

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

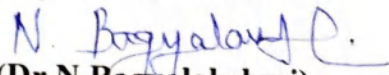
- Italics denotes self-study topics

Dr.P.Rizwan Ahmed(2017), Tally Erp 9,Margham publications, Chennai.

Books of Reference

Learn Tally ERP 9, Computerized Accounting made easy (2015)-the official course ware from Tally Education, Sahaj Enterprises, Bangaluru.

Signature of HOD


(Dr.N.Bagyalakshmi)

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