



(Shri Ramkrishna Seva Mandal's)
ANAND COMMERCE COLLEGE

An Autonomous College (2025-26 to 2034-35)
(Affiliated to Sardar Patel University)
NAAC ACCREDITED 'A' GRADE (3.04 CGPA)
ISO 9001:2015



Syllabus with effect from the Academic Year 2025-26

Master of Commerce
M.Com Semester – II

Course Code	PC02ECOM04	Title of the Course	FINANCIAL MARKETS AND SERVICES -II
Total Credits of the Course	4	Hours per Week	4

Course Objectives:	<ul style="list-style-type: none">• Design a simplified model of a stock market with multiple trading systems.• Develop a strategic marketing plan for an emerging financial service.• Design an organizational structure for a new mutual fund or merchant banking firm.• Evaluate the advantages and disadvantages of factoring for businesses.• Understand fundamental differences between FinTech and traditional banks in terms of technology and Analyse the regulatory environment of crowdfunding in India.
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Course Description		
Unit	Description	Weightage
1.	Indian Capital Market <ul style="list-style-type: none">• Stock Exchanges - Meaning, Functions;• Systems of Trading on Stock Markets – Screen Based Trading System, Scrip less Trading, Demat Trading, Alternative Trading System• Nature of Transactions in Stock Market – Cash Market Transactions, Carry Forward Transactions, Ready Forward Transactions, Forward Trading, Rolling Settlements	20%
2.	Marketing of Financial Services <ul style="list-style-type: none">• Introduction• Special features of service marketing• Financial Services and Marketing Mix• The Marketing and Competitive Environment• Need for Meeting Global	20%
3.	Financial Services I: <ul style="list-style-type: none">• Mutual funds – Concept, Types, Significance, Organization & Operation of the fund• Leasing – Concept, Types• Venture capital – Concept, Features, Process• Merchant banking – Concept, Services	20%
4.	Financial Services II: <ul style="list-style-type: none">• Insurance – Nature, Principles, Functions, Classification;• Factoring – Concept, Modus Operandi, Functions, Types Factoring and Forfeiting;• Depositories –Benefits, Difference between Bank and	20%

	Depository; • Securitization - Concept, Structure for securitization, Benefits	
5.	Fintech and Crowd Funding • Fintech: concept, benefits, differences between fintech and traditional banks • Crowdfunding: Concept, types of crowdfunding platforms, crowdfunding in India	20%

*Units will have the same Weightage in the evaluation as suggested in the course outline.

Teaching-Learning Methodology	<ul style="list-style-type: none"> Lecture method Learning through web-based contents Group Discussion Activity Based Learning 	
Evaluation Pattern		
Sr.No.	Details of the Evaluation	Weightage
1.	Internal/Written Examination	20%
2.	Internal Continuous Assessment in the form of Practical , Viva-Voce, Quizzes, Seminars, Assignments, Attendance	10%
3.	End Semester Examination	70%

* Students will have to score a minimum of 40 (Forty) Percent to pass the course.

Course Outcomes: Having Completed this course, the students will be able to	
1.	Understand the structure, functions, and regulatory framework of the Indian capital market.
2.	Analyze strategies and challenges in marketing various financial services effectively.
3.	Explore the nature, types, and roles of key financial services in the economy.
4.	Examine advanced financial services, including their operations and impact on financial markets.
5	Understand the concepts of Fintech and crowdfunding platforms.

Suggested References: (include Reference Material from where a student is expected to study the said content in APA Style) Reference Websites can also be included)

Sr. No	References
1.	Avadhani, V. A. (2015). Financial services in India (3rd ed.). Himalaya Publishing House.
2.	Gordon, E., & Natrajan, K. (2016). Financial markets and services (11th revised ed.). Himalaya Publishing House.
3.	Gurusamy, D. S. (2015). Financial market and institutions (4th ed.). Vijay Nicole Imprints Pvt Ltd.
4.	Gurusamy, D. (2009). Financial services (2nd ed.). McGraw Hill Education India.
5.	Kaur, J., & Wadera, D. (2015). Marketing of services (revised ed.). Global Academic Publishers & Distributors.
6.	Sasidharan, K., & Mathews, A. K. (2008). Financial services and system. McGraw Hill Education India.
7.	Avadhani, V. A. (2015). Financial services in India (3rd ed.). Himalaya Publishing House.

On-Line Resources available that can be used as Reference Material

1.	https://www.investopedia.com/terms/f/fintech.asp
2.	https://plaid.com/resources/fintech/what-is-fintech/



Chairman
BOS of Commerce
Anand Commerce College



Academic Coordinator
Anand Commerce College



Principal
Anand Commerce College