

T.Y.B.F.M
Semester – V

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: Shivani Naik

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

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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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Subject: Financial Derivatives

Name of the Faculty: Rugved Shivgan

Month	Topic to be covered	No. of lectures
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

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Subject: Direct Tax

Name of the Faculty: Swapnil Shenvi

Month	Topic to be covered	No. of lectures
June	Definitions and Residential Status Basic Terms (Sec. 2,3,4) Assesse, Assessment, Assessment Year, Annual Value, Business, Capital Assets, Income, Previous Year, Person, Transfer. Determination of Residential Status of Individual, Scope of Total Income (Sec 5) Exclusions from total income Sec 10 (Exclusions relating to specific heads to be covered with relevant heads of income)	15
July	Heads of Income – I Salary (Sec.15-17) Income from House Property (Sec. 22-27) Profit & Gain from Business and Profession(Sec. 28, 30,31,32, 35, 35D,36,37, 40, 40A and 43B) Capital Gain (Sec. 45, 48, 49, 50 and 54) Income from other sources (Sec.56- 59)	15
Aug	Deductions under Chapter VI A Deductions from Total Income S. 80C, 80CCC, 80D, 80DD, 80E, 80U, 80TTA	15
Sept	Computation of Taxable Income of Individuals Computation of Total Income and Taxable Income of Individuals	15

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Subject: Business Ethics & Corp.Gov.

Name of the Faculty: Nikhil Joshi

Month	Topic to be covered	No.of lectures
June	Business Ethics Role of Board of Directors Organisation climate and structure and ethics Addressing ethical dilemmas Code of ethics; ethics committee, ethics training, integrity pact	15
July	Corporate Governance- Conceptual Framework Introduction, need and scope Evolution of Corporate Governance Developments in India Elements of Good Corporate Governance	15
Aug	Corporate Governance and Shareholders Rights Rights of shareholders Challenges of exercising shareholders rights Corporate governance and Related Party Transactions Role of Investor Association in securing shareholders rights Role of institutional investors in Corporate Governance	15
Sept	Corporate Governance Forums and Legislative Framework of Corporate Governance in India National Foundation of Corporate Governance Global Corporate Governance forum Listing agreements SEBI Guidelines Companies Act	15

Month	Topic to be covered	No. of lectures
June	<p>Introduction to Research and Research Methodology Introduction and meaning of research, Objectives of research, Features and Importance of research in Financial Markets, Objectives and Types of research. Formulation of research problem. Meaning of Introduction, Need, and Good research design. Introduction to Data Collection and types of Data</p>	15
July	<p>Equity Research – An Overview A) Introduction – Meaning, Goals of equity research, Elements of equity research, Process of equity research, Types of equity research, Classification of stocks, Market participants, Role of equity research in capital market and Different approaches to equity research. B) Introduction to Research Analyst Profession – Role of research analyst, Responsibilities of research analyst, Basic principles of interaction with Clients/ Companies, Qualities of Research Analyst.</p>	15
Aug	<p>Fundamentals of Research A) Fundamentals of Research – Key points considered before investing, Research on business and stocks, Overview of Fundamental analysis, Technical analysis and Behavioural finance. B) Economy Analysis – Principles of macro and micro economics, key economic variables for carrying fundamental analysis, sources of information/data for carrying economic analysis C) Industry Analysis – Theories for analysis for industry performance – Michael Porter’s Five Force Model for Industry Analysis, PESTLE Analysis, BCG Analysis, SCP Analysis. Key industry drivers and sources of information for industry analysis.</p>	15
Sept	<p>Company Analysis A) Qualitative Dimensions – Understanding business and business models, Company’s SWOT Analysis, Management Quality and its governance system, Pricing power and sustainability of power, Success factors of the company, Compliance orientation of company and sources of information. B) Quantitative Dimensions – History of Business V/s Future of Business, Reading of financial statements, Peer comparison, dividend and earning history of the company and Role of corporate actions of the company.</p>	15