

## 1. Diploma in Services Marketing

Offered for students undergoing M.Com, M.Com (CA), M.Com (IB), M.Com (F&C) and M.Sc (FCA) from the Academic Year 2007 - 2008 and M.Com (Information Technology), M.Com (Finance & Accounting) , M.Com (Financial & Cost Accounting) and MIB from the Academic Year 2008 - 2009.

Note: The PG Diploma course to be offered for each PG course shall be decided by the concerned college.

### 1. DURATION OF THE COURSE

The course shall extend over a period of two years. Examination shall be conducted at the end of every semester.

### 2. COURSE OF STUDY AND SCHEME OF EXAMINATION

Paper	Subject	Lecture Hrs	Exam Duration	Max Marks
I Semester				
I	Principles and Practice of Marketing of Services.	3	3 Hrs	100
II Semester				
II	Marketing of Financial Services	3	3 Hrs	100
III Semester				
III	Marketing of Health Services	3	3 Hrs	100
IV Semester				
IV	Travel and Hospitality Services	3	3 Hrs	100

### 3. MEDIUM OF INSTRUCTION

The medium of instruction and examination is English only.

### 4. PASSING MINIMUM

- A candidate shall be declared to have passed in a paper if a student obtains not less than 50% of marks in that paper.
- A candidate failing to secure the minimum marks prescribed shall be required to reappear for the examination in that paper and obtain the minimum marks required for passing the paper.

### 5. QUESTION PAPER PATTERN

#### Max : 75 Marks

**Section A:** Objective type questions with no choice (10 Questions)

$$10 \times 1 = 10$$

**Section B:** Short answer questions of either / or type

$$5 \times 5 = 25$$

(10 questions – 2 each from every unit)

**Section C:** Essay type questions of either or type

$$5 \times 8 = 40$$

(10 questions – 2 each from every unit)

**Note:** Only Simple problems may be asked in Section – B in problem oriented subjects

## SEMESTER I

### Paper I – Principles and Practice of Marketing of Services

- Unit I - Services: - Meaning and definition of services – Importance of services in Indian Environment – Classification of services – Characteristic features of services – Growth of the service sector – Economic policy on services – Differences between goods and services.
- Unit II - Service Marketing: - Concept – Significance – Customer’s expectation in Service Marketing – Managing demand and supply in service business.
- Unit III - Marketing Mix for Services – Marketing mix of selected services: - Personal care Marketing – Entertainment Marketing – Education Marketing – Communication Marketing – Electricity Marketing.
- Unit IV - Key Services Marketing:- Banking services – Insurance services – Transport services – Tourism services – Hotel services- Consultancy services – Hospital services - Market segmentation.
- Unit V - Service Quality: - Introduction – Measurement of Service Quality – Scope of Service Quality – Tools for achieving Service Quality – Causes of Service Quality – Problems – Principles guiding improving of service quality.

#### Books for Reference:

1. Services Marketing - P.N. Reddy, H.R. Appannaiah, S. Anil Kumar, Nirmala.
2. Services Marketing - S.M. Jha.
3. Services Marketing - Dr.S. Shajahan.

## SEMESTER II

### Paper II - Marketing of Financial Services

- Unit I - Financial Market in India – Financial Sector Reforms – Money Market – Capital Market – Bond Market – Types of Bonds.
- Unit II - Stock Exchanges – Objectives of NSE – Bombay Stock Exchange (BSE) – OTCEI.
- Unit III - Plastic cards – Types of Card – Current Trends in Credit Card Industry – Benefits of Plastic Cards – Dis advantages of Plastic Cards. Bancassurance – Benefits of Bancassurance – Distribution Channels in Bancassurance – Success of Bancassurance.
- Unit IV - Insurance Services – Insurance Sector Reforms – Types of Insurance Companies – Need of Insurance – Types of Insurance Policies – Role of Life Insurance.
- Unit V - Real Estate Industry – Concept – Classification – Benefit of Real Estate Investment – Developments in the Indian Real Estate Markets. Securitization: Mechanism of Securitization – Advantages of Securitization – Securitization in India.

#### Books for Reference:

- Financial Services – Nalini Prava Tripathy  
Financial Markets & Institutions – Frederic S. Mishkin  
Financial Institutions and Markets - L.M.Bole

**III SEMESTER**  
**PAPER III - MARKETING OF HEALTH SERVICES**

**UNIT I**

Marketing plans for services: process, strategy formulation, resource allocation and monitoring services communications- customer focused services- service quality- SERV QUAL model.

**UNIT II**

Hospital services- Selecting Health Care Professionals- Emerging trends in Medicare- Marketing Medicare – Thrust areas for Medicare services.

**UNIT III**

Marketing Mix for Hospitals- Product Mix- Promotion Mix- Price Mix- Place Mix- Strategic Marketing for Hospitals.

**UNIT IV**

Online Health Services- Organization of Online Health Care Business- On-line Marketing and On-line financial & clinical transaction.

**UNIT V**

Legal system: Consumer Rights & Protection, medicine safety rules- Food & Nutrition Security in India - Health Promotion Agencies.

**Note :** The Question Paper shall cover 100% Theory.

**Books for Reference**

1. Marketing Health Services : Richard .K. Thomas
2. Service Marketing : S.M. Jha
3. Changing Trends in Health & Nutrition : Sujata, K.Dass
4. Teaching Today's Health : David J. Ans Paugh & Gene Ezell
5. Marketing for Health services: A framework for communications, evaluation & Total Quality Management : Rod Sheaff
6. Service Marketing : Helen Woodruffe
7. Service Marketing : P.K. Sinha & S.C. Sahoo

**IV SEMESTER**

**PAPER IV - TRAVEL AND HOSPITALITY SERVICES**

**UNIT I**

Tourism: Concept- Nature of Tourism: Significance of Tourism – Classification – Tourism in India – Future of Tourism – Basic and Geographical Components of Tourism – Definitions of Tourist and Foreign Tourist – Elements of Tourism.

## UNIT II

India – A Tourist Destination- Tourism Marketing: the concept – users of Tourism Services – Product Planning and Development – Market Segmentation for Tourism – Marketing Information System for Tourism

## UNIT III

Marketing Mix for Tourism – the Product Mix – Promotion Mix – Price Mix – the Place Mix – the people – Tourism Marketing in Indian Perspective.

## UNIT IV

Hospitality Services: Hotels – classification of Hotels by physical characteristics – classification of hotels by price level.

## UNIT V

Behavioural profile of users – Market Information System for Hotels – Product Planning and Development – Marketing Mix for Hotels – Hotel Marketing in Indian Perspective.

**Note :** The Question Paper shall cover 100% Theory.

### **Books for Reference:**

1. Tourism and Travel Management – Bishwanath Ghosh
  2. International Tourism Management – A.K. Bhatia
  3. Services Marketing – S.M.Jha
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**2. Diploma in Capital and Commodity Markets**

Offered for students undergoing M.Com, M.Com (CA), M.Com (IB), M.Com (F&C) and M.Sc (FCA) from the Academic Year 2007 – 2008 and M.Com (Information Technology), M.Com (Finance & Accounting) , M.Com (Financial & Cost Accounting) and MIB from the Academic Year 2008 – 2009.

Note : The PG Diploma course to be offered for each PG course shall be decided by the concerned college.

**1. DURATION OF THE COURSE**

The course shall extend over a period of two years. Examination shall be conducted at the end of every semester.

**2. COURSE OF STUDY AND SCHEME OF EXAMINATION**

Paper	Subject	Lecture Hrs	Exam Duration	Max Marks
I Semester				
I	Financial Markets and Institutions	3	3 Hrs	100
II Semester				
II	Indian Stock Exchanges	3	3 Hrs	100
III Semester				
III	Futures and Options	3	3 Hrs	100
IV Semester				
IV	Fundamental and Technical Analysis	3	3 Hrs	100

**3. MEDIUM OF INSTRUCTION**

The medium of instruction and examination is English only.

**4. PASSING MINIMUM**

- a) A candidate shall be declared to have passed in a paper if a student obtains not less than 50% of marks in that paper.
- b) A candidate failing to secure the minimum marks prescribed shall be required to reappear for the examination in that paper and obtain the minimum marks required for passing the paper.

**5. QUESTION PAPER PATTERN**

**Max : 75 Marks**

**Section A:** Objective type questions with no choice (10 Questions)

$$10 \times 1 = 10$$

**Section B:** Short answer questions of either / or type

$$5 \times 5 = 25$$

(10 questions – 2 each from every unit)

**Section C:** Essay type questions of either or type

$$5 \times 8 = 40$$

(10 questions – 2 each from every unit)

*Note:* Only Simple problems may be asked in Section – B in problem oriented subjects.

**SEMESTER I**  
**PAPER I**  
**FINANCIAL MARKETS & INSTITUTIONS**

**UNIT I**

Financial Markets – An Overview – Money Market – Call Money Market – Commercial Paper Market – Commercial Bill Market – Certificate of Deposit (CD) Market – Treasury Bill Market – Government or Gilt-edged Securities Market.

**UNIT II**

Capital Market–An Overview – Capital Market Instruments – Capital Market Reforms – New Issue Market(NIM) – Debt Market – Foreign Exchange Market – Derivatives Market.

**UNIT III**

Financial Services Institutions – Clearing corporation of India Limited (CCIL) – Credit Rating and Information Services of India Limited (CRISIL) – Discount and Finance House of India Limited (DFHIL).

**UNIT IV**

Investment Information and Credit Rating Agency of India Limited (Icra) – Over the Counter Exchange of India (OTCEI) – National Securities Depository Limited (NSDL) – Securities Trading Corporation of India Limited (STCI).

**UNIT V**

Financial Institutions – Money Market Institutions – Capital Market Institutions – National Housing Bank–Functions and working – Export-Import(EXIM) Bank of India – NABARD.

**Books for Reference:**

1. Financial Institutions and Markets, L.M.Bhole, Tata McGraw – Hill Publishing Company Limited.
2. Financial Instruments and Services, Nalini Prava Tripathy, Prentice Hall of India.
3. Financial Markets and Institutions, S. Gurusamy, Vijay Nicole Imprints (P) Ltd.Financial Services: M.Y.Khan, Tata Mc Graw-Hill Publishing Company Limited.
4. Financial Services: Dr.D.Joseph Anbarasu & Others, Sultan Chand & Sons.

**SEMESTER II**  
**PAPER II**  
**INDIAN STOCK EXCHANGES**

**UNIT I**

Stock Exchange-Meaning and Functions – World's Stock Exchanges – Indian Stock Exchanges-Origin and Growth-Organisation Structure-Mode of Organisation-Membership-Stock Exchange Traders – Stock Exchange Trading-Jobbers Vs.Brokers-Stock Exchange Dealings-Trading of Securities.

## UNIT II

Stock Exchange Regulatory Framework-Under the SEBI Act, BSCC Act, Defence of India Rule, Capital Issues Control Act 1947, Securities Contract Act 1956, Securities Contracts Rules 1957 – Profile of Indian Stock Exchanges-BSE,NSE, etc., - Restructuring Indian Stock Exchanges-Demutualization.

## UNIT III

Listing-Meaning, Characteristics, Steps, Legal provisions, Benefits, Consequences of Non-Listing – Delisting – Insider Trading – Speculation- Speculation Vs. Gambling-Investors Vs Speculators – Investor Protection.

## UNIT IV

The Securities Contracts (Regulation) Act, 1956-Important provisions – SEBI-Functions and working.

## UNIT V

Internet Stock Trading-Meaning and features-Current Scenario-Regulating Internet Stock Trading-IPOs on the Internet-e-IPO – E-commerce Act and Internet Stock Trading – Stock Index Futures.

### **Books for Reference:**

1. Financial Services and Markets: Dr.S.Gurusamy, Vijay Nicole Imprints (P) Ltd,
2. Financial Services: M.Y.Khan, Tata Mc Graw-Hill Publishing Company Limited.
3. Financial Services: Dr.D.Joseph Anbarasu & Others, Sultan Chand & Sons.
4. Financial Institutions and Markets, L.M.Bhole, Tata McGraw – Hill Publishing Company Limited.

## **III-SEMESTER**

### **PAPER III – FUTURES AND OPTIONS**

#### UNIT I

Introduction to Derivatives – Definition of derivatives products – participants in derivatives market, economic forever of derivatives market.

#### UNIT II

Index Derivatives – Index number – economic significance of index movements – types of Indices – desirable attributes of an index – Derivatives in Nifty and Sensex.

#### UNIT III

Forward contracts - Limitations of forward markets – futures – Distinction between Future and Forward contracts – Futures terminitory options – Options terminitory , Call options and Put option.

#### UNIT IV

Pay off for buyer (long futures ) of futures – pay off for seller ( short futures ) of futures – Hedging, speculation and arbitrage – Options pay off – pay off profit for buyer of call options – pay off profit for writer of call options. Hedging and speculation in options.

## UNIT V

Evolution of Commodity Markets – Commodity markets in India – Newyork Mercentile Exchange- London Metal Exchange , Chicago Board of Trades –Tokyo Commodity Exchange, Chicago Mercantile Exchange.

### **Books for Reference:**

- 1.Financial Services and Markets : Dr.S.Gurusamy, Vijay Nicole Imprints (P) Ltd,
- 2.Financial Services : M.Y.Khan, Tata Mc Graw-Hill Publishing Company Limited.
- 3.Financial Services : Dr.D.Joseph Anbarasu & Others, Sultan Chand & Sons.
- 4.The Financial and Analysis of Capital : A.J. Merrett, Allen Ykes projects
- 5.Financial Management : P.V. Kulkarni & B.G. Sathya Prasad
- 6.Financial Management : M.Y. Khan & P.K. Jain

## IV SEMESTER

### **Paper IV - FUNDAMENTAL AND TECHNICAL ANALYSIS**

#### UNIT I

Investment - meaning – importance – security analysis – risk and return – various approaches to security valuation.

#### UNIT II

Fundamentals analysis – meaning – Market analysis – Indices of NSE and BSE

#### UNIT III

Industry analysis – meaning – methods - Company analysis – meaning – methods.

#### UNIT IV

Technical analysis – meaning – Dow Theory – Elliot Wave Theory

#### UNIT V

Moving Averages – Charts – macd -relative strengths.

### **Books for Reference:**

1. Investment analysis and portfolio management : Reily.
2. Portfolio management : S.K. Baura.
3. Modern portfolio theory and investment analysis : Elton and Gurbar.
4. Securities analysis and portfolio management : Fischer and Jordan.
5. Investment :Jack Clark Francis & Richard w.Taylor.
6. Investment management :V.K.Bhalla.



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### 3. Diploma in Insurance Management

Offered for students undergoing M.Com, M.Com (CA), M.Com (IB), M.Com (F&C) and M.Sc(FCA) from the Academic Year 2007 - 2008 and M.Com (Information Technology), M.Com (Finance & Accounting) , M.Com (Financial & Cost Accounting) and MIB from the Academic Year 2008 - 2009.

Note : The PG Diploma course to be offered for each PG course shall be decided by the concerned college.

1. Duration of the course:

The course shall extend over a period of two years. Examination shall be conducted at the end of every semester.

2. Course of Study and Scheme of Examination

Paper	Subject	Lecture Hrs	Exam Duration	Max Marks
I Semester				
I	Principles of Life and Health Insurance	3	3 Hrs	100
II Semester				
II	Principles of General Insurance	3	3 Hrs	100
III Semester				
III	Insurance Laws	3	3 Hrs	100
IV Semester				
IV	Actuarial Concepts and Principles	3	3 Hrs	100

3. Medium of Instruction:

The medium of Instruction and examination is English only.

4. Passing Minimum:

- a. A candidate shall be declared to have passed in a paper if a student obtains not less than 50% of Marks in that paper.
- b. A candidate failing to secure the minimum marks prescribed shall be required to reappear for the examination in that paper and obtain the minimum marks required for passing the paper.

5. QUESTION PAPER PATTERN

**Max : 75 Marks**

**Section A:** Objective type questions with no choice (10 Questions)

$$10 \times 1 = 10$$

**Section B:** Short answer questions of either / or type

$$5 \times 5 = 25$$

(10 questions – 2 each from every unit)

**Section C:** Essay type questions of either or type

$$5 \times 8 = 40$$

(10 questions – 2 each from every unit)

**Note:** Only Simple problems may be asked in Section – B in problem oriented subjects

## SEMESTER I

### PAPER I PRINCIPLES OF LIFE AND HEALTH INSURANCE

#### Unit I

Nature of Insurance – advantage of life insurance – Principles of life insurance – objects of life insurance

#### Unit II

Term Insurance – Kinds of policies and plan available – Annuity contracts and their uses.

#### Unit III

Group and Individual Health Insurance Products – Nature of group insurance – types of group insurance.

#### Unit IV

Special need plans – Industrial life insurance – Salary saving schemes – Personal accident insurance – Basic principles – Coverage and benefits.

#### Unit V

Mediclaim benefits – Deferred mediclaim – Overseas medical benefit conditions.

#### Books for Reference:

- |                               |   |
|-------------------------------|---|
| 1. M.N. Mishra                | : Insurance Principles and Practice           |
| 2. Kothari & Bahl             | : Principles and Practices of Law             |
| 3. N.D. Kapoor                | : Elements of Business Law                    |
| 4. P. Periyasamy              | : Principles and Practice of Insurance        |
| 5. G.S. Panda                 | : Principles and Practices of Insurance       |
| 6. Alka Mittal and S.L. Gupta | : Principles of Insurance and Risk Management |

## SEMESTER II

### PAPER II PRINCIPLES OF GENERAL INSURANCE

#### Unit I

Risk and Insurance – Nature of Insurance contracts – Functions of Insurance.

#### Unit II

Basic Principles of Insurance – Practice of Insurance.

#### Unit III

Structure of Insurance Market in India – Insurance Legislation.

#### Unit IV

Insurance Marketing Network and Customer Service

#### Unit V

Risk concerned under standard policies – Risk covered by extra premium policy conditions – Ratings and underwriting factors and claim processing.

#### Books for Reference:

- |                               |   |
|-------------------------------|---|
| 1. M.N. Mishra                | : Insurance Principles and Practice           |
| 2. Kothari & Bahl             | : Principles and Practices of Law             |
| 3. N.D. Kapoor                | : Elements of Business Law                    |
| 4. P. Periyasamy              | : Principles and Practice of Insurance        |
| 5. G.S. Panda                 | : Principles and Practices of Insurance       |
| 6. Alka Mittal and S.L. Gupta | : Principles of Insurance and Risk Management |

### III SEMESTER

#### PAPER III - INSURANCE LAWS

##### UNIT I

Legal framework of Insurance Business-Torts and Crimes-Indian contract act 1872-Important elements applicable to contract of Insurance.

##### UNIT II

Insurance act,1938-provisions relating to licencing-capital requirements and foreign stake-investments-Tariff advisory committee-Penalties.

##### UNIT III

Regulatory provisions under IRDA act,1999 IRDA regulations2000-General provisions relating to-Licensing of insurance agents-insurance advertisement and disclosures.

##### UNIT IV

IRDA regulations2002-provisions relating to-obligations of insurers to rural or social sectors-Protection of policy holders interests.

##### UNIT V

General agreement on trade in Services and Insurance sector-Insurance penetration in India as compared to global standards.

##### **Books for reference:**

- 1.Principles of insurance and Risk management : Alka Mittal&S.C.Gupta
- 2.Insurance and Risk management : Dr.P.K.Gupta
- 3.Insurance theory &Practice : Nalini Prava Tripathy
- 4.Insurance industry contemporary issues : ICFAI university

### IV SEMESTER

#### PAPER IV - ACTUARIAL CONCEPTS AND PRINCIPLES

##### UNIT I

Actuary - meaning-Functions-Theory of probability-Addition law and Multiplication law.

##### UNIT II

Insurance product design and development-Stages in new product development-major concerns in Indian insurance industry.

##### UNIT III

Insurance pricing-fundamentals-pricing objectives-types of rating-comparison between life insurance pricing and non-life insurance pricing.

#### UNIT IV

Financial management in Insurance industry-importance-financial objectives-the investment criteria-measures of performance-risk-return trade-off.

#### UNIT V

Claims settlement-legal aspects-guidelines for settlement of claims - claim procedure-claim documents.

#### **Books for Reference:**

- 1.Principles of insurance and Risk management : Alka mittal&S.C.Gupta
- 2.Insurance and Risk management : P.K.Gupta
- 3.Insurance theory &Practice : Nalini Prava Tripathy
- 4.Insurance industry contemporary issues : ICFAI university

Annexure :  
SCAA : 29.02.2008

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## 4. Diploma in International Trade

Offered for students undergoing M.Com, M.Com (CA), M.Com (IB), M.Com (F&C) and M.Sc (FCA) from the Academic Year 2007 – 2008 and M.Com (Information Technology), M.Com (Finance & Accounting) , M.Com (Financial & Cost Accounting) and MIB from the Academic Year 2008 – 2009.

Note : The PG Diploma course to be offered for each PG course shall be decided by the concerned college.

### 1. DURATION OF THE COURSE

The course shall extend over a period of two years. Examination shall be conducted at the end of every semester.

### 2. COURSE OF STUDY AND SCHEME OF EXAMINATION

Paper	Subject	Lecture Hrs	Exam Duration	Max Marks
I Semester				
I	Principles of International Trade	3	3 Hrs	100
II Semester				
II	Export and Import Procedure	3	3 Hrs	100
III Semester				
III	Institutions Facilitating International Trade	3	3 Hrs	100
IV Semester				
IV	India's International Trade	3	3 Hrs	100

### 3. MEDIUM OF INSTRUCTION

The medium of instruction and examination is English only.

### 4. PASSING MINIMUM

- c) A candidate shall be declared to have passed in a paper if a student obtains not less than 50% of marks in that paper.
- d) A candidate failing to secure the minimum marks prescribed shall be required to reappear for the examination in that paper and obtain the minimum marks required for passing the paper.

### 5. QUESTION PAPER PATTERN

#### Max : 75 Marks

**Section A:** Objective type questions with no choice (10 Questions)

$$10 \times 1 = 10$$

**Section B:** Short answer questions of either / or type

$$5 \times 5 = 25$$

(10 questions – 2 each from every unit)

**Section C:** Essay type questions of either or type

$$5 \times 8 = 40$$

(10 questions – 2 each from every unit)

**Note:** Only Simple problems may be asked in Section – B in problem oriented subjects

**I SEMESTER**  
**PAPER I - PRINCIPLES OF INTERNATIONAL TRADE**

**Unit I**

The global Economy - Perspective on the theory of International Trade - The importance of International trade - Counter Trade - Forms of Counter Trade - Reasons for Growth of Counter Trade - Global Trade and Developing Countries.

**Unit II**

International commodity Agreements - Quota agreements, Buffer stock Agreements - Cartels - State Trading - Bilateral and Multilateral contracts. Gains from Trade - Terms of Trade - Factors influencing the terms of trade.

**Unit III**

Tariff - Meaning - Tariffs, Taxes and Distortions - Imports Tariffs and Export Taxes - Export Subsidies - Arguments for free Trade - Arguments for protection - Demerits of protection - Trade barriers.

**Unit IV**

International Investments - Types of Foreign Investment - significance of Foreign Investments - Limitations and Dangers of Foreign Capital - Factors affecting International Investment - Foreign Investment by Indian companies.

**Unit V**

Multinational Corporation - Definition and Meaning - Importance of MNCs - benefits of MNCs - Criticism - Globalization - Meaning - stages - Essential conditions for Globalization - Implications and Importance of Globalization - Benefits - Obstacles to Globalization in India - Factors favoring Globalization.

**Books for References:**

1. International Trade - Theory and Evidence - By James R. Markusen, James R. Melvin, William H. Kaempfer & Keith E. Maskus.
2. International Trade and Export Management - Francis Cherunilam
3. International Business - Francis Cherunilam

**Second Semester**

**Paper II Export and Import Trade Procedures**

**Unit I**

Exports - Recent measures to boost Country's Exports - Rules for successful exporting - Preliminaries for starting export business - Deemed exports and its benefits - Finance for Exports.

**Unit II**

Different Categories of exporters - Registration of Exports - Appointing Overseas agents - Obtaining an export license - Arranging finance for exports - Packing goods for exports - Marketing goods for export.

**Unit III**

Excise procedure - Insuring goods against Marine risks - Preparing export documents - Institutional support for Exports - Compulsory quality control and pre-shipment Inspection - Labeling - Shipping and customs clearance of goods.

#### **Unit IV**

Import Trade law in India – Preliminaries for starting Import Business – Registration of Importers – arranging finance for Import – Arranging letter of Credit for Imports – Balance of Payments – Liberalization of Imports.

#### **Unit V**

Retirement of Import Documents and RBI's directives for making payment for Imports – Customs clearance of Imported Goods and payments of customs Duty – Imports under special schemes.

#### **Books for References:**

1. How to Export and How to Import – Nabhi publications
2. Export management – P.K. Khurana
3. Export Management – T.A.S. Balagobal
4. A Guide on Export Policy, Procedure and Documentation – M.I.Mahajan – Snow white publications

### **III SEMESTER**

#### **PAPER III - INSTITUTIONS FACILITATING INTERNATIONAL TRADE**

##### **UNIT I**

Export promotion in India-Department of Commerce- Functional divisions- Advisory bodies- Commodity organizations-Export promotion councils (EPCs)- Commodity Boards- Autonomous bodies- Service Institutions and organizations-Government trading organizations-State trading corporations- Major STC's in India- State export –Promotion agencies- Impediments in export promotion.

##### **UNIT II**

Role of RBI in export finance –Role of commercial banks-Small Industrial Development Bank of India (SIDBI) - Objectives-Schemes-Export and Import bank of India (EXIM) - Objectives-Functions-Export Credit Guarantee Corporation of India (ECGC) – Functions – Special functions of ECGC.

##### **UNIT III**

World Trade Organisation – GATT – Objectives-Evolution of WTO-Functions- Principles of WTO- Organisation structure- WTO agreements-GATS-TRIMS-TRIPS-Objectives of IPRS-benefits- Limitations-Procedure of dispute settlement –WTO and anti dumping measures-Evaluation of WTO- drawbacks/Criticisms.

##### **UNIT IV**

International Monetary Fund (IMF)-Objectives- Organisation and management- Resources-Financing facilities- Conditions on borrowers- Special drawing rights-World Bank-Purpose- Organisation structure- Guiding principle- Leading programs.

##### **UNIT V**

International Development Association (IDA)-Objectives-Memberships – Loan assistance-International Financial Corporation (IFC)- Objectives-Main features- Asian Development Bank(ADB)- Objectives-UNCTAD-Functions-Basic principles- International trade centre.

**Note :** The Question Paper shall cover 100% Theory.

**Books for Reference:**

1. International Business (Text & cases) : Francis cherunilam.
2. International Marketing : Rakesh Mohan Joshi.
3. International Business (Text & cases) : P. Sudha Rao
4. International Business Environment : Francis cherunilam.
5. Export Marketing : Achaya and Jain.
6. Export Marketing : B.S. Rathir & J.S. Rathir

**IV SEMESTER  
PAPER IV - INDIA'S INTERNATIONAL TRADE**

**UNIT I**

Development of Foreign Trade Policy- Indians Foreign Trade since 1951- EXIM policy 1992-1997- Objectives –Features; 1997-2002 policy- Salient features; EXIM policy 2002-2007 - Features; Foreign Trade Policy 2004-2009 - Salient features.

**UNIT II**

Legal frame work of India's foreign trade –Foreign trade (Development and regulation) Act, 1992 – Foreign Trade Regulation Rules, 1993- Foreign Trade (Exemption from application of rules in certain cases) Order 1993 – Exchange control regulation in India.

**UNIT III**

India's export trade – Historical prospective - Trends – Composition of export trade – Direction of exports of principal products – Export of services – Export promotion – Objectives – Promotion measures – EOUs, EPZs and SEZs.

**UNIT IV**

Imports- Technology import contract- Technology policy and environment – selection and transfer issues – Law of protection of intellectual Property rights, Patents and Trade marks

**UNIT V**

Global trade and developing countries – Highlights of Indian's trade performances - Determinants of Export and Import – Major problems of India's export sector – Impact of recent changes in foreign trade policy.

Note : The Question Paper shall cover 100% Theory.

**Books for Reference:**

1. International Trade and Export Management - Francis cherunilam.
  2. Export Management - T.A.S Balagopal
  3. International Trade - M.L. Varma
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Annexure :  
SCAA : 29.02.2008

BHARATHIAR UNIVERSITY - COIMBATORE - 641046.

## **5. Diploma in Derivatives Management** **(for Bharathiar University Department Candidates)**

Offered for students undergoing M.Sc (Finance and Computer Applications) Degree course from the Academic Year 2007 – 2008 and M.Com (Finance and Accounting) Degree course from the academic year 2008 – 2009 in the Department of Commerce, Bharathiar University under CBCS

### **ELIGIBILITY**

Those undergoing M.Sc(FCA) Degree course and M.Com (Finance and Accounting) Degree course under CBCS offered in the Department of Commerce, Bharathiar University.

### **1. DURATION OF THE COURSE**

The course shall extend over a period of two years. Examination shall be conducted at the end of first three semesters.

### **3. COURSE OF STUDY AND SCHEME OF EXAMINATION**

Paper	Subject	Exam Duration	Max Marks	Credit
I Semester				
I	Financial Instruments and Services	3 Hrs	100	4
II Semester				
II	Stock Market Operations	3 Hrs	100	4
III Semester				
III	Security Analysis and Portfolio Management	3 Hrs	100	4
IV	Financial Derivatives	3 Hrs	100	4

**Total - 400 Marks - 16 Credits**

### **4. MEDIUM OF INSTRUCTION**

The medium of instruction and examination is English only.

### **5. PASSING MINIMUM**

- e) A candidate shall be declared to have passed in a paper if a student obtains not less than 50% of marks in that paper.
- f) A candidate failing to secure the minimum marks prescribed shall be required to reappear for the examination in that paper and obtain the minimum marks required for passing the paper.

**I Semester**  
**Paper I – Financial Instruments and Services**

**Unit I**

Financial Market in India - Financial Sector Reforms - Money Market – Capital Market .  
Mutual Funds in India - An Overview – Mutual Fund Industry in India – Importance of Mutual  
Funds – Classification of Mutual Funds- Advantages of Investing in Mutual Funds.

**Unit II**

Merchant Banking - Meaning and Definition – Origin – Services and Qualities of  
Merchant Bankers. Venture Capital - Origin and Concept – Dimensions of Venture Capital –  
Venture Capital Industry in India – International Experiences in Venture Capital Financing -  
Credit Rating - Objectives – Rating Methodology – Rating Process.

**Unit III**

Factoring services - Types - Functions and Advantages of Factoring. Forfaiting:- Cost of  
Forfaiting – Benefits. Foreign Direct Investment in India - Trends in FDI Flows – Role of  
Foreign Investment in Economic Development – Major Challenges and Strategy to Promote FDI.

**Unit IV**

Securitization - Concepts- Advantages of Securitization – Securitization in India. **Unit V**  
Advisory Financial Services :- Issue Management :Intermediaries – Lead manages –  
Underwriters – Debenture Trustees – Portfolio Managers- Issue Management : Activities –  
Eligibility norms – Pricing of Issues – Promoters’ Contribution and Lock-in Requirements –  
Issue of Debenture Instruments.

**Books for References:**

Financial Instruments and Services – Nalini Prava Tripathy  
Financial Services – Nalini Prava Tripathy  
Financial Services – M.Y. Khan

**Semester II**  
**Paper II – Stock Market Operations**

**Unit I**

Stock Markets in India :- History of Stock Exchanges – Regulation of Stock Exchanges –  
Securities Contracts (Regulation) Rules, 1957 – Present Recognized Stock Exchanges –  
Qualification for Membership –Governing Body – Functions of Stock Exchanges - SEBI –  
Objectives - Stock Exchanges - Objectives of NSE – Bombay Stock Exchange .

**Unit II**

OVER –THE –COUNTER EXCHANGE OF INDIA and NSE - Objectives of OTCEI –  
Role of OTC – Advantages of OTC – OTC and New Issues Market. National Stock Exchange -  
National Market System – Characteristics – NSE Operations – Central Depository System –  
Settlement System.

### **Unit III**

Listing on the Stock Exchanges - Advantages of Listing – Listing Requirements – Eligibility – Regulations for Listed Companies – Procedure for Listing – Listing Agreement – Regulations Relating to Underwriting.

### **Unit IV**

Stock Market Operations and Functions :- Specified and Non- Specified Groups – Customer's Orders – Trading Ring – Block Book – Contract Note – Drawing up and Bills – Cum and Ex-dividend – Settlement in Specified List – Badla Charges – Factors Influencing Badla Rates – Settlement in Non-Specified Shares – Kinds of Delivery – Present Position of Badla.

### **Unit V**

Trading in the Stock Market - Pattern of Trading – Types of Speculators – National Market System – Characteristics – Objectives – National Clearance and Depository System – Present Settlement and Clearance System – National Trade Comparison and Reporting System – Emerging Role of Stock Exchanges.

### **Books for Reference:**

Investment and Security Markets in India - V.A . Avadhani  
Financial Instruments and Services - Nalini Prava Tripathy

## **Semester III**

### **PAPER III - SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

#### **UNIT I**

Investment Environment & Corporate Securities: Objectives – Risk & return - Investment alternative and strategies. Securities – types – Features.

#### **UNIT II**

The market place: Primary & Secondary markets – Making a trade – Futures, options, warrants, forward trading – SEBI's role on securities market.

#### **UNIT III**

Security Analysis: Fundamental – Economic – Industry and company analysis – Sources of information for analysis.

#### **UNIT IV**

Technical Analysis: Theory of technical analysis, Dow theory, Bar chart, Odd-lot theory, Breadth of market, relative strength analysis – Volume of share traded, moving average analysis – Efficient market Hypothesis.

## UNIT V

Portfolio analysis & Management: Portfolio & Security returns – Portfolio risk – Diversification – Insurance – Markowitz model – Sharpe model – CAPM – Factor models – Arbitrage pricing theory.

**Note: Question paper shall cover 100% theory**

### **Books for Reference:**

1. Management of Investment - Jc. Francis.
2. Investment Management - Bhalla, Tuteja.
3. Investment Management - Preeti Singh.
4. The Capital Market of India - Sinha.
5. Investment Management - Sinha, Hemalatha, Balakrishnan.

## **PAPER IV - FINANCIAL DERIVATIVES**

### UNIT I

Mechanics of financial futures market – Origins of futures markets – Role and operation of clearing houses.

### UNIT II

Long & Short of financial futures – Concepts pertaining to delivery, margin, leverage and liquidity.

### UNIT III

Forward & Options – Finding mechanics & Procedures for opening a Futures account – Execution and Delivery Process – Market participation's and other motivation.

### UNIT IV

Designing the Hedge Strategy, Setting hedge objectives and Evaluating Interest rate – Determining hedgability, structuring the hedge – Hedge management process. Evaluating and monitoring the hedge position.

### UNIT V

SWAPS – Bond Swaps – Substitution Swaps – Gains from Swaps – International Swaps.

### **Books for Reference**

1. Options market - Cox & Rubinstein
  2. Understanding Future markets - Robert W. Koss
  3. Introduction to Futures & Options - Hull, John
  4. Investment management - V.K. Balla
  5. Derivatives - Somanathan, Tata McGraw Hill
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