Annexure - 23

PERIYAR UNIVERSITY
SALEM -11

PERIYAR INSTITUTE OF DISTANCE EDUCATION

(PRIDE)

REGULATIONS AND SYLLABUS

(MASTER OF BUSINESS ADMINISTRATION)
FINANCIAL MANAGEMENT

(STUDENTS ADMITTED FROM 2014- 2015 ONWARDS)

REGULATIONS

1. **ELIGIBILITY FOR ADMISSION:**

Candidates for admission to the first year of the Master of Business Administration degree course shall be required to pass to Bachelor's Degree of any discipline in any Recognized University.

2. **DURATION OF THE COURSE:**

The course shall extend over a period of two academic years / calendar years. The subjects of study shall be in "accordance with the syllabus prescribed from time to time.

3. **SUBJECTS OF STUDY:**

The total number of subjects of study will be 16 out of which 15 will be compulsory and the remaining 1 will be electives / project.

The candidates shall take 8 subjects in the First year and the remaining subjects / project in the second year.

All subjects carry a maximum of 100 marks each. The project carries 100 marks. There will be no viva voce examination on project.

4. **SCHEME OF EXAMINATION:**

In each Examination for the written paper, 25% of marks shall be awarded by the continuous internal assessment and 75% of marks by external valuation, by the University. Each examination for the written paper shall be of 3 hours duration and carry 75 marks.

The distribution of examination shall be as follows:

FIRST YEAR:

1.1 Principles of Management
1.2 Managerial Economics
1.3 Managerial Communication
1.4 Legal Environment of Business
1.5 Organizational Behavior
1.6 Business policy & Strategic Management
1.7 Financial and Management Accounting
1.8 Research Methodology

Second Year

1.9 Production Management

1.10 Financial Management

1.11 Human Resource Management

1.12 Marketing Management

1.13 Working Capital Management

1.11. International Financial Management

1.12 Merchant Banking and Financial Services

Elective: 1.13 Project work/ Investment Management

1. **The Project Guide should MBA / M.Phil / with two year of Teaching Experience in the concern syllabus and approval must be obtained from the Director PRIDE**

2. **The copy of the approval must be enclosed in the project at the time of submission of the projects.**

3. **Other conditions will apply as per PRIDE rules and regulations**

Question Paper Pattern (Common to all Theory Exams)

Duration: 3 hrs. Total Marks: 75

PART-A (5x **5** = **25 Marks)**

Answer all questions each answer not to exceed one page

1. (a) Question from Unit-I or
   (b) Question from Unit-I
2. (a) Question from Unit-II or
   (b) Question from Unit-II
3. (a) Question from Unit-Ill or
   (b) Question from Unit-Ill
4. (a) Question from Unit-IV or
   (b) Question from Unit-IV
5. (a) Question from Unit-V or
   (b) Question from Unit-V

PART-B (**5 x 10** = 50 **Marks)**

Answer all Questions each answer not to be exceed four pages

6. (a) Question from Unit-I or
   (b) Question from Unit-I
7. (a) Question from Unit-II or
   (b) Question from Unit-II
8. (a) Question from Unit-Ill or
   (b) Question from Unit-Ill
9. (a) Question from Unit-IV or
   (b) Question from Unit-IV

I0. (a) Question from Unit-V or
   (b) Question from Unit-V1.1

1.1. PRINCIPLES OF MANAGEMENT

UNIT-1- Introduction

Definition and Meaning - Introduction - characteristics of Management - Scope and functional areas of management - Level Management and Administration.

UNIT-II - Planning

Planning - Nature, Process, Types, Steps - Process -Objectives - Policy making - importance - Types, formulation and administration -Decision making Process.

UNIT-III - Organizing

Organizing and staffing - Nature - Principles - Types - Departmentation - Committees - Centralization Vs Decentralization of authority and Responsibility - Span of control - MBO and MBE -Staffing process.

UNIT-IV - Directing

Directing - Meaning and nature - Leadership styles - Theories of Motivation - Importance of Financial and Non-Financial incentives - Communication – Types, Process, Barriers to Office Communication.

UNIT-V - Co-ordination and Control

Co-ordination and Control - Meaning - Need - Principles effective Co-ordination - Problems - importance of Control - Span of Control.

Reference Books:

1. L.M. Prasad, Principles of Management, Sultan Chand & sons.
2. C.B, Gupta, Business organization and Management, Sultan Chand & sons.
3. P.C. Tripathi and P.NReddy, Principles of Management, TataMcGraw-Hill Publishing co., Ltd., New Delhi.
4. Dingar Pagare, Business Management, Sultan Chand & sons.
5. J.Jayashanlcar, Principles of Management, Margnam Publications. Lewis A. Atten, Management and Organisation McGraw-Hill Publications.

1.2. MANAGERIAL ECONOMICS

UNIT-1

Managerial Economics – meaning, nature and Scope – Managerial Economics and Business decision making – Role of Managerial Economist – fundamental concepts of Managerial Economics – Demand Analysis – Meaning, determinants and types of demand – Elasticity of demand.

UNIT-II

Supply meaning and determinants – production decisions – production functions – Isoquants, Expansion path – Cobb – Douglas function. Cost concepts – cost – output relationship – Economies and diseconomies of scale – cost functions.

UNIT-III

Market structure – characteristics – Pricing and output decisions – methods of pricing – differential pricing – Government intervention and pricing.

UNIT-IV

Profit – Meaning and nature – Profit policies – Profit planning and forecasting – Cost volume profit analysis – Investment analysis.

UNIT-V

National Income – Business cycle – inflation and deflation – Balance of payments – Monetary and Fiscal Policies.

Reference Books:

1. Gupta G. S.- Managerial Economics
2. Varshey RX & Maheswari.KX. -Managerial Economics.

1.3 MANAGERIAL COMMUNICATION

UNIT-I

Role of Communication in Business - Main forms of Communication in Business -Communication process - Coding and decoding - Non-verbal symbols - Verbal symbols - Seven communication roadblocks.

UNIT-II

Active listening - Anatomy of poor listening - Contributors to poor listening -Anatomy of poor speaking - Good listening - Logical Traps.

UNIT-III

Business presentation - Features of good presentations - Planning, Structuring and Delivering presentations - Handling questions - Coping with nervousness. Procedure for reduce wastage, call a meeting - Conducting meetings - minutes.

UNIT-IV

Business letters - Stationery - Format and layout -E-mail - Presenting mail - Commonsense and etiquette. Report Writing - Parts of a report - Qualities of a good report - Improving writing skills.

UNIT-V

Recruitment Correspondence - Application Letter - Curriculum Vitae / Resume -Invitation' to interview - Offer of employment - Letter of acceptance -Xetter of resignation -Recommendation letter.

Reference Books*:*

1.Matthukutty M Monippally, Busmess Communication Strategies, Tata McGraw-Hill. Chaturvedi P.D. et ai, Business Communication; Concepts, Cases, & Applications, Pearson Education.

2.Shirley Taylor, Communication for Business, Pearson Education. Lesiicar and Flatley, Basic Business Communication, Tata McGraw-Hill. Courtan L. Bovee et al., Business Communication Today, Pearson Education. Rajendra Paui et al., Business Communication, Sultan Chand & Sons.

1.4 LEGAL ENVIRONMENT OF BUSINESS

UNIT-1

Indian Contract Act-1872 - Meaning and Nature of Law - Offer and Acceptance -Consideration - Contractual Capacity of Parties - Free Consent - Legality of Object and Consideration - Agreements Expressly Declared Void - Contingent Contract - Performance of Contracts.

UNIT-II

Contracts of Indemnity and Guarantee - Contract of Bailment and Pledge- contract of Agency.

UNIT-III

Sale of Goods Act-1930 - Conditions and Warranties - Transfer of Ownership or Property in Goods - Performance of the Contract of Sale - Remedial Measures.

UNIT-IV

Indian Partnership Act - Nature of Partnership - The Negotiable Instruments Act, 1881.

UNIT-V

Indian Companies Act-1956 - Kinds of companies - Formation - Memorandum of Association - Articles of Association - Prospectus - Statement in lieu of prospectus -Misstatements in prospectus.

Reference Books:

1.Nirmal Singh - Business Law - Deep & Deep Publication Pvt., Ltd., New Delhi. N.D. Kapoor - Business Law - Sultan Chand - Ne'w Delhi.'

1.5 ORGANISATIONAL BEHAVIOUR

UNIT-I

Meaning, Nature and Scope of Organizational Behaviour - Need for studying Organizational Behaviour - Disciplines contributing to Organizational Behaviour -Organizational Behaviour process - Approaches to the study of Organizational Behaviour .

UNIT-II

Personality - Types of Personality - Theories of Personality - Perception - Perceptual Process - Perception and its application in Organizations.

UNIT-III

Motivation - Meaning - Nature of Motivation - Theories of Motivation and Techniques - Motivation Process- Job satisfaction - Measuring Job satisfaction.

UNIT-IV

Group Dynamics - theories of Groups -Group cohesiveness - Group role - Group decision making techniques - Group conflict.

UNIT-V

Leadership - Leadership styles - Theories - Leadership styles in Indian Organizations - Power - Sources of Power - Organization Culture - Types of Culture -Function of Culture - Organization Effectiveness.

Reference Books:

1.Stephen P. Robbins, Organizational Behaviour, Pearson Education. Newstrom & Davis, Organizational Behaviour, Tata McGraw-Hill.

2. Jit S Chandan. Organizational Behaviour, Vikas Publishing House.

3.K.Aswathappa, Organizational Behaviour, Himalaya Publishing House.

4. Fred Luthans, Organizational Behaviour, Tata McGraw-Hill. L.M. Prasad, Organizational Behaviour, Sultan Chand & Sons.

1.6 BUSINESS POLICY AND STRATEGIC MANAGEMENT

UNIT-I

Introduction to Business Policy: Evolution, Nature, Purpose - Importance and the objectives of Business Policy. An overview of strategic Management: Policy-Strategy-Tactics -Levels of strategy-Strategic decision making-Strategic .

UNIT-II

Strategy formulation: Strategic Intent-Vision, Mission, Business Definition, Goals and Objectives. External Environment: Market-Technological-Supplier-Economic-Regulatory-Political-socio-cultural and International environment-Techniques of Environmental Analysis.

UNIT-III

Strategy Alternatives: Corporate level strategies-Grand strategies: Stability-Expansion — Retrenchment- Combination. Business level strategies.

UNIT-IV

Strategy Analysis and Choice: Corporate level strategic analysis- Boston consulting group (BCG) matrix-General Electric (GE) matrix - Business level strategic analysis.

UNIT-V

Strategy Implementation and Evaluation: Project and Procedural Implementation-resource allocation- structures-leadership- functional and operational Implementation.

Reference Books:

1. Azhar Kazmi, Business Policy and Strategic Management, Tata McGraw-Hill.
2. Charles *W.L.* Hill & Gareth RJones, Strategic Management Theory : An Integrated approach, Houghton Miflin Company.
3. Arthur A. Thompson Jr, AJ. Strickland III and John E.Gamble, Crafting and Executing strategy: The quest for competitive advantage- Concepts and Cases-Tata McGraw-Hill.
4. Fred R. David, Strategic Management: Concepts and Cases, Pearson Education.
5. Thomas L. Wheeien, J.David Hunger, Concepts of Strategic Management and Business PoJicy$_3$ Pearson Education.

1.7 FINANCIAL AND MANAGEMENT ACCOUNTING

UNIT-1

Introduction to Financial Accounting - Meaning, Scope, Principles, Concepts and Conventions - Preparation of Financial statements, Trial Balance - Manufacturing, Trading Account - Profit and Loss Account - Balance sheet.

UNIT-II

Financial Statement: Analysis and Interpretation - Meaning in Types of Financial Statement - Types of Financial Analysis - Steps involved in Financial Statement Analysis Techniques of Financial Analysis - Limitations of Financial Analysis.

UNIT-III

Ratio analysis - Meaning - Classification - Advantages of Ratio Analysis – Fund Flow Analysis - Cash Flow Analysis.

UNIT-IV

Budgeting Control - Meaning of Budget - Classification of Budgets – Performance Budgeting - Zero base budgeting - Standard Costing - Determination of Standard cost -Variance Analysis - Cost and sales Variances - Control of Variance.

UNIT-V

Marginal Costing and Profit planning - Cost Volume Profit Analysis - Break even analysis.

Reference Books:

1. R.S.N. Pillai & Bagavathi - Management Accounting S.Chand & Co.Ltd., New Delhi (2002)
2. R. Narayanaswamy - Financial Accounting - A managerial perspective Prentice Hall India Pvt, Ltd., New Delhi.
3. Bhattacharya S.K.John Dearden Accounting for Management text and cases – Vikas publishing house, New Delhi, 2000.
4. Dr. S.N. Maheswari - Financial Management Accounting - Sultan Chand and sons, New Delhi.
5. P.C. Tulsiar - Financial Accounting - Tata McGraw Hill, Publishing Company, New Delhi.
6. Dr. VR. Palanivelu University Sconce press New Delhi.

1.8 RESEARCH METHODOLOGY

UNIT-I

Nature and significance of management research - Concepts of social science research - Stages in research process - Research Design - Hypothesis.

UNIT-II

Kinds of data - Methods of data collection - Sampling techniques - Survey method ~ Case Study - Interview techniques ~ Interview schedule - Questionnaire - Data processing -Report writing.

UNIT-III

Measures of central tendency - Measures of dispersion - Measures of asymmetry -Measures of relationship - Simple regression analysis - Multiple correlations and regression analysis.

UNIT-IV

Testing of hypotheses - Procedure for hypothesis testing - Chi-square test -1 test - F test - Limitations of the tests of hypotheses.

UNIT-V

Analysis of Variance (ANOVA) - Setting up ANOVA table - One way and two way ANOVA ~ Analysis of covariance - Non-parametric tests - Multivariate techniques.

Reference Books:

1. Wilkinson *SL* Bhandarkar - Methodology and Techniques of Social Research
2. Kothari C.R - Research Methodology: Methods and Techniques
3. Gopal M.H - An Introduction to Research Procedure in Social Sciences
4. Gupta S.P- Statistical Methods
5. Uma Sekaran - Research Methods for Business.

2.1 PRODUCTION MANAGEMENT

UNIT-1

Production Management - Definition - Production System - Difference between services and goods production - Historical development of production management -Product design - Steps - Designing for the customer.

UNIT-II

Facility location - Factors affecting plant location - Plant location selection methods Process analysis - Types of processes - Process selection - Methods - Production layout techniques — Process layout.

UNIT-III

Capacity planning - Concepts - Economies of scale - The Experience curve -Determining capacity requirements - Enterprise resource planning - Production scheduling - Nature and Importance of work centers.

UNIT-IV

Materials management - Materials requirement planning - Master production schedule - Purchase management - Vendor selection - Methods - JIT system- Inventory control — Purposes - Inventory models - EOQ models (without shortages) - Break models.

UNIT-V

Quality control - Acceptance sampling - Statistical quality control -Maintenance management — Purposes - Types - Break down and Preventive maintenance Work measurement - Work study - Time study- Standard time - Measurement techniques.

Reference Books:

1. Production and Operations management - B.S. GoeJ - Pragati Prakashan (2005)
2. Production and Operations management - S.A.ShunwalIa & Patel, Himalaya Publishing (2006)
3. Production and Operations Management - *R.* Panneerselvan - Prentice Hall (2005).

2.2 FINANCIAL MANAGEMENT

UNIT-1

Introduction - Finance and Related Disciplines - Scope and objectives of Financial Management-Finance function and its organization.

UNIT-II

Capital Expenditure Evaluation - Methods and Appraisals - Pay back period, simple and Discounted - Net Present value, Internal Rate of Return - Accounting Rate of Return and Profitability Index - Capital rationing.

UNIT- III

Cost of Capital - Importance, Measurement of specific cost - Computation of Overall Cost of Capital - Capital structure - Determinants and theories.

UNIT-IV

Dividend policy Decision - Determinants – Leverases and its types – simple Problems.

UNIT-V

Sources of Finance - Short term and Long term sources – Working capital management – Determinauts a WC – Estimation of WC requirement – Simple Problems.

Reference Books:

1. Pandey I.M., Financial Management, Vikas Publishing House.
2. Prasanna Chandra, Fundamentals of Financial Management, Tata McGraw-Hill
3. James and Van Home, Financial Management and Policy, Prentice Hall
4. Maheswari. S.N., Financial Management: Principles and Practice, Sultan Chand & Sons.
5. Khan. M and Jain.P, Financial Management; Principles and Practice, Tata McGraw-Hill.
6. Dr. VR Palanivelu Sultan chands suns Ltd New Delhi.

<u>2.3. HUMAN RESOURCE MANAGEMENT</u>

UNIT-1

Perceptive in Human Resource Management: Evolution - importance Objectives - Role of Human Resource Manager.

UNIT-II

The Concept of best-fit employee: Importance of Planning -Forecasting - Internal and external sources. Selection process screening.

UNIT-III

Training and executive development; Training Needs - Types of training methods, purposes, benefits resistance.

UNIT-IV

Sustaining employee interest; Compensation plan - Reward - Motivation - Theories of motivation.

UNIT-V

Performance evaluation and control process: Method of performance evaluation -Feedback - Industry practices. Promotion, demotion, transfer and separation - The control process - Importance - Methods - Requirement of effective control systems.

Reference Books:

1.Decenzo and Robbins, Human Resource Management, Wilsey.

2.Biswajeet Pattanayak, Human Resource Management, Prentice Hall of India.

3. Mamoria C.B. and Mamoria S. Prsonnel Management, Himalaya Publishing Company.

4.Dessler,HumanResuurceManagement,PearsonEducationLimited.

2.4 MARKETING MANAGEMENT

UNIT-1

Markets and marketing - Scope of Marketing - Fundamental concepts, trends and tasks - Marketing and customer value - Nature and contents of a marketing plan.

UNIT-II

Marketing Research Process - Measuring marketing productivity - Demand Measurement - Building Customer Value, Satisfaction and Loyalty - Maximizing Customer Lifetime Value - Customer Relationship Management.

UNIT-III

Levels of Marketing Segmentation - Segmenting Consumer Markets - Bases for segmenting Business Markets - Market Targeting - Building and managing Brand Equity -Developing and communicating a positioning strategy - Differentiation Strategies - Product Life Cycle Strategies.

UNIT-IV

Product Characteristics and Classification - Product and brand relationships -Developing Pricing Strategies and Programmes - Setting and Adapting the Price.

UNIT-V

Role of Marketing Communication - Developing Effective Communication -Deciding and managing Marketing Communication Mix - Advertising versus Promotion -Direct Marketing and Interactive Marketing - New Product Development Process.

Reference Books:

1.Philip Kotler and Kevin Lane Keller; Marketing Management, Prentice Hail India.

2.Kotler and Armstrong: Principles of Marketing, Prentice Haii India.

3.V.S. Ramaswamy and S.Namakumari; Marketing Management, MacmiiJan India.

4. Rajiv Lai et ai: Marketing Management: Text and Cases, Tata McGraw-Hill.

5.EtzeJ, Stanton and Walker: Fundamentals of Marketing, McGraw-Hill.

2.5 WORKING CAPITAL MANAGEMENT

Unit – I

Introduction – Meaning – Types of Capital – Concept of Working Capital – Types of Working Capital – Objectives of Working Capital – Advantages of Working Capital – Dangers of excess Working Capital – Disadvantages of excessive Working Capital – Factors determining Working Capital needs.

Unit – II Working Capital Management

Introduction – Meaning – Sources of Working Capital – Financing of permanent Working Capital – Financing of Working Capital - Working Capital Financing Mix – Estimating Working Capital requirements – Different methods for Calculating Working Capital requirements.

Unit III Cash Management

Introduction – Meaning Cash, Cash Management – Motives for holding Cash – Objectives of Cash Management – Dimension of Cash Management – Preparation of Cash Budget – Methods of Accelerating Cash inflows – Selection of Securities – Cash Management Models – Problems in Cash Management.

Unit – IV Inventory Management

Introduction – Meaning – Kinds of Inventories Purpose of holding inventories – Risks and cost of holding inventories – Management of Inventories – Objectives of Inventory Management – Tools and Techniques of Inventory Management – Determination of Stock Levels EOQ – Determination of Optimum Production – Re- order Point – Safety Stock – ABC Analysis – VED Analysis - Inventory Turnover Ration – Problems on Inventory Management.

Unit – V Receivable Management

Introduction – Meanings of Receivables – Purpose of Marinating receivables – Meaning and Objectives of Receivables Management – Cost of Maintaining Receivables - Factors Influencing the Size of Receivables – Optimum Size of Receivables – Dimensions of Receivable Management – Control of Receivables – Factoring Receivables – Factoring Services – Working of Factoring Services – Merits, Demerits – Problems in Receivable Management

Reference Books

1. Working Capital Management – Hrikrikes Bhattacharay – PhI learning Pvt – New Delhi 2012 Edition
2. Financial Management Dr.S.N.Muhesvran
3. Financial Management – Dr.V.R.Palanivelu – S.Chand & Company Ltd, New Delhi
4. Management Accounting and Financial Control – Dr.S.N.Maheswari – Salton Chand & Company – New Delhi

2.6 <u>INTERNATIONAL FINANCIAL MANAGEMENT</u>

<u>UNIT I</u>

IFM - Nature and Scope, IFM and Domestic financial management - Balance Of payments – significance - preparation of BOP statement, – Link between BOP and the economy.

UNIT II

International Monetary System – Gold standard – IMF and World Bank Exchange Rate mechanism – factors influencing exchange rate – Purchasing power parity and Interest Rate parity theorems.

UNIT III

Foreign Exchange Market – Transactions – Spot, Forward, Futures, Options And Swaps – Arbitrage and speculation in Foreign exchange market.- Exchange arithmetic, Spread, premium and Discount.

UNIT IV

Foreign Exchange Exposure – managing transaction, translation and operating Exposure – Techniques for covering the foreign exchange risk - Internal and external techniques of risk.

UNIT V

International financial market instruments – International Equities – ADR and GDR – Foreign Bond and euro - bond- Short - term and medium term instruments.

Reference Books:

1.V.Sharan, International Financial Management, 4th edition, Prentice hall of India
2.Alan .c. Shapiro, International Financial Management, PHI
3.Levi, International Finance, McGraw Hill international series.
4.Adrian Buckley, Multinational Finance, PHI

2.7 MERCHANT BAKING & FINANCIAL SERVICES

Unit I

Merchant Banking: Definition Meaning And Functions-Regulatory Frame Work Of Merchant Banking .SEBI, Regulation, Registration Of Merchant Banking:SEBI Regulations, registration of Merchant Bankers,. Responsibilities / Obligations Code of Conduct Of Merchant Bankers –SEBI Guidelines For Compliance.

Unit II

Capital Structure: Meaning, Optical Capital Structure, Pattern – Capital Market Instruments: Meaning And Types .Public Issue Management: Functions, Mechanism, Categories of ec.issues, role of issuing. A Marketing of New Issues Method Prospectus: Meaning & Information In Prospectors Underwriting Of Securities-Meaning, Types,, Mechanism,Functions .SEBI Guide Lines For Underwriting.

Unit III

Financial Service – Meaning And Concept, Functions. Financial Services Market – Constituents, Growth of Financial Services in India, Types Of Regulatory Frame Work For Fs India. Common Financial Services – Learning Hire Purchase, Venture Capital, and Mutual Funds. Liabilities Management – Bill Financing Factoring Forfeiting.

Unit IV

Credit Syndication Services, Portfolio Management Services – Functions, Responsibilities /Obligation Code of Conduct .Mutual Funds : Definition ,Production ,Mutual Funds In India And Their Management. Venture capital – meaning, features, stages Of Venture Capital Financing.

2.8 INVESTMENT MANAGEMENT

Unit – I: Investment Objectives and Risk

Investment – Introduction – Meaning – Objectives of Investment – Increasing Popularity of Investments – Investment Process – Investment Policy – Speculation – Gambling and Investment – Success in Investment – A Selected List of Proverbs of Stock Markets – Sources of Investment Information

Unit – II: Investment Avenues

Introduction – Meaning – Negotiable Securities – Non Negotiable Securities – Schemes of LIC – Mutual Funds Meaning – Types – Other Classification – Basis for Selection – Real Assets – Real Estate, Art, Antiques

Unit III: Stock Markets in India

Introduction – History of Stock Exchanges in India – Organization – Membership -Statutory Regulations of Stock Exchange – National Stock Exchange – Bombay Stock Exchange – over the counter Exchange of India – National Securities Depository Limited

Unit –IV: New Issue Market

Meaning – Parties Involved in the New issue Market – Functions – Government and Statutory Agencies – Collection Centers – Placement of the issue – Pricing of the issue – Investors – Protection in the Primary Market – Recent Trends – Secondary Market Development

Unit-V- Securities and Exchange Board of India (SEBI)

Objectives of SEBI – Functions of SEBI – Organization of SEBI – SEBI ‘s Role in the Primary Market – Secondary Market and SEBI – Mutual Funds and SEBI – SEBI and the FIIs.

Reference Books

1. Investment Management – V.K.Bhalla, S.Chands & Company Ltd, New Edition 2014
2. Security Analysis and Portfolio Management- Punithavathy Pandian, Vikas Publishing House Pvt Ltd, NewDelhi
3. Securities Analysis and Portfolio Management Investment Analysis and Portfolio Management - V.K.Avadhami, Himalaya Publishing House, New Edition 2014
4. Investment Analysis and Portfolio Management – M.Ranganathan, R.Madhumathi - Pearson – Education – New Delhi - 1100
5. Investments An Introduction – Herbert B.Mayo Thomson – Southwestern – Seventh Edition