



<b>Bachelor of Business Administration (B.B.A.)</b>					
<b>Semester</b>	V	<b>Course Title</b>	Financial Services (Finance Group)	<b>Course Code</b>	
<b>Type of Course</b>	Major (Finance)	<b>Credit</b>	04	<b>Theory</b>	04 Hours
<b>Practical</b>	NIL	<b>Teaching Hours</b>	60	<b>Internal Marks</b>	50
<b>External Marks</b>	50	<b>Total Marks</b>	100	<b>External Exam Time</b>	2 Hours

#### **COURSE OUTCOMES:**

- Gain knowledge of financial services, their market structure, and growth in India.
- Analyze merchant banking, leasing, venture capital, credit rating, factoring, and mutual funds.
- Develop the ability to evaluate financing choices and investment opportunities.

**Pedagogy:** Case studies, real-world financial market examples, and problem-solving exercises. Group discussions, role-plays, guest lectures by industry experts, and financial simulation activities.

#### **COURSE CONTENT**

<b>Unit-1</b>	<b>Introduction to Financial Services</b>	Hours: 12
	Financial services-concepts, objectives, functions, characteristics, financial services market: concepts, constituents-Growth of financial services in India	
<b>Unit - 2</b>	<b>Merchant Banking and Public Issue Management</b>	Hours: 12
	Definition- Functions- Merchant Bankers Code of Conduct- Public Issue Management: Concept-Functions-Categories of Securities Issue Mechanics of Public, Management of Issue, Manager-role of issue manager Marketing of issues-Under writing, types, benefits functions	
<b>Unit - 3</b>	<b>Leasing &amp; Hire Purchase</b>	Hours: 12
	Concepts of leasing, types of leasing – financial & operating lease, direct lease and sales & lease back, advantages and limitations of leasing, Lease rental determination; Finance lease evaluation problems (only from Lessee's angle), Hire Purchase interest & Installment, difference between Hire Purchase & Leasing, Choice criteria between Leasing and Hire Purchase,	
<b>Unit - 4</b>	<b>Venture Capital &amp; Credit Rating Agencies</b>	Hours: 12
	Venture Capital – Concept, Evolution, Process, VC Scenario in India Credit Rating – Concept, Types, Merits and Demerits, Credit Rating Agencies and their Methodology	
<b>Unit - 5</b>	<b>Factoring &amp; Mutual Funds</b>	Hours: 12
	Definition-mechanism-Functions-Types-Advantages-Disadvantages-difference between Bill Discounting and factoring Mutual Fund – Concept-Organizational structure of Mutual Fund-Types of Mutual funds (From the point of investors-From the point of promoters)- Benefits of Mutual Funds-Investment of Mutual Funds	

#### **Skill Development Activities:**

#### **REFERENCES**

- M.Y. Khan: Financial Services, Tata McGraw –Hill
- Machiraju: Indian Financial System, Vikas Publishing House.
- J. C. Verma: A Manual of Merchant Banking, Bharath Publishing House.
- K. Sriram: Hand Book of Leasing, Hire Purchase & Factoring, ICFAI, Hyderabad.
- Ennew. C. Trevor Watkins & Mike Wright: Marketing of Financial Services, Heinemann Professional