

**Swami Rama Himalayan University,  
Swami Ram Nagar, Jolly Grant, Dehradun-248016**

**Subject Code: PHDMG111**

**Subject Name: Advances in Finance & Financial Marketing**

**UNIT-I**

An overview of financial management and policy – Conceptual framework, Global financial environment, constituents of financial sector,

**UNIT-II**

Financial institutions and markets, role of a modern finance manager, major financial decisions in financial management.

**UNIT-III**

Emerging trends in financial markets – Capital market and money market, Mergers and Acquisitions– motives, considerations in M & A decisions, Stock Market and Regulation in India  
Stock Exchanges in India: Listing of Scrips, On-Line Trading, Depositories, Trading, Settlement, Regulation of Indian Capital Market: SEBI, Stock Exchange Board. Stock Indices,

**UNIT-IV**

Role of FIIS, MFs, and Investment Bankers, Micro Financing in India; Role of banks and non-banking financial institutions. Demonetization and its impact on Indian economy.

Concept of Goods and Services Tax-GST.

**UNIT-V**

Concept of international financial management. Global financial institutions, EXIM financing. Opportunities and challenges of Multinational Corporations; Foreign Exchange Markets:

**RECOMMENDED BOOKS**

1. Hamton, J.J., *Financial Decision Making– Concepts, Problems and Cases*, 4<sup>th</sup> ed., Prentice–Hall of India
2. Khan and Jain, *Financial Management*, 4<sup>th</sup> ed., Tata McGraw–Hill Publishing Co. Ltd.
3. Ross, Stephan A.; Randolph W. Waterfield and Jeffery Jaffe, *Corporate Finance*, 7<sup>th</sup> ed., Tata McGraw–Hill Publishing Co. Ltd.
4. Brealey, Richard A. and Stewart C. Meyers, *Principles of Corporate Finance*, 6<sup>th</sup> ed., Tata McGraw–Hill Publishing Co. Ltd.
5. Drury, Colin (2007). *Management and Cost Accounting*, 6<sup>th</sup> ed., Thompson
6. Horngren, Charles T.; Foster, George; and Datra, S.M. (). *Cost Accounting – A Managerial Emphasis*, 12<sup>th</sup> ed., Prentice–Hall of India, New Delhi.