



# PERIYAR UNIVERSITY

*Salem-636011*

*(Reaccredited with 'A++' Grade by the NAAC)*

**CENTRE FOR DISTANCE AND ONLINE EDUCATION (CDOE)**

[CHOICE BASED CREDIT SYSTEM (CBCS)]

## **DIPLOMA PROGRAMME IN FINANCIAL PLANNING**



**OBE REGULATIONS AND SYLLABUS**

(Effective from the Academic year 2025-2026 onwards)

# Diploma in Financial Planning

**Diploma: 1 year (2 Semesters)**

## 1. Introduction

The intensive one-year Diploma in Financial Planning teaches financial decision-making. Critical financial literacy and strategic thinking are taught in the course to help students manage personal and business money.

This curriculum covers several financial planning topics, including investing methods, asset classifications, risk-return trade-offs, and portfolio management. It addresses long-term financial growth, estate planning, and intergenerational wealth transfer in wealth management. Students learn how to identify financial risks and choose insurance solutions to mitigate them in insurance planning. The credential emphasises developing financial technologies like AI, blockchain, and fintech, which are changing financial services. Students examine how AI-driven analytics, robo-advisors, and DeFi (decentralized Finance) platforms are changing investment and risk assessments.

The holistic program blends academic concepts with real-world applications to prepare students for the workforce. Students learn about financial markets, corporate finance, and regulatory compliance through case studies, simulations, and hands-on projects. Graduates will be prepared for careers in financial advisory, investment management, corporate finance, and fintech-driven financial services, where they can use technology to improve financial processes.

## 2. Programme Educational Objectives

**PEO1: Comprehensive Financial Knowledge** – Offer students a comprehensive understanding of wealth creation, risk management, investment strategies, and financial planning.

**PEO2: Practical Application and Industry Readiness** –Prepare students for real-world challenges in financial services by fostering hands-on financial decision-making skills through case studies, projects, and internships

**PEO3: Technological Integration in Finance** – Provide students with the necessary knowledge to acclimate to the changing landscape of financial technologies, including fintech innovations, AI-driven financial advisory, blockchain, and digital financial tools.

**PEO4: Ethical and Regulatory Awareness** Establish ethical financial practices and regulatory compliance, guaranteeing compliance with global financial standards, SEBI, RBI, and IRDAI.

**PEO5: Career Advancement and Entrepreneurial Growth** –Equip students with the necessary skills to pursue a variety of career opportunities in entrepreneurship, fintech, investment management, corporate finance, and financial advisory.

## Programme Objective

- PO1: Develop expertise in financial planning, investment strategies, and risk management.
- PO2: Provide knowledge of financial markets, instruments, and corporate finance.
- PO3: Introduce AI, fintech, and blockchain applications in financial services.
- PO4: Enhance skills in wealth management, retirement planning, and insurance.

PO5: Ensure ethical and regulatory compliance in financial advisory.

PO6: Prepare students for careers in financial services, fintech, and corporate finance.

### 3. Eligibility Criteria

- Candidates must have completed 10+2 (Higher Secondary Education) or an equivalent qualification from a recognized board.
- Applicants from any stream (Commerce, Science, or Arts) are eligible
- Graduates, working professionals, and entrepreneurs looking to enhance their financial planning and investment skills can apply.
- There are no age restrictions, making it suitable for students, professionals, and business owners seeking financial expertise.

### 4. Programme Structure & Curriculum

| SEM                       | Course   | Credits | Internal Marks | External Marks | Total Marks |
|---------------------------|--|---------|----------------|----------------|-------------|
| I                         | Core I - Introduction to Financial Planning                                | 5       | 25             | 75             | 100         |
|                           | Core – II - Financial Markets & Instruments                                | 5       | 25             | 75             | 100         |
|                           | Elective – I - Behavioural Finance & Risk Perception                       | 4       | 25             | 75             | 100         |
|                           | Elective – II - Investment Strategies & Portfolio Management               | 4       | 25             | 75             | 100         |
|                           | Elective – III - Financial Planning for Small Businesses and Entrepreneurs | 4       | 25             | 75             | 100         |
| <b>Total Credits - 22</b> |  |         |                |                |             |
| II                        | Core - III - Risk Management & Insurance Planning                          | 5       | 25             | 75             | 100         |
|                           | Core - IV - Artificial Intelligence & Fintech in Financial Planning        | 5       | 25             | 75             | 100         |
|                           | Elective – IV - Corporate Financial Planning                               | 4       | 25             | 75             | 100         |
|                           | Elective –V - Wealth Management & Retirement Planning                      | 4       | 25             | 75             | 100         |
|                           | Project and viva-voce  | 4       | 40             | 60             | 100         |
|                           | <b>Total Credits - 22</b>  |         |                |                |             |
| <b>Total – 44 Credits</b> |  |         |                |                |             |

### 5. Scheme for Examination & Evaluation

#### Internal Assessment

| Approaches                           | Marks     |
|--------------------------------------|-----------|
| Continuous Internal Assessment (CIA) | 20        |
| Assignment (1 No.)                   | 5         |
| <b>Total</b>                         | <b>25</b> |

## External Assessment

### Method of Evaluation for Diploma -Theory

#### Question Paper Pattern

Time: 3 Hrs.

Max.Marks:75

#### **Part – A (5X5=25 Marks)**

Answer any **five** questions out of **eight** questions

#### **Part –B (5X10= 50 Marks)**

Answer any **five** questions out of **eight** questions

#### **Passing Minimum**

A candidate will be declared as pass, if they secure at least **30 marks** in the End Semester Examination (ESE) for each theory paper and an overall aggregate of **40 marks** combining both external and internal assessments.

#### **Project Work**

- Project Report – 40 Marks
- External Viva-voce – 60 Marks

#### **Scheme for Project**

##### **Guidelines for Projects**

- **Mode:** Students have the option of selecting a research-based project, whereas Major Project with a financial institution, corporate firm, fintech company, financial advisory firm etc.
- **Duration:** Project: A financial study that uses research to analyse data and provide recommendations.
- **Approval and Supervision**
  - ❖ Students will be assigned a supervisor for guidance.
  - ❖ The faculty/mentor must approve the topic/project.

## SEMESTER-I

### Core Paper - I: Introduction to Financial Planning

#### Learning Objectives

1. To provide foundational knowledge of financial planning, its importance, and scope in personal and business finance.
2. To introduce the principles of budgeting, savings, and investment allocation.
3. To develop an understanding of financial goal-setting and wealth accumulation strategies.
4. To equip students with knowledge of tax planning and regulatory considerations.
5. To familiarize students with ethical considerations in financial advisory and planning.

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| <b>Unit -I Overview of Financial Planning</b>   |
| <ul style="list-style-type: none"><li>• Definition and Importance of Financial Planning</li><li>• Scope of Financial Planning: Individual &amp; Business</li><li>• Key Components: Income, Expenses, Savings, Investments, Insurance, and Retirement Planning</li><li>• Financial Goals: Short-term, Medium-term, and Long-term Goals</li></ul> |
| <b>Unit-II Budgeting and Savings</b>  |
| <ul style="list-style-type: none"><li>• Principles of Budgeting and Expense Management</li><li>• Types of Budgets: Personal &amp; Business Budgeting</li><li>• Income vs. Expenses: Managing Cash Flow</li><li>• Emergency Fund Planning</li><li>• Strategies for Effective Savings and Wealth Accumulation</li></ul>                           |
| <b>Unit- III Investment Basics</b>  |
| <ul style="list-style-type: none"><li>• Introduction to Asset Classes: Equities, Bonds, Real Estate, Commodities, Mutual Funds</li><li>• Risk &amp; Return Concepts in Investments</li><li>• Inflation and Its Impact on Investments</li><li>• Diversification and Asset Allocation Strategies</li></ul>  |
| <b>Unit-IV Tax Planning &amp; Legal Aspects</b>   |
| <ul style="list-style-type: none"><li>• Overview of Taxation in Financial Planning</li><li>• Tax-Saving Instruments: PPF, EPF, NPS, ELSS, Insurance</li><li>• Tax Implications on Investments</li><li>• Legal Framework Governing Financial Planning (SEBI, RBI, IRDA Regulations)</li></ul>  |
| <b>Unit-V Ethical &amp; Regulatory Environment</b>  |
| <ul style="list-style-type: none"><li>• Regulatory Authorities in Financial Planning (SEBI, RBI, IRDA, AMFI)</li><li>• Ethical Considerations in Financial Advisory</li><li>• Consumer Protection and Financial Transparency</li><li>• Avoiding Mis-Selling and Financial Fraud</li></ul>   |

**Theory: 75%**

**Problems/Application: 25%**

**Course Outcome:** Students will be able to:

| <b>CO. No.</b> | <b>CO statement</b>   | <b>Knowledge Level</b> |
|----------------|---|------------------------|
| <b>CO1</b>     | Explain the fundamentals and scope of financial planning in personal and business contexts. | <b>K2</b>              |
| <b>CO2</b>     | Design and implement effective savings and budgeting strategies.                            | <b>K3</b>              |
| <b>CO3</b>     | Evaluate different investment avenues and their risk-return trade-offs.                     | <b>K4</b>              |
| <b>CO4</b>     | Understand taxation principles and regulatory guidelines affecting financial planning.      | <b>K2</b>              |
| <b>CO5</b>     | Apply ethical considerations in financial advisory and regulatory compliance.               | <b>K3</b>              |

**Text Book:**

1. Gitman, L. J., & Joehnk, M. D. (2019). *Personal Financial Planning*. Pearson.
2. Kapoor, J. R., Dlabay, L. R., Hughes, R. J. (2020). *Focus on Personal Finance*. McGraw-Hill Education.

**References:**

1. Singh, Y. P. (2021). *Financial Planning: Principles and Practices*. Taxmann.
2. Bodie, Z., Kane, A., & Marcus, A. J. (2020). *Investments and Portfolio Management*. McGraw-Hill.
3. SEBI, RBI & IRDA Guidelines and Publications on Financial Planning.

## **Core Paper -II - Financial Markets & Instruments**

### **Learning Objectives**

1. To introduce students to the structure and functioning of financial markets.
2. To provide knowledge about various financial instruments and their characteristics.
3. To equip students with the ability to analyze and interpret financial market trends.
4. To understand the role of financial institutions in capital formation and economic development.
5. To explore the regulatory framework governing financial markets.

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| <b>Unit 1: Introduction to Financial Markets</b>   |
| <ul style="list-style-type: none"><li>• Definition and Importance of Financial Markets</li><li>• Types of Financial Markets: Money Market vs. Capital Market</li><li>• Structure of Indian and Global Financial Markets</li><li>• Role of Financial Markets in Economic Development</li><li>• Key Participants in Financial Markets (Investors, Institutions, Regulators)</li></ul>                    |
| <b>Unit 2: Financial Instruments and Their Functions</b>   |
| <ul style="list-style-type: none"><li>• Equity and Debt Instruments: Features and Differences</li><li>• Bonds, Debentures, and Government Securities</li><li>• Mutual Funds and Exchange-Traded Funds (ETFs)</li><li>• Derivatives: Futures, Options, and Swaps</li><li>• Commodities and Forex Trading</li></ul>  |
| <b>Unit 3: Stock Markets and Trading Mechanisms</b>  |
| <ul style="list-style-type: none"><li>• Structure and Functioning of Stock Exchanges (NSE, BSE, NYSE, etc.)</li><li>• Primary Market vs. Secondary Market</li><li>• Initial Public Offerings (IPOs) and Follow-on Public Offers (FPOs)</li><li>• Stock Market Indices and Their Significance</li><li>• Trading Mechanisms: Order Types, Settlement Process</li></ul>                                   |
| <b>Unit 4: Role of Financial Institutions</b>  |
| <ul style="list-style-type: none"><li>• Commercial Banks, Investment Banks, and NBFCs</li><li>• Role of SEBI, RBI, and IRDA in Market Regulation</li><li>• Credit Rating Agencies and Their Significance</li><li>• Venture Capital and Private Equity Markets</li><li>• Role of Insurance Companies in Financial Markets</li></ul>   |
| <b>Unit 5: Market Regulations and Emerging Trends</b>  |
| <ul style="list-style-type: none"><li>• Key Regulations Governing Financial Markets (SEBI Act, Companies Act, FEMA)</li><li>• Investor Protection and Regulatory Mechanisms</li><li>• Impact of Technology on Financial Markets (Algo Trading, Blockchain, Fintech)</li><li>• Behavioral Finance and Its Influence on Market Movements</li><li>• Ethical Considerations in Financial Markets</li></ul> |

**Theory: 80%**

**Problems/Application: 20%**

**Course Outcome:** Students will be able to:

| <b>CO. No.</b> | <b>CO statement</b>  | <b>Knowledge Level</b> |
|----------------|--|------------------------|
| <b>CO1</b>     | Explain the structure and functioning of financial markets.              | <b>K1</b>              |
| <b>CO2</b>     | Analyze various financial instruments and their significance.            | <b>K2</b>              |
| <b>CO3</b>     | Demonstrate knowledge of stock market operations and trading mechanisms. | <b>K4</b>              |
| <b>CO4</b>     | Understand the role of financial institutions in capital formation.      | <b>K2</b>              |
| <b>CO5</b>     | Evaluate regulatory frameworks and emerging trends in financial markets. | <b>K3</b>              |

**Text Book:**

1. Bhole, L. M., & Mahakud, J. (2020). *Financial Institutions and Markets: Structure, Growth & Innovations*. McGraw-Hill.
2. Pathak, B. V. (2018). *The Indian Financial System: Markets, Institutions, and Services*. Pearson.

**References:**

1. Fabozzi, F. J., Modigliani, F., & Jones, F. J. (2021). *Foundations of Financial Markets and Institutions*. Pearson.
2. SEBI, RBI, and IRDA Publications on Financial Markets and Regulations.
3. Mishkin, F. S., & Eakins, S. G. (2019). *Financial Markets and Institutions*. Pearson.

## **Elective Paper -I Behavioural Finance & Risk Perception**

### **Learning Objectives**

1. To introduce the concept of behavioural finance and its role in financial decision-making.
2. To explore various cognitive biases that affect financial choices.
3. To understand risk perception and its impact on investment behaviour.
4. To examine the psychological aspects influencing stock market movements.
5. To develop strategies for mitigating the effects of irrational financial decisions.

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| <b>Unit-I Introduction to Behavioural Finance</b>  |
| <ul style="list-style-type: none"><li>• Definition and Importance of Behavioral Finance</li><li>• Differences Between Traditional Finance and Behavioral Finance</li><li>• Role of Psychology in Financial Decision-Making</li><li>• Key Theories of Behavioral Finance (Prospect Theory, Regret Theory, etc.)</li></ul> |
| <b>Unit -II Cognitive Biases in Financial Decision-Making</b>  |
| <ul style="list-style-type: none"><li>• Types of Cognitive Biases: Overconfidence, Anchoring, Confirmation Bias</li><li>• Herd Mentality and Market Bubbles</li><li>• Loss Aversion and Risk-Taking Behavior</li><li>• Mental Accounting and Decision Paralysis</li></ul>  |
| <b>Unit -III Risk Perception and Investment Behavior</b>   |
| <ul style="list-style-type: none"><li>• Understanding Risk vs. Uncertainty in Financial Planning</li><li>• Factors Affecting Risk Perception</li><li>• Role of Demographics and Experience in Risk Tolerance</li><li>• Impact of Emotional and Social Factors on Investment Choices</li></ul>                            |
| <b>Unit -IV Market Psychology and Investor Sentiment</b>   |
| <ul style="list-style-type: none"><li>• Psychological Aspects of Stock Market Booms and Crashes</li><li>• Behavioral Patterns in Bull and Bear Markets</li><li>• Role of Media and Public Perception in Market Movements</li><li>• Sentiment Analysis in Financial Markets</li></ul>                                     |
| <b>Unit -V Behavioral Finance Strategies &amp; Mitigation Techniques</b>   |
| <ul style="list-style-type: none"><li>• Overcoming Biases in Financial Decision-Making</li><li>• Strategies for Rational Investing</li><li>• Behavioral Portfolio Theory vs. Modern Portfolio Theory</li><li>• Role of Financial Advisors in Managing Investor Behavior</li></ul>  |

**Theory: 75%**

**Problems/Application: ~25%**

**Course Outcome:** Students will be able to:

| <b>CO. No.</b> | <b>CO statement</b>   | <b>Knowledge Level</b> |
|----------------|---|------------------------|
| <b>CO1</b>     | Explain the fundamentals of behavioral finance and its significance in decision-making. | <b>K1</b>              |
| <b>CO2</b>     | Identify and analyze cognitive biases that affect financial decisions.                  | <b>K2</b>              |
| <b>CO3</b>     | Evaluate the role of risk perception in shaping investor behavior.                      | <b>K5</b>              |
| <b>CO4</b>     | Assess the impact of market psychology on stock market trends.                          | <b>K4</b>              |
| <b>CO5</b>     | Apply behavioral finance strategies to minimize irrational financial choices.           | <b>K3</b>              |

**Text Book:**

1. Kahneman, D. (2011). *Thinking, Fast and Slow*. Farrar, Straus and Giroux.
2. Montier, J. (2010). *The Little Book of Behavioral Investing: How Not to Be Your Own Worst Enemy*. Wiley.

**References:**

1. Thaler, R. H. (2015). *Misbehaving: The Making of Behavioral Economics*. W.W. Norton & Company.
2. Shefrin, H. (2002). *Beyond Greed and Fear: Understanding Behavioral Finance and the Psychology of Investing*. Oxford University Press.
3. Statman, M. (2017). *Finance for Normal People: How Investors and Markets Behave*. Oxford University Press.

## Elective Paper-II Investment Strategies & Portfolio Management

### Learning Objectives

1. To introduce students to investment strategies and portfolio management principles.
2. To provide an understanding of asset allocation and diversification techniques.
3. To explore the various investment vehicles and their risk-return profiles.
4. To develop skills in constructing and managing investment portfolios.
5. To analyze portfolio performance using industry-standard techniques.

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| <b>Unit – I Introduction to Investment Strategies</b>  |
| <ul style="list-style-type: none"><li>• Definition and Importance of Investment Strategies</li><li>• Passive vs. Active Investing</li><li>• Growth Investing vs. Value Investing</li><li>• Fundamental vs. Technical Analysis in Investment Decision-Making</li></ul>  |
| <b>Unit -II Asset Allocation and Diversification</b>   |
| <ul style="list-style-type: none"><li>• Concept of Asset Allocation and Its Importance</li><li>• Risk-Return Tradeoff in Investment Planning</li><li>• Diversification Across Asset Classes (Equities, Bonds, Real Estate, Commodities, etc.)</li><li>• Strategic vs. Tactical Asset Allocation</li></ul>                    |
| <b>Unit -III Portfolio Construction and Management</b>   |
| <ul style="list-style-type: none"><li>• Steps in Portfolio Construction</li><li>• Portfolio Risk Management Techniques</li><li>• Modern Portfolio Theory (MPT) and Efficient Frontier</li><li>• Behavioral Factors in Portfolio Management</li></ul>   |
| <b>Unit-IV Investment Vehicles and Performance Analysis</b>  |
| <ul style="list-style-type: none"><li>• Overview of Investment Vehicles (Stocks, Bonds, Mutual Funds, ETFs, REITs, etc.)</li><li>• Measuring Portfolio Performance (Sharpe Ratio, Treynor Ratio, Jensen's Alpha)</li><li>• Risk Metrics and Stress Testing</li><li>• Role of Robo-Advisors in Portfolio Management</li></ul> |
| <b>Unit -V Emerging Trends in Investment Management</b>  |
| <ul style="list-style-type: none"><li>• ESG (Environmental, Social, and Governance) Investing</li><li>• Impact of AI and Big Data on Investment Strategies</li><li>• Crypto Assets and Alternative Investments</li><li>• Ethical and Sustainable Investment Practices</li></ul>  |

**Course Outcome:** Students will be able to:

| <b>CO. No.</b> | <b>CO statement</b>  | <b>Knowledge Level</b> |
|----------------|--|------------------------|
| <b>CO1</b>     | Explain different investment strategies and their significance.                  | <b>K1</b>              |
| <b>CO2</b>     | Apply asset allocation and diversification principles in portfolio construction. | <b>K3</b>              |
| <b>CO3</b>     | Analyze risk-return profiles of various investment vehicles.                     | <b>K4</b>              |
| <b>CO4</b>     | Construct and manage an optimized investment Portfolio.                          | <b>K5</b>              |
| <b>CO5</b>     | Evaluate portfolio performance using industry-standard metrics.                  | <b>K5</b>              |

**Text Book:**

1. Bodie, Z., Kane, A., & Marcus, A. J. (2021). *Investments*. McGraw-Hill.
2. Reilly, F. K., & Brown, K. C. (2020). *Investment Analysis & Portfolio Management*. Cengage Learning.

**References:**

1. Malkiel, B. G. (2019). *A Random Walk Down Wall Street*. W.W. Norton & Company.
2. Damodaran, A. (2021). *Investment Valuation: Tools and Techniques for Determining the Value of Any Asset*. Wiley.
3. CFA Institute Publications on Investment and Portfolio Management.

## **Elective Paper-III - Financial Planning for Small Businesses & Entrepreneurs**

### **Learning Objectives**

1. To introduce students to financial planning principles specific to small businesses and startups.
2. To provide an understanding of business funding options and capital structuring.
3. To develop skills in cash flow management and financial forecasting.
4. To analyze cost management and profit optimization strategies.
5. To explore risk management techniques for entrepreneurs.

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| <b>Unit – I Introduction to Small Business Financial Planning</b>  |
| <ul style="list-style-type: none"><li>• Importance of Financial Planning for Entrepreneurs</li><li>• Key Financial Challenges Faced by Small Businesses</li><li>• Business Growth and Financial Stability</li><li>• Financial Goal Setting for Startups</li></ul>  |
| <b>Unit -II Business Funding and Capital Structuring</b>   |
| <ul style="list-style-type: none"><li>• Sources of Business Financing: Bootstrapping, Angel Investors, Venture Capital, Bank Loans</li><li>• Debt vs. Equity Financing</li><li>• Crowdfunding and Alternative Finance</li><li>• Government Schemes and Financial Assistance for Small Businesses</li></ul> |
| <b>Unit -III Cash Flow and Budget Management</b>   |
| <ul style="list-style-type: none"><li>• Managing Business Cash Flow Effectively</li><li>• Budgeting Techniques for Startups</li><li>• Revenue Models and Pricing Strategies</li><li>• Break-even Analysis and Cost Control Methods</li></ul>   |
| <b>Unit-IV Profitability and Risk Management</b>   |
| <ul style="list-style-type: none"><li>• Strategies for Profit Maximization</li><li>• Identifying and Managing Financial Risks</li><li>• Tax Planning for Entrepreneurs</li><li>• Business Insurance and Risk Mitigation</li></ul>  |
| <b>Unit -V Financial Technology and Digital Solutions</b>  |
| <ul style="list-style-type: none"><li>• Role of Fintech in Small Business Finance</li><li>• Digital Payment Solutions and Online Banking</li><li>• Accounting Software and Financial Automation Tools</li><li>• Blockchain and Smart Contracts in Business Transactions</li></ul>                          |

**Theory: 75%**

**Problems/Application: 25%**

**Course Outcome:** Students will be able to:

| <b>CO. No.</b> | <b>CO statement</b>  | <b>Knowledge Level</b> |
|----------------|--|------------------------|
| <b>CO1</b>     | Explain financial planning strategies tailored for small businesses and entrepreneurs. | <b>K1</b>              |
| <b>CO2</b>     | Assess various funding options and their impact on business growth.                    | <b>K4</b>              |
| <b>CO3</b>     | Develop cash flow management and budgeting techniques for business stability.          | <b>K3</b>              |
| <b>CO4</b>     | Analyze risk management and tax planning approaches for startups.                      | <b>K4</b>              |
| <b>CO5</b>     | Apply financial technology solutions for efficient business financial management.      | <b>K3</b>              |

**Text Book:**

1. Parrino, R., Kidwell, D. S., & Bates, T. W. (2021). *Fundamentals of Corporate Finance*. Wiley.
2. Brigham, E. F., & Ehrhardt, M. C. (2020). *Financial Management: Theory & Practice*. Cengage Learning.

**References:**

1. Burns, P. (2018). *Entrepreneurship and Small Business: Start-up, Growth and Maturity*. Palgrave Macmillan.
2. Scarborough, N. M. (2019). *Essentials of Entrepreneurship and Small Business Management*. Pearson.
3. Government Reports and RBI Guidelines on SME Financing.

## SEMESTER-II

### Core Paper - III - Risk Management & Insurance Planning

#### Learning Objectives

1. To introduce students to the principles and importance of risk management in financial planning.
2. To explore different types of financial risks and their impact on individuals and businesses.
3. To provide knowledge of insurance products and their role in mitigating financial risks.
4. To develop skills in evaluating and selecting appropriate insurance policies.
5. To examine the regulatory framework governing the insurance sector.

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| <b>Unit-I Introduction to Risk Management</b>   |
| <ul style="list-style-type: none"><li>• Definition and Importance of Risk Management</li><li>• Types of Financial Risks: Market, Credit, Liquidity, Operational, Inflation Risks</li><li>• Risk Assessment and Identification Techniques</li><li>• Strategies for Risk Mitigation and Control</li></ul>                                   |
| <b>Unit -II Principles of Insurance and Policy Selection</b>  |
| <ul style="list-style-type: none"><li>• Definition and Importance of Insurance in Financial Planning</li><li>• Basic Principles of Insurance: Utmost Good Faith, Insurable Interest, Indemnity, Contribution, Subrogation</li><li>• Life Insurance vs. General Insurance</li><li>• Factors Affecting Insurance Policy Selection</li></ul> |
| <b>Unit -III Life and Health Insurance Planning</b>   |
| <ul style="list-style-type: none"><li>• Types of Life Insurance Policies: Term, Whole Life, Endowment, ULIPs</li><li>• Health Insurance Plans: Individual, Family, Critical Illness, Group Policies</li><li>• Role of Insurance in Retirement and Estate Planning</li><li>• Tax Benefits on Life and Health Insurance Policies</li></ul>  |
| <b>Unit -IV Property, Liability &amp; Business Insurance</b>  |
| <ul style="list-style-type: none"><li>• Insurance: Fire, Theft, Natural Disasters</li><li>• Liability Insurance: Personal and Business Liability</li><li>• Motor and Travel Insurance Plans</li><li>• Business Risk Insurance: Keyman Insurance, Professional Indemnity</li></ul>   |
| <b>Unit -V Regulatory Framework and Emerging Trends</b>   |
| <ul style="list-style-type: none"><li>• Role of IRDAI in the Insurance Sector</li><li>• Consumer Protection Laws in Insurance</li><li>• Digital Transformation in Insurance (Insurtech, AI, Blockchain Applications)</li><li>• Future Trends in Risk Management and Insurance Planning</li></ul>  |

**Course Outcome:** Students will be able to:

| <b>CO. No.</b> | <b>CO statement</b>  | <b>Knowledge Level</b> |
|----------------|--|------------------------|
| <b>CO1</b>     | Explain the importance of risk management in financial planning.                   | <b>K1</b>              |
| <b>CO2</b>     | Analyze different types of risks and appropriate risk mitigation techniques.       | <b>K4</b>              |
| <b>CO3</b>     | Evaluate various life and health insurance policies for financial security.        | <b>K5</b>              |
| <b>CO4</b>     | Assess the role of property, liability, and business insurance in risk management. | <b>K4</b>              |
| <b>CO5</b>     | Understand the regulatory framework and emerging trends in the insurance sector.   | <b>K2</b>              |

**Text Book:**

1. Rejda, G. E., & McNamara, M. J. (2021). *Principles of Risk Management and Insurance*. Pearson.
2. Vaughan, E. J., & Vaughan, T. M. (2020). *Fundamentals of Risk and Insurance*. Wiley.

**References:**

1. Harrington, S. E., & Niehaus, G. R. (2019). *Risk Management and Insurance*. McGraw-Hill.
2. IRDAI Guidelines and Regulations on Risk and Insurance.
3. Publications on Emerging Trends in Insurtech and Risk Analytics.

## Core Paper-IV- Artificial Intelligence & Fintech in Financial Planning

### Learning Objectives

1. To introduce students to the role of Artificial Intelligence (AI) and Financial Technology (Fintech) in modern financial planning.
2. To provide an understanding of how AI-powered solutions improve investment strategies and risk assessment.
3. To explore various Fintech applications in banking, lending, insurance, and wealth management.
4. To develop knowledge about blockchain technology and cryptocurrency's impact on finance.
5. To analyze regulatory and ethical considerations in AI-driven financial services.

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| <b>Unit-I Introduction to AI and Fintech in Finance</b>   |
| <ul style="list-style-type: none"><li>• Definition and Evolution of AI and Fintech</li><li>• Role of AI and Machine Learning in Financial Decision-Making</li><li>• Benefits and Challenges of AI in Financial Planning</li><li>• Key Fintech Innovations: Mobile Payments, Robo-Advisors, AI-driven Investment Platforms</li></ul> |
| <b>Unit-II AI-Powered Financial Advisory and Risk Assessment</b>  |
| <ul style="list-style-type: none"><li>• AI-Based Financial Advisory and Wealth Management</li><li>• Predictive Analytics in Investment Planning</li><li>• AI in Credit Risk Assessment and Loan Approval</li><li>• Fraud Detection and Cybersecurity in AI-Driven Financial Services</li></ul>                                      |
| <b>Unit-III Fintech Disruptions in Banking and Lending</b>  |
| <ul style="list-style-type: none"><li>• Digital Banking and Neo-Banks</li><li>• Peer-to-Peer (P2P) Lending and Crowdfunding Platforms</li><li>• AI in Credit Scoring and Automated Loan Underwriting</li><li>• Impact of Open Banking and API Integrations</li></ul>  |
| <b>Unit -IV Blockchain, Cryptocurrency, and Smart Contracts</b>   |
| <ul style="list-style-type: none"><li>• Introduction to Blockchain Technology in Financial Planning</li><li>• Cryptocurrencies: Bitcoin, Ethereum, and Stablecoins</li><li>• Decentralized Finance (DeFi) and Its Role in Investment Management</li><li>• Smart Contracts and Their Application in Financial Transactions</li></ul> |
| <b>Unit -V Regulatory and Ethical Considerations in AI &amp; Fintech</b>  |
| <ul style="list-style-type: none"><li>• Regulatory Challenges in AI-Powered Financial Planning</li><li>• Data Privacy and Consumer Protection Laws (GDPR, RBI Guidelines, etc.)</li><li>• Ethical Issues in AI-Based Decision-Making</li><li>• Future Trends in AI and Fintech in Financial Planning</li></ul>                      |

**Course Outcome:** Students will be able to:

| <b>CO. No.</b> | <b>CO statement</b>  | <b>Knowledge Level</b> |
|----------------|--|------------------------|
| <b>CO1</b>     | Explain the role of AI and Fintech in financial planning.                            | <b>K1</b>              |
| <b>CO2</b>     | Analyze AI-powered financial advisory and risk assessment techniques.                | <b>K4</b>              |
| <b>CO3</b>     | Evaluate the impact of Fintech innovations in banking and lending.                   | <b>K5</b>              |
| <b>CO4</b>     | Understand blockchain technology, cryptocurrency, and their applications in finance. | <b>K2</b>              |
| <b>CO5</b>     | Assess the ethical and regulatory challenges of AI-driven financial services         | <b>K4</b>              |

**Text Book:**

1. Narayanan, A. et al. (2016). *Bitcoin and Cryptocurrency Technologies*. Princeton University Press.
2. Chishti, S., & Barberis, J. (2018). *The Fintech Book: The Financial Technology Handbook for Investors, Entrepreneurs, and Visionaries*. Wiley.

**References:**

1. Das, S. (2020). *Artificial Intelligence in Finance: The Road Ahead*. Cambridge University Press.
2. Tapscott, D., & Tapscott, A. (2018). *Blockchain Revolution: How the Technology Behind Bitcoin and Other Cryptocurrencies is Changing the World*. Penguin.
3. RBI and SEBI Guidelines on Fintech and AI in Financial Services.

## Elective Paper-IV - Corporate Financial Planning

### Learning Objectives

1. To introduce students to corporate financial planning and its role in business growth and sustainability.
2. To explore capital budgeting techniques and long-term investment decision-making.
3. To provide knowledge about working capital management and corporate liquidity strategies.
4. To analyze financial risk management techniques for corporations.
5. To examine corporate valuation methods and strategies for mergers and acquisitions.

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| <b>Unit -I Introduction to Corporate Financial Planning</b>  |
| <ul style="list-style-type: none"><li>• Definition and Importance of Corporate Financial Planning</li><li>• Objectives of Financial Planning in Business Organizations</li><li>• Short-Term vs. Long-Term Financial Planning</li><li>• Financial Forecasting and Projections</li></ul>   |
| <b>Unit -II Capital Budgeting and Investment Decisions</b>   |
| <ul style="list-style-type: none"><li>• Capital Budgeting Techniques: NPV, IRR, Payback Period, Profitability Index</li><li>• Evaluating Business Expansion and Investment Opportunities</li><li>• Cost of Capital and Capital Structure Planning</li><li>• Corporate Financing Options: Debt vs. Equity</li></ul>                         |
| <b>Unit -III Working Capital and Liquidity Management</b>  |
| <ul style="list-style-type: none"><li>• Importance of Working Capital in Business Operations</li><li>• Techniques for Managing Cash, Accounts Receivable, and Inventory</li><li>• Short-Term Financing Strategies for Corporations</li><li>• Cash Flow Management and Liquidity Planning</li></ul>   |
| <b>Unit -IV Financial Risk Management in Corporations</b>  |
| <ul style="list-style-type: none"><li>• Types of Financial Risks: Credit, Market, Operational, Interest Rate Risks</li><li>• Hedging Techniques: Derivatives, Futures, Options, Swaps</li><li>• Foreign Exchange Risk Management</li><li>• Role of CFOs in Corporate Risk Mitigation</li></ul>   |
| <b>Unit -V Corporate Valuation and Strategic Financial Decisions</b>   |
| <ul style="list-style-type: none"><li>• Business Valuation Techniques: DCF, Market Multiples, Asset-Based Valuation</li><li>• Mergers, Acquisitions, and Corporate Restructuring</li><li>• Dividend Policy and Shareholder Value Maximization</li><li>• ESG (Environmental, Social, and Governance) Factors in Corporate Finance</li></ul> |

**Theory: 70%**

**Problems/Application: 30%**

**Course Outcome:** Students will be able to:

| <b>CO. No.</b> | <b>CO statement</b>   | <b>Knowledge Level</b> |
|----------------|---|------------------------|
| <b>CO1</b>     | Explain corporate financial planning and its role in business sustainability. | <b>K1</b>              |
| <b>CO2</b>     | Apply capital budgeting techniques to evaluate investment decisions.          | <b>K3</b>              |
| <b>CO3</b>     | Develop strategies for working capital and liquidity management.              | <b>K2</b>              |
| <b>CO4</b>     | Assess corporate financial risks and implement risk management strategies.    | <b>K4</b>              |
| <b>CO5</b>     | Evaluate corporate valuation methods and strategic financial decisions.       | <b>K5</b>              |

**Text Book:**

1. Brealey, R. A., Myers, S. C., & Allen, F. (2020). *Principles of Corporate Finance*. McGraw-Hill.
2. Ross, S. A., Westerfield, R., & Jaffe, J. (2019). *Corporate Finance*. McGraw-Hill.

**References:**

1. Damodaran, A. (2021). *Investment Valuation: Tools and Techniques for Determining the Value of Any Asset*. Wiley.
2. Brigham, E. F., & Ehrhardt, M. C. (2020). *Financial Management: Theory & Practice*. Cengage Learning.
3. Reports from SEBI, RBI, and International Financial Institutions on Corporate Finance Best Practices.

## Elective Paper-V- Wealth Management & Retirement Planning

### Learning Objectives

1. To provide students with a deep understanding of wealth management strategies.
2. To explore different retirement planning tools and investment options.
3. To develop skills in estate planning and intergenerational wealth transfer.
4. To analyze tax-efficient wealth accumulation techniques.
5. To examine global trends and emerging practices in retirement planning.

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| <b>Unit -I Introduction to Wealth Management</b>  |
| <ul style="list-style-type: none"><li>• Definition and Importance of Wealth Management</li><li>• Components of Wealth Management: Investments, Estate Planning, Risk Management</li><li>• Wealth Management for High-Net-Worth Individuals (HNWIs) and Mass Affluent Clients</li><li>• Role of Financial Advisors and Private Banking</li></ul> |
| <b>Unit -II Investment Strategies for Long-Term Wealth Growth</b>   |
| <ul style="list-style-type: none"><li>• Strategic vs. Tactical Asset Allocation</li><li>• Alternative Investments: Hedge Funds, Private Equity, Commodities, Real Estate</li><li>• Impact of Inflation on Wealth Accumulation</li><li>• Behavioural Finance in Wealth Management</li></ul>  |
| <b>Unit -III Retirement Planning &amp; Pension Systems</b>  |
| <ul style="list-style-type: none"><li>• Importance of Retirement Planning</li><li>• Types of Retirement Plans: Defined Benefit vs. Defined Contribution Plans</li><li>• Public and Private Pension Schemes (NPS, EPF, 401(k), IRAs, PPF)</li><li>• Social Security and Government-Sponsored Retirement Plans</li></ul>                          |
| <b>Unit -IV Estate Planning and Wealth Transfer</b>   |
| <ul style="list-style-type: none"><li>• Basics of Estate Planning and Succession Planning</li><li>• Wills, Trusts, and Power of Attorney</li><li>• Tax Implications in Estate Transfers</li><li>• Philanthropy and Charitable Giving Strategies</li></ul>   |
| <b>Unit -V Tax-Efficient Wealth Planning &amp; Emerging Trends</b>  |
| <ul style="list-style-type: none"><li>• Tax Planning Strategies for Wealth Accumulation</li><li>• Impact of Capital Gains and Inheritance Taxes</li><li>• Digital Wealth Management and Robo-Advisors</li><li>• Global Trends in Retirement and Wealth Planning</li></ul>   |

**Course Outcome:** Students will be able to:

| <b>CO. No.</b> | <b>CO statement</b>   | <b>Knowledge Level</b> |
|----------------|---|------------------------|
| <b>CO1</b>     | Explain the fundamentals of wealth management and its role in financial planning. | <b>K2</b>              |
| <b>CO2</b>     | Analyze long-term investment strategies for wealth accumulation.                  | <b>K4</b>              |
| <b>CO3</b>     | Develop retirement planning models and evaluate different pension schemes.        | <b>K2</b>              |
| <b>CO4</b>     | Assess estate planning strategies and their tax implications.                     | <b>K4</b>              |
| <b>CO5</b>     | Apply tax-efficient wealth management techniques in financial planning.           | <b>K3</b>              |

**Text Book:**

1. Kapoor, J. R., Dlabay, L. R., & Hughes, R. J. (2021). *Personal Finance*. McGraw-Hill.
2. Hallman, G. V., & Rosenbloom, J. S. (2020). *Private Wealth Management: The Complete Reference for the Personal Financial Planner*. McGraw-Hill

**References:**

1. Dalton, M. A., & Dalton, J. F. (2019). *Retirement Planning and Employee Benefits for Financial Planners*. Money Education.
2. Bodie, Z., Marcus, A. J., & Merton, R. C. (2021). *Retirement Planning and Financial Economics*. Pearson.
3. SEBI and RBI Reports on Wealth and Retirement Planning.