

## INVESTMENT BANKING AND FINANCIAL SERVICES

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	V	Elective	19BBA507	Investment Banking & Financial Services	3	30	70	2 ½ Hours

### COURSE OBJECTIVES

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.

### COURSE CONTENT

Unit - 1	Introduction
	Indian Financial System – an overview, Investment Banking – concept, functions and duties & responsibilities, SEBI guidelines for investment/merchant banker, Recent developments and challenges for merchant banker
Unit – 2	Issue Management
	Public Issue – Concept & procedure, Promoter’s Contribution, Book-Building and Issue Pricing, Green Shoe Option ,Right Issue, Private Placement ,Post Issue Work and Obligations Intermediaries to Issue – Brokers, Sub-brokers and Underwriters
Unit - 3	Leasing and Hire Purchase
	<ul style="list-style-type: none"> <li>• Concepts of leasing, types of leasing – financial &amp; operating lease, direct lease and sales &amp; lease back, advantages and limitations of leasing, Lease rental determination; Finance lease evaluation problems (only from Lessee’s angle),</li> <li>• Hire Purchase interest &amp; Installment, difference between Hire Purchase &amp; Leasing, Choice criteria between Leasing and Hire Purchase,</li> </ul>
Unit – 4	Venture Capital and Credit Rating
	<ul style="list-style-type: none"> <li>• Venture Capital – Concept, Evolution, Process, VC Scenario in India</li> <li>• Credit Rating – Concept, Types, Merits and Demerits, Credit Rating Agencies and their Methodology</li> </ul>

### REFERENCES

- M.Y.Khan: Financial Services, Tata McGraw –Hill.
- Machiraju: Indian Financial System, Vikas Publishing House.
- J.C.Verma: A Manual of Merchant Banking, Bharath Publishing House.
- K.Sriram: Hand Book of Leasing, Hire Purchase & Factoring, ICFAI, Hyderabad.
- Ennew.C.Trevor Watkins & Mike Wright: Marketing of Financial Services, Heinemann Professional