



GUJARAT TECHNOLOGICAL UNIVERSITY
Syllabus for Integrated Master of Business Administration, 9th Semester
Subject Class: Functional_ Elective
Subject Name: Marketing of Financial Services
Subject Code: 2597163

With effective
from academic
year 2020-21

1. Learning Outcomes:

- The content of this course is designed to provide basic understanding of the management of Indian financial systems, objective is
 - To familiarize the students with Indian financial systems.
 - To equip the students with the theoretical and practical knowledge of different financial services of banks, insurance, merchant banking etc.
 - To develop the skills to run and manage different financial services as a manager/ entrepreneur.

2. Course Duration: The course duration is of **40 sessions of 60 minutes each.**

3. Course Contents:

Module No:	Contents	No. of Sessions	70 Marks (External Evaluation)
I	Introduction to Financial Services: Meaning, Characteristics, Distinctiveness And Classification of Financial Services. Categories of financial products: Insurance products, Banking products, Stocks, Pension plans, postal service products, other savings products	10	18
II	Mutual Fund: Concept, Types, Structure of Mutual Fund, Mutual Fund Schemes, Calculation of NAV, SIP, SWP. Financial Services: Concept, Nature and Scope of Financial Services – Regulatory Frame Work of Financial Services – Growth of Financial Services in India – Merchant Banking: Meaning, Types, Responsibilities of Merchant Bankers, Role of Merchant Bankers in Issue Management – Regulation of Merchant Banking in India.	10	18
III	NBFC: Introduction, RBI act framework-asset-liability management system Housing Finance: Introductions, housing finance system, Mortgage-based securitization, Guidelines for extending equity support to housing finance companies. Stock Broking: Introduction, bodies Regulating Stock Broking Firms-Functions of Stock Broking Firms	10	17
IV	The financial services marketing environment: The distinctive aspects of services marketing; micro and macro environmental forces; new developments and trends. Marketing strategy: Planning, organizing and implementing marketing	10	17



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Integrated Master of Business Administration, 9th Semester

Subject Class: Functional_ Elective

Subject Name: Marketing of Financial Services

Subject Code: 2597163

With effective
from academic
year 2020-21

	operations; marketing as a management function, Market Research: Establishing a marketing information system; the marketing research process, Market segmentation: Target marketing; market segmentation, targeting and positioning the financial services organization in the marketplace		
V	Practical: 1. To prepare a report on the penetration digital financial services 2. Understanding of various scams in Financial Markets 3. Learning from movies (e.g.: GAFLA, The Wall Street, Fall of Lehman Brothers etc.) 4. Any real life case related to Indian Financial System	---	(30 marks CEC)

4. Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive class room discussions

5. Evaluation:

Students shall be evaluated on the following components:

A	Internal Evaluation	(Internal Assessment- 50 Marks)
	<input type="checkbox"/> Continuous Evaluation Component	30 marks
	<input type="checkbox"/> Class Presence & Participation	10 marks
	<input type="checkbox"/> Quiz	10 marks
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

6. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	M Y Khan	Financial Services	McGraw Hill	Latest Edition
2	Bharti Pathak	Indian Financial System	Pearson	Latest Edition
3	K Sasidharan, Alex K Mathews	Financial Services & System	McGraw Hill	Latest Edition
4	V.A.Avadhani,	Indian Financial Systems	Himalayas Publishers	Latest Edition



GUJARAT TECHNOLOGICAL UNIVERSITY
Syllabus for Integrated Master of Business Administration, 9th Semester
Subject Class: Functional_ Elective
Subject Name: Marketing of Financial Services
Subject Code: 2597163

**With effective
from academic
year 2020-21**

5	E. Gordon & K. Natarajan	Marketing of Financial Services	Himalaya Publication	Latest Edition
6	L M Bhole, JitendraMahakud	Financial Institution and Markets	McGraw Hill	Latest Edition
7	Sujatra Bhattacharyya	Indian Financial System	Oxford	Latest Edition

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

7. List of Journals/Periodicals/Magazines/Newspapers / Web resources, etc.

1. Journal of Financial Services Research
2. Chartered Financial Analyst
3. Economic Times
4. Business Standard
5. Financial Express
6. Harvard Business Review