



**JAI HIND COLLEGE
BASANTSING INSTITUTE OF SCIENCE
&
J.T.LALVANI COLLEGE OF COMMERCE
(AUTONOMOUS)**

"A" Road, Churchgate, Mumbai - 400 020, India.

**Affiliated to
University of Mumbai**

Program : S.Y.B.A

Proposed Course : Department of Commerce Paper II: Financial
Management and Paper III: Introduction to Marketing

**Credit Based Semester and Grading System (CBCS) with effect
from the academic year 2019-20**

S.Y.B.A Commerce Syllabus

Academic year 2019-2020

Semester III			
Course Code	Course Title	Credits	Lectures /Week
ACOM301	Financial Management	3.5	3

Semester III			
Course Code	Course Title	Credits	Lectures /Week
ACOM302	Introduction to Marketing	3.5	3

Semester III - Theory

Course:	Course Title: Introduction to Financial Management (Credits : 3.5
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ACOM301	Lectures/Week:3)	
	Objectives: 1 To get corporate level exposure. 2 To make them employable in the corporate. Outcomes: Understanding practical methods and technical learning	
Unit I	Introduction to financial management <ul style="list-style-type: none"> • Meaning, Objectives and functions of Financial management • Introduction to Financial Markets, Capital Markets, Primary Market, Basics of capital market mechanism, instruments, financing and rating institutions, and legal environment related to this. • Secondary Market, Basics of stock exchanges and their role, regulatory framework, and transactions on stock exchange • Money Markets, Basics of money market mechanism, instruments, institutions, and legal environment related to this. 	Lectures 15
Unit II	Concepts in Financial Planning <ul style="list-style-type: none"> • Financial Planning: Meaning, Scope, Objectives, Essentials of Sound Financial Plans • Introduction; Concept of Time Value of Money, Cost of Capital; Cost of Debt 	Lectures 10
Unit III	Capital structure <ul style="list-style-type: none"> • Meaning, Importance, Determinants of capital structure, factors affecting capital structure, Features of an Ideal Capital Structure, Theories of Capital Structure • Introduction; Short-term Finance ;Long-term Funds • Dividend Decisions: Introduction, Stability of Dividends, Forms of Dividends, Stock Split • Calculation of Earnings Per Share (EPS) and Return on Equity (ROE) ; Financial and Operating Leverages, Meaning of Financial Leverage; Measures of Financial Leverage 	Lectures 12
Unit IV	Raising Long term finance <ul style="list-style-type: none"> • Venture capital, IPO, New issue of shares, Rights issue, role of prospectus, Underwriters, Types of shares, Debentures, Financial institutions, Ploughing back of profits, Public Deposits 	Lectures 08
Textbook& References: <ul style="list-style-type: none"> • Prasanna, Chandra (2010). <i>Fundamentals of Financial Management (5th edition)</i>. New Delhi: Tata McGraw Hill Education Pvt. Ltd. • Kuchhal S.C. (1995). <i>Financial Management – Analytical and Conceptual Approach (12th edition)</i>. Allahabad: Chaitanya Publishing House • Jayprakash, Reddy R. (2010). <i>Financial Management</i>. New Delhi: APH Publishing Corporation. • Prasanna, Chandra (2003, 2004). <i>Financial Management – Theory and Practice (5 & 6th edition)</i>. New Delhi: Tata McGraw Hill Education Pvt. Ltd. 		

- Van, Horne James C. (2012). *Fundamentals of Financial Management (13th edition)*. New Delhi: PHI Learning Pvt. Ltd.
- Samuels, John (1999). *Financial Management and decision making*. London: International Thomson Business Press.

Evaluation Scheme

[A] Evaluation scheme for Theory courses

I. Continuous Assessment (C.A.) - 40 Marks

- (i) C.A.-I : Test – 20 Marks of 40 mins. duration
- (ii) C.A.-II : Type Name: Overview of International Trade & business 20 Marks

II. Semester End Examination (SEE)- 60 Marks



Semester III – Theory

Course: ACOM301	Course Title: Introduction to Marketing (Credits : 3.5 Lectures/Week:3)
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	<p>Objectives: 1. to provide basic conceptual and applicative knowledge about marketing 2. to develop the student's employability and interpersonal skills</p> <p>Outcomes: Unique methodology of teaching and learning will provide the students basic conceptual and applicable knowledge and an excellent opportunity to develop industry level skill set</p>	
Unit I	Introduction to Marketing -Nature, Importance and scope of Marketing- Difference between marketing and selling, Different concepts of Marketing-exchange, production, product, societal, holistic etc., Strategic v/s Traditional Marketing, functions of marketing manager.	Lectures 12
Unit II	Market Segmentation and Consumer Behaviour -Nature and factors influencing consumer behaviour-Buying process, types of buyers, buying motives, Importance and bases of market segmentation	Lectures 12
Unit III	Market Research and Marketing Information Systems (MIS) - Marketing Research, Product Research, Competitors Research - Concept, Features, Process Marketing Information System-Concept, Components Data Mining- Concept, Importance.	Lectures 10
Unit IV	Recent trends in Marketing - Rural marketing, digital marketing, Green marketing etc., features, advantages and disadvantages, Customer Relationship Management.	Lectures 11
<p>Textbook & References:</p> <ul style="list-style-type: none"> • Kotler, Phillip (2005). <i>Marketing Management</i>. Englewood Cliffs, NJ: Prentice Hall • Kotler, P., Keller, K.L. Koshy, A. and Jha. M. (2009). <i>Marketing Management: A South Asian Perspective. (Thirteenth Ed)</i>. New Delhi: Pearson Education. • Maheshwari, R.P, Jindal, Lokesh, (2011). <i>Marketing Management Theory and Practice</i>. • Neelamegam, S. (2007). <i>Marketing in India: Cases and Readings</i>. New Delhi: Vikas. • Ramaswamy & Kumari Nama (2009). <i>Marketing Management (4th Edition)</i>. New Delhi: Macmillan India. • Richard M. S Wilson, Colin Gilligam (2003). <i>Strategic Marketing Management</i>. Mumbai: Viva Books Pvt. Ltd. • Saxena, Rajan (2005). <i>Marketing Management</i>. New Delhi: Tata McGraw Hill. • Sherlekar, S.A. (2011). <i>Marketing Management</i>. Mumbai: Himalaya Publishing House. • Walker –Boyd, Larreche (2004). <i>Marketing Strategies – Planning Implementations</i>. New York: Tata McGraw Hill. 		

Evaluation Scheme

[A] Evaluation scheme for Theory courses

III. Continuous Assessment (C.A.) - 40 Marks

(iii)C.A.-I : Test – 20 Marks of 40 mins. duration

(iv)C.A.-II : Type Name: Overview of International Trade & business 20 Marks

IV. Semester End Examination (SEE)- 60 Marks

