

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

T.Y. B.Com. Financial Markets

PCACS/BFM/SYL/2024-25/TY

**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
1	Dr. JenniePrajith	Chairperson (Head of the Department of B.Com. Financial Markets)	
2	Ms. Bhavana Parab	Faculty Specialization	
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-	

8	Dr. Nitin Tike Sr. Vice President NISM	Industry Representative (Industry/Corporate/ Allied Sector)	
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 V 2024-25						
Course Code	Course Type	Course Title	Theory/ Practical	Marks	Credits	Lectures /Week
PUCFM501	Core	Equity Research	Theory	100	3	04
PUCFM502	Core	Merchant Banking	Theory	100	3	04
PUCFM503	Discipline Related Core	Entrepreneurship Management	Theory	100	3	04
PUCFM504	Discipline Related Core	Direct Tax- Income Tax	Theory	100	3	04
PUCFM505	Core	Financial Derivatives	Theory	100	3	04
PUCFM506	Core	Technical Analysis	Theory	100	3	04
PUCFM 507 A	Ability Enhancement	Emotional Intelligence	Theory	100	2	03
PUCFM507 B	Ability Enhancement	Organizational Behavior	Theory	100	2	03
TOTAL				700	20	27
All Subjects having Field Project as part of Continuous Assessment-2						

Semester VI 2024-25						
Course Code	Course Type	Course Title	Theory/ Practical	Marks	Credits	Lectures / Week
PUCFM601	Core	Mutual Fund Management	Theory	100	3	04
PUCFM602	Core	Investment Banking	Theory	100	3	04
PUCFM603	Core	Private Equity & Venture Capital	Theory	100	3	04
PUCFM604	Discipline Related Core	Indirect Tax- GST	Theory	100	3	04
PUCFM605	Discipline Related Core	Environment, Social , Governance & Investment	Theory	100	3	04
PUCFM606	Core	Project Work	Theory	100	3	04
PUCFM607A	Ability Enhancement	Personal Financial Planning	Theory	100	2	03
PUCFM607B	Ability Enhancement	Risk Management	practical	100	2	03
TOTAL				700	20	27
All Subjects having Field Project as part of Continuous Assessment-2						

Evaluation Pattern Third year Financial Markets – SEM V

Course Code	Course Type	Course Title	Theory/ Practical	Marks	Marking Scheme
PUCFM501	Core	Equity Research	Theory/ Practical	100	B- 60 Marks Final Exam, 20 Marks Internal Exam, 20 Marks Field Project
PUCFM502	Core	Merchant Banking	Theory	100	B- 60 Marks Final Exam, 20 Marks Internal Exam, 20 Marks Field Project
PUCFM503	Discipline Related Core	Entrepreneurship Management	Theory	100	B- 60 Marks Final Exam, 20 Marks Internal Exam, 20 Marks Field Project
PUCFM504	Discipline Related Core	Direct Tax- Income Tax	Practical	100	B- 60 Marks Final Exam, 20 Marks Internal Exam, 20 Marks Field Project
PUCFM505	Core	Financial Derivatives	Theory/ Practical	100	B- 60 Marks Final Exam, 20 Marks Internal Exam, 20 Marks Field Project
PUCFM506	Core	Technical Analysis	Theory/ Practical	100	B- 60 Marks Final Exam, 20 Marks Internal Exam, 20 Marks Field Project
PUCFM507A	Ability Enhancement	Emotional Intelligence	Theory/ Practical	100	C- 100 marks practical
PUCFM507B	Ability Enhancement	Organisational Behaviour	Theory	100	B- 60 Marks Final Exam, 20 Marks Internal Exam, 20 Marks Field Project

Evaluation Pattern Third year Financial Markets – SEM- VI

Course Code	Course Type	Course Title	Theory/ Practical	Marks	Marking Scheme
PUCFM601	Core	Mutual Fund Management	Theory/ Practical	100	B- 60 Marks Final Exam, 20 Marks Internal Exam, 20 Marks Field Project
PUCFM602	Core	Investment Banking	Practical	100	B- 60 Marks Final Exam, 20 Marks Internal Exam, 20 Marks Field Project
PUCFM603	Core	Private Equity and Venture Capital	Theory	100	B- 60 Marks Final Exam, 20 Marks Internal Exam, 20 Marks Field Project
PUCFM604	Discipline Related Core	Indirect Tax- GST	Practical	100	B- 60 Marks Final Exam, 20 Marks Internal Exam, 20 Marks PField Project
PUCFM605	Discipline Related Core	Environment, Social , Governance & Investment	Theory	100	B- 60 Marks Final Exam, 20 Marks Internal Exam, 20 Marks Field Project
PUCFM606	Discipline Related Core	Project Work	Practical	100	C- 100 marks practical
PUCFM607A	Ability Enhancement	Personal Financial Planning	Theory/ Practical	100	A- 60 Marks Final Exam, 40 Project
PUCFM607B	Ability Enhancement	Risk Management	Theory/ Practical	100	B- 60 Marks Final Exam, 20 Marks Internal Exam, 20 Marks Project

SEMESTER V

BOS	B.Com. Financial Markets
Class	T.Y.B.Com. Financial Markets
Semester	V
Course name	Equity Research
Course Code	PUCFM 501
Course Type	Core

Course Objectives:

1. To provide an understanding on Basics of Research
2. To inculcate in students the understanding and importance of research in Equity services

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
1	Fundamentals of Research and Research Methodology	1.1	Introduction and meaning of research, Objectives of research, Features and Importance of research in Financial Markets	15
		1.2	Objective and types of research. Formulation of research problem	
		1.3	Meaning of Introduction, Need, and Good research design. Introduction to Data Collection and types of Data	
2	Equity Research – An Introduction	2.1	Introduction – Meaning, Goals of equity research, Elements of equity research, Process of equity research, Types of equity research - Classification of stocks, Market participants, Role of equity research in capital market and Different approaches to equity research.	15
		2.2	Introduction to Research Analyst Profession – Role of research analyst, Responsibilities of research analyst, Basic principles of interaction with Clients/Companies, Qualities of Research Analyst.	
3	Equity Research Analysis -An Overview	3.1	Equity Research Analysis – Key points considered before investing, Research on business and stocks, Overview of Fundamental analysis, Technical analysis and Behavioural finance.	15

		3.2	Economy Analysis – Principles of macro and micro economics, key economic variables for carrying fundamental analysis, sources of information/data for carrying economic analysis.	
		3.3	Industry Analysis – Theories for analysis for industry performance – Michael Porter’s Five Force Model for Industry Analysis, PESTLE Analysis, BCG Analysis, SCP Analysis. Key industry drivers and sources of information for industry analysis	
4	Company Analysis	4.1	Qualitative Dimensions – Understanding business and business models, Company’s SWOT Analysis, Management Quality and its governance system, Pricing power and sustainability of power, Success factors of the company, Compliance orientation of company and sources of information	15
		4.2	Quantitative Dimensions – History of Business V/s Future of Business, Reading of financial statements, dividend and earning history of the company and Role of corporate actions of the company, Know the History of corporate actions, Understand the philosophy of corporate actions	
TOTAL NUMBER OF LECTURES				60

Course Outcomes:

- CO1 – Describe the nature & significance of research & its objectives
- CO2 – Classify Stock market, equity participants & role of research in equity markets
- CO3 – Identify the key areas of equity research with respect to fundamental & technical aspects.
- CO4 –Examine the relationship between different economy, industry & company analysis
- CO5 –Evaluate quantitative & qualitative dimensions of equity research
- CO6– Discuss with illustration the importance of equity research & its impact on micro & macro economic factors.

References:

- 1.Equity Research and Valuation: Dun and Brad Street- Mc Graw Hills Professional
- 2.Damodaran on Valuation: Ashwath Damodaran- Wiley publications
- 3.Best Practices for Equity Research Analysts: James Valentine- Mc Graw Hill Education
- 4.Principles of Quantitative Equity Investing: Sugata Ray- Pearson Education.
- 5.Damodaran on Valuation: - Wiley publications

Sr. No	Case studies
I	<p>Hypothetical Company Annual Report: XYZ Ltd.</p> <p>Financial Highlights (Year Ended December 31, 2022):</p> <ul style="list-style-type: none"> - Earnings Per Share (EPS): ₹10 - Price-to-Earnings (PE) Ratio: 15x - Dividend Yield Ratio (DYR): 3% - Dividend Payout Ratio (DPR): 40% - Price-to-Book Value (PBV) Ratio: 2.5x
II	<p>Company Overview : XYZ Ltd. is a pharmaceutical company based in India with a focus on the development and manufacturing of generic drugs. They have a diverse product portfolio, including both prescription and over-the-counter medications. The company has a strong presence in the domestic market and is also exporting its products to several countries.</p> <p>XYZ Ltd. has indeed faced regulatory issues in the past, resulting in some setbacks. The warning letters from regulatory bodies have impacted the company's reputation and resulted in increased scrutiny of its manufacturing processes. However, XYZ Ltd. has taken steps to address these issues by investing in improving its manufacturing facilities, enhancing quality control measures, and hiring experienced professionals in regulatory compliance. It's crucial to closely monitor any updates from regulatory bodies to assess the company's progress in resolving these issues. XYZ Ltd. faces intense competition in the pharmaceutical industry, both domestically and internationally. To assess its competitive positioning, we need to consider factors such as market share, product pipeline, and R&D capabilities. The company has a moderate market share in India and has been gradually expanding its presence in international markets. Its product pipeline is diversified, with a mix of generic and specialty medications. While XYZ Ltd. may face challenges from larger multinational pharmaceutical companies, its cost-effective manufacturing capabilities and focus on niche therapeutic areas can provide a competitive advantage. Over the past five years, XYZ Ltd. has demonstrated steady revenue growth, averaging around 10% annually. However, profitability has been inconsistent due to the impact of regulatory issues and pricing pressures in the industry. Cash flow has generally been positive, but it's essential to analyze the company's working capital management to ensure sustainability. Key financial metrics to consider include EBITDA margins, debt-to-equity ratio, and free cash flow. Investors should pay attention to the company's ability to generate consistent profits and manage its financial obligations. XYZ Ltd. exhibits potential for growth, primarily driven by its expansion into international markets and a diversified product portfolio. However, investors should be aware of the regulatory risks associated with the pharmaceutical industry. Additionally, the company's ability to successfully navigate pricing pressures and maintain profitability will be crucial for future growth.</p>

BOS	B.Com. Financial Markets			
Class	T.Y.B.Com. Financial Markets			
Semester	V			
Course name	Merchant Banking			
Course Code	PUCFM502			
Course Type	Core			
Course Credit	3			
Course Objectives:				
<ol style="list-style-type: none"> 1. To provide an understanding and an appreciation of the principles and practices of Merchant Banking 2. To familiarize students with the regulatory framework governing merchant banking activities. 				
Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
1	Introduction To Merchant Banking	1.1	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	15
		1.2	MERCHANT BANKINGV/S INVESTMENT BANKING Objectives of merchant banks,Difference between Merchant bankingV/s Investment banking, Difference Merchant bankingV/s commercial banking, merchant bankers & recent developments in India	
2	Legal & Regulatory Framework	2.1	REGISTRATION OF MERCHANT BANKING <ul style="list-style-type: none"> ● definition of a merchant banker ● Who can be registered as a merchant banker? ● Understand the eligibility criteria for registering as a Merchant Banker ● Registration Procedure, Renewal Fees and Validity ● conditions of Registration, registration requirements of Merchant Bankers as Underwriters 	15
		2.2	CODE OF CONDUCT & GENERAL OBLIGATIONS OF MERCHANT BANKERS IN INDIA <ul style="list-style-type: none"> ● Code of Conduct prescribed for Merchant Bankers 	

			<ul style="list-style-type: none"> ● General Obligations and Responsibilities to be followed by the Merchant Bankers ● Procedure for inspection ● Procedure for action in case of default ● Investor Grievance redressal and SCOREs 	
3	Issue Management	3.1	ISSUE MANAGEMENT -I <ul style="list-style-type: none"> ● Role of banker in issue management-appraisal of projects & designing of capital structure, ● Classification of issue management -pre issue - approval from SEBI, preparing prospectus, types of intermediaries, placement of issue 	15
		3.2	ISSUE MANAGEMENT -II <ul style="list-style-type: none"> ● Issue pricing - pricing strategies, parameters, book building, issue marketing, code of advertising ● Post issue management - SEBI guideline, ● Redressal of investors grievance, coordination with intermediaries, finalization of allotment , dispatch of share certificate 	
4.	Other Merchant Banking Activities	4.1	MERGERS, ACQUISITIONS & TAKEOVERS <ul style="list-style-type: none"> ● Understand the difference between Mergers , Acquisitions and Takeover ● role of Merchant Banker in M&A and Takeover 	15
		4.2	DISINVESTMENT, BUYBACK OF EQUITY SHARES <ul style="list-style-type: none"> ● Role of Merchant Banker in Disinvestment process, ● Role and Obligations of Merchant Banker in Buyback of Equity Shares, & Delisting of Shares 	
Total lectures				60

COURSE OUTCOME: By the end of the course the student will be able to

CO1 - Define basic concepts and its scope & terms related to Direct taxation

CO2 - Classify residential status to determine the scope of total income for an assessee with different kinds of residential status.

CO3 - Identify various heads under which income & the procedure for computation of income under various heads

CO4 - Categorize various deductions under Chap VI-A of the Income tax act, 1961

CO5 - Assess net total taxable income of an assessee after reducing the deductions from the gross total income

CO6 - Develop a plan to reduce tax liability by applying deductions from Chapter VI A

References:

1.Direct Taxes Law and Practice: Dr. Vinod Singhania

2.Income Tax Law: T.N. Manoharan

3.Income Tax Guide: Subhash Lakhotia

4.Tax Law I: Girish Shukla

5.Handbook on Income Tax: CA Raj K Agarwal

Sr. No.	Case studies
I	<p>Air India, founded in 1932, had been suffering from financial losses, operational inefficiencies, and heavy debt for years. To address these issues, the Indian government initiated the disinvestment process of Air India in 2017. The airline was struggling with a debt load of around \$8 billion, and its disinvestment was considered a crucial step in revitalizing the aviation sector and reducing the government's fiscal burden. The Indian government aimed to offload the significant debt burden associated with Air India and reduce ongoing financial support. Disinvestment aimed to enhance the competitiveness of Air India in the global aviation market. The government wanted to focus its resources and attention on core functions such as governance and infrastructure development. But the government faced Resistance from Air India employees and unions who were concerned about job security and work conditions. Finding investors willing to acquire a debt-laden airline with a history of financial losses was a challenge. In 2018, the Indian government announced a plan to sell a 76% stake in Air India, including its low-cost subsidiary Air India Express and a 50% stake in Air India SATS Airport Services. In 2020, Tata Sons, an Indian multinational conglomerate, emerged as the winning bidder, acquiring Air India for approximately \$2.4 billion. The Indian government's decision to reduce its ownership and financial burden with Air India's sale aimed to improve the airline's financial health, operational efficiency, and competitiveness.</p>
II	<p>Apple Inc., Apple Inc. - The multinational technology company headquartered in Cupertino, California. one of the world's largest technology companies, initiated its share buyback program in 2012. The program has since become one of the largest and most high-profile buyback efforts in corporate history, with the company repurchasing billions of dollars' worth of its own shares. The investors and shareholders of Apple, included institutional investors, individual investors, and employee stockholders. External financial firms and advisors provided guidance on executing the buyback program effectively. Apple had accumulated significant cash reserves, and the buyback program was a way to efficiently utilize this cash. The company aimed to optimize its capital allocation strategy, balancing investments in research and development, acquisitions, and returning value to shareholders. The buyback program was tax-efficient compared to distributing dividends, which could result in higher tax liabilities for shareholders. Apple publicly announced its intention to initiate a share buyback program, often in conjunction with dividend increases. The Board of Directors authorized the buyback program and established the maximum amount of shares that could be repurchased. Apple executed the buybacks by repurchasing shares on the open market at prevailing market prices. The buyback program significantly increased shareholder returns as the reduced share count led to higher earnings per share and stock price appreciation. Apple Inc.'s share buyback program serves as a notable example of how a large, successful company can strategically utilize its resources to enhance shareholder value. By effectively executing its buyback program, Apple achieved higher EPS, greater investor confidence, and significant returns for its shareholders while maintaining its financial health.</p>

BOS	B.Com. Financial Markets
Class	T.Y.B.Com. Financial Markets
Semester	V
Course Name	Entrepreneurship Management
Course Code	PUCFM 503
Course Type	Discipline Related Core
Course Credit	3

Course Objectives:

- 1.The Students will learn what entrepreneurship is and its impact on the world and country.
- 2.Students will understand the basics of entrepreneurship and Business Planning.

Unit No.	Name of Unit	Topic No.	Topic Name	Hours
1	Introduction to Entrepreneurship	1.1	Concept of entrepreneurship: Meaning and definition of entrepreneurship, the history of entrepreneurship development, Role of entrepreneurship in economic development. Role of Entrepreneur in Indian Economy (developing economy with reference to self-employment) development.	15
		1.2	Types of entrepreneurs: Intrapreneur, Entrepreneurship and Manager. Difference between Entrepreneur and Intrapreneur, Entrepreneur and Entrepreneurship. Agencies in entrepreneurship management and future of entrepreneurship, Myths about entrepreneurs. entrepreneurial success stories.	
2.	Essential Skill required for an Entrepreneur.	2.1	Entrepreneurship Skills: Reasons to become an entrepreneur, the skills/ traits required to be an entrepreneur, the entrepreneurial decision process, and role models, mentors and support system,	15
		2.2	Importance of communication: Barriers and gateways to communication, listening to people, the power of talk, personal selling, risk-taking & resilience, and negotiation.	
3	Creating Entrepreneurial Venture	3.1	Introduction to Entrepreneurship Venture: : Business Planning Process, understanding business life cycle and developing a business model product life cycle, Environmental Analysis: Search and scanning- strength and	15

			weakness, Identifying problems, and opportunities - Opportunities and Threats	
		3.2	Idea generation: Creation of Ideas, Sources of business ideas, how to find & assess ideas? Where to find data for ideation? What is a good problem? Opportunity recognition.	
		3.3	Creation of Business Idea: Defining Business Idea, Product, location and ownership, Stages in starting the new venture. Entrepreneurial Models - Franchises, BPO, KPO, venture capital funding.	
4	Developing a Business Model	4.1	Team Formation: Finding your team, art of team formation, teamwork planning, team formation, and delegation of work.	15
		4.2	Business Model: The importance and diversity of business model, how business model emerges, potential fatal flaws of business models, components of an effective business model	
		4.3	Preparation of Business model/Plan: Meaning and significance of a business plan, components of a business plan, and feasibility study, how to prepare a business plan.	
TOTAL NUMBER OF LECTURES				60

COURSE OUTCOMES:

- CO1 – Understand the Concept of an entrepreneur and assess their strengths and weaknesses from an entrepreneurial perspective.
- CO2 – Develop an entrepreneurial mind-set by learning key skills such as design, personal selling, and communication.
- CO3 – Identify the entrepreneurial mind-set further in terms of acquiring a business focus, creative thinking, risk-taking ability, and more.
- CO4 – Acquire the skills and knowledge related to the various phases in venture creation process such as creating a business model and building a prototype
- CO5 – Evaluation of viable business ideas for new venture creation
- CO6 – Create and validate a business model and business plan for their idea

References:

- 1.Ramachandran , Entrepreneurship Development, Mc Graw Hill
- 2.Katz , Entrepreneurship Small Business, Mc Graw Hill
- 3.Hougaard S. (2005) The business idea. Berlin, Springer
- 4.Byrd Megginson,,Small Business Management An Entrepreneur's Guidebook 7th ed, McGraw-Hill
- 5.Entrepreneurship Development and Small Business Enterprises" by Poornima M. Charantimath

Case studies

Case Study: Zerodha - Revolutionizing Indian Stock Trading

Zerodha, founded in 2010 by Nithin Kamath and Nikhil Kamath, has emerged as a leading stock brokerage firm in India. It is known for its innovative approach to stock trading, offering low-cost services and technological advancements that have transformed the landscape of stock trading in India. Zerodha's introduction of a discount brokerage model disrupted the traditional brokerage industry. It significantly reduced trading costs and democratized stock market access for retail investors. Zerodha leveraged technology to develop user-friendly trading platforms and a mobile app. These technological advancements enhanced the overall user experience, making it easier for investors to trade and invest in stocks. Like any financial institution, Zerodha faced regulatory compliance challenges. Ensuring compliance with SEBI (Securities and Exchange Board of India) regulations while maintaining its competitive edge was a significant challenge. Zerodha's success not only disrupted the industry but also prompted traditional brokerage firms to reevaluate their business models. Many adopted elements of Zerodha's approach, such as lower brokerage fees and improved digital interfaces. Zerodha's case study demonstrates how innovation, cost-efficiency, and user-friendly technology can disrupt established industries. The company's success has reshaped the stock trading landscape in India and prompted traditional players to adapt to changing market dynamics.

Meesho is an Indian social commerce platform founded in 2015 by Vidit Aatrey and Sanjeev Barnwal. The platform enables individuals, particularly women in smaller towns and rural areas, to start their own online businesses by reselling products directly to their networks. Meesho connects suppliers with resellers, provides marketing tools, and handles logistics, making it easier for micro-entrepreneurs to enter the e-commerce space.

Meesho has empowered millions of micro-entrepreneurs, primarily women, who lacked access to traditional employment opportunities. It provides a platform for them to start their businesses, work from home, and earn an income. Meesho's social commerce model leverages social media platforms like WhatsApp and Facebook, making it accessible to users with limited digital literacy. This approach aligns with India's diverse and geographically dispersed population. Meesho faces competition from other e-commerce platforms and the challenge of maintaining a seamless supply chain for its micro-entrepreneurs. Additionally, it must keep adapting to changing market dynamics and consumer preferences. Meesho's success has not only generated economic value but also contributed to women's empowerment in India by enabling financial independence. Analyze the societal impact of Meesho and how it has improved the lives of its micro-entrepreneurs. Meesho has emerged as a trailblazer in the Indian e-commerce landscape by empowering micro-entrepreneurs, especially women, and leveraging a social commerce model tailored to India's unique demographics. While it faces challenges, its societal impact and economic contributions are significant, underscoring the potential of technology-driven entrepreneurship to drive positive change in India.

BOS	Accountancy
Class	B.Com. Financial Markets
Semester	V
Course name	Direct Tax-Income Tax
Course Code	PUCFM 504
Course Type	Discipline Related Core
Course Credit	3

Course Objectives:

1. To acquaint the students with basic principles underlying the provisions of direct and indirect tax laws and to develop a broad understanding of the tax laws and accepted tax practices.
2. To introduce practical aspects of tax planning as an important managerial decision-making process.

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
1	Definitions u/s – 2, Basis of Charge and Exclusions from Total Income	1.1	Definitions u/s – 2 : Section 2: Assesse, Assessment Year, Assessment, Annual value, Business, Capital asset, Income, Person, Previous Year, Transfer	15
		1.2	Basis of Charge: Section 3 – 9: Previous Year, Residential Status, Scope Of Total Income, Deemed Income	
		1.3	Exclusions from Total Income: Section 10 restricted to, Agricultural Income, Sums Received from HUF By Member, Share of Profit from Firm, Casual & Non – Recurring Receipts, Scholarships, Income of Minor Child, Allowance to Members of Parliament and Legislative Assembly	
2	Heads of Income	2.1	Salary Income Section 15 – 17, Including Section 10	20
		2.2	Income from House Property Section 22 – 27, Including Section 2 – Annual Value	
		2.3	Profits & Gains from Business & Profession Section 28-32, 36, 37, 40, 40A, 43B, 44AD, 44ADA & 44AE	
		2.4	Capital Gains Section 45, 48, 49, 50, 54 and 55 Income from Other Sources Section 56 – 59	

3	Deductions under Chapter VI – A	3.1	80 A- Restriction on claim in Chapter VI- A deductions 80 C – Eligible investments 80CCC – Contribution to certain Pension Fund 80D – Medical Insurance Premium 80 DD- Maintenance of handicapped dependent 80 DDB-Flat deduction for disable 80E – Interest on Educational Loan\ 80TTB-Deduction in respect of interest on deposits in case of senior citizens. 80 TTA- Interest on Saving Bank account 80U – Deduction physically handicapped or mentally retarded resident persons	10
4	Computation of Total Income & Assessment	4.1	Computation of Taxable Income of individual	15
Total number of lectures				60

COURSE OUTCOME: By the end of the course the student will be able to

- CO1 - Define basic concepts and its scope & terms related to Direct taxation
- CO2 -Classify residential status to determine the scope of total income for an assessee with different kinds of residential status.
- CO3 - Identify various heads under which income & the procedure for computation of income under various heads
- CO4- Categorize various deductions under Chap VI-A of the Income tax act, 1961
- CO5 -Assess net total taxable income of an assessee after reducing the deductions from the gross total income
- CO6 - Develop a plan to reduce tax liability by applying deductions from Chapter VI A

Reference Books:

1. Direct Taxes Law and Practice: Dr. Vinod Singhania
2. Income Tax Law: T.N. Manoharan
3. Income Tax Guide: Subhash Lakhotia
4. Tax Law I: Girish Shukla
5. Handbook on Income Tax: CA Raj K Agarwal

Case studies
<p>Mr. Adam furnished the following income PY 31-3-2022, Computed taxable income from other sources for the Assessment year 2022-23 & also calculated gross total income.</p> <ol style="list-style-type: none"> 1. Family pension received Rs 30,000 from the employer per annum 2. Winning from lottery Rs 70,000 (net) (purchases of lottery ticket Rs 100) 3. Interest on Fixed Deposit in a bank Rs 10,000 4. Rent from subletting a house Rs 12000 P.M (he has sublet 1/3 portion of the house on monthly rent of Rs 6000. He incurred Rs 7,200 repairs expenses and Rs 6,000 for municipal tax of this house 5. Rent from house property Rs 60,000

6. Agricultural income Rs 20000
7. Dividend received from Reliance Industries Ltd., Rs 7,000
8. Short term capital gain Rs 12,000
9. Interest on Kisan Vikas Patra Rs 7,000
10. Interest on post office savings Rs 12,000.
11. Rent from house property in Bangalore Rs 20000 PM
12. Dividend from Maruti Suzuki Ltd Rs 6000

- Mr. Prabhu is a resident furnished the following of his income
- Salary from Govt. of Karnataka Rs 55,000 P M (member of parliament (MP)
- Daily allowance for attending session Rs 70,000
- Interest on FD with SBI (Gross) 77000
- Rent from house property in Bangalore Rs 20000 PM
- Dividend from Maruti Suzuki Ltd Rs 6000
- Income from letting on hire Plant and Machinery Rs 24,000 PM
- Dividend from Sri cooperative society Rs 4800
- Cash worth Rs 90000 was found in his private locker. The source not be explained by him
- Winning from horse race Rs 70000(net)
- Royalty from book written Rs 40000 (expenses incurred for this purpose 4000)
- Family pension from Govt. of Karnataka annually Rs 48000
- Rent from subletting of house Rs 3000 PM (rent paid to owner Rs 2000 & repair exp. Rs400 m) Winning from lottery (net) Rs 140000 (purchase of lottery Rs 150)
- Remuneration from articles published in a magazine Rs 4000
- Interim Dividend received on 1-9-2022 Rs 3000
- Director Fee Rs 10,000
- Interest received from central Govt. Security Rs 2,000
- Interest from post office savings Rs 3,500
- Insurance commission received Rs 15,000 (exp. Incurred in earning commission Rs 2,500).
- Compute taxable income from other sources for the AY 2023-24 .

BOS	B.Com. Financial Markets			
Class	T.Y.B.Com. Financial Markets			
Semester	V			
Course name	Financial Derivatives			
Course Code	PUCFM505			
Course Type	Core			
COURSE OBJECTIVES:				
<ol style="list-style-type: none"> 1. To provide an in-depth understanding of financial derivatives in terms of concepts, structure, instruments and trading strategies for profit and risk management. 2. To understand several applications of derivative-pricing techniques outside derivative markets 				
Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
1	Introduction To Derivatives	1.1	INTRODUCTION TO DERIVATIVES Definition, Features, Underlying assets, Types- Participants and Functions, Dangers, Exchange traded vs OTC derivatives markets	15
		1.2	GLOBAL & INDIAN DERIVATIVES MARKET Global derivatives markets, Recent Developments in global Derivative markets, Factors driving growth of financial derivatives, Derivatives trading in India- L.C.Gupta committee- J.C. varma committee- Requirements for a successful derivatives markets	
2	Futures & Pricing Of Futures	2.1	BASICS OF FUTURES Concept, Future terminologies, Features, Future V/s Forward, Pay offs of Future (Theory & application based)	15
		2.2	PRICING OF FUTURES Pricing of Futures, Theories of future price & Expected spot price(backwardation, contango & expectancy theory), Stock Index future– concept & Specifications , Stock futures – concept & Specifications	
		2.3	FUTURE TRADING STRATEGIES Basics of Hedging, Future Trading Strategies- Hedging, Speculation & Arbitrage	

3	Options & Pricing Options	3.1	BASICS OF OPTIONS Concept, Option Terminologies, features & types of options, moneyness of options, Valuation of options, Factors affecting option premium, option payoffs, Future V/s Forward v/s Options (Theory & application based)	15
		3.2	OPTION TRADING STRATEGIES Strategies, Building blocks in derivatives, Bullish, Bearish, Neutral, Volatile Strategies, BOX Spread, Condor, Strips & Straps (Theory & application based)	
		3.3	OPTION PRICING Option pricing models- Binominal pricing model- The black and Scholes model –Pricing of Index options, Sensitivity of option premia (Delta, Gamma, Vega, Theta, Rho)	
4	Trading Clearing And Settlement Of Options And Futures	4.1	FUTURE & OPTIONS TRADING SYSTEM Futures and Options trading system, Trader workstations, stock and index eligibility for trading charges	15
		4.2	CLEARING, SETTLEMENT AND RISK MANAGEMENT Clearing entities and their role- clearing mechanism Settlement mechanism, Margining, Risk management- SPAN – Mechanics of SPAN- Overall portfolio margin requirements.	

COURSE OUTCOMES:

- CO1** – Outline all aspects of derivative market theory and the roles they play in the financial markets
- CO2** – Explain the nature of derivatives and describe the trading mechanisms and the key variables that determine their market values.
- CO3** – Identify how derivative instruments can be used to change or hedge risk and evaluate risks and pay-offs associated with trading such instruments
- CO4** – Compare the different pricing tools used for determining the price of derivative instruments
- CO5** –Critically evaluate the nature and extent of a company’s exposure to stock price risk, commodity price risk, currency risk, interest rate risk and credit risk and various hedging strategies to the identified risk.
- CO6**– Compile the understanding of various financial derivative instruments and trading mechanisms.

REFERENCES:

1. The Essentials of Risk Management: Michel Crouhy, Dan Galai,, Robert Mark :MC Graw Hill Education
2. A Practical Guide to Risk Management : Thomas S Koleman: Research Foundation of CFA Institute
3. Risk Management – Concepts and Guidance: Carl Pritchard: CRC Press
4. Risk Management: Prof C K Roy: Vayu Education
5. Financial Derivatives: Theory, Concepts and Problems" by K. Venkata Subrahmanyam

Sr. No.	Case studies									
I	<p>Mr. Kushal is bullish for option contract of Stock of Infotech Ltd. which is currently quoted (Spot price) at Rs.170 expiring on 10 August , 2022 and call option of this stock is exercised at following exercise price</p> <table border="1" data-bbox="337 701 769 892"><thead><tr><th data-bbox="337 701 444 793">Option</th><th data-bbox="444 701 643 793">exercise price</th><th data-bbox="643 701 769 793">Premium</th></tr></thead><tbody><tr><td data-bbox="337 793 444 842">A ltd.</td><td data-bbox="444 793 643 842">170</td><td data-bbox="643 793 769 842">9</td></tr><tr><td data-bbox="337 842 444 892">B Ltd.</td><td data-bbox="444 842 643 892">175</td><td data-bbox="643 842 769 892">5</td></tr></tbody></table>	Option	exercise price	Premium	A ltd.	170	9	B Ltd.	175	5
Option	exercise price	Premium								
A ltd.	170	9								
B Ltd.	175	5								
II	<p>Mrs. Sarita wants to trade for an option contract of Stock of CXZ Ltd. which is currently quoted (Spot price) at Rs.160 . A 2 month call option is available with exercise price of Rs. 165 is available at premium of Rs. 10 and 2 month put option is available with exercise price of Rs. 160 at a premium of Rs. 5</p>									

BOS	BFM			
Class	B.Com Financial Markets			
Semester	V			
Course name	Technical Analysis			
Course Code	PUCFM506			
Course Type	Core			
COURSE OBJECTIVES:				
<ol style="list-style-type: none"> 1. To introduce the different facets of actual trading. 2. To become familiar with the notions of Relative Value trading, technical trading, fundamental trading, options trading. 				
Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
1	Introduction To Technical Analysis	1.1	INTRODUCTION TO TECHNICAL ANALYSIS Technical analysis, basic assumption, Strengths and weakness of technical analysis, Importance of technical analysis	15
		1.2	CANDLESTICK CHARTS ANALYSIS Types of charts, Candlestick analysis - One candle pattern (Hammer, Hanging man, Shooting star and inverted hammer) Two candle pattern(Bullish engulfing, Bearish engulfing, Piercing, Bearish harami, Bullish harami) Three candle pattern(Evening star, Morning star , Doji)	
		1.3	PATTERN STUDY Support and resistance lines, occurrence of support and resistance lines, Support and resistance zone importance of support & resistance lines <ul style="list-style-type: none"> ● Head and shoulders ● Head and shoulders top reversal ● Inverted head and shoulders ● Head and shoulders bottom ● Double top and double bottom ● Double top ● Double bottom ● Rounded top and bottom Gap theory <ul style="list-style-type: none"> ● Common gaps ● Breakaway gaps ● Runaway/continuation gap ● Exhaustion gap ● Island cluster 	

2	Major Indicators And Oscillators	2.1	MAJOR INDICATORS Concept of Indicator, use indicator, Tips for using indicators, Types of indicator, Simple moving average, Exponential moving average	15
		2.2	MAJOR OSCILLATORS Relative strength index - momentum , Applications of RSI, Overbought and oversold, Divergence Stochastic William %R- Real life problems in use of RSI Advanced concepts Moving average convergence/ divergence (MACD) - Concept & how MACD is calculated, MACD benefits, uses of MACD Money Flow Index Bollinger Bands Using multiple indicators for trading signals - Price sensitive techniques, Volume sensitive techniques & Composite methods , How to use tool kit of trading techniques	
3	Major Theories In Technical Analysis	3.1	DOW THEORY Introduction, Principles of Dow Theory, Significance of Dow Theory, Problems with Dow Theory	15
		3.2	ELLIOTT WAVE THEORY Introduction, Fundamental Concept, Elliot waves (Dominant & Corrective waves)	
4	Risk Management , Trading Psychology And Trading Strategies	4.1	Risk Management – Need, techniques, uses of stop loss qualities of successful traders golden rules of traders do's and don'ts in trading Rules to stop losing money Choosing the right market to trade Importance of discipline in trading Day trading, Advantages of day trading Risks associated with trading Strategies for day trading Momentum trading strategies	15
Total lectures				60

COURSE OUTCOMES:

- **CO1** – Define the significance of technical analysis in stock market
- **CO2** – Explain the different types of charts & pattern study used in the field of technical analysis

- **CO3** – Make use of major theories in understanding operations of technical analysis
- **CO4** –Analyse the different techniques of technical analysis and its impact on investment decisions.
- **CO5** –Evaluate the need of risk management and trading strategies in technical analysis .
- **CO6**– Discuss with illustration practical trading techniques and use of technical analysis tools

References :

1. Guide To Technical Analysis & Candlesticks by Ravi Patel (Author)
2. Technical Analysis Trading: Making Money with Charts Author - [Network18 Publications](#)
3. How to Day Trade for a Living: Tools, Tactics, Money Management, Discipline and Trading Psychology Kindle Edition – Dr. Andrew Aziz – Author
4. Technical Analysis of Stock Trend; Robert D Edwards, Visiosn Book
5. Technical Analysis Explained; Martin J Pring; McGraw Hill
6. Handbook of Technical Analysis, Darell R Jobman; Probus

Case studies

§ Sunshine Ltd. manufacturer of Mobile phones provides recent OHLC price movements of the company for the months of July & August 2023 are provided.

Date	Open	High	Low	Close
7/1/2023	167	178	165	175
7/2/2023	177	179	173	174
7/3/2023	177	177	171	172
7/6/2023	174	178	172	175
7/7/2023	174	182	171	180
7/8/2023	181	183	171	172
7/9/2023	175	175	170	172
7/10/2023	172	174	167	170
7/13/2023	173	175	171	174
7/14/2023	172	173	166	166
7/15/2023	168	169	158	160
7/16/2023	162	162	155	157
7/17/2023	157	160	155	157
7/20/2023	159	159	154	155
7/21/2023	156	156	152	154
7/22/2023	154	159	149	157
7/23/2023	161	168	158	159
7/24/2023	159	159	151	152
7/26/2023	148	155	145	145
7/27/2023	147	148	141	144
7/28/2023	145	147	142	142
7/29/2023	144	146	138	140
7/30/2023	141	141	138	139
7/31/2023	139	140	135	135

Fisco Ltd. manufactures LED bulbs and tubelights. The recent OHLC price movements of the company for the months of August & September 2022 are provided.

Date	Open	High	Low	Close
8/28/2022	591	599	581	591
8/29/2022	595	595	563	578
8/30/2022	574	585	573	576
9/3/2022	579	608	565	571
9/4/2022	567	580	566	575
9/5/2022	570	581	570	576
9/6/2022	578	582	568	579
9/9/2022	575	595	575	589
9/11/2022	590	598	580	581
9/12/2022	583	589	580	581
9/13/2022	586	586	576	584
9/16/2022	580	603	574	596
9/17/2022	600	600	575	578
9/18/2022	580	581	561	565
9/19/2022	565	571	547	560
9/20/2022	565	649	543	627
9/23/2022	633	750	621	728
9/24/2022	745	745	691	700
9/25/2022	700	701	672	694
9/26/2022	694	701	672	677

BOS	Department of Skill Development & Entrepreneurship			
Class	All Third Year UG Courses			
Semester	V			
Course name	Emotional Intelligence			
Course Code	PUCFM507 A			
Course Type	Ability Enhancement			
COURSE OBJECTIVES:				
<ol style="list-style-type: none"> 1. To learn how to lead with emotional intelligence 2. To study different aspects of self-management, building on the foundation of (i) self-awareness (ii) self-regulation (iii) Social skills and empathy and (iv) Relationship Management. 				
Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
1.	Introduction to Emotional Intelligence and Self awareness	1.1	Introduction to Emotional Intelligence. Dimensions of Emotional Intelligence. Difference between EQ v/s IQ.	15
		1.2	Emotional Competencies. Importance of EI. The concept of Emotional Hijacking	
		1.3	Meaning of Self-Awareness, benefits of Self-awareness, Self-Awareness Strategies, Self-Awareness Skills.	
2	Self-Regulation & Elements.	2.1	Introduction to Self-Regulation Self-regulation strategies.	10
		2.2	Self-Control, Meaning of Self-Control, Three Habits of Self-Control, Assessing your Self-Control, Developing Self-Control	
		2.3	Concepts of Trustworthiness, Conscientiousness & Adaptability.	
		2.4	Innovation and Innovation Skills	
3	Social Skills and empathy	3.1	Social Skills in EI, Meaning, Elements: Persuasion and Influencing Skills, Communication Skills, Conflict Management Skills, Leadership Skills, Change Management Skills, Building Bonds (Rapport), Collaboration and Cooperation Team-Working Skill	

		3.2	Empathy: Meaning, Types, Elements, Tactics.	10
4	Relationship Management	4.1	Relationship Management in EI: Understanding Relationship management, Strategies, Relationship management Skills.	10
		4.2.	The competencies associated with relationship management, Influence, Leadership, Developing Communication, Change Catalyst. Four criteria for effective relationship management: Decision, interaction, Outcome, Needs.	
			Total Lectures	45

COURSE OUTCOME:

CO-1 **Describe** the value of emotional intelligence for professional success. CO-2 **Relate** the impact of self-awareness & self-control on others.

CO-3 **Develop** strategies for strengthening empathy.

CO-4 **Examine** capabilities to demonstrate social awareness through empathy.

CO -5 **Justify** actions to create connections and build relationships for greater professional effectiveness.

CO-6 **Construct** methodology for managing emotions.

REFERENCES:

Books:

1. Emotional Intelligence, Daniel Goleman, Bloomsbury Publishing
2. Emotional Intelligence: Why It Can Matter More Than IQ, Daniel Goleman, Bantam
3. Emotional Intelligence 2.0, by Travis Bradberry, Jean Greaves, Perseus Books Group

Web links:

- <https://www.skillsyouneed.com/ps/self-control.html>
<https://www.passingthebatonpodcast.com/relationship-management/>
<http://www.free-management-ebooks.com/faqpp/developing-05.htm>
<https://www.skillsyouneed.com/general/emotional-intelligence.html>

BOS	Financial Markets			
Class	All Third Year UG Courses			
Semester	V			
Course name	Organizational Behaviour			
Course Code	PUCFM507 B			
Course Type	Ability Enhancement			
Course Credit	2			
Level	Basic			
COURSE OBJECTIVES:				
1. To study different aspects of behavior ,Individual as well as Group in the Organisation				
2. To learn how to lead with acquired Leadership Skills .				
Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
1.	Introduction to Organisation Behaviour	1.1	Organisational Behaviour- Organisational Behaviour Multidiscipline, Different model of Organisational Behaviour- Individual behaviour is studied through Perception- Personality -Values- Attitudes- Job satisfaction- Motivation- Learning	15
		1.2	Understanding self studied through- Perception and Personality, Understanding self studied through- Values and Attitudes	
2	Understanding Others: Interpersonal relationships	2.1	Conflict Management –Nature of Conflict- Level of Conflict- Source of Conflict- Effects of Conflict- Process of Conflict- Stages of Conflict- Conflict Handling Orientation	15
		2.2	Power and Organisational Politics-Sources of Power-Organisational Politics- Influence and Political Power	
3	Group Behaviour and Group Dynamics	3.1	Group Behaviour, Informal Groups – Group Dynamics- Types of Groups, Nature and effects of Informal groups-Benefits of Informal groups-Formal groups –Monitoring informal organisation	15
		3.2	Identifying and Rewarding Informal leader-Key Roles of Informal leader –Are there Multiple informal leaders? Formal Groups- Potential Outcomes of Informal Group Processes	
Total Lecture				45

Course Outcomes:

1. Identify the different theories and models in the field of organisational behaviour
2. Describe how organisational structures and processes influence behaviour
3. Apply theories and concepts of organisational behaviour to real-world scenarios
4. Analyze the factors that contribute to employee motivation and job satisfaction
5. Critically evaluate the strengths and weaknesses of various organisational behaviour theories
6. Design a plan to create a positive organisational culture that aligns with the company's mission and values.

Reference books

1. Organisational Behaviour: Ashwathappa K : Himalaya Publishing
2. Organisational Behaviour: Jit S Chandran : Vikas Publishing House
3. Organisational Behaviour: Fred Luthans: Mc Graw Hill
4. Organisational Behaviour : Robbins, Stephen: Pearson
5. Organisational Behaviour: P C Pardeshi : Everest
6. Organisational Behaviour: L M Prasad: S Chand

Case studies

Case Study 1: The Timid Painter (Perception & Personality)

Meet Sarah: Sarah loves to paint but rarely shares her work. People see her as quiet and reserved. In a group project, Sarah hesitates to contribute ideas, fearing judgment. However, when given a solo painting task, she creates vibrant and expressive pieces.

Understanding Self: Sarah's perception of herself as shy clashes with her artistic personality. By recognizing her talent thrives in solitude, she can explore expressing herself more confidently in other areas.

Case Study 2: The Thrifty Traveler (Values & Attitudes)

Meet David: David prioritizes saving money. He meticulously plans budget trips, finding deals on flights and accommodation. Friends see him as frugal, sometimes to a fault. However, David donates generously to environmental causes and spends freely on experiences, not material possessions.

Understanding Self: David's value of financial responsibility shapes his travel choices. He prioritizes experiences that align with his environmental concern, revealing a deeper value system beyond just saving money.

SEMESTER VI

BOS	B.Com. Financial Markets
Class	T.Y.B.Com. Financial Markets
Semester	VI
Course name	Mutual Fund Management
Course Code	PUCFM601
Course Type	Core
Course Credit	3

COURSE OBJECTIVES:

1. To provide an understanding on Principles of mutual fund investment
2. To give them an insight into basics of mutual fund Investment in Financial Markets

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
1	Mutual Fund Organization and Management	1.1	Introduction: Meaning of Mutual Fund, Advantage of Mutual Funds, Parties to Mutual Fund , Risks in Mutual Fund Structure in India, Evolution of Mutual fund	10
		1.2	Sponsors, Trust, Role of AMC, NFOs, Registrars, Agents	
		1.3	Objectives of AMFI, SEBI and Mutual Funds . Systematic Investment Plan (SIP), Systematic Transfer Plan (STP), Systematic Withdrawal Plan (SWP)	
2	Mutual Fund Products	2.1	Mutual Fund Products and Features: Equity funds: Definition, Features of Equity Funds, Index Fund, Large Cap Funds, Mid Cap Funds, Sectoral Funds, Types of Equity Schemes, Arbitrage funds, Multi-cap Funds, Quant funds, P / E Ratio funds, International Equities Fund, Growth Schemes.	12
		2.2	Gold Exchange Trade Funds (ETFs): Introduction, Features, Working of ETFs, Market Making with ETFs, Creation Units, Portfolio Deposit and Cash Component	
		2.3	Debt Fund: Features, Interest Rate Risk, Credit Risk, Pricing of Debt Instrument Schemes, Fixed Maturity Plans, Capital Protection Funds, Gilt Funds, Balanced Funds, MIPs, Child Benefit Plans. Liquid funds: Features, Floating rate scheme, Portfolio of liquid funds.	
3	Investment and	3.1	Fund Performance, Measuring Return, Measuring Risk, Risk adjusted return,	12

	Performance Measurement	3.2	Comparing Fund Performance with a reference, various standardized performance systems,	
		3.3	Limitations of Performance measurement and evaluation.	
4	Accounting and Taxation of Mutual Funds	4.1	Accounting: Net Asset Value (NAV)-Meaning-Computation- Factors affecting NAV-Pricing of Units- Fees and Expenses- Investment Management and Advisory Fees –Initial Expenses- Recurring Expenses- Total expenses-	11
		4.2	Accounting policies and Valuation –(Practical Sums	
		4.3	Taxation: Dividends- Capital Gains- Tax Rebate- Restrictions on Dividends Stripping.	
Total Lectures				45

COURSE OUTCOMES:

1. CO1 – Why mutual funds are important part of investment decision
2. CO2 – Illustrate the evolution of mutual funds & its structure in India.
3. CO3 – Discover distinguish features of mutual fund products & services
4. CO4 – Categorize different mutual fund products performance on the basis of risk & return
5. CO5 – Evaluate the different valuation method adopted in mutual funds
6. CO6– Construct a portfolio of mutual fund products based on different investment objectives.

REFERENCES:

1. Indian Mutual Funds Handbook : Sundar Sankaran: Vision Books
2. Morningstar Guide to Mutual Funds: 5-Star Strategies for Success : Christine Benz.: Wiley
3. Working of Mutual Fund Organizations in India: P Mohana Rao: Kanishka Publications
4. Mutual Funds in India: Amitabh Gupta: Anmol Publications
5. Bogle on Mutual Funds: New Perspectives for The Intelligent Investor: Jogn C Bogle: Wiley

Sr. No.	Case studies
I	<p>In recent years, the Indian Mutual Fund industry has witnessed significant growth, attracting a diverse range of investors. Mr. Sharma, a middle-aged individual with moderate risk tolerance, decided to invest in mutual funds to achieve long-term financial goals like retirement and his children's education.</p> <p>Mr. Sharma consulted a financial advisor and selected a mix of equity and debt mutual funds based on his risk profile and financial objectives. He invested a substantial portion in large-cap equity funds for stability and growth potential, while allocating a smaller portion to debt funds for capital preservation. However, Mr. Sharma faced a challenge when the market experienced sudden volatility. The equity funds in his portfolio saw fluctuations, causing concerns about potential losses. He reached out to his financial advisor seeking guidance on whether to stay invested or liquidate the holdings.</p>

II	<p>Over the past year, there has been a surge in the popularity of ESG (Environmental, Social, and Governance) themed mutual funds in India. Investors are increasingly drawn to funds that align with sustainable and ethical investment principles.</p> <p>ABC Mutual Fund, a leading player in the market, launched an ESG-focused mutual fund to capitalize on this growing trend. The fund gained substantial traction, attracting a diverse investor base interested in combining financial returns with a positive impact on society and the environment.</p> <p>Volatility Concerns: Investors expressed concerns about the fund's performance during periods of market volatility, questioning whether ESG principles might compromise returns.</p> <p>Transparency and Reporting: Some investors highlighted the need for enhanced transparency regarding how the fund selects and evaluates ESG criteria. They sought clearer reporting mechanisms to track the fund's impact on the chosen ESG parameters.</p> <p>Regulatory Compliance: The evolving nature of ESG regulations posed a challenge. Investors were uncertain about how changes in regulatory frameworks might impact the fund's strategy and compliance.</p>
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BOS	B.Com. Financial Markets
Class	T.Y.B.Com. Financial Markets
Semester	VI
Course name	Investment Banking
Course Code	PUCFM602
Course Type	Core
Course Credit	3

Course Objectives:

- 1.To provide a broad overview of investment banking
- 2.To provide the basic accounting knowledge required of investment bankers.

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
1.	Introduction to Investment Banking	1.1	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	15
		1.2	Overview of Investment Banking: evolution of investment banking, types of investment banking transactions, Structure of Investment banking division, employment opportunities of Investment banker	
2	Accounting & Finance Overview	2.1	Accounting Overview: Introduction to Accounting, Income Statement , Balance Sheet, Statement of Cash Flows, Integrating the Three Financial Statements	15
			Finance Overview: The Financial System , Principles of Finance, Corporate Finance, and investment banking , Valuing Securities and investment banking	
3	Mergers & Acquisitions an overview	3.1	M&A overview- difference between M&A, Elements of M&A, M&A process, role of investment bankers in M&A	15
		3.2	Investment Banking & M&A —creating value: managing business asset portfolios and capital structure, Equity separations—spin-offs, split-offs, carve-outs, Private -equity driven deals—structures and expectations	
4	Leverage Buyout an overview	4.1	LBO overview - Concept, Overview of private equity, role of investment banker in LBO	15
		4.2	LBO model & valuation - Concept, 5 Steps for creating in LBO model- Purchase and exit assumptions, Source and Uses , the pro forma	

			balance sheet, Creating the Model, perform the various LBO analysis	
	Total lectures			60

COURSE OUTCOMES:

1. CO1 – To understand the overview of the different roles and divisions of an investment bank and specific function of investment banking.
2. CO2 – Explain the concept of accounting principles related to Investment Banking
3. CO3 – Explain the concept of finance principles related to Investment Banking
4. CO4 – Identify Intellectual framework used in the investment banking process
5. CO5 – Determine learning objectives include analysis and valuation in M&A and LBO
6. CO6– Ability to evaluate financial analysis, valuation and the mechanics of Investment Banking

References:

1. Investment Banking: Valuation, Leveraged Buyouts, and Mergers and Acquisitions (Wiley Finance) by Joshua Rosenbaum and Joshua Pearl.
2. Investment Valuation: Tools and Techniques for Determining the Value of Any Asset (Wiley Finance) by Aswath Damodaran.
3. The Business of Investment Banking: A Comprehensive Overview written by K. Thomas Liaw (third edition, Wiley 2012).
4. Investment Banking: Principles and Practice" by V. S. Somanath
5. Investment Banking: Valuation, Leveraged Buyouts, and Mergers & Acquisitions" by Joshua Rosenbaum and Joshua Pearl (Adapted for Indian Markets by Nikhil Inamdar)

Sr. No.	Case studies
I	<p>In the dynamic landscape of corporate finance, mergers and acquisitions (M&A) represent crucial strategies for companies aiming to expand their market presence, achieve synergies, or gain competitive advantages. Investment bankers play pivotal roles in facilitating M&A transactions by providing financial advisory services, conducting valuations, structuring deals, and negotiating terms on behalf of their clients. Company A, a leading player in the technology sector, intends to acquire Company B, a promising startup known for its innovative software solutions. Company A believes that the acquisition of Company B will augment its product portfolio and enhance its competitiveness in the market. However, Company A lacks the expertise and resources to navigate the complexities of the M&A process effectively. Therefore, Company A decides to engage the services of an investment bank to facilitate the acquisition of Company B. Investment bankers provide strategic guidance to Company A throughout the M&A process. They assess Company A's objectives, evaluate potential targets, and devise a comprehensive acquisition strategy tailored to Company A's long-term goals. They conduct thorough due diligence on Company B, analyzing its financial performance, market positioning, technology assets, and potential synergies with Company A. Investment bankers help Company A secure the necessary financing for the acquisition through debt, equity, or hybrid financing instruments. They advise on the optimal capital structure and financing alternatives, considering factors such as cost of capital, leverage ratios, and credit ratings. Investment bankers ensure compliance with regulatory requirements and assist in obtaining necessary approvals from regulatory authorities. They conduct comprehensive legal and financial due</p>

	diligence to identify potential risks, liabilities, and regulatory issues associated with the acquisition.
II	<p>ABC Technologies Inc. is a mid-sized technology firm specializing in software development and IT consulting services. With a diverse client base and a solid reputation in the industry, ABC Technologies has been experiencing steady growth over the past decade. However, in light of changing market dynamics and increased competition, the company's board of directors has decided to explore strategic options, including a potential sale of the company. ABC Technologies has engaged an investment bank to facilitate the sell-side M&A process. The company is seeking a suitable buyer who can provide strategic synergies, technological expertise, and financial resources to further accelerate its growth trajectory. Investment banker assess the company's financials, operations, and market position. They help to identify potential buyers and evaluate their strategic fit and develop marketing materials, including confidential information memorandums (CIMs) highlighting key company attributes and financial performance. They reached out to potential buyers through targeted outreach and marketing campaigns, facilitated meetings and presentations with interested parties. They also executed non-disclosure agreements (NDAs) to protect sensitive information. They engaged in negotiations with potential buyers regarding valuation, deal structure, and terms and also tried to balance the interests of stakeholders while maximizing shareholder value.</p>

BOS	B.Com. Financial Markets
Class	T.Y.B.Com. Financial Markets
Semester	VI
Course name	Private Equity and Venture Capital
Course Code	PUCFM603
Course Type	Core
Course Credit	3

Course Objectives:

1. Learn about the institutions and process of venture capital and private equity investment .
2. Understand the economics and risks of venture capital and private equity investment

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
1	Introduction to Venture Capital	1.1	Venture Capital overview Introduction, features, stages of venture capital financing, venture capital funds in India	15
		1.2	Funding of venture capital Modes of financing, exit routes, regulatory framework, tax exemptions	
2	Introduction to Private Equity	2.1	Private Equity overview Definition of private equity, working of PE, difference between PE and VC, PE investment cycle (entry – growth – exit), typical investors in PE, Typical activities performed by PE funds, Types of PE funds, Role of PE funds as intermediaries, Organizational structure of a PE fund (LP-GP agreements)	15
		2.2	Selection of projects and entry strategies Industry analysis, Screening process (deals origination, initial selection, due diligence), Types of entries (full buyout, growth capital, LBO, minority recapitalization, mezzanine, distressed situations), Syndication of investments	
3	Investment & Valuation approaches	3.1	PE Investment Process Sourcing of Proposals Initial contact / Flier Non-Disclosure Agreement (NDA) Information Memorandum Management Presentation Initial Due Diligence Preliminary Investment Note Non-binding Letter of Intent Final Due Diligence Final Investment Memorandum Signing the Term Sheet Closure of the Deal	15
		3.2	Valuation of PE and VC investments and fund returns Valuation techniques applicable for PE/VC industry (VC method, comparables, transactions, DCF, options analysis), Financial modeling in PE setting	

4	Taxation aspects	4.1	Tax Aspects of PE Investment <ul style="list-style-type: none"> ● Section 10(23FB) of Income Tax Act, 1961 Section 10(47) of Income Tax Act, 1961 Income Types Securities Transaction Tax (STT) Tax on Distributed Profit (Dividend Distribution Tax) Taxability of Interest Taxability of Short Term Capital Gains on Debt ● Taxability of Long Term Capital Gains on Debt Taxability of Short Term Capital Gains on Equity Taxability of Long Term Capital Gains on Equity Taxation of Non-Residents 	15
	Total Lectures			60

COURSE OUTCOMES:

1. CO1 – Assess investment in private equity and compare it with that in public equity markets
2. CO2 – Apply the principles and methods of project selection and entry
3. CO3 – To be able to apply valuation methods used in PE industry
4. CO4 –Analyze factors affecting exit decisions and determinants of successful exits
5. CO5 –Evaluate policies PE managers employ to enhance value in portfolio companies
6. CO6– Ability to compute contingent returns for different types of securities

References:

- 1.Private Equity: A Brief Overview An introduction to the fundamentals of an expanding, global industry
By David Snow, Executive Editor, PEI Media
- 2.Private Investing in India – Venture Capital Focus State of Sector Report -SIDBI
- 3.<https://www.egyankosh.ac.in/bitstream/123456789/6454/1/Unit-18.p>
- 4.Private Equity and Venture Capital in India: Regulation and Practice" by Vivek Mittal and Gaurav Gupta
- 5.Venture Capital and Private Equity: A Casebook" by Josh Lerner, Felda Hardymon, and Ann Leamon
- 6.Private Equity and Venture Capital in India: Structure, Risks and Opportunities" by Srinivasan Palia

Sr. No.	Case studies														
I	<table border="1" data-bbox="375 222 1300 659"> <thead> <tr> <th data-bbox="375 222 647 279">VC FIRM</th> <th data-bbox="647 222 1300 279">ELEVATION CAPITAL</th> </tr> </thead> <tbody> <tr> <td data-bbox="375 279 647 338">Founder</td> <td data-bbox="647 279 1300 338">Andrew Yan</td> </tr> <tr> <td data-bbox="375 338 647 401">Founded in</td> <td data-bbox="647 338 1300 401">2001</td> </tr> <tr> <td data-bbox="375 401 647 464">Deals</td> <td data-bbox="647 401 1300 464">170</td> </tr> <tr> <td data-bbox="375 464 647 535">Notable Investments</td> <td data-bbox="647 464 1300 535">Capital Float, Firstcry, Swiggy, IndustryBuying, Aye Finance, Rivigo, Cleartax</td> </tr> <tr> <td data-bbox="375 535 647 598">Key Sectors</td> <td data-bbox="647 535 1300 598">Fintech</td> </tr> <tr> <td data-bbox="375 598 647 659">Stage</td> <td data-bbox="647 598 1300 659">Stage Agnostic, Private Equity</td> </tr> </tbody> </table> <p data-bbox="375 688 1528 835">SAIF Partners rebranded as Elevation Capital on October 20, 2020, is a stage and sector-agnostic private equity firm in Asia. The firm is headquartered in Gurugram, Haryana, India, and aims to make minor investments in seed-stage, early-stage, and later-stage companies. Elevation Capital (formerly known as SAIF Partners) was started as Softbank Asia Infrastructure Fund (SAIF) in 2001 with a \$400 Million fund where Cisco Systems and Softbank Group were the sole limited partner.</p> <p data-bbox="375 877 1528 1052">When Elevation Capital started as SAIF Partners, it was headquartered in Hong Kong and was focused on China, India, Hong Kong, and Taiwan. In India, the venture capital firm has offices in Bengaluru and Gurugram. Elevation Capital had already invested in the early stages of companies like FirstCry, Just Dial, MakeMyTrip, Meesho, Paytm, ShareChat, Swiggy, and more. The firm has doubled its investment in Indian firms in 2020 into new segments like edtech, health tech enterprise software-as-a-service (SaaS), entertainment, and direct-to-consumer startups.</p>	VC FIRM	ELEVATION CAPITAL	Founder	Andrew Yan	Founded in	2001	Deals	170	Notable Investments	Capital Float, Firstcry, Swiggy, IndustryBuying, Aye Finance, Rivigo, Cleartax	Key Sectors	Fintech	Stage	Stage Agnostic, Private Equity
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Key Sectors	Fintech														
Stage	Stage Agnostic, Private Equity														

BOS	Accountancy
Class	T.Y.B.Com. Financial Markets
Semester	VI
Course name	Indirect Tax- GST
Course Code	PUCFM604
Course Type	Discipline related Core Courses(DRC)
Course Credit	3

Course Objectives:

1. To understand the basics of GST
2. To study the registration and computation of GST and make the students acquaint with filing of returns in GST

Unit No.	Name of the Unit	Topic No.	Name of Topic	Hours
1	Introduction to Indirect Taxation and GST & Customs Act	1.1	-Basics for Taxation - Direct Taxes and Indirect Taxes – Features of Indirect taxes, Difference, Advantages and Disadvantages, -Sources and Authority of Taxes in India	15
		1.2	-GST Council and GST Network -Definitions under CGST Act -Introduction to GST – Genesis of GST in India, Power to tax GST (Constitutional Provisions), Extent and Commencement, -Meaning and Definition of GST, Benefits of GST, Conceptual Taxes subsumed and not subsumed under GST	
		1.3	-Introduction to customs law including Constitutional aspects -Levy of and exemptions from customs duties – All provisions including application of customs law, taxable event, charge of customs duty, exemption from custom duty -Types of customs duties	
		1.4	Levy and Collection of GST –Levy	
2	Levy and Collection of GST Concept of Supply	2.1	Charge of GST, Levy and Collection GST, Composite and Mixed Supplies under	15
		2.2	GST, Power to Grant Exemption, Negative list of GST, GST Rate Schedule for Goods and Services	
		2.3	Taxable Event Supply, Place of Supply, Time of Supply, Value of Supply	

3	Documentation	3.1	Tax Invoices,	15
		3.2	Credit notes	
		3.3	Debit notes	
4	Registration	4.1	Persons liable for Registration, Persons not liable for Registration	15
		4.2	Procedure for Registration, Deemed Registration, Amendment, Cancellation and Revocation of Registration	

Course Outcomes:

CO1 - Describe 'interpretation of statute' and Develop skills of interpretation of basic concepts, definitions and terms related to indirect taxation

CO2 - Relate the concept of Tax Regime with GST Levy and charge.

CO3 - Develop the ability to determine chargeability on the basis of provisions of Place, Time and Value of supply.

CO4 - Examine the capability to understand and calculate Input tax credit.

CO5 - Relate the provisions of Foreign trade policy with import and export provisions.

CO6 - Apply provisions learned for computation of tax liability/refund

References:

1. Step by Step Guide to GST – Compliances - AvinashPoddar
2. A Complete Guide to Goods and Services Tax – Sanjiv Agarwal
3. GST Law Manual – R.K.Jain
4. Hand Book on GST- Pratik Shah
5. Guide On Foreign Trade Policy- Kaliraj

Sr. No.	Case studies												
I	<p>Mr. X located in Chennai engaged the services of Mr. Y an Architect in Chennai. Mr X requested him to make a design of a residential complex to be constructed in Cochin, Kerala. Mr Y provided drawing and design services in relation to immovable property located at Cochin</p> <p>X Ltd. being a registered person located in Hyderabad hires Mr. Y who is located in Chennai for appraisal performance of senior employees of their company. Mr. Y visits Hyderabad to evaluate the performance of the senior employees.</p>												
II	<p>Mr Pushkar registered in state of Gujarat provides following details for the month of February calculate his net Tax Liability for the month of February. Opening Balance in Electronic Credit Ledger as on 1" February .</p> <p>IGST - 10,000 CGSTR - 5,000 SGSTR - 2,00,000</p> <table border="1"> <thead> <tr> <th colspan="2">Transactions during the month:</th> </tr> </thead> <tbody> <tr> <td>Sold Goods @18% GST in Surat</td> <td>17,50,00</td> </tr> <tr> <td>Sold Goods@ 12% GST in Delhi</td> <td>9,00,000</td> </tr> <tr> <td>Purchased goods @ 28% GST from Ahmedabad</td> <td>8,50,000</td> </tr> <tr> <td>Purchased goods@ 12% GST from Chennai</td> <td>4,20,000</td> </tr> <tr> <td>provided Services @ 18% GST in Bangalore</td> <td>5,40,000</td> </tr> </tbody> </table>	Transactions during the month:		Sold Goods @18% GST in Surat	17,50,00	Sold Goods@ 12% GST in Delhi	9,00,000	Purchased goods @ 28% GST from Ahmedabad	8,50,000	Purchased goods@ 12% GST from Chennai	4,20,000	provided Services @ 18% GST in Bangalore	5,40,000
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	provided Services@ 5% GST in Mumbai	8,60,000
	Availed Services @ 18% GST from Bhavnagar	40,000
	availed Services @ 5% GST from Indore	75,000

BOS	B.Com. Financial Markets
Class	T.Y.B.Com. Financial Markets
Semester	VI
Course name	Environment ,Social ,Governance and Investment
Course Code	PUCFM 605
Course Type	Discipline Related Core
Course Credit	3
Level	Specialization

Course Objectives:

1. Understanding of the context for different approaches to responsible investment and specifically, consideration of environmental, social and governance (ESG) factors.
2. To Learn and apply ESG in investing to the main asset classes.

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
1	Introduction to ESG and Sustainable Investing	1.1	Introduction to ESG : Define ,basic concepts , approaches, benefits and challenges to organization	15
		1.2	ESG Market : History , Size and Scope, key drivers and challenges forESG integration among Stakeholders with the investment industry.	
		1.3	Fundamentals of Sustainable investing: Concept, Terminology and Overview	
2	Environmental factors	2.1	Environmental and climate policies. <ul style="list-style-type: none"> ● Key concepts relating to climate change ● Growth of environmental and climate policies. ● International climate and environmental agreements and conventions. ● International, regional and country-level policy and initiatives. ● Carbon pricing. 	15
		2.2	Climate change and environmental issues: <ul style="list-style-type: none"> ● Circular economy. ● Clean and technological innovation. ● Green and ESG-related products. ● Blue economy. 	
3	Social factors	3.1	Relationships and activities between business activities and social issues: <ul style="list-style-type: none"> ● GlobalizationGlobalization. ● Automation and artificial intelligence (AI). ● Inequality and wealth creation. ● Digital disruption, social media and access to electronic devices. ● Changes to work, leisure time and education. 	15
		3.2	Key megatrends influencing social change, impacts of social issues on potential investment opportunities: <ul style="list-style-type: none"> ● Transition risk. 	

			<ul style="list-style-type: none"> • Water scarcity. • Pollution. • Mass migration • Human capital • Changing demographics, including health and longevity. • Digital disruption, social media and access to electronic services. 	
4	Governance factors	4.1	Evolution of corporate governance : <ul style="list-style-type: none"> • Development of corporate governance. • Roles and responsibilities. • Systems and processes. • Frameworks 	15
		4.2	Effective Corporate Governance <ul style="list-style-type: none"> • key characteristics of effective corporate governance, • the role of auditors in relation to corporate governance • the challenges in effective delivery of the audit 	
	Total Lectures			60

COURSE OUTCOMES:

CO1 – Understanding of the context for different approaches to responsible investment and specifically, consideration of environmental, social and governance (ESG) factors.

CO2 – Describe the underlying issues that constitute factors within each of the environmental, social and governance areas.

CO3 – Identify governance factors, key characteristics, main models and impacts.

CO4 –Analyze approaches to social analysis at country, sector and company levels in both developed and emerging economies.

CO5 –Discuss ESG integrated portfolio construction and management.

CO6– An ability to apply ESG in investing to the main asset classes.

References:

1. <https://www.legal500.com/developments/thought-leadership/esg-reporting-and-its-framework-in-india/>
2. https://www.sebi.gov.in/legal/circulars/may-2017/disclosure-requirements-for-issuance-and-listing-of-green-debt-securities_34988.html
3. Environmental, Social, and Governance (ESG) Investing: A Balanced Analysis of the Theory and Practice of a Sustainable Portfolio Paperback – Import, 30 January 2020 by John Hill (Author)
4. ESG Investing For Dummies (For Dummies (Business & Personal Finance)) Paperback – Import, 3 June 2021 by Brendan Bradley (Author)
5. Responsible Investment Banking: Risk Management Frameworks, Sustainable Financial Innovation, and Softlaw Standards" by Zabihollah Rezaee
6. ESG Investing in India: Evaluating Environmental, Social, and Governance Factors" by Rajesh Chakrabarti and Sanjay Kumar Singh

Sr. No.	Case studies
I	<p>In recent years, Tata Consultancy Services (TCS), one of India's leading IT services and consulting companies, has emerged as a noteworthy case study in Environmental, Social, and Governance (ESG) practices. TCS has made substantial strides in embedding sustainability into its business operations.</p> <p>TCS recognized the imperative of ESG practices and embarked on a holistic strategy to integrate sustainability into its core business model. The focus areas included environmental responsibility, social inclusivity, and enhanced corporate governance.</p> <p>TCS committed to environmental sustainability by undertaking initiatives to minimize its carbon footprint. The company invested significantly in renewable energy sources, such as solar and wind power, to power its operations. Furthermore, TCS adopted energy-efficient technologies and implemented rigorous energy conservation measures across its global offices and data centers.</p> <p>In alignment with the social aspect of ESG, TCS prioritized diversity and inclusion within its workforce. The company implemented policies and initiatives to address gender diversity, aiming to create a more inclusive workplace. This involved targeted recruitment programs, mentorship initiatives, and training to empower women employees and foster an environment conducive to diverse talent.</p> <p>TCS recognized the pivotal role of strong corporate governance in aligning with ESG principles. The company took steps to enhance transparency, accountability, and ethical business practices. It established board committees dedicated to overseeing ESG matters, ensuring that sustainability considerations were integrated into strategic decision-making processes.</p> <p>TCS's commitment to ESG practices yielded positive outcomes. The company successfully reduced its carbon emissions, contributing to environmental conservation. The initiatives focused on diversity and inclusion led to an increased representation of women in leadership roles, fostering a more inclusive workplace culture. The strengthened corporate governance practices further bolstered TCS's reputation as a socially responsible and ethical corporate entity.</p>
II	<p>India has witnessed a transformative wave in retail through the digital disruption caused by e-commerce platforms. A prominent case study is the rise of Flipkart, an Indian e-commerce giant. Founded in 2007, Flipkart revolutionized the retail landscape by introducing a user-friendly platform, offering a vast array of products at competitive prices. This digital disruption posed challenges to traditional brick-and-mortar stores, altering consumer behavior and expectations.</p> <p>The introduction of digital payment platforms, exemplified by Paytm, has significantly disrupted India's financial landscape. Paytm started as a mobile wallet but rapidly expanded into a comprehensive digital payments ecosystem. This digital disruption not only transformed how people transact but also played a crucial role in driving financial inclusion.</p> <p>The entry of Reliance Jio in 2016 marked a significant digital disruption in the telecommunications sector. By offering affordable data plans and high-speed</p>

internet, Jio revolutionized internet access in India. This disruption not only changed how people communicate but also catalyzed the growth of digital services.

These case studies illustrate how digital disruption has reshaped various industries in India. As technology continues to advance, businesses and industries must continuously evolve to stay competitive. Adaptation through innovation, investment in digital capabilities, and strategic collaborations are key to thriving in the era of digital disruption.

BOS	B.Com. Financial Markets
Class	T.Y.B.Com. Financial Markets
Semester	VI
Course Name	Project Work
Course Code	PUCFM 606
Course Type	Core
Course Credit	3

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 skills in research.**

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 in the programme structure. The main objective of inclusion of project work is to inculcate the element of research analyse 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. · There are two modes of preparation of project work

1. Project work based on research methodology in the study area
2. Project work based on an internship 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 for the preparation of Project Work

1. General guidelines for the preparation of project work based on Research Methodology

- The project topic may be undertaken in any area of Elective Courses.
- Each of the learners has to undertake a Project individually under the supervision of a teacher-guide.

- The learner shall decide the topic and title which should be specific, clear and with definite scope in consultation with the teacher-guide concerned.
- University/college shall allot a guiding teacher for guidance to the students based on her / his specialization.
- The project report shall be prepared as per the broad guidelines given below:
 - Font type: Times New Roman
 - Font size: 12-For content, 14-for Title
 - Line Space : 1.5-for content and 1-for in table work
 - Paper Size: A4
 - Margin : in Left-1.5, Up-Down-Right-1
 - The Project Report shall be bounded.
 - The project report should be 80 to 100 pages

Format

1st page (Main Page)

Title of the problem of the Project

A Project Submitted to

**University of Mumbai for partial completion of the degree of Bachelor in Commerce
(Financial Markets)**

Under the Faculty of Commerce

By

Name of the Learner

Under the Guidance of

Name of the Guiding Teacher

Name and address of the College

Month and Year

2nd Page

nd page (i.e. inside after main page)

This page to be repeated on 2

On separate page

Index

Title of the Chapter Page No.

(sub point 1.1, 1.1.1, And so on)

Chapter No. 2 Chapter No. 3 Chapter No. 4 Chapter No. 5

Title of the Chapter Title of the Chapter Title of the Chapter Title of the Chapter

List of tables, if any, with page numbers. List of Graphs, if any, with page numbers. List of Appendix, if any, with page numbers. Abbreviations used:

Structure to be followed to maintain the uniformity in formulation and presentation of Project Work

(Model Structure of the Project Work)

- **Chapter No. 1: Introduction**

In this chapter Selection and relevance of the problem, historical background of the problem, brief profile of the study area, definition/s of related aspects, characteristics, different concepts pertaining to the problem etc can be incorporated by the learner.

- **Chapter No. 2: Research Methodology**

This chapter will include Objectives, Hypothesis, Scope of the study, limitations of the study, significance of the study, Selection of the problem, Sample size, Data collection, Tabulation of data, Techniques and tools to be used, etc can be incorporated by the learner.

- **Chapter No. 3: Literature Review**

This chapter will provide information about studies done on the respective issue. This would specify how the study undertaken is relevant and contribute for value addition in information/ knowledge/ application of study area which ultimately helps the learner to undertake further study on same issue.

- **Chapter No. 4: Data Analysis, Interpretation and Presentation** This chapter is the core part of the study. The analysis pertaining to collected data will be done by the learner. The application of selected tools or techniques will be used to arrive at findings. In this, table of information's, presentation of graphs etc. can be provided with interpretation by the learner.

- **Chapter No. 5: Conclusions and Suggestions**

In this chapter of project work, the findings of the work will be covered and suggestions will be enlisted to validate the objectives and hypotheses.

Note: If required more chapters of data analysis can be added.

- **Bibliography**
- **Appendix**

Guidelines for Internship-based project work

- Minimum 20 days/ 100 hours of Internship with an Organization/ NGO/ Charitable Organization/ Private firm.
- The theme of the internship should be based on any study area of the elective courses Experience Certificate is Mandatory
- A project report has to be brief in content and must include the following aspects:
 - **Executive Summary:** A bird's eye view of your entire presentation has to be precisely offered under this category.
 - **Introduction on the Company:** A Concise representation of the company/ organization defining its scope, products/ services and its SWOT analysis.

- **Statement and Objectives:** The mission and vision of the organization need to be stated enshrining its broad strategies.
- **Your Role in the Organization during the internship:** The key aspects handled, the department under which you were deployed and brief summary report duly acknowledged by the reporting head.
- **Challenges:** The challenges confronted while churning out theoretical knowledge into the practical world.
- **Conclusion:** A brief overview of your experience and suggestions to bridge the gap between theory and practice.

The project report based on internship shall be prepared as per the broad guidelines given below:

- Font type: Times New Roman
- Font size: 12-For content, 14-for Title
- Line Space : 1.5-for content and 1-for in table work
- Paper Size: A4
- Margin : in Left-1.5, Up-Down-Right-1
- The Project Report shall be bound. The project report should be of minimum 50 pages

Evaluation pattern of the project work

The Project Report shall be evaluated in two stages viz.	
· Evaluation of Project Report (Bound Copy)	60 Marks
Introduction and other areas covered	20 Marks
Research Methodology, Presentation, Analysis and interpretation of data	30 Marks
Conclusion & Recommendations	10 Marks
· Conduct of Viva-voce	40 Marks
In the course of Viva-voce, the questions may be asked such as importance / relevance of the study, objective of the study, methodology of the study/ mode of Enquiry (question responses)	10 Marks
Ability to explain the analysis, findings, concluding observations, recommendation, limitations of the Study	20 Marks
Overall Impression (including Communication Skill)	10 Marks

Note:

- **The guiding teacher along with the external evaluator appointed by the University/ College for the evaluation of project shall conduct the viva-voce examination as per the evaluation pattern**

Passing Standard

- Minimum of Grade E in the project component
- In case of failing in the project work, the same project can be revised for ATKT examination.
- Absence of student for viva voce: If any student fails to appear for the viva voce on the date and time fixed by the department such student shall appear for the viva voce on the date and time fixed by the Department, such student shall appear for the viva voce only along with students of the next batch.

BOS	BFM			
Class	B.Com Financial Markets			
Semester	VI			
Course name	Personal Financial Planning			
Course Code	PUCFM 607 A			
Course Type	Ability Enhancement			
Course Credit	2			
COURSE OBJECTIVES:				
<ol style="list-style-type: none"> 1. To introduce students to the basic terminology, concepts and practice of personal finance. 2. To create awareness among students the importance of personal financial planning. 				
Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
1.	Principles of Financial Planning	1.1	Principles of Financial Planning Meaning of Financial Planning/Personal Financial Planning (PFP), Need for PFP, Misconceptions about PFP, Benefits of PFP, Financial Planning Process, macro economic factors influencing individual financial planning	7
2	Elements of Personal Financial Planning	2.1	Introduction to Personal Financial Planning Concept, Steps of Financial Planning, Personal financial goals & its types, Objectives of Personal financial planning, guidelines for setting goals, factors affecting personal financial decisions	15
		2.2	Opportunity Costs & Strategies Concept of opportunity cost & its types, Valuation of opportunity cost on time value of money (future value & present on single & annuity deposits), strategies for achieving financial goals.	
3	Money Management Strategy: Financial Statements & Budgeting	3.1	Cash Management Cash inflows and outflows , Budgeting & Forecasting -meaning, key differences, challenges & steps, how to build budget and generate forecast	15
		3.2	Financial Statements Analysis Creating the Balance Sheet and Cash Flow Statement	
4	Creating a Personal Financial Plan	4.1	<ol style="list-style-type: none"> 1. Determine your current financial situation 2. Develop your financial goals 3. Identify alternative courses of action 4. Evaluate alternatives 5. Create and implement your financial action plan 6. Review and revise the financial plan 	8
Total lectures				45

COURSE OUTCOMES:

- CO1 – Understanding Personal financial planning & its importance of setting financial goals
- CO2 – Associate opportunity costs with personal financial planning
- CO3 – Identify strategies for achieving personal financial goals
- CO4 – Determining different aspects of budget & forecasting
- CO5 – Analyse money management strategies
- CO6– Creating a Personal Financial Plan

References :

1. Kapoor Personal Finance Connect Plus (includes ebook) 11th Edition.
2. Kapoor, J. R., Dlabay, L. R., & Hughes, R. J. (2015). Personal Finance. New York, NY: McGraw-Hill/Irwin. ISBN: 9780077641009
3. Ernst & Young's Personal Financial Planning Guide Fifth Edition Revised & Fully Updated ,Martin Nissenbaum ,Barbara J. Raasch,Charles L. Ratner,John Wiley & Sons, Inc.
4. The only Financial Planning Book that you will ever need: Amar Pandit: TV 18 Broadcast Ltd (CNBC TV18)
5. How to be your own financial planner: Manish Chauhan : TV 18 Broadcast Ltd (CNBC TV18)
6. Value Investing and Behavioral Finance : Parag Parikh:Mcgraw Hills Education
7. Publications by Financial Planning Standard Board
8. E Book by The Financial Planners' Guild India

Sr. No.	Case studies																																																																				
I	<p style="text-align: center;">Mrs. Jaya Tandel Monthly budget</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 35%;">Monthly income</th> <th style="width: 15%;">Amount</th> <th colspan="2" style="width: 45%;">Variable Monthly expense</th> </tr> </thead> <tbody> <tr> <td>Wages</td> <td style="text-align: right;">3500</td> <td>Utilities</td> <td style="text-align: right;">75</td> </tr> <tr> <td>Allowance</td> <td style="text-align: right;">0</td> <td>Telephone</td> <td style="text-align: right;">65</td> </tr> <tr> <td>Other income</td> <td style="text-align: right;">35</td> <td>Groceries</td> <td style="text-align: right;">135</td> </tr> <tr> <td colspan="2">Payroll deductions</td> <td>Clothing</td> <td style="text-align: right;">75</td> </tr> <tr> <td>Tax</td> <td style="text-align: right;">700</td> <td>Credit card</td> <td style="text-align: right;">150</td> </tr> <tr> <td>Security tax</td> <td style="text-align: right;">268</td> <td>donations</td> <td style="text-align: right;">25</td> </tr> <tr> <td>State tax</td> <td style="text-align: right;">175</td> <td>gasoline</td> <td style="text-align: right;">85</td> </tr> <tr> <td>Local tax</td> <td style="text-align: right;">35</td> <td>Personal items</td> <td style="text-align: right;">45</td> </tr> <tr> <td>Total take home income</td> <td style="text-align: right;">2357</td> <td colspan="2">Discretionary monthly expenses</td> </tr> <tr> <td colspan="2">Fixed monthly Expense</td> <td>Movies</td> <td style="text-align: right;">15</td> </tr> <tr> <td>Savings</td> <td style="text-align: right;">100</td> <td>Hobbies</td> <td style="text-align: right;">35</td> </tr> <tr> <td>Rent</td> <td style="text-align: right;">750</td> <td>Restaurants</td> <td style="text-align: right;">55</td> </tr> <tr> <td>Car loan</td> <td style="text-align: right;">425</td> <td>Other</td> <td style="text-align: right;">155</td> </tr> <tr> <td>Vehicle insurance</td> <td style="text-align: right;">125</td> <td></td> <td></td> </tr> <tr> <td>Health insurance</td> <td style="text-align: right;">55</td> <td>Total Expense</td> <td style="text-align: right;">2465</td> </tr> <tr> <td>Cable tv / internet charges</td> <td style="text-align: right;">45</td> <td>Surplus/Deficit</td> <td style="text-align: right;">(108)</td> </tr> </tbody> </table>	Monthly income	Amount	Variable Monthly expense		Wages	3500	Utilities	75	Allowance	0	Telephone	65	Other income	35	Groceries	135	Payroll deductions		Clothing	75	Tax	700	Credit card	150	Security tax	268	donations	25	State tax	175	gasoline	85	Local tax	35	Personal items	45	Total take home income	2357	Discretionary monthly expenses		Fixed monthly Expense		Movies	15	Savings	100	Hobbies	35	Rent	750	Restaurants	55	Car loan	425	Other	155	Vehicle insurance	125			Health insurance	55	Total Expense	2465	Cable tv / internet charges	45	Surplus/Deficit	(108)
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Mr.Satish Monthly budget

Monthly income	Amount	Variable Monthly expense	
Wages	7000	Utilities	150
Allowance	0	Telephone	130
Other income	70	Groceries	270
Payroll deductions		Clothing	150
Tax	1400	Credit card	300
Security tax	536	donations	50
State tax	350	gasoline	170
Local tax	70	Personal items	90
Total take home income	4714	Discretionary monthly expenses	
Fixed monthly Expense		Movies	30
Savings	200	Hobbies	70
Rent	1500	Restaurants	110
Car loan	850	Other	310
Vehicle insurance	250		
Health insurance	110	Total Expense	4930
Cable tv / internet charges	90	Surplus/Deficit	(216)

BOS	BFM			
Class	B.Com Financial Markets			
Semester	VI			
Course name	Risk Management			
Course Code	PUCFM 607 B			
Course Type	Ability Enhancement			
Course Credit	2			
Level	Specialization			
COURSE OBJECTIVES:				
1. Understand the concept of risk and its types				
2. Understand the role of risk management in organizational decision-making				
Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
1.	Introduction to Risk Management	1.1	The Concept of Risk, Identification of Risk faced by Organization · Risk and Uncertainty, Strategic and Operational Risks · Dynamic Nature of Risks · Business Risk · Financial Risk faced by Organization · Objectives of Risks Management · Process of Risk Management	15
2	Evaluation of Risk	2.1	Evaluation of Organization's ability to bear them · Risk Measurement · Sources and Impact of Common Business Risk Market, Credit , Liquidity, Technological, Legal Environmental, Reputation, Country Risk · Identify and assess the impact upon the stakeholder involved in Business Risk	15
		2.2	· Nature and Importance of Financial Risk, Evaluation of Financial Risk, Evaluation of Alternative Risk Management Tools · Role of Risk Manager and Risk Committee in identifying and managing risk	
3	Foreign Exchange Risk & Exchange Rate Risk	3.1	Forex Market · Identifying and Analyzing Forex Risk · Managing Forex Risk	15
		3.2	Interest Rate Market and Mathematics · Identifying and Analyzing Interest Rate Risk · Measuring Interest Rate Risk	
Total Lectures				45

Course outcomes:

1. Understanding the concept of risk management
2. Developing risk assessment skills
3. Analyzing and evaluating risk mitigation strategies
4. Developing risk management plans
5. Understanding risk management frameworks

- apply risk management principles to real-world scenarios, including those in the business, healthcare, and environmental sectors.

Books:

- The Essentials of Risk Management: Michel Crouhy, Dan Galai,, Robert Mark :MC Graw Hill Education
- A Practical Guide to Risk Management : Thomas S Koleman: Research Foundation of CFA Institute
- Risk Management – Concepts and Guidance: Carl Pritchard: CRC Press
- Risk Management: Prof C K Roy: Vayu Educatio

Sr. No	Case studies
I	<p>Case Study 1: Launching a New Food Truck (Introduction to Risk Management)</p> <p>Company: Spicy Samurai, a new food truck specializing in gourmet Asian fusion cuisine.</p> <p>Risks Identified:</p> <ul style="list-style-type: none"> • High Competition: The local food truck scene is saturated. • Uncertain Demand: Predicting customer preferences for a new cuisine is challenging. • Equipment Failure: Breakdowns of the truck's cooking equipment could halt operations. <p>Risk Management Plan:</p> <ul style="list-style-type: none"> • Market Research: Analyze competitor offerings and identify potential customer niches. • Flexible Menu: Offer a variety of dishes to cater to diverse tastes. • Preventative Maintenance: Schedule regular equipment checks and have backup plans in case of breakdowns. <p>Benefits: By proactively managing these risks, Spicy Samurai increases its chances of success by entering the market with a well-defined offering and minimizing operational disruptions.</p>
II	<p>Case Study 2: Investing in a Startup (Evaluation of Risk)</p> <p>Investor: Sarah, considering investing in a fitness app startup.</p> <p>Risk Evaluation:</p> <ul style="list-style-type: none"> • Likelihood: High - Startup failure rates are high. • Impact: High - Sarah could lose her entire investment.

- **Mitigation:** Sarah researches the team's experience and market potential of the app.

Evaluation: High likelihood and high impact make this a high-risk investment. Sarah can further evaluate by:

- **Comparing ROI:** Analyze potential returns from the app versus other investment options.
- **Diversification:** Consider investing a smaller amount to limit potential losses.
- **Decision:** Based on her risk tolerance, Sarah decides to invest a smaller amount or choose a different investment altogether.