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Vishwavidyalaya Karyasoudha
Crawford Hall, Mysore 570 005

(Re-accredited by NAAC at "A" Grade with a CGPA of 3.47)

(NIRF-2020 Ranked 27 in University Category & 47 in Overall Category)

No.: PMEB/AC-10/758(1)/2019-20

Date: 14-10-2020.

NOTIFICATION

Sub.: Introduction of new courses under Specialized Programmes from the academic year 2020-21-reg.

- Ref.: 1. Decision of the BOS Meeting held on 29-06-2020.
2. Decision of the Academic Council meeting held on 14-09-2020.

The Board of Studies in **M.A.(Fashion Entrepreneurship), M.Com.(Financial Planning) and M.Com.(Financial Analysis)(PG)** at its meeting held on 29-06-2020 has recommended to introduce **M.A.(Fashion Entrepreneurship), M.Com.(Financial Planning) and M.Com.(Financial Analysis)** courses in University of Mysore under specialized/ specified programs. The Regulations, Syllabus and Scheme of Examination was approved from the academic year 2020-21.

The Academic Council has also approved the above said proposals at its meeting held on 14-09-2020 and the same is hereby notified.

The Regulations, Syllabus and Scheme of Examination of **M.A.(Fashion Entrepreneurship), M.Com.(Financial Planning) and M.Com.(Financial Analysis)** courses is uploaded in University website. The contents may be downloaded from the University website www.uni-mysore.ac.in.

M. S. R.
14/10/2020
REGISTRAR

To;

1. Registrar(Evaluation), University of Mysore, Mysuru.
2. The Dean, Faculty of Commerce, DOS in Business Administration, MGM.
3. Prof. S.J. Manjunath, Chairperson, BOS, DoS in Business Administration, MGM.
4. Prof. Gulbash Duggal, Associate Dean, International College of Financial Planning, MIT
2nd floor, Belawadi, Srirangapatna, Mandya-571 438.
5. The Deputy Registrar/ Asst. Registrar/ Superintendent, Examination Branch, UOM, Mysuru.
6. The Special Officer to Hon'ble Vice-Chancellor, University of Mysore, Mysuru.
7. The PA to Vice-Chancellor/Registrar/Registrar(Evaluation), University of Mysore, Mysuru.
8. Office Copy.

PROCEEDINGS OF THE MEETING

Presentation and proposal of the syllabi for the Specialized Programs:

- | | | |
|----|---------------------------------|--------------------------------|
| a) | M.Com. (Financial Planning) | - <u>Approved by the Board</u> |
| b) | M.Com. (Financial Analysis) | - <u>Approved by the Board</u> |
| c) | M.A. (Fashion Entrepreneurship) | - <u>Approved by the Board</u> |

The Board of Studies examined the above agenda in due consultation of the syllabi presented for the above mentioned programs. The syllabi was reviewed and approved in the meeting, for the new academic year 2020 onwards.

The syllabi has been approved for M.Com (Financial Planning), M.Com (Financial Analysis) & M.A. (Fashion Entrepreneurship) keeping in mind the industry requirement, as these are super specialized courses and the same has been enclosed as Regulations in Annexure I & II

- a) **M.Com. (Financial Analysis):** **Approved by the Board**

Eligibility:

The candidates with Bachelor's degree (in any stream) or equivalent are eligible for admission in First Semester of M.Com. (Financial Analysis) There is no percentage criteria specified, as ICoFP would not like to suggest that, as the specialized course in Financial Analysis is based on the practical learning under the combined guidance of academicians and industry professionals, both investors and practitioners. It was proposed that incase the admissions be more than the number of seats, it would be advisable to have a percentage criteria, therein.

Lateral Exit:

The candidates can exercise their option to exit at the end of First Year (Completing two semesters) after earning the stipulated credits amounting to 40 to get a Post Graduate Diploma in Financial Analysis (PGDFA).

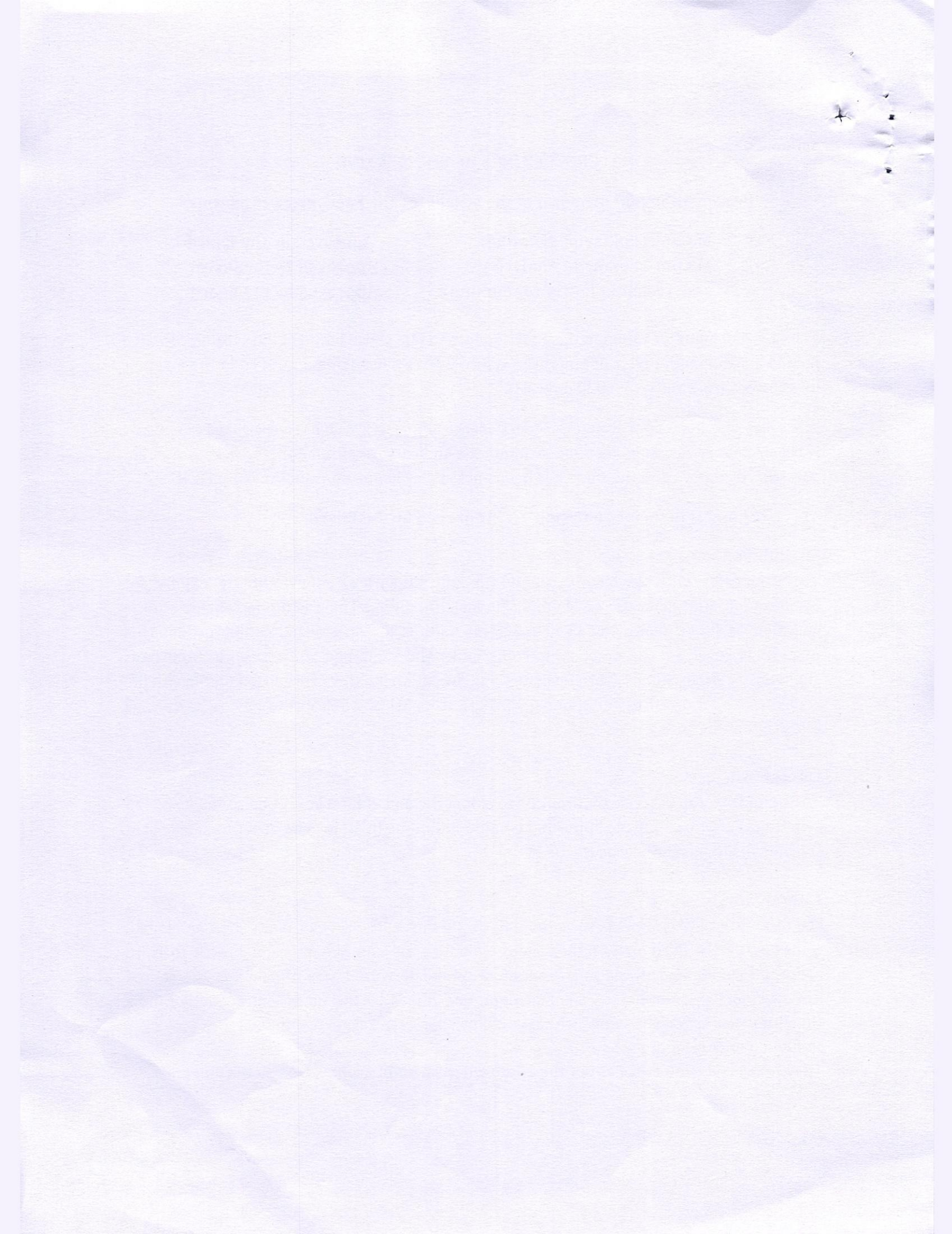
Lateral Entry:

With the Lateral Exit in place, seats that fall vacant during the Second Year (Third and fourth semester) can be filled up with the candidates opting for Lateral Admission directly to Third Semester. For Financial Analysis Program, a candidate with 1 year Diploma in the related field of Finance / Commerce / Management, recognized by the state/Central govt. of India OR authorities established under the laws of any state/ central govt. of India

Intake Calendar:

The classes will commence as per the approved calendar of event issued by the university.

Handwritten signatures:
1. *Shri. S. S. Gupta*
2. *Shri. S. S. Gupta*
3. *Shri. S. S. Gupta*



Scheme of Instructions:

The Master's Degree in Financial Analysis program is of 4 semesters-two year duration. A candidate can avail a maximum of 8 semesters-4 years (in one stretch) to complete Master's degree (including Blank Semesters/Drop Courses/Make-Up Courses, if any). Whenever a candidate re-registers for Dropped Course(s) semesters, he/she has to study as per the prevailing regulations and courses. In case of Make-Up examinations, also the norm of prevailing regulations and courses would be applicable. Details enclosed in the Preamble. Continuous Assessment, Earning of Credits and Award of Grades

b) M.Com. (Financial Planning): Approved by the Board**Eligibility:**

The candidates with Bachelor's degree (in any stream) or equivalent are eligible for Admission in First Semester of M.Com.(Financial Planning). There was no percentage criteria specified, as ICoFP would not like to suggest that, as the specialized course in Financial Planning is based on the practical learning under the combined guidance of academicians and industry professionals, both investors and practitioners. It was proposed that incase the admissions be more than the number of seats, it would be advisable to have a percentage criteria, therein Lateral Exit: The candidates can exercise their option to exit at the end of First Year (Completing two semesters) after earning the stipulated credits amounting to 40 to get a Post Graduate Diploma in Financial Planning (PGDFP).

Lateral Entry:

With the Lateral Exit in place, seats that fall vacant during the Second Year (Third and fourth semester) can be filled up with the candidates opting for Lateral Admission directly to Third Semester. For Financial Analysis Program, a candidate with 1 year Diploma in the related field of Finance / Commerce / Management, recognized by the state/Central govt. of India OR authorities established under the laws of any state/ central govt. of India.

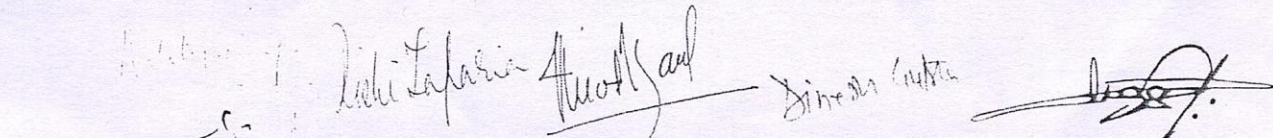
Intake Calendar:

The classes will commence as per the approved calendar of event issued by the university.

Scheme of Instructions:

The Master's Degree in Financial Planning program is of 4 semesters-two years duration. A candidate can avail a maximum of 8 semesters - 4 years (in one stretch) to complete Master's degree (including Blank Semesters/Drop Courses/Make-Up Courses, if any).

Whenever a candidate re-registers for Dropped Course(s) semesters, he/she has to study as per the prevailing regulations and courses. In case of Make-Up examinations, also the norm of prevailing regulations and courses would be applicable. Details enclosed in the Preamble.

The bottom of the page features several handwritten signatures and marks. On the left, there is a large, stylized signature that appears to be 'Lalji Loharia'. To its right, there is another signature that looks like 'Anil Singh'. Further right, there is a signature that reads 'Srinivas Chandra'. On the far right, there is a signature that appears to be 'Rajesh'. There are also some scribbles and lines below these signatures.

Continuous Assessment, Earning of Credits and Award of Grades The evaluation of the candidate shall be based on continuous assessment. The structure for evaluation is enclosed as the Preamble and Annexure I & II

c) M.A. (Fashion Entrepreneurship) - Approved by the Board

Eligibility:

The candidates with Bachelor's degree (in any stream) or equivalent are eligible for admission in First Semester of MA (Fashion Entrepreneurship).

There was no percentage criteria specified, as ICoFP would not like to suggest that as the specialized course in Fashion is based on the practical learning. It was proposed that incase the admissions be more than the number of seats, it would be advisable to have a percentage criteria, therein.

Lateral Exit:

The candidates can exercise their option to exit at the end of First Year (Completing two semesters) after earning the stipulated credits amounting to 40 to get a PG Diploma in Fashion Entrepreneurship.

Lateral Entry:

With the Lateral Exit in place, seats that fall vacant during the Second Year (Third and Fourth semester) can be filled up with the candidates opting for Lateral Admission directly to Third Semester. For Fashion Entrepreneurship, a candidate with 1 year Diploma in the related field of Fashion / Design, recognized by the state/Central govt. of India OR authorities established under the laws of any state/ central govt. of India Or equivalent in Fashion related stream shall be eligible to the Lateral Admission to Third Semester

Intake Calendar:

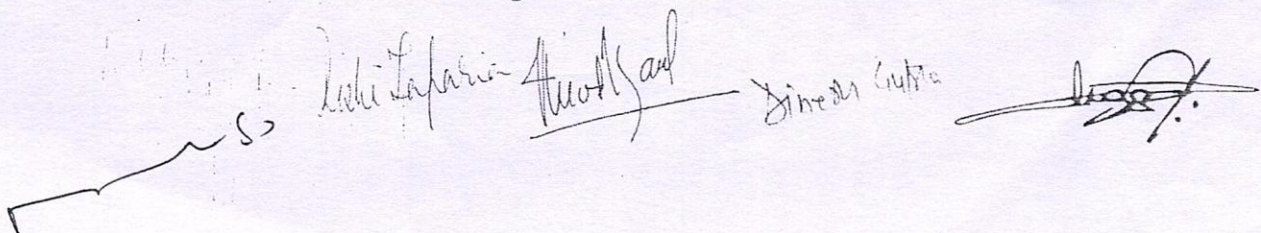
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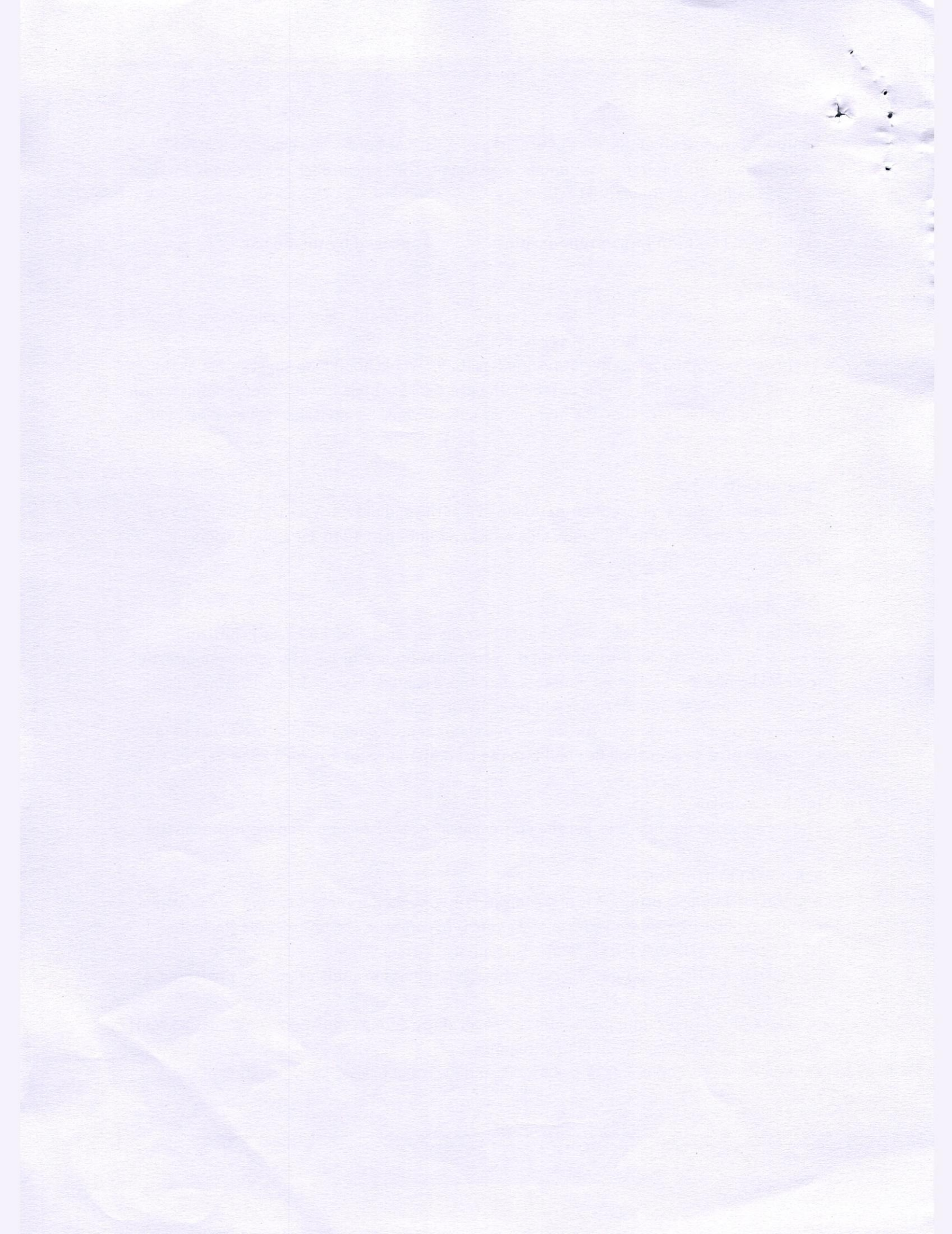
Scheme of Instructions:

The Master's Degree program is of 4 semesters-two years duration. A candidate can avail a maximum of 8 semesters-4 year (in one stretch) to complete Master's degree (including Blank Semesters/Drop Courses/Make-Up Courses, if any). Whenever a candidate re-registers for Dropped Course(s) semesters, he/she has to study as per the prevailing regulations and courses.

In case of Make-Up examinations, also the norm of prevailing regulations and courses would be applicable. Details enclosed in the Preamble.

Continuous Assessment, Earning of Credits and Award of Grades The evaluation of the

Handwritten signatures and initials at the bottom of the page. From left to right: a bracket with 'S', 'Lishi Laxaria', 'Anand', 'Dinesh Gupta', and a large signature.



candidate shall be based on continuous assessment. The structure for evaluation is enclosed as the Regulations and Annexure I & II.

Timeline to receive back original documents from Mysore University after verification:

It was advised in the BOS that the depending upon how the documents are submitted the return process is almost instant. In case someone carries the original documents to the University, they are verified and returned then and there.

Sample formats for University enrollment form / Student ID card /Admission Fee/Exam fee deposit etc.

The above point was discussed in the Board of Studies and it was advised that the University does not issue any Identity Cards to the students .ICoFP could design an identity card stating University of Mysore on it and using the logo .THE University would only issue a hall ticket / examination ticket which allows for the student to appear for the exam, and hence serves as proof that the student is enrolled under the specialized program as authorized by the University of Mysore .

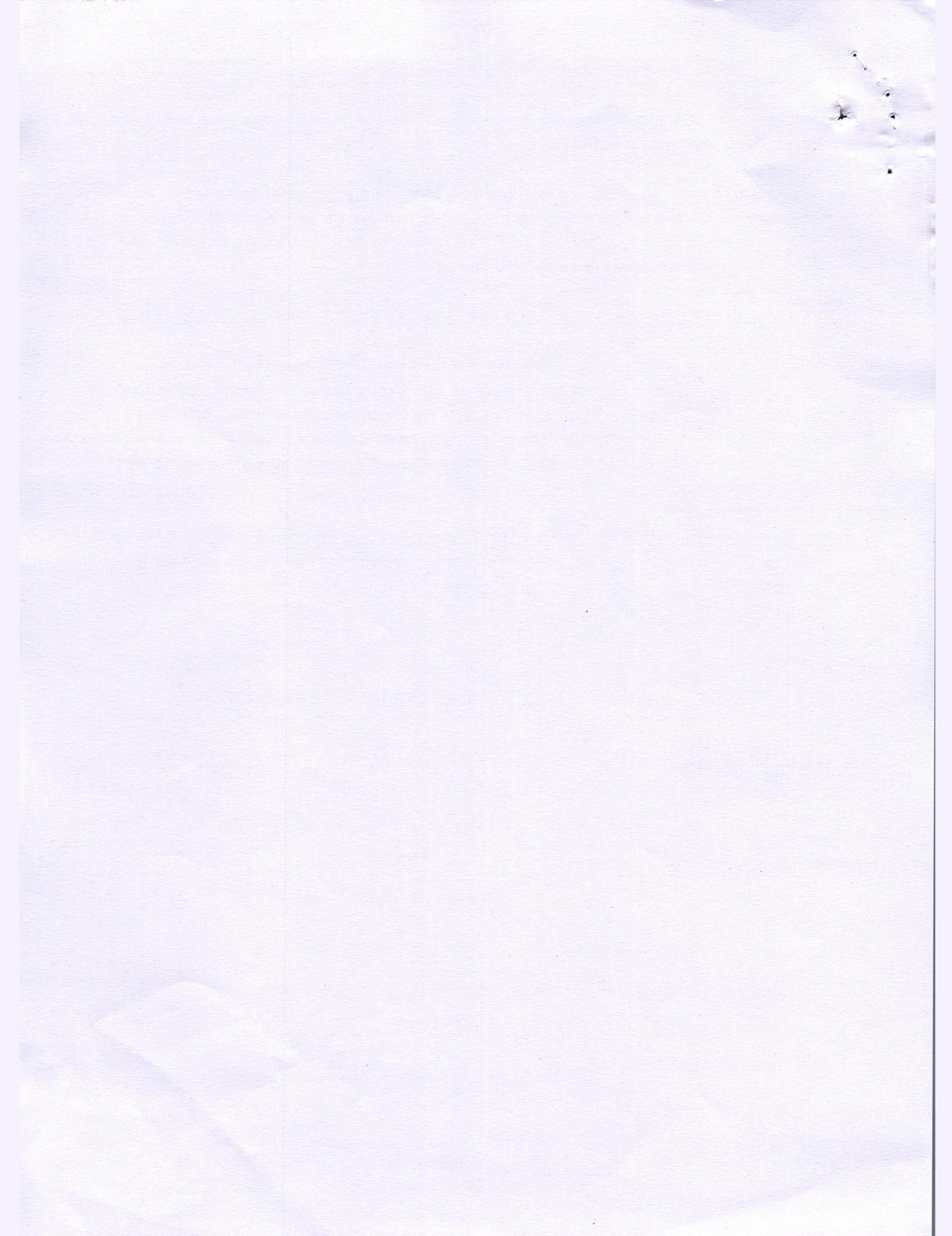
University Fee structure applicable for 2020 for our specialized programs

The point was reviewed by the BOS and it was suggested that the Fee structure for the Specialized programs would have to be proposed by ICoFP, 25% of the tuition fee would go to the University as the fee.

S 2

Dr. S.J. MANJUNATH,
B.E., (E&C), MBA,
Professor
DOS in Business Administration
University of Mysore
Manasagana

Lakshmi Lakshmi
Manoj Kumar
Srinivas Kumar
[Signature]



MA (FASHION ENTREPRENEURSHIP)

SYLLABUS



OUTCOME EXPECTED:

After finishing the course, the students shall be able

- To practice different techniques of design drawing to the students such Nature Drawing, Object Drawing, Perspective and Isometric etc.
- To develop basic skills to observe, represent and articulate shapes in 2D & 3D.
- Understanding 'Texture' and 'pattern'.
- Understanding of contours and structure in figure drawing from a live model.
- Developing the skill of visual thinking and observation with reference to proportion, volume, weight, and material and construction details.
- To develop the ability of visually communicating design concepts and its detail specifications through suitable methods and media.
- To understand the basic colors such as Primary, secondary and tertiary and monochromes. Colour wheel and Gradient exercises and to understand colour interaction.
- To enrich the ability of visually communicating design concepts with application of colour.
- To draw fashion figures in proportion and its stylization using different techniques.
- To Understand Fabric and material as a rendering surface.
- To Express theme with fashion Illustration.
- Understanding detail representation for making specification flats.

COURSE CONTENT

Unit - I: **Fashion Drawing and Concept**

- Introduction to fashion as a design component
- Introduction to techniques and mediums
- Improving line quality and concentration
- Control on different media explorations
- Drawing of the subjects – Nature – subject, details, texture, pattern and compositions.
- Figure – live, proportions, silhouette, structure, contours and motion.
- Introduction to 3D drawing – Isometric, Perspective etc.

Activity: **Practical Sheet Work & Live Sketches**

Unit - II: Colour Concept

- Introduction to Colours, colour psychology and its importance.
- Introduction to Colour theory
 - Primary, secondary and tertiary colours
 - Media explorations
 - Colour wheel exercise

Activity: Colour Research on WGSN, Exploration & Practical Sheet Work

Unit -III: Colour Interaction

- Colour Interaction
- harmony – triangle and cube exercises
- Intensity – Contrasts and value exercises
- Transparency – Colour overlap exercises
- Colour Composition – Composition exercise for final submission
- Introduction to various techniques and mediums for illustration, colour & surface rendering.

Activity: Colour Research on WGSN, Exploration & Practical Sheet Work

Unit -IV: Fashion Figure Drawing

- Drawing figure in actual and fashion proportions.
- Développement of croquis.
- Fabric and material rendering.
- Illustrating fashion for the selected themes.
- Illustrating flat drawings for specification.

Activity: Colour Research on WGSN, Exploration & Practical Sheet Work

MATERIALS REQUIRED:

Drawing Board (half imperial), Board clips, Push pins, Cartridge papers (half imperial), News print paper, Pastel papers, Poster colours, Pencils HB – 6B, Charcoal pencil, Waterproof ink, Water colour round brushes – size 1 – 8, Water colour flat brushes – 6 and 10, Paper cutter, Pencils HB – 6B, Waterproof ink, Folder (half imperial), Water container, Piece of rag cloth.

REFERENCE STUDY:

- The little book of drawing: a friendly approach by McNaughton Mary
- Colour Harmony (several volumes) by Whelan, Bride M.
- Basic Colour: a practical handbook by Saumarez, Jane D
- Fashion Design Drawing by Ireland, P. J.
- Essential Fashion Illustration by Lafuente, Maite

COURSE CODE	MFE102	TITLE	PRINCIPLES & PRACTICES OF MANAGEMENT		
HC/SC/OE	HC	L:T:P	1:1:1	CREDIT	3
FINAL ASSEMENT PATTERN(PART II OF C3)			WRITTEN EXAMINATION (W.E)		

INTRODUCTION:

The term "management" refers to the activities and the group of people involved in the four general functions: planning, organizing, leading and coordination of resources. Emerging trends in management is making the top-level think as to how the four functions are carried out must change to accommodate a "new paradigm" in management.

OUTCOME EXPECTED:

After completion of the topic the candidate would be able:

- To understand the historical backdrop and fundamentals of Management thoughts vital for understanding the conceptual frame work of Management as a discipline.
- TO discuss the various concepts of planning, Decision making and controlling to help solving managerial problems
- To understand the concepts of Ethics, Delegation, Coordination and Team work.
- To understand about emerging concepts in management thought and philosophy

COURSE CONTENT

UNIT I: Concept of Market Research

- Types of research
- Method of research
- Usefulness of Research
- Process of Research
- Marketing research in India
- Role of research
- Research design
- Social responsibilities of Research

Activity: Research Project

UNIT II: Introduction to the concept of Management

- Introduction and history of the concept of management.
- Functions of Management: Planning & Organizing.
- Functions of Management: Directing and Co-ordinating.
- Functions of Management: Controlling.

- Organization Structure: Line, Line & Staff, Matrix, etc.
- Business Ethics
- Social Responsibilities of Management.
- Strategic Management: Concept and types.
- Management In India and in the changing scenario.

Activity: Caselet Study & Presentation

UNIT III: Introduction to the concept of Marketing and Sales Management:

- Functions of Marketing
- Functions of sales management.
- Difference between sales and marketing.
- Sales Planning and Marketing Planning.
- Marketing Mix
- Strategic Marketing.
- Sales force Management.
- Marketing of Services.

Activity: Caselet Study & Project Presentation

UNIT IV: Types of Strategy

- Formulation of Strategies.
- The process of strategy formulation
- Key part of the general corporate strategy
- Tactics and actions
- Types of strategies
- Strategic models
- Real-life marketing

Activity: Final Brand Case Study

MATERIALS REQUIRED:

Note books and presentation medium as per student's choice decided during class.

REFERENCE:

- Marketing Management by Kotler, Philip
- Concept of Management by Robbins
- Strategic Management by Michel E. Porter

COURSE CODE	MFE103
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TITLE	QUALITY CONTROL & TESTING
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HC/SC/OE	HC
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L:T:P	0:2:2
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CREDIT	4
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FINAL ASSEMENT PATTERN(PART II OF C3)	COMPREHENSIVE PRESENTAION & VIVA VOCE (C.P& V.V)
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INTRODUCTION:

Course is an introduction to the basics, fundamentals and methods for draping a fabric over a size dress form or to develop paper patterns and convert it into fabric fits for trial. All the students are expected to go through the in-hand experience for this course to develop the understanding of fundamental and its application.

The Size category of an apparel line is classified on the basis of Gender, age or the product category and geographical area, demographics etc. offered by a brand. Producers may specialize into one or several categories and organizing them largely depends on the Sizing System followed by the company. Thus, understanding size is one of the most important aspects of understanding fashion business.

OUTCOME EXPECTED :

After completion of the topic the candidate would be able:

- To understand the basic principles of draping, pattern making for garment construction
- To understand form in relation to human body proportions and also silhouettes and their interaction with the environment.
- To visualize 2D textile material into 3D garment forms.
- To introduce basic principles applied and followed in deciding parameters for size, fitting and finish in making of apparels
- To be aware of different sizes followed in the international apparel segment
- To understand the importance and method of taking measurements for apparel development.
- To take Measurements – a. From Dress forms b. From Human Body
- To understand size, fit & finish in relation to requirement and standards that helps in deciding
- quality of the product

COURSE CONTENT

UNIT:1

- Basic communication skills and building industrial vocabulary
- Importance of quality and quality control
- Measurement and quality principles
- Concept of AQL (Accepted Quality Level) and other garment inspection systems

ACTIVITY: Class Discussions on industry Caselet, Research & Comparison Study

UNIT:2

- Factory Audits & Monitoring process
- Ergonomic Hazards & Solutions for Apparel industry
- Compliance codes in Global Apparel Industry

ACTIVITY: Class Discussions on industry Caselet, Introduction to Forms & Formats

UNIT:3

- Inspection Guidelines
- The Four Point System
 - Fabric Meterage to Inspect, Roll Size, Selection of Rolls, Defect Classification, Acceptance Point Count

ACTIVITY: Class Discussions on industry Caselet, Practical work on defect identification, Visit to the Export House.

UNIT:4

- The 3-Part System for Sampling
 - In-process sampling, 100% Inspection, Quality Audit

ACTIVITY: Class Discussions on real life examples, Introduction to Forms & Formats

UNIT:5

Washing and Finishing Audit

Pre-shipment Quality Audit

ACTIVITY: Class Discussions on real life examples, Introduction to Forms & Formats

COURSE CODE	MFE104	TITLE	TEXTILE SCIENCE
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HC/SC/OE	HC
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L:T:P	0:1:2
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CREDIT	3
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FINAL ASSEMENT PATTERN(PART II OF C3)	FINAL DEFENCE & VIVA VOCE (D&VV)
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INTRODUCTION:

Physical and chemical study of the fibres, yarn, and fabric. In the field of textiles sample pieces are used by designers to inform the clients about characteristics of the fabric such as feel, content, texture, strength & so on.

OUTCOME EXPECTED :

- To identify textiles through a basic understanding of fibers and textile construction methods
- To understand textile properties and their appropriate use
- To understand that the type of yarn used has an important effect on the properties of fabric
- To understand the systems for determining yarn size

COURSE CONTENT

UNIT:1

- The textile industry
- Fiber characteristics
- Natural and manmade (manufactured) fibers
- Yarns and sewing threads
- Woven fabrics
- Knitted fabrics
- Other types of textiles & finishes

ACTIVITY: Burn Tests, Pick-glass Test, Practical Exploration, Building Of Fabric Dictionary.

UNIT:2

- Classification of Dyes
- Dyes & Pigments
- Dyeing Methods
- Stock Dyeing
- Top Dyeing
- Yarn Dyeing

ACTIVITY: Practical Exploration in Class.

UNIT:3

- Dyeing & Printing
- Pigment Colours
- Solution Dyes
- Colour Fasteners
- Imperfection of Dyed Fabrics

ACTIVITY: Practical Exploration in Class.

UNIT:4

- Methods of Printing
- Screen Printing
- Block Printing
- Discharge Printing
- Stencil Printing
- Resist Printing

ACTIVITY: Practical Exploration in Class, Creating 1 Article for each method.

MATERIALS REQUIRED:

Note books and swatch file containing all above material.

REFERENCE STUDY:

Fabric Science by M Joseph & Elements of Textiles by Parul Bhatnagar

COURSE CODE	MFE105	TITLE	PATTERN MAKING
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HC/SC/OE	HC	L:T:P	0:2:2	CREDIT	4
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FINAL ASSEMENT PATTERN(PART II OF C3)	FINAL DEFENCE & VIVA VOCE (D&VV)
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INTRODUCTION:

Pattern making is highly skilled technique which calls for technical ability and a sensitivity to interpret a design with a practical understanding of garment construction. For successful dress designing patternmaking forms the fundamentals step. This function connects design to production by producing paper templates for all components such as cloths, hemming, and fusible etc. which have to be cut for completing a specific garment.

OUTCOME EXPECTED:

- To understand basics of pattern making
- To acquire the skills of drafting children bodice block as per standard size
- To be able to understand the basic principles of draping, pattern making garment construction
- To introduce basic principles applied and followed in deciding parameters for size, fitting and finish in making of garments
- Understanding the importance and method of taking measurement for human body and dress form
- To learn & practice the sewing machine
- To acquire the skills of hand stitches & fastenings

COURSE CONTENT

UNIT 1

- Demonstration of sewing equipment, their use and care
- Sewing machine-upper threading, lower treading, stitch adjustments.
- Sewing machine- identification of defects and remedies

ACTIVITY: Practical Demonstration & Practical Practice

UNIT 2

- Preparation of samples with basic hand stitches and temporary stitches, basting- types
- Permanent stitches:-running, back run and back overcasting and whipping
- Hem stitches preparation and types- rolled, whipped, shell edged, Slip hem
- Catch stitched hem and finishing
- Seams- plain, French, overlaid, slot
- Seams- piped, corded, run and fell
- Fullness- single dart, double dart, tucks
- Pleats- box, knife, inverted box,
- Tucks- pin, shell, cross, graduated
- Gathering- hand and machine, shirring
- Smocking --making gathers and preparation
- Smocking -types of stitches- stem, cable, wave, surface honeycomb
- Finishing necklines- preparation of bias strip
- Finishing necklines- facing and binding

ACTIVITY: Sample Development

UNIT 3

- Placket openings- Continuous bound plackets, bound and faced, zipper.
- Fasteners -buttons and buttonholes, worked buttonholes, button with and without shanks, press buttons, hooks and eyes, eyelets.
- Taking body measurements, demonstration on preparation of layout -stripes checks, plain, printed and napped

ACTIVITY: Sample Development

UNIT 4

- Introduction to pattern making
- Children & adult bodice block (block method, metric method)
- Variations
 - Sleeves variations Plain, puff, bell,
 - Collars (child/adult):- peter pan, cape, bishop, sailor
 - Skirts :- basic skirt, A-line ,balloon, gored skirt, panel skirt
 - Trousers:- Basic trouser, cargo pant, harem pant, leggings and jeggings, Capri pant
 - Gown : off shoulder ,one off shoulder, princess line

ACTIVITY: SAMPLE DEVELOPMENT

MATERIALS REQUIRED:

Measure tape, paper cutting shears, fabric cutting shears ,pencil, French curve, scale 12"/18",tracing wheel ,pattern making paper ,tailors chalk, threads ,hand needle,

REFERENCE STUDY:

- Draping for apparel design by Armstrong, Helen j.
- Pattern making for fashion design by Armstrong, Helen j.
- Dress & fitting by bray, Natalie
- Pattern cutting made easy by Holman, Gillian
- The cut of women's clothes, 1600-1930 by Waugh , Norah
- Sizing in clothing edited by Ashdown, S.P.

COURSE CODE	MFE03SC	TITLE	ENTREPRENEURSHIP STRATEGY
HC/SC/OE	SC	L:T:P	0:1:2
		CREDIT	3
FINAL ASSEMENT PATTERN(PART II OF C3)		COMPREHENSIVE PRESENTAION & VIVA VOCE (C.P& V.V)	

INTRDUCTION:

Entrepreneurship It is a French word meaning “one who undertakes innovations, finance and business acumen in an effort to transform innovations into economic goods”. But when entrepreneurship is describing activities within a firm or large organizations it is referred to as intra-partnership and may include corporate venturing, when large entities spin-off organizations. It may range from solo projects to major undertakings creating many job opportunities.

OUTCOME EXPECTED:

- To understand entrepreneurship and its role.
- To be familiar with examples of successful and unsuccessful ventures.
- To compare and contrast a variety of entrepreneurial ventures.
- To recognize the qualities of entrepreneurs that contributed to their success.
- To develop entrepreneurial skills that may contribute to the success of the student’s practical learning experience.
- To understand the need for networking in the development of new ventures.

Unit - I

- Introduction to Entrepreneurship
- Becoming A fashion Entrepreneur
- Developing a Roadmap
- Analysing the Industry & Consumers

Activity: Caselet Discussion & Workshop (Case Study - THE DEVIL WEARS PRADA, REALWOMEN INC.)

Unit – 2

- Introduction to Problem Identification
- Idea V/S Opportunities
- Idea Selection and Business Concept
- Building the Elevator Pitch

Activity: Group Discussion & Presentation (Topics – Purpose of a well-researched Business plan; Importance of a including sources that support the feasibility of the concept.); Caselet Study – PROFILE OF AN ENTREPRENEUR – ESPRIT

Unit – 3

- Identification Of The Target Market
- Identification of Unique Selling Proposition
- Competitive Analysis
- Building SWOT Analysis
- Developing Strategic Thinking

Activity: Teams discussion of the research findings Caselet Study – TONI KO: SHE UNDERSTANDS THE MARKET AND DERIVES SUCCESS

Unit - 4:

Planning A Strategy to Open a Fashion Business

Types of Business Models

Emerging Trends In Fashion Entrepreneurship

Planning the Merchandise Assortment

Activity: Teams discussion of the research findings Caselet Study – TONI KO: SHE UNDERSTANDS THE MARKET AND DERIVES SUCCESS; WHAT ENTREPRENEURIAL CHALLENGES AND OPPORTUNITIES LIE AHEAD

MATERIALS REQUIRED:

Note books and presentation medium as per student's choice decided during class.

RECOMMENDED STUDY:

- Young Frank, W: A macro-sociological Interpretation of Entrepreneurship and Economic Development, ed.. Peter Kilby. The Free Press, New York, 1971.
- VEPA, Ram K. : How to Succeed in Small Industries.
- Sharma. S. V. S. : "Small Entrepreneurial Development"
- Sharma, G. D. : " How to Start Your Small Scale Industry"
- H.N Patihak & Vinod Gupta: 'Ready Reckone for Product Selection'.

COURSE CODE	MFE107SC	TITLE	FASHION MERCHANDISING
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HC/SC/OE	SC
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L:T:P	0:1:2
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CREDIT	3
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FINAL ASSEMENT PATTERN(PART II OF C3)	COMPREHENSIVE PRESENTAION & VIVA VOCE (C.P& V.V)
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INTRODUCTION:

Match the trend in the fast moving fashion world. Fashion merchandising refers to the planning required to have the right merchandise, at the right time, place, price, and with the good sales promotion.

OUTCOME EXPECTED :

Study the basics of merchandising help you understand:

- Market Research,
- Scheduling And Control,
- Product Development,
- Advancement, And Performance.

COURSE CONTENT

UNIT:1

- Merchandising
 - Functions of Merchandiser
 - Programming Accessories Arrangement
 - Approvals
 - Pattern Approvals
 - Size set Approvals
 - Pre Production follow up
 - Buyer Communication
 - Reporting
 - Record maintenance

ACTIVITY: Class Discussion, Study of Export House Functioning

UNIT-2

- Estimating, aims of estimating
 - Costing, aims of costing
 - Difference between estimating and costing
 - Types of estimates.
 - Elements of cost - material cost - Lab hour cost
 - Different types of expenses - cost of product

ACTIVITY: Costing Exercise, Format Filling

UNIT-3

- Material cost
 - cost of yarn, cost of fabric production, cost of processing width of fabric, and design affecting cost - lot size, and cost of components - cutting cost - making and trim cost [CMT cost].
 - Programming – fabric consumption calculation – Scheduling – Concepts of scheduling - Types of Scheduling.

Activity: Simple problems, Project

UNIT-4

- Learn fitting and Construction in the industry.
 - Seam Types
 - Introducing fullness
 - Pleats-Gathers-tucks-seam Finishes
 - Hem types.

Activity: Sample Development File Project

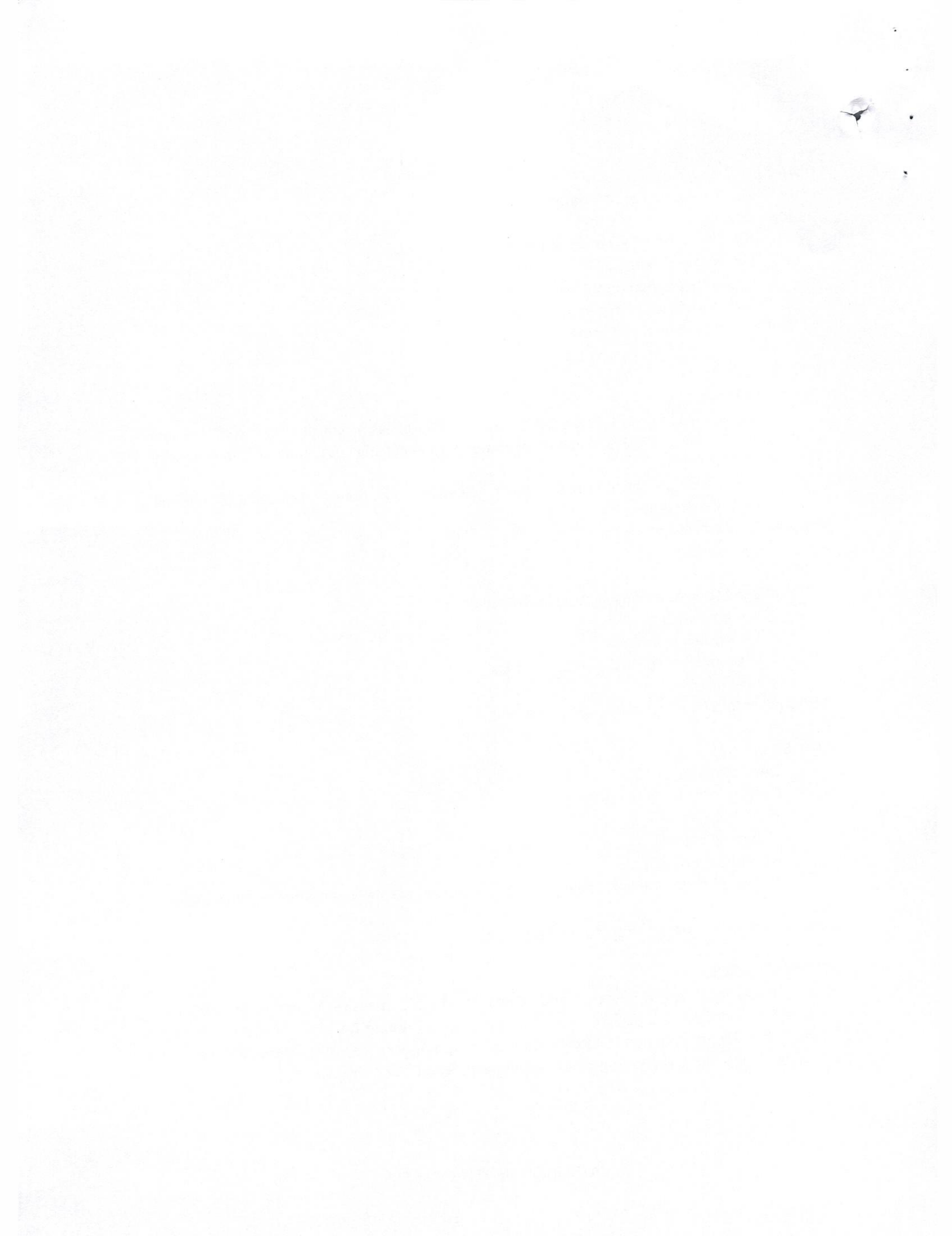
UNIT-5

- Export Procedures
 - Import/Export Documentation
 - FOB, C&F, CIF-
 - Shipping mark
 - Certificate of Origin-
 - Letter of Credit - Bill of Lading – Export License- Packing list – Commercial Invoice.

Activity: Simple problems, Project, Presentation.

REFERENCE BOOKS:

1. Laing, R.M and Webster, J. Stitches and Seams, The Textile Institute, Manchester, 1998.
2. Glock R.E. and Kunz G.I., apparel manufacturing; Sewn Product Analysis, Prentice Hall, 1995.
3. Mehta P.V. An Introduction to Quality Control for the Apparel Industry, Marcel Dekker, 1992.
4. Cooklin F. Garment Technology for Fashion Designers, Blackwell Science, 1997.



MA (FASHION ENTREPRENEURSHIP)

SEMESTER – 2

Course Curriculum

COURSE CODE	MFE201
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TITLE	RANGE PLANNING & TREND FORECASTING
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HC/SC/OE	SC
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L:T:P	0:2:2
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CREDIT	4
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FINAL ASSEMENT PATTERN(PART II OF C3)	PRACTICAL EXAMINATION (P.E)
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INTRODUCTION:

This paper focuses on the human experience and the forecasting of forward and future predicted trends. Students will be challenged by design and forecasting opportunities as they might exist 10 or 20 years in the future, and will be asked to explore an ethnographic approach to trend analysis. This programme embraces innovation in product, brands, retail image, culture, and lifestyle in fashion.

OUTCOME EXPECTED:

- To gain a broad and comparative knowledge and understanding of the visual and intellectual culture of trend prediction and forecasting
- To develop a broad and varied knowledge of research methods employed in the trend forecasting industry sector
- To develop a broad knowledge of information hubs and technologies for reporting change and predicted developments
- To interpret research and research findings visually using a range of media - digital and traditional
- To analyze research findings using effective processes

COURSE CONTENT

UNIT:1

- Fashion Perspective
- Inspiration & Theme development
- Design – Creative Process & Design Tools
- Conceptual Thinking
- Design Approaches

Activity: Study of Designer's Work on WGSN, Class Discussions

UNIT:2

- Colour Palettes development
- Collection Plan development:
 - Calendar And Target Dates Based On Sales Volume,
 - Style Research,
 - Colour And Fabric Research,
 - Product Life Cycle Etc.

Activity: Research Study of Designer's Work on WGSN, Class Discussions, Building of the Range Plan Based On The Research

UNIT:3

- Visual Communication for Trend Forecasters
- Research Methods for Fashion Futures
- Fashion and Textile Futures Theory
- Forecasting Trends and Making Assumptions

Activity: Report Research on WGSN, Class Discussions, Building of the your own Collection Report Based On Your Collection

UNIT:4

- Research on The Previous Years Of Retail Trend & The Current Year Buyer's Brief with WGSN
- Design
- Diversity
- Costing

Activity: Case Study Based on a Brand/Designer Label; Building a Collection Range.

MATERIALS REQUIRED:

All materials acquired for different courses as this project is an application of all other courses together.

REFERENCE STUDY:

- **Fundamentals of Fashion Design** by *Sorger, Rechar & Udale, Jenny*
- **Fashion design: Process, innovation and practice** by *Mckelvey, Kathryn & Munslow, Janine*

COURSE CODE	MFE202
HC/SC/OE	HC

TITLE	FASHION COMMUNICATION
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L:T:P	0:1:1
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CREDIT	2
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FINAL ASSEMENT PATTERN(PART II OF C3)	COMPREHENSIVE PRESENTAION & VIVA VOCE (C.P& V.V)
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INTRODUCTION:

Fashion marketing is the application of a range of techniques and business philosophy that centres upon the customer and potential customer of clothing and related products and services in order to meet the long-term goals of the organization. It is a major argument of this book that fashion marketing is different from many other areas of marketing. The very nature of fashion, where change is intrinsic, gives different emphasis to marketing activities

OUTCOME EXPECTED :

To identify, evaluate and prioritize market opportunities, and to establish strategies for consolidating a strong market position in the area of Fashion and brand image

COURSE CONTENT

UNIT:1

- Introduction To Fashion Marketing:
- Roles And Functions Of Fashion Marketers
- Principles Of Fashion Marketing.
- Fashion Marketing Environment.
- Fashion Marketing Mix.
- Fashion Product Life Cycle
- Pricing Strategies In Relation To New Products.

Activity: Marketing Research, Class Discussions & Presentation, Caselet Discussion

UNIT:2

Fashion marketing communication

Introduction to the Integrated Marketing Communication

Activity: Study of Brands and their Marketing Communication – Case Study

UNIT:3

- Types of advertising
- Marketing Communication Process
- Consumer behavior
- Brand Awareness, Brand Attitude and Feelings
- Brand Equity
- Creative Strategy- Planning and Development
- Media Planning and Strategy
- Sales Promotion: Tools and Techniques

Activity: Case Study on Brands & Designer Label start-ups

MATERIALS REQUIRED:

Note books and presentation medium as per student's choice decided during class.

REFERENCE STUDY:

- Marketing Management *by Kotler, Philip*
- Concept of Management *by Robbins*

COURSE CODE	MFE203
HC/SC/OE	HC

TITLE	RETAIL & DISTRIBUTION MANAGEMENT
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L:T:P	1:1:2
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CREDIT	4
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FINAL ASSEMENT PATTERN(PART II OF C3)	WRITTEN EXAMINATION (W.E)
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INTRODUCTION:

The distribution stage in fashion selling takes place once the developments of the products are done. This requires an understanding whether selling through wholesale, retail or both business strategies have to be applied. The whole exercise of PR and promotion is one of these important strategies. The contribution of fashion stylists, photographers, journalists etc becomes important in creating necessary awareness about the product or its brand. This can be met by handling it by the company in-house or by using an agent on contract. The awareness necessary for the product is created to drive the sales for the brand or collection. Getting attention in market is one of the major goals of this strategy. Once the product is selected for sale, the format of retailing might vary, depending on the retail formats applied.

OUTCOME EXPECTED:

To be understand the Retail business through research
To identify the right markets for the right products

COURSE CONTENT

UNIT:1

Distribution & Sale of Fashion

- Mass or Intensive Distribution
- Selective Distribution
- Exclusive Distribution

Activity: Class Discussion, Presentations

UNIT:2

Distribution Territories

- **Regional** – single or multi-store
- **National** – single or multi-store
- **Global** – single or multi-store

Activity: Class Discussion, Research & Class Presentations

UNIT:3

Distribution Centers

- Manufacturer's Distribution Center
- Retailer's Distribution Center

Activity: Class Discussion with Caselets, Presentations

UNIT:4

Manufacturer Retailer Alliance

- Quick Response (QR)
- Product Lifecycle Management (PLM)
- Supply Chain Management (SCM)
- Universal Product Code (UPC)
- Vendor Marking for Merchandise
- Electronic Data Interchange (EDI)
- RFID Tagging

Activity: Class Discussion, Role Play Presentations with Formats, Project

UNIT:5 Wholesaling

- Wider Distribution Possibility
- Credibility
- Studio Sales
- National and International Exhibitions
- Showrooms and Agents

Activity: Class Discussion, Role Play Presentations with Formats, Project

UNIT:6

Retailing

- Department Stores
- Specialty Stores
- Chain Stores
- Discount Retailers
- Off-price Retailers
- Supermarkets and Hypermarkets
- Warehouse Retailers
- Convenience Stores
- Contractual Store
- Nonstore retailers
- Mail Order - Catalogue

Activity: Research, Class Discussion & Presentations, Project

UNIT:7

Private Labels or Self-owned store

- Right Location
- Channels of Retailing
- Retail Checklist

Activity: Research, Class Discussion, Project

MATERIALS REQUIRED:

Note books and presentation medium as per student's choice decided during class.

REFERANCE BOOKS

- International Journal of Retail & Distribution Management - Publisher: MCB University Press, Emerald
- Creating agile supply chains in the fashion industry Martin Christopher, Robert Lawson, Helen Peck
- The Burberry business model: creating an international luxury fashion brand Christopher M. Moore, Grete Birtwistle

COURSE CODE	MFE204
HC/SC/OE	HC

TITLE	FASHION MARKETING
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L:T:P	0:2:1
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CREDIT	3
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FINAL ASSEMENT PATTERN(PART II OF C3)	FINAL DEFENCE & VIVA VOCE (D&VV)
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INTRODUCTION

The objectives of this course are to demonstrate the role of marketing in the company; to explore the relationship of marketing to other functions; and to show how effective marketing builds on a thorough understanding of buyer behavior to create value for customers.

OUTCOME EXPECTED

- Make marketing decisions in the context of general management.
- Control the elements of the marketing mix—product policy, channels of distribution, communication, and pricing—to satisfy customer needs profitably.
- Use this knowledge in a brand management simulation. The course culminates in an examination of the evolution of marketing, particularly focusing on opportunities presented by the Internet.

COURSE CONTENT

UNIT:1

Marketing – The Starting Point

- Marketing Concepts and Tasks
- Defining and delivering customer value and satisfaction - Value chain - Delivery network
- Marketing environment
- Adapting marketing to new liberalized economy - Digitalization, Customization, Changing marketing practices, e-business - setting up websites
- Marketing Information System, Strategic marketing planning and organization.

Activity: Class Discussion with Case Study, Real Life Based Project

UNIT:2

Marketing – Segmentation, Product Development and Pricing

- Buyer Behavior
- Market Segmentation and Targeting
- Positioning and differentiation strategies
- Product life cycle strategies
- New product development
- Product Mix and Product line decisions
- Branding and Packaging
- Price setting –objectives
- Factors and methods
- Price adapting policies
- Initiating and responding to price changes.

Activity: Class Discussion with Case Study.

UNIT:3

Marketing – Distribution

- Marketing channel system - Functions and flows
- Channel design
- Channel management – Selection, Training, Motivation and evaluation of channel members
- Channel dynamics - VMS, HMS, MMS
- Market logistics decisions.

Activity: Class Discussion with Case Study

UNIT:4

Marketing – Communications

- Integrated marketing communication process and Mix
- Advertising, Sales promotion and Public relation decisions
- Direct marketing - Growth, Benefits and Channels
- Telemarketing
- Sales force objectives, structure, size and compensation.

Activity: Class Discussion with Case Study, Real Life Based Project

UNIT:5

Marketing & Beyond

- Identifying and analyzing competitors
- Designing competitive strategies for leaders, challengers, followers and niches
- Customer Relationship marketing -Customer database, Data warehousing and mining
- Attracting and retaining customers, Consumerism in India, Controlling of marketing efforts
- Global Target market selection, and standardization Vs. adaptation, Product, Pricing, Distribution and Promotional Policy.

Activity: Class Discussion with Case Study, Project

MATERIALS REQUIRED:

Note books and presentation medium as per student's choice decided during class.

REFERENCE STUDY

- Marketing Management - Philip Kotler - Pearson Education/PHI, 2003.
- Marketing Management – Rajan Saxena - Tata McGraw Hill, 2002.
- Marketing Management – Ramasamy & Namakumari - Macmillan India, 2002.
- Brand Management- Prof Mahim Sagar

COURSE CODE	MFE205	TITLE	BUSINESS & COMPANY LAW	
HC/SC/OE	HC	L:T:P	1:1:1	CREDIT
FINAL ASSEMENT PATTERN(PART II OF C3)			WRITTEN EXAMINATION (W.E)	
			3	

INTRODUCTION

The course basically deals with the introduction of those laws which are directly or indirectly related to Business. It includes a short study of contract law, Partnership Act, companies ordinance and Negotiable instrument. The emphasis in this course is to introduce the students with the basic concepts of business law and its implementation in the contemporary financial. This module will introduce the legal system and give you an essential foundation in the law of contract. You will gain a detailed appreciation of the concept of the registered limited liability company and the relationship between the shareholders, the board and the company.

OUTCOME EXPECTED

- Learn about the basic concepts of business law.
- Appreciate the operation of the legal system and the legal thought process.
- Identify the pitfalls if you are required to give professional advice.
- Understand the application of liability for giving negligent advice.
- Understand an overview of contract law.
- Appreciate the legal consequences of forming a partnership or a registered company.

COURSE CONTENT

UNIT:1

➤ Structuring Of Business

- Sole proprietorship as a business structure for startups
- Taxation

Structuring a Partnership / LLP

- Co-founders agreement
- Basics of Partnership and partnership deed, registration procedures, dissolution
- Basics of LLP and LLP Agreement, steps of incorporation, annual and periodic compliances, winding up

Structuring A Company

- One person company
- Advantages of company
- Steps for incorporation
- Annual compliances
- Conversion of business from one form to another
- MCA processes for inspection and clarifications

Startups And Early Stage Businesses

- MSMED Act
- Advantages of registration
- Registration process
- Money recovery procedures for startups
- Dispute resolution mechanisms
- Benefits under SME procurement policy
- Sample disclosure to be made under MSMED Act

Activity:

- Handout: Partnership Deed
- Handout: LLP Agreement
- Handout: Co-Founder's Agreement
- Handout: Memorandum and Articles of Association (as per Companies Act, 2013)
- McDonald's: A case study on governance in joint ventures

UNIT:2

TAXATION, BASIC ACCOUNTING

- Accounts for business
 - Elementary accounting and record keeping for various forms of business entities (for a person who is not trained in finance)
 - Accounting and the Law
 - Financial planning for a business
- Taxation
 - Corporate income tax
 - Minimum Alternate Tax (MAT)
 - Tax deduction at source
 - Goods and Service Tax (GST)
 - Registration Process (Who should register and when, registration process, Consequences of non-registration)

- Activity:** Handout: Sample Agreements, checklists, application forms and documents
Handout: Industry updates from top law firms in India

REFERENCE STUDY

- SS Gulshan, Business Law, Excel Books, 3rd Edition, 2006
- Y.K.Bhusan, Business organisation and management
- R.K.Sharma and Sashi K. Gupta, Business organisations
- S.C.Khuchal, Business Law
- N.D.Kapoor, Business Law

COURSE CODE	MFE13SC	TITLE	MARKETING FOR ENTREPRENEURS
HC/SC/OE	SC	L:T:P	0:2:2
		CREDIT	4

FINAL ASSEMENT PATTERN(PART II OF C3)	COMPREHENSIVE PRESENTAION & VIVA VOCE (C.P& V.V)
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INTRODUCTION

This subject is about the marketing challenges in an entrepreneurial venture. Entrepreneurship is the discovery, enactment and pursuit of new business opportunities. Successful execution of an entrepreneurial idea requires a sound marketing plan. This subject explores how marketing tools can enable entrepreneurs to realize the full potential of their ideas.

OUTCOME EXPECTED

At the end of this course, you will be able to:

- Apply basic marketing concepts in entrepreneurial settings
- Develop a marketing plan for an entrepreneurial idea
- Learn from the experiences of real-life entrepreneurs
- Solve the problem of “newness” as you develop the marketing plan

COURSE CONTENT

UNIT:1

- Creating a positive image for your startup business
 - Branding
 - Deciding On Business Names
 - Getting your message across
 - Letterheads, logos & stationery
 - Email marketing
 - Print marketing
 - Promotion, Packaging & Advertising

Activity – Class Discussion, Market Research, Case Study – “ZARA”, Presentation

UNIT:2

- Building Business Relationships
 - Introducing Porter's 5 forces
 - Concentration ratios
 - Rivalry
 - Competitive advantage
 - The rule of 3 & 4
 - Threat of substitutes
 - Buyer power
 - Supplier power
 - Threat of new entrants
 - Barriers to entry

Activity: Class Discussion, Competition Study, Real Life SWAT Analysis, Presentation

UNIT:3

- Creating your marketing plan
 - Key elements of a marketing plan
 - Define your strengths and weaknesses
 - Strategy versus tactics
 - Marketing objectives
 - Communication
 - Tips and pitfalls to avoid
 - Profiling your customers
 - What to include in your plan

Activity: Class Discussion, Building A Marketing Plan, Presentation

UNIT:4

- Getting the sales ball rolling
 - The importance of sales!
 - Elevator pitch for startups
 - Effective sales
 - Sales advice for new business
 - Customer loyalty

Activity: Class Discussion, In-Class Competition - Presentation

UNIT:5

- Creating a customer service culture
 - What is customer service
 - The customer journey
 - Customer journey maps
 - Creating a service culture
 - Brand loyalty
 - Bad customer service
 - Customer service benefits

Activity: Class Discussion

UNIT:6

- Digital Marketing.
 - Introduction to Digital Marketing
- Web Design and Development
 - Website Creation
 - Buying Hosting and Domain
 - Wordpress & Plugins installation
 - Website Designing

Activity: Work on Live projects- Students to create their own pages

UNIT:7

- Search Engine Optimization (SEO)
 - How Search Engines Work
 - Indexing & Crawling Basics
 - Introduction to SEO
 - Organic Search vs. Paid Search Results
 - What is On-page SEO
 - Content Optimization
 - What is Off-page SEO
 - Link Building
 - Social SEO
 - Quora, YouTube Video SEO, Slideshare, Scribd and other social channels for SEO
 - Local SEO
- (i) What is Local SEO (ii) Local listings / citations (iii) Google My Business, BingPlaces

Activity: Work on Live projects- Students to create their own pages

UNIT:8

- Measurement with Google Analytics
 - Basics of Google Analytics
 - Metrics to Measure

Activity: Work on Live projects- Students to create their own pages

UNIT:9

- SEARCH ENGINE MARKETING (SEM)
 - What is SEM? Why SEM
 - Introduction to Search Engine Marketing (SEM)
 - What is Google Ads? Why Google Ads?
 - Google Add Terminologies
 - Structure of an Ads Account
 - Campaign Types (Search, Display, Video & Shopping)
 - What is an Add
 - Add Formats

Activity: Work on Live projects- Students to create their own pages

UNIT:10

- Social Media Marketing
 - Facebook Marketing
 - What is Facebook Marketing
 - Creating a Facebook Page
 - Optimization of Facebook Page
 - Facebook Page Insights
 - Instagram Marketing
 - Optimizing your instagram business profile
 - Influencer Marketing on Instagram
 - Instagram Adds
 - Analytics & Measurement
 - LinkedIn & Twitter as Marketing Platforms
 - LinkedIn Company Pages
 - Twitter Marketing for Brand Awareness

Activity: Work on Live projects- Students to create their own pages

UNIT:11

- Affiliate Marketing & e-Commerce
 - Introduction to Affiliate Marketing
 - Amazon Affiliate account setup
 - Introduction to e-Commerce websites
 - Setting up an ecommerce website
- Lead Generation & E Mail Marketing
 - Landing page creation
 - Setting up of Mailchimp account

Activity: Work on Live projects- Students to create their own pages

COURSE CODE	MFE10SC	TITLE	STUDY OF COSTUME DESIGN
HC/SC/OE	SC	L:T:P	0:1:3
		CREDIT	4

FINAL ASSEMENT PATTERN(PART II OF C3)	FINAL DEFENCE & VIVA VOCE (D&VV)
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INTRODUCTION

Costume design for stage and screen is about telling stories through characters and their appearance. Visualization and imagination are key. This subject introduces the students to the design process, including historical research, and to formal costume renderings.

OUTCOME EXPECTED

At the end of this course, you will be able to:

- Students will be able apply design skills in order to develop clothing choices for film and/or theater characters.
- Students will gain basic skills related to costuming and costume design for theater and film
- An understanding and visualization of character will be realized through research, clothing analysis, and appropriate textile applications.
- Students will learn how to design costume plots and charts.

COURSE CONTENT

UNIT:1

- Introduction to Costume Design and Costume Designers
- Design Process
- Designer Inspiration
- Theatre & Designer's Roles
- Present Design inspiration
- presentation, select play(s) / Movies

Activity: Find and read play, Costume research, Character Analysis

UNIT:2

- History of Costumes – Victorian, Ancient Greek, Mughal Era, National Costumes (State Wise)
- Psychology of Dress Character
- Researching and Presenting.

Activity: Read/Research Project, Class Discussion, Sketch 3 characters

MA (FASHION ENTREPRENEURSHIP)

SEMESTER – 3

Course Curriculum

COURSE CODE	MFE301
HC/SC/OE	HC

TITLE	INDUSTRY INTERNSHIP-1
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L:T:P	0:0:4
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CREDIT	4
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FINAL ASSEMENT PATTERN(PART II OF C3)	COMPREHENSIVE PRESENTATION & VIVA VOCE (CP&VV)
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INTRODUCTION :

The candidate are also required to get an appreciation statement from the reporting head at the organization, about the student's activities during the internship, including overall performance, specific strengths, any weaknesses that the student could work on improving.

Oral Presentation

The students will have to sit through a VIVA with the concerned Faculty/ Coordinator for an oral discussion of the internship and the submitted report. It will be a Q&A session, as a formal presentation.

COURSE CODE	MFE302
HC/SC/OE	HC

TITLE	PROJECT WORK-1
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L:T:P	0:1:3
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CREDIT	3
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FINAL ASSEMENT PATTERN(PART II OF C3)	FINAL DEFENCE & VIVA VOCE (D & VV)
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INTRODUCTION :

The candidate are also required to get an appreciation statement from the reporting head at the organization, about the student's activities during the project work , including overall performance, specific strengths, any weaknesses that the student could work on improving .

Oral Presentation

The students will have to sit through a VIVA with the concerned Faculty/ Coordinator for an oral discussion of the project work and the submitted report. It will be a Q&A session, as a formal presentation.

COURSE CODE	REFER TABLE
HC/SC/OE	SC/OE

TITLE	REFER SOFT CORE COURSE / OPEN ELECTIVE TABLE
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L:T:P	REFER TABLE
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CREDIT	UPTO 16
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FINAL ASSEMENT PATTERN(PART II OF C3)	REFER TO SOFT CORE COURSE / OPEN ELECTIVE TABLE
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MA (FASHION ENTREPRENEURSHIP)

SEMESTER – 4

Course Curriculum

COURSE CODE	MFE401
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TITLE	INDUSTRY INTERNSHIP-2
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HC/SC/OE	HC
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L:T:P	0:0:5
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CREDIT	5
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FINAL ASSEMENT PATTERN(PART II OF C3)	COMPREHENSIVE PRESENTATION & VIVA VOCE (CP &VV)
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INTRODUCTION :

The candidate are also required to get an appreciation statement from the reporting head at the organization, about the student's activities during the internship, including overall performance, specific strengths, any weaknesses that the student could work on improving improve.

Oral Presentation

The students will have to sit through a VIVA with the concerned Faculty/ Coordinator for an oral discussion of the internship and the submitted report. It will be a Q&A session, as a formal presentation.

COURSE CODE	MFE402
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TITLE	PROJECT WORK-2
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HC/SC/OE	HC
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L:T:P	0:1:5
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CREDIT	5
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FINAL ASSEMENT PATTERN(PART II OF C3)	FINAL DEFENCE & VIVA VOCE (D &VV)
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INTRODUCTION :

The candidate are also required to get an appreciation statement from the reporting head at the organization, about the student's activities during the project work , including overall performance, specific strengths, any weaknesses that the student could work on improving Oral Presentation

The students will have to sit through a VIVA with the concerned Faculty/ Coordinator for an oral discussion of the project work and the submitted report. It will be a Q&A session, as a formal presentation.

COURSE CODE	REFER TABLE
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TITLE	REFER SOFT CORE COURSE / OPEN ELECTIVE TABLE
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HC/SC/OE	SC/OE
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L:T:P	REFER TABLE
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CREDIT	UPTO 14
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FINAL ASSEMENT PATTERN(PART II OF C3)	REFER TO SOFT CORE COURSE / OPEN ELECTIVE TABLE
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TABLE OF SOFT CORE COURSES

SEM	COURSE CODE	NAME OF THE COURSE	L:T:P	CREDIT	TYPE OF PART II EXAM FOR
ODD SEMESTER	MFE01SC	DESIGN RESEARCH & DEVELOPMENT	0:1:3	4	D & V.V
	MFE02SC	ENTREPRENEURSHIP	0:2:2	4	D & V.V
	MFE03SC	ENTREPRENEURSHIP	0:1:2	3	C.P & V.V
	MFE04SC	ENTREPRENEURSHIP	0:1:1	2	C.P & V.V
	MFE05SC	ADVANCED	0:1:2	3	P.E
	MFE06SC	CREATIVE	0:0:3	3	P.E
	MFE07SC	FASHION	0:1:2	3	C.P & V.V
	MFE08SC	PROJECT FORMULATION	0:2:2	4	D & V.V
	MFE09SC	LEADERSHIP	0:1:1	2	C.P & V.V
CREDIT SUB				28	CREDITS
EVEN SEMESTER	MFE10SC	STUDY OF	0:1:3	4	D & V.V
	MFE11SC	ADVANCE	0:1:2	3	P.E
	MFE12SC	FASHION MARKETING	0:1:2	3	D & V.V
	MFE13SC	FOR	0:2:2	4	C.P & V.V
	MFE14SC	ORGANISATION	0:1:1	2	D & V.V
	MFE15SC	INTERNATIONAL	0:1:1	2	D & V.V
	MFE16SC	TAXATION	0:2:2	4	C.P & V.V
	MFE17SC	FASHION	0:1:2	3	P.E
	MFE18SC	FASHION SHOW	0:1:1	2	P.E
CREDIT SUB				30	CREDITS

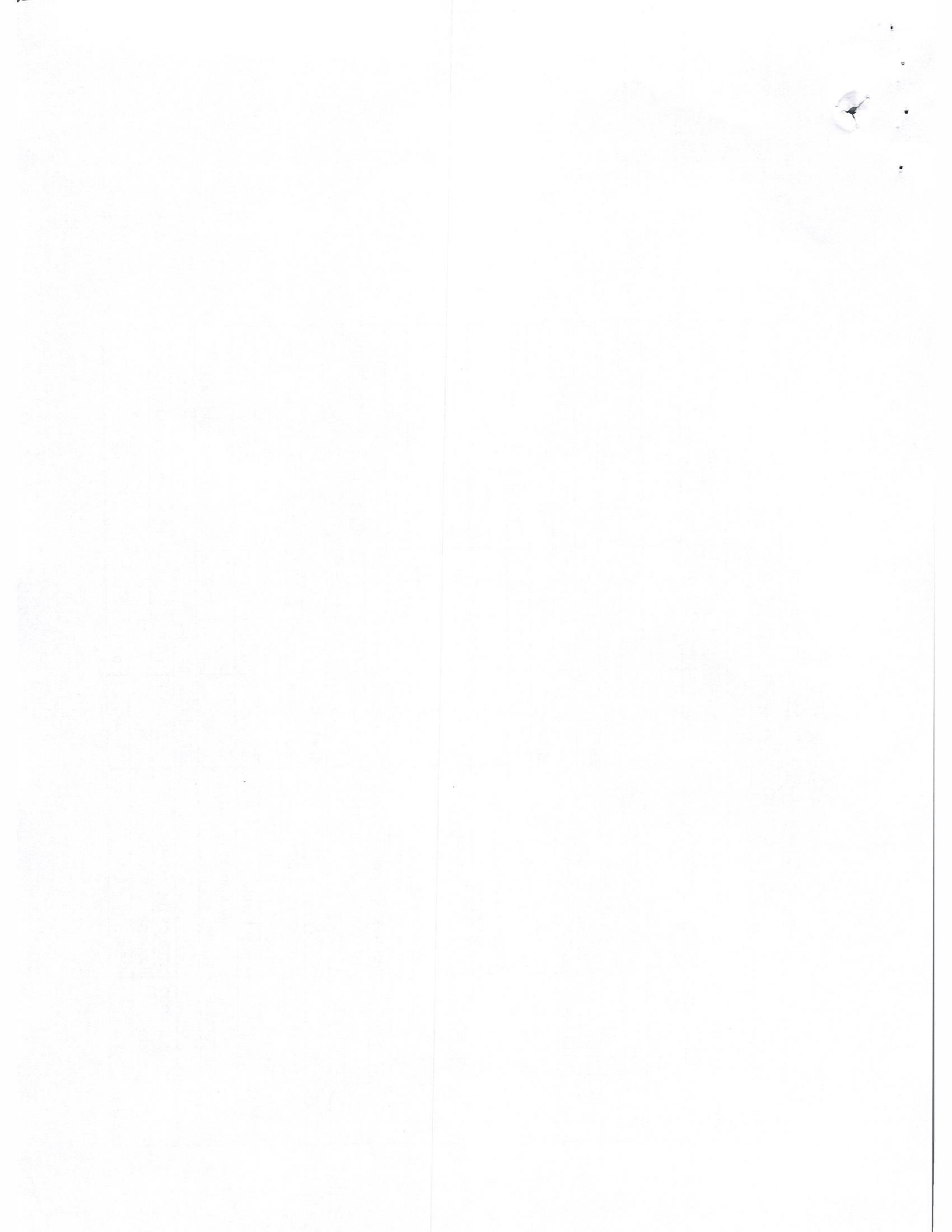
TABLE OF OPEN ELECTIVES COURSES

COURSE CODE	TITLE OF THE	L:T:P	CREDIT	TYPICAL PART II EXAM FOR
MFE01OE	PERSONALITY	0:2:2	4	C3 P.E
MFE02OE	FRENCH	0:2:2	4	P.E
MFE03OE	DRAMATICS	0:1:3	4	P.E
MFE04OE	PRINCIPLES	0:1:1	2	P.E
MFE05OE	EVENT	0:0:2	2	P.E
MFE06OE	INTELLECTUAL PROPERTY	0:2:2	4	P.E
MFE07OE	MANAGING GROWING	0:1:3	4	P.E
MFE08OE	YOGA &	0:1:1	2	P.E
CREDIT SUB			26	CREDITS

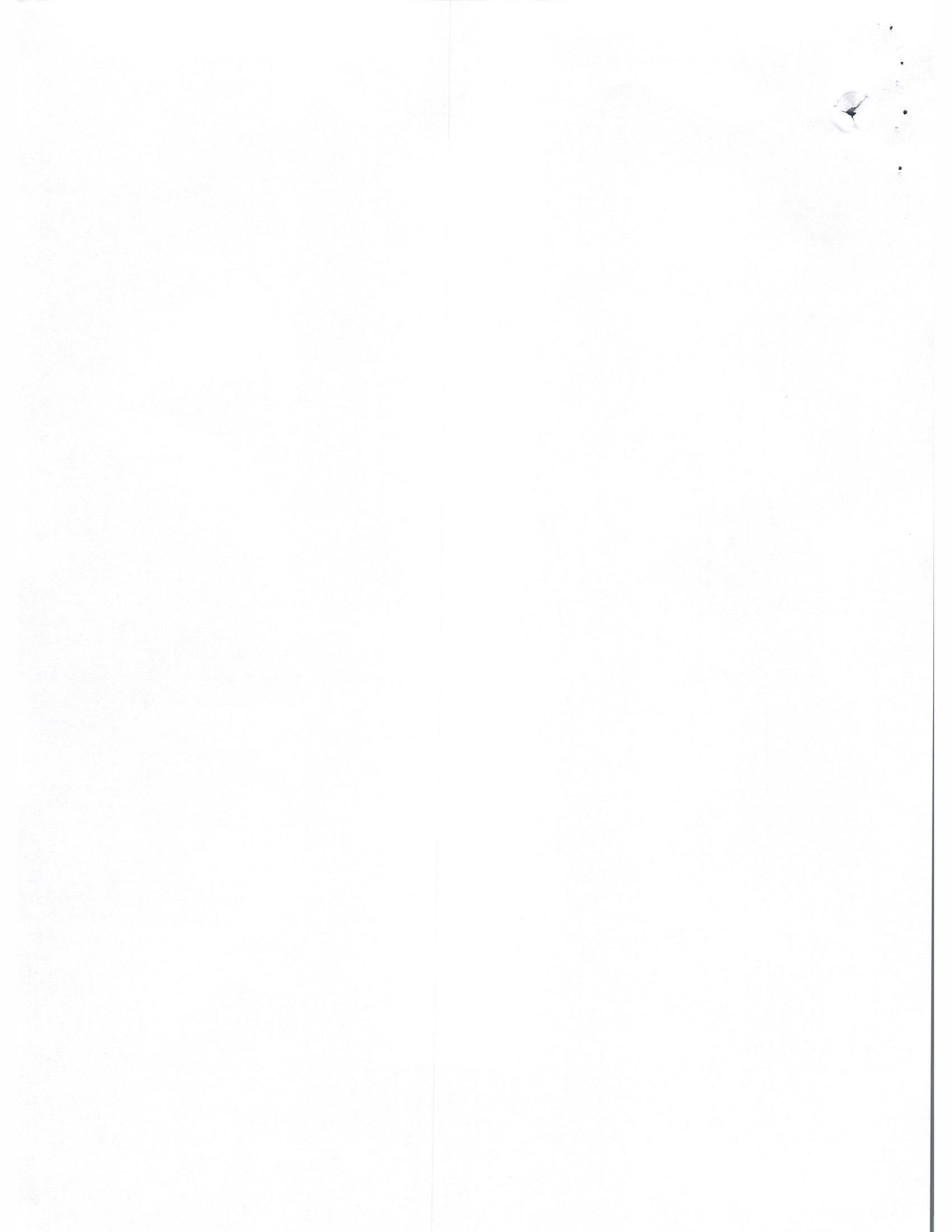


ANNEXURE -1
PROGRAMME SCHEME AND CREDITS
MA FASHION ENTREPRENEURSHIP

SEM - I						
SEM	COURSE CODE	TITLE OF THE PAPER	HC / SC / OE	L:T:P	CREDIT	TYPE OF PART II EXAM FOR C3
SEM - I	MFE101	FASHION OVER VIEW	H.C	0:2:2	4	P.E
	MFE102	PRINCIPLES & PRACTICES OF MANAGEMENT	H.C	1:1:1	3	W.E
	MFE103	QUALITY CONTRON& TESTING	H.C	0:2:2	4	C.P & V.V
	MFE104	TEXTILE SCIENCE	H.C	0:1:2	3	D & V.V
	MFE105	PATTERN MAKING	H.C	0:2:2	4	P.E
	REFER TABLE	SOFT CORE COURSE	SC		UPTO 6	REFER SOFT CORE TABLE
SEM - II						
	COURSE CODE	TITLE OF THE PAPER	HC / SC / OE	L:T:P	CREDIT	TYPE OF PART II EXAM FOR C3
SEM - II	MFE201	RANGE PLANNING & TREND FORECASTING	H.C	0:2:2	4	P.E
	MFE202	FASHION COMMUNICATION	H.C	0:1:1	2	C.P & V.V
	MFE203	RETAIL& DISTRIBUTION MANAGEMENT	H.C	1:1:2	4	W.E
	MFE204	FASHION MARKETING	H.C	0:2:1	3	D & V.V
	MFE205	BUSINESS & COMPANY LAW	H.C	1:1:1	3	W.E
	REFER TABLE	SOFT CORE COURSE / OPEN ELECTIVE	SC/OE		UPTO 8	REFER SOFT CORE TABLE /OPEN ELECTIVE TABLE
SEM - III						
	COURSE CODE	TITLE OF THE PAPER	HC / SC / OE	L:T:P	CREDIT	TYPE OF PART II EXAM FOR C3
SEM III	MFE301	INDUSTRY INTERNSHIP - I	H.C	0:0:4	4	C.P & V.V
	MFE302	PROJECT WORK - I	H.C	0:1:3	4	D & V.V
		REFER TABLE	SOFT CORE COURSE / OPEN ELECTIVE	SC		UPTO 16
SEM - IV						
	COURSE CODE	TITLE OF THE PAPER	HC / SC / OE	L:T:P	CREDIT	TYPE OF PART II EXAM FOR C3
SFM IV	MFE401	INDUSTRY INTERNSHIP - II	H.C	0:0:5	5	C.P & V.V
	MFE402	PROJECT WORK - II	H.C	0:1:4	5	D & V.V



REFER TABLE	SOFT CORE COURSE / OPEN ELECTIVE	SC/OE	REFER SOFT CORE TABLE / OPEN ELECTIVE TABLE
P.E. - PRACTICAL EXAMINATION			UPTO 14
W.E. - WRITTEN EXAMINATION			HC - 52 CREDITS
C.P. & V.V. - COMPREHENSIVE PRESENTATION & VIVA VOCE			SC - MINIMUM 16 CREDITS OE - MINIMUM 4 CREDITS
D & V.V. - FINAL DEFENCE & VIVA VOCE			TOTAL - MINIMUM 76 CREDITS - MAXIMUM 96 CREDITS



M.Com. (Financial Planning)

Semester I

Hard Core Courses

Introduction to Financial Planning

Course Code: FPHC-101
Course Type: Hard Core

L-T-P: 2-1-0
Credit Value: 3

Final Assessment Pattern (Part II of C₃): Written Examination

(Course contains the Lecture component therefore Part II of C₃ is in the form of Written Examination)

Learning Outcomes:

- Student will be able to understand basic tools of financial planning and application of financial mathematics.
- Student will be able to devise simple strategies and mechanisms to help clients achieve their goals.

Course Curriculum

Unit I: Introduction

Concept of Financial Planning, Purpose of Financial Planning, Role of Financial Planner, The six-step Financial Planning process, Financial Planner Code of Ethics, Professional Responsibility and Model Rule of Conduct

Unit II: Financial Management- General Principles and Behavioral Finance

Brief Overview to Financial Markets, Debt Management, Personal Financial Statement Analysis, Forms of Business Ownership/ Entity Relationships and Concepts in Behavioral Finance

Unit III: Financial Mathematics

Calculation of Returns, Time Value of Money, Loan Calculations and Total assets, Net Worth and Financial Ratios

Unit IV: Regulatory Environment Related to Financial Planning

Regulations Relating to Individuals, Function, Purpose and Regulation of Financial Institutions and Other Relevant Regulation

References:

- ICoFP (2015 edition), *Introduction to Financial Planning Textbook*.
- Sinha, Madhu (1st edition), *Financial Planning: A Ready Reckoner*, McGraw Hill Education (India) Private Limited
- Sutherland, Paul H. (2014 edition), *A Veterinarian's Guide to Financial Planning*, AAHA Press

- Young, Ernst & Nissenbaum, Martin; Raasch, Barbara J.; Ratner, Charles L. (5th Edition), *Ernst & Young's Personal Financial Planning Guide*, John Wiley & Sons
- National Institute of Securities Markets(NISM) (2015 edition), *Investment Adviser (Level 1)*, Taxmann Publications Pvt. Ltd

Risk Analysis and Insurance Planning

Course Code: FPHC-102

Course Type: Hard Core

L-T-P: 0-1-2

Credit Value: 3

Final Assessment Pattern (Part II of C3): Practical Examination

(Course majorly contains the Practice therefore Part II of C3 is in the form of Practical Examination)

Learning Outcomes:

- Candidate will be able to analyse the individual risk areas and the extent of protection required for client.
- Candidate will be able to analyse the type of protection best suited for the client's financial situation and financial goals.

Course Curriculum

Unit I: Concepts of Insurance and Risk Management

Introduction to Insurance, Basic Concepts of Insurance, Insurance and Risk, Fundamental Principles of Insurance and Risk Management

Unit II: Insurance Contract and Legal Liability

The Insurance Contract, Important Terms in Insurance Contract, Insurance Pricing and Premium Calculation, Analysis and Selection of Insurance Products and its Provider and Legal Liability

Unit III: Life Insurance- Analysis of Life Cover, Strategies and Products

Assessment and Identification of Risk Exposure, Analysis of Life Insurance Needs, Types of Life Insurance Policies, Calculations of Claim Amount and Other Benefits and Other Provisions of Life Insurance Contract

Unit IV: General Insurance- Property, Health and Liability Insurance

Health Insurance and Accident, Personal Disability Insurance, Property and Liability Insurance, Other Business Specific Insurance, Regulations Relating Insurance and Other Regulatory Aspects of Insurance and Agency Law

References:

- ICoFP (2015 edition), *Risk Analysis and Insurance Planning Textbook*.
- ICoFP (2015 edition), *Risk Analysis and Insurance Planning Workbook*.
- The Chartered Insurance Institute (2011 edition), *IC-33 Pre-recruitment qualification for life agents*, CII Learning Solutions

- *IC-34 General Insurance*, (2013 revised edition), Insurance Institute of India
- Vaughan, Emmett J.; Vaughan, Therese (11th Edition), *Fundamentals Of Risk And Insurance*, John Wiley & Sons
- The Institute of Chartered Accountants of India (Fourth Edition), *Principles and Practice of General Insurance*

Investment Planning

Course Code: FPHC-103

Course Type: Hard Core

L-T-P: 2-1-1

Credit Value: 4

Final Assessment Pattern (Part II of C₃): Written Examination

(Course contains the Lecture component therefore Part II of C₃ is in the form of Written Examination)

Learning Outcomes:

- The candidate will develop the understanding of asset classes and interplay amongst them, the products constituting such classes and their risk-return profile to enable the management of a client's finances towards achieving various financial goals.
- Candidate will be able to recommend appropriate strategy to model a portfolio comprising varied investment products in tune with a well-established asset allocation suited to achieve the client's financial goals.

Course Curriculum

Unit I: Investment Products Universe, their Applications and Regulatory Aspects of Investment Products and Investment Advisory

Fixed Income Instruments, Mutual Fund Products, Equity Market, Derivatives and Commodities, Foreign Exchange Market, Real Estate and other Investments, Regulatory Oversight of Financial Products and Services and Other Entities Facilitating Market Play and Intermediation.

Unit II: Risk Profiling of Products and Investors- Asset Allocation Determination

Types of Investment Risks, Product Profiling in terms of inherent Risk and Tenure, Risk Profiling of Investors, Asset Allocation- Financial Assets and Types of Asset Allocation Strategies

Unit III: Goal-based Investment Planning, Measuring and Managing Risks, Analysis of Returns

Investment Planning to achieve Financial Goals, Measuring Risk, Diversification Strategies and Analysis of Returns

Unit IV: Investment Strategies and Portfolio Management

Active Investment Strategies, Passive Investment Strategies, Investment Portfolio Management and Revision of Portfolio

References:

- ICoFP (2015 edition), *Investment Planning Textbook*
- ICoFP (2015 edition), *Investment Planning Workbook*
- Kevin, S. (2nd Edition), *Security Analysis and Portfolio Management*, PHI Learning
- Chandra, Dr. Prasanna (4th Edition), *Investment Analysis and Portfolio Management*, McGraw Hill Education Private Limited,

Mutual Funds and Alternative Investments

Course Code: FPHC-104

Course Type: Hard Core

L-T-P: 0-1-1

Credit Value: 2

Final Assessment Pattern (Part II of C₃): Practical Examination

(Course majorly contains the Practice therefore Part II of C₃ is in the form of Practical Examination)

Learning Outcomes:

- The student will be able to understand the basics of mutual funds and alternate investment options.
- This course will provide the individuals with the requisite skills and enables them to compare and analyze mutual fund schemes and other investment vehicles and advice their client the best suited investment option as per their requirement.

Course Curriculum

Unit I: Concept and Role of Mutual funds

Concept of Mutual Fund, Structure of Mutual Funds, Advantages and Limitations of Mutual Funds, Categorization of Funds by Investment Objective, Investment Horizon and Asset Class

Unit II: Introduction to Alternative Investments

Categories of Alternate Investments such as Real Estate, Private Equity, Hedge Funds, Structured Products, Commodities and other alternative investments

Unit III: Risk and Return Characteristics

Risk and Return Perspectives of Different Mutual Fund Schemes and Alternative Investments, Comparison of Alternative Investments with Traditional Investments, Potential Benefits and Risks, Fee Structures and Due Diligence.

Unit IV: Regulatory Aspects of Alternative Investments

SEBI (Mutual Fund) Regulations, SEBI (Venture Capital Funds) Regulations and SEBI (Alternative Investment Funds) Regulations.

References:

- National Institute of Securities Markets(NISM) (2015 edition), *Mutual Fund Distributors*, Taxmann Publications Pvt. Ltd
- Chandra, Dr. Prasanna (4th Edition), *Investment Analysis and Portfolio Management*, McGraw Hill Education Private Limited
- Stein, Ben; DeMuth, Phil (2011 Edition), *The Little Book of Alternative Investments: Reaping Rewards by Daring to be Different*, John Wiley & Sons

Indian Securities Market

Course Code: FPHC-105

Course Type: Hard Core

L-T-P: 0-1-1

Credit Value: 2

Final Assessment Pattern (Part II of C3): Practical Examination

(Course majorly contains the Practice therefore Part II of C3 is in the form of Practical Examination)

Learning Outcomes:

- The student will understand the basic concepts relating to different avenues of investment, the primary and the secondary market and the fundamentals of capital markets.
- The candidate will be able to understand the securities market structure, the trade life cycle, the steps and participants involved in the trade life cycle and the role of the back office in a securities broking firm.

Course Curriculum

I. Introduction to the Securities Market

- Indian securities markets and its role in Indian economy
- Structure of Securities market
- Money market and its key features
- Products traded in the securities market

II. Market Participants in the Securities Market

- Types of investors
- Issuers
- Intermediaries
- Regulators and regulatory framework

III. Introduction to the Securities Broking Operations

- Trade life cycle
- Front office operations
- Middle office operations
- Back-office operations

IV. Risk Management

- Risk Management practices
- Capital adequacy requirements
- Client account control
- Margin requirements
- Compliances and regulatory reporting

V. Clearing Process

- Clearing process

- Role of clearing agency in clearing of trades
- Role of clearing banks in clearing of trades
- Role of clearing members / Custodians in clearing of trades
- Role of depositories and depository participants in clearing of trades
- Clearing process for equities trading
- Clearing process for derivatives trading

VI. Settlement Process

- Settlement cycle
- Settlement of Internet based trading and order placed on phone
- Settlement of funds
- Settlement of securities
- Corporate actions adjustment
- Auction of securities

VII. Investor Grievances and Arbitration

- Redressal of investor grievance
- Procedure of arbitration
- Role of appellate arbitration

VIII. Other Services Provided by Brokers

- Services provided by brokers
- IPO applications
- Collection of IPO application forms
- ASBA facility
- Mutual fund trading through stock exchange
- Portfolio management services provided by brokers
- Research reports
- Depository services
- Margin trading

References:

- National Institute of Securities Markets(NISM) (2015 edition), *Securities Operations and Risk Management*, Taxmann Publications Pvt. Ltd
- Endo, Tadashi (2003 Edition), *Indian Securities Market*, Vision Books.
- Gala, Jitendra (3rd Edition), *Guide To Indian Stock Market*, Buzzingstock Publishing House

Retirement Planning and Employee Benefits

Course Code: FPHC-106

Course Type: Hard Core

L-T-P: 0-1-2

Credit Value: 3

Final Assessment Pattern (Part II of C₃): Practical Examination

(Course majorly contains the Practice therefore Part II of C₃ is in the form of Practical Examination)

Learning Outcomes:

- The candidate will be able to acquire knowledge and skills of exploring and constructing various retirement solutions.
- The candidate will be able to understand the process of wealth creation and its protection and liquidity aspects in the approaching years to retirement and in the post-retirement period.

Course Curriculum

Unit I: Life Cycle Analysis, Retirement Needs and Factors in Planning

Introduction to Retirement Planning, Analysis of Client's Life Cycle, Factors Considered in Retirement Planning, Analysis of Client's Retirement Needs, Wealth Creation- Factors and Principles

Unit II: Employee Benefits and Superannuation Benefits

Employee Benefits, Superannuation Benefits and Schemes, Defined Benefit Plans and Limitation and Defined Contribution Plans

Unit III: Creation and Sustenance of Retirement Fund

Retirement Planning Process, Pre-retirement Strategies and Post-retirement Strategies, Risk Profiling, Strategies Adopted and Modified through Life Stages

Unit IV: Provident Fund, Pension Schemes, Pension Sector Reforms and Regulations

Public Provident Fund, New Pension System (NPS), Pension Plans from Mutual Funds and Insurance Companies, Reverse Mortgage to Supplement Post-retirement Expenses, Pension Sector Reforms and Regulatory Framework of Retirement Solutions

References:

- ICoFP (2015 edition), *Retirement Planning and Employee Benefits (RPEB) Textbook*.
- ICoFP (2015 edition), *Retirement Planning and Employee Benefits (RPEB) Workbook*
- Sinha, Madhu (1st Edition), *Retirement Planning: A Guide for Financial Planners*, McGraw Hill Education Private Limited
- Arnone, William J. (1st Edition), *Ernst & Young's Retirement Planning Guide*, John Wiley & Sons

Wealth Management Project

Course Code: FPHC-107

Course Type: Hard Core

L-T-P: 0-1-1

Credit Value: 2

Final Assessment Pattern (Part II of C3): Defence & VIVA VOCE

(Course is in the nature of project therefore part II of C3 is in the form of D&VV)

Learning Outcomes:

The objective of the project work is to develop the problem solving ability in a time bound manner. They should be able to demonstrate the ability to set objectives, sound understanding of concepts, application of theory on real life problems, flexible approach, systematic procedures for achievement of output in timely manner. Students have to work on the real life projects and apply the suitable methodology and analytical tools for problem solving and draw the inferences from the output of project work. They should be able to defend their original work while presenting it to onsite supervisor/examiner.

M.Com. (Financial Planning)

Semester II

Hard Core Courses

Equity Research

Course Code: FPHC-201
Course Type: Hard Core

L-T-P: 0-1-2
Credit Value: 3

Final Assessment Pattern (Part II of C3): Practical Examination
(Course majorly contains the Practice therefore Part II of C3 is in the form of Practical Examination)

Learning Outcomes:

- The candidate will be able to analyze the financial statements, apply cash flow analysis and ratio analysis for peer comparison.
- Candidate will be able to analyze economy and understand unique set of forces governing the growth and profitability of each industry/sector.
- The candidate will be able to apply Discounted Cash Flow & relative valuation Models

Course Curriculum

Unit 1: Financial Statements & Ratio Analysis

Introduction to Financial Statements; Balance Sheet, Income Statement and Cash Flow Statement, Meaning and importance of Ratio Analysis; Various types of ratios; Liquidity Ratios, Profitability Ratios, Solvency Ratios, Efficiency Ratios, Due-Pont Analysis.

Unit 2: Economic & Industry Analysis

Introduction to investment and valuation; Efficient Market Hypothesis, EIC Framework & CIE Framework. Economic Cycle, Economic indicators; Types of Industries, Industry Life Cycle, Market Structure, Porter's Five Forces Model, Industry Analysis of important sectors.

Unit 3: Discounted Cash Flow Models for Equity Valuation

Meaning and approaches of valuation; Concept of Intrinsic Value; Dividend Discount Model, FCFE & FCF Valuation models, Meaning & Importance of Economic Value Added; Concept of Weighted Average Cost of Capital (WACC) & NOPAT; Market Value Added.

Unit 4: Company Analysis & Relative Stock Valuation

Meaning of Relative Valuation, PE Ratio, PEG Ratio, Price to Book Value ratio, Price to Sales Ratio etc. Growth and Value Investing, SWOT Analysis, Relative Valuation of select stocks.

References:

- Sharma, Priti (2013). *Financial Statement Analysis*. In-house publication
- Dr. Vinod Kumar (2013). *Fundamental Analysis*. In-house Publication

- Stephen H. Penman (2014). *Financial Statement Analysis and Security Valuation*. Tata McGraw Hill Education Pvt. Ltd
- Palat, Raghu. *Fundamental Analysis for Investors*. Vision Books
- S. Kevin (2008). *Security Analysis & Portfolio Management*. PHI Learning

Tax Planning and Estate Planning

Course Code: FPHC-202

Course Type: Hard Core

L-T-P: 2-1-1

Credit Value: 4

Final Assessment Pattern (Part II of C₃): Written Examination

(Course contains the Lecture component therefore Part II of C₃ is in the form of Written Examination)

Learning Outcomes:

- Student will develop the understanding of Indian Tax System, specifically related to Direct Taxes and personal taxation.
- Student will be able to recommend tax planning strategies by discerning short-term and long-term tax incidence of investing in various financial products.
- The candidate will be able to assimilate estate planning at all stages of a client's life by identifying, evaluating and integrating all assets in a suitable estate planning vehicle.

Course Curriculum

Unit I: Features of Indian Tax System and Direct Taxes

Features of Indian Tax System, Indian Direct Tax Structure, Tax Compliance Matters and Residency Rules

Unit II: Personal Taxation and Business Taxation- Computation and Tax Efficiency

Salary Income, Income from House Property, Income from Business or Profession, Capital Gains in Transfer of Capital Assets, Income from Residuary Sources, Tax Calculation Rules and Tax Characteristics of Business Forms

Unit III: Taxation of Various Financial Products and Transactions, Tax Planning Strategies

Tax Implications for Non-resident Indians (NRIs), Tax Planning - Various Avenues and Techniques, Taxability of Various Financial Products and Taxation of Various Financial Transactions

Unit IV: Estate Planning Process, Strategies, Taxation Aspects and Vehicles of Estate Planning

Estate Planning Overview, Estate Planning Process, Methods of Estate Planning, Will, Powers of Attorney, Trust Structure for Efficient Transfer Intra-Family Business and Property Transfer and Trusts - Characteristics & Regulation

References:

- ICoFP (2016 Edition), *Tax Planning and Estate Planning (TPEP) Textbook*
- ICoFP (2016 Edition), *Tax Planning and Estate Planning (TPEP) Workbook*
- Ahuja, Dr. Girish; Gupta, Dr. Ravi, (16th Edition, 2015-16), *Direct Taxes Ready Reckoner*, Bharat Law House Pvt. Ltd.
- Singhania, Vinod, (38th Edition (AY 2015-16 & 2016-17), *Direct Taxes Ready Reckoner*, Taxmann Publications Pvt. Ltd

Advance Financial Planning

Course Code: FPHC-203

Course Type: Hard Core

L-T-P: 0-1-2

Credit Value: 3

Final Assessment Pattern (Part II of C₃): Defence & VIVA VOCE

(Course is in the nature of project therefore part II of C₃ is in the form of D&VV)

Learning Outcomes:

- The student will learn to develop strategies for the desired pathway to a financial plan for the client through case study method.
- Students will acquire knowledge and skills to assess the entire financial situation of a client and help the client to meet financial goals in the given economic financial market framework and develop a comprehensive financial plan.

Course Curriculum

Unit I: Financial Planning Process, Practice Standards and Professional Responsibility

Financial Planning Environment; Financial Situation Analysis; Basic Risk Profiling and Factors in Financial Prudence

Unit II: Risk Analysis and Insurance Planning

Insurance as a risk mitigation tool, its outreach, legal aspects and provisions; Risk assessment and basis of various risk covers; Insurance needs analysis, sufficiency and efficiency of coverage

Unit III: Retirement Planning and Employee Benefits and Investment Planning

Assessment of retirement needs and options at various life stages of a client; Accumulation and management of retirement corpus; Understanding various products and their profile for goal based investing; Asset allocation, measurement of portfolio risk and returns and Investment strategies, goal-based portfolio construction, analysis, rebalancing and optimization

Unit IV: Tax Planning and Estate Planning

Tax incidence and relative tax efficiency; Understanding and execution of succession strategies; Tax structure of investment, portfolio, business forms, status, etc. and tax liability of various income of clients, business income, investment income and capital gains, transaction deals

References:

- ICoFP (2016 Edition), *Advance Financial Planning (AFP) Textbook*
- ICoFP (2016 Edition), *Advance Financial Planning (AFP) Workbook*
- Sinha, Madhu(1st edition), *Financial Planning: A Ready Reckoner*, McGraw Hill Education (India) Private Limited

Equity Derivatives and Currency Derivatives

Course Code: FPHC-204

Course Type: Hard Core

L-T-P: 2-1-0

Credit Value: 3

Final Assessment Pattern (Part II of C₃): Written Examination

(Course contains the Lecture component therefore Part II of C₃ is in the form of Written Examination)

Learning Outcomes:

- Student will develop better understanding of various derivatives products available in equity derivatives markets, regulations and risks associated with the products and the exchange mechanisms of clearing and settlement.
- The course will enable the candidates to understand currency markets and specifically Exchange Traded Currency Derivatives markets.

Course Curriculum

Unit I: Introduction to Derivatives

Basics of Derivatives, Market Participants, Types of derivatives markets, Significance of derivatives, Introduction to Forwards, Futures and Options

Unit II: Introduction to Trading Systems and Option Trading Strategies

Trading Systems, corporate hierarchy, order types and conditions; Options Spreads, Straddle, Strangle, Covered Call, Protective Put, Collar and Butterfly Spreads – Market view and their pay off charts

Unit III: Introduction to Currency Markets, Foreign Exchange Derivatives

Basics and Peculiarities of Currency Markets, Exchange Traded Currency Futures, Strategies Using Currency Futures, Trading in Currency Futures and Exchange Traded Currency Options

Unit IV: Clearing, Settlement and Risk Management

Clearing Members, their role and eligibility norms; Clearing Mechanism and computation of open positions; Settlement Mechanism for stock, index and currency futures and options; Understanding margining and mark to market under SPAN; Risk Management features and position limits

References:

- National Institute of Securities Markets (NISM) (2015 edition), *Equity Derivatives (Series VIII)*, Taxmann Publications Pvt. Ltd.
- National Institute of Securities Markets (NISM) (2015 edition), *Currency Derivatives (Series I)*, Taxmann Publications Pvt. Ltd.
- Hull, John C. (9th edition), *Options, Futures, and Other Derivatives*, Pearson Prentice Hall.

M.Com. (Financial Planning)

Semester III

Hard Core Courses

Industry Internship - I

Course Code: FPHC-301
Course Type: Hard Core

L-T-P: 0-0-5
Credit Value: 5

Final Assessment Pattern (Part II of C3): Comprehensive Presentation & VIVA
(Course is in the nature of internship therefore Part II of C3 is in the form of CP&VV)

Learning Outcomes:

The objective of the internship course is to enhance understanding of academic material by application in the internship setting. Internships will provide students Practical onsite experience at the internship organization and the opportunity to test their interest in a particular career before permanent commitments are made.

Industry Internship - I

Course Code: FPHC-301
Course Type: Hard Core

L-T-P: 0-0-5
Credit Value: 5

Final Assessment Pattern (Part II of C3): Comprehensive Presentation & VIVA
(Course is in the nature of internship therefore Part II of C3 is in the form of CP&VV)

Learning Outcomes:

The objective of the internship course is to enhance understanding of academic material by application in the internship setting. Internships will provide students Practical onsite experience at the internship organization and the opportunity to test their interest in a particular career before permanent commitments are made.

Project Work - I

Course Code: FPHC-302

Course Type: Hard Core

L-T-P: 0-1-4

Credit Value: 5

Final Assessment Pattern (Part II of C3): Defence & VIVA VOCE

(Course is in the nature of project therefore part II of C3 is in the form of D&VV)

Learning Outcomes:

The objective of the project work is to develop the problem solving ability in a time bound manner. They should be able to demonstrate the ability to set objectives, sound understanding of concepts, application of theory on real life problems, flexible approach, systematic procedures for achievement of output in timely manner. Students have to work on the real life projects and apply the suitable methodology and analytical tools for problem solving and draw the inferences from the output of project work. They should be able to defend their original work while presenting it to onsite supervisor/examiner.

M.Com. (Financial Planning)

Semester IV

Hard Core Courses

Industry Internship - II

Course Code: FPHC-401

Course Type: Hard Core

L-T-P: 0-0-5

Credit Value: 5

Final Assessment Pattern (Part II of C3): Comprehensive Presentation & VIVA

(Course is in the nature of internship therefore Part II of C3 is in the form of CP&VV)

Learning Outcomes:

The objective of the internship course is to enhance understanding of academic material by application in the internship setting. Internships will provide students Practical onsite experience at the internship organization and the opportunity to test their interest in a particular career before permanent commitments are made.

Project Work - II

Course Code: FPHC-302

Course Type: Hard Core

L-T-P: 0-1-4

Credit Value: 5

Final Assessment Pattern (Part II of C3): Defence & VIVA VOCE

(Course is in the nature of project therefore part II of C3 is in the form of D&VV)

Learning Outcomes:

The objective of the project work is to develop the problem solving ability in a time bound manner. They should be able to demonstrate the ability to set objectives, sound understanding of concepts, application of theory on real life problems, flexible approach, systematic procedures for achievement of output in timely manner. Students have to work on the real life projects and apply the suitable methodology and analytical tools for problem solving and draw the inferences from the output of project work. They should be able to defend their original work while presenting it to onsite supervisor/examiner.



M.Com (Financial Planning)

Odd Semester

Soft Core Courses

Portfolio Management

Course Code: FPSC-101

Course Type: Soft Core

L-T-P: 0-2-2

Credit Value: 4

Final Assessment Pattern (Part II of C3): Practical Examination

(Course majorly contains the Practice therefore Part II of C3 is in the form of Practical Examination)

Learning Outcomes:

- Candidate will understand the concept of a diversified portfolio approach to investments.
- Evaluation of portfolio risk and return measures and demonstrate the existence of preferred or efficient sets of risky portfolios
- Portfolio planning and construction based on an individualized understanding of a client's goals and constraints.

Course Curriculum

Unit 1: Portfolio Management: An Overview

Importance of the portfolio perspective; steps in the portfolio management process; mutual funds and other forms of pooled investments

Unit 2: Portfolio Risk and Return

Major return measures and their applicability; characteristics of the major asset classes; mean, variance, and covariance (or correlation) of asset returns based on historical data; Risk aversion and its implications for portfolio selection; selection of an optimal portfolio, given an investor's utility (or risk aversion) and the capital allocation line

Unit 3: Portfolio Risk and Return and Market Portfolio

Combining a risk-free asset with a portfolio of risky assets; capital allocation line (CAL) and the capital market line(CML); interpretation of beta; capital asset pricing model (CAPM), and the security market line (SML);

Unit 4: Basics of Portfolio Planning and Construction

Difference between the willingness and the ability (capacity) to take risk in analyzing an investor's financial risk tolerance; the investment constraints of liquidity, time horizon, tax concerns, legal and regulatory factors, and unique circumstances and their implications for the choice of portfolio assets; principles of portfolio construction and the role of asset allocation in relation to the Investor Policy Statement (IPS)

Reference:

- CFA Program Curriculum - Level 1

- John L. Maginn, Donald L. Tuttle, Jerald E. Pinto & Dennis W. McLeavey, (2007). *Managing Investment Portfolios: A Dynamic Process*. Wiley Publications

Behavioral Finance

Course Code: FPSC-102

Course Type: Soft Core

L-T-P: 0-1-1

Credit Value: 2

Final Assessment Pattern (Part II of C3): Practical Examination

(Course majorly contains the Practice therefore Part II of C3 is in the form of Practical Examination)

Learning Outcomes:

- The candidate will understand several behavioral biases which may lead to market inefficiencies
- Candidate will be able to analyze investment decisions from a behavioral finance perspective and formulate appropriate investment strategies

Course Curriculum

Unit 1: Introduction to Behavioral Finance

Behavioral finance, financial markets and investors' behavior, Heuristic-Driven Biases, Emotional and Social Influences, Market Inefficiency

Unit 2: The Behavioral Finance Perspective

Traditional versus behavioral finance perspectives on investor decision making; effects of cognitive and knowledge capacity limitations on investment Decision making; traditional and behavioral finance perspectives on capital markets and Portfolio construction.

Unit 3: The Behavioral Biases of Individuals

Difference between cognitive errors and emotional biases; commonly recognized behavioral biases and their implications for Financial decision making; impact of biases on investment policy and asset allocation and approaches to mitigate their effect.

Unit 4: Behavioral Finance and Investment Processes

Uses and limitations of classifying investors into various types; application of behavioral finance to portfolio construction; behavior of investors and its impact on market anomalies and observed market characteristics.

References:

- James Montier (2007). *Behavioural Investing*. John Wiley and Sons, Inc.
- Sulphery M. M. (2014), *Behavioural Finance*. PHI Learning Pvt. Ltd.
- James Montier (2002). *Behavioural Finance: Insights into Irrational Minds and Markets*. John Wiley and Sons, Inc.

Financial Reporting and Control

Course Code: FPSC-103

Course Type: Soft Core

L-T-P: 0-1-2

Credit Value: 3

Final Assessment Pattern (Part II of C3): Practical Examination

(Course majorly contains the Practice therefore Part II of C3 is in the form of Practical Examination)

Learning Outcomes:

- The candidate will understand the basics of financial and management accounting.
- The candidate will also get familiar with how modern accounting and control theory is used in evaluating economic conditions and making organizational decisions.

Course Curriculum

Unit 1: Accounting and its Functions

Accounting concepts; Need for Accounting Standards and Introduction to Indian Accounting standards, Understanding Financial Statement; Income Statement, Balance Sheet (Vertical and Horizontal Performa).

Unit 2: Financial Statement Analysis

Nature and attributes of Financial Statement; Techniques of Financial Statement Analysis; Ratio Analysis and Statement of Changes in Financial Position; Cash Flow Analysis.

Unit 3: Understanding and classifying cost, marginal costing

Direct Costing: Theory and Practice; marginal costing, Cost –volume-profit analysis; Special Decisions based on differential cost analysis; Standard costing: Development of Standard costs, target costing; Significance, analysis and investigation of variance.

Unit 4: Budgetary Control System

Budgets and Budgetary Control, Fixed and flexible budgeting; organizational and operating budgets; Performance Evaluation: Evaluation of Cost Centre, Profit centre and investment centre performance; Evaluation criteria; return on capital employed and residual income; Transfer pricing; Divisional performance and transfer pricing; Transfer pricing determination.

References:

- Khan, M.Y. and Jain, P.K (5th ed., 2007). *Financial Management, Text, Problems & Cases*. McGraw-Hill Education, New Delhi.
- Pandey, I.M. (11th edition, 2015). *Financial Management*. Vikas Publishing, New Delhi.

- Bhattacharyya, S K and Dearden, John (3rd Edition). *Accounting for Management: Text and Cases*. Vikas Publishing, New Delhi.
- Chandra , Prasanna(9th edition, 2015). *Financial Management Theory and Practice*. Mc Graw Hill Education, New Delhi.

Bhattacharyya, S K and Dearden, John (3rd Edition). *Accounting for Management: Text and Cases*. Vikas Publishing, New Delhi.

Chandra , Prasanna(9th edition, 2015). *Financial Management Theory and Practice*. Mc Graw Hill Education, New Delhi.

Business Statistics

Course Code: FPSC-301

Course Type: Soft Core

L-T-P: 0-2-2

Credit Value: 4

Final Assessment Pattern (Part II of C3): Practical Examination

(Course majorly contains the Practice therefore Part II of C3 is in the form of Practical Examination)

Learning Outcomes:

- The course will introduce candidates to the key issues in statistical inference, thus allowing them to use statistics as an essential tool in the process of decision making.
- The candidates will understand the notion of errors in statistical analysis, probability distribution and the notion of statistical inference.

Course Curriculum

Unit 1: Collection, Classification and Presentation of Statistical Data

Primary and Secondary data; Methods of data collection; Tabulation of data; Graphs and charts; Frequency distributions; Diagrammatic presentation of frequency distributions.

Unit 2: Measures of Central Tendency and Dispersion

Common measures of central tendency – mean, median and mode; Partition values – quartiles, deciles, percentiles; Common measures of dispersion – range, quartile deviation, mean deviation and standard deviation; Measures of relative dispersion. Moments, Skewness and Kurtosis.

Unit 3: Probability and Correlation and Regression

Probability: basic concepts of Probability; approaches; business applications of probability; Probability distributions: random variable; expected value of random variable; Binomial distribution; Poisson distribution, Normal distribution and Exponential distribution;

Correlation and Regression: Simple correlation coefficient; Simple regression lines; Regression analysis and Business application of correlation and regression

Unit 4: Time Series Analysis; Statistical Inference and SPSS for Data Analysis

Time series analysis: Variations in time series; Trend analysis' cyclical variation; Seasonal variation; Irregular variation; Time series analysis for forecasting; SPSS for time series analysis.

References:

- Vohra, N. D. (3rd Edition, 2007). *Quantitative Techniques in Management*. McGraw Hill Education
- Tulsian, P.C. and Pandey Vishal (2009). *Quantitative Techniques Theory and Problems*. Pearson Education, India
- Levine, David M; Krehbiel, Timothy C.; Berenson, Mark L. and Viswanathan, P. K. (5th Edition, 2011). *Business Statistics: A First Course*. Pearson Education

- Gupta S.P. (44th Revised Edition, 2014). *Statistical Methods*. Sultan Chand & Sons

Gupta S.P. (44th Revised Edition, 2014). *Statistical Methods*. Sultan Chand & Sons

Marketing of Financial Services

Course Code: FPSC-302

Course Type: Soft Core

L-T-P: 0-1-2

Credit Value: 3

Final Assessment Pattern (Part II of C3): Practical Examination

(Course majorly contains the Practice therefore Part II of C3 is in the form of Practical Examination)

Learning Outcomes:

- The candidate will be able to demonstrate the role of marketing in the company; to explore the relationship of marketing to other functions; and to show how effective marketing builds on a thorough understanding of buyer behavior to create value for customers.

Course Curriculum

Unit 1: Marketing – The Starting Point

Marketing Concepts and Tasks; Defining and delivering customer value and satisfaction - Value chain - Delivery network; Marketing environment; Adapting marketing to new liberalized economy - Digitalization, Customization, Changing marketing practices.

Unit 2: Marketing – Segmentation, Product Development and Pricing

Buyer Behavior; Market Segmentation and Targeting; Positioning and differentiation strategies; Product life cycle strategies; New product development; Product Mix and Product line decisions; Branding and Packaging; Price setting-objectives; Factors and methods; Price adapting policies and Initiating and responding to price changes.

Unit 3: Marketing – Distribution and Communications

Marketing channel system - Functions and flows; Channel design; Channel management – Selection, Training, Motivation and evaluation of channel members; Integrated marketing communication process and Mix; Advertising, Direct marketing - Growth, Benefits and Channels; Telemarketing; Sales force objectives, structure, size and compensation.

Unit 4: Marketing & Beyond

Identifying and analyzing competitors; Designing competitive strategies for leaders, challengers, followers and niches; Customer Relationship marketing Attracting and retaining customers, Consumerism in India, Controlling of marketing efforts; standardization Vs. adaptation.

References:

- Kotler, Philip; Keller, Kevin Lane and Koshy Abraham (2nd Edition 2007). *Marketing Management: Analysis Planning Implementation and Control*. Prentice Hall of India
- Saxena, Rajan (5th Edition, 2015). *Marketing Management*. McGraw Hill Education
- Ramaswamy, V.S. and Namakumari, S. (3rd Edition 2002). *Marketing Management: Planning, Implementation and Control*. Macmilan India Limited
- Jayachandran, S. (1st Edition, 2004). *Marketing Management*. Excel Books

Leadership and Organization Behavior

Course Code: FPSC-303

Course Type: Soft Core

L-T-P: 0-2-2

Credit Value: 4

Final Assessment Pattern (Part II of C3): Practical Examination

(Course majorly contains the Practice therefore Part II of C3 is in the form of Practical Examination)

Learning Outcomes:

- The candidate will understand how managers become effective leaders by addressing the human side of enterprise.
- The candidate will understand the influence of personality, attitudes, perceptions, and attributions on organizational behavior and also understand the impact that different cultural attitudes and values have on organizational behavior.

Course Curriculum

Unit 1: Individual Behavior and Organizational Behavior

Individual Behavior, Value, Attitude, Personality and Perception; Motivation; Communication. Personality-Determinants, structure, behavior, assessment, psycho-analytical, social learning, job-fit, trait theories.

Unit 2: Stress; Emotions and Emotional Intelligence as a managerial tool

Managing stress; Conflict Management, Motivation at work. Emotions and Emotional Intelligence as a managerial tool: Attitudes—Values— Perception—Process; Learning—classical, operant and social cognitive approaches; Implications of learning on managerial performance.

Unit 3: Leadership and Leadership Skills

Leadership; Components of Leadership- Leader, Basic Leadership Skills; Building Technical Competency; Advanced Leadership Skills; Team Building for Work Teams; Building High Performance Teams

Unit 4: Focus on the Leader; Groups, Teams and Their Leadership Groups

Power and Influence; Leadership and Values; Leadership Traits; Leadership Behavior; Contingency Theories of Leadership; Leadership and Change; Nature, Group Size, Stages of Group Development; Group Roles, Group Norms.

References:

- Khanka, S.S (Revised Edition 2009). *Organisational Behaviour (Text and Cases)*. S Chand.
- Robbins, Stephen P. (12th edition, 2007). *Organizational Behaviour*. Prentice Hall of India Pvt. Ltd.

- Hughes, Richard L; Ginnett, Robert C. and Curphy , Gordon J (7th edition, 2013). *Leadership: Enhancing the Lessons of Experience*. Mc Graw Hill Education

Reforms & Financial Regulations

Course Code: FPSC-304

Course Type: Soft Core

L-T-P: 0-1-2

Credit Value: 3

Final Assessment Pattern (Part II of C3): Practical Examination
(Course majorly contains the Practice therefore Part II of C3 is in the form of Practical Examination)

Learning Outcomes:

- Candidate will understand recent regulatory developments in the area of finance
- Candidate will be able to analyze the impact of reforms on financial decision making

Course Curriculum

Unit 1: Banking Sector Reforms

Latest banking sector reforms; New bank licenses awarded by the Reserve Bank of India (RBI), Re-capitalization of PSU banks, paper-less transactions to curb the black money menace, payment & small banks

Unit 2: Capital & Money Market Reforms

Latest reforms in stock exchanges, demutualization of stock exchanges, latest reforms related to insurance sector, latest amendments in mutual fund industry, Money Market Reforms

Unit 3: Changes in Financial Reporting Methods

Important provisions of Companies Act' 2013, Overview of IFRS and IND AS

Unit 4: Proposed Reforms

Overview of Goods & Services Tax Bill, Proposed Bankruptcy Code

References:

- Financial newspapers, Magazines & websites
- Dr. A Lakshmana Swamy, (2008). *Financial Sector Reforms*. Excel Books
- Dr. Uppal (2006). *Banking Sector Reforms In India*. Neha Publishers & Distributors
- Asha Singh (2010). *Banking And Financial Sector Reforms In India*. Neha Publishers & Distributors
- Sahil Mahajan, N. N. Sharma, Akhil Gautam (2015). *Economic Reforms & Indian Banking Sector*. Neha Publishers & Distributors

Research/Exploratory/Investigative Study (Project Report)

Course Code: FPSC-305
Course Type: Soft Core

L-T-P: 0-1-1
Credit Value: 2

Final Assessment Pattern (Part II of C3): Defence and Viva-Voce (D&VV)
(Course is in the nature of project therefore part II of C3 is in the form of D&VV)

Learning Outcomes:

The research project will develop the research and analysis skill of the candidates. The candidates will gain in-depth knowledge in the area of their research which will help them apply their research work in professional contexts and find practical applicability in the corporate sector.

Project Guidelines:

Each Student will write a research report on Financial Services Management related subject of his/her choice and it will be pursued by him/her under the supervision of an internal supervisor. The candidate can choose from topics on banking, insurance, investments, capital markets, mutual funds, financial planning, mergers and acquisitions, commodities and derivative markets, portfolio management, international finance etc. which find practical applicability in the corporate sector. The format of the report is given below:

- Objective of the Research Undertaken
- Literature Review
- Research Methodology
- Results and Analysis
- Conclusions
- References
- Appendices – to include questionnaire, if any

The student shall be required to make a mid-term presentation to the project guide. The Project shall be evaluated by External (60 marks) and Internal (40 marks) Examiners. The internal assessment shall be done on the basis of a presentation before a Committee consisting of a minimum of two faculty appointed by the Director/Dean of the Institute, which shall include the internal supervisor. The external assessment shall be done on the basis of Viva Voce and the project report.

References:

- <https://www.rbi.org.in/>
- <http://www.indiastat.com/default.aspx>
- <http://www.sebi.gov.in/sebiweb/>
- <https://www.nseindia.com/>

- <http://www.bseindia.com/>
- <http://www.moneycontrol.com/>
- <http://www.tradingeconomics.com/>

<http://www.bseindia.com/>
<http://www.moneycontrol.com/>
<http://www.tradingeconomics.com/>

M.Com. (Financial Planning)

Even Semester

Soft Core Courses

Technical Analysis

Course Code: FPSC-201

Course Type: Soft Core

L-T-P: 0-1-1

Credit Value: 2

Final Assessment Pattern (Part II of C3): Practical Examination

(Course majorly contains the Practice therefore Part II of C3 is in the form of Practical Examination)

Learning Outcomes:

- Candidate will be able to analyze various price-volume charts for stock analysis & trading
- Candidate will be able to forecast the direction of prices through the study of past market data, primarily price and volume.

Course Curriculum

Unit 1: Introduction to Technical Analysis

Introduction to Technical Analysis; Introduction to Dow Theory; Mkt swing identification for Buy and Sell; practice on data for buy and sell

Unit 2: Elliot Wave Theory

Introduction to Elliot Wave Theory and wave count marking; Wave count marking buy side; Wave count marking sell side; use of special indicators for wave count

Unit 3: Volume and Price Indicators

Volume and its implications on price movement; Volume Based indicators; Support and Resistance oscillators; M.A.C.D; Moving averages

Unit 4: Trading Systems

Trading Systems based on Chaos Theory; Trading Systems based on Moving averages; Trading Systems based on Mkt Direction Indicators and R.M.O; Chart-Patterns and Candle Stick Charting; Setting up of Trading Screen and clarification of Doubts; Gann Theory AND Time cycles; Special Charting methods like Renko etc.

References:

- Robert D. Edwards and John Magee, 9th edition: (2007). *Technical Analysis of Stock Trends*. Amacom
- Thomas Meyers (2011). *The Technical Analysis Course, Fourth Edition: Learn How to Forecast and Time the Market*. McGraw-Hill Professional
- CNBC TV18 (2013). *Technical Analysis Trading Making Money With Charts*. Network 18 Publications

Marketing Management

Course Code: FPSC-202

Course Type: Soft Core

L-T-P: 0-2-1

Credit Value: 3

Course Objective: The main objective of this course is to give students an elementary knowledge of the fundamentals in the field of marketing. The focus will be on developing and helping students understand basic marketing principles.

Learning Outcomes:

By the end of the course students should be able to:

- Identify and relate to the importance of marketing in the success of a company.
- Describe and analyse the opportunities and challenges inherent in marketing environment.
- Apply product, pricing, distribution and communication strategies to bear positive results.

Course Contents:

UNIT 1

Introduction: Definition of Marketing, Importance and Scope of Marketing, Company orientation towards the marketplace, Elements of Marketing - Needs, Wants, Demands, Customer, Consumer, Markets and Marketers; Marketing Vs Selling, Consumer Markets Vs Industrial Markets

Developing Marketing Strategies and Plans: Marketing and customer value, Business Unit Strategic Planning – The Business Mission, SWOT Analysis, Goal Formulation, Strategic Formulation & implantation, Nature & contents of a marketing plan

Gathering information and Scanning the environment: Components of Marketing Information system, analyzing the macro environment, the demographic environment, other major macro environment

Market Research: Introduction, Marketing Research process

Analyzing Consumer Markets: What influences consumer behavior?, The Buying Decision Process

UNIT 2

Market Segmentation: Levels of Market Segmentation, Segmenting Consumer Markets, Bases for segmenting business markets

Dealing with Competition: Michael Porter Five Forces Model, Identifying competitors, Analyzing competitors, Competitive Strategies for Market Leaders

Market Targeting – Introduction, Procedure, Product Positioning - Introduction, Objectives, Usefulness, Differentiating the Product, Product Positioning Strategy

UNIT 3

Marketing - Mix Decisions: Product Decisions, New Product Development-Concept and Necessity for Development, Failure of New Products, New Product Planning and Development Process, Product-Mix, Branding and Packaging Decisions, Product Life cycle - Stages and Strategies for Different Stages of PLC.

UNIT 4

Pricing Decisions: Pricing Objectives, Policies Methods of Setting Price, Pricing Strategies

References:

- Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithileswar Jha, Marketing Management – A South Asian Perspective, Pearson Education
- Ramaswamy V.S. and Namakumari S - Marketing Management: Planning, Implementation and Control, Macmillian
- Arun Kumar and N Meenakshi, Marketing Management, Vikas Publishing
- Philip Kotler, Gary Armstrong, Prafulla Y. Agnihotri and Ehsan ul Haque, Principles of Marketing South Asian Perspective, Pearson Education
- Edmund Jerome McCarthy, William D Perreault, Irwin, Essentials of Marketing
- Kenneth E Clow, Donald Baack, Cases in Marketing Management, Sage Publications India
- Syed Saad Andaleeb & Khalid Hasan, Strategic Marketing Management in Asia – Case Studies and Lessons across Industries, Emerald Publishing

Financial Modelling

Course Code: FPSC-203

Course Type: Soft Core

L-T-P: 0-1-1

Credit Value: 2

Final Assessment Pattern (Part II of C3): Practical Examination

(Course majorly contains the Practice therefore Part II of C3 is in the form of Practical Examination)

Learning Outcomes:

- Candidate will be able to build powerful models in finance with the help of excel for stock valuation using the absolute and relative valuation techniques.

Course Curriculum

Unit 1: Basic & Advanced Excel

Introduction to Excel Formatting Rows, Columns, Tables and Sheets; Using the Paste Special Box; Basic Filtering & Sorting, Financial Functions; Date and Time Functions; Math and trig; Statistical; Lookup and Reference; Logical; Info; Working with Named Ranges; Creating multi-dimensional formulas with Referencing; Conditional Operations; Conditional Lookup;

Unit 2: Financial Statement Analysis and Scenario Analysis

Income Statement, Balance Sheet, Cash Flow Statement; Inter corporate Investments; Project Income, Balance sheet and Cash flow statement with Schedules and assumption drivers; Depreciation and Debt schedule; working capital schedule, Capex projection, sales projection; Supporting schedules: Deferred Taxes, Intangible Assets, Retained Earnings , and Debt & Interest; Create scenarios, Do sensitivity analysis on Excel using data validation

Unit 3: Discounted Cash Flow Analysis

Enterprise valuation vs. market valuation; intrinsic valuation vs. relative valuation; analysis of the elements of financial statements that are keys to the value of an enterprise. Treatment of options, preferred stock, minority interests, debt, cash and marketable securities; overview to market-based and intrinsic valuation, including comparable company analysis and comparable transaction analysis using appropriate equity and enterprise value multiples

Unit 4: Relative Valuation Analysis

Comparable companies analysis by evaluating operational, financial, size; Analyzing financial history and projections Normalizing operating results and calculating LTM operating results Exclude nonrecurring charges, normalize for stock option expense; financial and market ratios

References:

- Eric Soubeiga (2013). *Mastering Financial Modeling: A Professional's Guide to Building Financial Models in Excel*. McGraw-Hill

- K. Scott Proctor (2004). *Building Financial Models with Microsoft Excel: A Guide For Business Professionals*. Wiley India Pvt Ltd.

Brand-I

Course Code: FPSC-204

Course Type: Soft Core

L-T-P: 0-1-1

Credit Value: 2

Final Assessment Pattern (Part II of C₃): Comprehensive Presentation & Viva Voce

(Course is in the nature of regular work at social media, society and corporates therefore Part II of C₃ is in the form of CP&VV)

Learning Outcomes:

- Students will be able to create the awareness about importance of financial planning in the society.
- Student will be able to develop a brand of oneself through active presence in social media and corporate activities.

Project Guidelines:

Students are expected to create the brand of themselves through the following activities:

- Active presence at social media in the form of blog writing on financial topics and various posts related to financial terminology.
- Create social awareness about the importance and benefit of proper financial planning.
- Giving presentations to corporates and developing the network of professionals.

Financial Management

Course Code: FPSC-401

Course Type: Soft Core

L-T-P: 0-2-2

Credit Value: 4

Final Assessment Pattern (Part II of C₃): Comprehensive Presentation & Viva Voce
(Course is in the nature of small internship therefore Part II of C₃ is in the form of CP&VV)

Learning Outcomes:

- Candidate will have the ability to take decisions on capital structure of firm and analyse investment projects based on their financial viability
- Candidate will be able to manage the working capital requirements of firm and will have understanding of overall financial management of a firm.

Course Curriculum

Unit 1 - Introduction to Financial Management

Meaning, nature and scope of finance; Financial goal - profit vs. wealth maximization; Finance functions - investment, financing and dividend decisions. Types of securities, Public Issue of securities.

Unit 2 - Financial Leverage & Capital Structure

Measurement of leverages; Effects of operating and financial leverage on profit; Capital Structure Theories: Traditional and M.M. Hypotheses - without taxes and with taxes; Determining capital structure in practice. Cost of Capital: Meaning and significance of cost of capital: combined cost of capital (weighted); Cost of equity and CAPM

Unit 3 - Capital Budgeting & Dividend Decision

Nature of investment decisions; Investment evaluation criteria - net present value, internal rate of return, profitability index, payback period, accounting rate of return. Dividend policy and issue of bonus shares: Issues in dividend decisions, Walter's model. Gordon's model. M-M hypothesis, dividend and uncertainty; relevance of dividend; dividend policy in practice; Forms of dividends.

Unit 4 - Management of working Capital

Meaning, significance and types of working capital: Calculating operating cycle period and estimation of working capital requirements; Financing of working capital and norms of bank finance; Sources of working capital: Factoring services; various committee reports on bank finance; Dimensions of working capital management.

References:

- Fredrick Amling, (1978). Investments- An Introduction to Analysis and Management, PHI
- William F. Sharpe and Gordon J. Alender, Jeffrey W Bailey. Investment, P.H.I.

- I.M. Pandey (2009). Financial Management, Vikas Publishing
- V.K. Bhalla (1982) Investment Management, S. Chand and Company Limited

Strategic Management

Course Code: FPSC-402

L-T-P: 0-1-3

Course Type: Soft Core

Credit Value: 4

Final Assessment Pattern (Part II of C3): Practical Examination

(Course majorly contains the Practice therefore Part II of C3 is in the form of Practical Examination)

Learning Outcomes:

- Candidate will be able to use strategic management tools to perform in-depth analyses of industries and competitors, predict competitive behavior, and analyze how firms develop and sustain competitive advantage over time

Course Curriculum

Unit 1: Concepts of Strategy and Environmental Analysis

Defining strategy, levels at which strategy operates; Approaches to strategic decision making; Mission and purpose, objectives and goals; Strategic business unit (SBU); Functional level strategies. Concept of environment and its components; Environment scanning and appraisal; Organizational appraisal; Strategic advantage analysis and diagnosis; SWOT analysis

Unit 2: Strategy Formulation and Choice of alternatives: Strategies

modernization, diversification integration; Merger, take-over and joint strategies; Turnaround, divestment and liquidation strategies; Process of strategic choice - industry, competitor and SWOT analysis; factors affecting strategic choice; Generic competitive strategies - cost leadership, differentiation, focus, value chain analysis, bench marking, service blue printing

Unit 3: Functional Strategies

Marketing, production/operations and R&D plans and polices- Personnel and financial plans and policies.

Unit 4: Strategy Implementation

Inter-relationship between formulation and implementation; Issues in strategy implementation; Resource allocation - Strategy and Structure: structural considerations, structures for strategies; Organizational design and change - Strategy Evaluation: Overview of strategic evaluation; strategic control; Techniques of strategic evaluation and control.

References:

- Bhattacharya, S.K. and N.Venkataramin(1983). Managing Business Enterprise: Strategies, Structures and Systems. Vikas Publishing House, New Delhi

- Glueck, William F. and Lawrence R. Jauch(1988). Business Policy and Strategic Management. McGraw – Hill
- H.Igor, Ansoff(1984). Implanting Strategic Management. Prentice Hall, New Jersey
- J S Chandan, Nitish K Sengupta. Strategic Management. Vikas Publishing

Economic Environment of Business

Course Code: FPSC-403

Course Type: Soft Core

L-T-P: 0-2-1

Credit Value: 3

Final Assessment Pattern (Part II of C3): Practical Examination

(Course majorly contains the Practice therefore Part II of C3 is in the form of Practical Examination)

Learning Outcomes:

- Student will develop sound understanding of business environment and its impact on decision making and growth of organization.

Course Curriculum

Unit 1: Business environment

The concept and significance - constituents of business environment - Business and society , Business & ethics - Social responsibility - Environmental pollution and control. Business and culture- Business and Government -Political system and its influence on business.

Unit 2: Globalisation of the economy

Trends and issues, Politics and environment, MNCs and Government relationships- Introduction to GATT and WTO. Liberalization and privatization.

Unit 3: Technological Environment

Innovation, technological leadership and followership, sources of technological dynamics, impact of technology on globalization, transfer of technology, time lags in technology Status of technology in India; Management of technology; Features and Impact of technology.

Unit 4: Legal environment of business

Central finances and fiscal policy - Public debts & deficit financing, Company Law, Competition Act 2002, Foreign Exchange Management Act.

References:

- Adhikari. M. *Economic environment of Business*. Sultan Chand & Sons
- Francis cherunnilam. *Business environment*. Himalaya Publishing
- Ghosh, Bishwanath. *Economic Environment of Business*. Vikas Publication
- Mankard _ Business Economics

- A.N Agarwal _ Indian economy
- Steiner and Steiner – Business Ethics – Mc-Graw Hill
- Raj Agarwal – Business Environment – Excel Books.

Marketing of Financial Services

Course Code: FPSC-404

Course Type: Soft Core

L-T-P: 0-1-1

Credit Value: 2

Final Assessment Pattern (Part II of C3): Practical Examination

(Course majorly contains the Practice therefore Part II of C3 is in the form of Practical Examination)

Learning Outcomes:

- The candidate will be able to explain the distinctive characteristics of services and their implications for the marketing of services.
- The candidate will understand the nature of the services marketing mix.
- The candidate will be able to describe distribution channels relevant to the financial services sector.
- The candidate will be able to apply the different pricing strategies suitable to financial services.

Course Curriculum

Unit 1: Marketing Overview, Segmentation and Product Development

Overview, The Marketing Concept, Marketing Research, Consumer Behavior , Market Segmentation, Positioning, Product Development

Unit 2: Marketing — Communications, Distribution and Pricing

Advertising, Sales Promotion, The Sales Force, Direct Marketing, Public Relations, Distribution, Pricing, Customer Service

Unit 3: Services Marketing — People, Process and Physical Evidence

People in Services, Process in Services, Physical Evidence in Services

Unit 4: Digital Marketing

Introduction to Digital Marketing, Social Media Marketing, Mobile Marketing, Email Marketing

References:

- ICMR textbook (2012). *Marketing Financial Products*. IBS Centre for Management Research

- Sangeeta Arora (2005). *Marketing of Financial Services*. Deep & Deep Publications Pvt. Ltd.
- Dr. Dhananjay Bapat (2013). *Marketing of Financial Services*. Biztantra Publications

Managerial Economics

Course Code: FPSC-405
Course Type: Soft Core

L-T-P: 0-1-2
Credit Value: 3

Final Assessment Pattern (Part II of C3): Practical Examination
(Course majorly contains the Practice therefore Part II of C3 is in the form of Practical Examination)

Learning Outcomes:

- The candidate will understand important of economic concepts.
- Candidate will be able to apply the concepts for better decision making.

Course Curriculum

Unit 1: The Fundamentals of Managerial Economics

Goals and Constraints, The Nature and Importance of Profits, Understanding Incentives, Economic rationality, Scarcity and opportunity cost, Marginal and Incremental Analysis

Unit 2: Theory of Demand

Demand and Supply, Market Equilibrium, Price Ceilings and Price Floors, Comparative Statics: Changes in Demand and Supply. Price Elasticity of Demand, Price Elasticity, Total Revenue, and Marginal Revenue, Factors Affecting Price Elasticity, Cross Price Elasticity. Income Elasticity of Demand Other Elasticity, Elasticity for Nonlinear Demand Functions, Elasticity of Supply Demand Forecasting Choice and Utility Theory Law of Diminishing marginal utility Consumer Equilibrium Indifference curve Analysis Consumer Surplus Price effect, Substitution Effect and Income Effect

Unit 3: Theory of Production and Cost

The Production Function Profit-Maximizing Input Usage. Isoquants and Isocosts, Cost Minimization and Optimal Input Substitution, The Cost Function, Breakeven analysis, Contribution analysis, Long-run Costs and Economies of Scale, Multiple Cost Functions and Economies of Scope, Learning curve

Unit 4: Theory of Market and pricing

The Nature of Industry; Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly, Game theory, Product pricing

References

- Thomas and Maurice (2007). *Managerial Economics: Concept and Applications*. McGraw- Hill

- Christopher R Thomas, S Charles Maurice and Sumit Sarkar(9th Edition). *Managerial Economics*. Mcgraw Hill Education
- D N Dwivedi (2015). *Managerial Economics*. Vikas Publishing

Christopher R Thomas, S Charles Maurice and Sumit Sarkar(9th Edition). *Managerial Economics*. Mcgraw Hill Education
D N Dwivedi (2015). *Managerial Economics*. Vikas Publishing

Micro Finance

Course Code: FPSC-406

Course Type: Soft Core

L-T-P: 0-1-1

Credit Value: 2

Final Assessment Pattern (Part II of C3): Comprehensive Presentation & Viva Voce
(Course is in the nature of internship therefore Part II of C3 is in the form of CP&VV)

Learning Outcomes:

- The candidate will understand meaning, importance and process of Micro Finance.
- Candidate will understand the challenges of micro finance and benefits

Course Curriculum

Unit 1: Meaning and Importance of Micro Finance

Meaning & importance of Microfinance, group and individual lending; micro-insurance and micro-savings; microfinance delivery methodologies, concept of microcredit, concept of credit and debt; small business opportunities and microfinance.

Unit 2: Analysis of Microfinance

Revenue Models of Microfinance: Profitability, Efficiency and Productivity, Emerging issues, Risk Management, Microfinance as a Development Tool, Analysis of MFIs; and measuring the impact of microfinance.

Unit 3: Microfinance In India

Genesis and evolution of microfinance: different models of microfinance operating in India; study of the Self Help Group-Bank Linkage Program (SBLP) as an innovative strategy of microfinance evolved in India, Challenges to Microfinance.

Unit 4: Role of External Agencies

Roles of various stakeholders like the government, the non-government organizations (NGOs) and the civil society besides the constituents of institutional credit system (ICS) in achieving effective operation of the microfinance initiative, Some Innovative and Creative Microfinance Models

References:

- Muhammad Yunus, Alan Jolis, (October 2003). *Banker to the Poor: Micro-Lending and the Battle Against World Poverty*. Public Affairs
- Muhammad Yunus, Alan Jolis, (July 2003). *Banker To The Poor: The Story Of The Grameen Bank*, Aurum Press
- Debadutta K. Panda. *Understanding Microfinance*. Wiley India Pvt Ltd

M.Com (Financial Planning)
Open Elective Courses

M.Com (Financial Planning)
Open Elective Courses

Personality Development

Course Code	: FPOE-101	L:T:P	: 0:1:1
Course Type	: Open Elective	Credits Value	: 02

Course Objective:

1. To help the students in building interpersonal skills.
2. To develop skill to communicate clearly.
3. To enhance team building and time management skills.
4. To learn active listening and responding skills.

Learning Outcomes:

On completion of the course, learner will be able to:

1. Make use of techniques for self-awareness and self-development.
2. Apply the conceptual understanding of communication into everyday practice.
3. Understand the importance of teamwork and group discussions skills.
4. Develop time management and stress management.
5. To get conversant with Team work, Team effectiveness, Group discussion, Decision making.

COURSE CONTENT:

UNIT- I: Self Awareness & Self Development:

- Self-Assessment
- Self-evaluation
- Self-discipline
- Self-Appraisal
- Self-Awareness
- Self-criticism
- Self-Esteem
- Positive thinking
- Thoughtfulness and responsible approach
- Perceptions And Attitudes
- Values And Belief Systems
- General Etiquettes

UNIT- II: Personal success factors

- Swot analysis
- Handling Failure
- Knowing yourself
- Identifying one's strength and failures

- Importance Of First Impression

Unit- III: Managing self

- Emotions
- Ego
- Pride
- Stress
- Achievements
- Confidence improvement
- Johari's Window
- Complex problem solving and creativity
- Recognition of one's own limitations and deficiencies
- Determining How Well You Perceive What's Going On Around You
- Interpersonal Skills And
- Communication Skills
- Learning About Commitment And
- How To Move Things Forward
- Making Key Decisions
- Handling Your And Other People's Stress
- Empowering, Motivating And
- Inspiring Others
- Leading By Example
- Effective Feedback

Unit- IV: Business Ethics in practice and research

- Introduction to ethical reasoning
- Rights and responsibilities regarding intellectual property
- Workplace rights and responsibilities
- Responsibilities for environment and society

Unit V: Soft Skills:

- Body Language– Gesture, posture, facial expression.
- Group Discussion– Giving up of PREP, REP Technique.
- Presentation Skills:
 - (i) How to make power point presentation
 - (ii) Body language during presentation
- Resume writing: Cover letter, career objective, Resume writing (tailor made)
- Interview Skills: Stress Management, Answering skills

Unit VI: Leadership Skills

- Leader: Introduction & skills
- Roles

- Responsibilities
- Vision and mission
- Empowering and delegation
- Motivating others
- Organizational skills
- Team building
- Organizing and conducting meeting
- Decision making
- Giving support
- Coaching / guiding
- Mentoring and counseling
- Appraisal
- Feedback
- Handling Conflicts
- Power and politics
- Public speaking

References:

- Communication Skills by Sanjay Kumar and Pushpa Lata, Oxford University Press.
- Developing Communication Skill by Krishna Mohan, Meera Banerji, McMillan India Ltd.
- English for Business Communication by Simon Sweeney, Cambridge University Press.

Microsoft Office

Course Code	:	FPOE-201	L:T:P	:	0:1:1
Course Type	:	Open Elective	Credits Value	:	02

Final Assessment Pattern (Part II of C3): Practical Examination
(Course majorly contains the Practice therefore Part II of C3 is in the form of Practical Examination)

Learning Outcomes:

After completion of this course, the candidates will have the conceptual understanding of basic and real-world experience they need to be ready for the work force.

Course Curriculum

Unit I: Introduction to MS-Word

Introduction to Word Processing, it's Features, Formatting Documents, Paragraph Formatting, Indents, Page Formatting, Header and Footer, Bullets and Numbering, Tabs, Tables, Formatting the Tables, Finding and Replacing Text, Mail Merging etc.

Unit II: Introduction to MS-Excel

Introduction to Electronic Spreadsheets, Feature of MS-Excel, Entering Data, Entering Series, Editing Data, Cell Referencing, ranges, Formulae, Functions, Auto sum, Copying Formula, Formatting Data, Creating Charts, Creating Database, Sorting Data, Filtering etc.

Unit III: Introduction to MS-PowerPoint

Getting Comfortable in Powerpoint, Designing and Creating Presentations, Creating On-Slide Content, Creating Office Graphics, Adding Animation and Multimedia, Finalizing and Presenting.

Unit IV: Introduction to MS-Access

Getting Familiar with Access Objects, Creating Database, Creating Tables, Creating Queries, Creating Forms, Creating Reports, Creating Labels and Mail-Merge Documents.

References:

- Jain, Prof. Satish; Geetha M. *MS-Office 2010 Training Guide Paperback*, BPB Publications.
- Couch, Andrew; Schorr Ben M.; Melton, Beth; Dodge, Mark; Legault, Eric; Swinford, Echo; Rusen, Ciprian Adrian, (1st Edition, 2013). *Microsoft Office Professional 2013 Step by Step*, Microsoft Press US.

- Martin, Edward G. (2013). *Discovering Microsoft Office 2013*, John Wiley & Sons.

Business Communication

Course Code	: FPOE-202	L:T:P	: 0:1:1
Course Type	: Open Elective	Credits Value	: 02

Final Assessment Pattern (Part II of C3): Practical Examination
 (Course majorly contains the Practice therefore Part II of C3 is in the form of Practical Examination)

Learning Outcomes:

On successful completion of this course, students will understand the principles & techniques of business communication. The course will enhance their skills in written as well as oral communication through practical conduct of this course.

Course Curriculum

Unit I: Theory of Communication

Nature, Importance and Role of Communication; The Communication Process; Barriers and Gateways to Communication.

Unit II: Forms of Communication

(a) Written Communication: Principles of Effective Written Communication; Commercial Letters, Report Writing, Speech Writing, Preparing Minutes of Meetings; Executive Summary of Documents, Writing Positive, Negative Persuasive, Electronic Messages.

(b) Non-Verbal Communication

(c) Oral Communication: Art of Public Speaking, Effective Listening

(d) Communicating in Teams

Applications of Communication: Writing a Summer Project Report; Writing CVs & Application Letters, Group Discussions & Interviews; The Employment Interview

Unit III: Important Parameters in Communication

(a) The Cross Cultural Dimensions of Business Communication

(b) Technology and Communication

(c) Ethical & Legal Issues in Business Communication

(d) Mass Communication: Mass Communication & Promotion Strategies, Advertisements, Publicity, and Press Releases. Media Mix, Public Relations, Newsletters.

Unit IV: Other Communication Parameters

Negotiation Process & its Management, Designing Visual Communication, Creating and Delivering Online Presentations

References:

- Lesikar et al (2009). *Business Communication: Making Connections in a Digital World*, Tata McGraw Hill Publishing Company Ltd. New Delhi.
- Boove, C.L., Thill, J.V. & Chaturvedi, M. (2009). *Business Communication Today*, Pearson.

- Scot, O. (2009). *Contemporary Business Communication*, Biztantra, New Delhi.
- Chaney & Martin (2009). *Intercultural Business Communication*, Pearson Education

Behavior Testing and Counseling

Course Code	: FPOE-203	L:T:P	: 0:1:1
Course Type	: Open Elective	Credits Value	: 02

Final Assessment Pattern (Part II of C3): Practical Examination

(Course majorly contains the Practice therefore Part II of C3 is in the form of Practical Examination)

Learning Outcomes:

On successful completion of this course, students will understand the concepts, methods and techniques and issues involved in Behavior Testing and Counseling and a comprehensive learning of using various behavior tests in organizations and counseling skills to deal with employees.

Course Curriculum

Unit I: Introduction to Behavior Testing

Behavior Testing, Types of Tests-Ability, Intelligence, Achievement, Interest, Attitude, Personality, Projective Tests. Observation and Interviews, Checklists and Rating Scales, Ethical Issues in Testing.

Unit II: Methodology of Assessment

Test Design and Construction, Test Administration and Scoring, Item Analysis and Test Standardization, Reliability and Validity.

Unit III: Practical Exposure to Psychological Tests

Conflict Resolution Inventory, Anxiety Test, Motivation Analysis Test, Leadership Assessment Test, Thematic Apperception Test, Word Association Test.

Unit IV: Counseling

Introduction, Approaches, Goals, Process, Procedures, Counseling Skills, Changing Behavior through Counseling, Organizational Application of Counseling, Dealing with Problem Employees, Ethics in Counseling.

References:

- Aiken, L.R. & Grith-Marnat, G. (2009). *Psychological Testing and Assessment*. Pearson Education.
- Singh, K. (2010). *Counseling Skills for Managers*. PHI
- Gladding, S.T. (2009). *Counseling*. Pearson Education
- Kaplan, R. M. & Saccuzzo, D.P. (2009). *Psychological Testing: Principles, Applications, and Issues*. Cengage Learning.

Event Management

Course Code	: FPOE-301	Course Component (L:T:P)	: 0:0:2
Course Type	: Open Elective	Credits Value	: 02

Final Assessment Pattern (Part II of C3): Practical Examination

(Course majorly contains the Practice therefore Part II of C3 is in the form of Practical Examination)

Learning Outcomes:

On successful completion of this course, the candidates get trained to understand the complex issues related to planning, organizing and conducting an event. They also become skilled at the art of handling the team.

Course Curriculum

Unit I: Corporate Events

Designing corporate events that meet customer's needs; the fundamentals of corporate hospitality; managing customer expectations and types of corporate events.

Unit II: In-house vs. Event Management Companies

Corporate event packages, Staff events, Customer events, Team building, Nature of Teams and Types of Teams

Unit III: Celebrity Events, Charity Events and Award Ceremonies

Charity Events and Award Ceremonies, Setting fund raising targets and objectives, Working with volunteers and committees, Generating goodwill and media exposure Commissioning celebrities; Concerts; Launches; Fashion shows; National festivals and high-profile charity events; Liaising with agents; Contract negotiations; Client briefings; Celebrity wish lists and expectations

Unit IV: Outdoor Events

Outdoor Events; Concerts; Logistics; Risk Management; Types of outdoor events; Risk management; Planning and logistics; Marketing and sponsorship

References:

- Kanki, Barbara G.; Helmreich, Robert L.; and Anca, Jose (2d Edition 2010). *Crew Resource Management*, Academic Press.
- Silvers, Julia Rutherford (2012). *Professional Event Coordination*, Wiley Desktop Editions.
- Sonder, Mark (2010). *Event Entertainment and Production*, Wiley & Sons.

Corporate Etiquette

Course Code	: FPOE-302	L:T:P	: 0:1:1
Course Type	: Open Elective	Credits Value	: 02

Final Assessment Pattern (Part II of C3): Practical Examination

(Course majorly contains the Practice therefore Part II of C3 is in the form of Practical Examination)

Learning Outcomes:

After completion of this course, the candidates will be able to understand the concept of corporate etiquette and learn the principles of proper courtesy as practiced in the workplace.

Course Curriculum

Unit I: Corporate Etiquette

Workplace Courtesy, Practicing common courtesy and manners in a workplace, Etiquette at formal gatherings, Professional qualities expected from an employer's perspective, Hierarchy and Protocol and Delivering and Attending a presentation.

Unit II: Corporate Communication

Verbal Communication, Non-Verbal Communication, Facial Expression and Body Language, Active Listening, Virtual Communication, Usage of Official Email and Office Phone.

Unit III: Diversity and Cultural Awareness at Workplace

Impact of Diversity, Cultural Sensitivity, Taboos and Practices, Inter-Cultural Communication

Unit IV: Attire Guide

Dress Code, Business Formal – Business Casual – Semi Formal – Festive Attire – Dressy Casual – Casual

References:

- Mehra, Shital Kakkar (2012). *Business Etiquette: A Guide For The Indian Professional*, Harper Collins Publisher
- Kochhar, Nina (2011). *At Ease with Etiquette*, B. Jain Publishers
- Sahukar, Nimeran; Bhalla Prem P. (2004). *The Book of Etiquette and Manners*, Pustak Mahal Publishers
- Murray, Katherine (1st edition, 2013). *Microsoft Office Professional 2013 Plain & Simple*, Microsoft Press US.

Creativity and Innovation

Course Code	: FPOE-303	L:T:P	: 0:1:1
Course Type	: Open Elective	Credits Value	: 02

Final Assessment Pattern (Part II of C3): Practical Examination

(Course majorly contains the Practice therefore Part II of C3 is in the form of Practical Examination)

Learning Outcomes:

After completion of this course, the candidates will become aware of the attributes of thinking, sources of innovation, creative problem solving, and techniques of unblocking creativity.

Course Curriculum

Unit I: Introduction to Creativity

Individual and Group Creativity, Creativity at an Individual Level, Brain Processes, Barriers for Individual Creativity, Barriers to Organizational Creativity, Developing Creativity, Convergent Thinking, Divergent thinking, Difference between Convergent and Divergent thinking, Idea Generation Techniques: Sparking Creativity, Thinking Hats Methods, Blocks to Creativity, Techniques help to overcome blocks of creativity, Strategies for Unblocking, Fears and Disabilities, Energy for your Creativity, Making the Environment More Creative.

Unit II: Introduction to Innovation

Innovation, Sources of Innovation, Making Sense of Innovation, Categories of Innovation, Managing Innovation Development within Organizations, Managerial Roles and Behaviors in support of Innovation-Invention, Difference between innovation and invention, Suspend Judgment, Analogies, Lateral Thinking, Creativity Exercises.

Unit III: Problem Solving

Creative Problem Solving, Steps in the Creative Problem Solving Process, Rules for Creative Problem Solving, Models of Techniques of Creative Problem Solving, Brainstorming, Mind Mapping, Mental Gym quiz

Unit IV: Attributes of Good Thinkers

Components of Critical Thinking, Creative Process, The Creative Person, qualities of a creative person, Differences between Critical and Creative Thinking, Thinking of Left and Right Brain, Right Brain Vs. Left Brain, Mental Fitness Exercises for the brain, Lateral Thinking, Vertical Thinking, Difference between Lateral and Vertical thinking, Attitudes Towards Lateral Thinking,

References:

- Ahmed, Rizwan P. (2015). *Creativity and Innovation Management*, Margam Publications.
- Buzan T. (2005), *The ultimate Book of Mind Maps*, Thorsons.

- Bono, Edward de (1999), *Six Thinking Hats*, Penguin Books.
- *Managing Creativity and Innovation* (2003), Harvard Business Press.

Health and Fitness

Course Code	: FPOE-306	L:T:P	: 0:1:1
Course Type	: Open Elective	Credits Value	: 02

Final Assessment Pattern (Part II of C3): Practical Examination
 (Course majorly contains the Practice therefore Part II of C3 is in the form of Practical Examination)

Learning Outcomes:

After completion of the course, the students will understand the importance of health and fitness to lead happy and successful life.

Course Curriculum

Unit I: Health

Concept of Health, changing concepts definitions of health, dimensions of health, concept of well being, spectrum of health, determinants of health, ecology of health, right to health, responsibility for health, indicators of health.

Unit II: Exercise and Health related Fitness

Health related fitness, health promotion, and physical activity for health benefits. Sports related fitness: Role of nutrition in sports, nutrition to athletic performance.

Unit III: Body weight and composition for Health and Sports

Ideal body weight, values and limitations of the BMI, composition of the body, Diet during training, prior to competition, during Dietary supplements after competition for sports.

Unit IV: Exercise Performance and Programmes

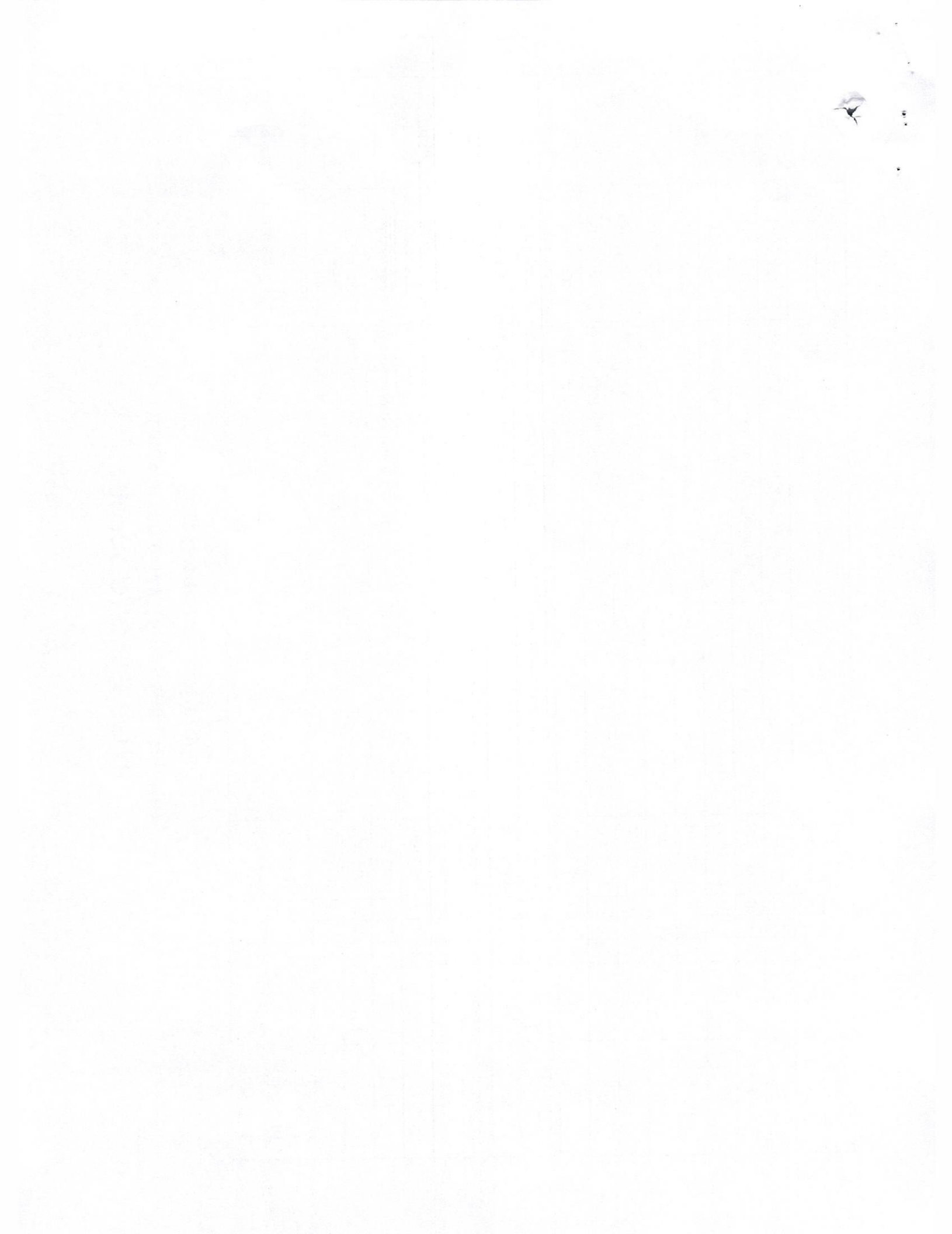
Energy expenditure during physical activity, carbohydrate metabolism and performance, fat metabolism and performance, effect of exercise on protein requirements, physique and sports performance.

References:

- Williams, Melvin H. (7th Edition, 2005). *Nutrition for Health, fitness and Sports*”, McGraw Hill International Edition.
- Gibney, Micheal J.; Macdonald, Ian A and Roche, Helan M. (2004), *Nutrition and Metabolism*, Blackwell Publishing Company, Bangalore.

PROPOSED COURSE DETAIL
Course: M.Com. (Financial Planning)
Soft Core Subject Details

Semester	Course Code	Course Title	Course Type	L	T	P	Credit Value	Part II of C3 Exam Type
Odd	FPSC-101	Portfolio Management	Soft Core	0	2	2	4	PE
	FPSC-102	Behavioral Finance	Soft Core	0	1	1	2	PE
	FPSC-103	Financial Reporting & Control	Soft Core	0	1	2	3	PE
	FPSC-301	Business Statistics	Soft Core	0	2	2	4	PE
	FPSC-302	Marketing Financial Services	Soft Core	0	1	2	3	PE
	FPSC-303	Leadership and Organization Behavior	Soft Core	0	2	2	4	PE
	FPSC-304	Reforms & Financial Regulations	Soft Core	0	1	2	3	PE
	FPSC-305	Research/Exploratory/Investigative Study on Selected Topics	Soft Core	0	1	1	2	D&VV
	FPSC-201	Technical Analysis	Soft Core	0	1	1	2	PE
	FPSC-202	Marketing Management	Soft Core	0	2	1	3	PE
Even	FPSC-203	Financial Modeling (with Project)	Soft Core	0	1	1	2	PE
	FPSC-204	Brand I Project	Soft Core	0	1	1	2	CP&VV
	FPSC-401	Financial Management	Soft Core	0	2	2	4	CP&VV
	FPSC-402	Strategic Management	Soft Core	0	1	3	4	PE
	FPSC-403	Economic Environment of Business	Soft Core	0	2	1	3	PE
	FPSC-404	Marketing of Financial Services	Soft Core	0	1	1	2	PE
	FPSC-405	Managerial Economics	Soft Core	0	1	2	3	PE
	FPSC-406	Micro Finance	Soft Core	0	1	1	2	CP&VV



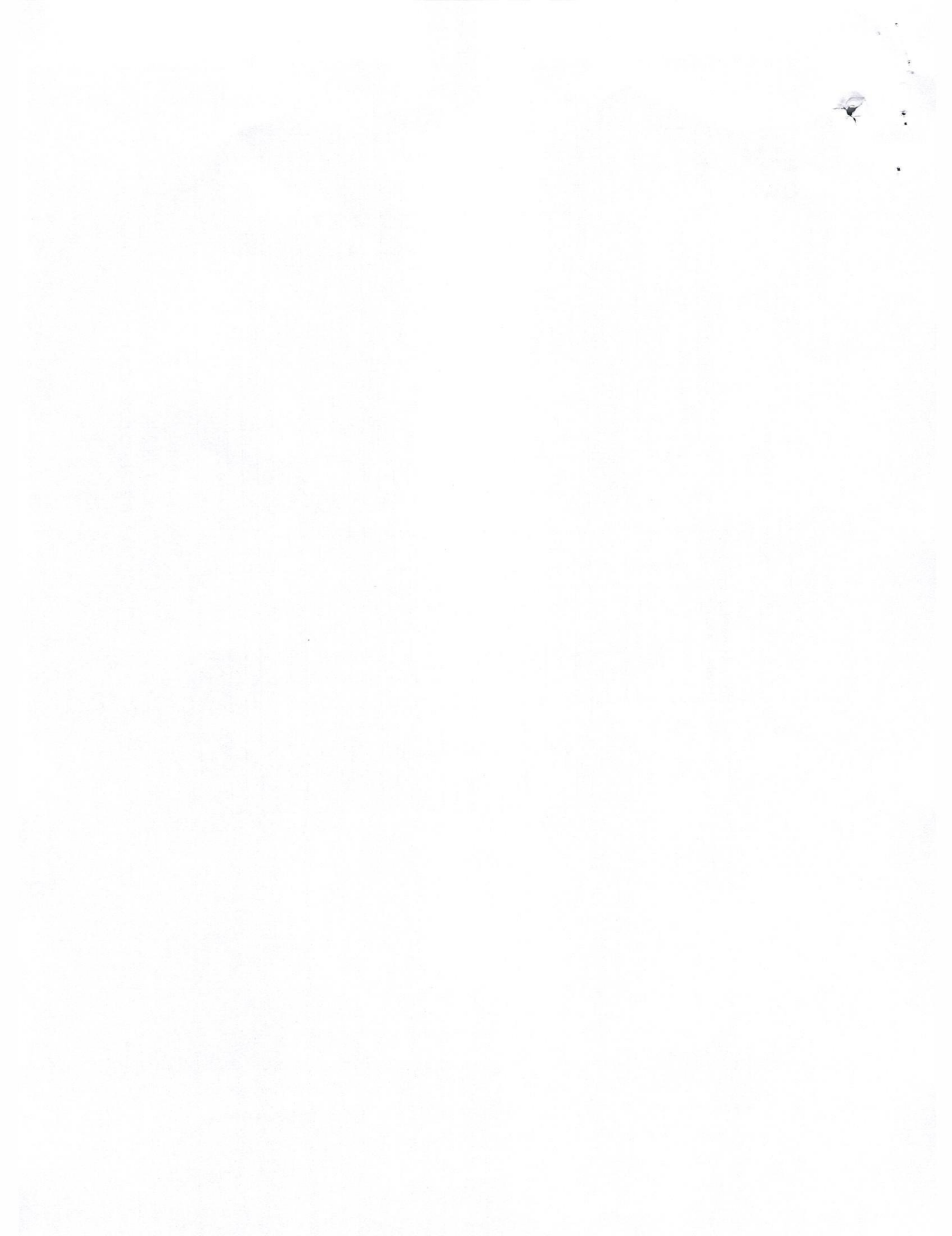
PROPOSED COURSE DETAIL
Course: M.Com. (Financial Planning)
Programme Scheme and Credit

Sem	Course Code	Course Title	Course Type	L	T	P	Credit Value	Part II of C3 Exam Type
I	FPHC-101	Introduction to Financial Planning	HC	2	1	0	3	WE
	FPHC-102	Risk Analysis and Insurance Planning	HC	0	1	2	3	PE
	FPHC-103	Investment Planning	HC	2	1	1	4	WE
	FPHC-104	Mutual Funds and Investment Alternatives	HC	0	1	1	2	PE
	FPHC-105	Indian Securities Market	HC	0	1	1	2	PE
	FPHC-106	Retirement Planning and Employee Benefits	HC	0	1	2	3	PE
	FPHC-107	Wealth Management Project	HC	0	1	1	2	D&V
	Refer Table	Soft Core	SC				5	Refer SC Table
	Refer Table	Open Elective	OE				2	Refer OE Table
Total Credits for Semester I							26	
II	FPHC-201	Equity Research	HC	0	1	2	3	PE
	FPHC-202	Tax Planning and Estate Planning	HC	2	1	1	4	WE
	FPHC-203	Advance Financial Planning (with Project)	HC	0	1	2	3	D&V
	FPHC-204	Equity Derivatives and Currency Derivatives	HC	2	1	0	3	WE
	Refer Table	Soft Core	SC				12	Refer SC Table
	Refer Table	Open Elective	OE				2	Refer OE Table
Total Credits for Semester II							27	
III	FPHC-301	Industry Internship Report – I	HC	0	0	5	5	CP&V
	FPHC-302	Project Work - I	HC	0	1	4	5	D&V
	Refer Table	Soft Core	SC				8	Refer SC Table
Total Credits for Semester III							18	
IV	FPHC-401	Industry Internship Report – II	HC	0	0	5	5	CP&V
	FPHC-402	Project Work - II	HC	0	1	4	5	D&V
	Refer Table	Soft Core	SC				10	Refer SC Table
Total Credits for Semester IV							20	
Total Maximum Credits							91	

WE	Written Examination
PE	Practical Examination
CP&V	Comprehensive Presentation Cum Viva-Voice
D&V	Final Defence Examination

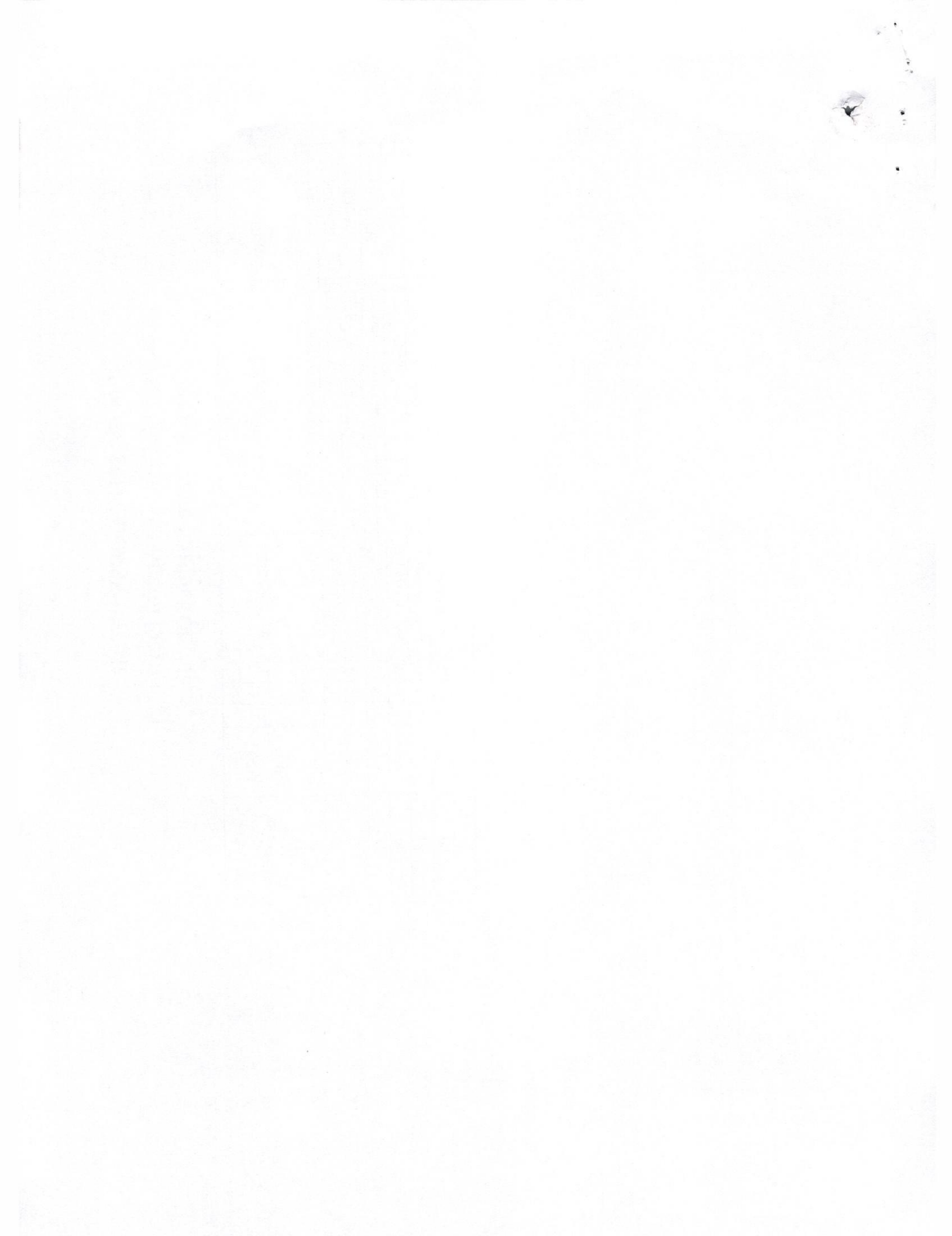
Course Type	Credits
HC	52
SC	20 (Min)
OE	4 (Min) 8 (Max)
Total Credits	76 (min) 96 (max)

Eligibility Criteria	The candidate with Bachelor's degree (in any stream) or equivalent are eligible for admission in the First Semester of MBA in Financial Planning
Lateral Entry	A candidate with a Post Graduate Diploma/Degree recognised by the state / Central govt. of India OR authorities established under the laws of any state/ central govt. of India Or equivalent in Finance / Commerce related stream shall be eligible to the Lateral Admission in Third Semester.



PROPOSED COURSE DETAIL
Course: M.Com. (Financial Planning)
Open Elective Subject Detail

Course Code	Course Title	Course Type	L	T	P	Total Credit	Part II of C3 Exam Type
FPOE-101	Personality Development	Open Elective	0	1	1	2	PE
FPOE-201	Microsoft Office	Open Elective	0	1	1	2	PE
FPOE-202	Business Communication	Open Elective	0	1	1	2	PE
FPOE-203	Behavior Testing and Counseling	Open Elective	0	1	1	2	PE
FPOE-301	Event Management	Open Elective	0	0	2	2	PE
FPOE-302	Corporate Etiquette	Open Elective	0	1	1	2	PE
FPOE-303	Creativity and Innovation	Open Elective	0	1	1	2	PE
FPOE-304	Health and Fitness	Open Elective	0	1	1	2	PE



**M.Com. (Financial Analysis)
Semester – I
Hard Core Courses**

M.Com. (Financial Analysis)
Semester – I
Hard Core Courses

Fundamentals of Professional Ethics

Course Code : FAHC-101

L-T-P : 0-1-1

Course Type : Hard Core

Credit Value : 2

Final Assessment Pattern (Part II of C3): Practical Examination

(Course majorly contains the Practice therefore Part II of C3 is in the form of Practical Examination)

Learning Outcome

The candidate will be able to present his opinion on various behavioral patterns in light of the framework for ethical conduct in the investment profession by focusing on the CFA Institute Code of Ethics and Standards of Professional Conduct as well as the Global Investment Performance Standards.

Course Curriculum

Unit - 1: Ethics and Trust in Investment Profession

Explain ethics; describe the role of a code of ethics in defining a profession; identify challenges to ethical behavior; describe the need for high ethical standards in the investment industry; distinguish between ethical and legal standards; describe and apply a framework for ethical decision making.

Unit - 2: Six Codes of Ethics

Describe the structure of the CFA Institute Professional Conduct Program and the process for the enforcement of the Code and Standards; State the six components of the Code of Ethics and the seven Standards of Professional Conduct;

Unit - 3: Standards for Professional Conduct (1-3 out of 7)

Demonstrate a thorough knowledge of the Standards of Professional Conduct by applying the Standards to situations involving issues of professional integrity; Distinguish between conduct that conforms to the Standards and conduct that violates the Standards; Recommend practices and procedures designed to prevent violations of the Standards of Professional Conduct

Unit - 4: Standards for Professional Conduct (4-7 out of 7)

Demonstrate a thorough knowledge of the Standards of Professional Conduct by applying the Standards to situations involving issues of professional integrity; Distinguish between conduct that conforms to the Standards and conduct that violates the Standards; Recommend practices and procedures designed to prevent violations of the Standards of Professional Conduct

Unit - 5: Global Investment Performance Standards

Describe the key characteristics of the GIPS standards and the fundamentals of compliance; describe the scope of the GIPS standards with respect to an investment firm's Definition and historical performance record;

References

- Curriculum (CBoK) for CFA Level 1 provided by CFA Institute, USA
- Bruce Weinstein (October 2011). Ethical Intelligence Five Principles for Solving Your Toughest Problems at Work and Beyond. New World Library

Advanced Economics

Course Code : FAHC-102

L-T-P : 1-1-1

Course Type : Hard Core

Credit Value : 3

Final Assessment Pattern (Part II of C3): Written Examination

(Course contains the Lecture component therefore Part II of C3 is in the form of Written Examination)

Learning Outcome

- Candidate will be able to apply concepts of micro & macroeconomics with perspective to finance.
- Candidate will understand the equilibrium between demand and supply and concept of elasticity, which measures the rate of changes on the equilibrium price level.
- Candidate will develop the understanding of business cycles, monetary & fiscal policies, international trade, capital flows and foreign exchange rates.

Course Curriculum

Unit - 1: Demand and Supply Analysis

Describe causes of shifts in and movements along demand and supply curves; Describe the process of aggregating demand and supply curves; Describe the concept of equilibrium (partial and general), and mechanisms by which markets achieve equilibrium; Calculate and interpret price, income, and cross-price elasticity's of demand and describe factors that affect each measure.

Unit - 2: The Firm and Market Structures

Describe characteristics of perfect competition, monopolistic competition, oligopoly, and pure monopoly; Explain relationships between price, marginal revenue, marginal cost, economic profit, and the elasticity of demand under each market structure;

Unit - 3: Business Cycles and Different Policies

Nominal and real GDP; GDP deflator; Compare GDP, national income, personal income, and personal disposable income; Explain the fundamental relationship among saving, investment, the fiscal balance, and the trade balance; business cycle and its phases; Compare monetary and fiscal policy; Explain the money creation process; Explain the Fisher effect; Describe roles and objectives of central banks; Contrast the costs of expected and unexpected inflation; Describe the monetary transmission mechanism; Contrast the use of inflation, interest rate and inflation targeting by central banks; describe limitations of monetary policy; Describe tools of fiscal policies including their advantages and disadvantages; Describe the arguments whether the size of national debt relative to GDP matters; Explain the implementation of fiscal policy and difficulties of implementation.

Unit - 4: International Trade; Capital Flows and Currency Exchange Rates

Compare gross domestic product and gross national product; Describe benefits and costs of international trade; Describe functions and objectives of the international organizations that facilitate trade, including the World Bank, the International Monetary Fund, and the World Trade Organization. Define an exchange rate, and distinguish between nominal and real exchange rates and spot and forward exchange rates; Describe functions of and participants in the foreign exchange market; calculate and interpret the percentage change in a currency relative to another currency; calculate and interpret currency cross-rates; convert forward quotations expressed on a points basis or in percentage terms into an outright forward quotation; explain the arbitrage relationship between spot rates, forward rates, and interest rates; calculate and interpret a forward discount or premium; calculate and interpret the forward rate consistent with the spot rate and the interest rate in each currency; describe exchange rate regimes; explain the effects of exchange rates on countries' international trade and capital flows.

References

- Curriculum (CBoK) for CFA Level 1 provided by CFA Institute, USA
- Christopher D. Piro, Jerald E. Pinto, Larry Harris (2013). Economics for Investment Decision Makers: Micro, Macro, and International Economics. CFA Institute Investment Series, Wiley

Basics of Financial Reporting & Analysis

Course Code : FAHC-103

L-T-P : 1-2-1

Course Type : Hard Core

Credit Value : 4

Final Assessment Pattern (Part II of C3): Written Examination

(Course contains the Lecture component therefore Part II of C3 is in the form of Written Examination)

Learning Outcome

The candidate will be able to prepare and analyze financials of a company, including the principal financial statements (the income statement, balance sheet, statement of cash flows, and statement of changes in owners' equity), specific categories of assets and liabilities like inventories, long-lived assets, income taxes and non-current liabilities.

Course Curriculum

Unit - 1: Basics on Financial Reporting

Discuss the importance of financial statement notes and supplementary information, Discuss the objective of audits of financial statements, the types of audit reports, and the importance of effective internal controls; describe the steps in the financial statement analysis framework.

Unit - 2: Three Financial Statements

Discuss the general principles of expense and income recognition; Describe the components of earnings per share and calculate a company's earnings per share for both a simple and complex capital structure; Explain how assets and liabilities arise from the accrual process; Compare and contrast cash flows from operating, investing, and financing activities.

Unit - 3: Important Assets (Inventories and Long Lived Assets)

Distinguish between costs that are capitalized and costs that are expensed in the period in which they are incurred; Calculate, compare, and contrast cost of sales, gross profit, and ending inventory using perpetual and periodic inventory systems; Discuss the measurement of inventory at the lower of cost and net realizable value;

Unit - 4: Financial Liabilities

Determine the initial recognition and measurement and subsequent measurement of bonds; amortization of bond discounts/premiums, and interest payments; determine the initial recognition and measurement and subsequent measurement of finance leases;

References

- Curriculum (CBoK) for CFA Level 1 provided by CFA Institute, USA
- Thomas R. Robinson, Elaine Henry, Wendy L. Pirie, Michael A. Broihahn (2015). International Financial Statement Analysis, Third Edition. CFA Institute Investment Series

Corporate Finance

Course Code : FAHC-104

L-T-P : 0-1-1

Course Type : Hard Core

Credit Value : 2

Final Assessment Pattern (Part II of C3): Practical Examination
(Course majorly contains the Practice therefore Part II of C3 is in the form of Practical Examination)

Learning Outcome

The candidate will be able to learn the art of decision making to devise a suitable financial strategy in light of overall environment / factors and be able to fulfill the overall objective of shareholders' wealth maximization.

Course Curriculum

Unit - 1: Corporate Governance and ESG: An Introduction

Describe a company's stakeholder groups and compare interests of stakeholder groups; describe principal-agent and other relationships in corporate governance and the conflicts that may arise in these relationships; describe stakeholder management; describe functions and responsibilities of a company's board of directors and its committees; describe market and non-market factors that can affect stakeholder relationships and corporate governance; identify potential risks of poor corporate governance and stakeholder management and identify benefits from effective corporate governance and stakeholder management; describe factors relevant to the analysis of corporate governance and stakeholder management; describe environmental and social considerations in investment analysis; describe how environmental, social, and governance factors may be used in investment analysis.

Unit - 2: Capital Budgeting

Explain the capital budgeting process, including the typical steps of the process, and distinguish among the various categories of capital projects; Calculate and interpret the results using each of the following methods to evaluate a single capital project: net present value (NPV), internal rate of return (IRR), payback period, discounted payback period, and profitability index (PI)

Unit - 3: Cost of Capital & Leverage

Calculate and interpret the weighted average cost of capital (WACC) of a company; Describe how taxes affect the cost of capital from different capital sources; Calculate and interpret the degree of operating leverage, the degree of financial leverage, and the degree of total leverage;

Unit - 4: Dividends and Share Repurchases: Basics

Explain regular cash dividends, extra dividends, stock dividends, stock splits, and reverse stock splits, including their expected effect on a shareholder's wealth and company's financial ratios; Describe dividend payment chronology, including declaration, holder-of-record-dividend, and

payment dates, and indicate when a dividend is reflected in the share price; Compare and contrast share repurchase methods;

Unit - 5: Measures of Leverage

Define and explain leverage, business risk, sales risk, operating risk, and financial risk and classify a risk; Calculate and interpret the degree of operating leverage, the degree of financial leverage, and the degree of total leverage; analyze the effect of financial leverage on a company's net income and return on equity; calculate and interpret the operating breakeven quantity of sales.

Unit - 6: Working Capital Management

Describe primary and secondary sources of liquidity and factors that influence company's liquidity position; Evaluate overall working capital effectiveness of a company, using the operating and cash conversion cycles, and compare its effectiveness with other peer companies; Identify and evaluate the necessary tools to use in managing a company's net daily cash position;

References

- Curriculum (CBoK) for CFA Level 1 provided by CFA Institute, USA
- Michelle R. Clayman, Martin S. Fridson, and George H. Troughton, (May 2008). Corporate Finance: A Practical Approach. CFA Institute Investment Series

Basics of Portfolio Management & Quantitative Techniques

Course Code : FAHC-105

L-T-P : 0-2-1

Course Type : Hard Core

Credit Value : 3

Final Assessment Pattern (Part II of C3): Practical Examination

(Course majorly contains the Practice therefore Part II of C3 is in the form of Practical Examination)

Learning Outcome

- The candidate will be able to apply the quantitative techniques that are essential in almost any type of financial analysis.
- The candidate will be able to apply the concept of a diversified portfolio approach to investments for individual and institutional investors taking into account different types of pooled investment management products that are available to investors.

Course Curriculum

Unit - 1: Time value of Money and DCF applications

Solve time value of money problems when compounding periods are other than annual; Calculate and interpret the net present value (NPV) and the internal rate of return (IRR) of an investment; Define, calculate, and interpret a holding period return (total return); money-weighted and time-weighted rates of return of a portfolio

Unit - 2: Other Statistical tools and Probability Concepts

Define, calculate, and interpret measures of central tendency, the coefficient of variation and the Sharpe ratio; Explain the concept of probability; Explain a probability distribution and distinguish between discrete and continuous random variables; Define and interpret a test statistic and significance level.

Unit - 3: Basics of Portfolio Management

Explain the importance of the portfolio perspective; Describe the steps in the portfolio management process; Describe, compare, and contrast mutual funds and other forms of pooled investments; List and explain the major components of an IPS.

Unit - 4: Different theories of Portfolio Management

Discuss the implications of combining a risk-free asset with a portfolio of risky assets; Explain and interpret the capital allocation line (CAL) and the capital market line (CML); Explain the capital asset pricing model (CAPM) and the security market line (SML);

References

- Curriculum (CBoK) for CFA Level I provided by CFA Institute, USA
- John L. Maginn, Donald L. Tuttle, Jerald E. Pinto, and Dennis W. Mc Leavey (March 2007). Managing Investment Portfolios: A Dynamic Process, Third Edition. CFA Institute

- Richard A. De Fusco, Dennis W. Mc Leavey, Jerald E. Pinto, and David E. Runkle, (January 2007). Quantitative Investment Analysis, Second Edition. CFA Institute

Richard A. De Fusco, Dennis W. Mc Leavey, Jerald E. Pinto, and David E. Runkle, (January 2007). Quantitative Investment Analysis, Second Edition. CFA Institute

M.Com. (Financial Analysis)
Semester – II
Hard Core Courses

Ethics for Managers

Course Code : FAHC-201

L-T-P : 0-1-1

Course Type : Hard Core

Credit Value : 2

Final Assessment Pattern (Part II of C3): Practical Examination

(Course majorly contains the Practice therefore Part II of C3 is in the form of Practical Examination)

Learning Outcome

- Candidate will be able to present his opinion on various behavioral patterns in light of the framework for ethical conduct in the investment profession by focusing on the CFA Institute Code of Ethics and Standards of Professional Conduct.
- Candidate will be able to shift his focus from theoretical rule based approach towards case study based approach.

Course Curriculum

Unit - 1: Standards for Professional Conduct (1-3 out of 7)

Demonstrate a thorough knowledge of the Standards of Professional Conduct by applying the Standards to situations involving issues of professional integrity; Distinguish between conduct that conforms to the Standards and conduct that violates the Standards.

Unit - 2: Standards for Professional Conduct (4-7 out of 7)

Demonstrate a thorough knowledge of the Standards of Professional Conduct by applying the Standards to situations involving issues of professional integrity; Recommend practices and procedures designed to prevent violations of the Standards of Professional Conduct

Unit - 3: Research Objectivity Standards

Explain the objectives of the Research Objectivity Standards; evaluate company policies and practices related to research objectivity, and distinguish between changes required and changes recommended

Unit - 4: Different case Studies based on previous standards

- The Glenarm Company
- Preston Partners
- Super Selection
- Trade Allocation: Fair Dealing and Disclosure
- Changing Investment Objectives

References

- Curriculum (CBoK) for CFA Level 2 provided by CFA Institute, USA
- Bruce Weinstein (October 2011). Ethical Intelligence Five Principles for Solving Your Toughest Problems at Work and Beyond. New World Library

Economics for Valuation

Course Code : FAHC-202

L-T-P : 1-1-0

Course Type : Hard Core

Credit Value : 2

Final Assessment Pattern (Part II of C3): Written Examination

(Course contains the Lecture component therefore Part II of C3 is in the form of Written Examination)

Learning Outcome

- Candidate will be able to build on the principles of economics and links them to the valuation process.
- Candidate will be able to describe how the economic environment affects a firm's performance covering aspects like alternative theories of economic growth, including capital investment, productivity, human capital, and technology.

Course Curriculum

Unit - 1: Economic Growth

Define the sources of economic growth, and discuss the preconditions for economic growth; discuss how faster economic growth can be achieved by increasing the growth of physical capital, technological advances, and investment in human capital; compare and contrast classical growth theory, neoclassical growth theory, and new growth theory

Unit - 2: Regulation and Antitrust Policy in a Globalized Economy

Explain the rationale for government regulation in the form of 1) economic regulation of natural monopolies and 2) social regulation of non-monopolistic industries; discuss the potential benefits and possible negative side effects of social regulation.

Unit - 3: Trading with the World and Measuring Economic Activity

Explain comparative advantage and how countries can gain from international trade; compare and contrast tariffs, nontariff barriers, quotas, and voluntary export restraints; critique the arguments for trade restrictions; distinguish between the measures of economic activity including their components

Unit - 4: The Exchange Rate and the Balance of Payments

Define an exchange rate, and differentiate between the nominal exchange rate and the real exchange rate; calculate and interpret the spread on a foreign currency quotation, bank/dealer positions, and trading volume; calculate and interpret currency cross rates, given two spot exchange quotations involving three currencies.

References

- Curriculum (CBoK) for CFA Level 2 provided by CFA Institute, USA

- Christopher D. Piros, Jerald E. Pinto, Larry Harris (2013). Economics for Investment Decision Makers: Micro, Macro, and International Economics. CFA Institute Investment Series, Wiley

• Christopher D. Piros, Jerald E. Pinto, Larry Harris
Economics for Investment Decision Makers: Micro, Macro, and International
Economics. Wiley

Advanced Aspects of Financial Reporting & Analysis

Course Code : FAHC-203

L-T-P : 1-1-1

Course Type : Hard Core

Credit Value : 3

Final Assessment Pattern (Part II of C3): Written Examination

(Course contains the Lecture component therefore Part II of C3 is in the form of Written Examination)

Learning Outcome

The candidate will be able to prepare and analyze different aspects of inter corporate investment, multinational operations and employee benefits including the pensions.

The candidate will be able to analyze advanced aspects of inventories, long lived assets and leases along with ratio analysis.

Course Curriculum

Unit - 1: Evaluating Quality of Financial Reports and Financial Statement Analysis Techniques

Explain mean reversion in earnings and how the accruals component of earnings affects the speed of mean reversion; Demonstrate the use of a conceptual framework for assessing the quality of a company's financial reports; Explain potential problems that affect the quality of financial reports; Evaluate the balance sheet quality of a company; Evaluate the quality of a company's financial data and recommend appropriate adjustments to improve quality and comparability with similar companies, including adjustments for differences in accounting standards, methods, and assumptions; Evaluate how a given change in accounting standards, methods, or assumptions affects financial statements and ratios;

Unit - 2: Inter Corporate Investments

Describe the classification, measurement, and disclosure under the International Financial Reporting Standards (IFRS) distinguish between IFRS and U.S. GAAP in the classification, measurement, and disclosure of investments in financial assets, investments in associates, joint ventures, business combinations, and special purpose and variable interest entities; analyze the effects on financial ratios of the different methods used to account for inter-corporate investments

Unit - 3: Multinational Operations

Distinguish among presentation currency, functional currency, and local currency; analyze the impact of changes in exchange rates on the translated sales of the subsidiary and parent company; compare and contrast the current rate method and the temporal method

Unit - 4: Employee Compensations

Discuss the types of post-employment benefit plans and the implications for financial reports; explain the measures of a defined benefit pension plan's liability the components of a company's defined benefit pension expense explain the impact of a defined benefit plan's assumptions on the defined benefit obligation and periodic expense.

References

- Curriculum (CBoK) for CFA Level 2 provided by CFA Institute, USA
- Thomas R. Robinson, Elaine Henry, Wendy L. Pirie, Michael A. Broihahn (2015). International Financial Statement Analysis, Third Edition. CFA Institute Investment Series

Corporate Finance for Managers

Course Code : FAHC-204

L-T-P : 0-2-1

Course Type : Hard Core

Credit Value : 3

Final Assessment Pattern (Part II of C3): Practical Examination

(Course majorly contains the Practice therefore Part II of C3 is in the form of Practical Examination)

Learning Outcome

The candidate will be able to learn the art of decision making to devise a suitable financial strategy in light of in more challenging scenarios with more number of variables and be able to fulfill the overall objective of shareholders' wealth maximization.

Course Curriculum

Unit - 1: Capital Budgeting

Compute the yearly cash flows of an expansion capital project and a replacement capital project and evaluate how the choice of depreciation method affects those cash flows; explain how sensitivity analysis, scenario analysis, and Monte Carlo simulation can be used to assess the stand-alone risk of a capital project; calculate and interpret accounting income and economic income in the context of capital budgeting

Unit - 2: Capital Structure

Discuss the Modigliani–Miller propositions concerning capital structure, including the impact of leverage, taxes, financial distress, agency costs, and asymmetric information on a company's cost of equity, cost of capital, and optimal capital structure; explain the target capital structure and why actual capital structure may fluctuate around the target

Unit - 3: Dividends and Share Repurchases: Analysis

Compare and contrast theories of dividend policy; discuss the types of information (signals) that dividend initiations, increases, decreases, and omissions may convey; illustrate how clientele effects and agency issues may affect a company's payout policy; discuss the factors that affect dividend policy; compare and contrast stable dividend, target payout, and residual dividend payout policies, and calculate the dividend under each policy

Unit - 4: Mergers and Acquisitions

Compare and contrast the three major methods for valuing a target company, including the advantages and disadvantages of each; evaluate a merger bid, calculate the estimated post-merger value of an acquirer, and calculate the gains accrued to the target shareholders versus the acquirer shareholders; categorize merger and acquisition (M&A) activities based on forms of integration and types of mergers.

References

- Curriculum (CBoK) for CFA Level 2 provided by CFA Institute, USA
- Michelle R. Clayman, Martin S. Fridson, and George H. Troughton, (May 2008).
Corporate Finance: A Practical Approach. CFA Institute Investment Series

Advanced Portfolio Management & Quantitative Techniques

Course Code : FAHC-205

L-T-P : 0-2-1

Course Type : Hard Core

Credit Value : 3

Final Assessment Pattern (Part II of C3): Practical Examination

(Course majorly contains the Practice therefore Part II of C3 is in the form of Practical Examination)

Learning Outcome

- The candidate will be able to apply the concept of CAPM (capital asset pricing model) through the theory of Active Portfolio Management.
- The candidate will be able to build and interpret linear correlation and multiple regression models.

Course Curriculum

Unit - 1: Correlation and Regression

Calculate and interpret a sample covariance and a sample correlation coefficient, and interpret a scatter plot; calculate and interpret 1) a confidence interval for the population value of a regression coefficient and 2) a predicted value for the dependent variable, given an estimated regression model and assumed values for the independent variables

Unit - 2: Time-Series Analysis

Calculate and evaluate the predicted trend value for a time series, modeled as either a linear trend or a log-linear trend, given the estimated trend coefficients; discuss the factors that determine whether a linear or a log-linear trend should be used with a particular time series, and evaluate the limitations of trend models.

Unit - 3: Portfolio Management: Process, Asset Allocation and Risk Management

Discuss mean-variance analysis and its assumptions, and calculate the expected return and the standard deviation of return for a portfolio of two or three assets; explain the minimum-variance and efficient frontiers, and discuss the steps to solve for the minimum-variance frontier; describe APT including its underlying assumptions and its relation to multifactor models; describe and compare macro-economic factor models, fundamental factor models and statistical factor models; explain the use of VaR in managing portfolio risk; describe sensitivity risk measures and scenario risk measure.

Unit - 4: The Portfolio Management: Economic Analysis, Active Management and Trading

Explain the notion that to affect market values, economic factors must affect one or more of the following: (1) default-free interest rates across maturities, (2) the timing and/or magnitude of expected cash flows, and (3) risk premiums; explain the role of expectations and changes in expectations in market valuation; explain the relationship between the long-term growth rate of the economy, the volatility of the growth rate, and the average level of real short-term interest

rates; explain how the phase of the business cycle affects policy and short-term interest rates, the slope of the term structure of interest rates, and the relative performance of bonds of differing maturities; explain how the phase of the business cycle affects credit spreads and the performance of credit-sensitive fixed-income instruments; describe how economic analysis is used in sector rotation strategies; calculate and interpret the information ratio (ex post and ex ante) and contrast it to the Sharpe ratio; state and interpret the fundamental law of active portfolio management including its component terms—transfer coefficient, information coefficient, breadth, and active risk (aggressiveness); Explain Algorithmic Trading and High Frequency Trading

References

- Curriculum (CBoK) for CFA Level 2 provided by CFA Institute, USA
- John L. Maginn, Donald L. Tuttle, Jerald E. Pinto, and Dennis W. McLeavey (March 2007). Managing Investment Portfolios: A Dynamic Process, Third Edition. CFA Institute
- Richard A. De Fusco, Dennis W. Mc Leavey, Jerald E. Pinto, and David E. Runkle, (January 2007). Quantitative Investment Analysis, Second Edition. CFA Institute

M.Com. (Financial Analysis)
Semester – III
Hard Core Courses

Application of Economics in Portfolio Management

Course Code : FAHC-301

L-T-P : 0-1-1

Course Type : Hard Core

Credit Value : 2

Final Assessment Pattern (Part II of C3): Defense & Viva Voce

(Course is in the nature of project therefore part II of C3 is in the form of D&VV)

Learning Outcome

- The candidate will be able to understand the application of economic theory for the valuation of equity markets.
- The Candidate will be able to understand economic conditions under which certain developing countries might become a much stronger force in the world economy and the implications that would have for investors.

Course Curriculum

Unit - 1: Equity Market Valuation

Cobb-Douglas production function, critique the use of discounted dividend models and macroeconomic forecasts to estimate the intrinsic value of an equity market; contrast top-down and bottom-up approaches to forecasting the earnings per share of an equity market index;

Unit - 2: Relative Valuation

Discuss the strengths and limitations of relative valuation models; judge whether an equity market is under-, fairly, or over-valued using a relative equity valuation model.

Unit - 3: Capital Market Expectation in Portfolio Management

Demonstrate the application of formal tools for setting capital market expectations, including statistical tools, discounted cash flow models, the risk premium approach, and financial equilibrium models; Explain the use of survey and panel methods and judgment in setting capital market expectations;

Unit - 4: Economic Forecasting

Demonstrate the application of economic growth trend analysis to the formulation of capital market expectations; Compare the major approaches to economic forecasting; Demonstrate the use of economic information in forecasting asset class returns; Evaluate how economic and competitive factors affect investment markets, sectors, and specific securities;

Reference

- CFA Program Curriculum – Level 3
- Christopher D. Piro, Jerald Pinto, Larry Harris (2013). Economics for Investment Decision Makers: Micro, Macro, and International Economics. John Wiley and Sons, Inc.

Industry Internship

Course Code : FAHC-302

L-T-P : 0-0-8

Course Type : Hard Core

Credit Value : 8

Final Assessment Pattern (Part II of C3): Comprehensive Presentation & Viva Voce
(Course is in the nature of internship therefore Part II of C3 is in the form of CP&VV)

Learning Outcome

The objective of the internship course is to enhance understanding of academic material by application in the internship setting. Internships will provide students Practical onsite experience at the internship organization and the opportunity to test their interest in a particular career before permanent commitments are made

Project Work

Course Code : FAHC-303

L-T-P : 0-1-3

Course Type : Hard Core

Credit Value : 4

Final Assessment Pattern (Part II of C3): Defense & Viva Voce
(Course is in the nature of project therefore part II of C3 is in the form of D&VV)

Learning Outcome

The objective of the project work is to develop the problem solving ability in a time bound manner. They should be able to demonstrate the ability to set objectives, sound understanding of concepts, and application of theory on real life problems, flexible approach, and systematic procedures for achievement of output in timely manner. Students have to work on the real life projects and apply the suitable methodology and analytical tools for problem solving and draw the inferences from the output of project work. They should be able to defend their original work while presenting it to onsite supervisor/examiner.

M.Com. (Financial Analysis)
Semester – IV
Hard Core Courses

Wealth Management

Course Code : FAHC-401

L-T-P : 0-1-2

Course Type : Hard Core

Credit Value : 3

Final Assessment Pattern (Part II of C3): Practical Examination

(Course majorly contains the Practice therefore Part II of C3 is in the form of Practical Examination)

Learning Outcome

- The candidate will be able to suggest investment strategies from the behavioral finance perspective
- The candidate will understand the process of private wealth management and the construction of an investment policy statement for the individual investor.
- The candidate will be able to construct the investment policy statement for an institutional investment management client.

Course Curriculum

Unit - 1: Behavioral finance

Contrast traditional and behavioral finance perspectives on capital markets and Portfolio construction. The Behavioral Biases of Individuals; evaluate the impact of biases on investment policy and asset allocation and discuss approaches to mitigate their effect. Behavioral Finance and Investment Processes; application of behavioral finance to portfolio construction.

Unit - 2: Institutional Wealth Management

Managing Institutional Investor Portfolios; discuss the factors that determine investment policy for pension funds, foundations, endowments, life and nonlife insurance companies, and banks.

Unit - 3: Private Wealth Management

Determine the strategic asset allocation that is most appropriate for an individual investor's specific investment objectives and constraints; Taxes and Private Wealth Management in a Global Context; determine the impact of different types of taxes and tax regimes on future wealth accumulation

Unit - 4: Estate Planning in a Global Context & Lifetime Financial Advice

Discuss the purpose of estate planning and explain the basic concepts of domestic estate planning, including estates, wills, and probate. Concentrated Single-Asset Positions.

Reference

- CFA Program Curriculum – Level 3
- Richard C. Marston (2011). Portfolio Design: A Modern Approach to Asset Allocation. John Wiley & Sons, Inc.

Wealth Management

Course Code : FAHC-401

L-T-P : 0-1-2

Course Type : Hard Core

Credit Value : 3

Final Assessment Pattern (Part II of C3): Practical Examination

(Course majorly contains the Practice therefore Part II of C3 is in the form of Practical Examination)

Learning Outcome

- The candidate will be able to suggest investment strategies from the behavioral finance perspective
- The candidate will understand the process of private wealth management and the construction of an investment policy statement for the individual investor.
- The candidate will be able to construct the investment policy statement for an institutional investment management client.

Course Curriculum

Unit - 1: Behavioral finance

Contrast traditional and behavioral finance perspectives on capital markets and Portfolio construction. The Behavioral Biases of Individuals; evaluate the impact of biases on investment policy and asset allocation and discuss approaches to mitigate their effect. Behavioral Finance and Investment Processes; application of behavioral finance to portfolio construction.

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Reference

- CFA Program Curriculum – Level 3
- Richard C. Marston (2011). Portfolio Design: A Modern Approach to Asset Allocation. John Wiley & Sons, Inc.

- Harold Evensky, Stephen M. Horan, & Thomas R. Robinson (April 2011). The New Wealth Management: The Financial Advisor's Guide to Managing and Investing Client Assets. Wiley & Sons, Inc.
- James Montier (2007). Behavioural Investing. John Wiley and Sons, Inc.

Financial Risk Management

Course Code : FAHC-402

L-T-P : 0-2-2

Course Type : Soft Core

Credit Value : 4

Final Assessment Pattern (Part II of C3): Defense & Viva Voce

(Course is in the nature of project therefore part II of C3 is in the form of D&VV)

Learning Outcome

- The candidate will understand risk management techniques required for investment management.
- The candidate will be able to apply sophisticated risk management techniques to properly measure the varying facets of risk.

Course Curriculum

Unit - 1: Risk Management

Main features of the risk management process, risk governance, risk reduction and an enterprise risk management system; evaluation of a company's or a portfolio's exposures to financial and nonfinancial risk factors; Value at Risk (VAR), stress testing, credit risk of an investment position, use of risk budgeting, position limits, and other methods for managing market risk.

Unit - 2: Currency Risk Management

Use of foreign exchange futures to hedge the currency exposure associated with the principal value of a foreign investment; effect of basis risk on the quality of a currency hedge, issues in hedging multiple currencies, use of options rather than futures/forwards to manage currency risk, major types of currency management strategies.

Unit - 3: Risk Management Applications of Forward and Futures Strategies

Use of equity futures contracts to achieve a target beta for a stock portfolio, use of stock index futures to convert a long stock position into synthetic cash, use of futures to adjust the allocation of a portfolio across equity sectors use of forward contracts to reduce the risk associated with a future receipt or payment in a foreign currency

Unit - 4: Risk Management Applications of Option & Swap Strategies

Use of covered calls and protective puts to manage risk exposure to individual securities, Value at expiration, profit, maximum profit, maximum loss, breakeven underlying price at expiration, and general shape of the graph for the major option strategies (bull spread, bear spread, butterfly spread, collar, straddle, box spread), Use of currency and equity swaps.

Reference

- CFA Program Curriculum - Level 3
- Don M. Chance (2008). Essays in Derivatives: Risk-Transfer Tools and Topics Made Easy. John Wiley & Sons, Inc.
- Emma McWilliams (2011). Longevity Risk. Incisive Financial Publishing Limited

Portfolio Management Project

Course Code : FAHC-403

L-T-P : 0-1-3

Course Type : Hard Core

Credit Value : 4

Final Assessment Pattern (Part II of C3): Defense & Viva Voce

(Course is in the nature of project therefore part II of C3 is in the form of D&VV)

Learning Outcome

- The Candidate will be able to construct the client portfolio based on different types of asset allocation strategies.
- The candidate will be able to review, reconstruct and analyze the client's portfolio as per the changes in the client's circumstances.

Project Guidelines

Candidate has to formulate and justify a strategic asset allocation for an investor, given an investment policy statement and capital market expectations

Formulate and justify tactical asset allocation (TAA) adjustments to strategic asset class weights, given a TAA strategy and expectation data.

They have to recommend a trading tactic when given a description of the investor's motivation to trade, the size of the trade, and key market characteristics

Recommend and justify revisions to an investor's investment policy statement and strategic asset allocation, given a change in investor circumstances.

Calculate, interpret, and contrast alternative risk-adjusted performance measures, including (in their ex post forms) alpha, information ratio, Treynor measure, Sharpe ratio and M2

M.Com. (Financial Analysis)
Odd Semester
Soft Core Courses

Equity Securities & Markets

Course Code : FASC-101

L-T-P : 0-1-1

Course Type : Soft Core

Credit Value : 2

Final Assessment Pattern (Part II of C3): Comprehensive Presentation & Viva Voce

(Course is in the nature of work under industry expert therefore Part II of C3 is in the form of CP&VV)

Learning Outcome

- The candidate will understand various types and features of equity securities and their roles in investment management.
- Candidate will be able to conduct industry and company analysis, understand a company's competitive position and apply it for equity valuation.

Course Curriculum

Unit - 1: Market Organization and Structure

Describe the major types of securities, currencies, contracts, commodities, and real assets that trade in organized markets. Security market index; different weighting methods used in index construction; rebalancing and reconstitution; Uses of security market indices.

Unit - 2: Market Efficiency & Overview of Equity Securities

Market efficiency and related concepts, identified market pricing anomalies and possible inconsistencies with market efficiency. Various types of equity securities; Compare and contrast the risk and return characteristics of various types of equity securities.

Unit - 3: Introduction to Industry and Company Analysis

Industry analysis and the relation of industry analysis to company analysis; the elements that need to be covered in a thorough industry analysis; Product and industry life cycle models, classify an industry as to life cycle phase, Describe the elements that should be covered in a thorough company analysis

Unit - 4: Equity Valuation

Categories of equity valuation models; dividend discount and free-cash-flow-to-equity models. Price multiples to value equity and distinguish between multiples based on comparable versus multiples based on fundamentals.

Reference

- CFA Program Curriculum – Level I
- Jerald E. Pinto, Elaine Henry, Thomas R. Robinson, & John D. Stowe (2010). Equity Asset Valuation. John Wiley and Sons, Inc.
- David T. Larrabee (2013). Valuation Techniques: Discounted Cash Flow, Earnings Quality, Measures of Value Added, and Real Options. CFA Institute Investment Perspectives Series: John Wiley and Sons, Inc.

Fixed Income Securities

Course Code : FASC-102

L-T-P : 0-1-1

Course Type : Soft Core

Credit Value : 2

Final Assessment Pattern (Part II of C3): Comprehensive Presentation & Viva Voce

(Course is in the nature of work under industry expert therefore Part II of C3 is in the form of CP&VV)

Learning Outcome

- Candidate will understand various types and features of fixed-income securities and the associated risks.
- Candidate will be able to conduct the analysis, valuation, and management of fixed-income securities.

Course Curriculum

Unit - 1: Fixed-Income Securities & Markets

Basic features of a fixed-income security, Global fixed-income markets; issuing bonds in primary markets; secondary markets for bonds; securities issued by sovereign governments, non-sovereign governments, government agencies, and supranational entities; types of debt issued by corporations;

Unit - 2: Fixed-Income Valuation

Relationships among a bond's price, coupon rate, maturity, and market discount rate (yield-to-maturity); yield measures for fixed-rate bonds, floating-rate notes, and money market instruments; forward rates; yield spread measures. Spot curve, yield curve on coupon bonds, par curve, and forward curve; Macaulay, modified, and effective durations.

Unit - 3: Asset-Backed Securities

Securitization meaning and process, including the parties to the process, the roles they play, and the legal structures involved; types and characteristics of residential mortgage-backed securities, characteristics and risks of commercial mortgage-backed securities

Unit - 4: Fundamentals of Credit Analysis

Credit risk and credit-related risks affecting corporate bonds; Seniority rankings of corporate debt and explain the potential violation of the priority of claims in a bankruptcy proceeding; Credit rating and credit analysis. Factors that influence the level and volatility of yield spreads; return impact of spread changes.

Reference

- CFA Program Curriculum – Level 1
- Barbara S. Petitt, Jerald E. Pinto, & Wendy L. Pirie (2015). Fixed Income Analysis, John Wiley and Sons, Inc.

Alternative Investments

Course Code : FASC-103

L-T-P : 0-1-0

Course Type : Soft Core

Credit Value : 1

Final Assessment Pattern (Part II of C3): Comprehensive Presentation & Viva Voce
(Course is in the nature of work under industry expert therefore Part II of C3 is in the form of CP&VV)

Learning Outcome

- The candidate will be able to describe the common types of alternative investments, methods for their valuation, unique risks and opportunities associated with them, and the relation between alternative investments and traditional investments.
- The candidate will be able to conduct the valuation of illiquid assets (such as direct real estate or closely held companies), evaluate performance measures for private equity and venture capital investments, and understand various hedge fund strategies.

Course Curriculum

Unit - 1: Introduction to Alternative Investments

Comparison of alternative investments with traditional investments; categories of alternative investments; potential benefits of alternative investments in the context of portfolio management;

Unit - 2: Types of Alternative Investments

Hedge funds, private equity, real estate, commodities, and other alternative investments, including, as applicable, strategies, sub-categories, potential benefits and risks, fee structures, and due diligence;

Unit - 3: Valuation of Alternative Investments

Issues in valuing, and calculating returns on, hedge funds, private equity, real estate, and commodities;

Unit - 4: Risk & Return of Alternative Investments

Management and incentive fees and net-of-fees returns to hedge funds; risk management of alternative investments.

Reference

- CFA Program Curriculum – Level 1
- Mark J. Anson (2006). Handbook of Alternative Assets, John Wiley and Sons, Inc.

Derivatives Securities

Course Code : FASC-104

L-T-P : 0-1-1

Course Type : Soft Core

Credit Value : 2

Final Assessment Pattern (Part II of C3): Comprehensive Presentation & Viva Voce
(Course is in the nature of work under industry expert therefore Part II of C3 is in the form of CP&VV)

Learning Outcome

- The candidate will understand basic derivative securities (forwards, futures, options, and swaps), derivative markets, and the use of options in risk management.

Course Curriculum

Unit - 1: Derivative Markets and Instruments

Characteristics of forward contracts, futures contracts, options (calls and puts), and swaps; meaning of arbitrage and the role it plays in determining prices and promoting market efficiency

Unit - 2: Basics of Derivative Pricing and Valuation

Concepts of arbitrage, replication, and risk neutrality and derivatives pricing; determination of the value and price of a forward contract at expiration, during the life of the contract, and at initiation; Futures and swap contracts; value and price of swaps

Unit - 3: Option Pricing and Valuation

Exercise value, time value, and moneyness of an option; factors that determine the value of an option; put-call parity for European options; valuation of an option using a one-period binomial model;

Unit - 4: Risk Management Applications of Option Strategies

Determination of the value at expiration, the profit, maximum profit, maximum loss, breakeven underlying price at expiration, and general shape of the graph of the strategies of buying and selling calls and puts

Reference

- CFA Program Curriculum – Level 1
- Sheldon Natenberg (1994). Options Volatility and Pricing. Mc Graw-Hill

Mutual Funds and Alternative Investments

Subject Code : FASC-105

L-T-P : 0-1-2

Course Type : Soft Core

Credit Value : 3

Final Assessment Pattern (Part II of C3): Practical Examination

(Course majorly contains the Practice therefore Part II of C3 is in the form of Practical Examination)

Learning Outcomes

- The student will be able to understand the basics of mutual funds and alternate investment options.
- This course will provide the individuals with the requisite skills and enables them to compare and analyze mutual fund schemes and other investment vehicles and advice their client the best suited investment option as per their requirement.

Course Curriculum

Unit - 1: Concept and Role of Mutual funds

Concept of Mutual Fund, Structure of Mutual Funds, Advantages and Limitations of Mutual Funds, Categorization of Funds by Investment Objective, Investment Horizon and Asset Class.

Unit - 2: Introduction to Alternative Investments

Categories of Alternate Investments such as Real Estate, Private Equity, Hedge Funds, Structured Products, Commodities and other alternative investments.

Unit - 3: Risk and Return Characteristics

Risk and Return Perspectives of Different Mutual Fund Schemes and Alternative Investments, Comparison of Alternative Investments with Traditional Investments, Potential Benefits and Risks, Fee Structures and Due Diligence.

Unit - 4: Regulatory Aspects of Alternative Investments

SEBI (Mutual Fund) Regulations, SEBI (Venture Capital Funds) Regulations and SEBI (Alternative Investment Funds) Regulations.

References

- NISM Mutual Fund Distributors
- Prasanna Chandra (2012). Investment Analysis and Portfolio Management. McGraw-Hill
- Ben Stein, Phil DeMuth (2011), The Little Book of Alternative Investments: Reaping Rewards by Daring to be Different. Wiley

Marketing Management

Course Code : FASC-301

L-T-P : 0-1-2

Course Type : Soft Core

Credit Value : 3

Final Assessment Pattern (Part II of C3): Practical Examination

(Course majorly contains the Practice therefore Part II of C3 is in the form of Practical Examination)

Learning Outcome

- The candidate will be able to demonstrate the role of marketing in the company; to explore the relationship of marketing to other functions; and to show how effective marketing builds on a thorough understanding of buyer behavior to create value for customers.

Course Curriculum

Unit - 1: Marketing – The Starting Point

Marketing Concepts and Tasks; Defining and delivering customer value and satisfaction - Value chain - Delivery network; Marketing environment; Adapting marketing to new liberalized economy - Digitalization, Customization, Changing marketing practices.

Unit - 2: Marketing – Segmentation, Product Development and Pricing

Buyer Behavior; Market Segmentation and Targeting; Positioning and differentiation strategies; Product life cycle strategies; New product development; Product Mix and Product line decisions; Branding and Packaging; Price setting– objectives; Factors and methods; Price adapting policies and Initiating and responding to price changes.

Unit - 3: Marketing – Distribution and Communications

Marketing channel system - Functions and flows; Channel design; Channel management – Selection, Training, Motivation and evaluation of channel members; Integrated marketing communication process and Mix; Advertising, Direct marketing - Growth, Benefits and Channels; Telemarketing; Sales force objectives, structure, size and compensation.

Unit - 4: Marketing & Beyond

Identifying and analyzing competitors; Designing competitive strategies for leaders, challengers, followers and niches; Customer Relationship marketing Attracting and retaining customers, Consumerism in India, Controlling of marketing efforts; standardization Vs. adaptation.

References

- Kotler, Philip; Keller, Kevin Lane and Koshy Abraham (2nd Edition 2007). Marketing Management: Analysis Planning Implementation and Control. Prentice Hall of India
- Saxena, Rajan (5th Edition, 2015). Marketing Management. McGraw Hill Education
- Ramaswamy, V.S. and Namakumari, S. (3rd Edition 2002). Marketing Management: Planning, Implementation and Control. Macmillan India Limited

- Jayachandran, S. (1st Edition, 2004). Marketing Management. Excel Books

Financial Modeling

Subject Code : FASC-302

L-T-P : 0-2-2

Course Type : Soft Core

Credit Value : 4

Final Assessment Pattern (Part II of C3): Practical Examination

(Course majorly contains the Practice therefore Part II of C3 is in the form of Practical Examination)

Learning Outcome

- Candidate will be able to build powerful models in finance with the help of excel for stock valuation using the absolute and relative valuation techniques.

Course Curriculum

Unit - 1: Basic & Advanced Excel

Introduction to Excel Formatting Rows, Columns, Tables and Sheets; Applying Number Formats; Using Find and Replace; Using the Paste Special Box; Basic Filtering & Sorting. Financial Functions; Date and Time Functions; Statistical; Lookup and Reference; Logical; Info; Working with Named Ranges; Creating multi-dimensional formulas with Referencing; Conditional Operations; Conditional Lookup;

Unit - 2: Financial Statement Analysis and Scenario Analysis

Income Statement, Balance Sheet, Cash Flow Statement; Inter corporate Investments; Project Income, Depreciation and Debt schedule; working capital schedule, Capex projection, sales projection; Supporting schedules: Deferred Taxes, Intangible Assets, Retained Earnings, and Debt & Interest; Create scenarios, Do sensitivity analysis on Excel using data validation

Unit - 3: Discounted Cash Flow Analysis

Enterprise valuation vs. market valuation; intrinsic valuation vs. relative valuation; Treatment of options, preferred stock, minority interests, debt, cash and marketable securities; overview to market-based and intrinsic valuation, including comparable company analysis and comparable transaction analysis using appropriate equity and enterprise value multiples

Unit - 4: Relative Valuation Analysis

Comparable companies analysis by evaluating operational, financial, size; Analyzing financial history and projections Normalizing operating results and calculating LTM operating results Exclude nonrecurring charges, normalize for stock option expense; financial and market ratios

References

- Mastering Financial Modeling: A Professional's Guide to Building Financial Models in Excel by Eric Soubeiga
- Building Financial Models With Microsoft Excel: A Guide For Business Professionals, 2Nd Ed, Publisher : Wiley India Pvt Ltd, Author : K. Scott Proctor

Strategic Financial Management

Subject Code : FASC-303

L-T-P : 0-2-2

Course Type : Soft Core

Credit Value : 4

Final Assessment Pattern (Part II of C3): Practical Examination

(Course majorly contains the Practice therefore Part II of C3 is in the form of Practical Examination)

Learning Outcome

- The candidate will be able to analyze and apply the most suitable financial strategies for the growth of organization under various circumstances.

Course Curriculum

Unit - 1: Analyzing Financing Decisions

Debt Analysis and Management; Leasing, Hire-purchase, and Project Finance; Hybrid Financing

Unit - 2: Working Capital Management

Credit Management; Inventory Management; Working Capital Financing; Working Capital Management: Extensions

Unit - 3: Corporate Valuation

Corporate Valuation; Value Based Management; Mergers, Acquisitions, and Restructuring; Performance Measurement and Balanced Scorecard

Unit - 4: Strategic Financial Management

International Financial Management; Financial Management in Sick Units; Financial Management in Intangible-Intensive Companies; Corporate Risk Management

Reference

- Michelle R. Clayman, Martin S. Fridson, and George H. Troughton, (May 2008). Corporate Finance: A Practical Approach. CFA Institute Investment Series
- Dr. JB Gupta, (Dec.2015).Strategic Financial Management (CA-Final). Taxman Publication
- N.P. Agarwal, (2009).Strategic Financial Management. Prateeksha Publications

M.Com. (Financial Analysis)
Even Semester
Soft Core Courses

Equity Valuation

Course Code : FASC-201

L-T-P : 0-1-2

Course Type : Soft Core

Credit Value : 3

Final Assessment Pattern (Part II of C3): Practical Examination

(Course majorly contains the Practice therefore Part II of C3 is in the form of Practical Examination)

Learning Outcome

- The candidate will understand various types of valuation models.
- The candidate will be able to apply Discounted Cash Flow valuation models and relative valuation models for equity valuation.

Course Curriculum

Unit - 1: Return Concepts

Return Concepts; use of the capital asset pricing model (CAPM), the Fama–French model (FFM), the Pastor–Stambaugh model (PSM), macroeconomic multifactor models, and the build-up method for estimating the required return on an equity investment

Unit - 2: Industry Analysis

Approaches to equity analysis (ratio analysis and discounted cash flow models) discuss the key components that should be included in an industry analysis model; life cycle of a typical industry; effects of business cycles on industry classification (i.e., growth, defensive, cyclical); analyze the impact of external factors on industries

Unit - 3: Valuation Models

Valuation of a common stock using the dividend discount model (DDM), FCFF and FCFE models, Justified price-to-earnings ratio (P/E), price-to-book ratio (P/B), and price-to-sales ratio (P/S) for a stock, based on forecasted fundamentals; P/E-to-growth ratio (PEG), enterprise value multiples EV/EBITDA

Unit - 4: Residual Income Valuation and Private Company Valuation

Residual income valuation, economic value added, and market value-added; private business valuation; the income, market, and asset-based approaches to private company valuation; free cash flow, capitalized cash flow, and excess earnings methods of private company valuation

Reference

- CFA Program Curriculum - Level 2
- Jerald E. Pinto, Elaine Henry, Thomas R. Robinson, John D. Stowe, (2015). Equity Asset Valuation, Third Edition. CFA Institute Investment Series, Wiley

- David T. Larrabee, Jason A. Voss (2013). Valuation Techniques: Discounted Cash Flow, Earnings Quality, Measures of Value Added, and Real Option. CFA Institute Investment Perspectives Series, Wiley

Fixed Income Valuation

Course Code : FASC-202

L-T-P : 0-1-2

Course Type : Soft Core

Credit Value : 3

Final Assessment Pattern (Part II of C3): Practical Examination

(Course majorly contains the Practice therefore Part II of C3 is in the form of Practical Examination)

Learning Outcome

- Candidate will understand key valuation tools used in credit analysis
- Candidate will be able to analyze and calculate the value of fixed income securities

Course Curriculum

Unit - 1: The Term structure and Interest Rate dynamics

Relationships among spot rates, forward rates, yield to maturity, expected and realized returns on bonds, and the shape of the yield curve; strategy of riding the yield curve; Z-spread, TED and Libor-OIS spreads; swap rate curve; traditional theories of the term structure of interest rates; modern term structure models.

Unit - 2: The Arbitrage-Free Valuation Framework

Arbitrage-free valuation of a fixed-income instrument & option-free, fixed-rate coupon bond; binomial interest rate tree framework; path wise valuation in a binomial interest rate framework and calculation of the value of a fixed-income instrument given its cash flows along each path; Monte Carlo forward-rate simulation and its application

Unit - 3: Valuation and Analysis: Bonds with Embedded Options

Fixed-income securities with embedded options; relationships between the values of a callable or puttable bond, the underlying option-free (straight) bond, and the embedded option; impact of interest rate volatility & changes in the level and shape of the yield curve on bond valuation; risk-return characteristics of a convertible bond and valuation.

Unit - 4: Credit Analysis Model and Credit Default Swaps

Probability of default, loss given default, expected loss, and present value of the expected loss; credit scoring and credit ratings, structural and reduced form models of corporate credit risk; determinants of the term structure of credit spreads; credit analysis required for asset-backed securities; underlying principles of CDS and factors that influence the market price of CDS.

Reference

- CFA Program Curriculum - Level 2
- Barbara S. Petitt, Jerald E. Pinto, & Wendy L. Pirie (2015). Fixed Income Analysis, John Wiley and Sons, Inc.

Alternative Investment Valuation

Course Code : FASC-203

L-T-P : 0-1-1

Course Type : Soft Core

Credit Value : 2

Final Assessment Pattern (Part II of C3): Practical Examination

(Course majorly contains the Practice therefore Part II of C3 is in the form of Practical Examination)

Learning Outcome

- Candidate will be able to advise private equity firm on equity investments for its portfolio and an investor evaluating participation in a private equity fund.
- Candidate will be able to evaluate the hedge fund and commodities markets

Course Curriculum

Unit - 1: Private Real Estate Investments

Characteristics, the classification, and basic segments of real estate; compare the income, cost, and sales comparison approaches to valuing real estate properties; valuation of a property using the direct capitalization and discounted cash flow valuation methods

Unit - 2: Publicly Traded Real Estate Securities

Types of publicly traded real estate securities; economic value determinants, investment characteristics, principal risks, and due diligence considerations for real estate investment trust (REIT) shares; types and valuation of REITs; net asset value, relative value (price-to-FFO and price-to-AFFO), and discounted cash flow approaches to REIT valuation

Unit - 3: Private Equity Valuation

Sources of value creation in private equity; characteristics of buyout and venture capital investments; alternative exit routes in private equity and their impact on value; risks and costs of investing in private equity; private equity fund structures, terms, valuation, and due diligence in the context of an analysis of private equity fund returns.

Unit - 4: Commodity Investing

Types of market participants in commodity futures markets; storability and renewability in the context of commodities; convenience yield and how it relates to the stock (inventory level) of a commodity; capital assets, store-of-value assets, and consumable or transferable assets and their implications for valuation.

Reference

- CFA Program Curriculum - Level 2
- Mark J. Anson (2006). Handbook of Alternative Assets, John Wiley and Sons, Inc.,
- Cathleen M. Rittereiser, Lawrence E. Kochard (2010). Top Hedge Fund Investors: Stories, Strategies, and Advice. John Wiley & Sons, Inc

Derivatives Valuation

Course Code : FASC-204

L-T-P : 0-2-1

Course Type : Soft Core

Credit Value : 3

Final Assessment Pattern (Part II of C3): Practical Examination

(Course majorly contains the Practice therefore Part II of C3 is in the form of Practical Examination)

Learning Outcome

- Candidate will understand derivative pricing, valuation, and credit risk evaluation.
- Candidate will be able to understand options, swaps, interest rate derivatives, and embedded derivatives and their valuation.

Course Curriculum

Unit - 1: Pricing and Valuation of Forward Commitments

Value of an equity, fixed income and currency forward contract at initiation, during the life of the contract, and at expiration; price and the value of:

1. a forward contract on affixed-income security, Calculating no-arbitrage value of forward/future contract
2. a forward rate agreement (FRA), and
3. a forward contract on a currency; value of a futures contract.

Unit - 2: Valuation of Contingent Claims

Pricing of a synthetic call option, synthetic put option, synthetic bond, and synthetic underlying stock, pricing of interest rate options and options on assets using one- and two-period binomial models; Black-Scholes-Merton model and their imitations; the option Greeks; gamma effect on an option's price and delta and how gamma can affect a delta hedge

Unit - 3: Derivative Strategies

Using futures, forwards and swaps to modify risk and return; Pricing and valuation of swaps; Option Strategies: protective put, covered call, bull spread, bear spread, collar and straddle; identify and evaluate appropriate derivatives strategies consistent with given investment objectives.

Reference

- CFA Program Curriculum - Level 2
- Robert E. Brooks, PhD, CFA, and David Maurice Gentle, MEd, BSc, CFA
- Robert A. Strong, PhD, CFA, and Russell A. Rhoads, CFA

Marketing of Financial Services

Course Code : FASC-205

L-T-P : 0-1-1

Course Type : Soft Core

Credit Value : 2

Final Assessment Pattern (Part II of C3): Practical Examination

(Course majorly contains the Practice therefore Part II of C3 is in the form of Practical Examination)

Learning Outcome

- The candidate will be able to explain the distinctive characteristics of services and their implications for the marketing of services.
- The candidate will understand the nature of the services marketing mix.
- The candidate will be able to describe distribution channels relevant to the financial services sector.
- The candidate will be able to apply the different pricing strategies suitable to financial services.

Course Curriculum

Unit - 1: Marketing Overview, Segmentation and Product Development

Overview, The Marketing Concept, Marketing Research, Consumer Behavior, Market Segmentation, Positioning, Product Development

Unit - 2: Marketing — Communications, Distribution and Pricing

Advertising, Sales Promotion, The Sales Force, Direct Marketing, Public Relations, Distribution, Pricing, Customer Service

Unit - 3: Services Marketing — People, Process and Physical Evidence

People in Services, Process in Services, Physical Evidence in Services

Unit - 4: Digital Marketing

Introduction to Digital Marketing, Social Media Marketing, Mobile Marketing, Email Marketing

References

- ICMR textbook (2012). Marketing Financial Products. IBS Centre for Management Research
- Sanpete Arora (2005). Marketing of Financial Services. Deep & Deep Publications Pvt. Ltd.
- Dr. Dhananjay Bapat (2013). Marketing of Financial Services. Biztantra Publications

Brand - I

Course Code : FASC-206

L-T-P : 0-1-1

Course Type : Soft Core

Credit Value : 2

Final Assessment Pattern (Part II of C3): Comprehensive Presentation & Viva Voce

(Course is in the nature of regular work at social media, society and corporate therefore Part II of C3 is in the form of CP&VV)

Learning Outcome

- Students will be able to create the awareness about importance of financial planning in the society.
- Student will be able to develop a brand of oneself through active presence in social media and corporate activities.

Project Guidelines

Students are expected to create the brand of themselves through the following activities:

- Active presence at social media in the form of blog writing on financial topics and various posts related to financial terminology.
- Create social awareness about the importance and benefit of proper financial planning.
- Giving presentations to corporate and developing the network of professionals.

Fixed Income Portfolio Management

Subject Code : FASC-401

L-T-P : 0-0-2

Course Type : Soft Core

Credit Value : 2

Final Assessment Pattern (Part II of C3): Defense & Viva Voce
(Course is in the nature of project therefore part II of C3 is in the form of D&VV)

Learning Outcome

- Candidate will be able to create a fixed income portfolio considering risk, return, and investment constraints and select an appropriate benchmark based on the needs of the investor.
- Candidate will be able to evaluate the performance of portfolio vis-à-vis benchmark or portfolio's ability to meet a set of investor-specific liabilities.

Course Curriculum

Unit - 1: Fixed-Income Portfolio Management

Use of liabilities as a benchmark and the use of a bond index as a benchmark; bond immunization strategy; rebalancing a portfolio to reestablish a desired dollar duration; immunization strategies for a single liability, multiple liabilities, and general cash flows

Unit - 2: Relative-Value Methodologies for Global Credit Bond Portfolio Management

Classic relative-value analysis, based on top-down and bottom-up approaches to credit bond portfolio management; influence of investors' short- and long-term liquidity needs on portfolio management decisions; corporate bond portfolio strategies that are based on relative value.

Unit - 3: Advanced Fixed-Income Portfolio Management

Effect of leverage on portfolio duration and investment returns, use of repurchase agreements (repos) to finance bond purchases, potential sources of excess return for an international bond portfolio, breakeven spread analysis to evaluate the risk in seeking yield advantages across international bond markets, advantages and risks of investing in emerging market debt.

Unit - 4: Hedging Mortgage Securities to Capture Relative Value

Mortgage security's negative convexity and the performance of a hedge; risks associated with investing in mortgage securities; duration-based and interest rate sensitivity approaches to hedging mortgage securities.

Reference

- CFA Program Curriculum - Level 3
- Barbara S. Petitt, Jerald E. Pinto, & Wendy L. Pirie (2015). Fixed Income Analysis, John Wiley and Sons, Inc.

Equity Portfolio Management

Subject Code : FASC-402

L-T-P : 0-0-2

Course Type : Soft Core

Credit Value : 2

Final Assessment Pattern (Part II of C3): Defense & Viva Voce

(Course is in the nature of project therefore part II of C3 is in the form of D&VV)

Learning Outcome

The candidate will be able to construct the equity portfolio, evaluate and monitor the performance of portfolio and reconstruct the portfolio as per the requirements.

Course Curriculum

Unit - 1: Equity Portfolio Management

An equity investment approach when given an investor's investment policy statement, constructing an indexed portfolio; derivatives-based and stock-based enhanced indexing strategies, the core-satellite approach to portfolio construction, alpha and beta separation as an approach to active management and use of portable alpha, contrast the top-down and bottom-up approaches to equity research.

Unit - 2: Corporate Governance

Explicit and implicit incentives that can align management's interests with those of the firm's shareholders, approaches for improving board oversight, social responsibilities of the corporation in a "stakeholder society", advantages and disadvantages of corporate governance structure based on stakeholder rather than shareholder interests.

Unit - 3: International Equity Benchmarks

Float adjustment in the construction of international equity benchmarks, trade-offs involved in constructing international indices, the effect that a country's classification as either a developed or an emerging market can have on market indices and on investment in the countries capital markets.

Unit - 4: Emerging Markets Finance

Process of financial liberalization and the expected impact on pricing and expected returns, major issues confronting emerging market investors, including excess correlations during times of crisis (contagion), corporate governance, price discovery and liquidity.

Reference

- CFA Program Curriculum - Level 3
- Sheila C. Bair (2012). Bull by the Horns. Free Press
- Michael G. McMillan, Jerald E. Pinto, Wendy Pirie, Gerhard Van de Venter, Lawrence E. Kochard (2011). Investments: Principles of Portfolio and Equity Analysis. CFA Institute Investment Series

Alternate Portfolio Management

Subject Code : FASC-403

L-T-P : 0-0-2

Course Type : Soft Core

Credit Value : 2

Final Assessment Pattern (Part II of C3): Defense & Viva Voce

(Course is in the nature of project therefore part II of C3 is in the form of D&VV)

Learning Outcome

Candidate will be able make portfolio allocations to alternative investments that are comparable in size to those they make to the traditional asset classes of stocks and bonds for institutional and high-net-worth individuals

Course Curriculum

Unit - 1: Alternative Investments

Common features of alternative investments and their markets, Difference among the principal classes of alternative investments, including real estate, private equity, commodity investments, hedge funds, managed futures, buyout funds, infrastructure funds, and distressed securities.

Unit - 2: Real Estate & Private Equity

Evaluation of the return enhancement and/or risk diversification effects of adding an alternative investment to a reference portfolio, advantages and disadvantages of direct equity investments in real estate; major issuers and suppliers of venture capital, the stages through which private companies pass, typical structure of a private equity fund.

Unit - 3: Commodity, Hedge Fund & Distressed Assets Investments

Indirect and direct commodity investment, typical structure of a hedge fund, including the fee structure, issues involved in hedge fund performance evaluation, strategies and risks associated with investing in distressed securities, event risk, market liquidity risk, market risk, and "J-factor risk" in relation to investing in distressed securities

Unit - 4: Commodity Forwards and Futures

Pricing factors for commodity forwards and futures, including storability, storage costs, production and demand, and their influence on lease rates and the forward curve; compare the basis risk of commodity futures with that of financial futures.

Reference

- CFA Program Curriculum - Level 3
- Mark J. Anson (2006). Handbook of Alternative Assets. John Wiley and Sons, Inc.

Micro Finance

Course Code : FASC-404

L-T-P : 0-1-1

Course Type : Soft Core

Credit Value : 2

Final Assessment Pattern (Part II of C3): Comprehensive Presentation & Viva Voce
(Course is in the nature of internship therefore Part II of C3 is in the form of CP&VV)

Learning Outcome

- Candidate will understand meaning, importance and process of Micro Finance.
- Candidate will understand the challenges of micro finance and benefits

Course Curriculum

Unit - 1: Meaning and Importance of Micro Finance

Meaning & importance of Microfinance, group and individual lending; micro-insurance and micro-savings; microfinance delivery methodologies, concept of microcredit, concept of credit and debt; small business opportunities and microfinance.

Unit - 2: Analysis of Microfinance

Revenue Models of Microfinance: Profitability, Efficiency and Productivity, Emerging issues, Risk Management, Microfinance as a Development Tool, Analysis of MFIs; and measuring the impact of microfinance.

Unit - 3: Microfinance in India

Genesis and evolution of microfinance: different models of microfinance operating in India; study of the Self-Help Group-Bank Linkage Program (SBLP) as an innovative strategy of microfinance evolved in India, Challenges to Microfinance.

Unit - 4: Microfinance Initiative

Roles of various stakeholders like the government, the non-government organizations (NGOs) and the civil society besides the constituents of institutional credit system (ICS) in achieving effective operation of the microfinance initiative, Some Innovative and Creative Microfinance Models

Reference

- Muhammad Yunus, Alan Jolis, (October 2003). Banker to the Poor: Micro-Lending and the Battle Against World Poverty. Public Affairs
- Muhammad Yunus, Alan Jolis, (July 2003). Banker To The Poor: The Story Of The Grameen Bank, Aurum Press
- Debadutta K. Panda. Understanding Microfinance, Wiley India Pvt Ltd

Reforms & Financial Regulations

Subject Code : FASC-405

L-T-P : 0-1-2

Course Type : Soft Core

Credit Value : 3

Final Assessment Pattern (Part II of C3): Practical Examination

(Course majorly contains the Practice therefore Part II of C3 is in the form of Practical Examination)

Learning Outcome

- Candidate will understand recent regulatory developments in the area of finance
- Candidate will be able to analyze the impact of reforms on financial decision making

Course Curriculum

Unit - 1: Banking Sector Reforms

Latest banking sector reforms; New bank licenses awarded by the Reserve Bank of India (RBI), Re-capitalization of PSU banks, paper-less transactions to curb the black money menace, payment & small banks

Unit - 2: Capital & Money Market Reforms

Latest reforms in stock exchanges, demutualization of stock exchanges, latest reforms related to insurance sector, latest amendments in mutual fund industry, Money Market Reforms

Unit - 3: Changes in Financial Reporting Methods

Important provisions of Companies Act' 2013, Overview of IFRS and IND AS

Unit - 4: Proposed Reforms

Overview of Goods & Services Tax Bill, Proposed Bankruptcy Code

Reference

- Financial Newspapers, Magazines & Websites
- Dr. A Lakshmana Swami, (2008). Financial Sector Reforms. Excel Books
- Dr. Uppal (2006). Banking Sector Reforms In India. Neha Publishers & Distributors
- Asha Singh (2010). Banking And Financial Sector Reforms In India. Neha Publishers & Distributors
- Sahil Mahajan, N. N. Sharma, Akhil Gautam (2015). Economic Reforms & Indian Banking Sector. Neha Publishers & Distributors

Technical Analysis

Course Code : FASC-406

L-T-P : 0-1-3

Course Type : Soft Core

Credit Value : 4

Final Assessment Pattern (Part II of C3): Practical Examination

(Course majorly contains the Practice therefore Part II of C3 is in the form of Practical Examination)

Learning Outcome

- Candidate will be able to analyze various price-volume charts for stock analysis & trading
- Candidate will be able to forecast the direction of prices through the study of past market data, primarily price and volume.

Course Curriculum

Unit - 1: Introduction to Technical Analysis

Introduction to Technical Analysis; Introduction to Dow Theory; Mkt swing identification for Buy and Sell; practice on data for buy and sell

Unit - 2: Elliot Wave Theory

Introduction to Elliot Wave Theory and wave count marking; Wave count marking buy side; Wave count marking sell side; use of special indicators for wave count

Unit - 3: Volume and Price Indicators

Volume and its implications on price movement; Volume Based indicators; Support and Resistance oscillators; M.A.C.D; Moving averages

Unit - 4: Trading Systems

Trading Systems based on Chaos Theory; Trading Systems based on Moving averages; Trading Systems based on Mkt Direction Indicators and R.M.O; Chart-Patterns and Candle Stick Charting; Setting up of Trading Screen and clarification of Doubts; Gann Theory AND Time cycles; Special Charting methods like Renko etc.

Reference

- Robert D. Edwards and John Magee, 9 editions: (2007). Technical Analysis of Stock Trends. Amacom
- Thomas Meyers (2011). The Technical Analysis Course, Fourth Edition: Learn How to Forecast and Time the Market. McGraw-Hill Professional
- Technical Analysis Trading Making Money With Charts, Sold By: J A Enterprises,
- Publisher: CNBC, Publication Year: 2013

M.Com (Financial Planning)
Open Elective Courses

Personality Development

Course Code : FPOE-101 L:T:P : 0:1:1
Course Type : Open Elective Credits Value : 02

Course Objective

1. To help the students in building interpersonal skills
2. To develop skill to communicate clearly.
3. To enhance team building and time management skills.
4. To learn active listening and responding skills.

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Learning Outcomes

On completion of the course, learner will be able to:

1. Make use of techniques for self-awareness and self-development.
2. Apply the conceptual understanding of communication into everyday practice.
3. Understand the importance of teamwork and group discussions skills.
4. Develop time management and stress management.
5. To get conversant with Team work, Team effectiveness, Group discussion, Decision making.

Course Curriculum:

UNIT- I: Self Awareness & Self Development:

- Self-Assessment
- Self-evaluation
- Self-discipline
- Self-Appraisal
- Self-Awareness
- Self-criticism
- Self-Esteem
- Positive thinking
- Thoughtfulness and responsible approach
- Perceptions And Attitudes
- Values And Belief Systems
- General Etiquettes

UNIT- II: Personal success factors

- Swot analysis
- Handling Failure
- Knowing yourself
- Identifying one's strength and failures
- Importance Of First Impression

Unit- III: Managing self

- Emotions
- Ego
- Pride
- Stress
- Achievements
- Confidence improvement
- Johari's Window
- Complex problem solving and creativity
- Recognition of one's own limitations and deficiencies
- Determining How Well You Perceive What's Going On Around You
- Interpersonal Skills And
- Communication Skills
- Learning About Commitment And
- How To Move Things Forward
- Making Key Decisions
- Handling Your And Other People's Stress
- Empowering, Motivating And
- Inspiring Others
- Leading By Example
- Effective Feedback

Unit- IV: Business Ethics in practice and research

- Introduction to ethical reasoning
- Rights and responsibilities regarding intellectual property
- Workplace rights and responsibilities
- Responsibilities for environment and society

Unit V: Soft Skills:

- Body Language– Gesture, posture, facial expression.
- Group Discussion– Giving up of PREP, REP Technique.
- Presentation Skills:
 - (i) How to make power point presentation
 - (ii) Body language during presentation
- Resume writing: Cover letter, career objective, Resume writing (tailor made)
- Interview Skills: Stress Management, Answering skills

Unit VI: Leadership Skills

- Leader: Introduction & skills
- Roles
- Responsibilities
- Vision and mission
- Empowering and delegation

- Motivating others
- Organizational skills
- Team building
- Organizing and conducting meeting
- Decision making
- Giving support
- Coaching / guiding
- Mentoring and counseling
- Appraisal
- Feedback
- Handling Conflicts
- Power and politics
- Public speaking

References

- Communication Skills by Sanjay Kumar and Pushpa Lata, Oxford University Press.
- Developing Communication Skill by Krishna Mohan, Meera Banerji, McMillan India Ltd.
- English for Business Communication by Simon Sweeney, Cambridge University Press.

Microsoft Office

Course Code	: FPOE-201	L:T:P	: 0:1:1
Course Type	: Open Elective	Credits Value	: 02

Final Assessment Pattern (Part II of C3): Practical Examination
(Course majorly contains the Practice therefore Part II of C3 is in the form of Practical Examination)

Learning Outcomes

After completion of this course, the candidates will have the conceptual understanding of basic and real-world experience they need to be ready for the work force.

Course Curriculum

Unit I: Introduction to MS-Word

Introduction to Word Processing, it's Features, Formatting Documents, Paragraph Formatting, Indents, Page Formatting, Header and Footer, Bullets and Numbering, Tabs, Tables, Formatting the Tables, Finding and Replacing Text, Mail Merging etc.

Unit II: Introduction to MS-Excel

Introduction to Electronic Spreadsheets, Feature of MS-Excel, Entering Data, Entering Series, Editing Data, Cell Referencing, ranges, Formulae, Functions, Auto sum, Copying Formula, Formatting Data, Creating Charts, Creating Database, Sorting Data, Filtering etc.

Unit II: Introduction to MS-PowerPoint

Getting Comfortable in Powerpoint, Designing and Creating Presentations, Creating On-Slide Content, Creating Office Graphics, Adding Animation and Multimedia, Finalizing and Presenting.

Unit IV: Introduction to MS-Access

Getting Familiar with Access Objects, Creating Database, Creating Tables, Creating Queries, Creating Forms, Creating Reports, Creating Labels and Mail-Merge Documents.

References

- Jain, Prof. Satish; Geetha M. *MS-Office 2010 Training Guide Paperback*, BPB Publications.
- Couch, Andrew; Schorr Ben M.; Melton, Beth; Dodge, Mark; Legault, Eric; Swinford, Echo; Rusen, Ciprian Adrian, (1st Edition, 2013). *Microsoft Office Professional 2013 Step by Step*, Microsoft Press US.
- Martin, Edward G. (2013). *Discovering Microsoft Office 2013*, John Wiley & Sons.

Business Communication

Course Code	: FPOE-202	L:T:P	: 0:1:1
Course Type	: Open Elective	Credits Value	: 02

Final Assessment Pattern (Part II of C3): Practical Examination

(Course majorly contains the Practice therefore Part II of C3 is in the form of Practical Examination)

Learning Outcomes:

On successful completion of this course, students will understand the principles & techniques of business communication. The course will enhance their skills in written as well as oral communication through practical conduct of this course.

Course Curriculum

Unit I: Theory of Communication

Nature, Importance and Role of Communication; The Communication Process; Barriers and Gateways to Communication.

Unit II: Forms of Communication

(a) Written Communication: Principles of Effective Written Communication; Commercial Letters, Report Writing, Speech Writing, Preparing Minutes of Meetings; Executive Summary of Documents, Writing Positive, Negative Persuasive, Electronic Messages.

(b) Non-Verbal Communication

(c) Oral Communication: Art of Public Speaking, Effective Listening

(d) Communicating in Teams

Applications of Communication: Writing a Summer Project Report; Writing CVs & Application Letters, Group Discussions & Interviews; The Employment Interview

Unit III: Important Parameters in Communication

(a) The Cross Cultural Dimensions of Business Communication

(b) Technology and Communication

(c) Ethical & Legal Issues in Business Communication

(d) Mass Communication: Mass Communication & Promotion Strategies, Advertisements, Publicity, and Press Releases. Media Mix, Public Relations, Newsletters.

Unit IV: Other Communication Parameters

Negotiation Process & its Management, Designing Visual Communication, Creating and Delivering Online Presentations

References

- Lesikar et al (2009). *Business Communication: Making Connections in a Digital World*, Tata McGraw Hill Publishing Company Ltd. New Delhi.
- Boove, C.L., Thill, J.V. & Chaturvedi, M. (2009). *Business Communication Today*, Pearson.

- Scot, O. (2009). *Contemporary Business Communication*, Biztantra, New Delhi.
- Chaney & Martin (2009). *Intercultural Business Communication*, Pearson Education

Behavior Testing and Counseling

Course Code	: FPOE-203	L:T:P	: 0:1:1
Course Type	: Open Elective	Credits Value	: 02

Final Assessment Pattern (Part II of C3): Practical Examination

(Course majorly contains the Practice therefore Part II of C3 is in the form of Practical Examination)

Learning Outcomes

On successful completion of this course, students will understand the concepts, methods and techniques and issues involved in Behavior Testing and Counseling and a comprehensive learning of using various behavior tests in organizations and counseling skills to deal with employees.

Course Curriculum

Unit I: Introduction to Behavior Testing

Behavior Testing, Types of Tests-Ability, Intelligence, Achievement, Interest, Attitude, Personality, Projective Tests. Observation and Interviews, Checklists and Rating Scales, Ethical Issues in Testing.

Unit II: Methodology of Assessment

Test Design and Construction, Test Administration and Scoring, Item Analysis and Test Standardization, Reliability and Validity.

Unit III: Practical Exposure to Psychological Tests

Conflict Resolution Inventory, Anxiety Test, Motivation Analysis Test, Leadership Assessment Test, Thematic Apperception Test, Word Association Test.

Unit IV: Counseling

Introduction, Approaches, Goals, Process, Procedures, Counseling Skills, Changing Behavior through Counseling, Organizational Application of Counseling, Dealing with Problem Employees, Ethics in Counseling.

References

- Aiken, L.R. & Grith-Marnat, G. (2009). *Psychological Testing and Assessment*. Pearson Education.
- Singh, K. (2010). *Counseling Skills for Managers*. PHI
- Gladding, S.T. (2009). *Counseling*. Pearson Education
- Kaplan, R. M. & Saccuzzo, D.P. (2009). *Psychological Testing: Principles, Applications, and Issues*. Cengage Learning.

Event Management

Course Code	: FPOE-301	L:T:P	: 0:0:2
Course Type	: Open Elective	Credits Value	: 02

Final Assessment Pattern (Part II of C3): Practical Examination
(Course majorly contains the Practice therefore Part II of C3 is in the form of Practical Examination)

Learning Outcomes

On successful completion of this course, the candidates get trained to understand the complex issues related to planning, organizing and conducting an event. They also become skilled at the art of handling the team.

Course Curriculum

Unit I: Corporate Events

Designing corporate events that meet customer's needs; the fundamentals of corporate hospitality; managing customer expectations and types of corporate events.

Unit II: In-house vs. Event Management Companies

Corporate event packages; Staff events, Customer events, Team building, Nature of Teams and Types of Teams

Unit III: Celebrity Events, Charity Events and Award Ceremonies

Charity Events and Award Ceremonies, Setting fund raising targets and objectives, Working with volunteers and committees, Generating goodwill and media exposure Commissioning celebrities; Concerts; Launches; Fashion shows; National festivals and high-profile charity events; Liaising with agents; Contract negotiations; Client briefings; Celebrity wish lists and expectations

Unit IV: Outdoor Events

Outdoor Events; Concerts; Logistics; Risk Management; Types of outdoor events; Risk management; Planning and logistics; Marketing and sponsorship

References

- Kanki, Barbara G.; Helmreich, Robert L.; and Anca, Jose (2d Edition 2010). *Crew Resource Management*, Academic Press.
- Silvers, Julia Rutherford (2012). *Professional Event Coordination*, Wiley Desktop Editions.
- Sonder, Mark (2010). *Event Entertainment and Production*, Wiley & Sons.

Corporate Etiquette

Course Code	: FPOE-302	L:T:P	: 0:1:1
Course Type	: Open Elective	Credits Value	: 02

Final Assessment Pattern (Part II of C3): Practical Examination
(Course majorly contains the Practice therefore Part II of C3 is in the form of Practical Examination)

Learning Outcomes

After completion of this course, the candidates will be able to understand the concept of corporate etiquette and learn the principles of proper courtesy as practiced in the workplace.

Course Curriculum

Unit I: Corporate Etiquette

Workplace Courtesy, Practicing common courtesy and manners in a workplace, Etiquette at formal gatherings, Professional qualities expected from an employer's perspective, Hierarchy and Protocol and Delivering and Attending a presentation.

Unit II: Corporate Communication

Verbal Communication, Non-Verbal Communication, Facial Expression and Body Language, Active Listening, Virtual Communication, Usage of Official Email and Office Phone.

Unit III: Diversity and Cultural Awareness at Workplace

Impact of Diversity, Cultural Sensitivity, Taboos and Practices, Inter-Cultural Communication

Unit IV: Attire Guide

Dress Code, Business Formal – Business Casual – Semi Formal – Festive Attire – Dressy Casual – Casual

References

- Mehra, Shital Kakkar (2012). *Business Etiquette: A Guide For The Indian Professional*, Harper Collins Publisher
- Kochhar, Nina (2011). *At Ease with Etiquette*, B. Jain Publishers
- Sahukar, Nimeran; Bhalla Prem P. (2004). *The Book of Etiquette and Manners*, Pustak Mahal Publishers
- Murray, Katherine (1st edition, 2013). *Microsoft Office Professional 2013 Plain & Simple*, Microsoft Press US.

Creativity and Innovation

Course Code	: FPOE-303	L:T:P	: 0:1:1
Course Type	: Open Elective	Credits Value	: 02

Final Assessment Pattern (Part II of C3): Practical Examination
(Course majorly contains the Practice therefore Part II of C3 is in the form of Practical Examination)

Learning Outcomes

After completion of this course, the candidates will become aware of the attributes of thinking, sources of innovation, creative problem solving, and techniques of unblocking creativity.

Course Curriculum

Unit I: Introduction to Creativity

Individual and Group Creativity, Creativity at an Individual Level, Brain Processes, Barriers for Individual Creativity, Barriers to Organizational Creativity, Developing Creativity, Convergent Thinking, Divergent thinking, Difference between Convergent and Divergent thinking, Idea Generation Techniques: Sparking Creativity, Thinking Hats Methods, Blocks to Creativity, Techniques help to overcome blocks of creativity, Strategies for Unblocking, Fears and Disabilities, Energy for your Creativity, Making the Environment More Creative.

Unit II: Introduction to Innovation

Innovation, Sources of Innovation, Making Sense of Innovation, Categories of Innovation, Managing Innovation Development within Organizations, Managerial Roles and Behaviors in support of Innovation- Invention, Difference between innovation and invention, Suspend Judgment, Analogies, Lateral Thinking, Creativity Exercises.

Unit III: Problem Solving

Creative Problem Solving, Steps in the Creative Problem Solving Process, Rules for Creative Problem Solving, Models of Techniques of Creative Problem Solving, Brainstorming, Mind Mapping, Mental Gym quiz

Unit IV: Attributes of Good Thinkers

Components of Critical Thinking, Creative Process, The Creative Person, qualities of a creative person, Differences between Critical and Creative Thinking, Thinking of Left and Right Brain, Right Brain Vs. Left Brain, Mental Fitness Exercises for the brain, Lateral Thinking, Vertical Thinking, Difference between Lateral and Vertical thinking, Attitudes Towards Lateral Thinking,

References

- Ahmed, Rizwan P. (2015). *Creativity and Innovation Management*, Margam Publications.
- Buzan T. (2005), *The ultimate Book of Mind Maps*, Thorsons.

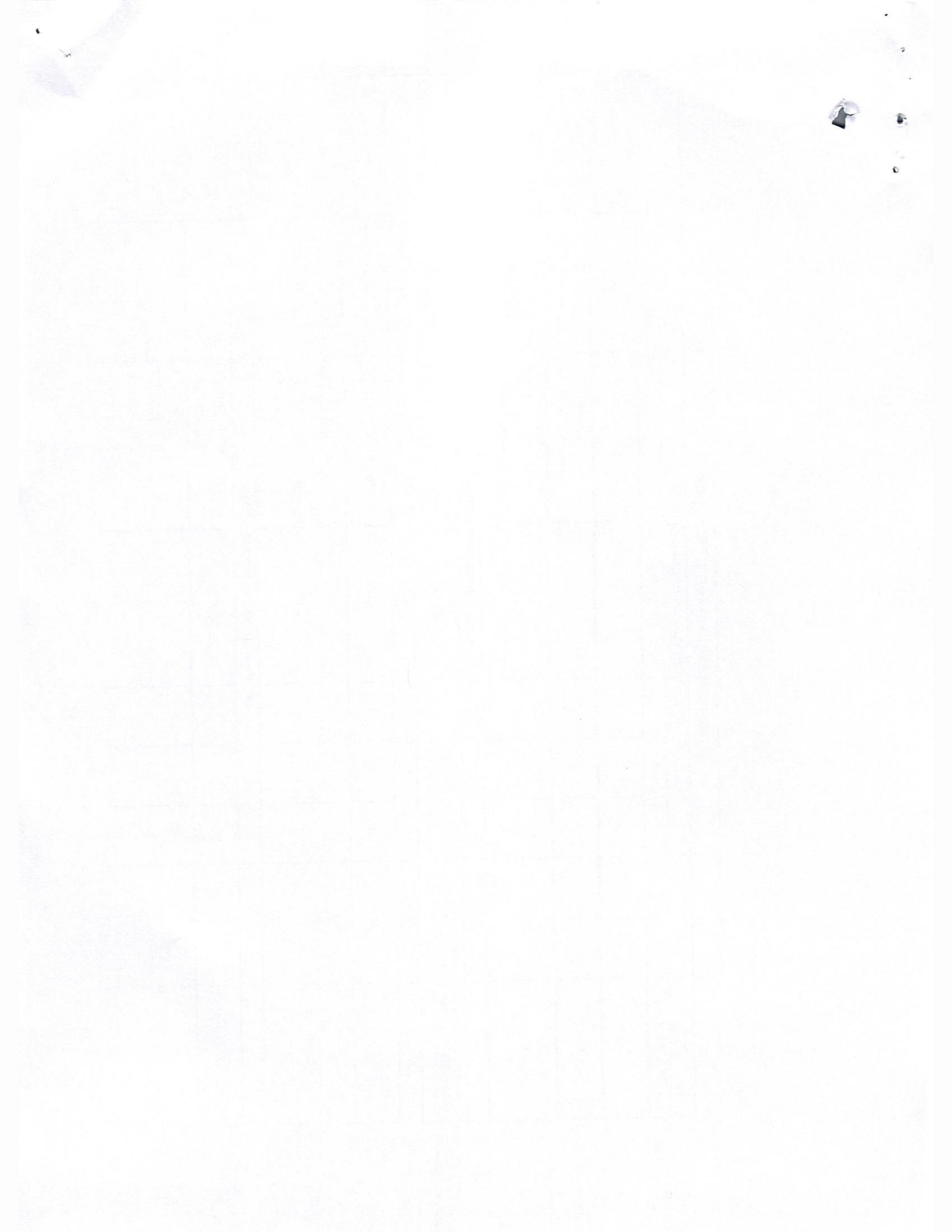
- Bono, Edward de (1999), *Six Thinking Hats*, Penguin Books.
- *Managing Creativity and Innovation* (2003), Harvard Business Press.

Proposed COURSE DETAILS
Annexure -I (MBA in Financial Analysis)
Programme Scheme and credits

Sem	Course Code	Course Title	Course Type	L	T	P	Credit Valu	Part II of C3 Exam Type	
I	FAHC-101	Fundamentals of Professional Ethics	HC	0	1	1	2	PE	
	FAHC-102	Advanced Economics	HC	1	1	1	3	WE	
	FAHC-103	Basics of Financial Reporting & Analysis	HC	1	2	1	4	WE	
	FAHC-104	Corporate Finance	HC	0	1	1	2	PE	
	FAHC-105	Basics of Portfolio Management & Quantitative Techniques	HC	0	2	1	3	PE	
	Refer Table	Soft Core	SC				7	Refer SC Table	
Total Maximum Credits for Sem I								21	
II	FAHC-201	Ethics for Managers	HC	0	1	1	2	PE	
	FAHC-202	Economics for Valuation	HC	1	1	0	2	WE	
	FAHC-203	Advanced Aspects of Financial Reporting & Analysis	HC	1	1	1	3	WE	
	FAHC-204	Corporate Finance for Managers	HC	0	2	1	3	PE	

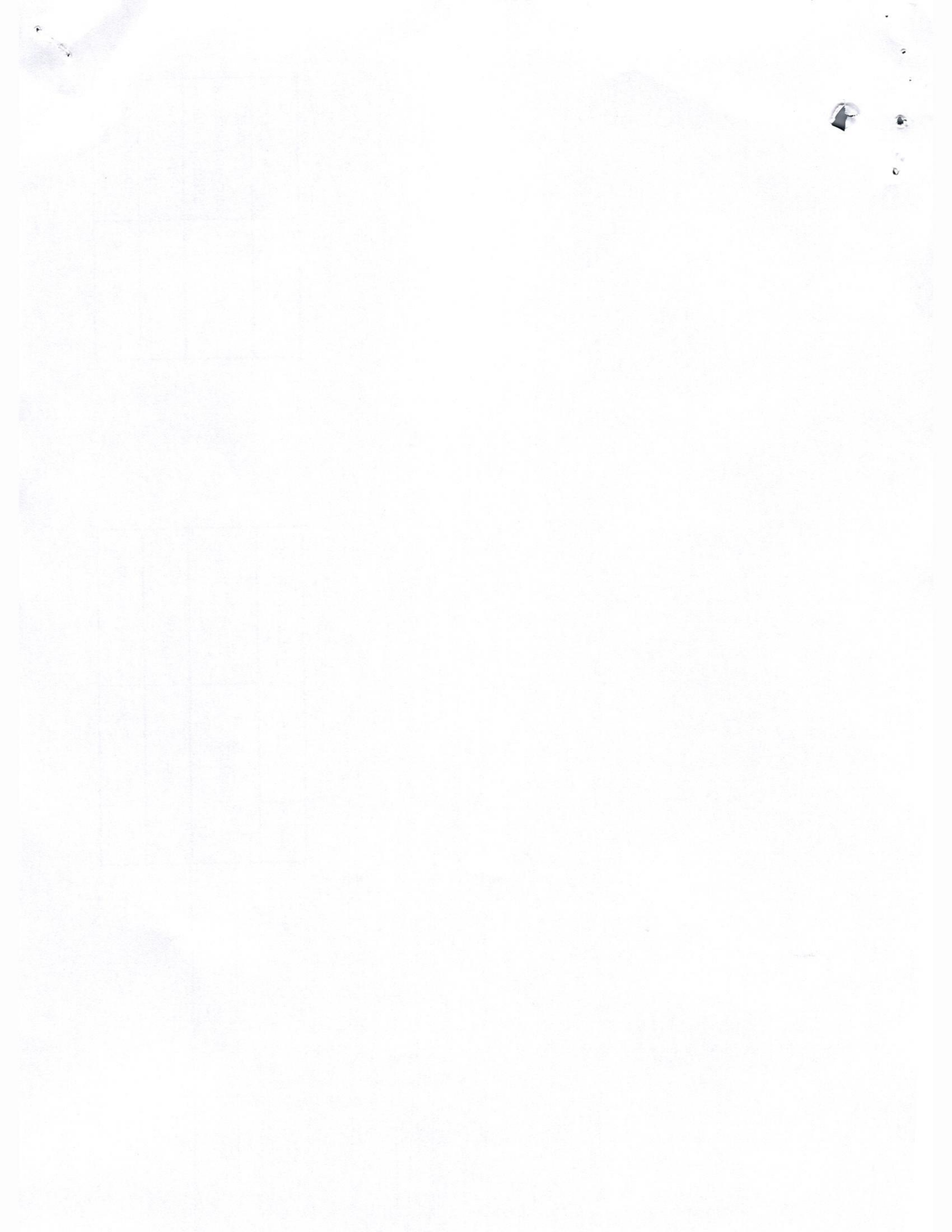


FAHC-205	Advanced Portfolio Management & Quantitative Techniques	HC	0	2	1	3	PE	
	Soft Core/Open Elective	SC/OE				11		
Refer Table						11	Refer SC/OE Table	
Total Maximum Credits for Sem II							24	
FAHC-302	Application of Economics in Portfolio Management	HC	0	1	1	2	D & VV	
FAHC-303	Industry Internship – 1	HC	0	0	8	8	CP & VV	
FAHC-304	Project Work	HC	0	1	3	4	D & VV	
Refer Table	Soft Core/Open Elective	SC/OE				12	Refer SC/OE Table	
Total Maximum Credits for Sem III							26	
FAHC-401	Portfolio Management Project	HC	0	1	3	4	D & VV	
	Financial Risk Management		0	2	2	4	CP & VV	
	Wealth Management		0	1	2	3	PE	
	Soft Core	Soft Core				10	Refer SC Table	
Refer SC Table						21		
Total Maximum Credits for Sem IV							21	
Total Maximum Credits for Post							92	



Written Examination	WE
Practical Examination	PE
Comprehensive Presentation Cum Viva-Voce	CP&VV
Final Defence Examination	D&VV

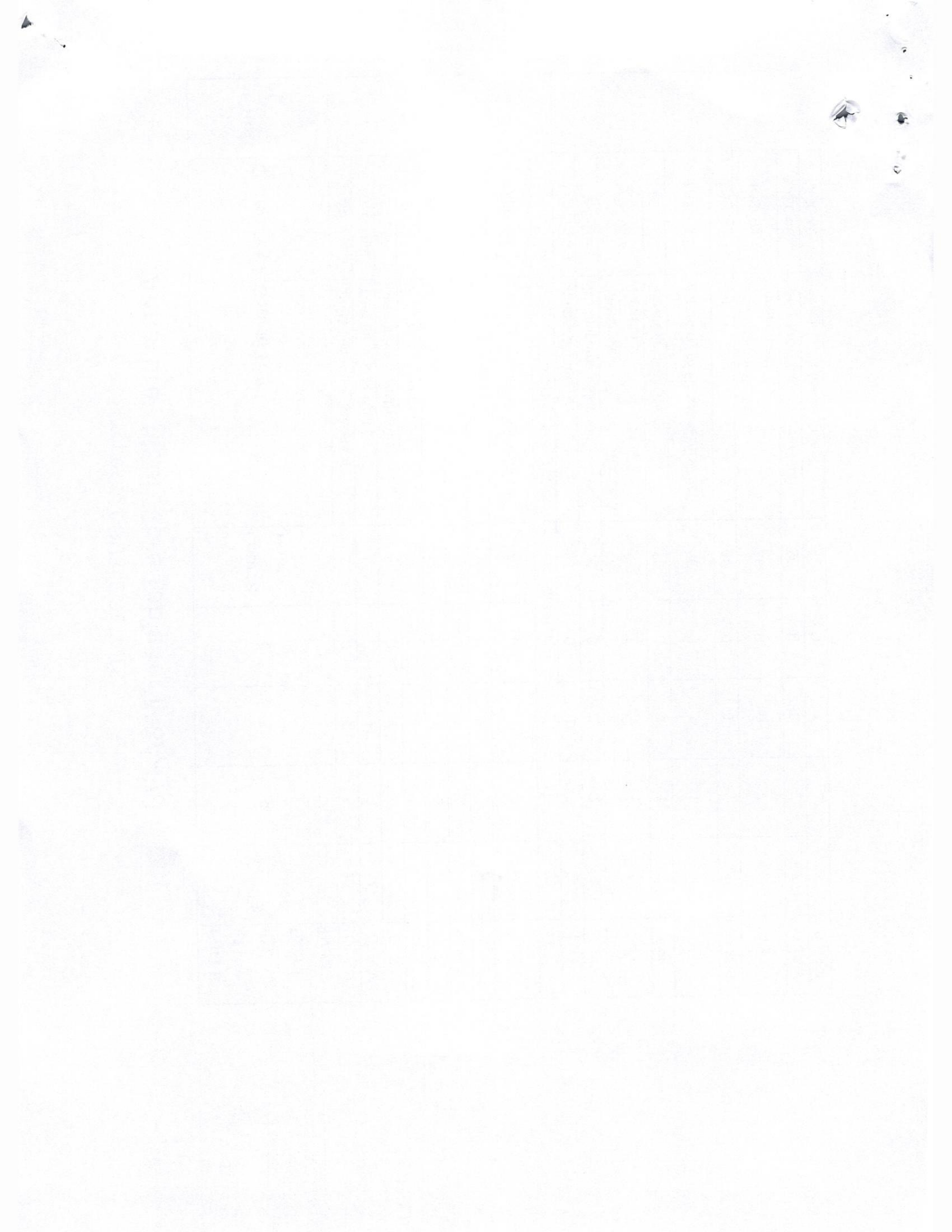
Course Type	Credits	
Hard Core (HC)	52	
Soft Core (SC)	20 (Min)	
Open Elective (OE)	4 (Min)	8(Max)



Proposed COURSE DETAILS

Annexure - I (Soft Core Table for MBA-FA)

Semester	Course Code	Course Title	Course Type	L	T	P	Credit Value	Part II of C3 Exam Type	
odd	FASC-101	Equity Securities & Markets	SC	0	1	1	2	CP & WV	
	FASC-102	Fixed Income Securities	SC	0	1	1	2	CP & WV	
	FASC-103	Alternative Investments	SC	0	1	0	1	CP & WV	
	FASC-104	Derivatives Securities	SC	0	1	1	2	CP & WV	
	FASC-105	Mutual Fund	SC	0	1	2	3	PE	
	FASC-301	Marketing	SC	0	1	2	3	PE	
	FASC-303	Financial Modeling	SC	0	2	2	4	PE	
	FASC-304	Strategic Financial Management	SC	0	2	2	4	PE	
	Total Soft Core Credits for Even Semester							21	
	Even	FASC-201	Equity Valuation	SC	0	1	2	3	PE
FASC-202		Fixed Income Valuation	SC	0	1	2	3	PE	
FASC-203		Alternative Investments Valuations	SC	0	1	1	2	PE	
FASC-204		Derivatives Valuations	SC	0	2	1	3	PE	
FASC-205		Marketing of Financial Services	SC	0	1	1	2	PE	
FASC-206		Brand I	SC	0	1	1	2	CP & WV	
FASC-401		Fixed Income Portfolio Management	SC	0	0	2	2	D & WV	
FASC-402		Equity Portfolio Management	SC	0	0	2	2	D & WV	
FASC-403		Financial Risk Management	SC	0	1	2	3	D & WV	



FASC-404	Alternate Investment Analysis	SC	0	0	2	2	D & VV	
FASC-405	Micro Finance	SC	0	1	1	2	CP & VV	
FASC-406	Reforms & Financial Regulations	SC	0	1	2	3	PE	
FASC-302	Technical Analysis	SC	0	1	3	4	PE	
FASC-408	Research/Exploratory/Investigative Study on Selected Topics	SC	0	1	1	2	D&VV	
Total Soft Core Credits for Even Semester							35	

Proposed COURSE DETAILS
Annexure - I (Open Elective Table for MBA-FA)

Course Code	Course Title	Course Type	L	T	P	Credit Value	Part II of C3 Exam Type
FAOE-201	Business Communication	Open Elective	0	1	1	2	PE
FAOE-202	Behavior Testing and Counseling	Open Elective	0	1	1	2	PE
FAOE-301	Personality Development	Open Elective	0	2	2	4	PE
FAOE-302	Event Management	Open Elective	0	0	2	2	PE
FAOE-303	Corporate Etiquette	Open Elective	0	1	1	2	PE
FAOE-304	Microsoft Office	Open Elective	0	2	2	4	PE
FAOE-305	Creativity and Innovation	Open Elective	0	1	1	2	PE
FAOE-306	Health and Fitness	Open Elective	0	1	1	2	PE
	Total Credits					20	

