



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 2020

(R-2020)

CURRICULUM AND SYLLABI



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
Part I		
1	Modern Indian Language (MIL)	06
Part II		
2	English (ENG)	06
Part III		
3	Discipline Specific Core Courses (DSC)	78
4	Discipline Specific Elective Courses (DSE)	12
5	Inter-Disciplinary courses (IDC)	13
6	Skill Enhancement Courses (SEC)	12
7	Employability Enhancement Courses (EEC*)	0
8	Ability Enhancement Compulsory Courses (AECC)	06
9	Open Electives (OE)	04
10	Online Courses (OC)	0
11	Extension Activity (EA)	01
Total		138

SCHEME OF CREDIT DISTRIBUTION – SUMMARY

Sl. No	Course Category	Credits per Semester						Total Credits
		I	II	III	IV	V	VI	
Part I								
1	Language (MIL) (Tamil / French)	3	3					06
Part II								
2	English (ENG)	3	3					06
Part III								
3	Discipline Specific Core Courses (DSC)	13	12	10	13	16	14	78
4	Discipline Specific Elective Courses (DSE)			3	3	3	3	12
5	Inter-Disciplinary Courses (IDC)	4	3	3	3			13
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 Compulsory Courses (AECC)	2	2	2				06
9	Open Electives (OE)			2	2			04
10	Online Courses (OC)*					0		0
11	Extension Activity (EA)		1					01
Total		27	26	22	23	21	19	138

* EEC & OC 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
Part I										
Theory										
1	A20FRT101	French - I	MIL	3	0	0	3	25	75	100
	A20TAT101	Tamil - I								
Part II										
Theory										
2	A20BET101	Business English - I	ENG	3	0	0	3	25	75	100
Part III										
Theory										
3	A20BAT101	Principles of Accounting	DSC	4	1	0	5	25	75	100
4	A20BAT102	Principles of Management	DSC	4	0	0	4	25	75	100
5	A20BFT101	Introduction to Fintech	DSC	4	0	0	4	25	75	100
6	A20BAD101	Managerial Economics	IDC	4	0	0	4	25	75	100
Skill Enhancement Course										
7	A20BAS101	Communication Skills	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
8	A20BFC101	Certification Course - I*	EEC	0	0	4	0	100	0	100
Ability Enhancement Compulsory Course										
9	A20AET101	Environmental Studies	AECC	2	0	0	2	100	0	100
							27	450	450	900

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




SEMESTER – II										
Sl. No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Part I										
Theory										
1	A20FRT202	French - II	MIL	3	0	0	3	25	75	100
	A20TAT202	Tamil - II								
Part II										
Theory										
2	A20BET202	Business English - II	ENG	3	0	0	3	25	75	100
Part III										
Theory										
3	A20BFT202	Basics of Cost and Management Accounting	DSC	3	1	0	4	25	75	100
4	A20BAT204	Entrepreneurship and Innovation	DSC	4	0	0	4	25	75	100
5	A20BFT203	Legal Aspects of Business	DSC	4	0	0	4	25	75	100
6	A20BFD201	Financial Institutions and Services	IDC	3	0	0	3	25	75	100
Skill Enhancement Course										
7	A20BFS201	Overview of Financial Markets and Capital Markets	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
8	A20BFC202	Certification Course - II*	EEC	0	0	4	0	100	0	100
Ability Enhancement Compulsory Course										
9	A20AET202	Public Administration	AECC	2	0	0	2	100	0	100
Extension Activity										
10	A20EAL201	National Service Scheme	EA	0	0	2	1	100	0	100
							26	550	450	1000

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

SEMESTER – III										
Sl. No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Part III										
Theory										
1	A20BAT305	Marketing Management	DSC	4	1	0	5	25	75	100
2	A20BAT306	Organisational Behaviour	DSC	4	0	0	4	25	75	100
3	A20BAD303	Statistics for Management	IDC	3	0	0	3	25	75	100
4	A20BFE301	Payment Gateway Interfaces	DSE	3	0	0	3	25	75	100
	A20BFE302	Basics of Block Chain								
	A20BFE303	Indian Financial System								
5	A20XXO3XX	Open Elective – I***	OE	2	0	0	2	25	75	100
Project										
6	A20BAP307	Business Plan Development	DSC	0	0	2	1	40	60	100
Skill Enhancement Course										
7	A20BFS302	Data Analysis using Statistical Software	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
8	A20BFC303	Certification Course - III*	EEC	0	0	4	0	100	0	100
Ability Enhancement Compulsory Course										
9	A20AET303	Value Education	AECC	2	0	0	2	100	0	100
							22	465	435	900

SEMESTER – IV										
Sl. No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Part III										
Theory										
1	A20BAT408	Human Resource Management	DSC	4	1	0	5	25	75	100
2	A20BFT404	Banking Regulations and Operations	DSC	4	0	0	4	25	75	100
3	A20BAD405	Elementary Business Analytics	IDC	3	0	0	3	25	75	100
4	A20CCE405	Insurance and Risk Management	DSE	3	0	0	3	25	75	100
	A20BFE405	Digital Entrepreneurship								
	A20BFE406	Goods and Service Tax								
5	A20XXO4XX	Open Elective – II**	OE	2	0	0	2	25	75	100
Practicals										
6	A20BFL401	Spreadsheet Skills	DSC	0	0	4	2	50	50	100
Project										
7	A20BFP401	Banking Internship	DSC	0	0	4	2	40	60	100
Skill Enhancement Course										
8	A20BFS403	Data Analytics using Python	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
9	A20BFC404	Certification Course - IV*	EEC	0	0	4	0	100	0	100
							23	415	485	900

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

** Open electives offered by the Departments are listed in Annexure I




SEMESTER – V										
Sl. No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Part III										
Theory										
1	A20BAT512	Financial Management	DSC	3	1	0	4	25	75	100
2	A20BAT513	Operations Management	DSC	4	0	0	4	25	75	100
3	A20BFT505	Information Systems and e-business	DSC	3	0	0	3	25	75	100
4	A20BFE507	Marketing of Banking Services	DSE	3	0	0	3	25	75	100
	A20CCE507	Financial Derivatives								
	A20BFE508	Stock Market Operations								
Practical										
5	A20BFL502	Financial Modelling	DSC	0	0	4	2	50	50	100
Project										
6	A20BFP502	Minor Project	DSC	0	0	6	3	40	60	100
Skill Enhancement Course										
7	A20BFS504	Business Research Methods	SEC	0	0	4	2	100	0	100
Online Certification Course										
8	A20BFM501	MOOC - Certificate Course	OC	0	0	4	0	Successful Completion		
							21	290	410	700

SEMESTER – VI										
Sl. No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Part III										
Theory										
1	A20BAT617	Strategic Management	DSC	3	1	0	4	25	75	100
2	A20BFT606	Fundamentals of AI and ML	DSC	3	0	0	3	25	75	100
3	A20BFT607	FinTech Regulations	DSC	3	0	0	3	25	75	100
4	A20BFE609	Digital Marketing	DSE	3	0	0	3	25	75	100
	A20BFE610	Crypto Currencies and Payments								
	A20BFE611	Income Tax								
Project										
5	A20BFP603	Project	DSC	0	0	8	4	60	40	100
Skill Enhancement Course										
6	A20BFS605	Data Visualization	SEC	0	0	4	2	100	0	100
							19	260	340	600

Annexure - I

OPEN ELECTIVE COURSES

Open Elective - I (Offered in Semester III)			
Sl. No	Course Code	Course Title	Offering Department
1	A20BTO301	Biotechnology for human welfare	Bioscience
2	A20BTO302	Food Processing	Bioscience
3	A20BTO303	Food Technology	Bioscience
4	A20CHO304	Food Analysis (Practical)	Chemistry
5	A20CHO305	Molecules of Life (Practical)	Chemistry
6	A20CHO306	Water Analysis (Practical)	Chemistry
7	A20CMO307	Fundamentals of Accounting and Finance	Commerce and Management
8	A20CMO308	Fundamentals of Management	Commerce and Management
9	A20CMO309	Fundamentals of Marketing	Commerce and Management
10	A20CPO310	Data Structures	Computational Studies
11	A20CPO311	Programming in C	Computational Studies
12	A20CPO312	Programming in Python	Computational Studies
13	A20ENO313	Conversational Skills	English
14	A20ENO314	Fine-tune your English	English
15	A20ENO315	Interpersonal Skills	English
16	A20MAO316	Mathematical Modelling	Mathematics
17	A20MAO317	Quantitative Aptitude - I	Mathematics
18	A20MAO318	Statistical Methods	Mathematics
19	A20VCO319	Event Management	Media Studies
20	A20VCO320	Graphic Design	Media Studies
21	A20VCO321	Role of social media	Media Studies
22	A20NDO322	Basic Food Groups	Food Science
23	A20NDO323	Life Style Management	Food Science
24	A20NDO324	Nutritive Value of Foods	Food Science
25	A20PHO325	Astrophysics	Physics
26	A20PHO326	Basic of Modern Communication System	Physics
27	A20PHO327	Bio-Physics	Physics
28	A20TMO328	அடிப்படை தமிழ்	Tamil
29	A20TMO329	வாழ்வியல் இலக்கணம்	Tamil
30	A20TMO330	புதுக்கவிதைப் பட்டறை	Tamil




Open Elective – II (Offered in Semester IV)

Sl. No.	Course Code	Course Title	Offering Department
1	A20BTO401	Herbal Technology	Bioscience
2	A20BTO402	Vermiculture	Bioscience
3	A20BTO403	Biotechnology for Society	Bioscience
4	A20CHO404	C++ Programming and its Application to Chemistry	Chemistry
5	A20CHO405	Computational Chemistry Practical	Chemistry
6	A20CHO406	Instrumental Methods of Analysis	Chemistry
7	A20CMO407	Essential Legal Awareness	Commerce and Management
8	A20CMO408	Essentials of Insurance	Commerce and Management
9	A20CMO409	Practical Banking	Commerce and Management
10	A20CPO410	Database Management Systems	Computational Studies
11	A20CPO411	Introduction to Data Science using Python	Computational Studies
12	A20CPO412	Web Development	Computational Studies
13	A20ENO413	Functional English	English
14	A20ENO414	English Next-India	English
15	A20ENO415	English for Competitive Exam	English
16	A20MAO416	Discrete mathematics	Mathematics
17	A20MAO417	Operations Research	Mathematics
18	A20MAO418	Quantitative Aptitude - II	Mathematics
19	A20VCO419	Basics of News Reporting	Media Studies
20	A20VCO420	Scripting for media	Media Studies
21	A20VCO421	Video Editing	Media Studies
22	A20NDO422	Food Labelling	Food Science
23	A20NDO423	Hygiene and Sanitation	Food Science
24	A20NDO424	Nutrition for Adolescent	Food Science
25	A20PHO425	Digital Electronics	Physics
26	A20PHO426	Geo-Physics	Physics
27	A20PHO427	Space Science	Physics
28	A20TMO428	சிறுகதைப் பயிற்சி	Tamil
29	A20TMO429	செய்தி வாசிப்பு பயிற்சி	Tamil
30	A20TMO430	நிகழ்த்துக்கலை	Tamil



Annexure - II

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	Data Analytics
3	Digital Marketing
4	Tally
5	Financial Planning, Banking & Investment Management
6	Investment & trading Strategies
7	Foundation of Stock Market Investing
8	Advanced Excel
9	Microsoft 365 fundamentals
10	Internet of Things

FIRST SEMESTER

A20TAT101

TAMIL – I
(Common to all UG programs)

L T P C Hrs
3 0 0 3 45

பாடத்திட்டத்தின் நோக்கம்

- இரண்டாயிரம் ஆண்டுகால தமிழின் தொன்மையையும் வரலாற்றையும் அதன் விழுமியங்களையும் பண்பாட்டையும் எடுத்துரைப்பதாக இப்பாடத்திட்டம் அமைக்கப்பட்டுள்ளது.
- தமிழ் இலக்கியம் உள்ளடக்கத்திலும், வடிவத்திலும் பெற்ற மாற்றங்கள், அதன் சிந்தனைகள், அடையாளங்கள் ஆகியவற்றை காலந்தோறும் எழுதப்பட்ட இலக்கியங்களின் வழியாகக் கூறுவதற்கு இப்பாடத்திட்டம் அமைக்கப்பட்டுள்ளது.
- மொழியின் கட்டமைப்பைப் புரிந்து கொள்வதாகவும் பாடத்திட்டம் வடிவமைக்கப்பட்டுள்ளது.
- வாழ்வியல் சிந்தனைகள், ஒழுக்கவியல் கோட்பாடுகள், சமத்துவம், சூழலியல் எனப் பல கூறுகளை மாணவர்களுக்கு எடுத்துரைக்கும் விதத்தில் இப்பாடத்திட்டம் உருவாக்கப்பட்டுள்ளது.
- சிந்தனை ஆற்றலைப் பெருக்குவதற்குத் தாய்மொழியின் பங்களிப்பினை உணர்த்த இப்பாடத்திட்டம் அமைக்கப்பட்டுள்ளது.

பாடத்திட்டத்தின் வெளிப்பாடுகள்

- CO1 – இலக்கியங்கள் காட்டும் வாழ்வியல் நெறிமுறைகளைப் பேணிநடத்தல்.
CO2 – நமது எண்ணத்தை வெளிப்படுத்தும் கருவியாகத் தாய்மொழியைப் பயன்படுத்துதல்.
CO3 – தகவல் தொடர்புக்குத் தாய்மொழியின் முக்கியத்துவத்தை உணர்தல்.
CO4 – தாய்மொழியின் சிறப்பை அறிதல்.
CO5 – இலக்கிய இன்பங்களை நுகரும் திறன்களை வளர்த்தல்.

அலகு-1

(9 Hrs)

இக்காலக் கவிதைகள்-1

1. பாரதியார் - கண்ணன் என் சேவகன்
2. பாரதிதாசன் - தமிழ்ப்பேறு
3. அப்துல் ரகுமான் - அவதாரம்
4. மீரா - கனவுகள் + கற்பனைகள் = காகிதங்கள்
5. து.நரசிம்மன் - மன்னித்துவிடு மகனே

அலகு-2

(9 Hrs)

இக்காலக் கவிதைகள்-2

1. ராஜா சந்திரசேகர் - கைவிடப்பட்ட குழந்தை
2. அனார் - மேலும் சில இரத்தக் குறிப்புகள்
3. சுகிர்தராணி - அம்மா
4. நா.முத்துக்குமார் - தூர்

அலகு-3

(9 Hrs)

சிறுநிலக்கியங்கள்

1. கலிங்கத்துப் பரணி - வொருதடக்கை வாள் எங்கே... (பாடல்-485)
2. அழகர்கிள்ளைவிடு தூது - இதமாய் மனிதருடனே... (பாடல்-45)

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| 3. நந்திக் கலம்பகம் | - | அம்பொன்று வில்லொடிதெல்...(பாடல்-77) |
| 4. முக்சுடற் பள்ளு | - | பாபும் மருதஞ் செழிக்கவே...(பாடல்-47) |
| 5. குற்றாலக் குறவஞ்சி | - | ஓடக் காண்பதுமே...(பாடல்-9) |

காப்பியங்கள்

மணிமேகலை-உலகறவி புக்க காதை- 'மாகூஇல் வால்ஒளி! - இந்நாள் போலும் இளங்கொடி கெடுத்தனை'.
(28-அடிகள்)

அலகு-4

(9 Hrs)

தமிழ் இலக்கிய வரலாறு

1. சிற்றிலக்கியம்- தோற்றமும் வளர்ச்சியும்
2. புதுக்கவிதை- தோற்றமும் வளர்ச்சியும்
3. சிறுகதை -தோற்றமும் வளர்ச்சியும்
4. புதினம் -தோற்றமும் வளர்ச்சியும்
5. உரைநடை - தோற்றமும் வளர்ச்சியும்

உரைநடைப் பகுதி

1. உ.வே.சாமிநாதையர் - சிவதருமோத்திரச் சுவடி பெற்ற வரலாறு.
2. தஞ்சாவூர் - சஹிவின் கோபம்.
3. இரா. பச்சியப்பன் - மாடல்ல மறறையவை.

அலகு 5

(9 Hrs)

மொழிப்பயிற்சி

1. கலைச்சொல்லாக்கம்
2. அகரவரிசைப்படுத்துதல்
3. மரபுத்தொடர்/பழமொழி
4. கலை விமர்சனம்
5. நேர்காணல்

உரைநடை நூல்கள்

1. சக்திவேல், சு., தமிழ் மொழி வரலாறு, மாணிக்கவாசகர் பதிப்பகம், சிதம்பரம், 1988.
2. சிற்றி பாலசுப்ரமணியம் மற்றும் நீலபத்மநாபன், புதிய தமிழ் இலக்கிய வரலாறு, தொகுதி-1, 2, 3, சாகித்திய அகாடமி, புதுவெல்லி, 2013.
3. பாரதியார், பாரதியார் கவிதைகள், குமரன் பதிப்பகம், சென்னை, 2011.

பார்வை நூல்கள்

1. கைலாசபதி.க.தமிழ் நாவல் இலக்கியம், குமரன் பதிப்பகம், வடபுலனி, 1968.
2. சுந்தரராஜன், பே.கோ. சிவபாதசுந்தரம். சோ., தமிழில் சிறுகதை வரலாறும் வளர்ச்சியும், கரியா, சென்னை, 1989.
3. பரந்தாமனார்.அ.கி., நல்ல தமிழ் எழுத வேண்டுமா, பாரி நிலையம், சென்னை, 1998.
4. பாக்கியமேரி, வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு, என்.சி.எச். பதிப்பகம், சென்னை, 2011.
5. வல்லிக்கண்ணன். புதுக்கவிதையின் தோற்றமும் வளர்ச்சியும், அன்னம், சிவகங்கை, 1992.

இணையத்தளங்கள் :

1. <http://www.tamilkodal.com>
2. <http://www.languagelab.com>
3. <http://www.tamilweb.com>

	FRENCH – I	L	T	P	C	Hrs
A20FRT101	(Common to all UG programs from 2021-22)	3	0	0	3	45

Course Objectives

- To enable the students read, understand, and write simple sentences.
- To grasp relevant grammar for communication
- To learn about the land, people and culture of France.

UNITÉ – 1 (9 Hrs)

Je m'appelle Elise. Et Vous ?

Vous Dansez ? D'accord

Monica, Yukiko et compagnie

UNITÉ – 2 (9 Hrs)

Les Voisins de Sophie

Tu vas au Luxembourg ?

UNITÉ – 3 (9 Hrs)

Nous Venons pour l'inscription

A Vélo, en tain, en avoin

Pardon, monsieur, le BHV s'il vous plait ?

UNITÉ – 4 (9 Hrs)

Au march'e

On déjeune ici ?

UNITÉ – 5 (9 Hrs)

On va chez ma copine ?

Chez Susana

Text Book

Prescribed Text book : *FESTIVAL 1* - Méthode de Français

Authors : Sylvie POISSON-QUINTON

Michèle MAHEO-LE COADIC

Anne VERGNE-SIRIEYS

Edition : CLE International, Nouvelle Édition révisée : 2009

Reference Book : Festival 1

A20BET101

BUSINESS ENGLISH - I

L	T	P	C	Hrs
3	0	0	3	45

Course Objectives

- To understand the concept, process, and importance of communication.
- To gain knowledge about the business.
- To inculcate skills of effective communication - both written and oral.
- To acquire knowledge on application of communication skills in the business world.
- To enhance the presentation and negotiations skills of the students.

Course Outcomes

After completion of the course, the students will be able to

CO1 – Understands the basics and importance of communication.

CO2 – Can inculcate all the methods of writing.

CO3 – Draft effective business writing with brevity and lucidity.

CO4 – Acquire career skills to work efficiently and collaboratively.

CO5 – Present an effective oral presentation.

UNIT I INTRODUCTION TO COMMUNICATION

(9 Hrs)

Meaning and Definition - Process - Functions - Objectives - Importance - Essentials of good communication - Communication barriers - Overcoming communication barriers. Written - Oral - Face-to-face - Silence - Merits and limitations of each type.

UNIT II BUSINESS LETTERS

(9 Hrs)

Need and functions of business letters - Planning & layout of business letter - Kinds of business letters - Essentials of effective correspondence.

UNIT III DRAFTING OF BUSINESS LETTERS

(9 Hrs)

Enquiries and replies - Placing and fulfilling orders - Complaints and follow-up - Sales letters -Circular letters - Application for employment and resume - writing Report - Notices, Agenda and minutes of the Meetings – Memos.

UNIT IV ORAL COMMUNICATION

(9 Hrs)

Meaning, nature and scope - Principles of effective oral communication - Techniques of effective speech - Media of oral communication (Face-to-face conversation - Teleconferences – Press Conference – Demonstration - Radio Recording - Dictaphone – Meetings - Rumor -Demonstration and Dramatization - Public address system - Grapevine -The art of listening - Principles of good listening.

UNIT V COMMUNICATION SKILLS

(9 Hrs)

Group Decision-Making - Interviews - Speeches -Customer Care/Customers Relations - Public Relations (Concept, Principles, Do's and Don'ts etc. to be studied for each type).

Text Books

1. K. K. Sinha, "Business Communication", Galgotia Publishing, 4th Edition, 2011.
2. C. S. Rayudu, "Media and Communication Management", Himalaya Publishing House, 1st Edition, 2013.
3. HorySankarMukerjee, "Business Communication: Connecting at Work", Oxford University Press, 1st Edition, 2016.

Reference books

1. Rajendra Pal & J. S. Korlahalli, "Essentials of Business Communication", Sultan Chand & Sons, 3rd Edition, 2011.
2. Nirmal Singh, "Business Communication: Principles, Methods and Techniques", Deep & Deep Publications Pvt. Ltd, 1st Edition, 2008.
3. Krishna Mohan, R.C. Mohan & Virendra Singh Nirban, "Business Correspondence and Report Writing", Tata McGraw-Hill Publishing, 6th Edition, 2020.

Web References

1. <https://writingcenter.unc.edu/tips-and-tools/business-letters/>
2. https://onlinecourses.swayam2.ac.in/cec22_cm02/preview
3. <https://thebusinesscommunication.com/what-is-face-to-face-conversation/>
4. <https://www.emerald.com/insight/publication/issn/1356-3289>
5. <https://nptel.ac.in/courses/109104031>



Course Objectives

- To develop a deeper understanding of the Fundamentals of Accounting.
- To appreciate the role and significance of subsidiary books in accounting system.
- To learn the preparation of basic financial statements of small business entities.
- To gain knowledge about the accounting for non-profit entities.
- To develop the knowledge of accounting from incomplete records.

Course Outcomes

After completion of the course, the students will be able to

CO1 – Explain the concepts of accounting and solve simple problems on fundamentals of accounting.

CO2 – Prepare various subsidiary books including different types of cash books.

CO3 – Prepare the basic financial statements of various business entities.

CO4 – Handle the accounting pertaining to Non-Profit Making Entities.

CO5 – Prepare basic financial statements from incomplete accounting records.

UNIT I ACCOUNTING FUNDAMENTALS

(15 Hrs)

Meaning and Scope of Accounting, Basic Accounting Concepts, and Conventions – Accounting Standards – International Financial Reporting Standards and their applicability in India – Nature and Objectives of Accounting – Distinction between Book-Keeping and Accountancy – Accounting Transactions – Double Entry Book Keeping – Maintenance of Journal, Ledger, and Trial Balance. Simple Problems on Journal and Trial Balance Preparation.

UNIT II ACCOUNTING FROM INCOMPLETE RECORDS

(10 Hrs)

Introduction – Meaning of incomplete records – Features of incomplete records - Limitations of incomplete records - Differences between double entry system and incomplete records - Accounts from incomplete records - Ascertaining profit or loss from incomplete records through statement of affairs - Preparation of final accounts from incomplete records.

UNIT III SUBSIDIARY BOOKS

(10 Hrs)

Subsidiary Books – Meaning and Importance – Types of Subsidiary Books – Purchase Book – Sales Book – Purchase Returns Book – Sales Returns Book – Bills Receivables Book – Bills Payables Book – Journal Proper – Cash Book. Types of Cash Book – Simple, Double-column, Triple-Column, Petty Cash Book. Simple Problems in Sales Book, Purchases Book, and Cash Book.

UNIT IV FINAL ACCOUNTS

(15 Hrs)

Preparation of Manufacturing, Trading & Profit and Loss Account or Income Statement – Meaning, Contents, and Preparation – Balance Sheet or Position Statement – Meaning, Contents and Preparation – Adjustments in Final Accounts (Closing Stock, Expenses and Income Outstanding, Expenses paid and Income received in advance, Depreciation, Provision for Bad and Doubtful Debts, Interest on Capital and Interest on Drawings. Preparation of Basic Financial Statements with special adjustments - Practical Problems.

UNIT V ACCOUNTING FOR NON-PROFIT ENTITIES

(10 Hrs)

Introduction – Features of non-profit organizations – Receipts and Payments Account -Items peculiar to not-for-profit organizations (Capital expenditure, Revenue expenditure, Deferred revenue expenditure, Capital receipt, Revenue receipt) - Income and Expenditure Account - Balance Sheet.

Text Books

1. S.P. Jain & K.L. Narang, "Financial Accounting", Kalyani Publishers, 12th Edition, 2014.
2. S.N. Maheswari, Suneel K. Maheswari & Sharad K. Maheswari, "An Introduction to Accountancy", Vikas Publishing House, 12th Edition, 2019.
3. Maheswari & Maheswari, "Financial Accounting", Vikas Publishing House, 6th Edition, 2018.

Reference Books

1. K.L. Nagarajan, N. Vinayagam & P.L. Mani, "Principles of Accountancy", S. Chand & Sons, 4th Edition, 2016.
2. T.S. Grewal, "Double Entry Book-keeping", Sultan Chand & Sons, 12th Edition, 2020.
3. Hanif & Mukherjee, "Financial Accounting", Tata McGraw Hill, 2nd Edition, 2019.
4. P.C. Tulsian & Bharat Tulsian, "Financial Accounting", S.Chand, 2nd Edition, 2016.

Web References

1. <https://nptel.ac.in/courses/110101003>
2. <https://archive.nptel.ac.in/courses/110/101/110101131/>
3. <https://courses.lumenlearning.com/sac-finaccounting/chapter/ledgers-journals-andaccounts/>
4. <http://www.accountingnotes.net/management-accounting/management-accountingmeaning-limitations-and-scope/5859>
5. <https://efinancemanagement.com/financial-accounting/financial-statement-notes>



A20BAT102

PRINCIPLES OF MANAGEMENT

L	T	P	C	Hrs
4	0	0	4	60

Course Objectives

- To provide an in-depth understanding of Management Concepts.
- To explain the purpose and types of planning as well as significance of decision-making.
- To be familiar with nature and functions of organisation, departmentation and delegation.
- To understand various leadership styles and their relative merits, as well as theories of motivation.
- To evaluate the importance of coordination in harmonizing the organizational activities, and the significance of controlling in attaining the goals.

Course Outcomes

After completion of the course, the students will be able to

- CO1** – Demonstrate their conceptual understanding and application of principles and functions of management.
- CO2** – Appreciate the purpose and types of planning, MBO, elements and principles of decision-making.
- CO3** – Develop skills and ability to work in groups to achieve organizational goals and understand the principles of and issues in the delegation of authority.
- CO4** – Demonstrate their ability in applying theories of motivation in work situations, and also appropriate leadership style needed for the individual organisations.
- CO5** – Understand the importance of coordination in management as well as controlling function.

UNIT I NATURE OF AND APPROACHES TO MANAGEMENT

(12 Hrs)

Concept of Business Organization. Promotion of Business: Considerations in Establishing New Business. Qualities of a Successful Business man .Forms of Business Organizations and their relative Merits and Demerits .Impact of Globalization on Business Organizations. Problems of Business Organizations in India. Management – Definition, Meaning and Nature – Scope and Functions- Approaches to Management – Role and Functions of Manager- Levels of Management – Management as Art or Science or Profession.

UNIT II PLANNING AND DECISION-MAKING

(12 Hrs)

Planning – Meaning, Nature and Purpose of Planning - Steps in Planning – Characteristics of a Sound Plan - Types of Planning – Planning Premises – Management By Objectives(MBO). Decision Making – Characteristics – Elements of decision making – Principles of decision making – Types of Decisions. Simple Case Studies on Planning and Decision-making.

UNIT III ORGANISING

(12Hrs)

Organization – Meaning, Nature – Principles – Functions of Organization. Different form of organization – Formal and Informal Organization. Departmentation – Nature and Types. Delegation of Authority – Importance of Delegation - Advantages of Delegation – Problems of Delegation - Span of Management – factors affecting Span of Management. Simple Case Studies on Organizing and Delegation.

UNIT IV LEADING

(14 Hrs)

Leadership: Concept and Styles; Trait and Situational Theory of Leadership, Introduction, Definition- Nature & Scope – Functions of a leader – Qualities of leadership – Leadership styles. Essential elements of Direction- Principles of Direction – Importance of Direction – Supervision – Meaning, Types of supervision – Motivation – Definition, Nature of motivation – Importance of Motivation – types of

Motivation- Theories of motivation – Theory 'X', 'Y', & 'Z'- Maslow's Hierarchy of needs. Communication – Objectives, Nature and Types – Barriers to Communication, and Overcoming those barriers. Simple Case Studies on Leadership, Motivation, and Communication.

UNIT V COORDINATING AND CONTROLLING

(10 Hrs)

Coordination – Meaning, Nature and Characteristics – Controlling: Meaning, Objectives of controlling – Principles of controlling – Importance of controlling, controlling techniques.

Text Books

1. C.B. Gupta, "Business Management", Sultan Chand Sons, 9th Edition, 2012.
2. L.M.Prasad, "Principles and Practice of Management", Sultan Chand & Sons, 9th Edition, 2015.
3. Koontz O'Donnell, "Essentials of Management", Tata McGraw Hill, 7th Edition, 2007.

Reference Books

1. J.A.F. Stoner, R.E. Freeman & Daniel R. Gilbert, "Management", Pearson Education, 6th Edition, 2004.
2. Y.K. Bhushan, "Business Organisation and Management", Sultan Chand & Sons, 11th Edition, 2013.
3. P.C. Tripathi & P.N. Reddy, "Principles of Management", Tata McGraw Hill, 5th Edition, 2012.
4. Stephen P. Robbins & Mary Coulter, "Management", Prentice Hall of India, 10th Edition, 2009.

Web References

1. https://onlinecourses.nptel.ac.in/noc22_mg104/preview
2. <https://nptel.ac.in/courses/110105146>
3. <https://sol.du.ac.in/solsite/Courses/UG/StudyMaterial/02/Part1/BOM/English/SM-1.pdf>
4. <https://archive.nptel.ac.in/courses/110/105/110105146/>
5. <https://icmai.in/upload/Students/Syllabus2016/Foundation/Paper-1New-29012021.pdf>

A20BFT101

INTRODUCTION TO FINTECH

L	T	P	C	Hrs
4	0	0	4	60

Course Objectives

- To introduce the students to the Fintech sector
- To understand how emerging technology is causing disruptions and innovations in finance sector
- To provide cutting edge fundamental knowledge in the frontiers of financial technology
- To take stock of the technological trends sweeping the financial services sector
- To explain the impact of financial technology on financial services

Course Outcomes

After completion of the course, the students will be able to

- CO1 – Outline the evolution of the financial technology industry
- CO2 – Illustrate how financial technology is reshaping financial services.
- CO3 – Illustrate the technical know-how of financial technology.
- CO4 – Outline the current global landscape of financial technology Industry
- CO5 – Understand the importance of coordination in management as well as controlling function.

UNIT I INTRODUCTION TO FINTECH (10 Hrs)

Evolution of FinTech, FinTech Evolution 1.0: Infrastructure, FinTech Evolution 2.0: Banking industry, FinTech Evolution 3.0 & 3.5: Startups and Emerging Markets, Importance of FinTech, Global FinTech Investment.

UNIT II FINTECH RESHAPING FINANCIAL SERVICES INDUSTRY (10 Hrs)

FinTech in Payment Industry-Multichannel digital wallets, applications supporting wallets, on boarding and KYC application, FinTech in Lending Industry- Formal lending, Informal lending, P2P lending, POS lending, Online lending, Payday lending, Microfinance, Crowd funding.

UNIT III FINTECH EMPOWERING FINANCIAL SERVICES INDUSTRY (15Hrs)

FinTech in Wealth Management Industry-Financial Advice, Automated investing, socially responsible investing, Fractional Investing, Social Investing. FinTech in Insurance Industry- P2P insurance, On-Demand Insurance, On-Demand Consultation, Customer engagement through Quote to sell, policy servicing, Claims Management, Investment linked health insurance.

UNIT IV TECHNOLOGY DISRUPTIONS ENABLING FINTECH INNOVATIONS (10 Hrs)

4G and 5G networks fuelling FinTech Opportunities, transforming customer experience using Mobile Applications and smart phones, embedded sensors and social media, Cloud computing, Web 2.0/3.0/4.0, Rapid Web Design, JavaScript Technologies, IoT, Big Data, analytics and AI and Block chain,

UNIT V THE STATE OF FINTECH GLOBALLY (15Hrs)

The revolution starter (US), The Fintech hub (Europe and UK), Germany, Sweden, France, China - The FinTech dragon awakens, India-The tiger is roaring, Africa-A young FinTech continent, Australia, New Zealand and Brazil - the emerging FinTech countries, Regulatory and Policy Assessment for Growth of Fintech. Fin Tech as disruptors, Financial institutions collaborating with FinTech companies. Case Studies on Indian Fintech Industry.

Text Books

1. Parag Y Arjunwadkar (2018), FinTech: The Technology Driving Disruption in the financial service industry CRC Press.
2. Sanjay Phadke (2020), Fintech Future : The Digital DNA of Finance Paperback .Sage Publications
3. Pranay Gupta, T. Mandy Tham (2018). Fintech: The New DNA of Financial Services Paperback
4. RBI (2017). Report of working group on FinTech and Digital Banking

Reference Books

1. Arner D., Barberis J., Buckley R (2015) The evolution of FinTech: a new post crisis paradigm, University of New South Wales Research Series.
2. Susanne Chishti, Janos Barberis (2016). The FINTECH Book: The Financial Technology Handbook for Investors, Entrepreneurs and Visionaries (Wiley01) Paperback, Wiley Publications
3. Richard Hayen (2016). FinTech: The Impact and Influence of Financial Technology on Banking and the Finance Industry

Web References

1. <https://www.henrystewartpublications.com/jdb>
2. <https://www.mdpi.com/journal/fintech>
3. <https://www.springer.com/journal/42786/>
4. <https://nptel.ac.in/courses/110105121>
5. https://onlinecourses.nptel.ac.in/noc22_mg20/preview



A20BAD101

MANAGERIAL ECONOMICS

L	T	P	C	Hrs
4	0	0	4	60

Course Objectives

- To be acquainted with the basic concepts of economics.
- To identify the applications and limitations of economic laws in decision-making and problem-solving.
- To provide knowledge of different types of markets.
- To understand the related market competition concept in the real world.
- To infer the various macroeconomic factors in an economy.

Course Outcomes

After completion of the course, the students will be able to

- CO1** - Exhibit the role of a manager by making strategic business decisions considering the internal and external environments
- CO2** - Utilize the concept of demand, the elasticity of demand to identify the determinants of demand and forecast demand.
- CO3** - Assess technically the possible ways of increasing the level of production.
- CO4** - Develop knowledge of different market structures and make the price and output decisions.
- CO5** - Develop an understanding of the role of government and taxes in controlling inflation and deflation.

UNIT I INTRODUCTION TO MANAGERIAL ECONOMICS

(10 Hrs)

Introduction – Definition – Scope - Firm’s Objective - Profit Maximization – Sales Maximization - Other Objectives - Role of Managerial Economist.

UNIT II DEMAND ANALYSIS AND FORECASTING

(12 Hrs)

Demand - Determinants of Demand - Law of Demand - Exceptions to the Law – Demand Distinction - Elasticity of Demand - Price Elasticity - Income Elasticity - Cross Elasticity –Demand forecasting – Meaning – Methods of forecasting

UNIT III PRODUCTION FUNCTION

(12 Hrs)

Production Function– Meaning – Assumption – Isoquants – MRS -Producer’s Equilibrium - Laws of Production - Laws of Variable Proportion – Laws of Returns to Scale.

UNIT IV MARKET STRUCTURE AND PRICING

(14 Hrs)

Market Structure and Competition - Meaning and Classification of Market - Features of Perfect Market, Monopoly, Monopolistic, Oligopoly and Duopoly - Price Discrimination -Types - Price Discrimination under Monopoly – Price and output determination under Monopoly, Monopolistic and Oligopoly Markets. Pricing a new product - Pricing over the lifecycle of a product - Profit and Profit Management - Accounting Profit and economic profit - Theories of Profit.

UNIT V MACROECONOMIC FACTORS

(12 Hrs)

National income - Meaning –approaches to compute national income – Factors determining national income. Business cycle – definition- characteristics – phases – inflation – definition, and meaning – types – demand-pull inflation – cost-push inflation – effects of inflation –anti-inflationary measures - deflation - meaning – effects of deflation.

Text Books

1. R.L. Varshney & K.L. Maheswari, "Managerial Economics", Sultan Chand & Sons, 19th Edition, 2018.
2. G.S. Gupta, "Managerial Economics", McGraw Hill Education, 2nd Edition, 2017.
3. A. Koutsoyiannis, "Modern Microeconomics", Palgrave Macmillan, 2nd Edition, 2008.

Reference Books

1. Pradeep Kumar, "Managerial Economics", KedarNath Ram Nath & Co Publishers, 2nd Edition, 2016.
2. Luke M. Froe & Brian T. McCann, "Managerial Economics – A Problem Solving Approach", Thomson South Western, 4th Edition, 2015.
3. Yogesh Maheshwari, "Managerial Economics", PHI Learning, 1st Edition, 2012.
4. Joel Dean, "Managerial Economics", Prentice Hall of India Private Limited, 7th Edition, 2010.
5. D.N. Dwivedi, "Managerial Economics", Vikas Publishing House, 8th Edition, 2015.

Web References

1. https://onlinecourses.nptel.ac.in/noc20_mg67/preview
2. <http://www.economicdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134>
3. <https://onlinelibrary.wiley.com/journal/10991468>
4. <https://nptel.ac.in/courses/110105075>
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A20BAS101

COMMUNICATION SKILLS

L T P C Hrs
0 0 4 2 60

Course Objectives

- To improve the skill of rapid reading and comprehending efficiently
- To expound the significance of time and stress management
- To decode the correspondence between sound and spelling in English
- To enhance the sense of social responsibility and accountability of the students
- To train students to organize, revise and edit ideas to write clearly and commendably

Course Outcomes

After the completion of the course, the students will be able to

CO1 - Understand the pattern to communicate effectively

CO2 - Expertise in Managerial skills

CO3 - Impart Speaking skills with self-confidence

CO4 - Demonstrate leadership qualities to Participate in Group Discussion and Interview efficiently

CO5 - Use writing strategies to improve their drafting skills and comprehending of articles

UNIT I COMMUNICATION SKILLS - SPEAKING

(12 Hrs)

1. Aspects of speaking
2. Process and techniques of effective speech
3. Presentations
4. Topic to be given to students for short speech
5. Self-Introduction

UNIT II SELF-MANAGEMENT SKILLS

(12 Hrs)

1. Time Management
2. Stress management
3. Perseverance
4. Resilience
5. Mind mapping
6. Self- confidence

UNIT III COMMUNICATION SKILLS – READING

(12 Hrs)

1. Phonics
2. Vocabulary
3. Comprehension
4. Skimming and Scanning

UNIT IV SOCIAL SKILLS

(12 Hrs)

1. Negotiation and Persuasion
2. Leadership
3. Teamwork
4. Problem solving
5. Empathy
6. Decision making

UNIT V COMMUNICATION SKILLS - WRITING

(12 Hrs)

1. Descriptive
2. Narrative
3. Persuasive
4. Expository
5. Picture composition

Text Books

1. Syamala. V, "Effective English Communication for you", Emerald Publishers, 1st Edition, 2002.
2. Balasubramanian, "A Textbook of English Phonetics for Indian Students", Trinity Press, 1st Edition, 1981.
3. Sardana, C.K., "The Challenge of Public Relations", Har- Anand Publications, 1st Edition, 1995.

Reference Books

1. Murphy, John J, "Pulling Together: 10 Rules for High-Performance Teamwork", Simple Truths, 1st Edition, 2016.
2. Sanjay Kumar, PuspHata. "Communication Skills".Oxford University Press.1st Edition, 2015.
3. Barun K. Mitra, "Personality Development and Soft skills", Oxford University Press, 1st Edition, 2016.

Web References

1. <https://blog.dce.harvard.edu/professional-development/10-tips-improving-your-public-speaking-skills>
2. https://onlinecourses.swayam2.ac.in/cec22_cm02/preview
3. <https://journals.sagepub.com/home/jbt>
4. <https://nptel.ac.in/courses/109104031>
5. <http://www.businesscommunicationblog.com>

A20AET101

ENVIRONMENTAL STUDIES

L	T	P	C	Hrs
2	0	0	2	30

Course Objectives

- To gain knowledge on the importance of natural resources and energy.
- To know the structure and function of an ecosystem
- To imbibe an aesthetic value with respect to biodiversity, understand the threats and its conservation and appreciate the concept of interdependence
- To know the causes of types of pollution and disaster management
- To observe and discover the surrounding environment through field work.

Course Outcomes

After completion of the course, the students will be able to

CO1 – Understand about the various resources

CO2– Learn about the biodiversity

CO3– Learn the different types of pollution and to prevent the pollution

CO4– Know about the pollution Act

CO5– Observe various environmental issues in surroundings

UNIT I ENVIRONMENTAL SCIENCES: NATURAL RESOURCES

(6 Hrs)

Environmental Sciences - Relevance - Significance - Public awareness - Forest resources - Water resources - Mineral resources - Food resources - conflicts over resource sharing - Exploitation - Land use pattern - Environmental impact - fertilizer - Pesticide Problems - case studies.

UNIT II ECOSYSTEM, BIODIVERSITY AND ITS CONSERVATION

(6 Hrs)

Ecosystem - concept - structure and function - producers, consumers and decomposers - Food chain - Food web - Ecological pyramids - Energy flow - Forest, Grassland, desert and aquatic ecosystem. Biodiversity - Definition - genetic, species and ecosystem diversity - Values and uses of biodiversity - biodiversity at global, national (India) and local levels - Hotspots, threats to biodiversity - conservation of biodiversity –Insitu&Exsitu.

UNIT III ENVIRONMENTAL POLLUTION AND MANAGEMENT

(6 Hrs)

Environmental Pollution - Causes - Effects and control measures of Air, Water, Marine, soil, solid waste, Thermal, Nuclear pollution and Disaster Management - Floods, Earth quake, Cyclone and Landslides. Role of individuals in prevention of pollution - pollution case studies.

UNIT IV SOCIAL ISSUES - HUMAN POPULATION

(6Hrs)

Urban issues - Energy - water conservation - Environmental Ethics - Global warming - Resettlement and Rehabilitation issues - Environmental legislations - Environmental production Act. 1986 - Air, Water, Wildlife and forest conservation Act - Population growth and Explosion - Human rights and Value Education - Environmental Health - HIV/AIDS - Role of IT in Environment and Human Health - Women and child welfare - Public awareness - Case studies.

UNIT V FIELD WORK

(6 Hrs)

Visit to a local area / local polluted site / local simple ecosystem - Report submission.

Text Books

1. Bharucha Erach, "Textbook of Environmental Studies for Undergraduate Courses", Orient Black Swan, 2nd Edition, 2013.
2. Basu Mahua, Savarimuthu Xavier, "Fundamentals of Environmental Studies", Cambridge, 2nd Edition, 2017.
3. Agarwal, K.C. "Environmental Biology", Nidi Publications, 1st Edition, 2004.

Reference Books

1. Kumarasam, Alagappa Moses & Vasanthi, "Environmental Studies", Bharathidasan University Publications, 1st Edition, 2004.
2. Rajamannar, "Environmental Studies", EVR College Publications, 1st Edition, 2004.
3. Kalavathy, S, "Environmental Studies", Bishop Heber College Publications, 1st Edition, 2004.

Web References

1. https://aits-tpt.edu.in/wp-content/uploads/2018/08/Environmental-Studies-Lecture-notes.doc-I_Betech_-ECE-CSE-EEE-CEME_III-Sem_BR.pdf
2. <http://eagri.org/eagri50/ENVS302/pdf/lec05.pdf>
3. <https://www.youtube.com/watch?v=78prsPYm98g>
4. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2792934/>
5. <https://www.frontiersin.org/articles/505570>



SECOND SEMESTER

A20TAT202

TAMIL-II
(Common to all UG Programs)

L T P C Hrs
3 0 0 3 45

பாடத்திட்டத்தின் நோக்கம்

- இரண்டாயிரம் ஆண்டுகால தமிழின் தொன்மையையும் வரலாற்றையும் அதன் விழுமியங்களையும் பண்பாட்டையும் எடுத்துரைப்பதாக இப்பாடத்திட்டம் அமைக்கப்பட்டுள்ளது.
- தமிழ் இலக்கியம் உள்ளடக்கத்திலும், வடிவத்திலும் பெற்ற மாற்றங்கள், அதன் சிந்தனைகள், அடையாளங்கள் ஆகியவற்றை காலந்தோறும் எழுதப்பட்ட இலக்கியங்களின் வழியாகக் கூறுவதற்கு இப்பாடத்திட்டம் அமைக்கப்பட்டுள்ளது.
- மொழியின் கட்டமைப்பை புரிந்து கொள்வதாகவும் பாடத்திட்டம் வடிவமைக்கப்பட்டுள்ளது.
- வாழ்வியல் சிந்தனைகள், ஒழுக்கவியல் கோட்பாடுகள், சமத்துவம், சூழலியல் எனப் பல கூறுகளை மாணவர்களுக்கு எடுத்துரைக்கும் விதத்தில் இப்பாடத்திட்டம் உருவாக்கப்பட்டுள்ளது.
- சிந்தனை ஆற்றலைப் பெருக்குவதற்குத் தாய்மொழியின் பங்களிப்பினை உணர்த்த இப்பாடத்திட்டம் அமைக்கப்பட்டுள்ளது.

பாடத்திட்டத்தின் வெளிப்பாடுகள்

- CO1 – இலக்கியங்கள் காட்டும் வாழ்வியல் நெறிமுறைகளைப் பேணிநடத்தல்.
CO2 – நமது எண்ணத்தை வெளிப்படுத்தும் கருவியாகத் தாய்மொழியைப் பயன்படுத்துதல்.
CO3 – தகவல் தொடர்புக்குத் தாய்மொழியின் முக்கியத்துவத்தை உணர்தல்.
CO4 – தாய்மொழியின் சிறப்பை அறிதல்.
CO5 – இலக்கிய இன்பங்களை நுகரும் திறன்களை வளர்த்தல்.

அலகு-1

(9 Hrs)

- எட்டுத்தொகை: 1. குறுந்தொகை (படல்-130) 2. நற்றிணை (பாடல்-27) 3. அகநானூறு (பாடல்-86).
- பத்துப்பாட்டு: சிறுபாணாற்றுப்படை (அடிகள்-126-143).
- பதினெண் கீழ்க்கணக்கு: திருக்குறள்- வெகுளாமை (அதிகாரம்-31), காதல் சிறப்புரைத்தல் (அதிகாரம்-113).

அலகு-2

(9 Hrs)

- எட்டுத்தொகை:
 - ஐங்குறுநூறு (பாடல்-203),
 - கலித்தொகை- பாலைத்திணை (பாடல்-9),
 - புறநானூறு (பாடல்-235).
- பத்துப்பாட்டு- முல்லைப்பாட்டு (6-21).
- பதினெண் கீழ்க்கணக்கு :
 - நாலடியார் - நல்லார் எனத்தான் (221) .
 - திரிகடுகம்- கோலஞ்சி வாழும் குடியும் (33).
 - இனியவை நாற்பது- குழவி தளர்நடை (14).
 - கார் நாற்பது- நலமிகு கார்த்திகை (26).
 - களவழி நாற்பது-கவளங்கொள் யானை (14).

அலகு-3

(9 Hrs)

சைவம்- பன்னிரு திருமுறைகள்

- திருஞானசம்பந்தர் - வேயுறு தோளிப்பங்கள் (இரண்டாம் திருமுறை).

- | | | |
|--------------------|---|---|
| 2. திருநாவுக்கரசர் | - | மனமெனும் தோணி (நான்காம் திருமுறை). |
| 3. சுந்தரர் | - | ஏழிசையாய் இசைப்பயனாய் (எழாம் திருமுறை). |
| 4. மாணிக்கவாசகர் | - | ஆதியும் அந்தமும் இல்லா (திருவெம்பாவை). |
| 5. திருமுலர் | - | அன்பு சிவம் இரண்டு (திருமந்திரம்). |

வைணவம் - நாலாயிரத் திவ்வியப் பிரபந்தம்

- | | | |
|----------------------|---|--------------------------------|
| 1. பேயாழ்வார் | - | திருக்கண்டேன் வொன்மேனி.... |
| 2. பெரியாழ்வார் | - | கருங்கண் தோகை மயிற் றீலி.... |
| 3. தொண்டராழ்வாழ்வார் | - | பச்சைமாமலை போல்.... |
| 4. ஆண்டார் | - | கருப்பூரம் நூறுமோ? கமலப்பூ.... |
| 5. திருமங்கையாழ்வார் | - | வாடினேன் வாடி வருந்தினேன்.... |

இஸ்லாமியம்

சீறாப்பராணம்- பாடல் நின்ற பிணை மானாக்குப்...5 பாடல்கள் (பாடல் எண்கள் 61-65).

கிருத்துவம்

இரட்சணய யாதீகம்- கடைதிறப்புப் படலம் -5 பாடல்கள் (பாடல் எண்கள்: 3,9,10,15,16).

அலகு - 4

(9 Hrs)

தமிழ் இலக்கிய வரலாறு

1. சங்க இலக்கியங்கள் 2. நீதி இலக்கியங்கள் 3. பக்தி இலக்கியங்கள் 4. காப்பியங்கள்.

அலகு-5

(9 Hrs)

சிறுகதைகள்

- | | | |
|-------------------------|---|------------------------------|
| 1. புதுமைபித்தன் | - | அகலிகை |
| 2. நா. பிச்சமூர்த்தி | - | வேப்பமரம் |
| 3. அகிலன் | - | ஒரு வேளைச்சோறு |
| 4. ஜி.நாகராஜன் | - | பச்சக் குதிரை |
| 5. கி.ராஜநாராயணன் | - | கதவு |
| 6. சா.கந்தசாமி | - | தக்கையின் மீது நான்கு கண்கள் |
| 7. ஆண்டார் பிரியதர்ஷினி | - | மாத்திரை |
| 8. வண்ணதாசன் | - | ஒரு உல்லாசப் பயணம் |
| 9. சு. தமிழ்ச்செல்வன் | - | வெயிலோடு போய் |
| 10. பாரததேவி | - | மாப்பிள்ளை விருந்து |

பார்வை நூல்கள் :

1. அரசு, வீ., இருபதாம் நூற்றாண்டு சிறுகதைகள் நூறு, அடையாளம் புதிப்பகம், திருச்சி, 2013.
2. அருணாச்சலம், பா., பக்தி இலக்கியங்கள், பாரி நிலையம், சென்னை, 2010.
3. தமிழண்ணல், புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம், மதுரை, 2000.
4. பாக்கியமேரி, வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு, என்.சி.பி.எச். புதிப்பகம், சென்னை, 2011.
5. பசுபதி, மா. வே., செம்மொழித் தமிழ் இலக்கண இலக்கியங்கள், தமிழ்ப் பல்கலைக்கழகம், 2010 .

இணையத்தளங்கள் :

1. <http://www.tamilkodal.com>
2. <http://www.languagelab.com>
3. <http://www.tamilweb.com>

A20FRT202

FRENCH-II
(Common to all UG Programs)

L	T	P	C	Hrs
3	0	0	3	45

Course Objectives:

- To enable the students read, understand, and write simple sentences.
- To grasp relevant grammar for communication.
- To learn about the land, people and culture of France.

UNITÉ – 1 (9 Hrs)

Qu'est -ce qu'on leur offre ?

On solde !

Découvrir Paris en bus avec l'open Tour

UNITÉ – 2 (9 Hrs)

Si vous gagne vous ferez quoi

Parasol ou parapluie ?

UNITÉ – 3 (9 Hrs)

Quand il est midi à Paris

Vous allez Vivre à Paris...

L'avenir du Français

UNITÉ – 4 (9 Hrs)

Souvenirs d'enfance

j'ai fait mes études à Lyon 2

UNITÉ – 5 (9 Hrs)

Retour des Antilles

Au voleur ! Au voleur !

Text Books

PrescribedTextbook : *FESTIVAL 1* - Méthode de Français

Authors : Sylvie POISSON-QUINTON

Michèle MAHEO-LE COADIC

Anne VERGNE-SIRIEYS

Edition : CLE International, Nouvelle Édition révisée : 2009.

Reference Book Festival 1

Course Objectives

- To develop the vocabulary and use it in their day today life
- To gain knowledge about the business writing.
- To learn and develop soft skills.
- To acquire knowledge on application of communication skills in the business world.
- To enhance the presentation skills of the students with the use of modern era tools.

Course Outcomes

After completion of the course, the students will be able to

CO1 – Understands the basics and importance of communication.

CO2 – Demonstrates all methods of writing.

CO3 – Utilize soft skills for better communication.

CO4 – Acquire career skills to work efficiently and collaboratively.

CO5 – Appraise the use of technology for Communicating effectively.

UNIT I- VOCABULARY DEVELOPMENT**(9 Hrs)**

Business vocabulary -Business Idioms - Business Phrases -One-word substitute -Incorrectly spelt words- confusable- Synonyms -Antonyms

UNIT II- BUSINESS WRITING**(9 Hrs)**

Article writing - Application -Poster -Advertisement design- HR Letters – Letters of Offer, Performance Appraisal and Termination

UNIT-III SOFT SKILLS**(9 Hrs)**

Introduction- Self-confidence, - Leadership Skills- Time Management -Stress Management – Team Management - Positive Attitude- Goal Setting- Career Planning-Creative Thinking – Public Speaking- Emotional Quotient.

UNIT IV-APPLICATION OF COMMUNICATION SKILLS**(9 Hrs)**

Presentation skills: Setting the objectives –planning – preparation – practice and rehearsal –getting ready – making the presentation – paralinguistic elements in Presentation-Types of visual aids to support presentation. Negotiation skills: Nature and Need-Factors affecting Negotiation-Process of negotiation Types of Negotiators- Tips for successful negotiation.

UNIT V- TECHNOLOGY IN COMMUNICATION**(9 Hrs)**

E-mail -Email etiquette- Telephone Advantages and Disadvantages – Guidelines for effective telephonic conversation – Fax- Tele conferencing -Video conferencing.

Text Books

1. Rajendra Pal & J. S. Korlahalli, “Essentials of Business Communication”, Sultan Chand & Sons, 3rd Edition, 2011.
2. C.B. Gupta, “Basic Business Communication”, Sultan Chand & Sons, 4th Edition, 2017.
3. HorySankarMukerjee, “Business Communication: Connecting at Work”, Oxford University Press, 1st Edition, 2016.

Reference Books

1. NiraKonar, "Communication Skills for Professionals", Prentice Hall of India, 2nd Edition, 2011.
2. Nirmal Singh, "Business Communication: Principles, Methods and Techniques", Deep & Deep Publications Pvt. Ltd, 1st Edition, 2008.
3. Krishna Mohan, R.C. Mohan & Virendra Singh Nirban, "Business Correspondence and Report Writing", Tata McGraw-Hill Publishing, 6th Edition, 2020.
4. Kevin Gallagher, "Skills Development for Business and Management Students", Oxford University Press., 1st Edition, 2010.

Web References

1. <https://www.readnaturally.com/research/5-components-of-reading/vocabulary>
2. <https://businesswriting.com>
3. <https://www.teachingenglish.org.uk/article/paralinguistics>
4. <https://www.entrepreneur.com/article/236724>
5. <https://www.inc.com/guides/2010/06/email-etiquette.html>



Course Objectives

- To be familiar with cost classification and preparation of cost sheet
- To understand purchase procedure, material coding and inventory system.
- To be familiar with pricing methods.
- To appreciate about various budgets and their preparation
- To know about the techniques of financial analysis

Course Outcomes

After completion of the course, the students will be able to

- CO1** – Demonstrate their ability to prepare cost sheets
CO2 – Elaborate the application of material inventory system.
CO3 – Compute different types of pricing method.
CO4 – Prepare different types of budgets for business enterprises.
CO5 – Demonstrate an understanding of Financial Statement Analysis and its Tools.

UNIT I INTRODUCTION AND COST SHEET

(13 Hrs)

Cost Accounting –Meaning, Definition, Nature and Scope – Functions and Limitations – Distinctions between Cost Accounting and Financial Accounting. Management Accounting Meaning, Definition –, Merits and Limitations of Management Accounting – Tools and Techniques of Management Accounting – Distinction between Cost Accounting and Management Accounting. Cost – Classification of Cost – Elements of Cost – Cost Sheet or Statement of Cost – Tender or Quotations – Practical Problems.

UNIT-II: MATERIAL COST

(10 Hrs)

Material Purchase and Control Purchase Department and its Objectives – Purchase Procedure – Classification and Codification of Materials, Material Control: Levels of Stock and EOQ – Perpetual Inventory System, ABC and VED Analysis – Accounting of Material Losses.

UNIT-III: METHODS OF PRICING

(12 Hrs)

Methods of pricing of Material Issues Cost Price Methods: FIFO, LIFO, Average Price Methods: Simple and Weighted Average Price Methods, Notional Price Methods: Standards Price, and Market Price Methods

UNIT IV BUDGETARY CONTROL

(12 Hrs)

Meaning of Budget, Budgeting and Budgetary Control – Distinction between Estimates, Forecasts and Budgets – Objectives, Advantages and Limitations of Budgetary Control – Distinction between Budgetary Control and Standard Costing – Classification of Budgets – Fixed and Flexible Budgeting – Preparation of Sales, Production, Purchases, Cash and Flexible Budgets – Master Budget – Budgeted Profit and Loss Account and Balance Sheet – Practical Problems.

UNIT V FINANCIAL STATEMENTS ANALYSIS

(13 Hrs)

Financial Statements – Meaning, Nature, Advantages and Limitations. Meaning of Financial Statements Analysis – Techniques of Financial Statement Analysis – Horizontal Analysis, Vertical Analysis, Trend Analysis, and Ratio Analysis.

Ratios – Meaning and Types – Advantages and Limitations of Ratio Analysis – Classification of Ratios – Profitability Ratios, Solvency Ratios, Liquidity Ratios, Efficiency and Performance Ratios. Problems on

Computation of Ratios from Financial Statements and Calculating Missing Values. (Construction of Financial Statements from Ratios is excluded). Practical Problems.

Text Books

1. Suveera Gill, "Cost and Management Accounting", Vikas Publishing House, 1st Edition, 2020.
2. S.N. Maheswari, et al., "Accounting for Management", Vikas Publishing House, 4th Edition, 2018.
3. R.S.N. Pillai & V. Bagavathi, "Cost Accounting", S. Chand Publishing, 6th Edition, 2018.

Reference Books

1. M.N. Arora, "A Textbook of Cost and Management Accounting", Vikas Publishing House, 10th Edition, 2019.
2. M.A. Sahaf, "Management Accounting: Principles and Practice", Vikas Publishing House, 3rd Edition, 2019.
3. Nand Dhameja, K.S. Sastry & Kapil Dhameja, "Finance and Accounting for Managerial Competitiveness", S.Chand Publishing, 1st Edition, 2019.
4. Mohammed Hanif, "Modern Cost and Management Accounting, McGraw Hill Education, 1st Edition, 2019.
5. Colin Drury, "Cost and Management Accounting", Cengage Learning, 5th Edition, 2015.

Web References

1. https://www.icsi.edu/media/webmodules/publications/FULL_BOOK_PP-CMA-2017-JULY_4.pdf
2. <https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-8-April-2021.pdf>
3. <https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-10-April-2021.pdf>
4. <https://icai.org/Resources.html>



A20BAT204

**ENTREPRENEURSHIP
AND INNOVATION**

L	T	P	C	Hrs
4	0	0	4	60

Course Objectives

- To gain knowledge on the area of entrepreneurship.
- To generate innovative business ideas in the emerging industrial scenario.
- To be familiar with the key steps in the elaboration of business idea.
- To help students to develop personal creativity and entrepreneurial initiative.
- To acquire requisite knowledge and skills for becoming successful entrepreneurs.

Course Outcomes

After completion of the course, the students will be able to

- CO1** – Familiarize with the concepts of entrepreneurship.
- CO2** – Analyse the business environment in order to identify business opportunities.
- CO3** – Understand the institutional support to entrepreneurial development.
- CO4** – Appreciate the ethical challenges and social responsibility in a business setting.
- CO5** – Demonstrate the ability to create business plan and interpret their own business plan.

UNIT I ENTREPRENEUR AND ENTREPRENEURSHIP

(10 Hrs)

Introduction - Entrepreneurship - concept, growth, characteristics, types - Functions of an entrepreneur - Entrepreneurship in India - Entrepreneurship in developing countries - Intrapreneurs - Women Entrepreneurs - problems and prospects - Rural Entrepreneurs - problems and prospects - Social Entrepreneurs.

UNIT II ENTREPRENEURIAL DEVELOPMENT

(15 Hrs)

Factors influencing Entrepreneurship - Entrepreneurial process - development and motivation - EDP - Need, objective, relevance and role of EDP, phases of EDP - Institutions for Industrial Entrepreneurs - Small scale and Export Entrepreneurs.

Creativity and Innovation in an Entrepreneurial Organisation – Tools for Environmental Scanning: SWOT Analysis – PESTLE Analysis – Michael Porter's Approach to Industry Analysis. Environmental Screen Process – Types of Environmental Scanning – Assessment of Business Opportunities.

UNIT III ENTREPRENEURSHIP IN ACTION

(10 Hrs)

Concept and Definition of MSME - Scope, Role of Government in promoting SSI - Business idea generation techniques - Registration of Industries and licensing - Identification of business opportunities - Marketing, Financial, Technical, Legal feasibility - Locational feasibility - Government rules and regulations. Simple Case Studies on Entrepreneurial Challenges.

UNIT IV INSTITUTIONAL FINANCE TO ENTREPRENEURS

(10 Hrs)

Central Government store purchase program - National small Industrial corporation - SIDBI, IDBI, TCO, IIFT, IFCI, ICICI, IRBI, Export Import Bank, Trade Development Authority, ECGC, MDA, EDII, IRDP, DIC, SSIB, SISI, SFC, Seed capital. Start-ups and Mudra Banks.

UNIT V EMERGING TRENDS IN ENTREPRENEURSHIP

(15 Hrs)

Introduction - Venture capital financing concept and features - Strategic role of venture capital - Venture capital in India - Social and Ethical responsibility of Entrepreneurs – Fillip to Indian Entrepreneurs: Make

in India Scheme. Franchising and acquisition - Marketing mix strategies - Production planning - Manpower planning and Industrial relations - Successful Entrepreneurs.

Text Books

1. C.B.Gupta & N.P.Srinivasan, "Entrepreneurial Development", Sultan Chand & Sons, 1st Edition, 2013.
2. S.S. Khanka, "Entrepreneurial Development", Sultan Chand & Sons, 1st Edition, 2007.
3. E. Gordon & K. Natarajan, "Entrepreneurship Development", Himalaya Publishing house, 5th Edition, 2015.

Reference books

1. Abhijit Chatterjee & V. Sharma, "Entrepreneurship Development", Vayu Education of India, 1st Edition, 2020.
2. Vasant Desai, "Dynamics of entrepreneurial development", Wiley Eastern limited, 2nd Edition, 2016.
3. Lall, M & Sahai. S, "Entrepreneurship", Excel Book Publishers, 2nd Edition, 2013.
4. Jayshree Suresh, "Entrepreneurial Development", Margham Publications, 5th Edition, 2019.

Web References

1. <https://www.entrepreneur.com/>
2. <https://www.forbes.com/sites/natalierobehmed/2013/11/12/100-best-websites-for-entrepreneurs/?sh=7712d48929f6>
3. <https://www.startupindia.gov.in/>
4. <https://eaiindia.com/>
5. <http://msme.gov.in/allschemes>



A20BFD201

FINANCIAL INSTITUTIONS AND SERVICES

L	T	P	C	Hrs
3	0	0	3	45

Course Objectives

- To familiarize the students about the financial institutions and Services.
- To make students understand about the capital market operations
- To enhance the knowledge of the students about the roles of money market.
- To familiarize the students about various financial services.
- To provide knowledge to the students related to the banking operations.

Course Outcomes

After completion of the course, the students will be able to

CO1 - Understand the structure of financial system and the functioning of specialized financial institutions and markets.

CO2 - Explain the functioning of capital markets.

CO3 - Identify the role of money markets..

CO4 - Assess the role of various financial services in the economy.

CO5 - Understand the different operations in the banking services.

UNIT I INTRODUCTION TO FINANCIAL SYSTEM

(09 Hrs)

Meaning - Structure - Functions - Components of financial system - Financial system and economic development - Reforms in Financial Sector in India

UNIT II CAPITAL MARKET

(09 Hrs)

Meaning - Classification - Functions - Types - Primary market - Secondary market - functioning of various stock exchanges - NSE, BSE, OTCEI - Derivatives Market - Government Securities market - SEBI - Reforms in capital markets.

UNIT III MONEY MARKET

(09 Hrs)

Meaning - Significance – Structure - Features of money market - Money market instruments - Reforms in money market.

UNIT IV FINANCIAL INSTITUTIONS

(09 Hrs)

Meaning & Functions -Banking institutions - Scheduled commercial banks and scheduled cooperative banks - Functions of commercial banks, Capital Structure of commercial banks, BASEL Norms. Non-Banking Institutions - NBFCs and Development Finance institutions - Insurance and Housing Finance Companies - IRDA. RBI - Functions - Monetary policy - Credit Policy

UNIT V BANKING SERVICE

(09 Hrs)

Deposit Schemes - Loan Schemes and Other Modern Services - Mechanism of E-Banking & Internet Banking, Mobile Banking & Telephone Banking, ATM & Electronic Money (Credit Cards), Electronic Funds Transfer System (RTGS and NEFT) & Modern Banking Services

Text Books:

1. Pathak, B., Indian Financial System. New Delhi: Pearson education, 2013
2. Desai, V., Indian Financial System. Mumbai: Himalaya publishers, 2010.

Reference Books:

1. Gordon, N., Indian Financial System. Mumbai: Himalaya publishers, 2014.
2. Khan, M.Y., Indian Financial System .New Delhi: McGraw-Hill, 2009.
3. Sharma, G., Indian Financial System. Ludhiana: Kalyani publishers, 2014.
4. Singh, P., Dynamics of Indian Financial System: Markets, Insitutions and Services, ANE Books, 2010.

Web References

1. <https://financialservices.gov.in/banking-divisions/Financial-Institutions-and-others>
2. <https://www.wallstreetmojo.com/financial-institutions/>
3. <https://rbi.org.in/scripts/banklinks.aspx>
4. https://onlinecourses.nptel.ac.in/noc20_mg10/preview
5. <https://nptel.ac.in/courses/110106040>



A20BFT203

LEGAL ASPECTS OF BUSINESS

L	T	P	C	Hrs
4	0	0	4	60

Course Objectives:

- To provide a comprehensive understanding on the general principles of contracts.
- To familiarise with the law relating to sale of goods.
- To understand the provisions of Partnership and LLP Acts.
- To orient students about the basics of The Companies Act 2013.
- To help students to acquaint with an understanding on Competition and IPR Laws.

Course Outcomes

After completion of the course, the students will be able to

- CO1 - Demonstrate a clear understanding on the general principles of contracts
- CO2 - Be conversant with the legal provisions pertaining to sale of goods in India
- CO3 - Appreciate and distinguish between Partnership and LLP with reference to Indian Law
- CO4 - Explain the basic provisions with respect to The Companies Act 2013.
- CO5 - Categorize and understand the various nuances of Intellectual Property Rights and Competition in India

UNIT I CONTRACTS LAW: GENERAL PRINCIPLES

(12 Hrs)

Contract – meaning, characteristics and kinds - Essentials of a valid contract - Offer and acceptance, consideration, contractual capacity, free consent, legality of objects. Void agreements, Performance of a contract –breach and remedies against breach of contract. Contingent contracts, Quasi – contracts.

UNIT II LAW OF SALE OF GOODS

(12 Hrs)

Contract of sale, meaning and difference between sale and agreement to sell. Conditions and warranties - Transfer of ownership in goods including sale by a non-owner. Performance of contract of sale. Unpaid seller – meaning, rights of an unpaid seller against the goods and the buyer.

UNIT III LAWS OF PARTNERSHIP AND LLP

(12 Hrs)

(A) Indian Partnership Act, 1932 - Nature and Characteristics of Partnership, Registration of Partnership Firms, Types of Partners, Rights and Duties of Partners, Implied Authority of a Partner, Registration and dissolution of Firm.

(B) The Limited Liability Partnership Act, 2008 - Salient Features of LLP - Incorporation by Registration– Differences between LLP and Partnership, LLP and Company – LLP Agreement – Types of Partners in LLP and their relations – Conversion of Firm and Private Company into LLP.

UNIT IV THE COMPANIES ACT 2013

(12 Hrs)

Essential Features of a Company, Corporate Veil Theory, Classes of Companies , Types of Share Capital, Incorporation of a Company , Memorandum of Association , Articles of Association, Doctrine of Indoor Management

UNIT V COMPETITION LAW, 2002 AND INTELLECTUAL PROPERTY ACT

(12 Hrs)

Concept of Competition - Need & Importance of Competition Law - Features - Anti Competitive Agreements – Abuse of dominant position – Combinations – CCI (Competition Commission of India) Intellectual Property – Meaning, Types, Overview of Law governing IPR for Copyrights, Trademarks, Patents and Geographical Indications

Textbooks

1. Parul Gupta, "Legal Aspects of Business: Concepts and Applications", Vikas Publishing House, 2nd Edition, 2019.
2. M.C. Kuchhal, and Vivek Kuchhal, "Business Law", Vikas Publishing House, 6th Edition, 2019.
3. P.C. Tulsian and Bharat Tulsian, "Business Law", McGraw Hill Education, 3rd Edition, 2017.

Reference Books

1. N.D. Kapoor, "Elements of Mercantile Law", Sultan Chand & Sons, 38th Edition, 2020.
2. Sushma Arora, "Business Laws", Taxmann Publications, 2nd Edition, 2019.
3. Avtar Singh, "Business Law", Eastern Book Company, 4th Edition, 2018.
4. R.S.N. Pillai & Bagavathi, "Business Law", S. Chand Publishing, 3rd Edition, 2010.
5. M.C. Shukla, "A Manual of Mercantile Law", S. Chand Publishing, 9th Edition, 2010.
6. Ravinder Kumar, "Legal Aspects of Business", Cengage Learning, 4th Edition, 2016.

Web References

1. <http://14.139.60.114:8080/jspui/bitstream/123456789/738/19/Commercial%20Law.pdf>
2. <https://www.studocu.com/en-au/document/the-university-of-adelaide/commercial-law-i/lecture-notes/lecture-notes-lecture-all-lectures-commercial-law-exam-notes/654814/view>
3. https://www.icai.org/post.html?post_id=17791
4. <https://icmai.in/upload/Students/Syllabus2016/Foundation/Paper-3New-29012021.pdf>
5. <https://www.icsi.edu/media/webmodules/BUSINESS%20ENVIRONMENT%20AND%20LAW.pdf>



A20BFS201

**OVERVIEW OF FINANCIAL MARKETS
AND CAPITAL MARKETS**

L	T	P	C	Hrs
0	0	4	2	60

Course Objectives:

- To familiarize the students with the structure and various instruments of Financial and Capital markets from a global perspective.
- To enrich the learners with the comprehensive knowledge about the Equity markets, Debt & Money Markets.
- To enhance knowledge of the learners comprehensively in the forex market.
- To enhance knowledge of the learners in analysing various asset classes including bond prices and yield curve analysis.
- To augment the knowledge of the students related to global fund management industry.

Course Outcomes:

After completion of the course, the students will be able to

CO1 - Demonstrate understanding of various Financial markets and investment avenues.

CO2 - Extend the concept of various Financial markets and investment avenues in the global market

CO3 - Identify the use of derivatives to hedge Foreign exchange risk and global hedge funds.

CO4 - Analyze fixed income securities in terms of bond Pricing and yield curve analysis from global perspectives.

CO5 - Examine money market instruments from a global perspective.

UNIT I: OVERVIEW OF FINANCIAL MARKETS AND ASSETS CLASSES

(12 Hrs)

Cash and Money Markets, Bond markets, Foreign Exchange Markets, Equities Markets, Indices and Stocks, Derivatives Markets, Products and Settlement, Commodities Markets and Products, Saving and Investment Products, Mutual Fund and other Investment Products

UNIT II: GLOBAL EQUITIES MARKETS AND INSTRUMENTS

(13 Hrs)

Introduction to Equity Market-Introduction to Capital Markets, Equity Capital Markets, Raising Equity Through IPO, Raising Equity Through Private Sources, Equity buybacks, de-listing and reversion to a 'private' company. Equity Instruments & their characteristics-Stock Prices and Corporate Actions, Preference Shares, Depository Receipts, Rights Issues & Warrants, Convertibles, Equity Structured Products. Participants in the Equity Markets-Introduction and Role of the Buy Side, Buy Side Participants, Introduction and Role of Sell Side. Services and Participants in the Sell Side, Market Makers. Types of Equity Markets-Exchanges and Indices in the Equity Markets, Indices and their roles, Understand the difference between exchange and OTC markets, Types of weighted index, other indices and global indices, Electronic and Hybrid Markets and Order and Quote Driven Markets, Global Equity Markets. Trading of Equity Instruments-Equity Investments and its benefits and risks, Stock Quotations, Delivery or cash trading, Long and short positions, Leverage and Margin, Investing, trading and hedging, Placing Orders-limit orders, stop loss orders and GTD/GTC orders, Online and Offline Trading , Introduction to Trade Life Cycle, Clearing and Settlement.

UNIT III: GLOBAL FOREIGN EXCHANGE MARKETS AND INSTRUMENTS

(12 Hrs)

Introduction to Forex Market-What is foreign exchange market, Functions and purposes of the FX market, Introduction to types of Foreign Exchange Market. Participants in the foreign exchange market-Consumers & Travelers, Businesses, Investors & speculators, Commercial & Investment Banks, Government & Central Banks. Theories governing foreign exchange-Interest rate parity, Purchasing power parity, Nominal v/s real exchange rates, etc. Spot Market-Market organization, Quotation conventions, Direct and indirect prices, Cross rates, Value of a pip, Interpreting news and economic statistics, Delivery and operations. Forward Forex Market-Outright forward and swap deals, Relation between spot & forward markets, Quoting forward rates, Quoting swap points, Forward discounts and premiums, Forward transactions

UNIT IV : GLOBAL FIXED INCOME (BOND) MARKETS AND INSTRUMENTS (10 Hrs)

Overview of Debt Capital Markets-Characteristics of Debt Capital Markets, The differences between equity and debt products, The differences between loans and bonds, Hybrid securities, Securitization. Bond-An Introduction- Bond definition, Bond Issuer & Bond Investor, Types of bond, Bond characteristics, Zero Coupon Bond, Price/yield relationship, Government bond markets, The Eurobond market

UNIT V : GLOBAL MONEY MARKETS AND INSTRUMENTS (13 Hrs)

Overview to Money Markets - Components of Money Markets, Interest rates in the Money Markets, Market Participants in Money Market, Risks involved, Money Markets Instruments
Introduction, Coupon bearing instruments & features, Discount instruments & features. Money Market Operation-Fund Management, CRR Maintenance, Liquidity Management, Money Market Operations, Managing banks' surplus funds, Trading opportunities in Money market, Overnight Call Money Market, Repos and Reverse Repos, CBLOs, Marginal Standing Facilities

Reference Books

1. Financial Markets and Institutions 7th Edition By Anthony Saunders and Marcia Cornett, Ninth Edition, McGraw Hill Education I

Course Objectives

- To introduce the elements of public administration
- To help the students obtain a suitable conceptual perspective of public administration
- To introduce them the growth of institution devices to meet the need of changing times
- To instill and emphasize the need of ethical seriousness in contemporary Indian Public Administration

Course Outcomes

After completion of the course, the students will be able to

CO1– Understand the concepts and evolution of Public Administration.

CO2– Be aware of what is happening in the Public Administration in the country.

CO3– Explain the Territory Administration in the State and the Centre.

CO4– Appreciate emerging issues in Indian Public Administration.

UNIT I INTRODUCTION TO PUBLIC ADMINISTRATION

(7 Hrs)

Meaning, nature and Scope of Public Administration and its relationship with other disciplines- Evolution of Public Administration as a discipline – Woodrow Wilson, Henry Fayol , Max Weber and others - Evolution of Public Administration in India – Arthashastra – Colonial Administration upto 1947

UNIT II PUBLIC ADMINISTRATION IN INDIA

(8 Hrs)

Enactment of Indian Constitution - Union Government – The Cabinet – Central Secretariat – All India Services – Training of Civil Servants – UPSC – Niti Ayog – Statutory Bodies: The Central Vigilance Commission – CBI - National Human Rights Commission – National Women’s Commission –CAG.

UNIT III STATE AND UNION TERRITORY ADMINISTRATION

(8 Hrs)

Differential Administrative systems in Union Territories compared to States Organization of Secretariat: - Position of Chief Secretary, Functions and Structure of Departments, Directorates – Ministry of Home Affairs supervision of Union Territory Administration – Position of Lt.Governor in UT – Government of Union Territories Act 1963 – Changing trend in UT Administration in Puducherry and Andaman and Nicobar Island

UNIT IV EMERGING ISSUES IN INDIAN PUBLIC ADMINISTRATION

(7 Hrs)

Changing Role of District Collector – Civil Servants – Politicians relationship – Citizens Charter - Public Grievance Redressal mechanisms – The RTI Act 2005 – Social Auditing and Decentralization – Public Private partnership.

Text Books

1. Avasthi and Maheswari, “Public Administration in India” Lakshmi Narain Agarwal, Agra, 2013
2. Ramesh K.Arora, “Public Administration: Fresh Perspective”, Alekh publishers, Jaipur.2012

Reference Books

1. R.B.Jain, “Public Administration in India: 21st Century Challenges for Good Governance”, Deep and Deep, 2002.
2. Ramesh K.Arora, “Indian Public Administration”, WishwaPrakashan, 2010.
3. RumkiBasu, “Public Administration: Concept and Theories”, Sterling, 2013

Web References

1. <http://cic.gov.in/>
2. <http://www.mha.nic.in/>
3. <http://rti.gov.in/>
4. <http://www.cvc.nic.in/>

THIRD SEMESTER

Department	Business Studies		Programme: B.B.A (FINTECH & DIGITAL BANKING)						
Semester	Third		Course Category Code: DSC			*End Semester Exam Type: TE			
Course Code	A20BAT305		Periods / Week			Credit	Maximum Marks		
			L	T	P	C	CAM	ESE	TM
Course Name	MARKETING MANGEMENT		4	1	-	5	25	75	100
(Common to All Programmes in BBA)									
Prerequisite	Basic of Marketing, Marketing Mix, Pricing of Product								
Course Objectives	To understand the basic marketing concepts, Marketing approaches and environmental factors affecting marketing functions								
	To explain various buying motives and marketing segmentation								
	To be familiar with product and pricing strategies								
	To understand about various distribution channels and promotional mix								
	To evaluate the importance of recent trends								
Course Outcome	On completion of the course, the students will be able to							BT Mapping (Highest Level)	
	CO1	Demonstrate their conceptual understanding in marketing and marketing mix.						K1	
	CO2	Develop skills and ability in market segmentation and buyer behavior.						K1	
	CO3	Understand the importance of product and pricing of a product						K2	
	CO4	Develop their skills and ability in distribution channels and promotional techniques.						K3	
	CO5	Demonstrate their ability in recent trends in marketing.						K3	
UNIT-I	FUNDAMENTALS OF MARKETING					Periods: 15			
Fundamentals of Marketing - Approaches to the study of Marketing - Modern Marketing concept - Marketing Environment - Marketing and selling – Concept									CO1
UNIT-II	MARKETING SEGMENTATION AND CONSUMER BEHAVIOUR					Periods: 15			
Concepts and Benefits of Segmentation - Bases of Segmentation - Consumer Behavior-Meaning and definition - Buying motives - Buyer behavior model - Consumer buying decision process - Targeting - Simple Case Studies on Market Segmentation and Consumer Behavior.									CO2
UNIT-III	PRODUCT AND PRICING					Periods: 15			
Concept of Product: Consumer and Industrial Goods - Product Line and Product Mix Decisions; Product Life Cycle- Meaning and Stages; Product Planning and Development: Concept and Steps. Packaging-Role and Functions; Price: Concept and Importance, Factors Affecting Price. Pricing Strategies: Price Discrimination, Price Skimming, Penetration Pricing and Discounts. Simple Case Studies on Pricing Decisions.									CO3
UNIT-IV	DISTRIBUTION AND PROMOTION					Periods: 15			
Promotion: Meaning and Importance, Promotion Mix: Advertising- Definition Features and Functions; Advertising Media Legal and Ethical Aspects of Advertising; Personal Selling: Meaning, Functions and Steps; Sales Promotion: Meaning, Nature and Functions; Types of Sales Promotion- Sales Promotion Techniques. Distribution: Meaning and Importance - Stages of Distribution - Product Distribution Channels: Concept and Functions of Channels; Simple Case Studies on Distribution and Promotion Decisions.									CO4




UNIT-V	RECENT TRENDS IN MARKETING	Periods: 15
Tele Marketing - SMS Marketing - Digital Marketing - Green and grey marketing - Virtual Marketing - advantages and disadvantages - Relationship Marketing - CRM - advantages and disadvantages		CO5
Lecture Periods: 60	Tutorial Periods: 15	Practical Periods: -
Text Books		Total Periods: 75
<ol style="list-style-type: none"> 1. R.S.N. Pillai & Bagavathi, "Marketing Management", Sultan Chand & Sons, 5th Edition, 2014. 2. C.B.Gupta & Rajan Nair, "Marketing Management", Sultan Chand & Sons, 8th Edition, 2009 3. Rajan Saxena, "Marketing Management", Tata McGraw Hill Publishing, 5th Edition, 2014 		
Reference Books		
<ol style="list-style-type: none"> 1. Philip Kotler, "Marketing Management", Prentice Hall, 9th Edition, 2008 2. J.C.Gandhi, "Marketing Management", Tata Mc Graw Hill, 5th Edition, 1985. 3. R.S.N.Pillai & Bagavathi, "Modern Marketing", S. Chand Publishing, 6th Edition, 2008. 		
Web References		
<ol style="list-style-type: none"> 1. https://www.studocu.com 2. http://www.uobabylon.edu.in 3. https://www.studycli.blob.windows.net 4. https://cms.sinhad.edu 5. https://www.managementstudyguide.com 		

* TE - Theory Exam

COs/POs/PSOs Mapping

COs	Program Outcomes (POs)					Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
1	3	3	3	3	3	3	3	3
2	3	2	2	3	2	2	3	2
3	2	3	3	2	3	3	2	3
4	3	2	2	3	2	2	3	2
5	2	3	3	2	3	3	2	3

Correlation Level: 1 - Low, 2 - Medium, 3 – High

Evaluation Method

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment	Attendance		
Marks	10	5	5	5	5	75	100

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Department	Business Studies		Programme: B.B.A (FINTECH & DIGITAL BANKING)						
Semester	Third		Course Category Code: DSC			*End Semester Exam Type: TE			
Course Code	A20BAT306		Periods / Week			Credit	Maximum Marks		
			L	T	P	C	CAM	ESE	TM
Course Name	ORGANISATIONAL BEHAVIOUR		4	-	-	4	25	75	100
Prerequisite	Basic of Organizational Behavior,								
Course Objectives	To enable the students to acquire knowledge of organizational behavior								
	To familiarize the students with the basic concepts of individual behavior and organizational behavior								
	To enable the students to catch an idea about inter-personal and group behavior								
	To acquire knowledge regarding the motivation and leadership								
	To evaluate the importance of stress management								
Course Outcome	On completion of the course, the students will be able to							BT Mapping (Highest Level)	
	CO1	Demonstrate their conceptual understanding in Organizational Behavior.						K1	
	CO2	Evaluate individual behaviour.						K1	
	CO3	Understand the different concepts of Group behaviour and team work.						K2	
	CO4	Critically analyses the theories of leadership and motivation						K3	
	CO5	Understand and deal with organisational change, development and stress						K3	
UNIT-I	INTRODUCTION TO ORGANISATIONAL BEHAVIOUR					Periods: 12			
Organizational Behaviour (OB): Meaning-Features-Nature and Scope of OB-The Basic Assumptions of OB, Major Disciplines and their Contributions to OB; Concepts of Strategic Organisational Behaviour and International Organisational Behaviour.									CO1
UNIT-II	INDIVIDUAL BEHAVIOUR					Periods: 12			
Individual Behaviour: Factors Affecting Individual Behaviour-Basic Psychological Process -Personality, Determinants of Personality - Personality Traits – Perception, Perceptual Process -Factors Affecting Perception - Learning, Theories of Learning - Social Learning- Learning Curve.									CO2
UNIT-III	GROUP BEHAVIOUR					Periods: 12			
Group: Concept of Group Dynamics - Features of Group - Types of Group Behaviour - Formal and Informal Group Behaviour - Group Norms - Group Cohesiveness. Teamwork- Types of Teams-Team Building-Team Roles- Team Norms- Team Cohesiveness. Simple Case Studies on Group Behaviour.									CO3
UNIT-IV	MOTIVATION, LEADERSHIP AND ORGANISATIONAL CLIMATE					Periods: 12			
Motivation- Concept, Theories-Maslow's, Hertzberg's and McGregor's, X and Y theories; Financial and Non-Financial Motivation. Leadership - Types - Theories - Modern Approach to Leadership Theories - Leadership Styles. Meaning and Nature of Organization Culture - Origin of Organization Culture, Functions of Organization Culture, Types of Culture, Creating and Maintaining Organization Culture, Managing Cultural Diversity. Simple Case Studies on Motivation, Leadership and Organisational Climate.									CO4
UNIT-V	STRESS MANAGEMENT					Periods: 12			
Stress Management - Meaning, Types of Stress - Causes of Stress Consequences of Work Stress-Conflict, Types of Conflicts - Levels of Conflict, Conflict Resolution-Organisational Development - Meaning, Need, Benefits and Limitations -Steps in OD - Organisational Changes. Simple Case Studies on Stress Management and Organisation Development.									CO5
Lecture Periods: 60			Tutorial Periods: -			Practical Periods: -		Total Periods: 60	

Text Books

1. Edwin Gerlof, "Organization Theory and Design", McGraw Hill, 4th Edition, 2015.
2. Robin. S. P, "Organizational Behaviour", Pearson Education India, 5th Edition, 2013.
3. Aswathappa, "Organizational Behaviour", Himalaya Publishing House, 6th Edition, 2014.

Reference Books

1. Fred Luthans, " Organisational Behaviour", McGraw Hill Education, 5th Edition, 2008.
2. Danial C. Fieldman and Hugh Arnold, " Managing Individual and Group Behaviour in organization", McGraw hill, 7th Edition, 2011.
3. Henry Mintzberg, "The Structure of Organization", Prentice Hall, 4th Edition, 2011.

Web References

1. <https://www.businessmanagementideas.com>
2. <http://www.simplynotes.com>
3. <https://www.geektonight.com>
4. <https://lecturenotes.in>
5. <http://www.bput.ac.in>

* TE - Theory Exam

COs/POs/PSOs Mapping

COs	Program Outcomes (POs)					Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
1	3	3	3	3	3	3	3	3
2	3	2	2	3	2	2	3	2
3	2	3	3	2	3	3	2	3
4	3	2	2	3	2	2	3	2
5	2	3	3	2	3	3	2	3

Correlation Level: 1 - Low, 2 - Medium, 3 – High

Evaluation Method

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment	Attendance		
Marks	10	5	5	5	5	75	100

Department	Mathematics		Programme: BBA (Fintech and Digital Banking)							
Semester	THIRD		Course Category Code: IDC			*End Semester Exam Type: TE				
Course Code	A20BAD303		Periods / Week			Credit	Maximum Marks			
			L	T	P	C	CAM	ESE	TM	
Course Name	STATISTICS FOR MANAGEMENT		3	0	0	3	25	75	100	
Common to BBA and BBA Fintech and Digital Banking										
Prerequisite	Basic knowledge on computing Statistical Problems									
Course Objectives	To understand the fundamentals of business statistics									
	To be conversant with the computation of measures of descriptive statistics									
	To understand the concept of correlation and regression and their application in business									
	To be familiar with the relevance and need of the index number in measuring economic changes.									
	To understand the importance and model of time series									
Course Outcome	On completion of the course, the students will be able to							BT Mapping (Highest Level)		
	CO1	Explain the concept of statistics and methods of data collection.							K3	
	CO2	Solve problems related to central tendency and measures of dispersion.							K3	
	CO3	Demonstrate the Application of correlation and regression analysis							K3	
	CO4	Apply the index number techniques in business.							K3	
	CO5	Conduct Time Series Analysis							K3	
UNIT-I	INTRODUCTION					Periods: 9				
Statistics - Meaning and scope of business statistics - Roles of statistics for Business Decisions - importance – Limitations - Type and collection of data - Classification and Tabulation of Data - Diagrammatic Representation of data – Types of Charts - Graphical representation of data.										
UNIT-II	MEASURES OF CENTRAL TENDENCY AND DISPERSION					Periods: 9				
Measures of central Tendency – Arithmetic Mean, Median, Mode, Quartiles, Deciles, Percentiles, Empirical relation between Mean, Median and Mode. Measure of Dispersion – Range – Quartile Deviation – Mean Deviation – Standard Deviation – Co-efficient of variation.										
UNIT-III	CORRELATION AND REGRESSION ANALYSIS					Periods: 9				
Karl Pearson's co-efficient of correlation, spearman's rank correlation coefficient, Regression analysis: simple regression equations										
UNIT-IV	INDEX NUMBERS					Periods: 9				
Index number – problems in the construction of index numbers – methods of constructing index numbers – simple and weighted index numbers – Laspeyre's, Paasche's, Bowley's and Fisher's Index Number – Tests of an Ideal Index Number – Uses of index numbers.										
UNIT-V	TIME SERIES ANALYSIS					Periods: 9				
Time Series – Importance – Components: Secular Trends, Seasonal Variations, Cyclical Fluctuations, Irregular Variations – Models of Time Series: Free-hand, Semi-Average, Moving Average, and Fitting Mathematical Curve methods.										
Lecture Periods: 45			Tutorial Periods:			Practical Periods: -		Total Periods: 45		
Text Books										
1. S.C. Gupta, "Fundamentals of Statistics", Himalaya Publishing House, 7 th Edition, 2018.										
2. S.P. Gupta, "Business Statistics", Sultan Chand & Sons, 11 th Edition, 2019.										
3. R.S.N. Pillai & Bagawathi, "Statistics – Theory & Practice", S. Chand Publishing, 8 th Edition, 2018.										

Reference Books

1. Richard Levin, David S. Rubin, "Statistics for Management", Pearson Education, 8th Edition, 2017.
2. Gupta. S. P., "Statistical Methods", Sultan Chand & Sons, 46th Edition, 2021.
3. Srivatsava. T.N. and Shailaja Rego, "Statistics for Management", Tata Mc Graw Hill, 3rd Edition, 2008.
4. Gupta. S. P., Gupta. P.K and Manmohan, "Business Statistics and Operations Research", Sultan Chand & Sons, 5th Edition, 2011.
5. Hooda, R. P., "Statistics for Business and Economics", Vikas Publishing House, 5th Edition, 2013.

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2. https://icmai.in/upload/Students/Syllabus-2012/Study_Material_New/Foundation-Paper4-Revised.pdf
3. <https://statlearning.class.stanford.edu>
4. www.mit.edu
5. <https://www.tutorialspoint.com/statistics/index.html>

* TE - Theory Exam

COs/POs/PSOs Mapping

COs	Program Outcomes (POs)					Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
1	3	3	3	3	3	3	3	3
2	3	3	3	3	3	3	3	3
3	3	2	3	3	3	3	3	3
4	2	3	3	2	3	3	2	3
5	3	3	3	2	3	3	2	3

Correlation Level: 1 - Low, 2 - Medium, 3 – High

Evaluation Method

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment	Attendance		
Marks	10	5	5	5	5	75	100

Department	Business Studies		Programme: B.B.A. Fintech and Digital Banking						
Semester	THIRD		Course Category Code: DSE			*End Semester Exam Type: TE			
Course Code	A20BFE301		Periods / Week			Credit	Maximum Marks		
			L	T	P	C	CAM	ESE	TM
Course Name	PAYMENT GATEWAY INTERFACES		3	0	0	3	25	75	100
Prerequisite	Knowledge on concept of Payment Gateway Interface								
Course Objectives	To understand the system of Payments.								
	To learn about payment gateway interfaces.								
	To develop knowledge on payment transaction flow.								
	To imbibe the knowledge on payment gateway models.								
	To know the concepts of payment processing clearing settlement.								
Course Outcome	On completion of the course, the students will be able to							BT Mapping (Highest Level)	
	CO1	Demonstrate the concepts of Payments.						K3	
	CO2	Understands the system of payment gateway interfaces						K3	
	CO3	Analyze payment transaction flow						K3	
	CO4	Analyze various payment gateway models.						K3	
	CO5	Analyze the concept of payment processing clearing settlement.						K3	
UNIT-I	Introduction To Payment					Periods: 9			
Meaning and Definition of Payment-Payment Instruments-Sources of Payment: Retail, Institutional-Interbank Vs Customer Payments.									CO1
UNIT-II	Payment Gateway Interfaces					Periods: 9			
Introduction- Overview of Payment Gateway Business- Types of PG transactions- Three tiers and Transaction Flow.									CO2
UNIT-III	Economic and Political Environment					Periods: 9			
Payment Transaction Flow: Types of Transactions and Transaction Flow-Parties in Payment Gateway business.									CO3
UNIT-IV	Payment Gateway Models					Periods: 9			
Payment Gateway Models- Five Payment Gateway Integration Models: Proprietary or Custom-Developed, Merchant-managed model, Third party with direct post, Third-party Inline Frames, Third-Party Hosted Payment Page. Chargeback and Refunds.									CO4
UNIT-V	Payment Processing Clearing Settlement					Periods: 9			
Processing Clearing Settlement - Fund settlement process flow. Risks in Payment Gateways: Business- Nine most important risks. Related Case Studies									CO5
Lecture Periods: 45			Tutorial Periods:			Practical Periods: -		Total Periods: 45	
Text Books									
1. Gerardus Blokdyk, E Payment Gateway A Complete Guide - 2020 Edition									
2. Anirudh Kataria, Payment Gateway Solutions: Everything You Need to Know, 2021									
3. "Developing Web Payment Gateways for Business: A Developer's Guide", 1st Edition (Published in 2008)									
Reference Books									
1. Avinash Chandra, Payment Gateway Secrets, 2021									
2. Olayinka Owolabi Ailya Izhar, Aihab Khan, Malik Sikandar, Wajeesh Javed, Shiraz Baig, Design And Implementation Of Electronic Payment System Gateway, 2021									
3. "Internet Payment Gateways Simplified: The Technical Guide", Vikas Kumar, 1st Edition (Published in 2013)									
Web References									
1. https://kitaboo.com/how-to-integrate-a-payment-gateway-into-your-ebook-store/									
2. https://edurev.in/t/115372/Payment-Gateway-Business-Models--Concepts--E-Commerce									

3. https://www.tutorialspoint.com/website_development/website_development_ecommerce_payment_gateway.htm
4. <https://payu.in/blog/payment-gateway-definition-types-and-all/>
5. https://en.wikipedia.org/wiki/Payment_gateway

* TE - Theory Exam

COs/POs/PSOs Mapping

COs	Program Outcomes (POs)					Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
1	3	3	3	3	3	3	3	3
2	3	3	3	3	3	3	3	3
3	3	2	3	3	3	3	3	3
4	2	3	3	2	3	3	2	3
5	3	3	3	2	3	3	2	3

Correlation Level: 1 - Low, 2 - Medium, 3 – High

Evaluation Method

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment	Attendance		
Marks	10	5	5	5	5	75	100

54

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Department	Business Studies		Programme: B.B.A. Fintech and Digital Banking							
Semester	THIRD		Course Category Code: DSE			*End Semester Exam Type: TE				
Course Code	A20BFE302		Periods / Week			Credit	Maximum Marks			
			L	T	P	C	CAM	ESE	TM	
Course Name	BASICS OF BLOCK CHAIN		3	0	0	3	25	75	100	
Prerequisite	Basic Knowledge on Block Chain									
Course Objectives	To define the fundamental ideas behind Block Chain..									
	To know about Bitcoin Fundamentals.									
	To understand about the Developing knowledge in Bitcoin.									
	To understand the Ripple Block chain.									
	To Understand Digi Byte Techniques.									
Course Outcome	On completion of the course, the students will be able to							BT Mapping (Highest Level)		
	CO1	To get the knowledge in principles of Block Chain.							K1	
	CO2	To get the knowledge in Bitcoin Fundamentals.							K1	
	CO3	To get the knowledge in Bitcoin.							K2	
	CO4	To get the knowledge in Ripple Block chain.							K3	
	CO5	To get the knowledge in Digi byte.							K3	
UNIT-I	INTRODUCTION					Periods: 9				
Introducing Block Chain – The structure of Block Chains – Block chain Applications – Block chain Lifecycle – Block chains in use									CO1	
UNIT-II	PICKING A BLOCK CHAIN					Periods: 9				
Where Block Chains Add Substance – Choosing a Solution – Dividing into Bitcoin Blockchain – Using Smart Contracts with Bitcoin.									CO2	
UNIT-III	DEVELOPING YOUR KNOWLEDGE					Periods: 9				
Getting a Brief History of the Bitcoin Blockchain – Debunking Some Common Bitcoin Misconceptions- Mining for Bitcoins – Bitcoin The New Wild West.									CO3	
UNIT-IV	RIPPLE BLOCKCHAIN					Periods: 9				
Getting a Brief History of the Ripple Blockchain – How Ripples differs from all other Blockchain – Unleashing the Full Power of Ripple.									CO4	
UNIT-V	DIGI BYTE					Periods: 9				
The Fast Blockchain – Mining on Digibyte – Signing Documents on DigiByte’s Digu Sign – Earning Digibytes While Gaming- Money Transfer Application – Smart Contracts Application.									CO5	
Lecture Periods: 45			Tutorial Periods:			Practical Periods: -		Total Periods: 45		
Text Books										
1. Tiana Laurence, “Blockchain Dummies”, A Wiley Brand.										
2. Arvind Narayanan, Joseph Bonneau, Edward Felten, Andrew Miller and Steven Goldfeder, “Bitcoin and Cryptocurrency Technologies: A Comprehensive Introduction”, Princeton University Press, Kindle Edition, 2016.										
3. Imran Bashir, “Mastering Blockchain: Deeper insights into decentralization, cryptography”, Packet Publishing Ltd, Kindle Edition, 2017.										
Reference Books										
1.Andreas M. Antonopoulos,”Mastering Bitcoin: Unlocking Digital Cryptocurrencies”, O’Reilly Media; 2nd										

Edition,2017.

2. Dr.Gavin Wood, "ETHEREUM: A Secure Decentralized Transaction Ledger," Yellow paper.2014.

3. Neil Hoffman,"Cryptocurrency: The Insider"s Guide to Blockchain Technology, Bitcoin Mining, Investing and Trading Cryptocurrencies (Crypto Trading and Investing Secrets)", Karma Publishing House,1stEdition,2017

4. Jonathan Katz,yehuda Lindell, "Introduction to Modern Cryptography",1stEdition,Taylor& Francis,2014.

5. Maura B. Paterson Douglas R. Stinson,"Cryptography: Theory and Practice",1stEdition,CRC Press,2018.

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1.<http://chimera.labs.oreilly.com/books/1234000001802/ch08.html>

2. <https://bitcoin.org/bitcoin.pdf>

3.<https://www.geeksforgeeks.org/introduction-to-crypto-terminologies/>

4. <https://blockgeeks.com/guides/cryptocurrencies-cryptography/>

5. <https://cointelegraph.com/bitcoin-for-beginners/what-are-cryptocurrencies>.

* TE - Theory Exam

COs/POs/PSOs Mapping

COs	Program Outcomes (POs)					Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
1	3	2	3	3	1	3	3	3
2	3	3	3	2	3	3	3	3
3	3	3	2	2	3	3	3	3
4	3	2	3	3	2	3	2	2
5	3	2	3	3	2	3	3	3

Correlation Level: 1 - Low, 2 - Medium, 3 – High

Evaluation Method

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment	Attendance		
Marks	10	5	5	5	5	75	100

5/4

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Department	Business Studies			Programme: BBA (Fintech and Digital Banking)							
Semester	THIRD			Course Category Code: DSE *End Semester Exam Type: TE							
Course Code	A20BFE303			Periods / Week			Credit	Maximum Marks			
				L	T	P	C	CAM	ESE	TM	
Course Name	INDIAN FINANCIAL SYSTEM			3	0	0	3	25	75	100	
Prerequisite	Basic knowledge on Financial aspects.										
Pedagogy:	Classrooms lecture, tutorials, Group discussion, Seminar, Role play & field work etc										
Course Objective	To have a Bird's view of the Indian Financial System.										
	To get an insight into the constitutions, structure, objectives, and working of the Indian financial markets.										
	To understand the importance of RBI and instruments to control credit in the country.										
	To evaluate the performance of Banking Institutions and their contribution to the growth of the Indian Corporate Sector.										
	To know about insurance and other investment activities.										
Course Outcome	On completion of the course, the students will be able to								BT Mapping (Highest Level)		
	CO1	Explain the broad features of the Indian financial System								K2	
	CO2	Ability to establish the knowledge in financial markets.								K2	
	CO3	Gain insight knowledge of central banking system.								K3	
	CO4	Understand the prevailing banking system.								K4	
	CO5	Explain about the insurance companies and the investment opportunities.								K2	
UNIT-I	FINANCIAL SYSTEMS						Periods: 9				
Meaning and Scope of Accounting, Basic Accounting Concepts, and Conventions – Accounting Standards – International Financial Reporting Standards and their applicability in India – Nature and Objectives of Accounting – Distinction between Book-Keeping and Accountancy – Accounting Transactions – Double Entry Book Keeping – Maintenance of Journal, Ledger, and Trial Balance										CO1	
UNIT-II	FINANCIAL MARKETS						Periods: 9				
Organization of financial market in India -Primary market in India- secondary Market –instruments in secondary market and issue methods. Regulations of Capital market- Listing of securities. Advantages of listing.- Underwriting- Brokers- Qualification of Brokers -Debt market- Importance of Debt market- Money Market.										CO2	
UNIT-III	CENTRAL BANKING SYSTEM						Periods: 9				
Nature- Organization and Management of Central bank –Functions of RBI- Methods of Credit Control- Objects of Monetary Policy- Autonomy of Central Bank Systems..										CO3	
UNIT-IV	BANKING SYSTEMS						Periods: 9				
Definitions - Functions of Commercial Bank, Rural Bank, Agricultural and Development Bank- NBFC- Meaning, Major functions of NBFC. – Management of Financial Risk in Commercial Banks-Co-operative credit Societies.-Functions and Challenges.										CO4	
UNIT-V	INSURANCE AND OTHER INVESTMENTS						Periods: 9				
Introduction to LIC, GIC, and Private Insurance Companies. Mutual Fund- Concept, Advantages of MF, History of MFs in India, Management of MF. Venture Capital - Concept, Objectives, Development of Venture Capital in India, Venture Capital Investment process, Disinvestment Mechanism.										CO5	
Lecture Periods: 45			Tutorial Periods: -			Practical Periods: -			Total Periods: 45		

Skill Developments Activities

1. Visit any sole proprietor firm and identify the steps involved in the conversion of single entry into double entry system.
2. Visit any hospital or Lawyers office and list out the transactions of the same.
3. Collect and analyse the financial statements of Dairy and poultry farming.
4. Collect Hire purchase Agreements and draft dummy Hire purchase agreements with imaginary figures.
5. Visit the nearby general insurance company and prepare a report on claim settlement procedure.

Text Books

1. Khan M.Y., FINANCIAL SERVICES Tata MC Graw Hill 2017.
2. Bank Management and Financial Services by Peter S Rose and Sylvia C. Hudgins (2017); McGraw Hill Education, Eighth Edition
3. H.R.Machiraju, Merchant banking, third Edition, New age international publishers.

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1. V.Avadhani, Indian capital market, First Edition, Himalaya publishing Home.
2. M.Y.Khan, Indian financial system, Fourth Edition, Tata mcgraw Hill.
3. Management of Banking and Financial Services by Padmalatha Suresh and Justin Paul (2017); Pearson Education, Fourth Edition
4. Ruddar Datt & K.P.M.Sundharam, Indian Economy, Fortieth Revised Edition, S.Chand & Co. Ltd.
5. B. Santhanam "BANKING AND FINANCIAL SYSTEM" Margham Publications, Chennai Fifth Edition 2008.

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1. <https://archive.nptel.ac.in/courses/110/105/110105121/>
2. https://onlinecourses.swayam2.ac.in/cec22_mg18/preview
3. <http://digimat.in/nptel/courses/video/110105121/L01.html>

* TE - Theory Exam

COs/POs/PSOs Mapping

COs	Program Outcomes (POs)					Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
1	1	1	-	-	1	2	1	2
2	1	2	1	-	-	2	1	1
3	-	1	1	2	1	2	2	2
4	1	1	-	1	1	3	1	1
5	1	1	1	-	1	2	2	1

Correlation Level: 1 - Low, 2 - Medium, 3 – High

Evaluation Method

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment	Attendance		
Marks	10		5	5	5	75	100

5/4

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Department	Business Studies	Programme: BBA (Fintech and Digital Banking)							
Semester	THIRD	Course Category Code: AECC *End Semester Exam Type: TE							
Course Code	A20AET303	Periods / Week			Credit	Maximum Marks			
		L	T	P	C	CAM	ESE	TM	
Course Name	VALUE EDUCATION	2	0	0	2	100	0	100	
Pedagogy:	Classrooms lecture, tutorials, Group discussion, Seminar & Role play								
Course Objective	To explain the importance of value education.								
	To understand the importance of family values.								
	To be familiar with ethical values								
	To explain the importance of social values.								
	To teach the importance of effect of international affairs on values of life.								
Course Outcome	On completion of the course, the students will be able to						BT Mapping (Highest Level)		
	CO1	Demonstrate their conceptual understanding in marketing and marketing mix.						K2	
	CO2	Realise the importance of family values.						K2	
	CO3	Understand the importance of social values.						K3	
	CO4	Think and act on social values.						K3	
	CO5	Understand the effect of international affairs on values of life.						K2	
UNIT-I	VALUE EDUCATION				Periods: 6				
Definition – Relevance to present day – Concept of Human Values – Self-introspection – Self-Esteem.								CO1	
UNIT-II	FAMILY VALUES				Periods: 6				
Components, Structure and Responsibilities of Family – Neutralization of anger – Adjustability – Threats of family life – Status of women in family and society – Caring for needy and elderly – Time allotment for sharing ideas and concerns								CO2	
UNIT-III	ETHICAL VALUES				Periods: 6				
Professional Ethics – Mass Media Ethics – Advertising Ethics – Influence of Ethics on family life – Psychology of children and youth – Leadership qualities – Personality Development.								CO3	
UNIT-IV	SOCIAL VALUES				Periods: 6				
Faith, service and secularism – Social sense and commitment – Students and Politics – Social Awareness, Consumer Awareness, Consumer rights and responsibilities – Redressal mechanisms.								CO4	
UNIT-V	EFFECT OF INTERNATIONAL AFFAIRS ON VALUES OF LIFE				Periods: 6				
Issue of Globalization – Modern warfare – Terrorism. Environmental issues – mutual respect of different cultures, religious and their beliefs.								CO5	
Lecture Periods: 30		Tutorial Periods: -		Practical Periods: -		Total Periods: 30			

* TE – Theory Exam

COs/POs/PSOs Mapping

COs	Program Outcomes (POs)					Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
1	1	1	-	-	1	2	1	2
2	1	2	1	-	-	2	1	1
3	-	1	1	2	1	2	2	2
4	1	1	-	1	1	3	1	1
5	1	1	1	-	1	2	2	1

Correlation Level: 1 - Low, 2 - Medium, 3 – High

Evaluation Method

Assessment	Continuous Assessment Marks (CAM)				End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Assignment	Attendance		
Marks	70		20	10	0	100

Department	BUSINESS STUDIES	Programme: B. B.A. (Fintech and Digital Banking)							
Semester	THIRD	Course Category Code: SEC			End Semester Exam Type: -				
Course Code	A20BFS302	Periods / Week			Credit	Maximum Marks			
		L	T	P	C	CAM	ESE	TM	
Course Name	DATA ANALYSIS USING STATISTICAL SOFTWARE	0	0	4	2	50	50	100	
(Common to B.B.A. (General).& B.B.A. (Fintech and Digital Banking))									
Prerequisite	Basic Statistical Knowledge								
Course Objectives	<ul style="list-style-type: none"> • To understand how to work with SPSS. • To understand tabulation and graphical representation of data. • To be familiar with various statistical tools of data analysis using SPSS. 								
Course Outcomes	<i>On completion of the course, the students will be able to</i>						BT Mapping (Highest Level)		
	CO1	Demonstrate the understanding of working with SPSS						K3	
	CO2	Reveal the skills and ability in tabulation and graphical representation of data						K3	
	CO3	Work with various statistical tools of data analysis using SPSS.						K3	
EXERCISES									
<ol style="list-style-type: none"> 1. Demonstrating the understanding of Data Import from Excel to SPSS 2. Developing a Codebook for data entry and analysis purposes 3. Showing the ability to create and edit “Variables” in SPSS with appropriate attributes 4. Preparation of Frequency Tables for different variables 5. Computation of Descriptive Statistics (Mean, Standard Deviation, Minimum, Maximum, Variance and Range) 6. Demonstrating the ability to build and analyze Cross-Tabulation 7. Familiarity in using Chart Builder and creating prominent types of charts / graphs 8. Comparing Means using “One sample t-test”, “Independent Samples t-test”, “Paired Samples t-test” 9. Comparing Means using “One-way ANOVA” 10. Computation of Correlation Coefficient with levels of significance 									

COs/POs/PSOs Mapping

COs	Program Outcomes (POs)					Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
1	1	1	-	-	1	2	1	2
2	1	2	1	-	-	2	1	1
3	-	1	1	2	1	2	2	2
4	1	1	-	1	1	3	1	1
5	1	1	1	-	1	2	2	1

Correlation Level: 1 - Low, 2 - Medium, 3 – High

Evaluation Method

Assessment	Continuous Assessment Marks (CAM)				End Semester Examination (ESE) Marks	Total Marks
	Model Exam	Observation	Record	Attendance		
Marks	60	10	20	10	0	100

Assessment	Model Exam				Total Marks
	Aim and Procedure	Analysis & Tabulation	Output	Viva - Voce	
Marks	10	20	10	20	60

FOURTH SEMESTER

Department	Business Studies			Programme: B. B.A. (Fintech and Digital Banking)						
Semester	Fourth			Course Category Code: DSC		End Semester Exam Type: TE				
Course Code	A20BAT408			Periods / Week			Credit	Maximum Marks		
				L	T	P	C	CAM	ESE	TM
Course Name	HUMAN RESOURCE MANAGEMENT			4	1	0	5	25	75	100
Common to B.B.A (General), B.B.A (FDB)										
Prerequisite	-									
Course Objective	To understand basic concepts of human resource management									
	To explain the methods of recruitment and selection.									
	To be familiar with human resource training									
	To understand about various methods of human resource evaluation									
	To appreciate the importance of audit and ethics in HR									
Course Outcome	On completion of the course, the students will be able to									BT Mapping (Highest Level)
	CO1	Understand the importance of human resource management								K1
	CO2	Develop skills and ability in human resource planning								K2
	CO3	Understand the importance of human resource training								K2
	CO4	Develop their skills and ability in human resource evaluation								K3
	CO5	Demonstrate their understanding on human resource auditing and ethics in HR								K3
UNIT-I	INTRODUCTION						Periods: 15			
Introduction - Human Resource Management (HRM) - Meaning, Objectives, Nature, Scope, Role and Importance of HRM - Functions of HRM - HRM Vs. Personnel Management - Roles and Responsibilities of HR Manager. HRM Practices: Case Studies and Practical Sessions on (i) Internal Structure of HR Department; (ii) External Factors impacting HRM; and (iii) Current Trends and Issues in HRM.										CO1
UNIT-II	HUMAN RESOURCE PLANNING						Periods: 15			
Human resource planning- Recruitment and selection - Job analysis-process of job analysis-job discretion- job specification-methods of job analysis - Conventional Vs strategic planning - job evaluation - Recruitment - source of recruitment-methods. HRM Practices: Case Studies and Practical Sessions on: (i) The Hiring Process; (ii) Job bidding and Job Evaluation methods; (iii) Employee Turnover and Absenteeism; and (iv) Job Enrichment and Job Rotation.										CO2
UNIT-III	HUMAN RESOURCE TRAINING						Periods: 15			
Placement, Induction and Internal mobility of human resource. Training of employees—need for training-objectives- approaches -- methods-training environment- areas of training- Training evaluation. Career Planning: Meaning, Need, Process and Advantages of Career Planning and Development – Steps in Career Development System – Promotion – Transfer – Demotion. HRM Practices: Case Studies and Practical Sessions on: (i) Employee Training Programs; (ii) New Hire Orientation; (iii) Employee Discipline Methods; and (iv) Training Centres in India.										CO3
UNIT-IV	HUMAN RESOURCE EVALUATION						Periods: 15			
Compensation - Job Evaluation: Meaning, Objectives, Procedure, Advantages and Problems of Job Evaluation – Wage and Salary Administration – Incentives – Bonus – Fringe Benefits – Social Security Measures - Performance appraisal - Need and importance- objectives - process- methods and problems of performance appraisal. HRM Practices: Case Studies and Practical Sessions on: (i) Compensation Equity; (ii) Equal Pay Act; and (iii) Employee Engagement.										CO4
UNIT-V	AUDIT AND ETHICS IN HR						Periods: 15			
Human resource audit - nature, benefits, scope - approaches to HR audit - Mentoring - strategic HRM. Knowledge Management – Ethical Challenges in HR – Grievances Handling and Redressal. HRM Practices: Case Studies and Practical Sessions in Grievances Handling and Redressal.										CO5
Lecture Periods: 60			Tutorial Periods: 15			Practical Periods: -		Total Periods: 75		
Text Books										
1. S.S. Khanka, "Human Resource Management: Text and Cases", S. Chand Publishing, 2nd Edition, 2019.										
2. Seema Sanghi, "Human Resources Management", Vikas Publishing House, 2nd Edition, 2020.										
3. K. Aswathappa, "Human Resource Management", Tata McGraw Hill, 7th Edition, 2016.										

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1. Mabey, C and Salama, G., "Strategic Human Resource Management", Blackwell Oxford, 2 nd Edition, 1995.
2. Mamoria .C.B,"Human Resource Management", Himalaya Publishing House, 6 th Edition, 2016.
3. Rao.V.S.P., "Human Resource Management", Pearson education, 7 th Edition, 2016.
4. Bernardin, John H, "Human Resource Management", Tata McGraw Hill, 5th Edition, 2004.
5. Chandra Mohan, "Human Resource Management ", APH Publishing Corporation, 6th Edition, 2016.
6. Sharan Pande & Swapnalekha Basak, "Human Resource Management: Text & Cases", Vikas Publishing House, 2nd Edition, 2020.

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* TE – Theory Exam

COs/POs/PSOs Mapping

Cos	Program Outcomes (POs)					Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
1	2	1	2	3	1	2	3	2
2	3	3	2	3	2	1	2	2
3	2	3	3	2	1	3	1	3
4	3	2	2	2	2	2	2	3
5	3	3	3	2	2	3	2	3

Correlation Level: 1 - Low, 2 - Medium, 3 - High

Evaluation Method

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment	Attendance		
Marks	10		5	5	5	75	100

Department	Business Studies			Programme: B. B.A. (Fintech and Digital Banking)						
Semester	Fourth			Course Category Code: DSC		End Semester Exam Type: TE				
Course Code	A20BFT404			Periods / Week			Credit	Maximum Marks		
				L	T	P	C	CAM	ESE	TM
Course Name	BANKING REGULATIONS AND OPERATIONS			4	0	0	4	25	75	100
Prerequisite	-									
Course Objective	To understand the Law and Practice of Banking.									
	To understand regulatory frameworks.									
	To bring awareness of Relationship between Banker and Customer.									
	To understand the Essential Products and Instruments of Banks.									
Course Outcome	On completion of the course, the students will be able to								BT Mapping (Highest Level)	
	CO1	Demonstrates conceptual understanding of Banking history and regulations.							K1	
	CO2	Understand the key regulatory frameworks governing different segments of the banking industry							K2	
	CO3	Describe the purpose of banker's involvement and their relationship with customers.							K2	
	CO4	Understanding of the essential elements of banking operations							K3	
	CO5	Gain knowledge on current trends and technology in banking.							K3	
UNIT-I	Banking Regulations						Periods: 12			
Banking Regulation Act, 1949 –Definition of Banking, Licensing, opening of branches, Functions of Banks– Prudential Regulations – Capital Adequacy, Liquidity Adequacy– Foreign Exchange Regulations – Prohibited activities.										CO1
UNIT-II	Regulatory Framework of Banks						Periods: 12			
Reserve Bank of India Act, 1934 -: Objectives, Functions & powers of RBI – Tools of Monetary control – Business of Banking: Primary, Secondary, Agency – Government as Regulator - Regulation by other Authorities.										CO2
UNIT-III	Relationship between Banker and Customer						Periods: 12			
Definition of Banker and Customer-General relationship, Special relationship - Special types of customers- Minor, lunatic, married women, Joint Accounts, Partnership accounts. Private Limited Company, Public Limited Company, Non-Trading Concerns, Trust Accounts - Closure of Accounts - KYC Policy.										CO3
UNIT-IV	Banking Products and Instruments						Periods: 12			
Banking Services – Deposit products – Loan and Credit Products – Investment and Wealth Management Products - Negotiable Instruments - Different types of negotiable instruments - Bills of Exchange - Promissory Note - MICR Cheques - Endorsement - Types of endorsement										CO4
UNIT-V	Technological Advancements						Periods: 12			
Overview of Banking Services and IT related Risk and controls – Services Offered by Banks, IT Driven Products in Banking Industry, IT Related Risks and Controls – Cybercrime - CBS – CORE Banking, Needs, Requirements, Process Flow.										CO5
Lecture Periods: 60			Tutorial Periods:			Practical Periods: -			Total Periods: 60	
Text Books										
1. Sundaram &Varshney, Banking Law and Practice, Sulan Chand & Sons, 29th edition, 2023.										
2. S.N. Maheshwari, Banking Law and Practice - Kalyani Publishers, 11 th edition, 2014.										
3. R.K. Gupta, Banking Law and Practice, Modern Law Publications, 6 th edition, 2017.										

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1. The Institute of Company secretaries India, Banking law and practice, ICSI House, 2019.
2. A. Gajendran, Banking Theory Law & Practice, Vrinda Publications Pvt Ltd 1st edition, 2012
3. E. Gordon & K. Natarajan, Banking Theory Law & Practice, Himalaya Publishing House 13th edition, 2023.

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1. https://rbi.org.in/history/Brief_Chro1935to1949.html
2. https://onlinecourses.swayam2.ac.in/imb24_mg04/preview
3. <https://www.bis.org/publ/bppdf/bispap117.htm>
4. <https://www.ffiec.gov/>

* TE – Theory Exam

COs/POs/PSOs Mapping

Cos	Program Outcomes (POs)					Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
1	2	1	2	3	1	2	3	2
2	3	3	2	3	2	1	2	2
3	2	3	3	2	1	3	1	3
4	3	2	2	2	2	2	2	3
5	3	3	3	2	2	3	2	3

Correlation Level: 1 - Low, 2 - Medium, 3 - High

Evaluation Method

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment	Attendance		
Marks	10		5	5	5	75	100

Department	Business Studies		Programme: B. B.A. (Fintech and Digital Banking)						
Semester	Fourth		Course Category Code: IDC			End Semester Exam Type: TE			
Course Code	A20BAD405		Periods / Week			Credit	Maximum Marks		
			L	T	P	C	CAM	ESE	TM
Course Name	ELEMENTARY BUSINESS ANALYTICS		3	0	0	3	25	75	100
Common to B.B.A (General), B.B.A (FDB)									
Prerequisite	-								
Course Objective	To explain introduction of business analytics.								
	To understand the concept of data sampling								
	To be familiar with data collection								
	To evaluate the concept of data visualization								
	To demonstrate descriptive analysis								
Course Outcome	On completion of the course, the students will be able to								BT Mapping (Highest Level)
	CO1	Demonstrate their conceptual understanding in business analytics							K1
	CO2	Understand the concept of data sampling							K2
	CO3	Demonstrate their ability in data collection							K2
	CO4	Develop their skills and ability in data visualization							K3
	CO5	Work with descriptive analysis							K3
UNIT-I	INTRODUCTION TO BUSINESS ANALYTICS					Periods: 06			
Business Analytics – Meaning and Significance – Components of Business Analytics – Business Analytics and Data Analytics – Business Analytics and Data Science – Business Analytics and Business Intelligence – How business analytics works – Types of Business Analytics									CO1
UNIT-II	DATA SAMPLING					Periods: 09			
Sample – Meaning and Definition – Sampling – Meaning and Definition – Types and Methods of Sampling – Sample Size – Meaning and Significance – Methods of determining appropriate sample size – Online sampling – Issues and Precautions – Probabilistic and Non-Probabilistic Sampling – When to apply each type. Sampling Error – Meaning and Computation – Type I and Type II Errors – Measures to reduce sampling errors in research.									CO2
UNIT-III	DATA COLLECTION					Periods: 12			
Meaning and Types of Data – Quantitative and Qualitative Data; Primary and Secondary Data - Methods of Primary Data Collection – Survey method, Interview method, and Observation method. Questionnaire – Meaning and Importance – Issues and Precautions in Questionnaire Construction – Do's and Don'ts in Questionnaire Framing – Validating a Questionnaire – Pilot-testing – Modifying the questionnaire based on pilot study. Interview method – meaning and appropriateness – Interview Schedule – construction. Focus Group Discussions – Meaning and Procedure. Observation method – Meaning and Usefulness of Observation method in research data collection.									CO3
UNIT-IV	DATA VISUALISATION					Periods: 09			
Data Visualisation – Meaning and Importance – Presentation of Data in the form of Tables, Diagrams and Charts – Preparation of Tables from Data – Diagrams – Types and usefulness – Charts and Graphs – Types and appropriateness. Bar Diagram – Subdivided Bar Diagram – Clustered Bar Diagram – Column – Clustered Column – Histogram – Line Diagram – Pie / Doughnut – Area Diagram – Radar Diagram – Box & Whisker Diagram – Waterfall Diagram.									CO4
UNIT-V	DESCRIPTIVE ANALYTICS					Periods: 09			
Descriptive Analytics – Meaning and Utility – Advantages of Descriptive Analytics – Tools of Descriptive Analytics: Numerical Tools and Graphical Tools. Numerical Tools – Frequency Table, Mean, Median, Mode, Quartiles, Percentiles, Range, Standard Deviation, Variance, Coefficient of Variation, Skewness and Kurtosis.									CO5
Lecture Periods: 45			Tutorial Periods: -			Practical Periods: -		Total Periods: 45	
Text Books									
<ol style="list-style-type: none"> U. Dinesh Kumar, "Business Analytics", Wiley Publication, 6th Edition, 2017. R.N.Prasad and Seema Acharya, "Fundamentals of Business Analytics", Wiley Publishers, 2nd Edition, 2016. R.Evans James, "Business Analytics", Pearson Education, 2nd Edition, 2017 									

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1. S.Christian Albright, Wayne L. Winston, "Business Analytics: Data analysis and decision making", Cengage Learning, 6th Edition, 2016.
2. Jeffrey D Camm, "Essentials of Business Analytics", South Western Publishers, 5th Edition, 2015.
3. C.R. Kothari, "Research Methodology", New Age International, 4th Edition, 2004., 2020.

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1. <https://www.omnisci.com/technical-glossary/business-analytics>
2. <https://searchbusinessanalytics.techtarget.com/definition/business-analytics-BA>
3. <https://www.questionpro.com/blog/sample/>
4. <https://informationisbeautiful.net/beautifulnews/>
5. <https://opentextbc.ca/researchmethods/chapter/constructing-survey-questionnaires/>
6. <https://help.xlstat.com/>

* TE – Theory Exam

COs/POs/PSOs Mapping

Cos	Program Outcomes (POs)					Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
1	2	1	2	3	1	2	3	2
2	3	3	2	3	2	1	2	2
3	2	3	3	2	1	3	1	3
4	3	2	2	2	2	2	2	3
5	3	3	3	2	2	3	2	3

Correlation Level: 1 - Low, 2 - Medium, 3 - High

Evaluation Method

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment	Attendance		
Marks	10		5	5	5	75	100

Department	Business Studies			Programme: B. B.A. (Fintech and Digital Banking)							
Semester	Fourth			Course Category Code: DSE		End Semester Exam Type: TE					
Course Code	A20CCE405			Periods / Week			Credit	Maximum Marks			
				L	T	P	C	CAM	ESE	TM	
Course Name	INSURANCE AND RISK MANAGEMENT			3	0	0	3	25	75	100	
Common to B.B.A (FDB), B.Com (CA)											
Prerequisite	-										
Course Objective	To understand the fundamental principles of Insurance.										
	To learn about Life Insurance and its products.										
	To know the Fire and Marine Insurance and their types										
	To understand the Legal Dimensions of Insurance in India										
	To know the requirement of Risk Management										
Course Outcome	On completion of the course, the students will be able to								BT Mapping (Highest Level)		
	CO1	Demonstrate their understanding in Fundamentals of Insurance								K1	
	CO2	Attain proper knowledge with various types of Life Insurance Policies								K2	
	CO3	Develop a clear understanding of Fire and Marine Insurance								K2	
	CO4	Show an understanding on the legal framework of Insurance in India								K3	
	CO5	Explain the Risk Management and Risk Assessment								K3	
UNIT-I	INTRODUCTION TO INSURANCE BUSINESS						Periods: 09				
Definition of insurance - Characteristics of insurance – Principles of contract of insurance – General Concepts of Insurance – Insurance and hedging – Types of insurance – Insurance intermediaries - General Insurance Business - Fundamental principles of general insurance.										CO1	
UNIT-II	LIFE INSURANCE BUSINESS						Periods: 09				
Define Life Insurance - Fundamental principles of life insurance – Basic features of life insurance contracts - Types of life insurance policies – Term insurance – Whole life insurance and its variants – Endowment insurance and its variants – Annuities – Policies for children and females – Policies for handicapped lives – Pension plans – Health insurance – Claims settlement.										CO2	
UNIT-III	FIRE AND MARINE INSURANCE						Periods: 09				
Fire Insurance – Meaning and Definition – Features – Hazards – Fundamental Principles of Fire Insurance – Kinds of Fire Policies – Settlement of Fire Claims. Marine Insurance – Meaning and Definition – Kinds of Marine Insurance – Types of Marine Policies – Clauses in Marine Policies – Types of Marine Losses – Settlement of Marine Claims.										CO3	
UNIT-IV	LEGAL DIMENSIONS OF INSURANCE						Periods: 09				
The Insurance Act, 1938 – Life Insurance Act, 1956 – Insurance Regulatory and Development Act, 1999 – Consumer Protection Act, 1986.										CO4	
UNIT-V	RISK MANAGEMENT AND RISK ASSESSMENT						Periods: 09				
Risk management – Objectives of risk management – Risk management process – Identifying and evaluating potential losses – Selecting appropriate technique for treating loss exposure – Risk financing – Implementing and administering risk management program – Personal risk management – Loss forecasting - Risk Assessment, Analysis, Evaluation, Risk Control and Treatment – Risk Reduction - Transfer and Sharing of Risk - Elimination and Retention of Risk.										CO5	
Lecture Periods: 45			Tutorial Periods:			Practical Periods: -		Total Periods: 45			
Text Books											
1. A.Murthy “Elements of Insurance Risk Management & Insurance”, Tata Mc Graw Hill, 5 th Edition, 2006. 2. George Rejda, <i>Principles of Risk Management and Insurance</i> , Pearson Education 19 th Edition 2017. 3. Gupta, P. K, <i>Insurance and Risk Management</i> , Himalaya Publishing House.											
Reference Books											
1. R.S.Sharma, “Insurance Principles & Practice”, Vara Bombay, 6 th Edition, 2006. 2. A.Murthy “Elements of Insurance”, Margham Publications, 2 nd Edition, 2019. 3. Panda.G.S, “Principles and Practices of Insurance”, Kalyani Publishers, 7 th Edition, 2012.											

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2. <http://www.markowitzherbold.com>
3. <https://www.ebooksread.com>
4. <http://www.mikerussonline.com>

* TE – Theory Exam

COs/POs/PSOs Mapping

Cos	Program Outcomes (POs)					Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
1	2	1	2	3	1	2	3	2
2	3	3	2	3	2	1	2	2
3	2	3	3	2	1	3	1	3
4	3	2	2	2	2	2	2	3
5	3	3	3	2	2	3	2	3

Correlation Level: 1 - Low, 2 - Medium, 3 - High

Evaluation Method

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment	Attendance		
Marks	10		5	5	5	75	100




Department	Business Studies		Programme: B. B.A. (Fintech and Digital Banking)						
Semester	Fourth		Course Category Code: DSE			End Semester Exam Type: TE			
Course Code	A20BFE405		Periods / Week			Credit	Maximum Marks		
			L	T	P	C	CAM	ESE	TM
Course Name	Digital Entrepreneurship		3	0	0	3	25	75	100
Prerequisite	-								
Course Objective	To Understand the fundamentals of digital entrepreneurship.								
	To Generate and validate digital business ideas.								
	To Identify and develop digital business building.								
	To Leverage digital marketing and growth hacking techniques to acquire and engage customers.								
	To Design and implement viable business models for ventures.								
Course Outcome	On completion of the course, the students will be able to							BT Mapping (Highest Level)	
	CO1	Identify and evaluate digital business opportunities.						K1	
	CO2	Develop and validate a digital business idea.						K2	
	CO3	Design and build a minimum viable product (MVP).						K2	
	CO4	Implement effective digital marketing and growth strategies.						K3	
	CO5	Understand the scaling and sustaining digital venture.						K3	
UNIT-I	Foundations of Digital Entrepreneurship					Periods: 09			
Introduction to digital entrepreneurship: history, trends, and opportunities - The changing landscape of business: disruption, innovation, and technology - Understanding the power of the internet and digital technologies - Identifying entrepreneurial mindset and skillset.									CO1
UNIT-II	Generating and Validating Digital Business Ideas					Periods: 09			
Brainstorming and identifying digital business opportunities - Market research and analysis: understanding your target audience and competition - Customer validation: testing and refining business idea - Developing a value proposition and competitive advantage.									CO2
UNIT-III	Building and Launching Your Digital Business					Periods: 09			
Business model design: outlining revenue streams and costs - Minimum viable product (MVP) development: building a prototype to test your idea - Agile development methodologies: iterating and improving your product - Legal and ethical considerations for online businesses.									CO3
UNIT-IV	Digital Marketing and Growth Hacking					Periods: 09			
Understanding the digital marketing landscape: channels and strategies - Content marketing: creating valuable content to attract and engage customers - Search engine optimization (SEO) and pay-per-click (PPC) advertising - Social media marketing and other digital engagement strategies - Growth hacking: experimenting and driving rapid user acquisition.									CO4
UNIT-V	Scaling and Sustaining Digital Venture					Periods: 09			
Funding options for digital businesses: bootstrapping, angel investors, venture capital - Building and managing a virtual team: hiring remote talent - Metrics and analytics: measuring and analyzing success - Scaling business: strategies for growth and expansion - The future of digital entrepreneurship: emerging trends and opportunities.									CO5
Lecture Periods: 45			Tutorial Periods:			Practical Periods:		Total Periods: 45	
Text Books									
<ol style="list-style-type: none"> Jonathan P. Allen (2019). Digital Entrepreneurship. 1st Edition. Routledge. Dr. AnnaMaria Bliven and Callie Daum (2023). Entrepreneurship and Strategy Essentials for new and experienced entrepreneurs. Vibrant Publishers. Gurukul (2023). Digital Marketing for Entrepreneurs. Crescent Gurukul Limited. 									
Reference Books									
<ol style="list-style-type: none"> Dr. S.S. Khanka • Dr. C.B. Gupta, Entrepreneurship and Small business, 8th edition, 2022. Dr. RC. Bhatia, Entrepreneurship Business and Management, 1st edition, 2020. S.S.Khanka, Entrepreneurial Development, 2006 									

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1. <https://learndigital.withgoogle.com/digitalunlocked/course/digital-marketing>
2. <https://archive.nptel.ac.in/courses/110/106/110106141/>
3. <https://archive.nptel.ac.in/courses/110/106/110106141/>
4. <https://www.learndigitalentrepreneurship.com/links/>

* TE – Theory Exam

COs/POs/PSOs Mapping

Cos	Program Outcomes (POs)					Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
1	2	1	2	3	1	2	3	2
2	3	3	2	3	2	1	2	2
3	2	3	3	2	1	3	1	3
4	3	2	2	2	2	2	2	3
5	3	3	3	2	2	3	2	3

Correlation Level: 1 - Low, 2 - Medium, 3 - High

Evaluation Method

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment	Attendance		
Marks	10		5	5	5	75	100

Department	Business Studies		Programme: B. B.A. (Fintech and Digital Banking)						
Semester	Fourth		Course Category Code: DSC			End Semester Exam Type: TE			
Course Code	A20BFE406		Periods / Week			Credit	Maximum Marks		
			L	T	P	C	CAM	ESE	TM
Course Name	Goods and Service Tax		3	0	0	3	25	75	100
Prerequisite	-								
Course Objective	To provide students with a working knowledge and principles of GST								
	To understand the importance of indirect taxes (GST) in the Indian and global economy and its contribution to the economic development.								
	To understand the implications of GST on the taxable capacity consumers, dealers and of the society at large and its changes.								
	To understand and importance of procedures and provisions of GST								
	To understand the implications of GST on the taxable capacity consumers, dealers and of the society at large and its changes.								
Course Outcome	On completion of the course, the students will be able to							BT Mapping (Highest Level)	
	CO1	To understand the reasons behind the implementation of GST and its effect on all the sectors of Economy.						K1	
	CO2	To Know about importance of Indirect taxes and the journey of GST in India since the year 2004.						K2	
	CO3	To List out the accounts to be maintained as per GST laws and various returns to be filed to get the input tax credit.						K2	
	CO4	To know the GST special procedures and applications.						K3	
	CO5	To Know about the application of GST in case of businesses which are service-oriented and rates for service businesses and their application mechanism.						K3	
UNIT-I	Introduction					Periods: 9			
Constitutional framework of Indirect Taxes before GST (Taxation Powers of Union & State government); Concept of VAT: Meaning, Variants and Methods; Major Defects in the structure of Indirect Taxes prior to GST; Rationale for GST; Structure of GST (SGST, CGST, UTGST & IGST); GST Council, GST Network, State Compensation Mechanism, Registration.									CO1
UNIT-II	Levy and collection of GST					Periods: 9			
Taxable event- "Supply" of Goods and Services; Place of Supply: Within state, Interstate, Import and Export; Time of supply; Valuation for GST- Valuation rules, taxability of reimbursement of expenses; Exemption from GST: Small supplies and Composition Scheme; Classification of Goods and Services: Composite and Mixed Supplies.									CO2
UNIT-III	Input Tax Credit					Periods: 9			
Eligible and Ineligible Input Tax Credit; Apportionments of Credit and Blocked Credits; Tax Credit in respect of Capital Goods; Recovery of Excess Tax Credit; Availability of Tax Credit in Special circumstances; Transfer of Input Credit (Input Service Distribution); Payment of Taxes; Refund; Doctrine of unjust enrichment; TDS, TCS. Reverse Charge Mechanism, Job work.									CO3
UNIT-IV	Procedures & Special Provisions					Periods: 9			
Tax Invoice, Credit and Debit Notes, Returns, Audit in GST, Assessment: Self-Assessment, Summary and Scrutiny. Taxability of E-Commerce, Anti-Profitteering, Avoidance of dual control, E-way bills, zero-rated supply, Offences and Penalties, Appeals.									CO4
UNIT-V	Assessment and Audit					Periods:9			
Assessment – meaning - Types of Assessment – Self Assessment – Provisional Assessment Scrutiny Assessment – Types of Assessment – Summary Assessment – Best Judgment Assessment – Assessment of Non-Fileers – Assessment of Unregistered Persons. Audit- Search and Seizure – Inspection of Goods in Movement – Power of Authorities and Suppression of Facts – Liabilities – Provisional Attachment.									CO5
Lecture Periods: 45			Tutorial Periods: -		Practical Periods: -		Total Periods: 45		
Text Books									
1. Dr. H.C. Mehrotra and Prof. V.P. Agarwal, "Goods and Services Tax (G.S.T)", Sahitya Bhawan Publications, 8th Edition, 2021.									
2. CA Vivek Kr Agrawal "GST guide for Students: Making GST - Good & Simple Tax", Independently Published, 2020.									
3. Nikita Maheshwari, "GST Assessments and Audits", Bharat Law House Pvt. Ltd., 2022.									
Reference Books									
1. Taxman, "Taxman's GST Acts with Rules & Forms – Covering Amended, Updated & Annotated text of the GST Acts along with Relevant Rules & Reference to Relevant Forms, Notifications & Circulars", Taxman publication, 2022									
2. Sanjay Malhotra, Baljit Singh Khara, Anil Sharma & Anil Kumar Gupta, "Handbook on GST Audit by Tax Authorities", Bloomsbury Professional India, 2nd edition, 2021.									
3. Avadhesh Ojha & Satyadev Purohit, "GST Practice Oriented Queries with Replies", Tax Publishers, 2021									
4. Gupta, S.S. , GST- How to meet your obligations (April 2017), Taxmann Publications									

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2. <https://www.drishtiiias.com/to-the-points/paper3/goods-and-services-tax-gst-1>
3. <https://idtc.icai.org/gst-topic-wise-study-material-list.html>
4. <https://www.wirc-icai.org/images/material/BASICS-GST.pdf>
5. <https://gstcouncil.gov.in/gst-council>

* TE – Theory Exam

COs/POs/PSOs Mapping

Cos	Program Outcomes (POs)					Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
1	2	1	2	3	1	2	3	2
2	3	3	2	3	2	1	2	2
3	2	3	3	2	1	3	1	3
4	3	2	2	2	2	2	2	3
5	3	3	3	2	2	3	2	3

Correlation Level: 1 - Low, 2 - Medium, 3 - High

Evaluation Method

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment	Attendance		
Marks	10		5	5	5	75	100

Department	BUSINESS STUDIES			Programme: B. B.A. (Fintech and Digital Banking)						
Semester	Fourth			Course Category Code: DSC		End Semester Exam Type: LE*				
Course Code	A20BFL401			Periods / Week			Credit	Maximum Marks		
				L	T	P	C	CAM	ESE	TM
Course Name	SPREADSHEET SKILLS			0	0	4	2	50	50	100
B.B.A. (Fintech and Digital Banking)										
Prerequisite	Basic Spreadsheet Knowledge									
Course Objectives	<ul style="list-style-type: none"> To acquaint the students with the Financial and Accounting functions in Spreadsheet. To give hands on experience in preparing Spreadsheet. To enable students to use financial and accounting functions in Spreadsheet. 									
Course Outcomes	On completion of the course, the students will be able to								BT Mapping (Highest Level)	
	CO1	To Understand the basics of Spreadsheet Skills.							K3	
	CO2	To work with different financial functions.							K3	
	CO3	To work with analysis tool pack with finance add-in.							K3	
EXERCISES										
<ol style="list-style-type: none"> Prepare a Simple Monthly Budget Spreadsheet and Visualization Student Performance Analysis Time Value of Money Analysis (Investment Opportunity Analysis) Develop a Loan Amortization Schedule Comprehensive Financial Analysis in Excel Creating an Interactive Financial Dashboard in Excel Prepare Pivot Tables to analyze and summarize financial data. Build a spreadsheet to calculate interest rates and visualize it Perform a comprehensive statistical analysis of financial data Apply macros to automate repetitive tasks in Excel. 										

*LE – Lab Exam

COs/POs/PSOs Mapping

COs	Program Outcomes (POs)					Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
1	1	1	-	-	1	2	1	2
2	1	2	1	-	-	2	1	1
3	-	1	1	2	1	2	2	2
4	1	1	-	1	1	3	1	1
5	1	1	1	-	1	2	2	1

Correlation Level: 1 - Low, 2 - Medium, 3 – High

Evaluation Method

Assessment	Continuous Assessment Marks (CAM)			End Semester Examination (ESE) Marks	Total Marks
	Model Exam	Record	Attendance		
Marks	30	10	10	50	100

* Application oriented / Problem solving / Design / Analytical in content beyond the syllabus

Department	BUSINESS STUDIES	Programme: B. B.A. (Fintech and Digital Banking)						
Semester	Fourth	Course Category Code: DSC			End Semester Exam Type: Viva-Voce			
Course Code	A20BFP401	Periods / Week			Credit	Maximum Marks		
		L	T	P	C	CAM	ESE	TM
Course Name	BANKING INTERNSHIP	0	0	4	2	40	60	100

GUIDELINES FOR BANKING INTERNSHIP

1. Students are responsible for locating their own banking internship.
2. A team can be formed consisting of three or four students for undergoing internship supervised by a faculty member.
3. Students must adhere to bank work hours, policies, procedures, and rules governing professional staff behavior.
4. Students must also adhere to bank's policies governing the observation of confidentiality and handling of confidential information.
5. They must be consistent and punctual in the submission of all work assigned.
6. Students must maintain a notebook for recording all the activities engaged during internship.
7. Periodically the supervisor should be asked to review the internship notebook and add their reflections, comments and evaluations in order to provide them with feedback that will enhance their learning experience.
8. The student will submit a report covering his/her intern experience to their supervisor and Internship Coordinator at the completion of the internship.

Evaluation Method

Assessment	Continuous Assessment Marks (CAM)			End Semester Examination (ESE) Marks	Total Marks
	Review 1	Review 2	Review 3		
Marks	10	10	20	60	100




Department	BUSINESS STUDIES	Programme: B. B.A. (Fintech and Digital Banking)						
Semester	Fourth	Course Category Code: SEC			End Semester Exam Type: -			
Course Code	A20BFS403	Periods / Week			Credit	Maximum Marks		
		L	T	P	C	CAM	ESE	TM
Course Name	DATA ANALYTICS USING PYTHON	0	0	4	2	100	0	100
Prerequisite	Basic Programming Knowledge							
Course Objectives	<ul style="list-style-type: none"> To understand how to work with python. To understand tabulation and graphical representation of data. To be familiar with various statistical tools of data analysis using python. 							
Course Outcomes	On completion of the course, the students will be able to							BT Mapping (Highest Level)
	CO1	Demonstrate the understanding of working with python						K3
	CO2	Reveal the skills and ability in tabulation and graphical representation of data						K3
	CO3	Work with various statistical tools of data analysis using python						K3

EXERCISES

- Working with Numpy arrays
- Working with Pandas data frames
- Develop python program for Basic plots using Matplotlib
- Develop python program for Frequency distributions
- Develop python program for Variability
- Develop python program for Averages
- Develop python program for Normal Curves
- Develop python program for Correlation and scatter plots
- Develop python program for Correlation coefficient
- Develop python program for Simple Linear Regression

COs/POs/PSOs Mapping

COs	Program Outcomes (POs)					Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
1	1	1	-	-	1	2	1	2
2	1	2	1	-	-	2	1	1
3	-	1	1	2	1	2	2	2
4	1	1	-	1	1	3	1	1
5	1	1	1	-	1	2	2	1

Correlation Level: 1 - Low, 2 - Medium, 3 – High

Evaluation Method

Assessment	Continuous Assessment Marks (CAM)				End Semester Examination (ESE) Marks	Total Marks
	Model Exam	Observation	Record	Attendance		
Marks	60	10	20	10	0	100

Assessment	Model Exam				Total Marks
	Aim and Algorithm	Program	Output	Viva - Voce	
Marks	10	20	10	20	60

FIFTH SEMESTER

Department	Business Studies			Programme: B.B.A. Fintech and Digital Banking							
Semester	Fifth			Course Category Code: DSC		End Semester Exam Type: TE					
Course Code	A20BAT512			Periods / Week			Credit	Maximum Marks			
				L	T	P	C	CAM	ESE	TM	
Course Name	Financial Management			3	1	0	4	25	75	100	
Common to B.B.A. (General), and B.B.A. (FDB), B.Com (CA)											
Prerequisite	Basic knowledge of Finance										
Course Objective	To help the students be aware of the basic principles and techniques of financial management.										
	To analyze and apply capital budgeting decisions.										
	To help learner to understand the application of working capital in finance										
	To provide a detailed understanding on long-term and short-term financing.										
	To enable them to understand the dividend policy and computation.										
Course Outcome	On completion of the course, the students will be able to								BT Mapping (Highest Level)		
	CO1	Explain the nature of financial management and concept of time value of money.								K1	
	CO2	Prepare Capital Budgeting and Cost of Capital.								K2	
	CO3	Estimate Working Capital Needs of a business enterprise.								K2	
	CO4	Analyse the long-term and short-term financing needs and options.								K3	
	CO5	Develop an appropriate dividend policy and decision.								K3	
UNIT-I	INTRODUCTION AND TIME VALUE OF MONEY						Periods: 12				
Nature of financial management: introduction – scope of finance- Finance functions - Financial Managers role - Financial goal profit maximization vs wealth maximization. Time value of money- introduction- future value – present value. Simple Problems on Time Value of Money.										CO1	
UNIT-II	LONG-TERM INVESTMENT DECISIONS						Periods: 12				
Capital budgeting decisions: Introduction- nature and features of capital budgeting decisions-investment evaluation criteria- net present value- profitability index - payback.The cost of capital: introduction – significance of the cost of capital. Determining component costs of capital: cost of debt – cost of preference capital – cost of equity capital – Determining weighted average cost of capital using book value and market value weights. Simple Problems.										CO2	
UNIT-III	SHORT-TERM INVESTMENT DECISIONS						Periods: 12				
Introduction- concepts of working capital- operating and cash conversion cycle- permanent and variable working capital - determinants of working capital – estimating working capital needs- Working Capital Financing. Simple Problems.										CO3	
UNIT-IV	FINANCING DECISIONS						Periods: 12				
Long term finance: shares, debentures and term loans – introduction-ordinary shares or equity – rights issue of equity shares – preference shares – debentures-term loans- working capital finance: introduction – trade credit- bank finance for working capital- commercial paper.										CO4	
UNIT-V	DIVIDEND DECISIONS						Periods: 12				
Introduction – objectives of dividend policy- stability of dividends – forms of dividends-issues in dividend policy-dividend relevance: Walter’s model - Gordon’s model.										CO5	
Lecture Periods: 45			Tutorial Periods: 15			Practical Periods: -		Total Periods: 60			
Text Books											
1. S.K. Sharma & Rachan Sareen, “Fundamentals of Financial Management”, Sultan Chand, 3 rd Edition, 2019.											
2. S.N. Maheswari, “Financial Management”, Sultan Chand & Sons, 15 th Edition, 2020.L.M. Prasad, “Principles and Practice of Management”, Sultan Chand & Sons, 9th Edition, 2015.											
3. V.R. Palanivel, “Financial Management”, S. Chand & Co Ltd., 12 th Edition, 2019.											




Reference Books

1. I.M. Pandey, "Financial Management", Pearson Education, 1 st Edition, 2021.
2. Prasanna Chandra, "Financial Management", 7 th Edition.
3. Khan & Jain, "Financial Management", 5 th Edition.

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1. <https://www.investopedia.com/terms/c/capitalbudgeting.asp>
2. <https://www.youtube.com/watch?v=ZOaGNDmKpzo>
3. <http://kamarajcollege.ac.in/Department/BBA/III%20Year/e002%20Core%2018%20-%20Financial%20Management%20-%20VI%20Sem.pdf>
4. <https://mdu.ac.in/UpFiles/UpPdfFiles/2020/Jan/FinancialManagement.pdf>
5. <https://www.youtube.com/watch?v=825TSuxTiQU>

* TE – Theory Exam

COs/POs/PSOs Mapping

Cos	Program Outcomes (POs)					Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
1	2	1	2	3	1	2	3	2
2	3	3	2	3	2	1	2	2
3	2	3	3	2	1	3	1	3
4	3	2	2	2	2	2	2	3
5	3	3	3	2	2	3	2	3

Correlation Level: 1 - Low, 2 - Medium, 3 - High

Evaluation Method

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment	Attendance		
Marks	10		5	5	5	75	100

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Department	BUSINESS STUDIES			Programme: B.B.A. Fintech and Digital Banking						
Semester	Fifth			Course Category Code: DSC		End Semester Exam Type: TE				
Course Code	A20BAT513			Periods / Week		Credit	Maximum Marks			
				L	T	P	C	CAM	ESE	TM
Course Name	OPERATIONS MANAGEMENT			4	0	0	4	25	75	100
Common to B.B.A(G) & B.B.A. Fintech and Digital Banking										
Prerequisite	Basics Knowledge of Operations Management.									
Course Objective	To gain knowledge in Operations management.									
	To learn the concept of material handling system.									
	To make the students understand about the inventory implementation systems.									
	To explain work study and method study.									
	To be familiar with Maintenance management.									
Course Outcome	On completion of the course, the students will be able to								BT Mapping (Highest Level)	
	CO1	Reveal the ability in Operations management.							K1	
	CO2	Explain the concept of material handling system.							K2	
	CO3	Describe the inventory implementation systems.							K2	
	CO4	Demonstrate their ability in work study and method study.							K3	
	CO5	Understand the concept of maintenance management.							K3	
UNIT-I	INTRODUCTION TO OPERATIONS MANAGEMENT					Periods: 12				
Introduction – Scope of production management – Relating production function with other management function – Production planning and control – Types of production systems – Productivity.										CO1
UNIT-II	FACILITY LOCATION AND MATERIAL HANDLING SYSTEM					Periods: 12				
Facility location – factors influencing plant location – Plant layout – Classification of layout – Advantages and limitations – Material handling system – Inventory control – Models of inventory.										CO2
UNIT-III	INVENTORY SYSTEMS					Periods: 12				
Implementation of inventory systems – Nature of aggregate planning decisions – Aggregate planning strategies – Aggregate planning methods – Scheduling										CO3
UNIT-IV	WORK STUDY AND METHOD STUDY					Periods: 12				
Work study – Introduction – Method study – Recording techniques – Steps in method study – Principles of motion economy – Time study – Work measurement										CO4
UNIT-V	MAINTENANCE MANAGEMENT					Periods: 12				
Maintenance – Introduction and Objectives - Maintenance planning and control – Types of maintenance – Replacement – Group replacement vs Individual replacement – Reliability										CO5
Lecture Periods: 60			Tutorial Periods:			Practical Periods: -			Total Periods: 60	
Text Books										
1. Paneer Selvam. R, "Production and operation management", PHI Learning, 3rd Edition, 2013.										
2. S. N. Chary, "Production and operation management", Tata McGraw Hill, 6th Edition, 2016										
3. Jay Heizer & Barry Render, "Operations management", Prentice Hall International, 5th Edition 2001.										
Reference Books										
1. Joseph G. Monks, "Operations Management", McGraw Hill, 9th Edition, 2019										
2. Everett E. Adam & Ronald J. Ebert, "Production and operation Management", Prentice Hall international, 2nd Edition										
3. R. Dan Reid, Nada R. Sanders, "Operations Management", Wiley Publishers 7th Edition, 2019.										
Web References										
1. https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_OM_NOTES.pdf										
2. https://www.slideshare.net/ismatullahzazai/operation-managementnotes										
3. https://vssut.ac.in/lecture_notes/lecture1429900757.pdf										




4. <https://ocw.mit.edu/courses/sloan-school-of-management/15-760a-operations-management-spring-2002/lecture-notes/>
5. <https://www.studocu.com/row/document/city-university/operations-management/operations-management-lecture-notes-lectures-1-11/491236>

* TE – Theory Exam

COs/POs/PSOs Mapping

Cos	Program Outcomes (POs)					Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
1	2	1	2	3	1	2	3	2
2	3	3	2	3	2	1	2	2
3	2	3	3	2	1	3	1	3
4	3	2	2	2	2	2	2	3
5	3	3	3	2	2	3	2	3

Correlation Level: 1 - Low, 2 - Medium, 3 - High

Evaluation Method

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment	Attendance		
Marks	10		5	5	5	75	100

Department	BUSINESS STUDIES			Programme: B.B.A. Fintech and Digital Banking							
Semester	Fifth			Course Category Code: DSC		End Semester Exam Type: TE					
Course Code	A20BFT505			Periods / Week			Credit		Maximum Marks		
				L	T	P	C	CAM	ESE	TM	
Course Name	INFORMATION SYSTEMS AND E-BUSINESS			3	0	0	3	25	75	100	
Prerequisite	Basics Knowledge of Information System and E-Business										
Course Objective	To gain the knowledge of information systems is important for business professionals										
	To know the different types of IT infrastructure components										
	To Identify and classify common security threats.										
	To explore how information systems support e-business activities.										
Course Outcome	On completion of the course, the students will be able to								BT Mapping (Highest Level)		
	CO1	Identify five areas of information systems knowledge.								K1	
	CO2	Understand MIS and DSS application in e-enterprise.								K2	
	CO3	Analyze the role of security controls and countermeasures in mitigating security threats and vulnerabilities.								K2	
	CO4	Describe the key processes involved in e-business operations								K3	
	CO5	Analyze the ethical implications of data privacy violations by businesses and organizations.								K3	
UNIT-I	Foundation Concepts						Periods: 9				
Foundations of information systems (IS) in business System concepts – components of an IS – IS resources – fundamental roles of IS applications in business – e-business in business – trends in IS – types of IS – managerial challenges of information technology.										CO1	
UNIT-II	Information Technologies						Periods: 9				
MIS applications, DSS – GDSS - DSS applications in E enterprise – Knowledge Management System and Knowledge Based Expert System - Enterprise Model System and E-Business, E- Commerce, E-communication, Business Process Reengineering.										CO2	
UNIT-III	Security challenges in Information System						Periods: 9				
Data process- Transaction and application process, Information system process; Unified communication and network; Security challenges in E-enterprises; Security threats and vulnerability-Controlling security threat and vulnerability.										CO3	
UNIT-IV	Business Applications – E-Business						Periods: 9				
E-Business systems IT in business – functional business systems – cross- functional enterprise systems and applications – e-Business models – Enterprise e-Business systems – Customer relationship management (CRM) – Enterprise resource planning (ERP) and Supply chain management (SCM)										CO4	
UNIT-V	Management Challenges						Periods: 9				
Security and ethical challenges Ethical responsibility of a business – computer crime – privacy issues – health issues – Security management of IT – tools of security management – internetworked security defences – security measures – Information Technology Act 2000 in India.										CO5	
Lecture Periods: 45			Tutorial Periods:			Practical Periods: -			Total Periods: 45		
Text Books											
1. Management Information Systems: Managing the Digital Firm" by Kenneth C. Laudon and Jane P. Laudon, Pearson, 16th Edition, 2020											
2. "Information Systems for Business and Beyond" by David T. Bourgeois, Saylor Academy, 2nd Edition,2014											
3. "Essentials of Management Information Systems" by Kenneth C. Laudon and Jane P. Laudon, Pearson, 13th Edition, 2019											

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1. "Management Information Systems: International Edition" by Raymond McLeod and George P. Schell, Prentice Hall, 2013
2. "Management Information Systems: Sixth Edition" by Effy Oz, Cengage Learning, 2017.
3. "Strategic Management of Information Systems" by Keri E. Pearson and Carol S. Saunders, Wiley, 2018

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1. <https://www.umsl.edu/~joshik/msis480/chapt02.htm>
2. <https://www.techtarget.com/searchdatacenter/definition/IT>
3. <https://www.educative.io/answers/what-are-some-challenges-in-information-security>
4. <https://byjus.com/question-answer/write-a-note-on-e-business-what-are-the-applications-of-e-business/>
5. <https://assignmenthelp4me.com/article-what-are-the-seven-characteristics-of-an-agile-mis-infrastructure-462.html>

* TE – Theory Exam

COs/POs/PSOs Mapping

Cos	Program Outcomes (POs)					Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
1	2	1	2	3	1	2	3	2
2	3	3	2	3	2	1	2	2
3	2	3	3	2	1	3	1	3
4	3	2	2	2	2	2	2	3
5	3	3	3	2	2	3	2	3

Correlation Level: 1 - Low, 2 - Medium, 3 - High

Evaluation Method

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment	Attendance		
Marks	10		5	5	5	75	100

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Department	BUSINESS STUDIES		Programme: B.B.A. Fintech and Digital Banking							
Semester	Fifth		Course Category Code : DSE			End Semester Exam Type : TE				
Course Code	A20BFE507		Periods/Week			Credit	Maximum Marks			
			L	T	P	C	CAM	ES E	TM	
Course Name	MARKETING OF BANKING SERVICES		3	0	0	3	25	75	100	
Prerequisite	Basics Knowledge of Marketing of Business Services									
Course Objective	To provide students with a comprehensive understanding of marketing strategies									
	To make students understand how banks utilize product, pricing, placement, and promotion strategies for effective marketing.									
	To provide the students the promotional strategies employed by banks to attract and retain customers.									
	To understand the array of financial products offered by banks and their strategic positioning.									
	To equip marketing personnel with the knowledge and skills required to effectively promote banking services.									
Course Outcome	On completion of the course, the students will be able to							BT Mapping (Highest Level)		
	CO1	Equipping students with the skills to develop effective marketing plans tailored to the banking industry's needs.							K1	
	CO2	Students will be able to apply marketing mix concepts to develop targeted strategies for banking services.							K2	
	CO3	Students will gain the ability to design and implement effective promotional campaigns tailored to banking services.							K2	
	CO4	Ability to analyze, develops, and optimizes a diverse product portfolio to meet customer needs and enhance bank profitability.							K3	
	CO5	Enhanced ability to develop and execute targeted marketing campaigns, resulting in increased customer acquisition and retention for the bank.							K3	
UNIT-I	Introduction of Marketing And Banking Services					Periods: 9				
Marketing of Banking Services – Banking Products and Services; Distribution, Pricing and Promotion Strategy for Banking Services; Attracting and Retaining bank customers; Marketing Strategy of Credit Cards, Debit Cards, Saving Accounts and Different Types of Loans, Barter Card.								CO1		
UNIT-II	Marketing Mix of a Banker					Periods: 9				
Marketing Mix of a banker – Marketing Plan: Bank's business objectives, Marketing Audit, SWOT Analysis, Marketing Objectives and Marketing. Relevance of marketing to banking – Marketing environment for a banker								CO2		
UNIT-III	Promotion Mix					Periods: 9				
Promotion Mix: Meaning, Objectives, Methods, Factors affecting, Promotion Mix of a Banker - Personal Promotional Efforts, Direct Marketing Public Relations, Societal Banking, Customers Meets, Customer Service								CO3		
UNIT-IV	Product Mix for Banks					Periods: 9				
Product Mix: Product Line of a banker, New Product Development, Constraints on Product Development- Product Management, Non Fund Based Business. Meaning- Importance – Implication – Need–Types, Scope, Features Management of change								CO4		
UNIT-V	Bank Marketing Personnel					Periods: 9				
Bank Marketing Personnel – Selection –Meaning, Importance – Implication – Need–Types- Scope, Features Management of change - Mutual Funds in India and the Marketing Strategies Involved; Marketing of Insurance Products Life and Non Life Products, Marketing of Pension Funds								CO5		
Lecture Periods: 45		Tutorial Periods:		Practical Periods:-			Total Periods: 45			
Text Books										
<ol style="list-style-type: none"> 1. Bank Marketing by Khan, M.Y. & Reddy, G.S. (2010) 2. Bank Marketing: Strategies & Practices by Bhattacharyya, A. (2013) 3. The Banking Odyssey: A Journey Through Indian Banking by Sharma, R.K. (2011) 										

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1. "Marketing of Financial Services" by Dr. P.L. Rao (Revised Edition: 2019)
2. "Bank Marketing Management" by Dr. A.K. Seth (Revised Edition: 2020)
3. "Marketing of Banking Services" by Dr. Rajeev Kumar Gupta (Revised Edition: 2021)

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1. <https://www.bankbound.com/blog/create-better-marketing-plan/>
2. <https://www.rbi.org.in/>
3. <https://www.iba.org.in/>
4. <https://www.americanbanker.com/>
5. <https://www.investopedia.com/ask/answers/041715/banking-sector-good-choice-value-investing.asp>

COs/POs/PSOs Mapping

Cos	Program Outcomes (POs)					Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
1	2	1	2	3	1	2	3	2
2	3	3	2	3	2	1	2	2
3	2	3	3	2	1	3	1	3
4	3	2	2	2	2	2	2	3
5	3	3	3	2	2	3	2	3

Correlation Level: 1 - Low, 2 - Medium, 3 - High

Evaluation Method

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment	Attendance		
Marks	10		5	5	5	75	100

Department	Business Studies		Programme: : B.B.A. Fintech and Digital Banking						
Semester	Fifth		Course Category Code: DSE			End Semester Exam Type: TE			
Course Code	A20CCE507		Periods / Week			Credit	Maximum Marks		
			L	T	P	C	CAM	ESE	TM
Course Name	FINANCIAL DERIVATIVES		3	0	0	3	25	75	100
Common to B.Com (CA), B.B.A (FDB)									
Course Objective	To understand about the concept of Derivatives and its types								
	To learn about advantages, disadvantages and mechanics of future contracts.								
	To acquaint the knowledge on Options.								
	To gain Knowledge regarding financial swaps								
To know about Hedging and the development position of Derivatives in India									
Course Outcome	On completion of the course, the students will be able to							BT Mapping (Highest Level)	
	CO1	Understand the emerging structure of derivatives market in India.						K1	
	CO2	Describe the concept of financial futures contracts.						K2	
	CO3	Compute call and put options payoffs.						K2	
	CO4	Distinguish between different types of interest rates and currency swaps.						K3	
CO5	Knowledge on strength and weaknesses of Indian Derivatives market.						K3		
UNIT-I	INTRODUCTION					Periods: 9			
Derivatives - History of Derivatives Markets - Uses of Derivatives - Critiques of Derivatives - Need for Derivatives - Evolution of Derivatives in India - Major Recommendations of Dr. L.C. Gupta Committee - Benefits of Derivatives in India - Types of Derivatives - Derivatives Trading at NSE/BSE									CO1
UNIT-II	FORWARD AND FUTURES					Periods: 11			
Financial Derivatives - Features, Types - Forward: Pricing and Trading Mechanism - Forward Contract - Features of Forward Contract Classification of Forward Contracts - Forward Trading Mechanism. Futures: Types of Financial Futures Contract - Evolution of Futures Market in India - Traders in Futures Market in India - Functions and Growth of Futures Markets - Futures Market Trading Mechanism - Forward Contract Vs. Futures Contracts.									CO2
UNIT-III	OPTIONS					Periods: 8			
Concept of Options Types Option Valuation - Option Positions: Naked and Covered Option - Underlying Assets in Exchange-traded Options - Determinants of Option Prices - Basic Principles of Option Trading.									CO3
UNIT-IV	SWAP					Periods: 8			
Concept, Nature, Evolution and Features of Swap - Types of Financial Swaps - Interest Rate Swaps - Currency Swap - Debt Equity Swap - Commodity Swaps - Equity Index Swaps									CO4
UNIT-V	HEDGING					Periods: 9			
Concepts - Model - Basic Long and Short Hedges - Cross Hedging - Basis Risk and Hedging - Basis Risk Vs Price Risk - Hedging Effectiveness - Devising a Hedging Strategy - Hedging Objectives - Management of Hedge.									CO5
Lecture Periods: 45		Tutorial Periods:			Practical Periods: -		Total Periods: 45		
Text Books									
1. Gupta S.L., Financial Derivatives Theory, Concepts and Problems Phi, Delhi, Kumar S.S.S. Financial Derivatives, PHI, New Delhi, 2007.									
2. Chance, Don M: Derivatives and Risk Management Basics, Cengage Learning, Delhi.									
3. Stulz M. Rene, Risk Management and Derivatives, Cengage Learning, New Delhi Varshney, P.N., "Indian Financial System", Sultan Chand & Sons 2000.									
Reference Books									
1. Prafulla Kumar Swain, "Fundamentals of Financial Derivatives, Himalaya Publishing House, 2015.									
2. Sontomero and Babbel, "Financial Markets, Instruments and Institutions, MC Graw Hill 1998.									
3. Vasant Desai, "The Indian Financial System", Himalayan Publishing House.									
4. Reports and guidelines of RBI and SEBI on different types.									

Web References

1. <https://www.mlritm.ac.in/assets/img/FINANCIAL%20DERIVATIVES.pdf>
2. <https://icmai.in/Knowledge-Bank/upload/Financial-Derivatives.pdf>
3. <https://prepp.in/news/e-492-financial-markets-indian-economy-notes>

* TE – Theory Exam

COs/POs/PSOs Mapping

Cos	Program Outcomes (POs)					Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
1	2	1	2	3	1	2	3	2
2	3	3	2	3	2	1	2	2
3	2	3	3	2	1	3	1	3
4	3	2	2	2	2	2	2	3
5	3	3	3	2	2	3	2	3

Correlation Level: 1 - Low, 2 - Medium, 3 - High

Evaluation Method

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment	Attendance		
Marks	10		5	5	5	75	100




Department	Business Studies		Programme: B.B.A. Fintech and Digital Banking						
Semester	Fifth		Course Category Code: DSE			End Semester Exam Type: TE			
Course Code	A20BFE508		Periods / Week			Credit	Maximum Marks		
			L	T	P	C	CAM	ESE	TM
Course Name	STOCK MARKET OPERATIONS		3	0	0	3	25	75	100
Prerequisite	Basic knowledge on stock markets.								
Course Objective	To familiarise students with the basic terminologies of share markets and trading mechanism.								
	To understand the listing procedure in NSE and BSE.								
	To know the SEBI Regulations and Depositories Act.								
	To give a comprehensive understanding in derivative trading.								
	To analyse the emerging challenges in international markets.								
Course Outcome	On completion of the course, the students will be able to						BT Mapping (Highest Level)		
	CO1	Understands the operations of Stock Market.						K2	
	CO2	Gains knowledge on listing procedures in NSE and BSE.						K2	
	CO3	Understand the various Depository regulation in stock market						K2	
	CO4	Evaluates the methods and valuation of Derivatives						K3	
	CO5	Understand the guidelines of SEBI in Fund raising						K2	
UNIT-I	SECURITY MARKETS					Periods: 10			
Primary and secondary market; Primary market – its role and functions; Methods of selling securities in primary market; New financial instruments; SEBI guidelines for public issues; Stock exchanges; Listing of securities in stock exchanges; Trading mechanism – screen based trading; Internet based trading.								CO1	
UNIT-II	NATIONAL STOCK EXCHANGE AND BOMBAY STOCK EXCHANGE					Periods: 10			
role, organization and management; Listing procedure, Accounting records for buying/selling transactions; Nature of transactions – cash and forward; Settlement of trades. Share Price Indices: Need and importance; Compiling of index numbers and interpretation.								CO2	
UNIT-III	DEPOSITORY					Periods: 9			
Role and need; The Depositories Act, 1996; SEBI (Depositories and Participants Regulation) 1996; SEBI (Custodian of Securities) Regulation 1996; National Securities Depository Ltd. (NSDL).								CO3	
UNIT-IV	DERIVATIVE TRADING					Periods: 8			
Future and options – concept, meaning and importance, Methods of trading; Valuation of options.								CO4	
UNIT-V	RAISING FUNDS FROM INTERNATIONAL MARKETS					Periods: 8			
FITs, Euro issues, ADR's, GDR's and FDI; SEBI guidelines.								CO5	
Lecture Periods: 45		Tutorial Periods:		Practical Periods: -		Total Periods: 45			
Text Books									
<ol style="list-style-type: none"> Gupta, L.C.: Stock Exchanging Trading in India; Society for Capital Market Research and Development, Delhi. Chandratre K.R. et al.: Capital Issues, SEBI & Listing; Bharat Publishing House, New Delhi. Donald E. Fisher, Ronald J. Jordan: Security Analysis and Portfolio Management; Prentice Hall, NewDelhi. 									
Reference Books									
<ol style="list-style-type: none"> Dalton, John M.: How the Stock Market Works; Prentice Hall, New Delhi. Machi Raju, H.R.: Merchant Banking; Wiley Eastern Ltd., New Delhi. Machi Raju, H.R.: Working of Stock Exchanges in India; Wiley Eastern Ltd.; New Delhi Raghunathan V.: Stock Exchanges and Investments; Tata McGraw Hill, New Delhi 									

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1. https://onlinecourses.nptel.ac.in/noc20_mg10/preview
2. https://onlinecourses.swayam2.ac.in/imb23_mg59/preview
3. https://onlinecourses.swayam2.ac.in/imb19_mg09/preview
4. <https://www.classcentral.com/course/swayam-equity-stock-market-199644>
5. <https://iimbx.iimb.ac.in/catalog/equity-stock-markets-concepts-instruments-risks-and-derivatives/>

* TE – Theory Exam

COs/POs/PSOs Mapping

Cos	Program Outcomes (POs)					Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
1	2	1	2	3	1	2	3	2
2	3	3	2	3	2	1	2	2
3	2	3	3	2	1	3	1	3
4	3	2	2	2	2	2	2	3
5	3	3	3	2	2	3	2	3

Correlation Level: 1 - Low, 2 - Medium, 3 - High

Evaluation Method

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment	Attendance		
Marks	10		5	5	5	75	100

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Department	BUSINESS STUDIES	Programme: B.B.A. Fintech and Digital Banking						
Semester	Fifth	Course Category Code: DSC				End Semester Exam Type: LE		
Course Code	A20BFL502	Periods / Week			Credit	Maximum Marks		
		L	T	P	C	CAM	ESE	TM
Course Name	FINANCIAL MODELLING	0	0	4	2	50	50	100
Prerequisite	Basics Knowledge on Financial Modelling							
Course Objectives	<ul style="list-style-type: none"> To acquaint the students with the Financial and Accounting functions in Financial Modelling. To give hands on experience in preparing Spreadsheet. To enable students to use financial and accounting functions in Financial Modelling. 							
	On completion of the course, the students will be able to							BT Mapping (Highest Level)
	Course Outcome	CO1	Understand the basics of Financial Modelling.					K1
	CO2	Demonstrates skills working with different financial functions.					K2	
	CO3	Demonstrates skills working with analysis tool pack with finance add-in.					K2	
LIST OF EXERCISES								
<ul style="list-style-type: none"> Building Three Statement Model (Income Statement, Balance Sheet, Cash Flow) Forecasting Revenue using Historical Data & Growth Rates Linking Statements - Ensure Balance Sheet & Cash Flow Reconcile Scenario Analysis - Change Input Values & Observe Model Output Break-Even Analysis - Calculate Minimum Revenue to Cover Costs Loan Payment Schedule - Model Loan Repayment over Time Depreciation Calculations - Straight-Line & Double Declining Balance Bond Valuation - Calculate Present Value of Future Cash Flow Discounted Cash Flow (DCF) Analysis – Estimate Comparable Company Analysis 								
Lecture Periods:		Tutorial Periods:		Practical Periods: 60			Total Periods: 60	
Reference Books								
<ol style="list-style-type: none"> Financial Analysis and Modeling using Excel and VBA by Chandan Sengupta The Financial Modeling Handbook by Pranjal Jain Financial Modeling and Valuation by Paul Pignataro Financial Modeling for Business Owners and Entrepreneurs by Penman Shroff and Yogesh Shroff Financial Modelling in Practice: A Concise Guide for Intermediate and Advanced Levels by Michael Rees 								

* **LE - Lab Exam**

COs/POs/PSOs Mapping

Cos	Program Outcomes (POs)					Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
1	2	1	2	3	1	2	3	2
2	3	3	2	3	2	1	2	2
3	2	3	3	2	1	3	1	3
4	3	2	2	2	2	2	2	3
5	3	3	3	2	2	3	2	3

Correlation Level: 1 - Low, 2 - Medium, 3 – High

Evaluation Method

Assessment	Continuous Assessment Marks (CAM)			End Semester Examination (ESE) Marks	Total Marks
	Model Exam	Record	Attendance		
Marks	30	10	10	50	100

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Department	BUSINESS STUDIES		Programme: B.B.A. Fintech and Digital Banking							
Semester	Fifth		Course Category Code: DSC			End Semester Exam Type: Viva Voce Exam				
Course Code	A20BFP502		Periods / Week			Credit	Maximum Marks			
			L	T	P	C	CAM	ESE	TM	
Course Name	Minor Project		0	0	6	3	40	60	100	
Prerequisite	Basics research skills									
Course Objectives	To enhance critical thinking and problem-solving skills.									
	To gain experience in conducting research									
	To Improve communication and presentation skills									
Course Outcome	On completion of the course, the students will be able to						BT Mapping (Highest Level)			
	CO1	Develop critical thinking and problem-solving skills.						K1		
	CO2	Gain experience in conducting research						K2		
	CO3	Refine communication and presentation skills						K2		
<p>Step 1: Identify the Problem. Step 2: Evaluate the Literature. Step 3: Create Hypotheses. Step 4: The Research Design. Step 5: Describe Population. Step 6: Data Collection. Step 7: Data Analysis. Step 8: The Report-writing.</p>										
Lecture Periods:			Tutorial Periods:			Practical Periods: 90		Total Periods: 90		

COs/POs/PSOs Mapping

Cos	Program Outcomes (POs)					Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
1	2	1	2	3	1	2	3	2
2	3	3	2	3	2	1	2	2
3	2	3	3	2	1	3	1	3
4	3	2	2	2	2	2	2	3
5	3	3	3	2	2	3	2	3

Correlation Level: 1 - Low, 2 - Medium, 3 - High

Evaluation Method

Assessment	Continuous Assessment Marks (CAM)			End Semester Examination (ESE) Marks	Total Marks
	Review 1	Review 2	Review 3		
Marks	10	10	20	60	100




Department	Business Studies			Programme: B.B.A. Fintech and Digital Banking			
Semester	Fifth			Course Category Code: SEC		End Semester Exam Type: -	
Course Code	A20BFS504			Periods / Week			Credit
				L	T	P	C
Course Name	BUSINESS RESEARCH METHODS			0	0	4	2
					CAM	ESE	TM
					100	0	100
Common to B.Com (CA), B.B.A (FDB)							
Prerequisite	-						
Course Objective	To develop understanding of the basic framework of research process.						
	To develop an understanding of various research designs and techniques.						
	To gain knowledge on various sampling techniques.						
	To identify various sources of collecting data.						
	To enable the students in analysing the collected data and writing the research report.						
Course Outcome	On completion of the course, the students will be able to						BT Mapping (Highest Level)
	CO1	Understand various kinds of research, objectives of doing research and research process.					K2
	CO2	Formulate research design for an identified research problem.					K5
	CO3	Understand various sampling techniques.					K2
	CO4	Develop an deeper understanding on various data collection methods.					K2
	CO5	Develop independent thinking for critically analysing the data and writing research reports.					K3
UNIT-I	INTRODUCTION TO RESEARCH				Periods: 12		
Business Research - Objectives & motivations for research - Types of Research - Introduction to Qualitative Research & Quantitative Research - Research Problem - Steps in Research Process.							CO1
UNIT-II	RESEARCH DESIGN AND PROCESS				Periods: 12		
Research Design - Features of a good research design - Process of research design - Types of research design - Factors affecting research design.							CO2
UNIT-III	SAMPLING AND SAMPLING TECHNIQUES				Periods: 12		
Population - Sample - Statistical Terms in Sampling - Sampling and Non-sampling errors - Probability and Non-Probability Sampling - Simple Random Sampling - Stratified Random Sampling - Systematic Random Sampling - Cluster Random Sampling - Convenience Sampling - Judgment Sampling - Quota Sampling - Snowball Sampling.							CO3
UNIT-IV	DATA COLLECTION METHODS				Periods: 12		
Introduction to Primary and Secondary data - Methods of primary data collection - Methods of secondary data collection - Scales of Measurement: Nominal, Ordinal, Interval, Ratio - Likert Scaling - Questionnaire Designing - Criterion for a good questionnaire.							CO4
UNIT-V	DATA ANALYSIS & REPORT WRITING				Periods: 12		
Descriptive Statistics - Univariate analysis - Correlation - Inferential Statistics - Hypothesis Testing Process - Report Writing - Key Elements of Report Writing.							CO5
Lecture Periods: -		Tutorial Periods:		Practical Periods: 60		Total Periods: 60	
Text Books							
1. Kothari, C. R. & Gaurav Garg, "Research Methodology- Methods & Techniques", New age International Publishers, 4th Edition, 2020.							
2. S.L Gupta & Hitesh Gupta, "Business Research Methods", Tata McGraw Hill Education, 2017.							
3. Ranjit Kumar, "Research Methodology: A Step-by-Step Guide for Beginners", Sage Publications, 5th edition, 2019.							
Reference Books							
1. Roger Bougie, Uma Sekaran & Mala Srivastava, "Research Methods for Business - An Indian Adaptation: A Skill - Building Approach", Wiley publication, 2021.							

Regulation-2020

Syllabi

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2. John W. Creswell & J. David Creswell, "Research Design: Qualitative, Quantitative, and Mixed Methods Approaches", SAGE Publications, 2017
3. Pamela S Schindler, "Business Research Methods", McGraw Hill; 13th edition, 2021.
4. Norman K. Denzin, Yvonna S. Lincoln, "The SAGE Handbook of Qualitative Research", SAGE Publications, 5th edition, 2017
5. Uwe Flick, "Introducing Research Methodology: A Beginner's Guide to Doing a Research Project", SAGE Publications, 2015.

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1. <https://bizfluent.com/info-8032498-definition-business-research-methods.html>
2. <https://fuelcycle.com/blog/the-best-research-techniques-for-your-business/>
3. <https://towardsdatascience.com/sampling-techniques-a4e34111d808>
4. <https://people.uwec.edu/piercech/researchmethods/data%20collection%20methods/data%20collection%20methods.htm>
5. <https://www.adelaide.edu.au/writingcentre/sites/default/files/docs/learningguide-writingaresearchreport.pdf>

* TE – Theory Exam

COs/POs/PSOs Mapping

Cos	Program Outcomes (POs)					Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
1	2	1	2	3	1	2	3	2
2	3	3	2	3	2	1	2	2
3	2	3	3	2	1	3	1	3
4	3	2	2	2	2	2	2	3
5	3	3	3	2	2	3	2	3

Correlation Level: 1 - Low, 2 - Medium, 3 - High

Evaluation Method

Assessment	Continuous Assessment Marks (CAM)					Total Marks
	CAT 1	CAT 2	Assignment 1	Assignment 2	Attendance	
Marks	50		20	20	10	100




Department	BUSINESS STUDIES	Programme: B.B.A. Fintech and Digital Banking						
Semester	Fifth	Course Category Code: OC				End Semester Exam Type: -		
Course Code	A20BFM501	Periods / Week			Credit	Maximum Marks		
		L	T	P	C	CAM	ESE	TM
Course Name	MOOC - Certificate Course	0	0	4	0	100	-	100

Students shall choose any MOOC - Certificate Course from any MOOC platform. They shall proceed the course with self-paced. Students have to complete the course successfully.

Lecture Periods:	Tutorial Periods:	Practical Periods: 60	Total Periods: 60
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SIXTH SEMESTER

Department	Business Studies			Programme: B.B.A. Fintech and Digital Banking							
Semester	Sixth			Course Category Code: DSC		End Semester Exam Type: TE					
Course Code	A20BAT617			Periods/Week			Credit	Maximum Marks			
				L	T	P	C	CAM	ESE	TM	
Course Name	Strategic Management			3	1	0	4	25	75	100	
Common to B.B.A (General), B.B.A. (FDB)											
Prerequisite	-										
Course Objective	To gain knowledge about business policy and strategic management.										
	To learn Strategic formulation.										
	To make the students understand about the corporate strategy.										
	To explain strategic alternatives and growth strategy.										
	To be familiar with strategic implementation.										
Course Outcome	On completion of the course, the students will be able to								BT Mapping (Highest Level)		
	CO1	Understand the concepts of Business policy and strategic management.								K1	
	CO2	Explain the concept of strategic formulation.								K2	
	CO3	Develop their skills in corporate Strategy.								K2	
	CO4	Demonstrate their ability in growth strategy.								K3	
	CO5	Understand the concept of strategic formulation.								K3	
UNIT-I	BUSINESS POLICY AND STRATEGIC MANAGEMENT						Periods: 12				
Definition to Business Policy-Nature, Scope and significance of business policy-Elements and Process of business policy-Factors determining business policy - Definition to strategic management-Nature, Scope and Significance of Strategic Management-Elements of Strategic Management-Process of strategic management-Components of strategic management-Functions of strategic management.											
UNIT-II	STRATEGIC FORMULATION						Periods: 12				
Meaning of strategic formulation-Vision, Mission and purpose of strategy-Objectives and Goals of strategic formulation-Developing strategic perspectives-Fourteen processes of strategic planning.											
UNIT-III	BUSINESS ENVIRONMENT AND CORPORATE STRATEGY						Periods: 12				
Meaning of Business Environment-Components of Business Environment (Internal Environment and External Environment), Environmental Scanning-SWOT Analysis – Corporate strategy Nature and scope – Project life cycle – Portfolio analysis – Simple case studies.											
UNIT-IV	STRATEGIC ALTERNATIVES AND GROWTH STRATEGY						Periods: 12				
Meaning of strategic alternatives-Generating strategic alternatives-Classifying strategic alternatives- Horizontal expansion and diversification- Classification of strategies based on the desired rate of growth-Mergers and Acquisitions – Amalgamation – joint venture – Simple case studies											
UNIT-V	STRATEGIC IMPLEMENTATION						Periods: 12				
Implementation of strategy – Leadership and organizational climate – Planning and controlling – Evaluation and control - Simple case studies											
Lecture Periods: 60			Tutorial Periods:			Practical Periods:-			Total Periods: 60		
Text Books											
<ol style="list-style-type: none"> 1. Azharkazmi, "Business policy and strategic management", Tata McGraw Hill Publishers, 4th Edition 2019. 2. L. M. Prasad, "Business policy and strategic management", Sultan Chand & Sons, 6th Edition. 3. Fred. R. David, "Strategic management", Prentice Hall International, 5th Edition 2018. 											

Regulation-2020

Syllabi

B.B.A. (Fintech and Digital Banking)

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1. CA. MeetaMangal, "Strategic Management", Commercial Law Publishers, 9th Edition, 2019
2. Charles W.L. Hill, Gareth r. Jones, "Strategic Management: An Integrated Approach", Cengage Learning India Pvt. Ltd, 12th Edition, 2020
3. John A. Pearce, Richard B. Robinson, Amrita Mital, "Strategic Management", Aitbs Publishers 7th Edition, 2015.

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2. <https://www.geektonight.com/strategic-management-notes-pdf/>
3. https://www.academia.edu/27553954/STRATEGIC_MANAGEMENT_NOTES_POWER_POINT_CHAPTER_1
4. <https://www.slideshare.net/KiruthikaRuthi/strategic-management-full-notes>
5. http://studentzonengasce.nmims.edu/content/Strategic%20Management/Strategic_Management_IBdA3TJvQg.pdf

*TE – Theory Exam

COs/POs/PSOs Mapping

Cos	Program Outcomes (POs)					Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
1	2	1	2	3	1	2	3	2
2	3	3	2	3	2	1	2	2
3	2	3	3	2	1	3	1	3
4	3	2	2	2	2	2	2	3
5	3	3	3	2	2	3	2	3

Correlation Level: 1 - Low, 2 - Medium, 3 - High

Evaluation Method

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment	Attendance		
Marks	10		5	5	5	75	100

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Department	Business Studies		Programme: B.B.A. Fintech and Digital Banking						
Semester	Sixth		Course Category Code: DSC			End Semester Exam Type: TE			
Course Code	A20BFT606		Periods/Week			Credit	Maximum Marks		
			L	T	P	C	CAM	ESE	TM
Course Name	Fundamentals of AI and ML		3	0	0	3	25	75	100
Prerequisite	-								
Course Objective	To understand the need of AI & ML for business.								
	To gain familiarity on the basic concepts of Supervised learning.								
	To learn the basic concepts of Unsupervised learning.								
	To enhance knowledge on Artificial Neural Network and concepts of Deep Learning Techniques.								
	To design appropriate machine learning and apply on real world problems.								
Course Outcome	On completion of the course, the students will be able to							BT Mapping (Highest Level)	
	CO1	Understand the need of Artificial Intelligence and Machine Learning for business Planning						K2	
	CO2	Understand the basic concepts of Supervised and Unsupervised learning.						K2	
	CO3	Gains knowledge on basic concepts of Unsupervised learning.						K2	
	CO4	Develop skills on Artificial Neural Networks and Deep Learning Techniques.						K3	
	CO5	Gains knowledge on Reinforcement Learning.						K3	
UNIT-I	ARTIFICIAL INTELLIGENCE FOR BUSINESS PLANNING					Periods: 09			
Introduction and Data sources for AI, Knowledge acquisition, Knowledge representation, History of ML, Framework for building ML Systems-KDD process mode, Introduction of Machine Learning Approaches – (Artificial Neural Network, Clustering, Reinforcement Learning, Decision Tree Learning, Bayesian networks, Support Vector Machine, Genetic Algorithm), Issues in Machine Learning, Data Science Vs Machine Learning.									CO1
UNIT-II	SUPERVISED LEARNING AND APPLICATIONS					Periods: 09			
Supervised Learning: Introduction to classification, Linear Regression, Multivariate regression, Non-Linear Regression, K-Nearest Neighbor, Decision Trees, Logistic Regression, Support Vector Machines, Model Evaluation, Applications of supervised learning in multiple domains Application of supervised learning in solving business problems such as pricing, customer relationship management, sales and marketing.									CO2
UNIT-III	UNSUPERVISED LEARNING ALGORITHMS					Periods: 09			
Unsupervised Learning: Clustering, Hierarchical clustering, Partitioning Clustering- K-mean clustering, Density Based Methods, Applications of unsupervised learning in multiple domains, Association rules: Introduction, Large Item sets, Apriori Algorithms and applications									CO3
UNIT-IV	ARTIFICIAL NEURAL NETWORKS AND DEEP LEARNING					Periods: 09			
Perceptron model, Multilayer perceptron, Gradient descent and the Delta rule. Deep Learning - Introduction, concept of convolutional neural network, Types of layers – (Convolutional Layers, Activation function, pooling, fully connected), Concept of Convolution (1D and 2D) layers, Recent Applications.									CO4
UNIT-V	REINFORCEMENT LEARNING					Periods: 09			
Introduction to Reinforcement Learning , Learning Task, Example of Reinforcement Learning in Practice, Learning Models for Reinforcement – (Markov Decision process , Q Learning - Q Learning function, Q Learning Algorithm), Application of Reinforcement Learning.									CO5
Lecture Periods: 45			Tutorial Periods:			Practical Periods:-		Total Periods: 45	
Text Books									
1. Artificial Intelligence for Business Leaders: Ajit Kr. Jha 2. Machine Learning in Business: John C. Hull 3. An Introduction to Statistical Learning with Applications in R : James, G., Witten, D., Hastie, T., Tibshirani, R. (Springer)									

Reference Books

1. Artificial Intelligence Business Applications: How to Learn Applied Artificial Intelligence and Use Data Science for Business. Includes Data Analytics, Machine Learning for Business and Python : William J Ford
2. AI and Machine Learning: Was Rahman, SAGE Publishing India

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1. https://onlinecourses.swayam2.ac.in/cec21_cs08/preview
2. https://onlinecourses.nptel.ac.in/noc22_cs56/preview
3. https://onlinecourses.nptel.ac.in/noc23_mg63/preview

*TE – Theory Exam

COs/POs/PSOs Mapping

Cos	Program Outcomes (POs)					Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
1	2	1	2	3	1	2	3	2
2	3	3	2	3	2	1	2	2
3	2	3	3	2	1	3	1	3
4	3	2	2	2	2	2	2	3
5	3	3	3	2	2	3	2	3

Correlation Level: 1 - Low, 2 - Medium, 3 - High

Evaluation Method

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment	Attendance		
Marks	10		5	5	5	75	100

Department	BUSINESS STUDIES		Programme: B.B.A. Fintech and Digital Banking							
Semester	Sixth		Course Category Code: DSC			End Semester Exam Type: TE				
Course Code	A20BFT607		Periods / Week			Credit	Maximum Marks			
			L	T	P	C	CAM	ESE	TM	
Course Name	FINTECH REGULATIONS		3	0	0	3	25	75	100	
Prerequisite	Basics Knowledge of Cyber Security and Digital Forensics									
Course Objective	To provide a comprehensive overview of the Fintech industry and its regulations.									
	To Equip students with the knowledge to understand different regulatory frameworks for key Fintech sectors									
	To equip knowledge relating to payment systems and regulations.									
	To understand peer to peer lending regulations									
	To develop critical thinking skills to analyze real-world case studies related to Fintech and compliance.									
Course Outcome	On completion of the course, the students will be able to							BT Mapping (Highest Level)		
	CO1	Explain the evolution and current trends in the Fintech industry.							K1	
	CO2	Analyze the regulatory landscape for Block chain and Crypto currencies							K2	
	CO3	Apply compliance principles in digital payments.							K2	
	CO4	Develop strategies for ensuring compliance for peer to peer lending regulations.							K3	
	CO5	Evaluate the impact of emerging regulatory issues (AI regulation, cyber security) on Fintech businesses							K3	
UNIT-I	INTRODUCTION TO FINTECH					Periods: 06				
Overview of Fintech industry - Evolution and trends in Fintech									CO1	
UNIT-II	BLOCK CHAIN AND CRYPTO CURRENCY REGULATIONS					Periods: 09				
Regulatory approaches to Crypto currencies-Compliance with anti-money laundering (AML) and know your customer (KYC) regulations									CO2	
UNIT-III	PAYMENT SYSTEMS AND REGULATIONS					Periods: 09				
Regulations governing payment processing- Risks and compliance in digital payments									CO3	
UNIT-IV	PEER-TO-PEER LENDING REGULATIONS					Periods: 09				
Regulatory considerations for P2P lending platforms-Compliance with lending laws and regulations Insurtech Regulations:									CO4	
UNIT-V	REGULATORY LANDSCAPE FOR INSURANCE TECHNOLOGY COMPLIANCE REQUIREMENTS FOR INSURTECH STARTUPS ROBO-ADVISORY REGULATIONS					Periods: 12				
Role of regtech in ensuring compliance-Regulatory technology solutions for fintech firms Case Studies and Practical Applications: Analyzing real-world examples of fintech companies navigating regulatory challenges- Group discussions and presentations on regulatory compliance strategies- Emerging Regulatory Issues: Exploring upcoming regulatory challenges in fintech (e.g., AI regulation, cybersecurity)- Anticipating regulatory changes and their implications for fintech businesses - Regulatory Compliance in International Markets: Understanding cross-border regulatory challenges- Compliance with global regulations for fintech expansion									CO5	
Lecture Periods: 45			Tutorial Periods:			Practical Periods: -		Total Periods: 45		
Text Books										
<ol style="list-style-type: none"> 1. Vivek Shukla and Ashish Dash (2017). The Financial Revolution from Payment to Identity 2. Anil Kumar (2017). Redefining Financial Services in India 3. Eswar S. Prasad (2016). The Future of Money: How Digital Payments are changing the world. 										

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1. Wharton School Publishing, Amy Bess Polinsky. "InsurTech: The Innovations that are Revolutionizing Insurance", Wharton School Publishing.
2. Gerald C. Bryant Gerald Bryant , Lisa Fairfax. The Rise of Fintech: How New Financial Technologies are Transforming the Industry"
3. Eswar S. Prasad (2016). The Future of Money: How Digital Payments are Changing the World.

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2. <https://www.harvardonline.harvard.edu/course/fintech>
3. <https://www.rbi.org.in/Scripts/PublicationReportDetails.aspx?UrlPage=&ID=1262>

* TE – Theory Exam

COs/POs/PSOs Mapping

Cos	Program Outcomes (POs)					Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
1	2	1	2	3	1	2	3	2
2	3	3	2	3	2	1	2	2
3	2	3	3	2	1	3	1	3
4	3	2	2	2	2	2	2	3
5	3	3	3	2	2	3	2	3

Correlation Level: 1 - Low, 2 - Medium, 3 - High

Evaluation Method

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment	Attendance		
Marks	10		5	5	5	75	100

Department	Business Studies		Programme: B.B.A. Fintech and Digital Banking						
Semester	Sixth		Course Category Code: DSE			End Semester Exam Type: TE			
Course Code	A20BFE609		Periods / Week			Credit	Maximum Marks		
			L	T	P	C	CAM	ESE	TM
Course Name	DIGITAL MARKETING		3	0	0	3	25	75	100
Prerequisite	Basic Knowledge of Marketing								
Course Objective	To understand the Basics of Digital Marketing.								
	To understand the working of Search Engine.								
	To bring Knowledge on Social Media Marketing.								
	To understand the Essentials of Content Marketing and Web Analytics.								
	To explore the use of Artificial Intelligence in Digital Marketing.								
Course Outcome	On completion of the course, the students will be able to						BT Mapping (Highest Level)		
	CO1	Demonstrates conceptual understanding of Digital Marketing.						K1	
	CO2	Understand the working and optimization of Search Engine.						K2	
	CO3	Describe the purpose Social Media in Digital Marketing.						K2	
	CO4	Understanding of the Elements of Content Marketing and Web Analytics						K3	
	CO5	Gain knowledge on Artificial Intelligence in Digital Marketing.						K3	
UNIT-I	Introduction to Digital Marketing					Periods: 09			
Definition – Scope – Evolution – Traditional Marketing vs Digital Marketing – Types – Impact of Digital Marketing – Display advertising: Types of ad tools, ad formats, ad placement techniques.								CO1	
UNIT-II	Search Engine Optimization					Periods: 09			
Introduction to SEO – Importance - Working of Search Engine – On-page Techniques – Off-page Techniques – Role of SEO - Keyword Research - Factors affecting webpage ranking.								CO2	
UNIT-III	Social Media Marketing					Periods: 09			
SMM Meaning – Fundamentals – Significance – Building a Successful Strategy: Goal Setting, Implementation – Social Media Networking – Use of different social media platforms – Content Creation.								CO3	
UNIT-IV	Content Marketing and Web Analytics					Periods: 09			
Content Marketing – Importance – Types of contents – Content Strategy and Planning - Web Analytics platforms overview - Getting started with digital analytics - Main KPIs about digital analytics - Sessions - Number of visitors - Time on Site - Time on Page - Bounce Rate.								CO4	
UNIT-V	AI Application in Digital Marketing					Periods: 09			
Generating Content - Product Recommendation and Content Curation - Use of AI Chatbots - Chatbot Marketing - Improved Keyword Research - Enhanced User Experience – Voice and Visual Search Optimization – Machine Learning: Definition, Importance – Influence of NLP in Digital Marketing.								CO5	
Lecture Periods: 45		Tutorial Periods:		Practical Periods: -		Total Periods: 45			
Text Books									
1. Digital Marketing, S.Gupta, McGraw-Hill 3 rd edition, 2022.									
2. Digital Marketing – Nitin Kamat and chinmayi Nitin Kamat-Himalaya publication house 2 nd edition, 2019									
3. Practical Web Analytics for User Experience, How Analytics Can Help You Understand Your Users, By Michael Beasley, 2013.									
4. Mosim Khan, Artificial Intelligence In Digital Marketing, 2020.									
Reference Books									
1. R.L. Gupta & V.K. Gupta, Principles and Practice of Accounting, Sultan Chand, 2022									
2. Stevan Roberts, Marketing AI: From Automation to Revenue Performance Marketing, 2016									
3. Social Media Marketing: Tracy L. Tuten (2021).									

Regulation-2020

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B.B.A. (Fintech and Digital Banking)

Web References

1. <https://nptel.ac.in/courses/110104070>
2. https://onlinecourses.swayam2.ac.in/cec24_mg02/preview
3. https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_ug/269
4. <https://iitd.emeritus.org/iitd-certificate-programme-in-digital-marketing/index.php>

* TE – Theory Exam

COs/POs/PSOs Mapping

Cos	Program Outcomes (POs)					Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
1	2	1	2	3	1	2	3	2
2	3	3	2	3	2	1	2	2
3	2	3	3	2	1	3	1	3
4	3	2	2	2	2	2	2	3
5	3	3	3	2	2	3	2	3

Correlation Level: 1 - Low, 2 - Medium, 3 - High

Evaluation Method

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment	Attendance		
Marks	10		5	5	5	75	100

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Department	Business Studies			Programme: B.B.A. Fintech and Digital Banking						
Semester	Sixth			Course Category Code: DSE		End Semester Exam Type: TE				
Course Code	A20BFE610			Periods / Week			Credit		Maximum Marks	
				L	T	P	C	CAM	ESE	TM
Course Name	CRYPTO CURRENCIES AND PAYMENTS			3	0	0	3	25	75	100
Prerequisite	- Basic understanding of Computer Science and Blockchain Concepts									
Course Objective	To Understand the Basic Block chain Technology.									
	To Understand the Concepts behind Cryptocurrency.									
	To Analyze Decentralized Finance and Markets									
	To Examine the Leading Cryptocurrencies and its workings.									
	To Explore Cryptocurrency payments and use cases.									
Course Outcome	On completion of the course, the students will be able to								BT Mapping (Highest Level)	
	CO1	Understand core Blockchain concepts.							K1	
	CO2	Demonstrates Conceptual understanding of Cryptocurrency Ecosystem.							K2	
	CO3	Understanding about Decentralized Finance and markets.							K2	
	CO4	Gain Knowledge on Leading Cryptocurrencies.							K3	
	CO5	Demonstrates the Concept Payments Using Cryptocurrencies.							K3	
UNIT-I	Introduction to Block Chain Technology						Periods: 09			
Understanding Blockchain technology – Different Blockchain Technologies, Distributed ledger, Merkle Tree, Hashing, Blocks, Wallets, Public and Private Keys, Blockchain mining, Consensus Mechanism, Benefits – Blockchain Vs Cryptocurrency.										CO1
UNIT-II	Cryptocurrency Ecosystem						Periods: 09			
Concept – Cryptocurrency Mining, Uses of Cryptocurrency, Types of Cryptocurrency – Tokenomics - Token Vs Crypto Coin – Concept of ICOs – Benefits – Concept of STOs – ICO Vs STO – Cryptocurrency Wallets.										CO2
UNIT-III	Decentralized Finance and Decentralized Markets						Periods: 09			
Concept - Benefits and Risks - Centralized vs Decentralized finance - DeFi Projects - DeFi future trends. Decentralised Markets – Impact on Financial Markets – DEX - Security, control and privacy concerns.										CO3
UNIT-IV	Leading Cryptocurrencies						Periods: 09			
Bitcoin – History, Mining in bitcoin, uses, Challenges and Potential solutions. Ethereum – History, Smart contracts, Decentralised applications, Ethereum 2.0. Other Prominent Cryptocurrencies – Unique Features – Use cases – Comparison.										CO4
UNIT-V	Payment using Cryptocurrencies						Periods: 09			
Cryptocurrency Payments - Payment Use Cases – Remittances, Micro Payment, Cross-Border - Merchant adoption - payment gateways - challenges – Scalability, Regulatory – Future trends.										CO5
Lecture Periods: 45			Tutorial Periods:			Practical Periods: -			Total Periods: 45	
Text Books										
1. Tiana Laurence, "Blockchain Dummies", A Wiley Brand.										
2. Arvind Narayanan, Joseph Bonneau, Edward Felten, Andrew Miller "Bitcoin and Cryptocurrency Technologies: A Comprehensive Introduction" Princeton University Press, Kindle Edition, 2016.										
3. Imran Bashir, "Mastering Blockchain: Deeper insights into decentralization, cryptography" Packet Publishing Ltd, Kindle Edition, 2017.										
Reference Books										
1. Andreas M. Antonopoulos, "Mastering Bitcoin: unlocking Digital Cryptocurrencies" O'Reilly Media; 2 nd Edition, 2017.										
2. Dr. Gavin wood, "Ethereum: A Secure Decentralized Transaction ledger", Yellow paper, 2014.										
3. Jonathan Katz, Yehuda Lindell, "Introduction to Modern Cryptography", 1 st Edition, Taylor and Francis, 2014.										
4. Maura B. Paterson Douglas R. Stinson, "Cryptography: Theory and Practice". 1 st Edition, CRC Press, 2018.										

Regulation-2020

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B.B.A. (Fintech and Digital Banking)

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- 1 https://onlinecourses.nptel.ac.in/noc22_cs90/preview
- 2 <https://www.comptia.org/certifications/network#examdetails>
- 3 <https://tryhackme.com/dashboard>
- 4 https://onlinecourses.nptel.ac.in/noc22_cs03/preview

* TE – Theory Exam

COs/POs/PSOs Mapping

Cos	Program Outcomes (POs)					Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
1	2	1	2	3	1	2	3	2
2	3	3	2	3	2	1	2	2
3	2	3	3	2	1	3	1	3
4	3	2	2	2	2	2	2	3
5	3	3	3	2	2	3	2	3

Correlation Level: 1 - Low, 2 - Medium, 3 - High

Evaluation Method

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment	Attendance		
Marks	10		5	5	5	75	100

Department	Business Studies			Programme : B.B.A. Fintech and Digital Banking						
Semester	Sixth			Course Category Code: DSE		End Semester Exam Type: TE				
Course Code	A20BFE611			Periods/Week			Credit	Maximum Marks		
				L	T	P	C	CAM	ESE	TM
Course Name	Income Tax			3	0	0	3	25	75	100
Prerequisite	Basic understanding of Indian Taxation									
Course Objective	To give basic understanding of Income Tax in India									
	To focus taxation of Income from Salary.									
	To provide knowledge in Income from House Property.									
	To create awareness on Profits and Gains from Business or Profession.									
Course Outcome	On completion of the course, the students will be able to								BT Mapping (Highest Level)	
	CO1	Demonstrates conceptual understanding of Indian taxation.							K1	
	CO2	Describe the Income from salary and its computation Knowledge.							K2	
	CO3	Enable to value the Income from House Property.							K2	
	CO4	Understands to construct the Profits and gains from Business or Profession.							K3	
CO5	Gain knowledge in E-Filing and Submission of Returns.							K3		
UNIT-I	Introduction						Periods: 8 Hrs			
Meaning of Income – Features of Income Tax – Types – Important Definitions Under the Income Tax Act – Assessee – Types – Rates of Tax – Residential Status – Scope of Total Income –Incomes Exempt from tax.									CO1	
UNIT-II	Income from Salary						Periods: 10 Hrs			
Definition – Allowances – Valuation of perquisites – Deductions from Salary – Gratuity –Pension – Commutation of Pension – Leave Salary – Profits in lieu of Salary - Provident Funds – Deductions under Sec. 80.									CO2	
UNIT-III	Income from House Property						Periods: 9 Hrs			
Tax planning with reference to corporate capital structure decision, investment and dividend decisions - Tax Considerations and Tax Planning, issue of bonus shares, case studies.									CO3	
UNIT-IV	Profits and Gains from Business or Profession						Periods: 10 Hrs			
Income from Business or Profession – Allowable expenses – Not allowable expenses – General deductions – Provisions relating to Depreciation – Deemed Business Profits – Undisclosed incomes – Investments – Compulsory maintenance of Books of accounts – Audit of Accounts of certain persons – Special provisions for Computing Incomes on estimated basis – Computation of Income from Business or Profession.									CO4	
UNIT-V	E-filing & Submission of Returns						Periods: 8 Hrs			
E-filing – Concept – Procedure - 26AS – TDS – Traces – Filing of Return – Various Returns – Permanent Account Number (PAN) – Usage of PAN – Concept of Transfer Pricing - Fundamentals.									CO5	
Lecture Periods: 45			TutorialPeriods:			PracticalPeriods:-		Total Periods: 45		
Text Books										
<ol style="list-style-type: none"> 1. Narang and Gaur, Income Tax, Himalaya Publishing House. 2. Naveen Mittal – Principles of Income Tax Law & Practice – Cengage New Delhi 3. T. Srinivasan – Income Tax & Practice –Vijay Nicole Imprints Private Limited , Chennai, 2022, July Publication. 4. Vinod, K.Singhania, Students Guide to Income Tax, Taxman Publications Pvt. Ltd. 5. Mehrotra- Income Tax Law & Accounts, Goyal, Sathiya Bhavan Publications. 										

Reference Books

1. T. N. Manoharan, Students Handbook on Income Tax Law, Snow White Publications, 2024 Edition.
2. Reddy, T.S. & Hariprasad Reddy, Income Tax Theory, Law & Practice, Margham Publications, Chennai, 2023 Edition.
3. Murthy, A., Income Tax Law & Practice, Vijay Nicole Imprints Pvt. Ltd. Chennai, 2014.
4. Hariharan N, Income Tax Law & Practice, Vijay Nicole Imprints Pvt. Ltd. Chennai.

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1. www.incometaxindia.gov.in
2. www.incometaxindiaefiling.gov.in
3. www.onlineservices.tin.egov-nsdl.com
4. www.cleartax.in
5. https://onlinecourses.swayam2.ac.in/cec23_cm09/preview

* TE – Theory Exam

COs/POs/PSOs Mapping

Cos	Program Outcomes (POs)					Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
1	2	1	2	3	1	2	3	2
2	3	3	2	3	2	1	2	2
3	2	3	3	2	1	3	1	3
4	3	2	2	2	2	2	2	3
5	3	3	3	2	2	3	2	3

Correlation Level: 1 - Low, 2 - Medium, 3 - High

Evaluation Method

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment	Attendance		
Marks	10	5	5	5	5	75	100

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Department	BUSINESS STUDIES		Programme: B.B.A. Fintech and Digital Banking							
Semester	Sixth		Course Category Code: DSC			End Semester Exam Type: Viva Voce Exam				
Course Code	A20BFP603		Periods / Week			Credit	Maximum Marks			
			L	T	P	C	CAM	ESE	TM	
Course Name	Project		0	0	8	4	40	60	100	
Prerequisite	Basics research skills									
Course Objectives	To enhance critical thinking and problem-solving skills.									
	To gain experience in conducting research									
	To Improve communication and presentation skills									
Course Outcome	On completion of the course, the students will be able to						BT Mapping (Highest Level)			
	CO1	Develop critical thinking and problem-solving skills.						K1		
	CO2	Gain experience in conducting research						K2		
	CO3	Refine communication and presentation skills						K2		
<p>Step 1: Identify the Problem. Step 2: Evaluate the Literature. Step 3: Create Hypotheses. Step 4: The Research Design. Step 5: Describe Population. Step 6: Data Collection. Step 7: Data Analysis. Step 8: The Report-writing.</p>										
Lecture Periods:			Tutorial Periods:			Practical Periods: 120		Total Periods: 120		

COs/POs/PSOs Mapping

Cos	Program Outcomes (POs)					Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
1	2	1	2	3	1	2	3	2
2	3	3	2	3	2	1	2	2
3	2	3	3	2	1	3	1	3
4	3	2	2	2	2	2	2	3
5	3	3	3	2	2	3	2	3

Correlation Level: 1 - Low, 2 - Medium, 3 - High

Evaluation Method

Assessment	Continuous Assessment Marks (CAM)			End Semester Examination (ESE) Marks	Total Marks
	Review 1	Review 2	Review 3		
Marks	10	10	20	60	100

Department	BUSINESS STUDIES	Programme: B.B.A. Fintech and Digital Banking							
Semester	Sixth	Course Category Code: SEC			End Semester Exam Type: -				
Course Code	A20BFS605	Periods / Week		Credit	Maximum Marks				
		L	T	P	C	CAM	ESE	TM	
Course Name	Data Visualization	0	0	4	2	100	-	100	
Prerequisite	Basics programming skills								
Course Objectives	To gain knowledge on creating data visualization.								
	To understand various Univariate charts.								
	To understand various Bivariate charts								
Course Outcome	On completion of the course, the students will be able to						BT Mapping (Highest Level)		
	CO1	Understand the basics of Data Visualization						K1	
	CO2	Creates various Univariate charts						K2	
	CO3	Creates various Bivariate charts						K2	

LIST OF EXERCISES

Develop a Python program to create the following charts.

1. Histograms
2. Box Plot
3. Count Plot
4. Line Plot
5. Area Plot
6. Pie Plot
7. Joint Plot
8. Scatter Plot
9. Pair Plot
10. Linear Regression Model Plot
11. Strip Plot
12. Swarm Plot

Lecture Periods: **Tutorial Periods:** **Practical Periods: 60** **Total Periods: 60**

Reference Books

1. Reema Thareja "Python Programming Using Problem Solving Approach" Oxford University Press.
2. Allen B. Downey, "Think Python: How to Think Like a Computer Scientist", 2nd Edition, Green Tea Press, 2015.
3. Jake VanderPlas "Python Data Science Handbook" 1st Edition, O'REILLY.

COs/POs/PSOs Mapping

Cos	Program Outcomes (POs)					Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
1	2	1	2	3	1	2	3	2
2	3	3	2	3	2	1	2	2
3	2	3	3	2	1	3	1	3
4	3	2	2	2	2	2	2	3
5	3	3	3	2	2	3	2	3

Correlation Level: 1 - Low, 2 - Medium, 3 - High

Evaluation Method

Assessment	Continuous Assessment Marks (CAM)				End Semester Examination (ESE) Marks	Total Marks
	Model Exam	Observation	Record	Attendance		
Marks	60	10	20	10	0	100

Assessment	Model Exam				Total Marks
	Aim and Algorithm	Program	Output	Viva - Voce	
Marks	10	20	10	20	60