

Programme Name	Master of Commerce
Semester	Second
Paper No	2.1
Course Code	
Course Name	Security Analysis and Portfolio Management
Course Type	Core
Effective from	DECEMBER 2011
Objective	The Objective of this course is to help students to understand various issues in security analysis & portfolio management.

Unit No.	Topic No.	Content	Hrs.	Marks W + %	Credit
1	A	Investments Nature and Scope of investment analysis, elements of investment, avenues of investment, approaches of investment analysis; Concept of return and risk: Security returns and risk analysis, measurement of return and risk	08	13	0.5
	B	Financial Assets Types and their characteristics, sources of financial information.	07	12	0.5
2	A	Security Markets Primary and secondary market; Primary market-role, function and methods of selling securities in primary market; Allotment procedure; New financial instruments.	08	13	0.5
	B	Public Issue SEBI guidelines on public issue, size of issue, pricing of issue, promoters' contribution, appointment of merchant bankers, underwriters, broker, register and managers, bankers and allotment of shares.	07	12	0.5
3	A	Secondary Markets Role importance, type of brokers, trading mechanism, listing of securities in stock exchanges, screen based trading; Depository - role and need; Depositors Act, 1996.	08	13	0.5
	B	Valuation of securities Bonds, debentures, preferences shares, and equity shares.	07	12	0.5

4	A	Fundamental Analysis, Economic Analysis, Industry Analysis and Company Analysis.	08	13	0.5
	B	Technical Analysis Trends, Indicators, Indices and moving averages applied in technical analysis.	07	12	0.5

References

1. Patel D. G. : 'Security Analysis and Port folio Management', Sudhir Prakashan, Ahmedabad
2. Amling: Fundamentals of investment Analysis, Prentice Hall, International Edition.
3. Bhalla : Investment Analysis, S. Chand & Co. Delhi.
4. Chandratre, K.R: Capital Issue, SEBI & Listing, Bharat Publishing House, New Delhi.
5. Donal, E.Fisher and Ronald J. Jordan: Security Analysis and port folio Management, prentice Hall, New1 Delhi.
6. Fabozzi, Frank J: Investment Management, prentice Hall, International Edition.
7. Gupta, L.C: Stock Exchange Trading in India; Society for capital Market Research and Development, Delhi.
8. Machi Raju, H.R: Merchant Banking; Willey Eastern Ltd., New1 Delhi.

20 % for practical examples and 80 % for theory

Programme Name	Master of Commerce
Semester	Second
Paper No	2.2
Course Code	
Course Name	Marketing Management
Course Type	Core
Effective from	DECEMBER 2011
Objective	To facilitate understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints.

Unit No.	Topic No.	Content	Hrs.	Marks W + %	Credit
1	A	Introduction Concept, nature, scope and importance of marketing concept and its Evaluation, Marketing Mix, Strategic Marketing Planning- an overview.	08	13	0.5
	B	Market analysis and selection Marketing environment- macro and macro components and their impact on Marketing decisions; Market segmentation and positioning; Buyer behavior; Consumer various organizational buyers; Co nsumer decisions-making process.	07	12	0.5
2	A	Pricing- decision Factor affecting price determination; Pricing Policies and Strategies; Discounts and rebates.	08	13	0.5
	B	Distribution channels and physical distribution decisions Nature Functions, Types of distribution channel; distribution Channel Intermediaries; channel Management decisions; Retailing and wholesaling.	07	12	0.5
3	A	Promotion decisions Communication Process; Promotion mix -advertising, personal selling, sales-promotion, publicity and public relations; Determining advertising budget; Copy designing and its testing; Media selection; Advertising effectiveness; Sales promotion-tools and techniques.	08	13	0.5
	B	Marketing research Meaning and scope of marketing research ; Marketing research process.	07	12	0.5

4	A	Marketing organisation and control Marketing Organization and control-organizing and controlling operations	08	13	0.5
	B	Issues and developments in marketing Social, ethical and legal aspects of Marketing ; Marketing of services; International Marketing; Green marketing; Cyber Marketing; Relationship Marketing and other developments in Marketing.	07	12	0.5

Programme Name	Master of Commerce
Semester	Second
Paper No	2.31
Course Code	
Course Name	Elements of Banking and Insurance
Course Type	Core Course
Effective from	DECEMBER 2011
Objective	To develop conceptual understanding of the fundamentals of Elements of banking and different types of insurances.

Unit No.	Topic No.	Content	Hrs.	Marks W + %	Credit
		Elements of Banking			
1	A	Types and functions of commercial banks Definition of banking, types of commercial banks, traditional and non-traditional functions of a modern commercial bank, importance and limitations of commercial banks	08	13	0.5
	B	Co-operative banking in India and overview of cheque Primary co-operative credit societies, District co-operative banks and State co-operative banks – their management functions and limitations, Peoples co-operative banks – its management, functions and limitations. Overview of cheque – Meaning, characteristics, types, crossing and endorsement of cheques.	07	12	0.5
2	A	Different types of accounts Different types of accounts – Current, saving and fixed accounts, recurring account and non-recurring account.	08	13	0.5
	B	Different means of remittances Demand draft, mail, telegraphic and telephonic transfer, ATM, Tele-banking, home banking, interlinked branch banking, marketing of banking services, online banking,	07	12	0.5

		computerization in banking field.			
		Elements of Insurance			
3	A	Introduction to insurance and life insurance Insurance – Meaning, characteristics, importance, limitations, types of insurance, meaning of insurance contract, fundamental principles of insurance, concept of period of insurance and re-insurance, double insurance v/s re-insurance. Life insurance: Meaning, history of LIC, barriers to life insurance, importance and principles of life insurance, concept of insurance and assurance, life insurance v/s other insurances, procedure for taking life insurance policy.	08	13	0.5
	B	Types of life insurance policy Meaning of policy, types of policy – whole life policies, endowment policies and pension policies, policy conditions, procedure for settlement of claims, nomination and assignment, annuities, mediclaim policy, privatization of insurance and general insurance	07	12	0.5
4	A	Marine insurance Meaning of marine insurance contract, procedure for taking marine insurance, fundamental principles of marine insurance, warranties in marine insurance, types of marine insurance policies.	08	13	0.5
	B	Fire insurance Meaning, causes, importance and fundamentals of fire insurance, fire insurance contract, procedure for taking fire insurance, policy conditions (standard policy), rights of insurer, types of fire insurance policies.	07	12	0.5

Reference Books

Rana T. J. “Elements of Banking and Insurance”, Sudhir Prakashan, Ahmedabad (Gujarati)

Programme Name	Master of Commerce
Semester	Second
Paper No	2.41
Course Code	
Course Name	Cost Accounting
Course Type	Soft Skill Course
Effective from	DECEMBER 2011
Objective	To provide sound understanding of the intricacies of solving practical problems relating to Cost Accounting.

Unit No.	Topic No.	Content	Hrs.	Marks W + %	Credit
1	01	Process costing <ul style="list-style-type: none"> • Normal and Abnormal losses • Equivalent production – FIFO method, Average method, Typical problems. • Inter process profits 	15	25	01
2	02	Contract Costing <ul style="list-style-type: none"> • Computation of profits under different method • Escalation clause • Cost plus contract 	15	25	01
3	03	Non-Integrated Accounts and Integrated Accounts <ul style="list-style-type: none"> • Non-Integrated Accounts • Integrated Accounts • Reconciliation of Cost and Financial profits 	15	25	01
4	04	Theoretical Aspect only <ul style="list-style-type: none"> • Performance Measurement Techniques • Strategic Management Accounting • Cost reduction and cost control • Cost Audit and cost accounting Records Rules • Uniform costing and Inter-firm comparison • Linear programming and Cost accountant 	15	25	01

Reference Books.

1. Rana-Dalal “Cost Accounting”, Sudir Prakashan, Ahmedabad
2. Saxena V.k. and Vashish C.D, Basics of Cost Accounting Sultan Chand & Sons, New Delhi
3. Tulsian P. C. ‘Practical Costing’, S. Chand & Co. New Delhi
4. M. N. Arora “Cost and Management Accounting”, Vikas Publishing House Pvt. Ltd.

Programme Name	Master of Commerce
Semester	Second
Paper No	2.32
Course Code	
Course Name	Econometrics (Paper - 1)
Course Type	Elective Course
Effective from	DECEMBER 2011
Objective	To present a clear, simple and systematic and comprehensive explosion of the methods, principles and techniques of statistics in various discipline with special reference to commerce, management and economics and business.

Unit No.	Topic No.	Content	Hrs	Marks W + %	Credit
1	01	<p>Sampling Techniques</p> <p>Simple random sampling with and without replacement, stratified random sampling, systematic sampling.</p> <p>Obtain Mean and Variance. Derivation of the inequality variance of mean of optimum \leq variance of mean of Proportional \leq variance of mean of random.</p> <p>Proportional and optimum allocations with fixed sample size only.</p>	15	25	01
2	02	<p>Sampling and non sampling Errors</p> <p>Sample selection and sample size determination - Stein's method, Linear and Circular Systematic sampling, Cluster sampling, Two-stage sampling Description of these methods and estimation of mean and variance.</p> <p>Varying probability sampling, probability proportional to sample size with replacement - Description and estimation of mean & variance without proof, Double sampling - only description</p>	15	25	01
3	03	<p>Mathematical Economics</p> <p>Mathematical functions of demand and supply, price-elasticity of demand and supply, cost functions, average revenue and their relationship with elasticity of demand. Market equilibrium.</p>	15	25	01
4	04	<p>Monopoly Problems</p> <p>Effect of taxation and subsidy on market equilibrium. Edgeworth's Paradox, Partial elasticity of demand, Engel's law, Income elasticity of demand, Formulation of production function, Elasticity of substitution for two input factors of production.</p> <p>Input-Output analysis - Leontiefs static open and closed system models, importance in inter-industry relations.</p>			

References :

1. Allen R.G.D : Mathematical Economics
2. Allen R.G.D. : Mathematical Analysis for Economists
3. Henderson & Quandt : Micro Economic Theory
4. Cochran W.G. (1984) : Sampling Techniques (Wiley Eastern)
5. Murthy M.N. (1964) : Sampling theory and methods: Statistical Publishing Society Calcutta
6. Johnston J (1984) : Econometric Methods (3rd Edition) McGraw Hill
7. Gujarati O. (1979) : Basic Econometrics, McGraw Hill
8. Jaiswal M.C.(1984) : Economic Statistics , (Gujarati) Granth Nirman Board
9. Mody R.J. : Mathematical Economics (Gujarati)
10. Gajjar A.V. & Patel S.S. : Statistics (Gujarati)
11. Goon, Gupta and Dasgupta (1984) : Fundamentals of Statistics Vol. II (World Press)
12. Sudman S. (1976) : Applied Sampling Academic Press.

Note : One Question from each unit with internal options. 60 % for examples and 40 % for theory weightage compulsory for each question. And each question should contain two or three sub-questions.

Programme Name	Master of Commerce
Semester	Second
Paper No	2.42
Course Code	
Course Name	Econometrics (Paper - 2)
Course Type	Elective Course
Effective from	DECEMBER 2011
Objective	To present a clear, simple and systematic and comprehensive explosion of the methods, principles and techniques of statistics in various discipline with special reference to commerce, management and economics and business.

Unit No.	Topic No.	Content	Hrs	Marks W + %	Credit
1	01	Time Series Analysis Distinction between time series and cross - section data, Components of time series. Determination of trend by least square, iterated averages, weighted least square and variate difference method with necessary assumptions. Study of stationary time series, auto regressive series and periodogram and correlogram analysis.	15	25	01
2	02	Econometric Methods General linear model - basic assumptions, estimation of parameters and tests of significance and associated confidence intervals, Problem of prediction with two regressions and use of multiple correlation coefficient in problems of regression, Problem of multi-co-linearity and its diagnostic measures without derivation, Use of dummy variables without derivation. Durbin Waston test and its use in testing presence of auto correlation.	15	25	01
3	03	Analysis of variance and design of Experiments. Analysis of variance for one-way and two-way classification. Need for design of experiments. Fundamental principles of design of experiments. Lay out, construction, analysis. Advantages and disadvantages of basic design CRD, RBD and LSD. Missing plot techniques and estimate of one and two missing observation in case of RBD and LSD. (Results and numerical examples should be taken)	15	25	01
4	04	Efficiency of RBD over CRD and LSD over RBD. Factorial design. Confounding and advantages and disadvantages of confounding. Analysis of 2^2 & 2^3 designs by Yates' method, Balanced Incomplete Block Design, Efficiency of B.I.B.D relative to RBD.	15	25	01

References :

1. Allen R.G.D : Mathematical Economics
2. Allen R.G.D. : Mathematical Analysis for Economists
3. Henderson & Quandt : Micro Economic Theory
4. Cochran W.G. (1984) : Sampling Techniques (Wiley Eastern)
5. Murthy M.N. (1964) : Sampling theory and methods: Statistical Publishing Society Calcutta
6. Johnston J (1984) : Econometric Methods (3rd Edition) McGraw Hill
7. Gujarati O. (1979) : Basic Econometrics, McGraw Hill
8. Jaiswal M.C.(1984) : Economic Statistics , (Gujarati) Granth Nirman Board
9. Mody R.J. : Mathematical Economics (Gujarati)
10. Gajjar A.V. & Patel S.S. : Statistics (Gujarati)
11. Goon, Gupta and Dasgupta (1984) : Fundamentals of Statistics Vol. II (World Press)
12. Sudman S. (1976) : Applied Sampling Academic Press.

Note : One Question from each unit with internal options. 60 % for examples and 40 % for theory weightage compulsory for each question. And each question should contain two or three sub-questions.

Programme Name	Master of Commerce
Semester	Second
Paper No	2.33
Course Code	
Course Name	Consumer Behavior & Sales Promotion (Paper-3)
Course Type	Elective Course
Effective from	DECEMBER 2011
Objective	To develop basic understanding about consumer behaviour and develop sales promotion strategy.

Unit No.	Topic No.	Content	Hrs.	Marks W + %	Credit
1	A	Consumer Behavior- Meaning, Characteristics, significance, stages of consumer decision making process.	08	13	0.5
	B	Purchase decision- problems of consumers, Routine problems, new product adoption process, Types of consumer behavior.	07	12	0.5
2	A	Internal determinants of consumer behavior-personal determinants- Age, Gender, Professions, Income, Lifestyle, personality. Psychological determinants- Motivation, perception, Learning, Belief and attitudes.	08	13	0.5
	B	External determinants of consumer behavior- Social determinants- Family and household influences, Reference groups, social class, social Roles & status. Cultural determinants- Culture, sub-culture, social class.	07	12	0.5
3	A	Sales Promotion- Meaning, characteristics of sales promotion, significance of sales promotions.	08	13	0.5
	B	Promotion- Factors of promotions, promotion mix, promotion strategy, factors affecting to promotion strategy.	07	12	0.5
4	A	Sales Promotion- objectives, functions of sales promotions, advantages & disadvantages of sales promotion	08	13	0.5
	B	Methods of Sales Promotion- Customers oriented methods, Traders oriented methods, salesman's oriented methods	07	12	0.5

- References:
1. Consumer Behaviour- Schiffan, Leon G
 2. Consumer Behaviour- Laudon D.K
 3. Consumer Behaviour- B.A.Prajapati.
 4. sales promotion- R.K.Pandey.

Programme Name	Master of Commerce
Semester	Second
Paper No	2.43
Course Code	
Course Name	Marketing Concept & Strategy (Paper-4)
Course Type	Elective Course
Effective from	DECEMBER 2011
Objective	To enable students to learn the process tools and techniques of marketing, to clear marketing strategy concept.

Unit No.	Topic No.	Content	Hrs.	Marks W + %	Credit
1	A	Marketing Concept, nature, scope, significance of marketing, various marketing concepts and its evaluation.	08	13	0.5
	B	Functions of Marketing, Marketing management process, marketing planning, marketing & Economic development.	07	12	0.5
2	A	Marketing mix analysis- Products- product life cycle and its strategy, new product development - meaning, process, problems related to new product launching in market, new product acceptance, and causes of product failure. Price- Meaning, objectives, policies and strategies.	08	13	0.5
	B	Marketing mix analysis- place- physical distribution channels, channels objectives, constrain on the factors affecting to the choice of the channels. Promotion- various promotion tools, Advertising, publicity, sales promotion, public relation.	07	12	0.5
3	A	Analyzing competitors- Meaning, identifying competitors, & their strategy, assessing competitors strength & weakness,	08	13	0.5
	B	Market segmentation and positioning- Meaning, significance, Basis of segmentation, process of market positioning.	07	12	0.5
4	A	Strategic Marketing-Meaning, significance, process of strategic marketing, evaluation of marketing opportunities, factors affecting to marketing mix strategy.	08	13	0.5
	B	Marketing efforts- meaning, Managing the marketing efforts, Types of growth strategy, types of diversification growth	07	12	0.5

Reference: 1.Principles of Marketing - Philip kotler.

2. Marketing Management - Ramaswamy.V.S

3. Fuandamental of Marketing - Stanton.

Programme Name	Master of Commerce
Semester	Second
Paper No	2.51
Course Code	
Course Name	Computerized Accounting : Tally
Course Type	Soft skill
Effective from	DECEMBER 2011
Objective	To develop conceptual understanding of the fundamentals of computerized accounting and to provide the theoretical aspects of the subject with practical application to real -life accounting.

Unit No.	Topic No.	Content	Hrs.	Marks W + %	Credit
1	01	<p>Introduction to Tally : Features – General, Accounts, Inventory. Basic Financial Accounts.</p> <p>Basic accounting concepts, Company creation, Alteration & deletion, Selection of company, chart of accounts, Groups and ledger creation, alteration and deletion. Copying of masters from another company, Voucher entry in normal and single mode.</p> <p>Accounts display, printing of list of accounts, Cash, Bank, Journal Day Books and account summaries. Columnar registers and Petty Cash Book, Ledger, Trial Balance, Profit & Loss Account and Balance Sheet. Data backup, restore and rewriting, moving to new year accounts.</p>	15	25	01
2	02	<p>Traders Financial Accounts</p> <p>Customer and Supplier Profile. Sales and Purchase voucher, Debit and Credit Notes. Accounting Invoice. Sales and Purchase Bill Register. Columnar voucher registers Configuration. Columnar Sales and Purchase bill registers, Debit and Credit note registers.</p> <p>Bill reference. Accounts Receivables & payables. Reminders, Age Analysis, Interest computation, Sales and Purchase details and summaries. Periodic Sales & Purchase Analysis & Averages.</p> <p>Advanced Financial Accounts.</p> <p>Advanced options and features of Account Groups, Ledgers creation, voucher entry and report printing. Bank reconciliation.</p>	15	25	01
3	03	<p>Basic Inventory</p> <p>Item Groups, Units of measures, Stock items, Inventory voucher. Stock Journal Vouchers, invoice, chart of items.</p> <p>Inventory vouchers Day books and lists. Sales Contribution statement. Voucher registers, items monthly summary. Average, High and Low Stock reports. Physical stock discrepancy & adjustments. Stock reports and stock summaries. Standard & Multi level Price List & Discount.</p>	15	25	01

4	04	Data Maintenance Security control, security levels, administrator, Users creation, user's access rights, passwords. Tally Audit Activation, Acceptance of ledger & Voucher changes. Tally Audit Report, Tally Vault. Tax Accounting TDS deduction and deposit, TDS reports. VAT invoicing, Input Tax Credit / Refunds / Adjustments.	15	25	01
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Structure of Question Paper:

THEORY : 50 Marks : 2(Two) Hours

PRACTICAL : 50 Marks : 2 (Two) Hours

- Practical based on Tally 40 Marks
- Journal 05 Marks
- Viva 05 Marks

Practical should be asked based on the style of practical list prepared by university.

NOTE :

1. ONE period should be allotted for THEORY teaching per week.
2. THREE periods should be allotted for PRACTICAL teaching per week.
3. There should be ONE computer for every TWO students and the maximum number of students in a batch should be 30.

The college may charge Rs.1000/- per student per term for computer maintenance .

References:

Nadhani A. K. and Nadhani K. K., Implementing Tally 9, BPB publication, New Delhi

Programme Name	Master of Commerce
Semester	Second
Paper No	2.52
Course Code	
Course Name	Indian Banking and Currency System
Course Type	Soft Skill Course
Effective from	DECEMBER 2011
Objective	To make the student familiar with the Indian Banking system and its role in development of India.

Unit No.	Topic No.	Content	Hrs.	Marks W + %	Credit
1	A	Indian banking system Banking structure of India –its various parts, types of Indian banking structure, role of banking in economic development. Types of commercial banks, Development of commercial banks in India.	08	13	0.5
	B	Nationalization of banking system Steps for nationalization of banks, objectives for nationalization of commercial banks, performance of nationalized banks, problems of nationalized banks' performance, suggestions for improving performance of nationalized banks, progress and challenges for nationalized banks, reasons for failure of co-operative banks and remedial measures for it, privatization of banks in India. Role of IDBI, IFC and UTI with reference to new industrial policy of globalization.	07	12	0.5
2	A	Schemes of banking development Merchant banking – Meaning, special services, restrictions of SEBI and RBI on merchant banking, Deposit insurance scheme – Establishment of Deposit Insurance and Credit guarantee Corporation, its capital and management, insurance protection, authority to demand information and investigation, its performance, deposit insurance scheme and co-operative banks. Mutual Funds – Meaning, benefits, types, development, schemes of UTI, review of performance of mutual fund in India, modernization of banking industry. Non – banking financial companies – Meaning, characteristics and functions	08	13	0.5

	B	State Bank of India, Export-Import bank and Development banking State Bank of India - Establishment, functions, working. Export – Import bank – Establishment, objectives, functions and performance. Development banking – Establishment, functions, role of performance of National Bank for Agriculture and Rural Development (NABARD),brief concept of Rural Infrastructure Development Fund and Kishan Credit Card.	07	12	0.5
3	A	Reserve Bank of India Establishment, constitution, organization, traditional and promotional functions, review of working of RBI, role of RBI for development of banking, role of RBI for financial sector reforms.	08	13	0.5
	B	Monetary policy of Reserve Bank of India Meaning and objectives of monetary policy, problems of developing economy and monetary policy, tools of monetary policy, its effect on price stability and economic development, evaluation of monetary policy of RBI, pre-requisites for success of monetary policy in India, limitations of monetary policy , credit policy of RBI.	07	12	0.5
4	A	Indian money market Meaning, importance, characteristics, constituents, parts and shortcomings of India money market, money market v/s capital market, recommendations of Vaghul study group, establishment and functions of Discount and Finance House of India Limited.	08	13	0.5
	B	Indian currency system The present regulations of note issue, exchange rate of RBI – its objectives, floating exchange rate policy.	07	12	0.5

Reference Books.

Rana T. J. “Indian Banking and Currency System’, Sudhir Prakashan, Ahmedabad (Gujarati)

Programme Name	Master of Commerce
Semester	Second
Paper No	2.53
Course Code	
Course Name	Growth and Structure of Industry
Course Type	Soft Skill Course
Effective from	DECEMBER 2011
Objective	To be familiar with the development of modern industrial development in India in different sectors.

Unit No.	Topic No.	Content	Hrs.	Marks W + %	Credit
1	01	<p>Introduction</p> <p>Meaning of industry and industrialization, significance of industrialization in India, factors hampering industrialization in India, problems of industrialization.</p> <p>Classification of industries on the basis of nature, size and ownership.</p> <p>Location of industries: Meaning and importance of location, Weber's and Sargent Florence theories of location and factors affecting location, Agglomeration and deglomeration, dynamics of industrial location.</p>	15	25	01
2	02	<p>Basis of Modern Industries</p> <p>A. Infrastructure and industrial development, growth of infrastructure since independent</p> <p>A. Energy : Sources of energy, energy crisis and measures to solve it.</p> <p>B. Transport : Significant of transport, growth of transport in post independence era, problems of transport development in India.</p> <p>C. Telecommunication : Significance of telecom for industrial development, recent trends in the telecom sector.</p> <p>D. Science and Technology : Significance of S & T in industry, Weakness of S& T infrastructure in India.</p> <p>B. Industrial finance: Importance of industrial finance for the modern industry, sources of industrial finance – internal, external and foreign capital, role of public sector financial institutions.</p>	15	25	01

3	03	<p>Small scale and cottage industries</p> <p>Meaning, characteristics and classification (cottage, modern SSI and tiny units), importance of SSI in Indian economy, problems faced by SSI, problems faced by SSIs, promotional measures for SSI (Government Assistance to SSI, Industrial Estate, DICs, policy of reservation for SSIs), the industrial policy 1991, recent industrial policy and SSIs.</p>	15	25	01
4	04	<p>Government and Industries</p> <ul style="list-style-type: none"> • Economic roles of government, Government as an entrepreneur -Objectives of setting PSUs in India, Development of PSUs and problems of PSUs, provisions for PSUs in the new industrial policy of 1991 • Industrial policy – A. An outline of the industrial policies in the pre-reform (1991) period. (No need to discuss earlier policies in detail), Provisions for the industrial policy 1991. • Incentives for developing industries in the economically backward areas, concept of backwards areas, measures for the backward area development. <p>Policies for industrial sickness- Meaning of industrial sickness, causes of industrial sickness in India, Government’s measures for sick industrial units.</p>	15	25	01

References

Trived H. K. and Narielwala P. M. Rana-Dalal “Growth and Structure of Industries, Sudhir Prakashan, Ahmedabad

Programme Name	Master of Commerce
Semester	Second
Paper No	2.54
Course Code	
Course Name	FINANCIAL SERVICES
Course Type	Soft Skill Course
Effective from	DECEMBER 2011
Objective	To know the importance and development of Financial Services.

Unit No.	Topic No.	Content	Hrs.	Marks W + %	Credit
1	01	Investment Banking Investment Banks: Functions and Types of Investment Banks; Investment Banking Services; Merchant Banking Services. Housing Finance: Role of Housing and Housing Finance in the Economy; Policy initiatives and measures to develop housing finance in India; Housing Finance Institutions in India; Types of Housing Loans; Marketing Strategies of housing finance institutions; Role of National Housing Bank; Residential Mortgage Backed Securitization; Reverse Mortgage Loan.	15	25	01
2	02	Banking and Non-Banking Services Importance and Functions of Banks; Development of Banking in India; Scheduled Commercial Banks; Mobilization, Lending and Investment of Funds by Banks; Reforms in the banking system; Payment and Settlement System; Diversification in banking operations; Regional Rural Banks, Cooperative Banking; Non-banking Finance Companies; Development Banking; Micro Finance and Financial Inclusion.	15	25	01
3	03	Mutual Funds Meaning, Concepts of Mutual Funds; Growth of mutual fund Industry in India; Organization of a mutual fund; Types of mutual funds schemes; Role of Intermediaries and marketing of mutual funds; Methods of investing in a mutual fund scheme; Tax implications for mutual fund investors; Mutual fund regulations.	15	25	01
4	04	Insurance Origin and Development of Insurance; Opening up of the insurance sector in India; Role of IRDA, in the insurance sector; Types of Insurance: General, Health and Life; Reinsurance; Micro Insurance Distribution Channels and marketing of insurance in India.	15	25	01

References:

1. Pathak Bharati V. "Indian Financial System" 3rd Edition, Pearson Education.
2. Khan M.Y., Indian Financial System, Sixth Edition, Mc Graw Hill