

SARDAR PATEL UNIVERSITY
Programme: Bachelor of Vocation (Insurance & Financial Marketing)
Semester: I
Syllabus with effect from: June 2015

Paper Code: UB01CBVI02	Total Credits: 5
Title Of Paper: Indian Capital Market	

Unit	Description in detail	Weightage (%)
1	Financial Market in India Introduction Characteristic Interlinked between Money Market and capital Market	25%
2	Money Market Call Money Short Notice Money Discount and Finance House of india Term money Market Commercial Bills	25%
3	Government Securities Market Features Repos Market Significance of Market	25%
4	Capital Market New Issues Market Derivatives Markets	25%

Basic Text & Reference Books:

- Financial services – shahshi k gupta & Nisha Agarwal
- Services Marketing – Christopher lovelock & john wirtz
- Services Marketing – Valarie A Zeithaml Etal

