

**SARDAR PATEL UNIVERSITY**  
**(Effect from June, 2021-22)**

<b>M.COM. (BUSINESS STUDIES) SEMESTER-II</b>		
<b>Paper Code</b> PB02ECOM54	<b>Title of the Paper</b> <b>FINANCIAL MARKETS AND SERVICES -II</b>	<b>Total Credit</b> <b>4</b>
<b>Course Objectives</b>	To create awareness and provide basic understanding about various concepts and practical dynamics of Financial Markets and Financial Services.	
<b>Course Description</b>		
<b>Unit</b>	<b>Description</b>	<b>Weightage</b>
<b>1.</b>	<p style="text-align: center;"><b>Indian Capital Market</b></p> Constituents of Indian capital market; Stock Exchanges - Meaning, Functions; Employee Stock Option Plans; Distinguish between ESOP and ESPS (Employee Stock Purchase Scheme); Securities Lending and Borrowing Scheme; Short Selling; Green Shoe Option; Systems of Trading on Stock Markets – Screen Based Trading System, Scripless Trading, Demat Trading, Alternative Trading System, Risk Management in Stock Markets, Circuit Breaker and Circuit Filter System; Nature of Transactions in Stock Market – Cash Market Transactions, Carry Forward Transactions, Ready Forward Transactions, Forward Trading, Rolling Settlements, Margin Trading; Stock Market Indices; Corporatization and Demutualization of Stock Exchanges – Objectives and Advantages; Bought-out Deal – Meaning, Advantages and Drawbacks; Book Building; Insider Trading	<b>25%</b>
<b>2.</b>	<p style="text-align: center;"><b>Marketing of Financial Services</b></p> Introduction; New Challenges; Special features of service marketing; Basic bricks for Marketing Strategies; Financial Services and Marketing Mix; The Marketing and Competitive Environment; Need for Meeting Global Competition; Customer Satisfaction	<b>25%</b>
<b>3.</b>	<p><b>Financial Services I:</b></p> Mutual funds – Concept, Types, Significance, Organization & Operation of the fund, Concept of NAV; Leasing – Concept, Types; Venture capital – Concept, Features, Stages, Process; Merchant banking – Concept, Services	<b>25%</b>
<b>4.</b>	<p style="text-align: center;"><b>Financial Services II:</b></p> Insurance – Nature, Principles, Functions, Classification; Factoring – Concept, Modus Operandi, Functions, Types, Distinction between Bills Discounting, Factoring and Forfaiting; Depositories – Depository System in India, Benefits, Difference between Bank and Depository; Securitization - Concept, Modus Operandi, Structure for securitization, Benefits	<b>25%</b>
*Units will have the same Weightage in the evaluation as suggested in the course outline.		
<b>Teaching-Learning Methodology</b>	<ul style="list-style-type: none"> <li>• Lecture method</li> <li>• Learning through web-based contents</li> <li>• Group Discussion</li> <li>• Activity Based Learning</li> </ul>	

Evaluation Pattern		
Sr.No.	Details of the Evaluation	Weightage
1.	Internal/Written Examination	20%
2.	Internal Continuous Assessment in the form of Practical , Viva-Voce, Quizzes, Seminars, Assignments, Attendance	10%
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.	Different types of financial markets instruments with real life examples
2.	Understand strategies of marketing of financial services of banks, insurance co. etc.
3.	Learn about basics of various financial services like venture capital, mutual funds, leasing, securitization, factoring etc.
4.	Know about Depository System in India, Demat, KYC, Documents and process for beginning with online trading, mock trading, apps for learning virtual trading
5	Get 'On the job' training at investment firm on voluntary basis.

Suggested References: (include Reference Material from where a student is expected to study the said content in APA Style) Reference Websites can also be included)	
Sr. No	References
1.	Gurusamy, D. S. (2015). <i>Financial Market and Institutions</i> (Forth ed.). Chennai: Vijay Nicole Imprints Pvt Ltd.
2.	<b>Financial Institutions and Markets - Dr.Mukund Mahajan,Nirali Prakashan (In Marathi Language hence it is excluded)</b>
3.	Gurusamy, D. (2009). <i>Financial Services</i> (Second ed.). New Delhi, India: McGraw Hill Education India.
4.	Gordon, E., & Natrajan, K. (2016). <i>Financial Markets and Services</i> (11th Revised ed.). Mumbai, India: Himalaya Publishing House.
5.	Sasidharan , K., & Mathews, A. K. (2008). <i>Financial Services and System</i> . Delhi, India: McGraw Hill Education.
6.	Avadhani, V. A. (2015). <i>Financial Services in India</i> (Third Revised ed.). Mumbai, India: Himalaya Publishing House.
7.	Kaur, J., & Wadera, D. (2015). <i>Marketing of Services</i> (Revised ed.). New Delhi, India: Global Academic Publishers & Distributors.
On-Line Resources available that can be used as Reference Material	
Not Available	