



**R. A. PODAR COLLEGE**  
**OF**  
**COMMERCE AND ECONOMICS**  
**(AUTONOMOUS)**  
**MATUNGA, MUMBAI**  
**SYLLABUS**  
**FOR UNDER GRADUATE PROGRAMME**  
**T. Y. B.F.M. (BACHELORS OF FINANCIAL MARKETS)**  
**SEMESTER V & VI**  
**CHOICE BASED CREDIT AND GRADING SYSTEM (CBCGS)**

With effect from the academic year 2024-25

[www.rapodar.ac.in](http://www.rapodar.ac.in)

**Third Year Bachelor of Commerce (Financial Markets)**  
**Under Choice Based Credit**  
**Grading and Semester System Course Structure**  
**(Academic Year- 2024-2025)**

Course Code	Semester V	Credits	Course Code	Semester VI	Credits
<b>Discipline Specific Courses (DSC)</b>			<b>Discipline Specific Courses (DSC)</b>		
40501	Equity and Bond Valuation	<b>03</b>	40601	Private Equity in Financial Markets	<b>03</b>
40502	Securities Analysis and Portfolio Management	<b>03</b>	40602	Corporate Restructuring and Valuation	<b>03</b>
40503	Equities Derivatives	<b>03</b>	40603	Entrepreneurship Management	<b>03</b>
<b>Ability Enhancement Courses (AEC)</b>			<b>Ability Enhancement Courses (AEC)</b>		
<b>Ability Enhancement Compulsory Courses (AECC)</b>			<b>Ability Enhancement Compulsory Courses (AECC)</b>		
40505	Corporate Communications and Public Relations	<b>04</b>	40605	Equity Research	<b>04</b>
<b>Skill Enhancement Courses (SEC)</b>			<b>Skill Enhancement Courses (SEC)</b>		
40506	Technical Analysis in Financial Markets -I	<b>03</b>	40606	Technical Analysis in Financial Markets -II	<b>03</b>
<b>Core Courses (CC)</b>			<b>Core Courses (CC)</b>		
40507	Research Analysis in Financial Markets	<b>04</b>	40607	Project Work	<b>04</b>
<b>Total Credits</b>		<b>20</b>	<b>Total Credits</b>		<b>20</b>

**Third Year Bachelor of Commerce (Financial Markets)**  
**Under Choice Based Credit**  
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**(Academic Year- 2024-2025)**

## Semester V

Course Code	Semester V	Credits
<b>Discipline Specific Courses (DSC)</b>		
40501	Equity and Bond Valuation	<b>03</b>
40502	Securities Analysis and Portfolio Management	<b>03</b>
40503	Equities Derivatives	<b>03</b>
<b>Ability Enhancement Courses (AEC)</b>		
<b>Ability Enhancement Compulsory Courses (AECC)</b>		
40505	Corporate Communications and Public Relations	<b>04</b>
<b>Skill Enhancement Courses (SEC)</b>		
40506	Technical Analysis in Financial Markets -I	<b>03</b>
<b>Core Courses (CC)</b>		
40507	Research Analysis in Financial Markets	<b>04</b>
<b>Total Credits</b>		<b>20</b>

**Third Year Bachelor of Commerce (Financial Markets)**  
**Under Choice Based Credit**  
**Grading and Semester System Course Structure**  
**(Academic Year- 2024-2025)**

## Semester VI

Course Code	Semester VI	Credits
<b>Discipline Specific Courses (DSE)</b>		
40601	Private Equity in Financial Markets	<b>03</b>
40602	Corporate Restructuring and Valuation	<b>03</b>
40603	Entrepreneurship Management	<b>03</b>
<b>Ability Enhancement Courses (AEC)</b>		
<b>Ability Enhancement Compulsory Courses (AECC)</b>		
40605	Equity Research	<b>04</b>
<b>Skill Enhancement Courses (SEC)</b>		
40606	Technical Analysis in Financial Markets -II	<b>03</b>
<b>Core Courses (CC)</b>		
40607	Project Work	<b>04</b>
<b>Total Credits</b>		<b>20</b>

## Semester V

### Discipline Specific Courses( DSC)

### Equity And Bond Valuation (3 credits)

#### Course Objectives:

- To provide learners with a comprehensive understanding of the principles and techniques involved in valuing equity and bond valuation.
- To cover fundamental concepts, valuation models, and practical applications in the Indian financial context
- To equip learners with the skills required for investment analysis and decision-making.
- To enable the learners to understand the relationship between risk and return

Sr. No.	Modules	No. of Lectures
1	Introduction to Financial Markets and Securities	15
2	Equity Valuation	15
3	Bond Valuation	15
	<b>Total</b>	<b>45</b>

#### Modules at a glance

#### Syllabus:

Sr. No	Modules/ Units
<b>1</b>	<b>Introduction to Financial Markets and Securities</b>
	<ul style="list-style-type: none"><li>• Overview of Financial Markets in India-Types of Securities: Equities and Bonds-Regulatory Environment in India-Market Participants and their Roles</li><li>• Characteristics of Equities and Bonds</li><li>• Risk and Return in Financial Markets</li><li>• Practical Applications and Case Studies in Risk Management in Investment Decisions</li><li>• Portfolio Construction and Optimization</li></ul>
<b>2</b>	<b>Equity Valuation</b>
	<i>Submodule 2.1: Fundamental Analysis of Equities</i> <ul style="list-style-type: none"><li>• Financial Statement Analysis</li><li>• Ratio Analysis</li><li>• Earnings and Dividend Analysis</li><li>• Industry and Company Analysis</li></ul> <i>Submodule 2.2: Technical Analysis of Equities</i> <ul style="list-style-type: none"><li>• Chart Patterns and Trends</li><li>• Moving Averages and Oscillators</li><li>• Support and Resistance Levels</li><li>• Trading Strategies</li></ul> <i>Submodule 2.3: Valuation Models</i> <ul style="list-style-type: none"><li>• Dividend Discount Model (DDM)</li><li>• Gordon Growth Model</li></ul>

	<ul style="list-style-type: none"> <li>• Price/Earnings (P/E) Ratio</li> <li>• Discounted Cash Flow (DCF) Analysis for Equities</li> <li>• Application of Valuation Models in Real-world Scenarios</li> <li>• Comparative Analysis of Equity and Bond Valuation</li> </ul>
<b>3</b>	<b>Bond Valuation</b>
	<p><i>Submodule 3.1: Characteristics of Bonds</i></p> <ul style="list-style-type: none"> <li>• Types of Bonds in India</li> <li>• Bond Indenture and Covenants</li> <li>• Credit Ratings and Bond Defaults</li> </ul> <p><i>Submodule 3.2: Bond Pricing and Yield Measures</i></p> <ul style="list-style-type: none"> <li>• Bond Pricing: Present Value Approach</li> <li>• Yield to Maturity (YTM) and Current Yield</li> <li>• Yield Curve and Term Structure of Interest Rates</li> </ul> <p><i>Submodule 3.3: Interest Rate Risk and Duration</i></p> <ul style="list-style-type: none"> <li>• Duration and Modified Duration</li> <li>• Convexity</li> <li>• Bond Portfolio Immunization</li> <li>• Interest Rate Risk Management Strategies</li> <li>• Case Studies on Valuation Challenges and Opportunities in the Indian Market</li> </ul>

#### **. Course Outcomes:**

- The learner is able to decide prudently on the type of investment depending on the risk-taking appetite
- The learner understands the difference between Equities and bonds
- The learner understands the functioning of fundamental and technical analysis of equities
- There is awareness about the various risk management strategies

#### **Reference Books:**

- Equity Valuation and Analysis with eVal" by Russell Lundholm and Richard Sloan
- "Bond Markets, Analysis, and Strategies" by Frank J. Fabozzi
- Technical Analysis of Financial Markets by John Murphy
- Security Analysis" by Benjamin Graham and David Dodd
- "Fixed Income Securities: Valuation, Risk, and Risk Management" by Pietro Veronesi
- "Investment Valuation: Tools and Techniques for Determining the Value of Any Asset" by Aswath Damodaran

## Teaching Pedagogy

Lectures/tutorials/field work/outreach activities/ project work/ vocational training/ viva / seminars / term papers/ assignments / presentations / self-study/case studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.

### Allocation of 40 Marks---Continuous Internal evaluation (CIE)

Method of evaluation	Total marks
Written Test	15
Power Point Presentation-Pre-set criteria/ Report on guest lecture/ activity	20
Class Participation & attendance	5
<b>TOTAL</b>	<b>40</b>

### Paper pattern for written test of 15 Marks

Question No.	Particulars	Total marks
Q.1	Question based on theory/concept taught. (Any Two out of Three)	10
	OR	
	Application based question	
Q.2	Write short note (Any One out of Two)	5
<b>TOTAL</b>		<b>15</b>

### Paper pattern for Semester End Examination (SEE) of 60 Marks

Question No.	Particulars	Marks per Question	Total marks	
Q.1	A Theory/ Concept based question	6	12	
	B Theory/ Concept based question	6		
	OR			
	C Theory/ Concept based question	12		
Q.2	A Theory/ Concept based question	6	12	
	B Theory/ Concept based question	6		
	OR			
	C Theory/ Concept based question	12		
Q.3	A Theory/ Concept based question	6	12	
	B Theory/ Concept based question	6		
	OR			
	C Theory/ Concept based question	12		
Q. 4	A Theory/ Concept based question	6	12	
	B Theory/ Concept based question	6		
	OR			
	C Theory/ Concept based question	12		
Q. 5	A Application based question	12	12	
	OR			
	B Application based question	12		
<b>TOTAL</b>			<b>60</b>	

CRITERIA FOR EVALUATING POWER POINT PRESENTATION/CASE STUDY/ APPLICATION  
 BASED ACTIVITY: \_\_\_\_\_

MARKS: 20

FY/SY/TY BFM: Division A/B

Semester: \_\_\_\_\_

Name of the Topic			Date of Presentation:				
Sr. No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
					Verbal (5)	Non Verbal (5)	
1							
2							
3							
4							
Sign: 1. _____ 2. _____ 3. _____ 4. _____ Faculty Sign: _____							
Name of the Topic			Date of Presentation:				
Sr. No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
					Verbal (5)	Non Verbal (5)	
1							
2							
3							
4							
Sign: 1. _____ 2. _____ 3. _____ 4. _____ Faculty Sign: _____							
Name of the Topic			Date of Presentation:				
Sr. No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
					Verbal (5)	Non Verbal (5)	
1							
2							
3							
4							
Sign: 1. _____ 2. _____ 3. _____ 4. _____ Faculty Sign: _____							



## Semester V

### Discipline Specific Courses (DSC)

#### Securities Analysis and Portfolio Management (3 credits)

##### Course Objectives:

- To provide learners with a comprehensive understanding of the principles and techniques involved in valuation of securities.
- To cover fundamental concepts, valuation models, and practical applications in portfolio theory
- To equip learners with the skills required for investment analysis and decision-making.
- To enable the learners to understand the relationship between futures and options derivatives.

Sr. No.	Modules	No. of Lectures
1	Valuation of Securities	15
2	Equity Analysis and Portfolio Theory	15
3	Futures and Option Derivatives	15
	<b>Total</b>	<b>45</b>

##### Modules at a glance

##### Syllabus:

Sr. No	Modules/ Units
<b>1</b>	<b>Valuation of Securities</b>
	<ul style="list-style-type: none"><li>• Bond Valuation – Types of Bonds - Dated Securities and Zero Coupon Bonds;</li><li>• Strips Valuation of bonds; Yield, Current Yield, YTM, Yield to Call.</li><li>• Shares Valuation –Features of equity, valuation of shares- asset backing method, EPS method, Market value, Yield based methods, Fair value of shares, Dividend discount models- with constant dividend, with constant growth, multistage growth models. P/E based valuation-Taxation of Fixed Income Securities</li></ul>
<b>2</b>	<b>Equity Analysis and Portfolio Theory</b>
	<ul style="list-style-type: none"><li>• Fundamental Analysis – Concept, process, Economy Analysis, Sector Analysis, Company Analysis</li><li>• Tools and Techniques of Fundamental Analysis, Business Cycle and Industry Analysis.</li><li>• Technical Analysis -- Fundamental Principles, Dow Theory, EMH, Random Walk Hypothesis, Indian Markets and Efficiency Charts – Line Charts, Bar Charts, Japanese Candlestick Chart; Moving Averages – Simple; Momentum</li></ul>

	<p>Analysis/Relative Strength Index (RSI); MACD</p> <ul style="list-style-type: none"> <li>• Risk and return for one security, two security and portfolio. Efficient Frontier, Investor utility.</li> <li>• Capital Market Theory - Background, risk free asset, the market portfolio; Capital Asset Pricing Model (CAPM), systematic and unsystematic risk, Arbitrage Pricing Theory (APT).</li> <li>• Portfolio Management – Passive v/s. Active, Value v/s. Growth .Understanding the Stock Index – Construction and composition of SENSEX and NIFTY, Calculation of indices. Free float Market capitalization</li> </ul>
<b>3</b>	<b>Futures and Option Derivatives</b>
	<ul style="list-style-type: none"> <li>• Types of Futures – On the basis of Maturity, On the basis of the underlying asset</li> <li>• Futures Pricing – Cost of Carry Model; Mark to market.</li> <li>• Definition of Options, Types of Options – Call Options, Put Options; Option Pay-Offs; Option Pricing – Binomial Model and Black &amp; Scholes Model; Option Greeks.</li> <li>• Risk Management and Hedging with Derivatives</li> </ul>

### . Course Outcomes:

- The learner is able to understand prudently on the type of futures and options depending on the risk-taking appetite
- The learner understands the difference between coupons and bonds
- The learner understands the functioning of fundamental and technical analysis of portfolios.
- There is awareness about the various risk management strategies with respect to hedging and derivatives.

### Reference Books:

1. Strategic Financial Management – Dr. J.B. Gupta – Taxmann’s, New Delhi
2. Financial Management – Rajiv Shrivastava, Anil Misra – Oxford Higher Education
3. Financial Management- Ravi Kishore, Taxmann’s, New Delhi.
4. Financial Management: Problems and Solutions, Ravi Kishore, Taxmann’s, New Delhi
5. Financial Management – Theory & Practice by Prasanna Chandra, TMH Publishers 2004
6. Financial Management-I.M. Pandey, Vikas publishing house, New Delhi.
7. Options Futures and other Derivatives – John C.Hull, PHI-EEE, 2011
8. Reference Material of NCFM from [www.nseindia.com](http://www.nseindia.com)

## Teaching Pedagogy

Lectures/tutorials/field work/outreach activities/ project work/ vocational training/ viva / seminars / term papers/ assignments / presentations / self-study/case studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.

### Allocation of 40 Marks---Continuous Internal evaluation (CIE)

Method of evaluation	Total marks
Written Test	15
Power Point Presentation-Pre-set criteria/ Report on guest lecture/ activity	20
Class Participation & attendance	5
<b>TOTAL</b>	<b>40</b>

### Paper pattern for written test of 15 Marks

Question No.	Particulars	Total marks
Q.1	Question based on theory/concept taught. (Any Two out of Three)	10
	OR	
	Application based question	
Q.2	Write short note (Any One out of Two)	5
<b>TOTAL</b>		<b>15</b>

### Paper pattern for Semester End Examination (SEE) of 60 Marks

Question No.	Particulars	Marks per Question	Total marks	
Q.1	A Theory/ Concept based question	6	12	
	B Theory/ Concept based question	6		
	OR			
	C Theory/ Concept based question	12		
Q.2	A Theory/ Concept based question	6	12	
	B Theory/ Concept based question	6		
	OR			
	C Theory/ Concept based question	12		
Q.3	A Theory/ Concept based question	6	12	
	B Theory/ Concept based question	6		
	OR			
	C Theory/ Concept based question	12		
Q.4	A Theory/ Concept based question	6	12	
	B Theory/ Concept based question	6		
	OR			
	C Theory/ Concept based question	12		
Q.5	A Application based question	12	12	
	OR			
	B Application based question	12		
<b>TOTAL</b>			<b>60</b>	

**CRITERIA FOR EVALUATING POWER POINT PRESENTATION/CASE STUDY/  
APPLICATIONBASED ACTIVITY: \_\_\_\_\_**

Name of the Topic	Date of Presentation:
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MARKS: 20

FY/SY/TY BFM: Division A/B

Semester: \_\_\_\_\_

Sr. No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
					Verbal (5)	Non Verbal (5)	
1							
2							
3							
4							

Sign: 1 \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ Faculty Sign: \_\_\_\_\_

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Name of the Topic

Date of Presentation:

Sr. No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
					Verbal (5)	Non Verbal (5)	
1							
2							
3							
4							

Sign: 1 \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ Faculty Sign: \_\_\_\_\_

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Name of the Topic

Date of Presentation:

Sr. No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
					Verbal (5)	Non Verbal (5)	
1							
2							
3							
4							

Sign: 1 \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ Faculty Sign: \_\_\_\_\_

## Semester V

### Discipline Specific Courses (DSC)

### Equities Derivatives ( 3 credits)

#### Course Objectives:

- To provide learners with a comprehensive understanding of the participants involved in the derivatives markets.
- To cover fundamental concepts in understanding the Index Number, and economic significance of Index Movements
- To equip learners with the conceptual knowledge required for clearing and settlement.
- To enable the learners to understand the regulatory framework with respect to financial markets

Sr. No.	Modules	No. of Lectures
1	Introduction to Derivatives	15
2	Market Index	15
3	Trading, Clearing and Settlement and Regulatory Framework	15
	<b>Total</b>	<b>45</b>

#### Modules at a glance

#### Syllabus:

Sr. No	Modules/ Units
<b>1</b>	<b>Introduction to Derivatives</b>
	<ul style="list-style-type: none"><li>• Definition, Factors driving the growth of financial derivatives</li><li>• Derivatives contracts/products</li><li>• Participants in the derivatives market</li><li>• Economic functions of the Derivative Markets</li><li>• OTC derivative instruments and markets</li><li>• BSE Derivative Markets</li><li>• Types of Memberships in the BSE Derivatives segment</li></ul>
<b>2</b>	<b>Market Index</b>
	<ul style="list-style-type: none"><li>• Understanding the Index Number,</li><li>• Economic Significance of Index Movements</li><li>• Index Construction Issues</li><li>• Types of Indexes</li><li>• Desirable attributes of an Index</li><li>• The SENSEX®- Criteria for selection and review of Scrips for the SENSEX®</li></ul>
<b>3</b>	<b>Trading, Clearing and Settlement and Regulatory Framework</b>

	<ul style="list-style-type: none"> <li>• Trading-Trading Rules, Order Matching Rules , Order Conditions</li> <li>• Clearing And Settlement- Clearing Entities , Clearing members , Clearing banks</li> <li>• Clearing Mechanism</li> <li>• Settlement Mechanism</li> <li>• Securities Contracts (Regulation) Act, 1956</li> <li>• Securities And Exchange Board Of India Act, 1992</li> <li>• Regulation For Derivatives Trading</li> </ul>
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**. Course Outcomes:**

- The learner is able to understand concepts of index numbers
- The learner understands the difference between clearing and settlement.
- The learner understands the functioning of Regulatory framework.
- There is awareness about the Derivatives Markets with respect to contracts, products, instruments and economic functions.

**Reference Books:**

- "Bond Markets, Analysis, and Strategies" by Frank J. Fabozzi
- Options Futures and other Derivatives – John C.Hull, PHI-EEE, 2011
- Investment Valuation: Tools and Techniques for Determining the Value of Any Asset" by Aswath Damodaran
- Technical Analysis of Financial Markets by John Murphy
- Reference Material of NCFM from [www.nseindia.com](http://www.nseindia.com)

## Teaching Pedagogy

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### Allocation of 40 Marks---Continuous Internal evaluation (CIE)

Method of evaluation	Total marks
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Class Participation & attendance	5
<b>TOTAL</b>	<b>40</b>

### Paper pattern for written test of 15 Marks

Question No.	Particulars	Total marks
Q.1	Question based on theory/concept taught. (Any Two out of Three)	10
	OR	
	Application based question	
Q.2	Write short note (Any One out of Two)	5
<b>TOTAL</b>		<b>15</b>

### Paper pattern for Semester End Examination (SEE) of 60 Marks

Question No.	Particulars	Marks per Question	Total marks
Q.1	A Theory/ Concept based question	6	12
	B Theory/ Concept based question	6	
	OR		
	C Theory/ Concept based question	12	
Q.2	A Theory/ Concept based question	6	12
	B Theory/ Concept based question	6	
	OR		
	C Theory/ Concept based question	12	
Q.3	A Theory/ Concept based question	6	12
	B Theory/ Concept based question	6	
	OR		
	C Theory/ Concept based question	12	
Q. 4	A Theory/ Concept based question	6	12
	B Theory/ Concept based question	6	
	OR		
	C Theory/ Concept based question	12	
Q. 5	A Application based question	12	12
	OR		
	B Application based question	12	
<b>TOTAL</b>			<b>60</b>

CRITERIA FOR EVALUATING POWER POINT PRESENTATION/CASE STUDY/ APPLICATION  
 BASED ACTIVITY: \_\_\_\_\_

MARKS: 20

FY/SY/TY BFM: Division A/B

Semester: \_\_\_\_\_

Name of the Topic			Date of Presentation:				
Sr. No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
					Verbal (5)	Non Verbal (5)	
1							
2							
3							
4							
Sign: 1. _____ 2. _____ 3. _____ 4. _____ Faculty Sign: _____							
Name of the Topic			Date of Presentation:				
Sr. No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
					Verbal (5)	Non Verbal (5)	
1							
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3							
4							
Sign: 1. _____ 2. _____ 3. _____ 4. _____ Faculty Sign: _____							
Name of the Topic			Date of Presentation:				
Sr. No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
					Verbal (5)	Non Verbal (5)	
1							
2							
3							
4							
Sign: 1. _____ 2. _____ 3. _____ 4. _____ Faculty Sign: _____							



## Semester V

### Ability Enhancement Courses (AEC)

#### Ability Enhancement Compulsory Courses (AECC)

### Corporate Communication & Public Relations (4 credits)

#### Course Objectives

- To enable the learners to understand what corporate communication is.
- To create awareness about what its role in corporations is, and the different perspectives on corporate communication.
- To enable the learner to understand key concepts of corporate communication and public relations.
- To ensure the learners know key theories of corporate communications and public relations.

Sr. No.	Modules	No. of Lectures
1	Foundation of Corporate Communication	15
2	Understanding Public Relations	15
3	Functions of Corporate Communication and Public Relations	15
4	Emerging Technology in Corporate Communication and Public Relations	15
	<b>Total</b>	<b>60</b>

## Modules at a Glance

### Syllabus

Unit No.	Modules / Units
1	<b>Foundation of Corporate Communication</b>
	a) Corporate Communication: Scope and Relevance Introduction, Meaning, Scope, Corporate Communication in India, Need/ Relevance of Corporate Communication in Contemporary Scenario b) Keys concept in Corporate Communication □ Corporate Identity: Meaning and Features, Corporate Image: Meaning, Factors Influencing Corporate Image, Corporate Reputation: Meaning, Advantages of Good Corporate Reputation c) Ethics and Law in Corporate Communication □ Importance of Ethics in Corporate Communication, Corporate Communication and Professional Code of Ethics, Mass Media Laws: Defamation, Invasion of Privacy, Copyright Act, Digital Piracy, RTI
2	<b>Understanding Public Relations</b>
	a) Fundamental of Public Relations: □ Introduction, Meaning, Essentials of Public Relations, Objectives of Public Relations, measurement of Public Relations objectives, PR campaigns, Scope of Public Relations, Significance of Public Relations in Business b) Emergence of Public Relations: □ Tracing Growth of Public Relations, Public Relations in India, Reasons for Emerging International Public Relations c) Public Relations Environment: □ Introduction, Social and Cultural Issues, Economic Issues, Political Issues, Legal Issues d) Theories used in Public Relations: □ Systems Theory, Situational Theory, Social Exchange Theory, Diffusion Theory
3	<b>Functions of Corporate Communication and Public Relations</b>
	a) Media Relations: Introduction, Importance of Media Relations, Sources of Media Information, Building Effective Media Relations, Principles of Good Media Relations b) Employee Communication: □ Introduction, Sources and organizing of Employee Communications, Public speaking and presentation skills for PR professionals, Introduction to PR agencies, Benefits of Good Employee Communications, Steps in Implementing An Effective Employee Communications Programme, Role of Management in Employee Communications c) Crisis Communication: □ Introduction, Impact of Crisis, Role of Communication in Crisis, Guidelines for Handling Crisis, Trust Building d) Financial Communication: □ Introduction, Tracing the Growth of Financial Communication in India, Audiences for Financial Communication, Financial Advertising
4	<b>Emerging Technology in Corporate Communication and Public Relations</b>
	a) Contribution of Technology to Corporate Communication □ Introduction, Today's Communication Technology, Importance, functions and types of Technology to Corporate Communication, New Media: Web Conferencing, Really Simple Syndication (RSS) b) Information Technology in Corporate Communication □ Introduction, E-media Relations, E-internal Communication, E-brand Identity and Company Reputation c) Corporate Blogging □ Introduction, Characteristics, Types, Role and Content writing for Corporate Blogging and other platforms.

### **Course Outcomes:**

- The learners will develop knowledge, skills, and judgment around human communication.
- The learners are aware of the different traits that facilitate their ability to work collaboratively with others.
- The learner will cultivate communication skills to improve his/her competencies .
- The learner learns to manage conflict, understand small group processes, actively listen and appropriate self-disclosure.

### **Reference Books:**

- Richard R. Dolphin, The Fundamentals of Corporate Communication
- Joep Cornelissen, Corporate Communications: Theory and Practice
- James L. Horton, Integrating Corporate Communication: The Cost Effective Use of Message& Medium
- Sandra Oliver, Handbook of Corporate Communication & Public Relations A Cross-CulturalApproach
- Rosella Gambetti, Stephen Quigley, Managing Corporate Communication
- Joseph Fernandez, Corporate Communications: A 21st Century Primer
- C.B.M. van Riel, Chris Blackburn, Principles of Corporate Communication
- Jaishri Jethwaney, Corporate Communication: Principles and Practice

## Teaching Pedagogy

Lectures/tutorials/field work/outreach activities/ project work/ vocational training/ viva / seminars / term papers/ assignments / presentations / self-study/case studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.

### Allocation of 40 Marks---Internal evaluation

Method of evaluation	Marks
Written Test	15
Power Point Presentation-Pre-set criteria	10
Write a blog in any preferred language	10
Class Participation & attendance	5
<b>TOTAL</b>	<b>40</b>

### Suggested Paper pattern for written test of 15 marks

Question No	Particulars	Marks
Q.1	Question based on theory/concept taught. (Any Two out of Three)	10
	OR	
	Application based question	
Q.2	Write short note (Any One out of Two)	5
<b>TOTAL</b>		<b>15</b>

### Paper pattern for Semester End Examination (SEE) of 60 Marks

Question No.	Particulars	Marks per Question	Total marks	
Q.1	A Theory/ Concept based question	6	12	
	B Theory/ Concept based question	6		
	OR			
	C Theory/ Concept based question	12		
Q.2	A Theory/ Concept based question	6	12	
	B Theory/ Concept based question	6		
	OR			
	C Theory/ Concept based question	12		
Q.3	A Theory/ Concept based question	6	12	
	B Theory/ Concept based question	6		
	OR			
	C Theory/ Concept based question	12		
Q.4	A Theory/ Concept based question	6	12	
	B Theory/ Concept based question	6		
	OR			
	C Theory/ Concept based question	12		
Q.5	A Application based question	12	12	
	OR			
	B Application based question	12		
<b>TOTAL</b>			<b>60</b>	

CRITERIA FOR EVALUATING POWER POINT PRESENTATION/CASE STUDY/ APPLICATION  
BASED ACTIVITY: \_\_\_\_\_

MARKS: 20

FY/SY/TY BFM: Division A/B

Semester: \_\_\_\_\_

Name of the Topic			Date of Presentation:				
Sr. No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
					Verbal (5)	Non Verbal (5)	
1							
2							
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4							
Sign: 1 _____ 2. _____ 3. _____ 4. _____ Faculty Sign: _____							
Name of the Topic			Date of Presentation:				
Sr. No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
					Verbal (5)	Non Verbal (5)	
1							
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3							
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Sign: 1 _____ 2. _____ 3. _____ 4. _____ Faculty Sign: _____							
Name of the Topic			Date of Presentation:				
Sr. No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
					Verbal (5)	Non Verbal (5)	
1							
2							
3							
4							
Sign: 1 _____ 2. _____ 3. _____ 4. _____ Faculty Sign: _____							

## Semester V

### Skill Enhancement Courses (SEC)

#### Technical Analysis in Financial Markets-I (3 credits)

##### Course Objectives:

- To equip students with the knowledge and skills required to analyze financial markets using technical tools and charts.
- To cover the principles of technical analysis, chart patterns, indicators
- .To enable the learners familiar with the application of technical tools in making trading and investment decisions.
- To enable the learners to understand the regulatory framework with respect to financial markets

Sr. No.	Modules	No. of Lectures
1	Introduction to Technical Analysis	15
2	Chart Patterns and Trend Analysis	15
3	Technical Indicators and Oscillators	15
	<b>Total</b>	<b>45</b>

##### Modules at a glance

##### Syllabus:

Sr. No	Modules/ Units
<b>1</b>	<b>Introduction to Technical Analysis</b> <ul style="list-style-type: none"><li>• Overview of Technical Analysis</li><li>• Principles of Dow Theory</li><li>• Assumptions and Criticisms of Technical Analysis</li><li>• Role of Behavioral Finance in Technical Analysis</li><li>• Efficient Market Hypothesis and Technical Analysis</li></ul>
<b>2</b>	<b>Chart Patterns and Trend Analysis</b>

	<p><i>Submodule 2.1: Basic Chart Patterns</i></p> <ul style="list-style-type: none"> <li>• Head and Shoulders</li> <li>• Double Tops and Bottoms</li> <li>• Triangles (Ascending, Descending, Symmetrical)</li> <li>• Rectangles and Flags</li> </ul> <p><i>Submodule 2.2: Trendlines and Channels</i></p> <ul style="list-style-type: none"> <li>• Drawing Trendlines</li> <li>• Channels and their Interpretation</li> <li>• Support and Resistance Levels</li> <li>• Moving Averages and Trend Identification</li> </ul>
<b>3</b>	<b>Technical Indicators and Oscillators</b>
	<p><i>Submodule 3.1: Momentum Indicators</i></p> <ul style="list-style-type: none"> <li>• Relative Strength Index (RSI)</li> <li>• Stochastic Oscillator</li> <li>• Moving Average Convergence Divergence (MACD)</li> <li>• Rate of Change (ROC)</li> </ul> <p><i>Submodule 3.2: Volume Analysis</i></p> <ul style="list-style-type: none"> <li>• On-Balance Volume (OBV)</li> <li>• Accumulation/Distribution</li> <li>• Money Flow Index (MFI)</li> </ul> <p><i>Submodule 3.3: Sentiment Indicators</i></p> <ul style="list-style-type: none"> <li>• Put/Call Ratio</li> <li>• VIX (Volatility Index)</li> <li>• Commitment of Traders (COT) Report</li> </ul>

**. Course Outcomes:**

- The learner is able to understand the various aspects of Dow Theory
- The learner understands the difference between Technical Indicators and Oscillators
- The learner understands the role of behavioral finance in technical analysis
- There is awareness about the Chart Patterns and Trend Analysis

**Reference Books:**

- "Technical Analysis Explained" by Martin J. Pring
- "A Complete Guide to the Futures Markets" by Jack D. Schwager
- "Quantitative Technical Analysis: An integrated approach to trading system development and trading management" by Dr. Howard B Bandy
- "Technical Analysis of the Financial Markets" by John J. Murphy
- "Encyclopedia of Chart Patterns" by Thomas N. Bulkowski
- "Japanese Candlestick Charting Techniques" by Steve Nison

## Teaching Pedagogy

Lectures/tutorials/field work/outreach activities/ project work/ vocational training/ viva / seminars / term papers/ assignments / presentations / self-study/case studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.

### Allocation of 40 Marks---Continuous Internal evaluation (CIE)

Method of evaluation	Total marks
Written Test/ Live Trading Sessions	15
Power Point Presentation-Pre-set criteria/ Report on guest lecture/ activity	20
Class Participation & attendance	5
<b>TOTAL</b>	<b>40</b>

### Paper pattern for written test of 15 Marks

Question No.	Particulars	Total marks
Q.1	Question based on theory/concept taught. (Any Two out of Three)	10
	OR	
	Application based question	
Q.2	Write short note (Any One out of Two)	5
<b>TOTAL</b>		<b>15</b>

### Paper pattern for Semester End Examination (SEE) of 60 Marks

Question No.	Particulars	Marks per Question	Total marks	
Q.1	A Theory/ Concept based question	6	12	
	B Theory/ Concept based question	6		
	OR			
	C Theory/ Concept based question	12		
Q.2	A Theory/ Concept based question	6	12	
	B Theory/ Concept based question	6		
	OR			
	C Theory/ Concept based question	12		
Q.3	A Theory/ Concept based question	6	12	
	B Theory/ Concept based question	6		
	OR			
	C Theory/ Concept based question	12		
Q. 4	A Theory/ Concept based question	6	12	
	B Theory/ Concept based question	6		
	OR			
	C Theory/ Concept based question	12		
Q. 5	A Application based question	12	12	
	OR			
	B Application based question	12		
<b>TOTAL</b>			<b>60</b>	



CRITERIA FOR EVALUATING POWER POINT PRESENTATION/CASE STUDY/ APPLICATION  
 BASED ACTIVITY: \_\_\_\_\_

MARKS: 20

FY/SY/TY BFM: Division A/B

Semester: \_\_\_\_\_

Name of the Topic		Date of Presentation:					
Sr. No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
					Verbal (5)	Non Verbal (5)	
1							
2							
3							
4							
Sign: 1. _____ 2. _____ 3. _____ 4. _____ Faculty Sign: _____							
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Sign: 1. _____ 2. _____ 3. _____ 4. _____ Faculty Sign: _____							

**Semester V**  
**Core Courses ( CC)**  
**Research Analysis in Financial Markets (4 Credits)**

**Course Objectives:**

- To provide students with the essential knowledge and skills required to conduct effective research in the field of financial markets.
- To cover the aspects of research methodologies, data analysis techniques, and practical applications.
- .To enable the learners to critically evaluate financial information
- To enable the learners to make informed decisions

Sr. No.	Modules	No. of Lectures
1	Introduction to Financial Research	15
2	Data Collection and Analysis	15
3	Financial Market Efficiency and Anomalies	15
4	Applications of Research in Financial Markets	15
<b>Total</b>		<b>60</b>

Unit .No.	Modules / Units
1	<b>Introduction to Financial Research</b>
	<ul style="list-style-type: none"> <li>• Overview of Financial Research</li> <li>• Importance of Research in Financial Markets</li> <li>• Research Design and Methodology</li> <li>• Ethical Considerations in Financial Research</li> <li>• Types of Financial Research Studies</li> <li>• Literature Review in Financial Research</li> </ul>
2	<b>Data Collection and Analysis</b>
	<p><i>Submodule 2.1: Data Collection</i></p> <ul style="list-style-type: none"> <li>• Sources of Financial Data</li> <li>• Data Quality and Reliability</li> <li>• Sampling Techniques in Financial Research</li> <li>• Surveys and Interviews in Financial Research</li> </ul> <p><i>Submodule 2.2: Data Analysis Techniques</i></p> <ul style="list-style-type: none"> <li>• Descriptive Statistics</li> <li>• Inferential Statistics</li> <li>• Regression Analysis in Financial Research</li> <li>• Time Series Analysis</li> <li>• Panel Data Analysis</li> </ul>
3	<b>Financial Market Efficiency and Anomalies</b>
	<p><i>Submodule 3.1: Efficient Market Hypothesis (EMH)</i></p> <ul style="list-style-type: none"> <li>• EMH and its Forms</li> <li>• Empirical Evidence on Market Efficiency</li> </ul>

	<ul style="list-style-type: none"> <li>Behavioral Challenges to EMH</li> </ul> <p><i>Submodule 3.2: Market Anomalies</i></p> <ul style="list-style-type: none"> <li>Calendar Effects (e.g., January Effect)</li> <li>Momentum and Reversal Effects</li> <li>Size and Value Anomalies</li> <li>Sentiment Analysis in Financial Markets</li> </ul> <p><i>Submodule 3.3: Event Studies</i></p> <ul style="list-style-type: none"> <li>Concept of Event Studies</li> <li>Methodology and Applications</li> <li>Abnormal Returns and Cumulative Abnormal Returns</li> </ul>
<b>4</b>	<b>Applications of Research in Financial Markets</b>
	<ul style="list-style-type: none"> <li>Equity and Fixed-Income Research</li> <li>Macroeconomic Research and Forecasting</li> <li>Investment Strategy and Portfolio Management</li> <li>Risk Management and Derivatives Research</li> <li>Regulatory and Policy Research in Finance</li> </ul>

### Course Outcomes:

- The learner is able to understand the various aspects of Financial Research
- The learner understands the difference between Financial Market Efficiency and Anomalies
- The learner understands the role of behavioral finance in Research analysis
- There is awareness about the Chart Patterns and Trend Analysis

### Reference Books:

- A Random Walk Down Wall Street" by Burton Malkiel
- "Research Methods for Business Students" by Mark Saunders, Philip Lewis, and Adrian Thornhill
- "Financial Markets and Corporate Strategy" by David Hillier, Mark Grinblat and Sheridan Titman
- A Guide to Econometrics" by Peter Kennedy
- "Financial Market Analytics and Data Visualization with Python" by Yves Hilpisch
- "Quantitative Financial Analytics: The Path to Investment Profits" by Kenneth L. Grant

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	C Theory/ Concept based question	12		
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	OR			
	B Application based question	12		
<b>TOTAL</b>			<b>60</b>	

**CRITERIA FOR EVALUATING POWER POINT  
PRESENTATION/CASE STUDY/ APPLICATIONBASED ACTIVITY: \_\_\_\_\_**

MARKS: 20

FY/SY/TY BFM: Division A/B

Semester: \_\_\_\_\_

Name of the Topic		Date of Presentation:					
Sr. No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
					Verbal (5)	Non Verbal (5)	
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Sign: 1 \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ Faculty Sign: \_\_\_\_\_

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Name of the Topic		Date of Presentation:					
Sr. No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
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Name of the Topic		Date of Presentation:					
Sr. No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
					Verbal (5)	Non Verbal (5)	
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