

**SVKM's Mithibai College of Arts, Chauhan Institute of Science
& Amrutben Jivanlal College of Commerce & Economics (AUTONOMOUS)**

Program: B.Com(Financial Market) (2021-22)				Semester: III	
Course: MANAGEMENT ACCOUNTING				Course Code: UCMABFM301	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
4			4	25	75
Learning Objectives:					
<ul style="list-style-type: none"> • To familiarize with the concept of Management Accounting, Analysis and interpretation of Accounts • To make students aware about Ratio analysis and interpretation based on Vertical financial Statements • To make students aware of Cash flow Statements & Working Capital Concept. 					
Course Outcomes:					
After completion of the course, learners would be able to:					
<ul style="list-style-type: none"> • Understand the Role of Management Accounting in decision making • Understand the Ratio analysis and interpretation. • Understand the Preparation of cash flow statements with reference to Accounting Standard No 3. • Understand the Estimation of working capital requirements. 					
Outline of Syllabus: (per session plan)					
Module	Description				No of Hours
1	Introduction to Management Accounting				8
2	Analysis and interpretation of Accounts				12
3	Ratio analysis and interpretation based on Vertical financial Statements as above				20
4	Cash flow Statements				10
5	Working Capital				10
	Total				60
PRACTICALS					

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Program: B.Com(Financial Market) (2021-22)				Semester: III	
Course: EQUITY MARKETS I				Course Code: UCMABFM302	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
4			4	25	75
Learning Objectives:					
<ul style="list-style-type: none"> • To familiarize with the concept of Equity Markets: Primary Market & Secondary Market • To make students aware about Importance of Equity Markets in developing country like India 					
Course Outcomes:					
After completion of the course, learners would be able to:					
<ul style="list-style-type: none"> • Understand the Growth of Corporate Sector and the simultaneous growth in the number of equity shareholders, Separation of ownership and management in companies • Understand the Book Building, Offer for sale, Role of Merchant bankers in fixing the price, Red – Herring Prospectus – it's unique features, ASBA and its features • To understand the Evolution and Growth of Stock Exchanges in India, NSE, BSE, SME Exchanges and Overseas Stock Exchanges, Recent Development in Stock Exchanges • To understand the need for strengthening secondary markets, Link between Primary Market and Secondary Market. 					
Outline of Syllabus: (per session plan)					
Module	Description				No of Hours
1	Equity Markets- Introduction				8
2	Primary Market				12
3	Secondary Market				20
4	Importance of Equity Markets in developing country like India				20
	Total				60
PRACTICALS					

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Program: B.Com(Financial Market) (2021-22)				Semester: III	
Course: CORPORATE FINANCE				Course Code: UCMABFM303	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutori al (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
4			3	25	75
Learning Objectives:					
<ul style="list-style-type: none"> • To familiarize with the concept of Corporate Finance & corporate Financial Activities • To make students aware about Capital Structure & Sources and Methods of Raising Corporate Finance. 					
Course Outcomes:					
After completion of the course, learners would be able to:					
<ul style="list-style-type: none"> • Understand the concept of Corporate Finance & corporate Financial Activities • Understand the Capital Structure & Sources and Methods of Raising Corporate Finance.. 					
Outline of Syllabus: (per session plan)					
Module	Description				No of Hours
1	Equity Markets- Introduction				8
2	Primary Market				12
3	Secondary Market				20
4	Importance of Equity Markets in developing country like India				20
	Total				60
PRACTICALS					

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Program: B.Com(Financial Market) (2021-22)				Semester: III	
Course: STRATEGIC MANAGEMENT				Course Code: UCMABFM305	
Teaching Scheme			Evaluation Scheme		
Lecture (Hours per week)	Practical (Hours per week)	Tutori al (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
4			3	25	75
Learning Objectives:					
<ul style="list-style-type: none"> • To familiarize with the concept of Introduction & Strategy formulation of Strategic management. • To make students aware about Strategic Implementation & Strategic Evaluation & Control 					
Course Outcomes:					
After completion of the course, learners would be able to:					
<ul style="list-style-type: none"> • Understand the concept of Introduction & Strategy formulation of Strategic management. • Understand the Strategic Implementation & Strategic Evaluation & Control 					
Outline of Syllabus: (per session plan)					
Module	Description				No of Hours
1	Introduction				8
2	Strategy Formulation				12
3	Strategic Implementation				20
4	Strategic Evaluation & Control				20
	Total				60
PRACTICALS					

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Program: B.Com(Financial Market) (2021-22)				Semester: III	
Course: COMPUTER APPLICATIONS IN INVESTMENTS				Course Code: UCMABFM304	
Teaching Scheme			Evaluation Scheme		
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
4			3	25	75
Learning Objectives:					
<ul style="list-style-type: none"> • To familiarize with the concept of Advanced Spreadsheet & Data Based Management Systems • To make students aware about Modern E Business Software System & Other emerging technologies 					
Course Outcomes:					
After completion of the course, learners would be able to:					
<ul style="list-style-type: none"> • Understand the working of Advanced Spreadsheet & Data Based Management Systems • Understand the Modern E Business Software System & Other emerging technologies 					
Outline of Syllabus: (per session plan)					
Module	Description				No of Hours
1	Advanced Spreadsheet				15
2	Data Based Management Systems				15
3	Modern E Business Software System				15
4	Other emerging technologies				15
	Total				60
PRACTICALS					

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Program: B.Com(Financial Market) (2021-22)				Semester: III	
Course: DEBT AND MONEY MARKET				Course Code: UCMABFM306	
Teaching Scheme			Evaluation Scheme		
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
4			4	25	75
Learning Objectives:					
<ul style="list-style-type: none"> • To familiarize with the concept of Introduction to Debt Market & Instruments in Debt Market and Bond Valuation • To make students aware about Money Market Instrument & Recent Development in Money Markets 					
Course Outcomes:					
After completion of the course, learners would be able to:					
<ul style="list-style-type: none"> • Understand the working of Introduction to Debt Market & Instruments in Debt Market and Bond Valuation • Understand the Money Market Instrument & Recent Development in Money Markets 					
Outline of Syllabus: (per session plan)					
Module	Description				No of Hours
1	Introduction to Debt Market				12
2	Instruments in Debt Market and Bond Valuation				11
3	Money Market Instrument				11
4	Recent Development in Money Markets				11
	Total				45
PRACTICALS					

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Program: B. COM. (FINANCIAL MARKETS)				Semester: IV	
Course: COST ACCOUNTING				Course Code: UCMABFM401	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
4			4	25	75
Learning Objectives:					
<ul style="list-style-type: none"> • Students will be able to describe the cost concepts and cost behaviour, and cost accounting techniques that are applied to manufacturing and service businesses • Students will be able to apply cost concepts and cost behaviour in the solving of management decision. management decision. • Students will be able to determine the costs of products and services. • Students will be able to analyse the profitability of a product or service. 					
Course Outcomes:					
After completion of the course, learners would be able to:					
CO1: <u>Express the place and role of cost accounting in the modern economic environment</u>					
CO2: <u>Select the costs according to their impact on business</u>					
CO3: <u>Differentiate methods of schedule costs per unit of production</u>					
CO4: <u>Differentiate methods of calculating stock consumption</u>					
CO5: <u>Interpret the impact of the selected costs method</u>					
CO6: <u>Identify the specifics of different costing methods</u>					
Outline of Syllabus: (per session plan)					
Module	Description				No of Hours
1	Introduction to Cost Accounting				10
2	Cost Sheet				15
3	Marginal Costing				15
4	Managerial Decision Making				20
	Total				60
PRACTICALS					

Suggested Readings

1. Cost Management by Saxena&Vashist
2. Cost & Management Accounting by Ravi N.Kishor ,Publication Taxman

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Program: B. COM. (FINANCIAL MARKETS)				Semester: IV	
Course: EQUITY MARKETS II				Course Code: UCMABFM402	
Teaching Scheme			Evaluation Scheme		
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
4			4	25	75
Learning Objectives:					
<ul style="list-style-type: none"> • <u>To familiarize with the concept of Equity Market & Valuation of Equities</u> • <u>To make students aware Statistical Analysis of Share price movement & Dealings in Stock Exchanges</u> 					
Course Outcomes:					
After completion of the course, learners would be able to					
CO1: <u>Understand the concept of Equity Market & Valuation of Equities</u>					
CO2: <u>Understand the Statistical Analysis of Share price movement & Dealings in Stock Exchanges</u>					
Outline of Syllabus: (per session plan)					
Module	Description				No of Hours
1	Developments in the Indian Equity Market				08
2	Valuation of Equities				12
3	Statistical Analysis of Share price movement				20
4	Dealings in Stock Exchanges				20
	Total				60
PRACTICALS					

Suggested Readings

1. Equity Markets in India- Shvetasingh & P K Jain
2. Equity and Debt Markets- Hardeep Kaur

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Program: B. COM. (FINANCIAL MARKETS)				Semester: IV	
Course: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT				Course Code: UCMABFM403	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
4			4	25	75
Learning Objectives: <u>The objective of this course is to familiarize the participants with the stock markets of India, its terminology, types of securities the determinants of the price behaviour of securities evaluation of fair price, and to provide a conceptual insight to the valuation of securities.</u>					
Course Outcomes: After completion of the course, learners would be able to: CO1: <u>Understand the various alternatives available for investment</u> CO2: <u>Learn to measure risk and return.</u> CO3: <u>Find the relationship between risk and return</u> CO4: <u>Value the equities and bonds.</u> CO5: <u>Gain knowledge of the various strategies followed by investment practitioners</u>					
Outline of Syllabus: (per session plan)					
Module	Description				No of Hours
1	Introduction				15
2	Debt and Equity Valuation				15
3	Fundamental and Technical Analysis				15
4	Portfolio Analysis				15
	Total				60
PRACTICALS					

Suggested Readings

1. Security Analysis and Portfolio Management, Ravi Kishor, Taxman Publishers
2. Financial Management, Khan & Jain, Tata McGraw Hill

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Program: B. COM. (FINANCIAL MARKETS)				Semester: IV	
Course: MARKETING OF FINANCIAL SERVICES				Course Code: UCMABFM404	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
4			3	25	75
Learning Objectives: <u>The objective of this course is to familiarize the Foundation of services marketing and Services Market Segmentation</u> <hr/>					
Course Outcomes: After completion of the course, learners would be able to: CO1: <u>Issues in Marketing of Services</u> CO2: <u>Customer Satisfaction & Service Quality in Service Marketing</u>					
Outline of Syllabus: (per session plan)					
Module	Description				No of Hours
1	Foundation of services marketing				15
2	Services Market Segmentation				15
3	Issues in Marketing of Services				15
4	Customer Satisfaction & Service Quality in Service Marketing				15
	Total				60
PRACTICALS					

Suggested Readings

1. Financial Services by Gordon and Natrajan
2. Marketing Management Dr. Amit Kumar
3. Marketing Financial Services: Christine Ennew, Trevor Watkins Mike Wright:
Routledge

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Program: B. COM. (FINANCIAL MARKETS)				Semester: IV	
Course: RESEARCH METHEDODOLOGY				Course Code: UCMABFM405	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
4			2	25	75
Learning Objectives:					
<ul style="list-style-type: none"> ○ <u>To familiarize with the concept of Fundamentals of Research & defining the research problem</u> ○ <u>To make students aware about importance and types and Formulation of hypothesis and testing of hypothesis</u> ○ <u>To update students on the sources of Primary and Secondary data</u> 					
Course Outcomes:					
After completion of the course, learners would be able to:					
CO1: <u>Understand the concept of Fundamentals of Research & defining the research problem</u>					
CO2: <u>Understand the importance and types and Formulation of hypothesis and testing of hypothesis.</u>					
Outline of Syllabus: (per session plan)					
Module	Description				No of Hours
1	Introduction to Research				08
2	Research Process				12
3	Data Processing and Statistical Analysis				20
4	Primary and Secondary data.				20
	Total				60
PRACTICALS					

Suggested Readings

1. Research Methodology D R Kothari
2. Research Methodology: A Step-by-Step Guide for Beginners –
Ranjit Kumar

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Program: B. COM. (FINANCIAL MARKETS)				Semester: IV	
Course: FOREIGN EXCHANGE MARKETS				Course Code: UCMABFM406	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
4			4	25	75
Learning Objectives: <u>To familiarize with the concept of Foreign Exchange Market & Indian Foreign Exchange Market</u> <u>To make students aware about Operational aspects of foreign exchange market and foreign exchange contracts & Foreign Exchange Arithmetic and Risk Management</u>					
Course Outcomes: After completion of the course, learners would be able to: CO1: <u>Understand the Foreign Exchange Market & Indian Foreign Exchange Market</u> CO2: <u>Understand the Operational aspects of foreign exchange market and foreign exchange contracts & Foreign Exchange Arithmetic and Risk Management.</u>					
Outline of Syllabus: (per session plan)					
Module	Description				No of Hours
1	Foreign Exchange Market: An Introduction				08
2	Introduction to Indian Foreign Exchange Market				12
3	Operational aspects of foreign exchange market and foreign exchange contracts				20
4	Foreign Exchange Arithmetic and Risk Management				20
	Total				60
PRACTICALS					

Suggested Readings

1. Foreign Exchange Market- Dun and Bradstreet
2. A Manual of Merchant Banking: J.C.Verma : Bharath Publishing House, New Delhi,