strategy in E-Commerce, Infrastructure for Electronic Commerce Web-Based Tools for Electronic Commerce, Electronic Commerce Software, Security Threats to Electronic Commerce, Implementing Security for Electronic Commerce, Electronic Payment Systems. Strategies for Marketing, Sales, and Promotion, Strategies for Purchasing Logistics and Support Activities, Electronic Markets and Communities. Business Plans for Implementing Electronic Commerce.

## Business Ethics 3.6

### No. of Lectures

- 1) Business Ethics & Values-Work Culture-Un ethical Behavior in Business & its reasons-fair & Business Practices. (07)
- 2) Corporate Governance in Globalised Economy-MNCs/TNCs & Business Etgics-Accountability of Mangers & Directors-Functioning of private & public sector Cos-Governance of private & public sector Cos. Corporate Governance in Banking & Financial Institutions-Good corporate Governance-protection of interest of customers & investors-customer friendly business activates. (15)
- 3) Code of conduct in Business Houses-fairness & Justice in Administration Social Responsibilities of Business.
- 4) Business Ethics an important tool in building Business Reputation Professional Board of Directors-Transparency in decision making & operations Importance of effective & efficient system of Governance in globalised economy-Ethics & corporate integrity measure for improving ethical standards & morals. (15)
- 5) Corruption, Frauds & Scams in financial Institutions-Economical & Social effects of corruption, frauds, scams etc. Banking operations & ethics. Functioning of Insurance Cos. & ethics Measures to reduce corruption.
- 6) a) Preventive Measures b) Curative Measures - Role of Computerization & I.T. in detecting fraud, scams etc. Zero Tolerance of corruption. (15)

- |   |                          |
|---|--------------------------|
| 1. Business ethics -                            | Shyam L. Kaushal         |
| 2. Corporate Governance -                       | H.R. Machiraju           |
| 3. Corporate Governance -                       | Kesho Prasad             |
| 4. Business Ethics-                             | C.S.V. Murthy            |
| 5. Business Ethics-                             | R.V. Badi, N.V. Badi     |
| 6. Security Analysis and Portfolio Management - | V.Gangadhar              |
| 7. Business Success-                            | Moria Clark, Susan Baker |

Bachelor of  
Business Financial Markets

SEMESTER - III

ORGANISATIONAL BEHAVIOUR (c) (3.7)

## NO. of Lect.

1. Fundamentals of Organisational Behaviour Nature & scope of Organisational Behaviour Dynamics of people-Models of Organisational Behaviour- The behavioural approach to Management. (10)
2. Motivation & Leadership theories & Models of Motivation Importance of Motivation in organization-Organisational Behaviour & performance Appraisal-Leadership & Leadership styles-Empowerment & Participation. (10)
3. Individual Behaviour & Group Behaviour Formula & Informal Groups Team Building & its importance. Psychological Aspects of Financial Markets. (10)
4. Organization-structure & Design Kind of organization structures-Delegation of Authority span of control. (10)
5. Organizational culture-Emerging Trends in organisational culture-Organisational climate-Factors affecting organizational climate. (10)
6. Organisational Development & changes Nature & characteristics of organizational Development Techniques of Organisational Development Definition & Objectives of Organisational Change-Effects of change-Resistance to change & overcoming the resistance-stress & counselling. (10)

60

**Book for Reference**

1. Organizational behaviour-Stephen P. Robbin. Prentice-Hall of India Pvt. Ltd.
2. Organizational behaviour-John W. Newstrom & Keith Dayis-Tata-McGraw-Hill. Ltd.
3. Organizational behaviour-Edited by Mirza S. Saiyadain-Tata McGraw-Hill.
4. Management & Organization-Louis A. Allen.
5. Management Challenges for 21<sup>st</sup> century-Peter Drucker.
6. Principles Practice of Management-L.M. Prasad- (S.Chand & Sons.).
7. Principles of Management in Banking Hirammat Shridhar.
8. The Process of Management-William H. & Newman.
9. Organizational Behaviour- N.Ramswami-T.R. Publications.
10. Organizational Behaviour-Understanding & managing People at work while & Bednar, Boston. Allyn Becon, 1986.
11. Personnel Management in India: The Practical Approach to Human Relations- IIPM Asia Publishing House, 1977.

12. Organizational Effectiveness & the changes by A.S. Sudan, Neveen Kumar- Anmol  
Publication.

**SEMISTER – 4**

**Subject: Commodities Markets (4.1)**

(10)

**Unit – I**

Introduction to Commodity Market.

- Emergence of Commodity market
- Dynamics of global commodity markets
- Indian commodity markets Current state & future prospects

(20)

**Unit – II**

Strengthening commodity markets in India.

- Role of Government
- Role of Commodity Exchanges
- Other Institutions
- Training and development of Dealers

(20)

**Unit – III**

Commodity Exchanges.

- Functions and Role
- Trading and Clearing methods
- Commodity futures
- Commodity Specific Exchanges Vs Multi Commodity Exchanges

(10)

**Unit – IV**

Commodity Markets of India.

- Commodity Exchange in India
- Role of Information in Commodity Markets
- Linkages between equity markets and commodity markets
- Commodity markets – Logistics & Warehousing

### Books for Reference:-

1. Commodities Rising, Jeffrey M.Christian, John Wiley & Sons, 2006.
2. Dow Jones – Irwin Guide to Commodities Trading, Bruce Gould, Author House, 2003.
3. Commodity Fundamentals, Ronald Spurga, John Wiley & Sons, 2006.
4. Commodity Futures and Financial Markets, Louis Philips, 1990.
5. The Encyclopaedia of Commodity and Financial Spreads, Steve Moore, John Wiley & Sons, 2008.
6. International Commodity Markets and the Role of Cartels, Mark S.Leclair, M.E. Sharpe, 2001.
7. Commodity Options, Larry D.Spears, Market Place Books, 1993.

### SEMESTER – 4

### CORPORATE FINANCE - II (C/A/CS) (4.2)

#### Unit – I

(15)

Role of Financial Institutions.

- In Long Term Finance (Fixed capital)
- In Short Term Finance (Working capital)

#### Unit – II

(10)

Controlling Mechanism of RBI in raising corporate finance.

#### Unit – III

(15)

Understanding & Interpretation of Financial statements.

#### Unit – IV

(15)

Controlling the corporate Financial Activates

- Capital budgeting

- Corporate financial reporting-Transparency and accuracy
- Maximising the wealth of shareholders
- Corporate Governance practices

### Corporate Finance I & II – References

- 1) Corporate Finance (principles of), Richard A. Brealey, Stewart C. Myers. Franklin Allen, McGraw Hill, 2005.
- 2) Corporate Finance, Book field, McGraw Hill, 2007.
- 3) Corporate Finance, Ross, Irwin, 2006.
- 4) Essential Corporate Finance, Ross, McGraw Hill, 2001.
- 5) Corporate Finance, Aswath Damodaran, John Wiley & Sons, 2001.
- 6) The Corporate Finance Hand book, Jonathan Reuvid, Kogan Page, 2002.
- 7) Fundamentals of Corporate Finance, Ross, McGraw Hill, 2002.
- 8) Corporate Finance, Theory and Practices, A.Damodaran, John Wiley & Sons, Inc., 1997.
- 9) Corporate Finance S.C. Kucchal:
- 10) Corporate Finance I.M. Pandey.
- 11) Corporate Finance Prasanna Chandra.

### SEMESTER – 4

#### Subject: Equity Markets II (4.3)

#### Unit I

Development in the Indian Equity market.

- Domestic savings and investments.
- Disinvestments. FDI and Foreign institution investment.
- Role of retail investors.
- Share price and share price volatility.
- Role of SEBI.

(15)

#### Unit II

Security Analysis and Valuation of Securities.

- Factors affecting share prices.
- Fundamental analysis in detail.
- Technical Analysis in detail.
- Macro economic factors.
- Market related factors.

(15)

#### Unit III

(15)



### Statistical Analysis of share price movement.

- Efficient market Hypothesis
- Stochastic models
- Brownian motion

### Unit IV

(15)

### Dealings in Stock Exchanges.

60

- Role of Brokers
- Stock market quotations
- Procedure for buying and selling
- On Line Trading
- Clearing & Settlement

### Books for Reference: -

1. Frontier Emerging Equity Markets Securities Price Behaviour and Valuation, Oliver S.Kratz, Kluwer Academic Publishers, 1990.
2. Charting the Stock Market, Jack Huston, David M. Weiss and Craig Schroeder, USA Import, 1991.
3. A new look at Technical Analysis, Robert McCullough, USA Import, 1994.
4. Beyond Candlesticks, Steve Nison, John Wiley & Sons, 1994.
5. Using Technical Analysis, Clifford Pistolese, Probus Publishing, 1994.
6. Technical Analysis of the Financial Markets, John Murphy, NYIF, 1999.
7. The ARMS Index, Richard Arms, Market place books, 1989.
8. Point and Figure Method of Anticipating Stock Price movements. Victor de Villiers, Market place books, 2000.
9. Point and Figure Charting, Thomas Dorsey, John Wiley & Sons, 2001.
10. The international Encyclopaedia of Technical Analysis Joel Siegel and Jec Shim, Fitzroy Dearborn, 2000.
11. Getting started in Fundamental Analysis, Michael C. Thomestt, Hohn Wiley & Sons, 2006.
12. Forecasting Financial Markets. Tony Plummer, Kogan Pate, 2006.

**SEMESTER – 4**

**FINANCIAL SERVICE (4.4)**

**Unit I****(10)****Introduction to Financial System.**

- Financial System An Overview
- Indian Financial System
- Global Financial System
- Financial Service- An Overview

**Unit II****(20)****Financial Service Segment.**

- Book Building
- Public Issue Management
- Merchant Banking
- Credit Rating
- Insurance Service
- Mutual Funds
- Venture Capital-Conceptual Framework

**Unit III****(10)****Financial Market- I.**

- Financial Markets- An Overview
- Money Market
- Capital Market – An Overview
- Capital Market Instruments

**Unit IV****(20)**

- New Issues Market (NIM) Conceptual Framework
- Debt Market
- Foreign Exchange Markets
- Derivatives Markets
- Stock Exchange Trading
- Stock Exchange-Regulatory Framework
- SEBI-Function and Working

-----  
**60****SEMESTER – 4****TAXATION FOR INVESTMENTS (A/CS) (4.5)****1. Definitions;****(03)**

Person, Income, Assesses, Assessment Year, Previous Year, Capital Asset, Transfer.

2. Basis of change (See 3 to 9) (06)  
Residential Status, Scope of Total Income, Deemed Income.
3. Exclusions form Total Income See. 10. (05)  
Agricultural Income, Sums Received from HUF by member, share of Profits from Firm, Insurance Maturity Proceeds, Income of Minor Child.
4. Income from House Property. (15)  
See 22 to 27 & See. 2 Annual Values.
5. Income from Capital gains (15)  
See 45, 48, 49, 50 (c) 55.
6. Income from other gains (06)  
See. 56 to 59.
7. Deduction under Chapter IV A (04)  
See. 80 (C). 80 CCC, 80 D
8. Securities Transaction Tax (06)  
Basic Definition, Charge

60

- References:- V.K. Singhania - Direct & Indirect Taxes  
T.M. Manoharan - Direct & Indirect Taxes  
V.S. Datey - Direct & Indirect Taxes

*Bachelor of*  
B.Com (Financial Markets)

SEMESTER - 4 SECURITY ANALYSIS - (4.6)

Unit I

(15)

Introduction to Security Analysis

- Understanding Investments
- Investment Alternatives
- Securities Markets and price behaviour

**Unit II**

(15)

**Portfolio Management.**

- The Risk and Returns from Investing
- Portfolio Selection & Management
- Portfolio performance evaluation

**Unit III**

(15)

**Fundamental Analysis.**

- Economic & Industry Analysis
- Company Analysis
- Stock Valuation

**Unit IV**

(15)

**Technical Analysis.**

- Basis Premise
- Stock Price & Volume Theories
- Fundamental Analysis v/s Technical Analysis

60

**REFERENCES BOOKS**

- 1) Donald E. Fischer & Ronald J. Jordan, Security Analysis & Portfolio Management Prentice Hall of India Private Ltd., New Delhi, 2000.
- 2) V.A. Avadhani-Securities Analysis & Portfolio Management-Himalayas Publishing House, 1997.
- 3) Punithavathy Pandian, Security Analysis & Portfolio Management – Vikas Publishing House Pvt. Ltd., 2001.

*Bachelor of*  
**B.Com (Financial Markets)**

**Semester – 4**

**Business Law (4.7)**

**Lect. Available**

- |  |    |
|--|----|
| 1) The Companies Act., 1956, Section I to Section 390. | 20 |
| 2) Securities Contracts (Regulation) Act. 1956         | 08 |
| 3) Foreign Exchange Management Act. (DEMA) 1999.       | 05 |

4) Depositories Act. & Information Technology Act. 2000.	07
5) Securities and Exchange Board of India (SEBI) Guidelines 2000. (Limited up to Disclosure and Investor protection)	05
6) Indian Contract Act. 1872	07
7) Sale of Goods Act. 1930	04
8) Negotiable Instrument Act.	04
	----
	60

References – All Bare Acts

**SEMESTER – 5**

**Subject: Global Capital Markets (5.1)**

**Unit I**

(10)

Impact of globalisation on the Capital Markets.

- Growing international integration
- Role of media and technology in Capital mobility
- Diversification benefits of global investment
- Mergers & Acquisitions

**Unit II**

(20)

Global (International Bond Market)

- Domestic bonds, Euro bonds and Foreign bonds
- Participants in the global bond markets
- Credit rating agencies and their role
- Procedure for issuing Euro Bonds

**Unit III**

(20)

Global Equity Markets

- Major Stock Markets of the world
- Emerging Trends
- International Equity Trading – Multiple Listing
- Depository receipts

**Unit IV**

(10)

Obstacles to International Investments

- Information barriers
- Foreign Exchange Risk, Currency Risk

- Political risk, Market Risk
- Taxation
- Other Regulatory barriers

60

**Books for Reference:-**

1. A History of the Global Stock Market: From Ancient Rome to Silicon Valley, B.M. Smith, University of Chicago Press, 2004.
2. Inter Market Technical Analysis, John Murphy, John Wiley & Sons, 1991.
3. Global Portfolio Management for Institutional Investors, Jeff Madura, Greenwood Press, 1996.
4. Global Asset Allocation, Robert Klein and Jess Lederman, John Wiley & Sons, 1994.

**SEMESTER – 5**

**Subject: Regulation of Securities Markets (5.2)**

**Unit I**

(10)

**Overview of Indian Securities Market.**

- Nature of Savings and Investment
- Profile of Indian Investor
- Factors affecting Investments decisions of an Indian Investor

**Unit II**

(10)

**Need for regulating securities markers in India.**

- Protection to retail investor
- Vanishing companies of nineties
- Pricing of IPOs and possible economic offences

**Unit III**

(20)

**Legislations governing the Securities Markets**

- Companies Act 1956
- Securities Contracts Regulation Act
- SEBI Act
- Depositories Act

- Insurance Acts
- Special regulatory requirements of derivatives market

#### Unit IV

(20)

#### Regulatory bodies.

- Department of Company affairs
- Department of Economic affairs
- SEBI
- Forward market Commission
- RBI
- IRDA
- Need for self regulation

60

#### References: -

- Company Law – Avtar Singh
- Finance and Profits – N.J. Yasaswi
- Finance Sense – Dr. Prasanna Chandra

#### SEMESTER – 5

#### Subject: Insurance (Fund) Management (5.3)

#### Unit I

(15)

#### Introduction

#### The insurance mechanism

- Fundamental principles of insurance
- Importance of life and general insurance
- Growth of evaluation of insurance business in India with specific reference to post liberalization.

#### Unit II

(15)

#### Risk Management

- Risk identification

- Sources of Risk
- "Insurance policy" as a financial product

### Unit III

(15)

Organising an insurance business.

- Types of organizations
- Role of IRDA
- Procedure for setting up an insurance business

### Unit IV

(15)

Operational aspects of Insurance business.

- Marketing insurance products including e-marketing
- Actuarial role.

60

### Books for Reference: -

1. Insurance-From Underwriting to Derivatives, Eric Breiys and Francois de Varenne, John Wiley & Sons, 2001.
2. Risk and Insurance, Chartered Insurance Institute, 1998.
3. Insurance Dictionary, Rowman and Littlefield.
4. Introduction to Insurance, D.S. Hansell, Informa Finance.
5. Insurance Marketing, Arthui Merdanni Taylor & Franis, 1984.
6. Insurance in India, Saibal Dasgupta, Informa Finance.
7. Hand Book of Insurance, Georges Dionne, Kluwer Academic Publishers, 2001.
8. A Guide to Insurance Management, S.R. Diacon, Palgrac Macmillan, 1990.
9. Introduction to Risk an Insurance, Ralph H. Blanchard Beard Books, 2001.
10. Theory and Practice of Insurance, J. Francois Outreville, Ljuwer Academic Publishers, 1997.
11. Fundamentals of Insurance, Tena B. Crews and Sandra Thompson, Thomas Learning, 2002.
12. Essentials of Insurance: A Risk Management Perspective. Emmett J. Vaughan, John Wiley & Sons, 2003.
13. Insurance Cloaims Adjuster, Charles C. Casterlin, Author House, 2003.



**SEMESTER – 5**

**Subject: Derivative markets (5.1)**

**Unit I**

(15)

Nature of Financial derivatives including futures and options.

Characteristics of derivatives, Underlying assets (Equity Bonds/loans, Foreign Currency, and Commodity) Need for derivatives, Types of derivatives and comparison between them. Forwards/Futures/Options, Participants in derivatives market (Hedgers, Speculators, Arbitrageurs).

**Unit II**

(15)

Terminology Spot. Future price contract specifications, contract cycle, expiry date, settlement date basis, mark to market, Contract specification for Exchanges, tick size. Types of orders. Trading Strategies, Hedging Strategies, Initial, Maintenance Margins, Executing and Clearing. Execution, Matching confirmation, Clearing Mechanism. Settlement, Settlement price, Settlement cycle. Cash Vs Physical delivery. "Open interest" and "Trading volumes".

**Unit III**

(15)

Principles of trading and hedging with Options.

Terminology call, put, writer, buyer, premium, intrinsic value, time value, expiry date, settlement data, strike price, ATM, OTM & ITM. The Greeks (Delta, Gamma, Theta, Vega).

**Unit IV**

(15)

Risk Management System and Procedures.

Types of risks (Counter-party or credit risks, Market or price risks, Liquidity risks, Legal and regulatory risks, Operating risks). Risk identification and a measurement. Methods of risk control (Position Limits, VAR, Margins, Operating Procedures and systems etc.) Separation of trading, settlement, accounting and risk control functions, Internal control structure and Management Information System. Regulatory and external reporting.

-----  
60

**Book for Reference:-**

1. Applied Maths for Derivatives, John Martin Wiley & Sons, 2001.
2. Pricing Derivatives Amber Sengupta, Mc-Graw, Hill, 2005.
3. Mastering Credit Derivatives, Andrew kasapi, E.T Prentice, Hall, 1999.
4. Financial Derivatives, Robert W.Kolb, Black well Publishers, 1995.
5. Introduction to Derivatives Chance, Dryden Press.
6. Swaps and Other derivatives, Richard Flavell, John wiley & Sons, 2002.
7. Essays in Derivatives, Don Chance John Wiley & Sons., 2001
8. Derivatives Simplified, Bhaskar P. Vijaya and Mahaura, Sage Publications. 2003.
9. Option Futures and other derivatives. J.Hull Pearson Higher Education, 1998
10. Dictionary of Derivatives, Andrew Inglis, Taylor Palgrave, 1995.
11. Financial Derivatives, Robert Kolb and James Overdahl, John Wiley & Sons. 2002.
12. Derivative Market Robert McDonald, Addison Wesley, 2002
13. Clearing and Settlement of derivatives, David Loader Butterworth Heinemanna, 2005.
14. Hybrid Derivative Chris Hunter John Wiley & Sons, 2007.
15. How to Understand and use mathematics for Derivative, Vol.1 and H. Dimitris Chorafas. Euromoney Books, 1995.

## **SEMESTER 5**

### **Subject: Foreign Exchange Market (5.5)**

#### **UNIT-I**

**(15)**

1. Introduction to International financial system and foreign exchange market.
  - Important terms and Concepts.
  - Foreign Exchange and Euro currency
  - Foreign Exchange dealings and quotations.
  - Foreign Exchange brokers and mechanism of foreign exchange transfer
  - CHIPS (CLEARING HOUSE INTERBANK PAYMENTS SYSTEMS), SWIFT  
(Society for Worldwide Interbank Financial Telecommunications).
  - Triangular Arbitrage.

#### **UNIT-II**

**(15)**

2. Exchange rate Systems.

### Gold and Bretton woods system

- Fixed and floating exchange rate
- Adjustable peg system
- Craswling peg exchange rate system
- Snake in the tunnel system
- Exchange rate mechanism in India.

### UNIT-III

#### 3. Foreign Exchange Market in India.

(15)

- The risks element in foreign exchange markets
- Need and importance of foreign exchange management
- Methods adapted (spot and forward, arbitrage, cross currency deals, swap, options and futures.)

### UNIT-IV

(15)

#### 4. Foreign Exchange Market in India.

- Impact of liberalization and globalisation in India's foreign exchange market, Inbound & Outbond Investments.
- RBI's role in directing and controlling foreign exchange market
- The pros and cons of full convertibility f Indian currency
- EEMS and the Indian foreign exchange market.
- Indian multinationals and their impact on foreign exchange.

#### Reference Books.

1. Foreign Exchange Market Financial World Publishing. 2000.
2. Introduction to Currency Risk Financial World Publishing, 2000.
3. The forex chartist Companion Michael Archer, John Wiley & Sons, 2007.
4. Technical Analysis on Foreign Exchange Market, Ulrike Ludden Litwelag Germany, 2004.
5. M.C. Naish Money Banking and International trade.
6. Ian N Giddy, Global Financial Markets.
7. Arbitrage Hedging and Speculation: The foreign Exchange Market. Dilip Ghosh and Ephraim. A Clark, Greenwood Press, 2004.

8. The psychology of the foreign Exchange Market, Thomas Obelechner, John Wiley & Sons, 2004.

**SEMESTER-5**

**Subject: Portfolio Management**

**Unit-I**

**(15)**

Introduction

- A venues and multiple investments.
- Need for designing and Investment Portfolio
- Relevance of portfolio Management in different sectors of financial markets
- Popularity of equity portfolio management services.

**UNIT-II**

**(15)**

Portfolio theory and application.

- Markowitz portfolio theory
- Efficient frontier and investor utility
- The Capital Asset Pricing Model Expected Return and Risk Security Market Line (SME)
- Arbitrage pricing theory
- Capital Market line.

**UNIT-III**

**(15)**

Performance Evaluation of a Portfolio

- Treynor Portfolio Performance Measure
- Sharpe Portfolio Performance Measure
- Jensen's Measures
- Factors affecting performance Measures
- Reliability of Performance measures
- EMH (Efficient Market Hypothesis)

**UNIT-IV**

**(15)**

Portfolio Management Services in India

- Portfolio management services providers in India.
- Procedure for setting up portfolio management services.
- Regulation of portfolio management services.
- Evaluation of present scenario and estimation of future prospects.

60

### Books for References.

1. Portfolio Management, s. Kevin, Prentice Hall, 2004
2. Pioneering Portfolio Management, David E Swensen, Free Press
3. Taming Risk, Market Fisher, Euro Money Books, 2005.
4. Portfolio Management Formulas, Ralph Vince, John Wiley & Sons 1990.
5. The Art of Investing and Portfolio Management, Mc-Graw Hill Professional, 2004.
6. Active Portfolio Management, Richard Grinold and Ronal Kahn, Irwin, 1999.
7. Investment Analysis and Portfolio Management Student Self Study Problems Manual Frank K.Reilly and Keith C.Brown South Western College Publishing, 1999.

### SEMESTER – 5

#### PROJECT 1 (REPORT WRITING) (5.7)

### SEMESTER – 6

Subject: Risk Management (6.1)

#### Unit I

(15)

- Introduction
- Financial Risks
- Different Types of Financial risks
- Market risk, Liquidity, credit risk, operational risk, systemic risk, exchange rate risk.

#### Unit II

(15)

- Diversification and Investment risk management
- Alternate investment strategies

- Sensitivity Analysis
- Exposure and Hedging

(15)

### Unit III

- Hedging
- Cross hedging, hedge ratio
- Statistical analysis
- Options and future in different markets including foreign exchange market.

(15)

### Unit IV

- Popular models for managing liquidity risk and credit risk, swaps-Structural models, Integration of market risk and credit risk.

60

### Titles on Risk Management: -

1. Credit Risk, models and management, David Shimko, Risk Books, 2004.
2. Credit Risk Management, Antony Saunders, John Wiley and Sons, 2002.
3. The book of Risk Don Borge, John Eiley & Sons, 2001.
4. Dictionary of Financial Engineering, John F. Marshall, John Wiley & Sons, 2001.
5. The financial Risk Manual, John Hollowell, F.T. Prentice Hall, 2000.
6. Equity Derivatives and Market Risk Models. Oliver Brockhaus and Michael Forkas Risk Books, 2000.
7. Managing currency risk using foreign exchange options. Alan Hieeks. Cambridge University Press, 2000.
8. Risk Management. Michel Croupy, Dan Galai and Robert Mark, Irwin, 2000.
9. Risk and Risk bearing, Charles Hardy, Risk Books, 1999.
10. Introduction to Interest Rate Risk, Financial World Publishing, 2000.
11. Risk Management and Financial Derivatives: A Guide to Mathematics, Satyajit Das, Palgrave, 1998.
12. Enterprise Wide Risk Management. James Deloach, F.T. Prentice Hall, 2000.
13. The business of Hedging. John Stephens, F.T. Prentice Hall, 2000.
14. Theory and Practice of Treasury and Risk Management in Banks, taxmanns, New Delhi, 2006.

15. Taxmanns Credit Risk Management, Bidani S.N. & Mitra P.K. Taxmann, New Delhi, 2004.
16. Cases on Risk Management, Howard W.M.
17. Risk Management, HBI, Macmillan India Ltd., 2005.
- 18.
18. The Complete Guide to Business Risk Management. Jaico Publishing House, Mumbai, 2001.
19. Managing Risk in the New Economy. Dimitris Chorafas, NYIT, 2001.
20. The Risk Management process. Chritopher L. Culp. John Wiley & Sons, 2001.
21. Liquidity Black Holes, Avinash Presaud, Risk Books, 2003.

**SEMESTER - VI**

*Bachelor of*  
~~B.Com.~~ **Financial Markets**

**CORPORATE GOVERNANCE (6.2)**

	<b>No. of Lect.</b>
<b>UNIT - I</b>	<b>(10)</b>
<b>The Philosophy of Corporate Governance</b>	
Corporate Governance Introduction Definition Balance Frame Work. Business Ethics an Important Dimension to Corporate Governance Fair & Unfair Practices.	
<b>UNIT -II</b>	<b>(20)</b>
<b>Genesis of Corporate Governance In India</b>	
Introduction Principles Arthashastra & Good Governance in Ancient Indian Protection of Investors Corruption & Zero Tolerance of Corruption MRTP Net & MRTP Commission	
<b>UNIT -III</b>	<b>(20)</b>
<b>Volition of Corporate Governance</b>	
The Cadbury Committee Code of Best Principles Indian Experience of Corporate Governance. The Code SEVF (The Kumar Mangalam Birla Committee. Report) Corporate Governance in Globalised Economy. Business Ethics.	
<b>UNIT-IV</b>	<b>(10)</b>
<b>Governance in Family Owned Business</b>	

Family Owned Business Background Family Business in India Need For Professionalization & Transparency in Family Business- Case Study. Future Of Corporate Governance.

60

**Suggested Readings.**

01. Kautilya's Arthastra
02. Corporate Governance By Kesho Prasad.
03. M.R.T.P. Act.
04. Management By Values, Oxford University Press, 1991.
05. The Story of my Experiment with Truth-M.K Gandhi, Navjivan Publishing House, A Bad
06. Corporate Governance by H.R. Machiraju.

**SEMESTER-VI**

**(COMPUTER APPLICATIONS IN FINANCIAL SERVICES (6.3).**

**Guidelines:-**

- The Topics of Unit I and Unit-II Are Expected To Provide An Introduction. They should be taught mostly At Conceptual Level.
- Unit-III Is Expected to be Taught In The Light Of Information Technology.
- Unit-IV Is Expected to be Taught Mainly By Demonstrations and Support of Practical.

**UNIT-I**

**(15 Lectures)**

Date Communication & Networking.

**Introduction.**

**The Growth of Networking Technology:** Modern Benefits of Networking Data Sharing Resource Sharing. The Development of Computer Networks. Life Before Networking Early Connections, Modern Networking..TCP/TP Model. OSI Model, Data Communications Technology: Introduction to Analogy and Digital Signals. Analog and Digital Technology.

**Local Area Networks:** Network Topologies. Point-To-Point Topology, Bus Topology, Star Topology. Ring Topology, Mesh Topology. Special Topology.



**Components:** Workstation, Network Interface Cards. Hubs Peripherals. Different Types of Transmission Media in Networking: Twisted Pair Cabling Coax Cable. Fiber Optic Cable, Wireless Media, Radio and Infrared.

**Connectivity:** Repeaters, Bridges, Routers, Gateways.

**Wide Area Networking:** Switching Technology, Message Switching, Packet Switching Circuit Switching.

**Reference:**

1. Data Communication and Networking B.A Forouzan 4<sup>th</sup> Ed. Tmh

**UNIT-II**

**(15 Lectures)**

**Computer Security**

**Introduction: Security; Attacks; Computer criminals, Method of defence. Security in Network: Threats in Network Security Control, Firewalls Intrusion Detection Systems, Secure E-Mail, Concepts of Encryption and Decryption**

**Legal, Privacy and Ethical Issues in Computer Security: Protecting Programs and Data, Software Failures, Computer Crime, Privacy, Ethical Issues in Computer Society.**

**Network Security Introduction and Need for Security Authentication Access Controls, Servers Logs Virus Protection Firewalls, Intrusion Detection System and VPN.**

**Cyber Laws.**

**References:**

1. Firewalls and Internet Security: William R.Cheswick, Steven M.Bellovin Avie D.Rubbin2nd Ed. (Lpe)
2. Internet Sites and Cyber Law And Ethics Like Html Etc.
3. Information Technologies Act. 2000

**UNIT-III**

**(15 Lectures)**

**Databases:**

**Introduction to Database Concepts: Database Systems Vs Files Systems, view of Data Data Models Data Abstraction Data Independence Three Level Architecture Database Design, Database Language-Data Definition Language (Ddl) Data Manipulation Language (Dmi)**

E-R Model: Basic Concepts, Keys E-R Diagram Design of E-R Diagram Scheme (Simple Example)

Introduction to Access Creating Database Tables (Relations) Rows (Tuples), Domains, Attribute Candidate Keys Primary Key Queries, Forms.

References:-

- a. Database System Concepts Silberschartz, Abraham: Korth, Henry, F & Sadarshen S.4<sup>th</sup> Ed. McGRA W-HII..I. International Edition.
- b. Access 2000 in Easy Steps Copestake Stephen

UNIT-IV

(15 Lectures)

Visual Basic

Introduction to Visual Basic Programming.

What is Visual Basic? Terminology, Creating and Application, Modular, Environment.

Building an Application

Setting Properties of Objects, Forms, Introduction to Controls, Object-Based, Event Driven, Programming

Coding

Examining Code, Using the Object Browser Statements and Functions, Conditional Statements in Visual Basic, Looping Statements, Overview of Debugging

Forms

Using Forma Multiple Forms Order of Events Startup and of Applications.

Variables

Data Types Scope and Lifetime of Variables, Constants, Arrays and User-Defined Types Procedures.

Introducation to Procedures, Arguments and Parameters, Named Arguments and Optional Arguments.

Controls

Using Controls Standard Controls Custom Controls

Menus

Creating and Documenting Naming Standards

Customs Pop-Up Menus

Error Handling

An Introduction to Error Handlers

Record Sets: Choosing ADO or DAO, Adding data Editing data Deleing data

Building Active X Controls: Creating And Active X Control, Expositing Properties Methods and Events Festing A Control Creating Property Pages Creating Data-Bound Control Creating Data Sources Control Net

**Reference:-**

1. Visual Basic 6 From Bottom to Top A Step by Step Guide With 84 Easy to Do Projects Salokhe Rajendra.

**SEMISTER – 6**

**MARKETING OF FINANCIAL SERVICES (6.4)**

**Subject – Marketing of Financial Services**

**UNIT-I**

**(15)**

Introduction:

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

**UNIT-II**

**(20)**

Product Management & Customer Relationship Management:

- Product Concepts and Product Management.
- Importance of CRM in Marketing of Financial Services.
- CRM & Relationship Marketing
- CRM Concepts
- CRM implementation and Evaluation.

**UNIT-III****(15)**

## Analysing Business Markets

- Organizational Buying Process & Participants
- Institutional & Government Markets.
- Competitors Identifying & Analysing
- Designing Competitive Strategies.

**UNIT-IV****(10)**

## The Global Scenario

- Marketing Financial Product in U.S.
- Marketing Financial Product in U.K.
- Marketing Financial Product in China.

-----  
**60****SEMESTER-6****Subject: Mutual Fund Management****UNIT-I****(15 Lectures)**

## The concepts and role of mutual funds

- Origin & growth of Mutual funds in India. Role & Importance
- Types of mutual fund products.
- Organisational design.
- Sponsor trustee and AMC

**UNIT-II****(15 Lectures)**

## Investment in Mutual Funds.

- The procedure and the process

- Rights and duties of investors
- Do's and Don't of mutual funds investment.

**UNIT-III****(15 Lectures)**

Valuation of mutual fund products.

- NAV Concepts.
- Accounting
- Taxation
- Valuation norms.

**UNIT-IV****(15 Lectures)**

Measuring and evaluating Mutual Fund Performance

- Risk and performance evaluation
- Measuring Returns
- Tracking Mutual Fund Performance
- Role of SEBI and AMFI

**Books for Reference**

1. Portfolio Management of Mutual funds, R.C Pozen, MTT Press, 1999.
2. The Mutual Fund Business Robert C.Pozen, IT Press, 1998.
3. Working of Mutual Fund organization in India, Peddina Mohana Rao, The Institute of International Economics, 1998.
4. The Economics of Mutual Fund Markets, William, J.Baumol .....Kluwer.
5. Power Investing with Sector Funds, St.Lucia Press, 1998.
6. Growth and Income, R.Bryan Stoker, Author House.

**SEMESTER-6****Subject: Customer Relationship Management in Financial Services****UNIT-I****(20 Lectures)**

Introduction of various financial services

- Factoring

- Forfeiting
- Securitisation
- Depositories
- Registrars
- Demat Services
- Merchant Banking Corporate advisory services
- Lease financing
- Other services

**UNIT-II****(10 Lectures)**

Origin and rationale of Customer Relationship Management (CRM)

- Relationship marketing Vs Transactional Marketing
- Benefits of CRM

**UNIT-III****(10 Lectures)**

CRM-A vehicle for value creation

- Developing a segmented service strategy.
- Implementation.

**UNIT-IV****(20 Lectures)**

Achieving Customer Satisfaction through Service Quality

- Characteristics of financial services & difficulty in quality assurance.
- Need for constant research for improving quality
- Regular Customer Surveys.
- Transaction Analysis
- E-Commerce and CRM.

-----  
60**Book for Reference:**

1. The financial services source book: A guide to sources of information of banking, Insurance and other financial services Robert Cunnew and Alison Scannell, Europa Publication, 2001.
2. The customer differential: The complete guide to CRM, Melinda Nykamp, Amacom, 2001.

3. Data Mining Techniques, Michael Berry and Gordon Linoff, John Wley & Son, 2003.
4. Customer Relationship Management, Neil Russell-Jones, Financial World Publishing 2002.
5. Customer Relationship Management : Neil Russel-Jones
6. Customer Relationship Management: Concepts and Tools Francis Buttle, Butterwoth, Heinemann, 20063
7. Essentials of CRM Brayan P. Bergeron John Widley & Sons, 2002.
8. Customer Relationship Management: The bottomline to optimizing your ROI, John Anton and Natalie Peteshoff, Prentice Hall, 2002.
9. CRM in financial services, Merlin Stone and Bryan Foss Kogan Page, 2002.
10. Successful Customer Relationship Markeeting, Merlin Stone and Bryan Foss, Kogan Page, 2001.
11. Electronics Customer Relationship Management: Jerry Fermested and Nicholas C.Romano, M.E. Sharpe, 2006.

#### **SEMESTER 6**

#### **PROJECT - II (COMPUTER LAB BASED) (6.7)**