



**B. J. VANIJYA MAHAVIDYALAYA**  
**(Autonomous)**  
**(Grant-in-Aid)**  
**(Affiliated to Sardar Patel University)**  
**Vallabh Vidyanagar- 388 120, Dist. Anand, Gujarat, India**  
**Accredited with CGPA of 2.78 on four point scale at B++ Grade by NAAC**  
**Syllabus with effective from December-2024**

**Master of Commerce (M.Com.)**  
**Semester – II**

Course Code PB02ECOM54	Title of the Paper Financial Markets and Services-II	Total Credit 04
<b>Course Objectives</b>	<ol style="list-style-type: none"> <li>1. To understand the Indian capital market by exploring its constituents, stock exchanges, employee stock options, securities lending and borrowing, short selling, green shoe options, trading systems, transaction types, margin trading, stock market indices, and concepts like corporatization, demutualization, bought-out deals, book building, and insider trading.</li> <li>2. To explore the marketing of financial services by understanding its introduction, new challenges, unique features of service marketing, strategy components, marketing mix, competitive environment, global competition, and customer satisfaction.</li> <li>3. To examine financial services by exploring mutual funds (concept, types, significance, and operations), net asset value (NAV), leasing (concept and types), venture capital (features, stages, and process), and merchant banking (concept and services).</li> <li>4. To explore key financial services including insurance (nature, principles, functions, and classification), factoring (concept, operations, functions, types, and distinctions from bills discounting and forfaiting), depositories (system in India, benefits, and differences from banks), and securitization (concept, operations, structure, and benefits).</li> </ol>	

<b>Course Description</b>		
Unit	Description	Weightage
<b>1.</b>	<b>Indian Capital Market</b> <ul style="list-style-type: none"> <li>• Constituents of Indian capital market</li> <li>• Stock Exchanges - Meaning, Functions</li> <li>• Employee Stock Option Plans</li> <li>• Distinguish between ESOP and ESPS (Employee Stock Purchase Scheme)</li> <li>• Securities Lending and Borrowing Scheme</li> <li>• Short Selling</li> <li>• Green Shoe Option</li> <li>• Systems of Trading on Stock Markets – Screen Based Trading System, Scripless Trading, Demat Trading, Alternative Trading</li> </ul>	<b>25%</b>



	<p>System, Risk Management in Stock Markets, Circuit Breaker and Circuit Filter System</p> <ul style="list-style-type: none"> <li>• Nature of Transactions in Stock Market – Cash Market Transactions, Carry Forward Transactions, Ready Forward Transactions, Forward Trading, Rolling Settlements</li> <li>• Margin Trading; Stock Market Indices</li> <li>• Corporatization and Demutualization of Stock Exchanges, Objectives and Advantages</li> <li>• Bought-out Deal – Meaning, Advantages and Drawbacks</li> <li>• Book Building; Insider Trading</li> </ul>	
<b>2.</b>	<p><b>Marketing of Financial Services</b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• New Challenges</li> <li>• Special features of service marketing</li> <li>• Basic bricks for Marketing Strategies</li> <li>• Financial Services and Marketing Mix</li> <li>• The Marketing and Competitive Environment</li> <li>• Need for Meeting Global</li> <li>• Competition</li> <li>• Customer Satisfaction</li> </ul>	<b>25%</b>
<b>3.</b>	<p><b>Financial Services I</b></p> <ul style="list-style-type: none"> <li>• Mutual funds – Concept, Types, Significance, Organization &amp; Operation of the fund</li> <li>• Concept of NAV; Leasing – Concept, Types</li> <li>• Venture capital – Concept, Features, Stages, Process</li> <li>• Merchant banking – Concept, Services</li> </ul>	<b>25%</b>
<b>4.</b>	<p><b>Financial Services II</b></p> <ul style="list-style-type: none"> <li>• Insurance – Nature, Principles, Functions, Classification</li> <li>• Factoring – Concept, Modus Operandi, Functions, Types, Distinction between Bills Discounting, Factoring and Forfaiting</li> <li>• Depositories – Depository System in India, Benefits, Difference between Bank and Depository</li> <li>• Securitization - Concept, Modus Operandi, Structure for securitization, Benefits</li> </ul>	<b>25%</b>

<b>Teaching -Learning Methodology</b>	Lecture, Group Discussion, Doubt Solving, Power Point Presentation, Case Study, Real Life Company Examples, & Seminar
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<b>Evaluation Pattern</b>		
<b>Sr. No.</b>	<b>Details of the Evaluation</b>	<b>Weightage</b>
<b>1.</b>	Internal/Written Examination	<b>20%</b>
<b>2.</b>	Internal Continuous Assessment in the form of Practical, Viva-Voce, Quizzes, Seminars, Assignments, Attendance	<b>10%</b>
<b>3.</b>	External Examination	<b>70%</b>

Students will have to score minimum of 40% to pass the course.



<b>Course Outcomes: Having Completed this course, the students will be able to:</b>	
1.	Different types of financial market instruments with real-life examples
2.	Understand strategies for marketing financial services to banks and insurance companies. etc.
3.	Learn about the basics of various financial services like venture capital, mutual funds, leasing, securitization, factoring etc.
4.	Know about Depository Systems in India, Demat, KYC, Documents and processes for beginning with online trading, mock trading, apps for learning virtual trading
5.	Get 'On the job' training at an investment firm on a voluntary basis.

<b>Suggested References:</b>	
<b>Sr. No.</b>	<b>References</b>
1.	Gurusamy, D. S. (2015). Financial Market and Institutions (Forth ed.). Chennai: Vijay Nicole Imprints Pvt Ltd.
2.	Financial Institutions and Markets - Dr.Mukund Mahajan,Nirali Prakashan (In Marathi Language hence it is excluded)
3.	Gurusamy, D. (2009). Financial Services (Second ed.). New Delhi, India: McGraw Hill Education India.
4.	Gordon, E., & Natrajan, K. (2016). Financial Markets and Services (11th Revised ed.). Mumbai, India: Himalaya Publishing House.
5.	Sasidharan, K., & Mathews, A. K. (2008). Financial Services and System. Delhi, India: McGraw Hill Education.
6.	Avadhani, V. A. (2015). Financial Services in India (Third Revised ed.). Mumbai, India: Himalaya Publishing House.
7.	Kaur, J., & Wadera, D. (2015). Marketing of Services (Revised ed.). New Delhi, India: Global Academic Publishers & Distributors.