



# गोंय विद्यापीठ

ताळगांव पठार

गोंय - ४०३ २०६

फोन: +९१-८६६९६०९०४८



## Goa University

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(Accredited by NAAC)

GU/Acad –PG/BoS -NEP/2023/152/2

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### CIRCULAR

In supersession to the above referred Circular, the updated approved Syllabus with revised Course Codes of the **Master of Business Administration (Financial Services)** Programme is enclosed.

The Dean/ Vice-Deans of the Goa Business School are requested to take note of the above and bring the contents of the Circular to the notice of all concerned.

(Ashwin Lawande)

Assistant Registrar – Academic-PG

To,

1. The Dean, Goa Business School, Goa University.
2. The Vice-Deans, Goa Business School, Goa University.

Copy to:

1. The Chairperson, Board of Studies in MBA (F.S)..
2. The Programme Director, Management Studies Discipline, Goa University.
3. The Controller of Examinations, Goa University.
4. The Assistant Registrar, PG Examinations, Goa University.
5. Directorate of Internal Quality Assurance, Goa University for uploading the Syllabus on the University website.

Semester I		
Discipline Specific Core Courses		
Course Code	Course Title	Credits
<a href="#">MGF-500</a>	Essentials of Management	3
<a href="#">MGF-501</a>	Financial Services	4
<a href="#">MGF-502</a>	Financial Statement Analysis	3
<a href="#">MGF-503</a>	Capital Markets	3
<a href="#">MGF-504</a>	Business Communication	3
Discipline Specific Elective Courses		
<a href="#">MGF-521</a>	Bank Management	2
<a href="#">MGF-522</a>	Insurance Management	2
<a href="#">MGF-523</a>	Mutual Funds Management	2
<a href="#">MGF-524</a>	Forex Management	2
<a href="#">MGF-525</a>	Corporate Governance and Ethics	2
Semester II		
Discipline Specific Core Courses		
<a href="#">MGF-505</a>	Strategic Management	3
<a href="#">MGF-506</a>	Marketing Management	4
<a href="#">MGF-507</a>	Investment Management	3
<a href="#">MGF-508</a>	Corporate Finance	3
<a href="#">MGF-509</a>	Fixed Income Securities	3
Discipline Specific Elective Courses		
<a href="#">MGF-526</a>	International Financial Markets	2
<a href="#">MGF-527</a>	Alternative Investments	2
<a href="#">MGF-528</a>	Behavioural Finance	2
<a href="#">MGF-529</a>	Mergers and Acquisitions	2

Semester III		
Research Specific Elective Courses		
Course Code	Course Title	Credits
<a href="#">MGF-600</a>	Equity Valuation	4
<a href="#">MGF-601</a>	Derivatives Market	4
<a href="#">MGF-602</a>	Business Research Methods	4
<a href="#">MGF-603</a>	Business Analytics	4
Generic Elective Courses		
<a href="#">MGF-621</a>	Macroeconomics	4
<a href="#">MGF-622</a>	Organizational Behaviour	4
<a href="#">MGF-623</a>	Entrepreneurship	4
<a href="#">MGF-624</a>	Digital Marketing	4
<a href="#">MGF-625</a>	Fintech	4
Semester IV		
Research Specific Elective Courses		
<a href="#">MGF-604</a>	Financial Planning and Wealth Management	4
<a href="#">MGF-605</a>	Financial Econometrics	4
Discipline Specific Dissertation		
MGF-651	Dissertation	16

**Name of the Programme** : MBA (Financial Services)  
**Course Code** : MGF-500  
**Course Title** : Essentials of Management  
**Number of Credits** : 3  
**Effective from AY** : 2022-23

<b>Pre-requisites for the Course:</b>	<b>NIL</b>	
<b>Course Objectives:</b>	To contextualize theory on management functions, helping enhancement of skills required for efficient management of business organization	
<b>Content:</b>	<b>Unit 1</b> <b>Introduction and Planning</b> <i>Management Yesterday and Today:</i> Scientific management, General administrative theorists, Quantitative approach to management, systems approach and contingency approach, <i>Social Responsibility and economic performance:</i> Managerial Ethics. <i>Foundations of Planning:</i> Establishing goals and developing plans, Strategic Management, Decision Making, Planning tools and techniques.	<b>15 Hours</b>
	<b>Unit 2</b> <b>Organizing</b> <i>Organizational structure and design:</i> Authority, Decentralization, <i>Communication and information technology:</i> Managerial communication, organizational communication, <i>Human Resource Management:</i> HR planning, HRM process, employee performance management, <i>Managing change and innovation:</i> forces for change, managing change.	<b>10 Hours</b>
	<b>Unit 3</b> <b>Leading</b> <i>Leadership:</i> Managers Vs Leaders, early leadership theories, contingency theories of leadership <i>Understanding groups and teams:</i> Understanding group behaviour, turning groups into effective teams, <i>Motivating employees:</i> Motivation, early theories of motivation, and contemporary theories of motivation.	<b>10 Hours</b>
	<b>Unit 4</b> <b>Controlling</b> <i>Foundations of Controlling:</i> Control process, controlling for organizational performance, tools for controlling organizational performance, <i>Operations and value chain management:</i> Operations Management, value chain management, current issues in operations management, <i>Other functional areas of management:</i> Marketing Management, Financial Management.	<b>10 Hours</b>
<b>Pedagogy:</b>	Interactive Lectures/Discussions/ presentations/case study/ individual or group projects/ assignments/Class activities or a combination of some of these. The sessions shall be interactive to enable peer group learning	
<b>References/ Readings:</b>	1. Koontz H. and Weihrich H. (2020). <i>Essentials of Management</i> . McGraw Hill. 2. Koontz, Harold. (2015). <i>Management</i> , New York McGraw-Hill Book Company. 3. Stoner, J., Freeman, R. and Gilbert, D. (2018). <i>Management</i> , Pearson. 4. Daft Richard L. (2003). <i>Management</i> . Thomson South Western.	

	<p>5. Bright. (2019). <i>Principles of Management</i>. 12th Media Services.</p> <p><b>Reference websites:</b></p> <p><a href="http://open.lib.umn.edu/principlesmanagement/">http://open.lib.umn.edu/principlesmanagement/</a></p>
<b>Course Outcomes:</b>	<p>Upon completion of this course, students will be able to:</p> <p>CO1. Comprehend the principles of management.</p> <p>CO2. Prepare plan for accomplishment of organizational goals.</p> <p>CO3. Recognize the importance and application of management functions</p> <p>CO4. Demonstrate managerial skills and command a better control over interactions as a manager or a leader</p>

**Name of the Programme** : MBA (Financial Services)  
**Course Code** : MGF-501  
**Course Title** : Financial Services  
**Number of Credits** : 4  
**Effective from AY** : 2022-23

<b>Pre-requisites for the Course:</b>	<b>NIL</b>	
<b>Course Objectives:</b>	To enable the learners to acquire in-depth knowledge of the structure and mechanisms of various financial services and develop competences in designing and managing transactions relevant to these financial services.	
<b>Content:</b>	<b>Unit 1</b> <b>: Introduction to Financial Services</b> Overview of Financial Services, Fund, and Fee-Based Financial Services, Challenges in Financial Service Industry, Present Scenario of Financial Services in India, Regulatory Environment of Financial Services.	<b>15 Hours</b>
	<b>Unit 2</b> <b>Fund-Based Financial Services</b> <i>Securitization:</i> Concept, Modus Operandi, Structure for Securitization/Types of Securities, Securitization and Banks, Conditions for Successful Securitization, Legal Framework for Securitization, Present Scenario of Securitization in India. <i>Factoring:</i> Concept, Features, Activities, Mechanism, Documents, Types, Factoring v/s Forfeiting. <i>Leasing:</i> Concept, Steps involved in Leasing Transaction, Types, Contents of Lease Agreement.	<b>15 Hours</b>
	<b>Unit 3</b> <b>Fee-Based Financial Services – I</b> <i>Credit Rating:</i> Types, Rating Framework, Credit Rating Symbols, Indian Credit Rating Agencies -Methodology & Instruments. <i>Mutual Fund:</i> Concept, Types	<b>15 Hours</b>
	<b>Unit 4</b> <b>Fee-Based Financial Services – II</b> <i>Merchant Banking:</i> Merchant Banking Services offered, Merchant Bankers as Lead Managers, Guidelines for Merchant Bankers, Role in the Market-Making Process, Scope of Merchant Banking in India. <i>Depositories:</i> Concept, Eligibility Criteria, Registration, Depository Participants, Depository Act 1996, Internet Initiatives.	<b>15 Hours</b>
<b>Pedagogy:</b>	Lectures/ classroom discussion/ discussion using relevant research papers/ presentation/case study/ group project/ assignment or a combination of some of these. The sessions shall be interactive to enable peer group learning	
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. Bhole L. M. &amp; Mahakud J. (2017). <i>Financial Institutions and Markets: Structure, Growth &amp; Innovations</i>, Tata-McGraw Hill.</li> <li>2. Gordon &amp; Natarajan. (2016). <i>Financial Markets and Services</i>. Himalaya Publishing House.</li> <li>3. J.C. Verma. (2000). <i>Credit Rating (Practice and Procedure)</i>. Bharat Publication house.</li> <li>4. Chandraiah, E. <i>Evaluation of Lease Financing</i>. Concept Publishing.</li> <li>5. Sankaran, S. (2018). <i>Indian Mutual Funds Handbook: A Guide for Industry</i></li> </ol>	

	<p><i>Professionals and Intelligent Investors</i>. Vision Books.</p> <p>6. Khan M.Y. (2004). <i>Financial Services</i>. Tata MC Graw Hill Co. Ltd., New Delhi.</p> <p>7. Sanjiv A., Pavan K. V. and Manisha B. (2000). <i>Investors Guide to Depositories</i>. Bharat Publications.</p> <p>8. Kothari, V. (2003). <i>Securitization: The Financial Instrument of the New Millennium</i>. Academy of Financial Services.</p> <p>9. NCFM- Reference modules.</p> <p>10. NISM – Reference modules.</p>
<b>Course Outcomes:</b>	<p>Upon completion of this course, the students will be able to:</p> <p><b>CO1.</b> Identify fund-based and fee-based financial services.</p> <p><b>CO2.</b> Explain the structuring of Securitization, factoring and leasing transaction with legal implications.</p> <p><b>CO3.</b> Comprehend credit rating process and research reports of credit rating agencies on different instruments.</p> <p><b>CO4.</b> Develop competences in managing transactions in merchant banking, mutual funds and depository services.</p>

**Name of the Programme** : MBA (Financial Services)  
**Course Code** : MGF-502  
**Course Title** : Financial Statement Analysis  
**Number of Credits** : 3  
**Effective from AY** : 2022-23

<b>Pre-requisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	To equip the learners with skills to analyze and interpret the financial statements of a company from the perspectives of analyst, investment and any other relevant research and apply the same in decision making.	
<b>Content:</b>	<b>Unit 1</b> <b>: Introduction to Financial Statements and Analysis</b> <i>Financial Statements:</i> Objectives, Components of financial statements, Framework for preparation and presentation of financial statements. <i>Financial statement analysis:</i> Approaches, Types of Financial statement analysis, Techniques of financial statement analysis, Financial Statement analysis Framework, Sources of financial Information, Contents of Annual Reports, Relevant accounting standards.	<b>9 Hours</b>
	<b>Unit 2</b> <b>Comparative, Common-size and Trend analysis</b> Comparative Financial Statement Analysis, Common size Statement Analysis, Trend Analysis, Financial statement analysis using spreadsheet.	<b>10 Hours</b>
	<b>Unit 3</b> <b>Ratio Analysis and Economic Value-Added Analysis</b> <i>Ratio Analysis:</i> Importance and uses of ratio analysis, <i>Classification of Ratios:</i> Balance Sheet ratios, Income Statement ratios, Combined ratios. <i>Computation, Analysis and Interpretation of important ratio for measuring:</i> Liquidity, Solvency, Profitability, Managerial effectiveness, Marketability. Ratio analysis using spreadsheets. Overview of ratio analysis in service organization.	<b>14 Hours</b>
	<b>Unit 4</b> <b>Cash Flow Statement Analysis</b> <i>Cash Flow Statement:</i> Classification of cash flows, Usefulness, Non-cash transactions, Activity classifications, cash and cash equivalents, <i>Preparation and analysis of cash flow statement as per indirect method and IND AS 7.</i>	<b>12 Hours</b>
<b>Pedagogy:</b>	: The pedagogy for this course constitutes a mixture of Lectures, Case study, classroom discussion, seminar, Assignment and group project.	
<b>References/ Readings:</b>	1. Subramanyam, K.R. (2021). <i>Financial Statement Analysis</i> , McGrawHill, New Delhi. 2. CFA Program (2021), <i>Financial Reporting and analysis</i> . CFA, Level1, Volume Wiley. 3. Bhattacharya, D. (2012). <i>Management Accounting</i> . Pearson Education Ltd.	



	<p>4. Bhattacharya (2015). Financial Accounting for Business Managers Perspective, Prentice Hall of India.</p> <p>5. Fridson, M.S &amp; Alvarez, F (2022). Financial statement analysis: A practitioner's guide, 5th edition. Wiley.</p>
<b>Course Outcomes:</b>	<p>Upon completion of this course, the students will be able to:</p> <p><b>CO1.</b> Analyse the financial statements of a company using various techniques.</p> <p><b>CO2.</b> Demonstrate competencies to use spreadsheet applications for analysis of financial statements</p> <p><b>CO3.</b> Analyse the performance of a company and provide recommendations for decision making.</p> <p><b>CO4.</b> Perform cash flow analysis.</p>

**Name of the Programme** : MBA (Financial Services)  
**Course Code** : MGF-503  
**Course Title** : Capital Markets  
**Number of Credits** : 3  
**Effective from AY** : 2022-23

<b>Pre-requisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	To enable the learners acquire comprehensive knowledge of Indian capital market systems and operations and develop competences in managing capital market transactions.	
<b>Content:</b>	<p><b>Unit 1</b>  <b>Introduction to Indian Capital Markets</b>            An overview of Indian Securities Market, Functions, Intermediaries, Segments of Indian capital market.</p> <p><b>Unit 2</b>  <b>Primary and Secondary Market Functions</b>  <i>Primary Market:</i> Role of Primary Market, Methods of floatation of Capital, IPO's, Investor protection in primary market, SEBI measures for primary market, book building, role of brokers in making bids, ASBA. <i>Secondary Market:</i> Functions of Secondary Market, Organization and Regulatory Framework for stock exchanges in India, SEBI measures for secondary market, Overview of major stock exchanges and commodity exchanges in India.</p> <p><i>Listing and Delisting of Securities:</i> Merits and Demerits, Listing requirements, procedure, fee. Listing conditions of BSE and NSE, Delisting</p> <p><b>Unit 3</b>  <b>Trading and Settlement Systems</b>  <i>BSE:</i> Different trading systems, Share groups on BSE, BOLT System, Different types of settlements, Pay in and Pay out, Trading, Settlement, Shortages, Auctions, Bulk deals, Block deals, Short Selling, Margin Trading. <i>NSE:</i> Market segments, NEAT system options, Market types, order types and books, Trading, Clearing &amp; Settlement, Demat settlement, Funds settlement, Valuation debit, Valuation price, Auctions.</p> <p><b>Unit 4</b>  <b>Stock Market Indices</b>  <i>Stock Market Index:</i> Purpose and Consideration in developing index, Methods (Weighted Aggregate Value method, Weighted Average of Price Relatives method, Free Float method). <i>BSE Sensex:</i> Scrip selection criteria, Construction. Other BSE Indices. <i>NSE indices:</i> S&amp;P CNX Nifty, Scrip selection criteria, Construction.</p>	<p><b>9 Hours</b></p> <p><b>12 Hours</b></p> <p><b>12 Hours</b></p> <p><b>12 Hours</b></p>
<b>Pedagogy:</b>	Lectures/ Demonstrations/Class room Discussions/Assignments/Seminar Presentations/Mock Trading in stock markets/ Flipped classroom	
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. Donald E. Fischer and Ronald J. Jordan. (2016). <i>Security Analysis and Portfolio Management</i>. Pearson.</li> <li>2. Punithavathy, P. (2013). <i>Security Analysis and Portfolio Management</i>. Vikas Publishing House Pvt. Ltd.</li> <li>3. Avadhani, V. (2017). <i>Investment and Securities Market in India</i>. Himalaya Publishing House.</li> </ol>	

	<p>4. Gopalsamy N. (2010). <i>Capital Market</i>, Delhi Macmillan India Ltd.</p> <p>5. Chakrabarti, Rajesh., De, Sankar, (2010). <i>Capital Markets in India</i>. Sage Publication.</p> <p>6. Moorad Chaudhry (2010). <i>Capital Market Instruments</i>. Palgrave Macmillan</p> <p><b>Reference Websites:</b></p> <p>1. <a href="http://www.bseindia.com">www.bseindia.com</a></p> <p>2. <a href="http://www.nseindia.com">www.nseindia.com</a></p> <p>3. <a href="http://www.moneycontrol.com">www.moneycontrol.com</a></p> <p><a href="http://www.sebi.gov.in">www.sebi.gov.in</a></p>
<b>Course Outcomes:</b>	<p>After completion of this course, the students will be able to:</p> <p><b>CO1.</b> Describe the constituents of Indian capital markets.</p> <p><b>CO2.</b> Describe the trading and settlement mechanism of stock exchanges.</p> <p><b>CO3.</b> Demonstrate the ability to operate the trading terminal and perform operations in capital market.</p> <p><b>CO4.</b> Compute and interpret stock market indices</p>

**Name of the Programme** : MBA (Financial Services)  
**Course Code** : MGF-504  
**Course Title** : Business Communication  
**Number of Credits** : 3  
**Effective from AY** : 2022-23

<b>Pre-requisites for the Course:</b>	Nil	
<b>Course Objectives:</b>	To enable the learners to acquire good communication and interpersonal skills in developing a personality required to be successful managers.	
<b>Content:</b>	<b>Unit 1</b> <b>Communication and Interpersonal Skills</b> Importance of communication skills in Business Management. Types of communication: the media and tools of communication. The Communication Process. Barriers and Gateways to communication. <i>Personal reflection:</i> Knowledge of self-awareness, self-critique, search for self-understanding. factors hampering interpersonal skills, gateway to enhancing these skills, Diversity and intercultural communication.	<b>12 Hours</b>
	<b>Unit 2</b> <b>Verbal and Non-Verbal Communication</b> Persona language and body language. <i>Presentation Skills:</i> Types of managerial speeches: occasional speech, thematic speech. <i>Group Communication:</i> group discussions, meetings, seminars, and conferences. <i>Art of facing interviews in:</i> selection or placement, appraisal, disciplinary committees and exit interviews.	<b>13 Hours</b>
	<b>Unit 3</b> <b>Written Communication</b> <i>Internal communication through:</i> memos, minutes, notices, circulars, business correspondence. <i>Writing effective Business Reports, Digital Communication. Power point preparation:</i> Using Web as a source of knowledge Sharing. <i>Curriculum Vitae/ Resumes:</i> follow-up messages and letters.	<b>10 Hours</b>
	<b>Unit 4</b> <b>Recruitment and Employment Correspondence</b> Job Application Letter, Joining Interview, An offer of employment, Job Description, Letter of Acceptance, Letter of Resignation and Promotion, Testimonials and References.	<b>10 Hours</b>
<b>Pedagogy:</b>	Lectures, case studies, project work, assignments and presentations	
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. Courtland L. Bovee. (2018). <i>Business Communication Today</i>. Pearson Education Pte Ltd.</li> <li>2. Lesikar RV &amp; Pettit Jr. J D. (2001). <i>Basic Business Communication: Theory &amp; Application</i>. Tata McGraw Hill.</li> <li>3. Lessikar, R V, Flatley, M., Lentz and Pande, N. (2015). <i>Business Communication: Connecting in a Digital World</i>. McGraw Hill Education.</li> <li>4. Chaney, L. and Martin, J. (2014). <i>Intercultural Business Communication</i>. Pearson.</li> </ol> Meenakshi R and Prakash S. (2012). <i>Business Communication</i> . Oxford.	
<b>Course Outcomes:</b>	Upon completion of this course, students will be able to: <b>CO1.</b> Comprehend communication process with its inherent dynamics. <b>CO2.</b> Articulate themselves more effectively in different types and modes	

of communication.

**CO3.** Demonstrate good verbal and non-verbal communicationskills

**CO4.** Demonstrate skills in writing effective employment  
correspondences.

**Name of the Programme** : MBA (Financial Services)  
**Course Code** : MGF-521  
**Course Title** : Bank Management  
**Number of Credits** : 2  
**Effective from AY** : 2022-23

<b>Pre-requisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	To provide in-depth knowledge of banking system, products and services and develop competencies in measurement and management of asset- liability structure and risks in banks	
<b>Content:</b>	<p><b>Unit 1</b>  <b>Indian Banking System</b>            Overview: Structure of Indian Banking system, Banking Products and Services, Banking operations and monetary control tools.</p> <p><b>Unit 2</b>  <b>Assets Liability Management and NPAs</b>            Overview of Bank's balance sheet and income statements, Pre-requisite of Asset Liability Management (ALM), ALM techniques, Asset and Liability Committee (ALCO), Non-Performing Assets (NPA), Capital Adequacy in Banks, RBI guidelines on NPAs and Asset classification.</p> <p><b>Unit 3</b>  <b>Risk Management in Banking</b>            Types of Risk in Banks, Risk Management Process, General Risk Management using CAMELS rating, Measures for identifying and controlling risks - Credit Risk, Interest Rate risk – Gap analysis, Duration analysis, Liquidity risk, market risk – Risk adjusted return on capital.</p>	<p><b>7 Hours</b></p> <p><b>15 Hours</b></p> <p><b>8 Hours</b></p>
<b>Pedagogy:</b>	The pedagogy for this course consists of a mixture of Lectures, Case study, Classroom discussion, Seminar, Assignment and Group project.	
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. O.P. Agarwal (2020). <i>Banking and Insurance</i>. Himalaya Publishing House.</li> <li>2. Mukund S. (2015). <i>Banking and Financial Services</i>. Himalaya Publishing House.</li> <li>3. M. Y. Khan (2019). <i>Indian Financial System</i>. McGraw Hill.</li> <li>4. Barbara C., Claudia G. Philip M (2015). <i>Introduction to Banking</i>. Pearson.</li> <li>5. Institute of Company Secretaries of India (2014), <i>Banking Law and Practice</i>.</li> <li>6. NSE Academy Certificates in Financial Markets (NCFM) (2020), Banking Sector Intermediate Module.</li> </ol> <p><b>Reference Websites</b></p> <ol style="list-style-type: none"> <li>1. <a href="http://www.rbi.org.in">www.rbi.org.in</a></li> <li>2. <a href="http://www.iica.nic.in">www.iica.nic.in</a></li> <li>3. <a href="http://www.icsi.edu">www.icsi.edu</a></li> </ol> <p><a href="http://iibf.org.in">http://iibf.org.in</a></p>	
<b>Course Outcomes:</b>	After completion of this course, the students will be able to: <b>CO1.</b> Explain the structure of Indian banking system. <b>CO2.</b> Identify actions for resolving asset liability management issues. <b>CO3.</b> Evaluate banking operations on risk parameters as outlined by regulatory norms and bank policy.	

**Name of the Programme**      **MBA (Financial Services)**  
**Course Code**                      **MGF-522**  
**Course Title**                        **Insurance Management**  
**Number of Credits**                **2**  
**Effective from AY**                  **2022-23**

<b>Pre-requisites for the Course:</b>	<b>NIL</b>	
<b>Course Objectives:</b>	To develop an understanding of the fundamentals of insurance business and equip learners with skills to be able to guide risk bearers on managing risks via the mechanism of insurance contracts.	
<b>Content:</b>	<b>Unit 1</b> <b>Overview of Insurance and its operations</b> Nature of Insurance, Hazard and different types of exposures, Principles of Insurance, Insurance Contracts, Types of Insurance, Benefits and Costs of Insurance, Reinsurance.  <i>Important functionaries in insurance and their roles:</i> Actuary, Underwriter, Claims Manager.  <i>New Trends:</i> Insuretech, AI, Telematics, wearables (Health insurance underwriting and claims management), New Products- Cyber insurance, Title insurance, E-policy (repository service).  <i>Claims settlement process:</i> Claim reporting, investigation and settlement.	<b>10 Hours</b>
	<b>Unit 2</b> <b>Life and Non-Life (General) Insurance</b> <i>Life Insurance:</i> Unique characteristics, types of life insurance contracts, the level premium concept, Life Insurance Products. <i>Health and Other General Insurance:</i> Importance of Health insurance, Health insurance policies offered in India, Future of Health Insurance in India, Recent Developments in Health Insurance, Other general insurance products.	<b>10 Hours</b>
	<b>Unit 3</b> <b>Insurance Intermediaries and Regulations</b> <i>Insurance intermediaries:</i> Agents, brokers, Bancassurance, aggregator, Valuer and Surveyor, Third Party Administrator, modellers, repositories and Loss Assessor. <i>Insurance Regulation:</i> Important regulations by IRDAI, <i>Insurance Ombudsman:</i> Need, Role, Framework, Process.	<b>10 Hours</b>
<b>Pedagogy:</b>	The pedagogy for this course constitutes a mix of Lectures, Case study, Assignment and Group Discussions	
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. George E. R. (2011). <i>Principles of Risk Management and Insurance</i>. Pearson Education.</li> <li>2. Emmett J. Vaughan, Therese M. Vaughan. (2013). <i>Fundamentals of Risk and Insurance</i>. Wiley.</li> <li>3. Gupta, P. K. (2017). <i>Fundamentals of Insurance</i>. Himalaya Publishing House.</li> <li>4. <i>Principles and Practice of General Insurance</i>. (2020). ICAI</li> <li>5. <i>Principles and Practice of Life Insurance</i>. (2020). ICAI</li> <li>6. Mishra, M.N., Mishra S.B. (2009). <i>Insurance Principles and Practice</i>. S.</li> </ol>	

	<p>Chand Publishing.</p> <p>7. C. Arthur, William Jr., Michael Smith, Peter Young. (1998). <i>Risk Management and Insurance</i>, McGraw-Hill.</p> <p><b>Reference Websites:</b></p> <ol style="list-style-type: none"> <li>1. <a href="https://www.lifeinscouncil.org">https://www.lifeinscouncil.org</a></li> <li>2. <a href="https://www.gicouncil.in">https://www.gicouncil.in</a></li> <li>3. <a href="https://www.irdai.gov.in">https://www.irdai.gov.in</a></li> </ol> <p><a href="https://www.insuranceinstituteofindia.com">https://www.insuranceinstituteofindia.com</a></p>
<b>Course Outcomes:</b>	<p>After completion of this course the students will be able to:</p> <p><b>CO1.</b> Summarise the fundamental aspects of insurance business.</p> <p><b>CO2.</b> Identify insurance products commensurate with needs of insured.</p> <p><b>CO3.</b> Demonstrate ability to manage the claims related operations of organizations engaged in insurance business.</p>



**Name of the Programme** : MBA (Financial Services)  
**Course Code** : MGF-523  
**Course Title** : Mutual Funds Management  
**Number of Credits** : 2  
**Effective from AY** : 2022-23

<b>Pre-requisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	To equip the learners with the knowledge of the Indian mutual fund industry, products, processes and services.	
<b>Content:</b>	<p><b>Unit 1</b>  <b>Mutual Fund Structure and Classification</b>  <i>Organization of mutual funds:</i> Structure of mutual funds in India.  <i>Classification of mutual fund schemes:</i> Equity, debt, hybrid, solution-oriented and other schemes, Index Funds, Exchange Traded Funds (ETF), Liquid Funds, Fund of Funds, International Funds, Venture Capital Funds, ESG Funds.  <i>Investment plans:</i> Systematic Investment Plans (SIP), Systematic Transfer Plan (STP), Systematic Withdrawal Plan (SWC).</p> <p><b>Unit 2</b>  <b>Investor Services and Fund distribution channels</b>  <i>Investor services:</i> Transactions of mutual funds, Cut off timings and time-stamping of MF application forms. <i>Net Asset Value (NAV)</i> : Meaning, Computation, factors affecting NAV, Pricing of units.  <i>Fund Distribution Channels of Mutual Funds:</i> Stock exchange as a channel of distribution, and the Sales Practices.</p> <p><b>Unit 3</b>  <b>Mutual Fund Offer document and Fund fact sheet</b>            Offer Document: Importance, Contents of the Offer Document, Scheme Information Document (SID), Statement of Additional Information (SAI) and Key Information Memorandum (KIM).            Mutual fund fact sheet and its contents.</p>	<p><b>15 Hours</b></p> <p><b>8 Hours</b></p> <p><b>7 Hours</b></p>
<b>Pedagogy:</b>	Interactive Lectures/Discussions/ presentations/case study/ individual or group projects/ assignments/Class activities or a combination of some of these. The sessions shall be interactive to enable peer group learning	
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. H. Sadhak. (2003). <i>Mutual Funds in India, Marketing strategies and Investment Practices</i>, SAGE Response.</li> <li>2. Sankaran, S. (2018). <i>Indian Mutual Funds Handbook: A Guide for Industry Professionals and Intelligent Investors</i>. Vision Books.</li> <li>3. National Institute of Securities Markets (NISM), <i>Mutual Funds Foundation</i>. Taxmann Publications Pvt. Ltd.</li> <li>4. National Institute of Securities Markets (NISM), <i>Mutual Funds Distributor</i>. Taxmann Publications Pvt. Ltd.</li> <li>5. National Institute of Securities Markets (NISM), <i>Mutual Funds Distributor (Level 2)</i>. Taxmann.</li> <li>6. Vivek Negi (2020). <i>Mutual Funds: Ladder to Wealth Creation</i> Diamond Pocket Books Pvt. Ltd.</li> </ol> <p><b>Reference Websites:</b>  <a href="http://www.mutualfundindia.com">www.mutualfundindia.com</a>  <a href="http://www.amfiindia.com">www.amfiindia.com</a></p>	

	<a href="http://www.moneycontrol.com">www.moneycontrol.com</a> <a href="http://www.valueresearchonline.com">www.valueresearchonline.com</a> <a href="http://www.mutualfundssahihai.com">www.mutualfundssahihai.com</a> <a href="http://www.sebi.gov.in">www.sebi.gov.in</a>
<b>Course Outcomes:</b>	<p>Upon the completion of this course the learners will be able to:</p> <p><b>CO1.</b> Summarise the types of mutual funds, its structure and distribution channels.</p> <p><b>CO2.</b> Evaluate and manage investor services provided by a mutual fund.</p> <p><b>CO3.</b> Manage operations in mutual fund scheme offers and distribution</p>

<b>Name of the Programme</b>	<b>: MBA (Financial Services)</b>
<b>Course Code</b>	<b>: MGF-524</b>
<b>Course Title</b>	<b>: Forex Management</b>
<b>Number of Credits</b>	<b>: 2</b>
<b>Effective from AY</b>	<b>: 2022-23</b>

<b>Pre-requisites for the Course:</b>	<b>NIL</b>	
<b>Course Objectives:</b>	To enable the students to evaluate a firm's forex exposure and utilize products in forex market for effective risk management.	
<b>Content:</b>	<p><b>Unit 1</b>  <b>Introduction to Forex Market</b>  Foreign Exchange Markets – Overview – Role of Banks in Forex Market – Factors affecting Forex Market  – Convertibility &amp; Balance of Payment – Exchange Rate Mechanism – International Treasury Market Participants – Forex Treasury Products – FEMA guidelines on External Borrowings.</p> <p><b>Unit 2</b>  <b>Exchange Rate Systems</b>  Foreign Exchange Rates and its Determination, Exchange Rate Quotes; Types of Exchange Rates; Forex Trading.</p> <p><b>Unit 3</b>  <b>Foreign Exchange Exposure Management</b>  Risk in Foreign Exchange Business, Foreign Exchange Risk Exposures and their Management; Currency Futures and Options, Exchange Rate Forecasting.</p>	<p><b>15 Hours</b></p> <p><b>5 Hours</b></p> <p><b>10 Hours</b></p>
<b>Pedagogy:</b>	Lectures/ classroom discussion/ presentation/case study/ group project/ assignment or a combination of some of these. The sessions shall be interactive to enable peer group learning.	
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. Bharati Pathak. (2014). <i>Indian Financial System</i>. Pearson.</li> <li>2. Srivastava, P. K. (2016). <i>Banking theory and Practice</i>, Himalaya Publishing House.</li> <li>3. Dudley Lockett. (1980). <i>Money and Banking</i>. McGraw Hill.</li> <li>4. Gala, A. and Gala, J. (2015). <i>Foreign Exchange and Forex Trading</i>. Buzzingstock Publishing House.</li> <li>5. Khan, M. Y. (2001). <i>Indian Financial System</i>. Tata McGraw Hill.</li> <li>6. Srivastava, Divya Nigam. (1991). <i>Management of Indian Financial Institutions</i>. Himalaya Publishing House.</li> <li>7. Shapiro, Allen C. (1999). <i>Multinational Financial Management</i>. John, Wiley.</li> </ol> <p>Vasant Desai. (2006). <i>Banks and Institutional Management</i>. Himalaya Publishing House.</p>	
<b>Course Outcomes:</b>	<p>Upon completion of this course, the students will be able to:</p> <p><b>CO1.</b> Comprehend different exchange rate systems and their implications.</p> <p><b>CO2.</b> Evaluate a firm's exposure to risk in international environment.</p> <p><b>CO3.</b> Design trading strategies to manage forex exposure.</p>	

**Name of the Programme** : MBA (Financial Services)  
**Course Code** : MGF-525  
**Course Title** : Corporate Governance and Ethics  
**Number of Credits** : 2  
**Effective from AY** : 2022-23

<b>Pre-requisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	To provide an insight into the concept, issues, practices and legal framework of Corporate Governance in India.	
<b>Content:</b>	<p><b>Unit 1</b>  <b>Overview of Corporate Governance</b>            Concept, Theories, OECD Principles, Benefits, Shareholder Activism and Changing role of Institutional Investors, Business Ethics vs Corporate Governance, Issues in Corporate Governance</p> <p><b>Unit 2</b>  <b>Board Management and Committees</b>  <i>Corporate Business Ownership structure, Board of Directors – Types, Composition, Roles, Duties and Responsibilities, Training. Board Committee – Types, Constitution, Scope, Terms of Reference and Accountability and Performance Appraisals, Attendance and participation in committee meetings, Independence of Members of Board Committees, Role of Professionals in Board Committees, Role of Company Secretaries in compliance of Corporate Governance</i></p> <p><b>Unit 3</b>  <b>Legal Framework and Ethics</b>  <i>Legal Framework: Legislative Provisions of Corporate Governance in Companies Act 2013.</i>  <i>Ethics: Business Ethics, Organization Structure and Ethics, Addressing Ethical Dilemmas, Code of Ethics, Indian Ethos, Designing Code of Conduct, Policies, Fair practices and frameworks.</i></p>	<p><b>10 hours</b></p> <p><b>10 hours</b></p> <p><b>10 hours</b></p>
<b>Pedagogy:</b>	Case discussion, participative learning, discussions, role play, experiential learning through practical case handling, assignment, conceptual and contextual learning, presentations.	
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. Jayanti Sarkar and Subrata Sarkar. (2012). Corporate Governance in India, SAGE Publications India Pvt. Ltd.</li> <li>2. A.C. Fernando, K.P. Muraleedharan and E.K. Satheesh (2018). Corporate Governance: Principle, Policies and Practices, Pearson.</li> <li>3. Christine Mallin. (2018). Corporate Governance, Oxford.</li> <li>4. Fernando (2012). <i>Business Ethics and Corporate Governance</i>. Pearson.</li> <li>5. Khanka, S. S. (2014). <i>Business Ethics and Corporate Governance</i>. S. Chand.</li> </ol> <p><i>Reference websites:</i>  <a href="http://www.icsi.edu">www.icsi.edu</a></p>	
<b>Course Outcomes:</b>	<p>After completion of this course, the students will be able to:</p> <p><b>CO1.</b> Summarize theories and conceptual framework of Corporate Governance.  <b>CO2.</b> Evaluate the corporate governance practices adopted by companies and identify compliance gaps.</p>	

**Semester II****Name of the Programme : MBA (Financial Services)****Course Code : MGF-505****Course Title : Strategic Management****Number of Credits : 3****Effective from AY : 2022-23**

<b>Pre-requisites for the Course:</b>	<b>NIL</b>	
<b>Course Objectives:</b>	To equip students with skills to analyse the business environment, identify, and implement business strategies most suitable to a given business scenario.	
<b>Content:</b>	<b>Unit 1</b> <b>: Introduction</b> <i>Nature of Strategic Management:</i> Dimensions, benefits and risks, the strategic management process. <i>Establishment of Strategic Intent:</i> Business vision and mission, importance, characteristics and Components, evaluating mission statement, concept of goals and objectives.	<b>10 Hours</b>
	<b>Unit 2</b> <b>Environmental Appraisal</b> <i>External Analysis:</i> External assessment, concept of environment, Porter's five force analysis, PESTEL analysis, industry and competitive analysis, environmental scanning <i>Internal Analysis:</i> Sustainable competitive advantage and profitability, SWOT analysis, strategy and culture, value chain analysis, organizational capability factors, Benchmarking.	<b>10 Hours</b>
	<b>Unit 3</b> <b>Competitive Strategies</b> <i>Corporate-Level Strategies:</i> Concentration, integration, diversification, expansion strategies, retrenchment and combination strategies, internationalization, cooperation and restructuring <i>Business Level Strategies:</i> Industry structure, positioning of firm, generic strategies, business tactics, Internationalization. <i>Strategy Analysis and Choice:</i> Process for strategic choice, strategic analysis, industry analysis, corporate portfolio analysis, contingency strategies.	<b>15 Hours</b>
	<b>Unit 4</b> <b>Strategy Implementation</b> <i>Structural Implementation:</i> Types of organizational structures, organizational design and change, structures for strategies. <i>Behavioural Implementation:</i> stakeholders and strategy, strategic leadership, corporate culture and strategic management, personal values and ethics, social responsibility and strategic management. <i>Functional and Operational Implementation</i>	<b>10 Hours</b>
<b>Pedagogy:</b>	Interactive Lectures/Discussions/ presentations/case study/ individual or group projects/ assignments/Class activities or a combination of some of these. The sessions shall be interactive to enable peer group learning.	
<b>References/ Readings:</b>	1. Arthur Thompson Jr., Margaret Petarf, John Gamble, Strickland III & Arun K. Jain. (2021). <i>Crafting and Executing Strategy</i> . MacGraw Hill Publication. 2. David, F., David, F., Kansal, P. (2018). <i>Strategic Management Concepts: A Competitive Advantage Approach</i> . Pearson.	

	<p>3. Miller, A., Gregory G., (1995). <i>Strategic Management</i>. The McGraw-Hill Company, New York.</p> <p>4. Kazmi, A. and Kazmi A. (2020). <i>Strategic Management</i>. McGraw Hill.</p> <p>5. Wheelan, T. and Hunger, J. <i>Strategic Management and Business Policy: Globalization, Innovation and Sustainability</i>. Pearson.</p> <p>6. Hitt., M. (2017). <i>Strategic Management: Competitiveness and Globalization: Concepts and Cases</i>. Cengage India Pvt. Ltd.</p> <p><b>Reference</b> <span style="float: right;"><b>websites:</b></span>  <a href="https://ebooks.lpude.in/commerce/mcom/term_4/DCOM506_DMGT502_STRATEGIC_MANAGEMENT.pdf">https://ebooks.lpude.in/commerce/mcom/term_4/DCOM506_DMGT502_STRATEGIC_MANAGEMENT.pdf</a></p>
<b>Course Outcomes:</b>	<p>Upon completion of this course, students will be able to:</p> <p><b>CO1.</b> Integrate and apply knowledge to engage in strategic planning of businesses</p> <p><b>CO2.</b> Perform environmental appraisal for a business organization.</p> <p><b>CO3.</b> Identify suitable competitive strategies for business organization.</p> <p><b>CO4.</b> Formulate and implement appropriate strategies from a holistic and multi-functional perspective.</p>

**Name of the Programme** : MBA (Financial Services)  
**Course Code** : MGF-506  
**Course Title** : Marketing Management  
**Number of Credits** : 4  
**Effective from AY** : 2022-23

<b>Pre-requisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	To analyse the market environment of the financial services industry and formulate the appropriate marketing strategies for financial services products and equip the learners with skills to develop suitable marketing mix for varied financial services.	
<b>Content:</b>	<b>Unit 1</b> <b>Marketing Environment and Strategies</b> <i>Marketing Environment:</i> Market Analysis, Market Segmentation, Targeting and Positioning. <i>Marketing Strategies:</i> Product strategies, Pricing strategies, Distribution strategies, Promotion strategies. <i>Product life Cycle, New product Development. B2B Marketing, Marketing Planning and Control.</i>	<b>15 Hours</b>
	<b>Unit 2</b> <b>Service Marketing</b> <i>Services marketing mix:</i> Difference between goods and services, Designing and Managing Service Processes, Managing People for service Advantage, Constructing the Physical Service Environment. <i>Service Quality and Productivity, GAP model of service quality.</i>	<b>15 Hours</b>
	<b>Unit 3</b> <b>: Customer Relationship Management</b> <i>Consumer decision making process, Customer Relationship Management (CRM), Customer Loyalty:</i> The role of trust and relationships. <i>Managing customer life cycle, CRM and technology.</i>	<b>15 Hours</b>
	<b>Unit 4</b> <b>Advertising and Branding</b> <i>Advertising:</i> Role of advertising Marketing Mix, Determinants of Advertising Media, Framing Integrated marketing. <i>Branding:</i> Building and Sustaining the Financial Services Brand, Creating Value, Understanding, Developing, Evaluating and Managing a Brand.	<b>15 Hours</b>
<b>Pedagogy:</b>	Interactive Lectures/Discussions/ presentations/case study/ individual or group projects/ assignments/Class activities or a combination of some of these. The sessions shall be interactive to enable peer group learning.	
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. Ennew C., Waite, N. (2013). <i>Financial Services Marketing: An International Guide to Principles and Practice</i>. Routledge (Taylor and Francis Group).</li> <li>2. Estelami, H. (2012). <i>Marketing Financial Services</i>. Dog Ear Publishing. 2012.</li> <li>3. Kotler, P., Keller, K., Koshy. A. and Jha, M. (2013). <i>Marketing Management: A South Asian Perspective</i>. Pearson Education.</li> <li>4. Zeithaml, Valarie A and Bitner, Mary Jo (2008). <i>Services Marketing: Integrating Customer Focus Across the Firm</i>. Tata McGraw-Hill Education India Pvt.Ltd.</li> </ol> Philip Kotler (2003). <i>Marketing Management</i> . Prentice Hall India Pvt. Ltd.	
<b>Course Outcomes:</b>	Upon the completion of this course the students will be able to <b>CO1.</b> Perform market analysis for a given financial service. <b>CO2.</b> Evaluate existing marketing strategies and tactics. <b>CO3.</b> Demonstrate ability to build and sustain customer relationship and brand	

	value with the aid of technology.
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	<b>CO4.</b> Identify suitable advertising and branding strategies in a given context.
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**Name of the Programme** : MBA (Financial Services)  
**Course Code** : MGF-507  
**Course Title** : Investment Management  
**Number of Credits** : 3  
**Effective from AY** : 2022-23

<b>Pre-requisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	To enable learners, acquire skills in analyzing various types of securities and develop competencies for selection and management of investment portfolio with modern approaches.	
<b>Content:</b>	<b>Unit 1</b> <b>Introduction to Investment Management</b> <i>Investment Management:</i> Nature and Scope, Investment Avenues, Types of Financial Assets and Real Assets, Investment goals and investment policy. <i>Security, Return and Risk:</i> Systematic and Unsystematic Risk, sources of Risk, Measurement of Risk and Return, Sources of Investment Information. <i>Fixed Income Securities:</i> Bonds, Preference Shares, Sources of Risk, Valuation.	<b>12 Hours</b>
	<b>Unit 2</b> <b>Security Analysis</b> <i>Fundamental Analysis:</i> Economic analysis, Industry analysis and company Analysis, Value investing. <i>Technical Analysis:</i> Dow's Theory, Charts and indicators, Efficient Market Hypothesis and its implications.	<b>10 Hours</b>
	<b>Unit 3</b> <b>Portfolio Selection</b> Meaning of <i>Portfolio Management</i> : Portfolio Analysis, Objectives, Process, Selection of Securities, <i>Portfolio Theory</i> : Markowitz Model, Sharpe's Single Index Model, Efficient Frontier with Lending and Borrowing, Optimal Portfolio, Capital Asset Pricing Model, Arbitrage Pricing Theory, Factor Models	<b>12 Hours</b>
	<b>Unit 4</b> <b>Equity Portfolio Management Strategies</b> <i>Portfolio Strategies:</i> Equity Portfolio Management Strategies, Portfolio Revision, Portfolio Rebalancing Plans, <i>Portfolio Evaluation:</i> Sharpe's Index - Treynor's Measure and Jensen's Measure.	<b>11 Hours</b>
<b>Pedagogy:</b>	Lectures/ Lab exercises/Class room Discussions/Assignments/Seminar/ Presentations.	
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. Donald E. Fischer and Ronald J. Jordan. (2017). <i>Security Analysis and Portfolio Management</i>. Pearson.</li> <li>2. Pandian, P. (2013). <i>Security Analysis and Portfolio Management</i>. Vikas Publishing House Pvt. Ltd. <i>Latest Edition</i>.</li> <li>3. Linton, D. (2020). <i>Foundations of Investment Management: Mastering Financial Markets, Asset Classes, and Investment Strategies</i>. J. Ross Publishing.</li> <li>4. Chandra, P. (2021). <i>Investment Analysis &amp; Portfolio Management</i>. McGraw Hill Education India Pvt. Ltd.</li> </ol> Graham, B. (2013). <i>The Intelligent Investor</i> . Harper Business.	
<b>Course Outcomes:</b>	After completion of this course the students will be able to <b>CO1.</b> Design investment policy and asset mix based on investor goals.	

	<p><b>C02.</b> Evaluate securities based on fundamental and technical analysis.</p> <p><b>C03.</b> Construct portfolios using modern approaches of portfolio selection.</p> <p><b>C04.</b> Evaluate portfolio performance and design portfolio rebalancing strategies.</p>
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**Name of the Programme** : MBA (Financial Services)  
**Course Code** : MGF-508  
**Course Title** : Corporate Finance  
**Number of Credits** : 3  
**Effective from AY** : 2022-23

<b>Pre-requisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	To develop in learners an understanding of various aspects of Corporate Finance and enable them to acquire the ability to apply such knowledge in decision making.	
<b>Content:</b>	<b>Unit 1</b> <b>Introduction to Corporate Finance</b> <i>Corporate Finance: Nature and Objective, Company stakeholders' groups, Principal-agent conflicts, Finance function, Role of Finance Manager, Introduction to time value of money, Risk-Return framework for financial decision.</i>	<b>8 Hours</b>
	<b>Unit 2</b> <b>Capital Budgeting Decision</b> <i>Capital Budgeting Decision: Nature, Process of Capital Budgeting, Project appraisal methods (Discounted and non-discounted methods), Project Selection under Capital Rationing, Risk analysis in Capital Budgeting.</i>	<b>13 Hours</b>
	<b>Unit 3</b> <b>Capital Structure Decision</b> <i>Capital Structure Decision: Sources of financing, Cost of Capital, Measures of leverage, Capital structure theories, Factors determining capital structure, Planning optimum capital structure: EBIT and EPS analysis, ROI and ROE analysis.</i>	<b>12 Hours</b>
	<b>Unit 4</b> <b>Dividend Decision and Working Capital Management</b> <i>Dividend Decision: Forms of dividend, Dividend policy, Stock splits and buyback, Theories of dividend, Issues in dividend decisions.</i> <i>Working Capital Management: Approaches of working capital, Operating and Cash conversion cycle, Factors determining requirement of working capital, Working capital Financing, Optimum working capital estimation.</i>	<b>12 Hours</b>
<b>Pedagogy:</b>	The pedagogy for this course constitutes of mixture of Lectures, Case study, classroom discussion, seminar, Assignment and group project.	
<b>References/ Readings:</b>	1. Watson, D and Head, A (2017). <i>Corporate Finance: Principles and practice</i> . Pearson education Ltd. 2. Pandey, I. M (2021). <i>Financial Management</i> . Vikas Publishing House. 3. CFA (2021). <i>Corporate Finance and Equity</i> . Level 1. 4. Khan, M.Y and Jain, P.K. (2014). <i>Financial Management</i> . Tata McGraw Hill, New Delhi. Chandra, Prasanna (2015). <i>Financial Management: Theory and Practice</i> . Tata McGraw Hill, Delhi.	
<b>Course Outcomes:</b>	Upon completion of this course, the students will be able to: <b>CO1.</b> Evaluate capital projects using capital budgeting techniques. <b>CO2.</b> Identify and design the optimum capital structure. <b>CO3.</b> Evaluate a firm's dividend policy. <b>CO4.</b> Estimate a firm's working capital requirements and design suitable working capital financing plans.	

**Name of the Programme** : MBA (Financial Services)  
**Course Code** : MGF-509  
**Course Title** : Fixed Income Securities  
**Number of Credits** : 3  
**Effective from AY** : 2022-23

<b>Pre-requisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	To enable learners to acquire knowledge of fixed incomes securities market mechanisms, products and analytical skills to design suitable fixed income investment management strategies.	
<b>Content:</b>	<b>Unit 1</b> <b>Fixed Income Securities – Issuance and Trading</b> Fixed income securities and their significance in the economy – Institutional mechanism of fixed incomes securities market – Money market and debt market in India - Types of fixed income securities – Market Participants – Primary and secondary bond market - Risks in fixed income securities – Issuance and settlements of debt securities in India.	<b>10 Hours</b>
	<b>Unit 2</b> <b>Valuation and Analysis of Fixed Income Securities</b> Yield curve and term structure analysis - Valuation of callable and puttable bonds - Duration, Convexity and Immunization – Valuation of capped and floored floating rate bonds – Valuation and analysis of convertible bonds	<b>10 Hours</b>
	<b>Unit 3</b> <b>Fixed Income Derivatives</b> Bond futures – Hedging using futures – Valuation of futures and forwards - Interest rate forwards and futures – Interest rate swaps and their applications – Pricing and valuation of interest rate swaps – Credit derivatives, types and their applications – Credit derivative pricing.	<b>15 Hours</b>
	<b>Unit 4</b> <b>Bond Portfolio Management</b> Bond portfolio management – Meaning – Investment objectives - Constructing fixed income portfolio – Passive fixed income strategies – Active fixed income strategies – Bond portfolio and risk management	<b>10 Hours</b>
<b>Pedagogy:</b>	Lectures/ classroom discussion/ spreadsheet applications/ presentation/case study/ group project/ assignment or a combination of some of these. The sessions shall be interactive to enable peer group learning.	
<b>References/ Readings:</b>	1. Parameswaran, S. (2019). <i>Fixed Income Securities- Concepts and Applications</i> . Walter de Gruyter GmbH & Co KG, Berlin. 2. Mukherjee, K. (2020). <i>Demystifying Fixed Income Analytics: A Practical Guide</i> . Routledge, New York. 3. Fabozzi, F. J., Mann, S. and Fabozzi, F. (2021). <i>Handbook of Fixed Income Securities</i> . McGraw Hill, New York. 4. NISM. <i>Fixed Income Securities</i> . Taxmann. New Delhi.. Petite, B. (2019). <i>Fixed Income Analysis (CFA Institute)</i> . Wiley, New Jersey..	
<b>Course Outcomes:</b>	Upon completion of this course, the students will be able to: <b>CO1:</b> Perform trading and settlement transactions in fixed income securities. <b>CO2:</b> Perform valuation of fixed income securities. <b>CO3:</b> Demonstrate application of fixed income derivatives. <b>CO4:</b> Demonstrate skills in management of bond portfolios.	

**Name of the Programme** : MBA (Financial Services)  
**Course Code** : MGF-526  
**Course Title** : International Financial Markets  
**Number of Credits** : 2  
**Effective from AY** : 2022-23

<b>Pre-requisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	To enable learners, develop a complete understanding of international financial markets from the perspectives of mechanisms, investments and risk.	
<b>Content:</b>	<b>Unit 1</b> <b>Overview of International Financial Markets</b> Impact of Market Imperfections, Motives for International Investment, Motives for Firms to Obtain Funds from Foreign Markets, <i>Major International Organizations</i> : Bank for International Settlements, World Federation of Exchanges, International Finance Service Centre (IFSC) in Gujarat's GIFT city, Off-shore Financial Centres. Tax Havens, FATCA, Recent Developments Affecting International Financial Markets.	<b>10 Hours</b>
	<b>Unit 2</b> <b>International Bond and Stock Markets</b> <i>International Bond Markets</i> : Development of International Bond Markets, <i>International Bond Valuation</i> : Impact of Interest Rate Movements, Impact of Exchange Rate Movements, International Bond Diversification, Currency Cocktail Bonds. <i>International Stock Markets</i> : Use of Foreign Stock Market by Issuers, Use of Foreign Stock Market by Investors, Characteristics of Global Stock Markets, Benefits from International Diversification.	<b>10 Hours</b>
	<b>Unit 3</b> <b>International Financial Crisis</b> Introduction to Financial Crisis, Macroeconomic and Microeconomic Causes, Stages of the Crisis, Securitization and how it fuelled the Crisis, Learnings from Crisis.	<b>10 Hours</b>
<b>Pedagogy:</b>	Lectures/ classroom discussion/ discussion using relevant research papers/ presentation/case study/ group project/ assignment or a combination of some of these. The sessions shall be interactive to enable peer group learning.	
<b>References/ Readings:</b>	1. Chevallier, J., Goutte, S., Guerreiro, D., Saglio, S., and Sanhaji, B. (2019). <i>International Financial Markets</i> . Routledge, Taylor and Francis Group. 2. Grabbe, J. O. (1996). <i>International Financial Markets</i> . Prentice Hall. 3. Grote, R., and Marauhn, T. (2006). <i>The Regulation of International Financial Markets – Perspectives for Reform</i> . Cambridge University Press. 4. Kim, H. (2018). <i>Globalization of International Financial Markets – Causes and Consequences</i> . Routledge Revivals. 5. Machiraju, H. R. (2003). <i>International Financial Markets and India</i> (Second Edition). New Age International (P) Limited. 6. Tucker, A. L., Madura, J., and Chiang, T. C. (1991). <i>International Financial Markets</i> . West Publishing Company. Valdez, S., and Molyneux, P. (2016). <i>An Introduction to Global Financial Markets</i> (Eighth Edition). Palgrave, Macmillan Publishers Limited.	
<b>Course Outcomes:</b>	Upon completion of this course, the students will be able to: <b>CO1.</b> Describe the functioning of international financial market institutions. <b>CO2.</b> Evaluate international bond and equity diversification in the context of relevant developments.	

**Name of the Programme** : MBA (Financial Services)  
**Course Code** : MGF-527  
**Course Title** : Alternative Investments  
**Number of Credits** : 2  
**Effective from AY** : 2022-23

<b>Pre-requisites for the Course:</b>	<b>NIL</b>	
<b>Course Objectives:</b>	To enable learners to comprehend the distinguishing characteristics of alternative investing and manage portfolio of Real Assets, Hedge Funds, Private Equity, and Structured Products.	
<b>Content:</b>	<b>Unit 1</b> <b>Introduction to Alternative Investments</b> Alternative Investment: Meaning, Avenues - Characteristics of Alternative Investing – Purposes of Investing in Alternative Investments.	<b>6 Hours</b>
	<b>Unit 2</b> <b>Real Assets</b> Key Attributes of Real Assets: Accessing Real Assets, Valuation of Real Assets and Smoothed Returns –Types of Real Assets: Raw Land, Farmland, Timber, Infrastructure, Intellectual Property, Commodity Investing, Private Real Estate.	<b>10 Hours</b>
	<b>Unit 3</b> <b>Hedge Funds and Private Equity</b> Hedge Funds: Overview, Rationale for Hedge Fund Investing, Hedge Fund Structures, Hedge Fund Liquidity – Terms of Hedge Fund Investments: Hedge Fund Fees, Hurdle Rates – Hedge Fund Governance – Hedge Fund Strategies.  Private Equity: Meaning, Types, Strategies, Investment Process - Access to Private Equity – Private Equity Fund Fees – Sources of Returns from Private Equity.	<b>14 Hours</b>
<b>Pedagogy:</b>	Lectures/ classroom discussion/ discussion using relevant research papers/ presentation/case study/ group project/ assignment or a combination of some of these. The sessions shall be interactive to enable peer group learning.	
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. Bromma, H., &amp; Bromma, L. M. (2010). <i>How to Make Money in Alternative Investments</i>. The McGraw-Hill Companies, Inc.</li> <li>2. Chambers, D. R., Black, K. H., &amp; Lacey, N. J. (2008). <i>Alternative Investments: A Primer for Investment Professionals</i>. CAIA Association.</li> <li>3. Kazemi, H. B., Black, K. H., &amp; Chambers, D. R. (2016). <i>Alternative Investments – CAIA Level II</i> (Third Edition). John Wiley &amp; Sons, Inc., Hoboken, New Jersey.</li> <li>4. Rice, B. (2013). <i>The Alternative Answer_The Nontraditional Investments That Drive the World's Best-Performing Portfolios</i>. Harper Business.</li> </ol> Veale, S. R. (2013). <i>The investor's guidebook to alternative investments_ the role of alternative investments in portfolio design</i> . Penguin Group US (Prentice Hall).	
<b>Course Outcomes:</b>	Upon completion of this course, the students shall be able to: <b>CO1.</b> Describe distinguishing characteristics of alternative investments. <b>CO2.</b> Design investment strategies using alternative investment avenues of Real Assets, Hedge Funds and Private Equity.	

**Name of the Programme** : MBA (Financial Services)  
**Course Code** : MGF-528  
**Course Title** : Behavioural Finance  
**Number of Credits** : 2  
**Effective from AY** : 2022-23

<b>Pre-requisites for the Course:</b>	<b>NIL</b>	
<b>Course Objectives:</b>	To enable learners to comprehend the significance of behavioural finance, various theories of behaviour and to evaluate investors within the framework of behavioural biases.	
<b>Content:</b>	<b>Unit 1</b> <b>Introduction to Behavioural Finance</b> <i>Behavioural Finance: Evolution, Key themes in Behavioural Finance: Heuristics, Framing, Emotions, Market Impact - Applications of Behavioural Finance: Investors, Corporations, Markets, Regulations - Important contributions in Behavioral Finance Literature - Criticisms of Behavioural Finance.</i>	<b>10 Hours</b>
	<b>Unit 2</b> <b>Foundations of Rational Finance and Theories of Behaviour</b> <i>Rational Finance vs. Behavioural Finance: Expected Utility Theory, Behavioural finance vs. Modern Portfolio Theory. Agency Theory, Influence of Psychology, Theories of Behavior and Individual Decision Making: Prospect theory, Heuristics, Perception, Economic rationality model, Bounded rationality model.</i>	<b>12 Hours</b>
	<b>Unit 3</b> <b>Behavioural Biases</b> <i>Behavioural Biases: Cognitive biases and their significance, Specific biases, Overconfidence, How Overconfidence Affects Investor Decisions, Overconfidence and Risk, Illusion of Knowledge, Illusion of Control, Disposition Effect, Mental Accounting and other behavioural biases.</i>	<b>08 Hours</b>
<b>Pedagogy:</b>	Lectures/ classroom discussion/ discussion using relevant research papers/ presentation/case study/ group project/ assignment or a combination of some of these. The sessions shall be interactive to enable peer group learning.	
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. Ackert, L. and Deaves, R. (2010). <i>Behavioral Finance – Psychology, Decision-Making and Markets</i>. South-Western Cengage Learning, United States.</li> <li>2. Baddeley, M. (2019). <i>Behavioural Economics and Finance</i> (Second Edition). Routledge Taylor and Francis Group.</li> <li>3. Burton, E. and Shah, S. (2013). <i>Behavioral Finance – Understanding the Social, Cognitive and Economic Debates</i>. Wiley, New Jersey.</li> <li>4. Chandra, P. (2016). <i>Behavioural Finance</i>. McGraw Hill Education (India) Private Limited</li> <li>5. Cruciani, C. (2017). <i>Investor Decision – Making and the Role of the Financial Advisor. A Behavioural Finance Approach</i>. PalgraveMacmillan.</li> <li>6. Montier, J. (2007). <i>Behavioural Investing: A Practitioner's Guide to Applying Behavioural Finance</i>. John Willey and Sons, Ltd.</li> <li>7. Montier, J. (2008). <i>Behavioural Finance: Insights into Irrational Minds and Markets</i>. John Willey and Sons, Ltd.</li> </ol> <p>Nofsinger, J. R. (2005). <i>The Psychology of Investing</i> (Second Edition). Pearson Prentice Hall.</p>	

<b>Course Outcomes:</b>	Upon completion of this course, the students will be able to: <b>CO1.</b> Summarize the significance of behavioural finance and various theories of behaviour. <b>CO2.</b> Identify behavioural biases in investor and provide suitable investment advice.
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**Name of the Programme** : MBA (Financial Services)  
**Course Code** : MGF-529  
**Course Title** : Mergers and Acquisitions  
**Number of Credits** : 2  
**Effective from AY** : 2022-23

<b>Pre-requisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	To equip learners with knowledge of M&A process with emphasis on legal aspects, due diligence, post-merger integration and takeover defences.	
<b>Content:</b>	<b>Unit 1</b> <b>: Overview of Mergers and Acquisition</b> Characteristics, Motives Behind Mergers, Theories of Mergers, Value Creation through Mergers, Transactions of M&A, Demerger Acquisitions: Motives, legal aspects of takeover, types of takeover bids, cross border takeover	<b>10 Hours</b>
	<b>Unit 2</b> <b>Due Diligence and Post-Merger Integration</b> <i>Due Diligence</i> – Benefits and costs of due diligence, Identification of target, Evaluating the target based on technical, market, legal, technology, process and strategic aspects. <i>Post-Merger Integration</i> - Process of Merger Integration- Organisational and Human aspects; Managerial challenges of Mergers and Acquisition. Strategic fit and the M and A decision, legal and taxation aspects of mergers and acquisition.	<b>10 Hours</b>
	<b>Unit 3</b> <b>: Defensive Strategies</b> Takeover Defenses- Types and Techniques of Raid; Advance Preventive Measures; Strategies of Takeover bid White Knights- White Square- Crown Jewel-Pacman 's Strategy- Golden Parachute- Poison Pills Strategy – Coercive Offers and Defense-Financial Defensive Measures- Anti takeover Amendments.	<b>10 Hours</b>
<b>Pedagogy:</b>	Interactive Lectures/Discussions/ Presentations/case study/ individual or group projects/ assignments/Class activities.	
<b>References/ Readings:</b>	1. Weston. F, Chung. K, and Hoag, S. (1990). <i>Mergers, Restructuring, and Corporate Control</i> . Prentice-Hall of India Pvt. Ltd., New Delhi. 2. Gaughan, P. (2018). <i>Mergers, Acquisitions and Corporate Restructurings</i> . Wiley India, New Delhi. 3. Narayanan, P. and Vikram, Nanda. (2006). <i>Finance for Strategic Decision Making- What nonfinancial managers Need to Know</i> . Jossey-Bass, Wiley India. 4. Jonathan, R. (2007). <i>Mergers and Acquisitions</i> . Kogan Page. 5. Brown, R. (2004). <i>Applied Mergers and Acquisitions</i> . John Wiley and Sons. Boeh, K. and Beamish, P. (2007). <i>Mergers and Acquisitions: Text and Cases</i> . Sage Publications, New Delhi.	
<b>Course Outcomes:</b>	Upon the completion of this course the learners will be able to: <b>CO1.</b> Summarize theories of M&A. <b>CO2.</b> Demonstrate ability to perform due diligence process in M&A transactions and manage post-merger integration issues. <b>CO3.</b> Suggest suitable defence techniques against hostile takeover	

**Semester III****Name of the Programme : MBA (Financial Services)****Course Code : MGF-600****Course Title : Equity Valuation****Number of Credits : 4****Effective from AY : 2022-23**

<b>Pre-requisites for the Course:</b>	<b>NIL</b>	
<b>Course Objectives:</b>	To develop the skill in learners to analyze and evaluate equity securities using appropriate valuation concept and techniques for varied purposes.	
<b>Content:</b>	<b>Unit 1</b> <b>Introduction to Equity Valuation</b> Concept and types of value, Applications of equity valuation, Valuation process, <i>Reporting valuation results</i> : Content of Research Report, Research Reporting Responsibilities. Selecting equity candidates for analysis and valuation, Major categories of equity valuation models.	<b>15 Hours</b>
	<b>Unit 2</b> <b>Discounted Dividend Models of Valuation</b> <i>Underlying principle of dividend discount models</i> : Single and multiple holding period valuations, Gordon growth model, <i>Multistage dividend discount models</i> : Two-stage, H-Model and Three-stage model, Estimation of growth rates, Estimating expected rate of return for discounting, Using spreadsheet applications for building DDM valuation models.	<b>15 Hours</b>
	<b>Unit 3</b> <b>Free Cash Flow Models of Valuation</b> Concept of free cash flow, Measuring cash flows, <i>Categories of free cash flows</i> : FCFF and FCFE, Present value of free cash flows, Constant growth FCFF and FCFE models, Computing and Forecasting FCFF and FCFE, Single stage and Multi stage free cash flow models.	<b>15 Hours</b>
	<b>Unit 4</b> <b>Market Based and Asset Based Valuation Approaches</b> Market based approach - Price multiples: P/E, P/B. Price to Sales, Price to Cash Flow models – Enterprise value multiples – Asset based approach: Intrinsic value – Case studies in valuation approaches adopted by investment bankers.	<b>15 Hours</b>
<b>Pedagogy:</b>	lectures/ case analysis/assignments/class room discussions/lab based exercises or combination of some of these methods.	
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. Pinto, J., Henry, E., Robinson, T., Stowe, J. (2010). <i>Equity Asset Valuation</i>. Wiley.</li> <li>2. Damodaran, A. (2006). <i>Damodaran on Valuation: Security Analysis for Investment and Corporate Finance</i>, Wiley.</li> <li>3. McMillan, M., Pinto, J., Pirie, W., Venter, G. (2011). <i>Investments: Principles of Portfolio and Equity Analysis</i>. Wiley.</li> <li>4. Veibig Jan, Poddig, T. and Varmaz, A. (2008). <i>Equity Valuation: Models from Leading Investment Bankers</i>. John Wiley and Sons.</li> <li>5. Palepu, K and Healy, P. (2013). <i>Business Analysis and Valuation Using Financial Statements</i>. South-Western Cengage Learning, US.</li> <li>6. Damodaran, A. (2012). <i>Investment Valuation: Tools and Techniques for Determining the Value of Any Asset</i>, Wiley.</li> </ol>	

	<p>7. Kelleher, J. (2010). <i>Equity Valuation for Analysts and Investors: A Unique Stock Valuation Tool for Financial Statement Analysis and Model Building</i>, McGraw Hill.</p> <p>Jain, S. and Narang, K. (2014). <i>Advanced Accountancy: Corporate Accounting</i>. Kalyani Publishers, New Delhi.</p>
<b>Course Outcomes:</b>	<p>Upon completion of the course learners will be able to:</p> <p><b>CO1.</b> Explain the concepts in equity valuation, its application and process.</p> <p><b>CO2.</b> Determine value of a firm's equity using dividend discount models.</p> <p><b>CO3.</b> Estimate equity value of listed companies using free cash flow models, market based and asset-based models.</p> <p><b>CO4.</b> Develop spreadsheets for equity valuation.</p>

**Name of the Programme** : MBA (Financial Services)  
**Course Code** : MGF-601  
**Course Title** : Derivatives Market  
**Number of Credits** : 4  
**Effective from AY** : 2022-23

<b>Pre-requisites for the Course:</b>	<b>NIL</b>	
<b>Course Objectives:</b>	To equip learners with knowledge of derivative products and build skills to apply derivative instrument strategy in management of risk and exploiting profitable trading opportunities.	
<b>Content:</b>	<b>Unit 1</b> <b>Introduction to Financial Derivatives</b> Introduction, Need and Scope, economic benefits of derivatives, Types, Features, Functions, Factors contributing to the growth of derivatives, Exchange traded versus OTC derivatives, traders in derivatives markets, Financial Derivatives Market in India, Regulatory system of Derivative markets in India, trading mechanism of Derivatives on BSE and NSE. Brief overview of currency, interest rate and commodity derivatives.	<b>15 Hours</b>
	<b>Unit 2</b> <b>Financial Futures and Forwards</b> <i>Futures</i> : Evolution, Functions, Trading Mechanism, Specifications of Contracts, Clearing House, Operations of Margins, Settlement Procedures and Types, Pricing of Futures, Cost of Carry and Reverse Cost of Carry, Futures and Forwards, Index Futures, Currency Futures, Interest Rate Futures, Hedging using Futures, Arbitrage and Speculation Opportunities.	<b>15 Hours</b>
	<b>Unit 3</b> <b>Financial Options</b> Types, Pay-offs, Moneyness of Options, Trading mechanism, factors impact the Option Price, <i>Option Pricing Models</i> : Put –Call Parity Model, Binomial Option Pricing Model, Black and Scholes Model. Sensitivities of Option Price, Option trading strategies.	<b>15 Hours</b>
	<b>Unit 4</b> <b>Commodity Derivatives</b> History of Commodity Trading- Derivatives Trading in Commodities- Types of commodities - Commodity Exchanges in India, International Commodity Exchanges, Commodity Future Pricing – Investment assets vs. Consumption assets, Pricing of Futures – Carrying cost, convenience yield, future basis, Payoff for futures. Commodity Future Applications – Futures for the hedger, Futures for the speculator, Futures for the arbitrageur.	<b>15 Hours</b>
<b>Pedagogy:</b>	ICT enabled Classroom teaching/ Case study/ Practical /assignment/Interactive class room discussions	
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. Vohra, N. and Bagri, B. (2017). <i>Futures and Options</i>. Tata McGrawHill, New Delhi.</li> <li>2. Hull, J. (2016) <i>Fundamentals of Futures and Options Market</i>. Pearson Education, New Delhi.</li> <li>3. Chance, D. and Brooks, R. (2013). <i>Introduction to Derivatives and Risk management</i>. Thomson Learning.</li> <li>4. Patwari, D. (2000). <i>Options and Futures in an Indian Perspective</i>. Jaico</li> </ol>	

	<p>Publishers.</p> <p>5. Mahajan, R. (2007). <i>Futures and Options</i>. Vision Books Pvt Ltd, New Delhi.</p> <p>Swain, P. K. (2011). <i>Fundamentals of Derivatives</i>, Himalaya Publishing House, New Delhi.</p>
<b>Course Outcomes:</b>	<p>Upon completion of this course, students will be able to:</p> <p><b>CO1.</b> Explain the features and purpose of using variety of derivatives in capital and commodity markets.</p> <p><b>CO2.</b> Describe the mechanism of derivatives trading and various approaches of pricing of derivative instruments.</p> <p><b>CO3.</b> Demonstrate analytical and problem-solving skills in applying derivative for managing risk and generate profit opportunities.</p> <p><b>CO4.</b> Demonstrate ability to trade in commodity derivative products.</p>

Name of the Programme : MBA (Financial Services)  
 Course Code : MGF-602  
 Course Title : Business Research Methods  
 Number of Credits : 4  
 Effective from AY : 2022-23

<b>Pre-requisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	To enable learners, acquire skills in business research for effective business decision making.	
<b>Content:</b>	<p><b>Unit 1</b>  <b>Introduction to Business Research</b>  <i>Concept of Research:</i> Features, Classification of Research - Types of Research - Research Process – Research Design - Formulation of Research Problem – Literature Review: Need for Literature Review, Purpose of Literature Review, Sources of Literature, Systematic Literature Review using Content Analysis, Meta-Analysis, Bibliometric Analysis - Research Gap - Research Question - Research Objectives.</p> <p><b>Unit 2</b>  <b>Data Collection and Analysis</b>  <i>Data:</i> Types of Data, Data Sources, Measurement scales, Sampling Techniques, Methods of Collecting Data. <i>Data Analysis:</i> Measures used for Organizing &amp; Describing data, Measures used for Analyzing Relationship &amp; Prediction, Measures used for Testing the Data (Hypothesis Testing).</p> <p><b>Unit 3</b>  <b>Research Report Writing</b>  <i>Report Writing:</i> Significance, Steps, Types, Layout, Precautions in writing Research Reports  <i>Research Report Structure:</i> Drafting Preliminary Pages, Executive summary, Abstract writing, Summarizing Literature, Formulating Methodology, Reporting Analysis and Interpreting Results, Tables &amp; Figures Preparation, Inserting Footnotes, Writing Conclusion &amp; Scope for Future Research, Bibliography, Referencing Styles, Annexures, Hands-on sessions on software.</p> <p><b>Unit 4</b>  <b>Research Ethics</b>  <i>Research Misconducts:</i> Fabrication, Falsification, Plagiarism – Consequences of Research Misconducts  – Need for Research Ethics - Ethical issues before the research commences - Ethical issues during the research - Ethical issues when data collection has been completed.</p>	<p><b>15 Hours</b></p> <p><b>25 Hours</b></p> <p><b>10 Hours</b></p> <p><b>10 Hours</b></p>
<b>Pedagogy:</b>	Lectures/ classroom discussion/ discussion using relevant research papers/ presentation/case study/ group project/ assignment or a combination of some of these. The sessions shall be interactive to enable peer group learning.	
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. Chawla, Deepak., &amp; Sondhi, Neena. (2016). <i>Research Methodology: Concepts and Cases</i>. (2/e). Vikas Publishing House Private Ltd.</li> <li>2. Cooper, Donald R., &amp; Schindler, Pamela S. (2006). <i>Business Research Methods</i>. (9/e). Tata McGraw Hill.</li> <li>3. Krishnaswami, O. R., Ranganathan. M., &amp; Harikumar P. N. (2016). <i>Research</i></li> </ol>	

	<p><i>Methodology</i>. (1/e). Himalaya Publishing house.</p> <ol style="list-style-type: none"> <li>4. Gupta, S. C. (2019). <i>Fundamentals of Statistics</i>. (17/e). Himalaya Publishing House.</li> <li>5. Aizel, Amir D., &amp; Sounderpandian, Jayavel. (2019). <i>Complete Business Statistics</i>. (6/e). Tata McGraw Hill.</li> <li>6. Salmani-Nodoushan, M. A., &amp; Alavi, S. M. (2004). <i>APA Style and Research Report Writing</i>. Zabankadeh Publications</li> <li>7. Kothari, C. R., &amp; Garg, G. (2019). <i>Research Methodology: Methods And Techniques</i>. New Age International Publishers</li> <li>8. Wallace, M., &amp; Wray, A. (2006). <i>Critical Reading and Writing for Postgraduates</i>. Sage Publications Ltd.</li> <li>9. Oliver, P. (2010). <i>The Student's Guide to Research Ethics</i>. Open University Press.</li> <li>10. Wiles, R. (2013). <i>What are Qualitative Research Ethics?</i> Bloomsbury Publishing</li> </ol> <p>Israel, M. &amp; Hay, I. (2006). <i>Research Ethics for Social Scientists</i>. Sage Publications</p>
<b>Course Outcomes:</b>	<p>Upon completion of this course, the students will be able to:</p> <p><b>CO1.</b> Formulate business research problem.</p> <p><b>CO2.</b> Identify appropriate sources of data</p> <p><b>CO3.</b> Perform data analysis with application of appropriate statistical methods.</p> <p><b>CO4.</b> Prepare effective research reports.</p>

**Name of the Programme** : MBA (Financial Services)  
**Course Code** : MGF-603  
**Course Title** : Business Analytics  
**Number of Credits** : 4  
**Effective from AY** : 2022-23

<b>Pre-requisites for the Course:</b>	<b>NIL</b>	
<b>Course Objectives:</b>	To familiarize the learners about the domain of business analytics and equip them with skills in descriptive, predictive and prescriptive analytics.	
<b>Content:</b>	<b>Unit 1</b> <b>: Introduction to Business Analytics</b> Meaning and significance of business analytics, Applications of business analytics, <i>Types of business analytics</i> : Descriptive analytics, Predictive analytics, Prescriptive analytics. Building analytics capability, Business analytics process, Role of business analytics in strategy. Deployment of business analytics model, Requirements for effective implementation of business analytics models, Big data analytics, Challenges in data driven decision making, Application software in business analytics.	<b>15 Hours</b>
	<b>Unit 2</b> <b>Descriptive Analytics</b> <i>Introduction to descriptive analytics</i> : Structured and unstructured data, Descriptive statistics. Data visualization: Univariate visualization, Bivariate visualization, Multivariate visualization. <i>Graphical exploratory data analysis</i> (Example: Box-plots, heatmap, Histograms, Scatterplots) <i>Building business intelligence dashboard</i> : Mapping, Interactive data charts, Association rules, Sequence rules, Segmentation rules: Cluster analysis (K-means and Hierarchical clustering), Social media analytics	<b>15 Hours</b>
	<b>Unit 3</b> <b>Predictive Analytics</b> <i>Regression models</i> : Introduction to classical linear regression model, Assumptions of CLRM, Specification and estimation of bivariate and multiple regression models, Statistical inference and hypothesis testing, Properties of least square estimators (BLUE), Model diagnostics, Model misspecification errors, Violation of regression assumptions. <i>Decision Tree</i> : Introduction, Chi-Square Automatic Interaction Detection (CHAID) tree development, Classification and Regression Tree (CART), Random Forest, Machine learning applications in decision tree analysis. <i>Other techniques</i> : Discriminant analysis, Artificial Neural Network.	<b>20 Hours</b>
	<b>Unit 4</b> <b>Prescriptive Analytics</b> <i>Introduction to prescriptive analysis</i> : Linear programming (LP) model building, Sensitivity analysis in LP, Graphical solution to LP, Portfolio optimization techniques.	<b>10 Hours</b>
<b>Pedagogy:</b>	Lectures/ case analysis/assignments/class room interaction/lab based exercises.	
<b>References/</b>	1. Laursen, G. and Thorlund, J. (2010). <i>Business Analytics for Managers</i> .	



<b>Readings:</b>	<p>Wiley.</p> <ol style="list-style-type: none"> <li>2. Kumar, U. (2017). <i>Business Analytics: The Science of data-Driven Decision Making</i>. Wiley.</li> <li>3. Rao, P. (2013). <i>Business Analytics: An Application Focus</i>. PHI Learning, Delhi.</li> <li>4. Abbott, D. (2014). <i>Applied Predictive Analytics</i>, Wiley.</li> <li>5. Winston, W. (2016). <i>Microsoft Excel Data Analysis and Business Modeling</i>, Pearson.</li> <li>6. Tatsat, H., Puri, S., Lookabaugh, B. (2020). <i>Machine Learning and Data Science Blueprints for Finance</i>, O'Reilly Media Inc., Boston, USA.</li> <li>7. Mitchell, T. (2017). <i>Machine Learning</i>, McGraw Hill.</li> <li>8. Kang, M. and Choi, E. (2021). <i>Machine Learning: Concepts, Tools and Data Visualization</i>, World Scientific.</li> <li>9. Gujarati, D. (2004). <i>Basic Econometrics</i>, McGraw Hill, New Delhi.</li> </ol> <p>Wooldridge (2006). <i>Introductory Econometrics</i>, Thomson-South Western, Singapore. <i>Latest edition</i>.</p>
<b>Course Outcomes:</b>	<p>Upon completion of the course learners will be able to:</p> <p><b>CO1.</b> Explain the concepts in business analytics, its process and strategic significance.</p> <p><b>CO2.</b> Perform descriptive analytics with data visualization, cluster analysis, and social media analytics.</p> <p><b>CO3.</b> Apply techniques of regression models, decision trees, Discriminant analysis, and Artificial Neural Network in developing predictive models.</p> <p><b>CO4.</b> Determine optimal solutions for given business resource problem with application of linear programming.</p>

**Name of the Programme** : MBA (Financial Services)  
**Course Code** : MGF-621  
**Course Title** : Macroeconomics  
**Number of Credits** : 4  
**Effective from AY** : 2022-23

<b>Pre-requisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	To enable the learners to understand the dynamics of macroeconomics and its linkage with financial markets.	
<b>Content:</b>	<b>Unit 1</b> <b>Introduction to Macroeconomics</b> <i>Economics:</i> Introduction, Microeconomics and Macroeconomics, Significance of Macroeconomics for the financial sector, Concept of 'equilibrium' in economics, Changing composition of India's economic environment and latest trends.	<b>10 Hours</b>
	<b>Unit 2</b> <b>Macroeconomic Indicators</b> <i>Macroeconomic Indicators:</i> Inflation, Measurement of Inflation, Impact of Inflation on Macroeconomic Variables, Controlling Inflation - Interest Rates: Factors affecting the level of Interest Rate, Impact of Interest Rates, Real Interest Rate – Exchange Rate - National Income Accounting – Balance of Payment – Imports and Exports - Unemployment - Saving and Investment in India – Impact of Macroeconomic Indicators on Financial Markets.	<b>20 Hours</b>
	<b>Unit 3</b> <b>Role of Government and Fiscal Policy</b> <i>Government and Fiscal Policy:</i> Role of the Government in an Economy, Government Expenditure and Revenue: Understanding the Government accounts, Deficit Indicators, Financing of the deficit by the Government, Fiscal Deficit and Sustainability of Internal Debt, Fiscal policies and their impact on the Financial Markets – <i>Union Budget:</i> Meaning, Relevance of Union Budget in Indian economy, Impact of Union Budget on Financial Markets.	<b>15 Hours</b>
	<b>Unit 4</b> <b>Money and Monetary Policy</b> <i>Money and Monetary Policy:</i> Role of Money, Components of Money in India, Demand for Money, Supply of Money, Different roles of RBI in India, Role of Commercial Banks in Money Supply, Other Instruments of Money Supply, Market Stabilization Scheme, Foreign Exchange Intervention, Taper Tantrum, Use of Monetary policy.	<b>15 Hours</b>
<b>Pedagogy:</b>	Lectures/ classroom discussion/ discussion using relevant research papers/ presentation/case study/ group project/ assignment or a combination of some of these. The sessions shall be interactive to enable peer group learning.	
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. Dwivedi, D. N. (2010). <i>Macroeconomics - Theory and Policy</i>. McGraw Hill Education.</li> <li>2. Iyengar, M. (2011). <i>Money Matters: Macro Economics and Financial Market</i>. Sage Publication Pvt. Ltd., India.</li> <li>3. Rangarajan, C., &amp; Dholakia, B.H. (2001). <i>Principles of Macroeconomics</i>. McGraw Hill Education.</li> <li>4. Ahuja, H. L. (2016). <i>Principles of Microeconomics</i>. S Chand Publishing</li> </ol>	

	NCFM Macroeconomics for Financial Markets Module, NSE. (2022).
<b>Course Outcomes:</b>	<p>Upon completion of this course, the students will able to:</p> <p><b>CO1:</b> Explain the significance of macroeconomics in financial markets.</p> <p><b>CO2:</b> Evaluate the impact of various macroeconomic indicators on financial markets.</p> <p><b>CO3:</b> Evaluate the impact of fiscal policies on financial markets.</p> <p><b>CO4:</b> Evaluate the impact of monetary policies on financial markets.</p>

**Name of the Programme** : MBA (Financial Services)  
**Course Code** : MGF-622  
**Course Title** : Organizational Behaviour  
**Number of Credits** : 4  
**Effective from AY** : 2022-23

<b>Pre-requisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	To enable learners to analyze various dimensions of organizational design to create an environment of cohesive and coherent behaviour for organisational development.	
<b>Content:</b>	<b>Unit 1</b> <b>Introduction and Individual Behaviour</b> <i>Organisational Behaviour (OB):</i> Challenges and Opportunities for OB, Models and Approaches of OB, OB and Emotional Intelligence. <i>Individual Behaviour:</i> Personality, Learning, Misbehaviour, Emotions, Attitudes, Perceptions, Motivation.	<b>12 Hours</b>
	<b>Unit 2</b> <b>Organizational Design and Culture</b> <i>Organisation Structure and Design:</i> Emerging Trends in Corporate Structure, Impact of Technology on Organisational design, <i>Organizational Culture:</i> Creating and Sustaining Culture, <i>Power and Organisational Politics:</i> Sources of Power, Organisational Politics, Influence and Political Power.	<b>18 Hours</b>
	<b>Unit 3</b> <b>Group dynamics and Change Management</b> <i>Groups:</i> Stages of Group Development, Group Decision Making Techniques and Process, <i>Teams:</i> Teambuilding, Team development <i>Change Management:</i> Forces for Change, Resistance to Change, Approaches to Manage Organisational Change.	<b>15 Hours</b>
	<b>Unit 4</b> <b>Dynamics of Organisation Behaviour</b> <i>Stress:</i> Work Stressors, Prevention and Management of stress, Balancing work and Life. <i>Organizational development, Organizational effectiveness</i> <i>Conflict Management:</i> Conflict and Competition, Functional and Dysfunctional Conflict, Effects of Conflict, Resolution of conflict.	<b>15 Hours</b>
<b>Pedagogy:</b>	Case discussion, participative learning, discussions, role play, experiential learning through practical case handling, assignment, conceptual and contextual learning, presentations.	
<b>References/ Readings:</b>	1. Aswathappa K. (2016). <i>Organisational Behaviour</i> . Himalaya Publishing House, New Delhi. 2. Luthans, F. (2010). <i>Organizational Behavior</i> . McGraw Hill Publishing Company, New York. 3. Burton, G. and Thakur, M. (1998). <i>Management Today-Principles &amp; Practice</i> . Tata McGraw Hill Public Company Ltd., New Delhi. 4. Newstrom. J. (2001). <i>Organisational Behaviour</i> . Tata McGraw- Hill Publishing Company Ltd. Steven L McShane, Mary Glinow and Himanshu Rai (2022). <i>Organizational Behavior</i> . McGraw Hill.	
<b>Course Outcomes:</b>	Upon completion of this course students will be able to: <b>CO1.</b> Implement decisions based on design structures and organizational culture. <b>CO2.</b> Develop an understanding of variables that need to be considered for	

	<p>efficient organisational development.</p> <p><b>CO3.</b> Examine organizational designs in the context of organizational mission.</p> <p><b>CO4.</b> Devise strategies required for organizational change.</p>
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**Name of the Programme** : MBA (Financial Services)  
**Course Code** : MGF-623  
**Course Title** : Entrepreneurship  
**Number of Credits** : 4  
**Effective from AY** : 2022-23

<b>Pre-requisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	To provide knowledge of the fundamentals of entrepreneurship and prepare students to recognize entrepreneurial opportunities, plan finances and fulfil regulatory requirements for specific ventures in financial services industry.	
<b>Content:</b>	<b>Unit 1</b> <b>Fundamentals of Entrepreneurship</b> Origin, growth, and development of entrepreneurship, The entrepreneurial and intrapreneurial mind, Entrepreneur, entrepreneurship, and enterprise, Entrepreneurial development training, Process of Development and Growth (Imitation, Innovation, and Invention), Creativity, Agents of Growth (Entrepreneur, Intrapreneur, Government), Birth of an Enterprise (Growth agents, process, outcome)	<b>15 Hours</b>
	<b>Unit 2</b> <b>Feasibility Analysis and Business Plan</b> <i>Feasibility Analysis:</i> Product/service feasibility, Market feasibility, Organizational feasibility, Financial feasibility. <i>Business Plan:</i> Meaning and importance, Business Plan for an existing venture vs new venture, Business Valuation Approaches, Components of Business Plan, Do's and Don'ts of Business Plan. Process of preparing successful business plan.	<b>15 Hours</b>
	<b>Unit 3</b> <b>Financing a Plan</b> <i>Financing a Plan:</i> Sources of Development Finance, Role of Financial Institutions and Consultancy Firms, Evolution of Venture Capital, Growth Agents Vs Venture Capital Vs Economic Development, Economic Impact of Venture Capital, Global Venture Capital Scenario, Role of Venture Capital Associations Managing a venture. Crowdfunding, Angel investors and government assistance schemes as source of raising finance. Managing at different Life Cycle Stages: Strategies available (concentration, stability, growth, retrenchment, and consolidation), Preparing for the New Venture Launch, Early Management Decisions, Growth of the New Venture, New Venture Expansion, Going Public, Ending the Venture.	<b>15 Hours</b>
	<b>Unit 4</b> <b>Registration Procedures and Requirements</b> Who is a Registered Investment Advisor, Regulations of SEBI (Investment Advisers), Regulations, 2013, Procedure for registration, Qualification and certification requirement, General Obligations and Responsibilities, Capital Adequacy Requirements, Disclosures to clients, Maintenance of Records, Procedure for action in Case of default? <i>Portfolio Managers:</i> Registration procedure, Capital adequacy requirement, Conditions of registration, Eligibility criteria and Fees, Obligation and Responsibilities, Services offered Brokers and Sub-Brokers: Registration of the Stock Brokers, Eligibility criteria,	<b>15 Hours</b>

	Registration of the Sub- Brokers, Deposits and Network requirements, fees and Charges, Documents to be submitted, different services offered by the Brokers.	
<b>Pedagogy:</b>	Lectures/ Case study/ Assignment/ Interactive class room discussions	
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. Timmons, Jeffry A. (2015). <i>New Venture Creation: Entrepreneurship for the 21st Century</i>. Irwin McGraw-Hill.</li> <li>2. Hisrich, R. and Peters, M. (2016). <i>Entrepreneurship</i>. Tata McGrawHill.</li> <li>3. Gupta, C. and Srinivasan, N (2017). <i>Entrepreneurship Development in India</i>. Sultan Chand and Sons.</li> <li>4. Bhargava, S. (2008). <i>Entrepreneurial Management</i>. Sage.</li> <li>5. Kimball, D. and Lussier, R. (2020). <i>Entrepreneurship Skills for New Ventures</i>. Routledge.</li> </ol> <p><b>Reference Websites:</b>  <a href="http://www.sebi.gov.in">www.sebi.gov.in</a></p>	
<b>Course Outcomes:</b>	<p>Upon completion of the course the students will be able to:</p> <p><b>CO1.</b> Analyse business environment to identify business opportunities.</p> <p><b>CO2.</b> Undertake feasibility study and prepare business plan.</p> <p><b>CO3.</b> Recognize regulatory requirements for specific ventures in financial services domain.</p> <p><b>CO4.</b> Prepare financial plan suitable for given entrepreneurial venture</p>	

**Name of the Programme** : MBA (Financial Services)  
**Course Code** : MGF-624  
**Course Title** : Digital Marketing  
**Number of Credits** : 4  
**Effective from AY** : 2022-23

<b>Pre-requisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	To enable learners, recognize significance of digital marketing and develop skills in varied components of digital marketing.	
<b>Content:</b>	<b>Unit 1</b> <b>Introduction to Digital Marketing</b> Significance of digital marketing, traditional marketing v/s digital marketing, Process of digital marketing, recent trends in digital marketing.	<b>12 Hours</b>
	<b>Unit 2</b> <b>Website creation and Search Engine Optimization(SEO)</b> Website planning, creation, and development, SEO, keyword planner tools, On-page SEO techniques, and Off-page SEO techniques.	<b>15 Hours</b>
	<b>Unit 3</b> <b>Content Marketing and Web analytics</b> <i>Content Marketing:</i> Concepts & Strategies; Planning, Creating, Distributing & Promoting Content. <i>Google Web analytics:</i> Introduction and Significance, Google Analytics Interface and Setup, Understanding Goals and Conversions.	<b>15 Hours</b>
	<b>Unit 4</b> <b>Email Marketing and Social Media Marketing</b> <i>Email marketing:</i> Introduction and significance, designing email marketing campaigns, Email marketing strategy, and monitoring. Pay-per-click advertising. <i>Social media marketing:</i> Facebook marketing, designing Facebook advertising campaigns, Basics of Twitter marketing and LinkedIn marketing, designing Twitter advertising campaigns, and YouTube advertising. Developing an integrated digital marketing strategy,	<b>18 Hours</b>
<b>Pedagogy:</b>	Lectures/ Class room Discussions/Assignments/Seminar/Presentations/ICT enabled teaching methods/Flip Classroom/discussions and case studies.	
<b>References/ Readings:</b>	1. Charlesworth, A. (2018). <i>Digital Marketing-A Practical Approach</i> . Routledge. 2. Dodson, I. (2016). <i>The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns</i> . Wiley. 3. Deiss, R. and Henneberry, R. (2020). <i>Digital Marketing for Dummies</i> . For Dummies. 4. Chaffey, Dave, Smith, P R. (2017). <i>Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing</i> . Routledge. Prasad, R. (2002). <i>Digital Marketing: Approaches and Applications</i> , ICFAI Press.	
<b>Course Outcomes:</b>	After completion of this course, the students will be able to <b>CO1</b> . Review the key trends in the digital marketing industry. <b>CO2</b> . Plan creative websites and leverage digital marketing tools. <b>CO3</b> . Develop digital content and prepare plan for its promotion. <b>CO4</b> . Develop email and social media marketing strategies.	



**Name of the Programme** : MBA (Financial Services)  
**Course Code** : MGF-625  
**Course Title** : Fintech  
**Number of Credits** : 4  
**Effective from AY** : 2022-23

<b>Pre-requisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	To expose the learners to the core areas of fintech and its applications in the BFSI sector and enable them assess organizational operations within the framework of cyber security.	
<b>Content:</b>	<b>Unit 1</b> <b>Fintech in Lending and Wealth Management</b> <i>Changing ecosystem of the financial services industry, the evolution of Fintech.</i> <i>FinTech in the Lending Industry:</i> Formal Lending, Informal Lending, FinTech Disrupting the Lending Business. <i>FinTech in a Wealth Management Industry:</i> Financial Advice, Automated Investing, Socially Responsible Investing.	<b>15 Hours</b>
	<b>Unit 2</b> <b>Fintech in Banking and Payment Industry</b> <i>IT in Banking:</i> Digital Transformation of Indian Banks, Card-based payments, use of RTGS/NEFT, E- banking (Mobile banking, Internet banking), neobanks. Smart bank strategies: Electronic Fund Management, ATMs, Internet Banking, UPI payment, SWIFT and Bank Identification Code. <i>FinTech in the Payments Industry:</i> Multichannel Digital Wallets and POS systems, digital payments, recent development in Payment and settlement system in India.	<b>15 Hours</b>
	<b>Unit 3</b> <b>Fundamentals of Cryptocurrencies</b> Introduction to cryptocurrencies, traditional currencies v/s cryptocurrencies, cryptocurrencies terminology, blockchain technology, Cryptocurrency ecosystem, Initial coin offerings (ICO), types of cryptocurrencies, digital crypto wallets, Non-fungible tokens (NFT), cryptocurrency in India, Regulation of Cryptocurrency.	<b>20 Hours</b>
	<b>Unit 4</b> <b>Cyber Security and Cyber laws</b> Introduction to cyberspace, Cybercrime, need for cyber security, securing web-browser, secured password. Cyber security initiatives in India, security of financial transactions, emerging cyber security threats, Cyber law.	<b>10 Hours</b>
<b>Pedagogy:</b>	Interactive Lectures/Discussions/ presentations/case study/ individual or group projects/ assignments/Class activities or a combination of some of these. The sessions shall be interactive to enable peer group learning.	
<b>References/ Readings:</b>	1. Mukund, S. (2015). <i>Banking and Financial Services</i> . Himalaya Publications. 2. Arjunwadkar P. (2018). <i>Fintech, the Technology Driving Disruptions in the Financial Services Industry</i> , CRC Press, Taylor and Francis Group. 3. Gupta P. and Tham T. M. (2018). <i>Fintech the new DNA of Financial Services</i> . Walter de Gruyter Press.	

	<p>4. Arslanian H. and Fischer F. (2019). <i>The Future of Finance, the impact of Fintech, AI and Crypto on Financial Services</i>, Palgrave Macmillan.</p> <p>5. Vinay Divra (2019). <i>Fintech: Redefining Finance with Technology</i>. Notion Press.</p> <p><b>Reference websites:</b> <a href="http://www.coinmarketcap.com">www.coinmarketcap.com</a> <a href="http://www.blockchain.com">www.blockchain.com</a>  <a href="http://www.meity.gov.in">www.meity.gov.in</a></p>
<b>Course Outcomes:</b>	<p>Upon the completion of this course the learners will be able to:</p> <ul style="list-style-type: none"> <li><b>CO1.</b> Summarize the fintech disruptions in the Financial Services Industry.</li> <li><b>CO2.</b> Explore the applications of fintech in Banking and payment Industry.</li> <li><b>CO3.</b> Identify organizational applications of blockchain technology and cryptocurrency.</li> <li><b>CO4.</b> Assess organizational processes from the perspective of cyber security.</li> </ul>

**Semester IV****Name of the Programme : MBA (Financial Services)****Course Code : MGF-604****Course Title : Financial Planning and Wealth Management****Number of Credits : 4****Effective from AY : 2022-23**

<b>Pre-requisites for the Course:</b>	<b>NIL</b>	
<b>Course Objectives:</b>	To develop an understanding of the financial planning process and wealth management and build skills in risk analysis, insurance planning, retirement planning, and tax planning of an individual.	
<b>Content:</b>	<b>Unit 1</b> <b>Introduction to Personal Financial Planning and wealth management</b> Concept of Financial Planning, Financial planning process, Role of a financial planner. Wealth management and the economy.	<b>10 Hours</b>
	<b>Unit 2</b> <b>: Risk analysis and Insurance Planning</b> Investment evaluation framework, Theory of risk transfer: risk evaluation, risk management strategy, risk profiling and asset allocation, risk management through insurance, life insurance planning for the individual, health insurance plan selection.	<b>15 Hours</b>
	<b>Unit 3</b> <b>Cash management and Retirement Planning</b> Net worth and cash management planning, systematic savings planning, credit, and debt planning. Retirement planning: Retirement income needs analysis, various savings plans, and their distribution, taxplanning for retirement, retirement income, and strategies for retirement planning.	<b>15 Hours</b>
	<b>Unit 4</b> <b>Personal Tax Planning</b> Basic income tax structure, Elements of taxation, taxation of investment products, tax planning, types of tax planning in India, the concept of Tax evasion, and Tax avoidance. Personal Tax planning: computation of Gross total income, net taxable income, and tax liability for individuals, Old and new tax regimes for computation of tax liability of individuals. Filing of returns and Assessment, Allowances available for the respective FY, Tax saving deductions, Tax saving u/s 80C, Best tax savings investments, and its comparison with cases. Tax deducted at Source (TDS), advance tax.	<b>20 Hours</b>
<b>Pedagogy:</b>	Interactive Lectures/Discussions/ presentations/case study/ individual or group projects/ assignments/Class activities or a combination of some of these. The sessions shall be interactive to enable peer group learning.	
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. Mittra S., Rai S., Sahu A., Starn H. (2020). <i>Financial Planning : Theory and Practice</i>. Sage Publication.</li> <li>2. Murali S., Subbakrishna K. R. (2018). <i>Personal Financial Planning</i>. Himalaya Publishing House.</li> <li>3. Mehrotra, H. C. (2020). <i>Income Tax including Tax Planning and Management</i>. Sahitya Bhawan Publications, Agra.</li> <li>4. Joydeep S. (2020). <i>Financial Planning &amp; Wealth Management: Concepts and</i></li> </ol>	

	<p><i>Practice</i>. Shroff Publishers.</p> <p>Sundar S. (2012). <i>Wealth Engine: Indian Financial Planning and Wealth Management Handbook</i>. Vision Books.</p>
<b>Course Outcomes:</b>	<p>Upon the completion of this course the learners will be able to:</p> <p><b>CO1.</b> Explain the concept and process of personal financial planning and wealth management.</p> <p><b>CO2.</b> Assess individual risk profile and identify appropriate asset allocation including insurance needs.</p> <p><b>CO3.</b> Design suitable retirement plans for individuals.</p> <p><b>CO4.</b> Perform computations for determining individual tax liability and recommend measures for tax planning.</p>

**Name of the Programme** : MBA (Financial Services)  
**Course Code** : MGF-605  
**Course Title** : Financial Econometrics  
**Number of Credits** : 4  
**Effective from AY** : 2022-23

<b>Pre-requisites for the Course:</b>	<b>MGF-503 or MGF-504</b>	
<b>Course Objectives:</b>	To familiarize learners with advanced regression models for cross-section data and equip them with knowledge and skills in application of time series and panel data modelling for forecasting and analysis.	
<b>Content:</b>	<b>Unit 1</b> <b>: Introduction to Financial Econometrics and Advanced Regression Models</b> <i>Financial econometrics</i> : Meaning, nature, process and applications of financial econometrics, Regression models with dummy variables, Applications of Dummy Variables in Seasonal Analysis, and Structural breakpoint analysis, Linear probability model, Binary and Multinomial Logit models, Probit Model, Tobit model.	<b>15 Hours</b>
	<b>Unit 2</b> <b>Time Series Econometrics – I</b> <i>Stochastic process - Stationarity in time series</i> : Concept, Significance, Tests of stationarity in time series, ACF and PACF functions, Unit root tests, Econometric modelling and forecasting using time series data, AR, MA, ARMA and ARIMA modelling, Diagnostics and forecasting using ARIMA – Evaluating forecast accuracy, Forecasting using Markov regime switching models.	<b>15 Hours</b>
	<b>Unit 3</b> <b>Time Series Econometrics – II</b> Modelling short run and long run relationships between time series, Vector Autoregression models (VAR), Granger causality, Cointegration and error correction models, ARDL model, <i>Volatility models</i> : ARCH/GARCH models, DCC GARCH and GARCH-BEKK models, Kalman filter.	<b>15 Hours</b>
	<b>Unit 4</b> <b>Panel Data Econometrics</b> Panel data structure – Pooled OLS Regression – Fixed Effects model – Random effects model – Properties of Various Estimators - Fixed Effects versus Random effects model – Wald test - Breuch and Pagan Lagrange Multiplier Test – Hausman Test – Non-Stationary Panel - Panel unit root and cointegration tests – Dynamic panels and instrument variables.	<b>15 Hours</b>
<b>Pedagogy:</b>	Lectures/ case analysis/assignments/class room interaction/lab sessions using software E-views and Gretl applications.	
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>Greene, W. (2004). <i>Econometric Analysis</i>. Prentice Hall, New York.</li> <li>Gujarati, D. (2004). <i>Basic Econometrics</i>. McGraw Hill, New Delhi.</li> <li>P., Kerry. (2000). <i>An Introduction to Applied Econometric: Time Series Approach</i>. Palgrave Macmillan, New York.</li> <li>Ramu, R. (2002). <i>Introductory Econometrics with Applications</i>. Thomson South Western, Singapore.</li> </ol> Wooldridge (2006). <i>Introductory Econometrics</i> . Thomson-South Western, Singapore.	

<b>Course Outcomes:</b>	<p>Upon completion of the course learners will be able to:</p> <p><b>CO1.</b> Apply probability-based models including LPM, logit, probit and Tobit models to financial data.</p> <p><b>CO2.</b> Perform forecasting by developing ARIMA, Markov Regime switching models and VAR Models and examining long-run relationship between financial variables using Johansen's cointegration and ARDL models.</p> <p><b>CO3.</b> Forecast financial market volatility using advanced GARCH volatility models and Kalman filter.</p> <p><b>CO4.</b> Demonstrate ability to develop useful panel data models with appropriate diagnostic procedures.</p>
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