

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: VI
Syllabus with effect from: November/December-2013

Paper Code:UM06EBBI04	Total Credit:3
Title Of Paper: Management of Financial Services-II	

Unit	Description in detail	Weighting (%)
I	Financial Services I: Mutual funds, Venture capital, Leasing, Merchant Banking.	25%
II	Financial Services II: Housing, Insurance, Factoring, Forfaiting, Depositories, Securitization, Underwriting	25 %
III	Marketing of Financial services: New challenges, Special Features of service Marketing, Basic Bricks for Marketing Strategies, Need for meeting global competition, Customer relationship management, Methods of marketing, Advertising & Promotional Tools	25 %
IV	Financial Services in Internet Era: Technologies in use - Internet banking - Internet stock trading - Recent	25 %

Basic Text & Reference Books:-

- Avadhani V.A.: Investment Management, Himalaya Publishing House, Delhi
- Khan, M.Y.: Indian Financial System- Theory and Practice Vikas Publishing House, New Delhi
- Singh, H.K. and Singh, Meera: Mutual Funds and Indian Capital Market, Kanishka Publishers' Distributors, New Delhi
- Srivastava R.M.: Management of Indian Financial Institutions Himalaya Publishing House, Delhi
- Gordon and Natarajan: Financial Markets and Services, Himalaya Publishing House, Delhi

