

SEMESTER V

M .L.Dahanukar College of Commerce

Teaching Plan

Department: B. Com (Financial Markets)

Class: TYBFM

Semester: V

Subject: Marketing in financial service

Name of the Faculty: Parveen Nagpal

Month	Topic to be covered	No.of lectures
June	Foundation of services marketing – Introduction – The services concept – Service Industry – Nature of Service, Characteristics of Services, Classification of Services – Importance of Services Marketing – The Growth in Services – Global and Indian Scenario, Retail Financial Services: Investment Services – Insurance Services, Credit Services – Dimensions and drivers, Institutional Financial Service, Distinctive Characteristics of Services _ Four I’s of Services – Intangibility, Inconsistency, Inseparability and Inventory, Managing Service Encounters.	15
July	Services Market Segmentation – Positioning and Differentiation of Services, Promotion and Communication – Designing and Managing Service Processes, Constructing and Service Environment – Managing People for Service Advantage – Service Quality and Productivity – Customer Relationship Management Customer Loyalty.	15
Aug	Issues in Marketing of Services – Extended Services Marketing Mix : Going Beyond the 4 Ps. (7Ps of Services Marketing). Service Delivery Process – Service Blueprints - Service Mapping – Managing Employees for service orientation. Distribution Strategies of Services – Challenges in Distribution of Services. Personal Selling – Advertising and Sales Promotion in Service Industry.	15
Sept	Customer Satisfaction & Service Quality in Service Marketing – Service Encounter – Role of HR & Internal Marketing – Monitoring and Measuring customer satisfaction, GAP Model – Handling complaints effectively – Service Failure – Recovery, Use of Internet in Service Marketing, Role of IT in marketing Financial Services, Ethics in Marketing, New trends in marketing, Marketing in 21 st Century, Marketing through social networking channels	15

Department: B. Com (Financial Markets)

Class: TYBFM

Semester: V

Subject: Technical Analysis

Name of the Faculty: Rugved Shivgan

Month	Topic to be covered	No.of lectures
June	Introduction to Technical Analysis , Technical analysis, Basic assumptions, Strengths and Weakness; Dow theory, Charts, Candlestick charts analysis with one two and three candles like hammer, hanging man, shooting star, bearish and bullish Harami; Pattern Study - Support and resistance, Head and shoulders, Double top and double bottom and Gap theory.	15
July	Major Indicators and Oscillators , Stochastic, RSI, Williams %R, MFI, Bollinger bands, Moving Averages, MACD	15
Aug	Major Theories in TA , Dow Theory and Eliot Wave Theory	15
Sept	Risk Management, Trading Psychology and Trading Strategies , Risk Management – Need, techniques, uses of stop loss, qualities of successful traders, golden rules of traders, do's and don'ts in trading, Rules to stop losing money, Choosing the right market to trade, Importance of discipline in trading; Day trading, Advantages of day trading, Risks associated with trading, Strategies for day trading, Momentum trading strategies.	15

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Semester: V

Subject: Financial Derivatives

Name of the Faculty: Priyesh Pradhan

Month	Topic to be covered	No.of letcures
June	Introduction to Derivatives , Definition – Types- Participants and Functions- Development of Exchange traded derivatives- Global derivatives markets- Exchange traded vs OTC derivatives markets- Derivatives trading in India- L.C.Gupta committee- J.C. varma committee- Requirements for a successful derivatives markets	15
July	<ul style="list-style-type: none">• Futures and options- introduction, Futures: Introduction- Future terminology- Key features of futures contracts- Future vs. Forwards- Pay off for futures- Equity futures- Equity futures in India-Index futures- Stock futures- Future trading strategies- Hedging- Speculation- Arbitrage- Spread trading.Options: Introduction- Option terminology- Types- Options pay off- Equity options contracts in India-Index Options – Stock options- Options trading strategies- Hedging- Speculation- Arbitrage- Straddle- Strangles- Strips and Straps – Spread trading	15
Aug	<ul style="list-style-type: none">• Pricing of Future Options, The cost of carry models for stock and index futures- cash price and future price, arbitrage opportunity• Factors affecting options pricing- Option pricing models- Binominal pricing model- The black and Scholes model –Pricing of Index options. Sensitivity of option premia (Delta, Gamma, Lambda, Theta, Rho)	15
Sept	<ul style="list-style-type: none">• Trading Clearing and Settlement of Options and Futures, Futures and Options trading system- Trader workstations- contract specification- specification for stock and index eligibility for trading charges• Clearing entities and their role- clearing mechanism –adjustment for corporate actions- open position calculation Margining and settlement mechanism- Risk management- SPAN – Mechanics of SPAN- Overall portfolio margin requirements.	15

Month	Topic to be covered	No.of lectures
June	<ul style="list-style-type: none"> • Introduction to Organisation Behaviour, Organisational Behaviour- Organisational Behaviour Multidiscipline- Different model of Organisational Behaviour- Individual behaviour is studied through Perception- Personality - Values- Attitudes- Job satisfaction- Motivation- Learning • Understanding self studied through- Perception and Personality Understanding self studied through- Values and Attitudes 	15
July	<ul style="list-style-type: none"> • Understanding Others: Interpersonal relationships, Conflict Management –Nature of Conflict- Level of Conflict- Source of Conflict- Effects of Conflict- Process of Conflict- Stages of Conflict- Conflict Handling Orientations Power and Organisational Politics-Sources of Power- Organisational Politics- Influence and Political Power 	15
Aug	<p>Group Behaviour and Group Dynamics, Group Behaviour, Informal Groups – Group Dynamics- Types of Groups- Nature and effects of Informal groups-Benefits of Informal groups-Formal groups –Monitoring informal organisation- Identifying and Rewarding Informal leader-Key Roles of Informal leader –Are there Multiple informal leaders? Formal Groups- Potential Outcomes of Informal Group Processes</p>	15
Sept	<ul style="list-style-type: none"> • Stress Management, Change and Team Building, Stress Management and Counselling- How it Comes About –How it Affects Various Elements of Job Performance- Extreme Product of Stress- Stress and Job Performance-Approaches to Stress Management-Characteristic of Counselling-Types of Counselling • Change and its Effects- Nature of Change – Effect of Change – Response to Change – Resistance to change – Reasons for Resistance to Change-Transformational Leadership and Change- What are Elements of Transformational Leadership- Three stage model of changes Process Team and Team Building- Modern organisation- Outcomes of Modern Organisation- Team work – Task team- Difference Between Groups and Teams- Life cycle of Team –Major Factors for Effective Teams- Team Building- Need for Team building- Team Building Process- Skills Useful in Team Building 	15

Month	Topic to be covered	No.of lectures
June	<p><u>Redemption of Preference Shares</u></p> <ul style="list-style-type: none"> • Company Law / Legal Provisions for redemption • Sources of redemption including divisible profits and proceeds of fresh issue of shares) Premium on redemption from security premium and profits of company • Capital Redemption Reserve Account - creation and use <p><u>Redemption of Debentures (Including purchase or buy back of own debentures)</u></p> <ul style="list-style-type: none"> • By payment from sources including out of capital and/ or out of profits • Debenture redemption reserve and debenture redemption sinking fund excluding insurance policy • By conversion into new class of shares or debentures with options including at par, premium and discount <p>Purchase/ buy back of own debentures for immediate cancellation or holding including ex and cum interest for purchase/ sale price (excluding brokerage thereon)</p>	15
July	<p>Principles for ascertainment</p> <p>Preparation of separate, combined and columnar profit and loss a/c including different basis of allocation of expenses / incomes</p>	15
Aug	<p>In the nature of merger and purchase with corresponding accounting treatments of pooling of interests and purchase methods respectively</p> <p>Computation and meaning of purchase consideration</p> <p>Problems based on purchase method of accounting only</p>	15
Sept	<p>Need for reconstruction and Company Law provisions</p> <p>Distinction between internal and external reconstructions</p> <p>Methods including alteration of share capital, variation of share holder rights, sub division, consolidation, surrender and reissue/cancellation, reduction of share capital, with relevant legal provisions and accounting treatments for same</p>	15