

Mahatma Education Society's
Pillai College of Arts, Commerce & Science
(Autonomous)

Affiliated to University of Mumbai

'NAAC Accredited 'A' grade (3 cycles)
'Best College Award' by University of Mumbai
ISO 9001:2015 Certified



SYLLABUS

Program: B.Com. Financial Markets

S.Y. B.Com. Financial Markets

PCACS/BFM/SYL/2024-25/SY

**As per National Education Policy
Choice Based Credit & Grading System**

Academic Year 2024-25



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BOARD OF STUDIES
B.COM. FINANCIAL MARKETS

Sr. No.	Name of the members	Designation	Signature
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3	Ms.Ancy Kuttappan	Faculty Member	
4	CA Aarti Patki NMIMS University Kharghar	Subject Expert 1 From Outside Parent University	
5	Mr. Gaurav Shetty NMIMS University Kharghar	Subject Expert 2 From Outside Parent University	
6	Dr. Kuldeep Sharma - Associate Professor K.P.B Hinduja College- Charni Road	Subject Expert 3 Vice Chancellor Nominee	
7	Mr. Ashutosh Chavan RBL Bank	Meritorious Alumnus-	
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9	Dr. Gajanan Wader	Principal	
10	Mrs. Deepika Sharma	Vice Principal	

1. Introduction to B.Com. Financial Markets

Financial markets enable the money flow from the net savers to organizations or corporations. Savers save the money from the income they earn and invest in the corporations that require money in their projects. Hence financial markets are essential in making the economy healthy and sound. To keep in lieu with the above objective, the B.Com Financial Markets programme aims at building in students an understanding about the functioning and premise of the financial market. In order to achieve this, the programme offers opportunities to students to know different needs and the future requirements of the financial industry to equip them with the most contemporary skills and knowledge required to capitalize on forthcoming opportunities in the financial market. The programme is comprehensive in nature, covering all major areas of financial markets viz., equity, debt, mutual funds, equity derivatives, currency derivatives, commodities etc. The programme seeks to achieve an ideal blend of relevant academic knowledge and its application to financial markets.

2. Programme Outcomes for B. Com. Financial Markets

Sr. No	PO Title	PO in brief
PO1	Business knowledge	Demonstrate knowledge of the basic concepts used in different business-related areas like Accounting, Taxation, Auditing, Banking, Marketing, Finance and Entrepreneurship.
PO2	Communication	Communicate effectively in the complex business situation by being able to comprehend, write effective reports, design documents, make effective presentations, and to give and receive clear instructions.
PO3	Ethics	Apply ethical principles and norms of business practices.
PO4	Individual and team work	Function effectively and as an individual and as a member or leader in multi-disciplinary settings.
PO5	Commerce Graduate and Society	Apply contextual knowledge to assess societal, health, safety, legal, and cultural issues relevant to professional business practice and devise solutions to complex business problems.
PO6	life- long learning	Ability to arrange in independent and life -long learning in the broadest context of business change.
PO7	Usage of Modern Tools	Develop skills through accounts and information technology software and value-based courses to fulfill industry requirement
PO8	Environment & Sustainability	Relate to environmental management and sustainable development

3. Programme Specific Outcomes for B. Com. Financial Markets Programme.

PSO-1	Students will acquire skills needed to develop and simulate live market conditions, trading, and investment software so that they are market-ready.
PSO-2	Comprehensive training to students in the field of Financial Market by way of interaction, projects, presentations, industrial visits, practical training, job orientation, and placements.
PSO-3	Students are inculcated with aspirations to make a career in the ever-evolving and growing field of the Financial Market.
PSO-4	Students would be able to perceive higher professional education and research work related to Financial Market

Course Structure

SEMESTER III-2024-25						
Course Code	Course Type	Course Title	Theory/ Practical	Marks	Credits	Lectures per week
PUCFM 301	MAJOR	Debt Markets	Theory/ Practical	100	04	04
PUCFM 302	MAJOR	Equity Markets	Theory	100	04	04
PUCFM 303	MAJOR	Portfolio Management	Theory/ Practical	100	04	04
PUCFM 304	Discipline Minor	Financial Services	Theory	100	04	04
PUCFM 305	Skill Enhancement Course (SEC)	Mini Project	Theory	100	02	02
PUAEC30	Ability Enhancement Course (AEC)	TO BE TAKEN FROM POOL	Theory	100	02	03
PUIDC30	IDC	TO BE TAKEN FROM POOL	Theory/ Practical	100	02	03
TOTAL				700	22	24
Field Project to be done as part of continuous evaluation						

Abbreviations:

SEC: Skill Enhancement Course

AEC: Ability Enhancement Course

IDC: Interdisciplinary Course

SEMESTER IV-2023-24						
Course Code	Course Type	Course Title	Theory/ Practical	Marks	Credits	Lectures per week
PUCFM 401	MAJOR	Foreign Exchange Markets	Theory/ Practical	100	04	04
PUCFM 402	MAJOR	Security Analysis	Theory/ Practical	100	04	04
PUCFM 403	MAJOR	Commodities Derivatives	Theory/ Practical	100	04	04
PUCFM 404	Discipline Minor	Research methods in Financial markets	Theory	100	03	04
PUCFM 405	Skill Enhancement Course (SEC)	Swayam NPTEL Live Course	Theory/ Practical	100	02	02
PUAEC40	Ability Enhancement Course (AEC)	TO BE TAKEN FROM POOL	Theory	100	02	03
PUIDC40	IDC	TO BE TAKEN FROM POOL	Theory	100	02	03
TOTAL				700	22	24
Field Project to be done as part of continuous evaluation						

Abbreviations:

SEC: Skill Enhancement Course

AEC: Ability Enhancement Course

IDC: Interdisciplinary Course

Evaluation Pattern

Evaluation Pattern Second Year Financial Markets – SEM- III					
Course Code	Course Type	Course Title	Theory/ Practical	Marks	Marking Scheme
PUCFM 301	Major	Debt Markets	Theory/ Practical	100	B- 60 Marks Final Exam, 20 Marks Internal Exam, 20 Marks Field Project
PUCFM 302	Major	Equity Markets	Theory/ Practical	100	B- 60 Marks Final Exam, 20 Marks Internal Exam, 20 Marks Project
PUCFM 303	Major	Portfolio Management	Theory/ Practical	100	B- 60 Marks Final Exam, 20 Marks Internal Exam, 20 Marks Project
PUCFM 304	Discipline Minor	Financial Services	Theory/ Practical	100	B- 60 Marks Final Exam, 20 Marks Internal Exam, 20 Marks Project
PUCFM 305	SEC	Mini Project	Theory/ Practical	100	C- 100 marks practical
PUCFM 307	AEC	To be taken from Pool	Theory/ Practical	100	C- 100 marks practical
PUCFM 306	IDC	Financial Services	Theory/ Practical	100	C- 100 marks practical

Abbreviations:

SEC: Skill Enhancement Course

AEC: Ability Enhancement Course

IDC: Interdisciplinary Course

Evaluation Pattern Second Year Financial Markets – SEM- IV

Course Code	Course Type	Course Title	Theory/ Practical	Marks	Marking Scheme
PUCFM 301	Major	Foreign Exchange Markets	Theory/ Practical	100	B- 60 Marks Final Exam, 20 Marks Internal Exam, 20 Marks Project
PUCFM 302	Major	Security Analysis	Theory/ Practical	100	B- 60 Marks Final Exam, 20 Marks Internal Exam, 20 Marks Project
PUCFM 303	Major	Commodity Markets	Theory/ Practical	100	B- 60 Marks Final Exam, 20 Marks Internal Exam, 20 Marks Project
PUCFM 304	Discipline Minor	Research Methods in Financial Markets	Theory/ Practical	100	B- 60 Marks Final Exam, 20 Marks Internal Exam, 20 Marks Project
PUCFM 305	SEC	Swayam NPTEL Live Course	-	-	-
PUCFM 307	AEC	To be taken from Pool	Theory/ Practical	100	C- 100 marks practical
PUCFM 306	IDC	Research Methods in Financial Markets	Theory/ Practical	100	C- 100 marks practical

SEMESTER III

BOS	B.Com. Financial Markets
Class	S.Y.B.Com. Financial Markets
Semester	III
Course Name	Debt Markets
Course Code	PUCFM 301
Type of Course	Major

Course objectives:

1. To provide understanding of the various debt basic products and concepts in the debt market and their associated risk and return features.
2. To explain the role of financial intermediaries in the development of fixed-income markets and provides an analysis of fixed income securities.

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
1	Introduction To Debt Markets	1.1	Introduction to Debt Markets Meaning, features , structure, role/importance, merits & demerits, participants & risk factors, history of debt markets, Comparison between debt market & equity market	15
		1.2	Players in Debt Markets Primary dealers – meaning, eligibility conditions, role & functions of primary dealers, PD’s regulation, Primary Dealers Association of India (PDAI), Clearing Corporation of India Ltd.(CCIL) ,Securities Trading Corporation of India Ltd.(STCIL), Fixed Income Money Market and Derivatives Association of India(FIMMDA)	
		1.3	Regulatory Framework of Debt Markets Structure of Regulatory framework, Role of RBI & SEBI as a regulator of debt markets, H.R. Khan Committee Report on	

			Debt Market, Open Market Operations – concept, features & working	
2	Basic Concepts And Fixed Income Mathematics	2.1	Introduction to the Fixed Income Securities Meaning, Features, Advantages & Disadvantages of Fixed Income Securities, Fixed Income Market Participants, Importance/Benefits of Investing in Fixed Income Securities, Types of Fixed Income Securities, Recent Instruments.	15
		2.2	Risk and Return Analysis of Fixed Income Securities Introduction, Concept of Fixed Income Analysis, Elements of Fixed Income Analysis.	
3	Bonds & Valuation Of Bonds	3.1	Introduction to Bond Concept, Features, types of bonds, Bond Markets in India & RBI guidelines to develop Bond markets	15
		3.2	Bond Mathematics and Valuation <ul style="list-style-type: none"> ● Time value of money - concept & reasons , techniques (future Value & present value techniques), ● Bond valuation with Semi Annual & annual interest payment , factors affecting bond prices (theory & application based) ● Yield curve – meaning, types, bond yield measures – current yield & yield to maturity ● Interest rate risk – concept, types & theories of interest rate risk (theory & application-based) 	

4	Pricing Of Fixed Income Securities	4.1	<p>Duration and Convexity Introduction to Duration, Factors Affecting Duration, Effective Duration, Macaulay Duration Modified Duration Convexity, Factors Affecting convexity, Price Value of A Basis Point (theory & application-based)</p>	
		4.2	<p>Valuation and Analysis of Fixed Income Securities Introduction to Valuation of Fixed Income Securities History of Bond Valuation Introduction to Bond Options</p> <ul style="list-style-type: none"> ● Overview of Embedded Options ● Callable Bonds- Advantages & Disadvantages of Callable Bonds ● Puttable Bonds-Advantages & Disadvantage of Puttable Bonds <p>Valuation and Analysis of Callable and Puttable Bonds</p> <ul style="list-style-type: none"> ● Backward Induction Process ● Binomial Interest Rate Tree Framework ● Determining the Value of a Bond at a Node ● Calculating the Bond Value at any Node ● Pricing a Bond using a Binomial Tree (Option Free Bond) ● Pricing a Bond with Call Option using Backward Induction ● Pricing a Bond with Put Option using Backward Induction <p>Valuation and Analysis of convertible Bonds Spot Rates, Forward Rates, and Bootstrapping</p>	

Course Outcomes:

- CO1. Describe the role and importance of the structure of Indian Debt Markets.
 CO2. Explaining the basic features of debt security in primary and secondary markets.
 CO3. Identify the risk and return involved in holding and trading debt instruments.
 CO4. Analyze the mathematical and valuation tools & techniques for bond valuation.
 CO5. Determine the pricing rates and interest structure of various bonds along with their varying risk factors.
 CO6. Improve the analytical skills of bond market trading.

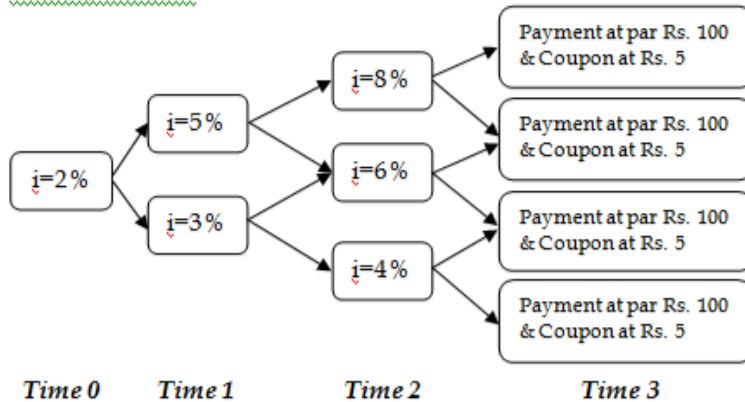
Reference Books:

1. Bhardwaj, Gautam, (2008), The Future of India's Debt Market, Tata McGraw Hill.
2. Suryanarayan, (2002), Debt Market, ICFAI Publication Press.
3. Fabozzi, Frank, (2004), Fixed Income Analysis Workbook, 2nd edition, John Wiley & Sons
4. Shah, Ajay, Thomas, Sushan and Gorham, Michael, (2008), Indian Financial Markets, Elsevier, USA
5. FIMMDA-NSE Debt Market (Basic) Module, Workbook from NSE.
6. Dun and Bradstreet, (2008), Fixed Income Securities, Tata McGraw Hill

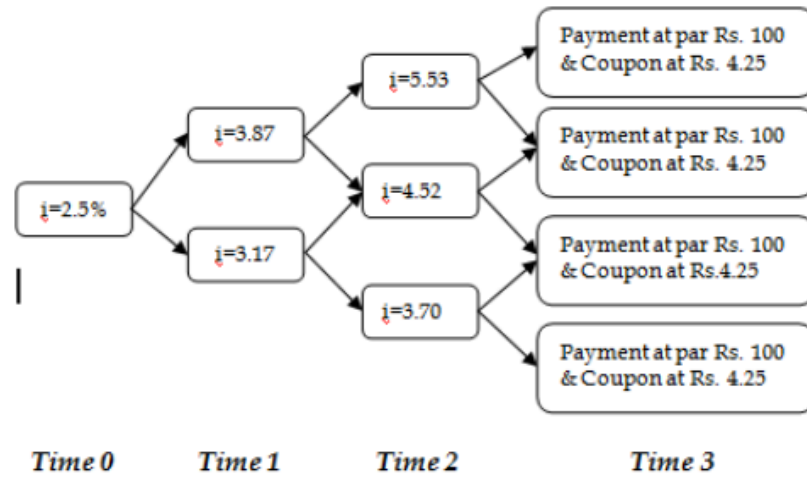
Case Studies

ABC Ltd. has issued a 3 years 5% option free bond with a face value of Rs. 100 for funding their extension project.

Using the interest rate tree below, find the correct price for a three-year, annual-pay bond with a coupon rate of 5%. If the face value is Rs. 100.



Alpha Ltd. has issued a 3 years 4.25% call option bond with a face value of Rs. 100 for funding their extension project and call price is Rs. 105.



BOS	B.Com. Financial Market
Class	S.Y.B.Com FM
Semester	III
Course Name	Equity Markets
Course Code	PUCFM302
Type of Course	Major

Course Objectives:

1. Understand the importance the equity market occupies in the financial system.
2. Be acquainted with the general terminology of the equity market.

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
1	Equity Markets- Introduction	1.1	Meaning and Definition of equity shares Growth of Corporate Sector and the simultaneous growth in the number of equity shareholders Separation of ownership and management in companies	15
		1.2	Domestic savings & investments Disinvestments, FDI & Foreign Portfolio Investment (FPI) Role of SEBI	
2.	Primary Market & Secondary Markets	2.1	IPO - Methods followed, Book Building, Offer for sale Red-Herring Prospectus - its unique features, ASBA and its features	15
		2.2	Definition and functions of stock Exchanges (NSE, BSE, SME Exchanges and Overseas Stock Exchanges) Recent Developments in Stock Exchanges, Merger of SEBI with FOMC (if applicable)	
3.	Valuation of Equities	3.1	Fundamental Analysis- Economy, Industry and Company Model	15
		3.2	Technical Analysis Efficient Market Hypothesis	
4.	Recent Innovations in Equity Markets	4.1	Use of Artificial Intelligence in Equity Trading	15
		4.2	Blockchain Technology and its applications in the Stock Market	
Total no of lectures				60

Course Outcome:-

CO1: Why the Equity markets are important in the overall development of financial markets.

CO2: Summarise the working structure of equity markets.

CO3: Make use of fundamental & technical tools in valuation of equity markets.

CO4: Classify different theories & models for understanding equity markets.

CO5: Assessing types of online trading & settlement mechanisms used in stock exchanges.

CO6: Construct a model of company evaluation based on tools & techniques adopted.

1. Reference books

2. Equity Markets in India- Shveta Singh K Jain-Springer Books
3. Equity and Debt Markets- Hardeep Kaur-Sheth Publications
4. An Introduction to Equity Markets- David Dasey -Securities Institute ltd; 2nd edition (31 July 2002)
5. "Indian Stock Market: An Empirical Analysis of Informational Efficiency" by Subhash Chandra
6. "Stocks to Riches: Insights on Investor Behavior" by Parag Parikh
7. "The Indian Equity Markets: A Comprehensive Guide to Investment and Investing Strategies" by Vaibhav Shah

Case studies

Ms. Manasi employs a sectoral investment strategy where she analyzes various sectors within the Indian equity markets and invests in those with strong growth potential. Some examples of sectors she has invested in include: - Information Technology (IT): Given India's prominence in the IT industry, Ms. Manasi invested in IT stocks, benefitting from the global demand for technology services and solutions. - Renewable Energy: With a growing focus on sustainability, she also invested in renewable energy companies, anticipating significant growth due to government initiatives and environmental concerns.

Ms. Manasi has faced several challenges with her sectoral approach. Some sectors can be highly volatile due to external factors, such as regulatory changes or global economic conditions. To manage this, she maintains a diversified portfolio across sectors. Conducting in-depth research on various sectors can be time-consuming. Ms. Manasi mitigates this challenge by continuously monitoring sectoral trends and staying updated with industry news. There is a risk of overconcentration in specific sectors. To address this, she rebalances her portfolio periodically to maintain a balanced allocation. She employs various methods to stay informed, She regularly reads financial news and research reports to keep track of sectoral developments, emerging trends, and analyst recommendations. Attending industry conferences and webinars helps her gain insights from experts and network with professionals in specific sectors. Participating in online forums and communities allows her to discuss sectoral trends and share knowledge with like-minded investors. -She believes India's economy has significant growth potential, and she expects select sectors, like technology and renewable energy, to continue performing well. Ms. Manasi plans to adapt her sectoral strategy by exploring emerging sectors, such as electric vehicles and e-commerce, to diversify her portfolio further. She also intends to allocate a portion of her investments to international equities for added diversification and global exposure. While optimistic, she remains vigilant about risks and will continue to monitor her investments closely, adjusting her portfolio as needed to align with her long-term financial goals.

This case study examines the investment experiences of Mr. Sanjay, a 45-year-old businessman based in Delhi, India. Mr. Sanjay has been investing in the Indian equity markets for over two decades. We will focus on how economic policies have influenced his investment decisions. Changes in economic policies, such as tax reforms, fiscal stimulus, and trade agreements, have directly influenced the performance of specific stocks and sectors in his portfolio. Monetary policy decisions by the Reserve Bank of India (RBI) have affected the overall market sentiment and influenced his investment decisions, especially in interest-sensitive sectors like banking and real estate. Mr. Sanjay adapts his investment strategy in the long-term perspective, understanding that short-term policy changes may have temporary effects on the market, but the fundamentals of quality stocks remain strong. Mr. Sanjay has faced several challenges due to policy-related uncertainties. Policy-related announcements can trigger market volatility. To manage this, he employs stop-loss orders and adjusts his asset allocation as needed. Changes in tax policies can impact his investment returns. He consults with tax advisors to optimize his tax efficiency and uses tax-saving investment options like PPF (Public Provident Fund) and ELSS (Equity Linked Saving Schemes). Regulatory changes, such as SEBI regulations, can affect his investment strategies. He stays informed about regulatory updates and ensures compliance. Mr. Sanjay's investment outlook is cautiously optimistic. He anticipates that economic policies will continue to evolve, and he plans to stay vigilant and adapt his portfolio as necessary. To safeguard his portfolio, he intends to maintain a diversified asset allocation, periodically review his investments, and seek professional financial advice to navigate policy-driven uncertainties effectively. Mr. Sanjay remains focused on his long-term financial goals and believes that a well-diversified, patient, and informed approach will help him weather policy-related challenges and achieve his objectives.

BOS	B.Com. Financial Markets
Class	S.Y.B.Com. Financial Markets
Semester	III
Course Name	Portfolio Management
Course Code	PUCFM303
Type of Course	Major

Course Objective:

1. To understand various investment processes, categories, goals & objectives.
2. To design an investment portfolio with the help of various strategies & applications.

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
1	Introduction To Portfolio Management	1.1	Introduction To Portfolio Management Investment Process, Investment Categories, Defining Investment Goals And Objectives, Investment Constraints, Portfolio – Meaning, Objectives & Elements Of Portfolio Management, Construction Of Portfolio, Asset Allocation, Process Of Asset Allocation, Different Approaches & Principles To Allocation Decision, Overview Of Allocation Techniques	10
2	Portfolio Management Strategies	2.1	Portfolio Management Strategies Portfolio Management Strategies - Active Strategy, Passive Strategy, Semi Active Strategy, Duration Shift And Immunization, Efficient Market Hypothesis, Top Down And Bottoms Up	10
3	Portfolio Analysis	3.1	Portfolio Theory & Application Evaluation Of Risk & Return, Types Of Risk , Measuring Risk, Measures Of Return, Holding Period Return, Expected Return & Annualised Return, Portfolio Risk And Return, Single Index Model, The Sharpe Index Model, Portfolio Beta, Portfolio Diversification (Theory & Application Based)	12

		3.2	Portfolio Selection Traditional & Modern Portfolio Theories, Markowitz Risk-Return Optimization, Concept Of Utility, Sharpe Optimization Model, Geometric Mean Model, Safety First Model, Stochastic Dominance Model	
4	Portfolio Revision And Performance Management	4.1	Portfolio Revision Portfolio Revision, Portfolio Rebalancing, Portfolio Upgrading, Formula Plans, Constant Ratio Plan, Variable Ratio Plan, Selection And Revision Of Equity Portfolio	13
		4.2	Performance Measurement Methods Of Calculating Rate Of Return, Money Weighted Rate Of Return, Time Weighted Rate Of Return, Linked Internal Rate Of Return, Risk Measurement, Performance Evaluation Measures Sharpe's- Treynor's – Jensen's Performance Measure Of Portfolio , Factors Affecting Performance Measure (Theory & Application Based)	
Total Number Of Lectures				45

Course Outcomes:

CO1: Describe The Concept Of Investment Portfolio & Different Approaches.

CO2: Illustrate The Portfolio Management Strategies For Construction Of Portfolio.

CO3: Identify Traditional & Modern Portfolio Theories & Models To Evaluate Risk & Return In Portfolio Selection.

CO4: Examine The Risk & Performance Evaluation Measurement Tools While Designing A Portfolio. CO5: Measure Portfolio Performance Applying Various Risk & Return Tools & Techniques.

CO6: Construct A Portfolio With Appropriate Selection Of Investment Avenues.

Reference Books:

1. Security Analysis And Portfolio Management, Prasanna Chandra, Tata Mcgraw Hill
2. Security Analysis And Portfolio Management, Ravi Kishor, Taxman Publishers
3. Financial Management, Khan & Jain, Tata Mcgraw Hill
4. Fundamentals Of Investment Management, Hirt And Block, Tata Mcgraw Hill. Ed 2009.
5. Portfolio Management Handbook, Robert A. Strong, Jaico Publishing House, Mumbai
6. Portfolio Management : A Strategic Approach, Ginger Levin, John Wyzalek: Crc Press
Modern Portfolio Theory And Investment Analysis: Edwin J Elton, Martin Gruber

Case studies

Mrs. Anuja has following 4 investment options for investing with following expected returns and standard deviation

Investment option	Expected returns	Standard deviation
A	15%	10%
B	17%	11%
C	16%	12%
D	16%	10%

As a portfolio adviser suggest the Mrs. Anuja which investment pair should be considered

Mr. Anant has following 5 investment options for investing with following expected returns and standard deviation

Investment option	Expected returns	Standard deviation
A	6%	10%
B	7%	12%
C	5%	11%
D	6%	10%
E	8%	7%

As a portfolio adviser suggest the Mrs. Anuja which investment pair should be considered

BOS	B.Com. Financial Markets
Class	S.Y.B.Com. Financial Markets
Semester	III
Course Name	Financial Services
Course Code	PUCFM304
Type of Course	Discipline Minor

Course Objectives:

1. To enable students to understand intricacies of financial services in order to equip them with working knowledge applicable to the industry.
2. To give them an insight into various types of Financial Services and its importance.

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
1	Service Sector in India	1.1	Service Sector in India: Overview of Financial Services in India-Nature Scope and Types of Financial Services: fund based and non-fund based financial services	15
		1.2	Credit cards: origin and history – concept – features, facilities and services – classification of credit cards – credit card frauds – credit cards and e-commerce – Credit Information Bureau (CIB) – benefits and drawbacks of credit cards – Debit Cards: concept and mechanism – dangers and precautions in the use of debit cards – smart cards	
2	Merchant Banking and Investment Banking	2.1	INTRODUCTION TO MERCHANT BANKING Introduction to Merchant Banking, Features, history, reasons for growth, services of merchant banking, Classification & functions of merchant bankers, Institutional structure of merchant banking in India, Difference between Merchant banking V/s Investment banking.	15
		2.2	Overview of Investment Bank: Concept of Investment Bank, structure of investment banks—public versus private, culture and organizational structure of investment banks, types of investment banks, types of investment banking transactions, employment opportunities of Investment banker.	

3	Credit Rating and Securitization	3.1	Credit rating: Definition and meaning- Process of-credit rating of financial instruments- Rating methodology-Rating agencies –Rating symbols of different companies	15
		3.2	Securitization: Securitization of debt-Meaning-Features- Special Purpose Vehicle- Pass Through Certificate & mechanism –Benefits of Securitization – Issues in Securitization	
4	Factoring and Forfeiting	4.1	Factoring: concept, types, delivery network, comparison and contrast with other similar services, Financial and Service charges, Growth and Trend of factoring service in India, Case of SBI factors.	15
		4.2	Forfeiting: concepts and delivery network, forfeiting and risk management, forfeiting and export finance, forfeiting in India.	
			Total	60

Course Outcome:

CO1: Define the importance of financial services in the tertiary sector in India.

CO2: Relate and contrast features of various financial services available in the markets.

CO3: Identify the role and importance of major financial services like venture capital, leasing, factoring, etc... CO4: Categorize the use of financial services in accelerating the development of financial markets.

CO5: Determine the scope of financial services in estimating the growth of the economy.

CO6: Construct /compare proposed financial strategies based on the various financial services.

Reference Books:

1. Gurusamy S, Financial Services, Tata Mcgraw Hill
2. Gurusamy S, Merchant Banking and Financial Services, Tata McGraw Hill
3. Khan M Y, Financial Services, Tata McGraw Hill
4. Kothari, Vinod Lease financing & Hire Purchase including consumer credit, Wadhwa and Company
5. Lee, S J, Venture Capital Manual, Warren Gorham and Lamont Inc, Boston
6. Machiraju, Merchant Banking, Wiley Eastern, New Age International

Case studies

XYZ Bank is a well-established financial institution with a long history of providing banking and financial services to a diverse customer base. It operates in a competitive market and has a wide range of financial products, including savings accounts, loans, and investment services. As part of its ongoing efforts to maintain a strong financial position and attract investors, XYZ Bank regularly undergoes credit rating assessments by credit rating agencies. The bank has a strong capital base, which has improved its credit rating over the years. XYZ Bank has maintained a healthy liquidity position, ensuring it can meet its short-term obligations. The bank decides to explore Cost-cutting measures to improve profitability, such as optimizing operational expenses and exploring digitalization opportunities. XYZ Bank needs to understand its current credit rating and identify potential areas for improvement to enhance its

attractiveness to investors and maintain its financial stability that will contribute to the bank's long-term financial stability and competitiveness in the market.

XYZ Corp. is a mid-sized manufacturing company specializing in producing high-quality industrial machinery. Founded in the late 1990s, the company experienced steady growth over the years but faced significant challenges when it came to acquiring new machinery and expanding its production capacity. In 2010, XYZ Corp. decided to explore leasing as an alternative to traditional methods of acquiring assets. In 2011, XYZ Corp. entered into a leasing agreement for advanced CNC machines. This allowed them to upgrade their production capabilities without a significant upfront capital investment. In 2013, the company decided to expand its transportation fleet to improve logistics and delivery efficiency. Leasing allowed XYZ Corp. to preserve cash for other strategic initiatives, such as research and development. But Regularly assessing the lease portfolio to determine the optimal balance between leasing and ownership was a continuous challenge. XYZ Corp.'s case demonstrates the strategic benefits of leasing as a financing option for businesses looking to expand and remain competitive.

BOS	B.Com. Financial Markets
Class	S.Y.B.Com. Financial Markets
Semester	IV
Course Name	Mini Project
Course Code	PUCFM305
Course Type	Skill Enhancement Course

Course Objectives:

1. To provide hands-on practice of research understanding in Financial markets
2. To widen the overall knowledge of research scope in financial markets and gain research skills.

Introduction to project work

Inclusion of project work in the course curriculum of the B.Com. (Financial Markets) programme is one of the ambitious aspects of the programme structure. The main objective of the inclusion of project work is to inculcate the element of research analysis and scientific temperament challenging the potential of the learner as regards to his/ her eagerness to enquire and ability to interpret a particular aspect of the study. It is expected that the guiding teacher should undertake the counselling sessions and make the learners about the methodology of formulation, preparation, and evaluation pattern of the project work.

Project work based on research methodology in the study area

Course Outcomes.

CO1: Outline the areas related to study for research and define its objectives

CO2: Examine the scope of the selected area and its relevance to the current scenario

CO3: Identify the skills and knowledge needed to apply for conducting the study

CO4: Determine the methodology to be adopted for undertaking the study

CO5: Explore the potential of the research study undertaken in a future context.

CO6: Design /Propose a comprehensive plan of research based on formulation, preparation, and evaluation of the related area study.

Guidelines to Prepare -Mini-Project

This document provides guidelines for writing and evaluating the technical specifications for a Mini project. It is targeted toward individuals and organizations with limited remote sensing expertise. We will present some examples that could be used for a Mini-project. Not all specification possibilities will be covered but the intent is to provide a reasonable framework from which specifications for a remote sensing & GIS project could be developed.

Writing the specification

The purpose of the technical specification is to provide specific information about the how the project will be carried out with details about the products that will be delivered. The technical specification should include the following sections

Front Page

Page 1	Title page
Page 2	Certificate
Page 3	Acknowledgement
Page 4	Contents
Page 5	Abstract
Page 6	List of Figures/ tables/screens
Page 7	symbols & Abbreviations

CONTENTS

- Abstract
- List of Figures
- List of Tables
- List of Screens
- Symbols & Abbreviations

1.1 Introduction

1.2 Define the “Problem”

1.3 Objectives

2. Review of Literature

3. Study Area

3.1 Location and Extent

3.2 General Description of Study area

4. Materials & methods

4.1 Materials used

4.2 Software Used

4.3 Data Processing 4.3.1 Digitization

.5 Research Methodology

4.5.1 Steps in analysis. Include a flowchart (required).

5. Results 6. Conclusion

6.1 Overall conclusion

6.2 Future developments

REFERENCES / BIBLIOGRAPHY

1. Author Name, Title of Paper/ Book, Publisher's Name, Year of publication
2. Full URL Address

Typing and Binding Of Research Project Report

Font

1. Chapter Names - 16 TIMES NEW ROMAN (Bold) All Caps
2. Headings - 14 TIMES NEW ROMAN (Bold) All Caps
3. Subheadings - 14 TIMES NEW ROMAN (Bold) Title Case
4. Sub –Sub Headings - 12 TIMES NEW ROMAN (Bold) Title Case
5. Body of Project - 12 TIMES NEW ROMAN
6. Text in Diagrams - 12 TIMES NEW ROMAN (All Lower Case)
7. Diagrams / Table Headings / Fig. Headings - 12' TIMES NEW ROMAN Title Case 8. If Any Text 12' TIMES NEW ROMAN (Title Case)

Spacing

1. Two (2) Line Spacing between Heading and Body Text.
2. Line Spacing In Body Text should be 1.5
3. New Paragraphs Start With Single Tab.

Margins

Left 1.5' Right 1.0'
Top 1.0' Bottom 1.0'

Page Numbers

Position Bottom, Middle

1. Front Pages Small Roman Numbers
(Excluding Title Page, Certificate Page, Acknowledgement Page)
2. Body Pages 1, 2, 3
3. Annexure 1, 2, 3.....

(Separate For Each Annexure)

PAPER Size: A4Paper **Color:** White

Documentation: Spiral Binding

Project Report Should Not Exceed More Than 30-to-35 Pages

A Mini Project Report

On

<<Title of the Project>>

Student of

<<Computer Science>>

<<college Name >>

Submitted

To



Submitted By

<<Name of the Student>>

<<Enrollment No >>

Under the Guidance Of

<< Guide Name>>

<< Designation >>

Certificates to be attached

Mahatma Education Society's
PILLAI COLLEGE OF ARTS, COMMERCE & SCIENCE (Autonomous)
Re-accredited "A" Grade by NAAC (3rd Cycle)



Project Completion Certificate

THIS IS TO CERTIFY THAT

<<NAME>>

of <<CLASS>>

has completed the project titled

<<Name of the project>>

under our guidance and supervision during the academic year 2024-25 in the department of

<<Computer Science>>.



Project Guide

Head of the Department

Course Coordinator

BOS	B.Com. Financial Markets
Class	S.Y.B.Com. Financial Markets
Semester	III
Course Name	Financial Services
Course Code	PUCFM306
Type of Course	General Elective

Course Objectives:

1. To enable students to understand intricacies of financial services in order to equip them with working knowledge applicable to the industry.
2. To give them an insight into various types of Financial Services and its importance.

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
1	Service Sector in India	1.1	Service Sector in India: Overview of Financial Services in India-Nature Scope and Types of Financial Services: fund based and non-fund based financial services	15
		1.2	Credit cards: origin and history – concept – features, facilities and services – classification of credit cards – credit card frauds – credit cards and e-commerce – Credit Information Bureau (CIB) – benefits and drawbacks of credit cards – Debit Cards: concept and mechanism – dangers and precautions in the use of debit cards – smart cards	
2	Merchant Banking and Investment Banking	2.1	INTRODUCTION TO MERCHANT BANKING Introduction to Merchant Banking, Features, history, reasons for growth, services of merchant banking, Classification & functions of merchant bankers, Institutional structure of merchant banking in India, Difference between Merchant banking V/s Investment banking.	15
		2.2	Overview of Investment Bank: Concept of Investment Bank, structure of investment banks—public versus private, culture and	

			organizational structure of investment banks, types of investment banks, types of investment banking transactions, employment opportunities of Investment banker.	
3	Credit Rating and Securitization	3.1	Credit rating: Definition and meaning- Process of-credit rating of financial instruments- Rating methodology-Rating agencies –Rating symbols of different companies	15
		3.2	Securitization: Securitization of debt-Meaning-Features- Special Purpose Vehicle-Pass Through Certificate & mechanism –Benefits of Securitization – Issues in Securitization	
4	Factoring and Forfeiting	4.1	Factoring: concept, types, delivery network, comparison and contrast with other similar services, Financial and Service charges, Growth and Trend of factoring service in India, Case of SBI factors.	15
		4.2	Forfeiting: concepts and delivery network, forfeiting and risk management, forfeiting and export finance, forfeiting in India.	
			Total	60

Course Outcome:

CO1: Define the importance of financial services in the tertiary sector in India.

CO2: Relate and contrast features of various financial services available in the markets.

CO3: Identify the role and importance of major financial services like venture capital, leasing, factoring, etc... CO4: Categorize the use of financial services in accelerating the development of financial markets.

CO5: Determine the scope of financial services in estimating the growth of the economy.

CO6: Construct /compare proposed financial strategies based on the various financial services.

Reference Books:

1. Gurusamy S, Financial Services, Tata Mcgraw Hill
2. Gurusamy S, Merchant Banking and Financial Services, Tata McGraw Hill
3. Khan M Y, Financial Services, Tata McGraw Hill
4. Kothari, Vinod Lease financing & Hire Purchase including consumer credit, Wadhwa and Company
5. Lee, S J, Venture Capital Manual, Warren Gorham and Lamont Inc, Boston
 - Machiraju, Merchant Banking, Wiley Eastern, New Age International

SEMESTER IV

BOS	B.Com. Financial Markets
Class	S.Y.B.Com. Financial Markets
Semester	IV
Course name	Foreign Exchange Markets
Course Code	PUCFM 401
Course Type	Major

COURSE OBJECTIVES:

1. To provide an understanding of the basics of foreign exchange terms and terminology.
2. To give them an insight into importance of foreign exchange markets to the economy

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
1	Foreign Exchange Market: An Introduction	1.1	Meaning –Def of Forex, Features, Advantages Evolution of foreign exchange ,Market and Foreign Exchange System-, Details about major traded currencies	10
		1.2	Market Participants: Banks and Financial Institutions, Merchants, other customers, speculators and hedgers, Central Bank,	
		1.3	Forex dealers and market makers and brokers, FOREX – trading and SWIFT Robots	
2	Introduction to Indian Foreign Exchange Market	2.1	FOREX market in India: A historical perspective FERA Vs. FEMA, NOSTRO-VOSTRO-LORO Accounts- Exchange control Measures- monetary and Fiscal policy and its impact on foreign exchange reserves in India.	10
		2.2	Brief introduction to currency convertibility in current and Capital accounts. Purchasing Power Parity and Interest rate Parity.	

3	Operational aspects of foreign exchange market and foreign exchange contracts	3.1	Floating Rate, Currency Boards & Currency Basket Systems, Brief review on various exchange rate regime, Advantages of free and Fixed Exchange Rate regime, Pros & Cons of managed floating exchange rate regime, Prevalence of Currency Boards Regime, Practice of Currency Basket Regime.	10
		3.2	Foreign Exchange Contracts: Spot and Forward Contracts Cash, Spot trading Trade Date, Settlement PR date Spot trading roll over mechanism	
		3.3	Foreign Exchange Forward contracts, Fixed Maturity Contract, Partially Optional Contract, Fully Optional Contract, Non-Delivery Forward Contracts, Foreign Exchange Futures Contract ,Different Dimensions of Foreign Exchange Future	
4	Foreign Exchange Arithmetic and Risk Management	4.1	Types of Exchange Rates Direct Rate, Indirect Rate and Cross Rate	15
		4.2	Arbitrage- Geographical and Triangular	
		4.3	Interest Rate- spot Contracts, forward contracts and SWAP Points	
			Risk Management in Foreign Exchange Market- Need and importance of foreign exchange management methods adopted (Spot and forward, arbitrage, cross currency deals, SWAPS, options and futures	
			Total Lectures	45

COURSE OUTCOME:

1. Recall evolution of foreign exchange markets & different types of exchange system adopted globally.
2. Compare historical perception of foreign exchange regulations with present regulatory framework.

3. Make use of operational terminologies, contracts & various quotes & methods of foreign exchange markets.
4. Categorize foreign exchange risk & exposure & examine appropriate risk management techniques.
5. Determine various hedging techniques to mitigate foreign exchange risk & exposure.
6. Forecast foreign exchange pricing with the help various quotes & methods.

References Books:

1. Foreign Exchange Market- Dun and Bradstreet
2. International Financial Markets and Foreign Exchange- Shashi K Gupta and Parneet Ranjgi
3. A Foreign Exchange Primer: Shani Shamah: Wiley
4. Understanding the Foreign Exchange Markets: M R Prashant/Pawan Kumar Avadhanam/Jayaditya Sharma Korada:LAP Lambers Academic Publishers
5. Foreign Exchange:A Practical guide to FX Markets:Weithers Timothy M Weithers: Wiley

Case Study

I	<p>ABC Corporation operates in three main countries: the United States (USD), the European Union (Euro), and China (CNY). The company imports raw materials from China, manufactures products in the United States, and sells finished goods in the European Union. Additionally, ABC Corporation owns subsidiaries in both Europe and China.</p> <p>Recently, the exchange rates between these currencies have been fluctuating due to geopolitical tensions, economic uncertainties, and central bank policies. These fluctuations have the potential to impact ABC Corporation's profitability, cash flow, and competitiveness in the global market.</p>
II	<p>The Ramoji Sadan company imports raw materials primarily from Europe and Japan, manufactures products in the United States, and exports finished goods to customers globally. Additionally, the Corporation has subsidiaries in Europe and Japan, whose financial results are translated into the company's reporting currency (USD).</p> <p>Recently, the exchange rates between these currencies have experienced fluctuations. These fluctuations have the potential to impact the corporation's financial performance, affecting its costs, revenues, and profit margins.</p>

BOS	B.Com. Financial Markets
Class	S.Y.B.Com. Financial Markets
Semester	IV
Course name	Security Analysis
Course Code	PUCFM 402
Course Type	Major

COURSE OBJECTIVES:

1. Understand the various alternatives available for investment.
2. Learn to measure and find the relationship between risk and return.

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
1	Introduction To Security Analysis	1.1	Introduction To Security Analysis Concept of Investment, Objectives and constraints, Classifications of the financial markets, Investment classifications, Investment avenues	15
		1.2	Risk And Return Concept of risk & return, Reduction of risk through diversification, quantifying risk and return, measure of the risk in the portfolio context, Security Market Line, Characteristic Market Line & their applications	
2	Fundamental Analysis & Technical Analysis	2.1	Fundamental Analysis Objectives And Beliefs Of Fundamental Analysis, Framework, Concept Of Intrinsic Value, Economic Forecasting Methods, Industry Analysis, Key Characteristics in an Industry Analysis, Industry Life Cycle, Business Cycle Analysis, Structural Analysis, Company Analysis	15
		2.2	Technical Analysis Concept of Technical Analysis, The Dow Theory, Types of Charts, Pricing Patterns, Trend Lines, Relative Strength Analysis, Breadth, Depth And Volumes In The Market, Confidence Index, Support And Resistance Levels, Academic Perspective of Technical Analysis	

3	Macro Economic Indicators	3.1	Macro-Economic Analysis Global Economy, Domestic Economy, Fiscal, Monetary & Supply Side Policies	15
		3.2	Macroeconomic indicators Major Economic Indicators, Economic forecasting techniques	
4	Valuation Models	4.1	Pricing Models of Securities -I Balance Sheet Valuation Models, Intrinsic Value V/s Market price, Dividend Discount Model, Price Earning Ratio,	15
		4.2	Pricing Models of Securities -II Inflation & Equity Valuation, Corporate Finance & Free Cash Flow Approach	
Total Lectures				60

COURSE OUTCOMES:

1. Describe the concept of investment & classification of financial markets.
2. Illustrate the various fundamentals and technical aspects of securities.
3. Make use of fundamentals and technical tools to assess the securities.
4. Examine the impact of macro economic analysis and indicators on security analysis.
5. Assess the various pricing models for analyzing securities
6. Propose security analysis plan using different pricing models.

REFERENCE BOOKS:

1. V. K. Bhalla, "Portfolio Analysis & Management", New-Delhi, Sultan Chand & Sons Publication, 9th Edition, Year 2002.
2. Mr. Sunder Sankaran, "Securities Market and Products", New-Delhi, Taxman Publication Pvt. Ltd.
3. Panithavathy Pandian, "Securities Analysis and Portfolio Management", New-Delhi, Vikash Publishing House Pvt. Ltd. Year 2005.
4. M. Ranganathan & R. Madhumahi, "Investment Analysis and Portfolio Management". Pearson Education [India] Ltd.
5. Securities Analysis and Portfolio Management Paperback – 2016 by [V.A. Avadhani](#) (Author)
6. Fundamental Analysis for Investors Paperback – Jan 2015 by [Raghu Palat](#) (Author)

Case studies

Company: McDonald's Corporation (MCD) & Restaurant Brands International (QSR) (owning Burger King)

Background: McDonald's and Burger King are well-established fast-food chains competing for customers' wallets.

Fundamental Analysis:

Metric	McDonald's (MCD)	Burger King
P/E Ratio (TTM)	24.9	33.0
EPS (TTM)	\$9.57	\$4.96
Debt-to-Equity Ratio	1.25	3.84
ROE (TTM)	25.7%	12.8%
Revenue Growth (YoY)	4.9%	9.4%

Company: Walmart Inc. (WMT) & Amazon.com Inc. (AMZN)

Industry: Retail

Background: Walmart is a leading brick-and-mortar retailer, while Amazon dominates the online retail space. Both companies compete for market share and customer loyalty.

Fundamental Analysis:

Metric	Walmart (WMT)	Amazon (AMZN)
P/E Ratio (TTM)	23.5	105.5
EPS (TTM)	\$6.48	-\$2.23
Debt-to-Equity Ratio	0.64	1.23
ROE (TTM)	14.7%	4.2%
Revenue Growth (YoY)	4.3%	9.0%

BOS	B.Com. Financial Markets
Class	S.Y.B.Com. Financial Markets
Semester	IV
Course name	Commodity Derivatives
Course Code	PUCFM 403
Course Type	Major

COURSE OBJECTIVES:

1. To understand the concepts related to the Commodities and Derivatives market
2. To study the various aspects related to options and futures

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
1	INTRODUCTION OF COMMODITIES DERIVATIVES	1.1	Derivatives definition, Types of derivatives, Products, Participants and Functions, Exchange traded vs. OTC Derivatives -How Commodity Derivatives differ from financial Derivatives -Commodities market Ecosystem , Market Indices , Factors Impacting Commodities prices	15
		1.2	History of Commodities Market-Spot and Derivatives trading in Commodities . Major Commodities traded in derivatives exchanges in India-Investment assets vs. Consumption assets	
2	PRICING COMMODITY DERIVATIVES	2.1	The Cost of Carry Model - Convergence - Fair Value of Futures Contract-Convenience Yield.Introduction to Futures -Commodity Futures and Forwards-Futures Terminology-Payoff Profile of Futures contracts	15
		2.2	Introduction to Options - Options terminology- Payoff Profile of Options contracts- Moneyness in options.-Options Greeks - Options pricing models	

3	USES OF COMMODITY DERIVATIVES 7 TRADING MECHANISM	3.1	Hedging - Meaning - Types - Limitations, Speculation- Meaning- Types Limitations, Arbitrage - Meaning - Types - Limitations. Options trading strategies.	15
		3.2	Membership on Commodity Derivative Exchange-Trading System in Commodity Derivative Exchange - Order types and Condition- Margin Requirements- Clearing and Settlement- Delivery Process-Risk Management measures.	
4	REGULATORY FRAMEWORK	4.1	Rules governing Commodity derivatives-Derivatives Exchange, Rules Governing Intermediaries, Investor Grievances, Arbitration Rules.	15

COURSE OUTCOMES:

1. Describe the concept of derivatives in commodity markets in the domestic & global economies.
2. Explain the terminologies, participants, functions & operations of commodity derivatives.
3. Identify various pricing models applicable in commodities derivatives.
4. Distinguish types of commodities on the basis of trading & settlement mechanisms.
5. Determine the significance of commodity derivative trading in financial markets.
6. Propose a plan on how to invest in commodity derivative markets.

REFERENCE BOOKS:

1. Commodities Market Module, Workbook from NSE
2. Chatnani, (2010), Commodity Markets, 1st edition, Tata McGraw Hill.
3. Kleinman, George, (2001), Commodity Futures & Options, 2nd (revised, illustrated edition), Prentice Hall.
4. Stephens, John. (2001), Managing Commodity Risk, John Wiley & Sons.
5. Indian Institute of Banking & Finance, (2007), Commodity Derivatives, Macmillan India Ltd

Case studies

Ms. Sharma, a trader in the Indian commodity market, identified a lucrative opportunity within the soybean sector. The sudden surge in soybean prices was triggered by adverse weather conditions, impacting the crop yield negatively. The adverse weather, perhaps a prolonged drought or unseasonal rains, contributed to a reduction in soybean production, leading to an increase in demand and subsequently causing prices to rise.

Ms. Sharma, being astute in her market analysis, recognized the potential for profit in this situation. To capitalize on the favorable market conditions, she made the strategic decision to enter into a futures contract for soybeans. Futures contracts are financial instruments that allow

traders like Ms. Sharma to buy or sell a commodity at a predetermined price on a future date. However, the market dynamics took an unexpected turn as the contract approached maturity. Unforeseen climatic improvements, such as timely rain or improved weather conditions, resulted in a bumper soybean crop. The surplus supply flooded the market, causing a sudden and sharp decline in soybean prices. This turn of events caught Ms. Sharma off guard, as the prevailing market conditions were no longer in her favor.

In such situations, traders face the challenge of managing risk and adapting to rapidly changing market conditions. Ms. Sharma might have experienced significant losses due to the sharp decline in soybean prices. To mitigate such risks, traders often employ risk management strategies, including setting stop-loss orders or diversifying their portfolios across different commodities to offset potential losses in one sector.

This case highlights the dynamic nature of commodity markets, where external factors like weather conditions can significantly influence prices and impact the outcomes of futures contracts. Successful trading in such markets requires a combination of market analysis, risk management, and adaptability to unforeseen events.

In recent years, the Indian commodity derivatives market has witnessed significant growth, reflecting the nation's increasing participation in global financial markets. A noteworthy case involves the trading of gold futures on the Multi Commodity Exchange of India (MCX), one of the country's prominent commodity exchanges.

Gold, being a traditional and culturally significant asset in India, attracts substantial attention in the commodity derivatives market. Investors, hedgers, and speculators engage in gold futures contracts to manage price risks or capitalize on market movements. For instance, amid global economic uncertainties, investors in India might seek refuge in gold futures to hedge against inflation or currency fluctuations.

MCX provides a transparent and regulated platform for trading gold futures, allowing participants to take positions based on their market outlook. The contracts are standardized, specifying the quality and quantity of gold, fostering liquidity and price discovery.

Furthermore, regulatory bodies such as the Securities and Exchange Board of India (SEBI) play a crucial role in overseeing and ensuring the integrity of the commodity derivatives market. This case exemplifies the evolving landscape of Indian commodity derivatives, where traditional assets like gold seamlessly integrate with modern financial instruments, contributing to the overall dynamism of the market.

BOS	B.Com. Financial Markets
Class	S.Y.B.Com. Financial Markets
Semester	III
Course name	Research Methods in Financial Markets
Course Code	PUCFM404
Course Type	Discipline Minor

Course Objectives:

1. To provide students with a solid understanding of the fundamental principles of research methodology as applied to financial markets.
2. To familiarize students with different research designs and methodologies commonly used in financial market research.

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
1	Introduction to Research	1.1	Introduction and meaning of research, Objectives of research, Features and Importance of the research, Types of research	15
		1.2	Formulation of research problem: Meaning and Selection Review of Literature	
		1.3	Research Design - Meaning, Need, and Good research design, Types Different Research design Hypothesis: Formulation, Sources, Importance	
2	Data Collection and sampling	2.1	Introduction and meaning, types of data Primary data: Observation, Experimentation, Interview, Schedules, Survey, Questionnaires,	15
		2.2	Introduction and meaning, types of data Secondary data, Limitations of Primary data Secondary data: Sources and Limitations Factors affecting the choice of method of data collection.	
		2.3	Sampling: Significance, Methods, Factors determining sample size Data Presentation: Significance in Research,	
3	Data Processing	3.1	Stages in Data Processing-Editing,Coding, Classification, Tabulation, Graphic Presentation	15
		3.2	Use of computer and internet in data collection & Interpretation (Data Analysis & testing of hypothesis) softwares used.	
4	Interpretatio	4.1	Meaning and techniques of interpretation	15

	n and Report Writing	4.2	Research Report Writing: Importance, Essentials, Structure/ layout, Types	
Total Lectures				60

COURSE OUTCOMES:

1. Outline the features and importance of research and its objectives.
2. Classify the various types of research design, formulation of hypothesis & sources of data collection.
3. Develop a research plan by making use of classification of research methods.
4. Examine the various data collection and sampling methods in order to process data.
5. Critically evaluate the processed data with appropriate interpretation.
6. Design a research paper/article making use of comprehensive research tools & methods.

Reference Books:

1. Research Methodology-Methods and Techniques-C R Kothari & Gaurav Garg.
2. Research Methodology - A step by step guide for beginners-Dr. Ranjit Kumar
3. Research Methods in Accounting, Malcolm Smith
4. Research Methods and Methodology in Finance and Accounting, by Viv Beattie and Bob Ryan
5. Research Methodology: A Step-by-Step Guide for Beginners" by Ranjit Kumar -
6. Quantitative Techniques in Management and Finance" by Abdul Hameed and Usha M. Kumar

CASE STUDIES

The service sector has an important role in the Indian economy. India is the second fastest growing sector after China. The tourism and hospitality sector is among the top 10 sectors in India to attract the highest foreign direct investment (FDI). Tourism in India contributed 7.5% in GDP and was the third largest foreign exchange earner in India. History of the Indian hotel industry is as old as the history of the travel and tourism industry in India. In fact, both are the sides of the same coin. India is a place where religious-spiritual ancestors speak "atithi devo bhava." Service quality and customer satisfaction is the key factor of success in the recent competitive world. Customer satisfaction, loyalty and retention are very important for all types of organizations. If a firm wants to survive in today's competitive world then it becomes necessary to provide good service quality to satisfy their customer and retain them with the organization. The main aim of the paper is to find out the impact of service quality on customer satisfaction and the future of the hotel industry in India. Secondary data is used in the study for data collection. Research is descriptive in nature. The results show that the tourism industry is the fastest growing industry of India. Hotel industry is the main product of the tourism industry. Service quality plays a very important role in customer satisfaction. Customer satisfaction is very important for the growth of any industry.

Financial sector plays an important role in the development of an economy. A strong banking sector can be termed as the lifeline of an economy. Therefore it is not wrong to say that the present and future of an economy entirely depends upon the success and development of the banking industry of that economy. In today's era of information and technology an economy cannot achieve the target of sustainable development by following traditional banking methods. So it has become mandatory for developing countries like India to increase automation in the banking industry. The transformation from traditional banking started from the use of automatic teller machines (ATM), direct bill payment, electronic fund transfer (EFT). E-banking has helped

the banking industry in several new ways but the biggest advantage that it has imparted to this sector in developing countries especially countries like INDIA is related to improving customer relations. In India e- banking was introduced in 1991 instantly after the recommendations of Narasimham Committee. The introduction of IT in the banking sector of India made banking more reliable and sophisticated, now because of e- banking the remote areas of India are also connected to all bank branches even though they are in metropolitan cities. According to expert studies, by 2020 the average age of India will be 29 years and these young Indian consumers are entirely based on internet banking. Therefore Indian banks are in desperate need to innovate and provide Indian consumers a world class internet banking capability. The present paper mainly focused on the need of innovation in India in field of e-banking and also try to put light on the available benefits, opportunities and current challenges faced by banking sector to boost up E-banking in India