



**Hindi VidyaPracharSamiti's  
RamniranjanJhunjhunwala College  
of Arts, Science & Commerce  
(Autonomous College)**



**Affiliated to  
UNIVERSITY OF MUMBAI**

**Syllabus for the FYBVOC  
Program: BVOC  
Course: Financial Markets & Service  
Code: RJCUBVOFMS**

**DISTRIBUTION OF TOPICS AND CREDITS****FYBVOCFMS SEMESTER I**

<b>Course</b>	<b>Nomenclature</b>	<b>Credits</b>	<b>Topics</b>
<b>RJCUBVOCFM S101</b>	<b>Business Communication– I</b>	<b>6</b>	1. Theory of Communication
			2. Obstacles to Communication in Business World
			3. Business Correspondence Theory of Business Letter Writing
			4. Language and Writing Skills
<b>RJCUBVOCFM S102</b>	<b>Computer Application-I</b>	<b>6</b>	1. Computer hardware
			2. Internet
			3. Word 2013
			4. Excel And advance excel
<b>RJCUBVOCFM S103</b>	<b>Introduction to Financial Accounts</b>	<b>6</b>	1. Introduction
			2. Accounting Transactions
			3. Depreciation Accounting & Trial Balance
			4. Final Accounts
<b>RJCUBVOCFM S104</b>	<b>Basics of Financial Services</b>	<b>3</b>	1. Financial System
			2. Commercial Banks, RBI And Development Banks
			3. Insurance
			4. Mutual Funds
<b>RJCUBVOCFM S105</b>	<b>Business Economics -I</b>	<b>3</b>	1. Scope and importance of business economics
			2. Demand analysis
			3. Supply and Production Decisions and Cost of Production
			4. Market structure: Perfect competition and Monopoly and Pricing and Output Decisions under Imperfect Competition
			5. Pricing Practices
<b>RJCUBVOCFM S106</b>	<b>Introduction to Financial System</b>	<b>3</b>	1. An introduction to the financial system, Overview of financial system
			2. Financial markets
			3. Financial Regulators
			4. Financial Instruments
<b>RJCUBVOCFM S107</b>	<b>Principles of Management</b>	<b>3</b>	1. Nature of Management
			2. Planning and Decision Making
			3. Organizing

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			4. Directing, Leadership, Co-ordination and Controlling
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**FYBVOC FMS SEMESTER II**

Course	Nomenclature	Credits	Topics
<b>RJCUBVOCF MS201</b>	<b>Business Communication-II</b>	<b>6</b>	1. Presentation Skills
			2. Group Communication
			3. Business Correspondence
			4. Language and Writing Skills
<b>RJCUBVOCF MS202</b>	<b>Computer Application – II</b>	<b>6</b>	1. Advance Excel with Financial Functions & Macro
			2. Emerging technologies in IT
			3. PowerPoint 2013
			4. Outlook 2013
<b>RJCUBVOCF MS203</b>	<b>Indian Banking</b>	<b>6</b>	1. Reserve Bank of India
			2. Commercial Banks
			3. Development banks
			4. Financial Instruments and Interest Rate Structure
<b>RJCUBVOCF MS204</b>	<b>Marketing Management</b>	<b>3</b>	1. Introduction to Marketing
			2. Marketing Environment, Research and Consumer Behaviour
			3. Marketing Mix
			4. Segmentation, Targeting and Positioning and Trends In Marketing
<b>RJCUBVOCF MS205</b>	<b>Accounting For Managerial Decision</b>	<b>3</b>	1. Analysis and Interpretation of Financial statements
			2. Ratio analysis and Interpretation
			3. Cash flow statement (Direct & Indirect Method)
			4. Working Capital
<b>RJCUBVOCF MS206</b>	<b>Macro Economics</b>	<b>3</b>	1. Introduction to Macroeconomic Data and Theory
			2. Money, Inflation and Monetary Policy
			3. Constituents of Fiscal Policy
			4. Open Economy : Theory and Issues of International Trade
<b>RJCUBVOCF MS207</b>	<b>Equity &amp; Debt Market</b>	<b>3</b>	1. Introduction to Financial Market
			2. Dynamics of Equity Market
			3. Players in debt markets
			4. Valuation of Equity & Bonds

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SEMESTER I		L	Cr
Paper-I: Business Communication I	Paper Code: RJCUBVOCFMS101	60	06
UNIT I		15	
Theory of Communication			
<ul style="list-style-type: none"> <li>• Concept of Communication: Meaning, Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Global world</li> <li>• Impact of technological advancements on Communication</li> <li>• Channels and Objectives of Communication: Channels- Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine</li> <li>• Objectives of Communication: Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning, and Boosting the Morale of Employees(A brief introduction to these objectives to be given)</li> <li>• Methods and Modes of Communication: Methods: Verbal and Nonverbal, Characteristics of Verbal Communication Characteristics of Non-verbal Communication,</li> <li>• Business Etiquette Modes: Telephone and SMS Communication 3 (General introduction to Telegram to be given) Facsimile Communication [Fax] Computers and E- communication Video and Satellite Conferencing</li> </ul>			
UNIT II		15	
Obstacles to Communication in Business World			
<ul style="list-style-type: none"> <li>• Problems in Communication /Barriers to Communication: Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers</li> <li>• Ways to Overcome these Barriers</li> <li>• Listening: Importance of Listening Skills, Cultivating good Listening Skills Introduction to Business Ethics Concept and Interpretation, Importance of Business Ethics, Personal Integrity at the workplace</li> <li>• Business Ethics and media, Computer Ethics</li> <li>• Corporate Social Responsibility</li> <li>• Teachers can adopt a case study approach and address issues such as the following so as to orient and sensitize the student community to actual business practices: Surrogate Advertising, Patents and Intellectual Property Rights, Dumping of Medical/E-waste, Human Rights Violations and Discrimination on the basis of gender, race, caste, religion, appearance and sexual orientation at the workplace Piracy, Insurance, Child Labour</li> </ul>			
UNIT III		15	
Business Correspondence Theory of Business Letter Writing			

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<ul style="list-style-type: none"> <li>Parts, Structure, Layouts—Full Block, Modified Block, Semi - Block</li> <li>Principles of Effective Letter Writing, Principles of effective Email Writing,</li> <li>Personnel Correspondence: Statement of Purpose, Job Application Letter and Resume, Letter of Acceptance of Job Offer, Letter of Resignation [Letter of Appointment, Promotion and Termination, Letter of Recommendation (to be taught but not to be tested in the examination)]</li> </ul>	
<b>UNIT IV</b>	<b>15</b>
<b>Language and Writing Skills</b>	
<ul style="list-style-type: none"> <li>Commercial Terms used in Business Communication</li> <li>Paragraph Writing: Developing an idea, using appropriate linking devices, etc</li> <li>Cohesion and Coherence, self-editing, etc</li> <li>[Interpretation of technical data, Composition on a given situation, a short informal report etc.]</li> <li>Activities: Listening Comprehension; Remedial Teaching; Speaking Skills: Presenting a News Item, Dialogue and Speeches Paragraph Writing: Preparation of the first draft, Revision and Self – Editing, Rules of spelling. Reading Comprehension: Analysis of texts from the fields of Commerce and Management</li> </ul>	

<b>FYBVOCFMS</b>	<b>Semester I</b>
<b>RJCUBVOCFMS101</b>	<b>Course Outcome :</b>
<b>Paper-I</b>	➤ Students will learn effective use of various types of oral, written and digital communication modes geared to a range of business audience
<b>Business</b>	<b>Learning Outcome:</b>
<b>Communication - 1</b>	➤ Using persuasive and professional language in speech and writing ➤ Conducting effective business research and communicating the process and findings in a range of business documents and oral presentations ➤ Planning and managing a business project and communications strategy ➤ Demonstrating advanced interpersonal communication, business etiquette and relationship building skills ➤ Communicating effectively across cultures and to a range of different business audiences (managers, clients, customers, colleagues) ➤ Embedding ethical considerations in all communication

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<b>SEMESTER I</b>		<b>L</b>	<b>Cr</b>
<b>Paper-II: Computer Application-I</b>	<b>Paper Code: RJCUBVOCFMS102</b>	<b>60</b>	<b>06</b>
<b>UNIT I</b>		<b>15</b>	
<b>Computer hardware</b>			
<ul style="list-style-type: none"> <li>• Personal Computers</li> <li>• Identification/demonstration of different storage Devices like CD and CD drive, hard disk- HDD</li> <li>• Storing and retrieving data from various storage devices</li> <li>• Identification of various input and output devices.</li> <li>• Primary memory, RAM and ROM- Processor- CPU, it's speed-machine cycle, ports, computer buses</li> <li>• Different types of printers.</li> <li>• Introduction to trouble shooting of personal computers.</li> </ul>			
<b>UNIT II</b>		<b>15</b>	
<b>Internet</b>			
<ul style="list-style-type: none"> <li>• What is internet,</li> <li>• Most popular internet services</li> <li>• Functions of internet like email, WW, FTP, UseNet, Instant messaging, internet telephony, using address book, working with task list, scheduling appointments, reminders, events</li> </ul>			
<b>UNIT III</b>		<b>15</b>	
<b>Word 2013</b>			
<ul style="list-style-type: none"> <li>• Getting started, The Word window,</li> <li>• New documents, Document navigation, Editing text, Working with text, Undo and Redo commands, Cut, copy, and paste, Find and replace, Text formatting, Character formatting, Tab settings, Paragraph formatting, Paragraph spacing and indents</li> <li>• Tables, Creating tables, Working with table content, Changing the table structure</li> <li>• Page layout, Headers and footers, Page setup</li> <li>• Graphics, Adding graphics and clip art, Working with graphics</li> <li>• Proofing, printing, and exporting, Spelling and grammar, AutoCorrect, Printing and exporting documents</li> </ul>			

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<b>UNIT IV</b>	<b>15</b>
<b>Excel And advance excel</b>	
<ul style="list-style-type: none"> <li>• Fundamentals of Excel, Cut, Copy, Insert, Delete, Paste Special,</li> <li>• Custom Formatting , Undo, Redo, Excel Formulas – Basic, Useful functions and Paste Function, Calc, Comments, Drawing toolbar, Edit, Replace, Delete, Clear, Essential Printing, Data Sorting, Hiding, AutoFormats, Protection &amp; Advance Excel.</li> </ul>	

<b>FYBVOC FMS</b>	<b>Semester I</b>
<b>RJCUBVOCFMS102</b>  <b>Paper II</b> <b>Computer</b> <b>Application-I</b>	<p><b>Course Outcomes:</b></p> <ul style="list-style-type: none"> <li>➤ To achieve Command over Computers</li> <li>➤ To become a smart and serious user of computers</li> <li>➤ To use MS-office and internet confidently in daily activities and become a smart Netizen.</li> <li>➤ To use various employable skills to become successful at word and businesses.</li> </ul> <p><b>Learning outcomes:</b></p> <p><b><u>Computer Hardware</u></b></p> <ul style="list-style-type: none"> <li>➤ Understand the fundamental hardware components that make up a computer's hardware and the role of each of these components.</li> <li>➤ Understand the difference between an operating system and an application program, and what each is used for in a computer.</li> <li>➤ Describe some examples of computers and state the effect that the use of computer technology has had on some common products.</li> <li>➤ Identify the principal components of a given computer system.</li> </ul> <p><b><u>Internet</u></b></p> <ul style="list-style-type: none"> <li>➤ Understand foundation of the digital revolution and allows to share information (words, images and any digital file) almost instantaneously.</li> <li>➤ Understand web an easy-to-use interface to Internet resources.</li> <li>➤ Understand how to access the resources on internet, to effectively communicate electronically, to efficiently locate information, to understand electronic commerce, and to use web utilities.</li> </ul>

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	<p><b><u>Word</u></b></p> <ul style="list-style-type: none"><li>➤ To create text-based documents</li><li>➤ To create memos, letters, faxes, newsletters, annuals and brochures.</li></ul> <p><b><u>Excel</u></b></p> <ul style="list-style-type: none"><li>➤ To use spreadsheets to organize, analyze, and graph numeric data such as budget and financial reports.</li></ul>
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SEMESTER I		L	Cr
Paper-III: Introduction to Financial Accounts	Paper Code: RJCUBVOCFMS103	60	06
UNIT I		15	
Introduction			
<ul style="list-style-type: none"><li>• Meaning and Scope of Accounting</li><li>• Need and development, definition</li><li>• Book-Keeping and accounting, Persons interested in accounting, Branches of accounting</li><li>• Objectives of accounting</li><li>• Accounting principles: Introductions to Concepts and conventions.</li><li>• Introduction to Accounting Standards: Meaning and Scope)<ul style="list-style-type: none"><li>• AS 1 :Disclosure to Accounting Policies</li><li>• AS 6: Depreciation Accounting.</li><li>• AS 9: Revenue Recognition.</li><li>• AS 10: Accounting For Fixed Assets.</li></ul></li><li>• International Financial Reporting Standards (IFRS): Introduction to IFRS<ul style="list-style-type: none"><li>• IAS-1: Presentation of Financial Statements (Introductory Knowledge)</li><li>• IAS-2: Inventories (Introductory Knowledge)<ul style="list-style-type: none"><li>• Accounting in Computerized Environment: Introduction, Features and application in various areas of Accounting</li></ul></li></ul></li></ul>			
UNIT II		15	
Accounting Transactions			
<ul style="list-style-type: none"><li>• Accounting transactions: Accounting cycle</li><li>• Journal, Journal proper, Opening and closing entries,</li><li>• Relationship between journal &amp; ledger, Rules regarding posting</li><li>• Trial balance</li><li>• Subsidiary books (Purchase, Purchase Returns, Sales, Sales Returns &amp; cash book –Triple Column)</li><li>• Bank Reconciliation Statement.</li><li>• Expenditure: Classification of Expenditure- Capital, revenue and Deferred Revenue expenditure Unusual expenses: Effects of error: Criteria test.</li><li>• Receipts: Capital receipt, Revenue receipt, distinction between capital receipts and revenue receipts. Profit or Loss: Revenue and capital</li></ul>			
UNIT III		15	
Depreciation Accounting & Trial Balance			

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<ul style="list-style-type: none"> <li>• Depreciation accounting: Practical problem based on depreciation using SLM and RBM methods. (Where Provision for depreciation Account not maintained).</li> <li>• Preparation of Trial Balance: Introduction and Preparation of Trial Balance</li> </ul>	
<b>UNIT IV</b>	<b>15</b>
<b>Final Accounts</b>	
<ul style="list-style-type: none"> <li>• Sole Proprietor. <ul style="list-style-type: none"> <li>• Manufacturing Account, Trading Account, Profit and Loss Account and Balance Sheet.</li> </ul> </li> </ul>	

<b>FYBVOC FMS</b>	<b>Semester I Practical</b>
<b>RJCUBVOCFMS103</b>  <b>PAPER III</b> <b>Introduction to Financial Accounts</b>	<p><b>Course Outcome:</b></p> <ul style="list-style-type: none"> <li>➤ Effectively define the needs of the various users of accounting data and demonstrate the ability to communicate such data effectively, as well as the ability to provide knowledgeable recommendations.</li> <li>➤ Apply appropriate judgment derived from knowledge of accounting theory, to financial analysis and decision making.</li> <li>➤ To record the basic journal entries.</li> <li>➤ Memorize how to calculate depreciation by applying various methods.</li> <li>➤ Maintain the financial statements of a business entity. Rectify errors in accounts.</li> </ul> <p><b>Learning outcomes:</b></p> <ul style="list-style-type: none"> <li>➤ Recognize and understand ethical issues related to the accounting profession.</li> <li>➤ Prepare financial statements in accordance with Generally Accepted Accounting Principles.</li> <li>➤ Employ critical thinking skills to analyze financial data as well as the effects of differing financial accounting methods on the financial statements.</li> <li>➤ Understand the meaning accounting and accountancy.</li> </ul>

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	<ul style="list-style-type: none"> <li>➤ Understand the terms used in accounting system</li> <li>➤ Know how the accounting entries are posted in books.</li> </ul>
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<b>SEMESTER I</b>		<b>L</b>	<b>Cr</b>
<b>Paper-IV Basics of Financial Services</b>	<b>Paper Code: RJCUBVOGCFMS104</b>	<b>60</b>	<b>03</b>
<b>UNIT I</b>			
<b>An introduction to the financial system, Overview of financial system</b>			
<ul style="list-style-type: none"> <li>• An overview of Financial System,</li> <li>• Financial Markets, Structure of Financial Market (Organised and Unorganized Market),</li> <li>• Components of Financial System,</li> <li>• Major Financial Intermediaries,</li> <li>• Financial Products,</li> <li>• Function of Financial System,</li> <li>• Regulatory Framework of Indian Financial System (Overview of SEBI and RBI-Role and Importance as regulators).</li> </ul>			
<b>UNIT II</b>		<b>15</b>	
<b>Commercial Banks, RBI And Development Banks</b>			
<ul style="list-style-type: none"> <li>• Concept of Commercial Banks-Functions,</li> <li>• Investment Policy of Commercial Banks,</li> <li>• Liquidity in Banks</li> <li>• Asset Structure of Commercial Banks</li> <li>• Non-Performing Assets</li> <li>• Interest Rate reforms</li> <li>• Capital Adequacy Norms.</li> <li>• Reserve Bank of India- Organization &amp; Management,</li> <li>• Role And Functions Development Banks; Characteristics</li> <li>• Need And Emergence of Development Financial Institutions In India, Function of Development Banks.</li> </ul>			
<b>UNIT III</b>		<b>15</b>	

**FYBVOC (Financial Markets & Services) Syllabus Semester I & II**

<b>Insurance</b>	
<ul style="list-style-type: none"> <li>• Concept,</li> <li>• Basic Characteristics of Insurance,</li> <li>• Insurance Company Operations,</li> <li>• Principles of Insurance</li> <li>• Reinsurance</li> <li>• Purpose And Need Of Insurance</li> <li>• Different Kinds of Life Insurance Products, Basic Idea About Fire And Marine Insurance and Banc assurance</li> </ul>	
<b>UNIT IV</b>	<b>15</b>
<b>Mutual Funds</b>	
<ul style="list-style-type: none"> <li>• Concept of Mutual Funds,</li> <li>• Growth of Mutual Funds in India,</li> <li>• Features and Importance of Mutual Fund.</li> <li>• Mutual Fund Schemes,</li> <li>• Money Market Mutual Funds,</li> <li>• Private Sector Mutual Funds,</li> <li>• Valuation of the Performance Of Mutual Funds,</li> <li>• Functioning of Mutual Funds in India.</li> </ul>	

<b>FYBVOC FMS</b>	<b>Semester I Theory</b>
<b>RJCUBVOCFMS104</b>  <b>PAPER IV</b> <b>Basics of Financial Services</b>	<p><b>Course Outcome:</b></p> <ul style="list-style-type: none"> <li>➤ The learner will gain knowledge about Financial Service industry and difference financial product in the industry Recent Development in Banking and mutual fund industry</li> <li>➤ Background of Insurance product and how it should be used as an protection instead of investment</li> <li>➤ Background on different types of Mutual Fund Schemes and analysis of the funds.</li> <li>➤ Focus on current financial events by discussing the relevant news/articles in the class</li> </ul> <p><b>Learning Outcome:</b></p> <ul style="list-style-type: none"> <li>➤ To understand concept of Financial Services and its role and functions</li> <li>➤ To understand financial products like mutual funds and insurance</li> </ul>

**FYBVOC (Financial Markets & Services) Syllabus Semester I & II**

	<ul style="list-style-type: none"> <li>➤ To understand function of Banking and Merchant Banking</li> <li>➤ Role of Mutual Fund &amp; Insurance in Financial Planning</li> </ul>
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<b>SEMESTER I</b>			
<b>Paper V: Business Economics -I</b>	<b>Paper Code: RJCUBVOCFMS105</b>	<b>60</b>	<b>03</b>
<b>UNIT I</b>		<b>12</b>	
<b>Scope and Importance of Business Economics</b>			
<ul style="list-style-type: none"> <li>• Basic tools- Opportunity Cost principle</li> <li>• Incremental and Marginal Concepts.</li> <li>• Basic economic relations - functional relations</li> <li>• Equations- Total, Average and Marginal relations</li> <li>• Use of Marginal analysis in decision making</li> <li>• The basics of market demand, market supply and equilibrium price</li> <li>• Shifts in the demand and supply curves and equilibrium</li> </ul>			
<b>UNIT II</b>		<b>12</b>	
<b>Demand Analysis</b>			
<ul style="list-style-type: none"> <li>• Demand Function - nature of demand curve under different markets</li> <li>• Meaning, significance, types and measurement of elasticity of demand (Price, income cross and promotional)</li> <li>• Relationship between elasticity of demand and revenue concepts</li> <li>• Demand estimation and forecasting: Meaning and significance</li> <li>• Methods of demand estimation : survey and statistical methods</li> <li>• Numerical illustrations on trend analysis and simple linear regression</li> </ul>			
<b>UNIT III</b>		<b>13</b>	
<b>Supply and Production Decisions and Cost of Production</b>			

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<ul style="list-style-type: none"> <li>• Production function: short run analysis with Law of Variable Proportions</li> <li>• Production function with two variable inputs</li> <li>• Isoquants, ridge lines and least cost combination of inputs</li> <li>• Long run production function and Laws of Returns to Scale</li> <li>• Expansion path</li> <li>• Economies and diseconomies of Scale</li> <li>• Cost concepts: Accounting cost and economic cost</li> <li>• Implicit and explicit cost, fixed and variable cost</li> <li>• Total, average and marginal cost</li> <li>• Cost Output Relationship in the Short Run and Long Run (hypothetical numerical problems to be discussed)</li> <li>• LAC and Learning curve</li> <li>• Break even analysis (with business applications)</li> </ul>		
<b>UNIT IV</b>	<b>13</b>	
<b>Market structure: Perfect competition and Monopoly and Pricing and Output Decisions under Imperfect Competition</b>		
<ul style="list-style-type: none"> <li>• Short run and long run equilibrium of a competitive firm and of industry</li> <li>• Monopoly - short run and long- run equilibrium of a firm under Monopoly</li> <li>• Monopolistic competition: Equilibrium of a firm under monopolistic competition, debate over role of advertising. Topics to be taught using case studies from real life examples</li> <li>• Oligopolistic markets</li> <li>• Key attributes of oligopoly</li> <li>• Collusive and non collusive oligopoly market</li> <li>• Price rigidity</li> <li>• Cartels and price leadership models (with practical examples)</li> </ul>		
<b>UNIT V</b>	<b>10</b>	
<b>Pricing Practices</b>		
<ul style="list-style-type: none"> <li>• Cost oriented pricing methods: cost plus (full cost) pricing, marginal cost pricing, Mark up pricing, discriminating pricing, multiple product pricing, transfer pricing. (case studies on how pricing methods are used in business world)</li> </ul>		

<b>FY BVOC FMS</b>	<b>Semester I Theory</b>
<b>RJCUBVOCFMS105</b>  <b>PAPER V</b> <b>Business Economics</b> <b>-I</b>	<p><b>Course Outcome:</b></p> <ul style="list-style-type: none"><li>➤ The learners gain knowledge and understanding of demand and impact on price in purchasing goods.</li><li>➤ Gain knowledge of market structure and fact the challenges in business.</li><li>➤ Enhancement of output and profit in business.</li><li>➤ Understanding of market barriers to entry and ways to overcome theory.</li><li>➤ The learners will be able to identify the market and enjoy surplus</li></ul> <p><b>Learning Outcome:</b></p> <ul style="list-style-type: none"><li>➤ To give knowledge to the learners regarding demand and changes in response to changes in price.</li><li>➤ To introduce the concept of consumer is supply and forecasting their purchases.</li><li>➤ To avail of different market structure and pricing of different goods including stock market.</li><li>➤ To impart proficiency in revenue and cost conditions of the firm and breakeven point.</li><li>➤ To introduce the concept of profit and run the business in a sound footing.</li></ul>

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SEMESTER I		L	Cr
Paper VI: Introduction to Financial System	Paper Code: RJCUBVOCFMS106	60	03
UNIT I		15	
Financial System			
<ul style="list-style-type: none"><li>• An introduction to the financial system,</li><li>• Overview of financial system</li><li>• Functions of a financial system</li><li>• Evolution of financial systems ( capital market oriented)</li><li>• Financial systems in India compared with those in developed nations and developing nation</li><li>• Constituents of the financial system and interrelationships between various components</li></ul>			
UNIT II		15	
Financial Markets			
<ul style="list-style-type: none"><li>• Capital markets</li><li>• Money Markets</li><li>• Foreign Exchange Market</li><li>• Commodity Markets</li><li>• Derivative Markets</li><li>• Meaning, classification and structure, sub-segments, Role played, participants</li></ul>			
UNIT III		15	
Financial regulators			
<ul style="list-style-type: none"><li>• Meaning and features of financial regulators</li><li>• Role and functions of financial regulators</li><li>• Kinds of financial regulators, markets regulated by each regulator</li></ul>			
UNIT IV		15	
Financial instruments			



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<ul style="list-style-type: none"> <li>• Meaning and classification of financial instruments (multiple ways of classifying financial instruments)</li> <li>• Types of financial instruments,</li> <li>• Evaluation of financial instruments (risk return trade-off)</li> <li>• Characteristics of financial instruments</li> <li>• New financial instruments</li> </ul>	
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<b>FY BVOC FMS</b>	<b>Semester I Theory</b>
<b>RJCUBVOCFMS106</b>  <b>Practical VI</b> <b>Introduction to Financial System</b>	<p><b>Course Outcome:</b></p> <ul style="list-style-type: none"> <li>➤ They will learn about the short term n long term finances</li> <li>➤ They will learn about the regulators and their roles</li> <li>➤ The Learners will become more knowledgeable and informed about the capital markets and money markets.</li> </ul> <p><b>Learning Outcomes:</b></p> <ul style="list-style-type: none"> <li>➤ To provide knowledge to the learner regarding money market and capital markets</li> <li>➤ To make them understand about the various short term n long term instruments of financial markets</li> <li>➤ To make them understand about the features of various financial products</li> <li>➤ To provide knowledge about the regulators of the financial services.</li> </ul>

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SEMESTER I		L	Cr
PAPER VII: Principles of Management	Paper Code: RJCUBVOCFMS107	60	03
UNIT I		15	
Nature of Management			
<ul style="list-style-type: none"><li>• Management: Concept, Significance, Role &amp; Skills</li><li>• Levels of Management</li><li>• Concepts of PODSCORB, Managerial Grid.</li><li>• Evolution of Management thoughts, Contribution of F.W Taylor, Henri Fayol and Contingency Approach.</li></ul>			
UNIT II		15	
Planning and Decision Making			
<ul style="list-style-type: none"><li>• Planning: Meaning, Importance, Elements, Process, Limitations and MBO.</li><li>• Decision Making: Meaning, Importance, Process, Techniques of Decision Making.</li></ul>			
UNIT III		15	
Organizing			
<ul style="list-style-type: none"><li>• Organizing: Concepts, Structure (Formal &amp; Informal, Line &amp; Staff and Matrix), Meaning, Advantages and Limitations</li><li>• Departmentation: Meaning, Basis and Significance</li><li>• Span of Control: Meaning, Graicunas Theory, Factors affecting span of Control</li><li>• Centralization vs Decentralization</li><li>• Delegation: Authority &amp; Responsibility relationship</li></ul>			
UNIT IV		15	
Directing, Leadership, Co-ordination and Controlling			
<ul style="list-style-type: none"><li>• Directing: Meaning and Process</li><li>• Leadership: Meaning, Styles and Qualities of Good Leader</li><li>• Co-ordination as an Essence of Management</li><li>• Controlling: Meaning, Process and Techniques</li><li>• Recent Trends: Green Management &amp; CSR</li></ul>			

<b>FY BVOC FMS</b>	<b>Semester I Theory</b>
<b>RJCUBVOCFMS1 07</b>  <b>Paper VII Principles of Management</b>	<p><b>Course Outcome:</b></p> <ul style="list-style-type: none"><li>➤ The Learners will practice the process of management's four functions: planning, organizing, leading, and controlling.</li><li>➤ The Learners will identify and properly use vocabularies within the field of management to articulate one's own position on a specific management issue and communicate effectively with varied audiences.</li><li>➤ The Learners will evaluate leadership styles to anticipate the consequences of each leadership style.</li><li>➤ Gather and analyze both qualitative and quantitative information to isolate issues and formulate best control methods.</li></ul> <p><b>Learning outcomes :</b></p> <ul style="list-style-type: none"><li>➤ To Discuss and communicate the management evolution and how it will affect future managers.</li><li>➤ To Observe and evaluate the influence of historical forces on the current practice of management.</li><li>➤ To Identify and evaluate social responsibility and ethical issues involved in business situations and logically articulate own position on such issues.</li><li>➤ To explain how organizations adapt to an uncertain environment and identify techniques managers use to influence and control the internal environment.</li></ul>

**SEMESTER II**

<b>SEMESTER II</b>		<b>L</b>	<b>Cr</b>
<b>Paper-I: Business Communication-II</b>	<b>Paper Code: RJCUBVOCFMS201</b>	<b>60</b>	<b>06</b>
<b>UNIT I</b>		<b>15</b>	
<b>Presentation Skills</b>			
<ul style="list-style-type: none"> <li>• <b>Presentations:</b> (to be tested in tutorials only) 4 Principles of Effective Presentation</li> <li>• Effective use of OHP</li> <li>• Effective use of Transparencies</li> <li>• How to make a Power-Point Presentation</li> </ul>			
<b>UNIT II</b>		<b>15</b>	
<b>Group Communication</b>			
<ul style="list-style-type: none"> <li>• <b>Interviews:</b> Group Discussion Preparing for an Interview, Types of Interviews</li> <li>• Selection, Appraisal, Grievance, Exit</li> <li>• <b>Meetings:</b> Need and Importance of Meetings, Conduct of Meeting and Group</li> <li>• Dynamics Role of the Chairperson, Role of the Participants, Drafting of Notice,</li> <li>• Agenda and Resolutions</li> <li>• <b>Conference:</b> Meaning and Importance of Conference Organizing a Conference</li> <li>• Modern Methods: Video and Tele – Conferencing</li> <li>• <b>Public Relations:</b> Meaning, Functions of PR Department, External and Internal</li> <li>• Measures of PR</li> </ul>			
<b>UNIT III</b>		<b>15</b>	
<b>Business Correspondence</b>			
<ul style="list-style-type: none"> <li>• <b>Trade Letters:</b> Order, Credit and Status Enquiry, Collection (just a brief introduction to be given)</li> <li>• Only following to be taught in detail:-</li> <li>• Letters of Inquiry, Letters of Complaints, Claims, Adjustments Sales Letters.</li> </ul>			

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<b>UNIT IV</b>	<b>15</b>	
<b>Language and Writing Skills</b>		
<ul style="list-style-type: none"> <li>Promotional leaflets and fliers Consumer Grievance Letters</li> <li>Letters under Right to Information (RTI) Act</li> </ul>		

<b>FY BVOC FMS</b>	<b>Semester II Theory</b>
<b>RJCUBVOCFMS201</b>  <b>Paper I</b> <b>Business</b> <b>Communication-II</b>	<p><b><u>Course Outcomes:</u></b></p> <ul style="list-style-type: none"> <li>➤ To guide the learners for presentation skills(How to make power point presentation, effective use of transparencies, Effective use of OHP)</li> <li>➤ To give knowledge to the learners regarding group communication (Interview, meetings, Conference, and Public relations.</li> <li>➤ To sensitize the learners to the different types Trade Letters( order , Credit and status enquiry Collection.</li> <li>➤ To impart proficiency in business correspondence, language and writing skills.</li> <li>➤ To identify the ethical dimension of a communication problem and to acknowledge different points of view.</li> </ul> <p><b><u>Course Outcome:</u></b></p> <ul style="list-style-type: none"> <li>➤ The learners are able to write application letters and job resumes.</li> <li>➤ Enhancement of language and writing skills.</li> <li>➤ Learners will be able to make presentation properly.</li> <li>➤ Students will be confident in interviews, meetings, conferences and public relations.</li> <li>➤ Learners will gain an understanding of Business correspondence (trade letters)</li> <li>➤ Students will be able to find, use, and evaluate primary academic writing associated with the communication discipline.</li> <li>➤ Students will be able to communicate effectively orally and in writing.</li> </ul>

SEMESTER II		L	Cr
Paper II: Computer Application–II	Paper Code: RJCUBVOCFMS202	60	06
UNIT I		15	
Microsoft Access			
<ul style="list-style-type: none"><li>• Introduction to Databases</li><li>• Learn all about an Access database and how it works.</li><li>• 2 Introduction to Objects</li><li>• Learn about each of the four objects in Access to understand how they interact with each other to create a fully functional relational database.</li><li>• 3 Getting Started in Access</li><li>• Familiarize yourself with the Access environment, including the Ribbon, Backstage view, Navigation pane, Document Tabs bar, and Record Navigation bar.</li><li>• 4 Managing Databases and Objects</li><li>• Learn how to open and close an Access database, as well as how to open, close, and save objects.</li><li>• Working with Data</li><li>• 5 Working with Tables</li><li>• Learn how to open tables, create and edit records, and modify the appearance of your table to make it easier to view and work with.</li><li>• 6 Working with Forms</li><li>• Learn how to use forms to enter new records and view and edit existing ones.</li><li>• 7 Sorting and Filtering Records</li><li>• Learn how to sort and filter data so you can customize how you organize and view your data.</li><li>• Running Queries and Reports</li><li>• 8 Designing a Simple Query</li><li>• Learn how to create a simple one-table query.</li><li>• 9 Designing a Multi-table Query</li><li>• Learn how to create a complex multi-table query.</li><li>• 10 More Query Design Options</li><li>• Learn how to modify and sort queries, and discover different query-building options.</li><li>• 11 Creating Reports</li><li>• Learn how to create, modify, and print reports.</li><li>• 12 Advanced Report Options</li><li>• Learn how to use the Report Wizard to create complex reports and use Access formatting options to change the look of your report.</li></ul>			

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<ul style="list-style-type: none"> <li>• Database Design Tips</li> <li>• 13 Modifying Tables</li> <li>• Learn how to create and rearrange table fields, as well as set validation rules, character limits, and data types.</li> <li>• 14 Creating Forms</li> <li>• Learn how to create and modify forms using options like design controls and form properties.</li> <li>• 15 Formatting Forms</li> <li>• Learn how to add command buttons, modify form layouts, add logos and other images, and change form colours and fonts.</li> <li>• 16 Designing Your Own Database</li> <li>• Learn how to create a database from an existing template and find resources to learn more about database design.</li> </ul>		
<b>UNIT II</b>	15	
<b>Emerging technologies in IT</b>		
<ul style="list-style-type: none"> <li>• EDI and its application</li> <li>• Advantages and limitations of EDI</li> <li>• Use of EDI in financial sector- cloud computing services- advantages and limitations</li> <li>• E commerce- types, features, security aspects-payment system</li> </ul>		
<b>UNIT III</b>	15	
<b>Powerpoint2013</b>		
<ul style="list-style-type: none"> <li>• Getting started</li> <li>• PowerPoint interface</li> <li>• Creating a basic presentation</li> <li>• Working with slides, Editing slide content, Formatting text and lists</li> <li>• Editing efficiently</li> <li>• Working with shapes, Creating shapes, Formatting shapes , Applying content to shapes.</li> <li>• Graphics, WordArt, Pictures, Tables and charts, Smart Art</li> <li>• Preparing and printing presentations, Proofing presentations, Preparing a presentation, Printing presentations</li> </ul>		
<b>UNIT IV</b>	15	
<b>Advance Excel</b>		

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<ul style="list-style-type: none"> <li>• V Lookup</li> <li>• Pivot Table</li> <li>• Solvers</li> <li>• What-if-Analysis</li> <li>• Data Validation</li> <li>• Consolidated</li> <li>• Financial Functions <ul style="list-style-type: none"> <li>○ Future Value (FV)</li> <li>○ FVSCHEDULE</li> <li>○ Present Value (PV)</li> <li>○ Next Present Value (NPV)</li> <li>○ XNPV</li> <li>○ PMT</li> <li>○ PPMT</li> <li>○ NPER</li> <li>○ RATE</li> <li>○ EFFECT</li> <li>○ NOMINAL</li> <li>○ SLN</li> </ul> </li> </ul>	
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<b>FY BVOC FMS</b>	<b>Semester II Practical</b>
<b>RJCUBVOCFMS2</b> <b>02</b>  <b>Paper II</b> <b>Computer</b> <b>Application – II</b>	<b>Course Outcome:</b> <ul style="list-style-type: none"> <li>➤ The learner gets through knowledge of working with Tally to become an Expert.</li> <li>➤ The learner will understand the Inventory Management and will be able to analyse the stock movement, negative stock, pilferage etc.</li> <li>➤ Access Real time Reports.</li> <li>➤ Become an independent accountant.</li> <li>➤ An asset to a organization in making decisions related to finance.</li> </ul> <b>Learning Outcomes:</b> <ul style="list-style-type: none"> <li>➤ Learning data entry in Tally.ERP 9 / Computerised Accounting for different type of Business Organisations and Personal Accounting.</li> <li>➤ Inventory (Stock) Management.</li> <li>➤ Finding out slow moving and fast moving items and preparing re-order levels accordingly.</li> </ul>



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	<ul style="list-style-type: none"><li>➤ Bank Reconciliation and Reconciling Debtors and Creditors.</li><li>➤ Learning latest Tax implementation and preparing the reports for filling Tax the returns eg. GST, Income Tax etc.</li><li>➤ Learning Finalisation of Accounts for Audit and IT.</li><li>➤ Generating MIS Reports like Cash Flow, Fund Flow and Ratio Analysis.</li><li>➤ Budget and Control, Future Planning.</li><li>➤ Accessing Data from different locations through dot net services of Tally, synchronizing the data.</li></ul>
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**FYBVOC (Financial Markets & Services) Syllabus Semester I & II**

SEMESTER II		L	Cr
Paper III: Indian Banking	Paper Code: RJCUBVOCFMS203	60	06
UNIT I		15	
Reserve Bank of India			
<ul style="list-style-type: none"><li>• Organization, management and functions</li><li>• Recent Monetary policy of RBI.</li></ul>			
UNIT II		15	
Commercial Banks			
<ul style="list-style-type: none"><li>• Meaning, functions, Present structure</li><li>• E-banking</li><li>• Recent developments in commercial banking.</li></ul>			
UNIT III		15	
Development banks			
<ul style="list-style-type: none"><li>• Concept, objectives, and functions of development banks</li><li>• Role of development banks; IFCI, IDBI, NABARD, SIDCs, SIDBI; State financial corporations.</li><li>• Non-banking financial institutions: Concept, role and functions of non-banking financial institutions</li><li>• Major Sources of finance.</li></ul>			
UNIT IV		15	
Financial Instruments and Interest Rate Structure			
<ul style="list-style-type: none"><li>• Shares, Debentures/Bonds including Floating Rate Bonds, Zero Coupon Bonds, Deep discount bonds. Warrants, Derivatives: Futures, Options swaps. ADRs, GDRs, IDRs</li><li>• Determinants of interest rate structure; Differential interest rate; recent changes in interest rate structure</li><li>• Foreign Investments: Types, trends and implications</li><li>• Regulatory framework for foreign investments in India.</li></ul>			

<b>FYBVOC FMS</b>	<b>Semester II Theory</b>
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<b>RJCUBVOCFMS2 03</b>  <b>Paper III Indian Banking</b>	<p><b>Course Outcomes:</b></p> <ul style="list-style-type: none"><li>➤ The Learner will able to understand Banking System &amp; Structure</li><li>➤ Gain knowledge about various banking products &amp; services</li><li>➤ The learner will be able to various processes &amp; norms of Banking system</li><li>➤ With recent developments in banking the learner will know various innovations in banking Space.</li></ul> <p><b>Learning Outcomes:</b></p> <ul style="list-style-type: none"><li>➤ Describe the context of banking: the financial system.</li><li>➤ Explain the principles of banking.</li><li>➤ Elucidate the broad functions of banks.</li><li>➤ Understanding Banking &amp; Financial Institution Structure in India</li><li>➤ Understanding various Banking Products &amp; Services</li><li>➤ Learn Recent Developments in Banking Sector</li></ul>
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**FYBVOC (Financial Markets & Services) Syllabus Semester I & II**

<b>SEMESTER II</b>		<b>L</b>	<b>Cr</b>
<b>Paper-IV: Marketing Management</b>	<b>Paper Code: RJCUBVOCFMS204</b>	<b>60</b>	<b>03</b>
<b>UNIT I</b>		<b>15</b>	
<b>Introduction to Marketing</b>			
<ul style="list-style-type: none"> <li>• <b>Introduction to Marketing:</b> Definition, features, advantages and scope of Marketing. The 4P's and 4C's of marketing. Marketing v/s Selling. Marketing as an activity and function</li> <li>• <b>Concepts of Marketing:</b> Needs, wants and demands, transactions, transfer and exchanges.</li> <li>• <b>Orientations of a firm:</b> Production concept; Product concept; selling concept and marketing concept, social relationship, Holistic marketing.</li> </ul>			
<b>UNIT II</b>		<b>15</b>	
<b>Marketing Environment, Research and Consumer Behaviour</b>			
<ul style="list-style-type: none"> <li>• The micro environment of business: Management structure; Marketing Channels; Markets in which a firm operates; competitors and stakeholders.</li> </ul> <p><b>Macro environment:</b> Political Factors; Economic Factors; Socio Cultural Technological Factors (PEST Analysis)</p> <ul style="list-style-type: none"> <li>• <b>Marketing research:</b> Meaning, features, Importance of marketing research.</li> </ul> <p>Types of marketing research: Product research; Sales research; consumer/customer research; production research</p> <ul style="list-style-type: none"> <li>• <b>MIS:</b> Meaning, features and Importance</li> <li>• <b>Consumer Behaviour:</b> Meaning, feature, importance, factors affecting Consumer Behaviour</li> </ul>			
<b>UNIT III</b>		<b>15</b>	
<b>Marketing Mix</b>			
<ul style="list-style-type: none"> <li>• Marketing Mix: Meaning – Elements of Marketing Mix.</li> <li>• Product-Product mix-product line lifecycle-product planning – New product</li> <li>• Development- failure of new product-levels of product.</li> <li>• Branding –Packing and packaging – role and importance</li> <li>• Pricing – objectives- factors influencing pricing policy and Pricing</li> </ul>			

**FYBVOC (Financial Markets & Services) Syllabus Semester I & II**

<p>strategy.</p> <ul style="list-style-type: none"> <li>Physical distribution – meaning – factor affecting channel selection-types of marketing channels</li> <li>Promotion– meaning and significance of promotion. Promotion tools (brief)</li> </ul>		
<b>UNIT IV</b>	<b>15</b>	
<b>Segmentation, Targeting and Positioning and Trends In Marketing</b>		
<ul style="list-style-type: none"> <li>Segmentation – meaning , importance , basis</li> <li>Targeting – meaning , types</li> <li>Positioning – meaning – strategies</li> <li>New trends in marketing – E-marketing , Internet marketing and marketing using social network</li> <li>Social marketing/ Relationship marketing</li> </ul>		

<b>FYBVOC</b>	<b>Semester III Theory</b>
<b>RJCUBVOCFMS204</b>  <b>Paper-IV</b> <b>Marketing</b> <b>Management</b>	<p><b><u>Learning Outcome:</u></b></p> <p>➤ Market research, P's of Marketing, segmentation, Positioning, targeting different markets Market share.</p> <p><b><u>Course Outcome:</u></b></p> <p>➤ Here they will be learning different types markets. Why marketing play an important role in an organization. Segmentation, targeting, Branding in marketing. New trends i.e online, social media marketing.</p>

**FYBVOC (Financial Markets & Services) Syllabus Semester I & II**

SEMESTER II		L	Cr
Paper V: Accounting For Managerial Decisions	Paper Code: RJCUBVOCFMS205	60	03
UNIT I		15	
Analysis and Interpretation of Financial statements			
<ul style="list-style-type: none"><li>Study of balance sheet of limited companies. Study of Manufacturing, Trading, Profit and Loss A/c of Limited Companies</li><li>Vertical Form of Balance Sheet and Profit &amp; Loss A/c-Trend</li><li>Analysis, Comparative Statement &amp;Common Size.</li></ul>			
UNIT II		14	
Ratio analysis and Interpretation			
<ul style="list-style-type: none"><li>Ratio analysis and Interpretation(based on vertical form of financial statements)including conventional and functional classification restricted to:</li><li>Balance sheet ratios: Current ratio, Liquid Ratio, Stock Working capital ratio, Proprietary ratio, Debt Equity Ratio, Capital Gearing Ratio. Revenue statement ratios:Gross profit ratio, Expenses ratio, Operating ratio, Net profit ratio, Net Operating Profit Ratio, Stock turnover Ratio, Debtors Turnover , Creditors Turnover Ratio</li><li>Combined ratios: Return on capital Employed (including Long term borrowings), Return on Proprietors fund (Shareholder fund and Preference Capital), Return on Equity Capital, Dividend Payout Ratio, Debt Service Ratio,</li><li>Different modes of expressing ratios:-Rate, Ratio, Percentage, Number.</li><li>Limitations of the use of Ratios.</li></ul>			
UNIT III		16	
Cash flow statement (Direct & Indirect Method)			
<ul style="list-style-type: none"><li>Preparation of cash flow statement(AccountingStandard-3(revised)</li></ul>			
UNIT IV		12	
Working Capital			
<ul style="list-style-type: none"><li>Working capital-Concept, Estimation of requirements in case of Trading &amp; Manufacturing Organizations.</li><li>Receivables management-Meaning &amp;Importance, Credit Policy Variables, methods of Credit Evaluation(Traditional and Numerical- Credit Scoring); Monitoring the Debtors Techniques [DSO, Ageing Schedule]</li></ul>			

<b>FY BVOC FMS</b>	<b>Semester II Practical</b>
<b>RJCUBVOCFMS205</b>  <b>Paper V Accounting For Managerial Decision</b>	<p><b>Course Outcomes:</b></p> <ul style="list-style-type: none"> <li>➤ Acquisition of knowledge and skills relating to the application of management accounting concepts and techniques for business decisions, short-term and long-term/strategic decision-making models, cost management ideas, and budgeting and associated performance measurement practices.</li> </ul> <p><b>Learning Outcomes:</b></p> <ul style="list-style-type: none"> <li>➤ The aim of this course is to encourage the acquisition of knowledge and skills relating to the application of management accounting concepts and techniques for business decisions, short-term and long-term/strategic decision-making models, cost management ideas, and budgeting and associated performance measurement practices.</li> <li>➤ Explain the nature and the processes of businesses and how management accounting plays important roles in their decision-making scenarios.</li> <li>➤ Explain how management accounting contributes to financial reporting, how it is different from financial accounting, and how management accounting ideas and practices are relevant to business decisions: short term and strategic decisions.</li> <li>➤ Define and explain cost accounting terminologies and methods, their rationale of classification, and their relevance to business decisions.</li> <li>➤ Apply management accounting ideas and practices in making short- term/on-going decisions in businesses.</li> <li>➤ Define and explain inventory management ideas and methods (including Just-in-Time) and their uses in business decisions.</li> <li>➤ Apply management accounting ideas and practices in making strategic/long-term business.</li> </ul>

<b>SEMESTER II</b>		<b>L</b>	<b>CR</b>
<b>Paper VI: Macro Economics</b>	<b>Paper Code: RJCUBVOCFMS206</b>	<b>60</b>	<b>03</b>
<b>UNIT I</b>		<b>15</b>	
<b>Introduction to Macroeconomic Data and Theory</b>			
<ul style="list-style-type: none"> <li>• Macroeconomics: Meaning, Scope and Importance.</li> <li>• Circular flow of aggregate income and expenditure: closed and open economy Models</li> <li>• The Measurement of national product: Meaning and Importance - conventional and Green GNP and NNP concepts - Relationship between National Income and Economic Welfare.</li> <li>• Short run economic fluctuations :Features and Phases of Trade Cycles</li> <li>• The Keynesian Principle of Effective Demand: Aggregate Demand and Aggregate Supply - Consumption Function - Investment function - effects of Investment Multiplier on Changes in Income and Output</li> </ul>			
<b>UNIT II</b>		<b>15</b>	
<b>Money, Inflation and Monetary Policy</b>			
<ul style="list-style-type: none"> <li>• Money Supply: Determinants of Money Supply - Factors influencing Velocity of Circulation of Money</li> <li>• Demand for Money : Classical and Keynesian approaches and Keynes' liquidity preference theory of interest</li> <li>• Money and prices : Quantity theory of money - Fisher's equation of exchange - Cambridge cash balance approach</li> <li>• Inflation: Demand Pull Inflation and Cost Push Inflation - Effects of Inflation- Nature of inflation in a developing economy.</li> <li>• Monetary policy :Meaning, objectives and instruments, inflation targeting</li> </ul>			
<b>UNIT III</b>		<b>15</b>	
<b>Constituents of Fiscal Policy</b>			
<ul style="list-style-type: none"> <li>• Role of a Government to provide Public goods- Principles of Sound and Functional Finance</li> <li>• Fiscal Policy: Meaning, Objectives - Contra cyclical Fiscal Policy and Discretionary Fiscal Policy</li> <li>• Instruments of Fiscal policy : Canons of taxation - Factors influencing incidence of taxation - Effects of taxation Significance of Public Expenditure - Social security contributions- Low Income Support and Social Insurance Programmes - Public Debt - Types, Public Debt and Fiscal Solvency, Burden of debt finance</li> <li>• Union budget -Structure- Deficit concepts-Fiscal Responsibility and Budget Management Act.</li> </ul>			
<b>UNIT IV</b>		<b>15</b>	



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<b>Open Economy : Theory and Issues of International Trade</b>	
<ul style="list-style-type: none"> <li>• The basis of international trade :Ricardo's Theory of comparative cost advantage – The Heckscher – Ohlin theory of factor endowments- terms of trade - meaning and types</li> <li>• Factors determining terms of trade - Gains from trade - Free trade versus protection</li> <li>• Foreign Investment :Foreign Portfolio investment- Benefits of Portfolio capital flows-Foreign Direct Investment - Merits of Foreign Direct Investment - Role of Multinational Corporations</li> <li>• Balance of Payments: Structure -Types of Disequilibrium - Measures to correct disequilibrium in BOP.</li> <li>• Foreign Exchange and foreign exchange market: Spot and Forward rate of Exchange - Hedging, Speculation and Arbitrage -Fixed and Flexible exchange rates- Managed Flexibility</li> </ul>	

<b>FYBVOG FMS</b>	<b>Semester IITheory</b>
<b>RJCUBVOGCFMS206</b>  <b>Paper VI</b> <b>Macro Economics</b>	<p><b>Course Outcomes:</b></p> <ul style="list-style-type: none"> <li>➤ The learners gain knowledge and understanding of the economy through national income, rise in employment through investment.</li> <li>➤ Gain knowledge of inflation and face the challenges arising out of inflation.</li> <li>➤ Enhancement of the economy through taxation public expenditure and public debt</li> <li>➤ Understanding of deficit financing to boost economic activities in a developing country.</li> <li>➤ Identify the trade conditions and boost foreign investment and correct balance of payments.</li> </ul> <p><b>Learning Outcomes:</b></p> <ul style="list-style-type: none"> <li>➤ To give knowledge to the learners regarding trade cycles inflation and its impact on the people.</li> <li>➤ To avail of government fiscal policy regarding trade public expenditure and public debt and its effect on the common public.</li> <li>➤ To import proficiency in foreign trade and ways to attract foreign investment.</li> <li>➤ To introduce the concept of different exchange rates and its impact on the economy.</li> <li>➤ To give different trade conditions how free trade will boost the</li> </ul>

**FYBVOC (Financial Markets & Services) Syllabus Semester I & II**

	economy.		
SEMESTER II		L	Cr
Paper VII: Equity And Debt Market	Paper Code: RJCUBVOCFMS207	60	03
UNIT I		15	
Introduction to Financial Market			
<ul style="list-style-type: none"><li>Equity market– meaning &amp; definitions of equity share; Growth of Corporate sector &amp; simultaneous growth of equity shareholders; divorce between ownership and management in companies; development of Equity culture in India &amp; current position.</li><li>Debt market– Evolution of Debt markets in India; Money market &amp; Debt markets in India; Regulatory framework in the Indian Debt market.</li></ul>			
UNIT II		15	
Dynamics of Equity Market			
<ul style="list-style-type: none"><li>Primary:<ul style="list-style-type: none"><li>1)IPO – methods followed (simple numerical)</li><li>2) Book building</li><li>3)Role of merchant bankers in fixing the price</li><li>4)Red herring prospectus – unique features</li><li>5)Numerical on sweat equity, ESOP &amp; Rights issue of shares</li></ul></li><li>Secondary:<ul style="list-style-type: none"><li>1)Definition &amp; functions of stock exchanges</li><li>2)Evolution &amp; growth of stock exchanges</li><li>3)Stock exchanges in India</li><li>4)NSE, BSE OTCEI &amp; overseas stock exchanges</li><li>5)Recent developments in stock exchanges</li><li>6)Stock market Indices</li></ul></li></ul>			
UNIT III		15	
Players in debt markets			
<ul style="list-style-type: none"><li>Players in debt markets:<ul style="list-style-type: none"><li>1)Govt. securities</li><li>2)Public sector bonds &amp; corporate bonds</li></ul></li></ul>			

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3)open market operations 4)Security trading corp. of India 5)Primary dealers in Govt. securities  • Bonds: 1)Features of bonds 2)Types of bonds		
<b>UNIT IV</b>	<b>15</b>	
<b>Valuation of Equity &amp; Bonds</b>		
• Valuation of equity: 1)Balance sheet valuation 2)Dividend discount model(zero growth, constant growth & multiple growth) 3)Price earning model  • Valuation of bonds 1)Determinants of the value of bonds 2)Yield to Maturity 3)Interest rate risk 4)Determinants of Interest Rate Risk		

<b>FYBVOC FMS</b>	<b>Semester II Theory</b>
<b>RJCUBVOCFMS2</b> <b>07</b>  <b>Paper VII</b> <b>Equity &amp; Debt</b> <b>Market</b>	<b>Course Outcomes:</b> <ul style="list-style-type: none"> <li>➤ Understanding the dynamics of financial markets.</li> <li>➤ Differentiate between primary market, secondary market and debt market</li> <li>➤ Valuation of equity capital and bonds.</li> </ul> <b>Learning Outcomes:</b> <ul style="list-style-type: none"> <li>➤ To understand the evolution of various aspects of financial markets.</li> <li>➤ Framing financial policies, development of financial instruments and processes and evolving the strategies during crisis.</li> </ul>

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### **SCHEME OF EXAMINATIONS**

1. Two Internal Assessment examinations of 20 marks each. Duration 30min for each. Internal Assessments could be either of the following depending on the nature of the course: Written Exam/ Group Project/ Individual Project/ Book Review/ Class Test/ Case Study/ Presentation Power point/ Audio – Visual presentation/ Oral Presentation.
2. One External (Semester End Examination) of 60 marks. Duration 2 hours.
3. Minimum marks for passing Semester End Theory Exam is 40 %.
4. Student must appear at least one of the two Internal Tests to be eligible for the Semester End Examination.
5. For any KT examinations, there shall be ODD-ODD/EVEN-EVEN pattern followed.
6. HOD's decision, in consultation with the Principal, shall remain final and abiding to all.

### **REFERENCE BOOKS AND READING MATERIAL**

#### **SEMESTER– I**

#### **Business Communication – I**

- Professional Communication by ArunaKoneru, McGrawHill
- Effective Business Communication by Herta A Murphy, Herbert W Hildebrandt, Jane P Thomas
- Business Communication, Lesikar and Petit, McGrawHill
- Communication Skills Handbook, Summers, Wiley, India
- Business Communication (Revised Edition), Rai and Rai, Himalaya Publishing House Business
- Correspondence and Report Writing by R. C. Sharma and Krishna Mohan, TMH.

### **Introduction to Financial Accounts**

- Financial Accounts (a managerial emphasis): By Ashok Banerjee – Excel books
- Fundamental of Accounting and Financial Analysis : By Anil Choudhary (Pearson education)
- Indian Accounting Standards and IFRS for non-financial executives : By T.P. Ghosh–Taxman
- Financial Accounting for Business Managers: By Ashish K. Bhattacharya.
- Introduction to Accountancy by T.S. Grewal, S. Chand and Company (P) Ltd., New Delhi
- Advance Accounts by Shukla and Grewal, S. Chand and Company (P) Ltd., New Delhi
- Advanced Accountancy by R.L Gupta and M. Radhaswamy, S. Chand and Company (P) Ltd., New Delhi
- Modern Accountancy by Mukherjee and Hanif, Tata Mc. Grow Hill and Co. Ltd., Mumbai
- Financial Accounting by LesileChandwichk, Pentice Hall of India AdinBakley (P) Ltd., New Delhi
- Financial Accounting for Management by Dr. Dinesh Harsalekar, Multi-Tech. Publishing Co. Ltd., Mumbai
- Financial Accounting by P.C. Tulsian, Pearson Publications, New Delhi
- Accounting Principles by R.N. Anthony and J.S. Reece, Richard Irwin, Inc
- Financial Accounting by Monga, J.R. Ahuja, GirishAhuja and Ashok Shehgal, Mayur Paper Back, Noida
- Compendium of Statement and Standard of Accounting, ICAI
- Indian Accounting Standards, Ashish Bhattacharya, Tata Mc. Grow Hill and Co. Ltd., Mumbai
- Financial Accounting by Williams, Tata Mc. Grow Hill and Co. Ltd., Mumbai
- Company Accounting Standards by ShrinivasanAnand, Taxman, New Delhi
- Financial Accounting by V. Rajasekaran, Pearson Publications, New Delhi
- Introduction to Financial Accounting by Horngren, Pearson Publications, New Delhi
- Financial Accounting by M. Mukherjee and M. Hanif, Tata McGraw Hill Education Pvt. Ltd., New Delhi
- Financial Accounting a Managerial Perspective, Varadraj B. Bapat, MehulRaithatha, Tata McGraw Hill Education Pvt. Ltd., New Delhi

### **Basics of Financial Services**

**FYBVOC (Financial Markets & Services) Syllabus Semester I & II**

- Khan M.Y., Indian Financial System, Tata McGraw Hill Publishing Company
- Varshney P.N. & Mittal MN, Financial System, Sultan Chand & Co
- A. Avadhani, Marketing of Financial Services-
- Bhole L. M: Financial Markets and Institutions; Tata McGraw-Hill Publishing Company, New Delhi.
- Chandra Prasanna: Financial Management: Theory and Practice; Tata McGraw Hill, New Delhi.
- Gupta Suraj B: Monetary Economics; S. Chand and Co., New Delhi

**Business Economics –I**

- Business Economics - I Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S. Chand & Sons, N. Delhi, 2000)
- Hirschey .M., Managerial Economics, Thomson South western (2003)
- Salvatore, D.: Managerial Economics in a global economy (Thomson South Western Singapore, 2001)
- Frank Robert.H, Bernanke. Ben S., Principles of Economics (Tata McGraw Hill (ed.3)
- Gregory Mankiw., Principles of Economics, Thomson South western (2002 reprint)
- Samuelson & Nordhaus.: Economics (Tata McGraw Hills, New Delhi, 2002)
  - Pal Sumitra, Managerial Economics cases and concepts (Macmillan, New Delhi, 2004)

**Principles of Management:**

- Principles of Management, Ramasamy, Himalya Publication, Mumbai
- Principles of Management, Tripathi Reddy, Tata McGraw Hill
- Management Text & Cases, VSP Rao, Excel Books, Delhi
- Management Concepts and OB, P S Rao & N V Shah, Ajab Pustakalaya
- Essentials of Management, Koontz II & W, McGraw Hill, New York
- Principles of Management-Text and Cases –Dr..M.Sakthivel Murugan, New Age Publications

**SEMESTER – II**

**Communication & Etiquettes**

- Agarwal, Anju D (1989) A Practical Handbook for Consumers, IBH.
- Alien, R.K. (1970) Organisational Management through Communication.
- Ashley, A (1992) A Handbook Of Commercial Correspondence, Oxford University Press.
- Aswathappa, K (1991) Organisational Behaviour, Himalayan Publication, Mumbai.
- Atreya N and Guha (1994) Effective Credit Management, MMC School of Management, Mumbai.

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- Bahl,J.C. and Nagamia,S.M. (1974) Modern Business Correspondence and Minute Writing.
- Balan,K.R. and Rayudu C.S. (1996) Effective Communication, Beacon New Delhi.
- Bangh, LSue, Fryar,Maridell and Thomas David A. (1998) How to Write First Class Business Correspondence, N.T.C. Publishing Group USA.
- Banerjee, Bani P (2005) Foundation of Ethics in Mangement Excel Books 10.Businessworld Special Collector's Issue: Ethics and the Manager
- Barkar, Alan(1993) Making Meetings Work, Sterling Publications Pvt. Ltd., New Delhi.
- Basu,C.R.(1998) Business Organisation and Management, T.M.H.New Delhi.
- Benjamin, James (1993) Business and Professional Communication Concepts and Practices, Harper Collins College Publishers, New York.
- Bhargava and Bhargava(1971) Company Notices, Meetings and Regulations
- Black, Sam (1972) Practical Public Relations, E.L.B.S. London.
- BoveeCourtland,L and Thrill, John V(1989) Business Communication, Today McGraw Hill, New York, Taxman Publication.
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- Darrow, Richard, Forrstal, Dan and Coolman, Aubrey (1967) Public Relations Handbook, TheDartwell Co., Chicago.
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- Ecouse Barry, (1999), Competitive Communication: A Rhetoric for Modern Business, OUP.
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- Frailley, L.E. (1982) Handbook of Business Letters, Revised Edn. Prentice Hall Inc.
- French, Astrid (1993) Interpersonal Skills. Sterling Publishers, New delhi.
- Fritzsche, David J (2005) Business Ethics: A Global and Managerial Perspective McGraw Hill
- Garlside, L.E. (1980) Modern Business Correspondence, McDonald and Evans Ltd. Plymouth.
- Ghanekar,A(1996) Communication Skills for Effective Management. Everest Publishing House, Pune.
- Graves, Harold F. (1965) Report Writing, Prentice Hall, New Jersey.
- Gupta, Anand Das (2010) Ethics, Business and Society: Managing Responsibly Response Books 32.Gupta,
- Dipankar (2006) Ethics Incorporated: Top Priority and Bottom Line Response Books
- Krevolin, Nathan (1983) Communication Systems and Procedures for Modern Office, Prentice Hall, New Jersey.
- Lesikar, Raymond V and Petit, John D.(1994) Business Communication: Theory and Application , Richard D. Irwin Inc. Illinois.
- Ludlow,Ron.(1995) The Essence of Effective Communication, Prentice , New Delhi.

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- 36.M. Ashraf, Rizvi (2006) Effective Technical Communication Tata McGraw Hill
- Martson, John E. 1963) The Nature of Public Relations, McGraw Hill, New Delhi.
- Majumdar,P.K.(1992) Commentary on the Consumer protection Act, Prentice, New Delhi.
- McQuail, Denis (1975), Communication, Longman.
- Merrihue, William (1960) Managing by Communication, McGraw Hill, New York.
- 41.Mishra Rajiv K (2006) Code of Conduct for Managers Rupa Company
- Monippalli, M.M. (1997),The Craft of Business Letter Writing, T.M.H. New Delhi.
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- Peterson, Robert A and Ferrell, O.C (2005) Business Ethics: New Challenges for Business Schools and Corporate Leaders Prentice Hall of India Pvt., Ltd
- Phillip, Louis V. (1975) Organisational Communication- The Effective Management, Columbus Grid Inc. 49.. Ross, Robert D. (1977) The Management of Public Relations, John Wiley and Sons, U.S.A.
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- Shekhar, R.C (1997) Ethical Choices in Business Response Books
- Stephenson, James (1988) Principles and Practice of Commercial Correspondence, Pilman and Sons Ltd. London.
- 53.. Shurter, Robert L. (1971) Written Communication in Business, McGraw Hill, Tokyo

**Accounting for Managerial Decisions**

- Srivastava R M, Essentials of Business Finance, Himalaya Publications
- Anthony R N and Reece JS. Accounting Principles , HoomwoodIllinos , Richard D. Irvin
- Bhattacharya SK and Dearden J. - Accounting for Management. Text and Cases , New Delhi.
- Hingorani NL and ramanthan AR - Management Accounting , New Delhi
- Ravi M. Kishore , Advanced management Accounting , Taxmann , NewDelhi
- Maheshwari SN - Management and Cost Accounting , Sultan Chand , New Delhi
- Gupta , SP - Management Accounting , SahityaBhawan , Agra .



### **Macro Economics**

- Dornbusch R, Fischer and Startz – “Macro Economics”, ( Tata McGraw Hill ).
- Richard T Froyen – “Macro Economics”, ( Pearson Education ).
- Mankiw N G – “Macro Economics”, ( Worth Publishers).
- PrabhatPatnaik (ed) – “Macro Economics”, ( Oxford University Press ).
- Andrew Abel and Ben Bernanke – “Macroeconomics”, ( Pearson Education)
- H L Ahuja – “Macro Economics for Business and Management” ( S Chand).
- A Nag – “Macro Economics for Management Students”, (Macmillan)
- Shyamal Roy – “Macro Economic Policy Environment – an analytical guide for managers”, ( Tata McGraw Hill ).
- Suraj B. Gupta – “Monetary Economics: Institutions, Theory and Policy”, (S. Chand)
- Robert J Carbaugh – “International Economics”, (Thomson Southwestern).
- Robert Dunn, Dana Stryck, James Ingram and Robert Dunn Jr. – “International Economics Study Guide and Workbook”, (John Wiley and Sons)
- Dominick Salvatore – “International Economics”, (John Wiley and sons).
- Paul Krugman and Maurice Obstfeld (2005) – “International Economics: Theory and Policy”, (Addison Wesley)

### **Equity & Debt Market**

- Allen, Larry (1750-2000). The Global Financial System.
- Ian H. Giddy (1994). Global Financial Markets. Houghton Mifflin.
- Saunders, Anthony & Cornett, MaricaMillon. Financial markets & institutions: A modern perspective: TMIT
- LM Bhole. Financial institutions & markets: Structure, growth & innovations. TMH (5th ed.)
- Chandra, P. (2011).Corporate Valuation and Value Creation, (1st ed). TMH

### **Marketing Management**

- Kotlar, Philip, Marketing Management, Prentice Hall, New Delhi.
- Stanton, Etzel, Walker, Fundamentals of Marketing, Tata-McGraw Hill, New Delhi.
- Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi.
- McCarthy, E.J., Basic Marketing: A managerial approach, Irwin, New York.
- Pillai R S, Bagavathi, Modern Marketing

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**Note:** In some subjects reference books are not written because professors are allowed to give to students their notes and refer websites at their discretion.