

**SES's L.S. RAHEJA COLLEGE OF ARTS AND COMMERCE
(AUTONOMOUS)**



Syllabus of Financial Literacy under NEP 2020 OE vertical with effect from 2024-25

**DEPARTMENT OF BACHELOR OF ARTS
(MULTIMEDIA AND MASS COMMUNICATION)**

HoD/Coordinator of the Department: Ms. Kavita Makhija

Date of approval by the BoS: 27th April, 2024

Approved by the Academic Council on: 29th April, 2024

Ratified by the Governing Body on: 6th May, 2024



Programme: Bachelor of Arts (Multimedia and Mass Communication)		Semester : II			
Course : Financial Literacy Academic Year: 2024-2025 Batch: 2024-2027		Code: UGBAMMCIOE124			
Teaching Scheme	Evaluation Scheme				
Lectures	Practical	Tutorials	Credits	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
30	Nil	Nil	2	20 marks/40% of the total marks	30 marks/60% of the total marks

Learning Objectives :	<ol style="list-style-type: none"> 1. To help develop a broad understanding of financial concepts, systems and its components. 2. To help make aware of the operations of the financial systems. 3. To enable making informed financial decisions for oneself by implementing the acquired financial knowledge. 4. To promote financial well-being
Learning Outcomes :	<ol style="list-style-type: none"> 1. Acquire basic knowledge of financial terminologies, systems, its components, financial products and services. 2. Describe various financial concepts, systems and its components and their significance. 3. Ability to analyse banking, insurance and other financial products, services and investment avenues. 4. Familiarise with the fundamentals of finance and applications of financial concepts in practical situations for better financial decision making.
Pedagogy:	Classroom Teaching, Presentations, Case-studies, Group discussions Peer tutoring Practical assignment

Module	Module Content	Module Wise Duration/ Lectures
I	FINANCIAL SYSTEM, PLANNING AND INVESTMENT AVENUES <ul style="list-style-type: none"> • Scope, Need, Significance and Objectives of Financial Literacy. • Definitions and Meaning of Financial Terminologies. • Introduction to Indian Financial System, Structure of financial system, Importance of financial planning, saving and investments. • Various Investment avenues - 	15
II	UNDERSTANDING OPERATION OF FINANCIAL SYSTEMS <ul style="list-style-type: none"> • Practical Aspects of Banking and Insurance -Types, Objectives, Importance, Products and Services, Technological advancement in banking and insurance, Banking frauds and prevention. • Practical aspects of investment in financial Markets. • Tax Planning - Basic concepts of Income and tax planning. 	15

REFERENCE BOOKS

1. Introduction to financial planning (4th Edition 2017) Indian institution of Banking and Finance.
2. Sinha, Madhu: Financial Planning a ready reckoner July 2017 McGraw Hill
3. Kothari, R (2010), financial Services in India: Concept and application. New Delhi: Sage
4. Publication India Pvt td
5. Milling B. E, (2003), The Basics of Finance: Financial Tools for Non Financial Managers, Indiana, Universe Company.
6. Zokaityte, A (2017), Financial Literacy Education. London: Palgrave Macmillan