



PSGR Krishnammal College for Women



DEPARTMENT OF MANAGEMENT

**POST GRADUATE DIPLOMA IN MANAGEMENT OF FINANCIAL
SERVICES (PGDMFS)
2020 - 2021 BATCH**

June 2020

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POST GRADUATE DIPLOMA IN MANAGEMENT OF FINANCIAL SERVICES

PROGRAMME AND CURRICULUM OBJECTIVES

PROGRAMME OBJECTIVES

In line with the vision and mission of the institution, the Post Graduate Diploma in Management of Financial Services (PGDMFS) programme is designed to provide the students with knowledge, skills and attitude for a successful career in management of financial services.

PROGRAMME STRUCTURE

The design of the curriculum of PGDMFS programme is based on the principle of **Knowing** (Knowledge), **Doing** (Skills), and **Being** (Attitude). In this programme the 'Knowing' part comprises a total of twelve courses; two basic courses - Business and Management, and Corporate Governance and Ethics; and ten specialisation courses - Financial Services, Management of Banking Services, Indian Financial System, Investment Banking, Microfinance, Personal Finance, Risk Management and Insurance, Security Analysis and Portfolio Management, Technology in Financial Services and Spreadsheet for Finance. The 'Doing' part comprises one Field Study. The 'Being' part comprises Communication, and Essential Skills for Management. The total number of credits is 45.

CURRICULUM OBJECTIVES

The curriculum is designed to:

1. Familiarise the students to basics of business, management, and issues relating to governance and ethics
2. Enrich their knowledge on key areas relating to management of financial products and services
3. Enable the students to acquire skills necessary to successfully carve a career in financial services management
4. Help students to gain life skills - Communication and Essential Skills for Management through intensive modules of experiential learning

POST GRADUATE DIPLOMA IN MANAGEMENT OF FINANCIAL SERVICES

CURRICULUM 2020 - 2021 - AN OVERVIEW

THE PROGRAMME

1. The full-time, one-year PGDMFS programme offered by the Department of Management, (GRG School of Management Studies), PSGR Krishnammal College for Women comprises two semesters, each semester being of approximately 90 working days.
2. The programme is of 45 Credits equivalent of courses. One credit is equivalent to 15 classroom sessions of 60 minutes each. Students are expected to spend an equal time outside the classroom for preparation, assignments, library reading etc.
3. The programme includes courses on basics of Business and Management, Corporate Governance and Ethics, and various financial services. Students are also required to carry out one field study. In addition, they are required to successfully complete the two courses under life skills.

STRUCTURE OF THE PGDMFS CURRICULUM

The PGDMFS curriculum is structured as below:

1. Two basic courses (5 credits) - Business and Management, and Corporate Governance and Ethics
2. Ten courses from Financial Services domain (29 credits) - Financial Services, Management of Banking Services, Indian Financial System, Investment Banking, Microfinance, Personal Finance, Risk Management and Insurance, Security Analysis and Portfolio Management, Technology in Financial Services and Spreadsheet for Finance
3. One Practice Work (6 credits) - Field Study
4. Two courses as a part of life skills (5 credits) - Communication, and Essential Skills for Management

ATTENDANCE

1. Students are expected to attend a minimum of 75% of all scheduled classroom sessions during each semester.
2. The Principal/Director may condone the shortage in attendance, in exceptional circumstances, up to a maximum of 10%.
3. Students falling short of the required attendance will not be permitted to appear for the End Semester Examination of the semester.
4. Students who do not complete a semester on account of such shortage of attendance may seek to repeat the semester in the subsequent academic year.

COMPLETION OF THE PGDMFS PROGRAMME

Students are required to complete their PGDMFS programme in all respects within a maximum of three years from the date of their first joining the programme, or as per the rules and regulations of the Bharathiar University in regard.

ASSESSMENT AND EVALUATION

1. The concerned course facilitator shall announce to the students the broad outline of the pedagogy to be adopted for each course. The details of the pedagogy will also be a part of the session plan and course details uploaded on Moodle or other technology-enabled LMS at GRGSMS.
2. Assessment/evaluation of students' performance will be based on both Continuous Internal Assessment (CIA) and End Semester Examination (ESE) for all courses. CIA shall carry a weightage of 60% and the ESE 40%. The ESE will be conducted at the end of each semester.
3. The CIA shall comprise multiple components of assessment such as quizzes, assignments, case discussion, simulation, classroom participation, student presentations, field study, exercise, peer evaluation and mid-semester examination. The faculty concerned may decide appropriate mixture of components for their courses, provided that the 'mid-semester examination' component of CIA shall carry 20% weightage. The remaining weightage (40%) of the CIA shall comprise four other components.

SCHEME OF EXAMINATION

The End Semester Examinations shall be of 3-hour duration irrespective of credits assigned to the Courses. The maximum marks in ESE shall be 100 to be pro-rated to 40%. Mid Semester Examination shall be of two hours duration irrespective of the credits assigned to the Courses. The maximum mark in the mid semester examination shall be 50 and to be pro-rated to 20%.

The End Semester examination question papers shall comprise three sections.

- Section 1 shall comprise 10 questions (all to be answered - each question carrying 2 marks) of objective type that may comprise a combination of fill-in-the-blank, true-or-false, and multiple-choice questions and will be of K1 and K2 levels of Blooms Taxonomy
- Section 2 shall comprise 10 questions (out of which 7 need to be answered - each question carrying 5 marks) that ask for brief descriptive answers of about 100 words (1 page) and will be of K3 and K4 levels of Blooms Taxonomy
- Section 3 shall comprise 5 questions (out of which 3 need to be answered - each question carrying 15 marks) that ask for detailed analytical, descriptive answers of about 300 words (3 pages) and will be of K5 and K6 levels of Blooms Taxonomy

GRADING

The assessment of performance of students in examinations will be based on grade points received instead of numerical marks. For this purpose, letter grades will be used to assess standards of performance. The following letter grades will be used:

Range of Marks	Grade Point	Letter Grade	Description
90 - 100	9.0 - 10	O	Outstanding
90 - 99	9.0 - 9.9	D+	Excellent
75 - 79	7.5 - 7.9	D	Distinction
70 - 74	7.0 - 7.4	A+	Very Good
60 - 69	6.0 - 6.9	A	Good
50 - 59	5.0 - 5.9	B	Average
00 - 49	0.0	U	Re-appear
ABSENT	0.0	AAA	Absent

POST GRADUATE DIPLOMA IN MANAGEMENT OF FINANCIAL SERVICES

LIST OF COURSES FOR PGDMFS PROGRAMME (2020 - 2021)

Code	Title	Credits
SEMESTER I		
DF20BAM	Business and Management	3
DF20IFS	Indian Financial System	3
DF20FNS	Financial Services	3
DF20MBS	Management of Banking Services	3
DF20IBK	Investment Banking	3
DF20TFS	Technology in Financial Services	3
DF20COM*	Communication	3
	Sub - Total	21
SEMESTER II		
DF20CGE	Corporate Governance and Ethics	2
DF20SAP	Security Analysis and Portfolio Management	3
DF20MCF	Microfinance	3
DF20PFN	Personal Finance	3
DF20RMI	Risk Management & Insurance	3
DF20ESM*	Essential Skills for Management	2
DF20SFF*	Spreadsheet for Finance	2
DF20FSD*	Field Study	6
	Sub - Total	24
	TOTAL	45

* 100% Continuous Internal Assessment

**SYLLABUS AND COURSE OUTLINE
SEMESTER I - COURSES**

Code	Title	Credits
DF20BAM	Business and Management	3
DF20IFS	Indian Financial System	3
DF20FNS	Financial Services	3
DF20MBS	Management of Banking Services	3
DF20IBK	Investment Banking	3
DF20TFS	Technology in Financial Services	3
DF20COM*	Communication	3
	Total	21

* 100% Continuous Internal Assessment

Course Title: **BUSINESS AND MANAGEMENT**
Course Code: DF20BAM
Semester/ Credits: I / 3

Course Objective

This course is designed to enrich the knowledge of students in the nature and purpose of business and fundamental principles of management. At the end of this course, students will be able to describe the principles, theories, and the process of management.

Course Coverage

Part 1 (6 hours)

Nature and Purpose of Business

Economic activities - Types - Business - Characteristics and Objectives of Business
Structure of Business - Classification of Business activities - Classification of Industries
- Business Environment.

Part 2 (6 hours)

Introduction to Management

Management - Nature and purpose - Evolution of management thought- Systems approach to management process - Functions of managers

Part 3 (10 hours)

Planning

Essentials of Planning and Managing by Objectives - Strategies, Policies - Planning Premises - Decision Making

Part 4 (8 hours)

Organizing

Nature of organizing - Organization Structure - Departmentation

Part 5 (10 hours)

Leading

Motivation: Theories - Leadership - Trait, Behaviour, and contingency approaches

Part 6 (5 hours)

Controlling

The System and Process of Controlling - Budgetary and non-budgetary Control Techniques.

Pedagogy

Lecture, Case Discussion, Seminar, Exercises

Evaluation and Grading

Case Discussion	...	10%
Quiz	...	10%
Exercises	...	10%
Assignment	...	10%
Mid Semester Examination	...	20%
End Semester Examination	...	40%

Reference Books

1. Koontz, Harold and Weihrich, Heinz (2016). Essentials of Management: An International, Innovation and Leadership Perspective, 10/e; New Delhi: McGraw Hill Education
2. Tulsian P.C. & Vishal Pandey (2002). Business Organisation and Management; New Delhi: Pearson Education
3. Robbins, Stephen P, and Mary Coulter (2017). Management, 13/e; New Delhi: Pearson Education.

Course Title: **INDIAN FINANCIAL SYSTEM**
Course Code: **DF20IFS**
Semester/Credits: **I / 3**

Course Objective

This course aims at enabling the students to examine the structure, functions and regulatory framework of Indian Financial System. At the end of this course the students will be able to discuss about various components of financial system such as financial markets, financial instruments, financial institutions and financial services.

Course Coverage

Part 1 (5 hours)

Introduction to Financial System

Financial System - Meaning - Functions - Overview - Financial System and the Economy
- Reforms in the Financial System

Part 2 (15 hours)

Financial Markets and Instruments

Money Market - Capital Market - Regulatory Framework: Primary and Secondary Market
- Derivatives Market - Debt Market - Government Securities - Foreign Exchange Market
- Foreign Direct Investment - FDI Regulations - New Financial Instruments

Part 3 (10 hours)

Financial Intermediaries

Commercial Banking - Regional Rural Banks - Development Banking - Non-Banking
Financial Companies - Mutual Funds and Investment Trust - Regulations and operations

Part 4 (9 hours)

Financial Services

Meaning - Features - Types of Financial Services - Factoring, Leasing, Venture Capital,
Consumer Finance - Housing Finance - Vehicle Finance - Financial Inclusion and
Microfinance

Part 5 (6 hours)

Financial Regulatory Institutions

Reserve Bank of India - Role and Functions - Monetary Policy - Credit Control Methods -
Securities and Exchange Board of India - Functions and Powers

Pedagogy

Lectures, Case Discussion, Seminar

Evaluation and Grading

Quiz	...	10%
Presentation	...	10%
Assignment	...	10%
Case Discussion	...	10%
Mid Semester Examination	...	20%
End Semester Examination	...	40%

Reference Books

1. Khan M.Y. (2019). Indian Financial System, 11/e; New Delhi: McGraw Hill Education
2. Pathak V. Bharathi (2018). Indian Financial System: Markets, Institutions and Services, 5/e; New Delhi: Pearson Education
3. Machiraju H. R. (2018). Indian Financial System, 5/e: Vikas Publishing House
4. Gurusamy S. (2011). Indian Financial System, 2/e; New Delhi: McGraw Hill Education

Course Title: **FINANCIAL SERVICES**
 Course Code: DF20FNS
 Semester/Credits: I / 3

Course Objective

This course intends to enhance the knowledge of the students on asset based financial services, modes of issuing securities, financial evaluation technique of leasing and hire purchase and advisory services offered by NBFCs. At the end of the course, the students will be able to recognize the operational, legal, procedural and regulatory issues of various financial services.

Course Coverage

Part 1 (6 hours)

Introduction to Financial Services

Financial Services - Concept and Functions, Growth of Financial Services in India; Non-banking Financial Companies

Part 2 (7 hours)

Leasing & Hire Purchase

Leasing - Concept and Classification, Significance, Contract Act, Reporting framework and taxation in leasing; Hire Purchase - Conceptual & legal framework.

Part 3 (8 hours)

Factoring and Forfaiting

Factoring - Concept and Mechanism, Functions of a Factor, Forms of factoring, Legal aspects of factoring; Factoring in India - Forfaiting Vs. Factoring.

Part 4 (12 hours)

Venture Capital Financing and Mutual Funds

Venture Capital Financing - Features, Selection of investment, structuring the deal, Investment nurturing, Structural aspects, Indian venture capital scenario; Mutual funds - Operations of mutual funds, Regulatory mechanism, Mutual fund schemes

Part 5 (12 hours)

Advisory Financial Services

Corporate Restructuring - Conceptual and Financial Framework, Legal aspects; Stock broking; Custodial Services; Depository system; Credit Rating - Agencies, Process, Symbols

Pedagogy

Lecture, Field Study, Case Discussion, Seminar

Evaluation and Grading

Assignment	...	10%
Quiz	...	10%
Exercises	...	10%
Presentation	...	10%
Mid Semester Examination	...	20%
End Semester Examination	...	40%

Reference Books

1. Khan, M.Y. (2019). Financial Services, 10/e; New Delhi: McGraw Hill Education
2. Renuka Sharma and Kiran Mehta (2017). Financial Services, 1/e; New Delhi: Cengage
3. Shanmugam, R. (2017). *Financial Services*, 2/e; New Delhi: Wiley India

Course Title: **MANAGEMENT OF BANKING SERVICES**
 Course Code: **DF20MBS**
 Semester / Credits: **I / 3**

Course Objective

This course provides an overview of management of banking in terms of sources and uses of funds, credit risk management and e-banking. At the end of this course, the students will be able to assess the credit risk, analyse the assets and liability of banks and recognise the role of technology in banking.

Course Coverage

Part 1 (8 hours)

Managing Banking and Financial Service

Financial System - Current Issues and Future challenges - Monetary policy - Implications for Bank Management - Financial Statements of Banks operating in India - Analysing Banks Financial Statement

Part 2 (8 hours)

Sources and Uses of Bank Funds

Sources of Bank Funds - Bank Liabilities - Deposits - Non-Deposit Sources - Uses of Bank Funds - Lending Function - Credit Process - Fund Based and non-fund based lending - Loan pricing and customer Profitability Analysis

Part 3 (9 hours)

Credit Delivery, Monitoring and Managing Credit Risk

Credit Delivery and Legal aspects of Lending -Credit Monitoring, Sickness and Rehabilitation - Managing Credit Risk - An Overview - Measuring Credit Risk - Credit Risk models

Part 4 (10 hours)

Banks and Risk Management

Uses of Bank Funds - Investments - Measuring Market Risk with VaR - Banks investment portfolio in India - Capital Adequacy Risk - Risk Management in Banks - The Changing Face of Banking Risk, Asset Liability Management, Interest Rate Risk Management and Liquidity Risk Management

Part 5 (10 hours)

Retail Banking and Electronic Banking

Banking Functions - Retail Banking and Laws in Everyday Banking -International Banking - Foreign Exchange and Trade Finance - Nature and Scope - High-Tech Banking - E-Payment systems and Electronic Banking - Currents trends

Pedagogy

Lecture, Case Discussion, Exercise, Seminar

Evaluation and Grading

Case Discussion	...	10%
Numerical Exercise	...	20%
Assignment	...	10%
Mid Semester Examination	...	20%
End Semester Examination	...	40%

Reference Books

1. Suresh, Padmalatha and Paul, Justin (2018). *Management of Banking and Financial Services*, 4/e; New Delhi: Pearson Education
2. Hubbard R. Glenn, O’ Brien Patrick Anthony (2019). *Money, Banking and the Financial System*, 2/e; New Delhi: Pearson Education
3. Peter S. Rose, Sylvia C. Hudgins, (2014). *Bank Management and Financial Services*, 8/e; New Delhi: McGraw Hill Education

Course Title: **INVESTMENT BANKING**
 Course Code: DF20IBK
 Semester / Credits: I / 3

Course Objective

The objective of the course is to make the students to understand the functions of global and Indian investment banking paradigm. It will also enable the students to understand the role of investment banks in securities market and various advisory services rendered by investment banks.

Course Coverage

Part 1 (6 hours)

Introduction to Investment Banking

Global and Indian Investment Banking Paradigm - Functions of Investment Banks - Types of Investment Banks - Services offered by Investment Banks

Part 2 (13 hours)

Fund Raising Services

Domestic Issue Management - Underwriting - Global Security Issuances - Buybacks and De-listing

Part 3 (13 hours)

Financial Advisory Services

Corporate Restructuring - Mergers and Acquisitions - Divestitures - Leveraged Buyouts - Venture Capital - Private Equity and Placements

Part 4 (13 hours)

Other Advisory Services

Debt Syndication - Disinvestment of Public Sector Enterprises - Stock Broking and Depository Services - Credit Rating - Infrastructure Advisory Services

Pedagogy

Lectures, Case Discussion, Seminar

Evaluation and Grading

Quiz	...	10%
Seminar Presentation	...	10%
Assignment	...	10%
Case Discussion	...	10%
Mid Semester Examination	...	20%
End Semester Examination	...	40%

Reference Books

1. Giri Pratap S. (2013). *Investment Banking: Concepts, Analyses and Cases*, 2/e; New Delhi: Tata McGraw Hill
2. Khan, M.Y. (2019). *Financial Services*, 10/e; New Delhi: Tata McGraw-Hill
3. Machiraju, H.R (2011). *Merchant Banking*, 4/e; New Delhi: New Age International

Course Title: **TECHNOLOGY IN FINANCIAL SERVICES**
 Course Code: **DF20TFS**
 Semester/ Credits: **I / 3**

Course Objectives

This course introduces the new age technologies which have made a paradigm shift in management of financial services. On completion of this course, the student will be able to discuss various technologies used in banking and identify the problems in dealing with electronic banking. The student will also be able to comprehend the value of CRM systems in financial services.

Course Coverage

Part I (8 hours)

Introduction to Electronic Payment

Overview of Electronic Payment and Settlement Systems - Framework of Payment Settlement systems - Entities involved Payment process

Part 2 (15 hours)

Technology in Banking

Electronic Clearing Service - MICR Clearing - Core Banking Solutions - NEFT and Real Time Gross Settlement - Structured Financial Messaging System - Plastic Money and e-Money - Internet Banking & Mobile Banking

Part 3 (10 hours)

Challenges in Hi-tech Banking and RBI Guidelines

Security Issues in Electronic Banking - Threats and Challenges - RBI role in Hi-tech Banking - Case on challenges of Hi-tech Banking - RBI regulations for Electronic Banking

Part (12 Hours)

Technology in other Financial Services and Legal Framework

Online trading systems in Stock broking - Risk Management Information System (RIMS) in Insurance - CRM for Financial Services - Information Technology Act 2000 - Amendment of IT Act 2008

Pedagogy

Lectures, Exercises and Case Discussion

Evaluation and Grading

Exercise	...	10%
Case discussion	...	10%
Assignments	...	20%
Mid Semester Examination	...	20%
End Semester Examination	...	40%

Reference books

1. Suresh, Padmalatha and Paul, Justin (2018). *Management of Banking and Financial Services*, 4/e; New Delhi: Pearson Education
2. Vijayaraghavan Iyengar, G. (2009). *Introduction to Banking*, 1/e; New Delhi: Excel Books

3. Text from Information Technology Act, 2000 and 2008

Course Title: **COMMUNICATION SKILLS**
Course Code: DF20COM
Semester/ Credits: 1 / 3

Course Objective

The course is designed to build oral and written communication skills of students essential to professionals. At the end of the course students will be able to understand and use effective speaking techniques; apply the elements of nonverbal communication, and design and deliver effective presentations using slides and other Audio-visual aids. They would be able to write concretely and effectively business messages and emails using techniques of business writing

Course Coverage

Part 1 (12 hours)

Communicating at Work

Importance of Communication Skills - Understanding the communication Process - Barriers to effective communication - Communication Styles - Communicating assertively, Persuasive communication - Functions of nonverbal communication - Body language - Appearance and Grooming

Part 2 (12 hours)

Designing and Delivering Oral Presentations

Adapting to Audience - Composing the Presentation - Enhancing presentations with slides and other visuals - Art of Delivering the presentation - Body Language - Handling Questions

Part 3 (5 hours)

Effective Writing

Fundamentals of business writing - Adapting your words to your readers -Constructing clear sentences and paragraphs - Writing for positive effect - Crafting messages for electronic media

Part 4 (6 hours)

Writing Business Messages

Directness in good-news and neutral messages - Indirectness in bad-News Messages and persuasive messages - email etiquette

Part 5 (10 hours)

Writing Reports

Writing Reports - Short Management reports -Long informal reports -Using diagrams and visual aids in reports

Pedagogy

Lecture and Discussion, Class activities, Audio and video aids, Writing exercises, Role play

Evaluation and Grading

Presentation	...	25%
Assignment on Writing Business Message	...	25%
Class Participation	...	25%
Online Course	...	25%

Reference Books

1. Bovee, Courtland L, Thill, John V. and Raina, Roshan Lal (2017). Business Communication Today, 10/e; New Delhi: Pearson Education
2. Chaturvedi, P. D. and Chaturvedi, Pramilla (2017). The Art and Science of Business Communication, 5/e; New Delhi: Pearson Education

**SYLLABUS AND COURSE OUTLINE
SEMESTER II - COURSES**

Code	Title	Credits
DF20CGE	Corporate Governance and Ethics	2
DF20SAP	Security Analysis and Portfolio Management	3
DF20MCF	Microfinance	3
DF20PFN	Personal Finance	3
DF20RMI	Risk Management & Insurance	3
DF20ESM*	Essential Skills for Management	2
DF20SFF*	Spreadsheet for Finance	2
DF20FSD*	Field Study	6
	Total	24

* 100% Continuous Internal Assessment

Course Title: **CORPORATE GOVERNANCE & ETHICS**
Course Code: DF20CGE
Semester / Credits: II / 2

Course Objective

This course is intended to provide students with insights into the complexities of corporate governance. At the end of this course, students will be able to demonstrate knowledge in the principles and practices of corporate governance mechanism.

Course Coverage

Part 1 (6 hours)

Understanding Corporate Governance

Corporate Governance: An Overview - Theory and Practice of Corporate Governance

Part 2 (10 hours)

Stakeholders in Corporate Governance

Rights and Privileges of Shareholders - Investors' Problems and Protection - Corporate Governance and Other Stakeholders

Part 3 (7 hours)

Role of Directors and Auditors in Governance

Board of Directors - Role, Duties and Responsibilities of Auditors

Part 4 (7 hours)

Facilitators and Regulators

Business Ethics and Corporate Governance - Corporate Social Responsibility - SEBI's Role in Promoting Corporate Governance - The Role of Government in Ensuring Corporate Governance.

Pedagogy

Lectures, Role Play, Seminar, Case Discussion

Evaluation and Grading

Case discussion	...	10%
Presentation	...	10%
Assignment	...	10%
Quiz	...	10%
Mid Semester Examination	...	20%

End Semester Examination ... 40%

Reference Books

1. Fernando, A.C (2012). Corporate Governance: Principles, Policies and Practices, 2/e; New Delhi: Pearson Education
2. Mandal, S.K (2017). Ethics in Business and Corporate Governance, 2/e; New Delhi: McGraw Hill Education
3. Ghosh, B.N (2017). Business Ethics and Corporate Governance, New Delhi: McGraw Hill Education

Course Title: **SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**
Course Code: **DF20SAP**
Semester / Credits: **II / 3**

Course Objective

This course provides insights on using fundamental and technical analysis as a technique for optimal security investment; understand the nuances of stock market operations; and deciding upon the purchase or sale of securities. On completion of this course the students will be able to analyse the securities and make investments for optimum returns.

Course Coverage

Part 1 (6 hours)

Introduction to Securities

Investment Vs. Speculation, Investment Process, Investment Categories, Markets for securities and their functions, Institutional Investors and changing markets

Part 2 (6 hours)

Risk and Return

Security returns, Systematic and Unsystematic risk, Risk in Contemporary mode, Using Beta to estimate return

Part 3 (12 hours)

Fundamental Analysis

Economic Analysis - Forecasting techniques and stock investment decision; Industry Analysis - Industry classification and Industry life cycle; Company Analysis - Internal and External Information

Part 4 (6 hours)

Technical Analysis

Technical Analysis - Dow Theory, Market Indicators, Forecasting individual stock performance - Price analysis and Price Volume analysis

Part 5 (10 hours)

Efficient Market Theory & Portfolio Analysis

Fundamental and Technical analysis, Random walk, Efficient market hypothesis, Empirical tests; Modern Portfolio Theory - Portfolio analysis - Markowitz risk - return optimization; Portfolio selection - risk and investor preferences, selecting best portfolio.

Part 6 (5 hours)

Capital Market Theory

Capital Asset Pricing Model (CAPM) & Arbitrage Pricing Theory (APT)

Pedagogy

Lecture, Exercise - Live Market Analysis, Company Analysis & Peer learning

Evaluation and Grading

Market Analysis	...	10%
Presentation	...	10%
Assignment	...	10%
Virtual Stock Trading	...	10%
Mid Semester Examination	...	20%
End Semester Examination	...	40%

Note: The coverage in this course will not have numerical problems.

Reference Books

1. Chandra, Prasanna (2017). *Investment Analysis and Portfolio Management*, 5/e: New Delhi: McGraw Hill Education
2. Fischer, E. Donald and Ronald, J. Jordan (2018). *Security Analysis and Portfolio Management*, 6/e; New Delhi: Pearson Education
3. Ranganathan, M and Madhumathi, R (2012). *Security Analysis and Portfolio Management*, 2/e; New Delhi: Pearson Education

Course Title: **MICROFINANCE**
Course Code: DF20MCF
Semester / Credits: II / 3

Course Objective

This course introduces microfinance as a tool for social and rural development. On completion of this course the students will be able to, recognize various credit lending models, identify role of microfinance institutions and assess the risk associated with microfinance.

Course Coverage

Part 1 (8 hours)

Microfinance - An Introduction - Lessons from international exposure - Development and History of Microfinance in India - Microfinance Perspectives Poverty, Rural Credit and Financial Inclusion

Part 2 (15 hours)

Models of Microfinance Models of Microfinance across the world - Microfinance delivery methodologies - Legal and Regulatory framework - Evolution and Characteristics of Microfinance in India - Financial Inclusion - Impact of Microfinance

Part 3 (14 hours)

Microfinance: Operational Aspects Financial products and services, financial accounting and reporting - Revenue models of Microfinance - Risk management - Basics of banking - Compliance to various regulations

Part 4 (8 hours)

Microfinance and Disaster - Recent developments of Microfinance in India - Cases on Women SHGs - Linkage Building and Successful Micro Entrepreneurs

Pedagogy

Lecture, Case Discussion, Field Study

Evaluation and Grading

Case Discussion	...	10%
Quiz	...	10%
Assignment	...	10%
Presentation	...	10%
Mid Semester Examination	...	20%

End Semester Examination ... 40%

Reference Books

1. Bhaskaran, R. (2017). Microfinance - Perspectives and Operations, 2/e; Macmillan Education
2. Panda, Debadutta K. (2015). Understanding Microfinance, New Delhi: Wiley India
3. Armendáriz Beatriz and Morduch Jonathan. (2010). The Economics of Microfinance, 2/e; PHI Learning

Course Title: **PERSONAL FINANCE**
Course Code: DF20PFN
Semester/ Credits: II / 3

Course Objective

This course provides the students with basic financial tools and knowledge that will enable them to build overall financial plan and the lives they envision. The course cover financial responsibilities, budgeting, planning for the future, tax implication, credit, retirement and estate planning.

Course Coverage

Part 1 (9 hours)

Introduction to Personal Financial Planning Environment

Personal Financial Statements - Cash flows - Expenditure - Budgeting - Investor Psychology - Investment Horizon - Risk-Return Relationship - Investor Profiling

Part 2 (9 hours)

Asset Classes Characteristics

Government Securities - Corporate Securities - Money Market Instruments - Capital Market Instruments - Mutual Funds - Life Insurance - Health Insurance - Physical Assets - Real Assets - Gold & Silver - Real Assets and others - Credit Cards and Other Types of Credit - Evaluation of Asset Classes

Part 3 (9 hours)

Tax Implication

Elements of Taxation - Income Tax Slabs - Advance Tax - Tax Deducted at Sources (TDS) - Exempted Income - Deductions from Income - Long Term and Short Term Capital Gain - Setting Off & Carry Forward - Taxation of Investment Products

Part 4 (9 hours)

Life Cycle Guide to Investing

Matching Personal Goals to Investment Objectives - Process - Asset Allocation - Portfolio Creation - Risk and Return - Designing Portfolios to meet Investment Objectives - Reporting

Part 5 (9 hours)

Retirement & Estate Planning and Ethics of Wealth Management

Retirement and Estate Planning - Nomination - Inheritance law - Will - Trust - Role of Wealth Managers - Dynamic vs Passive Management - Global Wealth Managers - Technology Usage

Pedagogy

Lecture, Exercise, Peer Learning, Numerical Exercise

Evaluation and Grading

Assignment	...	10%
Quiz	...	10%
Case Discussion	...	10%
Field Study	...	10%
Mid Semester Examination	...	20%
End Semester Examination	...	40%

Note: The coverage in this course will not have numerical problems.

Reference Books

1. Jack R.Kapoor, Les R.Dlabay, Robery J.Hughes, Melissa Hart (2020), Personal Finance, 12(e): New Delhi: McGraw Hill Education.
2. Dun & Bradstreet (2009), Wealth Management, 1(e): New Delhi: McGraw Hill Education
3. Fischer, E. Donald and Ronald, J. Jordan (Fourteen impression, 2018). *Security Analysis and Portfolio Management*, 6/e; New Delhi: Pearson Education.

Course Title: **RISK MANAGEMENT AND INSURANCE**
 Course Code: **DF20RMI**
 Semester / Credits: **II / 3**

Course Objective

This course provides an overview of various risk associated with individual, organization and property. The course introduces to the students insurance as a tool for risk management. On completion of this course, the students will be able to identify and classify various risks, analyse the provisions relating to insurance contract and identify appropriate insurance based on the need.

Course Coverage

Part 1 (4 hours)

Introduction to Risk Management

Understanding Risk - Risk Management - Enterprise Risk Management

Part 2 (4 hours)

Fundamentals of Insurance

Introduction to Insurance - Principles of Insurance - Insurance contract and provisions

Part 3 (3 hours)

Insurance in India & Legal Framework

Insurance Sector in India - Historical framework - Insurance sector reforms - Players in Insurance Sector - Primary Insurance Laws - IRDA and its functions

Part 4 (10 hours)

Function of Insurers

Underwriting - Rating and Rate Making - Marketing of Insurance Products - Claim Management - Insurance Intermediaries - Risk Management - Reinsurance

Part 5 (10 hours)

Life Insurance

Fundamentals of Life Insurance - Life Insurance Contracts and Policy Provisions - Types - Claim Management of Life Insurance - Group Insurance

Part 6 (14 hours)

General Insurance

Introduction to General Insurance - Practice of Non-Life Insurance - Fire Insurance - Marine Insurance - Automobile Insurance - Social Insurance - Liability Insurance - Miscellaneous Insurance

Pedagogy

Lecture, Case Discussion, Exercise, Seminar

Evaluation and Grading

Case Discussion	...	10%
Exercise	...	20%
Presentation	...	10%
Mid Semester Examination	...	20%
End Semester Examination	...	40%

Reference Books

1. Rejda, E. George (2017). *Principles of Risk Management and Insurance*, 13/e; New Delhi: Pearson Education
2. Gupta, P. K. (2019). *Insurance and Risk Management*, 2/e; Mumbai: Himalaya Publishing
3. Vaughan, J., Emmett and Vaughan, M., Therese (2015). *Fundamentals of Risk Management and Insurance*, 11/e; New Delhi: Wiley India

Course Title: **ESSENTIAL SKILLS FOR MANAGEMENT**
 Course Code: **DF20ESM**
 Semester/ Credits: **II / 2**

Course Objective

This course is designed to build the essential soft skills required to be successful in management. At the end of this course, students will be able to display desirable personality traits critical to be successful in management.

Course Coverage

- Self-Discovery and Goal setting
- Positive Thinking
- Decision Making
- Stress Management
- Time Management
- Emotional Intelligence
- Conflict Management
- Interpersonal Skills
- Teamwork

Pedagogy

Discussion, Experiential Class Activities, Audio and Video

Evaluation and Grading

Presentation	...	30%
Assignments	...	30%
Class Participation	...	20%
Exercises	...	20%

Reference Books

1. Hayes, John (2012). Interpersonal skills at work, 2/e; New Delhi: Routledge
2. Alex.K. (2014). Soft Skills, 3/e; New Delhi: S. Chand.
3. Ghosh. B.N. Ed. (2012). Managing Soft Skills for Personality Development, New Delhi: Tata McGraw Hill.

Course Title: **SPREADSHEET FOR FINANCE**
 Course Code: DF20SFF
 Semester/ Credits: II / 2

Course Objective

The course will introduce Spreadsheet as a tool for financial data handling. The course will familiarize the students with important features of spreadsheet. At the end of the course the students will be able to use in-built functions in Excel for structuring Data, apply features of Excel like What-if Analysis, Sensitivity Analysis for decision making, perform investment analysis using Excel, validate data, use database operations and present the processed information using Charts.

Course Coverage**Part 1** (12 hours)*Structuring Data*

Functions - Application of Functions, Array Functions and Ranges, Text to Table, Data Validation, Excepting Handling, Conditional Formatting, Handling Date and Time Data

Part 2 (12 hours)*Database Operations*

Database operations - Sorting, Filtering, DCount, DSum, DMax, DMin, Simple and Composite Criteria - Pivot Table - Grouping, Slicing and Dicing - Table Lookup - Index, Match, Vlookup, Hlookup

Part 3 (6 hours)

Decision Making Tools

What-if Analysis, Sensitivity Analysis - Data table; Scenario Building with Basic Models - Presentation of data using Charts

Pedagogy

Workshop Mode - Demo & Exercise

Evaluation and Grading

Class Exercise	...	30%
Assignment	...	30%
Practical Examination	...	40%

Reference Books

1. Carlberg, Conrad (2019). *Business Analysis with Microsoft Excel*, 5/e; New Delhi: Pearson Education
2. Walkenbach, John (2016). *Microsoft Excel 2016 Bible*, 1/e; New Delhi: Wiley

Course Title: **FIELD STUDY**
 Course Code: DF20FSD
 Semester/ Credits: II / 6

Guidelines for Field Study

A field study is one of the most effective methods of learning by experience. It helps students to get immersed in the business environment and provides an opportunity for them to observe key details of a company, learn contemporary management practices and gain insights into application of theories.

Objectives of the Field Study

- To gain exposure to and experience in any well-established company in the financial services sector.
- To be able to apply their theoretical knowledge in a real time situation in the organisation and integrate with practical business operations.
- To be able to provide own perspectives and insights based on their experience with the company.

Choice of Organisation

The students can carry out their field study work in any of the leading companies in the financial services sector (banking, insurance, mutual funds/asset management, capital markets etc.) in Coimbatore.

The company identified by the student should be approved by the faculty guide. An acceptance letter issued by the company should be submitted to the programme administrator before the commencement of the field study. Complete details of the company guide should be intimated to the faculty guide for the smooth flow of the process.

Focus area for Field study

Students should spend about 4 weeks full-time in the company. During this period, they should gather all possible information relating to the company, its organisational structure and systems, businesses, operations, processes, customers, and transactions. This list is only indicative and not exhaustive. The required information may be collected through continuous interaction and discussion with the company executives, physical observation, published materials like annual reports, newsletters, organisation manuals, company websites etc.

A further period of about 2 weeks should be spent in analysing the information so gathered with a view to identifying a few major challenges faced by the company and suggesting ways and means for addressing such challenges. These could be relating to risk management strategies, leverage on technology and its impact on business, ability of the company to maintain its disclosure norms, understanding customer needs and requirements, ethical dilemma, transparency in operations, compliance policies, inflationary pressure, savings pattern, lending and investment practices, competitive advantage in business, global challenges, financial performance and stake holder engagement. Application of the student's theoretical knowledge to practice is the key in this work.

Credits

The field study entails 6 Credits (approx. 50 hours of intense hands-on work, excluding preparation, analysis, and report writing of approx. 25 hours of work).

Report and Presentation

- At the end of their field study, students are required to submit a written report to their faculty guide. The report should be clear, comprehensive, and bring out their learning.
- Students are required to make a presentation to a faculty group (including the faculty guide) on their field study.

Outcome

At the end of the field study, the student should be able to:

- Explain in detail the organisation, products, services, and operations of a company in the financial services sector.
- Provide insights for improvement in the performance of a company in the financial services sector.
- Communicate and relate to peers, customers and others in a more effective manner.
- Be better equipped to be employed in a financial services company.

Evaluation

Evaluation of a student's field study will be based on four factors:

- Assessment and feedback from the company guide - 20%
- Assessment by the faculty guide - 30%
- Presentation - 30%
- Written report - 20%
