

BBA III Year	BBA-E502/602		Semester-V/VI		
	Investment Banking And Financial Services				
Time Allotted for End Semester Examination	Marks Allotted for Internal Assessment	Marks Allotted for End Semester Examination (ESE)	Maximum Marks (MM)	Total Credits	Maximum Hours
3 Hrs.	30 (20+10)	70	100	06	60

**OBJECTIVE:** The objective of this paper is to know the different aspects of Investment banking, mergers and acquisition and the detailed SEBI guidelines on issue management.

- Introduction: An Overview of Indian Financial System, Investment Banking in India, Recent Developments and Challenges ahead, Institutional structure and Functions of Investment /Merchant Banking; SEBI guidelines for Merchant Bankers, Registration, obligations and Responsibilities of Lead Managers, Regulations regarding Continuance of association of lead Manager with an issue. **(12hours)**
- Issue Management: Public Issue: classification of companies, eligibility, issue pricing, promoter's contribution, minimum public offer, prospectus, allotment, preferential allotment, private placement, Book Building process, designing and pricing, Green Shoe Option; Right Issue: promoter's contribution, minimum subscription, advertisements. **(12Hours)**
- Leasing and Hire Purchase :Concepts of leasing, types of leasing – financial & operating lease, direct lease and sales & lease back, advantages and limitations of leasing, Lease rental determination; Finance lease evaluation problems (only Lessee's angle), Hire Purchase interest & Instalment, difference between Hire Purchase & Leasing, Factoring, forfaiting and its arrangement, Housing Finance : Meaning and rise of housing finance in India, Fixing the amount of loan, repricing of a loan, floating vs. fixed rate. **(18 Hours)**
- Venture Capital: Concept, history and evolution of VC, the venture investment process, various steps in venture financing, incubation financing. Insurance: concept, classification, principles of insurance, IRDA and different regulatory norms, operation of General Insurance, Health Insurance, Life Insurance. Credit Ratings: Introduction, types of credit rating, advantages and disadvantages of credit ratings, Credit rating agencies and their methodology, International credit rating practices. Securitization: concept, securitization as a funding mechanism. **(18 Hours)**

#### SUGGESTED READINGS:

1. Ennew.C., Watkins, T. & Wright, M.(1995).*Marketing of Financial Services*. Heinemann Professional.
2. Khan, M.Y. (2011).*Financial Services*. New Delh:Tata McGraw Hill.
3. Machiraju, H.R.(2010). *Indian Financial System*.New Delhi: Vikas Publishing House.
4. Sriram, K. (1992).*Hand Book of Leasing, Hire Purchase & Factoring*. Hyderabad: ICFAI.
5. Verma, J.C. (1996).*A Manual of Merchant Banking*.New Delhi:Bharath Publishing House.
6. Case Study: Agrawal, A., Joshi, M., Ansari, N., Tyagi, S. and Agrawal, V. (2018). *Case Study In Management: The Indian Context*. Delhi: Misha Books.

**NOTE:** The list of cases, specific references and books including recent articles will be announced in the class by concerned teachers from time to time.