

**Institute Of Management Studies,
Devi Ahilya Vishwavidyalaya, Indore
MBA (Hospital Administration) 5 Years
2021-24**

Semester IV

Code	Subject		Credit
MS6B-202	Quantitative Techniques	Compulsory	3
MS6B-204	Introduction to Health Administration	Compulsory	3
MS6B-206	Introduction to Obstetrics &Gynaecology	Compulsory	3
MS6B-208	Rural Marketing in HealthCare	Compulsory	3
MS6B-210	Human Resource Management	Compulsory	3
MS6B-212	Financial Management	Compulsory	3
MS6B-214	HRD Consumer Behaviour	Electives Generic (Any One)	3
MS6B-252	Fundamentals of Insurance Indian Financial System		
MS6B-154	Comprehensive Viva Voce		3*
	Total Credits	21+3*	24

INSTITUTE OF MANAGEMENT STUDIES			
MBA (Hospital Administration) 5 Years			
2021-24			
Semester IV			
Subject Name	QUANTITATIVE TECHNIQUES	Subject Code	MS6B-202
		Total Credits	03
Subject Nature: Skill Enhancement			
Course Objective: The objectives of the course are to enable students to have a good understanding of quantitative techniques and to develop capability in them to use these techniques for solving the problems faced by Hospital Administrators.			
Learning Outcome: On completion of this course, the learner will be able to: <ul style="list-style-type: none"> • Understand how statistical data is collected and presented. • Understand the use and limitations of various statistical methods that are used in business. • Formulate and solve simple business problems mathematically. 			
Examination Scheme: The faculty member will award internal marks out of 40 based on their assessments of 20 marks each, of which best two will be considered. The end semester examination will be worth 60 marks having theory and case/practical problems.			
Course Contents			
Unit –1 Quantitative Technique	1.1 Introduction, OR and QT- Nature and purpose, Area, 1.2 Scope, Applications and Limitations.		
Unit-2 Linear Programming	2.1 Meaning of Linear programming, General Mathematical Formulation of LPP, Graphical Methods Analysis, Simplex Method, Big-M Method, Advantage and Limitations of LPP.		
Unit-3 Transportation Model	3.1 Mathematical Formulations, Initial Basic Feasible Solutions, Vogel's Approximation Method, Optimization (Minimization and Maximization) using Modified Distribution Method and Stepping Stone Method. 3.2 Degeneracy. TP as Linear Programme.		
Unit- 4 Assignment Problem	4.1 Assignment Model as a Particular Case of Transportation Model, Formulation of Assignment Problems, 4.2 Solution of Assignment Problems using Hungarian Method (Minimization and Maximization, Route Allocation).		
Unit – 5 Waiting Line Model	5.1 Introduction, Scope in Management Decisions, Queuing 5.2 Models - M/M/1 (Infinite and Finite Population), Probability calculations and Application of M/M/C (Infinite Population).		

Unit – 6 Network Scheduling by CPM/PERT	6.1 Introduction to Network ,PERT ,CPM 6.2 Basic Steps in PERT/CPM techniques, Network Diagram representation , 6.3 Determination of Critical Path, Project Crashing and Economics of Crashing Application of PERT/CPM techniques
Unit – 7 Inventory Control Models	7.1 EOQ, Purchasing Model with Price Breaks, 7.2 Manufacturing Models, Multi Item Models, Stochastic Models
Learning Resources: Text Reading: <ol style="list-style-type: none"> 1. Dr. V.K. Kapoor, Operation Research, S. Chand & Sons, Delhi. 2. QT for Decision Making, M.P. Gupta & R.B. Khanna, PHI (Prentice Hall of India). 3. Operation Research, Natarajan, P. Balasubramani Tamilarasi, Pearson Education. 4. Operation Research, P.G. Gupta and D.S. Hira, S. Chand & Sons. 5. OR, Theory & Application, J.K. Sharma, Macmillan Publishers India Ltd. 	

INSTITUTE OF MANAGEMENT STUDIES			
MBA (Hospital Administration) 5 Years			
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Semester IV			
Subject Name	INTRODUCTION TO HEALTH ADMINISTRATION	Subject Code	MS6B-204
		Total Credits	03
Subject Nature: Core			
Course Objective: The objective of the course is to enable students to have a good understanding of Health Administration.			
Learning Outcome: On successful completion of this course student will be able to understand and apply principles, including theory and techniques of health care.			
Examination Scheme: The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, out of which best two will be considered. The end semester examination will be worth 60 marks having theory and case/practical problems.			
Course Contents			
Unit - 1	Meaning & Concept of Health, Disease , Care and Administration Various levels of prevention/care & cure, levels of management, Health administration in India; Organization of health services at Centre, State & District level, General introduction to organization of health care delivery system in India. Various committees for recommendations on health care;		
Unit-2	National Health Programs in details Population demography & its medical significance Reasons for increasing Need and demand for medical care and Need/Demand assessment Factors determining Availability and Cost of medical care steps/techniques to reduce the cost of medical care.		
Unit-3	Urban medical care system in metropolitan cities. Rural medical care including the role of State, NGO's, Private medical practitioners and community at large Organization and administration of better medical care Information Education & Communication (IEC) Inter sectoral Co-ordination Healthcare resource planning and allocation		
Unit- 4	Significance of Materials Management in Healthcare. Alternative systems of health care:-General introduction and their role in overall healthcare system, Yoga Therapy & its Global relevance. Rehabilitation WHO and other International Health Agencies. Immunization, International recommendations for immigrant's vaccination Quarantine and Isolation.		

Learning Resources:

Text Reading:

K Park Park's Text Book of Preventive and Social Medicine.
B.K. Mahajan Text Book of Preventive and Social Medicine.
WHO Publications on International Vaccination.

INSTITUTE OF MANAGEMENT STUDIES			
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Semester IV			
Subject Name	INTRODUCTION TO	Subject Code	MS6B-206

	OBSTERICS AND GYNAECOLOGY	Total Credits	03
Subject Nature: Core			
Course Objective: The objectives of the course are to enable students to learn and to have a good understanding of Gynecology and Obstetrics, as is necessary for Hospital Administrators.			
Learning Outcome: To understand the physiology of the female reproductive system as well as the principles of obstetrics and gynecology.			
Examination Scheme: The faculty member will award internal marks out of 40 based on their assessments of 20 marks each, of which best two will be considered. The end semester examination will be worth 60 marks having theory and case/practical problems.			
Course Contents			
Unit –1	Principles of Obstetrics & Gynecology and care of the new born, maternal health and family planning : 1.1. Physiology of Reproductive System. 1.2. Menarche, Menstrual disorders, Menopause 1.3. DUB, Carcinoma of cervix , uterus, ovaries Infertility and recent treatment modalities (AIH,AID),in-vitro fertilization		
Unit – 2	2.1 Physiological Changes during pregnancy 2.2 Ante Natal Creeper Natal care, 2.3 Normal labor, complications, Home delivery v/s Hospital delivery Ante Partum Hemorrhage (APH).		
Unit – 3	3.1 Caesarian section with its indications 3.2 PPH, various puerperal problems 3.3 Post Natal care, postnatal vaccination. Infant & maternal mortality in developing countriesMTP.		
Unit -4	Family planning and contraception.		
Unit - 5	Reproductive and Child Health Care and Programme.		
Learning Resources: Text Reading: 1) Shaw, "Text Book of Gynecology", 1999. 2) Z Rosenwaks , "Gynecology Principles & Practices", 1990 3) Linda J.O'Connor & Rebecca, "Obstratics & Gynecological care in Physical Therapy", 1990. 4) C S Dawn : Text book of Obstetrics			

INSTITUTE OF MANAGEMENT STUDIES			
MBA (Hospital Administration) 5 Years			
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Semester IV			
Subject Name	RURAL MARKETING IN	Subject Code	MS6B-208

	HEALTHCARE	Total Credits	03
Subject Nature: Core			
Course Objective:			
1. The objective of the course is to provide conceptual understanding on the Rural Marketing with special reference to Indian context and develop skills required for planning of Rural Products. 2. To understand different consumer behavior models in rural marketing, factors affecting consumer market, characteristics of rural consumers, and researching rural market. 3. Segmenting, targeting, and positioning in rural market. To understand product strategy, branding in rural India, fake brand, and distribution strategy for rural market. 4. To understand the communication strategy for rural market, challenges in communication, and future of rural marketing for Hospital Administrators.			
Learning Outcome:			
1. Demonstrate awareness towards various fundamental concepts of rural marketing. 2. Apply the knowledge of subject in various practical situations. 3. Analyze and evaluate the concepts for practical application in different businesses. 4. Plan, design and implement rural marketing strategies for healthcare organization			
Examination Scheme:			
The faculty member will award internal marks out of 40 based on their assessments of 20 marks each, of which best two will be considered. The end semester examination will be worth 60 marks having theory and case/practical problems.			
Course Contents			
Unit –1	Introduction: Definition, scope of rural marketing, concepts, components of rural markets, classification of rural markets, rural vs. urban markets Rural marketing environment: Population, occupation pattern, income generation, location of rural population, expenditure pattern, literacy level, land distribution, land use pattern, irrigation, development programs, infrastructure facilities, print media in rural areas, rural areas healthcare requirement, problems in rural marketing, rural demand, rural market index.		
Unit – 2	Rural Consumer Behavior: Consumer buying behavior models, Factors affecting Consumer Behavior, Social factors, Technological Factors, Economic Factors, Political Factors, Characteristics of Rural consumer- Age and Stages of the Life cycle, Occupation and Income, Economic circumstances, Lifestyle, Personality and Brand Belief, Information Search and pre purchase Evaluation, Rise of Consumerism, Consumer Buying Process, Opinion Leadership Process, Diffusion of Innovation, Brand Loyalty. Researching Rural Market: Sanitizing rural market, Research design- Reference frame, Research approach, Diffusion of innovation, Development studies, PRA approach, The need for PRA, Sampling, Operational aspects of data collection		
Unit – 3	Rural Marketing Strategies: a) Segmenting, Targeting and Positioning Segmentation- Heterogeneity in Rural, Prerequisites for Effective Segmentation, Degrees of Segmentation, Basis of Segmentation and Approaches to Rural Segmentation- Geographic Segment, Demographic Segmentation, Psychographic Segmentation, Behavior Segmentation, Multiattribute Segmentation, Targeting- Evaluation and Selection of Segments, Coverage of Segments, Positioning- Identifying the positioning Concept, Selecting the positioning Concept, Developing the Concept, Communicating the Concept b) Strategy Introduction, Marketing Mix Challenges, concepts classification- Five Levels Products, Classification of Products, c) New Product Development Consumer Adoption Process, Product life cycle, Product Mix, d) Branding in Rural India- Brand building in Rural India, Brand Spectrum in Rural, Brand Loyalty Vs Stickiness		

	e) Fake Brands- The Fakes Market, Strategy to counter fakes, Structure of competition in Rural India, Product warranty and Aftersales service, Conclusion, Assignment
Unit -4	Distribution Strategy: Introduction: Accessing Rural Markets, Coverage Status in Rural Markets, Channels of Distribution, Evolution of Rural Distribution Systems, Other channels, Ideal distribution model for Rural
Unit - 5	Challenges in Rural Communication, A view of Communication Process, Developing Effective- Profiling the Target Audience, Determining communication objectives, designing the message, selecting the communication channels, deciding the promotion mix, Creating advertisement for rural audiences rural media- Mass media, Non-Conventional Media, Personalized media, The future of Rural Marketing: Introduction, Focused Marketing Strategies, Market Research, Public-Private Partnership, e-Rural Marketing. Case studies
Learning Resources:	
Text Reading:	
1) Rural Marketing, Pradeep Kashyap& Siddhartha Raut, Biztantra	
2) Rural Marketing, T.P. Gopal Swamy, Vikas Publishing House,2/e	
REFERENCE BOOKS:	
1) Rural Marketing – U.C.Mathur, excel books, 1/e	
2) Rural Marketing – C G Krishnamacharyulu.,	
3) Lalitha Ramakrishnan – Pearson Education	

INSTITUTE OF MANAGEMENT STUDIES			
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2021-24			
Semester IV			
Subject Name	HUMAN RESOURCE MANAGEMENT	Subject Code	MS6B-210
		Total Credits	03
Subject Nature: Generic			
Course Objective:			
The course objectives are to help the students develop understanding of the dimensions of management of human resources, with particular reference to personnel management policies and practices in India. Efforts will also be directed towards developing their communication and decision making skills through case discussion, role playing and panel discussion.			
Learning Outcome:			
After the successful completion of this course student will be able to:			
<ul style="list-style-type: none"> • Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes. • Administer and contribute to the design and evaluation of the performance management program. • Develop, implement, and evaluate employee orientation, training, and development programs. 			

Examination Scheme:

The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, out of which best two will be considered. The end semester examination will be worth 60 marks having theory and case/practical problems.

Course Contents

Unit - 1	1.1 Field of HRM: Concept, Traits, Roles and Responsibilities of HR Manager
Unit-2	2.1 Acquisition- Recruitment, Selection, Induction, Placement. 2.2 Development _ Training, Performance Appraisal.
Unit-3	3.1 Compensation – Wage and Salary Administration, Compensation. 3.2 Maintenance _ Grievance Handling, Discipline.
Unit- 4	4.1 Separation – Turnover, layoff, Discharge, Retrenchment, VRS. 4.2 Future Trends in HRM.

Learning Resources:**Text Reading:**

1. P.K. Gupta, **Human Resource Management**,2010,Dreamtech Press, New Delhi
2. Bohlander, **Human Resource Management**,14th edition Cengage, India,2009
3. V SP Rao**Human Resource Management**,2009,Excel Books ,New Delhi
4. Monir H. Tayeb, **International Human Resource Management**, Oxford, 2009
5. Patnaik, **Human Resource Management**,3rd edition,PHI,2009
6. SubbaRao,**International Human Resource Management**, 2009,Himalaya

INSTITUTE OF MANAGEMENT STUDIES			
MBA (Hospital Administration) 5 Years			
2021-24			
Semester IV			
Subject Name	FINANCIAL MANAGEMENT	Subject Code	MS6B-212
		Total Credits	03
Subject Nature: Generic			
Course Objective: The objectives of this course are to help the students learn the concepts, tools and skills of Financial Management and its application in the efficient conduct of business.			
Learning Outcome: Upon successful completion of this subject students will be able to: <ul style="list-style-type: none"> • Understand both the theoretical and practical role of financial management in business corporations. • Analyze the finances of individual corporations both in terms of their performance and capital requirements 			
Examination Scheme: The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, out of which best two will be considered. The end semester examination will be worth 60 marks having theory and case/practical problems.			
Course Contents			
Unit - 1	1.1 Financial Management finance function aims of finance function financial management goals of financial management 1.2 financial decisions Relationship of Finance with other disciplines viz. Economics, Accounting & others. 1.3 Scope of Financial Management and Organization of finance Function.		
Unit-2	2.1 Time Value of Money: Introduction, Future Value of a Single Cash Flow, Multiple Flows and Annuity. 2.2 Present value of a Single Cash Flow, Multiple Flows and Annuity.		
Unit-3	3.1 Leverage Analysis: Introduction, Operating, Financial and Combined Leverage, 3.2 Relationship of Leverage with Capital Structure, EBIT EBT EPS analysis, leverages problems.		
Unit- 4	4.1 Current Assets Management- Working Capital Management: meaning, concept, types, need and importance of a working capital, determinants of working capital requirement, 4.2 Operating cycle approach to working capital, Computation of Working Capital. Financing Current Assets; behavior of current assets and pattern of financing.		
Unit- 5	5.1 Current Assets Management- Management Of Cash: Introduction, Motives for holding cash, Objectives of Cash Management, cash forecasting and preparing cash budgets, Cash Management Techniques		
Unit-6	6.1 Current Assets Management- Receivables Management: Introduction & Objectives, Cost & Benefits of maintaining receivables, credit policy variables (credit standards, credit Analysis), Credit Terms, Collection Policies		
Unit-7	7.1 Current Assets Management- Inventory Management Introduction, Objectives, and Cost & Benefits associated with Inventory, nature of		

	inventory and its role in working capital, Importance of Inventory Management, inventory management techniques
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Learning Resources:

Text Readings

1. M.Y.Khan&P.K.Jain, “**Financial Management**”, Delhi: Tata Mc Graw Hill, 4TH Edition 2000.
2. I.M.Pandey, “**Financial Management**”, New Delhi: Vikas Publication House, 8th Ed., 2001.
1. R.P.Rustogi, “**Financial Management**”, Galgotia Publication, Reprint 2000.

Suggested Readings

1. Prasanna Chandra, “**Financial Management**”, New Delhi: Tata Mc Graw Hill, 1993
2. S.C.Kuchhal, “**Financial Management**”, Allahabad: Chatanya Pub. House, 1995
4. V. K. Bhalla, “**Working Capital Management**”, 2nd Ed.1998, Anmol Publication, New Delhi, 1998.
5. R.P.Rastogi, “**Graded Problems and Solutions in Financial Management**”, Galgotia Publication, New Delhi, 5th Edition 2000.

INSTITUTE OF MANAGEMENT STUDIES
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MBA (Hospital Administration) 5 Years
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2021-24 Semester IV

SUBJECT NAME	HUMAN RESOURCE DEVELOPMENT	SUBJECT CODE	MS6B-214
		TOTAL CREDITS	03
SUBJECT NATURE: Optional			
COURSE OBJECTIVE: The objectives of this course are to help the student gain an understanding of the need and methods of HRD, and insights in the design, development and delivery of HRD Programmes.			
LEARNING OUTCOME: After Completing the course student will be able to integrate human resource development knowledge and skills in solving organizational problems.			
EXAMINATION SCHEME: The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
COURSE CONTENTS			
UNIT –1 Human Resource Development	1.1 Concept and Historical Perspective 1.2 Elements of Good HRD 1.3 HRD and Organizational Effectiveness		
Unit-2 HRD Mechanisms I	2.1 Training- Training Policy 2.2 Assessing Training and Development Needs 2.3 Design of Training Systems 2.4 Implementation and Evaluations of Training System 2.5 Employee Counseling 2.6 Performance Appraisal-Different Methods and their impact on Employees Effectiveness.		
Unit-3 HRD Mechanisms II	3.1 Career Planning and Development, Succession Planning 3.2 Potential Appraisal 3.3 Coaching – The Skills of Coaching, coaching and performance management 3.4 Mentoring- Selection of Mentor, Mentoring Methods and their Benefits.		
Unit- 4 Behavioral Tools	4.1 FIRO-B, Johari Window, Transactional Analysis. 4.2 Formulation and Implementation of HRD Strategies 4.3 Creating a World Class Organization		
Unit-5 The Benefits and Cost of H.R.D	5.1 the cost and benefit of training 5.2 Models of cost benefit analysis of training 5.3 HR Accounting		
Unit-6 Future of Human Resource Development	1.1 Economic 1.2 Political 1.3 Sociological and Organizational Factors.		

Learning Resources:

Text Readings

1. Jerry W. Gilley and Steven A. England, “**Principles of Human Resource Development**”, U.S.A, Addison-Wesley, 1989.
2. T.V. Rao, “**HRD Audit**”, New Delhi, Sage Publications, 1999.

Suggested Readings

1. SatishPai, Ravishanker, UpinderDhar and B. Pattanayak (Eds), “**HRD Skills for Organizational Excellence**”. Mumbai, Himalaya 1999.
2. Ashok Chanda and ShilpaKabra “**Human Resource Strategies-Architecture for Change**” New Delhi, Response Books, 2000.

INSTITUTE OF MANAGEMENT STUDIES			
MBA (Hospital Administration) 5 Years			
2021-24			
Semester IV			
Subject Name	CONSUMER BEHAVIOUR	Subject Code	MS6B-216
Subject Nature: Elective			
Objectives: The objectives of this course are to help students gain an understanding of Consumer Behaviour and their applications			
Learning Outcome: At the end of the course students should be able to define application of consumer behavior in hospitals and explain its pivotal role.			
Examination scheme: The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, out of which best two will be considered. The semester examination carrying 60 marks Students will be required to attempt any 5 questions out of 7. All questions carry equal marks.			
Course Contents			
Unit 1	1.1 Introduction to Consumer Behavior: Definition and scope of Consumer Behaviour, Linkage with marketing strategy, Application of Consumer Behaviour and Consumer Research.		
Unit 2	2.1 Environmental Influences on Consumer Behaviour: Understanding culture, sub-culture and its marketing implications in consumer behavior, cultural process; Social class, Measurement of social class, social class mobility; Family, Family Life Cycle and Family 2.2 Decision Making Process, Understanding Husband-Wife Decision Roles, Children's & Peer Group Influence in the Family Decision Making; Personal influence, word of mouth communication, opinion leadership.		
Unit 3	3.1 Individual Determinants of Consumer Behaviour: Demographics; Concept, Theories and Applications-Motivation, Learning, Knowledge, Involvement, Perception, Attitude formation and Change, Personality and Self Concept, Psychographics and Life Style.		
Unit 4	Consumer Decision Processes and Models 4.1 Pre-purchase process: Information processing, Types of information on and sources, external and internal search, marketing strategies 4.2 Purchase Processes: Consumer choice making process, Evaluative criteria, and Decision rules. 4.3 Post Purchase Processes: Framework, dissonance satisfaction / dissatisfaction.		
Unit 5	5.1 Strategic Applications of Consumer Behaviour: Marketing to children, women, adults and old age consumers: concerns and strategies; The consumer movement, consumer rights and responsibilities.		
Text Books: 1. Balckwell; R.D., Miniard, P.W. and Engel, J.F., "Consumer Behaviour", Thomson. 2. Schiffman L.G. and Kanuk L.L., "Consumer Behaviour", PHI. 3. Hawkins, Del I., Best, Roger J., Coney, Kenneth A. and Mookerjee, Amit, "Consumer Behavior Building marketing strategy", Tata McGraw Hill Publishing Company Limited, New Delhi. 4. Assel, H., "Consumer Behaviour", Thomson 5. Solomon M.R., "Consumer Behaviour", PHI.			

INSTITUTE OF MANAGEMENT STUDIES			
MBA (Hospital Administration) 5 Years			
2021-24			
Semester IV			
Subject Name	Fundamentals of Insurance	Subject Code	MS6B-252
Subject Nature: Elective			
Course Objective: To acquaint participant with the basic concept of Insurance and Banking sector.			
Learning Outcome: At the end of the course students should be able to; 1. To enable the students to gain acumen, insight and through knowledge relating to the various aspects of Insurance and Banking sector and their regulatory frameworks			
Examination scheme: The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, of which best two will be considered. The end semester examination will be worth 60 marks consisting of two sections A and B respectively. Section A will be of 12 marks and have two theory questions out of which a student will be required to do any one. Section B will be of 48 marks and have five numerical/cases out of which a student will be required to do any four.			
Course Contents			
Unit 1	. Definition of Insurance General Principles of Insurance Insurance Application and Acceptance Procedure Insurance Terminology		
Unit 2	Life Insurance Life Insurance Definition, General Principles of Life Insurance		
Unit 3	General Insurance Types of Life Insurance Products--- Whole Life Policy, Term Policy, Endowment Policy Annuities Types		
Unit 4	Claim Management of Claim Settlement Analysis of Balance Sheet of a Life Insurance Company		
Unit 5	General Insurance Definition, General Principles of General Insurance Marine Insurance, Fire Insurance Motor Vehicle Insurance Public Liability Insurance Third Party Insurance Mediclinic and Health Policies Group Insurance Burglary Insurance		

Text Books:

1. Management & Insurance, Trieschmann, Hoyt, Sommer,
2. Cengage Banking and Insurance, Mohapatra and Acharya, Pearson

INSTITUTE OF MANAGEMENT STUDIES			
MBA (Hospital Administration) 5 Years			
2021-24			
Semester IV			
Subject Name	Indian Financial Systems	Subject Code	MS6B-254
Subject Nature: Elective			
Course Objective: To acquaint participant with the basic concept of Financial Markets, Products and Services.			
Learning Outcome: At the end of the course students should be able to; 1.To provides the students understanding of role financial institutions and markets play in the business environment. It also helps to develop a series of applications of principles from finance and economics that explore the connection between financial markets, financial institutions, financial products and services and the economy.			
Examination scheme: The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, of which best two will be considered. The end semester examination will be worth 60 marks consisting of two sections A and B respectively. Section A will be of 12 marks and have two theory questions out of which a student will be required to do any one. Section B will be of 48 marks and have five numerical/cases out of which a student will be required to do any four.			
Course Contents			
Unit 1	Money and finance – Money and near-money – Financial intermediation and financial intermediaries – The structure of the financial system – Functions of the financial sector – Indicators of financial development 1.2Nature and Scope of Financial Services, Fund based and fee based services.		
Unit 2	Financial Market Operations 2.1. Money Market: Introduction, Instruments—T-Bills, Commercial Papers, Certificate of Deposits, Call Money, Money Market Mutual Funds, Commercial Bills, Collateralized Debt Obligations, Trading mechanism of instruments, regulations. 2.2. Capital Market: Meaning, Functions, Primary and Secondary Market. Methods of floatation of Capital – IPO’s, Book building, Private Placements etc. –Investor protection in primary market – recent trends in primary market. Rights Issue, Bonus Issue. BSE & NSE operations. Concept of Circuit Breakers 2.3. Secondary Market--- Overview of major Stock Exchanges in India.		
Unit 3	Lease and Hire Purchase 3.1. Meaning and Types of Leasing – Legislative frameworks –Matters on Depreciation and Tax – Problems on leasing 3.2. Concepts and features – Tax and Depreciation implications – Problems on Hire Purchasing		
Unit 4	Credit Rating and Securitization of Debts 4.1. Definition and meaning- Process of credit rating of financial instruments- Rating methodology-Rating agencies – Rating symbols of different companies. 4.2. Securitization of Debt- Meaning- Features- Special Purpose Vehicle- Pass Through Certificate & mechanism – Benefits of Securitization – Issues in Securitization		
Unit 5	Mutual Funds, Factoring Forfeiting and Bill Discounting 5.1. Mutual Funds- Types Mutual Funds – Advantages of mutual funds, Exchange Traded Funds – Hedge funds- Regulations on mutual funds – Accounting aspects. 5.2.Factoring and Forfeiting: Concepts, types, mechanism, advantages, disadvantages 5.3. Bill Discounting: Concept, type, bill rediscounting, problems on bill discounting.		

Unit 6	Credit Cards, Venture Capital Finance and Merchant Banking 6.1. Credit Cards: Concepts, operational procedure, advantages, disadvantages. 6.2. Venture Capital Finance: Concepts, Procedure, and Importance. Merchant Banking: Mergers, Amalgamations, Acquisition, Takeovers	
	TOTAL CLASSROOM CONTACT SESSIONS	40
<p>Text Books:</p> <ol style="list-style-type: none"> 1. M. Y. Khan, Financial Services, Tata McGraw-Hill, New Delhi. 2. Harsh V. Verma, Marketing of Services, Global Business Press Sames 3. L. Heskett, Managing In the Service Economy, Harvard Business School Press, Boston. 4. M. Y. Khan, Indian Financial System, 4/e Tata Mc Graw-Hill, New Delhi. 5. Frank J. Fabozzi & Franco Modigliani, Foundations of Financial Markets and Institutions, Pearson Education Asia. 6. H. R. Machiraju, Indian Financial Systems, Vikas Publishing House Pvt. Ltd. Meir Kohn, 7. Financial Institutions and Markets, Tata McGraw-Hill, New Delhi. 8. B. Pathak : Indian Financial Systems Pearson Education 		