



# GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration, 2<sup>nd</sup> Semester

Subject Name: Financial Markets and Services

Subject Code: 4539292

With effective  
from academic  
year 2018-19

## 1. Learning Outcomes:

Learning Outcome Component	Learning Outcome (Student will be able to)
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> <li>• <i>Describe</i> and <i>explain</i> the interrelationship among financial markets, financial services, financial instruments and financial institutions.</li> </ul>
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> <li>• <i>Analyze</i> the salient features of various financial products, services and instruments.</li> <li>• <i>Discuss</i> the purposes of the money, capital, derivatives, and international markets and their instruments.</li> </ul>
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> <li>• <i>Consider</i> the practical implications of global events on the day-to-day operation of a financial services company.</li> </ul>
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> <li>• <i>Discuss</i> the applicability of code of conduct prescribed by financial regulatory bodies.</li> </ul>
Effective Communication (EC)	<ul style="list-style-type: none"> <li>• <i>Explain</i> the role and the benefits of financial intermediaries.</li> <li>• <i>Describe</i> and <i>elaborate</i> about financial instruments and their role in financial planning.</li> </ul>
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> <li>• <i>Compile</i> a detailed report on the functioning of a given financial market or service.</li> </ul>

## LO – PO Mapping: Correlation Levels:

1 = Slight (Low); 2 = Moderate (Medium); 3 = Substantial (High), “-“= no correlation

Sub. Code: 4539292	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
LO1: <i>Describe</i> and <i>explain</i> the interrelationship among financial markets, financial services, financial instruments and financial institutions.	3	3	1	3	1	-	-	2	3
LO2: <i>Analyze</i> the salient features of various financial products, services and instruments.	2	2	3	-	3	-	-	2	2
LO3: <i>Discuss</i> the purposes of the money, capital, derivatives, and international markets and their instruments.	3	2	-	2	3	-	-	2	2
LO4: <i>Consider</i> the practical implications of global events on the day-to-day operation of a financial services company.	1	1	1	1	3	1	-	1	1
LO5: <i>Discuss</i> the applicability of code of conduct prescribed by financial regulatory bodies.	-	-	1	1	1	-	3	-	-



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LO6: Explain the role and the benefits of financial intermediaries.	2	2	2	3	1	1	-	1	1
LO7: Describe and elaborate about financial instruments and their role in financial planning.	2	2	2	3	1	-	-	2	1
LO8: Compile a detailed report on the functioning of a given financial market or service.	1	1	1	3	-	3	1	1	1

2. **Course Duration:** The course duration is of **40 sessions of 60 minutes each.**

### 3. Course Contents:

Module No:	Contents	No. of Sessions	70 Marks (External Evaluation)
I	<p><b>Introduction to Financial Services:</b> Meaning, Characteristics, Distinctiveness and Classification of Financial Services.</p> <p><b>Introduction to Indian Financial System</b> Formal and Informal Sectors, Components of Formal Financial System including Financial Markets, Financial Institutions, Financial Services and Financial Instruments. Financial Inclusion and Exclusion</p> <p><b>Types of Financial Markets</b> <i>Money Market</i> and Instruments, <i>Capital Market:</i> Primary and Secondary Market, Overview of Foreign Exchange Market</p> <p><b>Regulation of Financial System:</b> Role of RBI, SEBI, IRDA</p>	10	18
II	Factoring and Forfaiting, Housing finance, Merchant Banking and Issue Management, Stock Broking, Credit Rating, Custodial and Depository Service, Leasing and Hire Purchase	10	18
III	<p><b>Banking: Introduction to Banking Structure</b></p> <p><b>NBFCs:</b> Types and Overview of regulations for NBFCs in India</p> <p><b>Specialized Financial Services</b> – Microfinance, Venture Capital, Private Placement, Private Equity, Securitization &amp; Asset Reconstruction Company. Overview of Credit Information Reporting.</p>	10	17
IV	<b>Mutual Fund:</b> Concept, Types, Structure of Mutual Fund, Mutual Fund Schemes, Calculation of NAV, SIP, SWP.	10	17



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	<b>Crowdfunding:</b> Concept of crowdfunding, types of crowdfunding platforms, crowdfunding in India. Basics of Crypto currency		
V	<b>Practical:</b> 1. To prepare a report on the penetration digital financial services (online banking, virtual wallets and crowdfunding) in different countries of the world. 2. Understanding of various scams in Financial Markets 3. Learning from movies (e.g.: GAFLA, The Wall Street, Fall of Lehman Brothers etc.) 4. Any real life case related to Indian Financial System	---	(30 marks CEC)

#### 4. Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive class room discussions

#### 5. Evaluation:

Students shall be evaluated on the following components:

A	<b>Internal Evaluation</b>	<b>(Internal Assessment- 50 Marks)</b>
	• Continuous Evaluation Component	30 marks
	• Class Presence & Participation	10 marks
	• Quiz	10 marks
B	<b>Mid-Semester examination</b>	<b>(Internal Assessment-30 Marks)</b>
C	<b>End –Semester Examination</b>	<b>(External Assessment-70 Marks)</b>

#### 6. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Thummuluri Siddaiah	Financial Services	Pearson	2011
2	Bharti Pathak	Indian Financial System	Pearson	2018 / 5 <sup>th</sup>
3	K Sasidharan, Alex K Mathews	Financial Services & System	McGraw Hill	2008
4	M Y Khan	Financial Services	McGraw Hill	2015 / 8 <sup>th</sup>
5	M Y Khan	Indian Financial Systems	McGraw Hill	2017 / 10 <sup>th</sup>
6	E. Gordon & K. Natarajan	Financial Markets & Services	Himalaya Publication	2016 / 10 <sup>th</sup>
7	L M Bhole, JitendraMahakud	Financial Institution and Markets	McGraw Hill	2017 / 6 <sup>th</sup>
8	Sujatra Bhattacharyya	Indian Financial System	Oxford	2017 / 1 <sup>st</sup>

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

#### 7. List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc.



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1. Journal of Financial Services Research
2. Chartered Financial Analyst
3. Economic Times
4. Business Standard
5. Financial Express
6. Harvard Business Review