

MBG5022 MANAGEMENT OF FINANCIAL SERVICES

Course Code	MBG5022	Semester	IV
Course Title	MANAGEMENT OF FINANCIAL SERVICES		
Credits	3	Type	Specialisation

This is an employability-based financial skill development course which focuses on the financial market and the financial services in India.

Course Description

To understand the structure, scope and role of the Indian financial system. To familiarize the operational and regulatory framework of Indian Financial System

Course Outcome

By the end of the course, students are expected to be able to gain the following learning outcomes: -

1. Knowledge gained:
 - (i) Awareness of the Indian financial system and its regulatory framework
 - (ii) To familiarize the students with the fundamental principles of financial services and management
 - (iii) To provide an insight into the changing financial management practices and technology
2. Skills gained:
 - (i) To analysis the scope and future of different retail financial services
 - (ii) Creation of talented and resourceful financial managers
3. Competency gained:
 - (i) Understand the new marketing trends of financial services and equip students to handle finance with modern requirements

Course Structure

Module I: Indian Financial System - Structure of a Financial System – Financial Markets- Financial Instruments -Financial Institutions, Intermediaries, Financial services, - Financial Regulatory Authorities

Module II: Financial Markets - Money market-Organized and Unorganized- Sub markets- Capital market- Primary market-IPO-FPO- NFO-Book Building-Right Issue-Private placement- Bonus issue-Buy-back-Secondary market-Stock exchanges- Role and functions of Stock Exchanges- BSE-NSE.

Module III: Financial Instruments - Money market instruments- Call money markets- Treasury bills-Repurchase agreements- Bankers acceptance-Commercial paper- Certificate of

deposits-Commercial bill market-Capital market instruments- Shares- debentures- Bonds

Module IV: Financial Institutions - Developmental banks-Commercial Banks- Public sector banks- Private sector banks- New Generation banks- EXIM banks-Insurance companies- NBFCs

Module V: Financial services and Financial Regulatory Authorities - Financial service industry- Emergence and developments- Fund based services- Merchant banking- Non-fund based services-Leasing and hire purchasing- Bill discounting and Factoring-Forfaiting- Securitization- Mutual Funds-Venture capital funds- Depository participants-Credit Rating-Consumer Finance- Credit and Debit cards-Insurance Products- Financial Sector Reforms- RBI and SEBI Guide lines to Financial Markets and Services.

Testing & Evaluation (if any)

- Assignments
- Case analysis/ Problems
- Seminar/Project
- Discussions/ Group activity
- Internal Assessment

References

1. Khan, M.Y., (2010), Financial Services, Tata McGraw Hill
2. PunithavathyPandian, (2009), Financial Services and Markets, Vikas PH.
3. Machiraju, HR, (2010), Indian Financial system, Vikas PH.
4. Kothari and Rajesh, (2010) Financial Services in India: Concept and Application, Sage, New Delhi.
5. Gordon, E & Natarajan, K., (2011), Financial Markets & Services, Himalaya PH.