

## SEMESTER V

### 1. Marketing of Financial Services

1	To introduce students to the marketing of financial services.	Students would be aware of all the concepts of marketing specific to financial services.
2	To demonstrate the benefits of using an analytical approach to marketing in the financial services industry.	Students would learn the various analytical approaches to marketing in financial services industry and understand the benefits of various approaches.

### 2. Technical Analysis

1	To demonstrate the students the concept of technical analysis and provide exposure to various charts and patterns in technical analysis.	Students would get an exposure to various charts and patterns of technical analysis. And get an understanding on various tools available in technical analysis
2	To expose students to live chart reading and analysis.	Students would be able to read the basic charts and do simple analysis such as support and resistance of market etc.

### 3. Direct Tax - Income Tax

1	To acquaint the students with basic principles underlying the provisions of direct tax.	Students would be able to describe how the Provisions in the –tax laws can be used for tax planning.
2	To develop a broad understanding of the tax laws and accepted tax practices.	Students would be able to explain different types of Incomes and their taxability and expenses and their deductibility.

### 4. Business Valuation

1	To acquaint the students with basic understanding of discounted cashflow method, and relative valuation method	Students would be able to conduct valuations based on the discounted cash flow method and relative valuation for a company.
2	To demonstrate students how to use the public information to analyse and value a company.	Students would be able to critically analyse publically available information about what is occurring in financial markets.

**5. Financial Derivatives**

1	To get a basic overview of the evolution, development, regulation and working of the Derivatives market in India.	Students would have a fair understanding of the different products in derivative market in India and various rules and regulations governing the trading in this market.
2	To study the Indian Derivative market with reference to Futures & Options - pricing, strategies, clearing and settlement mechanism	Students would be able to design a few trading strategies using futures and options and will be aware of the margin requirements for executing such trades.

**6. Business Ethics & Corporate Governance**

1	To understand the frame work and components of business ethics	Students would have a fair understanding of the processes and elements of the organization structures, ethical codes and development and evolution of corporate governance in India.
2	To understand corporate governance from the shareholder and regulatory bodies' point of view	Students would be able to understand the role of corporate governance with respect to share holder rights, Investors, Listing guidelines, SEBI Act and Companies Act.

**SEMESTER VI**

**1. Indirect Tax - GST**

1	To acquaint the students with basic principles underlying the provisions of indirect tax and to develop a broad understanding of the tax laws and accepted tax practices.	Students would be able to learn various direct and indirect taxes and their implication in practical situations.
2	Expose the participants to real life situations involving taxation and to equip them with techniques for taking tax-sensitive decisions.	Students would be able to state the use of various deductions to reduce the taxable income.

**2. Organizational Behavior**

1	1. To define basic organizational behavior principles, and analyze how these influence behavior in the workplace.	Students would be aware of the various behavioral aspects that affect the workplace.
2	To analyze individual human behavior in the workplace as influenced by personality, values, perceptions, and motivations.	Students would be able to identify various factors that affect the motivational levels and values in an organization.

**3. Mutual Fund Management**

1	To get a basic overview and understanding of the evolution, regulatory bodies, organizational structure and types of mutual funds in India.	Students would have a fair understanding of the different products in in mutual funds and various rules and regulations protecting the investors in mutual fund industry.
2	To understand the valuation, accounting and taxation of Mutual Funds in India	Students would be able to evaluate the performance of various mutual funds and be aware of the various taxation benefits of each.

**4. Risk Management**

1	To get a basic overview & understanding of the concept, tools, measurement and types of risks.	Students would have a fair understanding of the various tools used to measure and manage risk in various investments/portfolios.
2	To understand risk management in the context of foreign exchange market and debt market	Students would have better understanding of the specific risk management techniques used for different markets such as foreign exchange or debt market.

**5. Strategic Corporate Finance**

1	To impart Broad perspective of financial matters within the corporate environment.	Students would have understanding of the various financial decisions in a corporate environment and the impact of such decisions in shareholder value
2	To equip the students with an understanding on how crucial corporate finance decisions are taken and what are the factors to consider for such decisions.	Students would have an understanding of the importance of various decisions such as dividend decision, capital budgeting etc.

