



Hindi Vidya Prachar Samiti's

Ramniranjan Jhunjunwala College

of Arts, Science & Commerce

(Autonomous College)



Affiliated to

UNIVERSITY OF MUMBAI

Syllabus for the FYBVOC

Program: BVOC

Course: Financial Market Services

*(Adapted from the Credit Based Semester and Grading System FY BVOC Syllabus of
University of Mumbai 2018-19)*

DISTRIBUTION OF TOPICS AND CREDITS**FYBVOG FMS SEMESTER I**

Course	Nomenclature	Credits	Topics
RJCUBVOG FMS101	Business Communication-I	06	<ol style="list-style-type: none"> 1. Theory of Communication 2. Obstacles to Communication in Business World 3. Business Correspondence Theory of Business Letter Writing 4. Language and Writing Skills
RJCUBVOG FMS102	Computer Application-I	06	<ol style="list-style-type: none"> 1. Computer hardware 2. Internet 3. Word 2013 4. Excel And advance excel
RJCUBVOG FMS103	Introduction to Financial Accounts	06	<ol style="list-style-type: none"> 1. Introduction 2. Accounting Transactions 3. Depreciation Accounting & Trial Balance 4. Final Accounts
RJCUBVOG FMS104	Basics of Financial Services	03	<ol style="list-style-type: none"> 1. Financial System 2. Commercial Banks, RBI And Development Banks 3. Insurance 4. Mutual Funds
RJCUBVOG FMS105	Business Economics -I	03	<ol style="list-style-type: none"> 1. Scope and importance of business economics 2. Demand analysis 3. Supply and Production Decisions and Cost of Production 4. Market structure: Perfect competition and Monopoly and Pricing and Output Decisions under Imperfect Competition 5. Pricing Practices

FYBVOC (Financial Markets & Services) Syllabus Semester I & II

RJCUBVOCFMS106	Introduction to Financial System	03	<ol style="list-style-type: none"> 1. An introduction to the financial system, Overview of financial system 2. Financial markets 3. Financial Regulators 4. Financial Instruments
RJCUBVOCFMS107	Principles of Management	03	<ol style="list-style-type: none"> 1. Nature of Management 2. Planning and Decision Making 3. Organizing 4. Directing, Leadership, Co-ordination and Controlling

FYBVOC FMS SEMESTER II

Course	Nomenclature	Credits	Topics
RJCUBVOCFMS201	Business Research Methodology	04	<ol style="list-style-type: none"> 1. Introduction to Business Research Methods 2. Data Collection and Processing 3. Data Analysis and Interpretation 4. Advanced Techniques in Report Writing
RJCUBVOCFMS202	Computer Application – II	05	<ol style="list-style-type: none"> 1. SPSS 2. Emerging technologies in IT 3. PowerPoint 2013 4. Outlook 2013
RJCUBVOCFMS203	Accounting For Managerial Decision	05	<ol style="list-style-type: none"> 1. Analysis and Interpretation of Financial statements 2. Ratio analysis and Interpretation 3. Cash flow statement (Direct & Indirect Method) 4. Working Capital

FYBVOC (Financial Markets & Services) Syllabus Semester I & II

RJCUBVOCFMS204	Ethics & Governance	04	<ol style="list-style-type: none">1. Introduction to Ethics and Business Ethics2. Ethics in Marketing, Finance and HRM3. Corporate Governance4. Corporate Social Responsibility (CSR)
RJCUBVOCFMS205	Indian Banking	04	<ol style="list-style-type: none">1. Reserve Bank of India2. Commercial Banks3. Development banks4. Financial Instruments and Interest Rate Structure
RJCUBVOCFMS206	Macro Economics	04	<ol style="list-style-type: none">1. Introduction to Macroeconomic Data and Theory2. Money, Inflation and Monetary Policy3. Constituents of Fiscal Policy4. Open Economy : Theory and Issues of International Trade
RJCUBVOCFMS207	Equity & Debt Market	04	<ol style="list-style-type: none">1. Introduction to Financial Market2. Dynamics of Equity Market3. Players in debt markets4. Valuation of Equity & Bonds

SEMESTER I		L	Cr
Paper-I: Business Communication I	Paper Code: RJCUBVOCFMS101	60	06
UNIT I		15	
Theory of Communication			
<ul style="list-style-type: none"> • Concept of Communication: Meaning, Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Global world • Impact of technological advancements on Communication • Channels and Objectives of Communication: Channels- Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine • Objectives of Communication: Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning, and Boosting the Morale of Employees(A brief introduction to these objectives to be given) • Methods and Modes of Communication: Methods: Verbal and Nonverbal, Characteristics of Verbal Communication Characteristics of Non-verbal Communication, • Business Etiquette Modes: Telephone and SMS Communication 3 (General introduction to Telegram to be given) Facsimile Communication [Fax] Computers and E- communication Video and Satellite Conferencing 			
UNIT II		15	
Obstacles to Communication in Business World			
<ul style="list-style-type: none"> • Problems in Communication /Barriers to Communication: Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers • Ways to Overcome these Barriers • Listening: Importance of Listening Skills, Cultivating good Listening Skills Introduction to Business Ethics Concept and Interpretation, Importance of Business Ethics, Personal Integrity at the workplace • Business Ethics and media, Computer Ethics • Corporate Social Responsibility • Teachers can adopt a case study approach and address issues such as the following so as to orient and sensitize the student community to actual business practices: Surrogate Advertising, Patents and Intellectual Property Rights, Dumping of Medical/E-waste, Human Rights Violations and Discrimination on the basis of gender, race, caste, religion, appearance and sexual orientation at the workplace Piracy, Insurance, Child Labour 			
UNIT III		15	
Business Correspondence Theory of Business Letter Writing			

FYBVOC (Financial Markets & Services) Syllabus Semester I & II

<ul style="list-style-type: none"> • Parts, Structure, Layouts—Full Block, Modified Block, Semi - Block • Principles of Effective Letter Writing, Principles of effective Email Writing, • Personnel Correspondence: Statement of Purpose, Job Application Letter and Resume, Letter of Acceptance of Job Offer, Letter of Resignation [Letter of Appointment, Promotion and Termination, Letter of Recommendation (to be taught but not to be tested in the examination)] 		
UNIT IV	15	
Language and Writing Skills		
<ul style="list-style-type: none"> • Commercial Terms used in Business Communication • Paragraph Writing: Developing an idea, using appropriate linking devices, etc • Cohesion and Coherence, self-editing, etc • [Interpretation of technical data, Composition on a given situation, a short informal report etc.] • Activities: Listening Comprehension; Remedial Teaching; Speaking Skills: Presenting a News Item, Dialogue and Speeches Paragraph Writing: Preparation of the first draft, Revision and Self – Editing, Rules of spelling. Reading Comprehension: Analysis of texts from the fields of Commerce and Management 		

SEMESTER I		L	Cr
Paper-II: Computer Application-I	Paper Code: RJCUBVOCFMS102	60	06
UNIT I		15	
Computer hardware			
<ul style="list-style-type: none"> • Personal Computers • Identification/demonstration of different storage Devices like CD and CD drive, hard disk- HDD • Storing and retrieving data from various storage devices • Identification of various input and output devices. • Primary memory, RAM and ROM- Processor- CPU, it's speed-machine cycle, ports, computer buses • Different types of printers. • Introduction to trouble shooting of personal computers. 			
UNIT II		15	

Internet		
<ul style="list-style-type: none"> • What is internet, • Most popular internet services • Functions of internet like email, WW, FTP, UseNet, Instant messaging, internet telephony, using address book, working with task list, scheduling appointments, reminders, events 		
UNIT III		15
Word 2013		
<ul style="list-style-type: none"> • Getting started, The Word window, • New documents, Document navigation, Editing text, Working with text, Undo and Redo commands, Cut, copy, and paste, Find and replace, Text formatting, Character formatting, Tab settings, Paragraph formatting, Paragraph spacing and indents • Tables, Creating tables, Working with table content, Changing the table structure • Page layout, Headers and footers, Page setup • Graphics, Adding graphics and clip art, Working with graphics • Proofing, printing, and exporting, Spelling and grammar, AutoCorrect, Printing and exporting documents 		
UNIT IV		15
Excel And advance excel		
<ul style="list-style-type: none"> • Fundamentals of Excel, Cut, Copy, Insert, Delete, Paste Special, • Custom Formatting , Undo, Redo, • Excel Formulas – Basic, Useful functions and Paste Function, Calc, Comments, Drawing toolbar, Edit, Replace, Delete, Clear, Essential Printing, Data Sorting, Hiding, AutoFormats, Protection & Advance Excel. 		

SEMESTER I		L	Cr
Paper-III: Introduction to Financial Accounts	Paper Code: RJCUBVOCFMS103	60	06
UNIT I		15	
Introduction			
<ul style="list-style-type: none"> • Meaning and Scope of Accounting • Need and development, definition • Book- Keeping and accounting, Persons interested in accounting, Branches of accounting • Objectives of accounting • Accounting principles: Introductions to Concepts and conventions. • Introduction to Accounting Standards: Meaning and Scope) <ul style="list-style-type: none"> ▪ AS 1 :Disclosure to Accounting Policies ▪ AS 6: Depreciation Accounting. ▪ AS 9: Revenue Recognition. ▪ AS 10: Accounting For Fixed Assets. • International Financial Reporting Standards (IFRS): Introduction to IFRS <ul style="list-style-type: none"> ▪ IAS-1: Presentation of Financial Statements (Introductory Knowledge) ▪ IAS-2: Inventories (Introductory Knowledge) • Accounting in Computerized Environment: Introduction, Features and application in various areas of Accounting 			
UNIT II		15	
Accounting Transactions			
<ul style="list-style-type: none"> • Accounting transactions: Accounting cycle • Journal, Journal proper, Opening and closing entries, • Relationship between journal & ledger, Rules regarding posting • Trial balance • Subsidiary books (Purchase, Purchase Returns, Sales, Sales Returns & cash book –Triple Column) • Bank Reconciliation Statement. • Expenditure: Classification of Expenditure- Capital, revenue and Deferred Revenue expenditure Unusual expenses: Effects of error: Criteria test. • Receipts: Capital receipt, Revenue receipt, distinction between capital receipts and revenue receipts.Profit or Loss: Revenue and capital 			
UNIT III		15	
Depreciation Accounting & Trial Balance			

FYBVOC (Financial Markets & Services) Syllabus Semester I & II

<ul style="list-style-type: none"> • Depreciation accounting: Practical problem based on depreciation using SLM and RBM methods. (Where Provision for depreciation Account not maintained). • Preparation of Trial Balance: Introduction and Preparation of Trial Balance 	
UNIT IV	15
Final Accounts	
<ul style="list-style-type: none"> • Sole Proprietor. • Manufacturing Account, Trading Account, Profit and Loss Account and Balance Sheet. 	

SEMESTER I		L	Cr
Paper-IV Basics of Financial Services	Paper Code: RJCUBVOCFMS104	60	03
UNIT I		15	
An introduction to the financial system, Overview of financial system			
<ul style="list-style-type: none"> • An overview of Financial System, • Financial Markets, Structure of Financial Market (Organised and Unorganized Market), • Components of Financial System, • Major Financial Intermediaries, • Financial Products, • Function of Financial System, • Regulatory Framework of Indian Financial System (Overview of SEBI and RBI- Role and Importance as regulators). 			
UNIT II		15	
Commercial Banks, RBI And Development Banks			

FYBVOC (Financial Markets & Services) Syllabus Semester I & II

<ul style="list-style-type: none"> • Concept of Commercial Banks-Functions, • Investment Policy of Commercial Banks, • Liquidity in Banks • Asset Structure of Commercial Banks • Non-Performing Assets • Interest Rate reforms • Capital Adequacy Norms. • Reserve Bank of India- Organization & Management, • Role And Functions Development Banks; Characteristics • Need And Emergence of Development Financial Institutions In India, Function of Development Banks. 		
UNIT III	15	
Insurance		
<ul style="list-style-type: none"> • Concept, • Basic Characteristics of Insurance, • Insurance Company Operations, • Principles of Insurance • Reinsurance • Purpose And Need Of Insurance • Different Kinds of Life Insurance Products, Basic Idea About Fire And Marine Insurance and Banc assurance 		
UNIT IV	15	
Mutual Funds		
<ul style="list-style-type: none"> • Concept of Mutual Funds, • Growth of Mutual Funds in India, • Features and Importance of Mutual Fund. • Mutual Fund Schemes, • Money Market Mutual Funds, • Private Sector Mutual Funds, • Valuation of the Performance Of Mutual Funds, • Functioning of Mutual Funds in India. 		

SEMESTER I			
Paper V: Business Economics -I	Paper Code: RJCUBVOCFMS105	60	03
UNIT I		12	
Scope and Importance of Business Economics			
<ul style="list-style-type: none"> • Basic tools- Opportunity Cost principle • Incremental and Marginal Concepts. • Basic economic relations - functional relations • Equations- Total, Average and Marginal relations • Use of Marginal analysis in decision making • The basics of market demand, market supply and equilibrium price • Shifts in the demand and supply curves and equilibrium 			
UNIT II		12	
Demand Analysis			
<ul style="list-style-type: none"> • Demand Function - nature of demand curve under different markets • Meaning, significance, types and measurement of elasticity of demand (Price, income cross and promotional) • Relationship between elasticity of demand and revenue concepts • Demand estimation and forecasting: Meaning and significance • Methods of demand estimation : survey and statistical methods • Numerical illustrations on trend analysis and simple linear regression 			
UNIT III		13	
Supply and Production Decisions and Cost of Production			
<ul style="list-style-type: none"> • Production function: short run analysis with Law of Variable Proportions • Production function with two variable inputs • Isoquants, ridge lines and least cost combination of inputs • Long run production function and Laws of Returns to Scale • Expansion path • Economies and diseconomies of Scale • Cost concepts: Accounting cost and economic cost • Implicit and explicit cost, fixed and variable cost • Total, average and marginal cost • Cost Output Relationship in the Short Run and Long Run (hypothetical numerical problems to be discussed) • LAC and Learning curve • Break even analysis (with business applications) 			
UNIT IV		13	

Market structure: Perfect competition and Monopoly and Pricing and Output Decisions under Imperfect Competition		
<ul style="list-style-type: none"> • Short run and long run equilibrium of a competitive firm and of industry • Monopoly - short run and long- run equilibrium of a firm under Monopoly • Monopolistic competition: Equilibrium of a firm under monopolistic competition, debate over role of advertising. Topics to be taught using case studies from real life examples • Oligopolistic markets • Key attributes of oligopoly • Collusive and non collusive oligopoly market • Price rigidity • Cartels and price leadership models (with practical examples) 		
UNIT V		10
Pricing Practices		
<ul style="list-style-type: none"> • Cost oriented pricing methods: cost plus (full cost) pricing, marginal cost pricing, Mark up pricing, discriminating pricing, multiple product pricing, transfer pricing. (case studies on how pricing methods are used in business world) 		

SEMESTER I		L	Cr
Paper VI: Introduction to Financial System	Paper Code: RJCUBVOCFMS106	60	03
UNIT I		15	
Financial System			
<ul style="list-style-type: none"> • An introduction to the financial system, • Overview of financial system • Functions of a financial system • Evolution of financial systems (capital market oriented) • Financial systems in India compared with those in developed nations and developing nation • Constituents of the financial system and interrelationships between various components 			
UNIT II		15	
Financial Markets			
<ul style="list-style-type: none"> • Capital markets • Money Markets • Foreign Exchange Market • Commodity Markets • Derivative Markets 			

FYBVOC (Financial Markets & Services) Syllabus Semester I & II

<ul style="list-style-type: none"> • Meaning, classification and structure, sub-segments, Role played, participants 		
UNIT III	15	
Financial regulators		
<ul style="list-style-type: none"> • Meaning and features of financial regulators • Role and functions of financial regulators • Kinds of financial regulators, markets regulated by each regulator 		
UNIT IV	15	
Financial instruments		
<ul style="list-style-type: none"> • Meaning and classification of financial instruments (multiple ways of classifying financial instruments) • Types of financial instruments, • Evaluation of financial instruments (risk return trade-off) • Characteristics of financial instruments • New financial instruments 		

SEMESTER I		L	Cr
PAPER VII: Principles of Management	Paper Code: RJCUBVOCFMS107	60	03
UNIT I		15	
Nature of Management			
<ul style="list-style-type: none"> • Management: Concept, Significance, Role & Skills • Levels of Management • Concepts of PODSCORB, Managerial Grid. • Evolution of Management thoughts, Contribution of F.W Taylor, Henri Fayol and Contingency Approach. 			
UNIT II		15	
Planning and Decision Making			
<ul style="list-style-type: none"> • Planning: Meaning, Importance, Elements, Process, Limitations and MBO. • Decision Making: Meaning, Importance, Process, Techniques of Decision Making. 			
UNIT III		15	
Organizing			

FYBVOC (Financial Markets & Services) Syllabus Semester I & II

<ul style="list-style-type: none"> Organizing: Concepts, Structure (Formal & Informal, Line & Staff and Matrix), Meaning, Advantages and Limitations Departmentation: Meaning, Basis and Significance Span of Control: Meaning, Graicunas Theory, Factors affecting span of Control Centralization vs Decentralization Delegation: Authority & Responsibility relationship 		
UNIT IV	15	
Directing, Leadership, Co-ordination and Controlling		
<ul style="list-style-type: none"> Directing: Meaning and Process Leadership: Meaning, Styles and Qualities of Good Leader Co-ordination as an Essence of Management Controlling: Meaning, Process and Techniques Recent Trends: Green Management & CSR 		

SEMESTER II		L	Cr
Paper I: Business Research Methodology	Paper Code: RJCUBVOCFMS201	60	04
UNIT I		18	
Introduction to Business Research Methods			
<ul style="list-style-type: none"> Meaning and Objectives of Research Types of Research – (a) Pure, Basic and Fundamental (b) Applied (c) Empirical (d) Scientific & Social (e) Historical (f) Exploratory (g) Descriptive (h) Causal. Concepts in Research: Variables, Qualitative and Quantitative Research Stages in Research Process Characteristics of Good Research Hypothesis - Meaning, Nature, Significance, Types of Hypothesis, Sources Research Design – Meaning, Definition, Need and Importance, Steps in Research Design, Essentials of a Good Research Design, Areas/Scope of Research Design and Types - Descriptive, Exploratory and Causal Sampling – (a) Meaning of Sample and Sampling, (b) Methods of Sampling - (i) Non Probability Sampling – Convenient, Judgement, Quota, Snow ball (ii) Probability – Simple Random, Stratified, Cluster, Multi Stage. 			
UNIT II		14	
Data Collection and Processing			

FYBVOC (Financial Markets & Services) Syllabus Semester I & II

<ul style="list-style-type: none"> • Types of Data and Sources - Primary and Secondary Data Sources • Methods of collection of primary data <ul style="list-style-type: none"> a. Observation - (i) structured and unstructured, (ii) disguised and undisguised, (iii) mechanical observations (use of gadgets) b. Experimental - (i) Field, (ii) Laboratory c. Interview – (i) Personal Interview, (ii) focused group, (iii) in-depth interviews - Method d. Survey – Telephonic survey, Mail, E-mail, Internet survey, Social Media, and Media Listening e. Survey Instrument – (i) Questionnaire designing, (ii) Types of questions – (a) structured/ close ended and (b) unstructured/ open ended, (c) Dichotomous, (d) Multiple Choice Questions f. Scaling techniques - (i) Likert scale, (ii) Semantic Differential scale 		
UNIT III	16	
Data Analysis and Interpretation		
<ul style="list-style-type: none"> • Processing of data – i) Editing - field and office editing, ii) coding – meaning and essentials, iii) tabulation – note • Analysis of data- Meaning, Purpose, types. • Interpretation of data- Essentials, importance and Significance of processing data • Multivariate analysis – concept only • Testing of hypothesis – concept and problems – (i) chi square test, (ii) Z and t-test (for large and small sample) 		
UNIT IV	12	
Advanced Techniques in Report Writing		
<ul style="list-style-type: none"> • Report Writing – (i) Meaning, Importance, Functions of Reports, Essential of a Good Report, Content of Report, Steps in writing a Report, Types of Reports, Footnotes and Bibliography • Ethics and Research • Objectivity, Confidentiality and Anonymity in Research • Plagiarism 		

SEMESTER II		L	Cr
Paper II: Computer Application–II	Paper Code: RJCUBVOCFMS202	60	04
<i>UNIT I</i>		15	
SSSP			
<ul style="list-style-type: none"> Explanation of the concepts and relevant practical sessions 			
<i>UNIT II</i>		15	
Emerging technologies in IT			
<ul style="list-style-type: none"> EDI and its application Advantages and limitations of EDI Use of EDI in financial sector- cloud computing services- advantages and limitations E commerce- types, features, security aspects-payment system 			
<i>UNIT III</i>		15	
Powerpoint2013			
<ul style="list-style-type: none"> Getting started PowerPoint interface Creating a basic presentation Working with slides, Editing slide content, Formatting text and lists Editing efficiently Working with shapes, Creating shapes, Formatting shapes , Applying content to shapes. Graphics, WordArt, Pictures, Tables and charts, Smart Art Preparing and printing presentations, Proofing presentations, Preparing a presentation, Printing presentations 			
<i>UNIT IV</i>		15	
Outlook 2013			

FYBVOC (Financial Markets & Services) Syllabus Semester I & II

<ul style="list-style-type: none"> Email basics, Reading messages, Creating and sending messages, Working with messages Handling attachments, Printing messages and attachments Email management, Setting message options, Organizing the Inbox folder , Managing junk email, Contacts, Working with contacts, Address books , Using contact groups Tasks, Working with tasks, Managing tasks Appointments and events , Creating and sending appointments, Modifying appointments, Working with events, Using Calendar Views, Meeting requests and responses , Scheduling meetings, Managing meetings 	
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EMESTER II		L	Cr
Paper III: Accounting For Managerial Decisions	Paper Code: RJCUBVOCFMS203	60	05
UNIT I		15	
Analysis and Interpretation of Financial statements			
<ul style="list-style-type: none"> Study of balance sheet of limited companies. Study of Manufacturing, Trading, Profit and Loss A/c of Limited Companies Vertical Form of Balance Sheet and Profit & Loss A/c-Trend Analysis, Comparative Statement & Common Size. 			
UNIT II		14	
Ratio analysis and Interpretation			
<ul style="list-style-type: none"> Ratio analysis and Interpretation(based on vertical form of financial statements)including conventional and functional classification restricted to: Balance sheet ratios: Current ratio, Liquid Ratio, Stock Working capital ratio, Proprietary ratio, Debt Equity Ratio, Capital Gearing Ratio. Revenue statement ratios:Gross profit ratio, Expenses ratio, Operating ratio, Net profit ratio, Net Operating Profit Ratio, Stock turnover Ratio, Debtors Turnover , Creditors Turnover Ratio Combined ratios: Return on capital Employed (including Long term borrowings), Return on Proprietors fund (Shareholder fund and Preference Capital), Return on Equity Capital, Dividend Payout Ratio, Debt Service Ratio, Different modes of expressing ratios:-Rate, Ratio, Percentage, Number. Limitations of the use of Ratios. 			
UNIT III		16	
Cash flow statement (Direct & Indirect Method)			
<ul style="list-style-type: none"> Preparation of cash flow statement(AccountingStandard-3(revised)) 			

FYBVOC (Financial Markets & Services) Syllabus Semester I & II

UNIT IV	12	
Working Capital		
<ul style="list-style-type: none"> Working capital-Concept, Estimation of requirements in case of Trading & Manufacturing Organizations. Receivables management-Meaning & Importance, Credit Policy Variables, methods of Credit Evaluation (Traditional and Numerical-Credit Scoring); Monitoring the Debtors Techniques [DSO, Ageing Schedule] 		

SEMESTER II		L	Cr
Paper IV: Ethics & Governance	Paper Code: RJCUBVOCFMS204	60	04
UNIT I		15	
Introduction to Ethics and Business Ethics			
<ul style="list-style-type: none"> Concept of Ethics, Evolution of Ethics, Nature of Ethics- Personal, Professional, Managerial Importance of Ethics, Objectives, Scope, Types – Transactional, Participatory and Recognition Business Ethics: Meaning, Objectives, Purpose and Scope of Business Ethics Towards Society and Stakeholders, Role of Government in Ensuring Business Ethics Principles of Business Ethics, 3 Cs of Business Ethics – Compliance, Contribution and Consequences Myths about Business Ethics Ethical Performance in Businesses in India 			
UNIT II		15	
Ethics in Marketing, Finance And HRM			
<ul style="list-style-type: none"> Ethics in Marketing: Ethical issues in Marketing Mix, Unethical Marketing Practices in India, Ethical Dilemmas in Marketing, Ethics in Advertising and Types of Unethical Advertisements Ethics In Finance: Scope of Ethics in Financial Services, Ethics of a Financial Manager – Legal Issues, Balancing Act and Whistle Blower, Ethics in Taxation, Corporate Crime - White Collar Crime and Organised Crime, Major Corporate Scams in India, Role of SEBI in Ensuring Corporate Governance, Cadbury Committee Report, 1992 Ethics in Human Resource Management: Importance of Workplace Ethics, Guidelines to Promote Workplace Ethics, Importance of Employee Code of Conduct, Ethical Leadership 			
UNIT III		15	
Corporate Governance			

Ethics:

FYBVOC (Financial Markets & Services) Syllabus Semester I & II

<ul style="list-style-type: none"> • Concept, History of Corporate Governance in India, • Need for Corporate Governance • Significance of Ethics in Corporate Governance • Principles of Corporate Governance, Benefits of Good Governance • Issues in Corporate Governance • Theories- Agency Theory, Shareholder Theory, Stakeholder Theory and Stewardship Theory • Corporate Governance in India, Emerging Trends in Corporate Governance, Models of Corporate Governance, Insider Trading 		
UNIT IV	15	
Corporate Social Responsibility CSR		
<ul style="list-style-type: none"> • Meaning of CSR, Evolution of CSR, Types of Social Responsibility • Aspects of CSR- Responsibility, Accountability, Sustainability and Social Contract • Need for CSR • CSR Principles and Strategies • Issues in CSR • Social Accounting: Tata Group's CSR Rating Framework, Sachar Committee Report on CSR, Ethical Issues in International Business Practices, Recent Guidelines in CSR • Society's Changing Expectations of Business With Respect to Globalisation • Future of CSR 		

SEMESTER II		L	Cr
Paper V: Indian Banking	Paper Code: RJCUBVOCFMS205	60	04
UNIT I		15	
Reserve Bank of India			
<ul style="list-style-type: none"> • Organization, management and functions • Recent Monetary policy of RBI. 			
UNIT II		15	
Commercial Banks			
<ul style="list-style-type: none"> • Meaning, functions, Present structure • E-banking • Recent developments in commercial banking. 			
UNIT III		15	

FYBVOC (Financial Markets & Services) Syllabus Semester I & II

Development banks			
<ul style="list-style-type: none"> • Concept, objectives, and functions of development banks • Role of development banks; IFCI, IDBI, NABARD, SIDCs, SIDBI; State financial corporations. • Non-banking financial institutions: Concept, role and functions of non-banking financial institutions • Major Sources of finance. 			
<i>UNIT IV</i>		15	
Financial Instruments and Interest Rate Structure			
<ul style="list-style-type: none"> • Shares, Debentures/Bonds including Floating Rate Bonds, Zero Coupon Bonds, Deep discount bonds. Warrants, Derivatives: Futures, Options swaps. ADRs, GDRs, IDRs • Determinants of interest rate structure; Differential interest rate; recent changes in interest rate structure • Foreign Investments: Types, trends and implications • Regulatory framework for foreign investments in India. 			

SEMESTER II		L	Cr
Paper VI: Macro Economics	Paper Code: RJCUBVOCFMS206	60	04
<i>UNIT I</i>		15	
Introduction to Macroeconomic Data and Theory			
<ul style="list-style-type: none"> • Macroeconomics: Meaning, Scope and Importance. • Circular flow of aggregate income and expenditure: closed and open economy Models • The Measurement of national product: Meaning and Importance - conventional and Green GNP and NNP concepts - Relationship between National Income and Economic Welfare. • Short run economic fluctuations :Features and Phases of Trade Cycles • The Keynesian Principle of Effective Demand: Aggregate Demand and Aggregate Supply - Consumption Function - Investment function - effects of Investment Multiplier on Changes in Income and Output 			
<i>UNIT II</i>		15	
Money, Inflation and Monetary Policy			

FYBVOC (Financial Markets & Services) Syllabus Semester I & II

<ul style="list-style-type: none"> • Money Supply: Determinants of Money Supply - Factors influencing Velocity of Circulation of Money • Demand for Money : Classical and Keynesian approaches and Keynes' liquidity preference theory of interest • Money and prices : Quantity theory of money - Fisher's equation of exchange - Cambridge cash balance approach • Inflation: Demand Pull Inflation and Cost Push Inflation - Effects of Inflation- Nature of inflation in a developing economy. • Monetary policy :Meaning, objectives and instruments, inflation targeting 		
UNIT III	15	
Constituents of Fiscal Policy		
<ul style="list-style-type: none"> • Role of a Government to provide Public goods- Principles of Sound and Functional Finance • Fiscal Policy: Meaning, Objectives - Contra cyclical Fiscal Policy and Discretionary Fiscal Policy • Instruments of Fiscal policy : Canons of taxation - Factors influencing incidence of taxation - Effects of taxation Significance of Public Expenditure - Social security contributions- Low Income Support and Social Insurance Programmes - Public Debt - Types, Public Debt and Fiscal Solvency, Burden of debt finance • Union budget -Structure- Deficit concepts-Fiscal Responsibility and Budget Management Act. 		
UNIT IV	15	
Open Economy : Theory and Issues of International Trade		
<ul style="list-style-type: none"> • The basis of international trade :Ricardo's Theory of comparative cost advantage – The Heckscher – Ohlin theory of factor endowments- terms of trade - meaning and types • Factors determining terms of trade - Gains from trade - Free trade versus protection • Foreign Investment :Foreign Portfolio investment- Benefits of Portfolio capital flows-Foreign Direct Investment - Merits of Foreign Direct Investment - Role of Multinational Corporations • Balance of Payments: Structure -Types of Disequilibrium - Measures to correct disequilibrium in BOP. • Foreign Exchange and foreign exchange market: Spot and Forward rate of Exchange - Hedging, Speculation and Arbitrage -Fixed and Flexible exchange rates- Managed 		

SEMESTER II		L	Cr
Paper VII: Equity And Debt Market	Paper Code: RJCUBVOCFMS207	60	04
UNIT I		15	
Introduction to Financial Market			
<ul style="list-style-type: none"> • Equity market– meaning & definitions of equity share; Growth of Corporate sector & simultaneous growth of equity shareholders; divorce between ownership and management in companies; development of Equity culture in India & current position. • Debt market– Evolution of Debt markets in India; Money market & Debt markets in India; Regulatory framework in the Indian Debt market. 			
UNIT II		15	
Dynamics of Equity Market			
<ul style="list-style-type: none"> ➤ Primary: <ol style="list-style-type: none"> 1)IPO – methods followed (simple numerical) 2) Book building 3)Role of merchant bankers in fixing the price 4)Red herring prospectus – unique features 5)Numerical on sweat equity, ESOP & Rights issue of shares ➤ Secondary: <ol style="list-style-type: none"> 1)Definition & functions of stock exchanges 2)Evolution & growth of stock exchanges 3)Stock exchanges in India 4)NSE, BSE OTCEI & overseas stock exchanges 5)Recent developments in stock exchanges 6)Stock market Indices 			
UNIT III		15	
Players in debt markets			
<ul style="list-style-type: none"> ➤ Players in debt markets: <ol style="list-style-type: none"> 1)Govt. securities 2)Public sector bonds & corporate bonds 3)open market operations 4)Security trading corp. of India 5)Primary dealers in Govt. securities ➤ Bonds: <ol style="list-style-type: none"> 1)Features of bonds 2)Types of bonds 			

<i>UNIT IV</i>	15	
Valuation of Equity & Bonds		
<ul style="list-style-type: none"> ➤ Valuation of equity: <ol style="list-style-type: none"> 1)Balance sheet valuation 2)Dividend discount model(zero growth, constant growth & multiple growth) 3)Price earning model ➤ Valuation of bonds <ol style="list-style-type: none"> 1)Determinants of the value of bonds 2)Yield to Maturity 3)Interest rate risk 4)Determinants of Interest Rate Risk 		

<p>RJCUBVOCFMS101</p> <p>Paper-I Business Communication - 1</p>	<p>Course Outcome :</p> <ul style="list-style-type: none"> ➤ Students will learn effective use of various types of oral, written and digital communication modes geared to a range of business audience <p>Learning Outcome:</p> <ul style="list-style-type: none"> ➤ Using persuasive and professional language in speech and writing ➤ Conducting effective business research and communicating the process and findings in a range of business documents and oral presentations ➤ Planning and managing a business project and communications strategy ➤ Demonstrating advanced interpersonal communication, business etiquette and relationship building skills ➤ Communicating effectively across cultures and to a range of different business audiences (managers, clients, customers, colleagues) ➤ Embedding ethical considerations in all communication modes
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<p>FYBVOC FMS</p>	<p>Semester I</p>
<p>RJCUBVOCFMS102</p> <p>Paper II Computer Application-I</p>	<p>Course Outcomes:</p> <ul style="list-style-type: none"> ➤ To achieve Command over Computers ➤ To become a smart and serious user of computers ➤ To use MS-office and internet confidently in daily activities and become a smart Netizen. ➤ To use various employable skills to become successful at word and businesses. <p>Learning outcomes:</p> <p><u>Computer Hardware</u></p> <ul style="list-style-type: none"> ➤ Understand the fundamental hardware components that make up a computer's hardware and the role of each of these components. ➤ Understand the difference between an operating system and an application program, and what each is used for in a computer. ➤ Describe some examples of computers and state the effect that the use of computer technology has had on some common products. ➤ Identify the principal components of a given computer

	<p>system.</p> <p><u>Internet</u></p> <ul style="list-style-type: none"> ➤ Understand foundation of the digital revolution and allows to share information (words, images and any digital file) almost instantaneously. ➤ Understand web an easy-to-use interface to Internet resources. ➤ Understand how to access the resources on internet, to effectively communicate electronically, to efficiently locate information, to understand electronic commerce, and to use web utilities. <p><u>Word</u></p> <ul style="list-style-type: none"> ➤ To create text-based documents ➤ To create memos, letters, faxes, newsletters, annuals and brochures. <p><u>Excel</u></p> <ul style="list-style-type: none"> ➤ To use spreadsheets to organize, analyze, and graph numeric data such as budget and financial reports.
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FYBVOC FMS	Semester I Practical
<p>RJCUBVOCFMS103</p> <p>PAPER III Introduction to Financial Accounts</p>	<p>Course Outcome:</p> <ul style="list-style-type: none"> ➤ Effectively define the needs of the various users of accounting data and demonstrate the ability to communicate such data effectively, as well as the ability to provide knowledgeable recommendations. ➤ Apply appropriate judgment derived from knowledge of accounting theory, to financial analysis and decision making. ➤ To record the basic journal entries. ➤ Memorize how to calculate depreciation by applying various methods. ➤ Maintain the financial statements of a business entity. Rectify errors in accounts. <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ Recognize and understand ethical issues related to the accounting profession. ➤ Prepare financial statements in accordance with Generally Accepted Accounting Principles.

FYBVOC (Financial Markets & Services) Syllabus Semester I & II

	<ul style="list-style-type: none"> ➤ Employ critical thinking skills to analyze financial data as well as the effects of differing financial accounting methods on the financial statements. ➤ Understand the meaning accounting and accountancy. ➤ Understand the terms used in accounting system ➤ Know how the accounting entries are posted in books.
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FYBVOC FMS	Semester I Theory
RJCUBVOCFMS104	Course Outcome:
PAPER IV Basics of Financial Services	<ul style="list-style-type: none"> ➤ The learner will gain knowledge about Financial Service industry and difference financial product in the industry Recent Development in Banking and mutual fund industry ➤ Background of Insurance product and how it should be used as an protection instead of investment ➤ Background on different types of Mutual Fund Schemes and analysis of the funds. ➤ Focus on current financial events by discussing the relevant news/articles in the class
	Learning Outcome:
	<ul style="list-style-type: none"> ➤ To understand concept of Financial Services and its role and functions ➤ To understand financial products like mutual funds and insurance ➤ To understand function of Banking and Merchant Banking ➤ Role of Mutual Fund & Insurance in Financial Planning

FY BVOC FMS	Semester I Theory
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<p>RJCUBVOGCFMS105</p> <p>PAPER V Business Economics -I</p>	<p>Course Outcome:</p> <ul style="list-style-type: none"> ➤ The learners gain knowledge and understanding of demand and impact on price in purchasing goods. ➤ Gain knowledge of market structure and fact the challenges in business. ➤ Enhancement of output and profit in business. ➤ Understanding of market barriers to entry and ways to overcome theory. ➤ The learners will be able to identify the market and enjoy surplus <p>Learning Outcome:</p> <ul style="list-style-type: none"> ➤ To give knowledge to the learners regarding demand and changes in response to changes in price. ➤ To introduce the concept of consumer is supply and forecasting their purchases. ➤ To avail of different market structure and pricing of different goods including stock market. ➤ To impart proficiency in revenue and cost conditions of the firm and breakeven point. ➤ To introduce the concept of profit and run the business in a sound footing.
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<p>FY BVOC FMS</p>	<p>Semester I Theory</p>
<p>RJCUBVOGCFMS106</p> <p>Practical VI Introduction to Financial System</p>	<p>Course Outcome:</p> <ul style="list-style-type: none"> ➤ They will learn about the short term n long term finances ➤ They will learn about the regulators and their roles ➤ The Learners will become more knowledgeable and informed about the capital markets and money markets. <p>Learning Outcomes:</p> <ul style="list-style-type: none"> ➤ To provide knowledge to the learner regarding money market and capital markets ➤ To make them understand about the various short term n long term instruments of financial markets ➤ To make them understand about the features of various financial products

	<ul style="list-style-type: none"> ➤ To provide knowledge about the regulators of the financial services.
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FY BVOC FMS	Semester I Theory
RJCUBVOCFMS107	Course Outcome:
Paper VII Principles of Management	<ul style="list-style-type: none"> ➤ The Learners will practice the process of management's four functions: planning, organizing, leading, and controlling. ➤ The Learners will identify and properly use vocabularies within the field of management to articulate one's own position on a specific management issue and communicate effectively with varied audiences. ➤ The Learners will evaluate leadership styles to anticipate the consequences of each leadership style. ➤ Gather and analyze both qualitative and quantitative information to isolate issues and formulate best control methods. <p>Learning outcomes :</p> <ul style="list-style-type: none"> ➤ To Discuss and communicate the management evolution and how it will affect future managers. ➤ To Observe and evaluate the influence of historical forces on the current practice of management. ➤ To Identify and evaluate social responsibility and ethical issues involved in business situations and logically articulate own position on such issues. ➤ To explain how organizations adapt to an uncertain environment and identify techniques managers use to influence and control the internal environment.

SEMESTER – II

FY BVOC FMS	Semester II Theory
RJCUBVOCFMS201 Paper I Business Research Methodology	<p>Course Outcomes:</p> <ul style="list-style-type: none"> ➤ Write a literature review that synthesises and evaluates literature in a specific topic area to justify a research questions ➤ Apply appropriate research design and methods to address a specific research question and acknowledge the ethical implications of the research ➤ Develop a research proposal as the basis for a thesis ➤ Present and defend a research proposal <p>Learning Outcomes:</p> <ul style="list-style-type: none"> ➤ Clearly identify and analyse business problems and identify appropriate and effective ways to answer those problems ➤ Understand and apply the major types of research designs ➤ Formulate clearly defined research questions ➤ Analyse and summarise key issues and themes from existing literature ➤ Evaluate and conduct research ➤ Understand the ethical issues associated with the conduct of research ➤ Be able to formulate and present effective research reports

FY BVOC FMS	Semester II Practical
RJCUBVOCFMS202 Paper II Computer Application – II	<p>Course Outcome:</p> <ul style="list-style-type: none"> ➤ The learner gets through knowledge of working with Tally to become an Expert. ➤ The learner will understand the Inventory Management and will be able to analyse the stock movement, negative stock, pilferage etc. ➤ Access Real time Reports. ➤ Become an independent accountant. ➤ An asset to a organization in making decisions related to finance.

	<p>Learning Outcomes:</p> <ul style="list-style-type: none"> ➤ Learning data entry in Tally.ERP 9 / Computerised Accounting for different type of Business Organisations and Personal Accounting. ➤ Inventory (Stock) Management. ➤ Finding out slow moving and fast moving items and preparing re-order levels accordingly. ➤ Bank Reconciliation and Reconciling Debtors and Creditors. ➤ Learning latest Tax implementation and preparing the reports for filling Tax the returns eg. GST, Income Tax etc. ➤ Learning Finalisation of Accounts for Audit and IT. ➤ Generating MIS Reports like Cash Flow, Fund Flow and Ratio Analysis. ➤ Budget and Control, Future Planning. ➤ Accessing Data from different locations through dot net services of Tally, synchronizing the data.
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FY BVOC FMS	Semester II Practical
<p>RJCUBVOCFMS203</p> <p>Paper III Accounting For Managerial Decision</p>	<p>Course Outcomes:</p> <ul style="list-style-type: none"> ➤ Acquisition of knowledge and skills relating to the application of management accounting concepts and techniques for business decisions, short-term and long-term/strategic decision-making models, cost management ideas, and budgeting and associated performance measurement practices. <p>Learning Outcomes:</p> <ul style="list-style-type: none"> ➤ The aim of this course is to encourage the acquisition of knowledge and skills relating to the application of management accounting concepts and techniques for business decisions, short-term and long-term/strategic decision-making models, cost management ideas, and budgeting and associated performance measurement practices. ➤ Explain the nature and the processes of businesses and how management accounting plays important roles in their decision-making scenarios. ➤ Explain how management accounting contributes to financial

	<p>reporting, how it is different from financial accounting, and how management accounting ideas and practices are relevant to business decisions: short term and strategic decisions.</p> <ul style="list-style-type: none"> ➤ Define and explain cost accounting terminologies and methods, their rationale of classification, and their relevance to business decisions. ➤ Apply management accounting ideas and practices in making short- term/on-going decisions in businesses. ➤ Define and explain inventory management ideas and methods (including Just-in-Time) and their uses in business decisions. ➤ Apply management accounting ideas and practices in making strategic/long-term business.
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FYBVOG FMS	Semester II Theory
RJCUBVOG FMS204 Paper IV Ethics & Governance	<p>Course Outcomes:</p> <ul style="list-style-type: none"> ➤ The Learner will get the understanding of ethical issues related to business. The learners will learn good governance necessary for long term survival of business. <p>Learning Outcomes:</p> <ul style="list-style-type: none"> ➤ Promote understanding of the importance, for business and the community, of ethical conduct. ➤ Provide the skills with which to recognise and resolve ethical issues in business. ➤ Enhance awareness and critical self-examination of one's own values, and to appreciate the relevance of personal values in the business/workplace setting. ➤ Encourage reflection on the ethical dimension of your own decision-making in workplace and other settings.

FYBVOC FMS	Semester II Theory
RJCUBVOCFMS205 Paper V Indian Banking	<p>Course Outcomes:</p> <ul style="list-style-type: none"> ➤ The Learner will able to understand Banking System & Structure ➤ Gain knowledge about various banking products & services ➤ The learner will be able to various processes & norms of Banking system ➤ With recent developments in banking the learner will know various innovations in banking Space. <p>Learning Outcomes:</p> <ul style="list-style-type: none"> ➤ Describe the context of banking: the financial system. ➤ Explain the principles of banking. ➤ Elucidate the broad functions of banks. ➤ Understanding Banking & Financial Institution Structure in India ➤ Understanding various Banking Products & Services ➤ Learn Recent Developments in Banking Sector

FYBVOC FMS	Semester II Theory
RJCUBVOCFMS206 Paper VI Macro Economics	<p>Course Outcomes:</p> <ul style="list-style-type: none"> ➤ The learners gain knowledge and understanding of the economy through national income, rise in employment through investment. ➤ Gain knowledge of inflation and face the challenges arising out of inflation. ➤ Enhancement of the economy through taxation public expenditure and public debt ➤ Understanding of deficit financing to boost economic activities in a developing country. ➤ Identify the trade conditions and boost foreign investment and correct balance of payments. <p>Learning Outcomes:</p> <ul style="list-style-type: none"> ➤ To give knowledge to the learners regarding trade cycles inflation and its impact on the people. ➤ To avail of government fiscal policy regarding trade public expenditure and public debt and its effect on the common

	<p>public.</p> <ul style="list-style-type: none"> ➤ To import proficiency in foreign trade and ways to attract foreign investment. ➤ To introduce the concept of different exchange rates and its impact on the economy. ➤ To give different trade conditions how free trade will boost the economy.
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FYBVOC FMS	Semester II Theory
RJCUBVOCFMS207	Course Outcomes:
Paper VII Equity & Debt Market	<ul style="list-style-type: none"> ➤ Understanding the dynamics of financial markets. ➤ Differentiate between primary market, secondary market and debt market ➤ Valuation of equity capital and bonds. <p>Learning Outcomes:</p> <ul style="list-style-type: none"> ➤ To understand the evolution of various aspects of financial markets. ➤ Framing financial policies, development of financial instruments and processes and evolving the strategies during crisis.

SCHEME OF EXAMINATIONS

1. Two Internal Assessment examinations of 20 marks each. Duration 30min for each. Internal Assessments could be either of the following depending on the nature of the course: Written Exam/ Group Project/ Individual Project/ Book Review/ Class Test/ Case Study/ Presentation Power point/ Audio – Visual presentation/ Oral Presentation.
2. One External (Semester End Examination) of 60 marks. Duration 2 hours.
3. Minimum marks for passing Semester End Theory Exam is 40 %.
4. Student must appear at least one of the two Internal Tests to be eligible for the Semester End Examination.

5. For any KT examinations, there shall be ODD-ODD/EVEN-EVEN pattern followed.
6. HOD's decision, in consultation with the Principal, shall remain final and abiding to all.

REFERENCE BOOKS AND READING MATERIAL

SEMESTER– I

Business Communication – I

- Professional Communication by ArunaKoneru, McGrawHill
- Effective Business Communication by Herta A Murphy, Herbert W Hildebrandt, Jane P Thomas
- Business Communication, Lesikar and Petit, McGrawHill
- Communication Skills Handbook, Summers, Wiley, India
- Business Communication (Revised Edition), Rai and Rai, Himalaya Publishing House Business
- Correspondence and Report Writing by R. C. Sharma and Krishna Mohan, TMH.

Introduction to Financial Accounts

- Financial Accounts (a managerial emphasis): By Ashok Banerjee – Excel books
- Fundamental of Accounting and Financial Analysis : By Anil Choudhary (Pearson education)
- Indian Accounting Standards and IFRS for non-financial executives : By T.P. Ghosh– Taxman
- Financial Accounting for Business Managers: By Ashish K. Bhattacharya.
- Introduction to Accountancy by T.S. Grewal, S. Chand and Company (P) Ltd., New Delhi
- Advance Accounts by Shukla and Grewal, S. Chand and Company (P) Ltd., New Delhi
- Advanced Accountancy by R.L Gupta and M. Radhaswamy, S. Chand and Company (P) Ltd., New Delhi
- Modern Accountancy by Mukherjee and Hanif, Tata Mc. Grow Hill and Co. Ltd., Mumbai
- Financial Accounting by LesileChandwichk, Pentice Hall of India AdinBakley (P) Ltd., New Delhi

FYBVOC (Financial Markets & Services) Syllabus Semester I & II

- Financial Accounting for Management by Dr. Dinesh Harsalekar, Multi-Tech. Publishing Co. Ltd., Mumbai
- Financial Accounting by P.C. Tulsian, Pearson Publications, New Delhi
- Accounting Principles by R.N. Anthony and J.S. Reece, Richard Irwin, Inc
- Financial Accounting by Monga, J.R. Ahuja, GirishAhuja and Ashok Shehgal, Mayur Paper Back, Noida
- Compendium of Statement and Standard of Accounting, ICAI
- Indian Accounting Standards, Ashish Bhattacharya, Tata Mc. Grow Hill and Co. Ltd., Mumbai
- Financial Accounting by Williams, Tata Mc. Grow Hill and Co. Ltd., Mumbai
- Company Accounting Standards by ShrinivasanAnand, Taxman, New Delhi
- Financial Accounting by V. Rajasekaran, Pearson Publications, New Delhi
- Introduction to Financial Accounting by Horngren, Pearson Publications, New Delhi
- Financial Accounting by M. Mukherjee and M. Hanif, Tata McGraw Hill Education Pvt. Ltd., New Delhi
- Financial Accounting a Managerial Perspective, Varadraj B. Bapat, MehulRaithatha, Tata McGraw Hill Education Pvt. Ltd., New Delhi

Basics of Financial Services

- Khan M.Y., Indian Financial System, Tata McGraw Hill Publishing Company
- Varshney P.N. & Mittal MN, Financial System, Sultan Chand & Co
- A. Avadhani , Marketing of Financial Services-
- Bhole L. M: Financial Markets and Institutions; Tata McGraw-Hill Publishing Company, New Delhi.
- Chandra Prasanna: Financial Management: Theory and Practice; Tata McGraw Hill, New Delhi.
- Gupta Suraj B: Monetary Economics; S. Chand and Co., New Delhi

Business Economics –I

- Business Economics - I Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S. Chand & Sons, N. Delhi, 2000)
- Hirchey .M., Managerial Economics, Thomson South western (2003)
- Salvatore, D.: Managerial Economics in a global economy (Thomson South Western Singapore, 2001)
- Frank Robert.H, Bernanke. Ben S., Principles of Economics (Tata McGraw Hill (ed.3)
- Gregory Mankiw., Principles of Economics, Thomson South western (2002 reprint)

- Samuelson & Nordhaus.: Economics (Tata McGraw Hills, New Delhi, 2002)
- Pal Sumitra, Managerial Economics cases and concepts (Macmillan, New Delhi, 2004)

Principles of Management:

- Principles of Management , Ramasamy , Himalya Publication , Mumbai
- Principles of Management , Tripathi Reddy , Tata Mc Grew Hill
- Management Text & Cases , VSP Rao , Excel Books, Delhi
- Management Concepts and OB , P S Rao & N V Shah , AjabPustakalaya
- Essentials of Management , Koontz II & W , Mc. Grew Hill , New York
- Principles of Management-Text and Cases –Dr..M.SakthivelMurugan, New Age Publications

SEMESTER – II

Business Research Methodology

- Research for Marketing Decisions Paul E. Green, Donald S. Tull
- Marketing Research- Text and Cases Harper W. Boyd Jr. , Ralph Westfall.
- Research methodology in Social sciences, O.R.Krishnaswamy, Himalaya Publication
- Business Research Methods, Donald R Cooper, Pamela Schindler, Tata McGraw Hill
- Marketing research and applied orientation, Naresh K Malhotra, Pearson
- Statistics for management, Levin and Reuben, Prentice Hall.
- Research Methods for Management: S Shajahan, Jaico Publishing

Accounting for Managerial Decisions

- Srivastava R M, Essentials of Business Finance, Himalaya Publications
- Anthony R N and Reece JS. Accounting Principles , HoomwoodIllinos , Richard D. Irvin
- Bhattacharya SK and Dearden J. - Accounting for Management. Text and Cases , New Delhi.
- Hingorani NL and ramanthan AR - Management Accounting , New Delhi
- Ravi M. Kishore , Advanced management Accounting , Taxmann , NewDelhi
- Maheshwari SN - Management and Cost Accounting , Sultan Chand , New Delhi
- Gupta , SP - Management Accounting , SahityaBhawan , Agra .

Ethics & Governance

- Laura P. Hartman, Joe DesJardins, Business Ethics, Mcgraw Hill, 2nd Edition
- C. Fernando, Business Ethics – An Indian Perspective, Pearson, 2010
- Joseph DesJardins, An Introduction to Business Ethics, Tata McGraw Hill, 2nd Edition
- Richard T DeGeorge, Business Ethics, Pearson, 7th Edition
- Dr.A.K. Gavai, Business Ethics, Himalaya Publishing House, 2008
- S.K. Mandal, Ethics is Business and Corporate Governance, McGraw Hill, 2010
- Laura Pincus Hartman, Perspectives in Business Ethics, McGraw Hill International Editions, 1998

Macro Economics

- Dornbusch R, Fischer and Startz – “Macro Economics”, (Tata McGraw Hill).
- Richard T Froyen – “Macro Economics”, (Pearson Education).
- Mankiw N G – “Macro Economics”, (Worth Publishers).
- PrabhatPatnaik (ed) – “Macro Economics”, (Oxford University Press).
- Andrew Abel and Ben Bernanke – “Macroeconomics”, (Pearson Education)
- H L Ahuja – “Macro Economics for Business and Management” (S Chand).
- A Nag – “Macro Economics for Management Students”, (Macmillan)
- Shyamal Roy – “Macro Economic Policy Environment – an analytical guide for managers”, (Tata McGraw Hill).
- Suraj B. Gupta – “Monetary Economics: Institutions, Theory and Policy”, (S. Chand)
- Robert J Carbaugh – “International Economics”, (Thomson Southwestern).
- Robert Dunn, Dana Stryck, James Ingram and Robert Dunn Jr. – “International Economics Study Guide and Workbook”, (John Wiley and Sons)
- Dominick Salvatore – “International Economics”, (John Wiley and sons).
- Paul Krugman and Maurice Obstfeld (2005) – “International Economics: Theory and Policy”, (Addison Wesley)

Equity & Debt Market

- Allen, Larry (1750-2000). The Global Financial System.
- Ian H. Giddy (1994). Global Financial Markets. Houghton Mifflin.
- Saunders, Anthony & Cornett, MaricaMillon. Financial markets & institutions: A modern perspective: TMIT
- LM Bhole. Financial institutions & markets: Structure, growth & innovations. TMH (5th ed.)
- Chandra, P. (2011).Corporate Valuation and Value Creation, (1st ed). TMH

Note: In some subjects reference books are not written because professors are allowed to give to students their notes and refer websites at their discretion.