UNIVERSITY OF MUMBAI No. UG/184 of 2017

CIRCULAR:-

A reference is invited to the Syllabi relating to the Bachelor of Commerce (Financial Markets) degree course, <u>vide</u> this office Circular No. UG/107 of 2016-17, dated 25th October, 2016 and the Principals of the affiliated Colleges in Commerce are hereby informed that the proposal received from Ad-hoc Dean, Faculty of Commerce & Management has been accepted by the Academic Council at its meeting held on 11th May, 2017 <u>vide</u> item No. 4.314 and that in accordance therewith, in revised syllabus as per the Credit Based Semester and Grading System for S.Y.B.Com (Financial Market) for (Sem III & IV), which is available on the University's website (<u>www.mu.ac.in</u>) and that the same has been brought into force with effect from the academic year 2017-18, accordingly.

(Dr.M.A.Khan) REGISTRAR

MUMBAI – 400 032 SHO August, 2017

To,

The Principal of the affiliated Colleges in Commerce and the Head of Recognized Institutions concerned.

A.C/4.314/11.05.2017

No. UG/184-A of 2017

MUMBAI-400 032

Sth August, 2017

Copy forwarded with compliments for information to :-

- 1) The Co-ordinator, Faculty of Commerce,
- 2) The Offg. Director Board of Examinations and Evaluation,
- 3) The Director, Board of Students Development,
- 4) The Professor-cum-Director, Institute of Distance and Open Learning,
- 5) The Co-Ordinator, University Computerization Centre,

(Dr.M.A.Khan) REGISTRAR

....PTO

University of Mumbai



Revised Syllabus
of Courses of
B.Com. (Financial Markets)
Programme
Second Year
Semester V and VI

Under Credit, Grading and Semester System

With effect from Academic Year- 2017-2018

Board of Studies-Financial Markets

T.Y.B.Com. (Financial Markets)

(To be implemented from Academic Year- 2017-2018)

No. of Courses	Semester V	Credits	No. of Courses	Semester VI	Credits
5.1	Marketing in financial Services	3	6.1	Venture Capital & Private Equity	3
5.2	Technical Analysis	3	6.2	Mutual Fund Management	3
5.3	Financial derivatives	3	6.3	Risk Management	3
5.4	Organizational Behaviour	3	6.4	Strategic Corporate Finance	3
5.5	Corporate Accounting	3	6.5	Corporate Restructuring	3
5.6	Project-1	3	6.6	Project-2	3
Total Credits		18		Total Credits	18

5.1. Marketing in Financial Services

1	Foundation of services marketing – Introduction – The services concept – Service Industry – Nature of Service, Characteristics of Services, Classification of Services – Importance of Services Marketing – The Growth in Services – Global and Indian Scenario, Retail Financial Services: Investment Services – Insurance Services, Credit Services – Dimensions and drivers, Institutional Financial Service, Distinctive Characteristics of Services – Four I's of Services – Intangibility, Inconsistency, Inseparability and Inventory, Managing Service Encounters.	
2	Services Market Segmentation – Positioning and Differentiation of Services, Promotion and Communication – Designing and Managing Service Processes, Constructing and Service Environment – Managing People for Service Advantage – Service Quality and Productivity – Customer Relationship Management Customer Loyalty.	
3	Issues in Marketing of Services – Extended Services Marketing Mix: Going Beyond the 4 Ps. (7Ps of Services Marketing). Service Delivery Process – Service Blueprints - Service Mapping – Managing Employees for service orientation. Distribution Strategies of Services – Challenges in Distribution of Services. Personal Selling – Advertising and Sales Promotion in Service Industry.	
4	Customer Satisfaction & Service Quality in Service Marketing — Service Encounter — Role of HR & Internal Marketing — Monitoring and Measuring customer satisfaction, GAP Model — Handling complaints effectively — Service Failure — Recovery, Use of Internet in Service Marketing, Role of IT in marketing Financial Services, Ethics in Marketing, New trends in marketing, Marketing in 21 st Century, Marketing through social networking channels	

- Marketing Financial Services: Arthur Meidam: Macmillan
- Marketing Financial Services: Christine Ennew, Trevor Watkins Mike Wright: Routledge
- The Essence of Services Marketing.: Payne, Adrian: Prentice Hall of India Private Limited,
- Customer Service Meaning and Measurement: La Londe, B.J. and Zinszer, P.H: National Council of Physical Distribution Management (NCPDM.)
- Financial Services Marketing: Harrison, Tina: Pearson Education.

5.2.Technical Analysis

Sr. No.	Modules / Units		
1	Introduction to Technical Analysis		
	 Technical analysis, Basic assumptions, Strengths and Weakness; Dow theory, Charts, Candlestick charts analysis with one two and three candles like hammer, hanging man, shooting star, bearish and bullish harami; Pattern Study - Support and resistance, Head and shoulders, Double top and double bottom and Gap theory. 		
2	Major Indicators and Oscillators		
	 Stochastic, RSI, Williams %R, MFI, Bollinger bands, Moving Averages, MACD 		
3	Major Theories in TA		
	Dow Theory and Eliot Wave Theory		
4	Risk Management, Trading Psychology and Trading Strategies		
	 Risk Management – Need, techniques, uses of stop loss, qualities of successful traders, golden rules of traders, do's and don'ts in trading, Rules to stop losing money, Choosing the right market to trade, Importance of discipline in trading; Day trading, Advantages of day trading, Risks associated with trading, Strategies for day trading, Momentum trading strategies. 		

Reference Books

- Technical Analysis of Stock Trend; Robert D Edwards, Visiosn Book
- Technical Analysis Explained; Martin J Pring; McGraw Hill
- Handbook of Technical Analysis, Darell R Jobman; Probus
- Technical Analysis of Stocks , options; William Eng, Probus
- Technical Analysis, Jack D Schwager, John Wiley & Sons

5.3 Financial Derivatives

Sr. No.	Modules / Units		
1	Introduction to Derivatives		
	 Definition – Types- Participants and Functions- Development of Exchange traded derivatives- Global derivatives markets- Exchange traded vs OTC derivatives markets- Derivatives trading in India- L.C.Gupta committee- J.C. varma committee- Requirements for a successful derivatives markets 		
2	Futures and options- introduction		
	 Futures: Introduction- Future terminology- Key features of futures contracts- Future vs. Forwards- Pay off for futures- Equity futures- Equity futures in India-Index futures- Stock futures- Future trading strategies- Hedging- Speculation- Arbitrage- Spread trading. Options: Introduction- Option terminology- Types- Options pay off- Equity options contracts in India-Index Options – Stock options- Options trading strategies- Hedging- Speculation- Arbitrage- Straddle- Strangles- Strips and Straps – Spread trading 		
3	Pricing of Future Options		
	 The cost of carry models for stock and index futures- cash price and future price, arbitrage opportunity Factors affecting options pricing- Option pricing models- Binominal pricing model- The black and Scholes model –Pricing of Index options. Sensitivity of option premia (Delta, Gamma, Lambda, Theta, Rho) 		
4	Trading Clearing and Settlement of Options and Futures		
	 Futures and Options trading system- Trader workstations- contract specification- specification for stock and index eligibility for trading charges Clearing entities and their role- clearing mechanism –adjustment for corporate actions- open position calculation Margining and settlement mechanism- Risk management- SPAN – Mechanics of SPAN- Overall portfolio margin requirements. 		

Reference Books

FINANCIAL DERIVATIVES THEORY, CONCEPTS AND PROBLEMS Gupta S.L., PHI, Delhi

FINANCIAL DERIVATIVES: S S S Kumar:

DERIVATIVES and Risk Management Basics, Cengage Learning, Delhi. Stulz M. Rene,

RISK MANAGEMENT & DERIVATIVES, Cengage Learning, New Delhi.

Fundamentals of Financial Derivatives: Prafulla Kumar Swain: Himalaya Publishing

5.4. Organisational Behaviour

Sr. No.	Modules / Units			
1	Introduction to Organisation Behaviour			
	 Organisational Behaviour- Organisational Behaviour Multidiscipline- Different model of Organisational Behaviour- Individual behaviour is studied through Perception- Personality - Values- Attitudes- Job satisfaction- Motivation- Learning Understanding self studied through- Perception and Personality Understanding self studied through- Values and Attitudes 			
2	Understanding Others: Interpersonal relationships			
	 Conflict Management –Nature of Conflict- Level of Conflict- Source of Conflict- Effects of Conflict- Process of Conflict- Stages of Conflict- Conflict Handling Orientations Power and Organisational Politics-Sources of Power-Organisational Politics- Influence and Political Power 			
3	Group Behaviour and Group Dynamics			
	 Group Behaviour, Informal Groups – Group Dynamics- Types of Groups- Nature and effects of Informal groups-Benefits of Informal groups-Formal groups – Monitoring informal organisation- Identifying and Rewarding Informal leader-Key Roles of Informal leader – Are there Multiple informal leaders? Formal Groups- Potential Outcomes of Informal Group Processes 			
4	Stress Management, Change and Team Building			
	 Stress Management and Counselling- How it Comes About –How it Affects Various Elements of Job Performance- Extreme Product of Stress- Stress and Job Performance-Approaches to Stress Management-Characteristic of Counselling-Types of Counselling Change and its Effects- Nature of Change – Effect of Change – Response to Change – Resistance to change – Reasons for Resistance to Change-Transformational Leadership and Change-What are Elements of Transformational Leadership- Three stage model of changes Process Team and Team Building- Modern organisation- Outcomes of Modern Organisation- Team work – Task team- Difference Between Groups and Teams- Life cycle of Team –Major Factors for Effective Teams- Team Building- Need for Team building- Team Building Process- Skills Useful in Team Building 			

Reference books

Organisational Behaviour: Ashwathappa K : Himalaya Publishing Organisational Behaviour: Jit S Chandran : Vikas Publishing House

Organisational Behaviour: Fred Luthans: Mc Graw Hill Organisational Behaviour: Robbings, Stephen: Pearson Organisational Behaviour: P C Pardeshi: Everest Organisational Behaviour: L M Prasad: S Chand

5.5.Corporate Accounting

Sr. No.	Modules / Units		
1	Redemption of Preference shares and redemption of debentures		
	 Redemption of Preference Shares Company Law / Legal Provisions for redemption Sources of redemption including divisible profits and proceeds of fresh issue of shares) Premium on redemption from security premium and profits of company Capital Redemption Reserve Account - creation and use Redemption of Debentures (Including purchase or buy back of own debentures) By payment from sources including out of capital and/ or out of profits Debenture redemption reserve and debenture redemption sinking fund excluding insurance policy By conversion into new class of shares or debentures with options including at par, premium and discount Purchase/ buy back of own debentures for immediate cancellation or holding including ex and cum interest for purchase/ sale price (excluding brokerage thereon) 		
2	Ascertainment and treatment of profit prior to incorporation		
	Principles for ascertainment Preparation of separate, combined and columnar profit and loss a/c including different basis of allocation of expenses / incomes		
3	Amalgamation of Companies (w.r.t. AS 14) (Excluding Intercompany Holdings)		
	In the nature of merger and purchase with corresponding accounting treatments of pooling of interests and purchase methods respectively Computation and meaning of purchase consideration Problems based on purchase method of accounting only		
4	Capital Reduction and Internal Reconstruction		
	Need for reconstruction and Company Law provisions Distinction between internal and external reconstructions Methods including alteration of share capital, variation of share holder rights, sub division, consolidation, surrender and reissue/cancellation, reduction of share capital, with relevant legal provisions and accounting treatments for same		

Reference Books

Introduction to Corporate Accounting: P C Tulsian: S Chand

Corporate Accounting: Rajsekaran V: Pearson

Corporate Accounting: S N Maheshwari: Vikas Publishing House

Corporate Accounting M C Shukla, T S Grewal and S C Gupta: S Chand

Advanced Accountancy: R L Gupta: S Chand

B.Com. (Financial Markets) Programme Under Choice Based Credit, Grading and Semester System Course Structure

(To be implemented from Academic Year- 2017-2018)

Semester VI

No. of Courses	Semester VI	Credits
1	Venture Capital & Private Equity	3
2	Mutual Fund Management	
3	Risk Management	
4	Strategic Corporate Finance	
5	Corporate Restructuring	4
6	Project-2	4
	Total Credits	20

Revised Syllabus of Courses of B.Com. (Financial Markets) Programme at Semester VI with Effect from the Academic Year 2017-2018

6.1.Venture Capital and Private Equity

Sr. No.	Modules / Units		
1	Conceptual understanding of Venture Capital and Private Equity		
	 Venture Capital – Over View of Venture Capital - Definition - Features - Types – Roles Concept of PE and its characteristics - Definition - Difference between PE,VC and Hedge Funds - Nature of PE Firm - Players in the PE market – Benefit of PE Finance PE Fund – Legal structure and terms - Private Equity Investments and Financing - Private Equity Multiples and Prices - Private Equity Funds and Private Equity Firms - Investment Feature and Consideration 		
2	Structure and Valuation approaches		
	 Structure and Regulation of Venture Capital and Private Equity- Business Cycle of PE –Structure of VC/PE firms- Limited Liability Partnerships- Routes of VC/PE investments in India- Regulatory Aspects of VC/PE investments Valuation approaches- Risk and Returns- Analysis of Funds- Conventional Method- Revenue Multiplier Method 		
3	Strategies of Private Equity		
	 Leverage Buyout- Growth Capital- Mezzanine Capital- Distressed Debt- other Strategies Due Diligence- Procedure and Challenges- Due Diligence in Emerging PE Market-Investing in Developing Market- Past Performance and Strategy 		
4	Exit strategies for Private Equity		
	 Modes of exits in Indian Context and Challenges involved- IPO- Promoter Buyback Sale to Other PE funds Sale to other strategic Investors Stake Swap- M & A's Open Market- Secondary Market 		

Reference Books:

The Masters of Private Equity and Venture Capital: Robert Finkel: McGraw-Hill Education

Guide to Private Equity: CA Neha Bhuvania: Taxmann

Venture Capital, Private Equity, and the Financing of Entrepreneurship: Josh Lerner , Ann Leamon , Felda Hardymon : Wiley

The Business of Venture Capital: Mahendra Ransinghani: Wiley Finance

Venture Capital Financing in India: J C Verma :Response Books

6.2. Mutual Fund Management

Sr. No.	Modules / Units		
1	Mutual Fund Organization and Management		
	 Introduction: Meaning of Mutual Fund, Structure in India, Sponsors, Trust, Role of AMC, NFOs, Registrars, Agents, Types of Mutual Fund schemes Objectives of AMFI, Advantage of Mutual Funds, Systematic Investment Plan (SIP), Systematic Transfer Plan (STP), Systematic Withdrawal Plan (SWP) 		
2	Mutual Fund Products,		
	 Mutual Fund Products and Features: Equity funds: Definition, Features of Equity Funds, Index Fund, Large Cap Funds, Mid Cap Funds, Sectoral Funds, Types of Equity Schemes, Arbitrage funds, Multi-cap Funds, Quant funds, P / E Ratio funds, International Equities Fund, Growth Schemes. Gold Exchange Trade Funds (ETFs): Introduction, Features, Working of ETFs, Market Making with ETFs, Creation Units, Portfolio Deposit and Cash Component Debt Fund: Features, Interest Rate Risk, Credit Risk, Pricing of Debt 		
	Instrument Schemes, Fixed Maturity Plans, Capital Protection Funds, Gilt Funds, Balanced Funds, MIPs ,Child Benefit Plans. • Liquid funds: Features, Floating rate scheme, Portfolio of liquids funds.		
3	Investment and Performance Measurement		
	 Fund Performance, Measuring Return, Measuring Risk, Risk adjusted return, Comparing Fund Performance with a reference, various standardized performance systems, Limitations of Performance measurement and evaluation. 		
4	Accounting and Taxation of Mutual Funds		
	 Accounting: Net Asset Value (NAV)-Meaning-Computation- Factors affecting NAV-Pricing of Units- Fees and Expenses- Investment Management and Advisory Fees –Initial Expenses- Recurring Expenses- Total expenses- Accounting policies. Valuation-: Valuation of thinly traded securities- Valuation of Non trade securities-Valuation and disclosure of illiquid securities. Taxation: Dividends- Capital Gains- Tax Rebate- Restrictions on Dividends Stripping. 		

Indian Mutual Funds Handbook : Sundar Sankaran: Vision Books

Morningstar Guide to Mutual Funds: 5-Star Strategies for Success: Christine Benz.: Wiley

Working of Mutual Fund Organisations in India: P Mohana Rao: Kanishka Publications

Mutual Funds in India: Amitabh Gupta: Anmol Publications

Bogle on Mutual Funds: New Perspectives for The Intelligent Investor: Jogn C Bogle: Wiley

6.3. Risk Management

Sr. No.	Modules / Units			
1	Introduction to Risk Management			
	 The Concept of Risk, Identification of Risk faced by Organization Risk and Uncertainty, Strategic and Operational Risks Dynamic Nature of Risks Business Risk 			
	 Financial Risk faced by Organization Objectives of Risks Management Process of Risk Management 			
2	Evaluation of Risk			
	 Evaluation of Organization's ability to bear them Risk Measurement Sources and Impact of Common Business Risk Market, Credit, Liquidity, Technological, Legal Environmental, Reputation, Country Risk Identify and assess the impact upon the stakeholder involved in Business Risk Nature and Importance of Financial Risk, Evaluation of Financial Risk, Evaluation of Alternative Risk Management Tools Role of Risk Manager and Risk Committee in identifying and 			
3	managing risk Foreign Exchange Risk			
	 Forex Market Identifying and Analyzing Forex Risk Managing Forex Risk 			
4	Exchange Rate Risk			
	 Interest Rate Market and Mathematics Identifying and Analyzing Interest Rate Risk Measuring Interest Rate Risk 			

- The Essentials of Risk Management: <u>Michel Crouhy</u>, <u>Dan Galai</u>,, <u>Robert Mark</u>: MC Graw Hill Education
- A Practical Guide to Risk Management : Thomas S Koleman: Research Foundation of CFA Institute
- Risk Management Concepts and Guidance: Carl Pritchard:CRC Press
- Risk Management: Prof C K Roy:Vayu Education

6.4. Strategic Corporate Finance

Sr. No.	Modules / Units			
1	Strategic Corporate Finance			
	 Introduction to Strategic Corporate Finance: Strategy Vs. Planning, Significance of Strategy in Financial Decisions, Different Types of Financial Strategy for Shareholders, Wealth Maximization, Overall Corporate Value Addition and Economics Value Addition. Strategic Cost Management: Traditional Costing Vs. Strategic Costing, Relevant costs Vs Irrelevant costs, Different Types of Strategic costing and their relevance- Traditional Costing Vs Activity Based Costing, Target Costing, Life Cycle Costing, Quality Costing, Zero Based Budgeting, Strategic Cost Reduction Techniques and value chain analysis. 			
2	Fund raising			
	 Fundraising: Identification of different sources of capital, determination of capital structure and factors affecting the capital structure, cost of capital and cost saving strategy, production of a business plan, and financial forecasts to enable potential funders to assess the proposition. Alternate Sources of Financing- Different Approaches to and moels of Infrastructure Projects Financing- Public Private Partnership (PPP) and its relevance, Dividend Vs Share Repurchase Policy, Problem of too much cash, Issue of Stock Liquidity and Illiquidity. 			
3	Company Valuation			
	 Company Valuation: An Overview of Valuation, Valuation Principles and Practices more, the impact of "what if" scenarios, the key financial and commercial factors affecting the business, Value enhancement tools &techniques, the link between valuation and corporate finance. Management Buyouts: Establishing feasibility of the buy-out, Negotiating the main terms of the transaction with the vendor including price and structure, developing the business plan funders, negotiations with potential funders so that the most appropriate funding offers are selected. Management Buy-ins: Management Buy-in/Buy-outs, Vendor-initiated buyouts/buy-ins. Due Diligence: finance due diligence for both purchasers and financial institutions 			
4	Credit Risk Management			
	Credit analysis Default risk: Quantitative methodologies Expected and unexpected loss			

Credit VaR

Counterparty risk

 Risk management choices, such as process control efforts, financial, physical, and operational hedging, value based management

Strategic Corporate Finance: <u>Tony Davies, Tony Boczko, Jean Chen</u>: McGraw-Hill Higher Education

Strategic Corporate Finance: Pratap G Subramanyam: Snow White Publication

Strategic Corporate Finance : Jayant Varma : Vision Books

Strategic Corporate Finance : Samuel Weaver: Cengage Learning

Credit Risk Management": Andrew Fight: Butterworth

6.5. Corporate Restructuring

Sr. No	Modules /Units			
1	Mergers and Acquisitions- introduction			
	 Introduction to Mergers and Acquisitions, Mergers and Acquisitions- An Overview: Various Forms of Corporate Restructuring- Restructuring: Underlying Issues Mergers and Acquisition Waves, Merger Movements in the US- Trends of Mergers and Acquisitions in India- Growing need for Corporate Restructuring in Recent times, India Inc begins M & A Innings- Hostile Takeovers 			
2	Mergers and acquisition- strategic aspect			
	Maximization of Organization Value and Mergers & Acquisitions, Definition of Strategy- Process of Strategic Planning- Alternative Strategy Methodologies-Approaches to Strategy Formulation — Formulating a Competitive Strategy-Diversification Strategy-Internal Vs External Growth.			
3	Theories and process of mergers and acquisitions			
	 Theories of Mergers, Efficiency Theories- Information and Signalling- Agency Problems and Managerialism - Free Cash Flow Hypothesis - Market Power-Taxes and their Impact on Merger Decisions- Hubris Hypothesis Types of M&A, Mergers and Acquisitions, Different forms and Various Types of Mergers M&A Process, Merger and Acquisition Process- Participants in the Merger and Acquisition process- Post merger Integration - Reasons for Failure of Mergers and Acquisitions 			
4	Takeovers and leverages buyouts			
	 Takeover Defences, Friendly vs. Hostile Takeovers- Alternative Takeover Tactics- Preventive Anti- takeover Measures- Active Anti- takeover Going Private Transactions, Methods of Going Private. Leveraged Buy-outs, Elements of a typical LBO operation- Forms of LOB Financing- Characteristics of an ideal Leveraged Buy-out Candidate- Sources of Gains in LBOs- Management Buyouts- Management Buy ins- Leverage cash outs. 			

Mergers, Acquisition and Corporate Restructuring: Prasad G Godbole: Vikas Publishing

Handbook on Mergers, amalgamation and take overs: ICSI

Mergers/Amalgamations, Takeovers, Joint Ventures, LLPs and Corporate Restructure: K. R. Sampath : Snow White

Introduction to Mergers and Acquisitions: Kate Creighton, William J. Gole:

Question Paper Pattern (Practical Courses)

Maximum Marks: 75

Questions to be set: 05

Duration: 2 1/2 Hrs.

All Questions are Compulsory Carrying 15 Marks each.

Question No	Particular	Marks
Q-1	Objective Questions A. Sub Questions to be asked 10 and to be answered any 08 B. Sub Questions to be asked 10 and to be answered any 07 (*Multiple choice / True or False / Match the columns/Fill in the blanks)	15 Marks
Q-2	Full Length Practical Question OR	15 Marks
Q-2	Full Length Practical Question	15 Marks
Q-3	Full Length Practical Question OR	15 Marks
Q-3	Full Length Practical Question	15 Marks
Q-4	Full Length Practical Question OR	15 Marks
Q-4	Full Length Practical Question	15 Marks
Q-5	A) Theory questions B) Theory questions OR	08 Marks 07 Marks
Q-5	Short Notes To be asked 05 To be answered 03	15 Marks

Note:

Practical question of 15 marks may be divided into two sub questions of 7/8 and 10/5Marks. If the topic demands, instead of practical questions, appropriate theory question may be asked.

Question Paper Pattern (Theoretical Courses)

Maximum Marks: 75

Questions to be set: 05

Duration: 2 1/2 Hrs.

All Questions are Compulsory Carrying 15 Marks each.

Question No	Particular	Marks
INO		
Q-1	Objective Questions	15 Marks
	A) Sub Questions to be asked 10 and to be answered any 08	
	B) Sub Questions to be asked 10 and to be answered any 07	
	(*Multiple choice / True or False / Match the columns/Fill in the blanks)	
Q-2	Full Length Question	15 Marks
	OR	
Q-2	Full Length Question	15 Marks
Q-3	Full Length Question	15 Marks
	OR	
Q-3	Full Length Question	15 Marks
Q-4	Full Length Question	15 Marks
	OR	
Q-4	Full Length Question	15 Marks
Q-5	A) Theory questions	08 Marks
	B) Theory questions	07 Marks
	OR	
Q-5	Short Notes	15 Marks
	To be asked 05	
	To be answered 03	

Note:

Theory question of 15 marks may be divided into two sub questions of 7/8 and 10/5Marks.