



M. C. E. Society's
Abeda Inamdar Senior College
of Arts, Science and Commerce, Camp, Pune-1
(Autonomous)- Affiliated to Savitribai Pune University
NAAC accredited 'A' Grade

Syllabus for M.COM 2022-23 (NON CGPA)

Course/ Paper Title	Personal financial Counsellor
Course Code	21DSDFC24M
Semester	4
No. of Credits	3

Objectives of the Course

Sr. No.	Objectives
1.	To provide an adequate knowledge on financial planning.
2.	To create an understanding about personal financial planning.
3.	To understand the various savings products and investment products
4.	To know the importance of financial planning in taxation.

Course Specific Outcome

Sr. No.	Learning Outcome
1.	To provide an understanding regarding principles of modern financial planning.
2.	To help the learners to know various financial products and their features.
3.	To detail out the methods of selling financial products.
4.	To develop a right selling techniques of financial products.
5.	To understand a right system of counseling about financial products to potential buyers.

Syllabus

Unit No	Title with Contents	No. of Lectures
Unit I	Basics of Personal Finance	8
	<p>1.Theory:</p> <ul style="list-style-type: none"> i. Financial planning introduction , process , importance and influences on personal financial planning ii. Methodology to set smart financial goals. concept of risk and return <p>2.Practical:</p> <ul style="list-style-type: none"> i. Creating an understanding about personal financial planning. Method: develop personal financial goals. ii. Creating an understanding about influences on personal financial planning. Method: role play, customer interface. 	<p>4</p> <p>4</p>
Unit II	Concept of Inflation and Power of Compounding	8
	<p>1.Theory:</p> <ul style="list-style-type: none"> i. To understand how inflation affects financial planning and how to avoid it. ii. To understand the power of compounding and how it helps in increasing the assets. <p>2.Practical:</p> <ul style="list-style-type: none"> i. To understand the dynamics of returns that gives returns above inflation ii. To help in understanding the concept of compounding, how it helps in long run. <p>Method: Check current inflation and interest rates on various financial product</p>	<p>4</p> <p>4</p>
Unit III	Concept of Savings and Investment	8

	<p>1.Theory:</p> <ul style="list-style-type: none">i. To understand the various savings products: savings account recurring deposits fixed deposits term deposits post office savings schemes and various other schemes.ii. To understand the various investment products: National saving certificate (NSC) ,Public Provident fund (PPF), Equity linked savings scheme (ELSS), mutual funds , debentures, equity, new pension scheme (NPS) <p>2.Practical:</p> <ul style="list-style-type: none">i. Evaluating customer requirements according to different types of services – offering different products to different customer groups– identifying and understanding various facets of customer requirements, evaluating customer need for different types of depositsii. Method: Role play, demonstration, counseling, case studyii. Examining requirements– assessing suitability of financial products to a particular customer segment– setting norms.	4 4
Unit IV	Developing Effective Sales Talk	7
	<p>1.Theory:</p> <ul style="list-style-type: none">i. Understanding customer requirement– selecting effective sales techniques– cautions in selling a product. <p>2.Practical:</p> <ul style="list-style-type: none">i. Developing persuasion skills, effective presentation skills, selecting suitable body language, identifying appropriate non–verbal communication skills, listening skills <p>Method: Role play, demonstration, mock interviews, body language skills</p>	3 4
Unit V	Effective interpersonal skills	7
	<p>1.Theory:</p> <ul style="list-style-type: none">i. Group discussion– personal conversation– involving	3

	<p>customers and identifying their interest– offering an effective sales proposal– negotiation and sales closure techniques</p> <p>2.Practical:</p> <p>i. Developing appropriate communication skills, assessing customer requirements, counseling for query redressal</p> <p>Method: Role Play, demonstration, mock interviews</p>	4
Unit VI	Tax Planning	7
	<p>1.Theory:</p> <p>i. Importance of financial planning in taxation. income tax slabs, tax exemptions and financial planning</p> <p>2.Practical:</p> <p>i. Understanding availability of various schemes as a measure of income tax planning. practical aspects of income tax and financial planning.</p> <p>Method: Role play, demonstration, case studies, mock interface</p>	3 4

References:

1. Khan, M. Y., & Jain, P. K. (2018). Financial management: Text, problems and cases, 8e. McGraw-Hill Education.
2. Kulkarni, P. V. (1999). Financial management: A conceptual Approach (with problem, cases & review question). Himalaya Publishing House
3. Ravi Kishore, R. M. (2006). Cost & management accounting 4Th / Ed. Taxmann Publications Pvt.
4. Pandey, I. M. (2009). Management accounting, 3E. Vikas Publishing House Pvt. Ltd
5. Ramachandran, N., & Ram, K. K. (2014). How to analyze: Financial statements. McGraw-Hill Education.
6. Hanif, M. (2019). Modern cost and management accounting. McGraw-Hill Education.
7. Bagavathi, P. R. (2006). Management accounting (4th ed.). S. Chand Publishing.

