



**NALLAMUTHU GOUNDER MAHALINGAM COLLEGE (AUTONOMOUS),
POLLACHI ACCREDITED BY NAAC
AN ISO 9001:2015 CERTIFIED INSTITUTION POLLACHI - 642001**

DEPARTMENT OF COMMERCE (SF)

VALUE ADDED COURSE: FINANCIAL MARKETS AND EMERGING BUSINESS MODELS

Course Code: 20UCV04



Course Objective

- ❖ **To Inculcate legal framework of the Financial Markets**
- ❖ **To Instill the fundamentals of emerging business models**

Course Duration: 30 Hours

Programme code:	B.Com	Programme Title :	Bachelor of Commerce (SELF FINANCING)	
Course Code:	20UCV04	VALUE ADDED COURSE	Batch :	2020-2023
Hrs/Week:	30 Hrs	FINANCIAL MARKETS AND EMERGING BUSINESS MODELS	Credits:	01

Course Objective

To provide knowledge on the various financial markets and its investments.

Course Outcomes (CO)

K1	CO1	To keep in mind the relevance and scope of Financial markets.
K2	CO2	To point out the Startups Business Financing models.
K3	CO3	To analyze the types of the E-banking products and services.
K4	CO4	To apply the financial knowledge to practice.

UNIT-1 INTRODUCTION TO FINANCIAL MARKETS

Financial Market - Objectives – Financial System – Features. Financial Market – Meaning – Types – *Functions* – Financial Sustainability – Causes Volatility – Sustaining The Financial Sector. Financial Inclusion – Reasons for Exclusion. (1 hrs)

UNIT-2 STARTUPS FINANCING

Startups Financing – Features – Financing Startups – Bootstrapping - Mobilize the Resources Under Bootstrapping – Angel Investing – Steps in Angel Investment Process. (1 hrs)

UNIT-3

E-Banking Products and Services – Small Bank Strategy – Artificial Intelligence in Banking Sector – Benefits – Factoring – Merits – Types – Functions of Factor. Forfaiting – Features – Types – Difference Between Factoring and Forfaiting. (1 hrs)

Total Contact hrs / Semester

(3 hours)

Group discussions, Seminar and Assignment

- Italics denotes self-study topics

Books for Study:

Gordon. E. and Natarajan.K.(2017), Financial Services, New Delhi, Himalaya PublishingHouse.

Books for Reference:

- 1.Sandeep Goel (2018), Financial Markets, Institutions and Services, PHI Learning Pvt. Ltd.
2. Siddaiah(2018), Financial Services, Pearson India Pvt. Ltd.

Signature of HOD

N. Bagyalakshmi
(Dr.N.Bagyalakshmi)

Dr. N. BAGYALAKSHMI

M.Com.,M.Phil.,PGDCA.,Ph.D.,SET.,
Associate Professor & Head
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VALUE ADDED COURSE

Certificate of Completion

This is to certify that Ms. Sandhiya M (18-CO-51), Department of Commerce SF, of Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled **FINANCIAL MARKETS AND EMERGING BUSINESS MODELS** during Feb 2020 to May 2020.

N. Bogyala
HOD


Principal



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Certificate of Completion

This is to certify that Ms. Priyadharshini K (18-CO-47), Department of Commerce SF, of Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled FINANCIAL MARKETS AND EMERGING BUSINESS MODELS during Feb 2020 to May 2020.

N. B. Jayalaxmi
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Certificate of Completion

This is to certify that Ms. Kavipriya M (18-CO-34), Department of Commerce SF, of Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled FINANCIAL MARKETS AND EMERGING BUSINESS MODELS during Feb 2020 to May 2020.

N. Bayyalaraj
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This is to certify that Ms. Rithika K (18-CO-49), Department of Commerce SF, of Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled FINANCIAL MARKETS AND EMERGING BUSINESS MODELS during Feb 2020 to May 2020.

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This is to certify that Mr. Balaji R (18-CO-68), **Department of Commerce SF**, of Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled **FINANCIAL MARKETS AND EMERGING BUSINESS MODELS** during Feb 2020 to May 2020.

N. B. Gounder
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This is to certify that Mr. Aravinth A (18-CO-75), **Department of Commerce SF**, of Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled **FINANCIAL MARKETS AND EMERGING BUSINESS MODELS** during Feb 2020 to May 2020.

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This is to certify that Ms. Pugazenthi P (18-CO-84), **Department of Commerce SF**, of Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled **FINANCIAL MARKETS AND EMERGING BUSINESS MODELS** during Feb 2020 to May 2020.

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This is to certify that Mr. Baladinesh K (18-CO-67), **Department of Commerce SF**, of Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled **FINANCIAL MARKETS AND EMERGING BUSINESS MODELS** during Feb 2020 to May 2020.

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This is to certify that Mr. Maniraja S (18-CO-66), **Department of Commerce SF**, of Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled **FINANCIAL MARKETS AND EMERGING BUSINESS MODELS** during Feb 2020 to May 2020.

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This is to certify that Mr. Soundar J (18-CO-76), Department of Commerce SF, of Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled FINANCIAL MARKETS AND EMERGING BUSINESS MODELS during Feb 2020 to May 2020.

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This is to certify that Ms. Abinaya S (19-CO-26), [Department of Commerce SF](#), of Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled [TALLY ERP 9](#) during Feb 2021 to May 2021.


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This is to certify that Ms. Akalya M (19-CO-27), **Department of Commerce SF**, of Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled **TALLY ERP 9** during Feb 2021 to May 2021.

N. Bayyalam
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This is to certify that Ms. Anusuya G (19-CO-28), [Department of Commerce SF](#), of Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled [TALLY ERP 9](#) during Feb 2021 to May 2021.

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This is to certify that Ms. Ilamathi S (19-CO-32), [Department of Commerce SF](#), of Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled [TALLY ERP 9](#) during Feb 2021 to May 2021.

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This is to certify that Ms. Karishma S (19-CO-34), **Department of Commerce SF**, of Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled **TALLY ERP 9** during Feb 2021 to May 2021.

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This is to certify that Ms. Kavitha B (19-CO-36), [Department of Commerce SF](#), of Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled [TALLY ERP 9](#) during Feb 2021 to May 2021.

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This is to certify that Ms. Nandhini R (19-CO-41), **Department of Commerce SF**, of Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled **TALLY ERP 9** during Feb 2021 to May 2021.

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This is to certify that Ms. Sneka L (19-CO-52), [Department of Commerce SF](#), of Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled [TALLY ERP 9](#) during Feb 2021 to May 2021.


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This is to certify that Ms. Sowmya S (19-CO-53), [Department of Commerce SF](#), of Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled [TALLY ERP 9](#) during Feb 2021 to May 2021.

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This is to certify that Ms. Swetha A (19-CO-55), [Department of Commerce SF](#), of Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled [TALLY ERP 9](#) during Feb 2021 to May 2021.


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