



**MEASI INSTITUTE OF MANAGEMENT**

**CHENNAI-14**

**Approved by All India Council of Technical Education and**

**Affiliated to the University of Madras, ISO 9001:2015 Certified Institute**

**LESSON PLAN**

<b>Name of the Course</b>	MBFS	<b>Lecture</b>	2
<b>Type of the Course</b>	Elective – Finance	<b>Theory</b>	1
<b>Course Code</b>	PMF14	<b>Practical</b>	0
<b>Semester</b>	III & IV	<b>Seminar</b>	1
<b>Maximum Hours</b>	45	<b>Credits</b>	3

<b>Unit. No.</b>	<b>Details</b>	<b>Teaching type</b>	<b>Level</b>	<b>Method</b>	<b>Hours</b>
<b>Unit I</b>	<b>MERCHANT BANKING</b> <b>Introduction</b> – An Over view of Indian Financial System – Merchant Banking in India – Recent Developments and Challenges ahead	Understanding	L2	Lecture	3
	Institutional Structure – Functions of Merchant Bank	Understanding	L2	Lecture	2
	Legal and Regulatory Framework – Relevant Provisions of Companies Act- SERA- SEBI Guidelines - FEMA, etc. - Relation with Stock Exchanges and OTCEL.	Reflective	L3	Analytic	3
<b>Unit II</b>	<b>ISSUE MANAGEMENT</b> Role of Merchant Banker in Appraisal of Projects, Designing Capital Structure and Instruments	Understanding	L2	Lecture	3
	–Issue Pricing – Book Building – Preparation of Prospectus Selection of Bankers, Advertising Consultants, etc. -	Understanding	L2	Lecture	3
	Role of Registrars –Bankers to the Issue, Underwriters, and Brokers. – Offer for Sale – Green Shoe Option – E-IPO, Private Placement – Bought out Deals – Placement with FIs, MFs, FIIIs, etc.	Understanding	L2	Lecture	3
	Off - Shore Issues. – Issue Marketing – Advertising Strategies – NRI Marketing –Post Issue Activities.	Understanding	L2	Lecture	2



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<b>Unit III</b>	<b>OTHER FEE BASED SERVICES</b> Mergers and Acquisitions	Understanding	L2	Lecture	3
	Portfolio Management Services	Understanding	L2	Lecture	3
	Credit Syndication – Credit Rating	Understanding	L2	Lecture	3
	Business Valuation.	Understanding	L2	Lecture	3
<b>Unit IV</b>	<b>FUND BASED FINANCIAL SERVICES</b> Leasing and Hire Purchasing – Basics of Leasing and Hire purchasing	Reflection level	L3	Lecture	3
	Financial Evaluation.	Understanding	L2	Lecture	3
<b>Unit V</b>	<b>OTHER FUND BASED FINANCIAL SERVICES</b> Consumer Credit – Credit Cards – Real Estate Financing – Bills Discounting				3
	factoring and Forfeiting	Understanding	L2	Lecture	2
	Venture Capital.	Understanding	L2	Lecture	3
<b>TOTAL HOURS</b>					<b>45</b>

Note:

<b>Teaching Type</b>	<b>Level</b>	<b>Method</b>
Memory level	L1	Drill, Review and Revision and Asking the question
Understanding level	L2	Lecture method, lecture demonstration method, discussion method, inductive and deductive, exemplification and explanation methods
Reflection level	L3	Problem solving method, investigating projects, Heuristic method, Experimental method, Inquiry oriented method, analytic method