

# GUJARAT TECHNOLOGICAL UNIVERSITY

## Integrated Master of Business Administration

**Year – 4 (Semester –7) (W.E.F. Academic Year 2017-18)**

**Specialization: Financial Management**

**Subject Name: Financial Markets and Services (FMS)**

**Subject Code: 2577122**

### 1. Learning Outcomes:

| Learning Outcome Component  | Learning Outcome  |
|---|---|
| Business Environment and Domain Knowledge (BEDK)                                      | <ul style="list-style-type: none"> <li>• Demonstrate an awareness of the current structure and regulation of the Indian financial services sector.</li> </ul>   |
| Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI) | <ul style="list-style-type: none"> <li>• Develop insights regarding concept and mechanism of various financial markets and services.</li> <li>• Evaluate and create strategies to promote financial products and services.</li> </ul>   |
| Global Exposure and Cross-Cultural Understanding (GECCU)                              | <ul style="list-style-type: none"> <li>• Understand the international financial instruments and services and the mechanics and conventions of global financial markets.</li> </ul>  |
| Social Responsiveness and Ethics (SRE)  | <ul style="list-style-type: none"> <li>• Aims to help students understand and practice the highest standards of ethical behavior associated with the profession of management of financial markets and services.</li> <li>• Identify conflicts of interest between market participants and between principal and agents.</li> </ul> |
| Effective Communication (EC)  | <ul style="list-style-type: none"> <li>• Develop the ability to discuss and write about the financial instruments and their role in financial planning.</li> </ul>  |
| Leadership and Teamwork (LT)  | <ul style="list-style-type: none"> <li>• Develop skills to evaluate an individual's assets, needs and prepare plans for efficient wealth management.</li> </ul>   |

**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) |
|------------|---|-----------------|--------------------------------|
| <b>I</b>   | <b>Introduction to Financial Services:</b><br>Meaning, Characteristics, Distinctiveness and | 10              | 18                             |

|     |   |     |                   |
|-----|---|-----|-------------------|
|     | <p>Classification of Financial Services.</p> <p><b>Introduction to Indian Financial System</b></p> <p>Formal and Informal Sectors, Components of Formal Financial System including Financial Markets, Financial Institutions, Financial Services and Financial Instruments.</p> <p>Financial Inclusion and Exclusion</p> <p><b>Types of Financial Markets</b></p> <p><i>Money Market</i> and Instruments, <i>Capital Market</i>: Primary and Secondary Market, Overview of Foreign Exchange Market</p> <p><b>Regulation of Financial System:</b></p> <p>Role of RBI, SEBI, IRDA</p> |     |                   |
| II  | <p>Factoring and Forfaiting, Housing finance, Merchant Banking and Issue Management, Stock Broking, Credit Rating, Custodial and Depository Service, Leasing and Hire Purchase</p>  | 10  | 18                |
| III | <p><b>Banking: Introduction to Banking Structure</b></p> <p><b>NBFCs:</b> Types and Overview of regulations for NBFCs in India</p> <p><b>Specialized Financial Services</b> – Microfinance, Venture Capital, Private Placement, Private Equity, Securitization &amp; Asset Reconstruction Company.</p> <p>Overview of Credit Information Reporting.</p>   | 10  | 17                |
| IV  | <p><b>Mutual Fund:</b> Concept, Types, Structure of Mutual Fund, Mutual Fund Schemes, Calculation of NAV, SIP, SWP.</p> <p><b>Crowdfunding:</b> Concept of crowdfunding, types of crowdfunding platforms, crowdfunding in India.</p> <p>Basics of Crypto currency</p>   | 10  | 17                |
| V   | <p><b>Practical:</b></p> <ol style="list-style-type: none"> <li>To prepare a report on the penetration digital financial services (online banking, virtual wallets and crowdfunding) in different countries of the world.</li> <li>Understanding of various scams in Financial Markets</li> <li>Learning from movies (e.g.: GAFLA, The Wall Street, Fall of Lehman Brothers etc.)</li> <li>Any real life case related to Indian Financial System</li> </ol>   | --- | (30 marks<br>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:

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

## 6. Reference Books:

| <b>Sr. No.</b> | <b>Author</b>                | <b>Name of the Book</b>           | <b>Publisher</b>     | <b>Year of Publication</b> |
|----------------|------------------------------|-----------------------------------|----------------------|----------------------------|
| 1              | ThummuluriSiddaiah           | Financial Services                | Pearson              | 2011                       |
| 2              | Bharti Pathak                | Indian Financial System           | Pearson              | 2018 / 5 <sup>th</sup>     |
| 3              | K Sasidharan, Alex K Mathews | Financial Services & System       | McGraw Hill          | 2008                       |
| 4              | M Y Khan                     | Financial Services                | McGraw Hill          | 2015 / 8 <sup>th</sup>     |
| 5              | M Y Khan                     | Indian Financial Systems          | McGraw Hill          | 2017 / 10 <sup>th</sup>    |
| 6              | E. Gordon & K. Natarajan     | Financial Markets & Services      | Himalaya Publication | 2016 / 10 <sup>th</sup>    |
| 7              | L M Bhole, JitendraMahakud   | Financial Institution and Markets | McGraw Hill          | 2017 / 6 <sup>th</sup>     |
| 8              | Sujatra Bhattacharyya        | Indian Financial System           | Oxford               | 2017 / 1 <sup>st</sup>     |

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