

**SES's L.S. RAHEJA COLLEGE OF ARTS AND COMMERCE
(AUTONOMOUS)**



Syllabus of Management of Financial Services under NEP 2020 VSC vertical with effect from 2024-25

Department of Bachelor of Commerce (Banking and Insurance)

HoD/Coordinator of the Department: Mr. Raju D. Gole

Date of approval by the BoS: 27th April, 2024

Approved by the Academic Council on: 29th April, 2024

Ratified by the Governing Body on: 6th May, 2024



Programme: Bachelor of Commerce (Banking and Insurance)		Semester: I			
Course: Management of Financial Services Academic Year: 2024-2025 Batch: 2024-2027		Code: UGBBIIVSC24			
Teaching Scheme	Evaluation Scheme				
Lectures	Practical	Tutorials	Credits	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
30	Nil	Nil	2	20 marks/40% of the total marks	30 marks/60% of the total marks

Learning Objectives:	<p>1) To understand the importance of customer relationship management in financial services and how to build and maintain strong relationships with the client.</p> <p>2) To explore strategies for managing risks in financial services, such as credit risk, market risk, Operational risk and regulatory risk.</p> <p>3) To evaluate and learn about emerging trends and technologies shaping the financial services and best practice in financial service management, including transparency, fairness and integrity.</p>
Learning Outcomes:	<p>1) Learners Developed the knowledge of the regulatory environment governing financial services and the implications for decision making and compliance.</p> <p>2) Learners will be able to understand the key principles and concepts of financial services management, including the role of financial institutions, products and services in the economy.</p> <p>3) Learners will be aware about the different types of financial providers, such as banks, insurance companies, investment firms and their respective roles in the industry.</p>
Pedagogy:	Classroom teaching, case-studies, group discussions, Presentations.

Module	Module Content	Module Wise Duration/ Lectures
I	<p>Introduction to Financial Services and Merchant Banking: Financial Services - Meaning, Classification and Scope, Fund Based and Non-Fund Based Activities, Modern Activities, Sources of Revenue, New Financial Products & Services, Innovative Financial Instruments, Challenges Facing the Financial Sector. Credit Rating Agencies.</p> <p>Merchant Banking - Definition, Merchant Banks and Commercial Banks, Services and Qualities of Merchant Bankers in Market, Progress and Problems of Merchant Banking in India, Scope of Merchant Banking in India.</p>	15
II	<p>Housing Finance and Consumer Finance: Housing Finance - Introduction, Housing Finance Industry, Housing Finance Policy Aspect, Sources of Funds, Market of Housing Finance in India, Major Issues of Housing Finance in India, Housing Finance Institutions in India,</p>	15

	National Housing Bank (NHB) Consumer Finance - Introduction, Sources, Types of Products, Consumer Finance Practice in India, Mechanics of Consumer Finance, Marketing & Insurance of Consumer Finance, Consumer Credit Scoring.	
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REFERENCE BOOKS

1. Sankaran, B., Mahesh, N. M., & Kannan, N. (2022, June 14). *Financial Management*. Thakur Publication Private Limited.
2. Srivastava, R., & Misra, A. (2012, April 26). *Financial Management*
3. Chandra, P. (1989, January 1). *Financial Management*
4. Khan, M. Y. (2001, January 1). *Indian Financial System*
5. Chandra, P. (2007, January 1). *Financial Management*. Tata McGraw-Hill Education
6. "Investment Management" by V.K.Bhalla.
7. Machiraju, H. (2010, January 1). *Indian Financial System, 4th Edition*. Vikas Publishing House

Note: Latest edition of textbooks may be used.