

**HINDI VIDYA PRACHAR SAMITI'S RAMNIRANJAN
JHUNJHUNWALA COLLEGE OF ARTS, SCIENCE & COMMERCE
SYLLABUS FRAMEWORK AS PER NEP**



Hindi Vidya Prachar Samiti's

Ramniranjan Jhunjhunwala College of Arts, Science & Commerce

(Empowered Autonomous College)

Affiliated to UNIVERSITY OF MUMBAI

Program: BACHELORS IN FINANCIAL MARKET (BFM)

Program Code: RJCUBFM

(2025-2026)

THE PREAMBLE

Why Bachelors in Financial Market (BFM)?

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The Bachelor in Financial Markets (BFM) is a specialized undergraduate program designed for students aspiring to build a strong foundation and pursue rewarding careers in the dynamic field of financial markets. Financial markets play a pivotal role in the efficient allocation of capital across the economy, serving as the backbone of global financial systems. These markets include equities, bonds, foreign exchange, and derivatives, facilitating the flow of funds and offering investment opportunities to individuals, institutions, and governments. This program aims to provide students with in-depth theoretical knowledge and practical insights into the functioning, regulation, and structure of these markets. It equips learners with the tools to analyse market trends, evaluate financial instruments, and make informed decisions across different asset classes. The curriculum is tailored to meet the evolving needs of the financial services sector and focuses on key areas such as equity and debt markets, portfolio management, risk assessment, trading mechanisms, and regulatory frameworks. It also emphasizes essential skills in financial planning, advisory services, research, and analytics, preparing students to navigate the fast-paced and highly regulated financial environment.

Why BFM at RJ College?

BFM is the first of its courses to be introduced at the undergraduate level as per the guidelines put forth by the National Education Policy 2020. The department has a vision to leave no stone unturned and position this course as one of the niche courses by undertaking innovative teaching methodologies and making the teaching learning process a joy for the learners as well as the trainers. The learners will be trained not only by academicians with rich academic background but also by industry experts with rich industry experience. We aim at providing quality knowledge at the classroom level and also providing industrial exposure through research based projects, internships and industrial visits. Developing industry networks for better job prospects and also grooming the students to be more employable and saleable in the job market. Conducting bridge courses and value added certificate courses apart from conducting career guiding sessions, guest lectures, and counselling for preparation of competitive exams. Encouraging the students to organize and participate in various intra collegiate and intercollegiate competitions. Students will also be motivated to be a part of The Rotaract Club of RJ College which would contribute towards the Personality Development of the students. It would also give them a wide international exposure and extensive networking. The club is also instrumental in making the students more humanitarian, ethical and a good human being through community services.

Our Curriculum, Your Strength

The Bachelor in Financial Markets (BFM) curriculum is thoughtfully structured based on valuable inputs from academicians, industry professionals, students, and alumni. This collaborative approach ensures that the program remains relevant, dynamic, and aligned with industry expectations. The curriculum is designed to provide learners with a comprehensive and in-depth understanding of the financial markets. It bridges the gap between academic theory and real-world financial practices, enabling students to master the tools, techniques, and strategies essential to navigating various segments of the financial ecosystem—including equity, debt, derivatives, forex, and money markets. Through a balanced integration of conceptual knowledge and practical applications, the program prepares students for diverse careers in financial services, investment analysis, trading, financial planning, and consultancy. Emphasis is placed on developing a strategic mind-set, analytical thinking, and professional skills necessary to thrive in fast-evolving financial environments. In addition, the curriculum fosters a deep awareness of financial planning and empowers students to explore a wide range of financial avenues with confidence and competence. This holistic learning experience ensures that graduates are not only job-ready but also equipped to contribute meaningfully to the financial markets and institutions they serve.

PROGRAM OUTCOMES OF GENERAL UNDERGRADUATE DEGREE PROGRAMS

- To impart a comprehensive understanding of financial market instruments and their role in capital formation.

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- To develop analytical skills for market analysis, investment decision-making, and risk management. 3. To prepare graduates for key roles such as Financial Market Advisor, Equity Analyst, Derivatives Dealer, and Mutual Fund Specialist.
- To provide exposure to real-time trading platforms and encourage hands-on learning through market simulations and internships.
- To foster an understanding of economic forces, monetary policies, and global financial linkages that influence market behaviour.

PROGRAMME SPECIFIC OUTCOME BFM

The BFM program equips students with a strong foundation in capital markets, investment analysis, and financial planning. It prepares learners to navigate equity, debt, derivatives, and forex markets through a blend of theoretical knowledge and practical exposure to market tools and trading platforms. Emphasizing ethical finance, regulatory awareness, and data-driven decision-making, the curriculum develops students' analytical, communication, and leadership skills. Graduates will be ready to take on roles in investment advisory, market research, fund management, and other financial services, with a clear understanding of how financial markets drive economic value.

- **PSO1:** Apply analytical tools and financial theories to assess securities, evaluate market trends, and make informed investment decisions in equity, debt, and derivative markets.
- **PSO2:** Demonstrate a comprehensive understanding of financial instruments, trading mechanisms, and market structures, including real-time operations of stock exchanges and regulatory frameworks.
- **PSO3:** Design and evaluate financial plans, portfolios, and risk strategies for individuals and institutions, using principles of asset allocation, taxation, and financial goal setting.
- **PSO4:** Exhibit awareness of ethical standards and regulatory policies governing the financial markets, ensuring responsible and legally compliant financial practices.
- **PSO5:** Utilize digital tools, financial modelling, and data analysis platforms to solve problems, interpret market data, and support decision-making in a technologically evolving financial environment.
- **PSO6:** Effectively communicate financial insights, reports, and strategies to stakeholders, and collaborate in diverse teams to solve complex financial problems.

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SEMESTER I

SR NO	COURSE CODE	SUBJECT	CREDITS
1	RJSECBFM111	Principles of Management	2

SEMESTER II

SR NO	COURSE CODE	SUBJECT	CREDITS
1	RJSECBFM121	Startup Planning and Development	2

CONTENT DISTRIBUTION UNDER EACH SUBJECT

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SEMESTER - I

SR NO	COURSE CODE	SUBJECT	CONTENT DISTRIBUTION	CREDITS
1	RJSECBFM111	PRINCIPLES OF MANAGEMENT	1. Introduction to Management 2. Planning, Decision Making & Organizing 3. Motivation & Leadership 4. Co-ordination , Controlling and Change Management	2

SEMESTER – II

SR NO	COURSE CODE	SUBJECT	CONTENT	CREDITS
1.	RJSECBFM121	STARTUP PLANNING AND DEVELOPMENT	1. Foundations of Entrepreneurship Development 2. Types & Classification of Entrepreneurs 3. Entrepreneur Project Development & Business Plan 4. Venture Development	2

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SKILL ENHANCEMENT COURSE (SEC) SEM I

PRINCIPLES OF MARKETING

SEMESTER	:	II
TITLE OF THE SUBJECT /COURSE	:	START-UP PLANNING AND DEVELOPMENT
COURSE CODE	:	RJSECBFM121
CREDITS	:	2
DURATION (Hours)	:	30

FYBFM	Semester II
STARTUP PLANNING AND DEVELOPMENT CODE:RJSECBFM121	Course Outcomes: • To be able to Understand Foundational concepts of Entrepreneurship • To be able to analyse External Influences that influence the development of entrepreneur culture • To explore Types and Classifications of Entrepreneurs • To be able to Develop Entrepreneurial Projects and Business Plans • To be able to implementing Venture Development • To be capable in understanding and applying Entrepreneurial Development Programs (EDP)

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Course Outcome Number	On completing the course, the student will be able to	PSO Addressed	Blooms Level
CO1	Define key entrepreneurial concepts, including the roles and characteristics of entrepreneurs, and understand the significance of entrepreneurship development in economic and social contexts. They will gain insight into various theories of entrepreneurship.	1,2,3,4,5	3,5
CO2	Identify and analyse the external socio-cultural, political, economic, and personal factors influencing entrepreneurship development. They will evaluate the role of entrepreneurial culture in fostering entrepreneurial activities and understand its impact on entrepreneurial success.	1,2,3,4,5	2,3
CO3	Classify different types of entrepreneurs, including entrepreneurs, women entrepreneurs, and social entrepreneurs. They will understand the unique challenges and development strategies associated with each category.	1,2,3,4,5	3,4
CO4	Apply creative and innovative thinking to develop business ideas and generate viable entrepreneurial ventures. They will be proficient in environmental scanning, SWOT analysis, and the business planning process.	1,2,3,4,5	1,4
CO5	Understand the steps involved in starting a venture, including venture funding, capital requirements, and marketing strategies. They will be familiar with institutional support and navigate the challenges of venture development.	1,2,3,4,5	2,4
CO6	Comprehend the concept and factors influencing Entrepreneurial Development Programs (EDPs), and explore various options available to entrepreneurs in the business space.	1,2,3,4,5	5,4

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SEMESTER II (THEORY)		L	Cr
Subject: Start-up Planning and Development	Paper Code: RJSECBFM121	30	2
UNIT I		15	
Foundations of Entrepreneurship Development & Types & Classification			
• Foundations of Entrepreneurship Development: Concept and Need of Entrepreneurship Development, Definition of Entrepreneur, Entrepreneurship, Importance and significance of growth of entrepreneurial activities, Characteristics and qualities of entrepreneur • Theories of Entrepreneurship: Innovation Theory by Schumpeter & Imitating, Theory of High Achievement by McClelland, X-Efficiency Theory by Leibenstein, Theory of Profit by Knight, Theory of Social change by Everett Hagen • External Influences on Entrepreneurship Development: Socio-Cultural, Political, Economical, Personal. Role of Entrepreneurial culture in Entrepreneurship Development. • Entrepreneur –Concept and Development of Intrapreneurship • Women Entrepreneur – concept, development and problems faced by Women Entrepreneurs, Development of Women Entrepreneurs with reference to Self Help Group • Social entrepreneurship–concept, development of Social entrepreneurship in India. Importance and Social responsibility of NGO's. • Entrepreneurial development Program (EDP)– concept, factor influencing EDP. Option available to Entrepreneurs. (Ancillarisation, BPO, Franchise, M&A)			
UNIT II		15	
Entrepreneur Project Development & Business Plan & Venture Development			
• Innovation, Invention, Creativity, Business Idea, Opportunities through change. • Idea generation– Sources-Development of product /idea, • Environmental scanning and SWOT analysis • Creating Entrepreneurial Venture-Entrepreneurship Development Cycle • Business Planning Process-The business plan as an Entrepreneurial tool, scope and value of Business plan. • Elements of Business Plan, Objectives, Market and Feasibility Analysis, Marketing, Finance, Organization & Management, Ownership, • Critical Risk Contingencies of the proposal, Scheduling and milestones.			

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• Elements of Business Plan, objectives, market and feasibility analysis, marketing, finance, organization and management, operations & logistics & SCM. • Steps involved in starting of Venture • Institutional support to an entrepreneur • Venture funding, requirements of Capital (Fixed and working) Sources of finance, problem of Venture set-up and prospects • Marketing: Methods, Channel of Marketing, Marketing Institutions and Assistance. • New trends in entrepreneurship • Venture development in start –ups		
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REFERENCE BOOKS:

1. Entrepreneurship: Theory, Process, and Practice" **by** Donald F. Kuratko **and** Richard M. Hodgetts
2. Venture Deals: Be Smarter Than Your Lawyer and Venture Capitalist" **by** Brad Feld **and** Jason Mendelson
3. "Women Entrepreneurs: A Guide to Starting and Running Your Own Business" **by** Barbara J. Mowday
4. "Entrepreneurship: Theory and Practice" **by** Dr. S. S. Khanka
5. "Social Entrepreneurship: Theory and Practice" **by** Dr. R. R. R. Verma
6. "Start-Up Nation: The Indian Entrepreneurial Journey" **by** Ravi Venkatesan

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Internal Assessment

1. Major Courses: 25 Marks & all other Courses except Co-Curricular Course: 20 Marks

2. Mode of Evaluation:

- Presentation (Group wise 10 min each group; criteria for marking: On the basis of Presentation skills, Communication, PPT file, Attire, Report)
- Written (Duration: 30 Min)
- Lab Practical (Duration: 30 Min)
- Assignment

Written Question Paper Pattern

Internal

Marks: 20 Duration: 30 min

Q.1) Multiple choice questions. (1 marks each): (05 Marks)

- 1
- 2
- 3
- 4
- 5

Q.2) Explain the following concepts. (1 marks each): (05 Marks)

- 1
- 2
- 3
- 4
- 5

Q.3) Answer the questions. (Any TWO): (10 Marks)

- 1
- 2
- 3

Semester End Exam

Marks: 30 Duration: 1 Hr

Q1.A	Answer the question	10 Marks
	OR	
Q1.B	Answer the question	10 Marks
Q2.A	Answer the question	10 Marks
	OR	
Q2.B	Answer the question	10 Marks
Q3.A	Answer the question	10 Marks

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	OR	
Q3.B	Answer the question	10 Marks

*****END*****