

CIRCULAR :-

The Principals of the affiliated colleges in Commerce and Professor-cum-Director, Institute of Distance Education are hereby informed that the recommendation made by the Faculty of Commerce at its meeting held on 3rd April, 2007 has been accepted by the Academic Council at its meeting held on 13th April, 2007 vide item No. 4.43 and subsequently approved by the Management Council at its meeting held on 20th April, 2007 vide item No.26 and that in accordance therewith the Bachelor of Commerce (B.Com.) (Financial Markets) Degree Course (Semester I to VI) has been introduced by the University from the academic year 2007-2008.

Further that in exercise of powers conferred upon the Management Council under Section 54(1) and Section 55(1) of the Maharashtra Universities Act 1994, it has made ~~the~~ Ordinances 5692 and 5693 and Regulations 5667, 5668, 5669, 5670 and 5671 relating to the B.Com. (Financial Markets) Degree Course and syllabus for the First Year B.Com. (Financial and Markets) (Semesters I and II) is as per Appendix* and that the same will be brought into force with effect from the academic year 2007-2008.

MUMBAI-400 032
18th May, 2007

for I/c REGISTRAR

To,
The Principals of the affiliated colleges in Commerce and Professor-cum-Director, Institute of Distance Education.

A.C/4.43/13.04.2007
M.C./26/20.04.2007

No.UG/ 211 -A of 2007, MUMBAI-400 032 18th May, 2007

Copy forwarded with compliments to the Dean, Faculty of Commerce, for information.

for I/c REGISTRAR

Copy to :-

The Director, Board of College and University Development, the Deputy Registrar (Eligibility and Migration Section), the Director of Students Welfare, the Executive Secretary to the Vice-Chancellor, the Personal Assistant to the Pro-Vice-Chancellor, the Registrar and the Assistant Registrar, Administrative sub-center, Ratnagiri for information.

The Officer on Special Duty and Controller of Examinations (10 copies), the Finance and Accounts Officer (2 copies), Record Section (5 copies), Publications Section (5 copies), the Deputy Registrar, Enrolment, Eligibility and Migration Section (3 copies), the Deputy Registrar, Statistical Unit (2 copies), the Deputy Registrar (Accounts Section), Vidyanagari (2 copies), the Deputy Registrar, Affiliation Section (2 copies), the Director, Institute of Distance Education, (10 copies) the Director University Computer Center (IDE Building), Vidyanagari, (2 copies) the Deputy Registrar (Special Cell), the Deputy Registrar, (PRO), the Assistant Registrar, Academic Authorities Unit (2 copies) and the Assistant Registrar, Executive Authorities Unit (2 copies). They are requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to in the above Circular.

13.4.2007

UNIVERSITY OF MUMBAI



Ordinances, Regulations and

Syllabus for B.Com.

(Financial Markets)

Sem. I, II, III, IV, V & VI)

Degree Course

(Syllabus for Sem. I & II)

(with effect from the academic year 2007-2008)

NEED FOR LAUNCHING NEW COURSE – B.COM (FINANCIAL MARKETS)

Objectives of the Degree -

- a) To create additional avenue of Self Employment to the students & to provide suitable & trained Persons for Financial Services Sector
- b) To prepare graduates to compete with the degree holders of Private & Foreign Universities.
- c) To make aware about the practical aspect of the theoretical concepts.
- d) To establish strong co-ordination between the Services Sector & the Institutions. of Higher Education

Service sector is increasing its role day-by-day in Indian Economy. Around 56% of the GDP is derived from the Service Sector which is at the top in all sectors of the Economy. The major role in the Service Sector is played by the Financial Services. Bombay Stock Exchange (BSE) is one of the well-known Stock Exchanges in the world. Mumbai being a 'Financial Capital' of the country is also internationally recognised as a Financial Hub & also identified as a Financial Service Centre' is playing a vital role in the economic development. It has a worldwide network & connectivity with all financial centres of the Globe. Mumbai University at the same time is celebrating 150 years of its existence & acting as a Educational Leader needs to bring speciality courses based on the Financial Services Sector.

Financial Services & Financial Services Providers are the important parts of the Financial Markets FII, FDI, MNCs, FBs, Infrastructural Developments in the country through the support of the Government & Private undertakings, Opening up of the markets in the globalised era, increasing importance of the Stock Market operations, Trading & Commercial activities in Mumbai & surrounding areas, formation of SEZs, Development of Twin Mega cities, increasing role of I.T. & B.T. Parks, Applications of I.T. in Business Operations, BPO to KPO, International Air & Sea Ports, all these have compelled new generations to learn about these services. The University of Mumbai on the eve, of these drastic changes is wondering to have a new practical oriented degree course which will take care of this service sector, covering the areas of study referred above under the name of B.Com (Financial Markets).

Under the faculty of Commerce, Ad-hoc Board of studies in Banking & Finance jointly with the Board of Studies in Commerce has taken initiative in its meeting on 2nd Aug. 06. for launching a new degree course & has formed the committee under the convenorship of the chairman of Ad-hoc Board of Studies in Banking & Finance to

expediate the process to bring the course in operation from the A.Y. 2007-08. It is an attempt of the faculty to provide the product (Graduates) to the Financial Services Sector as per their requirements. This degree B.Com (Financial Markets) will definitely provide the functional expertise, diversified skills, professional training with the latest knowledge in the areas covered by the course to these graduates.

UNIVERSITY OF MUMBAI

ORDINANCES AND REGULATIONS RELATING TO THE BACHELOR OF
COMMERCE : (FINANCIAL MARKETS)

- O. The Title : The Degree shall be titled as Bachelor of Commerce (Financial Markets)

ELIGIBILITY

- O. A candidate for being eligible for admission to the Bachelor of Commerce (Financial Markets) Degree Course shall have passed XII Std. Examination of the Maharashtra State Board of Secondary & Higher Secondary Education or its equivalent and secured not less than 45% marks in aggregate at(40% in case of reserved category) one & the same sitting.

Every Candidate admitted to the Degree Course in the Constituent/affiliated college/recognized institution, conducting the course, shall have to register himself/herself with the University.

R.

DURATION OF THE COURSE AND RELATED INFORMATION.

- a) The course shall be a full time course. The duration of the course shall be six semesters spread over in three years.
- b) Intake Capacity - 60 students:
- c) The course shall consist of 38 modules of 100 marks each & 2 projects of 100 marks each. Total 4000 marks.
- d) Total number of lectures per paper per semester shall be maximum 60 of 50 minutes duration each. Number of lectures per paper per week shall be 4 in case of Theory papers.
- e) For subjects having practical component like 1.3 , 1.4 , 2.3 , 3.5 & 6.3, total no.of Theory lectures per paper per week shall be 3 & 1 lecture of practical (consisting the duration equal to 3 lectures of 50 minutes) per week per batch.(Batch is of 20 Students)
- f) On an average 15 working weeks area vailable in every semester.

R.

REQUIREMENTS:

- A) Core Faculty :
- | | |
|-------------------|----------------------|
| Up to First Year | 1 Full Time Teacher |
| Up to Second Year | 2 Full Time Teachers |
| Up to Third Year | 3 Full Time Teachers |

Besides there shall be visiting faculties drawn from Experts/Professionals from related fields. With a Specialized Knowledge in Stock Exchange Banking, Finance, Accounting, Management etc.

The qualifications required for the appointment of faculties shall be as per existing guidelines laid down by the University of Mumbai for respective subjects.

- B) Workload: The minimum workload shall be as per University guidelines.
- C) Library: The College/ Institution shall spend Rs.50, 000/- in the first year on purchase of books and journals as the initial investment on the Library, thereafter the entire Library fees collected from the students shall be spent on library.
- D) Equipments: T.V.V.C.R./V.C.P. overhead/Slide Projector, Computers,LCD. Projector and necessary software relating to the Courses of study

R. The fees for the course shall be as follows:

PARTICULARS	Rs.
Tuition fees (per semester)	5,000/-
Library fees per year	600/-
Gymkhana fees per year	300/-
Industrial visits fees per year	500/-
Computer practical fees (per semester) (only for semesters I, III & VI)	1,000/-
Examination Fees (per semester)	600/-
Project fees (per project)	500/-
Lab fees for statistics (per semester) (only for semesters 1 & 2)	200/-

R. SCHEME OF EXAMINATION.

The Scheme of Examination shall be divided in two parts.

- A) Internal Assessment: 40% i.e. 40 marks.
- B) Semester End Examination: 60% i.e.60 marks.

A) INTERNAL ASSESSMENT – 40 MARKS

The allocation of 40 marks shall be as follows:

- a) For non-practical subjects-
Two best of Three periodical class tests held in the given Semester.- 20 Marks.
For Practical subjects viz..1.3, 1.4, 2.3, 3.5 & 6.3 Semester End Practical Examination- 20 marks , out of which 5 Marks are for Journal.
- b) A better of the Two Assignments - with presentation in Seminar etc.- 10 Marks.
- c) Group Discussion on current issues relating to the subject. – 10 Marks.

B) SEMESTER END EXAMINATION – 60 MARKS.

- a) Duration – This examination shall be of 2 Hrs.duration.
- b) Question paper pattern –
- There shall be 04 questions of 15 Marks each
 - All questions shall be compulsory with internal choice within the question.
 - Questions may sub divided in to a) and b) if necessary, for 8 & 7 marks respectively.

The responsibility of Examination evaluation during the first four semesters shall rest with the college/institution where in the students are admitted for the course. The College/Institution shall carry out the internal assessment for the

papers in semesters V & VI, while the University shall conduct the semester End Examination for these two semesters. The internal assessment marks of students appearing for semester V & VI shall be sent to the University by the respective College/ Institution before the commencement of the respective semester end examination.

There shall be 2 experts for Project evaluation at Semester V (i.e. 5.7 Project-I) & Semester –VI (i.e. 6.7. Project-II). One expert to be appointed by the College/Institution as a Internal Expert & one expert to be appointed by the University as a External Expert for every 30 students or part there of.

R Performance grading: - (Passing Standards).

- a) The performance grading class of the student shall be of the Seven point ranking system as under.

Class	Division	Marks	Grade
I Class	I-I	65 or above	O
	I-II	60 -- Less than 65	A
II Class	II-I	55- Less than 60	B
	II-II	50- Less than 55	C
	II-III	45- Less than 50	D
Pass Class	III	40- Less than 45	E
	Fail	Less than 40	F

The performance grading class shall be based on the aggregate performance of internal assessment and semester end examination.

Minimum 40% marks in Internal Assessment & 40% marks in Semester End Examination are required to pass in the subject.

- b) Carry forward of Internal Assessment marks -A candidate who fails in any particular paper shall be allowed to reappear for that theory paper/s. However his/her internal assessment marks shall be carried forward, but shall be entitled grade "E" on passing.
- c) i) A candidate shall be allowed to keep terms for Semester II if he/she passes Semester I OR if he/she fails in not more than 200 marks of Semester I (i.e. 2 Subjects)
- ii) A candidate shall be allowed to keep terms for Semester III if he/she passes Semester I and Semester II OR if he/she fails in not more than 200 marks (i.e. 2 Subjects) of Semester I and Semester II taken together.
- iii) A candidate shall be allowed to keep terms for Semester IV if he/she passes each of Semester I, II and III OR if he/she passes Semester I and fails in not more than 200 marks (i.e. 2 Subjects) of semester II & III taken together.
- iv) A candidate shall be allowed to keep terms for Semester V if he/she passes in each of Semester I, II, III and IV OR if he/she passes Semester I and Semester II and fails in not more than 200 marks (i.e. 2 Subjects) of Semester III and Semester IV taken together.
- v) A candidate shall be allowed to keep terms for semester VI if he/she passes in each of Semester I, II, III, IV and V OR if he/she passes Semester I and Semester II and Semester III and fails in not more than 200 marks (i.e. 2 Subjects) of semester IV and Semester V taken together.
- d) Existing Gracing rules are applicable to this Course as like the Traditional Courses.

UNIVERSITY OF MUMBAI
3 Years (06 Semesters) Bachelor of Commerce (Financial Markets)
SCHEME OF MODULES

	SEMESTER – 1
1.1	Principles of Investment
1.2	Micro-Economics
1.3	Basic Statistics
1.4	Basic Computer Skills
1.5	Financial Accounting
1.6	Business Environment

	SEMESTER – 2
2.1	Environment of Financial System
2.2	Macro-Economics
2.3	Statistical Applications
2.4	Communication Skills
2.5	Management Accounting
2.6	Principles of Business Management

	SEMESTER – 3
3.1	Debt Markets
3.2	Corporate Finance
3.3	Equity Markets – I
3.4	Banking in Financial System
3.5	Computer Applications in Investments
3.6	Business Ethics
3.7	Organizational Behaviour

	SEMESTER – 4
4.1	Commodities Markets
4.2	Corporate Finance-II
4.3	Equity Markets-II
4.4	Financial Services
4.5	Taxation for Investments
4.6	Security Analysis
4.7	Business Law

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

	SEMESTER –6
6.1	Risk Management
6.2	Corporate Governance
6.3	Computer Applications in Financial Services
6.4	Marketing of Financial Services
6.5	Mutual Fund Management
6.6	Customer Relationship Management in Financial Services
6.7	Project-II

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

Subject : Principles of Investment (1.1)

Unit I

Introduction to investments : (10)

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

Unit II

Return on investments (10)

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

Unit III

Investment Valuation – It's importance (20)

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

Unit IV

Introduction to investment analysis (20)

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

Books for Reference :

: 9 :

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

MODULE-I :

The Content and Nature of Economic Theory

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

MODULE – II Production, Cost and Revenue

(15)

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

MODULE – III: Market Analysis

(15)

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

MODULE – IV: Investment Criteria

(15)

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

Reference :

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

BASIC STATISTICS

3 Lectures per week.

3 Practical Period per week per Batch

Practical Batches of 20 students each.

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

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

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

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

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

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

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

Unit II : Forecasting Techniques (11 Lectures)

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

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

Components of time series, additive and multiplicative models.

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

Unit III: Index Numbers (11 Lectures)

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

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

Probability: Probability as a concept, Addition and Multiplication Laws of probability (Statements and concept only), Conditional Probability, Bayes Theorem

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

Decision Making : Under uncertainty and risk, Expected monetary value(EMV), Decision tree.(Simple Problem) (44)

Suggested Reading :

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

10. S.K.Singh & J.K.Singh, Business Mathematics, Brijwasi Book distributors and publishers.

11. Schnm's Outline Series Theory & Problem of Business Statistics McGraw Hill Book Company.

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

Laboratory and Software

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

Conduct of Practical

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

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

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

(BASIC COMPUTER SKILLS) 1.4

Guidelines:

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

Unit I

(08 Lectures)

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

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

Evolution of Computers : The various Generations of Computer Systems.

Reference:1) Fundamentals of Computers : V. Rajaraman PHI 4th edition.

Unit II

(12 Lectures)

Input/Output Devices (functions, identifications and connections): Terminals, CRT, Keyboard, mouse, optical mouse, printers- impacts, dot matrix, laser printer, scanner, joysticks, space ball, datagloves, touchscreens,

Computer memory :

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

Cache Memory : Need and Characteristics.

Access Modes : Random and Serial Access.

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

Internet Basics :- What is internet? History and Introduction, Accessing the Internet, Protocols TCP/IP, SLIP, PPP, Components of URL, FTP, Telnet, HTTP, Web Browsers, Search Engines, Advanced search, Email Services, Spam and Emoticons, Chatting, Conferencing, Creating a Home Page, a Web Site, Viruses-types, detecting prevention Worms, Firewalls.

References:1) Fundamentals of Computers: V. Rajaraman PHI 4th Edition.

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

Unit III

(13 Lectures)

Spreadsheets : (Demonstrations and Corresponding Practicals)

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

Functions & Formulas : Maths and Trigonometric, Logical, Date and time, Conditional, Statistical, Text

Charts : Inserting in sheets

Introduction to Power Point : (Demonstrations and Corresponding Practical)

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

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

Introduction to word processing : 15
 Standard and formatting Toolbars, Create documents, Open documents, save documents, editing text in documents, Word Wrap feature, Selecting Text, Drag drop feature.
Viewing and formatting Documents: View a document, Format text, font Styles, Font Size, Format Painter, Highlight Documents, Format paragraphs, Adjust the spacing (line and paragraph spacing), Align Text, Add bullets and numbers to the lists, Format pages, Change page orientation, Number pages, Set margins.
 Mail Merge a documents : Create a main document, specify a data source, Merge the data file and the main document, Create a table, Select text in tables, Edit a table by Deleting rows and columns, inserting rows and columns, resizing rows, Merging cells, Splitting cells Add borders and shading.

Reference: 1) Lean Microsoft Office 2000 by Michael Busby, Russell A Stultz (BPB)
 Unit IV
Management Information System (MIS) (12 Lectures)
 Information, System analysis and Design, Choice of information Technology Development of MIS, Decision Making.
Reference:1) Management Information Systems- W.S.Jawadekar (S.E.) TMH (45)

Practical List: Word

1) Word Processing :

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

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

Write steps to perform the following

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

Write shortcuts for the following.

- i) Cut ii) Copy iii) paste iv) select all v) place the cursor at the start of the line vi) place the cursor at the end of document vii) undo viii) redo ix) open a new file x) place the cursor at the end of line.

2) Document Formatting

Type the following text in a word document

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

Character Formatting :-

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

Paragraph Formatting:-

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

Perform the following

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

3) Table Formatting

: 16 :

1. Create the table 5x5 with the given structure.
EMP code | EMP name | salary | bonus | total
2. Choose the elegant form for the above table.
3. Give the table heading as a employee salary report.
4. Change the width of first column to 3 pts.
5. Sort the records in descending order of employee salary.
6. Insert a new row between second and third record.
7. Convert the table to text which is separated by spaces.
8. Performing addition, average on numerical figures.

4) Mail Merge

Create a mail merge document for the following

To,

<<FirstName>><<LastName>>

<<Address>>

<<City>>

<<Pincode>>

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

Dear Sir/Madam,

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

Thanking you,

Yours faithfully,

XYZ.

Excel

5) Introduction to Excel

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

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

Representatives Sales Re.

	Monday	Tuesday	Wednesday	Thursday	Friday
Anthony	14	66	97	36	51
Amar	23	24	67	34	70
Akbar	33	91	45	12	83
Total					

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

7) Prepare the following worksheet : 17 :

Tina's International Departmental Stores, Sangli

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

1. Format the column of *Rate* to two decimal places.
 2. use formula to calculate the *Amount* as Rate* Quantity.
 3. Calculate *Total* of all the amounts using Sum function.
- 8) Prepare a excel worksheet to give grades to the students based on the following grading Scheme.

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

Total should be the addition of marks in Maths and Science.
Grade is given on the following basis:

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

- 9) Prepare a excel worksheet to illustrate use of financial and accounting functions and formula's.

Powerpoint

- 10) Create a presentation and perform the following in Power Point.
- a) Open a new power-point presentation.
 - b) Apply a suitable design template to your presentation.
 - c) Select color schemes and select some colors of your chose don't use the default one.
 - d) Also change the Animation Scheme.
 - e) Insert header and footer to the slides.
 - f) Insert a picture and apply the transition to it.
 - g) Apply transition between the slides.
 - h) Use various components from drawing toolbar into your presentation.
 - i) Apply a background scheme with two colors.
 - j) Insert a chart to represent some data.
 - k) Now save the file with a relevant name.
- 11) Connections of various peripherals like mouse, keyboard, monitor, printer, pen drive, etc to corresponding ports.

- | | | No. of Lectures. |
|----|--|------------------|
| 1. | Nature Purpose of Accounting : | (10) |
| | a) Meaning & scope of accounting : Need development & definition of Accounting, persons interest in accounting Disclosure; Branches of accounting. | |
| | b) Concepts Accounting Standards | |
| | c) Journals, Ledger, Subsidiary Books, T/B, Financial accounting Frame work. | |
| 2. | Introduction to Financial Statements | (20) |
| | a) B.R.S. | |
| | b) Treatments of Capital & Revenue | |
| | c) Depreciation accounting : Methods of recording depreciation & methods of providing depreciation as per AS-4 | |
| | d) Preparation of Financial Accounts : Sole Traders & Partnership Firms, Manufacturing A/c, Trading , P& L, and B/S. | |
| 3. | Corporate Accounting : | (20) |
| | a) Issue of shares & debentures : 1) Types of Shares & Debentures(in India)
2) Accounting Treatments for issue of share & debentures with new market and SEBI rules (Bidding, Price building etc) | |
| | (Note : Old Method of share application money, allotment money not to be included) | |
| | b) Capitalisation of reserves and issue of Bonus Shares. | |
| | c) Preparation of corporate Financial statements in vertical form. | |
| | d) Valuation of Shares. | |
| | e) Buy- back of shares & own debentures. | |
| | f) Investment Accounting | |
| 4. | Indian Accounting Standards : | (10) |
| | a) AS, GAAP & their impact on Income Statement & B/S. | |
| | b) Latest Development : Computerization of accounting & accounting s/w. | |

60

- Ref: 1.) An introduction to Accountancy : S.N. Maheshwari – Vikas
 2) Financial Accountancy : S.N. Maheshwari – Vikas
 3) Advanced Accounts : M.C.Shukla- S. Chand
 4) Financial Management : Khan & Jain – Tata McGraw
 5) Modern Accountancy : Mukharjee & Hanif- Tata McGraw
 6) Financial Accounting : Stice, E.K.Thomson
 7) Corporate Accounting : Maheshwari & Maheshwari - Vikas

B.Com. (Financial Markets)

1.6 BUSINESS ENVIRONMENT (1.6)

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

 60

Suggested Readings

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

**B. Com (Financial Markets)
Environment of Financial System (2.1)**

No. of Lectures

UNIT I	Financial System : Meaning, significance, and components, Composition of Indian financial systems, Reserve Bank of India – Organisation, Management Functions- Credit creation and credit control, Monetary policy. (15)
Unit II	Commercial Banks: Meaning, Functions : Management and investments policies of commercial banks, Recent trends in Indian commercial banks. All India Development Banks: Interest Rate Structure : Determinants of interest rate structure ; Differential rate structure : Recent changes in interest rate structure, State Level Development Banks: State Financial Corporation; Development banks in industry financing. (20)
UNIT III	Insurance Organisations : Objectives and functions; various schemes of LIC and GIC., Unit Trust of India : Objectives and functions; various schemes of UTI and Role of UTI in industrial financing. (15)
UNIT IV	Financial Markets : Indian Money Market, Indian Capital Market.(10)
	Suggested Readings
	1. Bhole L.M. Financial Markets and institutions; Tata Mcgraw- Hill Publishing Company, New Delhi
	2. Khan M.Y. Indian Financial System; Theory and practice; Vikas Publishing House, New Delhi
	3. Chandra Prasanna Financial Management : Theory and Practice; Tata – Mcgraw Hill New Delhi.
	4. IDBI Annual Reports.
	5. Sharma G.L. and Singh Y.P. (eds) : Contemporary Issues in Finance And Taxation; Academic Foundation, Delhi.
	6. Kapila Raj and Kapila Uma : Banking & financial Sector Reforms in India Volume I to IV.
	7. Saunders Anthony : Financial Institutions Management a modern perspective.
	8. Madhura Jeff : Financial Markets & Institutions.

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B.COM (FINANCIAL MARKETS)

First Year- Semester II
Macro Economics (2.2)
Four Lectures per week's

MODULE I: Money and related issues.

(15)

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

MODULE II: I (A) Role of Function of banking

(15)

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

II (B) Banking Sector reform

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

MODULE III

Financial and Capital Markets

(15)

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

MODULE IV Foreign Capital – Post Globalisation Scenario

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

References:

Development issue of Indian Economics- Mishra & Puri Himalaya Publications.

Macro Economic Theory

Dorn Bousche & Fisher

Central Banking

Dekock

Introduction to Monetary

Lester V Chandler

Theory

Money & Banking &

M C Vaish

International Trade

Macro Economics

KPM Sundaram

Macro Economics

ML Seth

International Economics

ML Jhingan

International Economics

D Salvatore.

EPW.....

2.3 STATISTICAL APPLICATION : 22 :

3 Lectures Per Week

3 Practical Period per week

Practical Batches of 20 students each.

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

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

Unit I : Testing of hypothesis (11 lectures)

Concepts of a statistical population and sample form a population, primary data

Secondary data sample surveys, Concepts of Hypothesis, testing of hypothesis, null and alternative hypothesis, Types of error, (Consumer and producers risk), Level of significance.

Large Sample tests : Hypothesis testing for proportion and means of single and two sample test.

Chi-Square test of goodness of fit (with special reference to finance)

UNIT II : Linear Programming Problem (11 Lectures)

Formulation of linear programming problems(LPP), Graphical solution to LPP. Cases of unique and multiple optimal solutions, unbounded solutions and ifeasibility and redundant constraints.

Solution to LPP using simplex method – maximization and minimization cases. Shadow prices of the resources and the ranges of their validity. Identification of unique and multiple optimal solutions, unbounded solution, infeasibility and degeneracy.

UNITIII : Application of Statistics in Finance I (11 Lectures)

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

UNITIV: Application of Statistics in finance II (11 Lectures)

Network Analysis : PERT, CPM (Without crashing)

Modern portfolio theory : Markowitz Theory, Sharpe's Theory and Randon: Walk Theory.

Risk Analysis : Measures of risk and performance : Range, Variance, Standard Deviation, Expected value and Beta.

Measures of Risks related to portfolio : Covariance and correlation

Return on security and Market Returns.

Suggested Readings :

1. Investment Management Security Analysis and Portfolio Management V.K.Bhalla (S.Chand).
2. Financial Management, Prasanna Chandra (Tata McGraw Hill)
3. Financial Markets & Services, Rakesh Shahani – Galgota Publishing Company.
4. Statistics for Business & Economics Paul Newbold(Pretince Hall)
5. Investment Analysis and Portfolio management N.G.Kale, P.K. Bandgar, Vipul Prakashan
6. Operations Research J.K.Sharma (Macmillan Business Books)
7. Operations Research Premkumar Gupta, D.S.Hira (S.Chand)
8. Operations Research V.K.Kapoor (Sultan Chand)
9. Operations Research Taha (PHI)
10. PERT& CPM L.S.Shrinath
11. Options, Future and other Derivatives by John C. Hull, P.H.I.

Practicals: on every unit minimum 2 practicals should be conducted.

- I. Concept of Communication :** Definition, Need and importance of communication, Process of Communication, Characteristics of Effective Communication, Method and Modes of communications. (05)
- II Reading :** Reading with fluency and speed, ways of reading ; Skimming, Scanning, Extensive reading, identifying, inferring, interpreting, collecting and re- ordering relevant information from texts vocabulary, grammar language structure and punctuation.(05)
- III Writing :** Organised presentation of matter (Factual/informative, descriptive or Persuasive.)
- A. Editing, summarizing, considering; (practice to be given through comprehension passages, summarization, book review, note- making précis writing from literary texts, business and financial journals, magazines and news papers. Familiarity and acquaintance with business and financial terms should be encouraged.)
- B. Correspondence in different registers :-
- Theory of Letter Writing
 - 7 Cs of Letter Writing
 - Revision of structure & Forms of Lay out
 - Appearance of B.L.
 - Use of Computer for Letter Writing.
- Official a) Enquiries/ complaints and replies; representations,
 b) Letters of applications for jobs, inter- departmental Memos.
 c) Letters to bank.
 d) Request for loan, overdraft, current account, credit facility, Status Enquiry, Letters related to Share Market, Capital Market.
- Semi Official – Letters to editors.
- Social Correspondence :
- e) Invitations, congratulations, condolences.
 - f) Appeal e.g. blood donations, environmental and other civic issues. (22)
- IV Speaking/ Listening**
- Fluency, pronouncing, voice modulation, tone pitch, sensitivity to audience.
 How to listen effectively – listening comprehension meaning and sequence of thought (practice may be given through audio-video methods) passages/exercises to be set to highlight the objectives of communications with special emphasis on ‘ You’ attitude.(05)
- V Barriers to Communication :**
- Types of barriers : Physical, Mechanical, Psychological, Linguistic, Socio-Cultural, Barriers to listening. How to overcome barriers (to be taught along with case studies, assignments, tasks, field visit etc.) (08)
- VI Group Communication :**
- A) Written aspects ;
- A.1 Drafting Notice, Agenda, Resolutions, minutes of Meetings.
- A.2. Drafting of Reports structure of a Business Report, Various types of reports- Following reports to be studied – routine, Investigative, Projects, Director’s Report etc. (15)

B) Oral Aspects ;

: 24 :

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

Recommended Books :

1. Grellet F : Developing Reading Skills Cambridge University Press 1981
2. Reading 7 thinking In English . Four Volumes, (Vol 1. for lowest Level, Vol. 4 for the highest level.) The British Council Oxford University Press 1990.
3. Hamp – Lyons, L.& Heasley , B : Study Writing : A Course in Written English for Academic & Professional Purpose. Cambridge University Press, 1987.
4. Martin J.R. : factual Writing : Exploring and Challenging Social Reality. Oxford University Press, 1990.
5. Doughty, P.P., Thorton, J.G. ; Language in Use : Edward Arrol, 1973.
6. Bhaskar, W.W.S. & Orabhu n.S. : English through Reading Vol.1 and Vol.2 Macmillan, 1975.
7. Freeman, Sarah : Study Strategies : N. Delhi, Oxford University Press, 1979.
8. ELT Cell, University of Bombay, Note making and Composition Exercises, 1979.
9. Freeman, Sarah ; Written Communication Orient Longman, 1977.
10. Saraswati V : Organized Writing Book – 2 Orient Longman.
11. Narayanswami : organized Writing Books –2 Orient Longman.
12. Mohan Krishna & Singh N.P. : Speaking English Effectively Macmillan, India, 1995.
13. Mohan Krishna & Banerji, Meera ; Developing Communication Skills, Macmillan—India 1990.
14. Widdowson : H.G. English in focus, English for Social Science, oxford university Press.
15. Bellare Nirmala ; Reading Strategies. Vol. 1 & 2 New Delhi. Oxford University Press, 1998.

1. Introducing to Financial Statements Analysis:

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

2. Working Capital Management :

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

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

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

a) Operating & Financial leverage

- b) Concept in valuation : The time of money , P.V. IPR of yield, bond returns, returns from stock investments, dividend modules & measuring risks- standard Deviation. (10)

Ref :

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

: 26 :
B.Com (Financial Markets)
Principles of Business Management
Semester II (2.6)

Unit I	Management – Definitions- Objectives- importance 7 nature. Management – Arts, Science or profession. Levels of Management and Managerial Skills.	10
Unit II	Functions of Management a) Planning – meaning, nature and importance – Types of plans, steps, in planning. b) Organizing – meaning, process of organizing, Principles of organizing, span of management, authority and responsibility, Delegation of authority. c) Controlling – Meaning, steps, types, of control, Feed forward control, Concurrent control, feedback control, contemporary issues in control, d) Staffing – meaning, nature and purpose- Selection training& performance appraisal, e) Co-ordination- need techniques of co-ordination, difficulty of co-ordination f) Motivation – definition- Motivation, and motivators. Self Motivations, the Need/ want satisfaction chain, motivational techniques : Financial & Non Financial incentives, Theories of motivation- Hierarchy of needs theory, Mc Gregor's theory X and Y, Herzberg's Two factors theory, theory Z by Ouchi.	25
Unit III	Development of management thought – Scientific management- Frederick W. Taylor Modern operational mgt.thought – Henry Fayol Behavioral approach – Elton Mayo System approach – Chester Barnard Contingency approach	15
Unit IV	Organisation structures Role and functions of manager Role of values & ethics in management	10

References:

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

B.Com (Financial Markets)²⁷

SEMESTER – 3

Subject – Debt Markets (3.1)

Unit – I

Introduction to debt markets,

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

Unit – II

Instruments and Players in debt markets

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

Unit III

Bonds.

- Features of bonds.
- Types of bonds
- Issuers of bonds.
- Bond ratings – importance & relevance.

Unit – IV

Valuation of bonds.

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

Books for Reference:

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

SEMESTER = III
CORPORATE FINANCE-I (C/A/CS. (3.2)

SEMESTER – III
EQUITY MARKETS – I © (3.3.)

SEMESTER – III
BANKING IN FINANCIAL SYSTEM© (3.4)

SEMESTER – III
COMPUTER APPLICATIONS IN INVESTMENT : (3.5)

Guidelines.

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

C programming Language & OOP'S concept.

1. Introduction : Evolution of C language, Unix and C,C Compiler, Running a C program, object and executable file, preprocessor, Characteristics of C language, case sensitiveness.
2. Variables and Expressions : C character set, identifiers and keywords, variables, reading and displaying variables, scanf and printf, characters and character strings, integer, float double, constants, operators and expressions, arithmetic, relations, logical assignment, conditional, increment and decrement, bit wise, comma, typed of statement typecasting, operator precedence, writing simple programs to illustrate the above.
3. Basic Input Output : getchar, putchar, string input and output, format specifiers, types of characters in format strings like % scanf width specifies, Input fields for scanf.
4. Control Structures (Decision Making statement) if-else, multiway decisions, switch, loop constructs) for-loop, while-loop, do while-loop, compound statements, break statement, continue statement, go to statement.

Reference L 1) Let Us C – Yashwant Kanetkar (BPB)

Unit- II

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

Reference :

1. Let Us C – Yashwant Kanetkar (BPB)
2. Complete Reference C++ by Herbert Schildt

Electronic Commerce.

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

Reference :

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

UNIT – IV.

Web designing.

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

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

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

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

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

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

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

Reference :

1. world wide web design with HTML C.Xavier AMH.

SEMESTER – III

Business Ethics © -(3.6.)

SEMESTER – III

ORGANISATIONAL BEHAVIOUR © (3.7)

SEMESTER – 4

Subject : commodities Market (4.1)

Unit – I

Introduction to Commodity Market

- Emergence of Commodity market
- Dynamics of global commodity markets
- Indian commodity markets – Current status & future prospects.

Unit – II

Strengthening commodity markets I India.

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

Unit – III.

Commodity Exchanges.

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

Unit-IV Commodity Markets in India.

- Commodity Exchanges in India.
- Role of Information in Commodity Markets.
- Linkages between equity markets and commodity markets.

Books for Reference:

1. Commodities Rising, Jeffrey M.Christian, John Wiley & Sons, 2006.
2. Dow Jones – Irwin Guide to Commodities Trading, Bruce Gould, Author House, 2003.
3. Commodity Fundamentals, Ronald Spurga, John Wiley & Sons, 2006.
4. Commodity Futures and Financial Markets, Louis Philips, 1990.
5. The Encyclopedia of Commodity and Financial Spreads, Steve Moore, John Wiley & Sons, 2008.
6. International Commodity Markets and the Role of Cartels, Mark S.Leclair, M.E. Sharpe, 2001.
7. Commodity Options, Larry D.Spears, Market Place Books, 1993.
8. Training the Pits : Technical Approach to Commodity Trading, Robert M.Barnes, John Wiley & Sons, 1979.
9. Commodity Options, Terry S.Mayer, Prentice Hall, 1983.
10. Structured Products Vol.2 Equity, commodity, Credit and New Markets, Satyajit Das, John Wiley & Sons, 2005.
11. Breaking through Success : A Commodity Investor's Guide Book, Patrick Lafferty and Nell Sloane, USA Import, 1997.
12. Managing Commodity Price Risk and Developing Countries, Stijn Claessens and Ronald C.Duncan, John Hopkins University Press, 1994.
13. The Commodities Glossary, Commodity Futures Trading Corporation, International Law & Taxation, 2005.

SEMESTER – 4
CORPORATE FINANCE – II (C/A/CS) 4.2

SEMESTER – 4
Subject : Equity Markets – II (4.3)

Unit – I

Developments in the Indian Equity market.

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

Unit – II

Security Analysis and Valuation of Securities.

- Factors affecting share prices
- Fundamental analysis in detail (P/E ratio)
- Technical Analysis in detail
- Macro economic factors
- Market related factors (Beta)

Unit-III

Statistical Analysis of share price movement.

- Effect market Hypothesis
- Stochastic models
- Brownian motion.

Unit-IV

Dealings in Stock Exchanges.

- Role of Brokers
- Stock market quotations
- Procedure for buying and selling.
- BOLT
- Clearing & Settlement.

Books for Reference :

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

SEMESTER – 4
TAXATION FOR INVESTMENTS (A/CS) (4.5)

1. Definitions : S : Z.

Person, Assessee, Income Assessment Year Previous Year

2. Basic of charge (See 3 to 9)

Residential Status / Scope of Total Income/ Deemed Income.

3. Exclusions from Total Income Sec.10.

Agricultural Income, Sums Received from HOF by member share of Profits from Firm, Scholarships, Income of Minor Child.

4. Income from House Properly.

See 22 to 27 & Sec.2 – Annual Valu.

5. Income from Capital gains.

Income from Capital Gains.

See 45,48,49.50,55.

6. Income from other sources.

Sec. 56 to 59.

7. Deduction under Chapter VI A

Sect. 80CCC 80C, 80D.

8. Securities Transaction Tax.

Basic Definition , Charge.

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

SEMESTER – 4
BUSINESS LAW (LAW) (4.7)

SEMESTER – 5.

Subject : Global Capital Markets (5.1)

Unit-I

Impact of globalisation on the Capital markets.

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

Unit- II

Global (International Bond market.

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

Unit-III

Global Equity Markets.

- Major Stock Markets of the world
- Emerging Stock Markets.
- International Equity Trading – Multiple listing.
- Depository receipts.

Unit-IV

Obstacles to International Investments.

- Information barriers.
- Foreign Exchange Risk
- Political risks
- Taxation
- Other Regulatory barriers.

Books for Reference:

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

SEMESTER – 5.

Subject : Regulation of Securities Market (5.2)

Unit-I

Overview of Indian Securities Market.

- Nature of Savings and investment
- Profile of Indian Investor
- Factors affecting investments decisions of an Indian investor.

Unit-II

Need for regulating securities markets in India.

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

Unit-III

Legislations governing the Securities Markets

- Companies Act 1956.
- Securities Contracts Regulation Act
- SEBI Act
- Depositors Act.
- Insurance Acts.
- Special regulatory requirements of derivatives market.

Unit – IV

Regulatory bodies.

- Department of Company affairs
- Department of Economic affairs
- SEBI
- RBI
- IRDA (www.irda.gov.in)
- Need for self regulation

SEMESTER -- 5

Subject : Insurance (Fund) Management (5.3)

Unit-I Introduction

The insurance mechanism.

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

Unit-II Identification of 'risk' to be insured.

- * Sources of risk
 - Risk identification
 - "insurance policy" as a financial product.

Unit-III. Organising an insurance business.

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

Unit IV Operational aspects of Insurance business.

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

Books for Reference:

1. Insurance – From Underwriting to Derivatives, Eric Breiys and Francois de Varenne, John Wiley & Sons, 2001.
2. Risk and Insurance, Chartered Insurance Institute, 1998.
3. Insurance Dictionary, Rowman and Littlefield,
4. Introduction to Insurance, D.S.Hansell, Informa Finance.
5. Insurance Marketing, Arthur Merdanm Taylor & Francis, 1984.
6. Insurance in India, Saibal Dasgupta, Informa Finance.
7. Hand Book of Insurance, Georges Dionne, Kluwer Academic Publishers, 2001.

8. A guide to Insurance Management, S.R.Diacon, Palgrae Macmillan, 1990.
9. Introduction to Risk and Insurance, Ralph H.Blanchard, Beard Books, 2001.
10. Theory and Practice of Insurance, J.Francois Outreville, Ljuwer Academic Publishers, 1997.
11. Fundamentals of Insurance, Tena B.Crews and Sandra Thompson, Thomas Learning, 2002.
12. Essentials of Insurance : A Risk Management Perspective, Emmett J.Vaughan, John Wiley & Sons, 2003.
13. Insurance Claims Adjuster, Charles C.Casterlin, Author House, 2003.

SEMESTER -- 5

Subject : Derivative Markets (5.4)

Unit – I

Nature of financial derivatives including futures and options.

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

Unit-II

Principles of trading and hedging with Index Futures.

Terminology – Spot, future price, contract specifications, contract cycle, expiry date, settlement date, basis, mark to market, Contract specification for BSE Sensex, Tick size, Types of orders, Trading Strategies, Hedging Strategies, Initial, Maintenance Margins, Executing and Clearing, Execution, Matching confirmation, Clearing Mechanism, Settlement, Settlement price, Settlement cycle, Cash Vs. Physical delivery, “Open interest” and “Trading volumes”.

Unit-III

Principles of trading and hedging with Options.

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

Unit – IV

Risk Management Systems and Procedures.

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

Books for Reference :

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

SEMESTER – 5.

Subject : Foreign Exchange Market (5.5)

Unit-I.

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

Unit-II.

2. Exchange Rate Systems.
 - * Gold and Bretton woods system
 - * Fixed and floating exchange rate
 - * Adjustable peg system
 - * Craswling peg exchange rate system
 - * Snake in the tunnel system
 - * Exchange rate mechanism in India

Unit-III

3. Foreign Exchange Management.
 - * The 'risks' element in foreign exchange markets.
 - * Need and importance of foreign exchange management
 - * Methods adopted (spot and forward, arbitrage, cross currency deals, swaps, options and futures.).

Unit – IV

4. Foreign Exchange Market in India.
 - Impact of liberalization and globalisation in India's foreign exchange market.
 - RBI's role in directing and controlling foreign exchange market/
 - The pros and cons of full convertibility of Indian currency/
 - FEMS and the Indian foreign exchange market.
 - Indian multinationals and their impact on foreign exchange.

Reference Books.

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

Unit – I.

Introduction.

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

Unit – II

Portfolio theory and application.

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

Unit – III

Performance Evaluation of a Portfolio.

- Treynor Portfolio Performance Measure – Optional
- Sharpe Portfolio Performance Measure – Optional
- Factors affecting performance measures,
- Reliability of Performance measures.
- EMH (Efficient Market Hypothesis).

Unit – IV

Portfolio Management Services in India.

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

Books for Reference:

1. Portfolio Management, S.Kevin, Prentice Hall, 2004.
2. Pioneering Portfolio Management, David F.Swensen, Free Press.
3. Taming Risk, MarkFisher, Euro Money Books,2005
4. Portfolio Management Formulas, Ralph Vince, John Wiley & Sons, 1990.

5. The Art of Investing⁴⁵ and Portfolio Management, Mc-Graw Hill Professional 2004.
6. Active Portfolio Management, Richard Grinold and Ronald Kahn, Irwin, 1999.
7. Investment Analysis and Portfolio Management Student Self Study Problems Manual, Frank K.Reilly and Keith C.Brown South Western College Publishing. 1999.

SEMESTER – 5

PROJECT – I (REPORT WRITING) (5.7)

Different types of financial risk – market risk, liquidity risk, credit risk, operational risk, exchange rate risk.

Unit – II

2. Diversification and Investment risk management.
- * Alternate investment strategies.
- * Statistical Analysis.
- * Exposure and Hedging.

Unit – III

3. Hedging in Detail.

- * Cross hedging, Hedge ratio.
- * Statistical analysis.
- * Options and future in currency market's introduction in foreign market.

Unit – IV

4. Popular models for managing liquidity risk and credit risk swaps – Structural models, introduction of market risk and credit

References on Risk Management :

1. Credit risk, models and management, David S. Sarno, P. 2004.
2. Credit Risk Measurement, Andrew Duff, John M. Martin, 2000.
3. The book of Risk, Don Horner, John Wiley & Sons, 1999.
4. Financial Risk Management, John Hull, John Wiley & Sons, 2001.
5. Financial Risk Management, John Hull, John Wiley & Sons, 2001.
6. Financial Risk Management, John Hull, John Wiley & Sons, 2001.

SEMESTER – 6

Subject : Risk Management (6.1)

Unit – I

1. Introduction.
 - Financial Risks – definition.
 - Different types of financial risks.
 - Market risk, liquidity risk, credit risk, operational risk, systemic risk, exchange rate risk.

Unit – II

2. Diversification and Investment risk management.
- *. Alternate investment strategies.
- Sensitivity Analysis.
- Exposure and Hedging.

Unit-III

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

Unit – IV

4. Popular models for managing liquidity risk and credit risk – Credit swaps – Structural models, Integration of market risk and credit risk.

Titles on Risk Management :

1. Credit Risk, models and management, David Shimko, Risk Books, 2004.
2. Credit Risk Measurement, Antony Saunders, John Wiley and Sons, 2002.
3. The book of Risk Dan Borge, John Wiley & Sons, 2001.
4. Dictionary of Financial Engineering, John F.Marshall, John Wiley & Sons, 2001.
5. The financial Risk Manual, John Hollowell, F.T.Prentice Hall, 2000.
6. Equity Derivatives and Market Risk Models, Oliver Brockhaus and Michael Forkas, Risk Books, 2000.

7. Managing currency risk using foreign exchange options, Alan Hicks, Cambridge University Press, 2000.
8. Risk Management, Michel Crouhy, Dan Galai and Robert Mark, Irwin, 2000.
9. Risk and Risk bearing, Charles Hardy, Risk Books, 1999.
10. Introduction to Interest Rate Risk, Financial World Publishing, 2000.
11. Risk Management and Financial Derivatives : A Guide to Mathematics, Satyajit Das, Palgrave, 1998.
12. Enterprise Wide Risk Management, James Deloach, F.T. Prentice Hall, 2000.
13. The business of Hedging, John Stephens, F.T. Prentice Hall, 2000.
14. Theory and Practice of Treasury and Risk Management in Banks, Taxmanns, New Delhi, 2006.
15. Taxmanns Credit Risk Management, Bidani S.N. & Mitra P.K. Taxmann, New Delhi, 2004.
16. Cases on Risk Management, Howard W.M.
17. Risk Management, IIBF, Macmillan India Ltd., 2005.
18. The Complete Guide to Business Risk Management, Jaico Publishing House, Mumbai, 2001.
19. Managing Risk in the New Economy, Dimitris Chorafas, NYIF, 2001.
20. The Risk Management Process, Christopher L. Culp, John Wiley & Sons, 2001.
21. Liquidity Black Holes, Avinash Persaud, Risk Books, 2003.

SEMESTER – VI
(COMPUTER APPLICATIONS IN FINANCIAL MARKETS) (6.3).

guidelines:

- The topics of Unit I and Unit II are expected to provide an introduction. They should be taught mostly at conceptual level.
- Unit II is expected to be taught in the light of Information Technology.
- Unit IV is expected to be taught through mainly by demonstrations and support of practical.

Unit – I

(12 lectures)

Data Communication & Networking.

Introduction.

The Growth of Networking Technology : Modern Benefits of Networking, Data Sharing, Resource Sharing. The Development of Computer Networks. Life before Networking Early Connections, Modern Networking,. TCP/IP model, OSI Model. Data Communications Technology : Introduction to Analog and Digital Signals, Analog and Digital technology.

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

Components : Workstations, Network Interface Cards, Hubs, Peripherals.,

Different types of Transmission Media in Networking : Twisted Pair Cabling, Coax al Cable, Fiber Optic Cable, Wireless Media, Radio, and Infrared.

Connectivity: Repeaters, Bridges, Routers, Gateways.

Wide Area Networking: Switching Technology, Mete Switching. Packet Switching Circuit Switching.

Reference

1. Data communication and Networking B.A.forouzan 4th Ed. TMH

UNIT – II

: 50 :

(12 LECTURES)

Computer Security.

Introduction : Security , Attacks, Computer criminals, Method of defense.

Security in Networks: Threats in networks, Network security control, firewalls
Intrusion detection systems, secure e-mail, concepts of Encryption and decryption

Legal, Privacy, and Ethical Issues in Computer Security : Protecting programs and data, Software failures, Computer crime, Privacy, Ethical issues in computer society.

Network Security: Introduction and need for security, Authentication, Access Controls, Server logs, Virus Protection Firewalls, Intrusion Detection System and VPN.

References;

1. Firewalls and Internet Security : William R.Cheswick, Steven M.Bellovin.Avic D.Rubbin 2nd Ed (LPE).

2. Internet sites and Cyber Law and ethics like
www.carolinacountry.com.
www.moral.html www.cyberlaw.com etc.

Unit – III

Databases

Introduction to Database Concepts : Database systems vs files systems, view of data data models data abstraction, data independence, three level architecture, database design, database language – data definition language (DDL), data manipulation language (DML).

E-R Model : Basic concepts, keys, E-R diagram, design of E-R diagram scheme (simple example).

Introduction to Access

Creating databases, Tables (relations), rows (tuples), domains, attribute candidate keys primary key, queries, forms

References:

- a. Database system concepts, Silberschartz, Abraham : Korth, Henry F.& Sadarshen S.4th ed. McGRA W-HILL International Edition.
- b. Access 2000 in easy steps Copestake Stephen

Visual Basic

Introduction to Visual Basic programming.

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

Building an application'

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

Coding

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

Forms

Using Forms Multiple Forms, Order of Events, Startup and End of Applications. Variables.

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

Introduction to Procedures, Arguments ad Parameters, Named Arguments and Optional \Arguments

Controls

Using Controls, Standard Controls, Custom Controls

Menus

Creating and Documenting Naming Standards

Cumsems Pop-Up Menus

Error Handling

An Introduction to Error Handlers

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

Building Active X Controls : Creating and Active X control, Expositing properties, methods and events, Testing a control, Creating property pages, Creating a data-bound control Creating a data source control.

Reference:

1. Visual basic 6 from bottom to top : a step by step guide with 84 easy to do projects – Salokhe Rajendra.

Unit – IV

Measuring and evaluating Mutual Fund Performance.

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

Books for Reference:

1. Portfolio Management of Mutual Funds, R.C.Pozen, MIT Press, 1999.
2. The Mutual Fund Business, Robert C.Pozen, IT Press, 1998.
3. Working of Mutual Fund organizations in India, Peddina Mohana Rao, The Institute of International Economics, 1998.
4. The Economics of Mutual Fund Markets, William., J.Baumol Kluwer Academic Publishers, 1989.
5. Power Investing with Sector Funds, St.Lucia Press, 1998.
6. Growth and Income , R.Bryan Stoker, Author House.

SEMESTER – 6.

Subject : Customer Relationship Managements in Financial Services (6.6)

Unit – I

Introduction of various financial services.

- Factoring
- Forfeiting
- Securitisation
- Depositories
- Registrars
- Demat Services
- Merchant Banking
- Corporate advisory services
- Lease financing
- Any other services.

Unit – II

Origin and rationale of Customer Relationship Management (CRM)

- Relationship marketing Vs Transactional Marketing.
- Benefits of CRM

Unit-III

CRM – A vehicle for value creation.

- Developing a segmented service strategy.
- Implementation.

Unit – IV

Achieving Customer Satisfaction through Service Quality.

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

Books for Reference:

1. The financial services source book : A guide to sources of information of Banking, Insurance and other financial services, Robert Cunnew and Alison Scanmell, Europa Publication, 2001.
2. The customer differential : The complete guide to CRM, Melinda Nykamp, Amacom, 2001.
3. Data Mining Techniques, Michael Berry and Gordon Linoff, John Wiley & Sons, 2003.
4. Customer Relationship Management, Neil Russell – Jones, Financial World Publishing 2002.
5. Customer Relationship Management : Neil Russell – Jones, Financial World Publishing 2002.
6. 6. Customer Relationship Management Management : Concepts and Tools, Francis Buttle, Butterworth – Heinemann, 2003.
7. Essentials of CRM, Brayan P. Bergeron, John Wiley & Sons, 2002.
8. Customer Relationship Management Management : The bottomline to optimizing your ROI, John Anton and Natalie Peteshoff, Prentice Hall, 2002.
9. CRM in financial services, Merlin Stone and Bryan Foss, Kogan Page, 2002.
10. Successful Customer Relationship Marketing, Merlin Stone and Bryan Foss, Kogan Page, 2001.
11. Electronic Customer Relationship Management : Jerry Fjermestad and Nicholas C. Romano, M.E. Sharpe, 2006.

SEMESTER – 6

PROJECT – II (COMPUTER LAB BASED) (6.7)

B.Com. (Financial Markets)

Corporate Governance (6.2)

No. of Lectures

UNIT I	The Philosophy of Corporate Governance Corporate Governance – Introduction – Definition – Balance – Frame work. Business Ethics – an important dimension to Corporate Governance – Fair & unfair business practices.	(10)
UNIT II	Genesis of Corporate Governance in India – Introduction – Principles – Arthashastra & Good Governance in ancient India – Protection of interest of customers & investors – corruption & zero Tolerance of corruption – MRTP Act & MRTP commission	(20)
UNIT III	Evolution of Corporate Governance The cadbury Committee – Code of best Principles – Indian Experience of Corporate Governance – The C I I Code – SEBI's initiative (The Kumar Mangalam Birla Committee Report) – Corporate Governance in Globalised Economy – MNCs, / TNCs & Business Ethics.	(20)
UNIT IV	Governance in Family – Owned Business Family – owned business – background – family businesses in India – Need for professionalisation & transparency in family business - Case study – Future of Corporate Governance.	(10)

Suggested Readings.

01. Kautilya's Arthashastra
02. Corporate Governance by
03. M.R.T.P. Act
04. Management by Values, Oxford University Press, 1991
05. The Story of my Experiment with Truth – M.K.Gandhi, Navjivan
Publishing House, A'bad.

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