



गोंय विद्यापीठ

ताळगांव पठार

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(Accredited by NAAC)

GU/Acad –PG/BoS -NEP/2023/102/29

Date: 16.06.2023

CIRCULAR

The University has decided to implement the UGC Curriculum and Credit Framework for the Undergraduate Programme (CCFUP) of **Bachelor of Business Administration (Financial Services)/Bachelor of Business Administration (Financial Services)(Honours)** under the National Education Policy (NEP) 2020 from the Academic Year 2023-2024 onwards.

The approved Syllabus of Semesters I and II of the **Bachelor of Business Administration (Financial Services)/ Bachelor of Business Administration (Financial Services) (Honours)** Programme is attached.

Principals of Affiliated Colleges offering the **Bachelor of Business Administration (Financial Services)/ Bachelor of Business Administration (Financial Services) (Honours)** Programme are requested to take note of the above and bring the contents of this Circular to the notice of all concerned.

(Ashwin Lawande)

Assistant Registrar – Academic-PG

To,

1. The Principals of Affiliated Colleges offering the Bachelor of Business Administration (Financial Services)/ Bachelor of Business Administration (Financial Services) (Honours) Programme.

Copy to:

1. The Director, Directorate of Higher Education, Govt. of Goa.
2. The Dean, Goa Business School, Goa University.
3. The Vice-Deans, Goa Business School, Goa University.
4. The Chairperson, BOS in Financial Services.
5. The Controller of Examinations, Goa University.
6. The Assistant Registrar, UG Examinations, Goa University.
7. Directorate of Internal Quality Assurance, Goa University for uploading the Syllabus on the University website.

Goa University

Programme Structure for Semester I to VIII Under Graduate Programme - Financial Services

Semester	Major -Core	Minor	MC	AEC	SEC	I	D	VAC	Total Credits	Exit
I	MGF-100 Fundamentals of Management(4)	MGF-111 Business Ethics and Sustainability(4)	MGF-131 Stock Market Trading Analysis(3) (OR) MGF-132 Introduction to Start-ups(3)		MGF-141 IT Tools for Business (3) (OR) MGF-142 Graphic Designing(3)					
II	MGF-101 Introduction to Financial Services(4)	MGF-112 Fundamentals of Accounting (4)	MFG-133 Introduction to Venture Capital (3) (OR) MGF-134 Introduction to Securitisation Market(3)		MGF-143 Advances Spreadsheet tools for Finance (3) (OR) MGF-144 Sales Management(3)					Internship(4)
III	MGF-200 Indian Financial System (4) MGF-201 Marketing Management(4)	MGF-211 Business Economics(4) (OR) MGF-212 E-Commerce(4)	MGF-231 Fintech: Foundation and Emerging Trends (3) (OR) MGF-232 Mergers and Acquisitions(3)		MGF-241 Python for Finance(3) (OR) MGF-242 Quantitative Techniques for Business(3)					
IV	MGF-202 Indian Securities Market(4) MGF-203 Financial Statement Analysis(4)	MGF-221 Internship (VET)(4)								Internship(4)

	MGF-204 Human Resource Management(4) MGF-205 Principles and Practice of Insurance(2)									
V	MGF-300 Fee-based Financial services(4) MGF-301 Direct Taxes(4) MGF-302 Financial Management(4) MGF-303 Behavioural Finance(2)	(VET)MGF-321 Securities Market Operations(4) (OR) MGF-322 Organisational Behaviour(4)				MGF-361 Internship (2)				
VI	MGF-304 Fund-based Financial services(4) MGF-305 Indirect Taxes(4) MGF-306 Valuation of Financial Assets(4) MGF-307 Project(4)	(VET) MGF-323 Banking Operations(4) (OR) MGF-324 Management Accounting(4)								
VII	MGF-400 Corporate Restructuring(4) MGF-401 Security	MGF-411 Customer Relationship Management (4) (OR)								

	Analysis and Portfolio Management(4) MGF-402 Entrepreneurship Development(4) MGF-403 Strategic Management(4)	MGF-412 Research Methodology(4)								
VIII	MGF-404 International Finance(4) MGF-405 Mutual Fund Management(4) MGF-406 Derivatives Markets(4) MGF-407 Econometrics for Finance(4)	MGF-413 Personal Financial Planning(4) (OR) MGF-414 Real Estate Finance(4)								

Name of the Programme: BBA(Financial Services)

Course Code:MGF-100

Title of the Course: Fundamentals of Management

Number of Credits: 4

Effective from academic year: 2023-24

Pre-requisites for the course	NIL	
Course Objective:	To acquaint the students with basic concepts, principles and practices of business management, using case studies to supplement classroom teaching with real -life applications.	
Content:	UNIT 1: INTRODUCTION TO MANAGEMENT Meaning and Definitions of Management; Evolution of Management; Scope of Management, Managerial Levels, Principles of Management, Types of Managers, Characteristics of a Good Manager; Management Process; Management v/s Administration, Management Challenges.	15 hours
	UNIT 2: FUNCTIONS OF MANAGEMENT Planning: Meaning, Definition, Planning Process, Importance of Planning; Organizing: Meaning, Definition, Organization structure: Formal and Informal Organization, Steps in Organizing; Staffing: Meaning, Definition, Steps in Staffing, Need and Importance of Staffing; Directing: Meaning, Definition, Elements of Directing-Supervision, Motivation, Leadership and Communication; Controlling: Meaning, Definition, Steps in Control Process, Significance of Control.	15 hours
	UNIT 3: MANAGERIAL ROLE Leadership: Meaning, Definition, Need, Functions, Qualities, Styles, Theories – Trait Theory, Behavioural Theory, Situational Theory; Motivation: Meaning, Definition, Importance, Theories – Maslow's Hierarchy of Needs, X and Y Theory, Herzberg's Two-Factor Theory; Expectancy Theory; Communication: Meaning, Importance, Types, Barriers, Overcoming barriers.	15 hours
	UNIT 4: MANAGEMENT OF CHANGE, TEAM WORK AND CONFLICT MANAGEMENT Management of Change: Meaning and Definition, Types, Process, Resistance to Change, Causes, Planned Change Process; Organizational Development: Definition, Characteristics, Objectives, Need and Steps; Team Work and Conflict Management: Nature of Teams, Types, Reasons and Stages in Team Formation; Conflict: Meaning, Causes, Types and Conflict Management.	15 hours
Pedagogy:	The methodology used in the class will combine lectures, applications and case discussions.	
Reference Reading:	Aswathappa, K. (2023). Organisationalbehaviour. Himalaya Publishing House.	

	<p>Mishra, N., and Gupta, O. P. (2022). Fundamentals of management (1st ed.). SBPD Publishing House</p> <p>Prasad, L. M. (2019). Principles of management. New Delhi: Sultan Chand and Sons.</p> <p>Prasad, M. (2019). Management concepts and practices. Mumbai: Himalaya.</p> <p>Warier, S., and Chandan, J. S. (2013). Management theory and practice. New Delhi: Vikas.</p>
<p>Course Outcomes:</p>	<p>On completion of the course, students will be able to:</p> <p>CO1: Identify the different managerial levels and types of managers</p> <p>CO2: Summarize the functions of management.</p> <p>CO3: Describe and Analyse the Role of a Manager in an Organisation</p> <p>CO4: Apply the strategies of Teamwork and conflict management strategies.</p>

	<ul style="list-style-type: none">• Blowfield, M., and Murray, A. (2014). Corporate Responsibility (2nd ed.). Oxford University Press. (2nd edition)
Course Outcomes:	<p>On completion of the course, students will be able to:</p> <p>CO1:Comprehend the ethical considerations in business.</p> <p>CO2:Analyzeorganizational operations in the context of business ethics.</p> <p>CO3:Assessenvironmental implications of organizational operations.</p> <p>CO4:Applysuitablepractices of sustainability in relation to the functioning of business organizations.</p>

Name of the Programme: BBA(Financial Services)

Course Code:MGF-131

Title of the Course: Stock Market Trading and Analysis

Number of Credits: 3

Effective from academic year: 2023-24

Pre-requisites for the course	NIL	
Course Objective:	To provide students with a comprehensive understanding of the stock market and equip them with the necessary knowledge and skills to engage in stock trading effectively.	
Content:	UNIT 1: INTRODUCTION TO STOCK MARKET Introduction to Financial Markets: Overview of financial markets and their functions; Stock Market Basics: Understanding stocks and shares, Types of stocks: common stock, preferred stock, Introduction to stock exchanges and their functioning; Market Participants; Stock Market Indices, Stock trading mechanism.	15 hours
	UNIT 2: FUNDAMENTAL ANALYSIS AND STOCK SELECTION Introduction to Fundamental Analysis: Understanding fundamental analysis and its importance in stock trading; Valuation Techniques: Basics of stock valuation methods (e.g., discounted cash flow analysis, price-to-earnings ratio), Determining intrinsic value and comparing it with market price, evaluating investment opportunities based on valuation metrics	15 hours
	UNIT 3: TECHNICAL ANALYSIS AND TRADING STRATEGIES Introduction to Technical Analysis: Understanding technical analysis and its use in stock trading, Chart patterns: support and resistance, trends, reversal patterns, etc, Technical indicators: moving averages, relative strength index (RSI), MACD, etc.; Reading Stock Charts: Basics of stock chart analysis: line charts, bar charts, candlestick charts, Identifying patterns and trends in stock price movements, Support and resistance levels and their significance; Trading Psychology and Emotional Control, Understanding the psychology of trading, Dealing with emotions and biases in decision-making, Developing discipline and maintaining a trading journal	15 hours
Pedagogy:	The methodology used in the class will combine lectures, applications and case discussions.	
Reference Reading:	<ul style="list-style-type: none">● Schwager, J. D. (2015). Hedge Fund Market Wizards: How Winning Traders Win. Wiley● Murphy, J. J. (2020). Technical Analysis of the Financial Markets (2nd ed.). Penguin.● Pring, M. J. (2020). Technical Analysis Explained (6th ed.). McGraw-Hill Education.	

	<ul style="list-style-type: none"> ● Elder, A. (2021). <i>The New Trading for a Living: Psychology, Discipline, Trading Tools and Systems, Risk Control, Trade Management</i> (2nd ed.). Wiley. ● Nison, S. (2021). <i>Japanese Candlestick Charting Techniques</i> (3rd ed.). New York Institute of Finance.
<p>Course Outcomes:</p>	<p>On completion of the course, students will be able to:</p> <p>CO1: Identity the financial markets, the role of stock markets, and the different types of financial instruments available for investment.</p> <p>CO2: Describe the functioning of stock market.</p> <p>CO3: Analyse the basics of fundamental analysis.</p> <p>CO4: Design stock trading strategies.</p>

Name of the Programme: BBA(Financial Services)

Course Code: MGF-132

Title of the Course: Introduction to Start-ups

Number of Credits: 3

Effective from academic year: 2023-24

Pre-requisites for the course	NIL	
Course Objective:	To acquaint the students with the concept and characteristics of startups and their role in driving innovation and economic growth.	
Content:	UNIT 1: UNDERSTANDING STARTUPS Definition and characteristics of startups Types of startups: Technology, social impact, lifestyle, etc., Startup ecosystem: Key players and stakeholders, Importance of startups in innovation and economic growth	15 hours
	UNIT 2: STARTUP FUNDAMENTALS Idea generation and opportunity identification, Market research and validation, Business model canvas and value proposition, Minimum Viable Product (MVP) development	15 hours
	UNIT 3: STARTUP OPERATIONS AND GROWTH Legal considerations and business registration, Funding options for startups: Bootstrapping, angel investors, venture capital, crowdfunding, Building a startup team and talent acquisition, Scaling and growth strategies for startups	15 hours
Pedagogy:	The methodology used in the class will combine lectures, applications and case discussions.	
Reference Reading:	<ul style="list-style-type: none">● Banerjee, S., & Dey, B. (2017). Startup Sutra: What They Don't Teach You in Business School. Mumbai, India: Random House India.● Gupta, A. (2018). Stay Hungry Stay Foolish. Noida, India: Rupa Publications.● Nair, A., & Bhatia, P. (2019). The Ultimate Startup Guide: A Complete Handbook for Entrepreneurs. New Delhi, India: Penguin Random House India.● Rao, V. (2016). The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. New Delhi, India: Penguin Random House India.● Subramanian, V. (2014). The Startup Nation: Why India Is the Next Big Investment Destination. New Delhi, India: Harper Collins Publishers India.	
Course Outcomes:	On completion of the course, students will be able to: CO1: Explain the concept of startups, their characteristics, and their importance in driving innovation and economic growth. CO2: Identify and classify different types of startups and their relevance in various industries. CO3: Analyze the components of the startup ecosystem, including key players, support networks, and available resources. CO4: Analyze the components of the startup ecosystem, including key players, support networks, and available resources.	

Name of the Programme: BBA(Financial Services)

Course Code:MGF-141

Title of the Course: IT Tools for Business

Number of Credits: 3 (1 Theory + 2 Practical)

Effective from academic year: 2023-24

Pre-requisites for the course	NIL	
Course Objective:	To familiarize the students with computers and their use, and make them proficient in the use of software packages that are relevant to business, finance and accountancy	
Content:	UNIT 1: FUNDAMENTAL CONCEPTS IN INFORMATION TECHNOLOGY Introduction to Computer Systems; Block Diagram of a Computer, Basic functions of each component; Operating system-Definition and functions,types of operating systems and their functionalities,basics of Windows,The Internet and how internet works. Legal requirements, privacy policies and auditing process of cloud environment.	15 hours
	UNIT 2: WORD PROCESSING and SPREADSHEETS (Practical) Introduction to productivity software's, word processors and presentation software. Using MS Word- Creating and saving a new document, formatting text, adding images, Creating and formatting tables, using spell check, printing a document,Inserting and formatting SmartArt graphics, Working with Headers and Footers, Using templates. and MS – Excel Creating a new workbook, entering data, formatting cells, creating formulas, sorting and filtering data, creating charts, using of formulas and functions in excel, printing a workbook.	30 hours
	UNIT 3: DATABASE MANAGEMENT SYSTEM and BUSINESS PRESENTATION PACKAGES (Practical) Using MS-Access and MS- PowerPoint MS-Access- Introduction to MS Access, creating a new databaseand tables, building relationships between tables, creating forms and queries. Understanding elements in MS-PowerPoint, using of MS-PowerPoint, creating a new presentation, Slides- adding, formatting, animations, transitions	30 hours
Pedagogy:	The methodology used in the class will combine lectures, applications and practical's sessions	

<p>Reference Reading:</p>	<ul style="list-style-type: none"> ● Alexander, M. and Kusleika, R. (2019), Microsoft Access 2019 Bible, 1st Edition. ● Turban, E., Pollard, C., and Wood, G. (2021), Information Technology for Management: Digital Strategies for Insight, Action, and Sustainable Performance, 11th Edition. ● Turban, R., and Volonino, L. (2018) Introduction to Information Technology, 3rd Edition. ● Schwalbe, K. (2021). Information Technology Project Management (9th ed.). Cengage Learning. ● Targett, D., Grimshaw, D., & Powell, P. (2013). IT in Business: A Business Manager's Casebook
<p>Course Outcomes:</p>	<p>On completion of the course, students will be able to:</p> <p>CO1: Describe the elementary concepts of computer systems and data communication.</p> <p>CO2: Prepare documents and process spreadsheets effectively using Microsoft Office and Microsoft Excel.</p> <p>CO3: Demonstrate effective use of database management systems and corporate presentations using Microsoft Access and Microsoft PowerPoint.</p> <p>CO4: Develop proficiency in formatting, editing, and designing documents, spreadsheets, presentations, and databases using IT tools</p>

Name of the Programme: BBA(Financial Services)

Course Code: MGF-142

Title of the Course: Graphic Designing

Number of Credits: 3 (1 Theory + 2 Practical)

Effective from academic year: 2023-24

Pre-requisites for the course	NIL	
Course Objective:	To improve the students design skills and techniques by providing a better understanding of graphic designs and digital tools.	
Content:	<p>UNIT 1: INTRODUCTION TO GRAPHIC DESIGN Introduction: What is graphics? Types of Graphics, uses of graphics, software used for graphics designing. Role of Design in Society Impact/function of Design, Indigenous Design Practices, Printing/publishing technology, Role of design in the changing social scenario, Role and responsibility of Designers.</p> <p>UNIT 2: PRACTICALS IN BASICS OF DESIGN Elements of design: line, shape, form, space, texture, and value. Inter-relationships between design elements. Color theory and psychology. Color combinations and their effects. Design principles: Unity, Harmony, Rhythm, Perspective. Creating visual impact through design. Canva- Poster Creation</p> <p>UNIT 3: PRACTICAL APPLICATION OF GRAPHIC EDITING TOOLS</p> <p>Introduction to Photoshop Interface, Raster graphics and vector graphics, Image formats, Operations on image. Manipulation of Image: The marquee tool, the lasso tool, magic Wand tool, Inverting Selection, Layers, Brush tool, Eraser tool, Fill tool, Blur tool, Smudge tool, sharpen tool, Dodge tool, Sponge tool, Darken tool. Transformation andRetouching: Free transform, Scaling, rotation, Skew, perspective, Wrap, Distort, Crop, Image size, Canvas size, Clone stamp tool, Healing brush tool, patch tool, red eye tool, history brush tool. Colour Correction: Colour swatch, image modes, color adjustments, color selection. Text: The text tool, editing text, formatting, line and spacing, wrap text, text effects. Effects: Blending modes, styles, filters, liquefy, Vanishing point. Drawing: The pen tool, drawing shapes, managing paths, converting path to selection.</p>	<p>15 hours</p> <p>30 hours</p> <p>30 hours</p>
Pedagogy:	The methodology used in the class will combine lectures, applications and practical's sessions	
Reference Reading:	<ul style="list-style-type: none">● Eskilson, S. K. (2019). Graphic Design: A History (3rd ed.). Laurence King Publishing.● Weinmann, E., and Lourekas, P. (2019). Photoshop CC: Visual QuickStart Guide. Peachpit Press.● Obermeier, B., and Padova, T. (2020). Photoshop Elements 2021 For Dummies. Wiley.● Armstrong, H. (Ed.). (2019). Graphic Design Theory: Readings from the Field (2nd ed.). Princeton Architectural Press.	

	<ul style="list-style-type: none">● Williams, R. (2014). Non-Designer's Design Book. Peachpit Press.
Course Outcomes:	<p>On completion of the course, students will be able to:</p> <p>CO1: Understand the design elements such as composition, colour theory, typography, and visual hierarchy</p> <p>CO2: Use and implementation of Photoshop as a tool.</p> <p>CO3: Create and edit graphic designs.</p> <p>CO4: Appreciation of colour combinations and design principles.</p>

Name of the Programme: BBA(Financial Services)

Course Code:MGF-101

Title of the Course: Introduction to Financial Services

Number of Credits: 4

Effective from academic year: 2023-24

Pre-requisites for the course	NIL	
Course Objective:	To provide learners with a comprehensive understanding of financial services, including the meaning, scope, and classification of financial services, the role of regulators of Indian Financial Markets.	
Content:	UNIT 1: INTRODUCTION TO FINANCIAL SERVICES Meaning, Features of Financial Services, Classification, Scope; Modern Activities, Sources of Revenue, Causes of Financial Innovation, Financial Services and Promotion of Industries, New Financial Products and Services, Innovative Financial Instruments, Challenges Facing the Financial Services Sector, Present Scenario.	15 hours
	UNIT 2: CATEGORIES OF FINANCIAL SERVICES Fund Based Financial Service: Meaning, definition, Features, Types- Lease Financing: Meaning, Definition features; Hire Purchase: Meaning, Definition features; Factoring and Forfeiting: Meaning, Definition features; Venture Capital: Meaning, Definition features. Fee Based Financial Services: Meaning, definition, Features, Credit Rating: Meaning, definition, Features; Merchant Banking: Meaning, Definition features; Securitisation of Debt: Meaning, Definition Features; Underwriting Services: Meaning, Definition Features.	15 hours
	UNIT 3: BANKING SERVICES Banking Meaning and Definition; Importance of Banks, Structure of Indian Banking System- Scheduled and Non-Scheduled, Commercial Banks, Cooperative Banks and Regional Rural Banks; Public and Private sector banks; Payments Banks; Functions of Banks: Accepting deposits and Types of Deposits, Deployment of Advances and Types of Advances, Other functions: Remittances, General utility and agency functions.	15 hours
	UNIT 4: FINANCIAL MARKETS REGULATORS Reserve Bank of India (RBI): Role and Functions of RBI as India's Central Bank; Securities and Exchange Board of India (SEBI): Role and Function of SEBI as Regulator of Securities market; Insurance Regulatory and Development Authority (IRDA): Role and Function of IRDA as Regulator of Insurance Sector; Pension Fund Regulatory and Development Authority (PFRDA): Role and Function of PFRDA as Regulator of Pension Funds.	15 hours
Pedagogy:	The methodology used in the class will combine lectures, group discussions, role plays, case studies and presentations.	
Reference Reading:	● Gordon, N., and Natarajan, V. (2017). Financial Markets and Services. Himalaya Publishing House. (8th edition)	

	<ul style="list-style-type: none"> ● Agarwal, O. P. (2018). Modern Banking of India. Himalaya Publishing House. (22nd edition) ● Bedi, H. L., and Hardikar, V. K. (2015). Practical Banking Advances. UBS. (10th edition) ● Bhole, L. M., and Mahakud, J. (2015). Financial Institutions and Markets: Structure, Growth and Innovations. Tata-McGraw Hill. (6th edition) ● Gupta, P. K. (2014). Essentials of Insurance and Risk Management. Himalaya Publishing House. (1st edition)
Course Outcomes:	<p>After completion of the course, students will be able to:</p> <p>CO1: Interpret the concept of Financial Services</p> <p>CO2: Describe and Distinguish between Various Financial Services.</p> <p>CO3: Describe the structure of banking system and functions of Banks.</p> <p>CO4: Analyse the Role of the Financial Markets regulators.</p>

Name of the Programme: BBA(Financial Services)

Course Code:MGF-112

Title of the Course: Fundamentals of Accounting

Number of Credits: 4

Effective from academic year: 2023-24

Pre-requisites for the course	NIL	
Course Objective:	To enable students to understand and apply the principles and practices of accounting.	
Content:	<p>UNIT 1: INTRODUCTION TO ACCOUNTING SYSTEM, CONCEPTS AND CONVENTIONS Basic terms of accounting, Accounting Principles, Concepts, Conventions, IND-AS, Accounting Equation, System of accounting: Cash system and mercantile system, Accounting as information system, Users of accounting information.</p> <p>UNIT 2: ACCOUNTING PROCESS and PROCEDURE Transaction/Event, Voucher: Meaning, Types of Vouchers, Receipt (Credit Voucher), Payment (Debit Voucher), Journal (Accrual) Voucher, Journal, Cash Book (double and triple column, journal proper), Ledger, Trial Balance.; Bank Reconciliation Statement-Meaning and need; Causes of disagreement.</p> <p>UNIT 3: FINANCIAL STATEMENTS Forms of financial statements, Preparation of Income statement and Balance Sheet.</p> <p>UNIT 4: INTRODUCTION TO COMPUTERIZED ACCOUNTING Features, benefits, integration, practical application of any one accounting software.</p>	<p>10 hours</p> <p>25 hours</p> <p>10 hours</p> <p>15 hours</p>
Pedagogy:	The methodology used in the class will combine lectures, case studies, practical, group discussions and presentations.	
Reference Reading:	<ul style="list-style-type: none">● Gupta, R. L. (2015). Problems and Solutions in Advanced Accounting. (8th ed.). Sultan Chand.● Hanif, M., and Mukherjee, A. (2013). Modern Accountancy (Volumes I and II). (2nd ed.). Tata McGraw-Hill.● Maheshwari, S. N. (2019). Advanced Accounting. (8th ed.). Vikas Publishing House.● Shukla, M. C., Grewal, T. S., and Gupta, S. C. (2017). Advanced Accounting. (17th ed.). S. Chand Publishing.● R. K. Arora (2018), Financial Accounting: Fundamentals, Analysis and Reporting, 2nd Ed., Wiley.	
Course Outcomes:	<p>On completion of the course, students will be able to:</p> <p>CO1: Describe accounting terminologies, nature and purpose of Indian Accounting Standard.</p> <p>CO2: Prepare accounting vouchers, cash book and ledgers.</p> <p>CO3: Prepare financial statements of a firm.</p> <p>CO4: Use the accounting software for Financial Statement Preparation.</p>	

Name of the Programme: BBA (Financial Services)

Course Code: MGF-133

Title of the Course: Introduction to Venture Capital

Number of Credits: 3

Pre-requisites	NIL	
Course Objective:	To acquaint the students with Understand the concept and significance of venture capital, fundamental principles and importance of venture capital in funding innovation, entrepreneurship, and economic growth.	
Content:	UNIT 1: FUNDAMENTALS OF VENTURE CAPITAL Definition and characteristics of venture capital Importance of venture capital in the startup ecosystem Venture capital ecosystem: Players and their roles (VC firms, angel investors, accelerators, etc.) Types of venture capital investments: Seed funding, early-stage, and growth-stage investments	15 hours
	UNIT 2: VENTURE CAPITAL INVESTMENT PROCESS Deal flow: Sourcing and screening potential investment opportunities, Due diligence: Evaluating the viability and potential of a venture, Valuation methods for early-stage companies ,Term sheets and deal negotiation, Post-investment monitoring and value-add activities	15 hours
	UNIT 3: LEGAL AND REGULATORY ASPECTS OF VENTURE CAPITAL Legal structures of venture capital funds, Securities regulations and compliance, Intellectual property considerations, Founder and investor agreements, Corporate governance and board dynamics.	15 hours
Pedagogy:	The methodology used in the class will combine lectures, applications and case discussions.	
Reference Reading:	<ul style="list-style-type: none">● Bhatt, A. (2019). Venture Capital: A Practical Guide for Startups. Mumbai, India: Notion Press.● Bhattacharya, S. (2018). Venture Capital and Private Equity: A Practitioner's Approach. New Delhi, India: Oxford University Press.● Gopalakrishnan, V., & Srinivasan, S. (2017). Venture Capital and Private Equity in India: A Practical Guide. New Delhi, India: McGraw-Hill Education.● Misra, S. K., & Misra, R. K. (2019). Venture Capital: A Practitioner's Guide. New Delhi, India: Sage Publications.● Patnaik, S. (2017). Venture Capital and Private Equity in India: Structure and Practices. New Delhi, India: Cambridge University Press.	
Course Outcomes:	On completion of the course, students will be able to: CO1: Understand the concept and significance of venture capital in the startup ecosystem. CO2: Exhibit critical thinking and decision-making skills by assessing the potential of startup ventures and making informed investment decisions. CO3: Apply financial analysis techniques to evaluate the potential returns and risks associated with venture capital investments. CO4: Analyze the criteria and methods used for evaluating investment opportunities in start-ups.	

Name of the Programme: BBA(Financial Services)

Course Code: MGF-134

Title of the Course: Introduction to Securitization Market

Number of Credits: 3

Effective from academic year: 2023-24

Pre-requisites for the course	NIL	
Course Objective:	To acquaint the students with the concept of securitization and its role in financial markets.	
Content:	<p>UNIT 1: INTRODUCTION TO SECURITIZATION Definition and objectives of securitization, Evolution and historical development of securitization, Benefits and risks of securitization, Role of securitization in financial markets and the economy</p> <p>UNIT 2: STRUCTURING AND ISSUANCE OF ASSET-BACKED SECURITIES Basic structure of asset-backed securities (ABS),Cash flow and credit enhancements, Tranching and credit ratings,Legal and regulatory considerations in ABS issuance</p> <p>UNIT 3: TYPES OF SECURITIZED ASSETS Mortgage-backed securities (MBS), Collateralized debt obligations (CDOs), Asset-backed commercial paper (ABCP), Other types of securitized assets (auto loans, credit card receivables, student loans)</p>	<p>15 hours</p> <p>15 hours</p> <p>15 hours</p>
Pedagogy:	The methodology used in the class will combine lectures, applications and case discussions.	
Reference Reading:	<ul style="list-style-type: none"> ● Mohan, Rakesh. (2008). "Securitisatio n and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002: As amended by the Enforcement of Security Interest and Recovery of Debts Laws and Miscellaneous Provisions (Amendment) Act, 2016." Mumbai, India: Taxmann Publications. ● Karmakar, Mala R. (2011). "Securitisatio n: Structuring and Investment Analysis." New Delhi, India: Oxford University Press. ● Bhatt, V. V. (2017). "Securitisatio n and Reconstruction of Financial Assets and Enforcement of Security Interest (SARFAESI) Act." New Delhi, India: Bharat Law House. ● Bhatia, S. (2010). "Securitisatio n and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002." Mumbai, India: Snow White Publications. ● Vinod Kothari (2013) Securitisatio n, Asset Reconstruction And Enforcement Of Security Interests 	
Course Outcomes:	<p>On completion of the course, students will be able to:</p> <p>CO1: Explain the concept and purpose of securitization and its role in financial markets.</p> <p>CO2: Identify the historical development and evolution of securitization, identifying key milestones and trends.</p> <p>CO3: Explain the different types of securitization structures and their characteristics.</p> <p>CO4:Evaluate the benefits and risks associated with securitization, considering both issuers and investors' perspectives.</p>	

Name of the Programme: BBA(Financial Services)

Course Code: MGF-143

Title of the Course: Advanced Spreadsheet Tools for Finance

Number of Credits: 3(1 Theory +2 Practical)

Pre-requisites	NIL	
Course Objective:	To enable the students to understand advance concepts that can be used in finance to produce sophisticated reports, to perform complex mathematical and statistical calculations, and to improve productivity using a spreadsheet application.	
Content:	<p>UNIT 1: INTRODUCTION TO SPREADSHEET TOOLS FOR FINANCE Overview of advanced spreadsheet tools, introduction to Solver and its applications in finance, overview of Visual Basic Analysis (VBA) macros and financial functions, introduction to data validations. Understanding Pivot analysis, Pivot table tips and tricks, DAX and Power Query, Optimization tools in Excel, Dashboards in Excel – Concept and Applications.</p> <p>UNIT 2: VBA MACROS AND FINANCIAL FUNCTIONS Introduction to VBA macros and their applications in finance, recording and editing macros, creating user-defined functions, use of VBA for financial modeling, financial functions for analysis and reporting, examples of VBA macros and financial functions; Practical: Financial Ratio Analysis: Use VBA to calculate financial ratios such as debt-to-equity ratio, current ratio, and return on equity for a company's financial statements.</p> <p>UNIT 3: DATA VALIDATIONS, PIVOT TABLES AND DASHBOARD Types of data validations, setting up data validations, using data validations for financial data, error handling and reporting, examples of data validations for financial analysis; Practical: Stock Analysis: Use data validation to ensure that stock data entered into a spreadsheet matches the ticker symbol and is within a certain date range for analysis. Practical on different types of charts and pivot table with suitable examples, Practical on Power query, DAX and different types of joins with suitable data, Creating dashboard in spreadsheet using suitable examples.</p>	<p>15 hours</p> <p>30 hours</p> <p>30 hours</p>
Pedagogy:	The methodology used in the class will combine lectures, applications, case discussions and practice session.	
Reference Reading:	<ul style="list-style-type: none">● Winston, W. L. (2022). Microsoft Excel 2022: Data Analysis and Business Modeling. Microsoft Press.● Ragsdale, C. T. (2022). Spreadsheet Modeling and Decision Analysis: A Practical Introduction to Management Science. Cengage Learning.● Walkenbach, J. (2022). Excel 2022 Bible. John Wiley and Sons.● Sengupta, C. (2021). Financial Analysis and Modeling Using Excel and VBA. Wiley.● Berk, K. N., and Carey, P. (2022). Data Analysis with Microsoft Excel: Updated for Office 365. Cengage Learning.	
Course Outcomes:	<p>On completion of the course, students will be able to:</p> <p>CO1: Apply advanced formatting options such as conditional formatting and customize number formatting and handle worksheets.</p> <p>CO2: Use functions such as those associated with logical, statistical, financial and mathematical operations.</p> <p>CO3: Create charts and apply advanced chart formatting.</p> <p>CO4: Work with tables and lists to analyze, filter and sort data. Create and use scenarios.</p>	

Name of the Programme: BBA(Financial Services)

Course Code:MGF-144

Title of the Course: Sales Management

Number of Credits: 3 (1 Theory + 2 Practical)

Effective from academic year: 2023-24

Pre-requisites for the course	NIL	
Course Objective:	To familiarize the students with the concept and practice of personal selling process; To provide an introduction to the basic activities of sales management: evaluation, compensation, forecasting, budgeting, time and territory management.	
Content:	UNIT 1: SALES AND THEORIES OF SALES Introduction to Personal Selling: Nature and importance of personal selling, myths of selling. Characteristics of a salesperson, types of salespersons, Sales as a career. Importance and role of Personal Selling, building trust and Sales Ethics; Personal Selling situations; Theories: AIDAS, Right set of circumstances theory, buying formula theory, Buying motives and their uses in personal selling, Behavioral Equation Theory	15 hours
	UNIT 2: SELLING PROCESS Activities on understanding and implementing Prospecting; Pre approach: Sales Knowledge; Making sales presentation: Identifying suitable methods, elements, designing the approach; Practical activities on Sales Life Cycle with suitable product examples, Identifying opportunities for Farming v/s Hunting Sales Model implementation; Presentation and demonstration, Handling Objections: categories and techniques; Closing the sale: techniques; Post sale follow up, Designing Communication for Relationship Building.	30 hours
	UNIT 3: SALES REPORTS Sales reports: drafting reports and documents; drafting sales manual, preparation of Order Book, Cash Memo; Tour Diary, Daily and Periodical Reports; Compliance Aspect and preparation of Commercial Documents- Invoice, Debit Note, Credit Note, Sales Return, Delivery Challan- Uses of each; Below-the-Line V/s Above-the-Line Adjustment and implications on Tax and necessary computations.	30 hours
Pedagogy:	The methodology used in the class will combine lectures, applications and case discussions.	
Reference Reading:	<ul style="list-style-type: none">● Futrell, C. M. (2017). Fundamentals of Selling. McGraw Hill Education.● Still, R. C., Cundiff, E. W., and Govoni, N. A. (2019). Sales Management. Pearson Education India.	

	<ul style="list-style-type: none"> ● Futrell, C. M. (2019). ABC's of Relationship Selling Through Service. McGraw Hill Education. ● Kapoor, N. (2018). Advertising and Personal Selling. Pinnacle. ● Russell, F. A., Beach, R. H., and Buskirk, R. H. (2017). Selling: Principles and Practices. McGraw Hill Education.
<p>Course Outcomes:</p>	<p>At the end of the course, students should be able to:</p> <p>CO1: Interpret the concept of selling and related terms.</p> <p>CO2: An in-depth understanding to various stages in selling process and the catalytic role of sales person in the effective functioning of an organization.</p> <p>CO3: Learn some of the tools and techniques of selling process.</p> <p>CO4: Draft sales report and express their significance.</p>