

Theory Paper

Part A Introduction		
Program: M.Com.	Class: M.Com.IV Sem.	Session: 2025-26

Subject: Financial Planning and Business Analytics

1. Course Code	CC43
2. Course Title	Financial Planning and Business Analytics
3. Course Type	OFA-I
4. Pre-requisite (If any)	M.Com. III Sem.
5. Course Learning outcomes (CLO)	<p>On successful completion of this course, students will be able to:</p> <ol style="list-style-type: none">1. Enable the students to understand the premise of financial planning and identify the financial goals of investment in contemporary environment.2. Help the students to build financial plans and budgets and install budgetary control mechanisms for business projects systematically.3. Understand the premise of financial planning and identify the financial goals.4. To develop skills to evaluate the key concepts of business analytics.5. To develop skills to outline the relationship of the business analytics process within the organization's decision-making process6. To provide understanding about Marketing analytics.

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6	Credit Value	5	
7.	Total Marks	Max. Marks 40+60	Mini. Passing marks: 40

Part B- Content of the Course

Total No. of Lectures

75

Unit	Topic	No. of Lectures
1.	Financial Planning; Planning - Concept, Characteristic features, Pre-requisites, Types Operational planning. Strategic planning. Technical planning. Contingency planning, Ethical issues in strategic planning. Basic concepts in financial planning, Sources of finance, Financial institutions - Role and functions, Process of financial planning Defining financial objects and goals.	15
2.	Financial Plan: Concept, Components of financial plan Budgeting, Managing liquidity. Managing risk, Managing Control, Development of Financial plan, Implementation and Review, Building financial plans using spreadsheets, Evaluation of financial plan. Building Financial Plans: Critical analysis of investments, Insurance and tax saving instruments, Risk assessment of individual, Building financial plans using spreadsheets, Evaluation of financial plan.	15
3.	Introduction to Analytics: Introduction, Meaning & Definition, Characteristics, Applications of Analytics, Meaning of Business Analytics, SWOT of Analytics, Importance of Analytics, Tools & Techniques of Analytics, Functions of Analytics, Reports in Analytics, Relevance of Analytics in Business, List of Software for Business Analytics.	15
4	Finance Analytics: Introduction, Meaning & Definition,	30

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	Characteristics, Objectives, Importance, Functions, Critical Financial Analytics, Risk based Pricing, Fraud Detection and Prediction, Recovery Management, Loss Forecasting, Risk Profiling, Portfolio Stress Testing, Potential Application of Analytics in Finance Department, Relevance of Financial Analytics in Business, List of Software's for Finance Analytics.	
5	Marketing Analytics: Introduction, Meaning & Definition, Characteristics, Objectives, Importance, Functions, Types of Marketing Analytics, Buying Pattern Behaviour Analysis, Analysis of Trends, Identification of Target Audience, Advertising Techniques, Forecasting Demand & Supply, Segmentation, Marketing Mix Optimization, Competitor Analysis, Channel Analysis, Sales Performance Analysis, Campaign Analysis, Sales Pipeline Reporting. Use of Google Analytics in Marketing, social media and its relevance on Marketing Analytics, Potential Application of Analytics in Marketing Department, List of Software's for Marketing Analytics.	
Keywords/Tags: Marketing, Financial Planning, Budgetary Control Mechanisms Forecasting Demand & Supply etc.		

Part C- Learning Resources

Text Books, Reference books, Other Resources

1. Alexander, J. Financial Planning & Analysis and Performance Management. Jhon Wiley & Sons Publication.
2. Acharya, Seema Chellappan, Subhasini. Big Data Analytics.
3. Berthold, Michael Hand, David J. Intelligent Data Analysis. Springer.
4. Keown, A. J. Personal Finance - Turning Money into Wealth. Pearson Publication.
5. Madura, Jeff. Personal Finance. Pearson Education.
6. डॉ.शर्मा, योगेश, वित्तीय नियोजन (कब, क्यों और कैसे ?)
7. डॉ. कुलश्रेष्ठ, आर.एस. डॉ.शर्मा, एफ.सी. वित्तीय और निवेश प्रबंधन, एसबीपीडी प्रकाशन

Part D- Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100

Continuous Comprehensive Evaluation (CCE): 40 Marks University Exam (UE): 60 Marks

Internal Assessment: Continuous Comprehensive Evaluation (CCE)	Class Test Assignment/presentation As Per ordinance 14(2)	-
External-Assessment: University Exam Section Time: 3 Hours	Section(A): Short Question Section (B): Long Question	-

Any remarks/Suggestions:

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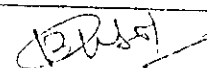
Theory Paper

Part A Introduction

Program:	M.Com.	Class: M.Com <u>IVth</u> Sem.	Session: 2025-26
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Subject: International Financial System

1.	Course Code	CC 44
2.	Course Title	International Financial System
3.	Course Type	
4.	Pre-requisite (If any)	B.com (Honours)/ B.com(Honours with Research)
5.	Course Learning outcomes (CLO)	<p>On successful completion of this course, students will be able to -</p> <ol style="list-style-type: none"> 1. Understand the relevance and implications of global imbalances. 2. Understand the factors affecting exchange rates and the inter linkages among them. 3. Critically analyze the evolution of the international monetary system both in terms of historical construct and its implications for the contemporary system. 4. Understand the evolution and spread of international financial markets and the implications of globalized finance. 5. Understand international banking and its consequences for the international financial system. 6. Understand the causes and consequences of financial crises in



		both developing and developed countries, the similarities and differences between the crises and implications of different ways of handling the crisis.	
6	Credit Value	5	
7.	Total Marks	Max. Marks 40+60	Mini. Passing marks: 40

Part B- Content of the Course

Total No. of Lectures-

75

Unit	Topic	No. of Lectures
1.	Introduction: Growing importance of international finance, costs of international investment, crisis & contagion, Balance of Payments-current account, capital account, official reserve account, the J curve, foreign exchange reserves-costs and benefits, BOP trends in major countries, persistent current account deficits & surpluses among nations (Global Imbalances) & their repercussions, Shifting global dominance of the U.S.A., Growing importance of a unified Europe and emerging Asia, Role of New Development Bank/ BRICS bank as an alternative to IMF	15
2.	Exchange Rate Determination & Forecasting: Measuring exchange rate movements & volatility, factors influencing exchange rates, Government intervention-direct & indirect intervention and sterilized & non-sterilized intervention, Interest rate parity, covered and uncovered interest arbitrage, Purchasing Power Parity-absolute & relative; Fisher effect & international fisher effect, Forecasting exchange rates-	15

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	technical approach, fundamental approach & efficient market approach.	
3.	International Monetary System: Evolution of the international monetary system, bimetalism, Gresham's Law, classical gold standard, its strengths and weaknesses, inter war period, Bretton woods system, Triffin's Paradox, special drawing rights, flexible exchange rate regime, present arrangements including dollarization, The European Monetary Union & its costs & benefits, Fixed versus floating exchange rate systems.	15
4.	International Financial Markets: Foreign exchange markets, international money markets, international credit markets, international bond markets & international stock markets, Regulatory asymmetry & its implications, Recycling of petrodollars.	15
5.	Financial Crisis: Financial flows to developing countries, the problem of original sin, crisis in the Latin American countries, growth & crisis in Asia, contagion, Capital mobility-the trilemma of the exchange rate regime or the impossible trinity, Lessons from the crisis; Role of International financial institutions like IMF & World Bank, Securitization and the financial crisis of U.S.A. (2008-09), role of credit rating agencies, Euro zone crisis and other contemporary issues.	15
Keywords/Tags: Financial institutions, Financial flows, IMF & World, foreign exchange, Role of New Development Bank.		
Part C- Learning Resources		

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Text Books, Reference books, Other Resources

1. Eun, C. & Resnick, B. (2017). International Financial Management. McGraw Hill/Irwin Series in Finance Insurance and Real Estate.
2. Krugman, P., Obstfeld, M., Melitz, M. (2017). International Economics- Theory and Policy Pearson.
3. Madura, J. (2017). International Financial Management. Cengage.
4. Mishkin, F.S. (2015). The Economics of Money Banking and Financial Markets. Pearson.
5. डॉ. सिंघई, जी. सी., डॉ. मिश्रा, अन्तर्राष्ट्रीय व्यापार एवं वित्त, साहित्य भवन पब्लिकेशन्स
6. डॉ. उशीर, डी. जी., डॉ. जावळे, एस. आर. जावळे वित्तीय व्यवस्था -II, निराली प्रकाशन, नई दिल्ली

Part D- Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100

Continuous Comprehensive Evaluation (CCE): 40 Marks University Exam (UE): 60 Marks

Internal Assessment: Continuous Comprehensive Evaluation (CCE)	Class Test Assignment/presentation As Per Ordinance 14(2)	40
External Assessment: University Exam Section Time: 3 Hours	Section (A): Short Question (5*4 = 20) Section (B): Long Question (5*8 = 40)	60

Any remarks/Suggestions:

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