



**SHAHEED SUKHDEV COLLEGE OF BUSINESS STUDIES
(UNIVERSITY OF DELHI)**

**PSP Area - IV, Dr. K.N. Katju Marg,
Sector 16, Rohini, Delhi - 110089**

(A college 100% funded by Govt. of NCT of Delhi)

Website: www.sscbs.du.ac.in, Email: cbs@sscbsdu.ac.in

Advt. No.: SSCBS/OFFICE/TA/2024/

Dated: 06/03/2024

WALK-IN-INTERVIEW FOR APPOINTMENT OF GUEST FACULTY

Dynamic, committed and academic oriented individuals are invited for Walk-in-Interview as per the following schedule for **appointment as guest faculty** as per the rules of the University of Delhi:

COURSES	DATE & TIME FOR THE WALK-IN-INTERVIEW	VENUE
BMS	13 th March, 2024 (Wednesday) Reporting Time: 11 am – 12 noon	Shaheed Sukhdev College of Business Studies, University of Delhi, PSP Area –IV, Dr. K.N. Katju Marg, Sector – 16, Rohini, Delhi-110089

Eligibility Requirement:

The candidates who possess minimum qualification and eligibility requirements as specified in University of Delhi / UGC Regulations, can walk in for the interview.

Details of papers for Guest Faculty Requirement:

SL. NO.	PAPER
1.	Investment Banking and Financial Services [BMS VI SEMESTER (DSE)]
2.	Microeconomics [BMS II SEMESTER (NEP)]

NOTE:

- Candidates who have applied earlier are required to report as per the schedule shared over email.
- The applicants are advised to go through the syllabus of the course as available on the DU website/ college website.
- College reserves the right to not fill any posts.
- The superannuated (retired) teachers may also be considered for engagement as Guest faculty subject to maximum age limit of 70 years.
- Your appointment is subject to verification of your documents.
- Please follow our college website regularly for any update/ corrigendum.
- Honorarium to the guest faculty will be paid as per University of Delhi norms.
- No TA/DA will be paid for attending the interview.

**Sd/-
(Poonam Verma)
Professor-Principal**

DSE I: MDF 604: INVESTMENT BANKING AND FINANCIAL SERVICES

Course Objectives:

The objective of this paper is to know the different aspects of Investment banking and financial services such as Issue Management, Leasing, Hire Purchase, Factoring and Forfeiting, Insurance, Credit Rating, Securitization and Venture Capital Financing, Mergers and acquisition and the detailed SEBI guidelines on issue management.

Learning Outcomes:

- Understand the importance and relevance of Investment Bankers in any Financial System.
- Understand the entire process of raising funds from primary markets along with the concerned regulations applicable in India.
- Understand the various financial services available in financial markets particularly in India along with the latest innovations and technological integration in the field of finance.

Course Contents:

Unit 1

(2 Weeks)

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

References:

Khan M.Y. Financial Services, 7th edition (Chapter 13)

Website of SEBI and RBI

Unit II

(3 Weeks)

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, contents of offer document, Bought out Deals, Post issue work & obligations, Investor protection, Broker, sub broker and underwriters.

INVESTMENT BANKING AND FINANCIAL SERVICES

References:

Khan M.Y. Financial Services, 7th edition (Chapter 14)

Machiraju, H. R. (2019) Indian financial system New Delhi, S.Chand Publishing House, 5th edition (Chapter 12,13 and 14)

Website of SEBI and RBI

Unit III

(3 Weeks)

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 Lessee's angle (NPV (L). PV and IRR methods) and Lessor's perspective, Hire Purchase interest & Instalment, difference between Hire Purchase & Leasing, Choice criteria between Leasing and Hire Purchase, mathematics of HP, Factoring, Forfeiting and its arrangement, Housing Finance : Meaning and rise of housing finance in India, floating vs. fixed rate.

References:

Khan M.Y. Financial Services, 7th edition (Chapter 4,5,6 and 8)

Website of SEBI and RBI and other related web courses

Unit IV

(4 Weeks)

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 and Process, Credit Enhancement parties to a Securitization Transaction, Instruments of Securitization, Types of Securities, Securitization in India.

Mergers and Acquisitions – Introduction of mergers and acquisitions, benefits of mergers, the procedure and theories of mergers, acquisitions and takeovers in India and anti-takeover strategies.

References:

Khan M.Y. Financial Services, 7th edition (Chapter 8,9,10 and 17)

Website of SEBI and RBI

INVESTMENT BANKING AND FINANCIAL SERVICES

Text Books:

1. Khan, M. Y. (2013). Financial services. New Delhi: McGraw Hill Education.
2. Machiraju, H. R. (2002). Indian financial system. New Delhi, Vikas Publication House

Additional Readings:

1. Verma, J. C. (1996). Bharats manual of merchant banking: Concept, practices and procedures with SEBI clarifications, guidelines, rules and regulations. New Delhi: Bharat Law House.
2. K.Sriram: Hand Book of Leasing, Hire Purchase & Factoring, ICFAI, Hyderabad.
3. Ennew.C.Trevor Watkins & Mike Wright: Marketing of Financial Services, Heinemann Professional

Teaching Learning Process:

Lecture, discussion, PowerPoint presentations, demonstration of live trading.

Course contents may be discussed in the light of latest SEBI regulations and RBI guidelines.

Website of SEBI, RBI, BSE and NSE must be referred to for any amendment in the guidelines.

Assessment Methods:

Internal Assessment: 25 marks

Written Theory Exam: 75 marks

Keywords:

SEBI guidelines, Public Issue, Private Placement, Book Building, Leasing, Hire Purchase, Factoring, IRDA, Credit Ratings, Securitization, Mergers and Acquisitions.

DISCIPLINE CORE COURSE – 5 (DSC-5): MICROECONOMICS

Credit distribution, Eligibility and Prerequisites of the Course

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Microeconomics (DSC 5)	4	3	1	0	CLASS XII PASS	NIL

Learning Objectives

The Learning Objectives of this course are as follows:

- To learn application of micro economic concepts and techniques in evaluating business decisions taken by firms.
- To explain how tools of standard price theory can be employed to formulate a decision problem, evaluate alternative courses of action and finally choose among alternatives.

Learning outcomes

The Learning Outcomes of this course are as follows:

- Apply the knowledge of the mechanics of supply and demand to explain working of markets.
- Understand the choices made by a rational consumer.
- Explain relationships between production and costs.
- Define key characteristics and consequences of different forms of markets.

SYLLABUS OF DSC- 5

Unit 1: Demand, Supply and Market Equilibrium (9 Hours)

Individual demand, market demand, individual supply, market supply, market equilibrium; Elasticities of demand and supply; Price elasticity of demand, income elasticity of demand, cross price elasticity of demand, elasticity of supply.

Unit 2: Theory of Consumer Behaviour (12 Hours)

Cardinal utility theory; ordinal utility theory (indifference curves, budget line, consumer choice, price effect, substitution effect, income effect for normal, inferior and giffen goods).

Unit 3: Producer and Optimal Production Choice (12 Hours)

Optimizing behaviour in short run (product curves, law of diminishing margin productivity, stages of production); optimizing behaviour in long run (isoquants, isocost line, optimal combination of resources); traditional theory of cost (short run and long run); modern theory of cost.

Unit 4: Market Structures

(12 Hours)

Perfect competition: basic features, short run equilibrium of firm/industry, long run equilibrium of firm/industry, monopoly: basic features, short run equilibrium, long run equilibrium, comparison with perfect competition, welfare cost of monopoly; price discrimination; monopolistic competition: basic features, demand and cost, short run equilibrium, long run equilibrium, excess capacity; oligopoly kinked demand curve model, dominant price leadership model.

Practical component (if any) - NIL

Essential/recommended readings

1. Dominick Salvatore (2009). Principles of Microeconomics (5th Edition). Oxford University Press
2. Pindyck, Rubinfeld and Mehta (2009). Micro Economics (7th Edition) Pearson.

Suggested Readings

1. Lipsey and Chrystal (2008). Economics. (11th Edition). Oxford University Press

Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.

DISCIPLINE SPECIFIC CORE COURSE– 6 (DSC-6): PRINCIPLES OF MARKETING

Credit distribution, Eligibility and Pre-requisites of the Course

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Principles of Marketing (DSC 6)	4	3	1	0	CLASS XII PASS	NIL

Learning Objectives

The Learning Objectives of this course are as follows:

- This course aims to familiarize students with the marketing function in organizations.
- It will equip the students with understanding of the Marketing Mix elements and sensitise them to certain emerging issues in Marketing.

Learning outcomes

The Learning Outcomes of this course are as follows:

- Understand the concept of marketing and related concepts.