

Part B

Name of Programme – Master of Commerce (Semester IV) Group A Finance

Code of Course: Subject	Title of Course: Subject	Total No. of Periods
M.Com. 44 A	Financial Institution & Marketing	75

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1. The objective of the course is to improve knowledge Financial Institution & Financial Market
2. To gives knowledge for Money Market, Capital Market and its various Instrument
3. This course is also guiding students how to manage activities of Banking & Financial Institutions.
4. To create expertise in handling Share Market, Mutual Fund and Financial Fund Management avenues.

Unit	Content	Periods
Unit I	Unit I Introduction - 1.1 Nature & Role of Financial Structure 1.2 Financial Institution & Financial Market 1.3 Financial System and Economic Development 1.4 Indian Financial System and Overview	15
Unit II	Unit II Financial Market 2.1 Money Market: Meaning, Constituents and function 2.2 Money Market & its various Instrument 2.3 Capital Market: Primary and Secondary Market 2.4 Govt. Security Market 2.5 Role of SEBI – Overview, recent development	15
Unit III	Unit III Financial Institution 3.1 Reserve Bank of India –Organization, Management & Function 3.2 Commercial Bank – Meaning, Function and investment policies 3.3 Development Bank –concept, objective and function 3.4 Insurance Companies -objective, Role and Investment Practices IRDS 3.5 UTI – Objective, Function and Scheme	15
Unit IV	Unit IV Non – Banking Financial Institution 4.1 Concept and Role of Non – Banking Financial Institution 4.2 Functions of NBFC's 4.3 Investment Policies of NBFC's 4.4 Sources of Finance for NBFC's	15
Unit V	Unit V Mutual Funds 5.1 Concept and Performance of Mutual Funds 5.2 Regulations of Mutual Funds in Special Reference to SEBI guidelines 5.3 Designing and Marketing of Mutual Fund Schemes 5.4 Latest Mutual Funds Schemes in India – an Overview	15

REFERENCE BOOKS:

1. Sales and Distribution Management: N.G.Nair, Latha Nair; Himalaya Publishing House, New Delhi
2. Sales management: Douglas J Dalrymple, William L. Corn & Thomas E. Decarlo; John Wiley & sons Inc.
3. Sales Management with personal selling & salesmanship: S.A. Chunawalla; Himalaya Publishing House, New Delhi.
4. Sales Management Decision, strategies and cases: Richard R. Still, Edward W. Cundiff & Norman A.P. Govoni; Prentice Hall of India Pvt. Ltd. New Delhi.
5. Advertising and Sales Management: S.C. Agrawal; Dhanpat Rai Publishing Co. New Delhi.
6. Sales Promotion and Advertisement Management: M.N. Mishra; Himalaya Publishing House, New Delhi.
7. Salesmanship & Sales Management: P.K.Sahu and K.C.Rout' Vikash Publishing House, Pvt. Ltd. New Delhi.
8. Advertising and sales Management: C.N. Sontakki ; Kalyani Publishing New Delhi.
9. Sales and Distribution Management: K. Shridhara Bhat; Himalaya Publishing House, New Delhi.