

FACULTY OF ECONOMICS & BUSINESS

Syllabus

For

BACHELOR OF VOCATION (B.Voc.) (FINANCIAL MARKET MANAGEMENT) (Semester I - II)

Session: 2014-15



GURU NANAK DEV UNIVERSITY AMRITSAR

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BACHELOR OF VOCATION (B.Voc.)
FINANCIAL MARKETING MANAGEMENT (SEMESTER – I)

Eligibility for admission:

The admission to B.Voc. First year shall be open to any student who has passed plus two examinations (Senior Secondary System,) in any group from the Punjab School Education Board/ C.B.S.E. or any other examination recognized as equivalent there to by the Guru Nanak Dev University, Amritsar.

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BACHELOR OF VOCATION (B.Voc.)
FINANCIAL MARKETING MANAGEMENT (SEMESTER – I)

Scheme of Course

SEMESTER–I

Course Code	Course Title	Theory Marks	Practical Marks	Maximum Marks
BVC 101	Punjabi Compulsory / Basic Punjabi (Mudhli Punjabi) - I	50	-	50
BVC 102	Communication Skills in English	50	-	50
BVC 103	Fundamentals of Management	50	-	50
BVC 104	Information Technology for Financial Managers	50	-	50
BVC 105	Introduction to Mutual Funds	50	-	50
BVC 106	Introduction to Financial Markets & Services	50	-	50
BVC 107	Financial Market Simulation Lab	-	50	50

SEMESTER–II

Course Code	Course Title	Theory Marks	Practical Marks	Maximum Marks
BVC 201	Punjabi Compulsory / Basic Punjabi (Mudhli Punjabi) - II	50	-	50
BVC 202	Communication Skills in English	35	15	50
BVC 203	Managerial Economics	50	-	50
BVC 204	Analysis of Financial Statements	50	-	50
BVC 205	Introduction to Derivatives—Equity & Currency	50	-	50
BVC 206	Capital Market Operations	50	-	50
BVC 207	Training Project—Eight Weeks	-	-	50

BVC-101: ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)

ਸਮਾਂ : 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ : 50

ਪਾਠ-ਕ੍ਰਮ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ

1. **ਗਿਆਨ ਮਾਲਾ** (ਵਿਗਿਆਨਕ ਤੇ ਸਮਾਜ-ਵਿਗਿਆਨਕ ਲੇਖਾਂ ਦਾ ਸੰਗ੍ਰਹਿ),
(ਸੰਪਾ. ਡਾ. ਸਤਿੰਦਰ ਸਿੰਘ, ਪ੍ਰੋ. ਮਹਿੰਦਰ ਸਿੰਘ ਬਨਵੈਤ), ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ,
ਅੰਮ੍ਰਿਤਸਰ।
ਲੇਖ : ਪਹੀਆ ਪ੍ਰਦੂਸ਼ਣ, ਭਰੂਣ ਹੱਤਿਆ ਦੇ ਦੇਸ਼ ਵਿਚ, ਨਾਰੀ ਸ਼ਕਤੀ, ਵਾਤਾਵਰਣੀ ਪ੍ਰਦੂਸ਼ਣ
ਅਤੇ ਮਨੁੱਖ, ਏਡਜ਼ : ਇਕ ਗੰਭੀਰ ਸੰਕਟ।
2. **ਪੰਜਾਬ ਦੇ ਮਹਾਨ ਕਲਾਕਾਰ** (ਬਲਵੰਤ ਗਾਰਗੀ),
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।
ਲੇਖ : ਕੇ.ਐਲ.ਸਹਿਗਲ, ਬੜੇ ਗੁਲਾਮ ਅਲੀ ਖਾਂ, ਸੋਭਾ ਸਿੰਘ, ਪ੍ਰਿਥਵੀਰਾਜ ਕਪੂਰ,
ਭਾਈ ਸਮੁੰਦ ਸਿੰਘ।
3. **ਪੈਰਾ ਰਚਨਾ**
4. **ਪੈਰਾ ਪੜ੍ਹ ਕੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ।**
5. (ੳ) **ਪੰਜਾਬੀ ਧੁਨੀ ਵਿਉਂਤ** : ਉਚਾਰਨ ਅੰਗ, ਉਚਾਰਨ ਸਥਾਨ ਤੇ ਵਿਧੀਆਂ, ਸਵਰ, ਵਿਅੰਜਨ,
ਸੁਰ।
(ਅ) **ਭਾਸ਼ਾ ਵੰਨਗੀਆਂ** : ਭਾਸ਼ਾ ਦਾ ਟਕਸਾਲੀ ਰੂਪ, ਭਾਸ਼ਾ ਅਤੇ ਉਪ-ਭਾਸ਼ਾ ਦਾ ਅੰਤਰ, ਪੰਜਾਬੀ
ਉਪਭਾਸ਼ਾਵਾਂ ਦੇ ਪਛਾਣ-ਚਿੰਨ੍ਹ।
6. **ਮਾਤ ਭਾਸ਼ਾ ਦਾ ਅਧਿਆਪਨ**
(ੳ) ਪਹਿਲੀ ਭਾਸ਼ਾ ਦੇ ਤੌਰ ਉੱਤੇ
(ਅ) ਦੂਜੀ ਭਾਸ਼ਾ ਦੇ ਤੌਰ ਉੱਤੇ

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ:

1. ਕਿਸੇ ਨਿਬੰਧ ਦਾ ਸਾਰ ਜਾਂ ਉਸਦਾ ਵਿਸ਼ਾ ਵਸਤੂ (ਦੋ ਵਿਚੋਂ ਇਕ) । 10 ਅੰਕ
2. ਰੇਖਾ ਚਿਤਰ : ਸਾਰ, ਵਿਸ਼ਾ-ਵਸਤੂ, ਸ਼ਖਸੀਅਤ ਦੇ ਗੁਣ 10 ਅੰਕ
3. ਪੈਰਾ ਰਚਨਾ : ਤਿੰਨ ਵਿਸ਼ਿਆਂ ਵਿਚੋਂ ਕਿਸੇ ਇਕ ਉੱਤੇ ਪੈਰਾ ਲਿਖਣ ਲਈ 5 ਅੰਕ
ਕਿਹਾ ਜਾਵੇ ।
4. ਪੈਰਾ ਦੇ ਕੇ ਉਸ ਬਾਰੇ ਪੰਜ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ। 5 ਅੰਕ
5. ਨੰਬਰ 5 ਉੱਤੇ ਦਿੱਤੀ ਵਿਆਕਰਣ ਦੇ ਆਧਾਰ 'ਤੇ ਵਰਣਨਾਤਮਕ ਪ੍ਰਸ਼ਨ। 10 ਅੰਕ
6. ਨੰਬਰ 6 ਵਿਚ ਮਾਤ ਭਾਸ਼ਾ ਦੇ ਪਹਿਲੀ ਭਾਸ਼ਾ ਅਤੇ ਦੂਜੀ ਭਾਸ਼ਾ ਵਜੋਂ
ਅਧਿਆਪਨ, ਮਹੱਤਵ ਅਤੇ ਸਮੱਸਿਆਵਾਂ ਬਾਰੇ ਚਾਰ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ,
ਜਿਨ੍ਹਾਂ ਵਿਚੋਂ ਵਿਦਿਆਰਥੀ ਨੇ ਦੋ ਦਾ ਉੱਤਰ ਦੇਣਾ ਹੋਵੇਗਾ। 5×2=10 ਅੰਕ

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BACHELOR OF VOCATION (B.Voc.)
FINANCIAL MARKETING MANAGEMENT (SEMESTER – I)

BVC-101: ਮੁੱਢਲੀ ਪੰਜਾਬੀ
(In lieu of Punjabi Compulsory)

ਪਾਠ-ਕ੍ਰਮ

ਸਮਾਂ : ਤਿੰਨ ਘੰਟੇ	ਕੁੱਲ ਅੰਕ : 50
1. ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਗੁਰਮੁਖੀ ਲਿਪੀ ਗੁਰਮੁਖੀ ਲਿਪੀ : ਬਣਤਰ ਅਤੇ ਤਰਤੀਬ	20 ਅੰਕ
2. ਗੁਰਮੁਖੀ ਆਰਥੋਗ੍ਰਾਫੀ ਸੂਰਾਂ ਦੀ ਵੰਡ ਅਤੇ ਉਚਾਰਨ ਵਿਅੰਜਨਾਂ ਦੀ ਵੰਡ ਅਤੇ ਉਚਾਰਨ	15 ਅੰਕ
3. ਪੰਜਾਬੀ ਸ਼ਬਦ-ਬਣਤਰ ਅਤੇ ਰਚਨਾ ਸਾਧਾਰਨ ਸ਼ਬਦ ਨਿੱਤ ਵਰਤੋਂ ਦੀ ਪੰਜਾਬੀ ਸ਼ਬਦਾਵਲੀ	15 ਅੰਕ

ਯੂਨਿਟ ਅਤੇ ਥੀਮ:

1. ਪੰਜਾਬੀ ਭਾਸ਼ਾ : ਨਾਮਕਰਣ ਅਤੇ ਸੰਖੇਪ ਜਾਣ ਪਛਾਣ, ਗੁਰਮੁਖੀ ਲਿਪੀ : ਨਾਮਕਰਣ, ਗੁਰਮੁਖੀ ਵਰਣਮਾਲਾ; ਪੈਂਤੀ ਅੱਖਰੀ, ਅੱਖਰ ਕ੍ਰਮ, ਸੂਰ ਵਾਹਕ (ਓ ਅ ਏ), ਲਗਾਂ ਮਾਤਰਾਂ, ਪੈਰ ਵਿਚ ਬਿੰਦੀ ਵਾਲੇ ਵਰਣ, ਪੈਰ ਵਿਚ ਪੈਣ ਵਾਲੇ ਵਰਣ, ਬਿੰਦੀ, ਟਿੱਪੀ, ਅੱਧਕ।
2. ਗੁਰਮੁਖੀ ਆਰਥੋਗ੍ਰਾਫੀ ਅਤੇ ਉਚਾਰਨ; ਸੂਰਾਂ ਦੀ ਵੰਡ ਅਤੇ ਉਚਾਰਨ (ਲਘੂ-ਦੀਰਘ ਸੂਰ); ਸੂਰ ਅਤੇ ਲਗਾਂ ਮਾਤਰਾਂ; ਵਿਅੰਜਨਾਂ ਦੀ ਵੰਡ ਅਤੇ ਉਚਾਰਨ; ਪੈਰ ਵਿਚ ਪੈਣ ਵਾਲੇ ਵਰਣਾਂ (ਹ, ਰ, ਵ) ਦਾ ਉਚਾਰਨ; ਲ ਅਤੇ ਲ ਦਾ ਉਚਾਰਨ; ਭ,ਧ,ਢ,ਝ,ਘ ਦਾ ਉਚਾਰਨ; ਪੈਰ ਵਿਚ ਬਿੰਦੀ ਵਾਲੇ ਵਰਣਾਂ ਦਾ ਉਚਾਰਨ।
3. ਪੰਜਾਬੀ ਸ਼ਬਦ-ਬਣਤਰ ਅਤੇ ਰਚਨਾ: ਸਾਧਾਰਨ ਸ਼ਬਦ; ਇਕੱਲਾ ਸੂਰ (ਜਿਵੇਂ ਆ); ਸੂਰ ਅਤੇ ਵਿਅੰਜਨ (ਜਿਵੇਂ ਆਰ); ਵਿਅੰਜਨ ਅਤੇ ਸੂਰ (ਜਿਵੇਂ ਪਾ); ਵਿਅੰਜਨ ਸੂਰ ਵਿਅੰਜਨ (ਜਿਵੇਂ ਪਾਰ); ਪੰਜਾਬੀ ਸ਼ਬਦ ਰਚਨਾ; ਲਿੰਗ-ਪੁਲਿੰਗ, ਇਕ ਵਚਨ-ਬਹੁ ਵਚਨ; ਨਿੱਤ ਵਰਤੋਂ ਦੀ ਪੰਜਾਬੀ ਸ਼ਬਦਾਵਲੀ; ਖਾਣ-ਪੀਣ ਅਤੇ ਸਾਕਾਦਾਰੀ ਨਾਲ ਸੰਬੰਧਿਤ।

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BACHELOR OF VOCATION (B.Voc.)
FINANCIAL MARKETING MANAGEMENT (SEMESTER – I)

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ:

1. ਪਹਿਲੇ ਯੂਨਿਟ ਵਿੱਚੋਂ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਅਤੇ ਗੁਰਮੁਖੀ ਲਿਪੀ ਦੀ ਬਣਤਰ ਅਤੇ ਤਰਤੀਬ ਨਾਲ ਸਬੰਧਿਤ 5-5 ਅੰਕਾਂ ਦੇ ਚਾਰ ਵਿਹਾਰਕ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਅੰਕਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਇਕ-ਇਕ ਜਾਂ ਦੋ-ਦੋ ਅੰਕਾਂ ਦੇ ਛੋਟੇ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕੀਤੀ ਜਾ ਸਕਦੀ ਹੈ।
2. ਦੂਜੇ ਯੂਨਿਟ ਵਿੱਚੋਂ ਗੁਰਮੁਖੀ ਆਰਥੋਗ੍ਰਾਫੀ ਅਤੇ ਉਚਾਰਨ ਨਾਲ ਸਬੰਧਿਤ 5-5 ਅੰਕਾਂ ਦੇ ਤਿੰਨ ਵਿਹਾਰਕ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਅੰਕਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਇਕ-ਇਕ ਜਾਂ ਦੋ-ਦੋ ਅੰਕਾਂ ਦੇ ਛੋਟੇ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕੀਤੀ ਜਾ ਸਕਦੀ ਹੈ।
3. ਤੀਜੇ ਯੂਨਿਟ ਵਿੱਚੋਂ ਪੰਜਾਬੀ ਸ਼ਬਦ-ਬਣਤਰ ਅਤੇ ਸ਼ਬਦ ਰਚਨਾ ਨਾਲ ਸਬੰਧਿਤ 5-5 ਅੰਕਾਂ ਦੇ ਦੋ ਵਿਹਾਰਕ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਅੰਕਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਇਕ-ਇਕ ਜਾਂ ਦੋ-ਦੋ ਅੰਕਾਂ ਦੇ ਛੋਟੇ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕੀਤੀ ਜਾ ਸਕਦੀ ਹੈ।
4. ਨਿੱਤ ਵਰਤੋਂ ਦੀ ਪੰਜਾਬੀ ਸ਼ਬਦਾਵਲੀ ਨਾਲ ਸਬੰਧਿਤ ਇਕ-ਇਕ ਅੰਕ ਦੇ ਪੰਜ (ਆਬਜੈਕਟਿਵ) ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
5. ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਭਾਸ਼ਾ ਸਰਲ ਅਤੇ ਸਪਸ਼ਟ ਰੱਖੀ ਜਾਵੇ।

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BACHELOR OF VOCATION (B.Voc.)
FINANCIAL MARKETING MANAGEMENT (SEMESTER – I)

BVC -102: Communication Skills in English

Time: 3 Hours

Max. Marks: 50

Course Contents:

- a) **Reading Skills:** Reading Tactics and strategies; Reading purposes–kinds of purposes and associated comprehension; Reading for direct meanings; Reading for understanding concepts, details, coherence, logical progression and meanings of phrases/ expressions.

Activities:

- a) Active reading of passages on general topics
b) Comprehension questions in multiple choice format
c) Short comprehension questions based on content and development of ideas
- b) **Writing Skills:** Guidelines for effective writing; writing styles for application, resume, personal letter, official/ business letter, memo, notices etc.; outline and revision.

Activities:

- a) Formatting personal and business letters.
b) Organising the details in a sequential order
c) Converting a biographical note into a sequenced resume or vice-versa
d) Ordering and sub-dividing the contents while making notes.
e) Writing notices for circulation/ boards

Suggested Pattern of Question Paper:

The question paper will consist of five skill-oriented questions from Reading and Writing Skills. Each question will carry 10 marks. The questions shall be phrased in a manner that students know clearly what is expected of them. There will be internal choice wherever possible.

10x5=50 Marks

- i) Multiple choice questions on the language and meanings of an unseen passage.
ii) Comprehension questions with short answers on content, progression of ideas, purpose of writing etc. of an unseen passage.
iii) Personal letter and Official/Business correspondence
iv) Making point-wise notes on a given speech/ technical report OR
Writing notices for public circulation on topics of professional interest
v) Do as directed (10x1= 10 Marks) (change of voice, narration, combination of 2 simple sentences into one, subject-verb agreement, using appropriate tense, forms of verbs.

Recommended Books:

1. Oxford Guide to Effective Writing and Speaking by John Seely.
2. The Written Word by Vandana R Singh, Oxford University Press.

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BACHELOR OF VOCATION (B.Voc.)
FINANCIAL MARKETING MANAGEMENT (SEMESTER – I)

BVC 103: FUNDAMENTALS OF MANAGEMENT

Time: 3 Hours

M. Marks: 50

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

PART—I

Management: Meaning and definition, nature, purpose, scope, importance and functions, Management as art, science and profession, Management as a social system, Concept of management, administration and organization Principles of management, Scientific Management.

Evolution of Management Thought: Contribution of F.W. Taylor, Henri Fayol, Elton Mayo, Chester Barnard & Peter Drucker to the management thought. Various approaches to management (i.e. Schools of Management Thought), Indian management thought.

Management Techniques: Management by Objective: Meaning, Process, Benefits, Weaknesses.

Planning: Meaning, Significance, Types of plans, Nature, Elements: Objectives, Policies, Rules, Procedure, Strategy, Decision Making.

Organizing: Meaning, Nature and Purpose of organization, Theories of organization, principles of organization, Forms of organization: Line, Functional and Line and Staff, Formal and informal organization, Delegation, Span of Management: Factors determining effective span.

Departmentation: Definition, Departmentation by function, Territory, Product/service, Customer group and matrix organization, Decentralization and Departmentation.

PART—II

Authority: Definition, types, responsibility and accountability, delegation; definition, steps in delegation, obstacles to delegation and their elimination, decentralization vs centralization, determinants of effective decentralization

Staffing: Meaning, nature and functions of HRM, Manpower management, factors affecting staffing, Recruitment, Selection, Training and Development, Performance appraisal: need and process.

Directing: Motivation: Meaning, Nature, Importance, Types, Theories of Motivation: Mc. Gregor's, Maslow and Herzberg. Leadership: Meaning, Nature, Styles, Managerial grid, Likert system, Theories: Trait, Behavioural, Situational and Followers.

Coordination: Principles and Techniques, Difference between coordination and cooperation.

Controlling: Meaning, nature, importance, scope, principles, prerequisites, steps, limitations and techniques.

Suggested Readings:

1. Robbins, S.P., & Coulter, M.K., "Management", Pearson Education Inc., New Delhi.
2. Gupta, Meenakshi, "Principles of Management", PHI Learning Pvt. Ltd., New Delhi.
3. Koontz, H., Weihrich, H., & Aryasri, A.R., "Essentials of Management", Tata McGraw-Hill, New Delhi.
4. Aswathapa, K. "Essential of Business Administration", Himalaya Publishing House, Mumbai.

Note: The latest editions of the books should be followed.

BVC 104
INFORMATION TECHNOLOGY FOR FINANCIAL MANAGERS

Time: 3 Hours

M. Marks: 50

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

PART – I

Introduction to Computers: Block diagram of digital computer, their functions Memory types, I/O devices, Secondary storage devices, History of computer, Computer Generations, PC Applications. **Introduction to MS- Word:** Features of MS – Word like Open and Create a document, Save a Document, Alignment of document, Mail merge Facility Spell check and grammar check, Printing of a document.

Introduction to MS-Excel: Features of MS-Excel , Open and Create a worksheet Create and Print graph using pivot table, Save & Exit Worksheet, Using Multiple Worksheets, Using Formulas & Functions **Introduction to Power Point:** Creating Power Point Shows. Making Presentation Effective.

PART - II

Data communication and Networks: Concepts of data communication, Types of data communication Networks, Communications Media, Concepts of computer networks, Primary Network Topologies, Network Architectures-The OSI Model, Inter-networking devices. The Internet, Intranet and Extranets: Operation of the Internet, Services provided by Internet, World Wide Web. Creating Web Pages using HTML, Intranets and Extranets.

Functional and Enterprise Systems: Data, Information and Knowledge concepts, Decision making process, Physical components of Information systems, Classification of Information systems. Overview of Security Issues in Information Technology.

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BACHELOR OF VOCATION (B.Voc.)
FINANCIAL MARKETING MANAGEMENT (SEMESTER – I)

Text Books:

- ITL Education Solutions (2009). Introduction to Information Technology, Pearson Education.
- Turban, Rainer and Potter (2006). Introduction to information technology, 2nd Edition, John Wiley and Sons.

Reference Books:

1. Singh, Gurvinder, “Windows Based Computer System”, Kalyani Publisher, 2009.
2. Norton, Peter, “Introduction to Computers”, Tata McGraw Hill, 2009.
3. Turban Efraim, Ephraim McLean, James Wetherbe (2006), Information Technology for Management – Transforming organizations in the digital economy, 4th Edition, Wiley India.
4. Joseph A. Brady and Ellen F Monk (2007), Problem Solving Cases in Microsoft and Excel, Fourth Annual Edition, Thomson Learning.
5. Saini A. K.and Pradeep Kumar (2003), Computer Applications in Management, Anmol Publi- cations.
6. Deepak Bharihoke, (2009), Fundamentals of Information Technology, 3rd Edition, Excel Books.

BVC-105: INTRODUCTION TO MUTUAL FUNDS

Time: 3 Hours

M. Marks: 50

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Part –I

Concept and Role of Mutual funds; advantages of mutual funds. Evolution of mutual funds in India. Role of mutual funds in financial markets. Types of mutual funds.

Equity Funds – Aggressive Growth Funds, Small Cap Funds, Growth Funds, Growth and Income Funds, Value Funds, Equity Income Funds, Equity Linked Saving Schemes, Index Funds, Sector Funds, Specialised Funds, Offshore Funds, Option Income Funds.

Debt Funds – Bond Funds, Government Securities Funds, Specialised Bond Funds – Infrastructure / Real Estate, Mortgage Backed Securities Funds; High Yield Bond Funds; Offshore / Global Bond Funds / Country Funds, Assured Return Funds and Fixed Term Plans Hybrid Funds – Balanced Funds, Growth & Income Funds, Asset Allocation Funds Commodity Funds – Precious Metals / Gold Funds, Single versus Multi Commodity Funds

Legal structure relating to mutual funds. Role, functions, rights and responsibilities of market constituents. Fund mergers and scheme takeovers.

Part– II

Role of Regulators in India: SEBI, RBI, Ministry of Finance, Stock Exchange, Registrar of Companies, CLB, DCA. Regulators versus self-regulations – Role of AMFI, Investor Associations, Consumer Forums / Courts. Right and Obligations of the Investor

Performance Measurement – NAV change

Analyzing fund Management – Relative Importance of Factors: Total Return of Different Type of Funds

The offer document and its contents. Standard Offer Document for Mutual Funds (SEBI Format), Risk Disclosures, Legal and Regulatory Compliance, Expenses, Condensed Financial Information of Scheme Constitution of the Mutual Fund, Investment Objectives and Policies, Management of the Fund, Offer Related Information. Fund distribution and sale practices in India. Elements of mutual fund accounting, valuation and taxation norms as applicable to Mutual funds in India.

Suggested Readings:

1. John C. Bogle *"Common Sense on Mutual Funds: Fully Updated 10th Anniversary Edition"* 2nd Edition Hoboken, N.J, Wiley Publishers
2. Esme Faerber, "All About Bonds and Bond Mutual Funds: The Easy Way to Get Started [2 ed.]" McGraw-Hill Publication.
3. Eric Tyson "Mutual Funds for Dummies [2nd ed.]" Hungry Minds Inc Publication.
4. Charles P. Jones "Mutual Funds: Your Money, Your Choice... Take Control Now and Build Wealth Wisely" Pearson Education
5. Greg N. Gregoriou "Performance of Mutual Funds: An International Perspective (Finance and Capital Markets)" Palgrave Macmillan
6. Susan Calhoun. "The Easy Way To Invest In Mutual Funds: A Beginner's Guide" [Kindle Edition] Amazon Digital Services, Inc.

BVC 106
INTRODUCTION TO FINANCIAL MARKETS & SERVICES

Time: 3 Hours

Total Marks: 50

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

PART– I

Markets & Financial Instruments: Types of Markets: Equity, debt, derivatives, commodities, meaning and features of private, public companies; types of investment avenues: Fixed Deposits, Bank Deposits, Provident Fund, Life Insurance, Post Office Savings, Small savings, Gold, Mutual Funds, Equity Share, Debentures / Bonds.

Primary Market: Initial Public Offer (IPO), Book Building through Online IPO, Eligibility to issue securities, Pricing of Issues, Fixed versus Book Building issues, ADRs/GDRs, Allotment of Shares, Basis of Allotment, Private Placement.

Secondary Markets: Role and Functions of : Securities and Exchange Board of India (SEBI), Depositories, Stock Exchanges, Stock Price Indices, Brokers, Sub-brokers, Foreign Institutional Investors (FIIs), Portfolio Managers, Custodians, Share Transfer Agents, Know Your Client, Member Constituent Agreement, Merchant Bankers, Bankers to an Issue, Debenture Trustees, Underwriters, Credit Rating Agencies, Listing, Membership.

Commodity Market: Introduction to Commodities Markets.

Derivatives Market: Definition, Products, Participants and functions (Types of members to be included), Types of derivatives, Exchange – traded vs. OTC derivatives markets,

PART– II

Role of Financial Services in Indian Financial System.

Merchant Banking: Nature and Scope of Merchant Banking - Regulation of Merchant Banking Activity- Overview of Current Indian Merchant Banking Scene - Structure Of Merchant Banking Industry

Credit Rating: Concept of Credit Rating. Types of Credit Rating - Advantages And Disadvantages of Credit Rating - Credit Rating Agencies & Their Methodology

Introduction to Equipment Leasing: Types of Leases, Evolution of Indian Leasing Industry.

Hire purchase: concept and Characteristics of Hire Purchase

Consumer Finance: Role of Consumer credit in the Financial system - Features of Consumer Credit Transactions.

Factoring: Concept of Factoring - Forms of Factoring

Credit Cards: Concept - Cards - Debit Card - Uses of Credit Cards.

Text Books:

1.Financial Markets: A Beginners' Module, Workbook from NSE

Reference Books:

1. Gurusamy, Financial Markets and Institutions, 3rd edition, Tata McGraw Hill.
2. Saunders, Financial Markets and Institutions, 3rd edition, Tata McGraw Hill.
3. Thummuluri, Siddaiah, Financial Services, 1st edition, Pearson Education. 4.Khan, Indian Financial Systems, 6th edition, Tata McGraw Hill.
4. Khan, M.Y., “*Financial Services*”, Tata McGraw Hill, New Delhi.
5. Gurusamy, S., “*Financial Services and System*”, 2004, Vijay Nicole Imprints Pvt. Ltd., Chen- nai.
6. Bhalla, V.K. “*Management of Financial Services*”, Anmol Publications Pvt. Ltd., New Delhi. Pathak, Bharati, “*Indian Financial System*”, Pearson Education, New Delhi.
7. Avadhani, V.A., “*Capital Market Management*”, Himalaya Publishing House 10.Bhole, L.M., “*Financial Institutions and Market*”, Tata McGraw Hill 11.Kirsch, C.E., “*The Financial Services Revolution*”, McGraw Hill 12.Verma, J.C., “*Credit Rating*”, Bharat Law.

BVC 107
FINANCIAL MARKET SIMULATION LAB

M. Marks: 50

Note: The students will be trained in the practical aspects of Depository and Financial Market topics using the prevalent trader work station mentioned in the syllabus. At the end of the semester, external examiner will be appointed by the University to conduct the practical by examining the students in the lab and award marks.

Part I

Depository: An Introduction. Practical aspects and background of Depositories: NSDL, CSDL. Statements: Holding Statement, Transaction Statement.

Dematerialization Procedure

DEMAT: Account Opening Procedure, Nomination Practices; Offline Demat Account & Online Demat Account.

Clearing & Settlement Procedure Delivery Instruction Slip Practices for Depository Participants & Beneficial Owner.

Part II

Introduction to Equity Market. Stock Exchanges of Equity in India: NSE, BSE & USE. Types of Market:- Equity, Derivatives and Debt Market.

Trader Work Station—User Interface. Practical terminology of Work Stations.

Functions/Keys following in using Trader Work Station: Market Watch, Activity Log, Order Status, Market Movement, Security descriptor, Market by Price.

Practical Procedure to buy/Sell Shares; Settlement Procedures. Composition of Sensex and Nifty.

Note: The Simulation Lab of the market will be based on any one of the following Trader Work Station:

- 1.Trader Work Station— NEST Trader by Ownneys.
- 2.TCS Trader Work Station
3. ODIN.

BVC-201: ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)

ਸਮਾਂ : 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ : 50

ਪਾਠ-ਕ੍ਰਮ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ

1. **ਰਿਗਿਆਨ ਮਾਲਾ** (ਵਿਗਿਆਨਕ ਤੇ ਸਮਾਜ-ਵਿਗਿਆਨਕ ਲੇਖਾਂ ਦਾ ਸੰਗ੍ਰਹਿ)
(ਸੰਪ. ਡਾ. ਸਤਿੰਦਰ ਸਿੰਘ, ਪ੍ਰੋ. ਮਹਿੰਦਰ ਸਿੰਘ ਬਨਵੈਤ), ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ, 2007
ਲੇਖ : ਸਾਹਿਤ ਤੇ ਲੋਕ ਸਾਹਿਤ, ਅੱਖਾਂ, ਅਚੇਤਨ ਦਾ ਗੁਣ ਤੇ ਸੁਭਾਅ, ਕੰਪਿਊਟਰ ਅਤੇ ਇੰਟਰਨੈੱਟ, ਮਨੁੱਖੀ ਅਧਿਕਾਰ।
2. **ਪੰਜਾਬ ਦੇ ਮਹਾਨ ਕਲਾਕਾਰ** (ਬਲਵੰਤ ਗਾਰਗੀ), ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।
ਲੇਖ : ਸਤੀਸ਼ ਗੁਜਰਾਲ, ਗੁਰਚਰਨ ਸਿੰਘ, ਠਾਕੁਰ ਸਿੰਘ, ਬਲਰਾਜ ਸਾਹਨੀ, ਸੁਰਿੰਦਰ ਕੌਰ।
3. **ਸ਼ਬਦ-ਬਣਤਰ ਅਤੇ ਸ਼ਬਦ ਰਚਨਾ** : ਪਰਿਭਾਸ਼ਾ, ਮੁੱਢਲੇ ਸੰਕਲਪ
4. **ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ**
5. **ਪੈਰਾ ਰਚਨਾ**
6. **ਪੈਰਾ ਪੜ੍ਹ ਕੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ**
7. **ਮੁਹਾਵਰੇ ਅਤੇ ਅਖਾਣ**

ਅੰਕ ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਕਿਸੇ ਨਿਬੰਧ ਦਾ ਸਾਰ ਜਾਂ ਉਸਦਾ ਵਿਸ਼ਾ ਵਸਤੂ (ਦੋ ਵਿਚੋਂ ਇਕ) । 10 ਅੰਕ
2. ਵਾਰਤਕ ਰੂਪ : ਰੇਖਾ ਚਿਤਰ, ਨਾਇਕ ਬਿੰਬ, ਕਲਾਤਮਕ ਗੁਣ, ਰੇਖਾ ਚਿਤਰ ਸਾਹਿਤ ਨੂੰ ਦੇਣ 10 ਅੰਕ
- 3-4. 3-4 ਨੰਬਰ ਉੱਤੇ ਦਿੱਤੀ ਵਿਆਕਰਣ ਦੇ ਆਧਾਰ ਤੇ ਵਰਣਨਾਤਮਕ ਪ੍ਰਸ਼ਨ। 10 ਅੰਕ
5. ਪੈਰਾ ਰਚਨਾ : ਤਿੰਨ ਵਿਸ਼ਿਆਂ ਵਿਚੋਂ ਕਿਸੇ ਇਕ ਉੱਤੇ ਪੈਰਾ ਲਿਖਣ ਲਈ ਕਿਹਾ ਜਾਵੇ । 5 ਅੰਕ
6. ਪੈਰਾ ਦੇ ਕੇ ਉਸ ਬਾਰੇ ਪੰਜ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ 5 ਅੰਕ
7. ਨੰਬਰ 7 ਵਿਚ ਅੱਠ ਅਖਾਣ ਅਤੇ ਅੱਠ ਮੁਹਾਵਰੇ ਪੁੱਛੇ ਜਾਣਗੇ, ਜਿਨ੍ਹਾਂ ਵਿਚੋਂ ਵਿਦਿਆਰਥੀ ਨੇ ਪੰਜ-ਪੰਜ ਨੂੰ ਵਾਕਾਂ ਵਿਚ ਵਰਤ ਕੇ ਅਰਥ ਸਪੱਸ਼ਟ ਕਰਨੇ ਹੋਣਗੇ । 5+5= 10 ਅੰਕ

BVC-201: ਮੁੱਢਲੀ ਪੰਜਾਬੀ
(In lieu of Punjabi Compulsory)

ਸਮਾਂ : ਤਿੰਨ ਘੰਟੇ	ਪਾਠ-ਕ੍ਰਮ	ਕੁੱਲ ਅੰਕ : 50
1.	ਪੰਜਾਬੀ ਸ਼ਬਦ-ਬਣਤਰ ਸੰਯੁਕਤ ਅਤੇ ਮਿਸ਼ਰਤ ਸ਼ਬਦ ਨਿੱਤ ਵਰਤੋਂ ਦੀ ਪੰਜਾਬੀ ਸ਼ਬਦਾਵਲੀ	20 ਅੰਕ
2.	ਪੰਜਾਬੀ ਵਾਕ-ਬਣਤਰ ਸਾਧਾਰਨ ਵਾਕ : ਕਿਸਮਾਂ ਸੰਯੁਕਤ ਵਾਕ : ਕਿਸਮਾਂ ਮਿਸ਼ਰਤ ਵਾਕ : ਕਿਸਮਾਂ ਪੰਜਾਬੀ ਵਾਕਾਂ ਦੀ ਵਰਤੋਂ ਦੇ ਵਿਭਿੰਨ ਸਮਾਜਿਕ ਪ੍ਰਸੰਗ	15 ਅੰਕ
3.	ਪ੍ਰਕਾਰਜੀ ਪੰਜਾਬੀ ਚਿੱਠੀ ਪੱਤਰ ਪੈਰਾ ਰਚਨਾ ਅਖਾਣ ਅਤੇ ਮੁਹਾਵਰੇ	15 ਅੰਕ

ਯੂਨਿਟ ਅਤੇ ਥੀਮ:

1. ਪੰਜਾਬੀ ਸ਼ਬਦ ਬਣਤਰ: ਸੰਯੁਕਤ ਸ਼ਬਦ ; ਸਮਾਸੀ ਸ਼ਬਦ (ਜਿਵੇਂ ਲੋਕ ਸਭਾ) ; ਦੋਹਰੇ ਸ਼ਬਦ/ਦੁਹਰੁਕਤੀ (ਜਿਵੇਂ ਪੂੜ ਧਾੜ/ਭਰ ਭਰ), ਮਿਸ਼ਰਤ ਸ਼ਬਦਾਂ ਦੀ ਬਣਤਰ/ਸਿਰਜਨਾ; ਅਗੇਤਰਾਂ ਰਾਹੀਂ (ਜਿਵੇਂ ਉਪ-ਭਾਸ਼ਾ), ਪਿਛੇਤਰਾਂ ਰਾਹੀਂ (ਜਿਵੇਂ ਰੰਗਲਾ), ਪੰਜਾਬੀ ਸ਼ਬਦ ਰਚਨਾ; ਪੜਨਾਵੀਂ ਰੂਪ, ਕਿਰਿਆ/ਸਹਾਇਕ ਕਿਰਿਆ ਦੇ ਰੂਪ ; ਨਿੱਤ ਵਰਤੋਂ ਦੀ ਪੰਜਾਬੀ ਸ਼ਬਦਾਵਲੀ ; ਰੁੱਤਾਂ, ਮਹੀਨਿਆਂ, ਮੌਸਮਾਂ, ਗਿਣਤੀ ਨਾਲ ਸਬੰਧਿਤ।
2. ਪੰਜਾਬੀ ਵਾਕ-ਬਣਤਰ : ਕਰਤਾ ਕਰਮ ਕਿਰਿਆ; ਸਾਧਾਰਨ ਵਾਕ, ਬਿਆਨੀਆ, ਪ੍ਰਸ਼ਨਵਾਚਕ, ਆਗਿਆਵਾਚਕ; ਸੰਯੁਕਤ ਅਤੇ ਮਿਸ਼ਰਤ ਵਾਕਾਂ ਦੀਆਂ ਕਿਸਮਾਂ ; ਸੁਤੰਤਰ ਅਤੇ ਅਧੀਨ ਉਪਵਾਕ ; ਸਮਾਨ (ਤੇ/ਅਤੇ) ਅਤੇ ਅਧੀਨ (ਜੋ/ਕਿ) ਯੋਜਕਾਂ ਦੀ ਵਰਤੋਂ ; ਪੰਜਾਬੀ ਵਾਕਾਂ ਦੀ ਵਰਤੋਂ ਦੇ ਵਿਭਿੰਨ ਸਮਾਜਿਕ/ਸਭਿਆਚਾਰਕ ਪ੍ਰਸੰਗ ; ਘਰ ਵਿਚ, ਬਾਜ਼ਾਰ ਵਿਚ, ਮੇਲੇ ਵਿਚ, ਸ਼ੌਪਿੰਗ ਮਾਲ/ਸਿਨੇਮੇ ਵਿਚ, ਵਿਆਹ ਵਿਚ, ਧਾਰਮਿਕ ਸਥਾਨਾਂ ਵਿਚ, ਦੋਸਤਾਂ ਨਾਲ ਆਦਿ।
3. ਇਸ ਯੂਨਿਟ ਵਿਚ ਚਿੱਠੀ ਪੱਤਰ (ਨਿੱਜੀ/ਦਫਤਰੀ), ਪੈਰਾ ਰਚਨਾ ਅਤੇ ਅਖਾਣ ਮੁਹਾਵਰਿਆਂ ਦੀ ਵਰਤੋਂ ਰਾਹੀਂ ਵਿਦਿਆਰਥੀ ਦੀ ਭਾਸ਼ਾਈ ਯੋਗਤਾ ਨੂੰ ਪਰਖਿਆ ਜਾਵੇਗਾ।

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ:

1. ਪਹਿਲੇ ਯੂਨਿਟ ਵਿੱਚੋਂ ਪੰਜਾਬੀ ਸ਼ਬਦ ਬਣਤਰ ਅਤੇ ਸ਼ਬਦ ਰਚਨਾ ਨਾਲ ਸਬੰਧਿਤ 5-5 ਅੰਕਾਂ ਦੇ ਤਿੰਨ ਵਿਹਾਰਕ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਅੰਕਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਇਕ-ਇਕ ਜਾਂ ਦੋ-ਦੋ ਅੰਕਾਂ ਦੇ ਛੋਟੇ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕੀਤੀ ਜਾ ਸਕਦੀ ਹੈ।
2. ਨਿੱਤ ਵਰਤੋਂ ਦੀ ਸ਼ਬਦਾਵਲੀ ਨਾਲ ਸਬੰਧਿਤ ਇਕ-ਇਕ ਅੰਕ ਦੇ ਪੰਜ (ਆਬਜੈਕਟਿਵ) ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
3. ਦੂਜੇ ਯੂਨਿਟ ਵਿੱਚ ਪੰਜਾਬੀ ਵਾਕ-ਬਣਤਰ ਨਾਲ ਸਬੰਧਿਤ 5-5 ਅੰਕਾਂ ਦੇ ਦੋ ਵਿਹਾਰਕ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਅੰਕਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਇਕ-ਇਕ ਜਾਂ ਦੋ-ਦੋ ਅੰਕਾਂ ਦੇ ਛੋਟੇ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕੀਤੀ ਜਾ ਸਕਦੀ ਹੈ।
4. ਪੰਜਾਬੀ ਵਾਕਾਂ ਦੀ ਵਿਹਾਰਕ ਵਰਤੋਂ ਨਾਲ ਸਬੰਧਿਤ 5 ਅੰਕਾਂ ਦਾ ਇਕ ਪ੍ਰਸ਼ਨ ਪੁੱਛਿਆ ਜਾਵੇਗਾ ਜਿਸ ਵਿਚ ਵਿਦਿਆਰਥੀ ਨੂੰ ਕਿਸੇ ਸਮਾਜਿਕ/ਸਭਿਆਚਾਰਕ ਪ੍ਰਸੰਗ ਵਿਚ ਵਰਤੇ ਜਾਂਦੇ ਪੰਜ ਵਾਕ ਲਿਖਣ ਲਈ ਕਿਹਾ ਜਾਵੇਗਾ।
5. ਵਿਦਿਆਰਥੀ ਨੂੰ ਕਿਸੇ ਇਕ ਵਿਸ਼ੇ 'ਤੇ ਨਿੱਜੀ ਜਾਂ ਦਫਤਰੀ ਚਿੱਠੀ ਲਿਖਣ ਲਈ ਕਿਹਾ ਜਾਵੇਗਾ।
6. ਵਿਦਿਆਰਥੀ ਨੂੰ ਕਿਸੇ ਇਕ ਵਿਸ਼ੇ 'ਤੇ ਪੈਰਾ ਲਿਖਣ ਲਈ ਕਿਹਾ ਜਾਵੇਗਾ।
7. ਵਿਦਿਆਰਥੀ ਨੂੰ ਇਕ-ਇਕ ਅੰਕ ਦੇ ਪੰਜ ਅਖਾਣਾਂ ਜਾਂ ਮੁਹਾਵਰਿਆਂ ਨੂੰ ਵਾਕਾਂ ਵਿਚ ਵਰਤ ਕੇ ਅਰਥ ਸਪਸ਼ਟ ਕਰਨ ਲਈ ਕਿਹਾ ਜਾਵੇਗਾ।
8. ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਭਾਸ਼ਾ ਸਰਲ ਅਤੇ ਸਪਸ਼ਟ ਰੱਖੀ ਜਾਵੇ।

BVC– 202: COMMUNICATION SKILLS IN ENGLISH

Time: 3 Hours

Max. Marks: 50
Theory Marks: 35
Practical Marks: 15

Course Contents:

- 1. Listening Skills:** Barriers to listening; effective listening skills; feedback skills.
Attending telephone calls; note taking.

Activities:

- a) Listening exercises – Listening to conversation, News and TV reports
- b) Taking notes on a speech/lecture

- 2. Speaking and Conversational Skills:** Components of a meaningful and easy conversation; understanding the cue and making appropriate responses; forms of polite speech; asking and providing information on general topics.

The study of sounds of English, stress and intonation

Situation based Conversation in English

Essentials of Spoken English

Activities:

- c) Making conversation and taking turns
- b) Oral description or explanation of a common object, situation or concept
- c) Giving interviews

Suggested Pattern of Question Paper:

The question paper will consist of seven questions related to speaking and listening Skills.

Each question will carry 5 marks. The nature of the questions will be as given below:

Two questions requiring students to give descriptive answers.

Three questions in the form of practical exercise requiring students to give an appropriate response to a question, a proposal, a proposition, an invitation etc. For Example, the paper setter may give a proposition and ask the students to agree or disagree with it or introduce a character giving invitation and ask the students to accept or refuse it etc.

Two questions requiring students to transcribe simple words in IPA symbols, marking stress and marking intonation.

Practical /Oral Testing

Marks: 15

Course Contents:

1. Oral Presentation with/without audio visual aids.
2. Group Discussion.
3. Listening to any recorded or live material and asking oral questions for listening comprehension.

Questions:

1. Oral Presentation will be of 5 to 10 minutes duration. (Topic can be given in advance or it can be of student's own choice). Use of audio visual aids is desirable.
2. Group discussion comprising 8 to 10 students on a familiar topic. Time for each group will be 15 to 20 minutes.

Note: Oral test will be conducted by external examiner with the help of internal examiner.

BVC 203: MANAGERIAL ECONOMICS

Time: 3 Hours

M. Marks: 50

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

PART—I

- Managerial Economics: Meaning, Nature, Scope and Concepts.
- Marginal Analysis: Law of Diminishing Marginal Utility, Law of Equi marginal Utility.
- Law of Demand: Meaning, Determinants, Exceptions, Kinds of Demand, Change in Demand and Importance.
- Elasticity of Demand: Meaning, Types and Degrees of Elasticity of Demand, Methods of Measuring Price Elasticity of Demand, Factors Determining Elasticity of Demand, Importance.
- Indifference Curve Analysis: Meaning, Assumptions, Properties, Consumer Equilibrium, Importance.
- Production Function: Meaning, Types: Short Run and Long Run Production Function, Economies and Diseconomies of Scale.

PART– II

- Theory of Costs: Types of Costs, Traditional Theory: Long Run & Short Run, Modern Theory: Long Run & Short Run.
- Managerial Theories: Profit maximization and Sales Maximization.
- Market Structure: Meaning, Assumptions and Equilibrium of Perfect Competition, Monopoly, Monopolistic Competition. Oligopoly: Sweezy Model

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- National Income: Conceptual Framework, Measures of National Income, Methods of Measurement, Limitations of National Income.
- Consumption Function: Meaning, and Nature, Determinants and Measures to Raise Propensity to Consume. Keynes Psychological Law of Consumption - Meaning, Properties and Implications.
- Inflation: Meaning, Types, Theories, Causes, Effects and Control. Unemployment trade off.

Suggested Readings:

1. Koutsoyiannis, A., “Modern Micro Economics”, Palgrave Macmillan.
2. Dwivedi, D.N., “Microeconomics: Theory and Applications”, Pearson Education, New Delhi.
3. Gravelle H., and Rees, R., “Microeconomics”, Pearson Education, New Delhi.
4. Ahuja, H.L., “Advanced Economic theory; Microeconomic Analysis”, S. Chand & Company Ltd. New Delhi.
5. Mithani, D.M., “Managerial Economics”, Himalaya Publishing House, New Delhi.
6. Ackley, G., “Macroeconomics: Theory and Policy”, Macmillan, New York.
7. Shapiro, E., “Macroeconomic Analysis”, Galgotia Publication, New Delhi.
8. Gppdwin Neva, J. A. Nelson & J. Harris, “Macroeconomics in Context”, PHI Learning Pvt. Ltd, New Delhi.
9. Dornbusch R., S. Ficher & R. Startz, “Macro Economics”, Tata McGraw Hill Publishing Company Ltd., New Delhi.
10. Agarwal, Vanita, “Macroeconomics: Theory and Policy”, Pearson Education, New Delhi.

BVC 204
ANALYSIS OF FINANCIAL STATEMENTS

Time: 3 Hours

M. Marks: 50

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Part -I

Analysis of Financial Statement as a tool of Management. Distinction among management accounting, Financial Accounting and cost accounting.

Nature, Importance and Limitations of Financial Statements. Changes in Financial Position: Funds Flow Statement, Cash Flow Statements.

Tools of Financial Analysis – Ratio Analysis (Liquidity, Activity, Solvency and Profitability ratios).

Part -II

Trend Analysis: Common Size Financial Statements and Comparative Financial Statements. Management Reporting – Importance Needs, Types, Requirements of good report preparation of a Report including prewriting and form of final draft.

Suggested Readings:

1. Horngren, C.T. ; Sundem, Gary L.; Schatzberg, Jeff; Burgstahler, Dave and Stratton, W.O., “*Introduction to Management Accounting*”, 2010, Pearson
2. Anthony, Robert, “ *Management Accounting*” , 5th Edition (2007), Tarapore-wala, Mumbai,
3. Pandey, I.M, “*Management Accounting*”, 3rd Edition, Vikas Publication, Delhi

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4. Kaplan, Atkinson, Matsumara and Young, “*Management Accounting*” , 5th Edition (2007), Pearson Education
5. Kaplan and Atkinson, “*A dvanced Management Accounting*” , 3rd Edition, Pearson Learning
6. Vij, Madhu, “*Management Accounting,*” 1st Edition (2009), Macmillan Publishers India Ltd.
7. Banerjee, Bhabatosh, “*Financial Policy and Management Accounting*” , 7th Edition (2009), PHI learning Pvt. Ltd.

BVC 205

INTRODUCTION TO DERIVATIVES – EQUITY & CURRENCY

Time: 3 **Hours**
M. Marks: 50

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Part-I

Basics of Equity Derivatives

Introduction, Meaning of derivatives, Put options, Call options, Applications of derivatives, Derivatives as a risk management tool.

Trading Futures and Options on Stock Exchanges

Trading Futures- Pay-off of futures, Theoretical models for future pricing; Trading Options – Option payouts, Option strategies, Determination of option prices, Factors affecting option prices; Derivatives trading on NSE – using daily newspapers to track F&O, settlement of F&O, accounting and taxation.

Part-II

Introduction to Currency Markets

Introduction to Currency markets, Exchange rates, Factors affecting currency market, Currency futures, Strategies using currency futures, Hedging, Speculation, Arbitrage, NSE's currency derivatives segment.

Trading, Clearing, Settlement and Risk Management in Currency Futures

NSE membership - Categories, Eligibility and criteria, Futures contract specifications, trading system, Placing orders, client broker relationship; Clearing, settlement; Risk management system through margins of different kinds, Clearing entities and Settlement mechanism.

Suggested Readings:

Text Books:

- a. Equity Derivatives: A Beginner's Module, Workbook from NSE
- b. Currency Derivatives: A Beginner's Module, Workbook from NSE

Reference Books:

1. Vohra, N.D., and Bagri, B.R. (2009), Futures and Options, 9th edition, Tata McGraw-Hill Publishing Company Ltd.
2. Red Head, (2007), Financial Derivatives: An Introduction to Futures, Forward, Options, Prentice Hall of India.
3. Vohra, (2010), Futures And Options, 2nd edition, Tata McGraw Hill.
4. Varma, (2010), Derivatives and Risk Management, 1st edition, Tata McGraw Hill.

Note: The latest editions of the books should be followed.

BVC 206

CAPITAL MARKET OPERATIONS

Time: 3 **Hours**
M. Marks: 50

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

PART – I

Indian Securities Market – An Overview

Introduction, Market segments, Primary market, Secondary market, products and participants, Derivatives market, reforms, research, corporate and government securities market; NSE membership - stock brokers, sub-brokers, broker-clients relationship, trading mechanism, code of ethics etc.

Trading

Introduction, NEAT system, Market types, Corporate hierarchy, local databases, market phases, order management, trade management, auction, limited physical market, RETDEBT market (RDM), trading, information downloaded to trading members and internet broking.

PART – II

Introduction, key terminologies, Transaction cycle, Settlement process, Settlement agencies, Risks in settlement, Securities settlement, Funds settlement, Shortages handling, Risk containment measures, International securities, identification number, Demat and Electronic transfer of securities, Investor protection fund, Clearing software – data and reports download, file transfer protocol.

Legal Framework and Fundamental Valuation Concept

Introduction to various Acts governing securities Market - Securities Contracts (Regulation) Act, 1956, Securities Contracts (Regulation) Rules, 1957, Securities and Exchange Board of India Act, 1992, SEBI (Stock Brokers & Sub-Brokers) Regulations, 1992, SEBI (Prohibition of Insider Trading) Regulations, 1992, SEBI (Prohibition of Fraudulent and Unfair Trade Practices Relating to Securities Markets) Regulations, 2003, The Depositories Act, 1996, Indian Contract Act, 1872, The Companies Act, 1956, Income Tax Act, 1961, Money Laundering Act, 2002; Fundamental Valuation Concepts - Elementary statistical concepts, understanding financial state- ments, time value of money and equity research.

Suggested Readings:

Text Books:

Capital Market (Dealers) Module, Workbook from NSE.

Dhankhar, J N., (2009), Indian Capital Market in Operation, Skylark Publications.

Reference Books:

- a. Chandra, Prasanna, (2009), Investment Analysis, 3rd edition, Tata McGraw Hill. Choudhry, Moorad, (2002), Capital Market Instruments, Prentice Hall.
- b. ED Madhusoodanan, (2008), Indian Capital Markets, Quest Publications. Gurusamy, (2009), Capital Markets, 2nd edition, Tata McGraw Hill.

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BVC 207 TRAINING PROJECT

Time: 8 Weeks

M. Marks: 50

Project Report: 25
Project Presentation: 25

All the students will submit their Training Reports (in duplicate) within a period of one month in the department; this period shall be counted from the last date of completion of their Training. The supervisor in the organization under whose guidance the training is carried out will be required to grade the student's report.

Each student will be attached with one internal faculty guide, with whom they shall be in continuous touch during the training period. The internal faculty guide will be required to evaluate (out of 25 marks) on the basis of the assessment report provided by the organization where the Training has been completed and his/her own assessment about the work done by the student.

The evaluation of the remaining 25 marks shall be made by external examiner appointed by the university who shall evaluate the report on the basis of presentation and the assessment report received from the organization where student has undergone Training.