



SRI MANAKULA VINAYAGAR ENGINEERING COLLEGE

(An Autonomous Institution)

(Approved by AICTE, New Delhi & Affiliated to Pondicherry University)
(Accredited by NBA-AICTE, New Delhi, ISO 9001:2000 Certified Institution &
Accredited by NAAC with "A" Grade)

Madagadipet, Puducherry - 605 107



SCHOOL OF ARTS AND SCIENCE

BACHELOR OF BUSINESS ADMINISTRATION (FINTECH AND DIGITAL BANKING)

ACADEMIC REGULATIONS 2023 (R-2023) CURRICULUM



COLLEGE VISION AND MISSION

Vision

To be globally recognized for excellence in quality education, innovation and research for the transformation of lives to serve the society.

Mission

M1: Quality Education:

To provide comprehensive academic system that amalgamates the cutting-edge technologies with best practices.

M2: Research and Innovation:

To foster value-based research and innovation in collaboration with industries and institutions globally for creating intellectuals with new avenues.

M3: Employability and Entrepreneurship:

To inculcate the employability and entrepreneurial skills through value and skill-based training.

M4: Ethical Values:

To instill deep sense of human values by blending societal righteousness with academic professionalism for the growth of society.

DEPARTMENT OF BUSINESS STUDIES

VISION AND MISSION

Vision

To explore value-based Accounting and Management Education through innovative and flexible curriculum that enables to decipher and adapt in multidisciplinary academic and research environments and the society at large.

Mission

M1: Knowledge Sharing:

To transform lives through knowledge creation and sharing

M2: Collaborative Learning:

To leverage the resources to provide experiential learning, immersion and other collaboration opportunities.

M3: Career Development:

To provide the best professional development and career growth opportunities to the students.

M4: Consistent Improvement:

To continuously improve through stakeholder engagement, industry relations, and assurance of learning across multiple domains.



Programme Outcome (PO)

PO1: Acquire adequate Management knowledge through principles, theory and models of business management, Accounting, Marketing, Finance, IT, Operations and Human Resource.

PO2: Acquire employability skills through practical exposure of IT and its usage in management.

PO3: Analyze and comprehend the applicability of management principles in solving complex business issues.

PO4: Ability to develop group behavior and lead a team to achieve the individual, group and organizational goals.

PO5: Develop entrepreneurial skills to become an entrepreneur.

Program Specific Outcomes (PSO)

PSO1: Understand the concepts, principles and practices involved in undertaking business ventures.

PSO2: Demonstrate analytical and problem-solving skills by providing end to end solutions to financial problems in business with the help of financial technology.

PSO3: Understand and develop the new dimensions of knowledge to cater the need of the industry.



**BACHELOR OF BUSINESS ADMINISTRATION
(FINTECH AND DIGITAL BANKING)**

STRUCTURE FOR UNDERGRADUATE PROGRAMME

Sl. No	Course Category	Breakdown of Credits
1	Modern Indian Language (MIL)	06
2	English (ENG)	06
3	Discipline Specific Core Courses (DSC)	68
4	Discipline Specific Elective Courses (DSE)	12
5	Inter-Disciplinary courses (IDC)	18
6	Skill Enhancement Courses (SEC)	12
7	Employability Enhancement Courses (EEC*)	0
8	Ability Enhancement Courses (AEC)	04
9	Open Electives (OE)	04
10	Online Certification Course (OCC*)	0
11	Extension Activity (EA*)	0
Total		130

SCHEME OF CREDIT DISTRIBUTION - SUMMARY

Sl. No	Course Category	Credits per Semester						Total Credits
		I	II	III	IV	V	VI	
1	Language (MIL)	3	3					06
2	English (ENG)	3	3					06
3	Discipline Specific Core Courses (DSC)	10	9	14	12	8	15	68
4	Discipline Specific Elective Courses (DSE)			3	3	3	3	12
5	Inter-Disciplinary Courses (IDC)	3	7		2	6		18
6	Skill Enhancement Courses (SEC)	2	2	2	2	2	2	12
7	Employability Enhancement Courses (EEC*)	0	0	0	0			0
8	Ability Enhancement Courses (AEC)	1	1	1	1			04
9	Open Electives (OE)			2	2			04
10	Online Certification Course (OCC*)					0		0
11	Extension Activity (EA*)		0					0
Total		22	25	22	22	19	20	130

* EEC, OCC, EA will not be included for the computation of "Total of Credits" as well as "CGPA".



SEMESTER – I										
Sl. No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A23FRT101C	French - I	MIL	3	0	0	3	25	75	100
	A23TAT101C	Tamil - I								
2	A23BET102C	Business English - I	ENG	3	0	0	3	25	75	100
3	A23BAT101C	Fundamentals of Accounting	DSC	3	1	0	4	25	75	100
4	A23BAT102C	Business Management and Practices	DSC	3	0	0	3	25	75	100
5	A23BAD101C	Managerial Economics	IDC	3	0	0	3	25	75	100
6	A23BFT101D	Introduction to Fintech	DSC	3	0	0	3	25	75	100
Skill Enhancement Course										
7	A23ENSA01C	Communication Skill	SEC	0	0	4	2	100	0	100
Ability Enhancement Course										
8	A23AETA02C	Environmental Studies	AEC	1	0	0	1	100	0	100
Employability Enhancement Course										
9	A23BFC101D	Certification Course - I*	EEC	0	0	4	0	100	0	100
							22	450	450	900

* Employability Enhancement Course are to be selected from the list in Annexure I



SEMESTER – II										
Sl. No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A23FRT202C	French - II	MIL	3	0	0	3	25	75	100
	A23TAT202C	Tamil - II								
2	A23BET202C	Business English - II	ENG	3	0	0	3	25	75	100
3	A23BAT204C	Basics of Cost and Management Accounting	DSC	3	1	0	4	25	75	100
4	A23BAT205C	Entrepreneurship and Startups	DSC	3	0	0	3	25	75	100
5	A23MADA01C	Business Mathematics and Statistics	IDC	3	1	0	4	25	75	100
6	A23BAD202C	Legal Aspects of Business	IDC	3	0	0	3	25	75	100
Practical										
7	A23BFL201C	Spreadsheets Lab	DSC	0	0	4	2	50	50	100
Skill Enhancement Course										
8	A23ENSA02C	Soft Skills	SEC	0	0	4	2	100	0	100
Ability Enhancement Course										
9	A23AETA01C	Public Administration	AEC	1	0	0	1	100	0	100
Employability Enhancement Course										
10	A23BFC202D	Certification Course - II*	EEC	0	0	4	0	100	0	100
Extension Activity										
11	A23EAS201C	National Service Scheme	EA	0	0	2	0	100	0	100
							25	600	500	1100

* Employability Enhancement Course are to be selected from the list in Annexure I



SEMESTER – III										
Sl. No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A23BAT306C	Banking Regulations and Operations	DSC	3	0	0	3	25	75	100
2	A23BAT307C	Financial Management	DSC	3	1	0	4	25	75	100
3	A23BAT308C	Organisational Behaviour	DSC	3	0	0	3	25	75	100
4	A23BFE301D	Payment Gateway Interfaces	DSE	3	0	0	3	25	75	100
	A23BFE302D	Basics of Block Chain								
	A23BAE303C	Indian Financial System								
5	A23XXO30XC	Open Elective - I**	OE	2	0	0	2	25	75	100
Practical										
6	A23BFL302D	Data Analytics using Python	DSC	0	0	4	2	50	50	100
Project										
7	A23BAP301C	Venture Development	DSC	0	0	4	2	40	60	100
Skill Enhancement Course										
8	A23BFS301C	Overview of Financial Markets and Capital Markets	SEC	0	0	4	2	100	0	100
Ability Enhancement Course										
9	A23AETA04C	Value Education	AEC	1	0	0	1	100	0	100
Employability Enhancement Course										
10	A23BFC303D	Certification Course - III*	EEC	0	0	4	0	100	0	100
							22	515	485	1000

* Employability Enhancement Course are to be selected from the list in Annexure I



SEMESTER – IV										
Sl. No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A23BAT409C	Information Systems and e-business	DSC	3	0	0	3	25	75	100
2	A23BAT410C	Marketing Management	DSC	3	0	0	3	25	75	100
3	A23BFT402D	Financial Institutions and Services	DSC	3	0	0	3	25	75	100
4	A23CME405C	Insurance and Risk Management	DSE	3	0	0	3	25	75	100
	A23BFE403D	Digital Entrepreneurship								
	A23BFE404C	Goods and Service Tax								
5	A23XXO40XC	Open Elective - II**	OE	2	0	0	2	25	75	100
Practical										
6	A23BAI403C	Data Visualisation	IDC	0	0	4	2	50	50	100
Internship										
7	A23BFN401D	Banking Internship	DSC	0	0	6	3	40	60	100
Skill Enhancement Course										
8	A23MASA01C	Quantitative Aptitude and Logical Reasoning	SEC	0	0	4	2	100	0	100
Ability Enhancement Course										
9	A23AETA03C	Indian Constitution	AEC	1	0	0	1	100	0	100
Employability Enhancement Course										
10	A23BFC404D	Certification Course - IV*	EEC	0	0	4	0	100	0	100
							22	515	485	1000

* Employability Enhancement Course are to be selected from the list in Annexure I



SEMESTER – V										
Sl. No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A23BAT512C	Production and Operations Management	DSC	3	0	0	3	25	75	100
2	A23BAT513C	Business Ethics and Corporate Social Responsibility	DSC	3	0	0	3	25	75	100
3	A23BAD503C	Business Analytics	IDC	3	0	0	3	25	75	100
4	A23BFE505D	Marketing of Banking Services	DSE	3	0	0	3	25	75	100
	A23CME507C	Financial Derivatives								
	A23BAE509C	Stock Market Operations								
Practical										
5	A23BFL504D	Financial Modelling	DSC	0	0	4	2	50	50	100
Project										
6	A23BAP503C	Social Responsibility Project	IDC	0	0	6	3	40	60	100
Skill Enhancement Course										
7	A23BAS502C	Business Research Methods	SEC	0	0	4	2	100	0	100
Online Certification Course										
8	A23BFM501D	MOOC - Certificate Course	OCC	0	0	4	0	Successful Completion		
							19	290	410	700

SEMESTER – VI										
Sl. No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A23CPT609C	Artificial Intelligence and Machine Learning	DSC	4	0	0	4	25	75	100
2	A23BAT515C	Human Resource Management	DSC	3	0	0	3	25	75	100
3	A23BFT503D	Fintech Regulations	DSC	3	0	0	3	25	75	100
4	A23BAE610C	Digital Marketing	DSE	3	0	0	3	25	75	100
	A23BFE606D	Crypto Currencies and Payments								
	A23BAE612C	Income Tax								
Skill Enhancement Course										
5	A23BAS603C	Life Skills Development and Mentoring	SEC	0	0	4	2	100	0	100
Project										
6	A23BFP601D	Business Research Project	DSC	0	0	10	5	40	60	100
							20	240	360	600



Annexure - I

EMPLOYABILITY ENHANCEMENT COURSES - CERTIFICATION COURSES (Not included in CGPA and Credits computation)

Certification Course - I, II, III & IV
(To be chosen from the below list but not limited)

Sl. No.	Course Title
1	MS Office
2	Advanced Excel
3	Tally
4	Digital Marketing
5	Microsoft 365 fundamentals
6	Block Chain
7	Artificial Intelligence
8	Investment & trading Strategies
9	Foundation of Stock Market Investing
10	Google Analytics

