



# Syllabus

## First Semester Course in B Com

2023 - 24

Syllabus for Open Elective Courses.

- UCCOM4501OE1 : Introduction to Intellectual Property Right's
- UCCOM4502OE1 : Financial Literacy and Education

Evaluation and Assessment Guideline.

PRINCIPAL  
ST. XAVIER'S COLLEGE  
AUTONOMOUS  
MUMBAI - 400 001.

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FY B Com

Course Code: UCCOM4501OE1

## Introduction to Intellectual Property Rights

Credits: 2 (Total 30 hr)

### Course Objectives:

1. To make the learner aware of the domain of intellectual rights in a commercial framework.
2. To understand the legal framework available for the protection of intellectual rights of the inventor/owner of such right.
3. To make the learner understand the local and global framework in the protection of intellectual rights and the process of registration in our country and foreign countries of their invention, designs and other work.

### Course Outcome:

On completing the course, the student will be able to:

- CO 1 Get acquainted and acquire fundamental knowledge with the legal provisions of intellectual property rights along with overall general legal framework pertaining to IPR prevailing in the country and at international level (Conventions, Treaties)
- CO 2 Understand Intellectual Property (IP) and its different types. Importance of each IPR and its role in the global economy. Identify the different ways to acquire and protect IP rights.
- CO 3 Discuss the ethical and social implications of IP rights. Apply knowledge to find out the legal procedure to file an IPR and remedy under respective IPR
- CO 4 Apply IPR law to real-world cases and scenarios. Discuss how to create original works of IP, such as patents, trademarks, and copyrights.

## Introduction to Intellectual Property Rights

Unit 1

(15 Lectures)

**Introduction to Intellectual Property Rights (IPR):** Introduction/Background/History of IPR, Concept of IPR, Components of IPR (Patent, Copyright, Trademark, Trade Secrets, Geographical Indication), Nature of IPR  
**Patent:** Meaning and Definition of Patent, What can be Patented, What cannot be Patented, Requirements for grant of a Patent, Procedure for obtaining/ filing a Patent, Restoration of lapsed Patents, Assignment and License, Rights of Patent Holder, Rights and Duties of Patentee, Patent Infringement and Remedies  
**Geographical Indication:** Meaning and Definition of GI, Explanation of GI

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## Unit 2

(15 Lectures)

**Copyright:** Meaning and Definition of Copyright, Fair Use, Procedure for Registration of Work, Rights of a Copyright Holder, Copyright Infringement and Remedies

**Trademark:** Meaning and Definition of Trademark Types of Trademarks and their functions, Trademarks that cannot be registered, Procedure for registration/ filing Trademark, Rights of a Trademark Holder, Trademark Infringement and Remedies, Passing Off

### Reference Books

1. Law Relating to Intellectual Property Rights, by V K Ahuja, Third (Student) Edition
2. Intellectual Property Rights” by Neeraj Pandey and Khushdeep Dharni, PHI Learning; 1st edition (July 30, 2014)
3. Professionals’ Intellectual Property Laws, Professional Book Publisher (Bare Act) –Latest Edition
4. Intellectual Property Rights: Text and Cases, by R Radhakrishnan and S. Balasubramanian, Excel Books (2008)

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## Financial Literacy and Education

Credits: 2 (Total 30 hr)

### Course Objectives:

1. To provide the basic foundation for the financial decision-making process.
2. To educate learners about various saving and investment choices available for a common man.
3. To give an overview of stock markets and criteria of stock selection, orient the learners about mutual funds and the criteria for selection.

### Course Outcome:

On completing the course, the student will be able to:

- CO 1 Understand the basic concepts of savings, investments, functions, financial goals, financial plan along with understanding of Banking, Insurance, Economics and institutions administrating these areas.
- CO 2 Comprehended financial terms, concepts, model for reading financial statements, parameters for evaluating companies while investing – Time Value of Money – Concept of Compounding and Discounting.
- CO 3 Develop a deeper understanding of Investment and Savings alternatives, retirement and pension plans, various govt schemes for common citizen.
- CO 4 know about operations of stock market and parameters while making stock market or investment in mutual funds also to get appraise with investment strategies in stock market for stock selection.

## Financial Literacy & Education

### Unit 1

(15 Lectures)

**Foundations for Finance Introduction to Basic Concepts:** Understand the need for financial planning – basic concepts – life goals and financial goals – format of a sample financial plan for a young adult

**Economics:** Meaning – scope – key concepts influencing decision making both micro & macro  
**Banking in India:** Types of Bank Deposits, Deposit Insurance (PMJDY). Traditional and New Banking Models. Debit and Credit Cards. Digital Payment System – Internet Banking (NEFT, RTGS and IMPS), Mobile Banking, Mobile Wallet, AEPS, UPI

**Orientation to Financial Statements:** financial terms and concepts, model for reading financial statements, basic ratios for evaluating companies while investing – Time Value of Money – Concept of Compounding and Discounting.

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## Unit 2

(15 Lectures)

**Investment Management Investment Goals:** Basic investment objectives – Investment goals – time frame – assessing risk profile – concept of diversification – risk measurement tools

**Investment and Saving Alternatives for a Common Investor:** Insurance – Health, Life and Other General Insurance (Vehicle Insurance, Property Insurance, etc), Retirement and Pension Plans – National Pension System, Atal Pension Yojana, PM-SYM Yojana, PMLVMY PMKMDY etc., Stocks, Bonds, Mutual Funds. Investor Protection and Grievance Redressal

**Stock Markets:** Primary Market and Secondary Market, Stock Exchanges, Stock Exchange Operations – Trading and Settlement, Demat Account, Depository and Depository Participants.

**Stock Selection:** Fundamental Analysis – Economy Analysis, Industry Analysis and Company Analysis. Technical Analysis – Graphical Patterns, Candle-stick Patterns, Indicators and Oscillators.

**Mutual Funds and Financial Planning Essentials Mutual Funds:** Features of Mutual Funds, Mutual Fund History in India, Major Fund Houses in India and Mutual Fund Schemes. Types of Mutual Fund Plans. Net Asset Value.

**Criteria for selection of Mutual Funds:** Returns, Performance Measures – Sharpe, Treynor, Alpha, Beta and  $r^2$

**Financial Planning:** Sample formats – Integrating all the concepts learnt with a personal financial plan.

### Reference Books

1. Investment Analysis and Portfolio Management” by Prasanna Chandra, McGraw Hill Education
2. Investments” by Bodie, Kane, Marcus and Mohanty, Pearson Publications, New Delhi.
3. Security Analysis & Portfolio Management” by Fischer & Jordan , Prentice Hall.

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## Evaluation (2 Credit Paper): Total Marks - 50.

I. Formative Assessment 'for' Learning (continuous internal assessment - CIA to improve learning).

CIA : Written Test or Written Assignment - 20 marks

II. Summative Assessment 'of' Learning (focus on outcomes, quantitative data for outcomes of instruction).

End Semester Examination – 30 marks

One question from each unit for 15 marks, with internal choice.

Units	Knowledge	Understanding	Applications & Analysis	Marks per Unit
1	3	6	6	15
2	3	6	6	15
Total	6	12	12	30
% Weightage	20	40	40	100 %

College Grids for assignments/presentations are used/adapted according to the type of assessment.