



बिरसा मुंडा ट्रायबल युनिवर्सिटी Birsamunda Tribal University

राजपिपला, जि० नर्मदा Rajpipla, Dist. Narmda

Established by Tribal Development Department, Govt. of Gujarat

School of Commerce

B.Com. Programme

Subject Code & Name: - BC05MECC03: Merchant Banking

Teaching and Evaluation Scheme:

Teaching Scheme				Examination Scheme			
Credits				Component Weightage			
				CCE		SEE	
L	T	P	Total	TH	PWE	TH	PWE
4	0	0	4	50	0	50	0

Programme Name	B.Com
Semester	5
Course Code	BC05MECC03
Course Title	Merchant Banking
Course Content Type (Th./Pr.)	Th.
Course Credit	4
Sessions+ Lab. Per Week	N/A
Total Teaching/Lab. Hours	60 Hours
* 2 Laboratory = 1 Session	

Learning Objectives

1. To define the concept and origin of merchant banking
2. To explain SEBI guidelines and categorization of merchant bankers.
3. To study public issue management, including pricing, book building, and the role of underwriters.
4. To examine corporate advisory services like mergers and acquisitions.

Prerequisites (if any)

Learning Outcomes

After completion of the course, learners will be able to:

1. Distinguish between the functions of commercial banks and investment banks.
2. Apply SEBI and Ministry of Finance regulations to merchant banking activities.
3. Manage pre-issue and post-issue activities, including the preparation of a prospectus.
4. Examine corporate advisory services like Mergers, Acquisitions, and Venture Capital.





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Detailed Contents

UNIT	TOPIC/SUB-TOPIC	TEACHING HOURS
I	INTRODUCTION ➤ An Overview of Indian Financial System ➤ Merchant Banking: • Concept • Origin • Functions • Nature • Growth • Institutional Structure ➤ Merchant Banking Services in India. ➤ Commercial banks and investment banks	15
II	REGULATION OF MERCHANT BANKING ACTIVITY ➤ Guidelines of SEBI and Ministry of Finance ➤ Categorization of merchant bankers ➤ Regulation under Companies Act 1956 and 2013 ➤ Listing guidelines of Stock Exchange and Securities Contracts Act, 1956. Relation with Stock Exchanges	15
III	PUBLIC ISSUE MANAGEMENT IN MERCHANT BANKING ➤ Meaning and types of issues ➤ Appointment and role of merchant banker in issue management ➤ Pre-issue & post-issue management activities performed by merchant banks ➤ Issue Pricing ➤ Book Building: • Preparation of Prospectus • Selection of Bankers etc. • Role of Registrars • Bankers to the Issue, Underwriters, Brokers, Advertising Strategies ➤ NRI Marketing	15



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IV	OTHER SERVICES BY MERCHANT BANKERS ➤ Management of debt – Factoring and Forfeiting ➤ Placement and Distribution of various securities ➤ Corporate advisory services in Mergers and Acquisitions ➤ Venture capital ➤ Loan syndication ➤ Leasing finance ➤ Investment advisory services ➤ Credit rating ➤ Joint Ventures	15
Text Book(s)		
1.		
Reference Books		
1. M.Y. Khan, Financial Services, Tata McGraw-Hill. 2. Nalini Prava Tripathy, Financial Services, PHI Learning. 3. H. R. Machiraju, Merchant Banking, New Age International Publishers 4. Sri Ramk., "Hand Book of Leasing", Hire Purchase and Factoring", ICFAI, Hyderabad 5. L. Natarajan, Merchant Banking and Financial Services, Margham publication 6. S. Gurusamy, Merchant Banking and Financial Services, Star Books publication, Trivandrum		
Web Resources		
1.		
Required Software(s) (if any)		
Practical(s) (if any)		

L:: Lecture, **T::** Tutorial , **P::** Practical

CCE:: Continuous and Comprehensive Evaluation

(CCE Theory includes Mid Semester Examination, Assignment, MCQ quizzes, Seminar, Reflective notes, class participation, case analysis and presentation, slip tests (announced/ surprised), attendance etc. or any combination of these)

PWE:: Practical Work Examination

(PWE includes Laboratory practical work, project work, viva simulation exercise work etc.)

SEE:: Semester End Evaluation

