

B Com (CBCS) Semester- II

Course Type: Ability Enhancement Course

Course Name: **Commercial Services**

Course Code: 2T5-A

Course Outcomes:

C01	The Students will be able to understand the concepts of commercial services and their practical importance.
C02	The Students will be able to evaluate the current and emerging trends in Aviation and Hospitality services.
C03	The Students will be able to interpret the trends, role and importance of Information Technology Enabled Services.
C04	The Students will be able to analyze the effect of the new innovative services on the banking and insurance sector.
C05	The Students will be able to apply the concepts, functions and techniques of the Marketing Mix of Services.

Syllabus:

UNIT I

Commercial Services: Meaning, Characteristics, Scope and Classification of Services, Emerging Trends and Importance of the service sector in India.

Marketing Mix of Services: Product, Place, Price, Promotion, People, Process of Services delivery and Physical evidence.

Career Opportunities: Factors for growth of Service Sector in India and Career Opportunities in Commercial Services.

UNIT II

Aviation Services: Role and Importance, Current Trends, Challenges and Future Opportunities in India, Government initiatives towards the aviation industry.

Hospitality Services: Diversity of Hospitality Industry, Role and Importance, Emerging Trends, Challenges and Future Opportunities in the Indian Hospitality Industry.

UNIT III

Information Technology Enabled Services (ITES): Overview and Current Trends of ITES, Role and Importance of ITES.

Concept and Scope of Business Process Outsourcing (BPO), Knowledge Process Outsourcing (KPO), Legal Process Outsourcing (LPO) and Enterprise Resource Planning (ERP)

Challenges and Future Opportunities for ITES in India.

UNIT IV

Banking Services: Overview and Importance of Banking Services with respect to recent developments in India. Concept of Credit Cards and its usage and No Cost EMI system. Effects of Privatization on Banking Services in India.

General Insurance Services: Concept and Role of General Insurance Services. Growth and development due to the emergence of Online platforms in Insurance Services. Impact of the opening of the Insurance sector for private players.

B Com (CBCS) Semester II

Course Type: Skill Enhancement Course

Course Name: **Financial Market Operation**

Course Code: 2T6-A

Course Outcomes:

C01	The student will be able to explain the importance of Financial Institutions.
C02	The student will be able to interpret the structure of Financial Regulations in India.
C03	The student will be able to explain the importance of Financial Markets.
C04	The student will be able to distinguish between primary and secondary Capital Markets
C05	The student will be able to Identify the Components of Money Markets.

Syllabus:

UNIT-I: Financial institutions and regulatory bodies:

Institutions: (Meaning and Functions) Merchant Banks, Investment companies, Management Investment companies, Development bank, Mutual Funds. **Regulators:** (functions, scope, roles and responsibilities) RBI, SEBI, IRDA, PFRDA (Functions, Scope, Roles and Responsibilities)

UNIT-II: Capital Markets- Primary Markets:

Meaning, Role and importance, Composition, instruments, New Issue Market: Features, Objectives and Functions, Constituents or players, Modes of procuring long term funds: Public issue, Rights issue, Private placement.

UNIT-III: Capital Markets- Secondary Markets:

Meaning, Role and importance, Functions of the stock exchange, Listing of securities and its benefits, Stock market indices, Types of dealings, types of securities traded on the Indian stock exchanges, Comparison of the three exchanges (BSE,NSE, OTCEI)

UNIT-IV: Money Markets:

Meaning, features of organized and unorganized money markets Instruments: Treasury Bills, Certificate of Deposits, Commercial Paper, Call money Commercial bills, Inter-corporate deposits, Inter-bank participation certificates. **Credit Rating**

Agencies: Meaning and role of such agencies. A brief idea about: CRISIL, ICRA.

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