

JAI HIND COLLEGE AUTONOMOUS



Syllabus for F.Y.BFM

Course: Financial Markets

Semester: I

Credit Based Semester & Grading System

With effect from Academic Year 2019-20

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	Quantitative Methods-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

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, and effective 	

	<p>presentation skills.</p> <p>c) Slide Presentation: Craft your message, Make a visuals, Include proper Content of your presentation</p> <p>d) Writing skills for examination (highlighting, bulleting)</p>	
	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>	
Evaluation Scheme	<p>Continuous Assessment (C.A.) - 40 Marks</p> <p>Project/ assignment/ presentation/test</p> <p>Semester End Examination (SEE)- 60 Marks</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. 	

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| | <p>7. Dr. ParthoPratim Roy: <i>Business Communication – The basics</i>, Himalayas Publishing House.</p> <p>8. C.S.Rayudu (2012), <i>Communication</i> (9 ed.), Himalayas Publishing House.</p> | |
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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.	a)Inter-group conflicts arising out of communalism	

	b) Regionalism, linguistic differences and Conflicts.	
	Unit – IV: UNDERSTANDING STRESS AND CONFLICT	10 lectures
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	
Evaluation Scheme	Continuous Assessment (C.A.) - 40 Marks NGO (Volunteering) Semester End Examination (SEE)- 60 Marks	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 	

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.	<ul style="list-style-type: none"> • Nature and scope of economics • Production possibility curve • Concept of demand and supply • Concept of elasticity • Determination of price 	
	Unit – II:	15 lectures
1.	<ul style="list-style-type: none"> • Production function • Isoquants • Short run cost curve • Learning curve • Long run average cost curve 	
	Unit – III:	15 lectures
1.	<ul style="list-style-type: none"> • Monopoly • Perfect competition • Monopolistic competition • Oligopoly 	
	Unit – IV	15 lectures

<p>1.</p>	<ul style="list-style-type: none"> • Concept of money • Commercial bank and credit creation • Central bank and credit control 	
<p>Evaluation Scheme</p>	<p>Continuous Assessment (C.A.) - 40 Marks Project/ assignment/ presentation/test</p> <p>Semester End Examination (SEE)- 60 Marks</p>	
<p>References:</p>	<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 	

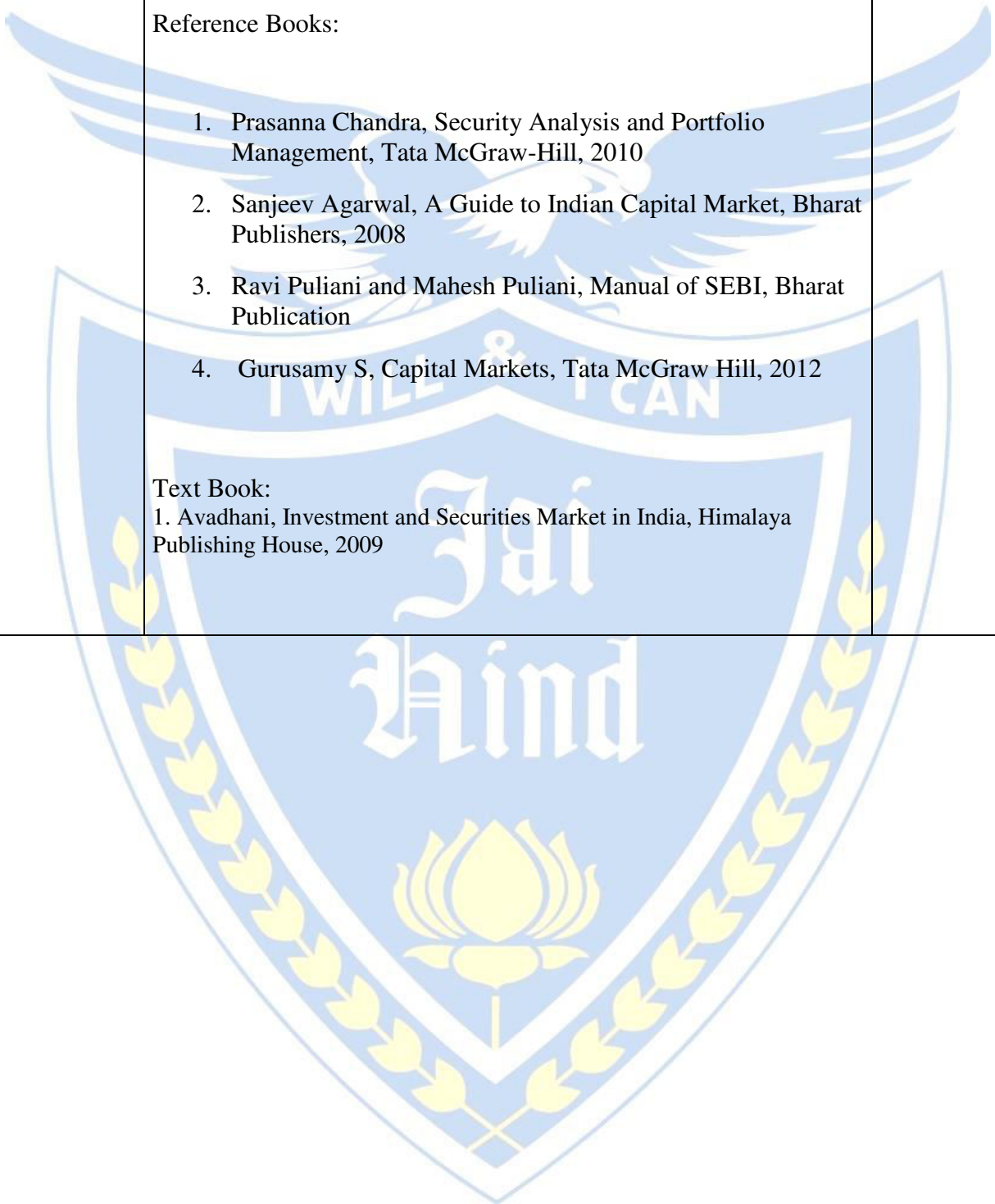
Course Code CBFM104	QUANTITATIVE METHODS-I	03 Credits
Learning Objectives	➤ This course prepares students to learn to apply commonly used mathematical concepts and statistical methods in business contexts and how to interpret analyses performed by others	
Course description	To equip the student with 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	
Evaluation Scheme	<p>Continuous Assessment (C.A.) - 40 Marks Project/ assignment/ presentation/test</p> <p>Semester End Examination (SEE)- 60 Marks</p>	
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>	

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 	

	<ul style="list-style-type: none"> ➤ Functions ➤ Structure <p>b) Capital markets</p> <ul style="list-style-type: none"> ➤ Introduction ➤ Features ➤ Functions ➤ Structure ➤ Ways of raising capital 	
	Unit – III: PRIMARY MARKET INSTRUMENTS	15 lectures
1.	<p>a) Money market instruments</p> <ul style="list-style-type: none"> i. Treasury bills ii. Commercial bills iii. CD's iv. CP's v. Inter EFFECTIVE deposits 	
2.	<p>a) Debt market instruments</p> <ul style="list-style-type: none"> i. Gilt edge securities ii. Bonds iii. EFFECTIVE bonds 	
3.	<p>a) Capital market instruments</p> <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	
Evaluation Scheme	<p>Continuous Assessment (C.A.) - 40 Marks</p> <p>Project/ assignment/ presentation/test</p> <p>Semester End Examination (SEE)- 60 Marks</p>	

References:	<p>Reference Books:</p> <ol style="list-style-type: none">1. Prasanna Chandra, Security Analysis and Portfolio Management, Tata McGraw-Hill, 20102. Sanjeev Agarwal, A Guide to Indian Capital Market, Bharat Publishers, 20083. Ravi Puliani and Mahesh Puliani, Manual of SEBI, Bharat Publication4. Gurusamy S, Capital Markets, Tata McGraw Hill, 2012 <p>Text Book:</p> <ol style="list-style-type: none">1. Avadhani, Investment and Securities Market in India, Himalaya Publishing House, 2009	
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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 c) Trading blocks in Globalization d)Impact of Globalization on India	
Evaluation Scheme	<p>Continuous Assessment (C.A.) - 40 Marks</p> <p>Project/ assignment/ presentation/test</p> <p>Semester End Examination (SEE)- 60 Marks</p>	
References :	<ol style="list-style-type: none"> 1. Cherunilam, F, <i>Business Environment Text and Cases</i>, 25th Ed., Himalaya PublicationHouse, 2017. 2. Francis Cherunilam. (2011). <i>Business Environment</i>. (12 ed.). Mumbai: Himalayapublishing house. DOI 3. S.K.Mishra, P. (2011). <i>Economic Environment</i>. (5 ed.). Delhi: Himalaya publishinghouse. 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>, SultanChand& 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. 	

	<p>9. Wehrich Heinz, Canice Mark V and Koontz Harold, Management – <i>A Global and Entrepreneurial Perspective</i>, Tata McGraw Hill Education Pvt. Ltd., 3rd Edition, 2011.</p> <p>10. Book by Geeta Parimal</p>	
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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	
Evaluation Scheme	Continuous Assessment (C.A.) - 40 Marks Project/ assignment/ presentation/test Semester End Examination (SEE)- 60 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 	

	<p>2. Gabriel John & Marcus A, <i>Financial Accounting</i>, Tata McGraw Hill Publishing Company Ltd., 2011 "</p> <p>3. Shukla Garewal</p>	
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