

गोंय विद्यापीठ

ताळगांव पठार,

गोंय - ४०३ २०६

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(Accredited by NAAC)

GU/Acad –PG/BoS -NEP/2024/481

Date: 02.09.2024

CIRCULAR

Ref.: GU/Acad –PG/BoS -NEP/2023/102/29 dated 16.06.2023

In supersession to the above referred Circular, the Syllabus of Semester III to VIII of the **Bachelor of Business Administration (Financial Services)** Programme approved by the Standing Committee of the Academic Council in its meeting held on 10th & 11th May 2024 is enclosed. The Syllabus of Semester I and II approved earlier is also attached.

The Dean/ Vice-Deans of the Goa Business School and Principals of the Affiliated Colleges offering the **Bachelor of Business Administration (Financial Services)** Programme are requested to take note of the above and bring the contents of the Circular to the notice of all concerned.

(Ashwin V. Lawande)
Deputy Registrar – Academic

To,

The Principals of Affiliated Colleges offering the Bachelor of Business Administration (Financial Services) Programme.

Copy to:

1. The Director, Directorate of Higher Education, Govt. of Goa
2. The Dean, Goa Business School, Goa University.
3. The Vice-Deans, Goa Business School, Goa University.
4. The Chairperson, BoS in Financial Services.
5. The Controller of Examinations, Goa University.
6. The Assistant Registrar, UG Examinations, Goa University.
7. Directorate of Internal Quality Assurance, Goa University for uploading the Syllabus on the University website.

Programme Structure for Semester I to VIII Under Graduate Programme - Financial Services

Semester	Major -Core	Minor	MC	AEC	SEC	I	D	VAC	Total Credits	Exit
I	MGF-100 Fundamentals of Management (4)	MGF-111 Business Ethics and Sustainability (4)	MGF-131 Stock Market Trading Analysis (3) OR MGF-132 Introduction to Start-ups (3)		MGF-141 IT Tools for Business (3) OR MGF-142 Graphic Designing (3)					
II	MGF-101 Introduction to Financial Services (4)	MGF-112 Fundamentals of Accounting (4)	MGF-133 Introduction to Venture Capital (3) OR MGF-134 Introduction to		MGF-143 Advanced Spreadsheet tools for Finance (3) OR					MGF-161 Digital Banking Operations (4)

			Securitisation Market (3) OR MGF-135 Introduction to Start UP Finance (3)	MGF-144 Sales Management (3) OR MGF-145 Spreadsheet Tools for Business (3)					
III	MGF-200 Indian Financial System (4) MGF-201 Marketing Management (4)	MGF-211 Business Economics (4) OR MGF-212 E-Commerce (4)	MGF-231 Fintech: Foundation and Emerging Trends (3) OR MGF-232 Mergers and Acquisitions (3)	MGF-241 Python for Finance (3) OR MGF-242 Quantitative Techniques for Business (3)					

IV	<p>MGF-202 Indian Securities Market (4)</p> <p>MGF-203 Financial Statement Analysis (4)</p> <p>MGF-204 Human Resource Management (4)</p> <p>MGF-205 Principles and Practice of Insurance (2)</p>	<p>MGF-221 Internship (VET) (4)</p>						<p>MGF-261 Fundamentals of Stock Trading (4)</p>
V	<p>MGF-300 Fee-based Financial services (4)</p>	<p>MGF-321 Securities Market Operations (4)</p>		<p>MGF-361 Internship (2)</p>				

	<p>MGF-301 Direct Taxes (4)</p> <p>MGF-302 Financial Management (4)</p> <p>MGF-303 Behavioural Finance (2)</p>	<p>OR</p> <p>MGF-322 Organisational Behaviour (4)</p> <p>OR</p> <p>MGF-323 Business Law (4)</p>						
VI	<p>MGF-304 Fund-based Financial services (4)</p> <p>MGF-305 Indirect Taxes (4)</p> <p>MGF-306 Valuation of Financial Assets (4)</p>	<p>MGF-324 Banking Operations (4)</p> <p>OR</p> <p>MGF-325 Management Accounting (4)</p>						

	MGF-307 Project (4)								
VII	MGF-400 Corporate Restructuring (4) MGF-401 Security Analysis and Portfolio Management (4) MGF-402 Entrepreneurship Development (4) MGF-403 Strategic Management (4)	MGF-411 Customer Relationship Management (4) OR COM-403 Research Methodology (4)							

VIII	<p>MGF-404 International Finance (4)</p> <p>MGF-405 Mutual Fund Management (4)</p> <p>MGF-406 Derivatives Markets (4)</p> <p>MGF-407 Econometrics for Finance (4)</p>	<p>MGF-412 Personal Financial Planning (4)</p> <p>OR</p> <p>MGF-413 Real Estate Finance (4)</p>							
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BBA (FINANCIAL SERVICES)

Programme Specific Outcomes

On successful completion of the programme, the graduates will be able to:

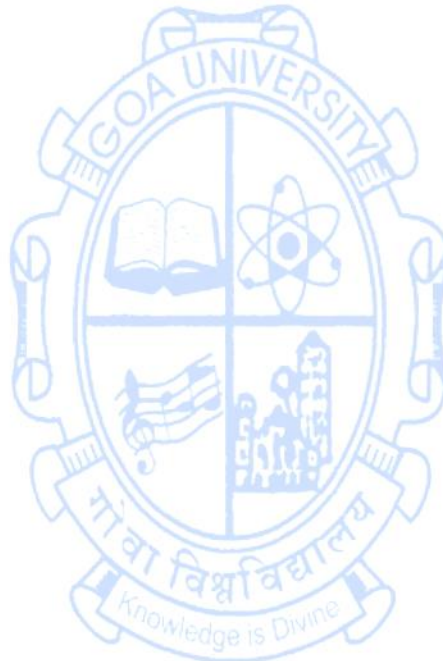
PSO1: Apply managerial principles in solving business problems.

PSO2: Structure solutions for fee-based and fund-based financial services with application of analytical skills.

PSO3: Deploy technological skills in management of operations in financial services industry.

PSO4: Demonstrate effective communication skills.

PSO5: Demonstrate competences to manage business operations with consideration for environment and ethics.

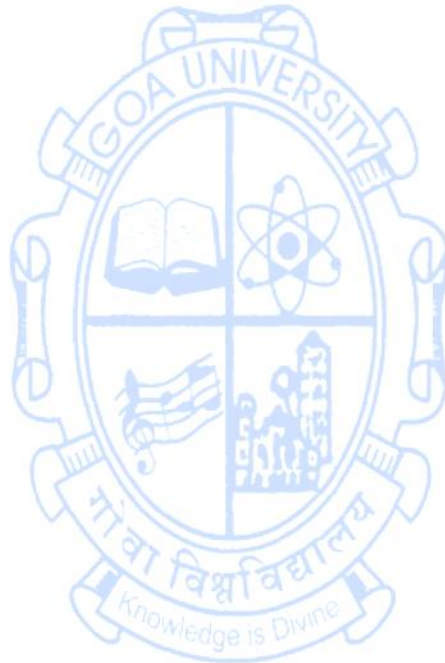


SEMESTER I

Name of the Programme : B.B.A. (Financial Services)
Course Code : MGF-100
Title of the Course : Fundamentals of Management
Number of Credits : 4
Effective from AY : 2023-24

Pre-requisites for the course:	NIL	
Course Objective:	To acquaint the students with basic concepts, principles and practices of business management, using case studies to supplement classroom teaching with real -life applications.	
Content:	UNIT 1: INTRODUCTION TO MANAGEMENT Meaning and Definitions of Management; Evolution of Management; Scope of Management, Managerial Levels, Principles of Management, Types of Managers, Characteristics of a Good Manager; Management Process; Management v/s Administration, Management Challenges.	15 hours
	UNIT 2: FUNCTIONS OF MANAGEMENT Planning: Meaning, Definition, Planning Process, Importance of Planning; Organizing: Meaning, Definition, Organization structure: Formal and Informal Organization, Steps in Organizing; Staffing: Meaning, Definition, Steps in Staffing, Need and Importance of Staffing; Directing: Meaning, Definition, Elements of Directing- Supervision, Motivation, Leadership and Communication; Controlling: Meaning, Definition, Steps in Control Process, Significance of Control.	15 hours
	UNIT 3: MANAGERIAL ROLE Leadership: Meaning, Definition, Need, Functions, Qualities, Styles, Theories – Trait Theory, Behavioural Theory, Situational Theory; Motivation: Meaning, Definition, Importance, Theories – Maslow's Hierarchy of Needs, X and Y Theory, Herzberg's Two-Factor Theory; Expectancy Theory; Communication: Meaning, Importance, Types, Barriers, Overcoming barriers.	15 hours
	UNIT 4: MANAGEMENT OF CHANGE, TEAM WORK AND CONFLICT MANAGEMENT Management of Change: Meaning and Definition, Types, Process, Resistance to Change, Causes, Planned Change Process; Organizational Development: Definition, Characteristics, Objectives, Need and Steps; Team Work and Conflict Management: Nature of Teams, Types, Reasons and Stages in Team Formation; Conflict: Meaning, Causes, Types and Conflict Management.	15 hours
Pedagogy:	The methodology used in the class will combine lectures, applications and case discussions.	
Reference Reading:	1. Aswathappa, K. (2023). Organisationalbehaviour. Himalaya Publishing House.	

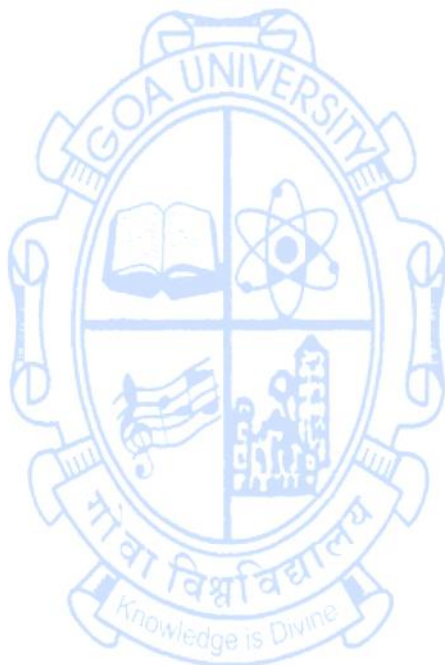
	<ol style="list-style-type: none"> 2. Mishra, N., and Gupta, O. P. (2022). Fundamentals of management (1st ed.). SBPD Publishing House 3. Prasad, L. M. (2019). Principles of management. New Delhi: Sultan Chand and Sons. 4. Prasad, M. (2019). Management concepts and practices. Mumbai: Himalaya. 5. Warier, S., and Chandan, J. S. (2013). Management theory and practice. New Delhi: Vikas.
Course Outcomes:	<p>On completion of the course, students will be able to:</p> <ol style="list-style-type: none"> 1. Identify the different managerial levels and types of managers 2. Summarize the functions of management. 3. Describe and Analyse the Role of a Manager in an Organisation 4. Apply the strategies of Teamwork and conflict management strategies.



Name of the Programme : B.B.A. (Financial Services)
Course Code : MGF-111
Title of the Course : Business Ethics and Sustainability
Number of Credits : 4
Effective from AY : 2023-24

Pre-requisites for the course:	NIL	
Course Objective:	The course seeks to bridge the gap between the ethical behavior of the individual and the ethical challenges posed by organized business activity in the global marketplace. It further seeks to educate students about the importance of sustainability and its implications with respect to survival of the planet, community and organization.	
Content:	UNIT 1: CONCEPTUAL FRAMEWORK Ethical considerations in business and the costs of being unethical; the purpose of business: profit maximization versus corporate social responsibility; Philosophical frameworks for ethical decisions: Indian ethics.	10 hours
	UNIT 2: WORKPLACE ETHICS Workplace ethics in human resources management: hiring, promotions, discipline, discharge and discrimination related to gender; POSH; Case studies on unethical Labor and unions tactics practiced by organizations frequently. Corporate ethics: price, packaging and labeling problems; Financial issues: insider trading, transparent financial statements and ethical issues related to disclosures.	20 hours
	UNIT 3: ENVIRONMENTAL MANAGEMENT Meaning of sustainability in relation to business organizations. Issues related to saving the environment, conserving resources, pollution and carbon emission and safeguarding communities and biodiversity when engaged in commercial activities.	10 hours
	UNIT 4: SUSTAINABLE DEVELOPMENT IN Introduction to Sustainable Development Goals (SDGs); The concept of Carbon footprints of corporations. Methods of sustainability audit – Triple Bottom Line and Corporate Environment Responsibility (CER), Environmental, Social and Governance (ESG)-Framework and Standards; ESG Integration in Investment Strategies.	20 hours
Pedagogy:	The methodology used in the class will combine lectures, case studies, practical, group discussions and presentations.	
Reference Reading:	1. Fernando, A. C. (2015). Business Ethics and Corporate Governance. Pearson. (2nd edition) 2. Mohapatra, S. (2015). Case Studies in Business Ethics and Corporate Governance. Pearson. (2nd edition) 3. Griseri, P., and Seppala, N. (2018). Business Ethics and Corporate Social Responsibility. Cengage Learning EMEA. (3rd edition) 4. Robertson, M. (2017). Sustainability Principles and Practice. Routledge. (3rd edition)	

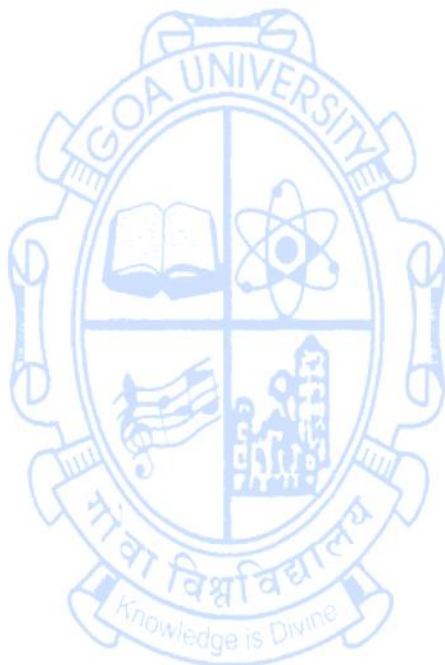
	5. Blowfield, M., and Murray, A. (2014). Corporate Responsibility (2nd ed.). Oxford University Press. (2nd edition)
Course Outcomes:	<p>On completion of the course, students will be able to:</p> <ol style="list-style-type: none"> 1. Comprehend the ethical considerations in business. 2. Analyze organizational operations in the context of business ethics. 3. Assess environmental implications of organizational operations. 4. Apply suitable practices of sustainability in relation to the functioning of business organizations.



Name of the Programme : B.B.A. (Financial Services)
Course Code : MGF-131
Title of the Course : Stock Market Trading and Analysis
Number of Credits : 3
Effective from AY : 2023-24

Pre-requisites for the course:	NIL	
Course Objective:	To provide students with a comprehensive understanding of the stock market and equip them with the necessary knowledge and skills to engage in stock trading effectively.	
Content:	UNIT 1: INTRODUCTION TO STOCK MARKET Introduction to Financial Markets: Overview of financial markets and their functions; Stock Market Basics: Understanding stocks and shares, Types of stocks: common stock, preferred stock, Introduction to stock exchanges and their functioning; Market Participants; Stock Market Indices, Stock trading mechanism.	15 hours
	UNIT 2: FUNDAMENTAL ANALYSIS AND STOCK SELECTION Introduction to Fundamental Analysis: Understanding fundamental analysis and its importance in stock trading; Valuation Techniques: Basics of stock valuation methods (e.g., discounted cash flow analysis, price-to-earnings ratio), Determining intrinsic value and comparing it with market price, evaluating investment opportunities based on valuation metrics	15 hours
	UNIT 3: TECHNICAL ANALYSIS AND TRADING STRATEGIES Introduction to Technical Analysis: Understanding technical analysis and its use in stock trading, Chart patterns: support and resistance, trends, reversal patterns, etc, Technical indicators: moving averages, relative strength index (RSI), MACD, etc.; Reading Stock Charts: Basics of stock chart analysis: line charts, bar charts, candlestick charts, Identifying patterns and trends in stock price movements, Support and resistance levels and their significance; Trading Psychology and Emotional Control, Understanding the psychology of trading, Dealing with emotions and biases in decision-making, Developing discipline and maintaining a trading journal	15 hours
Pedagogy:	The methodology used in the class will combine lectures, applications and case discussions.	
Reference Reading:	1. Schwager, J. D. (2015). Hedge Fund Market Wizards: How Winning Traders Win. Wiley 2. Murphy, J. J. (2020). Technical Analysis of the Financial Markets (2nd ed.). Penguin. 3. Pring, M. J. (2020). Technical Analysis Explained (6th ed.). McGraw-Hill Education. 4. Elder, A. (2021). The New Trading for a Living: Psychology, Discipline, Trading Tools and Systems, Risk Control, Trade Management (2nd ed.). Wiley.	

	5. Nison, S. (2021). Japanese Candlestick Charting Techniques (3rd ed.). New York Institute of Finance.
Course Outcomes:	<p>On completion of the course, students will be able to:</p> <ol style="list-style-type: none"> 1. Identify the financial markets, the role of stock markets, and the different types of financial instruments available for investment. 2. Describe the functioning of stock market. 3. Analyse the basics of fundamental analysis. 4. Design stock trading strategies.



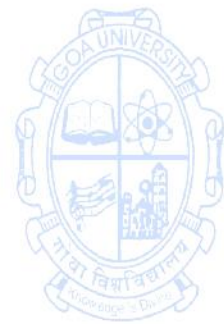
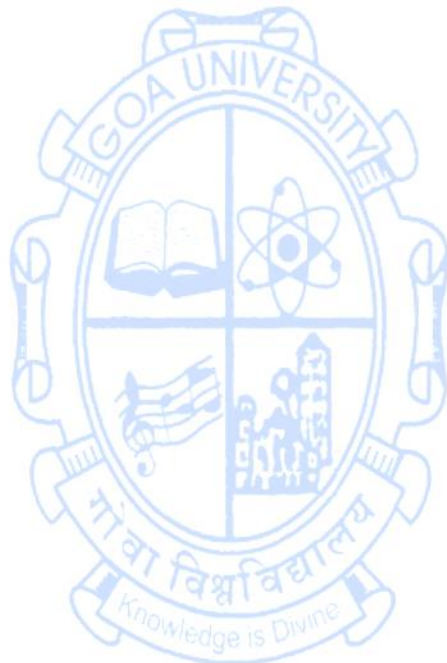
Name of the Programme : B.B.A. (Financial Services)
Course Code : MGF-132
Title of the Course : Introduction to Start-ups
Number of Credits : 3
Effective from AY : 2023-24

Pre-requisites for the course:	NIL	
Course Objective:	To acquaint the students with the concept and characteristics of startups and their role in driving innovation and economic growth.	
Content:	UNIT 1: UNDERSTANDING STARTUPS Definition and characteristics of startups Types of startups: Technology, social impact, lifestyle, etc., Startup ecosystem: Key players and stakeholders, Importance of startups in innovation and economic growth	15 hours
	UNIT 2: STARTUP FUNDAMENTALS Idea generation and opportunity identification, Market research and validation, Business model canvas and value proposition, Minimum Viable Product (MVP) development	15 hours
	UNIT 3: STARTUP OPERATIONS AND GROWTH Legal considerations and business registration, Funding options for startups: Bootstrapping, angel investors, venture capital, crowdfunding, Building a startup team and talent acquisition, Scaling and growth strategies for startups	15 hours
Pedagogy:	The methodology used in the class will combine lectures, applications and case discussions.	
Reference Reading:	<ol style="list-style-type: none"> Banerjee, S., & Dey, B. (2017). Startup Sutra: What They Don't Teach You in Business School. Mumbai, India: Random House India. Gupta, A. (2018). Stay Hungry Stay Foolish. Noida, India: Rupa Publications. Nair, A., & Bhatia, P. (2019). The Ultimate Startup Guide: A Complete Handbook for Entrepreneurs. New Delhi, India: Penguin Random House India. Rao, V. (2016). The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. New Delhi, India: Penguin Random House India. Subramanian, V. (2014). The Startup Nation: Why India Is the Next Big Investment Destination. New Delhi, India: Harper Collins Publishers India. 	
Course Outcomes:	On completion of the course, students will be able to: <ol style="list-style-type: none"> Explain the concept of startups, their characteristics, and their importance in driving innovation and economic growth. Identify and classify different types of startups and their relevance in various industries. Analyze the components of the startup ecosystem, including key players, support networks, and available resources. Analyze the components of the startup ecosystem, including key players, support networks, and available resources. 	

Name of the Programme : B.B.A. (Financial Services)
Course Code : MGF-141
Title of the Course : IT Tools for Business
Number of Credits : 3 (1 Theory + 2 Practical)
Effective from AY : 2023-24

Pre-requisites for the course:	NIL	
Course Objective:	To familiarize the students with computers and their use, and make them proficient in the use of software packages that are relevant to business, finance and accountancy	
Content:	UNIT 1: FUNDAMENTAL CONCEPTS IN INFORMATION TECHNOLOGY Introduction to Computer Systems; Block Diagram of a Computer, Basic functions of each component; Operating system-Definition and functions,types of operating systems and their functionalities,basics of Windows,The Internet and how internet works. Legal requirements, privacy policies and auditing process of cloud environment.	15 hours
	UNIT 2: WORD PROCESSING and SPREADSHEETS (Practical) Introduction to productivity software’s, word processors and presentation software. Using MS Word- Creating and saving a new document, formatting text, adding images, Creating and formatting tables, using spell check, printing a document,Inserting and formatting SmartArt graphics, Working with Headers and Footers, Using templates. and MS – Excel Creating a new workbook, entering data, formatting cells, creating formulas, sorting and filtering data, creating charts, using of formulas and functions in excel, printing a workbook.	30 hours
	UNIT 3: DATABASE MANAGEMENT SYSTEM and BUSINESS PRESENTATION PACKAGES (Practical) Using MS-Access and MS- PowerPoint MS-Access- Introduction to MS Access, creating a new databaseand tables, building relationships between tables, creating forms and queries. Understanding elements in MS-PowerPoint, using of MS-PowerPoint, creating a new presentation, Slides- adding, formatting, animations, transitions	30 hours
Pedagogy:	The methodology used in the class will combine lectures, applications and practical’s sessions	
Reference Reading:	1. Alexander, M. and Kusleika, R. (2019), Microsoft Access 2019 Bible, 1st Edition. 2. Turban, E., Pollard, C., and Wood, G. (2021), Information Technology for Management: Digital Strategies for Insight, Action, and Sustainable Performance, 11th Edition. 3. Turban, R., and Volonino, L. (2018)Introduction to Information Technology, 3rd Edition.	

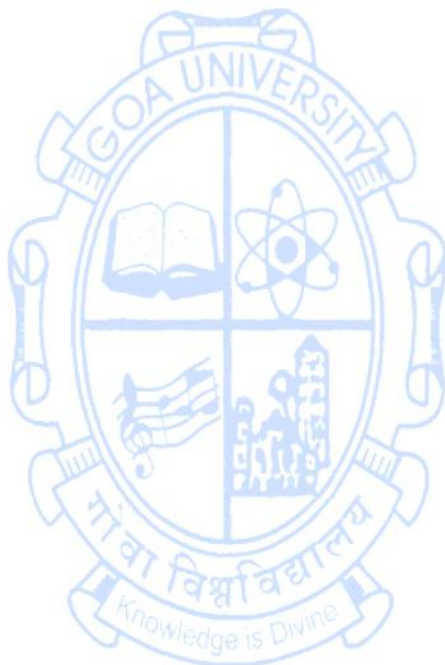
	<ol style="list-style-type: none"> 4. Schwalbe, K. (2021). Information Technology Project Management (9th ed.). Cengage Learning. 5. Targett, D., Grimshaw, D., & Powell, P. (2013). IT in Business: A Business Manager's Casebook
<p>Course Outcomes:</p>	<p>On completion of the course, students will be able to:</p> <ol style="list-style-type: none"> 1. Describe the elementary concepts of computer systems and data communication. 2. Prepare documents and process spreadsheets effectively using Microsoft Office and Microsoft Excel. 3. Demonstrate effective use of database management systems and corporate presentations using Microsoft Access and Microsoft PowerPoint. 4. Develop proficiency in formatting, editing, and designing documents, spreadsheets, presentations, and databases using IT tools



Name of the Programme : B.B.A. (Financial Services)
Course Code : MGF-142
Title of the Course : Graphic Designing
Number of Credits : 3 (1 Theory + 2 Practical)
Effective from AY : 2023-24

Pre-requisites for the course:	NIL	
Course Objective:	To improve the students design skills and techniques by providing a better understanding of graphic designs and digital tools.	
Content:	UNIT 1: INTRODUCTION TO GRAPHIC DESIGN Introduction: What is graphics? Types of Graphics, uses of graphics, software used for graphics designing. Role of Design in Society Impact/function of Design, Indigenous Design Practices, Printing/publishing technology, Role of design in the changing social scenario, Role and responsibility of Designers.	15 hours
	UNIT 2: PRACTICALS IN BASICS OF DESIGN Elements of design: line, shape, form, space, texture, and value. Inter-relationships between design elements. Color theory and psychology. Color combinations and their effects. Design principles: Unity, Harmony, Rhythm, Perspective. Creating visual impact through design. Canva- Poster Creation	30 hours
	UNIT 3: PRACTICAL APPLICATION OF GRAPHIC EDITING TOOLS Introduction to Photoshop Interface, Raster graphics and vector graphics, Image formats, Operations on image. Manipulation of Image: The marquee tool, the lasso tool, magic Wand tool, Inverting Selection, Layers, Brush tool, Eraser tool, Fill tool, Blur tool, Smudge tool, sharpen tool, Dodge tool, Sponge tool, Darken tool. Transformation and Retouching: Free transform, Scaling, rotation, Skew, perspective, Wrap, Distort, Crop, Image size, Canvas size, Clone stamp tool, Healing brush tool, patch tool, red eye tool, history brush tool. Colour Correction: Colour swatch, image modes, color adjustments, color selection. Text: The text tool, editing text, formatting, line and spacing, wrap text, text effects. Effects: Blending modes, styles, filters, liquefy, Vanishing point. Drawing: The pen tool, drawing shapes, managing paths, converting path to selection.	30 hours
Pedagogy:	The methodology used in the class will combine lectures, applications and practical's sessions	
Reference Reading:	<ol style="list-style-type: none"> 1. Eskilson, S. K. (2019). Graphic Design: A History (3rd ed.). Laurence King Publishing. 2. Weinmann, E., and Lourekas, P. (2019). Photoshop CC: Visual QuickStart Guide. Peachpit Press. 3. Obermeier, B., and Padova, T. (2020). Photoshop Elements 2021 For Dummies. Wiley. 4. Armstrong, H. (Ed.). (2019). Graphic Design Theory: Readings from the Field (2nd ed.). Princeton Architectural Press. 5. Williams, R. (2014). Non-Designer's Design Book. Peachpit Press. 	

Course Outcomes:	On completion of the course, students will be able to: <ol style="list-style-type: none">1. Understand the design elements such as composition, colour theory, typography, and visual hierarchy2. Use and implementation of Photoshop as a tool.3. Create and edit graphic designs.4. Appreciation of colour combinations and design principles.
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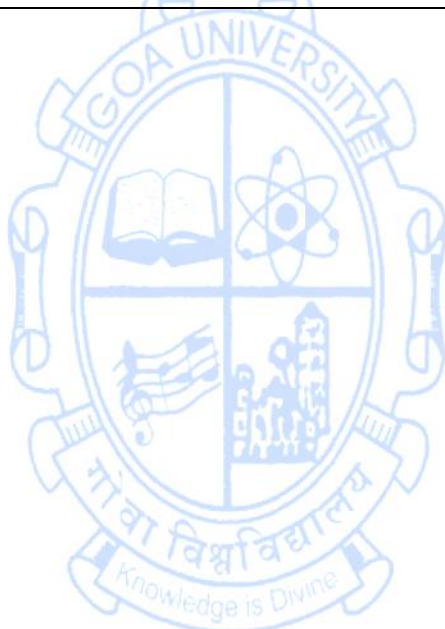


SEMESTER II

Name of the Programme : B.B.A. (Financial Services)
Course Code : MGF-101
Title of the Course : Introduction to Financial Services
Number of Credits : 4
Effective from AY : 2023-24

Pre-requisites for the course:	NIL	
Course Objective:	To provide learners with a comprehensive understanding of financial services, including the meaning, scope, and classification of financial services, the role of regulators of Indian Financial Markets.	
Content:	UNIT 1: INTRODUCTION TO FINANCIAL SERVICES Meaning, Features of Financial Services, Classification, Scope; Modern Activities, Sources of Revenue, Causes of Financial Innovation, Financial Services and Promotion of Industries, New Financial Products and Services, Innovative Financial Instruments, Challenges Facing the Financial Services Sector, Present Scenario.	15 hours
	UNIT 2: CATEGORIES OF FINANCIAL SERVICES Fund Based Financial Service: Meaning, definition, Features, Types- Lease Financing: Meaning, Definition features; Hire Purchase: Meaning, Definition features; Factoring and Forfaiting: Meaning, Definition features; Venture Capital: Meaning, Definition features. Fee Based Financial Services: Meaning, definition, Features, Credit Rating: Meaning, definition, Features; Merchant Banking: Meaning, Definition features; Securitisation of Debt: Meaning, Definition Features; Underwriting Services: Meaning, Definition Features.	15 hours
	UNIT 3: BANKING SERVICES Banking Meaning and Definition; Importance of Banks, Structure of Indian Banking System- Scheduled and Non-Scheduled, Commercial Banks, Cooperative Banks and Regional Rural Banks; Public and Private sector banks; Payments Banks; Functions of Banks: Accepting deposits and Types of Deposits, Deployment of Advances and Types of Advances, Other functions: Remittances, General utility and agency functions.	15 hours
	UNIT 4: FINANCIAL MARKETS REGULATORS Reserve Bank of India (RBI): Role and Functions of RBI as India's Central Bank; Securities and Exchange Board of India (SEBI): Role and Function of SEBI as Regulator of Securities market; Insurance Regulatory and Development Authority (IRDA): Role and Function of IRDA as Regulator of Insurance Sector; Pension Fund Regulatory and Development Authority (PFRDA): Role and Function of PFRDA as Regulator of Pension Funds.	15 hours
Pedagogy:	The methodology used in the class will combine lectures, group discussions, role plays, case studies and presentations.	

Reference Reading:	<ol style="list-style-type: none"> 1. Gordon, N., and Natarajan, V. (2017). Financial Markets and Services. Himalaya Publishing House. (8th edition) 2. Agarwal, O. P. (2018). Modern Banking of India. Himalaya Publishing House. (22nd edition) 3. Bedi, H. L., and Hardikar, V. K. (2015). Practical Banking Advances. UBS. (10th edition) 4. Bhole, L. M., and Mahakud, J. (2015). Financial Institutions and Markets: Structure, Growth and Innovations. Tata-McGraw Hill. (6th edition) 5. Gupta, P. K. (2014). Essentials of Insurance and Risk Management. Himalaya Publishing House. (1st edition)
Course Outcomes:	<p>After completion of the course, students will be able to:</p> <ol style="list-style-type: none"> 1. Interpret the concept of Financial Services 2. Describe and Distinguish between Various Financial Services. 3. Describe the structure of banking system and functions of Banks. 4. Analyse the Role of the Financial Markets regulators.



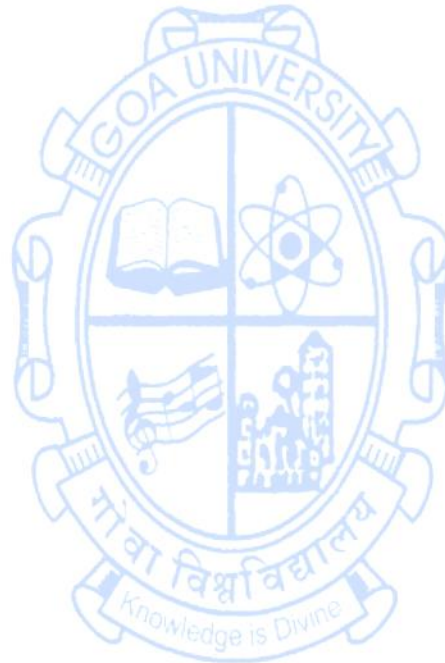
Name of the Programme : B.B.A. (Financial Services)
Course Code : MGF-112
Title of the Course : Fundamentals of Accounting
Number of Credits : 4
Effective from AY : 2023-24

Pre-requisites for the course:	NIL	
Course Objective:	To enable students to understand and apply the principles and practices of accounting.	
Content:	UNIT 1: INTRODUCTION TO ACCOUNTING SYSTEM, CONCEPTS AND CONVENTIONS Basic terms of accounting, Accounting Principles, Concepts, Conventions, IND-AS, Accounting Equation, System of accounting: Cash system and mercantile system, Accounting as information system, Users of accounting information.	10 hours
	UNIT 2: ACCOUNTING PROCESS and PROCEDURE Transaction/Event, Voucher: Meaning, Types of Vouchers, Receipt (Credit Voucher), Payment (Debit Voucher), Journal (Accrual) Voucher, Journal, Cash Book (double and triple column, journal proper), Ledger, Trial Balance.; Bank Reconciliation Statement-Meaning and need; Causes of disagreement.	25 hours
	UNIT 3: FINANCIAL STATEMENTS Forms of financial statements, Preparation of Income statement and Balance Sheet.	10 hours
	UNIT 4: INTRODUCTION TO COMPUTERIZED ACCOUNTING Features, benefits, integration, practical application of any one accounting software.	15 hours
Pedagogy:	The methodology used in the class will combine lectures, case studies, practical, group discussions and presentations.	
Reference Reading:	<ol style="list-style-type: none"> 1. Gupta, R. L. (2015). Problems and Solutions in Advanced Accounting. (8th ed.). Sultan Chand. 2. Hanif, M., and Mukherjee, A. (2013). Modern Accountancy (Volumes I and II). (2nd ed.). Tata McGraw-Hill. 3. Maheshwari, S. N. (2019). Advanced Accounting. (8th ed.). Vikas Publishing House. 4. Shukla, M. C., Grewal, T. S., and Gupta, S. C. (2017). Advanced Accounting. (17th ed.). S. Chand Publishing. 5. R. K. Arora (2018), Financial Accounting: Fundamentals, Analysis and Reporting, 2nd Ed., Wiley. 	
Course Outcomes:	On completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Describe accounting terminologies, nature and purpose of Indian Accounting Standard. 2. Prepare accounting vouchers, cash book and ledgers. 3. Prepare financial statements of a firm. 4. Use the accounting software for Financial Statement Preparation. 	

Name of the Programme : B.B.A. (Financial Services)
Course Code : MGF-133
Title of the Course : Introduction to Venture Capital
Number of Credits : 3
Effective from AY : 2023-24

Pre-requisites for the course:	NIL	
Course Objective:	To acquaint the students with Understand the concept and significance of venture capital, fundamental principles and importance of venture capital in funding innovation, entrepreneurship, and economic growth.	
Content:	UNIT 1: FUNDAMENTALS OF VENTURE CAPITAL Definition and characteristics of venture capital Importance of venture capital in the startup ecosystem Venture capital ecosystem: Players and their roles (VC firms, angel investors, accelerators, etc.) Types of venture capital investments: Seed funding, early-stage, and growth-stage investments	15 hours
	UNIT 2: VENTURE CAPITAL INVESTMENT PROCESS Deal flow: Sourcing and screening potential investment opportunities, Due diligence: Evaluating the viability and potential of a venture, Valuation methods for early-stage companies, Term sheets and deal negotiation, Post-investment monitoring and value-add activities	15 hours
	UNIT 3: LEGAL AND REGULATORY ASPECTS OF VENTURE CAPITAL Legal structures of venture capital funds, Securities regulations and compliance, Intellectual property considerations, Founder and investor agreements, Corporate governance and board dynamics.	15 hours
Pedagogy:	The methodology used in the class will combine lectures, applications and case discussions.	
Reference Reading:	1. Bhatt, A. (2019). Venture Capital: A Practical Guide for Startups. Mumbai, India: Notion Press. 2. Bhattacharya, S. (2018). Venture Capital and Private Equity: A Practitioner's Approach. New Delhi, India: Oxford University Press. 3. Gopalakrishnan, V., & Srinivasan, S. (2017). Venture Capital and Private Equity in India: A Practical Guide. New Delhi, India: McGraw-Hill Education. 4. Misra, S. K., & Misra, R. K. (2019). Venture Capital: A Practitioner's Guide. New Delhi, India: Sage Publications. 5. Patnaik, S. (2017). Venture Capital and Private Equity in India: Structure and Practices. New Delhi, India: Cambridge University Press.	
Course Outcomes:	On completion of the course, students will be able to: 1. Understand the concept and significance of venture capital in the startup ecosystem. 2. Exhibit critical thinking and decision-making skills by assessing the potential of startup ventures and making informed investment decisions.	

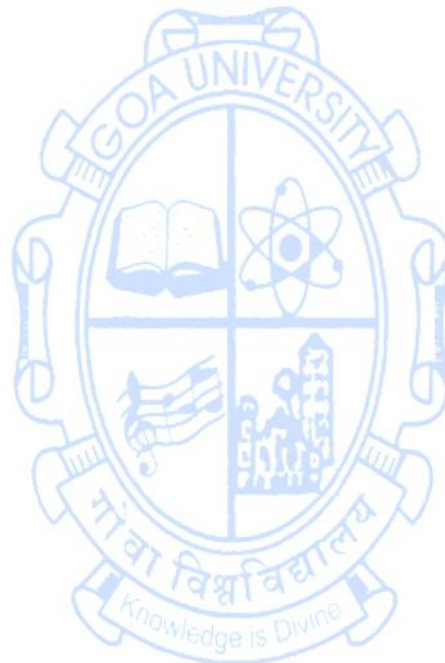
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| | <ol style="list-style-type: none">3. Apply financial analysis techniques to evaluate the potential returns and risks associated with venture capital investments.4. Analyze the criteria and methods used for evaluating investment opportunities in start-ups. |
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Name of the Programme : B.B.A. (Financial Services)
Course Code : MGF-134
Title of the Course : Introduction to Securitization Market
Number of Credits : 3
Effective from AY : 2023-24

Pre-requisites for the course:	NIL	
Course Objective:	To acquaint the students with the concept of securitization and its role in financial markets.	
Content:	UNIT 1: INTRODUCTION TO SECURITIZATION Definition and objectives of securitization, Evolution and historical development of securitization, Benefits and risks of securitization, Role of securitization in financial markets and the economy	15 hours
	UNIT 2: STRUCTURING AND ISSUANCE OF ASSET-BACKED SECURITIES Basic structure of asset-backed securities (ABS), Cash flow and credit enhancements, Tranching and credit ratings, Legal and regulatory considerations in ABS issuance	15 hours
	UNIT 3: TYPES OF SECURITIZED ASSETS Mortgage-backed securities (MBS), Collateralized debt obligations (CDOs), Asset-backed commercial paper (ABCP), Other types of securitized assets (auto loans, credit card receivables, student loans)	15 hours
Pedagogy:	The methodology used in the class will combine lectures, applications and case discussions.	
Reference Reading:	<ol style="list-style-type: none"> 1. Mohan, Rakesh. (2008). "Securitisations and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002: As amended by the Enforcement of Security Interest and Recovery of Debts Laws and Miscellaneous Provisions (Amendment) Act, 2016." Mumbai, India: Taxmann Publications. 2. Karmakar, Mala R. (2011). "Securitisations: Structuring and Investment Analysis." New Delhi, India: Oxford University Press. 3. Bhatt, V. V. (2017). "Securitisations and Reconstruction of Financial Assets and Enforcement of Security Interest (SARFAESI) Act." New Delhi, India: Bharat Law House. 4. Bhatia, S. (2010). "Securitisations and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002." Mumbai, India: Snow White Publications. 5. Vinod Kothari (2013) Securitisations, Asset Reconstruction and Enforcement Of Security Interests 	
Course Outcomes:	On completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Explain the concept and purpose of securitization and its role in financial markets. 2. Identify the historical development and evolution of securitization, identifying key milestones and trends. 	

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| | <ol style="list-style-type: none">3. Explain the different types of securitization structures and their characteristics.4. Evaluate the benefits and risks associated with securitization, considering both issuers and investors' perspectives. |
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Name of the Programme : B.B.A. (Financial Services)
Course Code : MGF-135
Title of the Course : Introduction to Start Up Finance
Number of Credits : 3
Effective from AY : 2023-24

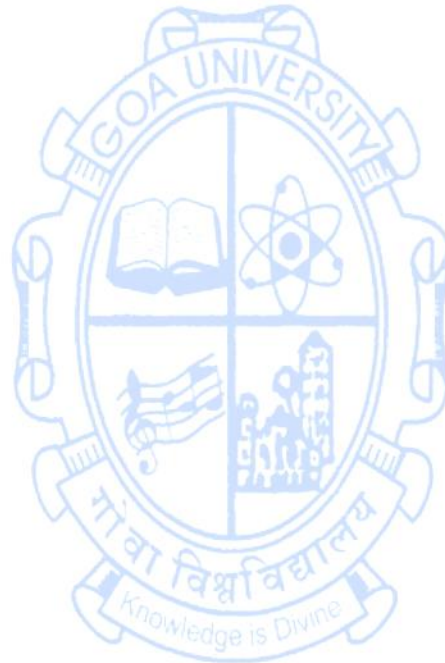
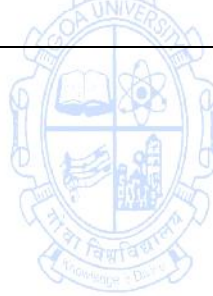
Pre-requisites for the course	NIL	
Course Objective:	To provide students with a comprehensive understanding of the financial aspects of startups, various funding sources, financial planning, valuation, and the financial management of startups. The course aims to equip students with the necessary skills to make informed financial decisions in the context of startups.	
Content:	UNIT 1: FUNDAMENTALS OF STARTUP FINANCE Introduction to Startups- Definition and Characteristics of Startups, The Startup Ecosystem- Key players: entrepreneurs, incubators, accelerators, angel investors, venture capitalists, Role of each player in supporting startups, Stages of Startup Development. Financial Planning for Startups- Importance of Financial Planning, creating a Business Model and Financial Projections, Managing cash flow and budgeting for operational and capital expenses. Startup Financing Options- Bootstrapping and Self-Funding, Debt vs. Equity Financing, Overview of Different Funding Rounds.	15 hours
	UNIT 2: ADVANCED FUNDING SOURCES AND VALUATION TECHNIQUES Angel Investors- Role and Importance of Angel Investors. Venture Capital- Structure and functioning of venture capital firms, Stages of venture capital funding. Alternative Financing Sources- Crowdfunding, Types of crowdfunding: rewards-based, equity-based, debt-based, Major crowdfunding platforms, best practices for successful crowdfunding campaigns. Government Grants and Subsidies- types of support and basic application processes. Valuation Techniques - Discounted cash flow (DCF) analysis, Comparable company analysis, Pre-money and post-money valuation. Financial Metrics and KPIs. Due Diligence and Negotiation.	15 hours
	UNIT 3: FINANCIAL MANAGEMENT AND EXIT STRATEGIES A. Financial Management in Startups- Importance of financial controls, Tools and software for financial management. Components of working capital, Strategies for optimizing working capital. B. Cost Management and Optimization- Identifying and controlling costs, Techniques for cost reduction without compromising quality. C. Risk Management- Identifying and Mitigating Financial Risks, Insurance and Hedging Strategies- Types of insurance	15 hours

	<p>relevant for startups. Importance of scenario planning, and developing contingency plans.</p> <p>D. Exit Strategies- Preparing for an Exit- Operational and financial preparation, Types of Exits- Mergers and acquisitions, Initial public offerings (IPOs) and Buyouts, Post-Exit Considerations- Managing wealth post-exit, Re-investing in new ventures or other opportunities</p>	
Pedagogy:	The methodology used in the class will combine lectures, applications and case discussions.	
Reference Reading:	<ol style="list-style-type: none"> 1. Burns, P. (2016). New Venture Creation: A Framework for Entrepreneurial Start-ups. Palgrave Macmillan. 2. Damodaran, A. (2020). The Little Book of Valuation: How to Value a Company, Pick a Stock and Profit. Wiley. 3. Gompers, P., & Lerner, J. (2020). The Venture Capital Cycle. MIT Press. 4. Metrick, A., & Yasuda, A. (2020). Venture Capital and the Finance of Innovation. Wiley. 5. Roberts, M. J. (2020). The Founder's Dilemmas: Anticipating and Avoiding the Pitfalls That Can Sink a Startup. Princeton University Press. 	
Course Outcomes:	<p>On completion of the course, students will be able to:</p> <ol style="list-style-type: none"> 1. Comprehend the basics of startup finance, including the startup ecosystem, financial planning, and initial funding options. 2. Analyze various funding sources available to startups 3. Apply valuation techniques and financial metrics on start-up projects. 4. Evaluate the finances of a startup effectively and prepare for exit strategies. 	

Name of the Programme : B.B.A. (Financial Services)
Course Code : MGF-143
Title of the Course : Advanced Spreadsheet Tools for Finance
Number of Credits : 3(1 Theory + 2 Practical)
Effective from AY : 2023-24

Pre-requisites for the course:	NIL	
Course Objective:	To enable the students to understand advance concepts that can be used in finance to produce sophisticated reports, to perform complex mathematical and statistical calculations, and to improve productivity using a spreadsheet application.	
Content:	UNIT 1: INTRODUCTION TO SPREADSHEET TOOLS FOR FINANCE Overview of advanced spreadsheet tools, introduction to Solver and its applications in finance, overview of Visual Basic Analysis (VBA) macros and financial functions, introduction to data validations. Understanding Pivot analysis, Pivot table tips and tricks, DAX and Power Query, Optimization tools in Excel, Dashboards in Excel – Concept and Applications.	15 hours
	UNIT 2: VBA MACROS AND FINANCIAL FUNCTIONS Introduction to VBA macros and their applications in finance, recording and editing macros, creating user-defined functions, use of VBA for financial modeling, financial functions for analysis and reporting, examples of VBA macros and financial functions; Practical: Financial Ratio Analysis: Use VBA to calculate financial ratios such as debt-to-equity ratio, current ratio, and return on equity for a company's financial statements.	30 hours
	UNIT 3: DATA VALIDATIONS, PIVOT TABLES AND DASHBOARD Types of data validations, setting up data validations, using data validations for financial data, error handling and reporting, examples of data validations for financial analysis; Practical: Stock Analysis: Use data validation to ensure that stock data entered into a spreadsheet matches the ticker symbol and is within a certain date range for analysis. Practical on different types of charts and pivot table with suitable examples, Practical on Power query, DAX and different types of joins with suitable data, Creating dashboard in spreadsheet using suitable examples.	30 hours
Pedagogy:	The methodology used in the class will combine lectures, applications, case discussions and practice session.	
Reference Reading:	1. Winston, W. L. (2022). Microsoft Excel 2022: Data Analysis and Business Modeling. Microsoft Press. 2. Ragsdale, C. T. (2022). Spreadsheet Modeling and Decision Analysis: A Practical Introduction to Management Science. Cengage Learning. 3. Walkenbach, J. (2022). Excel 2022 Bible. John Wiley and Sons. 4. Sengupta, C. (2021). Financial Analysis and Modeling Using Excel and VBA. Wiley. 5. Berk, K. N., and Carey, P. (2022). Data Analysis with Microsoft Excel: Updated for Office 365. Cengage Learning.	

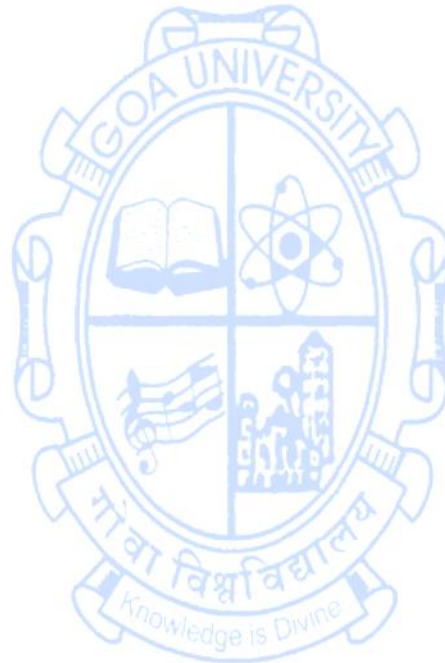
Course Outcomes:	On completion of the course, students will be able to: <ol style="list-style-type: none">1. Apply advanced formatting options such as conditional formatting and customize number formatting and handle worksheets.2. Use functions such as those associated with logical, statistical, financial and mathematical operations.3. Create charts and apply advanced chart formatting.4. Work with tables and lists to analyze, filter and sort data. Create and use scenarios.
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Name of the Programme : B.B.A. (Financial Services)
Course Code : MGF-144
Title of the Course : Sales Management
Number of Credits : 3 (1 Theory + 2 Practical)
Effective from AY : 2023-24

Pre-requisites for the course:	NIL	
Course Objective:	To familiarize the students with the concept and practice of personal selling process; To provide an introduction to the basic activities of sales management: evaluation, compensation, forecasting, budgeting, time and territory management.	
Content:	UNIT 1: SALES AND THEORIES OF SALES Introduction to Personal Selling: Nature and importance of personal selling, myths of selling. Characteristics of a salesperson, types of salespersons, Sales as a career. Importance and role of Personal Selling, building trust and Sales Ethics; Personal Selling situations; Theories: AIDAS, Right set of circumstances theory, buying formula theory, Buying motives and their uses in personal selling, Behavioral Equation Theory	15 hours
	UNIT 2: SELLING PROCESS Activities on understanding and implementing Prospecting; Pre approach: Sales Knowledge; Making sales presentation: Identifying suitable methods, elements, designing the approach; Practical activities on Sales Life Cycle with suitable product examples, Identifying opportunities for Farming v/s Hunting Sales Model implementation; Presentation and demonstration, Handling Objections: categories and techniques; Closing the sale: techniques; Post sale follow up, Designing Communication for Relationship Building.	30 hours
	UNIT 3: SALES REPORTS Sales reports: drafting reports and documents; drafting sales manual, preparation of Order Book, Cash Memo; Tour Diary, Daily and Periodical Reports; Compliance Aspect and preparation of Commercial Documents- Invoice, Debit Note, Credit Note, Sales Return, Delivery Challan- Uses of each; Below-the-Line V/s Above-the-Line Adjustment and implications on Tax and necessary computations.	30 hours
Pedagogy:	The methodology used in the class will combine lectures, applications and case discussions.	
Reference Reading:	1. Futrell, C. M. (2017). Fundamentals of Selling. McGraw Hill Education. 2. Still, R. C., Cundiff, E. W., and Govoni, N. A. (2019). Sales Management. Pearson Education India. 3. Futrell, C. M. (2019). ABC's of Relationship Selling Through Service. McGraw Hill Education. 4. Kapoor, N. (2018). Advertising and Personal Selling. Pinnacle. 5. Russell, F. A., Beach, R. H., and Buskirk, R. H. (2017). Selling: Principles and Practices. McGraw Hill Education.	

Course Outcomes:	At the end of the course, students should be able to: <ol style="list-style-type: none">1. Interpret the concept of selling and related terms.2. An in-depth understanding to various stages in selling process and the catalytic role of sales person in the effective functioning of an organization.3. Learn some of the tools and techniques of selling process.4. Draft sales report and express their significance.
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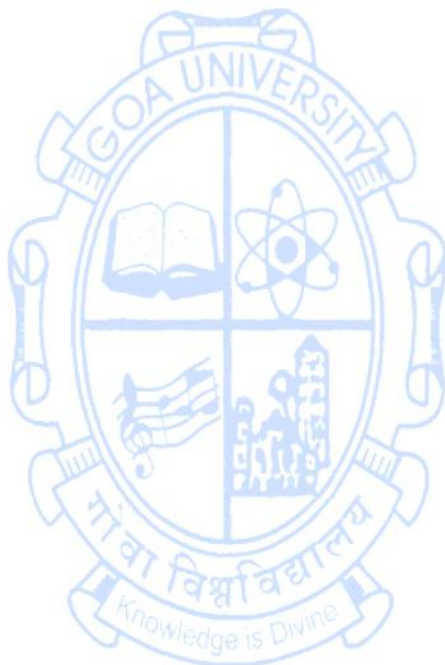
Name of the Programme : B.B.A. (Financial Services)
Course Code : MGF-145
Title of the Course : Spreadsheet Tools for Business
Number of Credits : 3 (1T+2P)
Effective from AY : 2023-24

Pre-requisites for the course	NIL	
Course Objective:	To enable the students to understand advance concepts that can be used in finance to create reports and to improve productivity using a spreadsheet application.	
Content:	Unit 1: Introduction to Spreadsheets Overview of spreadsheet applications, Basic navigation and interface, Introduction to basic functions, Basic arithmetic operations, Efficient data entry techniques, Cell formatting: numbers, text, dates, and currency, Sorting and Filtering Data & Practical exercise.	15 hours
	Unit 2: Advanced Spreadsheet Functions Advanced Formulas; Logical functions, Lookup functions, Data Analysis Tools: Introduction to PivotTables and Pivot Charts, Using PivotTables for data analysis, Conditional Formatting: Using conditional formatting for data visualization & Practical exercise. Dashboard Creation; Introduction to dashboards, Creating interactive charts and graphs	30 hours
	Unit 3: Macros and Automation Introduction to macros and VBA (Visual Basic for Applications), Recording and running macros, Data Visualization; Advanced charting techniques, Creating dynamic and interactive visualization, Sharing and collaborating on spreadsheets, Using Google Sheets for real-time collaboration	30 hours
Pedagogy:	The methodology used in the class will combine lectures, applications and case discussions.	
Reference Reading:	1. Berk, K. N., and Carey, P. (2022). Data Analysis with Microsoft Excel: Updated for Office 365. Cengage Learning. 2. Ragsdale, C. T. (2022). Spreadsheet Modeling and Decision Analysis: A Practical Introduction to Management Science. Cengage Learning. 3. Sengupta, C. (2021). Financial Analysis and Modeling Using Excel and VBA. Wiley 4. Winston, W. L. (2022). Microsoft Excel 2022: Data Analysis and Business Modeling. Microsoft Press. 5. Walkenbach, J. (2022). Excel 2022 Bible. John Wiley and Sons.	
Course Outcomes:	On completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Perform data editing and formatting in spreadsheet application. 2. Apply advanced formatting options and analytical techniques on worksheets. 3. Create macros, charts and apply advanced chart formatting. 4. Create google sheets for real-time collaboration. 	

Name of the Programme : B.B.A. (Financial Services)
Course Code : MGF-161
Title of the Course : Digital Banking Operations (Exit Course)
Number of Credits : 4 (1T + 3P)
Effective from AY : 2024-25

Pre-requisites for the Course:	NIL	
Course Objectives:	To acquaint students with Digital banking Operations and familiarize them with hands on experience of working in the Banking Industry.	
Content:	Unit 1: Fundamentals of Digital Banking Definition and Evolution of Digital Banking; Benefits and Challenges of Digital Banking; Online and Mobile Banking Services; Digital Payment Systems (UPI, E-wallets, Contactless Payments); Virtual Banking and Neo Banks- Core Banking Systems (CBS) Application and Programming Interfaces (APIs); Emerging Payment Technologies Blockchain, Cryptocurrencies, Digital Banking Regulations	15 Hours
	Internship (Duration 4 weeks) <ol style="list-style-type: none"> 1. The internship is to be carried-out by the student individually and to be completed during the duration of semester-II in any of Commercial or Cooperative Banks. 2. The Internship has to be for the period of 4 weeks or one month. 3. A work diary is to be maintained where all the learning & work carried out is to be recorded and certified by the Industry Supervisor. 4. The topic of the Internship shall be finalized by the student in consultation with the Industry Supervisor 5. The internship project is to be completed and submitted to college by the student before the end of 4 weeks internship. 6. The industry supervisor shall certify, in the prescribed proforma, that the Internship is the work of the student completed under her/his supervision. 7. No student shall be permitted to submit the Internship report after the due date specified by the College. 8. The student is expected to present his/her work at the end of the Internship 	90 Hours
Pedagogy:	Internship	
References/ Readings:	<ol style="list-style-type: none"> 1. Rubini A. (2018). Fintech in a Flash: Financial Technology Made Easy. Zaccheus. 2. B.K. Chatterjee. (2018). Banking Operations and Management. Pearson Education India 3. IIBF (2023). Information Technology and Digital Banking. Macmillan Education. 4. IIBF (2024). Digital Banking. Taxmann Publications. 5. Singh, J. (2022). Financial Technology (FinTech) and Digital Banking in India. New Century Publications. 	

Course Outcomes	<p>On completion of the course, student will be able to</p> <ol style="list-style-type: none"> 1. Comprehend working of digital banking platforms 2. Comprehend Regulatory and Legal Issues in Digital Banking System 3. Demonstrate practical knowledge of banking operations, customer service, and compliance 4. Develop effective communication and interpersonal skills in a professional organization setup
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SEMESTER III

Name of the Programme : B.B.A. (Financial Services)

Course Code : MGF-200

Title of the Course : Indian Financial System

Number of Credits : 4

Effective from AY : 2023-24

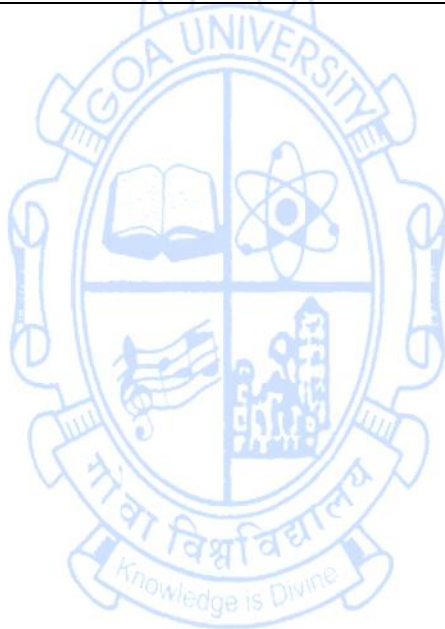
Pre-requisites for the course	NIL	
Course Objective:	To acquaint students with the structure and components of the Indian Financial System and familiarize them with different types of financial institutions and their functioning.	
Content:	UNIT 1: INTRODUCTION TO FINANCIAL SYSTEM Savings – Meaning – Need – Emergence – Investment – Meaning — Savings V/S Investment – Objectives of Investment – Role of Savings Financial System- Meaning – Structure – Functions – Development of Financial System In India – Financial System & Economic Development – Challenges Of Indian Financial System.	10 hours
	UNIT 2: FINANCIAL MARKETS A. Meaning, Role, Functions of financial markets, Meaning, features, Participants. B. Money Market: Call Money Market, Commercial Bill market; Treasury Bill market C. Capital Market: Primary Market, Secondary Market, Derivative Market.	15 hours
	UNIT 3: FINANCIAL INSTITUTIONS, FINANCIAL INSTRUMENTS & FINANCIAL SERVICES A. Financial Institutions: Meaning, Functions and Role of Financial Institutions- Banking and Non-banking Financial Institutions B. Financial Instruments: Meaning, importance and classification of financial instruments-Short Term Instruments, Medium Term Instruments, Long Term Instruments - Primary Securities, Secondary Securities. - Innovative Instruments. C. Financial Services: Meaning, importance and types of Financial Services-Fund Based services and Fee Based services	20 hours
	UNIT 4: FINANCIAL REGULATORS Definition and significance of financial regulation; The role of financial regulators in ensuring stability and integrity. A. Reserve Bank of India (RBI): Functions and powers of the RBI; Monetary policy and its tools; Regulatory role in banking and financial markets.	15 hours

	<p>B. Securities and Exchange Board of India (SEBI): Establishment and evolution of SEBI; Regulatory functions in the capital market.</p> <p>C. Insurance Regulatory and Development Authority (IRDA): Formation and objectives of IRDA; Regulatory framework for the insurance sector.</p> <p>D. Pension Fund Regulatory and Development Authority (PFRDA): Overview and establishment of PFRDA; Regulatory functions related to pension funds.</p>	
Pedagogy:	The methodology used in the class will combine lectures, applications and case discussions.	
Reference Reading:	<ol style="list-style-type: none"> 1. Bhole L. (2019). Financial Institutions and Markets: Structure, Growth, and Innovations in the Indian Context. Tata McGraw-Hill 2. Gordon and Natrajan (2020). Financial Services. Himalaya Publishing House 3. Khan M. (2020). Indian Financial System. McGraw-Hill Education 4. Pathak B. (2017). Indian Financial System: Markets and Services. Pearson 5. Sharma S. and Vallabhaneni M. (2016) Indian Financial System. I. K. International Publishing House. 	
Course Outcomes:	<p>On completion of the course, students will be able to:</p> <ol style="list-style-type: none"> 1. Recall the key components of the Indian financial system, including financial markets, institutions, services and regulatory bodies. 2. Demonstrate an understanding of the functions and roles of major financial institutions and regulatory bodies in India. 3. Apply financial concepts and principles to analyze real-world situations in the Indian financial system, such as the impact of regulatory changes on market dynamics. 4. Analyze the implications of monetary policies, regulatory decisions, and market trends on the Indian financial system. 	

Name of the Programme : BBA (Financial Services)
Course Code : MGF-201
Title of the Course : Marketing Management
Number of Credits : 4
Effective from AY : 2023-24

Pre-requisites for the course:	NIL	
Course Objective:	To build competences in understanding and using marketing frameworks, theories and analytical tools for analyzing and decision making in the area of Marketing	
Content:	UNIT 1: INTRODUCTION Introduction to Marketing, Marketing Management Process. Marketing Environment: Importance of Marketing Environment: Internal Environment, External Environment- Micro Environment- Macro Environment	15 hours
	UNIT 2: MARKET ANALYSIS AND SEGMENTATION Marketing Mix for Products & Services (7 P's), Consumer Behavior and Consumer Markets. Segmentation, Targeting and Positioning, Types of Segmentation, Basis for Segmentation. Concept Of Customer Retention and Relationship Marketing. The Importance of Market Research. Market Research Methodologies: Primary And Secondary Research. Utilizing Market Research Findings to Inform Marketing Decisions and Develop Effective Marketing Strategies	20 hours
	UNIT 3: PRODUCT DEVELOPMENT AND MANAGEMENT Product Planning and Product Mix: Concepts of a product, Levels of a Product, Product Life Cycle, Branding. Pricing: Significance of price, Factors affecting pricing, Pricing Policy. Place (Distribution): Importance of Channel, Types of Channels, Channel Management, Channel Conflict	15 hours
	UNIT 4: PROMOTION AND INTEGRATED MARKETING COMMUNICATION (IMC) Integrated Marketing Communication: Role of Marketing Communication, factors affecting promotion mix, Types of promotion: Advertising, Personal selling, Sales Promotion and Public Relations. Aadvertising Decision, Advertising objectives - Advertising and Sales Promotion – Developing Advertising Programme – Role of Media in Advertising - Advertisement effectiveness - Sales force Decision.	10 hours
Pedagogy:	The methodology used in the class will combine lectures, applications and case discussions.	
Reference Reading:	1. Gupta P. Aggarwal A., Majra. H. (2017). Marketing Management: Indian Cases. Pearson. 2. Kotler P., Keller K., Koshy. A. and Jha M. (2013). Marketing Management: A South Asian Perspective. Pearson Education. Basic	

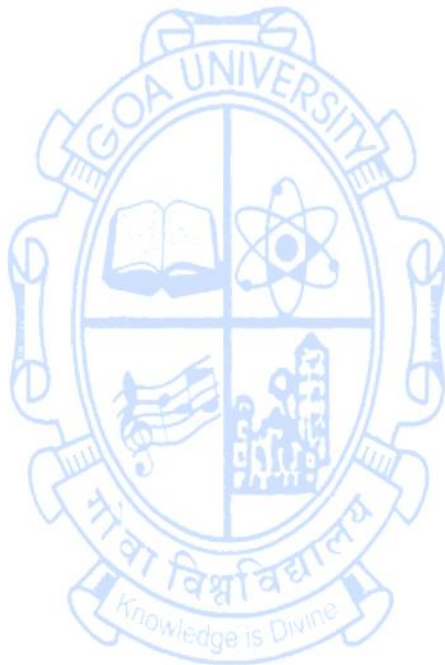
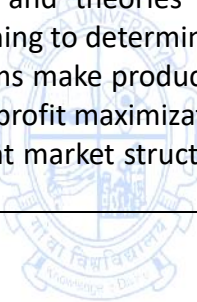
	<ol style="list-style-type: none"> 3. Perreault W. and Cannon J. (2013). Basic Marketing: A Marketing Strategy Planning Approach. McGraw Hill. 4. Ramaswamy V. and Namkumari S. (2018). Marketing Management. Sage. 5. Shainesh G., Kotler P., Keller K., Chernev A. and Sheth J. (2022). Marketing Management. Pearson.
<p>Course Outcomes:</p>	<p>On completion of the course, students will be able to:</p> <ol style="list-style-type: none"> 1. Define marketing and its role in creating customer value and satisfaction 2. Identify the core concepts of marketing, including the marketing mix, segmentation, targeting, and positioning 3. Explain the marketing process, from understanding customer needs to developing and delivering marketing programs 4. Apply marketing principles to real-world business scenarios and conduct and analyse market research to understand consumer behaviour, market trends, and competitive forces



Name of the Programme : BBA (Financial Services)
Course Code : MGF-211
Title of the Course : Business Economics
Number of Credits : 4
Effective from AY : 2023-24

Pre-requisites for the course:	NIL	
Course Objective:	To equip students with knowledge of concepts and techniques in micro-economics to enable them to take managerial decisions required to accomplish objectives of a firm given the resource constraints and in varied market structures.	
Content:	UNIT 1: INTRODUCTION AND BASIC CONCEPTS Introduction to Business Economics, Scope and importance; Opportunity Cost Principle, Incremental and Marginal Concepts, Functional Relations and Equations - Total, Average and Marginal Relations; concept of a market	10 hours
	UNIT 2: DEMAND ANALYSIS Concept And Determinants of Demand; Demand Function, Law of Demand And Its Exceptions; Rationale Of The Law - Price, Income And Substitution Effects; Demand Curve – Movement Along The Curve Versus Shifts Of The Curve; Meaning, Types And Measurement Of Elasticity Of Demand (Price, Income And Cross Elasticity) And Significance Demand Estimation and Demand Forecasting – Meaning, Methods (With Numerical Examples)	15 hours
	UNIT 3: SUPPLY, PRODUCTION AND COST ANALYSIS Supply - Concept and determinants; supply function, Law of Supply and its exceptions; supply curve, movement along the curve versus shifts of the curve Production - Production function, short run and long run production functions; Law of Variable Proportions, economies and diseconomies of scale, economies of scope Cost - cost concepts; cost-output relationship in the short run and long run	15 hours
	UNIT 4: PRICE DETERMINATION AND MARKET STRUCTURES Price determination – concepts of Total, Average and Marginal Revenue, market equilibrium, conditions of equilibrium; impact of taxes, subsidies, price floors and price ceilings. Market structures: classification, Perfect competition, Monopoly, Monopolistic competition, Oligopoly, Duopoly	20 hours
Pedagogy:	The methodology used in the class will combine lectures, applications, field work, project work/assignment/ presentations and case discussions.	
Reference Reading:	1. Geetika P. and Chowdhury P. (2017). Managerial Economics. McGraw Hill. 2. Mithani D. M. (2013). Managerial Economics. Himalaya Publishing. 3. P. L. Mehta. S. Gupta. (2016). Managerial Economics: Analysis, Problems and Cases. Sultan Chand and Sons.	

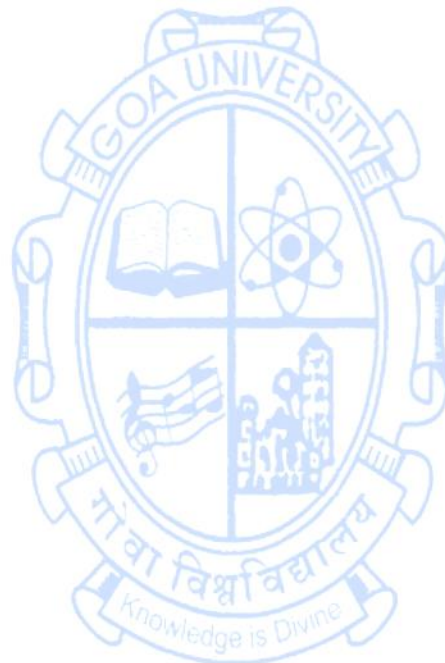
	<ol style="list-style-type: none"> 4. Salvatore D. and Rastogi S. (2020). Managerial Economics: Principles and Worldwide Applications. Oxford University Press. 5. Samuelson Paul A. And William D. Nordhaus (2019). Economics. Tata McGraw-Hill.
<p>Course Outcomes:</p>	<p>On completion of the course, students will be able to:</p> <ol style="list-style-type: none"> 1. Explain the concept and scope of business economics. 2. Apply concepts and theories of supply and demand in practical decisions pertaining to determination of prices and quantities. 3. Analyse how firms make production decisions, considering costs, and the objective of profit maximization. 4. Evaluate different market structures and their implications on pricing strategies.



Name of the Programme : B.B.A. (Financial Services)
Course Code : MGF-212
Title of the Course : E-Commerce
Number of Credits : 4
Effective from AY : 2023-24

Pre-requisites for the course	NIL	
Course Objective:	To develop understanding of web –based Commerce and equip students to assess e-commerce requirements of a Business and develop e-business plan within the framework of prevailing regulations.	
Content:	UNIT 1: INTRODUCTION TO E-COMMERCE E-Commerce and E-Business, Categories of E-commerce, Development and growth of e-commerce, Business modules, revenue models and business process, Economic forces & e-commerce, Identifying e-commerce opportunities, international nature of e-commerce.	15 hours
	UNIT 2: E-MARKETING AND E-PAYMENT SYSTEMS E-Marketing Strategies, Market Segmentation on the web, Advertising on the web, E-mail marketing, Creating & maintaining brands on the web. (ii) E-payment solutions – online payment basics.	15 hours
	UNIT 3: E-CRM (CUSTOMER RELATIONSHIP MANAGEMENT) AND E-SCM (SUPPLY CHAIN MANAGEMENT) E-CRM – CRM, Technology in CRM, CRM capabilities & customer life cycle. E-SCM – SCM using internet technologies, Value creation in supply chain, using e-SCM for ‘Real-time’ benefits, Building and maintaining trust in supply chain.	15 hours
	UNIT 4: LEGAL AND ETHICAL ISSUES IN E-COMMERCE E-Commerce Contracts and Legal Framework; Intellectual Property and Copyright; Online Consumer Protection; Data Privacy and GDPR Compliance; Cybersecurity and Ethical Considerations	15 hours
Pedagogy:	The methodology used in the class will combine lectures, applications and case discussions.	
Reference Reading:	<ol style="list-style-type: none"> 1. Brett Standard (2019). E-Commerce Business - Shopify & Dropshipping. Novelty Publishing LLC. 2. Chaffey, D. (2013). E-Business and E-Commerce Management: Strategy, Implementation and Practice. Pearson. 3. Chakraborty S., Tyagi P. (2020). E-Commerce for Entrepreneurs. BPB Publications 4. Joseph P.T (2012). E-Commerce: An Indian Perspective. Prentice Hall India Learning Private Limited. 5. Pandey S. and Shukla S. (2018). E-Commerce and Mobile Commerce Technologies. S. Chand. 	
Course Outcomes:	On completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Discuss the evolutionary and contemporary changes in E-Commerce. 	

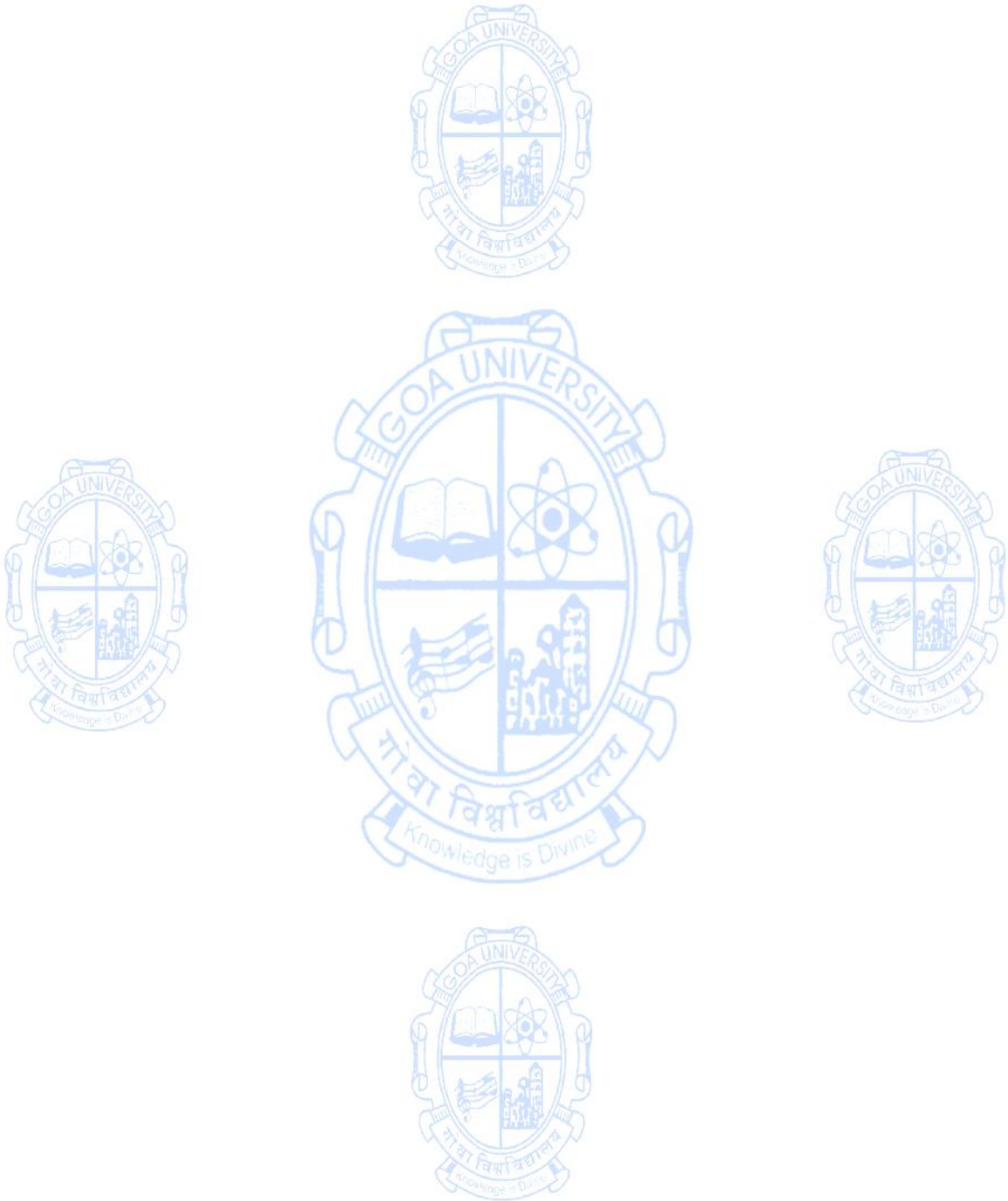
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| | <ol style="list-style-type: none">2. Interpret the legal and ethical issues in e-commerce for a firm.3. Evaluate the impact of E-commerce on business models and electronic payment systems.4. Evaluate business processes from viewpoint of implementing E-CRM and E-SCM strategies for a firm. |
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Name of the Programme : B.B.A. (Financial Services)
Course Code : MGF-231
Title of the Course : Fintech: Foundation and Emerging Trends
Number of Credits : 3
Effective from AY : 2023-24

Pre-requisites for the course	NIL	
Course Objective:	To acquaint the students with FinTech and the major technological trends and develop an understanding of the implications of technology innovation in the financial services industry.	
Content:	UNIT 1: INTRODUCTION TO FINTECH Introduction to the concept of fintech; Scope and areas of application in finance and commerce; Overview of key milestones in the development of financial technology, Evolution from traditional banking to modern fintech solutions; Benefits and challenges of digital transformation in finance; Core Technologies in Fintech.	15 hours
	UNIT 2: FINTECH BUSINESS APPLICATION Core Technologies in Fintech: Blockchain Technology, Artificial Intelligence in Finance, Cloud Computing in Financial Services. Digital Payment Solutions; Peer-to-Peer Lending and Crowdfunding, Insurtech, Fintech and E-Commerce, Robo-Advisors and Wealth Management	20 hours
	UNIT 3: FINTECH REGULATION AND REGTECH Overview of regulatory frameworks impacting fintech businesses; Compliance requirements and regulatory challenges. Evolution of RegTech; RegTech Ecosystem: Financial Institutions; Ensuring Compliance from the Start: Suitability and Funds; RegTech Startups: Challenges.	10 hours
Pedagogy:	The methodology used in the class will combine lectures, applications and case discussions.	
Reference Reading:	<ol style="list-style-type: none"> 1. Chishti S. and Barberis J. (2016). The FINTECH Book: The Financial Technology Handbook for Investors, Entrepreneurs and Visionaries. John Wiley. 2. Lynn T. John G. Mooney. Pierangelo Rosati. Mark Cummins (2018). Disrupting Finance: FinTech and Strategy in the 21st Century. Palgrave. 3. Potnis. K. (2021). Connecting Fintech: Building Techno-Financial Bridge Using 5D Model. Pendown Press. 4. Rafay A. (2019). FinTech as a Disruptive Technology for Financial Institutions. IGI Global. 5. Rubini A. (2018). Fintech in a Flash: Financial Technology Made Easy. Zaccheus. 	
Course Outcomes:	On completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Identify the role and implications of FinTech for businesses. 2. Analyse business processes for integration of FinTech applications. 3. Identify regulatory compliances for deployment of RegTech applications. 	

4. Comprehend the role of AI in Financial Services Sector



Name of the Programme : B.B.A. (Financial Services)
Course Code : MGF-232
Title of the Course : Mergers and Acquisitions
Number of Credits : 3
Effective from AY : 2023-24

Pre-requisites for the course	NIL	
Course Objective:	To equip students with a fundamental understanding of Mergers and Acquisitions (M&A) strategy, knowledge of due diligence and valuation processes, risks and integration challenges.	
Content:	UNIT 1: INTRODUCTION TO MERGERS AND ACQUISITIONS Definition and Types of Mergers and Acquisitions; Horizontal, Vertical, and Conglomerate Mergers; Friendly vs. Hostile Takeovers. Historical Overview of M&A, Key Milestones in M&A History, Economic and Market Influences on M&A. Motivations for M&A, Strategic, Financial, and Synergistic Motivations, Challenges and Risks in M&A	15 hours
	UNIT 2: MERGERS & ACQUISITIONS PROCESS Pre-Deal Considerations, Strategic Planning and Due Diligence, Valuation Methods. Negotiation and Deal Structure, Legal and Regulatory Framework, Valuation Techniques in M&A. Post-Merger Integration, Cultural Integration, Human Resources and Organizational Changes, Performance Measurement and Post-Deal Evaluation.	15 hours
	UNIT 3: CASE STUDIES AND CONTEMPORARY ISSUES Analysis of M&A Case Studies, Successes and Failures, Lessons Learned. Contemporary Issues in M&A, Cross-Border M&A Challenges, Impact of Technology on M&A.	15 hours
Pedagogy:	The methodology used in the class will combine lectures, applications and case discussions.	
Reference Reading:	<ol style="list-style-type: none"> 1. Kar R. and Minakshi. (2020). Mergers Acquisition and Corporate Restructuring - Strategies and Practice Book. Taxmann 2. Kapil S. and Kanwal Kapil (2020). Mergers and Acquisitions: Valuation, Leveraged Buyouts and Financing. Wiley. 3. Kumar S. and Shourya Singh (2019). Mergers and Acquisition. Thakur Publication Pvt Ltd. 4. Myneni S. (2021). Law of Merger & Acquisition. New Era Law Publications. 5. Sinha P. (2019). Mergers Acquisition and Corporate Restructuring. Himalaya Publishing House 	
Course Outcomes:	On completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Explain the concepts and motivations associated with mergers and acquisitions. 2. Comprehend the due-diligence process involved in M&A deals. 3. Develop solutions to post-merger integration challenges. 4. Evaluate the impact of contemporary issues in M&A with respect to business of a firm. 	

Name of the Programme : B.B.A. (Financial Services)
Course Code : MGF-241
Title of the Course : Python for Finance
Number of Credits : 3 (1T+2P)
Effective from AY : 2023-24

Pre-requisites for the course	NIL	
Course Objective:	To provide a foundational understanding of the Python programming language for finance professionals to implement data analysis, data visualisation and financial modelling.	
Content:	UNIT 1: INTRODUCTION TO PYTHON AND FINANCE Introduction to Python and its uses in Finance; Python syntax and data types; Control Structures: conditional statements and loops; Functions and Modules; Common Python libraries for Finance: Pandas, Numpy, Matplotlib, Seaborn.	15 hours
	UNIT 2: DATA ANALYSIS WITH PYTHON Working with financial data in Python; Data Wrangling: Data Cleaning, Data Manipulation, and Data Aggregation; Exploratory Data Analysis (EDA) and Visualization; Case study: Data Analysis of Stock Prices using Python: Data Wrangling, Exploratory Data Analysis.	30 hours
	UNIT 3: FINANCIAL MODELING WITH PYTHON Introduction to Financial Modeling; Building Financial Models with Python; Monte Carlo Simulation and its Applications in Finance; Option Pricing with Python; Time Series Analysis and Modeling. Case study: Financial Modeling with Python: Building Monte Carlo Simulations and Option Pricing Models.	30 hours
Pedagogy:	The methodology used in the class will combine lectures, applications and case discussions.	
Reference Reading:	1. Fletcher S. (2009). Financial Modeling in Python. Wiley. 2. Hilpisch Y. (2014). Python for Finance. O'Reilly 3. Lewinson E. (2020). Python for Finance Cookbook. Packt. 4. McKinney W. (2017). Python for Data Analysis. O'Reilly 5. Weiming J. (2019). Python for Finance. Packt Publishing Limited	
Course Outcomes:	On completion of the course, students will be able to: <ol style="list-style-type: none"> Understand the basic syntax of Python and be able to write simple Python programs Perform basic statistical analysis on financial data Create basic visualizations of financial data using Matplotlib and Seaborn Apply python programming for financial modelling in the areas of Monte Carlo simulations, option pricing and time series analysis. 	

Name of the Programme : B.B.A. (Financial Services)
Course Code : MGF-242
Title of the Course : Quantitative Techniques for Business
Number of Credits : 3 (1T+2P)
Effective from AY : 2023-24

Pre-requisites for the course	NIL	
Course Objective:	To make students proficient in various quantitative techniques which are essential and useful in the world of business and finance.	
Content:	UNIT 1: PROBABILITY AND PROBABILITY DISTRIBUTIONS Random Experiments, sample space, events, algebra of events, Classical, Statistical and axiomatic approach, conditional probability, multiplication theorem, Bayes' theorem and its applications. Discrete and Continuous Probability distributions - Binomial, Poisson, Normal distribution and its applications.	15 hours
	UNIT 2 CORRELATION AND REGRESSION ANALYSIS Correlation, types and significance, coefficient of correlation, rank correlation. Regression, meaning and significance, Linear regression, regression lines (X on Y, Y on X), standard error of estimate.	30 hours
	UNIT 3: TIME SERIES AND INDEX NUMBERS Time Series, Measurement of trend- Moving averages, least square method (Linear and Non-Linear). Index numbers; significance, methods of constructing index numbers – weighted and unweighted, Test of adequacy of index numbers.	30 hours
Pedagogy:	The methodology used in the class will combine lectures, applications and case discussions.	
Reference Reading:	1. David L., David S. and Kathryn S. (2016). Statistics for Managers using Microsoft Excel (8e). Pearson Education. 2. Donald C. and Pamela S. (2013). Business Research Methods (12e). McGraw Hill. 3. Gupta S. C. (2018). Fundamentals of Statistics. Himalaya Publishing House. 4. Lex, H., Barbara I. and Susan D. (2018). Introductory Business Statistics. OpenStax. 5. Levin R. and Rubin D. (2017). Statistics for Management. Prentice Hall of India.	
Course Outcomes:	On completion of the course, students will be able to: 1. Comprehend the difference between discrete and continuous probability distribution. 2. Perform correlation analysis on business variables. 3. Develop regression models using business variables for forecasting. 4. Demonstrate the use of index numbers in business.	

SEMESTER IV

Name of the Programme : B.B.A. (Financial Services)

Course Code : MGF-202

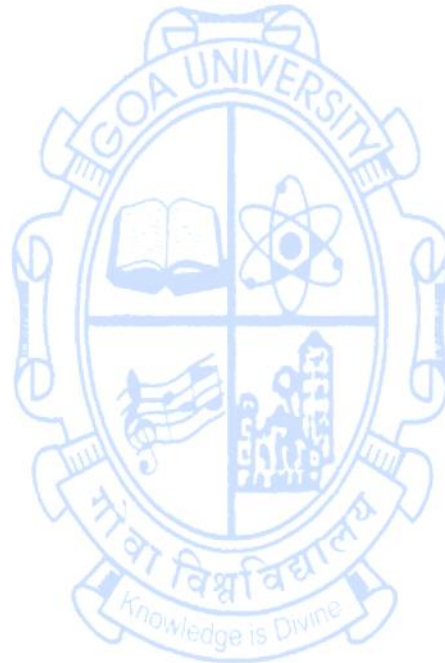
Title of the Course : Indian Securities Market

Number of Credits : 4

Effective from AY : 2023-24

Pre-requisites for the course	NIL	
Course Objective:	To make students aware of the various constituents of the Indian securities markets, the instruments traded in these markets and market mechanisms and develop an understanding of regulatory environment and contemporary developments.	
Content:	UNIT 1: MONEY MARKETS Classification of Money Market Instruments – Call Money Market – Commercial Bills Market – Treasury Bill Market- Commercial Papers- Certificate of Deposits-, Interbank Participation Certificate, REPO instruments, Merits & Demerits of each, Recent Developments in Money Market.	15 hours
	UNIT 2: PRIMARY MARKET Methods of Floating New Issues: Public Issue, Offer for Sale, Private Placement, Rights Issue –Principles Steps: Public Issue, Offer for Sale, Private Placement – SEBI guidelines for IPO- Players in New Issue Market- Prospectus: Types, recent trends and reforms in Primary market	15 hours
	UNIT 3: SECONDARY MARKET Difference between primary market and secondary Stock Exchanges: role of stock exchanges, demutualization of stocks; Instruments in secondary markets: equity and debt investment, Market indices and Types. Listing of Securities& Delisting of Securities; procedure, Merits & demerits and Types	15 hours
	UNIT 4: SEBI AND INVESTOR PROTECTION Objectives of SEBI, functions of SEBI, Powers of SEBI, SEBI's guidelines: Primary market-secondary market, Debentures, Underwriters, FII; SCORES system of SEBI and its mechanism, Investor protection measures of SEBI Reforms in Indian securities market; Investor Protection Fund	15 hours
Pedagogy:	The methodology used in the class will combine lectures, case studies, practical, group discussions and presentations.	
Reference Reading:	<ol style="list-style-type: none"> Gordon & Natarajan. (2016). Financial Markets and Services. Himalaya Publishing House. Jitendra Gala. (2020). Guide to Indian Stock Market : Basics of Stock Market for Beginners Prof. Bimal Jaiswal. Dr.BhuvanaVenkatraman. Dr. Richa Banerjee (2019). Financial Markets. Institutions & Financial Services. Sahitya Bhawan Publications V. A. Avadhani. (2009). Financial Services in India. Himalaya Publishing House. 	

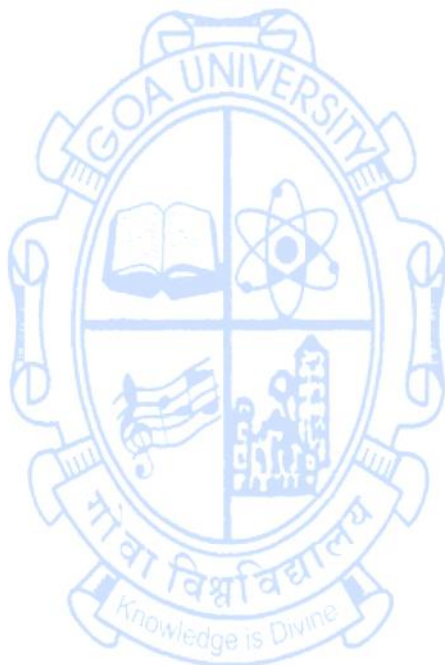
	5. M. Y. Khan. (2019). Indian Financial System. McGraw Hill
Course Outcomes:	<p>On completion of the course, students will be able to:</p> <ol style="list-style-type: none"> 1. Comprehend the working and market mechanisms for various types of financial instruments in the money market. 2. Explain the operations of and reforms in the primary capital market. 3. Analyse the systems and procedures of secondary market operations. 4. Evaluate the role of SEBI as capital market regulator in India.



Name of the Programme : B.B.A. (Financial Services)
Course Code : MGF-203
Title of the Course : Financial Statement Analysis
Number of Credits : 4 (2Theory + 2 Tutorial)
Effective from AY : 2023-24

Pre-requisites for the course	NIL	
Course Objective:	To equip students with knowledge of financial statement analysis, different tools and techniques of financial analysis, and its practical applications.	
Content:	UNIT 1: INTRODUCTION Financial Statements - Meaning, Nature, and Components of Financial statements, and its needs, Financial Statements Analysis – Meaning Need for Financial Statement Analysis, parties interested in financial statement analysis.	10 hours
	UNIT 2: COMMON-SIZE AND COMPARATIVE ANALYSIS Common-size statement analysis - Meaning, preparation, interpretation; Comparative statement analysis - Meaning, preparation, interpretation; Trend analysis - Meaning, merits and demerits	20 hours (5 hours Theory + 15 Hours Tutorials)
	UNIT 3: RATIO ANALYSIS Ratio analysis - Meaning, Objectives, Nature of Ratio analysis, Importance and limitations of ratio analysis, Classification of Ratios - Balance Sheet ratios, Income statement ratios, and Combined ratios, Computation, Analysis, and Interpretation of important ratios for measuring- Liquidity, Solvency, Capital Structure, Profitability, and Managerial Effectiveness. Value Added Statement – Meaning, advantages and Disadvantages.	20 hours (5 hours Theory + 15 Hours Tutorials)
	UNIT 4: CONTENTS OF CORPORATE ANNUAL REPORTS Definition and Purpose of Corporate Annual Report, Importance of Annual Reports for Stakeholders, Understanding the Contents of Corporate Annual Reports- Letter to Shareholders, Business Description, Report on Internal Control, Directors Report; Management Discussion; Financial Statements, Significant Accounting Policies; Notes to Accounts, Auditors Report.	10 hours
Pedagogy:	The methodology used in the class will combine lectures, applications and case discussions.	
Reference Reading:	1. Fridson. M. S., & Alvarez, F. (2022). Financial Statement Analysis: A Practitioner's Guide (5th ed.). Wiley. 2. Goel. S. (2013). Financial Statements Analysis. Taylor & Francis. 3. M.S. Narasimhan. (2022). Financial Statements and Analysis. Cengage Learning India Pvt. Ltd. 4. Subramanya. K.R., & Wild J. J. (2014). Financial Statement Analysis.	

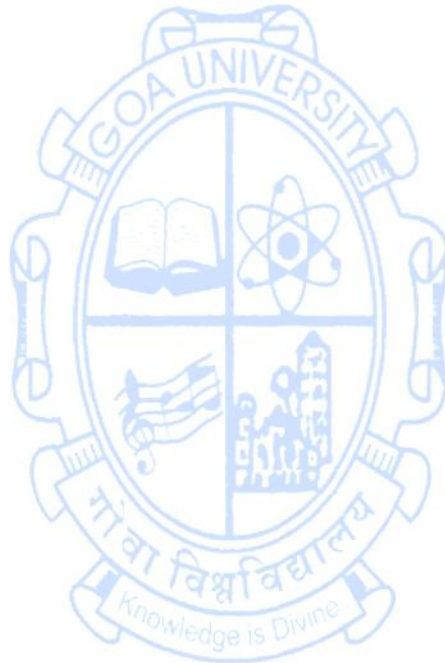
	5. Subramanyam. K. R. (2022). Financial Statement Analysis (11th ed.). McGrawHill.
Course Outcomes:	<p>On completion of the course, students will be able to:</p> <ol style="list-style-type: none"> 1. Explain the utility of financial statements of a company 2. Perform common size and comparative statement analysis on corporate data for analysing firm performance. 3. Compute and interpret financial ratios for a firm. 4. Analyse the components of Corporate Annual Report.



Name of the Programme : B.B.A. (Financial Services)
Course Code : MGF-204
Title of the Course : Human Resource Management
Number of Credits : 4
Effective from AY : 2023-24

Pre-requisites for the course	NIL	
Course Objective:	To provide comprehensive understanding of key concepts, processes, strategic implications, and contemporary trends in Human Resource Management.	
Content:	UNIT 1: INTRODUCTION TO HUMAN RESOURCE MANAGEMENT Meaning, definition, importance, scope and objectives of HRM; Evolution and development of HRM; Approaches to HRM- Personal management Vs Human Resource Management; HRM and competitive advantage. HR department-organisational composition, role, functions.	15 hours
	UNIT 2: PROCUREMENT OF HUMAN RESOURCES Meaning and Importance of HR planning; Job analysis-process of job analysis, job description, job specification, methods of job analysis; Conventional V/s strategic planning; Recruitment – concept, sources; Selection – concept, Difference between recruitment and selection, process- test, interview, placement, induction and socialization; retention.	15 hours
	UNIT3: TRAINING AND DEVELOPMENT& PERFORMANCE APPRAISAL Concepts; importance; Training and development methods Apprenticeship, understudy, job rotation, vestibule training, case study, role playing, sensitivity training, conferences and seminars, coaching and mentoring; Management Development Programs; Performance appraisal -need and Importance, objectives, process and methods. Compensation Objective, Principles, classification, factors Influencing employee Compensation.	20 hours
	UNIT4: OVERVIEW OF HRM TRENDS AND CHALLENGES Strategic HRM, Electronic HRM, Green HRM, Human Resource Information System, HR Audit, work force diversity, downsizing, work life balance, Artificial Intelligence in Human Resource Management.	10 hours
Pedagogy:	The methodology used in the class will combine lectures, applications and case discussions.	
Reference Reading:	1. Aswathappa. K., & Dash S. (2023). Human Resource Management: Text and Cases (10th ed.). McGraw-Hill Education. 2. Dessler G., & Varkkey B. (2020). Human Resource Management (16th ed.). Pearson Education. 3. Dr. Vijayendra Kumar Shrivastava and Dr. Pradeep Kumar Mishra (2020). Human Resource Management. Mahaveer Publications 4. Rao V. S. P. (2023). Human Resource Management (3rd ed.). Taxmann.	

	5. Snell. Bohlander. Vohra. (2010). Human Resource Management. Cengage Learning.
Course Outcomes:	<p>On completion of the course, students will be able to:</p> <ol style="list-style-type: none"> 1. Define and explain the core concepts of Human Resource Management and its strategic role. 2. Perform processes involved in recruitment of human resource. 3. Demonstrate abilities to deploy training and development and performance appraisal methods in an organizational context. 4. Elaborate on the latest trends in Human Resource Management.



Name of the Programme : B.B.A. (Financial Services)
Course Code : MGF-205
Title of the Course : Principles and Practice of Insurance
Number of Credits : 2
Effective from AY : 2023-24

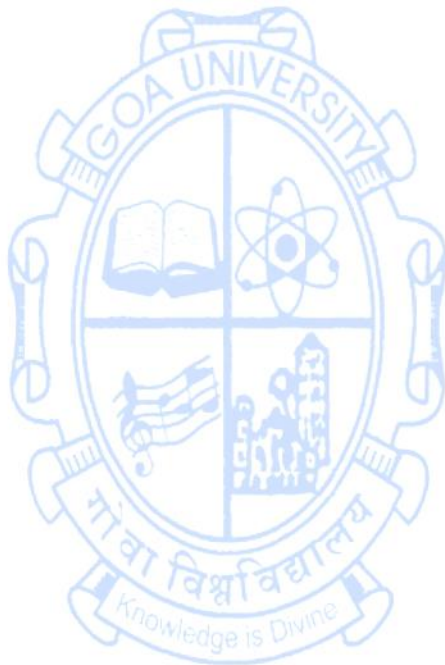
Pre-requisites for the course	NIL	
Course Objective:	To acquaint the students with the fundamentals of insurance and risk management along with the prime components of Indian insurance industry.	
Content:	UNIT 1: RISK MANAGEMENT AND INSURANCE Risk – Meaning, Types, Perils & Hazards – Meaning, Risk Management – Meaning & Process. Insurance – Meaning, Definition, Features, Need, Importance. Principles of Insurance, Insurance terminology. Insurance Contract – Types of Contracts– Void, Voidable and Valid Contract, Elements of Valid Contract.	15 hours
	UNIT 2: INSURANCE PRODUCTS AND INSURANCE REGULATION Life Insurance– Meaning and Features, Life Insurance Policies – Term Insurance, Whole Life Insurance, Endowment Policy, Children’s Policies, Annuities, Group Insurance. General Insurance – Meaning and Policies – Property Insurance - Fire Insurance, Marine Cargo Insurance, Motor Insurance, Burglary Insurance, Engineering Insurance, Contractors All Risk Insurance & Money Insurance, Personal Insurance, Liability Insurance Insurance Act, 1938; Duties, Powers & Functions of IRDA, Insurance Agents – Meaning & Code of Conduct; Insurance Brokers – Meaning Functions, Third Party Administrators (Health Insurance) –Meaning & Code of Conduct.	15 hours
Pedagogy:	The methodology used in the class will combine lectures, applications and case discussions.	
Reference Reading:	1. Gulati Neelam. (2012). Principles of Risk Management & Insurance. Excel Books. 2. Gupta P. K. (2016). Essentials of Insurance & Risk Management. Himalaya Publishing House. 3. Misra. M.N. and Mishra. S.B. (2016). Insurance Principles & Practices. S. Chand Publication. 4. IRDA Handbook on Insurance. 5. NSE NCFM Insurance Module.	
Course Outcomes:	On completion of the course, students will be able to: 1. Explain the concepts of Risk Management and principles of Insurance. 2. Evaluate circumstances vis-à-vis elements of valid contract. 3. Evaluate terms and suitability of different types of Insurance policies. 4. Exhibit understanding of the regulatory framework of the Insurance Industry in India.	

Exit Course

Name of the Programme : B.B.A. (Financial Services)
Course Code : MGF-261
Title of the Course : Fundamentals of Stock Trading
Number of Credits : 4 (1T + 3P)
Effective from AY : 2024-25

Pre-requisites for the Course:	NIL	
Course Objectives:	To acquaint students with Stock Market operations and familiarize them with hands on experience of working in the Stock Broking firm.	
Content:	Unit 1: Fundamentals of Stock Trading Financial Instruments- Stocks, Mutual Funds, ETFs; BSE and NSE and its indices, overseas indices; Trading Mechanisms- Order Execution and Settlement Process, Order Types (Market Order, Limit Order, Stop Order), Trading Sessions (Pre-market, Regular Trading, Post-market) Fundamental & Technical Analysis.	15 Hours
	Internship (Duration 4 weeks) <ol style="list-style-type: none"> 1. The internship is to be carried-out by the student individually and to be completed during the duration of semester-II in any of the broking firm/commercial bank/ NBFC. 2. The Internship has to be for the period of 4 weeks or one month. 3. A work diary is to be maintained where all the learning & work carried out is to be recorded and certified by the Industry Supervisor. 4. The topic of the Internship shall be finalized by the student in consultation with the Industry Supervisor 5. The internship project is to be completed and submitted to college by the student before the end of 4 weeks internship. 6. The industry supervisor shall certify, in the prescribed proforma, that the Internship is the work of the student completed under her/his supervision. 7. No student shall be permitted to submit the Internship report after the due date specified by the College. The student is expected to present his/her work at the end of the Internship 	90 Hours
Pedagogy:	Internship.	
References/ Readings:	<ol style="list-style-type: none"> 1. Jitendra Gala. (2020). Guide to Indian Stock Market: Basics of Stock Market for Beginners. Buzzingstock Publishing House. 2. M. Y. Khan. (2019). Indian Financial System. McGraw Hill 3. NISM (2024). Securities Market Operations and Risk Management. Taxmann. 4. Patel, R. Gala, R., Gala, A. & Gala, K. (2019). Combo: Guide to Technical Analysis and Candlesticks + Fundamental Analysis of Shares. Buzzingstock Publishing House. 5. Singh, S., Sharma, S. (2023). Stock Market Operations. OrangeBook Publications. 	

Course Outcomes	<p>On completion of the course, student will be able to</p> <ol style="list-style-type: none"> 1. Comprehend the fundamental principles and mechanics of stock market trading 2. Evaluate the role of SEBI in governing the securities market. 3. Apply theoretical knowledge of financial markets and trading strategies to real-world scenarios 4. Perform fundamental and technical analysis of stocks.
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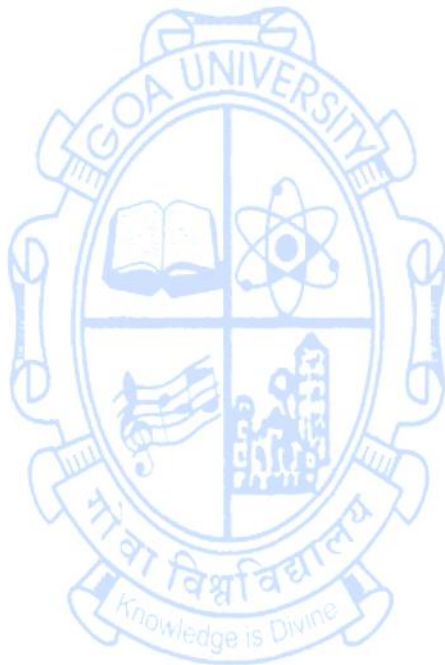


SEMESTER V

Name of the Programme : B.B.A. (Financial Services)
Course Code : MGF-300
Title of the Course : Fee-based Financial Services
Number of Credits : 4
Effective from AY : 2023-24

Pre-requisites for the course	NIL	
Course Objective:	To provide comprehensive understanding of fee based financial services provided by financial services companies including their salient features, mechanism, and relevant regulatory framework.	
Content:	UNIT 1: MERCHANT BANKING & REGISTRAR AND TRANSFER AGENTS Merchant Banking – Meaning, nature and functions; merchant banking in India, role in issue management; classification and regulation of merchant bankers by SEBI. Registrars and Transfer Agents - Meaning, functions & responsibilities.	10 hours
	UNIT 2: STOCK BROKING, DEPOSITORY & CUSTODIAL SERVICES Stock Broking – meaning, types of stockbrokers, sub-brokers; stock broking in India, E-broking – meaning. Depository Services – meaning, role of depositories and their services, Advantages of depository system; Functioning of depository system; Depositories in India – NSDL & CSDL; Depository participants (DPs) and their role. Custodial services - meaning; obligations and responsibilities of custodians; code of conduct.	20 hours
	UNIT 3: CREDIT RATING Credit Rating – Meaning, Functions of Credit Rating, Importance of Credit Rating; Benefits of Credit Rating - to issuer and investors, Credit Rating Process, Credit Rating Agencies in India including Small & Medium Enterprises Rating Agency (SMERA), Rating methodology.	15 hours
	UNIT 4: UNDERWRITING SERVICES Underwriting: Meaning, Registered Underwriters: Meaning, Eligibility, Regulation, Rights, Obligations; SEBI Underwriters Rules and Regulations, Devolvement: Meaning, Rules; Consequences of Defaults; Underwriting Commission; Types of Underwriting Agreements; Agencies Underwriting in India.	15 hours
Pedagogy:	The methodology used in the class will combine lectures, applications and case discussions.	
Reference Reading:	1. Agarwal O. P. (2013). Environment and Management of Financial Services. Mumbai. Himalaya Publishing House 2. Bhole L. M. & Mahakud J. (2009). Financial Institutions and Markets: Structure. Growth & Innovations. New Delhi. Tata-McGraw Hill. 3. Khan M. Y. (2004). Financial Services. New Delhi. Tata McGraw-Hill 4. M. Y. Khan. (2019). Financial Services. McGraw Hill.	

	5. Pathak B. V. (2008). Indian Financial System. New Delhi. Pearson
Course Outcomes:	<p>On completion of the course, students will be able to:</p> <ol style="list-style-type: none"> 1. Comprehend the role and functioning of Merchant Bankers, and Registrar and Transfer Agents. 2. Describe working and processes in Stock Broking, Depository and Custodial Services. 3. Describe functioning and process of Credit Rating service. 4. Explain Underwriting as fee-based financial service.



Name of the Programme : B.B.A. (Financial Services)
Course Code : MGF- 301
Title of the Course : Direct Taxes
Number of Credits : 4 (2Theory + 2Tutorial)
Effective from AY : 2023-24

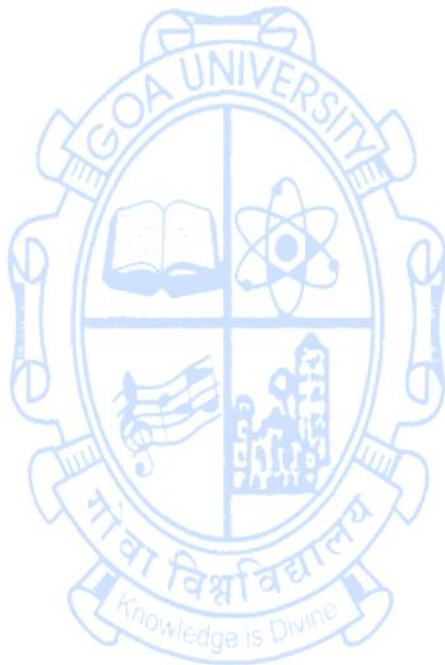
Pre-requisites for the course	NIL	
Course Objective:	To provide students with a comprehensive understanding of the Indian tax system, focusing on direct taxes, and equip them with the knowledge and skills necessary for effective tax planning, compliance, and ethical decision-making in the field of direct taxation.	
Content:	<p>UNIT 1: CONCEPTS AND EXEMPTIONS FROM INCOME: SEC. 10</p> <p>Concepts – Income, Agricultural Income, Residential status and incidence of tax; casual income. Definitions: (1) Sec.2 (1A) Agricultural Income, (2) Sec.2 (2) Annual Value, (3) Sec.2 (7) assessee , (4) Sec.2 (8) Assessment, (5) Sec.2 (9). Assessment year, (6) Sec.2 (14) Capital Asset, (7) Sec.2 (13) Business (8) Sec. 2 (17) Company, (9) Sec. 2 (24) Income, (10) Sec. 2 (31) Person (11) Sec. 2 (47) Transfer, (12) Sec. 80 (B) (5) Gross Total Income (13) Sec. 3 Previous year. Sec. 5-Scope of Total Income Sec. 5A – Apportionment of income between spouses governed by Portuguese Civil code: Sec. 5 .</p> <p>Exemptions U/S 10:</p> <p>Agricultural Income Sec.10 (1); Income of HUF. Sec. 10 (2);Share in total income of the Firm Sec. 10 (2A); Gratuity Sec.10 (10) ;Compensation received at the time of voluntary retirement Sec.10 (10C) ;Amount received under Life Insurance Policy Sec.10 (10D) ;Payment received from Provident Fund Sec. 10 (11) ;Payment received from an approved Superannuation Fund Sec10 (13) ;House Rent Allowances Sec. 10 (13A) ;Special Allowances for expenses Sec. 10 (14) ;Income by way of interest, premium etc., from securities issued by the Central Government, etc., Sec. 10 (15) (13); Income of a Scientific Research Association, Sec. 10 (21).</p>	10 hours
	<p>UNIT 2: HEADS OF INCOME</p> <p>Incomes from Salaries Sec 16/17 (excluding valuation of perquisite) ; Income from House Property Sec. 22, 23, 24, 25, 25(AA), 25(B), 26 & 27; Profits and gains of Business or profession Sec. 28, 29, 30, 31, 32 (Excluding Depreciation Rates) ;Sec. 35 Expenditure on Scientific Research; 35 D – Amortization of certain Preliminary Expenses; Sec. 36 Main Clauses (Excluding Sub-Sub clauses); Sec. 37(1), (2), (2A), (2B), (3) ;Sec. 40, 40A, 40A(3) ;Sec. 43 (B) Sec. 44(A), 44(AB), 44(ADA), 44(AD) 44(AE).</p> <p>Income from Capital gains: Capital Gains: Sec. 45, 47, 48 (No practical problems on computation of capital gains).</p>	20 hours (5 hours Theory + 15 Hours Tutorials)

	Income from other sources: Sec. 56, 57, 58	
	UNIT 3: DEDUCTIONS/ COMPUTATION OF TOTAL INCOME Deductions to be made in computing Total Income: Sec 80 C, Sec80 CCC, Sec 80CCD, Sec 80CCE, Sec. 80D, Sec. 80DD, Sec. 80E, 80G, Sec. 80U,80TTA Computation of Total Income: Computation of total income and tax payable of Individuals only (old regime and new regime u/s Sec 115 BAC)	20 hours (5 hours Theory + 15 Hours Tutorials)
	UNIT 4: PROVISIONS OF THE INCOME TAX ACT Filing of income tax returns; Overview of TDS and TCS provisions; Compliance for deductors and collectors;	10 hours
Pedagogy:	The methodology used in the class will combine lectures, group discussions, role plays, case studies and presentations.	
Reference Reading:	<ol style="list-style-type: none"> 1. Girish Ahuja. Dr. Ravi Gupta. (2023). Direct Taxes Law & Practice. Commercial Law Publishers (India) Pvt. Ltd. 2. H.C Mehrotra. Dr. S.P Goyal. (2022). Problems and Solutions in Income Tax. Sahitya Bhawan Publications 3. G. Sekhar 22nd Edition. (2023). Padhuka's Handbook on Direct Taxes. Commercial Law Publisher Pvt. Ltd. 4. T.N. Manoharan. G.R. Hari. (2023). Students Handbook on Taxation. Snowwhite Publications Pvt Ltd. 5. Vinod K Singhania. Kapil Singhania (2023). Direct Taxes Law & Practice. Taxation. Taxmann 	
Course Outcomes:	After completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Explain the concepts of income tax. 2. Identify exemptions under the provisions of the Income Tax Act. 3. Compute income under different heads of income and overall tax liability. 4. Demonstrate ability to file income tax return. 	

Name of the Programme : B.B.A. (Financial Services)
Course Code : MGF-302
Title of the Course : Financial Management
Number of Credits : 4 (2Theory + 2Tutorial)
Effective from AY : 2023-24

Pre-requisites for the course	NIL	
Course Objective:	To acquaint the students with financial management tools and techniques in financial decision making.	
Content:	UNIT 1: FINANCIAL MANAGEMENT Meaning, Nature and Scope of Finance; Financial Goals: Profit Maximization, Wealth Maximization; Finance Functions, - Investment, Financing and Dividend Decisions, Organization of Finance Function: Role of Finance Manager. Relevance of Time Value of Money.	5 hours
	UNIT 2: INVESTMENT DECISIONS Nature and Significance of Investment Decisions, Process; Project Classification; Investment Evaluation Criteria; Non-Discounting Criteria: Pay-Back, Accounting Rate of Return (Traditional Method); Discounting Criteria: Internal Rate of Return, Net Present Value, Profitability Index, NPV and IRR Comparison, Capital Rationing; Risk Analysis in Capital Budgeting.	20 hours (5 hours Theory + 15 Hours Tutorials)
	UNIT 3: COST OF CAPITAL AND CAPITAL STRUCTURE DECISIONS Cost of Capital: Meaning and Significance of Cost of Capital: Calculation of Cost of Debt, Preference Capital, Equity Capital and Retained Earnings; Combined Cost of Capital (Weighted); Financial and Operating Leverages; Capital Structure Theories-NI, NOI, Traditional and M-M Theories.	20 hours (5 hours Theory + 15 Hours Tutorials)
	UNIT 4: WORKING CAPITAL AND DIVIDEND DECISION Meaning, Need, Determinants; Estimation of Working Capital Need; Management of Cash; Inventory & Receivables; Factors Determining Dividend, Form of Dividends, Determinants of Dividend Models-Walter, Gordon & M.M. Models.	15 hours
Pedagogy:	The methodology used in the class will combine lectures, case studies, practical, group discussions and presentations.	
Reference Reading:	<ol style="list-style-type: none"> 1. Chandra Prasanna. (2019). Financial Management. TMH. New Delhi. 2. F. C. Sharma. Dr. R. U. Singh (2021). Financial Management. SBPD Publications. 3. Khan, M.Y., & Jain, P.K. (2018). Financial Management. Tata McGraw Hill. New Delhi. 4. Pandey. I.M. (2016). Financial Management. Vikas Publishing House. New Delhi. 5. Prasanna Chandra. (2022). Financial Management: Theory & Practice. McGraw Hill. 	

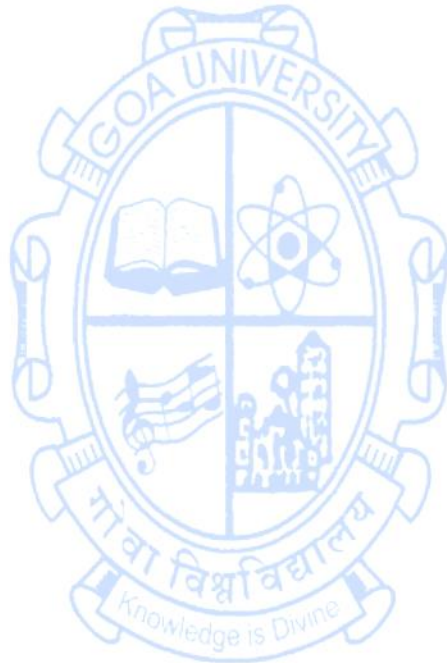
Course Outcomes:	On completion of the course, students will be able to: <ol style="list-style-type: none">1. Explain the role and significance of financial management in an organization.2. Compute the cost of capital and determine appropriate capital structure for a firm.3. Apply capital budgeting techniques to rank the investment proposals and select the most viable and profitable project.4. Prepare an effective working capital plan for an organization.
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Name of the Programme : B.B.A. (Financial Services)
Course Code : MGF-303
Title of the Course : Behavioural Finance
Number of Credits : 2
Effective from AY : 2023-24

Pre-requisites for the course	NIL	
Course Objective:	To familiarize the students with the fundamentals of behavioural finance and major implications of human psychology in financial decision-making.	
Content:	UNIT 1: INTRODUCTION TO BEHAVIORAL FINANCE Overview Of Behavioural Finance: Definition, Scope, and Relevance. Historical Background and Evolution of Behavioural Finance. Distinction Between Traditional Finance and Behavioural Finance Behavioural Biases: Understanding common biases affecting decision-making- Overconfidence, Loss aversion, Anchoring, Confirmation bias Prospect Theory: Theoretical framework for understanding decision-making under uncertainty, Application of prospect theory to financial decision-making, Prospect theory and investment choices	15 hours
	UNIT 2: PSYCHOLOGICAL FACTORS IN FINANCE Emotional Influences: Exploring the role of emotions in financial decision-making; Impact of fear and greed on investment choices; Emotional biases and market dynamics Herding Behaviour: Understanding the tendency to follow the crowd, Groupthink and its implications in financial markets, Case studies on herding behaviour Cognitive Errors: Examining common cognitive errors in financial decision-making, Availability heuristic, Representativeness heuristic, Hindsight bias.	15 hours
Pedagogy:	The methodology used in the class will combine lectures, applications and case discussions.	
Reference Reading:	1. Ackert L., and R. Deaves (2010) Behavioral Finance: Psychology. Decision-Making and Markets. South-Western Cengage Learning. Mason. Ohio. 2. Ackert. Lucy. Richard Deaves. (2010). Behavioural Finance; Psychology. Decision Making and Markets. Cengage Learning. 3. Chandra. P. (2017). Behavioural Finance. Tata Mc Graw Hill Education. Chennai (India). 4. Forbes. William. (2009). Behavioural Finance. Wiley. 5. Lucy Ackert. (2012). Understanding Behavioral Finance. Cengage Learning India.	
Course Outcomes:	On completion of the course, students will be able to: 1. Describe the fundamentals of behavioural finance. 2. Analyse psychological biases which lead to various anomalies.	

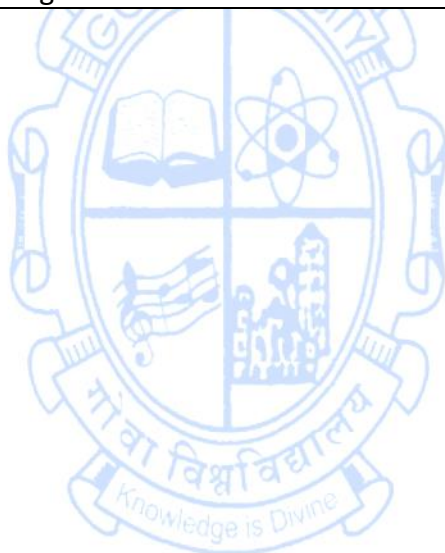
3. Evaluate the implications of behavioural factors in financial markets and corporate finance.



Name of the Programme : B.B.A. (Financial Services)
Course Code : MGF-321
Title of the Course : Securities Market Operations
Number of Credits : 4 (3T+1P)
Effective from AY : 2023-24

Pre-requisites for the course	NIL	
Course Objective:	To equip students with knowledge and skills in stock market operations with emphasis on trading and settlement systems and risk management mechanism in exchanges.	
Content:	UNIT 1: INTRODUCTION TO STOCK MARKET Nature of stock market, growth, role and functions of stock market; Membership, ownership and management of Stock Exchanges; Overview of major stock exchanges in India- BSE, NSE, OTCEI and Regional stock exchanges; - Introduction; major indices – SENSEX, NIFTY, sectoral indices; Markets in US, UK, Europe & Asia; important indices – Dow Jones, NASDAQ, S&P, FTSE, Nikkei, Shanghai, Hang Sang & any other.	15 hours
	UNIT 2: TRADING MEMBERSHIP Stock Brokers; NSE Membership; eligibility, procedure of new membership, Upgradation and transfer of membership, surrender of trading membership; Suspension & Expulsion of Membership; broker-client's relations: Client Registration Documents, Margins from the Clients, Execution of Orders, Contract Note, Payments/Delivery of Securities to the Clients, Brokerage, Segregation of Bank Accounts, Segregation of Demat (Beneficiary) Accounts. Sub-Brokers: Eligibility, registration, cancellation; Sub Broker Client relations; relations with client, securities funds, sub brokerage	15 hours
	UNIT 3: TRADING & SETTLEMENT MECHANISMS National Securities Exchange: Transaction cycle and Settlement process, settlement agencies NEAT, Order & Trade Management, Trading rules, circuit filters, Pay In & Pay Outs, No delivery period. BSE: Trading systems, Share groups on BSE, Settlement systems, BOLT, Auctions, Trading Strategies; Day trading, swing trading, algorithmic trading.	30 hours
	UNIT 4: RISK MANAGEMENT SYSTEMS Overview of securities laws and regulations, Risk Management in Securities Markets; Market risk, credit risk, operational risk, Risk mitigation strategies Capital Adequacy Requirements, Trading & Exposure Limits, Margin requirements, Settlements Guarantee, online and offline exposure monitoring Gross Margining, Indemnity & Insurance, Investigation & Inspection, investor protection fund, Insider Trading and Market Abuse, Definition and consequences of insider trading, Preventing market manipulation and abuse	15 hours

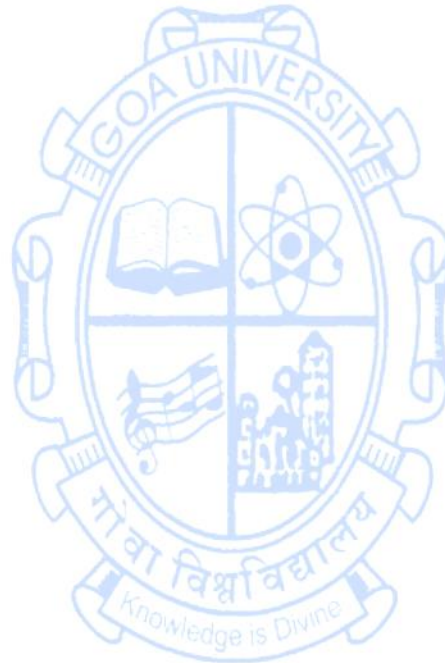
Pedagogy:	The methodology used in the class will combine lectures, applications and case discussions.
Reference Reading:	<ol style="list-style-type: none"> 1. Agarwal S. (2020). A Guide to the Indian Capital Market. Bharat Law House 2. Avadhani V. A. (2019). Investment & Securities Market in India. Mumbai, Himalaya 3. Prof. V Baladhandran (2023). Securities Market and Regulations. Sultan Chand & Sons 4. NISM Module on Securities Market Operations 5. Srajan Kumar Singh. Shivangee Sharma. (2023). Stock Market Operations. Orange Books Publication
Course Outcomes:	<p>At the end of the course, students should be able to:</p> <ol style="list-style-type: none"> 1. Describe the functioning of stock exchanges. 2. Compute and interpret stock market indices. 3. Summarize the procedures and practices related to the trading membership for brokers and sub-brokers. 4. Demonstrate abilities to handle trading and settlement activities and risk management mechanisms of stock exchanges.



Name of the Programme : B.B.A. (Financial Services)
Course Code : MGF-322
Title of the Course : Organisational Behaviour
Number of Credits : 4 (3T+1P)
Effective from AY : 2023-24

Pre-requisites for the course	NIL	
Course Objective:	To familiarize the students with the concepts and theories underlying individual and group behaviour in an organizational context, so as to help in understanding the reciprocal relationship between organizational characteristics and managerial behaviour.	
Content:	UNIT 1: INTRODUCTION TO ORGANISATIONAL BEHAVIOUR Organizations – Meaning and Importance, Organisational Behaviour - Nature of Organisational Behaviour – Foundations of OB, Practical Applications and Benefits for Managers and Organizations, Shortcomings, Evolving Trends in OB – Organisational Arrangement for OB – Contemporary OB – Scope of Organisational Behaviour.	15 hours
	UNIT 2: GROUP DYNAMICS Nature of Groups – Types of Groups – Importance of Groups in Organisations, Group Development – Stages of Group Development, Usefulness of Groups in Organisations – Pitfalls of Groups – Determinants of Group Behaviour – Group Structuring – Group Decision Making – Groups and OB.	20 hours
	UNIT 3: WORK STRESS Meaning and Definition – The Stress Experience – Work Stress Model, Addressing Work Stress: Burnout – Stress Management – Impact of Stress on Performance.	15 hours
	UNIT 4: ORGANISATIONAL CULTURE AND EMERGING CHALLENGES Culture, Definition, Culture’s function, need and importance of Cross-Cultural Management, Managing Diversity – Career Management – Talent Management – Changing Demographics of Work Force – Changed Employee Expectations – Globalisation – Technology Transformation –	25 hours
Pedagogy:	The methodology used in the class will combine lectures, applications and case discussions.	
Reference Reading:	1. Griffin. R. W., Griffin, R., Gully. S., & Phillips. J. (2019). Organizational Behavior. Cengage Learning. 2. Prasad. L. M. (2020). Principles and Practice of Management (10th ed.). Sultan Chand and Sons. 3. Robbins. S. P., Judge, T. A., & Vohra. N. (2019). Organisational Behaviour. Pearson. 4. Aswathappa. K. (2023). Organisational Behaviour. Himalaya Publishing House. 5. Vibrant. (2021). Organizational Behavior Essentials. Vibrant Publishers.	

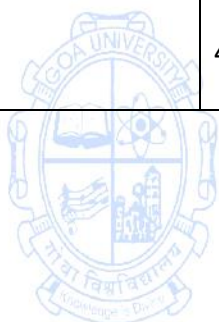
Course Outcomes:	On completion of the course, students will be able to: <ol style="list-style-type: none">1. Describe the fundamentals of organisational behaviour.2. Demonstrate abilities to comprehend group dynamics and build effective teams.3. Apply techniques for managing work stress.4. Describe the emerging trend in the organisational behaviour.
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Name of the Programme : B.B.A. (Financial Services)
Course Code : MGF-323
Title of the Course : Business Law
Number of Credits : 4 (3T+1P)
Effective from AY : 2023-24

Pre-requisites for the course	NIL	
Course Objective:	Upon completion of the course, students will be equipped to comprehend and apply diverse legal principles across intellectual property, contract law, company law, and consumer protection, fostering a holistic understanding of these legal domains and their practical implications.	
Content:	UNIT 1: INTELLECTUAL PROPERTY Introduction to Intellectual Property (IP); Definition and types of IP (Copyright, Trademark, Patent, Trade Secret); IP laws. Copyright Law: Recent developments in digital copyright; Issues related to fair use and digital content sharing. Trademark Law: Trademark infringement in the online world; Challenges with protection in the global market. Patent Law: Recent patent law reforms and their impact; Emerging technologies and patentability issues; Patentability and copyright in AI. Open-Source Licensing: Importance in the software industry.; Recent cases and controversies.	20 hours
	UNIT 2: CONTRACT ACT Meaning & Formation of Contract: Offer and acceptance; Consideration and intention to create legal relations. Performance and Discharge of Contract: Breach of contract and remedies; Frustration of contract; Voidable Contracts: Mistake, fraud, and misrepresentation; Capacity and undue influence. Contracts of Agency: Rights and duties of agents and principals. E-contracts and Online Transactions: Legality and challenges. Electronic signatures and their validity. Force Majeure in Contracts.	20 hours
	UNIT 3: COMPANIES ACT Incorporation and Types of Companies: Corporate personality and limited liability; Formation, capital, and alteration of company. Corporate Governance: Board of directors and their duties; Shareholders' rights. Corporate Social Responsibility (CSR): Legal framework and recent amendments. Impact of CSR on corporate practices. Legal procedures and implications in Mergers, acquisitions, and demergers. Data Protection and Privacy in Corporations: Corporate responsibilities under data protection	20 hours
	UNIT 4: CONSUMER PROTECTION Consumer Rights and Protection: Overview of consumer protection ACT 2019 and related laws. Redressal mechanisms. Unfair Trade Practices: Deceptive advertising and fraudulent	15 hours

	activities. Consumer awareness and education. Product Liability: Legal aspects of defective products; Consumer safety standards. Digital Consumer Rights: Online consumer protection challenges; Legal remedies for digital consumers. Emerging Technologies and Consumer Protection	
Pedagogy:	The methodology used in the class will combine lectures, applications and case discussions.	
Reference Reading:	<ol style="list-style-type: none"> 1. Ahuja, V. K. (2017) Law Relating to Intellectual Property Rights (3rd ed.) 2. Bharat. (2024). Bharat Companies Act with Rules. BHARAT LAW HOUSE 3. Mulla, D. F. (2015). The Indian Contract Act (15th ed.) 4. Paranjape, N. V. (2021). Consumer Protection Law In India (1st ed., 2023 Reprint). Central law publication. 5. Vashney, G. K. (2022). Company Law. Sahitya Bhawan Publication. 	
Course Outcomes:	<p>On completion of the course, students will be able to:</p> <ol style="list-style-type: none"> 1. develop a comprehensive understanding of Intellectual Property and the relevant laws governing IP. 2. acquire knowledge in contract law and formation of contracts, and the legal aspects of e-contracts and online transactions. 3. gain insights into company incorporation, types of companies, corporate governance principles. 4. develop an awareness of consumer rights, protection mechanisms under the Consumer Protection Act 2019. 	

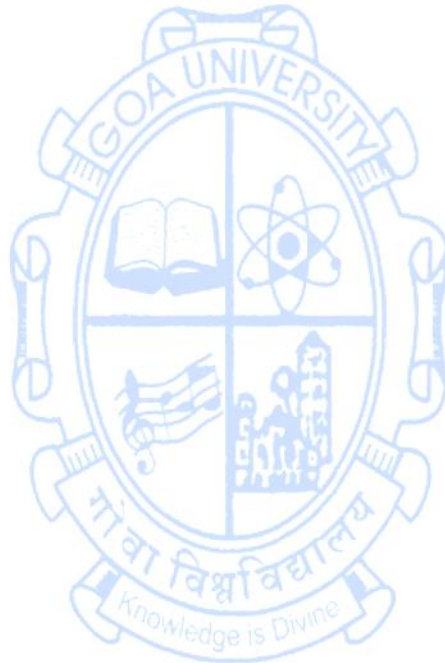


SEMESTER VI

Name of the Programme : B.B.A. (Financial Services)
Course Code : MGF-304
Title of the Course : Fund-based Financial Services
Number of Credits : 4
Effective from AY : 2023-24

Pre-requisites for the course	NIL	
Course Objective:	To provide comprehensive understanding of fund-based financial services provided by financial services companies including their salient features, mechanism, and relevant regulatory framework.	
Content:	UNIT 1: MUTUAL FUNDS Meaning, Nature and organization of a mutual fund, types of schemes, NAV-Concept, advantages of investing in a mutual fund; Mutual Funds in India – growth, performance, problems, prospects, regulatory framework, Legal Structure of Mutual Funds in India.	15 hours
	UNIT 2: HIRE PURCHASE FINANCE & HOUSING FINANCE Hire Purchase Finance - meaning, concepts of hire purchase finance, instalment credit and consumer credit; sources of finance in India; Housing Finance – need, nature of housing finance, fixed and floating rate home loans; sources of housing finance in India; Role of National Housing Bank; concept of mortgage and reverse mortgage; housing loans and mortgage loans, types of mortgage loans.	15 hours
	UNIT 3: FACTORING & FORFAITING Factoring - meaning, mechanism, types of factoring agreements; advantages and disadvantages of factoring; factoring v/s bill discounting; factoring in India Forfaiting - meaning, mechanism; factoring v/s forfaiting.	15 hours
	UNIT 4: LEASE FINANCE & VENTURE CAPITAL FINANCE Lease Financing - Meaning, definition and types of lease agreements; advantages and disadvantages from the point of view of lessor and lessee; purchase v/s leasing, borrowing v/s leasing; lease finance in India. Venture Capital Financing – meaning, importance/need, scope of venture capital finance; venture capital v/s angel investors; Venture capital in India.	15 hours
Pedagogy:	The methodology used in the class will combine lectures and case discussions.	
Reference Reading:	1. Agarwal O. P. (2015). Environment and Management of Financial Services. Mumbai. Himalaya 2. Batra G. S. (1999). Financial Services: New Innovations. New Delhi. 3. Bhole L. M. & Mahakud J. (2017). Financial Institutions and Markets: Structure. Growth & Innovations. New Delhi. Tata-McGraw Hill. 4. Khan M. Y. (2017). Financial Services. New Delhi. Tata McGraw-Hill 5. Pathak B. V. (2008). Indian Financial System. New Delhi. Pearson	

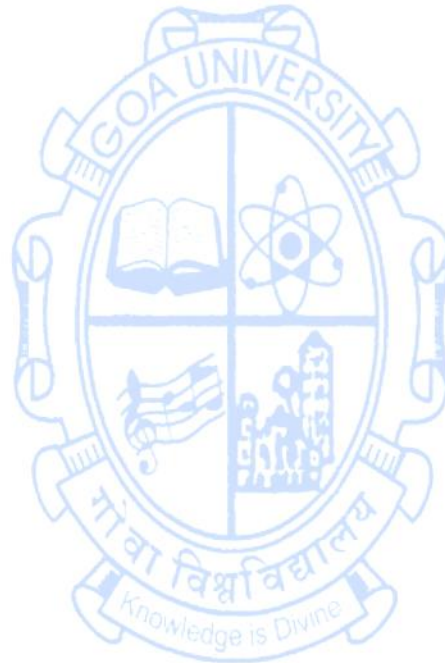
	6. Vinod Kumar. Manmeet Kaur Bawa. Atul Gupta. (2021). Financial Markets Institutions & Services. Taxmann
Course Outcomes:	<p>At the end of the course, students should be able to:</p> <ol style="list-style-type: none"> 1. Describe the working and operations of mutual funds 2. Differentiate various products in hire purchase and housing finance services. 3. Evaluate the application and benefits of factoring and forfaiting for a firm. 4. Evaluate lease financing option for a firm in a given context and venture capital as mode of finance.



Name of the Programme : B.B.A. (Financial Services)
Course Code : MGF-305
Title of the Course : Indirect Taxes
Number of Credits : 4 (2Theory + 2Practical)
Effective from AY : 2023-24

Pre-requisites for the course	NIL	
Course Objective:	To provide students with a comprehensive understanding of indirect taxation, covering the foundational principles, implementation structures, and practical applications.	
Content:	UNIT 1: OVERVIEW OF TAXATION Introduction to Indirect Taxes, Distinction between direct and indirect taxes; Importance of Indirect Tax in the economic context. Types of Indirect Taxes: Goods and Services Tax (GST), Value Added Tax (VAT), Excise Duty and Customs Duty. Principles of Indirect Taxation, Incidence and impact, Canons of taxation related to indirect taxes.	15 hours
	UNIT 2: GOODS AND SERVICES TAX (GST) Evolution and Implementation: Historical back ground of GST, Implementation process and challenges. Structure of GST: CGST, SGST, IGST, Baggage rules, GST rates and slabs. Input tax credit mechanism	15 hours (5 hours Theory + 10 Hours Tutorials)
	UNIT3: GOODS AND SERVICES TAX (GST) COMPLIANCE GST Compliance: Registration, returns, and payment procedures, Issues and Challenges in GST: Compliance challenges; Impact on businesses and the economy.	15 hours (5 hours Theory + 10 Hours Tutorials)
	UNIT4: VALUE ADDED TAX (VAT) AND EXCISE DUTY Value Added Tax (VAT): Concept and features, VAT calculation and implications.	15 hours (5 hours Theory + 10 Hours Tutorials)
Pedagogy:	The methodology used in the class will combine lectures, group discussions, role plays, case studies and presentations.	
Reference Reading:	1. Girish Ahuja and Dr Ravi Gupta. (2023). A Compendium of issues on Income Tax. Commercial Law Publishers (India) Pvt. Ltd. 2. Raj K Agrawal. (2023). Handbook on INCOME TAX. Bharat Law House Pvt. Ltd. 3. Jyoti Rattan And CA. Alok Krishan. (2023). Goods & Services Tax. Bharat Law House Pvt. Ltd. 4. Mahesh Gour. (2023). IDT SAAR Handwritten Notes Indirect Tax Laws. Commercial Law Publishers (India) Pvt Ltd 5. G. Sekar and R S BALAJI. (2023). Practical Learning Series Indirect Taxes. Commercial Law Publishers (India) Pvt Ltd	
Course Outcomes:	After completion of the course, students will be able to: 1. Explain fundamental concepts related to indirect taxation. 2. Comprehend rates, slabs and working of Goods and Service Tax.	

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| | <ol style="list-style-type: none">3. Apply knowledge of GST structure to solve compliance-related problems and also analyse and solve practical issues related to VAT and excise duty.4. Analyze emerging trends in indirect taxation and their implications. |
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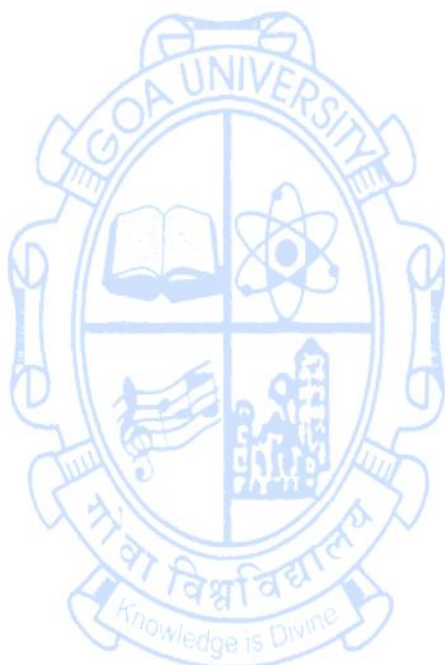
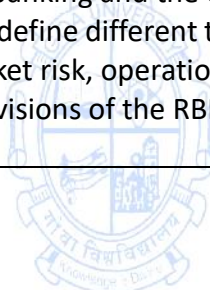
Name of the Programme : B.B.A. (Financial Services)
Course Code : MGF - 306
Title of the Course : Valuation of Financial Assets
Number of Credits : 4
Effective from AY : 2023-24

Pre-requisites for the course	NIL	
Course Objective:	To develop a comprehensive understanding of the valuation principles and techniques for various financial assets, enabling them to make informed investment decisions and assess the financial health of companies.	
Content:	UNIT 1: INTRODUCTION TO VALUATION Time value of money; Simple and compound interest rates; Continuous compounding; Real and nominal interest rates; Types of loans; Loan amortization	10 hours
	UNIT 2: BOND RETURN AND VALUATION Bond Basics, Bond Risks, Bond Return and valuation (Problems), Duration, Bond Value Theorems, Convexity, The Term Structure of Interest Rates (yield Curve).	20 hours
	UNIT 3: STOCK RETURN AND VALUATION Return, Dividend Discount Models, Constant Growth Model, Two-Stage Growth Model, Three-Phase Model, Valuation Through P/E Ratio, Graham-Dodd Model, Whitebeck-Kisor Model, Preferred Stock Valuation.	20 hours
	UNIT 4: STOCK DIVIDENDS, STOCK REPURCHASES AND STOCK SPLITS Meaning, Type, Provision in India; Dividend stability; Cash dividend v/s Repurchases; Factors affecting stock dividend; Stock repurchases and stock splits; Reverse split, Impact of dividend, repurchases and splits on valuation.	10 hours
Pedagogy:	The methodology used in the class will combine lectures, applications and case discussions.	
Reference Reading:	1. Chandra, P. (2008). Investment Analysis and Portfolio Management (3rd ed.). Tata McGraw-Hill. 2. Francis, J.C., & Taylor R.W.(2020). Theory and Problems of Investments. McGraw Hill. 3. Vikash Goel. (2018). Handbook on Valuation of Securities and Financial Assets. Bloomsbury. 4. R.P.Rustagi. (2014). Investment Management. Sultan Chand & Sons 5. V.K. Bhalla.(2010). Fundamentals of Investment Management. S. Chand & Company Ltd.	
Course Outcomes:	On completion of the course, the students will be able to: <ol style="list-style-type: none"> 1. Demonstrate a clear understanding of time value of money principles 2. Assess bond risks and perform computations with respect to bond return and valuation. 3. Demonstrate proficiency in applying stock valuation models. 4. Assess the impact of stock dividends, stock repurchases, and stock splits on valuations. 	

Name of the Programme : BBA (Financial Services)
Course Code : MGF-324
Title of the Course : Banking Operations
Number of Credits : 4 (3T+1P)
Effective from AY : 2023-24

Pre-requisites for the course	NIL	
Course Objective:	To familiarize students about core banking operations and regulatory environment of banking sector.	
Content:	UNIT 1: INTRODUCTION Overview and Evolution of Banking in India. Structure of Indian banking system. Types of customers, products and services of banks, Functions of Banks. Banker-customer relationships. Role of banks in the Economic Development.	10 hours
	UNIT 2: TECHNOLOGY IN BANKING Electronic Banking - Introduction, Impact of information technology on banking, Conventional systems: Demand drafts, pay orders and cheques and their clearing, drawbacks/difficulties of these systems. Electronic fund transfer; Electronic Clearing Systems (ECS). Debit & Credit cards, Automated Teller Machines (ATMs), Core Banking. Recent trends and developments in banking technology. Banking payment intermediaries. Mobile banking apps and security considerations, Types of frauds in E-banking and prevention.	25 hours
	UNIT 3: RISK MANAGEMENT The different types of risks faced by banks: Credit risk, Market risk, Operational risk, Liquidity risk. Risk management strategies.	15 hours
	UNIT 4: REGULATORY AND LEGAL ASPECTS OF BANKING OPERATIONS Provisions of RBI Act 1935, Banking Regulation Act 1949, Prevention of Money Laundering Act, 2002. Case Laws on Responsibility of Paying and Collecting Banker Indemnities or Guarantees - Scope and Application – Obligations of a Banker - Precautions and Rights - Laws relating to Bill Finance, LC and Deferred Payments - Laws Relating to Securities - Valuation of Securities - Modes of Charging Securities - Lien, Pledge, Mortgage, Hypothecation - Registration of Firms/Companies - Creation of Charge and Satisfaction of Charge.	25 hours
Pedagogy:	The methodology used in the class will combine lectures, applications and case discussions.	
Reference Reading:	1. B.S. Bhatia. (2018). Banking Theory and Practice. Sultan Chand & Sons. 2. B.K. Chatterjee. (2018). Banking Operations and Management. Pearson Education India. 3. Dr. Fazal Ahmad. (2017). Banking Operations and Procedures. Horizon Press. 4. J. Rose. (2017). Commercial Banking Operations. McGraw-Hill/Irwin.	

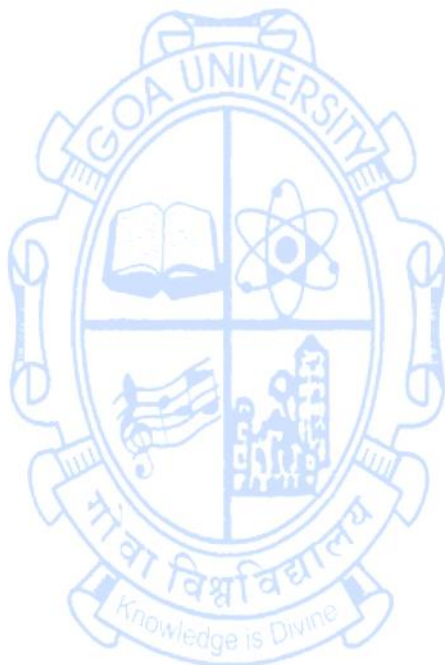
	5. Sandip Sen. (2020). The Inside Story Of Indian Banking. Rupa Publications India.
Course Outcomes:	<p>On completion of the course, students will be able to:</p> <ol style="list-style-type: none"> 1. Describe the structure of the Indian banking system, recognizing the roles of various types of banks. 2. Demonstrate an understanding of the impact of information technology on banking and the evolution of electronic banking 3. Categorize and define different types of risks faced by banks, including credit risk, market risk, operational risk, and liquidity risk. 4. Explain key provisions of the RBI Act 1935 and the Banking Regulation Act 1949



Name of the Programme : B.B.A. (Financial Services)
Course Code : MGF-325
Title of the Course : Management Accounting
Number of Credits : 4 (3T+1P)
Effective from AY : 2023-24

Pre-requisites for the course	NIL	
Course Objective:	To provide conceptual and working knowledge of the various tools and techniques of management accounting, which assists the management of an organization in its major functions, viz. Planning, decision making and control.	
Content:	UNIT 1: INTRODUCTION TO MANAGEMENT ACCOUNTING Management Accounting Characteristics, Function, Objectives, Advantages, Need and Importance, Distinction between Management Accounting, Financial Accounting and Cost Accounting, Tools and Techniques of Management Accounting.	10 hours
	UNIT 2: MARGINAL COSTING Meaning, Difference between absorption & marginal costing, Applications of marginal and differential costing as a tool for decision making – make or buy decision, change of product sales mix, Break-even analysis, shut down decision.	20 hours
	UNIT 3: STANDARD COSTING Standard costing and variance analysis, meaning, definition, advantages, types of variances, material cost variance, labour cost variance, overhead cost variance. Interpretation of variances: interrelationship, significance.	20 hours
	UNIT 4: BUDGETING Meaning, Definition, advantages, Classification of Budgets, Preparation of Functional budgets – sales budget, production budget, cost of production budget – direct material, direct labour and overhead budget, cash budget, Flexible budget and Master budget. (Practical problems to be based on sales budget, production budget, cost of production budget cash budget, flexible budget, direct material budget and direct labor budget), Zero based budgeting.	25 hours
Pedagogy:	The methodology used in the class will combine lectures, applications and case discussions.	
Reference Reading:	1. Bhattacharya, S. N. (2012). Management accounting & cost accounting. Metropolitan Book Co. 2. Dubey. M. N. (2019). Management accounting: Principles & applications. Tata McGraw-Hill Education. 3. Khan M. Y., & Jain P. K. (2011). Management Accounting (4th ed.). Vikas Publishing House Pvt Ltd. 4. Mahajan V. P., & Sharma, T. K. (2020). Management accounting with a focus on Indian industries (8th ed.). Vikas Publishing House Pvt Ltd. 5. Ray S. K., & Mitra N. (2023). Advanced management accounting & control systems (8th ed.). New Age International Publishers.	

<p>Course Outcomes:</p>	<p>On completion of the course, students will be able to:</p> <ol style="list-style-type: none"> 1. Differentiate between Management Accounting and other branches of accounting 2. Apply Marginal Costing techniques for decision making. 3. Perform Standard Costing and Variance Analysis for a product. 4. Prepare the functional budgets required by the Management.
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SEMESTER VII

Name of the Programme : B.B.A. (Financial Services)

Course Code : MGF-400

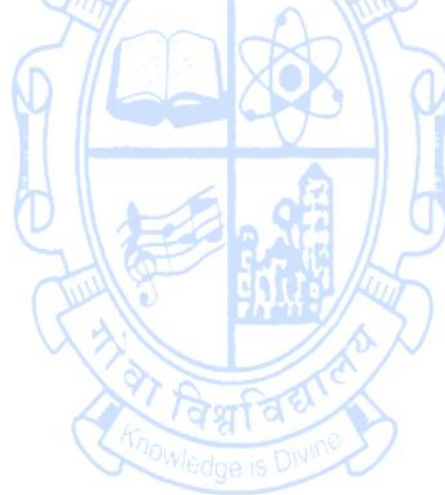
Title of the Course : Corporate Restructuring

Number of Credits : 4

Effective from AY : 2023-24

Pre-requisites for the course	A student is required to have foundation in corporate finance and knowledge of business strategy fundamentals	
Course Objective:	To provide theoretical foundations and practical applications of corporate restructuring to the students, enabling them to contribute meaningfully to discussions and decision-making processes in business.	
Content:	UNIT 1: INTRODUCTION Meaning, Objectives, Characteristics, Needs & Purposes of Corporate Restructuring; Types of corporate restructuring: mergers and acquisitions, divestitures, bankruptcies, and reorganizations. Factors necessitating corporate restructuring: financial distress, strategic repositioning, industry consolidation, regulatory changes. The role of corporate governance in corporate restructuring	20 hours
	UNIT 2: MERGERS & ACQUISITIONS Types of mergers and acquisitions: horizontal, vertical, conglomerate; Valuation methods in mergers and acquisitions; Acquisition strategies: friendly versus hostile takeovers. Meaning & Types of Takeovers; Motives behind Takeovers; Takeover Code in India; Considerations for Takeovers; Financing Takeovers; Takeover Defences; Takeover Bids. De-mergers and Reverse Mergers, Legal and regulatory aspects of mergers and acquisitions	20 hours
	UNIT 3: DIVESTITURES AND BANKRUPTCIES What is a divestiture, Motives for divestitures: strategic focus, performance improvement, unlocking value; Methods of divestitures: spin-offs, split-offs, carve-outs Bankruptcy procedures, Bankruptcy reorganization plans: debt restructuring, asset sales, equity dilution; Ethical considerations in divestitures and bankruptcies.	10 hours
	UNIT 4: CORPORATE RESTRUCTURING STRATEGIES AND IMPLEMENTATION Developing a corporate restructuring plan: assessing the situation, formulating objectives, evaluating options; Debt Restructuring: Debt-for-equity swaps, Refinancing and restructuring debt obligations; Equity Restructuring: Stock repurchases, Reverse stock splits; Stakeholder management in corporate restructuring: shareholders, creditors, employees, customers, suppliers; Measuring the success of corporate restructuring: financial performance, operational efficiency, stakeholder satisfaction	10 hours

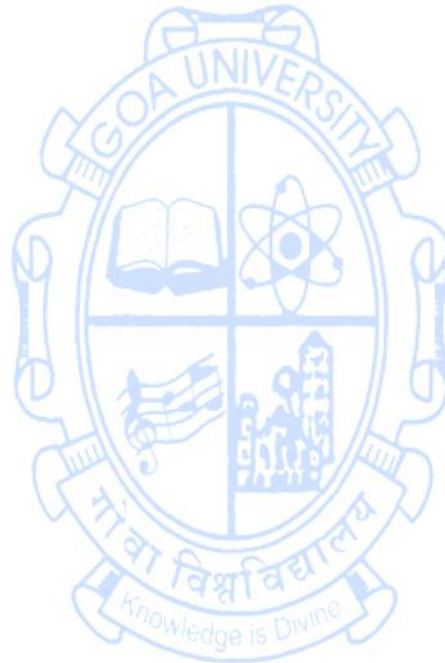
Pedagogy:	The methodology used in the class will combine lectures, applications and case discussions.
Reference Reading:	<ol style="list-style-type: none"> 1. Goswami A. (2015). Corporate Restructuring in India: A practical guide (2nd ed.). LexisNexis Butterworths India. 2. Gupta, K., & Khanna S. (2018). Corporate restructuring in India: A strategic and legal perspective (2nd ed.). Wolters Kluwer India. 3. Jain, CS Anoop. (2023). Corporate Restructuring, Insolvency Liquidation & Winding-Up. A.J. Publications. 4. Mahajan A. (2017). Mergers and acquisitions in India: A comprehensive guide (2nd ed.). Cengage Learning India. 5. Sharma A. (2021). Corporate restructuring in India: Challenges and opportunities (2nd ed.). Pearson Education India.
Course Outcomes:	<ol style="list-style-type: none"> 1. Comprehend different concepts and forms of corporate restructuring. 2. Identify the factors that necessitate corporate restructuring. 3. Evaluate different methods of corporate restructuring, including mergers and acquisitions, divestitures, bankruptcies, and reorganizations in a given context. 4. Evaluate the financial and non-financial implications of corporate restructuring.



Name of the Programme : B.B.A. (Financial Services)
Course Code : MGF-401
Title of the Course : Security Analysis and Portfolio Management
Number of Credits : 4 (2Theory + 2 Tutorials)
Effective from AY : 2023-24

Pre-requisites for the course	A student is required to have prior knowledge of basic finance, accounting principles and an understanding of financial markets and instruments.	
Course Objective:	To introduce the student to the process of investment and develop technical skills in security analysis and portfolio management.	
Content:	UNIT 1: INTRODUCTION Meaning and scope of Investments; Investment Process, Objectives; Investment Planning, Variables in Investment Decisions, Investment Avenues; Investment versus Speculation.	5 hours
	UNIT 2: RISK-RETURN ANALYSIS: Meaning of Risk-Return; types of risks; measurement of risk – Systematic and unsystematic, Beta Analysis; Behavioural Finance - Psychological factors influencing investment decisions.	15 hours
	UNIT 3: ANALYSIS OF SECURITIES Fundamental Analysis – Economic Analysis, Industry Analysis, Company Analysis; Technical Analysis – Charts and Indicators. Efficient Market Hypothesis, Random Walk Theory, Dow Theory, IT tools in security Analysis- Utilizing financial software for analysis and Application of spreadsheet packages in security analysis.	20 hours (5 hours Theory + 15 Hours Tutorials)
	UNIT 4: PORTFOLIO CONSTRUCTION AND MANAGEMENT Meaning of a Portfolio, Diversification benefits and challenges, Modern portfolio theory, Markowitz two security analysis, Efficient Portfolio, CAPM and Risk-Return Analysis, Review and Revision of Portfolio.	20 hours (5 hours Theory + 15 Hours Tutorials)
Pedagogy:	The methodology used in the class will combine lectures, applications and case discussions.	
Reference Reading:	1. Chandra, Prasanna. (2017). Investment Analysis and Portfolio Management. Mc Graw Hill 2. Fischer, D. E. & Jordan, R. J. (2018). Security Analysis and Portfolio Management. Pearson 3. Kevin, S. (2015). Security Analysis And Portfolio Management. PHI Learning Pvt Ltd 4. Punithavathi Pandian. (2012). Security Analysis and Portfolio Management. Vikas Publication 5. V. A. Avadhani (2011). Investment Analysis and Portfolio Management. Himalaya Publishing House	
Course Outcomes:	On completion of the course, students will be able to: 1. Prepare an investment plan by identifying appropriate investment avenues considering investor circumstances and expectations.	

	<ol style="list-style-type: none">2. Apply measures of risk and return to evaluate investment opportunities using spreadsheet applications.3. Perform fundamental and technical analysis to identify right investment opportunities from valuation and price perspectives.4. Demonstrate proficiency in construction and management of portfolios with application of knowledge of modern portfolio theory.
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Name of the Programme : B.B.A. (Financial Services)
Course Code : MGF-402
Title of the Course : Entrepreneurship Development
Number of Credits : 4
Effective from AY : 2023-24

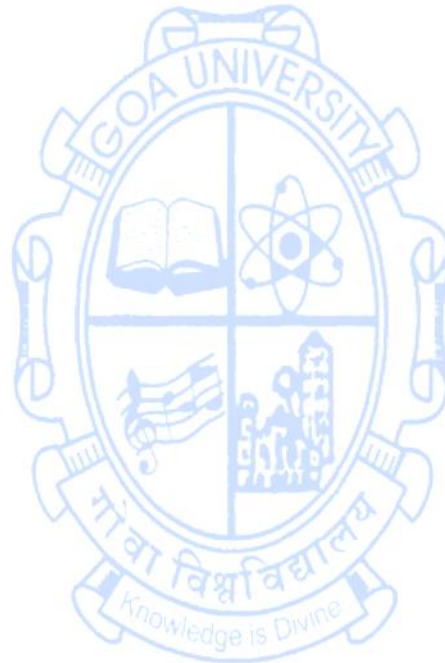
Pre-requisites for the course	A student is required to have understanding of business fundamentals and entrepreneurial mindset are essential.	
Course Objective:	To equip students with foundations of entrepreneurship development and necessary knowledge and skills to undertake entrepreneurial ventures.	
Content:	UNIT 1: INTRODUCTION Entrepreneur - Meaning, Definition, Characteristics, Qualities, Skills, Functions, Entrepreneurial competencies, Types; Intrapreneur - Meaning, Definition, Features, Qualities; Evolution of Entrepreneurship Development in India, Entrepreneurial Process, Theories of Entrepreneurship; Entrepreneurial Motivations; Theories of Entrepreneurial Motivation; Factors Affecting Entrepreneurship Development and Conditions for Successful Growth of Entrepreneurship; Role of entrepreneurship in economic development; Challenges of Entrepreneurship; Recent trends- entrepreneurship vis-a-vis liberalization, privatization & globalization.	15 hours
	UNIT 2: IDENTIFICATION OF BUSINESS OPPORTUNITIES & MARKET RESEARCH SWOT Analysis, Identification of Business Opportunities- conventional, non-conventional and secondary opportunities, Environment scanning-meaning & benefits; Factors for environment scanning; Sources & Steps in Business Opportunity; Classification of Market; Market research- Meaning, Sources, Need Importance, Steps, Techniques - field survey techniques, test marketing, Delphi technique, desk research, observation method and experiment method; Selection Stage - Project Identification, Sources of Ideas, Idea Processing and Selection.	15 hours
	UNIT 3: PREPARATION OF BUSINESS PLAN Meaning, concept, Stages in project formulation, Elements of project formulation-feasibility analysis feasibility report., techno-economic analysis, project design and network analysis, input analysis, financial analysis; Project Appraisal-concept and features, methods of appraisal-break even analysis, cost benefit analysis, social cost benefit analysis and profitability analysis; Project Selection-meaning, factors to be considered for project selection; Project report-meaning, importance and contents.	15 hours
	UNIT 4: PROJECT FINANCE & MANAGERIAL SKILLS Project Finance: Sources of Finance, Procedure and Formalities for raising bank finance, Government Schemes for Entrepreneurs, institutions in entrepreneurship development. Managerial Skills: Human Resource Management: Meaning, Role, Importance; Financial Management: Meaning, Scope, Decisions, Role of	15 hours

	Financial Manager, Goal of Financial Management; Marketing management: Meaning, Functions, Marketing Mix, strategies, branding, trade mark, advertising. Purposeful Innovation-Meaning.	
Pedagogy:	The methodology used in the class will combine lectures, applications and case discussions.	
Reference Reading:	<ol style="list-style-type: none"> 1. Abha Mathur. (2021). Entrepreneurship Development. Taxmann. 2. Charantimath, Poornima M. (2018). Entrepreneurship Development and Small Business Enterprises. Pearson Education 3. Drucker, Peter. (2006). Innovation & Entrepreneurship. Butterworth-Heinemann Ltd. 4. Gupta, CB (Dr), Srinivasan N.P. (2020). Entrepreneurship Development. Sultan Chand & Sons. 5. Khanka, S.S. (2007). Entrepreneurial Development. S Chand & Company. 	
Course Outcomes:	<p>On completion of the course, students will be able to:</p> <ol style="list-style-type: none"> 1. Describe the fundamentals, growth and significance of entrepreneurship in economy. 2. Identify entrepreneurial opportunities with application of SWOT analysis, market research and environmental scanning. 3. Develop a business plan with application of feasibility analysis. 4. Demonstrate managerial skills in functional domains of finance, marketing and human resource management. 	

Name of the Programme : B.B.A. (Financial Services)
Course Code : MGF-403
Title of the Course : Strategic Management
Number of Credits : 4
Effective from AY : 2023-24

Pre-requisites for the course	A student is required to have knowledge of basic management principles, business strategy and organizational behavior	
Course Objective:	To enable students to understand the significance and process of strategic management in an organization and equip them with competences to identify suitable business strategies for organizational growth in globalized world.	
Content:	UNIT 1: INTRODUCTION Strategy – Meaning, Definition, Elements of strategy- mission, vision, objectives, goals, targets, types of levels of strategy; Strategic Management – Meaning, Definition, benefits of strategic management; Strategic management process.	10 hours
	UNIT 2: ENVIRONMENTAL SCANNING Environmental Threat and Opportunity Profile (ETOP); PESTLE analysis; Portfolio Strategy -BCG matrix; GE Nine Cell matrix, SWOT analysis; TOWS Matrix, SPACE matrix; Competitive Strategy – Competitor analysis, Porter’s Five Force Model; McKinsey’s 7SFramework.	20 hours
	UNIT 3: CORPORATE LEVEL GENERIC STRATEGIES, FUNCTIONAL LEVEL STRATEGIES Stability strategies; Growth strategies – Intensive Growth, Integrated Growth, Diversification Growth; Retrenchment strategies – Turnaround strategy, Captive company strategy, transformation strategy, divestment strategy; Combination strategy; Porter’s Generic strategies – low cost, differentiation, focus. Functional Strategies. Strategic Change – Meaning, Barriers to change, Types of change, Implementation of strategic change (steps)	20 hours
	UNIT 4: GLOBALIZATION Globalization – Meaning, obstacles to globalization, factors favouring globalization, Globalization Strategies –Exporting, foreign investment, mergers and acquisitions, joint ventures, strategic alliance, licensing and franchising.	10 hours
Pedagogy:	The methodology used in the class will combine lectures, applications and case discussions.	
Reference Reading:	1. David F. R., & David F. R. (2021). Strategic Management: Concepts and Cases. 2. Dyer J., Godfrey P., Jensen R., & Bryce D. (2020). Strategic Management: Concepts and Tools for Creating Real World Strategy. 3. Hill C. W. L., & Hult G. T. M. (2022). Global Business Today. McGraw Hill 4. Meeta Mangal. (2019). Strategic Management. Commercial Law Publishers.	

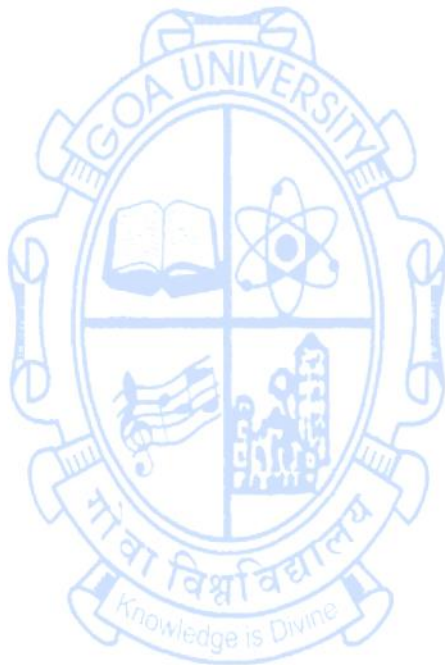
	5. Thompson Jr., A. A., Peteraf M., Gamble, J. E., & Strickland III. A. J. (2019). <i>Crafting & Executing Strategy: The Quest for Competitive Advantage</i> .
Course Outcomes:	<p>On completion of the course, students will be able to:</p> <ol style="list-style-type: none"> 1. Enumerate the elements of strategy and strategic management. 2. Conduct and present credible environmental scanning with application of relevant techniques and matrices. 3. Formulate appropriate strategy for business in given circumstances. 4. Evaluate the strategies of globalization for a firm.



Name of the Programme : B.B.A. (Financial Services)
Course Code : MGF- 411
Title of the Course : Customer Relationship Management
Number of Credits : 4
Effective from AY : 2023-24

Pre-requisites for the course	A student is required to have knowledge of basic marketing principles, customer service concepts and business communication skills.	
Course Objective:	To enable students, understand the key processes in customer relationship management with emphasis on retaining as well as winning customers and equip them with necessary knowledge to formulate CRM strategies for business growth.	
Content:	UNIT 1: EVOLUTION OF CUSTOMER RELATIONSHIP CRM- Definition, Emergence of CRM Practice, Factors responsible for CRM growth, CRM process, framework of CRM, Benefits of CRM, Types of CRM, Scope of CRM, Customer Profitability, Features Trends in CRM, CRM and Cost-Benefit Analysis, CRM and Relationship Marketing.	15 hours
	UNIT 2: CRM CONCEPTS Customer Value, Customer Expectation, Customer Satisfaction, Customer Delight, Customer Centricity, Customer Acquisition, Customer Retention, Customer Loyalty, Customer Lifetime Value. Customer Experience Management, Customer Profitability, Enterprise Marketing Management, Customer Satisfaction Measurements, Web based Customer Support.	15 hours
	UNIT 3: PLANNING FOR CRM Steps in Planning-Building Customer Centricity, Setting CRM Objectives, Defining Data Requirements, Planning Desired Outputs, Relevant issues while planning the Outputs, Elements of CRM plan, CRM Strategy: The Strategy Development Process, Customer Strategy Grid.	20 hours
	UNIT 4: CRM MARKETING STRATEGY CRM Marketing Initiatives, Sales Force Automation, Campaign Management, Call Centres. Practice of CRM: CRM in Consumer Markets, CRM in Services Sector, CRM in Mass Markets, CRM in Manufacturing Sector. CRM Issues and Problems in implementing CRM	10 hours
Pedagogy:	The methodology used in the class will combine lectures, applications and case discussions.	
Reference Reading:	1. Buttle F., & Maklan S. (2015). Customer Relationship Management: Concepts and Technologies. Routledge Publishers. 2. Dyche, J. (2006). The CRM Handbook: A Business Guide To Customer Relationship Management. Pearson. 3. Francis Buttle. (2008). Customer Relationship Management. A Butterworth-Heinemann. 4. Kumar V., & Reinartz W. (2018). Customer Relationship Management: Concept, Strategy, and Tools.	

	5. Sheth J. N., Parvatiyar A., & Shainesh G. (2001) Customer Relationship Management: Emerging Concepts, Tools, and Applications. Tata McGraw Hill Publishing Company
Course Outcomes:	<p>On completion of the course, students will be able to:</p> <ol style="list-style-type: none"> 1. Elaborate on CRM concepts and process. 2. Articulate the linkages between CRM and other aspects of marketing 3. Prepare a CRM plan for a business firm focusing on expected outcomes. 4. Formulate CRM strategy as appropriate for firms in given industrial and service sectors.



Name of the Programme : B.B.A. (Financial Services)

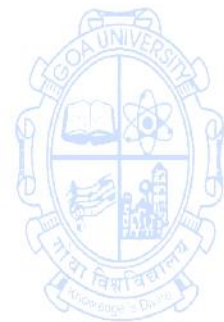
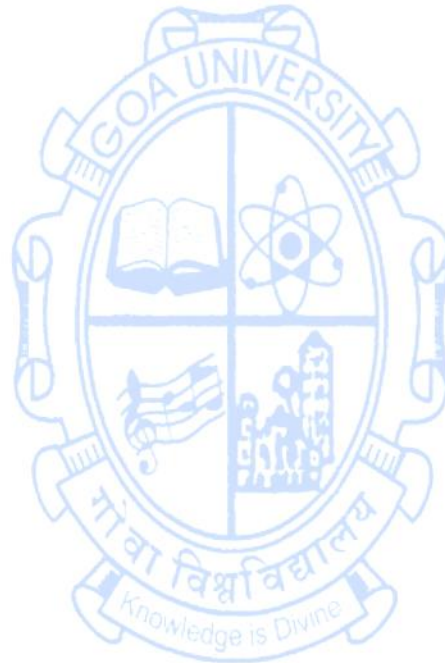
Course Code :COM-403

Title of the Course : Research Methodology

Number of Credits : 4

Effective from AY : 2023-24

****B. Com Programme syllabus to be considered**



SEMESTER VIII

Name of the Programme : B.B.A. (Financial Services)

Course Code : MGF- 404

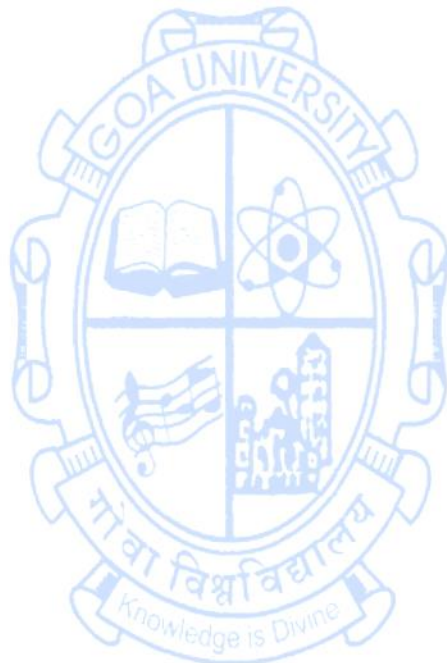
Title of the Course : International Finance

Number of Credits : 4

Effective from AY : 2023-24

Pre-requisites for the course	A student is required to have basic knowledge of economics, Global markets and analytical skills essential for understanding the working of international finance.	
Course Objective:	To equip students with knowledge of international financial system and instruments and their transaction mechanism in foreign exchange market.	
Content:	UNIT 1: INTRODUCTION Introduction: International Trade, Its Importance, Theories of International Trade- Theory Comparative Costs, Classical Theory, Absolute Advantage, Hecksher-Ohlin Theory, Free Trade V/S Protection Barriers to Foreign Trade, Tariff and Non-Tariff Barriers.	15 hours
	UNIT 2: FOREIGN EXCHANGE MARKETS, INSTITUTIONS AND INSTRUMENTS Foreign Exchange Markets: Defining Foreign Exchange Market, Its Structure, Settlement System, Exchange Rate, Participants, Understanding SPOT And Forward Rates, Foreign Exchange Quotations, Premium and Discount in Forward Market, Cross Rates, Inverse Rates and Arbitrage. International Financial Institutions: Introduction To IMF, Its Importance, Functions and Significance. Instruments: ADR, GDR, Euro Currencies, International Commercial Papers.	20 hours
	UNIT 3: BALANCE OF PAYMENT Meaning Of BOP, Components Of BOP, Importance Of BOP, Meaning of Deficit and Surplus, Equilibrium, Disequilibrium and Adjustments, Methods Of Correcting Disequilibrium, Accounting Principles in BOP.	10 hours
	UNIT 4: EXCHANGE RATE DETERMINATION Determination Under Gold Standard and Paper Standard, Factors Affecting Exchange Rates, Purchasing Power Parity Theory, Demand and Supply Theory, Equilibrium Rate of Exchange, Fluctuating V/S Fixed Exchange Rates, Exchange Control, Objectives of Exchange Control.	15 hours
Pedagogy:	The methodology used in the class will combine lectures, applications and case discussions.	
Reference Reading:	1. Agarwal O.P. Chaudhuri B.K. (2015): Foreign Trade and Foreign Exchange. Himalaya Publishing House. Mumbai 2. Arora R. (2008). International Financial System and Institutions. Shroff Publishers 3. Evanoff D. D., Haldane A. G., & Kaufman G. G. (2017). The New International Financial System. World Scientific	

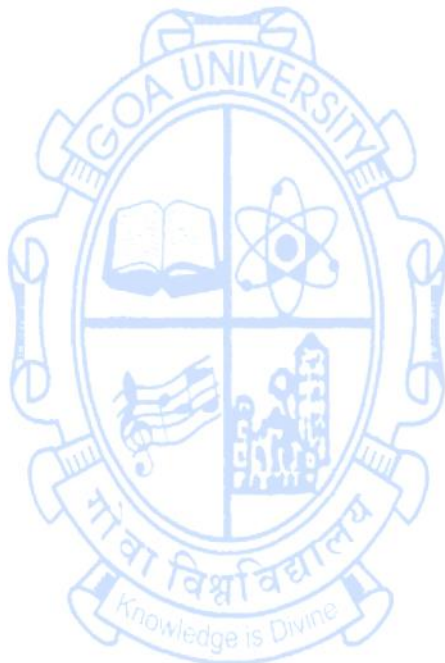
	<p>4. Isard. P. (2004). Globalization and the International Financial System: What's Wrong and What Can Be Done. Cambridge University Press</p> <p>5. Lessambo F. I. (2019). International Financial Institutions and Their Challenges. Palgrave Macmillan US.</p>
<p>Course Outcomes:</p>	<p>On completion of the course, students will be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate an understanding of the importance of international trade and its determinants. 2. Describe the structure of foreign exchange market, settlement system, and the roles of participant. 3. Analyse the components of the Balance of Payment (BOP) 4. Demonstrate an understanding of application of instruments in forex market to manage exchange rate risks and factors impacting exchange rates.



Name of the Programme : B.B.A. (Financial Services)
Course Code : MGF-405
Title of the Course : Mutual Fund Management
Number of Credits : 4
Effective from AY : 2023-24

Pre-requisites for the course	A student is required to have understanding of working of the financial markets and basic knowledge of statistics.	
Course Objective:	To provide students with a comprehensive understanding of the structure, functioning and regulation of mutual funds in India and equip them with analytical skills to evaluate mutual fund performance and assess risks for making informed investment decisions.	
Content:	UNIT 1: MUTUAL FUND STRUCTURES AND DISTRIBUTION OF MUTUAL FUNDS Mutual Fund Structure in India, Role of AMC, Registrars, Agents, Mutual Fund Classification, Types of Mutual Funds, NFO, Advantages of Mutual Funds, Systematic Investment Plan (SIP), Systematic Transfer Plan (STP), Systematic Withdrawal Plan (SWP), Distribution Channels of Mutual Funds, Stock exchange as a channel of distribution, and the Sales Practices.	15 hours
	UNIT 2: INVESTOR SERVICES FOR MUTUAL FUNDS Mutual Fund Investor; Eligibility for Resident, NRI and Foreign Investors, KYC requirements for Investors, PAN Verification, Centralised KYC Registration Agencies (KRA), KYC through e-KYC service of UIDAI, KYC process, Foreign Account Tax Compliance Act (FATCA) and Common Reporting Standards (CRS), Purchase of Mutual fund; additional purchase of units, Modes of payment, Allotment of Units to Investors.	10 hours
	UNIT 3: INVESTMENT AND PERFORMANCE MEASUREMENT Evaluation of Performance of Mutual Funds: fund performance, measuring return, measuring risk, Risk-adjusted return, Returns, Compounded Annualised Growth Rate, Risk – Beta, Standard Deviation, Risk Adjusted Return Measures – Sharpe Ratio, Treynor Ratio, Jensen’s Measure, Sortino Ratio, Information Ratio. Comparing fund performance with a reference, various standardized performance systems, Limitations of performance measurement and evaluation.	20 hours
	UNIT 4: LEGAL ASPECTS OF MUTUAL FUND SEBI updated regulations. Taxes for AMCs: Securities Transaction Tax and Income Distribution Tax, Taxes for Investors: Securities Transaction Tax, Taxes on Dividend, Capital Gains, Set-off and Carry Forward of Losses, Dividend Stripping and Bonus Stripping.	15 hours
Pedagogy:	The methodology used in the class will combine lectures, applications and case discussions.	
Reference Reading:	1. Agarwal O. P. (2015): Environment and Management of Financial Services. Mumbai. Himalaya 2. Batra G. S. (1999): Financial Services: New Innovations. New Delhi. Deep & Deep	

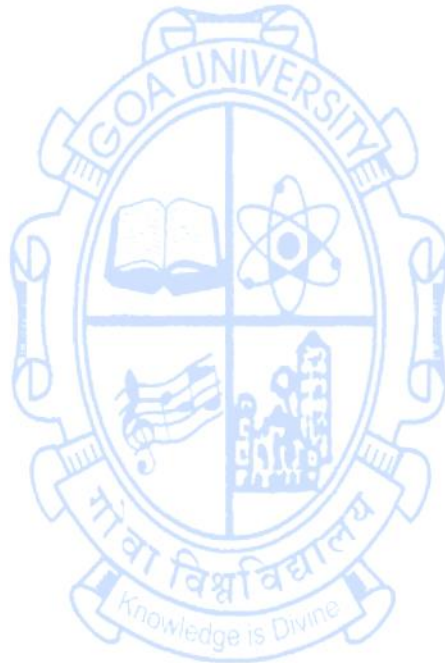
	<ol style="list-style-type: none"> 3. Haslem J. A. (2010). Mutual Funds: Portfolio Structures, Analysis, Management, and Stewardship. Wiley. 4. National Institute of Securities Markets (NISM), Mutual Funds Distributor (Level 2), Taxmann; August 2017 Edition. 5. Websites of NSE & AMFI
<p>Course Outcomes:</p>	<p>At the end of the course, students will be able to:</p> <ol style="list-style-type: none"> 1. Describe the structure, products and distribution channels of a Mutual fund. 2. Demonstrate proficiency in managing KYC and NFO processes. 3. Evaluate the performance of Mutual fund Schemes 4. Analyse regulatory provisions and tax implications of mutual fund in India.



Name of the Programme : B.B.A. (Financial Services)
Course Code : MGF-406
Title of the Course : Derivatives Markets
Number of Credits : 4 (2Theory + 2 Tutorials)
Effective from AY : 2023-24

Pre-requisites for the course	A student is required to possess an understanding of financial markets and its instruments	
Course Objective:	To familiarize students with the Derivatives market functioning, products and applications.	
Content:	UNIT 1: INTRODUCTION TO DERIVATIVES Derivatives- Definition and Historical context and Evolution, Derivatives Markets – Products, Participants and Functions, Spot versus Forward Transactions, Exchange-Traded and OTC Derivatives, Difference between Commodity and Financial Derivatives.	10 hours
	UNIT 2: FUTURES AND FORWARDS Forward Contracts- Definition and characteristics of forward contracts, Futures Contracts- Definition and key features of futures contracts, Distinction between Futures and Forward Contracts; Margin requirements and settlement procedures, Futures Terminology; Introduction to Options: Key characteristics of options contracts, Option Terminology, the difference between options and futures, Option payoffs.	15 hours 5 hours Theory + 10 Hours Tutorials)
	UNIT 3: TRADING, CLEARING AND SETTLEMENT Futures and options trading system- Entities in The Trading System; Commodity Future, Trading Cycle; Order Types and Trading Parameters; Permitted Lot Size; Tick size for contracts & Ticker symbol; Risk Management in Trading - Quantity Freeze; Base Price; Price Ranges of Contracts; Order Entry on the Trading System; Margins for Trading in Futures. Clearing - Clearing Mechanism; Clearing Banks; Depository participants Settlement - Settlement Mechanism; Settlement Methods; Entities involved in Physical Settlement, Risk Management in settlement.	25 hours 5 hours Theory + 20 Hours Tutorials)
	UNIT 4: COMMODITY DERIVATIVES Commodity Exchange - Evolution of Commodity Exchanges; Role of Commodity Exchanges; Commodity Derivative Markets in India- Indian Commodity Exchanges; Global Commodity Derivatives Exchanges; Recent Developments- Emerging trends and innovations in commodity derivatives	10 hours
Pedagogy:	The methodology used in the class will combine lectures, applications and case discussions.	
Reference Reading:	1. Boyle P. (2020). Derivatives for the Trading Floor: Futures, Options and Swaps. 2. Goldenberg D. (2016). Derivatives Markets. Taylor & Francis.	

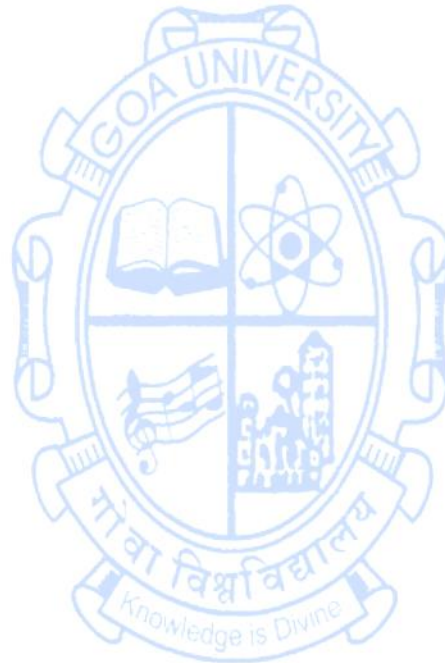
	<ol style="list-style-type: none"> 3. Gupta S. L. (2017). Financial Derivatives: Theory, Concepts, and Problems. Prentice Hall India Pvt Limited. 4. Hull J. C. (2012). Options, Futures, and Other Derivatives. 5. Schofield N. C. (2007). Commodity Derivatives: Markets and Applications.
Course Outcomes:	<p>On completion of the course, students will be able to:</p> <ol style="list-style-type: none"> 1. Develop a comprehensive understanding of derivatives market products, participants, and functions. 2. Demonstrate proficiency in trading and hedging strategies using derivative market products. 3. Explain trading and settlement mechanism in derivatives market. 4. Describe the development of Indian and global commodity markets.



Name of the Programme : BBA (Financial Services)
Course Code : MGF- 407
Title of the Course : Econometrics for Finance
Number of Credits : 4
Effective from AY : 2023-24

Pre-requisites for the course	A student is required to have an understanding basic economics, covering both microeconomics and macroeconomics. Additionally, familiarity with introductory finance principles is recommended to effectively apply econometric methods within financial contexts.	
Course Objective:	To equip students with skills in application of econometric methods used in empirical finance.	
Content:	UNIT 1: INTRODUCTION TO ECONOMETRICS Definition and scope of econometrics; Relationship between econometrics, economics, and statistics; Types of data and their characteristics; Basic concepts of statistical inference; Overview of econometrics and its application in finance; Probability distributions relevant to financial data.	15 hours
	UNIT 2: SIMPLE LINEAR REGRESSION AND MULTIPLE LINEAR REGRESSION Correlation. Understanding the linear regression model; Ordinary Least Squares (OLS) estimation; Assumptions of the classical linear regression model; Hypothesis testing in regression analysis; OLS estimation in multiple regression; Model Interpretation.	15 hours
	UNIT 3: MODEL DIAGNOSTICS: Multicollinearity. Heteroscedasticity and its impact on regression analysis; Autocorrelation in time series data; Specification Errors, Detection, testing and resolution.	15 hours
	UNIT 4: ANALYSIS OF FINANCIAL TIME SERIES Introduction to time series data; Stationarity and non-stationarity; Autoregressive (AR) and Moving Average (MA) models; Introduction to ARIMA models; GARCH models; Stochastic volatility models; Forecasting volatility in financial markets.	15 hours
Pedagogy:	The methodology used in the class will applications, lectures/ case analysis/assignments/class room interaction/lab practical using econometric software	
Reference Reading:	1. Adkins L. C. (2018). Using Gretl for Principles of Econometrics. 5th Edition Version 1.0. 2. Brooks C. (2019). Introductory Econometrics for Finance. Cambridge University Press. 3. Gujarati D. (2004) Basic Econometrics. McGraw Hill. New Delhi. 4. Ramanathan Ramu. (2002). Introductory Econometrics with applications. Thomson South Western. Singapore 5. Wooldridge. (2006). Introductory Econometrics. Thomson South Western. Singapore.	
Course Outcomes:	On completion of the course, students will be able to: 1. Define and explain fundamental concepts in econometrics.	

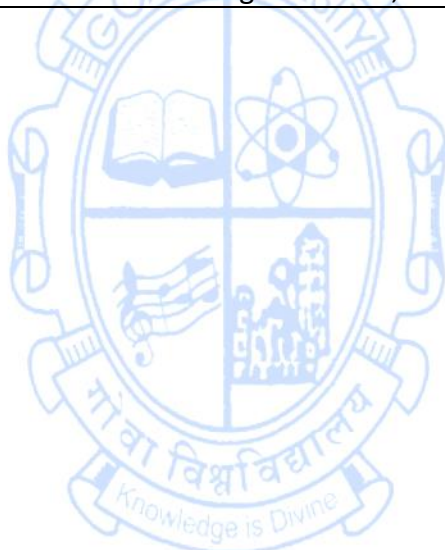
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| | <ol style="list-style-type: none">2. Apply regression analysis techniques to financial datasets for estimation and hypothesis testing with model diagnostics.3. Evaluate and interpret relationships between variables.4. Perform time series analysis on financial market data for forecasting and volatility assessment. |
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Name of the Programme : B.B.A. (Financial Services)
Course Code : MGF-412
Title of the Course : Personal Financial Planning
Number of Credits : 4
Effective from AY : 2023-24

Pre-requisites for the course	A student is required to have knowledge of budgeting, taxation, risk management, and understanding the financial planning process.	
Course Objective:	To develop the ability to set realistic and achievable financial goals and create comprehensive financial plans to accomplish such goals.	
Content:	UNIT 1: FOUNDATIONS OF PERSONAL FINANCIAL PLANNING Introduction to personal financial planning: Importance, scope, and benefits Financial goal setting: Identifying and prioritizing short-term and long-term financial goals Developing a financial plan, Role of financial planner. Budgeting and cash flow management: Creating a realistic budget and tracking expenses and income	10 hours
	UNIT 2: DEBT MANAGEMENT AND CREDIT UTILIZATION Understanding different types of debt: Consumer debt, student loans, mortgages, and credit cards The impact of debt on financial well-being: Debt-to-income ratio and credit score Strategies for managing debt effectively: Debt consolidation, refinancing, and debt snowball/avalanche methods Credit utilization and its impact on credit score: Responsible credit card usage and building a positive credit history	20 hours
	UNIT 3: INVESTMENT PLANNING AND RISK MANAGEMENT Investment Basics, Overview of investment vehicles: stocks, bonds, mutual funds, etc. Investment risk and return: understanding risk tolerance. Investment strategies: asset allocation and diversification. Retirement Planning calculations: determining retirement needs. Strategies for maximizing retirement savings and managing withdrawals. Real estate investing: buying vs. renting, property management. Alternative investments: precious metals, cryptocurrencies, etc. Evaluating investment opportunities and minimizing risks	15 hours
	UNIT 4: FINANCIAL PLANNING FOR LIFE EVENTS Financial Planning for Major Life Events, planning for education expenses, Buying a home: mortgage options, down payment considerations, Estate Planning and Wealth Transfer Basics of estate planning: wills, trusts, and probate Minimizing estate taxes and preserving wealth for future generations.	15 hours
Pedagogy:	The methodology used in the class will combine lectures, applications and case discussions.	

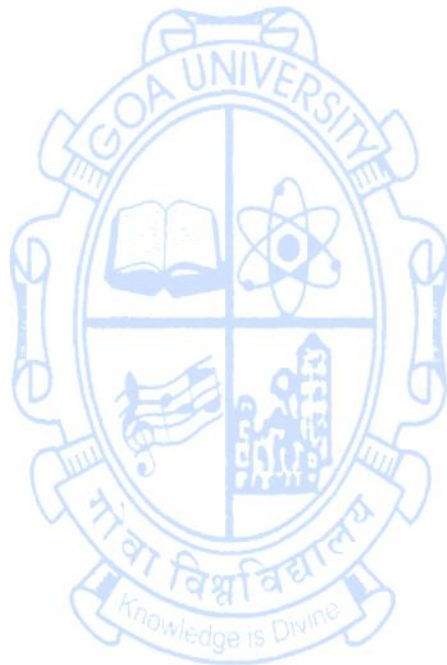
Reference Reading:	<ol style="list-style-type: none"> 1. Apte and Shah. (2023). Personal Finance and Investment Planning. Wings Publication International 2. Matthew Collins. (2023). Personal Finance for Beginners. 3. Prasanna Chandra. (2021). Financial Planning and Investment Management. McGraw Hill 4. Prasanna Chandra. (2017). Investment Analysis and Portfolio Management. Mc Graw Hill 5. Punithavathi Pandian. (2012). Security Analysis and Portfolio Management. Vikas Publication
Course Outcomes:	<p>On completion of the course, students will be able to:</p> <ol style="list-style-type: none"> 1. Explain the process of financial planning for clients based on assessment of financial needs. 2. Determine optimal level of personal debt and strategies to manage the debt. 3. Demonstrate ability to draw up an investment and retirement plan for clients based on evaluation of financial health, risk tolerance and need. 4. Demonstrate competency to plan for financial needs with respect to major life events including education, home and wealth creation.



Name of the Programme : B.B.A. (Financial Services)
Course Code : MGF-413
Title of the Course : Real Estate Finance
Number of Credits : 4
Effective from AY : 2024-25

Pre-requisites for the course	A student is required to have knowledge on basic finance principles and have familiarity with real estate market dynamics	
Course Objective:	The objective of this paper is to provide in-depth understanding of the nature of real estate and its markets and also to provide knowledge about real estate financing.	
Content:	UNIT 1 - INTRODUCTION Introduction, Real Estate, Real Property, and Land — Definition and Concept, Nature of Real Estate and Real Estate Markets - Real Estate Ownership Rights, Benefits, and Limitations, Legal Concepts in Real Estate Finance - Government Control in Real Estate Markets.	15 hours
	UNIT 2 -REAL ESTATE MARKETS Real Estate Markets in India, Real Estate Encumbrances: Liens, Deed Restrictions, Easements, and Encroachments, Estates in Land, Forms of Real Estate Ownership, Types of Deeds, Title Records, and Real Estate Title Insurance Real Estate Title Transfer Real Estate Agency.	15 hours
	UNIT 3 - REAL ESTATE FINANCING Mortgage - Meaning, Mortgage Markets, Fixed Rate Mortgage Loans - Adjustable Rate and Variable Payment Mortgages - Contractual Relationships - Loan Origination, Procession, and Closing – Foreclosure.	15 hours
	UNIT 4 - REAL ESTATE INVESTMENT Introduction to Income Producing Properties, Commercial Leasing and Effective Rates, Leases and Leasehold Interests, Risk and Return. Real Estate Investment Trusts - Meaning, Types, Requirements to Qualify as REITs, Investment in REITs, Steps in Investment in REITs, Advantages and Limitations of REITs.	15 hours
Pedagogy:	The methodology used in the class will combine lectures, applications and case discussions.	
Reference Reading:	1. Clauritie, Terrence. (2005). Learning Real Estate Finance. Thomson Learning 2. Davis Hendry A. (2008). Infrastructure Finance - Trends and Techniques. Euromony Books. 3. Lecomte, P. (2021). New Frontiers in Real Estate Finance: The Rise of Micro Markets. CRC Press. 4. Tinselay Richard. (2012). Project Finance in Asia Pacific: Practical Case Studies. Euromony Books 5. Tinselay Rchard. (2000). Advanced Project Financing: Structuring Risks. 1st ed. Lin Euromony Books	

Course Outcomes:	On completion of the course, students will be able to: <ol style="list-style-type: none">1. Demonstrate understanding of real estate concepts, laws and products.2. Explain the operational aspects of Real Estate Market.3. Perform computations pertaining to real estate business and financing.4. Analyse leasing and REITs as income and real estate investment options.
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SKILL ENHANCEMENT COURSE: PYTHON FOR FINANCE

Practical: 2 credits

Duration: 2 hours, Marks: 40

A. Practical Lab-Based Examination – 24 marks

- (i) Python syntax, data structure and control structure - 5 marks
- (ii) Python Libraries for Finance - 5 marks
- (iii) Monte Carlo Simulation and its application - 10 marks
- (iv) Conditional statements - 4 marks

B. Journal Maintenance - 8 marks

C. Viva-Voce - 8 marks

VET COURSES

Practical: 1 credit, Marks 25

ISA Marks =5. Two ISA of 5 marks each to be conducted and best one to be selected.

SEA MARKS = 20

- Journal Maintenance – 10 marks
- Viva-Voce – 10 marks

INTERNSHIP GUIDELINES

- Internship will be for 4 weeks or one month. There shall be ISA component of 60% and SEA Component of 40%. SEA marks shall be based on internship report and presentation, and shall be decided by the department/discipline faculty members. The internship report shall be prepared in line with the dissertation report for the purpose of evaluation.
- The faculty mentoring the student shall assign ISA marks based on the feedback obtained from the company/organization and the domain knowledge. Skill set (work diary), best practices learned by the student (viva voce) at the company/organization and such others.
- Internship report will be governed by the guidelines issued by the Goa University via the following link: https://www.unigoa.ac.in/uploads/config_docs/20231229.044857~Format_Dissert_Intern_Field_Work.pdf