

**GENERIC ELECTIVE/OPEN ELECTIVE COURSES/MULTIDISCIPLINARY COURSES/**

**OPEN ELECTIVE COURSES - 8**

**BBA(Digital Marketing) Semester IV**

**UGOE402: Financial Literacy**

**Course objective:** - The course seeks to provide a comprehensive approach to comprehending financial planning ideas and applications.

**Syllabus & Detailed Contents**

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Unit	Content	Hrs./Weight age
Unit 1:	Introduction, Financial Planning and Budgeting Meaning, importance and scope of financial literacy; Prerequisites of financial literacy – level of education, numerical and communication ability; Various financial institutions – banks, insurance companies, post offices, mobile app based services. Need of availing of financial services from banks, insurance companies and postal services. Concept of economic wants and means for satisfying these needs; Balancing between economic wants and resources; Meaning, importance and need for financial planning; Personal budget, family budget, business budget and national budget; Procedure for financial planning and preparing a budget; Budget surplus and budget deficit, Avenues for savings from surplus, Sources for meeting the deficit.	12/25%
Unit 2:	Banking Services Types of banks; Banking products and services – Various services offered by banks; Types of bank deposit accounts – savings bank account, term deposit, current account, recurring deposit; pan card, address proof, KYC norm; Various types of loans – education loan, consumer durable loan, vehicle loan, housing loan, short term, medium term, long term, microfinance, bank overdraft, cash credit, mortgage, reverse mortgage, hypothecation, pledge, Agricultural and related interest rates offered by various nationalized banks; Cashless banking, e-banking, check counterfeit currency; CIBIL, ATM, net banking, RTGS, NEFT, IMPS, electronic clearance services (ECS), debit and credit card, app based payment system, bank draft and pay order; banking complaints and ombudsman.	11/25%
Unit 3:	Insurance Services Life insurance policies: life insurance, term life insurance, endowment policies, pension policies, ULIP, health insurance plans, comparison of policies offered by various life insurance companies, comparison of policies offered by various health insurance companies. Property insurance policies. Post office life insurance schemes: postal life insurance and rural postal life insurance.	10/25%
Unit 4:	Stock Markets – Some Basic Concepts Terms used in stock markets: SENSEX, NIFTY, primary markets, secondary markets, initial public offering(IPO), follow-on public offering (FPO), offer for sale (OFS), block deal, equity shares, preference shares, debentures, bonus shares, stock split, dividend, buyback, DEMAT account, trading account, delivery instruction slip (DI Slips), blue chips, defensive stocks, face value, market value, market capitalization, pre-opening session, trading session, opening price, closing price, business days, bull, bear, bull market, bear market, risk, stop loss, derivatives, call option, put option, hedge, holding period; Tax on short term capital gains and long-term capital gains, Mutual Fund and its various schemes.	12/25%

**Course Learning Outcomes (CLO)**

**On completion of this course, the students will be able to:**

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Explain the importance of financial literacy and the	2

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		institutions providing financial services.	
<b>CO2</b>	<b>Creating</b>	Prepare a financial plan, budget and manage personal finances.	6
<b>CO3</b>	<b>Applying</b>	Open, avail and manage services offered by banks.	3
<b>CO4</b>	<b>Creating</b>	Plan for life insurance and property insurance.	6
<b>CO5</b>	<b>Applying</b>	Choose instruments for investment in shares.	3

### **SUGGESTED READINGS**

#### **Textbooks:**

1. Avadhani, V. A. —Investment Management|| Himalaya Publishing House Pvt. Ltd., Mumbai.
2. Bhattacharya (2018). Indian Financial System.Oxford University Press.
3. Kothari, R. —Financial Services in India-Concept and Application|| Sage Publications India Pvt. Ltd., New Delhi.

#### **Reference Books**

1. Milling, B. E. —The Basics of Finance: Financial Tools for Non-Financial Managers|| Universe Company, Indiana,
2. Zokaityte, A. —Financial Literacy Education|| Palgrave Macmillan, London.

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