

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION

Year – 2 (Semester – III) (W.E.F. Academic Year 2018-19)

Specialization: Financial Management

Subject Name: Management of Financial Services (MFS)

Subject Code: 3539222

1. Learning Outcomes:

- Developing insights regarding concept and mechanism of various financial services amongst finance students.
- Imparting knowledge regarding depth and width of Indian financial system and financial services.

2. Course Duration: The course duration is of **36 sessions of 75 minutes** each.

3. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions	Marks (out of 70)
I	Introduction to Financial Services: Meaning, Characteristics, Distinctiveness and Classification of Financial Services. Introduction to Indian Financial System Formal and Informal Sectors, Components of Formal Financial System including Financial Markets, Financial Institutions, Financial Services and Financial Instruments. Financial Inclusion and Exclusion Types of Financial Markets <i>Money Market</i> and Instruments , <i>Capital Market</i> :Primary and Secondary Market, Overview of Foreign Exchange Market Regulation of Financial System: Role of RBI, SEBI, IRDA	12	21
II	Factoring and Forfaiting, Housing finance, Merchant Banking and Issue Management, Stock Broking, Credit Rating, Custodial and Depository Service.	10	14
III	Basics of Insurance Services - Principles of Insurance Services, Life Insurance, General Insurance. Specialized	6	14

	Financial Services – Microfinance, Venture Capital, Securitization & Asset Reconstruction Company.		
IV	Mutual Fund: Concept, Types, Structure of Mutual Fund, Mutual Fund Schemes, Calculation of NAV, SIP, SWP. Crowd-funding: Concept of crowd-funding, types of crowd-funding platforms, crowd-funding in India. Basics of Crypto currency	8	21
V	Practical: 1. To prepare a report on the penetration digital financial services (online banking, virtual wallets and crowdfunding) in different countries of the world. 2. Understanding of various scams in Financial Markets 3. Learning from movies (e.g.: GAFLA, The Wall Street, Fall of Lehman Brothers etc.) 4. Any real life case related to Indian Financial System	---	(30 Marks CEC)

4. Teaching Methods:

The course will use the following pedagogical tools:

- (a) Classroom Discussion of Concepts and Applications
- (b) Case Discussions
- (c) Discussion on articles and news from Financial Daily such as Business Standard or Economic Times, blogs and other websites on daily basis
- (d) Management Exercise / Stimulations / Games/ learning from Movies

5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following elements:

A	Continuous Evaluation Component comprising of Projects / Assignments / Quiz / Class Participation / Class test / Presentation on specific topic etc	(Internal Assessment-50 Marks)
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

6. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Thummuluri Siddiah	Financial Services	Pearson	Latest Edition
2	Bharti Pathak	The Indian Financial System: Markets, Institutions and Services	Pearson	Latest Edition

3	K Sasidharan	Financial Services & System	McGraw Hill	Latest Edition
4	M Y Khan	Financial Services	McGraw Hill	Latest Edition
5	M Y Khan	Indian Financial Systems	McGraw Hill	Latest Edition
6	E. Gordon & K. Natrajan	Financial Markets & Services	Himalaya Publication	Latest Edition
7	L M Bhole	Financial Institutions and Markets	McGraw Hill	Latest Edition

Note: Wherever the standard books are not available for the topic, appropriate print and online resources, journals and books published by different authors may be prescribed.

7. List of Journals / Periodicals / Magazines / Newspapers, etc.

1. Journal of Financial Services Research
2. Chartered Financial Analyst
3. Economic Times
4. Business Standard
5. Financial Express
6. Harvard Business Review

8. List of Websites (Link):

1. <https://www.rbi.org.in/scripts/paymentsystems.aspx>
2. www.kickstatrer.com
3. <http://www.npci.org.in/home.aspx>
4. <http://www.idrbt.ac.in/>
5. <http://www.bis.org/cps/index.htm>