



SIES

College of Arts,
Science & Commerce
(Autonomous)

RISE WITH EDUCATION

NAAC REACCREDITED "A" GRADE

Sion (West), Mumbai – 400022.

**Bachelor of Management Studies in
Capital Market (BMS (CM))**

Programme: BMS (CM)

Course: Management Studies

Syllabus for First Year (CM) Programme

(To be implemented from 2020 – 2021)

Credit Based Semester and Grading System.

Bachelor of Management Studies in Capital Market (BMS (CM)) Programme

PREAMBLE

The exponential growth of the financial sector all over the world has created a necessity to equip skilled professionals with a strong knowledge base in capital markets. Keeping in mind the unending potential and scope of this sector we need to develop specialists with the necessary skills and abilities. This program is designed to meet the above vision. It will provide a comprehensive understanding of the capital market and help the learners gain an edge over others. It will also make them aware of the possible risks associated with capital market investment and assist them to manage the investment funds professionally, thus reducing the risks to a certain extent. Students can acquire expertise in various areas such as mutual funds, banking operations, derivatives, securities, law, investment banking and communication. The programme is designed keeping in mind the changes in the practice of business and aims to bridge the gap between the expectations of the industry and academia.

Bachelor of Management Studies in Capital Market (BMS (CM)) Programme

Under Choice Based Credit, Grading and Semester System Course Structure

FYBMS (CM)

(To be implemented from Academic Year 2020 – 2021)

Course Code	Semester I	Credits	Course code	Semester II	Credits
1	Elective Courses				
SIUBCM11	Financial Accounting	3	SIUBCM21	Mutual Fund Management	3
SIUBCM12	Business Law	3	SIUBCM22	Corporate Finance	3
SIUBCM13	Introduction to Financial Market	3	SIUBCM23	Ethical and Professional Standards	3
2	Ability Enhancement Courses				
2A	Ability Enhancement compulsory Courses				
SIUBCM14	Business Communication – I	3	SIUBCM24	Business Communication – II	3
2B	Skill Enhancement Courses				
SIUBCM15	Banking Operation & Product- I	3	SIUBCM25	Banking Operation & Product- II	3
3	Core Courses				
SIUBCM16	Marketing & sales of Financial Products	3	SIUBCM26	Business Environment	3
SIUBCM17	Business Economics – I (Micro Economics)	3	SIUBCM27	Business Economics – II (Macro Economics)	3
Total Credits		21	Total Credits		21

Bachelor of Management Studies in Capital Market (BMS (CM)) Programme

Under Choice Based Credit, Grading and Semester System Course Structure

SYBMS (CM)

(To be implemented from Academic Year 2021 – 2022)

Course Code	Semester III	Credits	Course code	Semester IV	Credits
1	Elective Courses				
SIUBCM31	Security Law	3	SIUBCM41	Technical Analysis	3
SIUBCM32	Principles of Management	3	SIUBCM42	Fixed Income Securities	3
SIUBCM33	IT in Business Management - I	3	SIUBCM43	IT in Business Management - II	3
2	Ability Enhancement Courses				
2A	Ability Enhancement compulsory Courses				
SIUBCM34	Mergers and Acquisition	3	SIUBCM44	Business Research	3
2B	Skill Enhancement Courses				
SIUBCM35	Business Statistics	3	SIUBCM45	Financial Spreadsheet	3
3	Core Courses				
SIUBCM36	Accounting for Managerial Decisions	3	SIUBCM46	Foreign Exchange	3
SIUBCM37	Investment Banking	3	SIUBCM47	Markets and Regulators	3
Total Credits		21	Total Credits		21

Bachelor of Management Studies in Capital Market (BMS (CM)) Programme

Under Choice Based Credit, Grading and Semester System Course Structure

TYBMS (CM)

(To be implemented from Academic Year 2022 – 2023)

Course Code	Semester V	Credits	Course code	Semester VI	Credits
1	Elective Courses				
SIUBCM51	Financial Planning	3	SIUBCM61	Financial Risk Management	3
SIUBCM52	Project Finance	3	SIUBCM62	Portfolio Management	3
SIUBCM53	Financial Model	3	SIUBCM63	Taxation	3
2	Ability Enhancement Courses				
2A	Ability Enhancement compulsory Courses				
SIUBCM54	Strategic Management	3	SIUBCM64	Financial Technology	3
2B	Skill Enhancement Courses				
SIUBCM55	International Business	3	SIUBCM65	Entrepreneurship Management	3
3	Core Courses				
SIUBCM56	Derivatives – I	3	SIUBCM66	Derivatives – II	3
SIUBCM57	Internship	3	SIUBCM67	Project	3
Total Credits		21	Total Credits		21

FYBMS in Capital Market (FYBMS (CM)) Syllabus**SEMESTER I**

Course Code	Paper No.	Unit	Paper Title / Topics	Credits	L/Week
1	I	-	Financial Accounting		
SIUBCM11	1.0	1.1	Introduction to Accounting	3	1
		1.2	Preparation of Financial Statements		1
		1.3	Accounting Standards w.r.t Inventory Valuation, Depreciation Accounting and Revenue Recognition		1
		1.4	Corporate Financial Reporting and Accounting		1
1	II	-	Business Law		
SIUBCM12	2.0	2.1	Contract Act, 1872 & Sale of Goods Act, 1930	3	1
		2.2	Negotiable Instrument Act, 1981 & Consumer Protection Act, 1986		1
		2.3	Indian Companies Act, 2013		1
		2.4	Intellectual Property Rights (IPR)		1
1	III	-	Introduction to Financial Market		
SIUBCM13	3.0	3.1	Introduction to Financial Markets	3	1
		3.2	Regulation of Financial markets		1
		3.3	Financial Institutions and Intermediaries		1
		3.4	Financial Instruments & Services		1
2	-	-	Ability Enhancement Courses		
2A		-	Ability Enhancement Compulsory Courses		

2A	IV	-	Business Communication - I		
SIUBCM14	4.0	4.1	Theory of Communication	3	1
		4.2	Obstacles to Communication and Listening Skills		1
		4.3	Business Correspondence		1
		4.4	Language and Writing Skills		1
2B		-	Skill Enhancement Courses		
2B	V	-	Banking Operation & Product- I		
SIUBCM15	5.0	5.1	Introduction to Banking	3	1
		5.2	Role of different types of Banks		1
		5.3	Banking Operations		1
		5.4	Retail Banking		1
3	-	-	Core Courses		
3	VI	-	Marketing & sales of Financial Products		
SIUBCM16	6.0	6.1	Introduction to Marketing	3	1
		6.2	Developing the 7 elements of Marketing Mix		1
		6.3	Understanding Customers		1
		6.4	Introduction to Services Marketing Communicating the Marketing Mix		1
3	VII	-	Business Economics – I		
SIUBCM17	7.0	7.1	Introduction	3	1
		7.2	Demand Analysis		1
		7.3	Production Decisions and Cost Concepts		1
		7.4	Market Structure		1

FYBMS (CM) Semester – I**Course Code 1: Elective Courses****Paper I****Paper Code: SIUBCM11****Credits: 3.0 Credits (60 Lectures)**

Elective Course: Paper – I : Financial Accounting		60 L
Paper Code: SIUBCM11		
LEARNING OBJECTIVES		
<ol style="list-style-type: none"> 1. To acquaint the learner with the core concept and necessity of accounting and develop accounting skills amongst the learners. 2. To enable the learner to understand the applicability of specific accounting standards with respect to revenue recognition, depreciation and inventory valuation with preparation of financial statements of a company. 3. To enable students to effectively read and understand Corporate Annual Reports, Audit Reports and Director's Reports. 		
COURSE OUTCOMES		
<ol style="list-style-type: none"> 1. The learners will get to know the various accounting standards and their scope 2. It will help them to understand and analyse the information contained in the published financial statements of companies 3. Thus, the learners will be able to apply knowledge of preparation and presentation of financial statements 		
1.1: Unit – 1: Introduction to Accounting, 1L/Week		15 L
1.1.1	Introduction to Accounting: Concept and necessity of Accounting · An Overview of Income Statement and Balance Sheet.	5 L
1.1.2	Introduction and Meaning of GAAP: Concepts of Accounting · Impact of Accounting · Concepts on Income Statement and Balance Sheet.	6 L
1.1.3	Inflation Accounting: Concept, Meaning, Objectives, Methods. Ethical Issues in Accounting: Meaning and importance.	4 L
1.2: Unit – 2: Preparation of Financial Statements, 1L/Week		15 L
1.2.1	Accounting Mechanics · Process leading to preparation of Trial Balance and Financial Statements	2 L
1.2.2	Preparation and Complete Understanding of Corporate Financial Statements ·	6 L

	'T' Form and Vertical Form of Financial Statements.	
1.2.3	Financial Statements of Companies: Income Statement and Balance Sheet in Schedule III. Provisions of the Companies Act: Affecting preparation of Financial Statements, Creative Accounting, Annual Report, Presentation and analysis of Audit reports and Directors report. (Students should be exposed to reading of Annual Reports of Companies both detailed and summarized version).	7 L
1.3: Unit – 3, Accounting Standards, 1L/Week		15 L
1.3	Accounting Standards (AS): AS 2: Valuation of Inventory: Meaning and Definition, Applicability, Measurement of Inventory, Disclosure in Final Accounts. AS 6: Depreciation Accounting: Meaning, Applicability, Treatment and Disclosure in Final Accounts. AS 9: Revenue Recognition and Measurement, Capital and Revenue Items, Deferred Revenue Expenditure, etc.	15 L
1.4: Unit – 4, Corporate Financial Reporting and Accounting,1L/Week		15 L
1.4.1	Corporate Financial Reporting – Analysis and Interpretation thereof with reference to Ratio Analysis, Fund Flow and Cash Flow.	7 L
1.4.2	Corporate Accounting. Accounting of Joint Stock Companies: Overview of Share Capital and Debentures, Accounting for Issue and forfeiture of Shares, Issue of Bonus Shares. Issue of Debentures.	8 L

References:

1. Accounting Standards Board of ICAI. (2017). Compendium of Statement & Standard of Accounting. ICAI.
2. Anthony, R.N. and Reece, J.S. (1994). *Accounting Principles*: Richard Irwin Inc.
3. Bhattacharya, A. (2006). *Indian Accounting Standards*. Tata Mc. Graw Hill & Co. Ltd.
4. Chadwick, L. (2001). *Financial Accounting*. Pentice Hall of India Adin Bakley (P) Ltd.
5. Grewal, T.S. (2009). *Introduction to Accountancy*. S. Chand and Company (P) Ltd.
6. Gupta, R.L. Radhaswamy, M. (2010). *Advanced Accountancy*. S. Chand and Company (P) Ltd.
7. Harsalekar, D. (2014). *Financial Accounting for Management*. Multi-Tech. Publishing Co. Ltd.
8. Horngren. (1981). Introduction to *Financial Accounting*. Pearson Publications.
9. Mukherjee, M. Hanif, M. (2001). *Modern Accountancy*. Tata McGraw Hill & Co. Ltd.

10. Mukherjee, M. Hanif, M. (2011). *Financial Accounting*. Tata McGraw Hill Education Private Ltd.
11. Rajasekaran, V. (2011). *Financial Accounting*. Pearson Publications.
12. Shukla. Grewal (2013). *Advance Accounts*. S. Chand and Company (P) Ltd.
13. Tulsian, P.C. (2002). *Financial Accounting*. Pearson Publications.

FYBMS (CM) Semester – I**Course Code 1: Elective Courses****Paper II****Paper Code: SIUBCM12****Credits: 3.0 Credits (60 Lectures)**

Elective Course: Paper II : Business Law		60 L
Paper Code: SIUBCM12		
LEARNING OBJECTIVES		
<ol style="list-style-type: none"> 1. To understand the concept of Contracts under the Indian Contract Act 1872. 2. To identify key terms under the Sale of Goods Act 1930. 3. To identify the scope of Company Law & IPR. 		
COURSE OUTCOMES		
<ol style="list-style-type: none"> 1. The course will develop the ability to identify and discriminate legal concepts and provide concrete learning in the field of basic Contracts and E Contracts. 2. It will provide a capacity to demonstrate a good understanding of corporate law and Consumer Protection Laws with their latest amendments in the professional field to solve current issues. 3. The Learner will be able to analyse and develop critical thinking skills for new areas in Intellectual Property such as Patent, Trade mark, Copyright and Designs in the digital world. 		
2.1: Unit – 1, Contract Act, 1872 & Sale of Goods Act, 1930, 1L/Week		15L
2.1.1	Contract Act, 1872 Explain the terms Agreement & Contract; kinds of Contracts & essentials of a valid Contract & E contracts. To identify the rules regarding damages for breach of contract & interpretation in the current pandemic scenario.	7 L
2.1.2	Sale of Goods Act, 1930: To understand the key terms such as Goods Property, Sale & Agreement to sell. To appreciate the importance of the terms Condition & Warranty. To explain the concept of Caveat Emptor & its exceptions. To state the rights of an Unpaid Seller.	8L

2.2: Unit – 2, Negotiable Instrument Act, 1981 & Consumer Protection Act, 1986		15L
2.2.1	Negotiable Instrument Act, 1981: To describe the characteristics of a Negotiable Instruments under the Negotiable Instruments Act 1881 such as Promissory Note, Bill of Exchange & Cheques.	8 L
2.2.2	Consumer Protection Act, 1986: To appreciate the significance of crossing of cheques. To state grounds for dishonor of Cheques & liabilities of a Banker. To understand the term “Consumer” as per Consumer Protection Act 1986. To state the objects of the Consumer Protection Councils & redressal Agencies. To highlight important changes under the Consumer Protection Act 2019.	7 L
2.3: Unit – 3, Indian Companies Act, 2013, 1L/Week		15L
2.3.1	Company Law (Indian Companies Act 2013) To understand the provisions of the Companies Act 2013 with reference to kinds of Companies. To outline the process of incorporation with particular reference to E form & E filing. To explain provisions relating to meetings of Companies and powers of NCLT.	8 L
2.3.2	To outline clauses of the MOA and AOA. To highlight provisions of Transfer & Transmission of Shares. (Through Demat). Describe key Amendments of the Companies Act 2013 in 2019.	7 L
2.4: Unit – 4, Intellectual Property Rights (IPR), 1L/Week		15L
2.4.1	Intellectual Property Rights (IPR): To understand the meaning and scope of Intellectual Property Rights. To identify the concept of Patents and rights of a Patentee. Patentable & Non Patentable Inventions.	8 L
2.4.2	To outline the concept of Copyright including subject matter; Ownership rights including infringement. To describe Trade Marks and advantages of registration. To highlight the recent developments regarding grant of Patents for indigenous products by the Government and action against Copyright and Trade Marks violation cases.	7 L

References:

1. Avtar Singh, Mercantile Law, Eastern Book Company
2. Chandra Bose, Business Laws, PHI, 2008
3. Bulchandani, Business Law for Management, 2009, Himalaya Publishing
4. Kumar, Legal Aspect of Business 1st, ed. 2009, Cengage Learning
5. Taxman's General and Commercial Laws, 2009
6. M.C. Kuchhal Business Legislation for Management 2nd ed. Vikas Publishing

FYBMS (CM) Semester – I**Course Code 1: Elective Courses****Paper III****Paper Code: SIUBCM13****Credits: 3.0 Credits (60 Lectures)**

Elective Course: Paper – III : Introduction to Financial Markets		60 L
Paper Code: SIUBCM13		
LEARNING OBJECTIVES		
<ol style="list-style-type: none"> 1. The Course aims at providing the students, intricate understanding of the Finance concepts, markets and various services provided in those markets. 2. To make the learner familiar with the roles of different regulatory authorities operating in the Indian financial market 		
COURSE OUTCOMES		
<ol style="list-style-type: none"> 1. The learner will be able to understand the role and importance of the Indian financial market. 2. It will help them to apply and analyse the Concepts relevant to Indian financial markets and financial institutions. 3. Thus , the course will develop an understanding which will assist the learners to analyse the mechanics and regulation of financial instruments and determine how the value of stocks, bonds, and securities are calculated. 		
Unit – 1: Introduction to Financial Markets, 1L/Week		
3.1	Introduction to Financial Markets Financial Markets: Overview of Financial System and Financial Markets- Meaning, types, Classification of Financial Markets, Money Market, Call money Market, Govt. Securities Market. Capital Market, Debt Market, Primary and Secondary Market, Financial Instruments and Market participants, Interlinking Financial Market-Indian and Global Financial Markets	15L
Unit – 2: Regulation of Financial markets, 1L/Week		

3.2	Regulation of Financial markets Regulatory and Promotional Institutions: Financial Regulations and Regulatory Institutions in India (RBI,SEBI,IRDA),Functions and Role of RBI, Monetary policy and techniques of monetary control of RBI, The Role and Functions of SEBI, SEBI and Regulations of Primary and Secondary Markets, IRDA and its role in financial markets.	15L
Unit – 3: Financial institutions and Intermediaries, 1L/Week		
3.3	Financial institutions and Intermediaries Meaning, Functions and Role of Financial Institutions, Financial Intermediaries in Financial Markets, Banking and Non-banking Financial Institutions, Major Financial Intermediaries and Their Roles, types of Financial Services; Fund Based services and Fee Based services.	15L
Unit – 4: Financial Instruments and Services, 1L/Week		
3.4	Financial Instruments and Services Mutual Funds: Advantages and Classification of Mutual Funds, Factors affecting the selection of Mutual Funds Schemes, Money Market Mutual Funds, Exchange Traded Funds, Venture Capital Funds Derivative: Forward & Futures, Options: Call and Put Options, Swaps and Interest Rate Derivative, Models for Valuation of Derivative, Private Equity, Depository Receipt, Financial Services: Leasing: Process and Classification, Factoring.	15L

References:

1. V. A. Avadhani, Marketing of Financial Services, Himalaya Publishers, Mumbai
2. Vasant Desai, Indian Financial Systems, Himalaya Publishers.
3. E. G. Benton, Financial Intermediaries An Introduction
4. R. D. Edminister, Financial Institution – Market and Management
5. J. C. A. Verma, Manual of Merchant Banking
6. N. Vinayakan, A Profile of Indian Capital Market
7. Meir Khan, Financial Institutions and Markets, Oxford Press
8. Bhalla, V. K. (2004). Managing International Investment and Finance. New Delhi, Anmol.
9. Saunders, Anthony, Cornett, Marcia Millon (5th ed., 2005). Financial Institutions Management Tata McGraw Hill.
10. Bhalla, L.M. (4th ed., 2004). Financial Institutes & Markets. Tata McGraw Hill.
11. Bhole, L M: Financial Institutions and Markets: Structure Growth and Innovations. 2nd edition: New Delhi: Tata McGraw Hill, 1992. 572p.
12. Srivastava, R M: Financial Institutions in Indian Financial Institutions. 3rd revision ed. Mumbai: Himalaya Publishing House, 1996, 734p.

13. I M Pandey, Financial Management: Vikas Publishing House, New Delhi. 5. Prasanna Chandra, Financial Management: Tata Mc-Graw Hill Co., New Delhi.
14. Edminster, R. O. (1986), Financial Institutions, Markets and Management, McGraw Hill, New York.
15. Goldsmith, R. W. (1969), Financial Structure and Development, Yale, London.

Course Code 2: Ability Enhancement Courses

FYBMS (CM) Semester – I

Course Code 2A: Ability Enhancement Compulsory Courses

Paper IV

Paper Code: SIUBCM14

Credits: 3.0 Credits (60 Lectures)

Compulsory Course: Paper – I : Business Communication		60 L
Paper Code: SIUBCM14		
<p>LEARNING OBJECTIVES</p> <p>After completion of the syllabus, students should be able to:</p> <ol style="list-style-type: none"> 1. Apply appropriate communication skills across setting, purposes, and audiences. 2. Demonstrate knowledge of communication theory and application. 3. Build and maintain healthy and effective relationships. 4. Use technology to communicate effectively in various settings and contexts. 5. Demonstrate appropriate and professional ethical behavior. <p>COURSE OUTCOMES</p> <ol style="list-style-type: none"> 1. The learner understands the importance of communication in building and maintaining healthy and effective relationships 2. Students are well equipped with the use of different technologies available for communicating effectively in various settings 3. It inculcates professional and ethical behavior in the students 4. The participants will be familiarized with various barriers they could face while communicating and some of the common ways to overcome them 		
4.1: Unit – 1: Theory of Communication 1L/Week		15L
4.1.1	<p>Concept of Communication: Meaning, Definition, Process, Need, Feedback and its importance, Analysis of Feedback and Action Taken Report, Emergence of Communication as a key concept in the Corporate and Global Impact of technological advancements on Communication.</p>	7 L

	Channels and Objectives of Communication: Channels-Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine.	
4.1.2	<p>Objectives of Communication: Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning, and Boosting the Morale of Employees (A brief introduction to these objectives to be given)</p> <p>Methods and Modes of Communication: Methods: Verbal and Nonverbal, Characteristics of Verbal Communication Characteristics of Non-verbal Communication, Business Etiquette</p> <p>Modes: Telephone, SMS Communication, General Introduction to Social Media such as WhatsApp and Telegram. Computers and E- communication Video and Satellite Conferencing and Online Methods of Meeting such as Go To Webinar, MS Teams, Zoom, Google Meet to be given.</p> <p>[Suggestion: Theory to be tested in an applied manner. For instance the student could be given the task to prepare a Google form, collect feedback, analyze it and present the analysis along with the action taken report on a hypothetical situation or problem].</p>	8 L
4.2: Unit – 2: Obstacles to Communication and Listening Skills, 1L/Week		15 L
4.2.1	<p>Problems in Communication /Barriers to Communication: Physical/ Semantic/Language / Socio-Cultural / Psychological Barriers, Ways to Overcome these Barriers.</p>	7 L
4.2.2	<p>Listening: Importance of Listening Skills, Cultivating good Listening Skills.</p> <p>Understanding the hidden agenda in a conversation.</p> <p>Listening Comprehension: Practical exercises where students’ ability to listen effectively to be administered.</p> <p>Students are to be trained in listening to instructions and tested on whether they are able to follow them.</p> <p>(Suggestion: To be tested actively in class through role play or mock conversations where the teacher should evaluate how carefully a student listens to the other person by grading the student on his listening index.)</p> <p>Introduction to Business Ethics: Concept and Interpretation, Importance of Business Ethics, Personal Integrity at the workplace, Business Ethics and media, Computer Ethics, Corporate Social Responsibility</p> <p>[Suggestion: To be tested using presentations made by the student on companies that have practiced effective Corporate Social Responsibility]</p>	8 L

4.3: Unit – 3: Business Correspondence, 1L/Week		15L
4.3.1	<p>Theory of Business Letter Writing: Parts, Structure, Layouts—Full Block, Modified Block, Semi - Block Principles of Effective Letter Writing, Principles of effective Email Writing.</p>	8L
4.3.2	<p>Personnel Correspondence: Statement of Purpose, Job Application Letter and Resume, Letter of Acceptance of Job Offer, Letter of Resignation</p> <p>[Letter of Appointment, Promotion and Termination, Letter of Recommendation (to be taught but not to be tested in the examination)]</p> <p>[Suggestion: Email drafting to be tested]</p>	7L
4.4: Unit – 4: Language Skills: Writing, Reading and Speaking, 1L/Week		15L
4.4.1	<p>Language and writing skills Commercial terms used in business communication</p> <p>Paragraph Writing: Preparation of the first draft, Revision and Self – Editing, Rules of spelling, grammar and punctuation</p> <p>Developing an idea, using appropriate linking devices, etc.</p> <p>Cohesion and Coherence, self-editing, etc</p> <p>[Suggestion: To be tested through a writing assignment on a controversial topic where the student should take up a stand and defend it effectively.]</p>	8L
4.4.2	<p>Effective Reading and Speaking Skills</p> <ul style="list-style-type: none"> ▪ Reading Comprehension: Analysis of texts from the fields of Commerce and Management ▪ Speaking Skills: Effective Conversation Skills <p>Importance of social media in communication: use of social media and understanding how to use language in a politically correct manner.</p> <p>Facebook, Twitter, WhatsApp, Telegram etc. Applications and their use in spreading messages in formal and informal way.</p>	7L

References:

1. *Essential English Grammar*. Raymond Murphy. Cambridge University Press. 1998.
2. *Practical English Usage*. Michael Swan. Oxford University Press. 2017

3. *Oxford English Grammar Course*. Michael Swan, Catherine Walter. Oxford. 2012
4. *English Conversation Practice*. Grant Taylor. Macgraw Hill Education. 2001.
5. *Navneet Speakwell English*. Navneet. Navneet Publications. 2017.
6. *Communication Skills*. Sanjay Kumar, Pushp Lata. Oxford University Press.
7. *Effortless English*. AJ Hoge. LLC. 2014
8. *Business Communication: Skill Building Approach*. Sanjeev Dhawan. Pearl Books. 2010.
9. *Essentials of Business Communication*. N.C Jain and Saakshi. Aitbs Publishers, India. 2012.
10. *Principles and Practice of Business Communication*. Doctor and Doctor. Sheth Publishers Pvt. Ltd. 2003.

FYBMS (CM) Semester – I**Course Code 2B: Skill Enhancement Courses****Paper V****Paper Code: SIUBCM15****Credits: 3.0 Credits (60 Lectures)**

Compulsory Course: Paper – V : Banking Operations and Products – I		60 L
Paper Code: SIUBCM15		
LEARNING OBJECTIVES		
<ol style="list-style-type: none"> To familiarize students with the basic concept and framework of banking in India. To introduce them to various aspects of retail banking. 		
COURSE OUTCOMES		
<ol style="list-style-type: none"> Learners will get well versed with the basic concept and framework of banking in India. It will help them to understand the various aspects of retail banking and its working. 		
5.1: Unit – 1: Introduction to Banking, 1L/Week		15 L
5.1.1	Evolution of Banking system in India Need, History – 1947 – 1990, 1990 onwards	6 L
5.1.2	Role of Reserve Bank of India Structure and Functions, Regulations and recent developments	6 L
5.1.3	Legal framework for regulation of Banking business Banking Regulations Act – 1949	3 L
5.2: Unit – 2: Role of different types of Banks, 1L/Week		15L
5.2.1	Banking Terminologies	2 L
5.2.2	Types of Banks, Types of scheduled banks and their features, Types of special banks and their features.	7 L

5.2.3	Role of Scheduled Banks in the economy, Relationship with Households, Businesses, Government and the Economy as a whole.	6 L
5.3: Unit – 3: Banking Operations, 1L/Week		15L
5.3.1	Types of customers: Different types of individuals, firms, associations and corporates	3 L
5.3.2	Types of accounts: Savings, Checking, Moneymarket, Certificate deposits, Retirement, Brokerage. Options, Benefits and drawbacks.	4 L
5.3.3	Account opening policy and procedures KYC (for Retail Banking and Corporate Banking customers)	8 L
5.4: Unit – 4: Retail Banking, 1L/Week		15L
5.4.1	Retail Asset products. Different types of loans extended to individual customers.	2 L
5.4.2	Principles and procedure of Retail Lending. Policies and guidelines adopted.	6 L
5.4.3	Other deposit products and services. Various types of deposit accounts, Online banking, Credit/Debit cards, Insurance products, Senior citizens services, Safety vaults and others.	4 L
5.4.4	Challenges in retail banking. Changing ecosystem of retail banking.	3 L

References:

1. The Reserve Bank of India (Part A and Part B) Vol 4 : 1981-1997, RBI.
2. R.K.Uppal, “Customer Relationship Management in Indian Banking Industry”, New Century publication, New Delhi.
3. M.L.Tannan, revised by C.R. Datta & S.K. Kataria, Banking Law and Practice, Wadhwa & Company, Nagpur.
4. A.B. Srivastava and K Elumalai, Seth’s Banking Law, Law Publisher’s India (P) Limited.
5. R.K. Gupta : BANKING Law and Practice in 3 Vols.Modern Law Publications.
6. Prof. Clifford Gomez, Banking and Finance - Theory, Law and Practice, PHI Learning Private Limited.
7. J.M. Holden : The Law and Practice of Banking, Universal Law Publishing.

8. Manoj kumar Joshi , “Growth Retail Banking in India”, ICFAI University Press.
9. Katuri Nageshwar Rao , “Retail Banking Emerging Trends”, ICFAI Publishers, Hyderabad. Volume I.

FYBMS (CM) Semester – I

Course Code 3: Core Courses

Paper – VI

Paper Code: SIUBCM16

Credits: 3.0 Credits (60 Lectures)

Core Course: Paper – VI : Marketing and Sales of Financial Products		60 L
Paper Code: SIUBCM16		
LEARNING OBJECTIVES		
<ol style="list-style-type: none"> 1. To develop concepts in marketing. 2. To explain the scope of marketing management-analyzing opportunities, selecting target segments, developing the market mix, managing the marketing effort. 		
COURSE OUTCOMES		
<ol style="list-style-type: none"> 1. It helps learners to define various concepts of Marketing. 2. Learners can evaluate the aspects of marketing environment; use of market research and factors affect consumer behaviour. 3. This helps to create marketing strategy with Marketing Mix 4. The learner will be able to evaluate marketing of services in an efficient manner 		
Unit – 1, Introduction to Marketing , 1L/Week		
6.1	Marketing: Meaning, Nature, Characteristics and Elements Product - Product differentiation, product levels, Pricing of services- pricing concepts, pricing strategies for services, use of differential pricing, Place-Service distribution, problems associated with services delivery, Promotion- Advertising, Sales Promotion & Personal Selling in service industry.	15L
Unit – 2, Developing the 7 elements of Marketing Mix, 1L/Week		
6.2	People- Importance of people in service marketing. role of various people involved, Physical Evidence-concept of Physical Evidence, importance, types of Physical Evidence in various services, Process-concept, types of process, Role of process in various services	15L

Unit – 3, Understanding Customers, 1L/Week		
6.3	Concept of CRM, Relationship management in practice, Segmenting, Targeting & Positioning of various services.	15L
Unit – 4, Introduction to Services Marketing Communicating the Marketing Mix,1L/Week		
6.4	Introduction to Services Marketing Nature & Scope: Concept of services , importance, Goods & Services marketing, Emergence & Reasons for growth of service sector in India, Characteristics of services, Classifications of services, Environment of Service Marketing (Micro as well as Macro), Communicating the Marketing Mix	15L

References:

1. Kotlar, Philip, Marketing Management, Prentice Hall, New Delhi.
2. Stanton, Etzel, Walker, Fundamentals of Marketing, Tata-McGraw Hill, New Delhi.
3. Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi.
4. McCarthy, E.J., Basic Marketing: A managerial approach, Irwin, New York.

FYBMS (CM) Semester – I**Course Code 3: Core Courses****Paper – VII****Paper Code: SIUBCM17****Credits: 3.0 Credits (60 Lectures)**

Core Course: Paper – VII : Business Economics – I (Micro Economics)		60 L
Paper Code: SIUBCM17		
LEARNING OBJECTIVES		
<ol style="list-style-type: none"> To give learners an overview of how individual units interact in the economy. To understand how micro units of economics take decisions to optimize overall satisfaction. To learn about various market structures and how pricing is done 		
COURSE OUTCOMES		
<ol style="list-style-type: none"> The learner will get introduced to supply and demand and the basic forces that determine equilibrium in a market economy It helps analyse operations of markets under varying competitive conditions It will demonstrate, how different pricing methods are used in business world 		
7.1: Unit – 1: Introduction 1L/Week		15L
7.1.1	Scope and Importance of Business Economics - basic tools- Opportunity Cost principle- Incremental and Marginal Concepts. Basic economic relations - functional relations: equations- Total, Average and Marginal relations- use of Marginal analysis in decision making, Graphs, Intercept & Slope.	7 L
7.1.2	The basics of market demand, market supply and equilibrium price-shifts in the demand and supply curves and equilibrium.	8L
7.2: Unit – 2 Demand Analysis 1L/Week		15L

7.2.1	Demand Function - nature of demand curve under different markets Meaning, significance, types and measurement of elasticity of demand (Price, income cross and promotional)- relationship between elasticity of demand and revenue concepts	8 L
7.2.2	Demand estimation and forecasting: Meaning and significance - methods of demand estimation : survey and statistical methods <i>(numerical illustrations on trend analysis and simple linear regression)</i>	7 L
7.3: Unit – 3 Production Decisions and Cost Concepts 1L/Week		15L
7.3.1	Production Decision: Short run analysis with Law of Variable Proportions- Production function with two variable inputs- isoquants, ridge lines and least cost combination of inputs- Long run production function and Laws of Returns to Scale.	7 L
7.3.2	Cost concepts: implicit and explicit cost, fixed and variable cost - total, average and marginal cost - Cost Output Relationship in the Short Run and Long Run (<i>hypothetical numerical problems to be discussed</i>), LAC and Learning curve - Break even analysis (with business applications).	8 L
7.4: Unit – 4: Market Structure: Perfect competition and Monopoly and Pricing and Output Decisions under Imperfect Competition 1L/Week		15L
7.4.1	Competition and Market, Price and Output decision in Perfectly Competitive market, monopoly – Pricing under single seller. Monopolistic competition: Equilibrium of a firm under monopolistic competition, Selling Cost and Dead Weight loss to society. <i>(topics to be taught using case studies from real life examples)</i>	9 L
7.4.2	Oligopolistic markets: key attributes of oligopoly - Cartels and price leadership models <i>(with practical examples)</i>	6 L

References:

1. Salvatore, D., Principles of Microeconomics, Oxford University Press
2. Mankiw, G.N., Principles of Microeconomics, Cengage India
3. Koutsoyiannis, A., Modern Microeconomics, Palgrave Macmillan
4. Costanza, Robert, and Lisa Wainger. "No Accounting For Nature: How Conventional Economics Distorts the Value of Things." *The Washington Post*. September 2, 1990.
5. Landsburg, Steven E. *The Armchair Economist: Economics and Everyday Life*. New York: The Free Press. 2012. specifically Section IV: How Markets Work.

FYBMS in Capital Market (FYBMS (CM)) Syllabus**SEMESTER II**

Course Code	Paper No.	Unit	Paper Title / Topics	Credits	L/ Week
1	I	-	Mutual Fund Management		
SIUBCM21	1.0	1.1	Introduction to Mutual Fund	3	1
		1.2	Mutual Fund Products		1
		1.3	Investment & Performance Measurement		1
		1.4	Mutual Fund Investment		1
1	II	-	Corporate Finance		
SIUBCM22	2.0	2.1	Introduction to Corporate Finance and Corporate Governance.	3	1
		2.2	Capital Structure and Leverage		1
		2.3	Time Value of Money		1
		2.4	Working Capital		1
1	III	-	Ethical and Professional Standards		
SIUBCM23	3.0	3.1	Ethics and Trust in the Investment Profession	3	1
		3.2	Ethical and Professional Standards Guidance (S-I till S-IV)		1
		3.3	Ethical and Professional Standards Guidance (S-V till S-VII)		1
		3.4	Global Investment Performance Standards (GIPS®)		1
2	-	-	Ability Enhancement Courses		
2A		-	Ability Enhancement compulsory Courses		
2A	IV	-	Business Communication - II		

SIUBCM24	4.0	4.1	Presentation Skills	3	1
		4.2	Group Communication		1
		4.3	Business Correspondence		1
		4.4	Language and Writing Skills		1
2B		-	Skill Enhancement Courses		
2B	V	-	Banking Operation & Product- II		
SIUBCM25	5.0	5.1	Corporate Banking	3	1
		5.2	Treasury function		1
		5.3	Credit Rating Agency		1
		5.4	Challenges faced by Banking sector		1
3	-	-	Core Courses		
3	VI	-	Business Environment		
SIUBCM26	6.0	6.1	Introduction to Business Environment	3	1
		6.2	Political and Legal environment		1
		6.3	Social and Cultural Environment, Technological environment and Competitive Environment		1
		6.4	International Environment		1
3	VII	-	Business Economics-II (Macro Economics)		
SIUBCM27	7.0	7.1	Introduction to Macroeconomic Data and Theory	3	1
		7.2	Money, Inflation and Monetary Policy		1
		7.3	Constituents of Fiscal Policy		1
		7.4	Open Economy : Theory and Issues of International Trade		1

FYBMS (CM) Semester – II**Course Code 1: Elective Courses****Paper I****Paper Code: SIUBCM21****Credits: 3.0 Credits (60 Lectures)**

Elective Course: Paper – I : Mutual Fund Management		60 L
Paper Code: SIUBCM21		
LEARNING OBJECTIVES:		
<ol style="list-style-type: none"> 1. The Course is designed to make the learner understand the organization and management of mutual funds in India 2. To equip the learners with the knowledge of risk and rewards of investing in Mutual funds 		
COURSE OUTCOMES		
<ol style="list-style-type: none"> 1. The learner understands the organization and management of mutual funds in India. 2. Students gain the knowledge of risk and rewards of investing in Mutual funds and its practical working for a better market understanding. 		
Unit – 1: Introduction to Mutual Funds, 1L/Week		
1.1	Introduction to Mutual Funds: Meaning and Concept of Mutual Fund, Structure in India, Growth of Mutual Funds in India, Features and Importance of Mutual Fund. Mutual Fund Schemes, Custodians of Mutual Funds (Sponsors, Trust, AMC), Role of AMC, NFOs, Registrars, Agents, Mutual Fund Classification, Types of Mutual Funds; Objectives of AMFI, Advantages of Mutual Funds, Systematic Investment Plan(SIP), Systematic Transfer Plan(STP) and Systematic Withdrawal Plan(SWP)	15L
Unit – 2: Mutual Fund Products, 1L/Week		
1.2	Mutual Fund Products: Equity funds: Definition, Features of Equity Funds, Index Fund, Large Cap Funds, Mid Cap Funds, Sectoral Funds, Types of Equity Schemes, Arbitrage funds, Multi-cap Funds, Quant funds, P / E Ratio funds, International Equities Fund, Growth Schemes. Gold Exchange Trade Funds (ETFs): Introduction, Features, Working of ETFs, Market	20L

	<p>Making with ETFs, Creation Units, Portfolio Deposit and Cash Component</p> <p>Debt Fund: Features, Interest Rate Risk, Credit Risk, Pricing of Debt Instrument Schemes, Fixed Maturity Plans, Capital Protection Funds, Gilt Funds, Balanced Funds, Monthly Income Plans(MIPs) , Child Benefit Plans.</p> <p>Liquid funds: Features, Floating rate scheme, Portfolio of liquids funds</p>	
Unit – 3: Investment & Performance Measurement, 1L/Week		
1.3	<p>Investment & Performance Measurement:</p> <p>Fund Performance, Measuring Return, Measuring Risk, Risk adjusted return, Comparing Fund Performance with a reference, various standardized performance systems, Limitations of Performance measurement and evaluation</p>	10L
Unit – 4: Accounting and Valuation of Mutual Fund, 1L/Week		
1.4	<p>Accounting and Valuation of Mutual Fund:</p> <p>Net Asset Value (NAV)-Meaning-Computation- Factors affecting NAV-Pricing of Units- Fees and Expenses- Investment Management and Advisory Fees –Initial Expenses- Recurring Expenses- Total expenses Accounting policies.</p> <p>Valuation-: Valuation of thinly traded securities- Valuation of Non trade securities- Valuation and disclosure of illiquid securities</p>	15L

References:

1. Chandra Prasanna, (2000), “Managing Investments”, Tata McGraw-Hill Publishing Company limited, New Delhi
2. Chandra Prasanna, (2005), “Investment analysis and Portfolio management” Second Edition, Tata McGraw-Hill Publishing company limited, New Delhi
3. Desai Vasant, (2009), “Financial Markets and Financial Services”, Himalaya Publishing House, Mumbai
4. Gala Jitendra & Gala Ankit. (2007), “Guide to Indian Mutual Fund”, Buzzing Stock Publishing House, Mumbai.
5. Gupta L.C.: "Mutual Funds and Assets Preference", Society for Capital Market Research and Development, Delhi, 1993
6. Khan M.Y. (2007), “Indian Financial System”, Tata McGraw-Hill Publishing Company limited, New Delhi
7. Kishore Ravi M. (2005), “Financial Management”, Taxmann Allied Services (P.) Ltd, New Delhi
8. Pandey I. M (2009), “Financial Management”, Vikas Publishing House, New Delhi
9. Bhole L M (2004), “Financial Institutions and Markets”, Tata McGraw – Hill Publishing Company Limited, New Delhi
10. Gordan E & Dr. Natarjan K (2007), “Financial Market & Services”, Himalaya Publishing House, Mumbai.

FYBMS (CM) Semester – II**Course Code 1: Elective Courses****Paper II****Paper Code: SIUBCM22****Credits: 3.0 Credits (60 Lectures)**

Elective Course: Paper – II : Corporate Finance		60 L
Paper Code: SIUBCM22		
LEARNING OBJECTIVES		
<ol style="list-style-type: none"> To develop a conceptual frame-work of Corporate Governance and to acquaint the learner with the principles of corporate finance. To help the learner understand the concepts of Time value of money and working capital 		
COURSE OUTCOMES		
<ol style="list-style-type: none"> The learner will be able to identify the key themes in corporate finance The course will explain the role of finance in an organization It will also explain and analyse the interrelationship between finance and governance The learner will be able to analyse the relationship between strategic decision making and corporate financing decisions. 		
2.1: Unit – 1, Introduction to Corporate Finance and Corporate Governance 1L/Week		15L
2.1.1	Introduction to Corporate Finance: Meaning, Principles and Significance of Corporate Finance, Amount of Capitalisation, Over Capitalisation and Under Capitalisation, Fixed capital and Working Capital funds .	7 L
2.1.2	Corporate Governance- Conceptual Framework: Introduction, need and scope. Evolution of Corporate Governance Developments in India Elements of Good Corporate Governance, ESG- Environment Social Governance.	8 L
2.2: Unit – 2, Capital Structure and Leverage, 1L/Week		15L
2.2.1	Introduction to Capital Structure theories, EBIT – EPS analysis for Capital Structure decision.	5 L
2.2.2	Cost of Capital · Cost of Debt, Cost of Preference Shares, Cost of Equity shares and Cost of Retained Earnings · Calculation of Weighted Average Cost of Capital (WACC)	5 L

2.2.3	Introduction to concept of Leverage - Operating Leverage, Financial Leverage and Combined Leverage· Operating Leverage, Financial Leverage and Combined Leverage.	5 L
2.3: Unit – 3, Time Value of Money, 1L/Week		15L
2.3.1	Introduction to Time Value of money- compounding and discounting.	3 L
2.3.2	Introduction to basics of Capital Budgeting (time value of money based methods) – NPV and IRR (Net Present Value and Internal Rate of Return) and Importance of Risk and Return analysis in Corporate Finance	7 L
2.3.3	Dividend Theory · Walter’s Model · Gordon’s Model · Residual approach · Modigliani and Miller’s Theory · Dividend Policy and its types · Factors affecting dividend policy	5 L
2.4: Unit – 4, Working Capital, 1L/Week		15L
2.4.1	Working Capital I · Meaning and importance · Types · Components · Factors determining Working Capital.	7 L
2.4.2	Working Capital II · Estimation of requirements in case of Trading & Manufacturing Organizations. Application of working capital · Maximum Permissible Bank Finance and its types ·	8 L

References:

1. Foster, George Financial Statement Analysis, 2nd ed., Pearson Education Pvt Ltd
2. Damodaran, A. (2008). Damodaran on Valuation, Security Analysis for Investment and Corporate Finance (2nd ed.). Wiley India Pvt. Ltd.
3. Chandra, P. Corporate Valuation and Value Creation, (1st ed). TMH
4. Weston, Chung, Hoag, Mergers, Restructuring and Corporate Control, Prentice Hall Of India.
5. M.Y. Khan and P.K. Jain - Financial Management - Tata - McGraw Hill Publishing o. Ltd., New Delhi.
6. Prasanna Chandra - Financial Management - Tata - McGraw Hill P.P. Arya, B.B.Tandon, A.K. Vashisht. “*Corporate Governance*”.

FYBMS (CM) Semester – II**Course Code 1: Elective Courses****Paper III****Paper Code: SIUBCM23****Credits: 3.0 Credits (60 Lectures)**

Elective Course: Ethical and Professional Standards		60 L
Paper Code: SIUBCM23		
LEARNING OBJECTIVES		
<ol style="list-style-type: none"> 1. To Study ethics, related challenges to ethical behavior, and the role played by ethics in the investment profession. 2. To understand significance of ethics and ethical practices in businesses which are indispensable for progress of a country and applicability of ethics in functional areas. 3. A framework to support ethical decision-making is provided to help guide behavior. 		
COURSE OUTCOMES		
<ol style="list-style-type: none"> 1. The learner will get well versed with the basic concept Ethics in Business and understand various aspects of Professional Standards as per CFA. 2. It will help them to relate importance of each Ethical Standards and Sub-Standards in Professional Industry 3. Learners will also understand the concept of GIPS – Principles and Guidelines 		
Unit – 1: Ethics and Trust in the Investment Profession, 1L/Week		
3.1	Ethics and Trust in the Investment Profession Introduction Ethics vs Professionalism Challenges to Ethical Conduct Importance of Ethical Conduct in the Investment Industry Ethical Decision-making Frameworks Code of Ethics and Standards of Professional Conduct Ethics and the Investment Industry	15L
Unit – 2: Ethical and Professional Standards Guidance (S-I till S-IV), 1L/Week		
3.2	Ethical and Professional Standards Guidance (S-I till S-IV) Standard -I (Professionalism) – Guidance, Application and Examples Standard – II (Integrity of Capital Markets) – Guidance, Application and Examples Standard – III (Duties to Clients) – Guidance, Application and Examples Standard – IV (Duties to Employers) – Guidance, Application and Examples	15L

Unit – 3: Ethical and Professional Standards Guidance (S-IV till S-VII), 1L/Week		
3.3	Ethical and Professional Standards Guidance (S-V till S-VII) Standard -V (Investment Analysis, Recommendations, and Actions) – Guidance, Application and Examples Standard – VI (Conflicts of Interest) – Guidance, Application and Examples Standard – VII (Responsibilities as a CFA Institute Member or CFA Candidate) – Guidance, Application and Examples	15L
Unit – 4: Global Investment Performance Standards (GIPS®), 1L/Week		
3.4	Global Investment Performance Standards (GIPS®) Introduction to the Global Investment Performance Standards (GIPS®) Provisions of the GIPS Standards GIPS Valuation Principles GIPS Advertising Guidelines Verification	15L

References:

1. Ethics and Trust in the Investment Profession by Bidhan L. Parmar, PhD, Dorothy C. Kelly, CFA, and David B. Stevens, CFA
2. Code of Ethics and Standards of Professional Conduct Standards of Practice Handbook, Eleventh Edition
3. Guidance for Standards I–VII Standards of Practice Handbook, Eleventh Edition
4. Introduction to the Global Investment Performance Standards (GIPS)
5. Global Investment Performance Standards (GIPS)

Course Code 2: Ability Enhancement Courses**FYBMS (CM) Semester – II****Course Code 2A: Ability Enhancement Compulsory Courses****Paper IV****Paper Code: SIUBCM24****Credits: 3.0 Credits (60 Lectures)**

Compulsory Course: Paper – I : Business Communication		60 L
Paper Code: SIUBCM24		
LEARNING OBJECTIVES:-		
<ol style="list-style-type: none"> 1. Understand the fundamental principles of effective business communication. 2. Apply critical and creative thinking abilities necessary for effective communication in today's business world. 3. Organize and express ideas in writing and speaking to produce messages suitably tailored to the topic, objective, audience, communication medium and context. 4. Demonstrate clarity, precision, conciseness and coherence in your use of language. 		
COURSE OUTCOMES		
<ol style="list-style-type: none"> 1. The paper develops critical and creative thinking abilities necessary for effective communication in today's business world 2. It enables demonstration of clarity, precision, conciseness and coherence in use of language 3. Effective presentation skills will be instilled in learner 		
4.1: Unit – 1: Effective Presentation Skills, 1L/Week		15L
4.2.1	Presentations: (to be tested in tutorials only) Principles of Effective Presentation How to make a Power-Point Presentation: designing slides effectively, using animation, Smart Art, Transitions, inserting audio or video clips and hyperlinks.	8L
4.2.2	Use of effective logical tools of reasoning such as Cause and Effect, Comparison and Contrast, Argumentation and Analysis, Effective presentation of statistical data, General Statement and Listing. Training to be given to the student in balancing Content and Presentation.	7L

	[Suggestion: Students should be encouraged to make presentations on PPTs that are not loaded with text. Instead the slides should be visual and they should be able to talk without referring to any material while making the presentation.]	
4.2: Unit – 2: Group Communication, 1L/Week		15L
4.2.1	<p>Interviews: Group Discussion Preparing for an Interview, Types of Interviews – Selection, Appraisal, Grievance, Exit.</p> <p>Meetings: Need and Importance of Meetings, Conduct of Meeting and Group Dynamics Role of the Chairperson, Role of the Participants, Drafting of Notice, Agenda and Resolutions.</p>	8L
4.2.2	<p>Conference: Meaning and Importance of Conference Organizing a Conference Modern Methods: Video and Tele – Conferencing</p> <p>Public Relations: Meaning, Functions of PR Department, External and Internal Measures of PR</p> <p>[Suggestion: Students should be tested using role play with situations such as Mock Interviews or Group Discussions or Mock Meetings typical of Capital Market Scenarios]</p>	7L
4.3: Unit – 3: Business Correspondence, 1L/Week		15L
4.3.1	Trade Letters: Letters of Order, Credit and Status Enquiry, Letters of Collection.	7L
4.3.2	<p>The following to be taught in detail:-</p> <p>Letters of Inquiry, Letters of Complaints, Claims, Adjustments Sales Letters, promotional leaflets and fliers, Consumer Grievance Letters, Letters under Right to Information (RTI) Act</p> <p>[Teachers must provide the students with theoretical constructs wherever necessary in order to create awareness. However students should not be tested on the theory.]</p> <p>[Suggestion: Students may be tested on writing assignments on the above letters]</p>	8L
4.4: Unit – 4: Writing Skills, 1L/Week		15L
4.4.1	Reports: Parts of a report, Types of Reports, Feasibility Reports, Investigative Reports.	7L
4.4.2	<p>Summarization: Identification of the thesis statement or the main idea and the supporting ideas.</p> <p>Presenting these in a cohesive manner using effective language.</p> <p>The student should be able to read, understand and summarize effectively.</p>	8L

	[Suggestion: Testing may involve report writing and summary writing]	
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References:

1. *Essential English Grammar*. Raymond Murphy. Cambridge University Press. 1998.
2. *Practical English Usage*. Michael Swan. Oxford University Press. 2017
3. *Oxford English Grammar Course*. Michael Swan, Catherine Walter. Oxford. 2012
4. *English Conversation Practice*. Grant Taylor. Macgraw Hill Education. 2001.
5. *Navneet Speakwell English*. Navneet. Navneet Publications. 2017.
6. *Communication Skills*. Sanjay Kumar, Pushp Lata. Oxford University Press.
7. *Effortless English*. AJ Hoge. LLC. 2014
8. *Business Communication: Skill Building Approach*. Sanjeev Dhawan. Pearl Books. 2010.
9. *Essentials of Business Communication*. N.C Jain and Saakshi. Aitbs Publishers, India. 2012.
10. *Principles and Practice of Business Communication*. Doctor and Doctor. Sheth Publishers Pvt. Ltd. 2003.

FYBMS (CM) Semester – II**Course Code 2B: Skill Enhancement Courses****Paper V****Paper Code: SIUBCM25****Credits: 3.0 Credits (60 Lectures)**

Compulsory Course: Paper – V : Banking Operations and Products – II		60 L
Paper Code: SIUBCM25		
LEARNING OBJECTIVES		
<ol style="list-style-type: none"> To enable the students to appreciate the relationship between banks and corporates in financial management. To introduce students to how banks manage their own funds and the challenges faced by banks. 		
COURSE OUTCOMES		
<ol style="list-style-type: none"> The Learner will appreciate the relationship between banks and corporates in financial management and gain knowledge on its working in reality The course will develop an understanding how banks manage their own funds and also analyse the challenges faced by banks. 		
5.1: Unit – 1: Corporate Banking, 1L/Week		15 L
5.1.1	Corporate Asset products and services Credit, Treasury, Fixed asset financing, Employer, Commercial.	5 L
5.1.2	Principles of Lending Characteristics of Corporate banking, policies and guidelines adopted for lending	5 L
5.1.3	Corporate Liability products Current Account, Fixed Deposit, Salary Account, Letter of Credit, Bank Guarantee, Pre and Post-shipment Credit, Factoring, Buyer's and Supplier's Credit	5 L
5.2: Unit – 2: Treasury Function, 1L/Week		15L

5.2.1	Functions of Treasury department Asset Liability Management, Capital and reserve requirements, Liasoning with regulatary bodies, Investments, Disaster management, Forex related activities, other routine functions	3 L
5.2.2	Role of front office Dealing with other banks and clients in various functions	4 L
5.2.3	Role of Mid office Risk Management – Transactional, Market, Asset liquidity Reporting	4 L
5.2.4	Role of Back office Accounting, Settlement and Reconciliation operations, Development of treasury policy and procedures.	6 L
5.3: Unit – 3: Credit Rating Agency, 1L/Week		15L
5.3.1	Objectives of credit rating and interpretation of symbols , Origin, Meaning, Importance of credit rating, Indications of Assigned rating	3 L
5.3.2	Process of credit rating, Instruments for rating, steps involved in credit rating.	4 L
5.3.3	Credit rating methodologies, Macro factors – Economic and Industrial factors, Bank specific factors, External factors.	8 L
5.4: Unit – 4: Challenges faced by Banking Sector, 1L/Week		15L
5.4.1	Increasing competition: Financial Institutions, Foreign Banks, NBFCs	4 L
5.4.2	Employees and technology: Human resource issues, Lack of product expertise, Technology issues in internal functions and for customer interaction.	3 L
5.4.3	Asset quality and and frauds – Impact on capital market, Non-Performing Assets, Capital adequacy, Losses in rural areas, Money laundering Political pressures and other issues.	8 L

References:

1. Ellen Brown, Banking on the people Democratizing money in the digital age.
2. N. K Sinha, **Money Banking Finance**, Bsc Publishing Co. Pvt. Ltd.

3. **International Corporate Finance**, Indian Institute Of Banking & Finance(IIBF), Macmillan India Ltd. New Delhi.
4. James S. Sagner and Herbert Jacobs, Handbook of corporate lending A guide for bankers and financial managers.
5. R.K.Uppal, “Customer Relationship Management in Indian Banking Industry”, New Century publication, New Delhi.
6. R.K. Gupta : BANKING Law and Practice in 3 Vols.Modern Law Publications.
7. Prof. Clifford Gomez, Banking and Finance - Theory, Law and Practice, PHI Learning Private Limited, Delhi.
8. J.M. Holden : The Law and Practice of Banking, Universal Law Publishing.
9. Goel Sandeep, Financial Markets Institutions and Services, PHI Learning Private Limited, Delhi.
10. Thomas D Simpson, Financial Markets, Banking and Monetary policy, John Wiley and sons, New Jersey.
11. Edited by Michael K Ong, Credit Ratings: Methodologies, Rationale and Default Risk, Risk Waters Group.

FYBMS (CM) Semester – II**Course Code 3: Core Courses****Paper VI****Paper Code: SIUBCM26****Credits: 3.0 Credits (60 Lectures)**

Core Course: Business Environment		60 L
Paper Code: SIUBCM26		
LEARNING OBJECTIVES		
<ol style="list-style-type: none"> 1. The course aims to educate the student with the different environmental factors which effect business. 2. This course aims to develop ability to understand and scan business environment to analyze the opportunities and take decisions under the uncertainty. 		
COURSE OUTCOMES		
<ol style="list-style-type: none"> 1. Students understands the complexities of working various business environment factors and their effect on the business world. 2. Students will get familiarized with the concepts like Social Auditing and Social Accounting, which will help them to understand the extent of accountability of a businessman towards the society 		
Unit – 1: Introduction to Business Environment, 1L/Week		
6.1	<p>Business: Meaning, Definition, Nature & Scope, Types of Business Organizations. Business Environment: Meaning, Characteristics, Scope and Significance, Components of Business Environment.</p> <p>Micro and Macro Environment: Definition, Differentiation, Analysis of Business Environment, SWOT Analysis.</p> <p>Introduction to Micro-Environment:</p> <ol style="list-style-type: none"> a) Internal Environment: Value system, Mission, Objectives, Organizational Structure, Organizational Resources, Company Image, Brand Equity b) External Environment: Firm, customers, suppliers, distributors, Competitors, Society. <p>Introduction to Macro Components: Demographic, Natural, Political, Social, Cultural, Economic, Technological, International and Legal)</p>	15L
Unit – 2, Political and Legal environment, 1L/Week		

6.2	Political Institutions: Legislature, Executive, Judiciary, Role of government in Business, Legal framework in India. Economic environment: economic system and economic policies. Concept of Capitalism, Socialism and Mixed Economy. Impact of business on Private sector, Public sector and Joint sector. Sun-rise sectors of India Economy. Challenges of Indian economy.	15L
Unit – 3, Social and Cultural Environment, Technological environment and Competitive Environment, 1L/Week		
6.3	<p>Social and Cultural Environment, Technological environment and Competitive Environment:</p> <p>Social and Cultural Environment: Nature, Impact of foreign culture on Business, Traditional Values and its Impact, Social Audit - Meaning and Importance of Corporate Governance and Social Responsibility of Business.</p> <p>Technological environment: Features, impact of technology on Business.</p> <p>Competitive Environment: Meaning, Michael Porter’s Five Forces Analysis, Competitive Strategies</p>	15L
Unit – 4 , International Environment, 1L/Week		
6.4	<p>International Environment</p> <ol style="list-style-type: none"> 1. GATT/ WTO: Objective and Evolution of GATT, Uruguay round, GATT v/s WTO, Functions of WTO, Pros and Cons of WTO. 2. Globalization: Meaning, Nature and stages of Globalization, features of Globalization, Foreign Market entry strategies, LPG model. 3. MNCs: Definition, meaning, merits, demerits, MNCs in India. 4. FDI: Meaning, FDI concepts and functions, need for FDI in developing countries, Factors influencing FDI, FDI operations in India, Challenges faced by International Business and Investment Opportunities for Indian Industry. 	15L

References:

1. Rangarajan, C.A.; Perspective in Economics, S.Chand & Sons, New Delhi
2. Cherunilam, Francis; Business Environment - Text and Cases, Himalaya Publishing House.
3. Aswathappa, K.; Essentials of Business Environment, Himalaya Publishing House, New Delhi.
4. Morrison J, The International Business Environment, Palgrave
5. Francis Cherunilam, *Business Environment*-Himalaya Publishing House, New Delhi
6. Aswathappa, Essentials of Business Environment, Himalaya Publishing House, New Delhi
7. MISHRA AND PURI, Indian Economy, Himalaya Publishing House, New Delhi
8. Business Environment Raj Aggarwal Excel Books, Delhi
9. Strategic Planning for Corporate Ramaswamy V McMillan, New Delhi

10. Business and society – Lokanathan and Lakshmi Rajan, Emerald Publishers.
11. Economic Environment of Business – M. Adhikary, Sultan Chand & Sons.

FYBMS (CM) Semester – II**Course Code 3: Core Courses****Paper VII****Paper Code: SIUBCM27****Credits: 3.0 Credits (60 Lectures)**

Core Course: Paper – VII : Business Economics – I (Macro Economics)		60 L
Paper Code: SIUBCM27		
LEARNING OBJECTIVES:		
<ol style="list-style-type: none"> 1. To acquaint students with the macro aspects of the economy 2. To understand the basics of macroeconomic policy making 3. To understand the basics of international trade. 		
COURSE OUTCOMES		
<ol style="list-style-type: none"> 1. It creates awareness regarding objectives of government macroeconomic policy and how they can be pursued 2. Learner interprets macroeconomic issues such as money, foreign exchange, inflation, unemployment, economic growth 3. They understand the importance of international trade in today's dynamic business environment 		
Unit – 1: Introduction to Macroeconomic Data and Theory, 1L/Week		
7.1	<p>Macroeconomics: Meaning, Scope and Importance.</p> <p>Circular flow of aggregate income and expenditure: closed and open economy models</p> <p>The Measurement of national product: Meaning and Importance - conventional and Green GNP. Relationship between National Income and Economic Welfare.</p> <p>Short run economic fluctuations: Features and Phases of Trade Cycles.</p> <p>The Keynesian Principle of Effective Demand: Aggregate Demand and Aggregate Supply - Consumption Function - Investment function - effects of Investment Multiplier on Changes in Income and Output.</p>	15L
Unit – 2: Money, Inflation and Monetary Policy, 1L/Week.		

7.2	<p>Money Supply: Determinants of Money Supply - Factors influencing Velocity of Circulation of Money.</p> <p>Demand for Money: Classical and Keynesian approaches.</p> <p>Inflation: Demand Pull Inflation and Cost Push Inflation - Effects of Inflation- Nature of inflation in a developing economy.</p> <p>Monetary policy: Meaning, objectives and instruments, inflation targeting.</p>	15 L
Unit – 3: Constituents of Fiscal Policy, 1L/Week.		
7.3	<p>Fiscal Policy: Meaning, Objectives - Contra cyclical Fiscal Policy and Discretionary Fiscal Policy.</p> <p>Role of a Government to provide Public goods- Principles of Sound and Functional Finance.</p> <p>Instruments of Fiscal policy: Sound taxation Policy, Effective Public Expenditure - Public Debt and Fiscal Solvency, Burden of debt finance.</p> <p>Union budget - Structure- Deficit concepts-Fiscal Responsibility and Budget Management Act.</p>	15L
Unit – 4: Open Economy : Theory and Issues of International Trade, 1L/Week		
7.4	<p>The basis of international trade : Ricardo’s Theory of comparative cost advantage - The Heckscher – Ohlin theory of factor endowments- terms of trade</p> <p>Gains from trade - Free trade versus protection</p> <p>Foreign Investment : Foreign Portfolio investment- Benefits of Portfolio capital flows- Foreign Direct Investment - Merits of Foreign Direct Investment - Role of Multinational corporations</p> <p>Balance of Payments: Structure -Types of Disequilibrium - Measures to correct disequilibrium in BOP.</p> <p>Foreign Exchange and foreign exchange market : Spot and Forward rate of Exchange - Hedging, Speculation and Arbitrage -Fixed and Flexible exchange rates- Managed flexibility.</p>	15L

References:

1. Mankiw, N.G. (2015). *Principles of Macroeconomics*. New Delhi: Cengage Learning India Pvt. Ltd.
2. Froyen, R.T. (2013). *International Economics: Trade and Finance*. New Delhi: Pearson Education India.
3. Salvatore, D. (2014). *Micro Economics*. New Jersey: Wiley.
4. Shapiro, E. (1982). *Macroeconomic Analysis*, New York: Harcourt Brace Jovenovich.

5. Guha, A.S. (2016). *Economics without Tears: A New Approach to an Old Discipline*. New Delhi: Penguin Random House India.
6. Krugman, P. (2018). *What Do We Actually Know About the Economy? (Wonkish)*. Retrieved from: <https://www.nytimes.com/2018/09/16/opinion/what-do-we-actually-know-about-the-economy-wonkish.html>

MODALITY OF ASSESSMENT**EXAMINATION PATTERN:****(A) Semester End Internal Assessment – 40 Marks**

Internal Assessment	Marks
Online Test (MCQ)	20
(Assignment / Case Study / Project / Presentation/ etc.) Which include Active participation and overall conduct in class	20
Total Marks	40

(B) Semester End Theory Assessment - 60 Marks (Duration - These examinations shall be of 2 hours duration).**Theory question paper pattern:**

- There shall be **four** questions.
- Each unit there will be one question with **15** Marks each.
- All questions shall be **compulsory** with internal choices within the questions.

Question 1 (Unit – 1),

Question 2 (Unit – 2),

Question 3 (Unit – 3) &

Question 4 (Unit – 4).

- Questions may have sub-questions from each sub-units and it can be Concept Testing or Application based question or Case Study or it can be further sub-divided into two questions into 8 marks and 7 marks each or three questions 5 marks each.
- Please ensure that the allocation of marks depends on the number of lectures allotted for each topic.

Overall Examination and Marks Distribution Pattern:

Semester End Examination	Paper I	Paper II	Paper III	Paper IV	Paper V	Paper VI	Paper VII	Grand Total
Internal Assessment	40	40	40	40	40	40	40	280
Theory	60	60	60	60	60	60	60	420
Total Marks	100	100	100	100	100	100	100	700