

JAI HIND COLLEGE AUTONOMOUS



Syllabus for F.Y.BFM

Course : Financial Markets

Semester : I

Credit Based Semester & Grading System

With effect from Academic Year 2018-19

List of Courses

Course: Financial Markets

Semester: I

| SR. NO. | COURSE CODE | COURSE TITLE | NO. OF LECTURES / WEEK | NO. OF CREDITS |
|----------------|--------------------|------------------------------------|-------------------------------|-----------------------|
| FY | | | | |
| 1 | CBFM101 | Effective Communication-I | 4 | 3 |
| 2 | CBFM102 | Foundation Course - I | 3 | 2 |
| 3 | CBFM103 | Economics - I | 4 | 3 |
| 4 | CBFM104 | Business Mathematics-I | 4 | 3 |
| 5 | CBFM105 | Primary Markets | 4 | 3 |
| 6 | CBFM106 | Business Ethics & Entrepreneurship | 4 | 3 |
| 7 | CBFM107 | Financial Accounting-I | 4 | 3 |

SEMESTER I

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| Course Code CBFM101 | EFFECTIVE COMMUNICATIONS- I | 03 Credits |
| Learning Objectives | ➤ Get exposure to business writing, preparation of reports and presentations. | |
| Course description | To develop basic communication skills in the students and enable them to communicate appropriate & responsibly in the corporate and social world | |
| | THEORY | 60 lectures |
| Sub Unit | Unit – I: Effective Communications – Introduction. | 10 lectures |
| 1. | <ul style="list-style-type: none"> a) Communication process – writing for business – b) internal and external situations – c) Barriers – adaptation | |
| | Unit – II: Written correspondence | 15 lectures |
| 1. | <ul style="list-style-type: none"> a) Report writing b) Email c) Letters d) CV e) Précis writing f) Creative writing (essay)/ blog writing | |
| | Unit – III: Presentation Skills | 20 lectures |
| 1. | <ul style="list-style-type: none"> a) Preparation of presentation – 1st part – what, how, for whom, structure, principles and presentation technique, business presentation specifications, Report Writing, Developing Effective Presentation Skills. b) Oral Presentation: Principles of oral presentation, factors affecting presentation, sales presentation, training presentation, conducting surveys, speeches to motivate, effective presentation skills. c) Slide Presentation: Craft your message, Make a visuals, Include proper Content of your presentation d) Writing skills for examination (highlighting, bulleting) | |

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| | Unit – IV: Etiquettes and Mannerisms | 15 lectures |
| 1. | <p>a) Introduction – Modern etiquette- benefits of etiquette- classification of etiquette accompanying colleagues- taboo topics- proposing the toast.</p> <p>b) Table etiquettes & work etiquettes</p> <p>c) Social media etiquettes</p> | |
| 2. | <p>a) Manners & power dressing</p> <p>Introduction-Why should you practice good manners?- Practice good manners at the wheel driving manners in the flight, Professional Manners-social skills – getting along with people, social skills (speaking).</p> | |
| ICA (Internal Continuous Assessment) | <p>CA1: CONCEPT TESTING 10 MARKS PRACTICALS(LETTER WRITING CV REPORT) 10 MARKS CA2: PRESENTATIONS & REPORTS</p> | |
| References: | <ol style="list-style-type: none"> 1. Dr. K. Alex, <i>Soft Skills</i>, Sultan Chand Publications, New Delhi. 2. Steve Mandel, <i>Effective Presentation Skills</i> 3. R.C. Sharma & Krishna Mohan <i>Business Correspondence and Report Writing</i>. Tata McGraw Hill Publishing Company Limited. 4. K.K. Sinha, <i>Business Communication</i>, Galgotia Publishing Co., Karol Bagh, New Delhi. 5. Rajendra Pal and J. S. Korlahalli, <i>Business communications</i>. 6. Urmila Rai (2013). <i>Business communication</i> (2 Ed.). Himalayas Publishing House. 7. Dr. Partho Pratim Roy: <i>Business Communication – The basics</i>, Himalayas Publishing House. 8. C.S. Rayudu (2012), <i>Communication</i> (9 ed.), Himalayas Publishing House. | |

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| Course Code CBFM102 | FOUNDATION COURSE I Introduction to Society & Personality Development | 02 Credits |
| Learning Objectives | ➤ To sensitize the students regarding numerous social issues | |
| Course description | The course deals with creating basic awareness amongst the students regarding various social issues ranging from gender, religion, caste, social justice etc. | |
| | THEORY | 45 lectures |
| Sub Unit | Unit – I: OVERVIEW OF INDIAN SOCIETY | 10 lectures |
| 1. | <ul style="list-style-type: none"> a. Multiculturalism and b. Multiculturalism in India c. Rural, Urban and Tribal differences | |
| | Unit – II: CONCEPT OF DISPARITY – I | 15 lectures |
| 1. | <ul style="list-style-type: none"> a. Disparity as arising out of stratification and inequality; b. Gender based Disparities c. Disabilities d. Gender sensitization (case based current awareness) e. LGBT | |
| | Unit – III: CONCEPT OF DISPARITY – II | 10 Lectures |
| 1. | Inequalities and Injustices through Caste System and Untouchability | |
| 2. | <ul style="list-style-type: none"> a) Inter-group conflicts arising out of communalism b) Regionalism, linguistic differences and Conflicts. | |
| | Unit – IV: UNDERSTANDING STRESS AND CONFLICT | 10 lectures |

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| 1. | a) Stress and conflict in individuals and society; Agents of socialization the role played by them in developing the individual | |
| 2. | a) Values, Ethics and Attitudes; Stereotyping and prejudices b) Aggression and violence as the public expression of conflict | |
| ICA (Internal Continuous Assessment) | NGO Volunteering | 40 Marks |
| References: | <ol style="list-style-type: none"> 1. <i>Social and Economic Problems in India</i>, Naseem Azad, R Gupta Pub (2011) 2. <i>Indian Society and Culture</i>, Vinita Padey, Rawat Pub (2016) 3. <i>Social Problems in India</i>, Ram Ahuja, Rawat Pub (2014) 4. <i>Faces of Feminine in Ancient , Medivial and Modern India</i>, Mandakranta Bose Oxford University Press 5. National Humana rights commission- disability Manual | |

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| Course Code CBFM103 | ECONOMICS – I | 03 Credits |
| Learning Objectives | To have a grasp over the General Principles of Economics | |
| Course description | To prepare students to apply the various theories and principles of Economics in Business and Commercial Environments. | |
| | THEORY | 60 lectures |
| Sub Unit | Unit – I: Introduction | 15 lectures |
| 1. | Nature and Scope of Economics- Concept of demand and supply, | |
| 2. | Elasticity concepts, Agents of production , Competitive market structure and determination of prices | |
| 3. | Monopoly , monopolistic economy and price under monopoly | |
| | Unit – II: Macroeconomics | 15 lectures |
| 1. | National income concepts | |
| 2. | Determination of national income and employment | |
| 3. | Determinants of consumption, saving and investment | |
| | Unit – III: Money, Banking & Public Finance | 15 lectures |
| 1. | Concepts of Money-Commercial banks and credit creation- | |
| 2. | Central bank and credit control. | |
| 3. | Budgets - Types of budget deficit-Direct and Indirect Taxes- Development and Non-development expenditure. | |
| | Unit – IV: Money supply and Price level | 15 lectures |
| 1. | Money supply and price level- -Determination of the price level- | |
| 2. | Measures of money supply; Velocity of money | |

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| 3. | Inflation and deflation - Causes and remedies | |
| ICA (Internal Continuous Assessment) | Written Test / presentations/ assignments / case studies divided into 20-20 marks | |
| References: | <ol style="list-style-type: none"> 1. Lipsey, R.G. and K.A. Chrystal (1999), Principles of Economics (IX Ed.).Oxford:University Press, Oxford 2. Ramsfield, E. (1997), Micro Economics (IX edition), W.W Norton and company. New York 3. Ray, N.C. (1975), An introduction to Microeconomics, Macmillan company of India Ltd. New Delhi 4. Samuelson, PA and W.D. Hague (1972), A textbook of Economic Theory. London:ELBS Longman group. 5. Pindyek and Rubinfeld- Micro Economics (Pearson Education) 6. G. Mankiv, Economics, Pearson Ed. 7. H. L Ahuja, Principles of Microeconomics, S Chand, New Delhi | |

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| Course Code CBFM104 | BUSINESS MATHEMATICS-I | 03 Credits |
| Learning Objectives | ➤ This course prepares students to learn to apply commonly used mathematical concepts and statistical methods in business contexts and how to interpret analyses performed by others | |
| Course description | To equip the student with a broad based knowledge of mathematics with emphasis on business application | |
| | THEORY | (60 lectures) |
| Sub Unit | Unit – I: Basic Maths of Finance | 15 lectures |
| 1. | a) Simple Interest b) Compound Interest c) ROI d) Annuities | |
| 2. | Compounding and discounting of sum using different types of rates | |
| | Unit – II: Uni-Variate Analysis | 15 lectures |
| 1. | Measures of Central Tendency Partition values | |
| 2. | Absolute, relative ,range, quartile deviation ,mean deviation Variance and Standard Deviation | |
| | Unit – III: Bi-Variate Analysis | 15 lectures |
| 1. | Simple Linear Co-relation analysis Simple Linear regression analysis | |
| | Unit – IV: Measures of Variation & Time Based Data | 15 lectures |
| 1. | Meaning and Usage of Index Numbers | |
| 2. | Components of Time series | |
| ICA (Internal Continuous Assessment) | WRITTEN TEST- 20 MARKS WRITTEN TEST-20 MARKS | |

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| References: | <p>Levin, Richard, David S. Rubin, Rastogi and Siddiqui, <i>Statistics for Management</i>, Pearson Education, 2017.</p> <p>2. Berenson and Levine, <i>Basic Business Statistics: Concepts and Applications</i>, Prentice Hall, 2015.</p> <p>3. Siegel, Andrew F., <i>Practical Business Statistics</i>, McGraw Hill, 2016.</p> <p>4. Vohra, N.D., <i>Business Statistics</i>, McGraw Hill, 2012.</p> <p>5. Spiegel M.D., <i>Theory and Problems of Statistics (Schaum's Outlines Series)</i>, McGraw Hill Publishing Co.,1988.</p> <p>6. Gupta, S.P., and Archana Gupta, <i>Business Statistics (Statistical Methods)</i>, Sultan Chand and Sons, New Delhi, 2014.</p> <p>7. Gupta, S.C., <i>Fundamentals of Statistics</i>, Himalaya Publishing House, 2016.</p> <p>8. Thukral, J.K., <i>Business Statistics</i>, Taxmann, 2016.</p> | |
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| Course Code CBFM105 | PRIMARY MARKETS | 03 Credits |
| Learning Objectives | Familiarization with regards to structure, organization and working of primary markets in India | |
| Course description | This course aims to provide exposure to the students about the vast primary market and its regulatory framework in India. | |
| | THEORY | 60 lectures |
| Sub Unit | Unit – I: INTRODUCTION | 15 lectures |
| 1. | <ul style="list-style-type: none"> a) Introduction to primary markets b) Functions of primary markets | |
| 2. | <ul style="list-style-type: none"> a) Overview of primary markets in India b) Phases of growth | |
| 3. | <ul style="list-style-type: none"> a) Organized primary markets b) Unorganized primary markets | |
| | Unit – II: TYPES OF PRIMARY MARKETS | 15 lectures |
| 1. | <ul style="list-style-type: none"> a) MONEY MARKETS <ul style="list-style-type: none"> ➤ Introduction ➤ Features ➤ Functions ➤ Participants ➤ Structure | |
| 2. | <ul style="list-style-type: none"> a) DEBT MARKETS <ul style="list-style-type: none"> ➤ Introductions ➤ Features ➤ Functions ➤ Participants ➤ Structure | |
| 3. | <ul style="list-style-type: none"> a) Commodity markets <ul style="list-style-type: none"> ➤ Introduction ➤ Features ➤ Functions ➤ Structure b) Capital markets <ul style="list-style-type: none"> ➤ Introduction ➤ Features ➤ Functions | |

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| | <ul style="list-style-type: none"> ➤ Structure ➤ Ways of raising capital | |
| | Unit – III: PRIMARY MARKET INSTRUMENTS | 15 lectures |
| 1. | a) Money market instruments <ul style="list-style-type: none"> i. Treasury bills ii. Commercial bills iii. CD's iv. CP's v. Inter EFFECTIVE deposits | |
| 2. | a) Debt market instruments <ul style="list-style-type: none"> i. Gilt edge securities ii. Bonds iii. EFFECTIVE bonds | |
| 3. | a) Capital market instruments <ul style="list-style-type: none"> i. Shares ii. Types of Shares | |
| | Unit – IV: PRIMARY MARKET INTERMEDIARIES | 15 lectures |
| 1. | Money market intermediaries | |
| 2. | Debt market intermediaries | |
| 3. | Capital & commodity markets intermediaries | |
| ICA (Internal Continuous Assessment) | Written Test – 20 Marks Report & Group Presentation – 20 Marks | |
| References: | Reference Books: <ol style="list-style-type: none"> 1. Prasanna Chandra, Security Analysis and Portfolio Management, Tata McGraw-Hill, 2010 2. Sanjeev Agarwal, A Guide to Indian Capital Market, Bharat Publishers, 2008 3. Ravi Puliani and Mahesh Puliani, Manual of SEBI, Bharat Publication 4. Gurusamy S, Capital Markets, Tata McGraw Hill, 2012 | |

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| | <p>Text Book: 1. Avadhani, Investment and Securities Market in India, Himalaya Publishing House, 2009</p> | |
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| Course Code CBFM106 | Commerce I : Entrepreneurship and Business Environment | 03 Credits |
| Learning Objectives | <ul style="list-style-type: none"> ➤ To make students aware about entrepreneurship and startups ➤ To make students understand the importance of factors influencing a business | |
| Course description | The course aims to inculcate the idea of startups and business in the minds of the student and also to make students well aware of the various factors that one might face when venturing into their own business. | |
| | THEORY | 60 lectures |
| Sub Unit | Unit – I: INTRODUCTION TO ENTEPREUNERSHIP | 15 lectures |
| 1. | Entrepreneur: Meaning of Entrepreneurship- Types of Entrepreneurs Traits of entrepreneur | |
| 2. | Factors promoting entrepreneurship, Barriers to entrepreneurship, how to cope up with failure | |
| 3. | The entrepreneurial Culture; Stages in entrepreneurial process | |
| 4. | International Entrepreneurship Opportunities: The nature of international entrepreneurship | |
| | Unit – II: BUSINESS PLANNING PROCESS & FUNDING | 15 lectures |
| 1. | Meaning of business plan, Business plan process, Advantages of business planning & decision making preparing a model project report for starting a new venture | |
| 2. | Sources of Finance, Venture capital, nature, venture capital process, Business Angels, Commercial banks, Government Grants | |
| | Unit – III: BUSINESS ENVIRONMENT OVERVIEW AND ECONOMIC & POLITICAL ENVIRONMENT | 15 lectures |
| 1. | a) Nature & Scope of business Environment b) Types ,Micro & Macro Environment c) Environmental Analysis & Strategic Management process d)Importance & limitations-Approaches to Environmental Analysis | |
| 2. | a) Features and Functions of Economic System b) Types of Economic System c) Merits, Demerits & Comparison | |
| 3. | a)Constitutional Environment b)Features of political environment | |
| | Unit – IV: Social – Cultural & global Environment | 15 lectures |
| 1. | a) Demographic Environment - Culture & Business – b)Impact of foreign culture on business c)Business & Society -Business Ethics d)Social Responsibilities of business towards different groups | |
| 2. | a) Globalization- Meaning & rationale for Globalization- b)Role of WTO & GATT | |

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| | c) Trading blocks in Globalization d) Impact of Globalization on India | |
| ICA (Internal Continuous Assessment) | CA I- Q.1. Case Study Q. 2. Short notes CA II- Develop Business Plan & Presentation | 10 Marks 10 Marks 20 Marks 20 Marks |
| References : | <ol style="list-style-type: none"> 1. Cherunilam, F, <i>Business Environment Text and Cases</i>, 25th Ed., Himalaya Publication House, 2017. 2. Francis Cherunilam. (2011). <i>Business Environment</i>. (12 ed.). Mumbai: Himalaya publishing house. DOI 3. S.K.Mishra, P. (2011). <i>Economic Environment</i>. (5 ed.). Delhi: Himalaya publishing house. DOI 4. K Chidambaram. (1999). <i>Business Environment</i>. Vikas Publications. 5. Gupta.C.B. & Khanka S.S., <i>Entrepreneurship and Small Business Management</i>, Sultan Chand & Sons, 2010. 6. Hisrich Robert D, Peters Michael P, Shepherd Dean A, <i>Entrepreneurship</i>, 6th Edition, The McGraw- Hill Companies, 2007. 7. Gupta C. B., Srinivasan N P, <i>Entrepreneurial Development</i>, Sultan Chand and Sons, 1992 8. Kurakto, <i>Entrepreneurship-Principles and practices</i>, 7th Edition, Thomson publication, 2007. 9. Weihrich Heinz, Canice Mark V and Koontz Harold, <i>Management – A Global and Entrepreneurial Perspective</i>, Tata McGraw Hill Education Pvt. Ltd., 3rd Edition, 2011. 10. Book by Geeta Parimal | |

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| Course Code CBFM107 | FINANCIAL ACCOUNTING - I | 03 Credits |
| Learning Objectives | To familiarize the students with the basic accounting principles and techniques of preparing and presenting the accounts | |
| Course description | This course provides the underlying framework & concepts of financial accounting , in the context of how accounting fits into overall business environment of contemporary society | |
| | THEORY | 60 lectures |
| Sub Unit | Unit – I: Nature , Purpose of accounting | 10 lectures |
| 1. | Meaning and scope of accounting | |
| 2. | Concepts , convention & Principles of Accounting | |
| 3. | Accounting Standards | |
| | Unit – II: Special Accounts | 20 lectures |
| 1. | Bank reconciliation statements | |
| 2. | Treatment of Capital & Revenue | |
| 3. | Depreciation of accounting a) Methods of recording depreciation b) Methods of providing depreciation | |
| | Unit – III: Accounting for Special Transactions | 15 lectures |
| 1. | Hire Purchase a) Meaning b) Calculation of interest | |
| 2. | Accounting for hire purchase transactions by asset purchase method based on full cash price | |
| 3. | a) Journal entries b) Ledger accounts c) Disclosure in Balance sheet | |
| | Unit – IV: Accounting for Special Transactions | 15 lectures |
| 1. | Fire Insurance claims Computations of loss of stock by fire | |
| 2. | Ascertainment of claim as per the insurance policy | |

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| ICA | WRITTEN TEST – 20 MARKS CASE BASED PRACTICAL SUMS – 20 MARKS | |
| References: | <p>REFERENCE BOOKS:</p> <ol style="list-style-type: none"> 1. Gupta R. L, & Gupta V. K., <i>Financial Accounting</i>, Sultan Chand Publications, New Delhi 2. Jain & Narang, <i>Financial Accounting</i>, Kalyani Publishers, Patiala 3. Tulsian P.C., <i>Financial Accounting</i>, Tata McGraw Hill Publishing Company Ltd., New Delhi 4. Chinnasamy Ganesan, <i>Quick Reference on International Financial Reporting Standards with Model Q & A</i>, CCH-Wolters Nuwer Business, 2011 <p>RECOMMENDED TEXT BOOKS:</p> <ol style="list-style-type: none"> 1. Reddy & Murthy, <i>Financial Accounting</i>, Margham Publications, Chennai 2. Gabriel John & Marcus A, <i>Financial Accounting</i>, Tata McGraw Hill Publishing Company Ltd., 2011 " 3. Shukla Garewal | |