

CXI-01
2020-21

Dr G. R. DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
COIMBATORE - 641014
BACHELOR OF COMMERCE - CAPITAL MARKETS
(Under Choice Based Credit System)

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

PROGRAMME OUTCOME	
PO1	B.Com Capital Market is a unique in the sense that it integrates conceptual knowledge, contemporary inputs, technology, information and skill development in the areas of commerce, management, economics and capital market as specialization.
PO2	Understand and apply finance theory to company valuation in a practical setting.
PO3	Apply critical thinking which improves cognitive skills and logical decision making as finance professional and business leaders. To develop the personality so as to become a responsible Citizen with greater awareness about the culture and value system.
PO4	Be an effective team leader to lead a group with conflicting personalities and move together towards a common goal.
PO5	The course provides exposure to students in the latest trends in relevant branches of knowledge giving them the needed competence and creativity to face global challenges.
PO6	To discovers the prospect of grooming students to face the capital market by equipping them with skills and knowledge to meet the challenges ahead. It enhance students skills in the area of Capital Market, Commodity Market, and the Mutual Fund Segmentation.
PO7	To achieve highly paid jobs as finance manager Research analysis, financial consultant, project co-ordinator, wealth manager etc. it demonstrate professional expertise in financial planning, analysis, decision support, professional ethics.
PO8	To impart certain basic Information and Communication Technology (ICT) skills and hands on training on online stock market operations. Practical exposure is given through institutional training and project works, to facilitate students to tackle situations in real life.
PO9	Provides an ability to work independently and, collaboratively to collect, process, interpret and communicate the outcomes of financial problems.
PO 10	Students are provided with good analytical skills which support to enhance their research knowledge in the field of finance.



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PROGRAMME SPECIFIC OUTCOME	
PSO1	This course is intended to provide advanced knowledge in the board fields of commerce, finance, economics, and in specific fields of share trading, derivatives, mutual funds, asset management, which in turn make the students industry ready.
PSO2	This course sharpens students analytical and decision making skills in the way of live projects in finance, capital market, mutual funds and accounting.
PSO3	Enhances the students with the leadership skills and expertise in financial sector – as finance is the life blood of business.
PSO4	Students will be able to pursue their career as Financial analyst apart from different positions in the field of accounting, taxation, banking, insurance and law.
PSO5	Builds professional competence in the students by imparting knowledge as per industry requirements.



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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021
SCHEME OF EXAMINATIONS

Semester/Part	Course code	Course	Course Title	Credits	MARKS			Hrs/ Week	Exam Duration	Category
					CA	TEE	TOTAL			
IV	20300A/20300B	-	Basic Tamil I / Advanced Tamil I	2	100	NA	100	2	3	THEORY
	20300N	Non Major Elective -I	Personality Development and Soft Skills		40	60	100			
III	20394A	Core	Security Analysis and Portfolio Management	4	25	75	100	6	3	THEORY
	20394B	Core	Equity Market	4	25	75	100	6	3	THEORY
	20394C	Core	Corporate Accounting	4	25	75	100	5	3	THEORY
	20394D	Allied	Business Mathematics	3	25	75	100	5	3	THEORY
	20394K	Online SWAYAM	Services Marketing	3	ONLINE					
	20300G1	Value Education	Indian Society, People and Culture	2	25	75	100	4	3	THEORY
IV	20400A/20400B	-	Basic Tamil II / Advanced Tamil II	2	100	NA	100	2	3	THEORY
	20400N	Non Major Elective -II	Basics in Business Process Outsourcing		40	60	100			
III	20494E	Allied	Financial Derivatives	4	25	75	100	4	3	THEORY
III	20494A	Core	Cost and Management Accounting	5	25	75	100	5	3	THEORY
III	20494B	Core	Commodities Market	4	25	75	100	5	3	THEORY
III	20494C	Core	Taxation for Investments	4	25	75	100	6	3	THEORY
III	20494D	Allied	Business Statistics	3	25	75	100	6	3	THEORY
IV	20494K	Online SWAYAM	Soft Skills	2	ONLINE					
III	20494P	Skill Based Subject	Computer Applications Practical- I (MS Office)	2	40	60	100	2	3	PRACTICAL
III	20494Q	Skill Based Subject	Practical - II Online Trading	3	40	60	100	2	3	PRACTICAL

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MAPPING OF COURSES WITH PROGRAMME OUTCOME LEVELS

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
21100E1	Contemporary English-I	1		2	2	1		1	1	2	1
21194A	Core: Principles of Accounting	2	2	3	2	2	2	3	1	2	3
21194B	Core: Introduction to Capital Markets	3	3	2	2	3	3	2	1	2	2
21194C	Allied: Business Communication	2	1	2	2	2	1	2	1	3	2
21194D	Allied: Business Organisation and Management	2	2	1	2	2	1	2	1	2	1
21200E1	Contemporary English-II	1		2	2	1		1	1	2	1
21294A	Core: Financial Accounting	2	1	2	2	2	1	2	1	2	3
21294B	Core: Financial Assets and Marketing	3	3	2	2	2	2	2	1	2	2
21294C	Allied: Business Mathematics	2	1	2	2	2	1	2	2	1	3
21294P	Skill Based Subject: Computer Applications Practical I (MS Office)	3	2	1	1	2	2	3	3	3	2
21294K	Online Swayam : Managerial Economics	2		3	1	1	3	2	1	1	2
21394A	Core: Security Analysis and Portfolio Management	3	3	2	3	3	3	2	2	2	2
21394B	Core: Equity Market	3	3	2	3	3	3	3	2	2	3
21394C	Core: Corporate Accounting	2	2	2	2	1	2	2	2	1	3
21394D	Allied: Business Statistics	2	1	3	2	2	1	2	1	1	3
21394K	Online SWAYAM: Service Marketing	1	2	3	1	1	2	3	2	2	2
21494D	Allied: Financial Derivatives	3	3	2	2	2	3	2	1	2	1

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Semester/Part	Course code	Course	Course Title	Credits	MARKS			Hrs/ Week	Exam Duration	Category
					CA	TEE	TOTAL			
V	20594A	Core	Risk Management	4	25	75	100	6	3	THEORY
	20594B	Core	Debt Markets	4	25	75	100	6	3	THEORY
	20594C	Core	Financial Management	4	25	75	100	6	3	THEORY
	20594U1	Elective-I	Business Research Methods	4	25	75	100	6	3	THEORY
	20594D	Skill Based Subject	Banking in Financial System	3	25	75	100	4	3	THEORY
	20594S	Skill Based Subject	Institutional Training	2	40	60	100	1	3	PRACTICAL
VI	20694A	Core	Venture Capital	5	25	75	100	6	3	THEORY
	20694B	Core	Corporate Governance	4	25	75	100	6	3	THEORY
	20694U1	Elective-II	Foreign Exchange Markets	4	25	75	100	6	3	THEORY
	20694C	Core	Mutual Fund Management	4	25	75	100	6	3	THEORY
	20694S	Skill Based Subject	Project and Viva Voce	6	25	75	100	2	3	PRACTICAL
				TOTAL	140		3700			

NA – Not Applicable, Basic Tamil and Advanced Tamil - CA only

Extra Credits

Professional Development - 6 Credits

Business Fundamental Workshop - 4 Credits

10 Credits

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ELECTIVE :

Sem.	Part	Subject Code	Subject Name
ELECTIVE I & II			
V	III	20594U1	Elective I: Business Research Methods
VI	III	20694U1	Elective II: Foreign Exchange Markets



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MAPPING OF COURSES WITH PROGRAMME OUTCOME LEVELS

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
20394A	Core: Security Analysis and Portfolio Management	3	3	2	3	3	3	2	2	2	2
20394B	Core: Equity Market	3	3	2	3	3	3	3	2	2	3
20394C	Core: Corporate Accounting	2	2	2	2	1	2	2	2	1	3
20394D	Allied: Business Mathematics	2	1	2	2	2	1	2	2	1	3
20394K	Online SWAYAM: Service Marketing	1	2	3	1	1	2	3	2	2	2
20494E	Allied: Financial Derivatives	3	3	2	2	2	3	2	1	2	1
20494A	Core: Cost and Management Accounting	2	1	2	1	2	1	2	1	1	1
20494B	Core: Commodities Markets	3	3	3	2	3	3	3	1	2	3
20494C	Core: Taxation for Investments	2	2	3	2	3	2	3	2	2	3
20494D	Allied: Business Statistics	2	1	3	2	2	1	2	1	1	3
20494K	Online Swayam : Soft Skills	1	2	3	1	1	2	3	2	2	2
20494P	Skill Based Subject: Computer Applications Practical – MS Office	3	2	1	1	2	2	3	3	3	2
20494Q	Skill Based Subject : Practical – II Online Trading	2	2	3	2	3	3	3	3	2	3
20594A	Core: Risk Management	3	3	3	2	3	3	2	1	1	2
20594B	Core: Debt Markets	3	3	3	2	3	3	3	1	2	3
20594C	Core: Financial Management	3	2	3	2	3	2	3	2	2	2



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	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
20594U1	Elective – I : Business Research Methods	2	2	3	2	2	2	1	1	2	2
20594D	Skill based Subject: Banking in Financial Systems	2	2	2	2	2	2	2	2	2	2
20594S	Skill based Subject: Institutional Training	3	2	3	3	2	2	2	3	3	2
20694A	Core: Venture Capital	2	2	3	3	3	2	3	2	2	3
20694B	Core: Corporate Governance	2	2	2	3	3	2	3	1	2	2
20694U1	Elective – II: Foreign Exchange Markets	3	3	3	2	3	3	2	2	2	3
20694C	Core: Mutual Fund Management	3	3	3	3	3	3	2	2	2	2
20694S	Skill based Subject: Project and Viva Voce	3	3	3	3	3	3	3	3	2	3

Indicators: 1. Reasonable 2. Significant 3. Strong



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	20394A	CORE : SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	4	THEORY		100

Objective:

- To gain the knowledge about investment programme and its stages and process.
- To familiarize the fundamental concept of Securities and Portfolio Management
- To provide knowledge of risk and return involved in the optimal portfolio selection

UNIT I

(Teaching Hours: 13)

Features of an Investment Programme – The Investment Process – Stages in Investment – Structure of New issue market – types of issue - Book building - Secondary market – SEBI – Guidelines

UNIT II

(Teaching Hours: 13)

Security analysis meaning and methods: Fundamental analysis : Economic analysis – economic forecasting. Industry analysis – Analytical tools. Company analysis- study of financials, going beyond numbers- analysis of financial statements- Estimation of intrinsic value.

UNIT III

(Teaching Hours: 13)

Fundamental Analysis; Technical Analysis: Assumptions - Dow Theory – trends – charts – Efficient Market Theory: Weak Form – Semi- Strong Form - Strong Form of Market - Experiments and Analysis of Theory .Comparisons with Fundamental and Technical Analysis.

UNIT IV

(Teaching Hours: 13)

Portfolio construction: Traditional Vs. Portfolio Analysis - Markowitz Model - Efficient Frontier – Random walk theory- Sharpe ideal Index - construction of optimal portfolio- Capital Asset Pricing theory (CAPM) – assumptions - Security market line – Arbitrage portfolio

UNIT V

(Teaching Hours: 13)

Portfolio revision : Sharpe's performance Index - Treynor's performance Index - Jensen's performance Index. Management of portfolio: Passive management and Active management.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Familiarity of Investment process, new issue market, secondary market and SEBI guidelines.	K1, K2
CO2	Acquire knowledge on fundamental analysis of securities.	K2, K3
CO3	Comparison skills of fundamental and technical analysis of securities.	K3, K4
CO4	Broad theoretical aspects of portfolio analysis, Markowitz model, CAPM theory can be gained.	K3, K4
CO5	Basic understanding of portfolio revision strategies.	K2, K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3	3	3	3	2	3	2	3	2
CO2	3	3	3	3	2	3	3	1	2	3
CO3	3	3	3	3	3	3	2	2	3	3
CO4	2	3	3	2	3	3	3	2	3	3
CO5	3	3	2	2	2	3	3	2	3	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Portfolio Management	Preethi Singh	Himalaya Publication	Revised edition 1 st august 2016
2	Security Analysis and Portfolio Management	Punithavathy Pandian	Vikas publishing House	2 nd E. Revised edition 1 st January 2012
3	Investment Management: Security Analysis and Portfolio Management	Bhalla. V.K	Sultan Chand	New Delhi 19 th edition 2013
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Security Analysis and Portfolio Management	Fischer- Donald E. and Ronald J. Jordan	Prentice Hall of India	2008
2	Security Analysis and Portfolio management	Avadhani V A	Himalaya Publishing House	12 th revised edition. 2015
3	Security Analysis	Benjamin Graham, David L. Dodd	Mc Graw Hill	6th Edison, 2015

Pedagogy: PPT Presentation, e-contents, Group discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	20394B	CORE : EQUITY MARKET	4	THEORY		100

Objective:

- To disseminate the fundamental concept of Equity capital
- To understand the share issue procedures, listing, stock exchange regulations.
- To provide knowledge of risk and return involved in the equity investments for corporate and shareholders

UNIT I

(Teaching Hours: 13)

Equity Market - Meaning, Benefits & Types - difference between the equity market and the stock market- Origin of Equity market – raising capital- types of equity -issuing and flotation of shares- private offer- market participants-issue process- flotation process

UNIT II

(Teaching Hours: 13)

Issue procedures- different approaches to selling the shares- Initial public offer IPO- meaning- mechanisms of IPO- listing of shares-continues raising of equity- secondary market dealings- stock exchange regulations- . Market participants

UNIT III

(Teaching Hours: 13)

Share pricing- determination of share price- premium issue and discount issue- Factors determining the share price- market capitalization-earnings & cash flow to the company- dividends decisions- asset value- analyst recommendations

UNIT IV

(Teaching Hours: 13)

Return on equity- value of common equity- net income-preferred dividends- deferred tax liability return on capital – value added- EBIT-EPS- buyback of equity-perpetual equity- benefits to share holders- market capitalization

UNIT V

(Teaching Hours: 13)

Stock exchange - SEBI- Listing agreements - International listings- Biggest exchanges- depository benefits - trading shares in international exchanges, GDR, ADR - impact of other exchanges in India- emerging markets.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Fundamental knowledge on equity market and types of equity.	K1, K2
CO2	Understanding share issue procedures, listing, stock exchange regulations.	K2, K3
CO3	Develops ability to analyze share pricing, dividend decisions and asset valuation.	K2, K3, K4
CO4	Comprehend concepts like return on equity, EBIT-EPS, deferred tax liability.	K4, K5
CO5	General theoretical knowledge on stock exchange, SEBI, GDR, ADR and its emerging market requirements.	K1, K2, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3	2	3	3	3	3	2	3	2
CO2	3	3	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	2	3	3	2	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	FINANCIAL DERIVATIVES THEORY, CONCEPTS AND PROBLEMS	Gupta S.L	PHI, Delhi,	2 nd Edition, 2017
2	FINANCIAL DERIVATIVES	Kumar S.S.S	PHI, New Delhi	2007
3	RISK MANAGEMENT & DERIVATIVES	Stulz M. Rene	Cengage Learning, New Delhi	2002
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Options, Futures, and Other Derivatives	Hull, JC	Pearson	10 th edition, 2018
2	Risk Management & Derivatives	Stulz, RM	CENGAGE LEARNING	INDIA EDITION, 2002
3	Common Stocks and Uncommon Profits	Philip A Fisher	Wiley	2003

Pedagogy: Lecture, PPT Presentation, e-contents

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	20394C	CORE : CORPORATE ACCOUNTING	4	THEORY	80	20

Objective

- To know about shares and debentures and to prepare a statement showing underwriter and net liability
- To ascertain pre and post incorporation profits
- To prepare final accounts of a company and liquidators final statement of accounts.

Unit I:

(Teaching Hours: 13)

Shares: Issue- Calls-in-arrears and Calls-in-advance- Over subscription and under subscription- Issue of shares at premium- Issue of shares at discount- Forfeiture of shares- Re- issue of forfeited shares- Bonus issue – Rights issue

Unit II:

(Teaching Hours: 13)

Preference shares, types, provisions relating to redemption of preference shares – Redemption of preference shares – Debentures, types of debentures, Difference between shares & debentures – Issue and redemption of debentures – Underwriting of shares and debentures – partial underwriting, complete underwriting (excluding firm underwriting)

Unit III:

(Teaching Hours: 13)

Amalgamation of companies – absorption of companies – Purchase consideration – various methods of ascertaining purchase consideration – External Reconstruction

Unit IV

(Teaching Hours: 13)

Profits prior to incorporation - Ascertainment of profit or loss prior to incorporation. (As per schedule VI) – Internal Reconstruction

Unit V:

(Teaching Hours: 13)

Preparation and presentation of company final accounts (As per schedule VI) – Legal requirements – Tax adjustments – Calculation of managerial remuneration – Preparation of profit/loss accounts – balance sheet – liquidation of companies – types of liquidation - order of payment (Excluding statement of affairs) – Liquidators final statement of account

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Enabling the students to understand the features of issue of shares, forfeiture of shares, re-issue, bonus issue and rights issue.	K1, K2, K3
CO2	Develop an understanding on preference share, redemption of preference share and debentures.	K2, K3, K4
CO3	Computational ability of purchase consideration methods, external reconstruction of amalgamation of companies.	K3, K4
CO4	Gain knowledge on profits prior to incorporation and internal reconstruction.	K3, K4, K5
CO5	Analyzing and computation of company final accounts.	K3, K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2	2	2	2	2	3	2	2	3
CO2	3	3	3	3	3	3	3	2	2	3
CO3	2	2	3	3	2	2	3	2	2	2
CO4	2	2	2	3	2	2	3	2	3	3
CO5	3	3	3	3	3	3	3	2	2	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Corporate Accounting	T.S.Reddy & A.Murthy	Margham Publications	2013
2	Advanced Accounting	Jain and Narang	Kalyani Publishers	Revised edition 1 st January 2014
3	Advanced Accounting	R.L.Gupta & Radhaswamy	Sultan Chand & Sons	Revised edition 2018
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Advanced Accounting	S.N.Maheswari	Vikas Publishing house	2018
2	Advanced Accounting - II	T.S.Agarwal,M.S Shukla	S.Chand & Sons Publication	2019
3	Corporate Accounting	V Rajesekaran, R. Lalitha	Pearson	2011

Pedagogy: Lecture, e-contents, Assignments

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	20394D	ALLIED : BUSINESS MATHEMATICS	3	THEORY	80	20

Objective:

- To gain knowledge about the computations of numerical aspects related to business.
- To learn about the overview of Operations Research especially in practicing the Industrial problems
- To gain knowledge in revenue function and finding total and marginal revenue function.

Unit I:

(Teaching Hours: 13)

Matrix - Basic Concepts-Addition and Multiplication of matrices-Inverse of matrix-Rank of a Matrix- determinants of a matrix -solution of Simultaneous linear equations – Cramer’s rule and matrix method.

Unit II:

(Teaching Hours: 13)

Simple and Compound Interest- Interpolations – Binomial expansion method – Newton’s method of forward differences – Newton’s method of backward differences – Lagrange’s method

Unit III:

(Teaching Hours: 13)

Operations Research- Meaning, Scope and Limitations-Linear programming problem-Formulation- Canonical & standard forms of L.P.P-solution by Graphical method-solution by Simplex method (Basic problems only).

Unit IV:

(Teaching Hours: 13)

Network Analysis-Introduction-Basic concepts-Rules of Network Construction- Critical Path Analysis(CPM) - Project Evaluation and Review Technique (PERT)- Probability Considerations in PERT- Distinction Between PERT and CPM

Unit V:

(Teaching Hours: 13)

Transportation Problem-Introduction-matrix form of T.P-The transportation Table- balanced and unbalanced - NWC, LCM, VAM (Problems in IBFS only) -The assignment problem –the assignment algorithm-unbalanced assignment problem – Hungarian Method.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students come to know about the applications of different financial mathematical concepts	K1, K2, K3
CO2	Students learn about the concept of Matrix and its Applications	K2, K3
CO3	Students gain knowledge in revenue function and finding marginal revenue function from total revenue function	K1,K2,K3
CO4	Students gain knowledge in revenue function and finding total revenue function from marginal revenue function	K1,K2,K3
CO5	Students learn about the overview of Operations Research especially in practicing the Industrial problems with Maximizing the profit and Minimizing the cost	K2,K3, K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	2	2		3	2	2	3
CO2	2	1	2	2	2		2	2	2	3
CO3	2	3	3	3	2		2	2	2	2
CO4	3	2	2	2	2		2		2	3
CO5	3	1	2	2	2		2	1	2	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Business Mathematics and Statistics	P.A. Navnitham	Jai Publishers, Trichy	2019 Edition
2	Operations Research	Kanti Swarup, P.K. Gupta and Man Mohan	Sultan Chand and sons, New Delhi.	2012 Edition
3	Business Mathematics	M.Wilson	Himalaya Publishing House	2012 Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Business Mathematics	P.R.Vittal	Margham Publications,	2005 Edition
2	Operations Research	S.Kalavathy	Vikas Publishing House	2013 Edition
3	Introduction to Operations Research	Kanti Swarup, P.K. Gupta	Sultan Chand and sons	2005 Edition

Pedagogy: Lecture, Assignments, e-content

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	20394K	Online SWAYAM: Services Marketing	3	-	-	-

Course link : https://onlinecourses.swayam2.ac.in/imb21_mg51/preview

Objective of the Course:

1. This course will introduce the students to different concepts, theories, tools and schools of thoughts in service marketing and their application on business.
2. All the fundamentals of service marketing, strategic and tactical aspects of service marketing is analysed.
3. This course will provide knowledge about brand servicing, delivering service value and service quality and excellence.

COURSE LAYOUT

Week 01: Fundamentals of Services Marketing

What are Services, its Nature and characteristics, service encounter, consumer behavior, and strategic & tactical aspects of services marketing.

Week 02: Service Product & Branding

What is a Service Product, Concept of brand and its uses.

Week 03: Price & Promotion of Services

Pricing challenges, Pricing program, Revenue Management, Promotion mix, Promotion & Advertising strategies.

Week 04: Place & Process Decisions

Place and Process Decisions

Week 05: People & Physical Evidence

People management in service organizations and importance of Physical Evidence in Services Marketing

Week 06: Service Excellence

Service Excellence, Delivering Value, Service Quality, Service Recovery.

BOOKS AND REFERENCES

Services Marketing by R. Srinivasan

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	20494E	ALLIED : FINANCIAL DERIVATIVES	4	THEORY		100

Objective:

- To understand the investment process of financial derivatives
- To understand the various types of financial derivatives like futures and options
- To gain the knowledge about Commodity derivatives and delivery of commodities.

Unit I:

(Teaching Hours: 13)

Financial Derivatives - Introduction, economic benefits of derivatives - Types of financial derivatives - Features of derivatives market - Factors contributing to the growth of derivatives - functions of derivative markets - Exchange traded versus OTC derivatives -traders in derivatives markets - Derivatives market in India

Unit II:

(Teaching Hours: 13)

Futures and forwards - differences-valuation of futures, valuation of long and short forward contract. Mechanics of buying & selling futures, Margins, Hedging using futures -specification of futures - Commodity futures, Index futures, interest rate futures – arbitrage opportunities.

Unit III:

(Teaching Hours: 13)

Financial Swaps - features and uses of swaps - Mechanics of interest rate swaps – valuation of interest rate swaps – currency swaps – valuation of currency swaps

Unit IV:

(Teaching Hours: 13)

Options: Types of options, option pricing, factors affecting option pricing – call and put options on dividend and non-dividend paying stocks put-call parity - mechanics of options -stock options - options on stock index - options on futures – interest rate options.

Unit V

(Teaching Hours: 13)

Commodity derivatives: commodity futures market-exchanges for commodity futures in India, Forward Market Commissions and regulation-commodities traded – trading and settlements – physical delivery of commodities

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Good understanding on financial derivatives and derivative markets in India.	K1, K2
CO2	Acquire knowledge of how forward contracts, futures contracts work.	K2, K3, K4
CO3	Better understanding of mechanism of financial swaps.	K2, K3, K4
CO4	Development of skills in options, its types and mechanics of options trading.	K2, K3, K4
CO5	Summarized knowledge on commodity derivatives and its trading and settlements.	K3, K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	2	3	3
CO3	3	3	3	3	3	3	3	2	3	3
CO4	3	3	3	3	3	3	3	2	2	3
CO5	3	3	3	3	3	3	3	3	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Financial derivatives theory, concepts and problems	Gupta S.L	PHI, Delhi,	2 nd Edition, 2017
2	Financial derivatives	Kumar S.S.S	PHI, New Delhi	2007
3	Risk management & derivatives	Stulz M. Rene	Cengage Learning, New Delhi	2002
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Options, Futures, and Other Derivatives	Hull, JC	Pearson	2018
2	Risk Management & Derivatives	Stulz, RM	CENGAGE LEARNING	INDIA EDITION, 2002
3	Common Stocks and Uncommon Profits	Philip A Fisher	Wiley	2003

Pedagogy: Lecture, PPT Presentation, e-contents

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	20494A	CORE : COST AND MANAGEMENT ACCOUNTING	5	THEORY	60	40

Objective:

- To learn the basics of cost and management accounting.
- To understand the methods of valuing material issues and levels of inventories.
- To gain the knowledge about preparation of budget and budgetary control.

Unit I

(Teaching Hours: 14)

Cost Accounting – Definitions and meaning of cost, costing and cost accounting – scope of cost Accounting – Relationship of cost Accounting with financial accounting and Management accounting – methods of costing – cost analysis, concepts and classification – Elements of cost, preparation of cost sheet.

Unit II

(Teaching Hours: 14)

Materials - Purchasing of materials, procedure and documentation involved in purchasing - requisitioning for stores - significant of material control - Methods of Valuing material issues -Level of inventories – Maximum level, minimum level, reordering levels, danger level, average stock level and safety stock - ABC analysis – EOQ.

Unit III

(Teaching Hours: 14)

Management accounting - Meaning, objectives and scope - Relationship between Management Accounting, Cost Accounting and Financial Accounting - need and significance of management accounting - Ratio analysis - significance of ratios and long-term financial position – profitability - uses and limitation of ratios

Unit IV

(Teaching Hours: 14)

Marginal costing and break even analysis- Cost-Volume – Profit Analysis, managerial applications of marginal costing - significance and limitations of marginal costing

Unit V

(Teaching Hours: 14)

Budgeting and budgetary control - definition, importance, essentials, classifications of budget, Preparation of Different Budgets- master budget. Cash Budget, Flexible Budget, materials and Production Budget - steps in budgetary control

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Ability to gain basic understanding of cost accounting, its concepts and classifications.	K1, K2
CO2	Gain knowledge on material control, material issue and inventory levels.	K3, K4
CO3	Understanding of relationship between management accounting, cost accounting and financial accounting.	K2, K4
CO4	Analyzing and computation of marginal cost and break even analysis.	K3, K4, K5
CO5	Calculation capability of budgeting and budgetary control.	K3, K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	3	2	2	1	2	1	2	3
CO2	3	2	3	2	2	1	2	1	2	3
CO3	2	1	2	2	2	1	2	1	1	1
CO4	3	2	3	2	2	1	3	2	2	3
CO5	3	3	3	3	2	1	2	2	2	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Management Accounting	Dr.K.K.Ramachandran	Vikas Publihing	2015
2	Cost and Management Accounting	Jain and Naarng	Kalayani Publication	2014
3	Cost Accounting	Jain, S.P &Narang, K.L	Kalayani Publication	2017
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Cost Accounting	T.S.Reddy&Hariprasad	Margham Publications	2018
2	Cost and Management Accounting	S.N Maheshwari	Sulthan Chand &Sons NewDelhi	2013
3	Cost and Management Accounting – An Introduction	Colin Drury	Cengage Learning	7 th edition, 2011

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	20494B	CORE : COMMODITIES MARKET	4	THEORY		100

Objective:

- To understand the meaning of commodity markets
- To understand the various types of commodities like forward, futures, options and Swaps
- To develop the practical knowledge on commodity trading in commodity exchange.

Unit I:

(Teaching Hours: 13)

Introduction to derivatives market- types of derivatives- forward, future, options, swaps- types of traders in commodity market-: hedgers, speculators-arbitrages- origin and evolution of commodity trading in India.

Unit II:

(Teaching Hours: 13)

Commodity trading- meaning- definition- parties involved- transactions- types- mechanism of trading- significance of commodity market- commodity prices: basics and types of commodities traded in commodity exchanges

Unit III:

(Teaching Hours: 13)

Commodity futures- introduction-commodity futures in India- commodity future contracts- trading-system- trading hours- units of trading- quality specifications- due date-portion limits- impact of other financial instruments on commodity prices

Unit IV:

(Teaching Hours: 13)

Quantity variations- delivery centers- opening of contracts- organisation and governance of future exchanges- Forward markets commission FMC- role of commodity future market- impact of commodity future trading in cash prices

Unit V

(Teaching Hours: 13)

Uses of commodity future trading- price discovery- hedging and speculation- risk involved in commodities trading- multi commodity exchanges – role and scope of NMCE-NCDEX and MCX

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Basic understanding of commodity markets and its trading in India.	K1, K2
CO2	Develop knowledge on commodity traded in commodity exchanges.	K2, K3, K4
CO3	In-depth knowledge on commodity futures in India and its impact on financial markets.	K2, K3
CO4	Comprehend the concepts of Quantity variation, FMC, commodity futures market.	K2, K4
CO5	Understanding the articulation of commodity future trading and risks involved in commodity trading.	K2, K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Financial derivatives theory, concepts and problems	Gupta S.L	PHI, Delhi,	2 nd Edition, 2017
2	Financial derivatives	Kumar S.S.S	PHI, New Delhi	2007
3	Risk management & derivatives	Stulz M. Rene	Cengage Learning, New Delhi	2002
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Options, Futures, and Other Derivatives	Hull, JC	Pearson	2018
2	Risk Management & Derivatives	Stulz, RM	CENGAGE LEARNING	INDIA EDITION, 2002
3	Common Stocks and Uncommon Profits	Philip A Fisher	Wiley	2003

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	20494C	CORE : TAXATION FOR INVESTMENTS	4	THEORY	60	40

Objective

- To learn the various concepts and procedures related to taxation
- To develop the practical knowledge on calculating the income tax.
- To know about the Income Tax Authorities and Central Board of Direct Taxes.

Unit I:

(Teaching Hours: 13)

The Income Tax Act - Definition of Income - Assessment year - Previous year – Assessee - Types of Assesseees - Scope of income - Charge of Tax - Residential status - Incomes which do not form part of total income.

Unit II:

(Teaching Hours: 13)

Heads of Income – Income from Salary: - Salary – Definition – Characteristics – Computation of Income from Salary - Rates of tax for individuals.

Unit III:

(Teaching Hours: 13)

Income from House Property: – Characteristics - Exempted Incomes from House Property - Deductions - Computation of Income from House Property - Income from Business and Profession: - Meaning of Business and Profession - Expenses expressly allowed - Expenses expressly disallowed - Computation of Profits and Gains of Business and Profession of an Individual.

Unit IV:

(Teaching Hours: 13)

Income from Capital Gain: – Capital Asset – Long term Capital Asset – Short term Capital Asset – Indexation - Computation of Income from Capital Gain. Income from Other Sources – Various Sources of Income - Computation of Income from Other Sources.

Unit V:

(Teaching Hours: 13)

Set off and Carry forward of losses: - Income Tax Authorities: - Central Board of Direct Taxes – Organisation structure – Functions – General Powers – Procedure for Assessment – Types of Assessment - E file return.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Secure knowledge about the basic concepts of income tax act.	K1, K2
CO2	Computational skills in Income from salary.	K2, K3
CO3	Analyzing knowledge under the head Income from house property.	K2, K3
CO4	Understanding the various concepts and calculation of Income from capital gains.	K2, K3, K4
CO5	Develop an ability to process set off, carry forward of losses and E-filing of returns.	K3, K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	1	2	2	2	1	2	2	2	1
CO2	2	2	2	2	2	1	3	3	3	3
CO3	3	2	2	3	2	1	3	2	2	3
CO4	3	2	3	3	3	1	3	2	3	3
CO5	3	2	3	3	3	1	3	2	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	The Income Tax Act 1961	Bare Act		
2	Income Tax Law and Practice	Gaur and Narang	Kalayani Publishers	2020
3	Income Tax Law and Practice	DinkarPagare	Sultan Chand& Sons	2004
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Income Tax Law and Practice	Mehrothra	Sahitya Bhawan Publications	2020
2	Direct Tax	VinothSingania	Taxman Publication	44 th edition. 2020
3	Direct taxes Law and Practices	Dr. Vinod K. Singhanian, Dr. Kapil Singhanian	Taxmann Publications	65 th edition. July 2021

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	20494D	ALLIED : BUSINESS STATISTICS	3	THEORY	80	20

Objective

- To gain the knowledge about the computations of statistical concepts related to business.
- To obtain the variations in economic variables especially in price and quantity of the particular product in a particular period.
- To gain knowledge in creating charts and graphs in an innovative manner.

Unit I:

(Teaching Hours: 13)

Meaning, Definition and scope of statistics-Sources of data-Collection of data-primary and secondary-Methods of primary data collection-Editing secondary data-Sampling and its methods-Classification and Tabulation-Presentation of data by diagrams-Bar diagram and Pie diagram-Graphic representation of frequency distribution.

Unit II:

(Teaching Hours: 15)

Averages-Mean, Median, Mode, Geometric mean and Harmonic mean-their computation-properties and uses-Measures of dispersion-Range, Quartile deviation, Mean deviation, Standard deviation, co-efficient of variation.

Unit III:

(Teaching Hours: 13)

Skewness - Karl Pearson's and Bowley's coefficient of Skewness- -Index Numbers-meaning-uses-selection of base year-Simple and Weighted Index Numbers-Tests of an Index Number- Consumer Price Index.

Unit IV:

(Teaching Hours: 12)

Correlation-meaning and definition-Scatter diagram-Pearson's coefficient of correlation - Computation and interpretation-Rank correlation-Regression-Meaning and methods of forming the regression equations and lines-Properties of Regression coefficients.

Unit V:

(Teaching Hours: 12)

Time series-Meaning-components-Models-Methods of estimating trend-Graphic, semi-average, moving average and least square methods (Linear equations only)-Seasonal Variation-Simple average Method.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students learn about the meaning and use of statistics and gain knowledge in creating charts and graphs in an innovative manner.	K1,K2,K3
CO2	Students come to know about different types of averages, deviations and their purposes.	K1,K2,K3,K4
CO3	Students can learn to obtain the variations in economic variables especially in price and quantity of the particular product in a particular period. It would help them to understand the market scenario to take business decisions.	K1,K2,K3
CO4	Students gain knowledge in finding relationship between the variables.	K1,K2,K3,K4
CO5	Students come to learn about the collection of observations in sequentially in time and their different types of analysis to forecast the future value.	K2,K3,K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	1	3	2	2		2	1	2	3
CO2	1		2	2	2		2	1	2	3
CO3	1		2	2	2		2	1	2	3
CO4	2		2	1	1		2		2	3
CO5	1		1	2	2		2		2	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Statistical Methods	S.P. Gupta	Sultan Chand & Sons, New Delhi	2012 Edition
2	Business Mathematics and Statistics	P.A. Navnitham	Sultan Chand & Sons, New Delhi	2019 Edition
3	Statistics – Theory and Practices	R.S.N. Pillai and Bagavathy	Sultan Chand & Sons, New Delhi	2010 Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Fundamentals of Applied Statistics	S.C. Gupta and V.K. Kapoor	Sultan Chand & Sons, New Delhi	2014 Edition
2	Business Statistics	P.R. Vittal	Margham Publications	2001 Edition
3	Fundamentals of Statistics	S.C. Gupta	Himalaya Publishing House	2018 Edition

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	20494K	ONLINE SWAYAM : SOFT SKILLS	2	-	-	-

Course Link: https://swayam.gov.in/nd1_noc20_hs60/preview

Objective of the Course:

The course, with its interactive and need based modules, will address various challenges of communication as well as behavioural skills faced by individuals at workplace and organizations in bridging the gaps through effective skills of interviews, group discussions, meeting management, presentations and nuances of drafting various business documents for sustainability in today's global world.

COURSE LAYOUT

- Week 1:** Introduction to Soft Skills, Aspects of Soft Skills, Effective Communication Skills, Classification of Communication, Personality Development
- Week 2:** Positive Thinking, Telephonic Communication Skills, Communicating without Words, Paralanguage
- Week 3:** Proxemics, Haptics: The Language of Touch, Meta-communication, Listening Skills, Types of Listening
- Week 4:** Negotiation Skills, Culture as Communication, Organizational Communication
- Week 5:** Communication Breakdown, Advanced Writing Skills, Principles of Business Writing
- Week 6:** Business Letters, Business Letters: Format and Style, Types of Business Letter
- Week 7:** Writing Reports, Types of Report, Strategies for Report Writing, Evaluation and Organization of Data
- Week 8:** Structure of Report, Report Style, Group Communication Skills
- Week 9:** Leadership Skills, Group Discussion, Meeting Management, Adaptability & Work Ethics
- Week 10:** Advanced Speaking Skills, Oral Presentation, Speeches & Debates, Combating Nervousness, Patterns & Methods of Presentation, Oral Presentation: Planning & Preparation
- Week 11:** Making Effective Presentations, Speeches for Various Occasions, Interviews, Planning & Preparing: Effective Résumé,
- Week 12:** Facing Job Interviews, Emotional Intelligence & Critical Thinking, Applied Grammar



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	20494P	SKILL BASED SUBJECT : COMPUTER APPLICATIONS PRACTICAL I (MS OFFICE)	2	Practical	-	-

OBJECTIVES : To improve the skills in MS Office Package.

MS WORD

1. Type Chairman's speech/ Auditor's report / Minutes/ Agenda and perform the following operations: Bold, Underline, Font Size, style, Background colour, Text colour, Line spacing, Spell Check, Alignment, Header & Footer, Inserting pages and page numbers, Find and Replace.
2. Prepare an invitation for the college function using Text boxes and clip parts.
3. Design an invoice and Account sales by using Drawing tool bar, Clip Art, Word Art, Symbols, Borders and Shading.
4. Prepare a Class Time Table and perform the following operations: Inserting the table, Data Entry, Alignment of Rows and Columns, Inserting and Deleting the Rows and Columns and Change of Table Format.
5. Prepare a Shareholders meeting letter for 10 members using mail merge operation.
6. Prepare Bio-Data by using Wizard/ Templates.



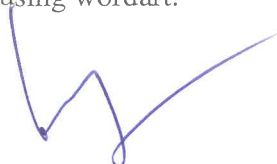
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MS EXCEL

1. Prepare a mark list of your class (minimum of 5 subjects) and perform the following operations: Data Entry, Total, Average, Result and Ranking by using arithmetic and logical functions and sorting.
2. Prepare Final Accounts (Trading, Profit & Loss Account and Business Sheet) by using formula.
3. Draw the different type of charts (Line, Pie, Bar) to illustrate year-wise performance of sales, purchase, profit of a company by using chart wizard.
4. Prepare a statement of Bank customer's account showing simple and compound interest calculations for 10 different customers using mathematical and logical functions.
5. Prepare a Product Life Cycle which should contain the following stages: Introduction, Growth, Maturity, Saturation, Decline.

MS POWER POINT

1. Design presentation slides for a product of your choice. The slides must include name, brand name, type of product, characteristics, special features, price, special offer etc. Add voice if possible to explain the features of the product. The presentation should work in manual mode.
2. Design presentation slides for organization details for 5 levels of hierarchy of a company by using organization chart.
3. Design slides for the headlines News of a popular TV Channel. The Presentation Should contain the following transactions: Top down, Bottom up, Zoom in and Zoom out. - The presentation should work in custom mode.
4. Design presentation slides about an organization and perform frame movement by interesting clip arts to illustrate running of an image automatically.
5. Design presentation slides for the Seminar/Lecture Presentation using animation effects and perform the following operations: Creation of different slides, changing background color, font color using wordart.



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To provide fundamental knowledge of the use of computers in business	K2,K3
CO2	To provide an exposure in MS office	K2,K3
CO3	To familiarize with basic MS office word, Excel, Presentation	K3,K4
CO4	To develop student for report writing and different ways of presenting the report	K3,K4,K5
CO5	To develop the ability to use MS office in work environment	K3,K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2	1	1	3	1	2		1	2
CO2	2	1	1	1	2	2	2		1	1
CO3	2	1		2	3	1	3		1	1
CO4	2	2	1	2	3	2	3		2	2
CO5	3	2	1	1	2	2	2		1	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Microsoft Office PowerPoint 2007 Step by Step	Joan Lambert, Joyce Cox	Microsoft	2007
2	Practical Guide to PC and Microsoft Office 2010	Sergey K. Aityan	Createspace Independent Pub	2012
3	Microsoft Office 2016 Step by Step	Joan Lambert, Curtis Frye	MICROSOFT Press	2015

Pedagogy: PPT Presentation, Lecture, e-contents

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	20494Q	Skill Based Subject: Practical II Online Trading	3	PRACTICAL		

Objective

SUBJECT CODE:

This ONLINE TRADING will provide the students a real time access to PAN , DEMAT account information, stock quotes elaborated market research and interactive trading. Online trading means that you can join anytime you want and it doesn't take a whole long time or a whole lot of money to do so. Also, support is always out there and if you add a bit of self learning and a lot of hard work, you will be well on your way to making your fortune in a few months.

1. How to applying for a PAN card – Documents needed to apply for PAN card.
2. Creating a DEMAT Account – Procedure for Opening a DEMAT Account.
3. Opening a bank account
4. Opening a Trading Account
5. Equity market
 - a. Intraday transactions – Buying and Selling of shares in a day
 - b. Delivery
6. Commodity Market
 - a. Intraday transactions – Buying and Selling of shares in a day
 - b. Delivery
7. Future and Options
 - a. Intraday transaction – Buying and Selling (call option trading, Put Option trading)
 - b. Delivery – before Expiry



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	Practical exposure gained through opening DEMAT, Trading A/c. Skill sets in implementing theoretical knowledge is acquired. Skill sets development in areas like equity, commodities, interpretation, problem solving, data analysis etc.	K2, K3, K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	2	2	3	2	3	2	3	3	3	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Pedagogy: e-content, Group discussions

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	20594A	CORE : RISK MANAGEMENT	4	THEORY		100

Objective

- To gain knowledge and an insight into the spectrum of risks faced by market participants
- To acquire skill sets in risk associated with trading of securities market.
- To understand the techniques of risk management and its hedging techniques

Unit I

(Teaching Hours: 13)

Introduction to risk-The Concept of Risk- Risk and Uncertainty: Distinction- Classification of Risks- Dynamic Nature of Risks- Types of Risk, including- Strategic and Operational Risks- Business Risk- Financial Risk- Information Risk- Liquidity Risk

Unit II:

(Teaching Hours: 13)

Risk in trading of securities market-types of equity risk- risk in trading of commodity market: forwards trading, futures trading, swaps and foreign currency markets- risk of quality of commodities- price risk

Unit III

(Teaching Hours: 13)

Credit risk measurement and management-Understanding the component of credit risk- Evaluating credit risk- Mitigating Credit risk- Qualitative and Quantitative techniques to manage risk- Credit scoring models

Unit IV

(Teaching Hours: 13)

Risk management- Concept of Risk Management- Objective and Process of Risk Management- Importance of Risk Management- Risk Management techniques-hedging techniques

Unit V

(Teaching Hours: 13)

Risk Quantitative Analysis- Population and Sample Analysis- Bayesian analysis- Statistical inference and hypothesis testing.- EWMA and GARCH Model-Volatility-Artificial Intelligence and Business Analytics.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Demonstrate knowledge on concepts of risk and uncertainty.	K1,K2,K3
CO2	Acquire skill sets in risk associated with trading of securities market.	K2,K3
CO3	Cognition of credit risk measurement and management.	K2,K3,K4
CO4	Understanding the techniques of risk management and its hedging techniques.	K2,K3,K4
CO5	Summarization of skills in risk quantitative analysis, statistical inference and hypothesis testing, artificial intelligence and business analytics.	K2,K3,K4,K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3	3	3	2	1	2	2	2	1
CO2	3	3	3	3	2	3	3	3	3	3
CO3	3	3	3	2	2	3	3	2	3	3
CO4	3	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Derivatives and risk management- An Introduction to Derivatives and Risk Management	Don M. Chance, Robert Brooks and Sanjay Dhamija	Cengage	2013
2	Credit risk management	K vaidyanathan	Sage Publications	2013
3	Derivatives and risk management	Rajiv srivastava	Oxford University Press	2010
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	A Practical Guide to Risk Management	Thomas S. Coleman	Research foundation of CFA Institute	2011
2	A Comprehensive Guide to Exchange-Traded Funds (ETFs)	Joanne M. Hill	Research foundation of CFA Institute	2015
3	The Essentials of Risk Management	Michel Crouhy, Dan Galai, Robert Mark	Mc Graw Hill	2 nd edition, 2013

Pedagogy: Lecture, PPT Presentation, Group discussion, e-contents

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	20594B	CORE : DEBT MARKETS	4	THEORY		100

Objective

- To know the valuation and application of a wide variety of debt instruments like bonds and the mechanism involved.
- To understand the functions and mechanisms of bond market.
- To know about the debt market and its regulatory framework.

Unit I

(Teaching Hours: 13)

Introduction to the Debt Markets- Evolution of Debt Markets in India- Money market & Debt Market in India- Regulatory framework in the Indian debt market-Scope of Debt Market In India

Unit II

(Teaching Hours: 13)

Instruments & Players in Debt Markets- Central Government Securities: Bonds, T-Bills, State Government Bonds- Green Finance and Green Bonds- Government securities, PSU bonds & Corporate Bonds- Open market operations- Securities Trading Corporation of India- Primary dealers in Government Securities

Unit III

(Teaching Hours: 13)

Bonds-origin of bonds- Features of bonds- Types of bonds- Issuers of bonds- Bond ratings- importance & relevance and rating agencies- why bonds are issued? - usefulness of bonds- underwriting of bonds

Unit IV

(Teaching Hours: 13)

Valuation of Bonds- Determinants of the value of bonds- Primary market & secondary market- Bond Mathematics- Yield Curve Analysis- intrinsic value of bond- bonds premium and discount- price changes in bonds-zero coupon bonds

Unit V

(Teaching Hours: 13)

Mechanisms of function of bond market- going digital- interest rate and bond prices- the changing nature of markets- inflation and return of bonds-securitisation valuation.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Common understanding of debt market and money market regulatory framework.	K1,K2
CO2	Development of skills on the instruments and players in debt markets.	K2, K3
CO3	Descriptive knowledge on everything regarding bonds.	K2,K3,K4
CO4	Critical analysis skills on bond valuation methods.	K2,K3,K4,K5
CO5	Understanding the functions of bond market and pricing strategies.	K3,K4,K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	3	3	2
CO2	3	3	3	3	3	3	3	2	2	2
CO3	3	3	3	3	2	3	3	2	3	3
CO4	3	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	2	2	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	The Future of India's Debt Market	Bhardwaj, Gautam	Tata McGraw Hill	2008
2	Debt Market	Suryanarayan	ICFAI Publication Press	2008
3	Bond Markets, Analysis, and Strategies	Frank Fabozzi	Pearson	Seventh -Eighth Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Fixed Income Securities	Pietro Veronesi	Wile	2010
2	Fixed Income Securities	Dun and Bradstreet	Tata McGraw Hill	2008
3	Debt Markets and Analysis	R Stafford Johnson	Bloomberg	2013

Pedagogy: PPT Presentation, Group discussion, e-contents, Quiz

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	20594C	CORE : FINANCIAL MANAGEMENT	4	THEORY	40	60

Objective

- To learn the basic concepts of capital, dividends and fund management
- To know about financial management and its functions.
- To understand the techniques of preparing capital budget.

Unit I

(Teaching Hours: 13)

Nature of financial management – Scope - objectives – Functions – Relationship between Risk and Return – Role and functions of financial manager – Time value of money. Financial Planning & Financial Plan – meaning – Scope of financial planning.

Unit II

(Teaching Hours: 13)

Capitalisation – over capitalisation and under capitalisation. (**only theory**). Financial leverage – measures – EBIT – EPS Analysis– operating leverage – financial, business and operating risks (**problems**) – Theories of capital structure – net income approach – Net operating income Approach. MM Hypothesis, Traditional approach, (**only theory**). – Determinants of capital structure.

Unit III

(Teaching Hours: 13)

Capital budgeting – Techniques – Payback period method, discounted cash flow, Accounting Rate of Return method (**problems**).

Unit IV

(Teaching Hours: 13)

Cost of Capital – Meaning and importance – cost of debt, preference, equity and retained earnings – weighted average cost of capital (**problems**)

Unit V

(Teaching Hours: 13)

Dividend Policy - meaning- Factors determining dividend policy- Theories – MM Hypothesis - Walter's Hypothesis (**only theory**)

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Conceptual knowledge of financial management with different sources.	K1,K2
CO2	Elicit knowledge on theories of capital structures	K2,K3,K4
CO3	Computational ability of capital budgeting techniques.	K2,K3,K4,K5
CO4	Understand and analyse the cost of capital and WACC.	K3,K4,K5
CO5	Acquire knowledge on dividend policies under MM hypothesis and Walter's hypothesis	K3,K4,K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	2	3	3
CO3	3	3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Financial Management	Prasanna Chandra	Tata Mc-Graw Hill Publishing Co.Ltd	2011
2	Financial Management	I.M.Pandey	Vikas Publishing House Pvt.Ltd	2015
3	Financial Management	Khan & Jain	Tata Mc-Graw Hill Publishing Ltd	5 th edition, 2008
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Elements of Financial Management	Dr. S. N. Maheshwari	Sultan Chand and Sons	2019
2	Financial Management theory and practice	ShashiK.Gupta and R.K.Sharma	Kalyani Publishers	2014
3	Guide to Financial Management	John Tennent	Wiley Publications	2008

Pedagogy: Lecture, PPT Presentation, e-contents, Assignments

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	20594U1	ELECTIVE - I : BUSINESS RESEARCH METHODS	4	THEORY		100

Objective

- To learn about the basics of research and its importance for the business.
- To know the various methods of analysis of data and its applications in the business management.
- To develop the students to write the report and oral presentation.

UNIT I

(Teaching Hours: 13)

Research - meaning - scope and significance – Types of research - Research Process - Characteristics of good research - Scientific method - Problems in research - Identifying research problem – concepts, constructs and theoretical framework.

UNIT II

(Teaching Hours: 13)

Hypothesis:- meaning - sources - Types - formulation Research design - Types - Features of good design - measurement - meaning - need Errors in measurement - Tests of sound measurement Techniques of measurement - Scaling Techniques - meaning - Types of scales - scale construction techniques.

UNIT III

(Teaching Hours: 13)

Sampling design - meaning - concepts - steps in sampling - criteria for good sample design - Types of sample designs - Probability and non-probability samples. Data collection:- Types of data - sources - Tools for data collection methods of data collection - constructing questionnaire - Pilot study - Data processing:- coding - editing - and tabulation of data - Data analysis.

UNIT IV

(Teaching Hours: 13)

Test of Significance:- Assumptions about parametric and non-parametric tests. Parametric Test - T test, F Test and Z test - Non Parametric Test - U Test, Kruskal Wallis, sign test. SPSS and its applications. (only theory)

UNIT V

(Teaching Hours: 13)

Interpretation - meaning - Techniques of interpretation - Report writing:- Significance - Report writing:- Steps in report writing - Layout of report - Types of reports - Oral presentation - executive summary - mechanics of writing research report - Precautions for writing report - Index and Bibliography.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Good understanding of research, its significance, types and importance of problem identification.	K1,K2, K3
CO2	Develop skills in hypothesis and research design.	K2, K3
CO3	Summarized knowledge on sampling design, its types, data collection methods and data analysis.	K2,K3, K4, K5
CO4	Practical implementation of test of significance using T-test, F-test, Z-test, U-test.	K3,K4,K5
CO5	Familiarity in the concepts of interpretation, report writing, report layout, Index and bibliography.	K2, K3,K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	3	2	3	1	3	3	3	1
CO2	2	1	2	2	2	1	3	2	3	1
CO3	1	1	2	2	2	1	2	2	2	1
CO4	2	1	2	2	2	1	2	2	2	2
CO5	3	1	2	3	3	1	3	2	3	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Research methods for management and commerce	Rao K.V	Sterling	1994
2	Business Research Methods	Zikmund	Cengage Learning	9 th edition, 2013
3	Research methodology	Kothari C.R	New Age International	Second revised edition, 2021
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Business Research Methods	Donald R.Cooper and Pamela S.Schindler	Tata McGraw Hill	2000
2	Research Methods for Business	Uma Sekaran	Wiley Publications	8 th edition,2019
3	Essentials of Business Research Methods	Joe F Hair, Michael Page, Niek Brunsveld	Apex CoVantage LLC	2016

Pedagogy: PPT Presentation, Lecture, e-contents, Seminars

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	20594D	SKILL BASED SUBJECT : BANKING IN FINANCIAL SYSTEM	3	THEORY		100

Objective:

- To provide a thorough coverage with specific emphasis on International banking and its related concepts.
- To gain knowledge about evolution of banking, banking regulation act and functions of modern banking.
- To provide the knowledge about internet and mobile banking and the functions of foreign branches of Indian banks.

Unit I:

(Teaching Hours: 12)

Banking Regulation Act – 1949 –Evolution of Commercial Banks – Functions of modern commercial banks. RBI and its functions. Banker Customer relationship – General relationship and Special relationship. Negotiable instruments – Characteristics – Bill of Exchange – Essentials – Promissory note – Essentials – Cheque – Essentials – Endorsement – Crossing of cheques.

Unit II:

(Teaching Hours: 15)

International Banking – History – Reasons for growth – Definitions – Different forms. Offshore financial centre – Definition – Characteristics – Types – Categories – Benefits _ Major Offshore financial centre – Profitability and prospects of International Banking.

Unit III:

(Teaching Hours: 14)

Legal and Regulatory Aspects of International Banking – Need for regulation – The Bank of Credit and Commerce International (BCCI) International affair – Legal issues. International Financial Institutions – World bank group(WBG), International Bank For Reconstruction and Development(IBRD),International Development Association(IDA), International Finance Corporation(IFC), Multilateral Investment Guarantee Agency(MIGA), International Monetary Fund (IMF) and its lending services.

Unit IV:

(Teaching Hours: 14)

Correspondent Banking – Definition – Reasons for growth – Principal functions. Merchant Banking – Services. Banking facilities available to Non Resident Indian's (NRIs) and Overseas Corporate Bodies (OCBs) in India – Bank accounts for NRIs and OCBs – Various investment opportunities available.

Unit V

(Teaching Hours: 15)

Internet banking-Mobile Banking-Electronic Fund Transfer(EFT)- National Electronic Fund Transfer (NEFT)- Real Time Gross Settlement (RTGS)- Automatic Teller Machine (ATM)- Operations of Foreign branches of Indian Banks – Present position – Factors behind Overseas Branch expansion – Objectives of Indian Banks branches abroad.

Course Outcome mapping with Knowledge level

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Course Outcome	CO Statement	Knowledge level
CO1	Gain knowledge on evolution of banking, banking regulation act, functions of modern banking and negotiable instruments.	K1, K2, K3
CO2	Exposure on international banking and offshore financial centre.	K2, K3
CO3	Cognition skills on legal and regulatory aspects of international banking.	K2, K3, K4
CO4	Understanding the concepts of correspondent banking and NRI banking.	K2, K4
CO5	Enhanced knowledge on recent trends and development in banking.	K3, K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	1	1	2	2	1	2	1	2	1
CO2	3	2	3	2	3	2	2	1	2	2
CO3	2	2	2	2	2	2	2	1	2	1
CO4	2	1	2	2	2	2	2	2	2	2
CO5	3	2	3	3	3	2	2	3	3	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	International Banking	Indian Institute of Banking & Finance	Macmillan Publishers India Limited, Mumbai	2018
2	Fundamentals of International Banking	Rupnarayan Bose	Macmillan Publishers India Limited	2007
3	Banking Law and Practice	B.S.Raman	United Publishers	2018
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Banking Law and practice	S.N. Maheswari	Kalyani Publishers	2014
2	Principles & Practices of Banking	Study material of Indian Institute of Banking and Finance	Mac Millan Publication	1 st January 2019
3	Banking and financial systems	Sarma V Nityananda	Cambridge University Press India Pvt Ltd	2011

Pedagogy: PPT Presentation, e-content, seminar, Quiz

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	20594S	SKILL BASED SUBJECT : INSTITUTIONAL TRAINING	2	PRACTICAL		

Objective

SUBJECT CODE:

This Institutional Training is to be done during the summer break after Semester 4 and is encouraged in order to enable students to gain practical experience in the field of their study. The type of Institutional Training needs to be approved by the Director. A request letter will be given to the student when approaching an organisation for Institutional Training opportunity.

Guidelines for Students

1. Every student must do the Institutional Training for a minimum period of 21 days.
2. Students can select only the Private/Public limited companies for their Institutional Training.
3. The Institutional Training can be on the overall functioning of the organization or particularly about the functions of any department.
4. No two students can select the same company/department for doing Institutional Training.
5. Students are required to register with the concerned tutor about the company in which they propose to do the Institutional Training.
6. The students are suggested to choose the nature of the company in which they have interest.
7. A Training Work Diary is to be maintained by the student for recording the day to day Institutional Training activities which is duly signed by the company authorities on a daily basis.
8. Every student must submit the certificate issued by the Company Authorities regarding the successful completion of the Institutional Training attended by the student after the summer vacation.
9. The students must collect all data regarding the performance of the organization/department for the purpose of drafting report after the Institutional Training.
10. The students are advised to contact the respective tutor for any clarification regarding the Institutional Training.



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	Practical exposure gained through work experience in various industries and service sector. Skill sets in implementing theoretical knowledge is acquired. Skill sets development in areas like communication, team coordination, report writing, interpretation, problem solving, data analysis etc.	K2, K3, K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	2	2	3	2	3	2	3	3	3	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Pedagogy: e-content, Group discussions

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	20694A	CORE : VENTURE CAPITAL	5	THEORY		100

Objectives :

1. To teach how to maximize venture capitalists investment return in emerging technologies
Minimize financial risk.
2. To know the Maximize understanding of opportunity costs.
3. It enable to the students to ensure entrepreneur's accountability for return of venture capitalists investment.

UNIT :I

(Teaching Hours : 13 hrs)

Introduction to Venture Capital - Features of Venture Capital investments - stages of Venture Capital - process of selection of investment – Types of Venture Capital funding .

UNIT :II

(Teaching Hours : 13 hrs)

Venture Capital - Venture Capital cycle- Advantages of Venture Capital - Disadvantages of Venture Capital- growth of venture industry in India-. Venture Capitalist - Understanding Venture Capital and Venture Capitalists - Introducing venture capitalists - Role of Venture Capitalist - Mindset of Venture Capitalist .

UNIT :III

(Teaching Hours : 13 hrs)

Method of valuation in Venture Capital- Working pattern of Venture Capital Fund - Limitations in the selection process- Venture capital - Regulatory framework- Evaluate Potential Venture Opportunities- Managing Risk and Reward in the Entrepreneurial Venture

UNIT :IV

(Teaching Hours : 13 hrs)

New Venture Financing - Risk and Return in venture capital - Alternatives to venture capital - Types of businesses/industries preferred by Venture Capital – Venture capital for startups in India – Role of Incubation Centre.

UNIT :V

(Teaching Hours : 13 hrs)

Capital funds – Definition - origin - Differentiate PE funds, Venture Capital funds, and Angel investors – Due Diligence Procedures - Process of Financing - Types of Funding - Valuation Approaches - Legal Framework and Exit Routes for Venture Capital.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Understanding the concepts of venture capital and types in venture capital.	K1,K2
CO2	Acquire knowledge on growth of venture industry in India and Role of Venture Capitalist .	K2,K4
CO3	Comprehend Evaluate Potential Venture Opportunities- Managing Risk and Reward in the Entrepreneurial Venture.	K2,K3,K4
CO4	Develop skill sets in New Venture Financing.	K2, K4
CO5	Summarized knowledge on Valuation Approaches - Legal Framework and Exit Routes for Venture Capital.	K2,K3,K4,K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3	2	2	2	2	2	1	2	2
CO2	3	3	3	3	3	3	3	3	2	3
CO3	3	3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	2	3	3
CO5	3	3	3	3	3	3	3	3	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Financial services	Khan, M.Y.	Tata McGraw Hill	2010
2	Financial Institutions and Markets, structure, growth and Innovation	Bhole L.M	Tata McGraw Hill	2005
3	Financial markets and Institutions	Guruswamy .S	Tata McGraw Hill	2007
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Merchant Banking and Financial Services	Guruswamy .S	Tata McGraw Hill	2009
2	Venture Capital in India	Taneja Satish	Galgotia Publishing	2002
3	Merchant Banking	Machiraju HR	New Age International (P) Ltd	2010

Pedagogy: PPT Presentation, e-contents, Assignement

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	20694B	CORE : CORPORATE GOVERNANCE	4	THEORY		100

Objective

- To study the fundamental theories and practice of corporate governance.
- To know about the history of the corporation, boards of directors, the division of profit sharing and various forms of employee ownership and equity ownership
- To learn about the international corporate governance.

UNIT I

(Teaching Hours: 13)

Introduction of corporate governance- The role and purpose of the corporation- Theoretical aspects of corporate governance- Agency theory and separation of ownership and control

UNIT II

(Teaching Hours: 13)

Shareholders and Shareholder Activism- Ownership structure and firm performance- Market for corporate control-Proxy fights and takeover bids-Hedge fund activism-The role of institutional investors

UNIT III

(Teaching Hours: 13)

Boards of Directors-Director and board structure-Who are they? Role, fiduciary duties and responsibilities-Independent director-Sarbanes-Oxley Compliance

UNIT IV

(Teaching Hours: 13)

Management -Management ownership and firm performance-Theory of Financial Contracting-Executive compensation-Stock options

UNIT V

(Teaching Hours: 13)

International Corporate Governance-Cross-Country comparison-Cross-country difference vs. Firm-level difference-Cross-Border investment by foreign investors-Investor protection and home bias-Country case study: China

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Ability to gain knowledge on role and performances of corporation and its theoretical aspects of corporate governance.	K1,K2
CO2	Acquire knowledge on ownership structure and firm performances.	K2,K3,K4
CO3	Exposure on Board of Directors, Director, board structure.	K1,K2,K4
CO4	Understanding the concept of theory of financing contracting.	K2,K3,K4
CO5	Cognition skills in Internal corporate governance.	K4,K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	1	2	2	2	1	2	2	2	1
CO2	2	2	2	2	2	1	2	2	2	2
CO3	1	1	2	2	2	1	2		2	
CO4	2	2	2	1	2	1	2	1	2	
CO5	2	1	2	2	2	1	2	2	2	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Corporate Governance	Monks, Robert A.G. and Nell Minow	New York: John Wiley & Sons	2011, 5 TH EDISION
2	The Theory of Corporate Finance	Jean Tirole	Princeton University Press	2006
3	Corporate Governance	Kenneth Kim, John R. Nofsinger, Derek J Mohr	Prentice Hall	2010
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Corporate Governance	Robert A. G. Monks and Nell Minow	Wiley	2011
2	Corporate Governance and accountability	Jill Solomon	Wiley	5 th edition, 2020
3	The Essential Book of Corporate Governance	G N Bajpai	Sage	2016

Pedagogy: PPT Presentation, e-contents, Group Discussion, Quiz

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	20694U1	ELECTIVE - II : FOREIGN EXCHANGE MARKETS	4	THEORY		100

Objective

- To enrich students with the mechanism of the foreign exchange markets, measurement of exposure and hedging against risk.
- To know the basic knowledge on exchange rates and foreign exchange markets.
- To understand the spot market and forward market.

UNIT I

(Teaching Hours: 13)

Introduction- exchange rates—meaning –origin- quotations-bid and offer rates- origin of foreign exchange market—significance of foreign exchange markets – foreign exchange markets in India.

UNIT II

(Teaching Hours: 13)

Exchange rate quotations- meaning- direct and indirect quotations- bid and offer rates- currency futures- features of currency future contracts

UNIT III

(Teaching Hours: 13)

Spot market- meaning- spot rate-forward market- meaning-forward rate-forward premium and discount-forward rate quotations- trading mechanisms-spot sale or purchase-offsetting.

UNIT IV

(Teaching Hours: 13)

Foreign currency forwards- introduction- features- types- methods of dealing in forward exchange contracts- determination of forward prices of foreign currencies: interest rate parity theory and expectations theory- currency forwards and banks.

UNIT V

(Teaching Hours: 13)

Foreign exchange risk- meaning- types- hedging of foreign exchange- risk through currency forwards- speculation using currency forwards- options forward- techniques to overcome foreign exchange risk- identifying foreign exchange arbitrage

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Basic knowledge on exchange rates and foreign exchange markets.	K1,K2
CO2	In- depth skills in exchange rate quotations, currency futures and currency futures contract.	K2,K3,K4
CO3	Develop understanding on spot market and forward market.	K2,K3,K4
CO4	Analyzing skills in foreign currency forwards and determination of forward prices.	K4,K5
CO5	Enumeration of foreign exchange risk and hedging techniques.	K4,K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3	3	3
CO4	3	3	2	3	3	2	2	2	2	2
CO5	3	3	3	3	3	3	3	2	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Derivatives and risk management- An Introduction to Derivatives and Risk Management	Don M. Chance, Robert Brooks and Sanjay Dhamija	Cengage	2013
2	Credit risk management	K vaidiyathan	Sage Publications	2013
3	Derivatives and risk management	Rajiv srivastava	Oxford University Press	2010
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	A Practical Guide to Risk Management	Thomas S. Coleman	Research foundation of CFA Institute	2011
2	A Comprehensive Guide to Exchange-Traded Funds (ETFs)	Joanne M. Hill	Research foundation of CFA Institute	2015
3	Foreign Exchange: A Practical Guide to the FX Markets	Tim Weithers	John Wiley & Sons	2013

Pedagogy: PPT Presentation, Lecture, e-contents, Group Discussion

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	20694C	CORE : MUTUAL FUND MANAGEMENT	4	THEORY		100

Objective

- To make the students understand the basic concepts of mutual funds, the types and working of the mutual funds industry.
- To make the students aware of the pricing, selling and investment management techniques and business ethics in mutual funds.
- To learn about the legal and regulatory framework of mutual funds.

UNIT I

(Teaching Hours: 13)

Introduction to Mutual Funds - Concept, Types, Structure, Management and Operation of Mutual Funds. Historical Perspective of Mutual Funds, Mutual Fund Industry in India and Abroad

UNIT II

(Teaching Hours: 13)

Legal and Regulatory Framework-Regulators in India, Mutual Funds SEBI Guidelines 1996, Offer Documents- SID, SAI, KIM and Fact Sheets and Disclosures. SEBI versus IRDA Controversy.

UNIT III

(Teaching Hours: 13)

Pricing and Selling -Mutual Fund Accounting-Accounting for Income, Gains & Losses from Investments, Accounting for Expenses, Capital Gains Tax, Tax on Income Distributed, Dividend Payout and Growth Options within Schemes; Double Indexation; Setting Off & Carry Forward of Losses; Dividend Stripping Fund Distribution Channels, Marketing and Sales Practices of Mutual Funds.

UNIT IV

(Teaching Hours: 13)

Financial Planning & Portfolio Management in Mutual Funds-Basics of Financial Planning, Financial Planning Strategies, Concept of Portfolio Management, Portfolio Management Process & Strategies. Developing a Model Portfolio for the Investor and recommending the Right Fund.

UNIT V

(Teaching Hours: 13)

Quantitative Evaluation of Mutual Funds>Returns Calculation Methods: Percent Change in NAV Method, Simple total Return Method, Total Return with Reinvestment Method (CAGR). Risk involved in Mutual Funds-Risk-Adjusted Returns-Peer Group Analysis

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Descriptive understanding of mutual funds, its concepts, types and historical perspectives of mutual funds.	K1, K2
CO2	Develop good knowledge over legal and regulatory framework of SEBI and IRDA.	K2, K4
CO3	Analyzing capabilities on mutual fund accounting, marketing, sales practices of mutual funds.	K2, K3, K4
CO4	Summarized knowledge on financial planning and portfolio management in mutual funds.	K3, K4, K5
CO5	Ability to understand evaluation of mutual funds through methods like NAV, CAGR.	K2, K3, K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	2	3	3	3	3	3	1
CO2	2	2	2	2	2	2	2	2	2	1
CO3	3	3	3	3	3	3	3	3	3	3
CO4	2	2	3	2	3	3	3	3	2	3
CO5	3	3	3	3	3	3	3	3	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	AMFI Mutual Fund Testing Programme - Workbook	Association of Mutual Funds in India	Association of Mutual Funds in India	1997
2	Mutual Funds: Products & Services	IIBF	Taxmann Publications	2015
3	Merchant Banking and Financial Services	Madhu Vij & Swati Dhavan	McGraw Hill Publication	2017
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Investment Management	Avadhani	Himalaya Publishing House, Mumbai	2010
2	Indian Mutual Fund Handbook	Sundar Sankaran	Vision Books	5 th edition, 2018
3	Mutual Funds: Risk and Performance Analysis for Decision making	John A Haslem	Wiley Publications	2009

Pedagogy: PPT Presentation, e-contents, Assignment

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	20694S	SKILL BASED SUBJECT : PROJECT AND VIVA VOCE	6	PRACTICAL		

OBJECTIVES:

The Objectives of the main project should facilitate the students,

- To apply business analytics strategies and investigations of research methodology to provide solutions to the investment problems.
- To apply best practices of derivatives and commodity trading in building asset values of individual and institutional investors.
- To understand and analyze the key performance indicators and hedging processes.

AREA OF RESEARCH:

Financial statement analysis, ratio analysis, budgeting, cash and fund flow analysis , security valuation & market capitalisation, trading in commodities markets-hedging process, arbitraging strategies of risk diversification and taxation

PERIOD:

One Month of their final Year.

INSTRUCTIONS TO THE STUDENTS:

1. Students are expected to identify a company, preferably in Coimbatore or nearby areas, since they are expected to be in contact with the company throughout the project. However, the students can do the project anywhere in India after getting approval from the guide.
2. Guide will be allocated to each student and he/she should regularly communicate to the concerned guide and has to get approval for every process.
3. Project Work should be either a Field Survey study, Comprehensive Case study on the functioning of a business organization, or Financial performance, Inter-organizational study, market study and application of optimization techniques for business decisions.
4. Choose any organization preferably a medium sized or a large enterprise and approach its HR manager / PRO for necessary permission.
5. Each Student will be interviewed by an Expert Committee to validate the project. Each Student should appear with the Company Name, chapter scheme and tool selection for approval.
6. After getting approval from the Expert Committee, the student has to submit the acceptance letter and attendance certificate received from the company and followed by that he/she will be permitted to start the process relevant to project.
7. Students will be evaluated by their performance in their reviews. Students are asked to appear for all the reviews without fail and are advised to maintain a record of such review duly signed and approved by the guide.

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8. Review presentation should be made by the students in PowerPoint. Mark will not be provided to the student if he/she is absent for the review.
9. Cover wrapper should be Grey in color. Students should submit one copy of fair draft report in the form of soft binding during the time of submission along with the CD.
10. Students are informed to stick on to the given instructions.

STRUCTURE OF PROJECT:

Structure of project work should contain the following chapters to maintain the uniformity in preparation and presentation

Chapter No: 1	-	Introduction
Chapter No: 2	-	Literature Review
Chapter No: 3	-	Research Methodology
Chapter No: 4	-	Data Analysis & Interpretation
Chapter No: 5	-	Findings, Suggestions and Conclusion

PROJECT AND VIVA VOCE:

CA	:	25	
Review-I	:	10	
Review II	:	10	
Work Diary	:	05	
Total	:	25	

TEE	:	75	
External Examiner	:	25	
Internal Examiner	:	25	
Vivo voce Examination	:	25	
Total	:	75	

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	Gain practical exposure on dealing with derivatives, commodity trading and mutual funds. Evaluate methods of hedging the risk associated with share trading, commodities, derivatives and mutual funds. Ability to suggest best in class investment options for the investors. Gain thorough knowledge on capital market operations, its trends, growth perspectives.	K1, K2, K3, K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	3	3	3	2	3	3	3	3	2	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Pedagogy: Lecture, e-contents, Group discussion