

SARDAR PATEL UNIVERSITY

B.COM. (BUSINESS STUDIES) SEMESTER-II		
Course Code UB02DCOM74	Course Title Introduction to Financial Services	Total Credit 3
Course Objectives	To familiarize the students with principles and practices of financial management.	

Course Description		
Unit	Description	Weightage
1	Financial Services Meaning, Characteristics, Objectives, Scope of financial services, Factors related the growth of financial services sector prior to the economic liberalization, Causes for financial innovations, Innovative Financial Instruments, Problems/Challenges facing the financial services sector, Present scenario	25%
2	Mutual Fund Meaning, Origin, Types, Importance, Risks, Organization and Operation of the Introduction, Concept & Features of Venture Capital, Importance, Process & Stages in venture capital, Methods, Disinvestment Mechanism, Development of Venture Capital in India, Future of Venture Capital in India	25%
3	Merchant Banking Definition, Origin, Functions, Qualities required in merchant banker, Merchant banking in India, Problems of merchant bankers	25%
4	Factoring Meaning, Modus operating, Terms and conditions, Functions, Types, Factoring vs Discounting, Cost of Factoring, Benefits, Factoring vs Forfeiting, Factoring in India	25%

*Units will have the same Weightage in the evaluation as suggested in the course outline.

Teaching-Learning Methodology	<ul style="list-style-type: none"> • Lecture Method • Online Lectures • Group Discussion • Practical Problem Solving
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Evaluation Pattern		
Sr.No.	Details of the Evaluation	Weightage
1.	Internal/Written Examination	15%
2.	Internal Continuous Assessment in the form of Practical , Viva-Voce, Quizzes, Seminars, Assignments, Attendance	15%
3.	University Examination	70%

* Students will have to score a minimum of 40 (Forty) Percent to pass the course.

Course Outcomes: Having Completed this course, the students will be able to	
1.	The student can understand Development of Banking sectors, necessity of various insurance companies in the commerce and learn roll of RBI.
2.	The student can learn and evaluate the Role, Functions and Constituents of financial Markets.
3.	The student can learn Global Bond Market, Global Innovative Instruments and analyse it.
4.	The student understands the impact of reforms in financial sector and major challenges of current financial sectors.

Suggested References:	
Sr. No	References
1.	FinancialMarketsAndInstitutions-Dr.S.Guruswamy
2.	FinancialInstitutionsAndMarkets-Dr.MukundMahajan,NiraliPrakashan
3.	FinancialMarketsAndServices-E.Gordon,Dr.K.Natrajan,HimalayaPublishingHouse
On-Line Resources available that can be used as Reference Material	
https://ugcmoocs.inflibnet.ac.in/view_module_ug.php/139	
Subject :	
Advertising and Public Relations (45)	