



GUJARAT TECHNOLOGICAL UNIVERSITY
Programme: Bachelor of Business Administration
Semester: 6
Subject Name: Management of Financial Services
Subject Code: 1560105

Rationale: Financial service is an essential segment of financial system. Financial services are the foundation of a modern economy. The financial service sector is indispensable for the prosperity of a nation. Financial services play a vital role in modern economy, serving as the backbone of numerous industries and facilitating the efficient functioning of businesses and individuals alike. Hence it is necessary to study at Undergraduate level.

Course Scheme:

Teaching Scheme			Credits	Examination Marks				Total Marks
L	T	P		C	Theory		Practical	
			ESE (E)		PA(M)	ESE (V)	PA (I)	
3	0	0	3	70	30	0	50	150

Course Outcomes:

Sr. No.	Course Outcomes
CO1	To Understand various concepts for financial services
CO2	To grasp the fundamental concepts, principles, and practices involved in financial services management.
CO3	To understand comprehend the structure, functions, and operations of various financial markets, including money markets, capital markets etc.,
CO4	To make students understand the regulatory framework governing financial institutions and services, including compliance requirements and the role of regulatory bodies.

Course Content:

Unit No.	Content	No. of Hours	Marks
1	Financial Services: Meaning and importance of financial services- classification of financial services- fund based and fee based services- capital market services – stock broking and depository services – regulation of capital market services in India.	5	20
2	Fund Investments: Mutual funds-meaning and importance- organisation of mutual funds-types of schemes- fund units and valuation- merits and demerits of mutual funds- mutual fund regulations in India. Pension funds; Exchange Traded Funds (ETFs)-ETF vs Mutual Funds- investment implications of ETF.	15	30
3	Investment Banking and Merchant Banking: Meaning, nature and functions of merchant banking – pre and post issue management services – loan syndication- Merchant banking services in India –SEBI merchant bank regulations.	15	30
4	Lease Finance and Venture Capital Finance: Lease finance-meaning and definition- types of lease- merits and demerits of lease financing. Venture capital finance: meaning and importance – risk capital – angel investing, crowd funding and private equity (PE)	10	20



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	Credit Rating and Factoring Services: Credit rating – meaning, importance and advantages – rating methodology-credit rating agencies in India. Factoring services – meaning, scope and functions – types of factoring services – forfaiting and international factoring.		
		45	70

Suggested Specification Table For Question Paper Design:

Unit No.	Unit Title	Teaching Hours	Distribution of Theory Marks (Assessment as per Revised Bloom's Taxonomy Level*)						
			RM	UN	AP	AN	EL	CR	Total Marks
I	Module-1	5	7	7	0	0	0	0	14
II	Module-2	15	4	4	13		0	0	21
III	Module-3	15	0	2	7	12	0	0	21
IV	Module-4	10	7	7	0	0	0	0	14
	Total	45	18	20	20	12			70

***RM: Remember, UN: Understand, AP: Apply, AN: Analyze, EL: Evaluate, CR: Create**

Note: This specification table provides general guidelines to assist student for their learning and to teachers to teach and question paper designers/setters to formulate test items/questions to assess the attainment of the UOs. The actual distribution of marks at different taxonomy levels in the question paper may slightly vary from above table.

Suggested Student Activities for Progressive Assessment (PA): (50 Marks)

Evaluation:

Students shall be evaluated on the following components:

Internal Evaluation	(Internal Assessment- 50 Marks)
• Public Presentation on Analysing the Performance Evaluation of Listed Companies of different sectors	30 marks
• Class Presence & Participation	10 marks
• Quiz & Assignments	10 marks

Suggested Learning Resources:

S. No.	Title of Book	Author	Publication with place, year and ISBN
1	Financial Services Management	Khan and Jain	Tata McGraw-Hill
2	Indian Financial System	Bharati V. Pathak	Pearson
3	Financial Institutions and Markets: Structure, Growth, and Innovations	L.M. Bhole	Tata McGraw-Hill



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4	Management of Banking and Financial Services	D.K. Malhotra	Vikas Publishing House
5	Management of Financial Services	Gurusamy	McGraw Hill Education India
6	Management of Banking and Financial Services	Padmalatha Suresh and Justin Paul	McGraw Hill Education India
7	Banking and Financial Services	M.Y. Khan and P.K. Jain	McGraw Hill Education India

List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc.

1. Journals:

Journal of Financial Services Research, Indian Journal of Financial Services, Indian Journal of Banking and Finance, Journal of Financial Management and Analysis (Indian Institute of Finance), Journal of Indian Business Research

2. Periodicals and Magazines:

The Banking & Finance Post, Business India, Business Standard, The Economic Times, Mint

3. Newspapers:

The Economic Times, Business Standard, Mint, Financial Express, The Hindu Business Line

4. Web Resources:

Reserve Bank of India (RBI) website (www.rbi.org.in), Securities and Exchange Board of India (SEBI) website (www.sebi.gov.in), National Stock Exchange of India (NSE) website (www.nseindia.com), Bombay Stock Exchange (BSE) website (www.bseindia.com), Moneycontrol (www.moneycontrol.com), Economic Times Markets (<https://economictimes.indiatimes.com/markets>)

5. Professional Associations:

Indian Banks' Association (IBA), Association of Mutual Funds in India (AMFI), Insurance Institute of India (III), Institute of Chartered Accountants of India (ICAI), National Institute of Securities Markets (NISM)

6. Regulatory Bodies:

Reserve Bank of India (RBI), Securities and Exchange Board of India (SEBI), Insurance Regulatory and Development Authority of India (IRDAI), Pension Fund Regulatory and Development Authority (PFRDA)