

INVESTMENT BANKING AND FINANCIAL SERVICES

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	V	Elective	19BBA507	Investment Banking & Financial Services	3	30	70	2 ½ Hours

COURSE OBJECTIVES

The objective of this paper is to know the different aspects of Investment banking, mergers and acquisition and the detailed SEBI guidelines on issue management.

COURSE CONTENT

Unit - 1	Introduction
	Indian Financial System – an overview, Investment Banking – concept, functions and duties & responsibilities, SEBI guidelines for investment/merchant banker, Recent developments and challenges for merchant banker
Unit – 2	Issue Management
	Public Issue – Concept & procedure, Promoter’s Contribution, Book-Building and Issue Pricing, Green Shoe Option ,Right Issue, Private Placement ,Post Issue Work and Obligations Intermediaries to Issue – Brokers, Sub-brokers and Underwriters
Unit - 3	Leasing and Hire Purchase
	<ul style="list-style-type: none"> • 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,
Unit – 4	Venture Capital and Credit Rating
	<ul style="list-style-type: none"> • Venture Capital – Concept, Evolution, Process, VC Scenario in India • Credit Rating – Concept, Types, Merits and Demerits, Credit Rating Agencies and their Methodology

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