

HSNC University Mumbai

(Established by Government of Maharashtra vide notification dated 30th October, 2019 under section 3(6) of Maharashtra Public Universities Act)



Ordinances and Regulations

With Respect to

Choice Based Credit System (CBCS)

For the Programmes Under

The Faculty of Commerce & Management

With effect from the

Academic year 2025-26



Board of Studies in the Subject of Banking, Insurance and Financial Markets

1) Name of Chairperson/Co-Chairperson/Coordinator:

a) **Dr. Tasneem Razmi, Chairperson**, Assistant Professor- Accounting and Finance, HR College, HSNC University Churchgate, Mumbai –400 020. Email ID- tasneemrazmi@gmail.com

b) **Dr. Ritika Pathak, Co- Chairperson**, Assistant Professor and Head-Department of BAF/BBI/BFM/BMS, KC College, HSNC University Churchgate, Mumbai –400 020. Email ID- ritika.pathak@kccollege.edu.in,

2) Two to five teachers each having minimum five years teaching experience amongst the full-time teachers of the Departments, in the relevant subject.

a) **Ms. Bharti Jethani**, Assistant Professor- HR College, HSNC University,Churchgate, Mumbai –400 020 Email ID- bharti_jethani06@yahoo.co.in.

b) **Dr. Riya Nathani**, Assistant Professor- KC College, HSNC University Churchgate, Mumbai – 400 020. Email ID riya.nathani@kccollege.edu.in.

c) **Dr.Bhakti Mulchandani**, Assistant Professor- HR College, HSNC University,Churchgate, Mumbai –400 020, Email Id: bhakti.mulchandani@hrcollege.edu.

d) **Ms. Sneha Singh**, Assistant Professor- KC College, HSNC University Churchgate, Mumbai – 400 020. Email ID Sneha.singh@kccollege.edu.in.

e) **Mr. Vicky karnani**, Assistant Professor-HR College, HSNC University, Email Id: Vicky.karnani@hrcollege.edu.

f) **Mr Rahul Mishra**, Assistant Professor- HR College, HSNC University,Churchgate,

Mumbai –400 020, Email Id: rahul.mishra@hrcollege.edu.

3) One Professor / Associate Professor from other Universities or professor / Associate Professor from colleges managed by Parent Body;

a) **Dr Kulvinder Kaur**, Assistant Professor- KC College, kulprofessional@gmail.com

4) Four external experts from Industry / Research / eminent scholar in the field relevant to the subject nominated by the Parent Body;

a) **Mr. Kunal Rambhia**, Fund Manager, The Streets, Mumbai, Email ID – kunal@thestreets.co.in

b) **Mr. Tushar Desai**, Ex MD Goldman Sachs, Email ID-tushardesai31@gmail.com.

c) **Mr. Bhavin Doshi**, Email ID- bhavin.doshi@sharekhan.com.

d) **Mr Rishi Pania**, Senior consultant PWC, email – rishi.pania24@gmail.com

5.) Top rankers of the Final Year Graduate and Final Year Post Graduate examination of previous year of the concerned subject as invitee members for discussions on framing or revision of syllabus of that subject or group of subjects for one year.

a) **Mr. Pasan Chokshi**, AVP- Trading, Ujjivan Small Finance Bank Ltd., Email id-pasanchoksi@gmail.com.

b) **Ms Mohini Mahadevia**, Proprietor, Soulfin financial planners, Email ID- mohinimahadevia@gmail.com.

c) **Ms. Shweta Anchan**, Senior team Member, JPMorgan Chase & Co, Email ID: shwetaanchan2811@gmail.com.

d) **Mr Hritik Sandeep Khadye**, Swyom Capital Pvt Limited Email- hrithikkhadye@gmail.com



HSNC University Mumbai

**Ordinances and Regulations
With Respect to**

Choice Based Credit System (CBCS)

For the Programmes

Under

The Faculty of Commerce & Management

For the Programme

Bachelors of Commerce (Financial Markets)

Curriculum– Third Year Undergraduate Programme

Semester-V and Semester -VI

INDEX

Semester V

Major

1. Portfolio Management (4 credits)
2. Commodity and Derivatives Market (4 credits)

Minor

1. Corporate Finance (2 credits)

Discipline Specific - Elective DSE (Any one)

1. Investment Banking (4 credits)
2. Marketing of Financial Services (4 credits)

Vocational Course

1. Taxation procedures and practices (2 credits)

Indian Knowledge System

1. Evolution in Financial Practice (2 credits)

Internship project (4 credits)

Semester VI

Major

1. Risk Management (4 credits)
2. Corporate Restructuring (4 credits)

Minor

1. Entrepreneurship Management (2 credits)

Discipline Specific - Elective DSE (Any one)

1. International Finance (4 credits)
2. Innovative Financial Products & Services (4 credits)

Vocational Course

1. Fintech (2 credits)

Field Project – Research Based (4 credits)

Preamble

Financial Market helps in promoting the savings of the economy - helping to adopt an effective channel to transmit various financial policies. The Indian financial sector is well-developed, competitive, efficient and integrated to face all shocks. In the India financial market there are various types of financial products whose prices are determined by the numerous buyers and sellers in the market. The other determinant factor of the prices of the financial products is the market forces of demand and supply. The various other types of Indian markets help in the functioning of the wide India financial sector.

This 3 year undergraduate course is a comprehensive program which covers all the different aspects of capital markets. While the course is primarily theoretical, there is a good blend of projects, case studies and industrial visits to enable a student to get well- versed with the functioning of the industry. There is also exposure to working in the industry during the Summer internship Programs. It helps the students to:

- To provide adequate basic understanding about Banking, Insurance & other financial services to the students and to give an adequate exposure to operational environment in the field of Banking, Insurance & other related financial services of Accounting and Finance.
- To inculcate training, and practical approach, by organizing industrial visits, summer placements and using modern technology in teaching the students in the field of Accounting & Finance and Banking.
- To create an additional avenue of self employment to the student and to provide suitable trained personnel for the Financial Services Sector.
- To prepare and train the graduates in such a manner so that they can compete in the markets
- To make them aware about the practical aspect of the theoretical concepts.
- To establish strong coordination with the service sector.

Part 2- The Scheme of Teaching and Examination is as under:

Semester – V

Summary

Sr. No.	Choice Based Credit System	Subject Code	Remarks
1	Portfolio Management		Major
2	Commodity and Derivatives Market		Major
3	Investment Banking OR		DSE
4	Marketing of Financial Services		DSE
5	Corporate Finance		Minor
6	Taxation Procedures and Practices		VAC
7	Evolution in Financial Practices		IKS
8	Internship Project		Project Credit

Third Year Semester V Formative and Summative Detail Scheme

	Subject Code	Subject Title	Periods Per Week						Seasonal Evaluation Scheme					
			Units	S. L.	L	T	P		S. L. E	CT	TA	CP	SEE	
1		Portfolio Management	4	20% *	4	0	0	4	15	20	00	05	60	100
2		Commodity and Derivatives Market	4	20% *	4	0	0	4	15	20	00	05	60	100
3		Investment Banking	4	20% *	4	0	0	4	15	20	00	05	60	100
3		Marketing of Financial Services	4	20% *	4	0	0	4	15	20	00	05	60	100
4		Corporate Finance	2					2				05	30	50
5		Taxation Procedures and Practices	2					2				05	30	50
6		Evolution in Financial Practices	2					2				05	30	50
7		Internship Project	4					4						100
	Total Hours / Credit							22		Total Marks				550

***One to two lectures to be taken for CONTINUOUS self -learning evaluation**

- **Lecture Duration – 60 Minutes**

- **One Credit = 15 hours of lectures, 30 hours practicals**

L: Lecture: Tutorials P: Practical, SLE- Self learning evaluation CT-Commutative Test, SEE- Semester

End Examination , TA-Teacher Assessment, CP- Class Participation

Third Year Semester –V Units – Topics – Teaching Hours

S.N	Subject Code	Subject Unit Title		Lectures	Total No. of lectures	Credit	Total Marks
1		I	Introduction to Portfolio Management	15	60	4	100
		II	Portfolio management strategies	15			
		III	Portfolio analysis	15			
		IV	Portfolio revision and performance management	15			
2		I	Introduction to Commodity and Derivatives Market	15	60	4	100
		II	Futures and Hedging	15			
		III	Options and Option Pricing Models	15			
		IV	Trading, Clearing & Settlement In Derivatives Market and Types of Risk	15			
3		I	Introduction to Investment Banking	15	60	4	100
		II	Initial Public Offering (IPO)	15			
		III	Types and Process of Issuing Depository Receipts	15			
		IV	Issue Procedure of Bonds, Debentures and Other Debt Instruments and Role of Merchant Banker	15			
4		I	Foundation of services marketing	15	60	4	100

		II	Services Market Segmentation & Positioning	15				
		III	Managing Services	15				
		IV	Service Quality and Managing Customer Satisfaction	15				
5		I	Capital Structure & Cost of Capital	15	30	2	50	
		II	Time Value of Money and Capital Budgeting	15				
6		I	Introduction to Direct Tax Definitions U/S 2- Basis of charge and exclusions from total income	15	30	2	50	
		II	Income from Capital Gain & Deductions	15				
7		I	Foundations of Economic Thought and Financial Practices in Ancient India	15	30	2	50	
		II	Evolution of Financial Instruments and Institutions in Ancient India	15				
			Total			22	550	

- **Lecture Duration – 60 Minutes**
- **One Credit = 15 hours of lectures, 30 hours practicals**

SEMESTER V

Subject Name: Portfolio Management

Course Objectives:

1. To enable students to know the basics of portfolio management, & evaluating its performance.
2. To get oriented to different kinds of investment product.
3. To know about the different portfolio management strategies and portfolio revision.

Learning Outcomes:

1. The learner will be able to define the concept and objectives of portfolio management.
2. The learner will be able to differentiate between various portfolio management strategies.
3. The learner will be able to analyze risk and return of investment portfolios.
4. The learner will be able to evaluate portfolio performance using appropriate financial metrics.

Syllabus

Unit No.	Module	No.of Lectures
1	Introduction to Portfolio Management	15
2	Portfolio management strategies	15
3	Portfolio analysis	15
4	Portfolio revision and performance management	15
Total		60

Detailed Scheme

Sr.No	Units/Modules	No. Of Lectures
1.	Introduction of Portfolio Management 1.1 Meaning and concepts 1.2 Need for Portfolio Management 1.3 Role and Responsibilities of Portfolio Manager 1.4 Objectives of Portfolio Management, Process of asset	15

	<p>allocation</p> <p>1.5 Six Asset Allocation Strategies:</p> <ul style="list-style-type: none"> ● Strategic Asset Allocation ● Constant Weighting Asset Allocation ● Tactical Asset Allocation ● Dynamic Asset Allocation ● Insured Asset Allocation ● Integrated Asset Allocation 	
2.	<p>Portfolio Management Strategies</p> <p>2.1 Active strategy</p> <p>2.2 Passive strategy</p> <p>2.3 Semi - Active strategy</p> <p>2.4 Efficient Market Hypothesis</p> <p>2.5 Top Down and Bottoms Up</p>	15
3.	<p>Portfolio Analysis</p> <p>3.1 Analysis: Diversification, portfolio risk and return, single index model, The sharpe index model, Portfolio Beta</p> <p>3.2 Selection: Capital Assets Pricing Model, Overview and Assumptions, Sharpe optimization model, Geometric mean model, Safety First model, Stochastic Dominance Model</p>	15
4.	<p>Portfolio Revision and performance management</p> <p>4.1 Revision: Objectives of Portfolio Revision, Portfolio Rebalancing, Portfolio Upgrading, Formula plans, Selection and Revision of Equity Portfolio</p> <p>4.2 Performance measurement: Methods of calculating rate of return, Money weighted rate of return, Time weighted rate of return, Linked internal rate of return, Buying the index approach, Sharpe's- Treynor's – Jensen's performance measure of portfolio.</p> <p>4.3 Analysing Current performance management</p>	15
TOTAL		60

Self-Learning Topic

1	Build Portfolio on the basis of above Allocation & Portfolio Strategies
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Online Resources:

1. https://www.youtube.com/watch?v=Fv63XWOlERM&list=RDCMUC640y4UvDAlya_WOj5U4pfA&start_radio=1&rv=Fv63XWOlERM&t=2240
2. <https://www.youtube.com/watch?v=SQdFJ1cWbSA>
3. <https://www.youtube.com/watch?v=9QJGbdgbwlQ>
4. <https://drnishikantjha.com/booksCollection/Security%20Analysis%20and%20Portfolio%20Management%20 TYBBI%202014-15.pdf>

Reference book:

- 1) Kevin. S, Security Analysis and Portfolio Management
- 2) Donald Fischer & Ronald Jordon, Security Analysis & Portfolio Management
- 3) Prasanna Chandra, Security Analysis & Portfolio Management
- 4) Sudhindra Bhatt, Security Analysis and Portfolio Management.
- 5) Portfolio Management: Theory and Practice by Scott D. Stewart

Evaluation Pattern:

External Paper Pattern:

Q. 1	Attempt any two out of three	15 Marks
Q. 2	Attempt any two out of three	15 Marks
Q. 3	Attempt any two out of three	15 Marks
Q. 4	Attempt any two out of three	15 Marks

Subject Name: **Commodities and Derivatives Market**

Course Objective (CO):

- Understand the foundational concepts of commodity and financial derivatives markets, including their instruments and functions.
- To impart knowledge on the role of derivatives in managing price volatility and financial risk in commodity and capital markets.
- Analyse the structure, operations, and mechanisms of trading in derivatives such as futures, options, and swaps.
- Develop insights into price discovery, hedging, speculation, and arbitrage strategies in both commodity and financial derivatives.
- Evaluate the regulatory framework and compliance requirements under SEBI and global derivative market standards.
- Strengthen technical and analytical abilities for derivative pricing, margin calculation, and portfolio risk assessment.
- To prepare students for careers in trading, portfolio management, financial analysis, investment advisory, and risk management.

Course Learning Outcomes (LO):

- Remember key instruments such as forwards, futures, options, and swaps in commodity and financial markets.
- Understand the functioning of derivatives markets and their economic significance in risk transfer and price stabilization.
- Analyse derivative pricing models like Black-Scholes, Binomial, and cost-of-carry models.
- Apply derivative instruments for portfolio hedging, speculation, and arbitrage opportunities.
- Evaluate trading positions using margin, leverage, payoff diagrams, and value-at-risk (VaR).
- Create simulated trading strategies and back-test them using real-time data and analytical tools.

Syllabus

Sr. No.	Unit/Modules	No. of Lectures

1	<p>Introduction to Commodity and Derivatives Market</p> <p>1.1 Introduction to Commodity Market:</p> <p>Meaning, History & Origin, Types of Commodities Traded, Structure of Commodities Market in India, Participants in Commodities Market, Trading in Commodities in India (Cash & Derivative Segment), Commodity Exchanges in India & Abroad, Reasons for Investing in Commodities.</p> <p>1.2 Introduction to Derivatives Market:</p> <p>Meaning, History & Origin, Elements of a Derivative Contract, Factors Driving Growth of Derivatives Market, Types of Derivatives, Types of Underlying Assets, Participants in Derivatives Market, Advantages & Disadvantages of Trading in Derivatives Market, Current Volumes of Derivative Trade in India.</p>	15
2	<p>Futures and Hedging</p> <p>2.1 Futures:</p> <p>Futures Contract Specification, Terminologies, Concept of Convergence, Relationship between Futures Price & Expected Spot Price, Basis & Basis Risk, Pricing of Futures Contract, Cost of Carry Model</p> <p>2.2 Hedging:</p> <p>Speculation & Arbitrage using Futures, Long Hedge – Short Hedge, Cash & Carry Arbitrage, Reverse Cash & Carry Arbitrage, Payoff Charts & Diagrams for Importance of an index in hedging</p> <p>2.3 Difference between Forwards & Futures.</p>	15
3	<p>Options and Option Pricing Models</p> <p>3.1 Options:</p> <p>Options Contract Specifications, Terminologies, Call Option, Put Option, Difference between Futures & Options, Trading of Options, Factors affecting Option Premium, Payoff Charts & Diagrams for Options Contract, Basic Understanding of Option Strategies</p> <p>3.2 Options Pricing Models:</p> <p>Binomial Option Pricing Model, Black - Scholes Option Pricing Model (Basic Concept & Use)</p>	15

4	<p>Trading, Clearing & Settlement In Derivatives Market and Types of Risk</p> <p>4.1 Trading, Clearing & Settlement In Derivatives Market: Meaning and Concept, SEBI Guidelines, Trading Mechanism – Types of Orders, Clearing Mechanism – NSCCL – its Objectives & Functions, Settlement, Mechanism – Types of Settlement</p> <p>4.2 Types of Risk: Value at Risk, Methods of calculating VaR, Risk Management Measures, Types of Margins, SPAN Margin</p> <p>4.3 Regulators SEBI, ministry of consumer affairs, ministry of agriculture, warehousing authority</p>	15
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Self-Learning topics (Unit wise)

Unit	Topics
1	Introduction to Derivatives
2	Futures and Options
3	Participants of Derivative Market
4	Types of Risks

Online Resources

<https://nptel.ac.in/courses/110/105/110105121/>
<https://nptel.ac.in/courses/110/107/110107128/>
<https://www.youtube.com/watch?v=tYkqwIIIxF4>
<https://www.youtube.com/watch?v=M86YwBWxvgI>

References:

- **John Hull's – Fundamentals of Futures and Options Market Derivatives The Wild Beast of Finance**
- **Merton Miller on Derivatives**
- **Trading and Pricing Financial Derivatives**
- **Indian Financial System, Khan M.Y Tata Mcgraw Hill.**

Subject Name: Investment Banking

Course Objectives:

- To understand the different investment banking services
- To understand the role of investment bankers in issue management
- To learn about the various Corporate Advisory Services

Learning Outcome:

- Student will understand the basic concepts, structure, and evolution of investment banking in India
- It will help to analyze the functions of investment bankers in issue management
- It will examine the regulatory framework governing investment banking operations in India
- It will evaluate the role of investment banks in mergers, acquisitions, underwriting, and corporate restructuring

Unit	Content	No. of Lectures
I	Introduction to Investment Banking 1.1 Importance, need, functions 1.2 investment banking services - Project counselling, Loan syndication and Corporate-counselling; Pre-issue merchant banking activities 1.3 Obtaining stock exchange approvals, action as per SEBI guide lines, Finalizing the appointments with - manager/advisers, Underwriters, Brokers, Bankers, advertising agency, Drafting and approval of prospectus Behavioral Science approach	15
II	Initial Public Offering (IPO) 2.1 Issuance Process, Role of registrar, SEBI guidelines for IPO eligibility 2.2 IPO grading, Draft Red Herring Prospectus (DRHP), Listing agreement, 2.3 Pricing the issue, Book building process 2.4 Allotment; SEBI Guidelines in Drafting the Offer Document; Pre and Post launch activities in IPO 2.5 SEBI Guidelines on QIP, Rights and Bond Issues	15

III	Types and Process of Issuing Depository Receipts 3.1 Depository Receipts : Definition, Importance, Participants involved, Steps in Issue, Advantages and Limitation, instrument for raising capital. 3.2 ADR (American Depository Receipts): Meaning, Purpose, Types of ADRs, Levels of ADRs, Role of SEC, Benefits and challenges in issuing 3.3 IDR (Indian Depository Receipts): Definition, Eligibility, Regulatory Framework by SEBI, Procedure of Issue, market trends of IDRs in India 3.4 GDR & EDR (Global Depository Receipts and European Depository Receipts): Overview of GDR, EDR, Listing requirements in International Markets, Regulatory Framework, Benefits	15
IV	Issue Procedure of Bonds, Debentures and Other Debt Instruments and Role of Merchant Banker 4.1 Commercial Papers: Procedure for issue of Commercial Paper – Credit Rating, Redemption process. 4.2 Bonds and Debentures: Procedure for Issue of Bond and Debentures 4.3 Foreign currency convertible bonds, Foreign Currency Exchangeable bonds : Meaning, Source of raising Funds from Foreign Investors, RBI and SEBI guidelines 4.4 Role of merchant banker in issue and listing of debt securities	15

self-Learning topics (Unit wise):

Sr. No	Unit	Topic
1	1	Functions of Investment Banker
2	2	IPO Process
3	3	Depository Receipts
4	4	Issue Procedure of Bonds, Debentures and Other Debt Instruments

Online Resources

1	https://youtu.be/eVu99Mr45H8
2	https://youtu.be/_qvqeI3zasA
3	https://youtu.be/CEOheJa7o2c
4	https://youtu.be/2AkCtX71wWw

References:

- A Manual of Merchant Banking: J.C.VermaBharath Publishing House, New Delhi,
- Merchant Banking: H R Machiraju : New Age International Publishers
- Merchant Banking and Financial services : MadhuVij and Swati Dhavan: Tata McGraw Hill
- Merchant Banking and Financial Services: S Guruswamy: Tata McGraw Hill

Marketing of Financial Services

Course Objectives

- To develop a foundational understanding of the service industry, focusing on the unique nature, characteristics, and classification of financial services.
- To enable students to analyze the growth trends, global and Indian scenarios, and new service models in the financial sector.
- To impart knowledge of service marketing strategies including segmentation, positioning, differentiation, and the management of service processes and environments.
- To enhance understanding of the extended services marketing mix (7Ps) and distribution strategies specific to the banking, insurance, and financial services industries.
- To build skills in managing service quality, customer relationships, and service recovery using tools like the GAP model and CRM practices.
- To introduce the role of technology, internet marketing, and ethical considerations in the modern financial services marketing environment.
- To expose students to emerging trends like digital marketing, social media marketing, and the evolving role of IT in financial services.

Course Outcomes

- Recall and describe key concepts, characteristics, and types of financial services and the service marketing environment.
- Explain the growth and evolution of services in the global and Indian financial sector, and interpret the Four I's of services.
- Apply segmentation, targeting, and positioning (STP) strategies and the 7Ps framework to real-world marketing problems in BFSI (Banking, Financial Services, and Insurance) sectors.
- Analyze service blueprints, service processes, customer behavior, and service delivery challenges to improve financial services marketing strategies.
- Critically evaluate service quality using the GAP model, assess CRM effectiveness, and propose improvements in service recovery and customer satisfaction.

- Design marketing plans using technology and social media channels, and innovate ethical marketing practices tailored to financial services.

Sr. No.	Syllabus	Lectures
	<p>Foundation of services marketing</p> <p>1.1 Introduction – The services concept – Service Industry – Nature of Service, Characteristics of Services, Classification of Services – Importance of Services Marketing</p> <p>1.2 The Growth in Services – Global and Indian Scenario, Retail Financial Services: Investment Services – Insurance Services, Credit Services – Dimensions and drivers, Institutional Financial Service, Alternatives to conventional banking models</p> <p>1.3 Distinctive Characteristics of Services _ Four I's of Services – Intangibility, Inconsistency, Inseparability and Inventory</p> <p>1.4 Financial services marketing, financial services sector and financial services marketing environment, financial services consumer and financial decision-making</p>	15
	<p>Services Market Segmentation & Positioning</p> <p>2.1 Services Market Segmentation</p> <p>2.2 Positioning and Differentiation of Services, Promotion and Communication – Designing and Managing Service Processes, Constructing and Service Environment – Managing People for Service Advantage</p>	15
	<p>Managing Services</p> <p>3.1 Issues in Marketing of Services – Extended Services Marketing Mix : Going Beyond the 4 Ps. (7Ps of Services Marketing).</p> <p>3.2 Service Delivery Process – Service Blueprints - Service Mapping – Managing Employees for service orientation.</p> <p>3.3 Distribution Strategies of Services – Challenges in Distribution of Services. Personal Selling – Advertising and Sales Promotion in Service Industry.</p> <p>3.5 Designing and Managing Service Processes, Constructing and Service Environment – Managing People for Service Advantage</p>	15
	<p>Service Quality and Managing Customer Satisfaction</p> <p>4.1 Service Quality and Productivity – Customer Relationship Management Customer Loyalty. Key Quality dimensions for services</p> <p>4.2 Customer Satisfaction & Service Quality in Service Marketing – Managing Service Encounter – Role of HR &</p>	15

	<p>Internal Marketing – Monitoring and Measuring customer satisfaction</p> <p>4.3 GAP Model – Handling complaints effectively – Service Failure – Recovery</p> <p>4.4 Use of Internet in Service Marketing, Role of IT in marketing Financial Services,</p> <p>4.5 Ethics in Service Marketing, Moral and ethical issues in financial services marketing practice</p> <p>4.6 New trends in marketing, Marketing in 21st Century, Marketing through social networking channels, The role of technology in financial services</p>	
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Self Learning Topics

Sr. No	Topic
1	The services concept
2	Service Encounters; High Contact & Low-Contact Services
3	Defining Productivity – Improving Productivity

Online Resources

<https://nptel.ac.in/courses/110107142>

<https://archive.nptel.ac.in/courses/110/105/110105078/>

<https://iimbx.iimb.ac.in/catalog/servicesmarketing/>

Reference Books

- *Media Planning and Buying: Principles and Practice in the Indian Context* (Arpita Menon)
- *Valarie A. Zeuhaml & Mary Jo Bitner, Service Marketing*, Tata McGrawHill, 6th Edition
- *Christopher Lovelock, Jochen Wirtz, Jayanta Chatterjee, Service Marketing People, Technology, Strategy – A South Asian Perspective*, Pearson Education, 7th Edition
- *Ramneek Kapoor, Justin Paul & Biplab Halder, Services Marketing-Concepts And Practices*, McGrawHill, 2011
- *Harsh V. Verma, Services Marketing Text & Cases*, Pearson Education, 2nd Edition
- *K. Ram Mohan Rao, Services Marketing*, Pearson Education, 2nd Edition, 2011
- *C. Bhattacharjee, Service Sector Management*, Jaico Publishing House, Mumbai, 2008

Subject Name: Corporate Finance

Course Objectives:

- To explain the key theories and assumptions underlying capital structure decisions and their implications on firm value
- This subject will help the students to get familiar with the Financial Management techniques.
- To Define the basic concepts of Time Value of Money, including present value, future value, interest rates, compounding and annuities
- To explain how time value of money influences financial decision-making in investments.

Learning Outcomes:

The learner will be able to –

- Evaluate and apply different capital structure theories including Modigliani & Miller, Trade-off, and Signalling theories
- Apply Time Value of Money concepts to solve real-world financial problems
- Apply capital budgeting methods to evaluate an investment opportunity
- Apply knowledge of financing sources to recommend appropriate funding options for a business

Syllabus

Unit No.	Module	No. of Lectures
1	Capital Structure <ul style="list-style-type: none">• Capital Structure Theories – Background, Assumptions.• Definitions and Taxation and Capital Structure Types – Net Operating Income, Net Operating Income Approach, Traditional Position, Modigliani and Miller Approach, Trade off Theory and Signalling Theory. Cost of Capital <ul style="list-style-type: none">• Introduction- Definition and Importance of Cost of Capital	15

	<ul style="list-style-type: none"> • Measurement of Cost of Capital, WACC • Practical Problems 	
2	Time Value of Money <ul style="list-style-type: none"> • Present Value • Internal Rate of Return • Bonds Returns, the Returns from Stocks • Annuity • Techniques of Discounting • Techniques of Compounding Capital Budgeting <ul style="list-style-type: none"> • Introduction - Capital Budgeting Process, Project Classification and Investment Criteria. • Techniques of Capital Budgeting - NPV, Benefit Cost Ratio, Internal Rate of Return, Payback period, Discounted Payback Period, Pay Back Profitability, Profitability Index and ARR. (Inclusive of Estimation of Project Cash Flows) 	15
Total		30

Self-Learning Topics (Unit wise)

1	Capital Structure of Different Companies & its implications on Profits
2	Techniques of Capital Budgeting.

Online Resources

www.moneycontrol.com

<http://www.fao.org/3/w4343e/w4343e08.htm>

Reference Books

- Fundamentals of Financial Management by D. Chandra Bose, PHI Learning Pvt. Ltd., New Delhi
- Financial Management by IM Pandey
- Financial Management by Ravi Kishor
- Financial Management by Khan & Jain
- Financial Management: Theory and Practice by Prasanna Chandra, Tata McGraw Hill, New Delhi
- Financial Management by I.M. Pandey, Vikas Publishing House, New Delhi

Evaluation Pattern for 50 Marks

Summative Assessment	Formative Assessment	Total Marks
30	20	50

Formative Assessment 20 marks

Sr. No.	Particulars	Marks
1	Self-Learning Evaluation/ Online examination	15 Marks
2	Active participation in routine class instructional deliveries	05 Marks

Summative Assessment 30 Marks

Q1	Full Length Question OR Full Length Question	15
Q2	Full Length Question OR Full Length Question	15
Note	15 marks question may be divided into sub questions of 7.5 and 7.5 or 8 and 7 or 10 and 5 or 5, 5 and 5 marks if required.	

Subject Name: Taxation Procedure and Practice

COURSE OBJECTIVE:

1. To understand key definitions and terms under Section 2, the basis of charge under Sections 3 and exclusions from total income under Section 10.
2. To explain the various heads of income and the implications of the new tax regime U/S 115BAC.
3. To apply deductions under Chapter VI-A (Sections 80A–80U) in practical scenarios.
4. To analyze the computation of total income for individuals and HUFs, incorporating relevant deductions and exemptions.

Learning Outcome:

1. The learners will be able to define and explain key terms, concepts, and provisions under the Income Tax Act, including basis of charge and exclusions from income.
2. The learners will be able to determine residential status and analyze its impact on the scope of total income and taxability.
3. The learners will be able to classify and compute income under various heads and evaluate the applicability of the new tax regime under Section 115BAC.
4. The learners will be able to apply deductions under Chapter VI-A and compute the total income and tax liability of individuals and HUFs.

Detailed Scheme

Sr. No	Content	No. of Lectures
1	<p>Definitions U/S 2- Basis of charge and exclusions from total income</p> <p>1.1 Section 2 –Assessee, Assessment Year, Assessment, Annual value, Business, Capital asset, Income, Person, Previous Year, Transfer</p> <p>1.2 Basis of Charge: Previous Year, Residential Status, Scope of Total Income, Deemed Income</p> <p>1.3 Introduction to Exclusions from Total Income: Section 10</p> <p>1.4 Heads of Income</p> <p>1.5 Salary Income: Section 15 – 17, Including Section 10 relating to House Rent Allowance, Travel Concession, Special Allowance, Gratuity, Pension – Commutation, Leave Encashment, Compensation, Voluntary Retirement, Payment from Provident Fund</p> <p>1.6 Income from Other Sources: Section 56 – 59</p>	15

2	2.1 Capital Gains: Section 45, 48, 49, 50, 54 and 55 2.2 Deductions under Chapter VI A: 80 A, 80C, 80CCC, 80CCD, 80 D, 80DD, 80E, 80U, 80TTA. 2.3 Computation of Total Income and New Tax Regime U/S 115 BAC	30
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Self-Learning topics (Unit wise)

Unit	Topics
1	Scope of Total Income
2.	Income from Other sources

Online Resources

<https://resource.cdn.icai.org/61996bos50392cp1.pdf>

Reference Books:

1. Direct Taxes Law & Practice by V.K. Singhania - Taxman
2. Systematic Approach to Direct Tax by Ahuja & Gupta - Bharat Law House
3. Income Tax Ready Reckoner by Dr .V.K. Singhania – Taxman
4. Direct Tax Laws by T.N. Manoharan - Snow White Board of Studies-in-Accountancy
5. Gaur & Narang – Practical Approach to Income Tax, Kalyani Publishers
6. Mehrotra & Goyal – Income Tax Law and Accounts, Sahitya Bhawan Publications
7. Vinod K. Singhania & Monica Singhania – Students’ Guide to Income Tax, Taxmann Publications
8. T.N. Manoharan – Students’ Handbook on Income Tax Law, Snow White Publications
9. R.N. Lakhota – Basics of Income Tax, Vision Books
10. Dr. H.C. Mehrotra – Income Tax Law & Accounts, Sahitya Bhawan Publications

Evaluation Pattern for 50 Marks:

Summative Assessment	Formative Assessment	Total Marks
30	20	50

A) Formative Assessment **20 marks**

Sr. No.	Particulars	Marks
1	Self-Learning Evaluation/ Online examination/Case studies	15 Marks
2	Active participation in routine class instructional deliveries	05 Marks

B) Summative Assessment **30 Marks**

Q1	Full Length Question OR Full Length Question	15 Marks
Q2	Full Length Question OR Full Length Question	15 Marks
Note	15 marks question may be divided into sub questions of 7.5 and 7.5 or 8 and 7 or 10 and 5 or 5, 5 and 5 marks if required.	

Subject Name: IKS – Evolution of Financial Practices

Objectives :

- 1) To introduce students to the early concepts of finance, trade, and economic systems rooted in ancient Indian texts and practices
- 2) Evolution of Financial Instruments and Institutions in Ancient India

Unit	Content	No. of Lectures
I	<p>Foundations of Economic Thought and Financial Practices in Ancient India</p> <ol style="list-style-type: none"> 1. Overview of trade and commerce in the Vedic and post-Vedic periods <ul style="list-style-type: none"> • Importance of barter system and transition to coinage 2. Ancient Textual References: <ul style="list-style-type: none"> • Financial and economic thoughts in Arthashastra by Kautilya • Role of Dharmasāstra in economic behavior and ethical trade 3. Currency & Banking: <ul style="list-style-type: none"> • Ancient coins (Pana, Nishka, Karshapana) • Indigenous banking systems (Shresthis and Mahajans) 4. Taxation and Revenue Collection: <ul style="list-style-type: none"> • Tax structure under Mauryan Empire • Principles of revenue management 5. Marketplaces and Trade Centers: <ul style="list-style-type: none"> • Famous trade centers: Takshashila, Pataliputra, Bharuch, etc. • Local and international trade routes (Silk Road, Indian Ocean Trade) 	15
II	<p>Evolution of Financial Instruments and Institutions in Ancient India</p> <ol style="list-style-type: none"> 1. Hundī System (Proto-Banking): <ul style="list-style-type: none"> • Origin and evolution of Hundis • Role of Sarrafs and brokers 2. Guilds and Corporate Financing: <ul style="list-style-type: none"> • Role of Shrenis (merchant guilds) as proto-corporations • Internal funding and investment mechanisms 3. Insurance & Risk Management: <ul style="list-style-type: none"> • Methods of risk-sharing in maritime trade • Early concepts of joint liability and trade insurance 4. Financial Ethics and Regulations: <ul style="list-style-type: none"> • Ethical practices in trade from Jain and Buddhist literature • Role of kings and councils in market regulation 5. Legacy and Modern Relevance: <ul style="list-style-type: none"> • Lessons from ancient systems for modern-day policy making • Continuity of financial traditions in post-ancient India 	15

Recommended Online Resources:

- Banking Systems in Ancient India: A Historical Overview

An in-depth analysis of early banking practices and institutions.

- Insurance in India: From Ancient Practices to Modern Innovations

Explores the evolution of insurance mechanisms from ancient times to the present.

Articles

- Hundi: Traditional Financial Instruments

Details the function and types of Hundis in historical financial systems.

Learn more on Wikipedia [\[33\]](#)

- Arthashastra: Ancient Economic Thought

Provides insights into the economic policies and regulations of ancient India.

Explore the text

Books:

1. "Indian Financial System" by Bharati V. Pathak

Covers historical development of banking, RBI, financial institutions, and reforms.

2. "Banking Theory and Practice" by K.C. Shekhar & Lekshmy Shekhar

Easy-to-understand with chapters on evolution of banking and modern reforms.

3. "History of the Reserve Bank of India" (Official RBI Publications)

Multi-volume series covering detailed pre and post-independence banking events.

4. "Indian Economy" by Ramesh Singh (McGraw Hill)

Includes relevant chapters on financial sector development, reforms, and RBI's role.

5. "Development of Banking in India" by Dr. S.V. Murthy

Academic text focusing specifically on the evolution of the Indian banking system.

Online Resources

1. Reserve Bank of India Official Website – rbi.org.in

Access RBI's history, annual reports, speeches, and key policy updates.

2. National Stock Exchange (NSE) Modules – ncfm.nseindia.com

Offers free and paid courses on banking and finance basics.

3. IGNOU eGyankosh – egyankosh.ac.in

Search for "Indian Banking System" or "Banking and Finance" to access free study materials.

4. YouTube Channels

Channels like Study IQ, Unacademy, Drishti IAS, and RBI Grade B Prep often cover historical banking topics in an engaging format.

5. MOOCs (Massive Open Online Courses)

Platforms like SWAYAM, Coursera, and edX have courses on banking and financial systems

(Search: Indian Financial System, Evolution of Banking)

Semester – VI

Summary

Sr. No.	Choice Based Credit System	Subject Code	Remarks
1	Risk Management	UC-TFM-601	Major
2	Corporate Restructuring	UC-TFM-602	Major
3	International Finance OR	UC-TFM-603	DSE
4	Innovative Financial Products & Services	UC-TFM-604	DSE
5	Entrepreneurship Management	UC-TFM-605	Minor
6	Fintech	UC-TFM-606	Vocational
7	Financial Analytics	UC-TFM-607	Vocational
8	Research Project	UC-TFM-608	Project Credit

Third Year Semester VI Formative and Summative Detail Scheme

Sr. No .	Subject Code	Subject Title	Periods Per Week						Seasonal Evaluation Scheme					Total Marks	
			Units	S. L.	L	T	P	Credit	S. L. E	C T	T A	CP	SE E		
1		Risk Management	4	20 %	4	0	0	4	15	20		05	60	100	
2		Corporate Restructuring	4	20 %	4	0	0	4	15	20		05	60	100	
3		International Finance	4	20 %	4	0	0	4	15	20		05	60	100	
4		Innovative Financial Products & Services	4					0	4	15	20		05	60	100
5		Entrepreneurship Management	2					0	2					30	50
6		Fintech	2					0	2					30	50
7		Financial Analytics	2					0	2					30	50
8		Research Project	4					4							100
Total Hours / Credit							20		Total Marks					500	

***One to two lectures to be taken for CONTINUOUS self -learning evaluation**

- **Lecture Duration – 60 Minutes**
- **One Credit = 15 hours of lectures, 30 hours practicals**

L: Lecture: Tutorials P: Practical, SLE- Self learning evaluation CT-Commutative Test,
 SEE- Semester End Examination , TA-Teacher Assessment, CP- Active Participation

Third Year Semester – VI Units – Topics – Teaching Hours

S.N	Subject Code	Subject Unit Title		Lectures	Total No. of lectures	Credit	Total Marks
1		I	Introduction to Risk Management	15	60	4	100
		II	Evaluation of Risk	15			
		III	Foreign Exchange Risk	15			
		IV	Enterprise Risk Management	15			
2		I	Corporate Restructuring – Introduction and Concepts (Only Theory)	10	60	4	100
		II	Accounting of Internal Reconstruction (Practical and theory)	15			
		III	Accounting of External Reconstruction (Amalgamation/ Mergers/ Takeovers and Absorption)(Practical and theory)	20			
		IV	Impact of Reorganization on the Company - An Introduction (Only Theory)	15			
3		I	Introduction to International Finance	15	60	4	100
		II	International Financial Institutions	15			
		III	Foreign Exchange Markets	15			
		IV	World Financial Markets	15			
4		I	Introduction of Alternative Investment		60	4	100
		II	Private Equity				
		III	Emerging Financial Services				
		IV	Consumer Finance and Innovative Financial Products				
5		I	Understanding Entrepreneurship	15	30	2	50
		II	Entrepreneurship in action	15			

6		I	Introduction to Fintech and Technologies used	15	30	2	50
		II	Fintech: laws, issues, challenges and future	15			
7		I	Introduction to Predictive Analytics and AI Applications in Finance	15	45	2	50
		II	Financial Analytics – Tools & Applications	30			
8		Research Project				4	100
		Total				22	550

- **Lecture Duration – 60 Minutes**
- **One Credit = 15 hours of lectures, 30 hours practicals**

SEMESTER VI

Subject Name: Risk Management

Unit	Content	No. of Lectures
I	1. Introduction to Risk Management 1.1 The Concept of Risk, Identification of Risk faced by Organization 1.2 Risk and Uncertainty, Strategic and Operational Risks 1.3 Dynamic Nature of Risks 1.4 Business Risk 1.5 Financial Risk faced by Organization 1.6 Objectives of Risks Management 1.7 Process of Risk Management.	05
II	2. Evaluation of Risk 2.1 Evaluation of Organization's ability to bear them 2.2 Risk Measurement 2.3 Identify and assess the impact upon the stakeholder involved in Business Risk 2.4 Nature and Importance of Financial Risk, Evaluation of Financial Risk, 2.5 Evaluation of Alternative Risk Management Tools 2.6 Role of Risk Manager and Risk Committee in identifying and managing risk. 2.7 Basel Norms	10
III	3. Types of Risk, Sources and Impact of Risk 3.1 Sources and Impact of Common Business Risk Market, Credit Risk, Liquidity Risk, Technological- Cyber Security Risk, Legal Risk, Environmental Risk, Compliance Risk, Reputation Risk, Country Risk. 3.2 Forex Market- Introduction, Identifying and Analyzing Forex Risk, Managing Forex Risk	30
IV	4. Enterprise Risk Management 4.1 Definition 4.2 Scope 4.3 Techniques 4.4 Risk Identification and Treatment 4.5 Risk Assurance and Reporting	15

Self-Learning topics (Unit wise):

Sr. No	Unit	Topic
1	1	Types of Liquidity risk
	2	Risk Tolerance
	3	Forex Market
	4	ERM Framework
	5	Reporting of Risk By Board of Directors of any 10 Companies

Online Resources

- <https://www.youtube.com/watch?v=MqGq3RExPSs>
- <https://www.youtube.com/watch?v=gsnhAaEm1UE>
- <https://www.youtube.com/watch?v=IP-E75FGFkU&t=81s>

Reference Books

- The Essentials of Risk Management: Michel Crouhy, Dan Galai, Robert Mark : MC Graw Hill Education
- A Practical Guide to Risk Management: Thomas S Koleman: Research Foundation of CFA Institute
- Risk Management – Concepts and Guidance: Carl Pritchard: CRC Press
- Risk Management: Prof C K Roy: Vayu Education

Subject Name: Corporate Restructuring

Course Objectives:

- To understand corporate restructuring strategies such as mergers, acquisitions, and joint ventures.
- To learn accounting treatments for internal reconstruction, including share capital alterations and legal provisions.
- To apply accounting methods for external reconstruction, focusing on mergers, amalgamations, and purchase consideration.
- To assess the impact of reorganization on internal processes, stakeholders, and business integration.

Learning Outcomes:

- Students will understand corporate restructuring strategies and their operational effects.
- Students will be able to account for internal reconstruction with legal and financial methods.
- Students will apply accounting treatments for external reconstruction, including mergers and takeovers.
- Students will evaluate the impact of reorganization on stakeholders and post-reorganization processes.

Sr.No	Units/Modules	No. Of Lectures
1	Corporate Restructuring – Introduction and Concepts (Only Theory)	10
2	Accounting of Internal Reconstruction (Practical and theory)	15
3	Accounting of External Reconstruction (Amalgamation/ Mergers/ Takeovers and Absorption)(Practical and theory)	20
4	Impact of Reorganization on the Company - An Introduction (Only Theory)	15

Detailed Scheme

Sr No	Units/Modules	No. of Lectures

1	<p>Corporate Restructuring – Introduction and Concepts (Only Theory)</p> <p>1.1 Corporate Restructuring - Historical Background, Meaning of Corporate Restructuring, Corporate Restructuring as a Business Strategy, Need and Scope of Corporate Restructuring.</p> <p>1.2 Planning, Formulation and Execution of Various structuring Strategies, Important Aspects to be considered while Planning or Implementing Corporate Restructuring Strategies.</p> <p>1.3 Forms of Restructuring - Merger, Demerger, Reverse merger , Disinvestment,Takeover/acquisition, Joint Venture (JV), Strategic Alliance, Franchising and Slump sale</p>	10
2	<p>Accounting of Internal Reconstruction (Practical and theory)</p> <p>2.1 Need for reconstruction and Company Law provisions, Distinction between internal and external reconstructions</p> <p>2.2 Methods including alteration of share capital, variation of share-holder rights, sub division, consolidation, surrender and reissue/cancellation, reduction of share capital, with relevant legal provisions and accounting treatments for same.</p>	15
3	<p>Accounting of External Reconstruction (Amalgamation/ Mergers/ Takeovers and Absorption)(Practical and theory)</p> <p>3.1 In the nature of merger and purchase with corresponding accounting treatments of pooling of interests and purchase methods respectively</p> <p>3.2 Computation and meaning of purchase consideration and Problems based on purchase method of accounting only in the books of transferor and transferee</p>	20
4	<p>Impact of Reorganization on the Company - An Introduction (Only Theory)</p> <p>4.1 Change in the Internal Aspects on Reorganization – Change of Name and Logo, Revised Organization Chart, Communication, Employee Compensation, Benefits and Welfare Activities, Aligning Company Policies, Aligning Accounting and Internal Database Management Systems, Re- Visiting Internal Processes and Re-Allocation of People</p> <p>4.2 Change in External Aspects on Reorganization - Engagement with Statutory Authorities, Revised ISO Certification and Similar Other Certifications, Revisiting past Government approvals, decisions and other contracts.</p> <p>4.3 Impact of Reorganization - Gain or Loss to Stakeholders,</p> <p>4.4 Implementation of Objectives, Integration of Businesses and Operations, Post Merger Success and Valuation and Impact on Human and Cultural Aspects</p>	15

Self-Learning topics (Unit wise):

Sr. No	Topic
1	Corporate Restructuring – Introduction and Concepts (Only Theory)
2	Accounting of Internal Reconstruction (Practical and theory)
3	Accounting of External Reconstruction (Amalgamation/ Mergers/ Takeovers and Absorption)(Practical and theory)
4	Impact of Reorganization on the Company - An Introduction (Only Theory)

Online Resources

<https://resource.cdn.icai.org/62228bos50444-cp6.pdf>

<https://ca-final.in/wp-content/uploads/2018/09/Chapter-4-Accounting-for-Corporate-Restructuring.pdf>

<https://www.caclubindia.com/articles/types-of-corporate-restructuring-5649.asp>

<https://www.icci.edu/media/webmodules/publications/Full%20Book%20of%20PP-CRVI-2014.pdf>

Reference Books

1. Ramanujam : Mergers et al, LexisNexis Butterworths Wadhwa Nagpur
2. Ray : Mergers and Acquisitions Strategy, Valuation and Integration, PH
3. Advanced Accounts Shukla and Grewal S. Chand and Co. (P) Ltd., New Delhi
Advanced accountancy R.L. Gupta and M. Radhaswamy S. Chand and Co. (P) Ltd., New

Evaluation Pattern:

A) Formative Assessment **40 marks**

Sr. No.	Particulars	Marks
1	Self-Learning Evaluation	15 Marks
2	Online examination	20 Marks

3	Active participation in routine class instructional deliveries	05 Marks
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B) Summative Assessment

Semester End Examination- 60 % **60 Marks**

Q.No.	Particulars	Marks
1	Full Length Question OR Full Length Question	15
2	Full Length Question OR Full Length Question	15
3	Full Length Question OR Full Length Question	15
4	Full Length Question OR Full Length Question	15
Note	15 marks question may be divided into sub questions of 7.5 and 7.5 or 8 and 7 or 10 and 5 or 5, 5 and 5 marks if required.	

Subject Name: International Finance

Objectives

- To understand Foreign Exchange Markets, Exchange Rate Determination & Currency Derivatives
- To learn about the International Financial Institutions, International Economics and Globalization

Learning outcomes

1. To explain the structure, evolution, and challenges of the global financial system and international monetary frameworks.
2. To analyze the roles of international financial institutions and economic systems in global finance.
3. To apply concepts of foreign exchange markets, exchange rate determination, and derivatives for currency risk management.
4. To evaluate international financial markets, investment risks, and regulatory practices affecting global finance.

Unit 1	Content	No. of Lectures
I	Introduction to International Finance : Meaning / Importance , Scope of International Finance , Structure and participants of the global financial system , Functioning of the global financial system in the globalization process , The Emerging Challenges in International Finance, Evolution of International Monetary System , Gold Standard System, Bretton Woods System , Current Exchange Rate Arrangements , issues involved in overseas funding choices. Balance of Payment : Introduction to Balance of Payments, Component, Reporting, surplus & deficits .	15
II	International Financial Institutions and International Economics International Financial Institutions : International Monetary Fund , World Bank . International credit rating agencies. IFSCA-Regulator and Role Of Gift City. International Economics: Globalization, socialism and communism, protected economies, International grants.	15
III	Foreign Exchange Markets, Exchange Rate Determination & Currency Derivatives Foreign Exchange Markets: Introduction to Foreign Exchange Markets, Structure of Foreign Exchange Markets, Types of Transactions & Settlement Date, Exchange Rate Quotations & Arbitrage, Forward Quotations (Annualized Forward Margin) International Parity Relationships & Foreign Exchange Rate: Interest Rate Parity, Purchasing Power Parity & Fisher's Parity, Forecasting Exchange Rates (Efficient Market Approach, Fundamental Approach, Technical Approach, Performance of the Forecasters), Global Financial Markets & Interest Rates (Domestic & Offshore Markets, Money Market Instruments) Currency & Interest Rate Futures: Introduction to Currency Options (Option on Spot, Futures & Futures Style Options), Futures Contracts, Markets & the	15

	Trading Process, Hedging & Speculation with Interest Rate Futures, Currency Options in India.	
IV	<p>World Financial Markets with Various Risk & Institutions</p> <p>Euro Currency Bond Markets: Introduction to Euro Currency Market, Origin of Euro Currency Market, Euro Bond Market (Deposit, Loan, Notes Market), Types of Euro Bonds, Innovation in the Euro Bond Markets, Control & Regulation of Euro Bond Market International Equity Markets & Investments: Introduction to International Equity Market, International Equity Market Benchmarks, Risk & Return from Foreign.</p> <p>Foreign exchange Risks- Types of Risks (Transaction, Translation and Economic Risk) Risks in Foreign Direct Investment (FDI) Decisions, FERA v/s FEMA, Scope & Significance of Foreign Exchange Markets, FDI v/s FPI, Role of FEDAI in Foreign Exchange Market. Current Practice of IFC in developing countries and its future implication</p>	15

Self-Learning topics (Unit wise):

Sr. No	Unit	Topic
1	1	Introduction to International Finance
2	2	International Financial Institutions
3	3	Foreign Exchange Markets
4	4	World Financial Markets

Online Resources

https://www.youtube.com/watch?v=yFl1z_SCrXQ&list=PL-uRhZ_p-BM5OwNpuI6krXG957-6tt2W6 <https://www.youtube.com/watch?v=90xWlhPoaGg>
https://www.youtube.com/watch?v=6_1nBmnTYgw
<https://www.youtube.com/watch?v=zM0j1MBK6Hk>

References

1. International Finance by Rajiv Srivastav , Oxford University Press
2. International Financial Management by P.G. Apte 2010 Ed .
3. International Financial Management by Vyuptakesh Sharan
4. International Financial Management by S.P. Sriniwasan
5. Foreign Exchange , International Finance , Risk Management by A.V. Rajwade
6. Currency Exposures and Derivatives by A.V Rajwade
7. International Finance , by Maurice Levi , 5th edition , Mc Graw Hill
8. International Financial Management by Jeff Madura ; 2008 , Cengage Learning
9. International Financial Management by Eun and Resnick , 4th edition Tata McGraw Hill
10. International Economics by Carbaugh 11th Edition , Cengage Learning .
11. Paul R Krugman and Maurice Obstfeld , " International Economics ' , 8th edition
12. Multinational Financial Management by Alan Shapiro , 9th Ed , Wiley

Subject Name: Innovative Financial Products & Services

Course Objectives:

1. To define and explain the concept of alternative investments and their role in strategic asset allocation.
2. To describe the various types of alternative investments such as real estate, private equity, and hedge funds, and their risk-return profiles.

3. To analyze real estate and private equity investment opportunities using valuation techniques and performance indicators.
4. To evaluate financial products and services like lease and hire-purchase, consumer finance, and venture capital in the context of the Indian market.
5. To develop investment strategies by integrating alternative investment options into a diversified portfolio for risk mitigation and maximization of returns.

Learning Outcomes:

1. **Learners will be able to** assess the role of alternative investments in portfolio management and strategic asset allocation, including their benefits and risks.
2. **Learners will be able to** analyze various types of alternative investments such as real estate, private equity, and hedge funds, and apply relevant valuation techniques for performance evaluation.
3. **Learners will be able to** evaluate consumer finance products, including lease, hire-purchase, and venture capital, and assess their impact on the financial services market in India.
4. **Learners will be able to** develop effective investment strategies by integrating alternative investments into diversified portfolios, applying appropriate risk management techniques.

Detailed Scheme

Sr.No	Units/Modules	No. Of Lectures
1.	Introduction of Alternative Investment <ul style="list-style-type: none"> 1.1 Alternative investments: Overview 1.2 Role of Alternative investments in Strategic Asset Allocation 1.3 Role of Alternative investments in Portfolio Management 1.4 Alternative investments and due diligence 1.5 Real estate 1.6 REIT's and the private real estate market 1.7 Commercial real estate 1.8 Real estate investment trusts 1.9 Mortgage backed securities 1.10 Mezzanine debt and preferred equity in real estate 1.11 Real estate appraisal and valuation 1.12 Performance of real estate portfolios 	15
2.	Private Equity <ul style="list-style-type: none"> 2.1 Introduction to private equity 2.2 Equity types of private equity 2.3 Types of debt in private equity 	15

	<p>2.4 Venture capital, mezzanine capital, buyout funds, distressed debt, investing, performance of private equity, private equity: risk and return profile. Hedge Funds</p> <p>2.5 Investing in hedge funds</p> <p>2.6 Performance of hedge funds</p> <p>2.7 Hedge funds and risk management</p> <p>2.8 Hedge funds and financial crisis</p> <p>2.9 Hedge funds: replication and nonlinearities</p> <p>2.10 Fund of funds</p>	
3	<p>Emerging Financial Services</p> <ul style="list-style-type: none"> • Alternative Financing – Crowdfunding, Supply Chain Finance. • Digital Banking & Payment Systems – UPI, e-RUPI, CBDC • Insurance Tech – Usage Based Insurance, On-Demand Insurance. • Embedded Finance and Banking as-a- Service • Investment Services – Portfolio Management Services (PMS) <p>Case studies on -</p> <ol style="list-style-type: none"> i. "PhonePe: Driving UPI Growth and Financial Inclusion" ii. "Zerodha: Disrupting Traditional Stock Broking with Technology" iii. "Razorpay: Powering Digital Payments for Indian Businesses" iv. "e-RUPI: Revolutionizing Welfare Delivery through Digital Vouchers". v. "BNPL in India: The Rise of Instant Credit with MobiKwik & ZestMoney" 	15
4	<p>Consumer Finance and Innovative Financial Products</p> <p>A. Consumer Finance:</p> <p>Introduction, Sources, Types of Products, Consumer Finance Practice in India, Mechanics of Consumer Finance, Terms, Pricing, Marketing and Insurance of Consumer Finance, Consumer Credit Scoring, Case for and against Consumer Finance</p> <p>B. Innovative Financial Products</p> <ol style="list-style-type: none"> a. Digital & Decentralized Finance - Cryptocurrencies and Stable coins, DeFi. b. Investment & Wealth Tech Innovations - Green Bonds, Blue Bonds & ESG Funds with case studies. c. Exchange Traded Funds (ETF's) – Thematic, 	15

	<p>Sectoral, Global ETF's.</p> <p>d. Banking & Lending Innovations - Buy Now & Pay Later, Neobanks, P2P Lending Platforms.</p> <p>e. Financial inclusion Tools – Micro-Investment platforms, Digital Gold</p>	
TOTAL		60

Self-Learning Topics (Unit wise)

1	Alternative investments and due diligence
2	Types of Private Equity
3	Digital Banking & Payment Systems
4	Cryptocurrencies

Online Resources

1. https://www.investopedia.com/terms/a/alternative_investment.asp
2. <https://www.coursera.org/learn/private-equity>
3. <https://www.slideshare.net/slideshow/13-innovative-financial-instrumentspptx/265616432>

Reference Books

1. "Alternative Investments: CAIA Level I" by Mark J. P. Anson, CFA, CAIA
2. "Private Equity: History, Governance, and Operations" by Harry Cendrowski, James P. Puthoff, and Rose Alderman
3. "The Handbook of Alternative Investments" edited by Frank J. Fabozzi, CFA
4. "Real Estate Investment: A Strategic Approach" by David M. Geltner, Norman G. Miller, Jim Clayton, and Piet Eichholtz
5. "Hedge Fund Market Wizards" by Jack Schwager
6. "Venture Deals: Be Smarter Than Your Lawyer and Venture Capitalist" by Brad Feld and Jason Mendelson
7. "Investment Science" by David G. Luenberger

Subject Name: **Entrepreneurship Management**

Course Objectives

- To introduce the core concepts, nature, and scope of entrepreneurship and its importance in economic development.
- To develop an understanding of the entrepreneurial process from opportunity identification to business model design.
- To equip students with practical skills in preparing business plans, understanding funding mechanisms, and managing startup operations.
- To familiarize students with the legal, financial, and marketing aspects crucial for launching and scaling new ventures.
- To analyze the startup ecosystem in India, including government initiatives, and encourage application through real-world case studies.

Learning Outcomes

- Define entrepreneurship, describe characteristics of entrepreneurs, and recall the stages of the entrepreneurial process.
- Explain the role of entrepreneurship in economic development, differentiate between entrepreneur, manager, and intrapreneur, and summarize startup funding options and government initiatives.
- Apply the Business Model Canvas to startup ideas, develop a basic business plan, and execute budgeting and financial planning for new ventures.
- Analyze the feasibility of business opportunities, evaluate marketing strategies, and interpret challenges faced by startups in scaling.
- Assess different funding sources, financial strategies, and exit options for startups to make informed strategic decisions.
- Design a complete entrepreneurial project proposal including business plan, marketing plan, financial plan, and exit strategy.

Sr. No.	Syllabus	Lectures
1	Understanding Entrepreneurship 1.1 Meaning, Nature, and Scope of Entrepreneurship 1.2 Characteristics of Entrepreneurs 1.3 Role of Entrepreneurship in Economic Development 1.4 Entrepreneur vs. Manager vs. Intrapreneur 1.5 Entrepreneurial Process: From Idea to Execution 1.6 Business Opportunity Identification and Feasibility Analysis 1.7 Overview of the Startup Ecosystem in India 1.8 Business Model Canvas Basics 1.9 Government Policies and Startup India Initiatives	15

2	Entrepreneurship in Action 2.1 Writing a Business Plan: Structure and Components 2.2 Entrepreneurial Finance: Sources of Funding (Bootstrapping, Angel Investors, VCs, Crowdfunding, MSME Schemes) 2.3 Budgeting, Break-even Analysis, and Working Capital 2.4 Legal Aspects: Business Registration, IP, Taxation, Compliance 2.5 Marketing Strategies for Startups (Digital Marketing Basics) 2.6 Human Resource and Team Management in Startups 2.7 Challenges in Scaling Ventures 2.8 Exit Strategies: IPO, Acquisition, Franchising 2.9 Case Studies: Successful Indian Startups	15
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SELF LEARNING TOPICS

1.1 Meaning, Nature, and Scope of Entrepreneurship

1.7 Overview of the Startup Ecosystem in India

ONLINE RESOURCES

https://onlinecourses.nptel.ac.in/noc21_mg70/preview

Reference Books

1. *Entrepreneurship Development*

Author: S.S. Khanka

Publisher: S. Chand Publishing

2. *Entrepreneurship*

Author: Rajeev Roy

Publisher: Oxford University Press

3. *Entrepreneurship Development and Small Business Enterprises*

Author: Poornima M. Charantimath

Publisher: Pearson Education

4. *Entrepreneurship*

Author: Robert D. Hisrich, Michael Peters, Dean Shepherd

Publisher: McGraw Hill

5. *Essentials of Entrepreneurship and Small Business Management*

Author: Norman M. Scarborough

Publisher: Pearson

6. *Dynamics of Entrepreneurial Development and Management*

Author: Vasant Desai

Publisher: Himalaya Publishing House

Evaluation Pattern For 50 Marks

Summative Assessment	Formative Assessment	Total Marks
30	20	50

Evaluation Pattern

A) Formative Assessment 20 marks

Sr. No.	Particulars	Marks
1	Self-Learning Evaluation	15 Marks
2	Active participation in routine class instructional deliveries	05 Marks

B) Summative Assessment

Semester End Examination- 60 % 30 Marks

- 1) Duration – These examinations shall be of 1 hour duration.
- 2) Question Paper Pattern: -
 - There shall be two questions each of 15 marks.
 - All questions shall be compulsory with internal choice within the questions.
 - The question may be sub-divided into sub-questions a, b, c, d & e only and the allocation of marks depends on the weightage of the topic.

Course Objectives (COs)

1. To introduce the fundamental concepts, characteristics, and components of Fintech, along with its importance in the modern financial ecosystem.
2. To explain the role and applications of emerging technologies such as Cloud Computing, Blockchain, AI, Machine Learning, Chatbots, Cryptocurrencies, and Fintech apps.
3. To analyze the legal, regulatory, cybersecurity, and operational challenges involved in the implementation and operation of Fintech.
4. To evaluate the future prospects of Fintech and its impact on traditional banking, including new models like RegTech, TechFin, Neo Banks, and Sandbox environments.

Learning Outcomes (LOs)

The learner will be able to:

1. Define the key concepts, components, and characteristics of Fintech, and explain the functions of emerging technologies such as Cloud, Blockchain, AI, Machine Learning, Chatbots, and Cryptocurrencies.
2. Apply Fintech knowledge to real-world financial scenarios, demonstrating the use of Fintech applications and tools in improving financial services.
3. Analyze the legal, regulatory, cybersecurity, and operational risks associated with Fintech adoption and implementation.
4. Evaluate the impact of Fintech innovations such as TechFin, RegTech, Neo Banks, and Sandbox models, and recommend effective Fintech-based solutions for modern financial systems.

Sr. No.	Modules / Units	No. of Lectures
Unit 1	<p>Introduction to Fintech and Technologies used</p> <p>1.1 Introduction to Fintech, 1.2 Characteristics of Fintech, 1.3 Components of Fintech, 1.4 Importance of Fintech 1.5 Cloud and its elements, 1.6 Blockchain technology and its role 1.7 Introduction to Fintech Apps, 1.8 Define and Explore AI, Machine learning and Chat Bots, Applications and Technologies, Cryptocurrencies and Bitcoins.</p>	15

Unit 2	Fintech: laws, issues, challenges and future	
	<p>2.1 The Future of Fintech: Looking into the future of Fintech</p> <p>2.2 Fintech regulation law enforcement, Fintech Operations, Regulatory risk</p> <p>2.3 Considerations when implementing open-source technology</p> <p>2.4 FinTech opportunity to improve the financial system</p> <p>2.5 Cyber Security, Fraud, Crime</p> <p>2.6 Difference Between Fintech Vs TechFin</p> <p>2.7 Basics of Regtech (Regulation of Fintech), Sandbox, Neo Bank, Big Tech</p> <p>2.8 Challenges for Traditional Banking companies.</p>	15

Self-Learning topics (Unit wise):

Sr. No	Unit	Topic
1	1	Blockchain and AI Application
2	2	Future of Fintech

Online Resources

1	https://www.youtube.com/watch?v=DiWyf_RtIYM
2	https://www.youtube.com/watch?v=QCvL-DWcojc
3	https://www.youtube.com/watch?v=QIP4WR10mwE

References:

- Fintech Future: The Digital Dna of Finance by Viral V Acharya
- 3F: Future Fintech Framework by KartikSwaminathan
- Blockchain Revolution : How the Technology behind Bitcoin is changing money, Business and the world by Don Tapscott.

Evaluation Pattern For 50 Marks

Summative Assessment	Formative Assessment	Total Marks
30	20	50

Formative Assessment: (20 marks)

Any one of the following methods of assessment may be undertaken:

- 1 Class Test – 15 marks
- 2 Online Exam
- 3 Assignment/Project/ Case Studies
- 4 Class Active Participation – 5 Marks

Note: Guidelines for Internal Assessment will be as per university norms and inform in advance.

Summative Assessment

Q1	Attempt Any 2 out of 3 (7.5 Mark each) a) Theory Questions b) Theory Question c) Theory Questions	15 Marks
Q2	Attempt Any 2 out of 3 (7.5 Mark each) b) Theory Question b) Theory Question c) Theory Questions	15 Marks

Subject Name: Financial Analytics

Course Objectives:

1. To introduce the fundamentals of predictive analytics and its application in financial decision-making.
2. To develop proficiency in using Excel and basic visualization tools for financial data analysis.
3. To familiarize students with regression models and machine learning techniques relevant to finance.
4. To enable students to apply data-driven approaches for forecasting, budgeting, investment tracking, and risk assessment.
5. To encourage hands-on learning through practical assignments and mini-projects using real-world financial data.

Learning Outcomes:

At the end of the course, learners will be able to:

1. Analyze financial data using Excel functions, pivot tables, dashboards, and visualization techniques.
2. Apply linear and logistic regression models for predictive financial analytics.
3. Perform stock price predictions and credit scoring using historical datasets.
4. Create interactive financial dashboards using Excel and Power BI/Tableau (basic level).
5. Integrate AI-driven insights into financial analysis and reporting.

Course Code:

Subject Name: Financial Analytics using Artificial Intelligence

Module-wise Details

Unit No.	Module	No. of Lectures
1	Introduction to Predictive Analytics and AI Applications in Finance	15
2	Financial Analytics – Tools & Applications	30
	Total	45

Detailed Scheme

Sr. No	Units/Modules	No. Of Lectures
1.	Module 1: Introduction to Predictive Analytics and AI Applications in Finance 1.1 Excel for Financial Data: Working with financial data in Excel (using pivot tables, charts, and basic formulas). 1.2 Data Visualization: Introduction to visualization tools (Power BI, Excel, or Google Sheets) to create interactive dashboards. 1.3 Introduction to Regression Models: Linear regression, logistic regression, and their application in finance.	15

	<p>1.4 Stock Price Prediction: Using regression models to predict future stock prices based on historical data.</p> <p>1.5 Credit Scoring and Risk Assessment: Introduction to using machine learning algorithms to assess credit risk and determine loan eligibility.</p>																									
2.	<p>Unit 2: Financial Analytics – Tools & Applications</p> <table border="1"> <thead> <tr> <th>Topics</th><th>Tools Used</th></tr> </thead> <tbody> <tr> <td>2.1 Navigating Excel for Financial Data</td><td>Excel</td></tr> <tr> <td>2.2 Input and Formatting of Financial Statements</td><td>Excel</td></tr> <tr> <td>2.3 Ratio Analysis Dashboard (Interactive)</td><td>Excel</td></tr> <tr> <td>2.4 Common-Size and Trend Analysis</td><td>Excel</td></tr> <tr> <td>2.5 Time Series Forecasting (Sales/Revenue)</td><td>Excel Functions (FORECAST, TREND)</td></tr> <tr> <td>2.6 Budgeting & Variance Analysis</td><td>Excel (IF, SUMIF, Conditional Formatting)</td></tr> <tr> <td>2.7 Investment Portfolio Tracking</td><td>Excel</td></tr> <tr> <td>2.8 Risk Metrics: Beta, Portfolio Variance</td><td>Excel</td></tr> <tr> <td>2.9 Introduction to Visualization Tools</td><td>Excel Charts/Graphs/ Looker (Google Studio)</td></tr> <tr> <td>2.10 KPI-based Financial Dashboard</td><td>Excel + Power BI/Tableau (Optional)</td></tr> <tr> <td>2.11 Prediction of stock pricing using Regression models</td><td>Excel/ Power BI</td></tr> </tbody> </table>	Topics	Tools Used	2.1 Navigating Excel for Financial Data	Excel	2.2 Input and Formatting of Financial Statements	Excel	2.3 Ratio Analysis Dashboard (Interactive)	Excel	2.4 Common-Size and Trend Analysis	Excel	2.5 Time Series Forecasting (Sales/Revenue)	Excel Functions (FORECAST, TREND)	2.6 Budgeting & Variance Analysis	Excel (IF, SUMIF, Conditional Formatting)	2.7 Investment Portfolio Tracking	Excel	2.8 Risk Metrics: Beta, Portfolio Variance	Excel	2.9 Introduction to Visualization Tools	Excel Charts/Graphs/ Looker (Google Studio)	2.10 KPI-based Financial Dashboard	Excel + Power BI/Tableau (Optional)	2.11 Prediction of stock pricing using Regression models	Excel/ Power BI	30
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TOTAL		45																								

Evaluation Pattern For 50 Marks

Summative Assessment	Formative Assessment	Total Marks
30	20	50

Formative Assessment: (20 marks)

Any one of the following methods of assessment may be undertaken:

- 5 Online Exam Assignment/Project – 15 MARKS
- 6 Class Active Participation – 05 Marks

Note: Guidelines for Internal Assessment will be as per university norms and inform in advance.

References:

1. “Financial Statement Analysis” – K. R. Subramanyam
2. “Excel for Accountants” – P. Fullick
3. Investopedia tutorials, ExcelIsFun (YouTube)
4. NSE/BSE Annual Reports

Self-Learning Topics (Unit wise)

1	"Mini-project: Build a Stock Prediction Dashboard using Regression models and Excel."
2	Investment Portfolio Tracking



Dr Tasneem Razmi

Chairperson – BOS (Banking Insurance and Financial Markets)