

SHRI GOVIND GURU UNIVERSITY, GODHRA

BRIDGE COURSE SYLLABUS FOR M. COM. SEMESTER: III

CREDIT - 04

EFFECTIVE FROM : JUNE – 2018

FINANCIAL MARKET

Course Objective: To enable the students to develop an understanding of the financial markets in India.

Unit:1 Financial Markets: An Introduction

Meaning, Nature and Role of Financial System; Financial Markets as a component of Financial System; Financial system and Economic Growth; Financial System Designs: Bank - based and Market-based.

Unit:2 Money Market:

Meaning, Characteristics and Functions of Money Market; Role of the Reserve Bank in the Money Market; Intermediaries in the Money Market; Development of Money Market in India; Money Market Instruments: Treasury Bills, Commercial Paper; Certificate of Deposit; Commercial Bills; Collateralized Borrowing and Lending Obligation; Call Money Market and Term Money Market.

Unit:3 Capital Market:

Meaning, Functions and Types of Capital Market; Reforms in the Capital market; Intermediaries; Issue Mechanisms; Types of Primary Issues: Public, Rights and Private Placement; Resource Mobilization from International Capital Markets: ADRs, GDRs and ECBs; Primary Market Scenario in India; Debt Market: Private Corporate. Role of SEBI in the Capital Market.

Unit:4 Secondary Capital Market:

Functions of the Secondary Market; Post Reforms Stock Market Scenario; Organization, Management and Membership of Stock Exchanges; Listing of Securities; Trading Arrangements; Stock Market Index; Stock Exchanges in India.

References:

1. Bharati V. Pathak, "Indian Financial System", Pearson Education, 3rd Edition.
2. M.Y.Khan, "Indian Financial System", Mc Graw Hill, 6th Edition.
3. Machiraju, H.R., "Indian Financial System", Economic Times.

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MARKETING MANAGEMENT

Course Objective: To enable the students to development understanding of marketing management in Indian context.

Unit:1 Understanding Marketing Management:

Marketing Tasks and Concepts, Company Orientation toward the Market place; Company and Marketing Responses and Adjustments; Marketing Process; Customer Value; Customer Satisfaction, Attracting and Retaining Customers, Marketing Plan.

Unit: 2 Analyzing Consumers and Competition:

Consumer Behavior, Factors influencing Consumer Behavior, Buying Decision Process; Identifying and Analyzing Competitors, Marketing Research; Steps in Marketing Research Process; Market Segmentation and Positioning.

Unit: 3 Marketing Mix Elements:

Managing Product Lines and Brands; Managing the new product development process; Consumer Adoption Process; Channel Management Decisions; Pricing Strategies; Developing Effective Communication, Deciding on the Marketing Communication Mix.

Unit: 4 Managing Services and Deciding Global Market Offerings:

Nature of Services; Marketing Strategies for service firms; Managing Product Support Services, Deciding whether to go abroad, How to enter.

References:

1. Philip Kotler, "Marketing Management", Pearson Education.