



PROGRAM	BCOM in BFSI (Banking, Financial Services & Insurance)
SEMESTER	4
COURSE TITLE	Mutual Fund Distributor
COURSE CODE	04BC0451
COURSE CREDITS	6
COURSE DURATION	90 Hours

COURSE OUTCOMES: After Completion of the course, Students will be able to:

- Explore the fundamental structure, types, and risk-return dynamics of mutual fund products in India.
- Analyze the regulatory framework, SEBI guidelines, and the role of intermediaries like ARN holders, AMFI, and RIAs.
- Evaluate various mutual fund schemes including equity, debt, hybrid, and solution-oriented funds based on investor profiles.
- Apply financial metrics and fund evaluation techniques (e.g., Sharpe ratio, alpha, beta) to select suitable schemes for clients.
- Interpret and manage mutual fund transactions, dematerialized units, and explore evolving digital distribution trends.
- Assess emerging trends like ETFs, ESG funds, and passive investing, along with global mutual fund practices for future readiness.

COURSE CONTENTS:

Unit No	Unit / Sub Unit	Sessions
I	Fundamentals of Mutual Funds <ul style="list-style-type: none"> • Types of Mutual Funds – Equity, Debt, Hybrid, ELSS • NAV Calculation and Expense Ratio • SIP, Lumpsum & SWP – Calculation & Benefits • SEBI Guidelines & Mutual Fund Regulation • Risk Profiling of Investors • Direct vs. Regular Plans • Fund Fact Sheet & Scheme Selection Criteria • Case Study: Investment planning using SIP for a young professional 	15
II	Distribution Ecosystem & Intermediaries <ul style="list-style-type: none"> • Role of ARN Holders and Distributors • AMFI Certification and Code of Conduct • Distributor Commission Structures • Client Profiling and Onboarding • Investor Redressal Mechanism • RIA vs. Mutual Fund Distributor – Differences • Business Model for Independent Distributors 	15

	<ul style="list-style-type: none"> • Case Study: Distributor challenges in Tier-2 cities 	
III	Equity Mutual Funds <ul style="list-style-type: none"> • Large Cap, Mid Cap, Small Cap – Strategies & Risks • Thematic and Sectoral Funds • Performance Evaluation – Alpha, Beta, Sharpe Ratio • ELSS – Tax Benefits & Lock-in Impact • Market Timing vs. SIP Strategy • Use of Fund Rating Agencies (CRISIL, Value Research) • Regulatory Disclosures • Case Study: Performance comparison of 3 leading equity schemes 	15
IV	Debt Mutual Funds <ul style="list-style-type: none"> • Gilt, Liquid, Ultra Short-Term, Credit Risk Funds • Impact of Interest Rates on Debt Schemes • Risk in Debt Funds – Duration, Credit Risk • Debt Fund Selection based on Yield & Maturity • Taxation & Indexation on Debt Funds • Recent Regulatory Changes in Debt Market • Default Cases – IL&FS, DHFL Lessons • Case Study: Debt fund investment for a conservative investor 	15
V	Hybrid & Solution-Oriented Funds <ul style="list-style-type: none"> • Aggressive Hybrid vs. Balanced Advantage Funds • Children’s Plans & Retirement Schemes • Asset Allocation Strategies • Glide Path Planning • Volatility Control with Dynamic Allocation • Risk-adjusted Returns Evaluation • Rebalancing & Portfolio Monitoring • Case Study: Portfolio mix using hybrid funds for a 35-year-old investor 	15
VI	Mutual Fund Operations & Industry Trends <ul style="list-style-type: none"> • Mutual Fund Transactions Process Flow • Role of RTAs – CAMS, KFin • Dematerialization of MF Units • Online Platforms – MF Utility, Groww, Zerodha Coin • Trends in Passive Investing – ETFs, Index Funds • ESG Funds in India • Global Mutual Fund Practices & Learning • Case Study: Rise of ETFs in India – AUM analysis 	15

EVALUATION:

The students will be evaluated on a continuous basis and broadly the scheme given below will be followed:

	Particulars	Weight age
A	CSE (Cumulative Semester Evaluation)	20

B	IA (Internal Assessment)	30
C	End Semester Evaluation-Theory	50
D	Viva	50

SUGGESTED READINGS:

Text Books:

Sr. No	Author/s	Name of the Book	Publisher	Edition & Year of Publication
1	National Institute of Securities Markets (NISM)	NISM-Series V-A: Mutual Fund Distributors Certification Examination	NISM	4th Edition ,2023
2	Sundar Sankaran	Indian Mutual Funds Handbook: A Guide for Industry Professionals and Intelligent Investors	Vision Books	6th Edition , 2021

Reference Books:

Sr. No	Author/s	Name of the Book	Publisher	Edition & Year of Publication
1	Preeti Singh	Investment Management	Himalaya Publishing House	13th Edition , 2021