GANDHI INSTITUTE OF TECHNOLOGY AND MANAGEMENT (GITAM)

(Deemed to be University)
VISAKHAPATNAM * HYDERABAD * BENGALURU

Accredited by NAAC with A⁺ Grade

REGULATIONS AND SYLLABUS

OF

B.B.A (Fin.Tech.)

(for 2020-21 admitted batch)

BBA (Fin.Tech.)
(for 2020-21 admitted batch)

1. REGULATIONS: (w.e.f. 2020-21 admitted batch)

1.0 ADMISSION

Admission into BBA (Fin Tech) Program of GITAM University is governed by GITAM University regulations.

2.0 ELIGIBILITY CRITERIA

- A minimum of 50% of marks in Pre-University/Higher Secondary/10+2/ Intermediate examination in any discipline or equivalent from any recognized Board or Council.
- Qualified in UGAT or GAT or qualified in GIM Online Test (GOT) conducted by GITAM Institute of Management, GITAM.

3.0 CHOICEBASEDCREDITSYSTEM

The course is introduced with Choice Based Credit System (CBCS) based on the UGC guidelines in order to promote:

- Student centered learning
- Cafeteria approach
- Students to learn courses of their choice
- Learn at their own pace
- Inter-disciplinary learning

Learning goals/objectives and outcomes are specified leading to what a student should be able to do at the end of the program.

4.0 MEDIUMOFINSTRUCTION

The medium of instruction (including examinations and project reports) shall be in English.

5.0 REGISTRATION

Every student has to register himself/herself for each semester individually at the time specified by the Institute/University.

6.0 ATTENDANCEREQUIREMENTS

6.1 A student whose attendance is less than 85% in all the courses put together in any semester will not be permitted to attend the end- semester examination and he/she will not be allowed to register for subsequent semester of study. He/she has to repeat the semester along with his/her juniors.

6.2 However, the Vice-Chancellor on the recommendation of the Principal/Director of the University College/Institute may condone the shortage of attendance to the students whose attendance is between 66% and 74.99% on genuine medical grounds and on payment of prescribed fee.

7.0 EVALUATION

7.1 The assessment of the student's performance in a theory course shall be based on two components: Continuous evaluation (40 marks) and semester end examination 60marks.

7.2 A student has to secure an aggregate of 40% in the course in the two components put together to be to be declared to have passed the course, subject to the condition that the candidate must have secured a minimum of 24 marks (i.e.40%)in the theory components at the semester-end examination.

7.3 Practical/project work/industrial training/Viva Voce/Seminars/ Professional competency development courses etc. are completely assessed under continuous evaluation for a maximum of 100 marks, and a student has to obtain a minimum of 40% to secure pass grade. Details of the assessment are as follows:

S. No.	Component of assessment	Marks allotted	Type of assessment	Scheme of examination
1	Theory	40	Continuous Evaluation	(i) Mid Semester examinations: Two mid examinations will be conducted for 20 marks each. **Better of two** will be considered for final 20 marks. If the student is absent for one Mid exam, the marks secured in the other mid exam will be considered as final marks. **No** re-examinations will be conducted under any circumstances except exceptional cases as approved by the HOI. (ii) Coursera course/on line Course : 10 marks. (student need to complete respective subject wise Coursera course/ on line course listed by GIM through online and required to submit the course completion certificate. Up on which student need to give presentation/ viva for awarding marks up to 10) (iii) Class room Presentations/Seminars and Case analysis// workshop/training/Assignments/ survey/ project work : 10 marks.
		60	Semes- ter-end Examina-tion	The semester-end examination in theory subjects: 60 marks. Note: In respect of courses having practicals and theory examination shall be for 40 marks and practical exam for 20 marks.
	Total	100		
2	100 % internal assessment Courses	100	Continuous Evaluation	i) Forty (40) marks for lab Performance, record and viva-voce. ii) Sixty (60) marks for two tests of 30 marks each (one at the mid-term and the other towards the end of the semester) conducted by the concerned lab Teacher.
3	Viva-Voce at the end of each semester (except VI Semester)	50	Viva-Voce	Viva at the end of each Semester shall be on all courses of that Semester and Industrial visits of that Semester.

4		Comprehen-sive Viva (End of VI Semester)	50	Viva-Voce	Comprehensive Viva on all the Courses of Study, minor project and industrial visits of I to VI semesters.
5		Soft Skills	50	Continuous Evaluation	Class Activity: Class activities will be conducted for 10 marks each and best two out of the three will be taken into consideration (20 marks) Online Test: Online tests will be conducted for 10 marks each and best two out of the three will be taken into consideration (20 marks) Classroom participation:5 marks Attendance:5 Marks
6		Social/Rural Project at end of First Year	50	Project Evaluation	The student has to do a social project for a period of 20-30 days during first year by choosing any Social/Rural issue/problem. Project report: 30 marks and Viva : 20 marks .
7		Summer Project at end of 2nd Year	100	Project Evaluation	The student has to do a Summer project for a period of 6 weeks at end of 2nd year. Project report: 50 marks Viva voce : 50 marks .

Assessment Procedure Professional competency development courses

S. No	Course Code	Course	Credits	Marks	Evaluation
1		Coursera Course	1	50	Will be evaluated on submission of course completion certificate by the student. Marks will be awarded based on the student performance in the respective Coursera Course and presentation thereon.
2	MBA370	Yoga	1	50	Attendance- 5 Marks Viva- 5 Marks Practical Exercises- 40
3	MBA364	General Book Review	1	50	Self-Study & Presentation of the review – evaluated by Internal panel members
4	MBG354	Soft Skills	1	50	**Class Activity:** Class activities will be conducted for 10 marks each and best two out of the three will be taken into consideration (20 marks) **Online Test:** Online tests will be conducted for 10 marks each and best two out of the three will be taken into consideration(20marks) Classroom participation:5 marks Attendance:5 marks
5	VDC 111	Venture Discov-ery	2	100	Internal assessment as per VDC Guidelines/regulations
		TOTAL	**06**	**300**	

A student has to secure **4 credits** out of 6 credits in ProfessionalCompetency Development Courses

8.0 RE-TOTALING, REVALUATION & REAPPEARANCE

8.1 Re-totaling of the theory answer script of the end semester examination is permitted on request made by the student by paying the prescribed fee within ten days of the announcement of the result.

8.2 Revaluation of the theory answer script of the end semester examination is also permitted on a request made by the student by paying the prescribed fee within fifteen days of the announcement of the result.

8.3 A Student who has secured 'F' Grade in any theory course / Practical of any semester shall have to reappear for the semester end examination of that course.

8.4 A student who has secured 'F' grade in a Practical course shall have to attend Special instruction classes held during summer.

8.5 A student who has secured F grade in project work/industrial training etc. shall have to improve his or her report and re appear for viva voce with the juniors for the first two years, whereas the final year student will appear for re-examination at the instant special examination.

9.0 SPECIAL EXAMINATION

A student who has completed the stipulated periods of study for the BBAprogram and still has failure grade 'F' in not more than Four **theory courses**, excluding practical examination and Project viva, may be permitted to appear for special examinations, which shall be conducted during the summer vacation at the end of the last academic year.

10.0 BETTERMENT OF GRADES

Students who secured second class or pass who wish to improve their grades will be permitted ONLY ONCE to improve their grades at the end the program.

10.1 Candidates who have passed all the courses of a program within the stipulated period of study and who have obtaineda Pass or Second Class only are eligible for Betterment of Grades.

10.2 Candidates who have already secured First Class or First Class with Distinction are not eligible for betterment of Grades.

10.3 Candidates who have completed the program of study beyond the stipulated period of study i.e. through Special examinations or subsequently, are not eligible for betterment of Grades

10.4 Betterment of Grades is permitted only through appearance of the theory examinations.

10.5 Betterment of Grades is permitted only once, at the end of the program of study, simultaneously along with Special examinations.

10.6 Candidates can appear for betterment at one course, across the semesters, for the number of semesters they have studied.

10.7 i.e. a Six semester BBA student can appear for betterment in any Six courses of study.

10.8 The better Grade secured either in the first or betterment appearance shall be considered as the final Grade.

10.9 New Grade Card/PC shall be issued to candidates who have improved their Grades/Class after submitting the old Grade Card/PC.

10.10The date, month and year of the declaration of betterment result shall be printed on the Grade Card/PC

10.11Betterment marks shall not be taken into consideration for award of ranks, prizes, and medals.

10.12 Candidates have to pay a betterment fee as prescribed by the University.

10.13 The rules & regulations framed by the University from time to time shall be applicable.

11.0 GRADINGSYSTEM

11.1 Based on the student performance during a given semester/trimester, a final letter grade will be awarded at the end of the trimester/ semester in each course. The letter grades and the corresponding grade points are as given in Table 1.

Table 1: Grades &Grade Points

Sl.No.	Grade	Grade Points	Absolute Marks
1	O (Outstanding)	10	90 and above
2	A+ (Excellent)	9	80 to 89
3	A (Very Good)	8	70 to 79
4	B+ (Good)	7	60 to 69
5	B (Above Average)	6	50 to 59
6	C (Average)	5	45 to 49
7	P (Pass)	4	40 to 44
8	F (Fail)	0	Less than 40
9	Ab (Absent)	0	-

11. 2 A student who earns a minimum of 4 grade points (P grade) in a course is declared to have successfully completed the course, and is deemed to have earned the credits assigned to that course, subject to securing a GPA of 5 for a pass in the semester.

11.3 This is applicable to both theory and practical papers. In the case of project Report (dissertation) and Vice-Voce also, the minimum pass percentage shall be 40%.

12.0 GRADE POINT AVERAGE

12.1 A Grade Point Average (GPA) for the semester/trimester willbe calculated according to the formula:

$$GPA = \frac{\Sigma [CxG]}{\Sigma C}$$

Where

C = number of credits for the course,

G = grade points obtained by the student in the course.

12.2 GPA is awarded to those candidates who pass in all the subjects of the semester/trimester. To arrive at Cumulative Grade Point Average (CGPA), a similar formula is used considering the student's performance in all the courses taken, in all the semesters/trimesters up to the particular point of time.

12. 3 CGPA required for classification of class after the successfulcompletion of the program is shown in Table 2.

Table 2: CGPA required for award of Class

Distinction	$\geq 8.0*$
First Class	≥ 6.5
Second Class	≥ 5.5

Pa ss	> 5.0

* In addition to the required CGPA of 8.0, the student must have necessarily passed all the courses of every semester in first attempt.

13.0 ELIGIBILITY FOR AWARD OF THE BBA (Fin.Tech.) DEGREE

13.1 Duration of the program:

A student is normally expected to complete the BBA(Fin.Tech.) program of six semesters within three years. If due to some unavoidable circumstances that is not possible, a student may extend and complete the program in not more than five years including study period.

13.2 However, the above regulation may be relaxed by the vice chancellor in individual cases for cogent and sufficient reasons.

13.3 A student shall be eligible for award of the BBA(Fin.Tech.) degree if he or she fulfills the following conditions.

i. Registered and successfully completed all the courses and projects.

ii. Successfully acquired the minimum required credits as specified in the curriculum within the stipulated time.

iii. Has no dues to the Institute, Hostels, Libraries, NCC/NSS, etc. and,

iv. No disciplinary action is pending against him/her

13. 4 The degree shall be awarded after approval by the Academic Council

14.0 PEDAGOGY

The class room pedagogy is customized by individual faculty to enhance the learning experience, which is dependent on the course and the degree of absorption by students. It has been proven that the degree of absorption is directly proportional to self-learning or preparedness before the classroom sessions and the interactions during the classes. Knowledge thus gained builds a strong long-lasting foundation. Typically, class room pedagogy ranges from instructions, simulations, case discussions, role plays, etc. Simulations and case discussions are adopted extensively across the curriculum, to supplement class room instructions/lectures.

14.1 Experiential Learning

Rather than giving cut flowers to students, at GITAM Institute of Management we would prefer to teach them how to grow their own plants. Practical field-based experiential learning enhances class-room instructions and links theory to practice, which is highly emphasized in this curriculum. Outbound Program, NGO Projects, Summer Internship, Social & Rural Projects and Industry Visits are integral parts of the field-based program, some of which are listed below.

14.2 Interaction with CEOs

Classrooms can teach how a bee looks, but to taste honey one should venture into the fields. At GITAM Institute of Management we endorse this learning philosophy by inviting senior leaders from the business arena and by conducting industrial visits, which can help connect and reinforce class work with real world solutions.

14.3 Guest and Visiting Faculty

Senior executives from corporate are invited periodically to serve as guest and visiting faculty. Attendance for guest lectures is mandatory. Students are required to submit a reflective report about each guest lecture to their respective faculty member.

15.0 SEMESTER END EXAMINATIONS

15.1 Examinations

Examinations are not the end, but a launching platform into a brighter future. The knowledge gained during the semester is tested through the semester end-examinations. Violation of norms regarding behavior in the examination hall will attract severe penalty. Students found copying in the examination halls will have one grade point less or asked to leave the programme basing on the consequences.

15.2 Examination Duration

The duration of each semester end-examination shall be for 3 hours. In case of courses having practicals, the duration of the theory exam shall be for 2 hours and the practical for an additional hour.

The medium of semester end examination for all the courses shall be English with the exception of languages (other than English)

15.3 Examination pattern

A. The following shall be the structure of the question papers of different courses with case Analysis

S.No.	Pattern	Marks
1.	**Section A :** Ten Questions each carry 2 marks	10 X 2 = 20 marks
2.	**Section B :** Five Essay type questions (either or choice Questions from each unit)	5 X 6 = 30 marks
3.	**Section C : One Case let** (not more than 200 words)	1 X 10 = 10 marks
	Total	**60 marks**

B. The following shall be the structure of question paper for courses with numerical problems.

S. No.	Pattern	Marks
1.	**Section A:** Ten questions each carry 2 marks (both theory / problems)	10 X 2 = 20 marks
2.	**Section B: Problems/Theory** (either or choice Questions from each unit)	5 X 8 = 40 marks
	Total	**60 marks**

C. The following shall be the structure of the question paper for all the other theory courses

S.No.	Pattern	Marks
1.	**Section A :** Ten questions each carry 2 marks	10 X 2 = 20 marks
2.	**Section B :** Five Essay type questions (either or choice Questions from each unit)	5 X = 40 marks
	Total	**60 arks**

15.4 Viva Voce

The Composition of Viva-Voce Board for Semester end/Year end consists of:

Program Coordinator : Chairman One Senior Faculty from the

Institute / Practitioner: Member

The Comprehensive Viva-Voce Board consists of Director/Nominee : Chairman

One Senior Faculty from the Institute : Member

Program Coordinator : Convener

16.0 STRUCTURE OF THE PROGRAM

16.1 The Program Consists of

(i) Foundation Courses (compulsory) which give general exposure to a Student in communication and subject related area.

(ii) Core Courses (compulsory).

(iii) Discipline centric electives which

a. are supportive to the discipline	Intra DepartmentalElectives
b. give expanded scope of the subject	
c) give interdisciplinary exposure	Intra DepartmentalElectives
d) Nurture the student skills	

(iv) Open electives - which are of general nature and unrelated tothe discipline to expose the student in areas such as general knowledge, personality development, economy, civil society, governance etc.

16.2 Each course is assigned a certain number of credits depending uponthe number of contact hours (lectures &tutorials) per week.

16.3 In general credits are assigned to the courses based on the followingcontact hours per week per semester

- 1credit for each lecture/tutorial hour per week
- 1credit for 2hrs of practical per week
- 2 credits for three or more hours of practical per week

16.5 Range of credits

Name of the course	Rangeofcredits
Theory	2 to 6
Practical	2 or 3
Project work	1 to 5
Professional competency development course	1 or 2
Viva-voce	1 or 2

16.6 The BBA (FinTech) program comprises of six semesters spread across three academic years of study. The three year Program consists of fundamental knowledge about business, core courses and skill development courses on Financial Technology (Electives) along with professional competency development courses.

The curriculum of the six semester BBA (FinTech) Programme is designed tohave a total of 127 credits out of which 125 minimum credits required for the award of BBA (FinTech) degree as shown in Table 1.

Table 1: Course Structure

Course Level	No. of Courses	Total Credits	Minimum Credits required to be earned	%
Core/Skill based	36	100	100	78
Foundation Compulsory	7	21	21	17
Foundation Elective Skill based	5	6	4	5
TOTAL	48	127	**125**	**100**

NOTE:

1. A student has to earn a total of 125 credits out of 127 Credits in Foundation, Core and Elective Courses which are compulsory courses.

2. A Student has to secure 4 out of 6 credits in Professional Competency Development Courses.

3. A minimum of 127 Credits out of 125 credits are compulsory to complete the program and for awarding of the degree.

   Every course offered as part of the curriculum, has been carefully picked and the course objectives clearly defined, based on the competency outcome that is expected to be delivered by the end of the course. Credits are assigned to a course, depending on the effort that is required to teach the laid out course objectives and the effort expected from students. One credit is represented by 1 hour of contact class interactions per week.

NOTE: GITAM Institute of Management reserves the right to change the total credits/courses offered without prior notice.

17.0 PROGRAM EDUCATIONAL OBJECTIVES (PEOs)

1. Able to understand the critical aspects of Financial Technology (FinTech) to support the financial services sector.
2. Use data analytics to guide information for strategic decision making and to implement Fintech solutions.
3. Able to understand distributed ledger solutions that enable fast and secure payments using cryptocurrencies.
4. Apply web and mobile applications to design and implement new Fintech products and services.
5. Adhere to ethical and legal guidelines to ensure data security, integrity, and confidentiality in the delivery of Fintech applications.

17.0. PROGRAM OUTCOMES (POs) & PROGRAM SPECIFIC OUTCOMES(PSOs):

At the end of the program the students would be able to

PO1	Acquire adequate knowledge through principles, theories, and models of business management, Accounting, Marketing, Finance, IT, Operations, and Human Resource.
PO2	Demonstrate proficiency in Business Communication for effective and professional business management.
PO3	Acquire employability skills through practical exposure to IT and its usage in different domains of management.

PO4	Analyse and comprehend the applicability of management principles in solving complex business challenges.
PO5	Develop entrepreneurial skills among the students to venture out their own domain proficiencies.
PO6	Build a perspective about the global competitive environment, including socio-cultural, technical, and sustainability issues.
PO7	Develop leadership skills to achieve individual, group, and organizational goals.
PO8	Appreciate the importance of ethics in decision-making and inculcate the spirit of social responsibility.
PO9	Comprehend the applicability of management principles in situations pertaining to the global business world.
PO10	Illustrate various concepts, theories, and models in the functional areas of the business to face the challenges of changes.
PO11	Apply business analytics in the different functional areas for effective organizational results.
PO12	Interpret the legal environment and its dynamics to various business operations for effective end-results.
PSO1	Utilize the tools/languages such as Excel, SPSS, R, Python and Tableau to solve business problem.
PSO2	Analyse, design and develop end to end solutions to a business problem
PSO3	Ability to adapt and apply emerging technologies in the business landscape.

BBA (Fin. Tech.) PROGRAMME COURSE STRUCTURE
FIRST SEMESTER

S.No.	Course Code	Title of the Course	Course Level	Sessions			Credits	Marks		
				T	P	Ttl		I	E	Ttl
1	GEL 131	Communicative English	Foundation Compulsory	3	-	3	3	40	60	100
2	MBG109	Indian Business Environment	Foundation Compulsory	3	-	3	3	40	60	100
3	MBG107	Business Mathematics	Core	4	-	4	4	40	60	100
4	MFT101	Financial Accounting and Analysis	Core	4	-	4	4	40	60	100
5	MBG103	Business Economics	Core	3	-	3	3	40	60	100
6	MBG121	MS Office and IT	Core *	2	1	3	3	100	-	100
7	MFT191	Semester-end Viva Voce	Core	-	-	-	1		-	50
Total				**19**	**1**	**20**	**21**	**350**	**300**	**650**

*100% internal Assessment

PROFESSIONAL COMPETENCY DEVELOPMENT COURSES

S. No.	Course Code	Level of Course	Title of the Course	Sessions			Marks			Credits
				Theory	Prac.	Total	CA	SEE	Total	
1	MBG 356	Foundation Elective Skill Based	# Coursera Course	-	2	2	50	-	50	1
2.	MBA 370		Yoga		2	2	50		50	1
	Total			-	4	4	100	-	100	2

#the student need to choose a coursera course from the GITAM University listed courses, and required the complete the course through online and submit the course completion certificate for awarding marks up to 50.

Note: credits of Professional Competency Development courses will be added in the 6th Semester only.

Prac: Practicals, CA : Continuous Assessment,   SEE: semester End Examination

SECOND SEMESTER

S. No.	Course Code	Title of the Course	Course Level	T	P	Total	Credits	I	E	Ttl
				\multicolumn{3}{c}{Sessions}		\multicolumn{3}{c}{Marks}		
1	MBG102/ MBG104/ MBG106/ MBG108	Telugu/Sanskrit/ Hindi/Special English (Second Language)	Foundation Compulsory	3	-	3	3	40	60	100
2	MBG110	Principles of Management	Foundation Compulsory	3	-	3	3	40	60	100
3	MFT102	E-Commerce	Core	3	-	3	3	40	60	100
4	MBG112	Business Statistics	Core	3	-	3	3	40	60	100
5	MFT122	Advanced Excel	Core*	2	1	3	3	40	60	100
6	MFT124	R- Programming	Core *	2	1	3	3	40	60	100
7	MFT192	Semester-end Viva Voce	Core	-	-	-	1	50	-	50
Total				16	2	18	19	410	240	650

*100% Internal Assessment

PROFESSIONAL COMPETENCY DEVELOPMENT COURSES

S.No.	Course Code	Level of Course	Title of the Course	Theory	Prac.	Total	CA	SEE	Total	Credits
				\multicolumn{3}{c}{Sessions}		\multicolumn{3}{c}{Marks}		
1	MBG344	Foundation Elective Skill Based	Book review	2	-	2	50	-	50	1
2	MBG346	Foundation Elective Skill Based	Soft Skills		2	2	50	-	50	1
3.	VDC111	Foundation Elective Skill Based	Venture Discovery	2		2	100		100	2
Total				6	-	6	200	-	200	4

Note: credits of Professional Competency Development courses will be added in the 6th Semester only

Prac: Practicals, CA: Continuous Assessment,   SEE: semester EndExamination

Note: *The Student has to do a Social Project/Rural Project for a period of 20-30 days during First year, carrying 1 credit which will be shown in III Semester . The student can study/analyze any social/rural

issues or challenges in form of survey and needs to submit a report . A Viva will be conducted for awarding marks.

THIRD SEMESTER

S. No.	Course Code	Title of the Course	Course Level	Sessions			Credits	Marks		
				T	P	Ttl		I	E	Total
1	MBG205	Human Resource Management	Foundation Compulsory	3	-	3	3	40	60	100
2	MFT221	Relational Database Systems	Core *	2	2	4	4	100	-	100
3	MFT201	Financial Management	Core	4	-	4	4	40	60	100
4	MBG207	Marketing Management	Core	3	-	3	3	40	60	100
5	MFT223	Python Programming	Core *	2	2	4	4	100	-	100
6.	MFT 293	Social/Rural Project	Core *	-	-	-	1	50		50
6	MFT291	Semester-end Viva Voce	Core	-	-	-	1	50	-	50
Total				**14**	**4**	**18**	**20**	**420**	**180**	**600**

*100% Internal Assessment

FOURTH SEMESTER

S. No.	Course Code	Title of the Course	Course Level	Sessions			Credits	Marks		
				T	P	Ttl		I	E	Ttl
1	MFT202	Retail Bank Management	Core	3	-	3	3	40	60	100
2	MFT204	Business Laws and Ethics	Core	3	-	3	3	40	60	100
3	MFT206	Business Analytics	Core	3	-	3	3	40	60	100
4	MFT208	Operations Management	Core	3	-	3	3	40	60	100
5	MFT222	Web Technologies	Core *	2	2	4	4	100	-	100
6	MFT292	Semester-end Viva Voce	Core	-	-	-	1	50	-	50
Total				**14**	**2**	**16**	**17**	**310**	**240**	**550**

*100% Internal Assessment

Note : The Student has to do summer project for period of 6 weeks during summer at end of 2 year, carrying 2 credits which will be shown in V Semester.

FIFTH SEMESTER

S. No.	Course Code	Title of the Course	Course Level	Sessions			Credits	Marks		
				T	P	Ttl		I	E	Ttl
1	MFT 301	Entrepreneurship	Core	3	-	3	3	40	60	100
2	MFT 303	Artificial Intelligence & Machine Learning	Core	3	-	3	3	40	60	100
3	MFT 305	Financial Markets and Risk	Core	3	-	3	3	40	60	100
4	MFT 307	International Financial Management	Core	3	-	3	3	40	60	100
5	MFT309	Digital Marketing	Core	3	-	3	3	40	60	100
6	MFT 395	Summer Project and Viva	Core	-	-	-	3	100	-	100
7	MFT391	Semester-end Viva Voce	Core	-	-	-	1	50	-	50
Total				**15**	**0**	**15**	**19**	**350**	**300**	**650**

Note: The student has to do project after the lunch break during Sixth semester period. They need to submit the project report carrying 4 creditsand project viva 1 credit.

Online Courses: The student has to do any 2 online courses from either Coursera/Moodle/Swayam/NPTEL etc. For Awarding marks student has to submit course completion certificate fallowed by viva respectively.

SIXTH SEMESTER

S. No.	Course Code	Title of the Course	Course Level	Sessions			Credits	Marks		
				T	P	Ttl		I	E	Ttl
1	MFT 302	Emerging Technology	Core	3	-	3	3	40	60	100
2	MFT 322*	Hadoop (100% internal)	Core	2	2	4	4	100	0	100
3	MFT304	Environmental Science	Core	3	-	3	3	40	60	100
4	MFT306	Cyber Laws	Core	3	-	3	3	40	60	100
5	MFT392	Project	Core	-	4	4	4	150	-	100
6	MFT394	Project Viva Voce	Core	-	-	-	1	50	-	100
7	MOC302	Online Course – 1 (Student's Choice)	Core	-	3	3	3	100	-	100
8	MOC304	Online Course – 2(Student's Choice)	Core	-	3	3	3	100	-	100
9	MFT396	Comprehensive Viva Voce	Core	-	-	-	1	50	-	50
Total				**11**	**8**	**20**	**25**	**670**	**180**	**850**

PROFESSIONAL COMPETENCY DEVELOPMENT COURSES

S.No.	Course Code	Level of Course	Title of the Course	Sessions			Marks			Credits	Semester
				Theory	Prac.	Total	CA	SEE	Total		
1	MBG 356	Foundation Elective Skill Based	*Coursera Course	-	2	2	50	-	50	1	I
2.	MBA 370	Foundation Elective Skill Based	Yoga		2	2	50		50	1	I
3.	MBG344	Foundation Elective Skill Based	Book review	2	-	2	50	-	50	1	II
4.	MBG346	Skill Based	Soft Skills		2	1	50	-	50	1	II
5.	VDC111	Skill Based	Venture Discovery	2		2	100		100	2	II
Total				**4**	**6**	**9**	**300**	**-**	**300**	**6**	

A Student has to secure **4 credits** out of 6 credits in ProfessionalCompetency Development Courses shown in VI semester.

FIRST SEMESTER

S. No.	Course Code	Title of the Course	Course Level	Sessions			Credits	Marks		
				T	P	Ttl		I	E	Ttl
1	MBG 101	English	Foundation Compulsory	3	-	3	2	40	60	100
2	MBG109	Indian Business Environment	Foundation Compulsory	3	-	3	2	40	60	100
3	MBG107	Business Mathematics	Core	4	-	4	4	40	60	100
4	MFT101	Financial Accounting and Analysis	Core	4	-	4	4	40	60	100
5	MBG103	Business Economics	Core	4	-	4	4	40	60	100
6	MBG121*	MS Office and IT	Core	4	2	6	4	40	60	100
7	MFT191	Semester-end Viva Voce	Skill Based	-	-	-	1	50	-	50
		Total		**22**	**2**	**24**	**21**	**290**	**360**	**650**

*100% internal Assessment

PROFESSIONAL COMPETENCY DEVELOPMENT COURSES

S. No.	Course Code	Level of Course	Title of the Course	Sessions			Marks			Credits
				Theory	Prac.	Total	CA	SEE	Total	
1	MBG342	Foundation Elective Skill Based	Outbound Training Program (OBT)	-	2	2	50	-	50	1
		Total		-	2	2	50	-	50	1

Note: credits of Professional Competency Development courses will be added in the 6th Semester only.

Prac:Practicals, CA: Continuous Assessment, SEE: semester EndExamination

GEL 131: COMMUNICATIVE ENGLISH

B TECH, BBA & BSC SEMESTER I (2020-21)

L T P C

2 0 2 3

Preamble

The course is a unified approach to enhance language skills of learners with an aim to hone their social skills and to increase their employability. The course is designed to acquaint the learners with the necessary LSRW (Listening/ Speaking / Reading/ Writing) skills needed either for recruitment or further studies abroad for which they attempt international exams like TOEFL, IELTS and GRE. It enables the learners improve their communication skills which are crucial in an academic environment as well as professional and personal lives.

Course Objectives

- To enable learners to develop listening skills for better comprehension of academic presentations, lectures and speeches.

- To hone the speaking skills of learners by engaging them in various activities such as just a minute (JAM), group discussions, oral presentations, and role plays.

- To expose learners to key Reading techniques such as Skimming and Scanning for comprehension of different texts.

- To acquaint the learners with effective strategies of paragraph and essay writing, and formal correspondence such as email, letters and resume.

- To provide learners with the critical impetus necessary to forge a path in an academic environment, in the professional life and in an increasingly complex, interdependent world.

UNIT I

LISTENING: Listening for gist and specific information

SPEAKING: Introducing self and others; Developing fluency through JAM READING: Skimming for

gist and Scanning for specific information

WRITING: Paragraph writing-writing coherent and cohesive paragraph (narrative and descriptive); use of appropriate Punctuation.

GRAMMAR & VOCABULARY: Articles & Prepositions;

Word Families (Verbs, Nouns, Adjectives, Adverbs; Prefixes and Suffixes)

Learning Outcomes:

After completion of this unit, the learners will be able to

- Apply the requisite listening skills and comprehend at local and global level. (L4 and L2) (L5)

- Introduce themselves with accurate structure in diverse social and professional contexts. (L3)

- Apply relevant reading strategies for comprehension of any given text (L3)

- Write a paragraph using cohesive devices maintaining coherence (L3)

- Understand the Use of Articles and Prepositions, and apply appropriately for meaningful communication (L3)

  Understand the relevance of various categories in word family and apply them meaningfully in context (L3)

UNIT II

LISTENING: Listening for Note taking and SummarizingSPEAKING: Role plays and Oral Presentations.

READING: Intensive Reading-Reading for implicit meaningWRITING: Note making and summarizing

GRAMMAR & VOCABULARY: Verb forms-Tenses; synonyms to avoidrepetition in speech and writing.

Learning Outcomes:

After completion of this unit, the learners will be able to

- Employ note taking and summarizing strategies to comprehend the listening text (L2)
- Use strategies for successful and relevant oral presentation (L3, L4)
- Demonstrate effective communication skills by applying turn- taking and role distribution techniques for meaningful and contextualSpeaking (L3 and L4)
- Apply various reading strategies imbibing inferential and extrapolativecomprehension of any given text. (L2, L3)
- Apply various note-making techniques while comprehending the reading text to present a complete and concise set of structured notes(, L3, L4, L5)
- Apply the notes to draft a summary (L3)
- Use correct tense forms and appropriate structures in speech andwritten communication (L3)
- Context specific use of Prefixes and Suffixes for meaningfulcommunication (L3)

UNIT III

LISTENING: Listening for presentation strategies: introducing the topic,organization of ideas, conclusion.

SPEAKING: Aided presentations READING: Inferring using textual

clues WRITING: Formal Letter and Email writing

GRAMMAR & VOCABULARY: Active and Passive Voice; linkers anddiscourse markers.

Learning Outcomes:

After completion of this unit, the learners will be able to

- Notice and understand effective listening strategies to identifydiscourse markers in presentations. (L1, L2)
- Make formal oral presentations using effective strategies such asaudio – visual aids (L3)
- Infer meaning and inter – relatedness of ideas (L4)
- Understand relevant structures and draft formal letters in suitableformat (L3, L4)
- Construct relevant sentences in active and passive voice   formeaningful communication (L2, L3)
- Comprehend and apply available vocabulary items relevant to thecontext (L1, L2, L3)

UNIT IV

LISTENING: Listening for labeling-maps, graphs, tables, illustrationsSPEAKING: Aided

group presentation using charts, graphs etc.

READING: Reading for identification of facts and opinions

WRITING: Information transfer (writing a brief report based on informationfrom graph/chart/table)

GRAMMAR & VOCABULARY: Subject-verb agreement; language forcomparison and contrast;

Antonyms

Learning Outcomes:

After completion of this unit, the learners will be able to

- Match visual and auditory inputs and use the information comprehensively and will adequately demonstrate important relationships or patterns between data points (L2)

- choose and coordinate resources appropriate to context and speak intelligibly (L3, L4)

- Develop advanced reading skills for analytical and extrapolative comprehension (L4, L5)

- Make decisions on arrangement of ideas and transfer them from visual to verbal form using context appropriate structure. (L3, L4)

- Demonstrate ability to use task specific grammatically correct structures (L3)

- Comprehend and use expressions for negation / contradiction ((L2, L3)

UNIT V

LISTENING: Listening to discussions for opinions SPEAKING: Group

Discussion

READING: Reading for inferences

WRITING**:** Coursera Course**-**Essay Writing-Getting Started with EssayWriting (UCI Division of Continuing Education) 24 hours

GRAMMAR & VOCABULARY: Editing short texts: correcting common errors in grammar and usage; Action verbs for fluency and effective writing.

BBA (FT) – I SEMESTER

MBG109: INDIAN BUSINESS ENVIRONMENTINTRODUCTION

The business environment in India is undergoing a dynamic change; what was looked upon as an underdeveloped nation is now regarded as a potential economic power, struggling to take strides in the service industry, providing multinational companies with unparalleled opportunities. With liberalization and privatization taking place in almost all major sectors of the economy, the nature and extent of the role of the state is undergoing fundamental changes; these are excellent portents. In this changing environment of search gigantic dimensions, this course is aimed at sensitizing the students to the value of implications of environment on business. Though any business is an economic activity, business ethics and social responsibilities of business are introduced in this course.

COURSE OBJECTIVES

1) To make the students understand different facets of Indian BusinessEnvironment.

2) To enable them to apply the unique advantages offered by IndianBusiness Environment and improve upon its shortcomings.

SYLLABUS

UNIT – I: Indian Business Environment – meaning and definition- salient features- significance of business and Environment-Internal factors and external factors of business environment- Political Environment-Economic environment-Social environment-Technological environment

UNIT – II: Planning in India and Industrial Policy : Objectives of Planning in India – Eleventh Five Year Plan (2007-12)– Meaning and Objectives of Industrial Policies – New Trade Policy of 1991 – LPG in India : Meaningof Liberalization – Concept, Meaning, and Objectives of Privatization – Disinvestment Strategies – salient aspects of Globalization.

UNIT–III: India's Monetary and Fiscal Policy -Concept and Meaning of Monetary Policy - Objectives of the Monetary Policy - Meaning of CRR and SLR - Impact of the Monetary Policy - RBI's Monetary Policy Measures - Fiscal Policy and Economic Development – Techniques of Fiscal Policy – Differences between Monetary Policy and Fiscal Policy

UNIT–IV: Social & Technological Environment - Poverty: Concept, Meaning, and Definition of Poverty – Causes of Poverty in India – Unemployment : Concept, Meaning, and Types of Unemployment – Factors Responsible for Unemployment - Human Development - Rural Development - Problems of growth - Impact of Technology on Business.

UNIT–V: Ecological and Legal Environment – Global Warming, Industrial Pollution and its Regulation – FERA - FEMA - Competition Act.

COURSE OUTCOMES

1. To familiarize students with the nature of business environment and itscomponents.

2. To facilitate students to develop conceptual framework of businessenvironment and generate interest in Indian business.

TEXT BOOKS

1. Pual, Just in, Business Environment Text and Cases, Tata Mc Graw Hill, NewDelhi Worthing ton, Ianand Britton, Chris," The Business Environment", Pearson Education Ltd, NewDelhi.

2. A.C. Fernando, Indian Economy, Pearson Education Ltd, New Delhi, 2016.

REFERENCEBOOKS

1. Cherunilam, Francis, "Business Environment – Text & Cases", HimalayaPublishing House, NewDelhi.

2. K. Aswathappa, "Essentials of Business Environment", HimalayaPublishing House, NewDelhi.

3. "Dutt, Ruddra and Sundaram, K.P.M.," Indian Economy", S.Chand &Co.Ltd.,NewDelhi.

MBG107: BUSINESS MATHEMATICS

INTRODUCTION

The course is designed to understand and acquire knowledge and skills in Basic Mathematics for solving business problems

COURSE OBJECTIVES

- To provide practice in the handling of business problems that deal with day-to-day transactions encountered by business administrators

- To use the results of mathematical calculations to help evaluate various options in reaching financial decisions, whether personal or business-related.

SYLLABUS

UNIT-I: Basic Mathematics - Theory of Indices: Definition, types of indices, properties of indices, basic problems on indices. Equations: Types of equations, solving linear simultaneous equations and Quadratic equations with one variable. Permutations and Combinations: Definition, basic problems on permutations and combinations.

UNIT-II: Matrix Algebra - Definition, types of matrices, Scalar Multiplication of Matrix, Equating of Matrices, Matrix operations: Addition, Subtraction and Multiplication; Transpose of Matrix, Determinant of matrix, Inverse of Matrix, Solving of Equations by Cramer's Rule, Matrix Inversion method, Rank of Matrix.

UNIT-III: Elementary Calculus - Differentiation: Definition, rules of differentiation, logarithmic differentiation, partial differentiation of first and second order, maxima & minima. Integration: Definition, some standard rules of integration, integration by substitution, integration by parts.

UNIT-IV: Application of Calculus - Elasticity of demand, Average revenue, Marginal revenue, Average cost, Marginal cost, Total cost, Consumer's surplus, Supply curve of short period and long period in perfect competition, Maximum revenue, Minimum Cost, Maxima & Minima in perfect competition and monopoly, Effects of taxation and subsidy on monopoly.

UNIT-V: Mathematics of Finance - Simple interest, Compound interest, Annuity, Concept of present value and amount of sum types of annuities, present value and amount of an annuity including the cases of continuous compounding, problems relating to sinking fund.

Problems will be given from all the units. Note:

1. Proofs of theorems and derivations of formulae are excluded.
2. Trigonometric functions, Inverse Trigonometric functions and Hyperbolic functions are excluded.

COURSE OUTCOMES

Upon completion of the course the students will be –

1) Familiarized with the nature of business problems
2) Able to analyze and take business decisions in day to day transactions.

TEXT BOOK

R.C.Joshi (2013.),*Business Mathematics*, Jalandhar: New Academic Publishing Co**.**

REFERENCE BOOKS

1. J.K Singh(2013),*Business Mathematics,* Mumbai:HimalayaPublishing House.

2. Dr.AmarnathDikshit&Dr.JinendraKumarJain(2011.),*Business Mathematics*,Mumbai: Himalaya Publishing House.

3. Dr.C.Sancheti and V.K.Kapoor(2012),*Business Mathematics*, NewDelhi: Sultan Chand & Sons.

JOURNALS

1. American Journal of Mathematics (Johns Hopkins U, Baltimore MD,USA)

2. IMA Journal of Mathematics Applied in Business and Industry(Oxford Univ. Press)

3. Asian Journal of Mathematics (International Press)

4. Canadian Journal of Mathematics (CMS, Ottawa)

1. J.K Singh(2013),*Business Mathematics,* Mumbai:HimalayaPublishing House.

2. Dr.AmarnathDikshit&Dr.JinendraKumarJain(2011.),*Business Mathematics*,Mumbai: Himalaya Publishing House.

3. Dr.C.Sancheti and V.K.Kapoor(2012),*Business Mathematics*, NewDelhi: Sultan Chand & Sons.

MFT 101: FINANCIAL ACCOUNTING ANDANALYSISINTRODUCTION

In an economy, every manufacturing & trading entity inherently has financial transactions. These financial transactions form the backbone of accounting framework, which is as important as technical or legal framework.Knowledge in Financial Accounting enables managers understand and interpretfinancial reports which is essential for financial decision making & problem solving. A manager should be competent to understand the accounting frame work to effectively manage the business.

COURSE OBJECTIVES

- To understand the basic concepts of Accounting
- To analyses the components and prepare financial statements
- To analyses the main features, create and maintain a firms accountinginformation using Tally software.
- To analyses the financial statements of a company.

COURSE SYLLABUS

UNIT-I: Introduction to Accounting: Introduction, need, meaning & definition of Accounting, importance of Accounting, users of Financial Accounting records, Accounting concepts and conventions - Accounting Equation - Basics of IFRS

UNIT-II: Preparation of Journal and Ledgers -Types of Subsidiary books- preparation of Triple Column Cash Book - Trial balance - Definition- Importance and methods of preparation. (NP)

UNIT-III: Preparation of Final Accounts: Objective and need for preparationof Income Statements-Form and contents of income statements - Preparation of Trading Account, Profit and Loss Account with adjustments.

Preparation of Balance Sheet - Objectives and need for balance sheet -form andcontents of balance sheet - Preparation of balance sheet with Adjusting Closing Entries relating to Depreciation on Fixed Assets (Straight Line Method and Written Down Value Method), outstanding expenses, prepaid expenses, Incomereceived in advance, accrued income, debtors, creditors and closing stock. (NP)

UNIT-IV: Financial Statement Analysis-: Funds flow analysis-Statement of funds from operations - Preparation of Funds flow statement. Cash flow analysis- Statement of cash from operations - preparation of Cash FlowStatements (NP)

UNIT-V: Ratio Analysis : Meaning and types of ratios : Return on Capital Employed; Gross and Net Profit Margins; Asset Turnover; Trade Receivables Collection Period and Trade Payables Payment Period; Current and Quick Ratios; Inventory Turnover; Capital Gearing Ratio. (NP)

(A workshop on Application of Tally Accounting Software will be organized for a week by external agencies. It will be assessed for 15 marks as apart of internal assessment)

COURSE OUTCOMES

On completion of this course, Student should be able to

1. Understand preparation of Journals and Ledgers.
2. prepare Trail Balance with adjustment.
3. prepare Final Accounts of trading concern.
4. understand the features of tally
5. analyses financial statements using ratio analysis.

TEXTBOOK

Maheswari S.N., and Maheswari S.K.," Accounting for Management ", Vikas Publishing House, New Delhi, 2014.

REFERENCES

1. S.P. Jain & Narang, "Financial Accounting – I", Kalyani Publishers,2014

2. Hanif and Mukarjee, "Financial Accounting", Tata McGraw HillLtd.,New Delhi,2011

3. TulsianP.C., "Financial Accounting", VolumeI, Pearson Education,New Delhi:2013

4. Narayanaswamy, R.," Financial Accounting-A Management Perspective", PHI, New Delhi, 2013.

BBA(Fintech) - I SEMESTER
MBG103: BUSINESS ECONOMICS

INTRODUCTION

In today's competitive business environment, effective managerial decision making requires use of economic concepts and tools. Business efficiency depends on minimization of cost and maximization of production which requires perfect understanding of the economic concepts like demand, supply, production, cost and market conditions. Managerial economics uses economicconcepts and principles by emphasizing on demand analysis, production & cost analysis and different market structures which are fundamental for furtherstudy. This course also introduces important macroeconomic concepts which are indispensable for understanding the functioning of an economy.

COURSE OBJECTIVES

- To understand the key economic concepts which are used for effectivedecision making.
- To understand and apply demand and supply analysis to businessdecisions.
- To know the basics of market morphology and identify the differentmarket structures.
- To understand basic macroeconomic concepts which are relevant tobusiness environment.

COURSE SYLLABUS

UNIT-I: Economics - Introduction, Managerial Economics scope, importance of Managerial Economics.

UNIT-II: Demand and Supply Analysis**:** Demand, meaning, determinants, Law of Demand, demand schedule, supply - meaning, determinants of supply,determination of equilibrium using demand and supply, elasticity of demand, types of elasticity, demand forecasting, Methods of demand forecasting.

UNIT-III:

UNIT-III: Production and Cost Analysis: Production function, Laws of Production - Short run - one variable production function, Long run – Iso- quants, Iso-cost line, producer equilibrium, expansion path, Law of returnsto scale. Cost - Cost concepts, Cost output relation - short run cost output relation, long run cost output relation. Economies of scale.

UNIT-IV: Market Structure - Basis for classification of market power, kinds of competitive market, price and output decisions in perfect competitionand imperfect market, Monopoly, Monopolistic, Oligopoly market- Market Failures and Externalities.

UNIT-V: Macroeconomics**-** National Income-Concepts of national income, methods of calculating national income- Monetary Policy- Fiscal Policy-Inflation-causes-demand pull and cost push inflation, measures to control inflation, business cycles -phases of business cycles and measures to control business cycles.

COURSE OUTCOMES

1. Will be able to apply Economic Concepts for Business DecisionMaking
2. Would be able to apply the market forces in Decision Making
3. The student will get acquainted with the Different Markets and thePricing Decisions.
4. To illustrates how macro-economics contributes to businessmanagement.

REFERENCES

1. Geetika, P.Ghosh, P.R.Choudhury, Managerial Economics, McGrawHill Education Private Limited, New Delhi, 2018.
2. Dominick Salvatore, ,SeventhEdition,Adapted Version, OxfordPublication New Delhi, 2017

3. Paul G. Keat, Phili K. Y. Young, Sreejata Banerjee, "ManagerialEconomics", Pearson,New Delhi, 2012.

JOURNALS

1. Economic and Political Weekly,SameeshaTrust,Mumbai

2. GITAM Journal of Management,GITAM Institute of Management,GITAM (Deemed to be University), Visakhapatnam

3. Indian Journal of Economics, Academic Foundation, New Delhi

MBG131: MS OFFICE AND IT

INTRODUCTION

MS Office refers to all tools and methods that are applied to office activities which make it possible to process written, visual and sound data in a computeraided manner. MS Office is intended to provide elements which make it possible to simplify improve, and automate the organization of the activities of a company or a group of people.

COURSE OBJECTIVES:

The objectives of this course are:

1. To acquaint the students with the fundamentals of informationtechnology
2. To give basic understanding of working with MS Office.

COURSE SYLLABUS

UNIT – I

Introduction to Information Technology: Definition, Elements of IT – Computer System – Characteristics, Classification of Computers, Components of Computer – Input Devices, Output Devices, Types of Memories, Software – System Software, Application Software, Networking – Definition, Types ofNetworks – LAN, MAN, WAN, Internet and its applications

UNIT – II

Introduction to MS Office and MS Word: Components of MS Office, Applications of MS Office, MS Word – Working with MS Word Documents,Text Formatting, working with Tables, Spelling and Grammar, Adding Graphics to document, Mail Merge.

UNIT – III

MS Excel: Working with MS Excel Workbook, Worksheet Management, Formulae and Functions, Inserting Charts, Sorting, Filters, Printing in Excel.

UNIT – IV

MS Access: Basic database concepts – Definition, Advantages, Integrity Constraints and Keys, Creating database in MS Access, Creating Forms in MS Access, Creating Reports in MS Access, Working with Queries.

UNIT – V:

MS PowerPoint: MS PowerPoint – Creating Presentations, working with Slides - Slide Design and Slide Layout, Working with Animation, Working with Graphics – Pictures, ClipArt, Audio Clips, Video Clips.

COURSE OUTCOMES:

On completion of this course, students should be able to:

1. Understand the different elements of Information Technology
2. Understand the importance of MS Office in carrying out organizationalactivities.
3. Get hands on experience in working with MS Office

TEXT BOOK:

Gary B Shelly, Thomas J Cashman, Misty E Vermaat (2010), *Microsoft Office 2007*, New Delhi:

Cengage Learning India Limited.

REFERENCE BOOKS:

1. Bandari Vinod Babu (2012), *Fundamentals of InformationTechnology*, New Delhi: Pearson Education.

2. ITL ESL (2011), *Fundamentals of Computers*, New Delhi:Pearson Education.

JOURNALS:

1. Information Technology, New Delhi,

2. Data Quest, New Delhi

3. Computers Today, New Delhi

SECOND SEMESTER

S. No.	Course Code	Title of the Course	Course Level	Sessions			Credits	Marks		
				T	P	Total		I	E	Ttl
1	MBG102/ MBG104/ MBG106/ MBG108	Telugu/Sanskrit/ Hindi/Special English (Second Language)	Foundation Compul- sory	3	-	3	2	40	60	100
2	MBG110	Principles of Management	Foundation Compul- sory	3	-	3	2	40	60	100
3	MFT102	E-Commerce	Core	4	-	4	4	40	60	100
4	MBG112	Business Statistics	Core	4	-	4	4	40	60	100
5	MFT122	Advanced Excel	Core	4	-	4	4	40	60	100*
6	MFT124	R- Programming	Skill Based	4	2	6	4	40	60	100*
7	MFT192	Semester-end Viva Voce	Skill Based	-	-	-	1	50	-	50
Total				**22**	**2**	**24**	**21**	**290**	**360**	**650**

*100% Internal Assessment

PROFESSIONAL COMPETENCY DEVELOPMENT COURSES

S. No.	Course Code	Level of Course	Title of the Course	Sessions			Marks			Credits
				Theory	Prac.	Total	CA	SEE	Total	
1	MBG344	Foundation Elective Skill Based	Book review	2	-	2	50	-	50	1
2	MBG346	Foundation Elective Value Based	Introduction to Gandhian Thoughts	2	-	2	50	-	50	1
		Total		**4**	**-**	**4**	**100**	**-**	**100**	**2**

Note: credits of Professional Competency Development courses will be added in the 6th Semester only

Prac : Practicals, CA: Continuous Assessment, SEE : semester End Examination

MBG102: TELUGU

INTRODUCTION

This course contains a rich selection from Telugu language and literature.

COURSE OBJECTIVES

1) To enlighten students about the richness and value of the regionallanguage
1) To offer working knowledge of Telugu to the students Develops communication Skills.

SYLLABUS

ప్రాచీన కవిత్వం :

1. నన్నయ - గజేంగాశవంతనుల కథ

ఆంధ్ర మహాభారతవం - ఆదిపర్వం - నాల్గవ ఆశ్వాసం (120-165) ''నరనరుడగు శవంతనునకు'' నుంచి ''దివ్యభూషణాలవంకృత'' వరకు

2. తిక్కన - మూషిక మార్ఝాల వృత్తవంతవం

ఆంధ్రమహాభారతవం - శ్యంతిపర్వం - మూడవ ఆశ్వాసం (202 - 242) అడవిలో నొకమట్టి నుంచి సౌఖ్యము బవందెన్.

3. అల్లసాని పెద్దన - హవంసీ చక్రవాక సవంవాదవం

మనుచరిత్రము - ఆరవ ఆశ్వాసం (62-68) ''గజేంగాతరవంగిణి'' నుంచి ''జవంభారి భిదుర సవంరవంభవంబు'' వరకు

4. తరిగవండ వవంగమావంబ - ఎఱుకత శ్రీ వవంకటాచల మాహాత్మ్యం ఆశ్వాసం (4-51) ''వకుళను నేనా వివాహ ప్రయత్నవంబు'' నుంచి ''అని యిట్లలు'' వరకు

ఆధునిక కవిత్వం

5. గరిమెళ్ళ సత్యనార్యణ - మాకోద్దీ తెల్లదొరతనము

 6. శ్రీశ్రీ - మహాప్రసాధానవం

   7. జాషువ - ముసాపరులు

   8. పుట్టపరెిత నార్యణాచార్యయలు- మేఘదూతము కథానికలు

   9. పాలగుమ్మి పద్మర్జు - గాలివాన

   10. కొలకటూరి ఇనాక్ - ఆకలి

   11. కేతువిశ్వనాథ రెడిడి - నమ్మకున్ననేల

   12. పాట్లపలేల ర్యాన్ప్య - జైలు వ్యకరణవం

   13. సవంధులు - సవర్ణద్ధ, గుణ, యణాదేశ, వృదిధి, త్రిక, గ, స, డ, దవా దేశ, రుగాగమ, ట్గాగమ, ఆద్రమేడిత, ఆత్సవంధి మొదలైనవి.

   14. సమాసాలు- తతుపురుష, కర్మధారయ, ద్వంద్, దిగు, బహుప్రీహీ మొదలైనవి.

COURSE OUTCOMES

1) The student learns reading and writing Telugu
2) Understands and learns proper use of Grammar

MBG104: SANSKRIT

Introduction:

This course contains a rich selection from Sanskrit language and literature.

Course Objectives

1. To enlighten students about the richness and value of the classicallanguage
2. To offer working knowledge of Sanskrit to the students.

POETRY: Lesson No. 1 Saranagathi

From ValmikiRamayanamYuddhakanda

17th Canto Slokas 11 – 68

Lesson No. 2 Ahimsa Paramodharmah

From Srimadbharatam, Adiparva 8th chapter

Sloka 10 – to the end of 11 Chapter

Lesson No. 3 RaghohAudaryam

From Raghuvamsa 5th Canto 1 – 35 Slokas

PROSE: Lesson No. 4 Mitrasampraptih

From Pancatantra – Ist Story (Abridged)

Lesson No. 5 Modern prose Chikrodakatha

Andhra KavyaKathah

By SannidhanamSuryanarayanaSastry

Lesson No. 6 Computer Yanthram

By Prof. K.V. Ramakrishnamacharyulu

GRAMMAR

DECLENSIONS:

Nouns ending in Vowels:

Deva, Kavi, BhanuDhatr, Pitr, Go, Rama, Mati, Nadee, Tanu, Vadhoo, Matr,Phala, Vari and Madhu

SANDHI:

SwaraSandhi   : Savarnadeergha, Ayavayava, Guna, Vrddhi, Yanadesa VyanjanaSandhi : Scutva, Stutva, Anunasikadvitva, Anunasika, Latva, JastvaVisargaSandhi   : Visarga Utva Sandhi, Visargalopa Sandhi, Visarga Repha
Sandhi, Ooshma Sandhi

SAMASA :

(1) Dwandwa	(2) Tatpurusha (Common)	
(2a) Karmadharaya	(2b) Dwigu	
(2c) ParadiTatpurusha	(2d) Gatitatpurusha	(2e) UpapadaTatpurusha (3)

Bahuvrihi

(4) Avyayibhava

<u>CONJUGATIONS</u>

IstConjugations – Bhoo, Gam, Shtha, DrhsLabh, Mud,IInd Conjugation – As   (

)

IIIrd Conjugation – Yudh,IV th Conjugation – Ish

VIII Conjugation – Likh, Kri   (   ) IXth Conjugation – Kreen   (

) Xth Conjugation – Kath, Bhash, Ram, Vand,

COURSE OUTCOMES

1. The student learns reading and writing Sanskrit
2. Understands and learns proper use of Grammar
3. Develops communication Skills.

MBG106: HINDI

INTRODUCTION

This course contains a rich selection from Hindi poetry and prose. Grammarand translations from official language are also included.

COURSE OBJECTIVES

1) To enlighten students about the richness and value of the nationallanguage
2) To offer working knowledge of Hindi to the students.

SYLLABUS

गद्य विभाग (Prose Detailed Text)

1. बाजार दर्शन'	- श्री जैनेंद्र कुमार
2. ईर्ष्या, तू न गई मेरे मन से	- रामधारी सिंह 'दिनकर
3. आपने मेरी रचना पढ़ी?	- हज़ारी प्रसाद द्विवेदी
4. भारतीय साहित्य की एकता	- नन्ददुलारे वाजपेयी
5. अतिथि	- राम विलास शर्मा
6. मेरी रुमाल खो गई	- विद्यानिवास मिश्र
7. कवि और कविता	- आचार्य महावीर प्रसाद द्विवेदी
8. सोना हिरनी	- महादेवी वर्मा
9. *कफ़न*	- मुंशी प्रेमचन्द

उपवाचक विभाग (Non Detailed Text)

1. पुरस्कार	- जयशंकर प्रसाद
2. हार	- मन्नू भंडारी
3. सदाचार का ताबीज	- हरिशंकर परसाई
4. आदमी का बच्चा	- यशपाल
5. हार की जीत	- सुदर्शन
6. ठाकुर का कुआं	- मुंशी प्रेमचन्द
7. उसने कहा था	- चंद्रधर शर्मा गुलेरी
8. रोज	- अज्ञेय
9. चीफ की दावत	- भीष्म साहनी

व्याकरण विभाग

I. निर्देश के अनुसार वाक्यों को बदलकर लिखिए
(Rewriting of sentences as directed)

1. कारक (case)
2. लिंग (gender)
3. वचन (number)
4. वाच्य (voice)

II. शुद्ध कीजिए (correction of sentences)

1. चाहिए प्रयोग

2. लिंग और वचन संबंधी

III. वाक्य प्रयोग (make your own sentences)

IV. कार्यालय हिंदी: प्रशासनिक
   शब्दबली / परनाम (karyalay Hindi : Administrative terminology)
   1. कार्यालयो के नाम
   2. पद नाम
V. संधि विच्छेद
VI. विलोम शब्द
VII. पत्र लेखन
VII. गंधाश के आधार पर दिए गये प्रशनो का उत्तर देना चाहिए
VII. निबंध

COURSE OUTCOMES

1) The student learns reading and writing Hindi

2) Understands and learns proper use of Grammar

3) Develops communication Skills.

TextBook

1. Prose Text : Dr. Ajaya Kumar Patnaik, **Gadya Gaurav**,Sonam Prakashan, Badamdadi, Cuttak.

2. Non, Detailed Text : Dr. Gulam Moinuddin Khan, **CharchitKahaniyan**, Shabnam Pustak Mahal, Badamdadi, Cuttak. Text
   : Dr. T. Nirmala & Dr. S. Mohan, Padya Manjari, RajkamalPrakashan, New Delhi.*
   Latest Editions

MBG108: SPECIAL ENGLISH

INTRODUCTION

Linguistics is the scientific study of human language. It has got several branches. Phonetics is that branch of linguistics which deals with the study of speech sounds or phonemes in general. Phonemes are smallest units of speech sounds. They are not meaningful by themselves. But they can bring about change in meaning. Phonemes are combined into larger meaningful units called morphemes.

OBJECTIVES

1) To enable students to get familiarized with the sounds and symbols of English.

2) To enable students to apply the basics of phonetics and grammar for effective conversation.

SYLLABUS

UNIT-I: Basics of Phonetics **UNIT-II:** Word Stress

UNIT-III: Intonation

UNIT-IV: Applied grammar and usage –Subject Verb Agreement-Correct uses of tenses-types of clauses -Tag Questions-Correct usage of punctuation marks

UNIT-V: Vocabulary **-** The importance of vocabulary in language -2)Word formation techniques (3) Technical words, phrasal verbs, idiomatic usages, one word substitutions, homonyms, homophones, eponyms .

COURSE OUTCOMES

1) The student learns the basics of English phonetics and pronunciation, speech rhythm and intonation

2) The student also grasps the essentials of grammar and vocabulary, leading to effective communication skills.

TEXT BOOK

Text Book will be prepared by GIM faculty

REFERENCE BOOKS

1. Mark Hancock (2013), *English in Use,* Cambridge University Press**.**

2. Gunter Gerngross and Herbert Puchta (2013), *Playway to English***,** Cambridge University Press.

JOURNALS

1. International Journal of English Linguistics, Canadian Center for Science and Education.

2. Journal of English Linguistics, Sage Journals.

MBG 110: PRINCIPLES AND PRACTICE OF MANAGEMENT

INTRODUCTION

One of the most important human activities is managing. Management, in fact can be traced back to the ancient times whenever there was large scale endeavor like great pyramids in Egypt, Great Wall of China, Taj Mahal in India. All these required a large number of people working in groups in a better coordinated way to achieve a well-defined target over a period of time.

In the present context, of globalization, because of increasing role of large and complex organizations for the development of economy, the concept of management has become very significant for managing the business efficiently.

COURSE OBJECTIVES

1) To enable the students to understand the fundamental principles of management
2) To enable students to apply the practices of management

SYLLABUS UNIT I:

Management: Nature, Concept, Scope and Significance; Functions; Management: Art or Science or Profession, Organization Vs. Administration Vs. Management, Schools of Management: Contributions of F.W. Taylor, Henry Fayol, Elton Mayo; Roles of Managers; Social Responsibility and Business Ethics.

UNIT–II:

Planning: Concept, Objectives, Types, Steps and Techniques; Making Planning Effective; Decision Making: Steps in Decision Making and Types; Management by Objectives (MBO).

UNIT -III:

Organizing: Structure, Nature, Types of Organisations, Principles of Organising, Departmentalisation, Delegation, and Decentralisation of Authority, Span of Control - Line and Staff Functions. Staffing: Concept, Significance and Functions.

UNIT-IV:

Leading: Introduction, Characteristics of a Leader, Functions of a Leader, Leadership and Management, Principles of Leadership, Styles of Leaders

UNIT–V:

Controlling: Introduction, Concept of Controlling, Purpose of Controlling, Types of Control, Steps in Controlling, Techniques in Controlling

Case Analysis (Not exceeding 250 words).

COURSE OUTCOMES

1) After completing the course, the student will be able to understand and explain the concept of management and its managerial perspective.
2) It will equip students to map complex managerial aspects arising due to ground realities of an organization.
3) They will gain knowledge of contemporary issues in management and various approaches to resolve those issues

TEXT BOOK

Harold Koontz & Heinz Weirich (2012), *Management, a Global and Entrepreneurial Perspective*, New Delhi: Tata McGraw Hill Publishing company.

REFERENCE BOOKS

1. Dipak Kumar Bhattacharyya (2012), *Principles of ManagementText and Cases*, New Delhi: Pearson.

2. Balasubrahmanian. N. (2012), *Management Perspectives*, NewDelhi: Mac Millian India Ltd.

3. Charles Hill, Steven Mc Shane (2012), *Principles of Management*,New Delhi: Tata McGraw Hill.

4. Ricky W. Griffin . (2012),*Management*, New Delhi: CengageLearning.

5. Terry and Franklin. (2011),*Principles of Management*, New Delhi:AITBSPublishers.

6. Robert Kreitner. (2012), *Principles of Management*, New Delhi:Cengage South-Western12 E

JOURNALS

1. Vikalpa, Indian Institute of Management

2. Journal of General Management., Mercury House BusinessPublications, Limited

3. Harvard Business Review, Harvard Business School Publishing Co.USA

4. Indian Management, AIMA, New Delhi

5. IJBMT Global Business Innovation, SPIRI

6. GITAM Journal of Management, GIM, GITAM (Deemed to beUniversity) .

MBG304: E-COMMERCE

INTRODUCTION

By the help of the flexibility offered by computer networks and the availability of the Internet, E-commerce develops on traditional commerce. E-commerce creates new opportunities for performing profitable activities online. It promotes easier cooperation between different groups: businesses sharing information to improve customer relations; companies working together to design and build new products/services; or multinational company sharing information for a major marketing campaign.

COURSE OBJECTIVES

1) To make the students understand the various concepts related to Electronic Business

2) To enable them to understand and exploit its role in providing strategic advantage.

SYLLABUS

Unit I: **Introduction to E-Commerce** – Definitions - Types of E-commerce, Benefits of E-commerce - Limitations of E-commerce - Impact of E-commerce Electronic Market Structure – Business Models of E-Commerce, Electronic Marketplaces – Types of E-Marketplaces, Electronic stores and Malls, Electronic Catalogues, E-Shopping Cart, Online Auctioning.

Unit II: B2C and Advertising in Ecommerce – Retailing in E-Commerce
– E-Tailing Business Models, Online Purchase Decision Aids, Online Consumer Behavior Model – Consumer Purchasing Decision Making Process–Internet Marketing Methods – Web Advertising - Advertisement Methods – Advertisement Strategies and Promotions

Unit III: B2B E-Commerce - Characteristics of B2B EC – Models of B2B - Purchasing, Logistics and Support Activities, Electronic Data Interchange (EDI), Electronic Supply Chain Management.

Unit IV: **Electronic Payment Systems and Security** Electronic Payment and Protocols – Electronic Credit Card system – Electronic Fund Transfer and Debit Cards - Security schemes in Electronic Payment Systems, Fraud Protection.

Unit V: Mobile and Social Commerce:Attributes and Drivers of M-Commerce, Mobile Financial Applications, Mobile Marketing and Advertising, Mobile Entertainment, Web 2.0, Virtual Communities, Online Social Networking, Business and Enterprise Social Networks, Advertising in Social Networks.

Internet based Exercises related to different concepts of Ecommerce

COURSE OUTCOMES

1) Understand the concept of E-Commerce and its significance

2) Understand how social media is playing a vital role for the promotion of a business

3) Understand the concept and usage of E-Commerce

TEXT BOOK

Efraim Turban, David King, Jae Lee, Dennis Viehland(2014), *Electronic Commerce: Managerial and Social Networks Perspective*, New Delhi: Pearson Education.

REFERENCE BOOKS

1. Hanson Ward (2012), *Internet Marketing and Ecommerce*, New Delhi:Cengage Learning.

2. Elias M Awad (2012), *Electronic Commerce: From Vision to Fulfillment*,New Delhi: Prentice Hall of India.

3. P.T.S.J. Joseph (2012), *E-Commerce: An Indian Perspective*, New Delhi:Prentice Hall India.

4. Karabi Bandopadhyay (2012), *Mobile Commerce*, New Delhi: Prentice Hall India.

MBG112: BUSINESS STATISTICSINTRODUCTION

The course is designed to understand and acquire knowledge and skills in statistics for solving business problems.

COURSE OBJECTIVES

1) To familiarize the students with the basic concepts of statistics
2) To provide them statistical techniques which are useful in business decisions

SYLLABUS

Unit I: Social & Economic Surveys - Meaning, Definition and Need - Techniques of Conducting Surveys - Survey Design - Sources of Data - Methods of Primary Data Collection - Sampling - Different types of Sample Design - Data Analysis and Presentation.

Unit II: Measures of Central Tendency: Mean, Median, Mode. Measures of Dispersion: Range, Quartile Deviation, Mean Deviation, Standard Deviation, Variance, Coefficient of Dis-persion, Coefficient of Variation, Combined Arithmetic Mean and Combined Standard Deviation.

Unit III: Correlation and Regression Analysis: Meaning of Correlation, Types of Correlation, Methods of Computation of Correlation Coefficient: Karl Pearson and Spearman's Rank; Meaning of Regression, Types of Findingthe Regression Equations : Least Square Principle and Using Regression Coefficient Methods, Prediction Using the Regression Equations.

Unit IV: Probability: Introduction, Definitions of Various Terms, Definition ofProbability and Basic Problems in Probability. Index Numbers: Definition, Uses of Index Numbers Types of Index Numbers – Laspyre, Paasche's, Fisher's, Cost of Living Index Numbers.

Unit V: Time Series Analysis: Definition, Components of Time Series, Measurement of Trend : Least Square Method, Moving Average Method, Report writing - Significance of Report Writing - Steps in Report Writing - Layout of the Research Report.

Note: Proofs of theorems and derivations of problems and distributions are excluded.

COURSE OUTCOMES

1) Student will be able to understand the measurement systems variability, control processes (as in statistical process control or SPC), for summarizing data.
2) Student will be able to make data-driven decisions.

TEXT BOOK

J.K Sharma (2013), *Business statistics*, New Delhi: Pearson Education.

REFERENCE BOOKS

1. S.C. Gupta & Indra Gupta (2012), *Business Statistics*, Hyderabad: Himalaya Publishing House.

2. David M.Levine, David Stephan Timothy C.Krehbiel, Mark L Berenson (2012), *Statistics for managers using Microsoft Excel*, NewDelhi: Prentice Hall India Pvt.

3. Amir D. Aczel, Jayavel Sounderpandian (2011), *Complete Business Statistics*, New Delhi: Tata McGraw Hill.

4. S.P. Gupta &M.P. Gupta (2012), *Business Statistics*, New Delhi: Sultan Chand & Sons.

JOURNALS

1. American Statistician, American Statistical Association, USA.

2. Journal of the American Statistical Association, American StatisticalAssociation, USA

3. Journal of Mathematics and Statistics, Science Publications, USA

MFT 122: ADVANCED EXCEL

INTRODUCTION:

Every financial analyst spends more time in Excel as Excel provides lot of functions and features to carry out financial tasks in Excel.

COURSE OBJECTIVES:

To understand the features in Excel that helps in financial analysis

To gain hands on experience in advanced excel

SYLLABUS:

Unit – I: Preparation of Excel Sheet: Balance Sheet, Profit and Loss Statement, Cash Flow Statement, Budget preparation, Calculate Expected Values, Calculate Weighted Grades, Calculate Budget Income statement,Variable Tax or Commission Calculation

Unit – II: Financial Functions - I: Future Value (FV), FVSCHEDULE, Present Value (PV), Net Present Value (NPV), PMT, PPMT, Internal Rate of Return (IRR)

Unit – III: Financial Functions - II: Modified Internal Rate of Return (MIRR), XIRR, NPER, RATE, EFFECT, NOMINAL, SLN, DB

Unit – IV: Analysis Tool pack Finance Add-in: ACCRINT, ACCRINTM, CUMIPMT, CUMPRINC, DISC, EFFECT, INTRATE, NOMINAL, XIRR,XNPV, YIELD

Unit – V: Accounting and Financial Calculations: Compound Interest, Depreciation, Amortization, Financial Analysis – Present Value of Single CashFlow, Present Value of an Annuity, Present Value of a Perpetuity, Future Valueof a Single Cash Flow with constant interest rate, Future Value of a Single Cash Flow with a Variable Interest Rate, Future Value of an Annuity, Analysisof Single Cash Flow, Analysis of an Annuity

COURSE OUTOCMES:

1. To prepare balance sheet in excel
2. To work with different financial functions
3. To work with analysis toolpack with finance add =-in
4. To perform accounting calculations in excel
5. To perform finance calculations in excel

TEXT BOOK

1. Melton, B. (2014), *Microsoft Office Professional 2013: Step by Step*, New Delhi: Prentice Hall of India.

REFERENCE BOOKS

6. Paul Mcfedries (2013), *Excel 2013 Formulas and Functions*, New Delhi: Pearson Education.
7. Guy Hart Davis (2010), *How to do everything with Microsoft Office Excel*, New Delhi: Tata McGraw Hill.
8. Kathleen Stewart (2010), *Microsoft Excel: A Professional Approach*, New Delhi: Tata McGraw Hill.
9. Bill Jelen (2013), *Excel 2013 PivotTable Data Crunching*, New Delhi: Pearson Education.
10. Frey Curtis (2010), *Microsoft Excel 2007 Plain & Simple*, New Delhi: Prentice Hall of India.

JOURNALS

1. GITAM Journal of Management, GITAM (Deemed to be University),Visakhapatnam
2. Information Technology

MFT 124: INTRODUCTION TO R

INTRODUCTION

R is an open source programming language for statistical computing and graphics. R has found huge acceptance from the data scientists' community and is being widely used by the statisticians and data miners for data analysis.

COURSE OBJECTIVES

1) Understand the programming concepts of R
2) Gain hands on experience in working with R

SYLLABUS

UNIT – I: Introduction to R: Concept of R, Installing R, IDE of R, getting help from R, Mathematical Operators and Vectors, Assigning Variables, Special Numbers, Logical Vectors, Classes, Different types of numbers, changing classes, Examining Variables, The workplace

UNIT – II: Elements in R: Vectors – Sequences, Lengths, Names, Indexing Vectors, Vector Recycling and Repetition, Matrices and Arrays – Creating Arrays and Matrices, Rows, Columns, Dimensions, Indexing Arrays, Combining Matrices, Array Arithmetic, Lists –Creating lists, Automatic and recursive variables, List dimensions and arithmetic, indexing lists,
Conversion between vectors and lists, Combining lists, NULL, Pairlists, Data Frames – Creating Data Frames, Indexing Data Frames, Basic Data Frame Manipulation

Unit – III: Functions, Strings and Factors: Environments Functions – Creating and Calling Functions, Passing functions, variable scope, Strings – Constructing and printing strings, Formatting numbers, Special characters, Changing case, Extracting Substrings, Splitting Strings, File paths, Factors – Creating, factor levels, ordered factors, conversion of variables

Unit – IV: Flow Controls: Conditional – if and else, Vectorized if, Multiple Selection, Loops – repeat loops, while loops, for loops, Advanced looping – replication, looping over lists, looping over arrays, Multiple – Input Apply, Instant vectorization, Split-Apply-Combine

Unit – V: Packages and Visualization: Loading packages, search path, libraries and installed packages, installing packages, maintaining packages, Visualization – The three plotting systems, Scatterplots – base graphics, lattice graphics, ggplots, Line Plots, Histograms, Box Plots, Bar Charts, Other plotting packages and systems

COURSE OUTCOMES

1) Write basic programs in R language
2) Use built in packages to enhance the program
3) Perform data visualization with R

TEXT BOOK

Gardener, M (2013), Beginning R, New Delhi: Wiley India.

REFERENCE BOOKS:

1. Teetor, P. (2014), R Cookbook, Mumbai: O' Reilly India / Shroff Publishers.
2. Cotton, R. (2014), Learning R, Mumbai : O' Reilly India / Shroff Publishers.

JOURNALS

1. Information Technology, New Delhi
2. Computers Today, New Delhi

GITAM Institute of Management (GIM)
Gandhi Institute of Technology and Management(GITAM)
(Declared as Deemed to be University u/s 3 of UGC Act. 1956)
Visakhapatnam – 45.

Course Code: VDC111	**Course Title**: Venture Discovery	
Semester: II	**Course Type:** Internal	**Credits**: 2
Program BBA (FT)		
Course Leader: Venture Discovery Centre		

Course description and learning outcomes

India as part of its Make in India initiative has been focusing on creating incubation centers within educational institutions, with an aim to generate successful start-ups. These start-ups will become employment creators than employment seekers, which is the need of the hour for our country.

This common course for all the disciplines is a foundation on venture development. It is an experiential course that lets students venture and find out what is a business, financial and operating models of a business are. How to design and prototype a solution that meets their customers' needs and generate revenue for the business.

COURSE OBJECTIVES

- Discover who you are – Values, Skills, and Contribution to Society.

- Gain experience in actually going through the innovation process.

- Conduct field research to test or validate innovation concepts with target customers.

- Understand innovation outcomes: issues around business models, financing for start-ups, intellectual property, technology licensing, corporate ventures, and product line or service extensions.

On successful completion of this course, students will be able to:

Course outline and indicative content

Unit I (6 sessions)

Personal Values: Defining your personal values, Excite & Excel, Build a Team, Define purpose for a venture. Four stages: Personal Discovery, Solution Discovery, Business Model Discovery, Discovery Integration.

Unit II (6 sessions)

Solution Discovery: Craft and mission statement, Experience design, Gaining user insight, Concept design and positioning, Product line strategy, Ideation & Impact.

Unit III (6 sessions)

Business Model Discovery: Prototyping solutions, Reality Checks, Understand your industry, Types of business models, Define Revenue Models, Define Operating Models

Unit IV (6 sessions)

Discovery Integration: Illustrate business models, Validate business models, Define company impact

Unit V (6 sessions)

Tell a Story: Can you make money, Tell your venture story.

	Course Outcome
1	Understand conceptual framework of the foundation of a venture
2	Understand the concept of purpose, mission and value-add service offered by a venture
3	Analyze design and positioning of the product
4	Demonstrate prototyping
5	Analyze business, revenue and operating models

Assessment methods

Task	Task type	Task mode	Weightage (%)
A1. Assignments	Individual	Report/Presentation	20
A2. Case / Project/ Assignment	Groups* or Individual	Presentations/Report/ Assignment	40
A3. Project	Individual/Group	Report/Pitch	40

Transferrable and Employability Skills

	Outcomes	Assessment
1	Know how to use online learning resources: G-Learn, online journals, etc.	A1 & A2
2	Communicate effectively using a range of media	A1& A2
3	Apply teamwork and leadership skills	A2
4	Find, evaluate, synthesize & use information	A1 & A2
5	Analyze real world situation critically	A3
6	Reflect on their own professional development	A3
7	Demonstrate professionalism & ethical awareness	A2
8	Apply multidisciplinary approach to the context	A2

Learning and teaching activities

Mixed pedagogy approach is adopted throughout the course. Classroom based face to face teaching, directed study, independent study via G-Learn, case studies, projects and practical activities (individual & group)

Teaching and learning resources

Soft copies of teaching notes/cases etc. will be uploaded onto the G-learn. Wherever necessary, printouts, handouts etc. will be distributed in the class. Prescribed text book will be provided to all. However, you should not limit yourself to this book and should explore other sources on your own. You need to read different books and journal papers to master certain relevant concepts to analyze cases and evaluate projects. Some of these reference books given below will be available in our library.

Prescribed Modules:

Access to NU-IDEA online modules will be provided.

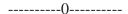### Referential text books and journal papers:

Personal Discovery Through Entrereneurship, Marc H. Meyer and Chaewon Lee, The Institute of Enterprise Growth, LLC Boston, MA.

Suggested journals:

Vikalpa, Indian Institute of Management, Ahmedabad

Journal of General Management, Mercury House Business Publications, Limited

Harvard Business Review, Harvard Business School Publishing Co. USA

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SEMESTER III

S. No.	Course Code	Title of the Course	Course Level	Sessions			Credits	Marks		
				T	P	Ttl		I	E	Total
1	MFT201	Human Resource Management	Core	4	-	4	3	40	60	100
2	MFT221	Relational Database Systems*	Core *	4	2	6	4	100	-	100
3	MFT203	Financial Management	Core	4	-	4	4	40	60	100
4	MFT205	Marketing Management	Skill Based	4	-	6	3	40	60	100
5	MFT223	Python Programming*	Skill Based *	4	2	6	4	100	-	100
6.	MFT 293*	Social/Rural Project	Skilled based	-	-	-	1	50		50
7	MFT291	Semester-end Viva Voce	Skill Based	-	-	-	1	50	-	50
Total				**20**	**4**	**24**	**20**	**370**	**180**	**600**

*100% Internal Assessment

MFT201-HUMAN RESOURCE MANAGEMENT

INTRODUCTION

The purpose of this course is to provide the students with the basic understanding of the concepts, systems of human resource development in organizations. The turbulent business climate, caused by increased global price competitiveness, changing technologies, changing employment legislations and challenging work force composition is challenging managers to utilize their employees more effectively to gain competitive advantage. In recent years, there have been significant practical developments with increasing numbers of private and public sector organizations adopting HRM initiatives alongside downsizing and reengineering the organization.

COURSE OBJECTIVES

1) To provide an understanding of the strategic importance of managing human resources within an organization.

2) To provide an overview of the various functions of the HR management and a range of practices employed by organizations across the globe for building a competitive advantage.

SYLLABUS

UNIT-I: Introduction: Nature, scope and significance of HRM - Evolution of HRM – Recent trends in HRM – Functions of HRM – Challenges of HR managers

UNIT-II: Procurement: Human Resource Planning – HR Forecasting methods- Job analysis and Job design – Recruitment - Selection – Induction

UNIT-III: Development: Identification of training needs - designing the training program – Methods of training – Difference between Training & Development

UNIT-IV: Compensation and Integration: Introduction - Basic factors in determining pay rates – Basic, Supplementary and Executive Remuneration
– types of employee benefits and services - Quality of work life – Collective Bargaining.

UNIT-V: Separation and Maintaining: Communication and Counseling -Safety and Health – Internal mobility - Retirement and Retirement benefits.

Case Let (Not Exceeding 200 Words)

COURSE OUTCOMES

After completion of this course students will be able to –

1) understand the various HRM initiatives

2) understand and apply these to help in building loyal and committed employees to achieve organizational success in a competitive environment.

TEXT BOOK

Snell, Bohlander and Vohra(2012),*Human Resource Management – A South Asian Perspective*, New Delhi: Cengage Learning.

REFERENCE BOOKS

1. Edwin B Flippo(2010), *Personnel Management*, New Delhi:TataMcGraw Hill Publishing.

2. Gary Dessler&BijuVarkkey (2011), *Human Resource Management,*New Delhi: Pearson.

3. P Subbarao(2012),*Human Resource Management*, New

Delhi:Himalaya Publishing House.

4. Seema Sanghi(2011),*Human Resource Management*, New Delhi:Macmillan publishers India Ltd.

JOURNALS

1. GITAM Journal of Management, GIM, GITAM (Deemed to be University), Visakhapatnam

2. Harvard Business Review, Harvard Business School Publication Co.USA

3. Human Capital, HR Information Services, New Delhi

4. Vikalpa, Indian Institute of Management, Ahmedabad

RELATIONAL DATABASE MANAGEMENT SYSTEMS

INTRODUCTION

Database is the basis on how corporate data is stored and effect decisions. The effectiveness of the database lies in the ease with which a user can access the data when required. This can be ensured by understanding the needs and optimizing the database, to store and retrieve data fast. This course introduces students to the concepts of database creation, storage, retrieving and management of databases.

COURSE OBJECTIVES

1. To understand the creation, storage and retrieving of data from adatabase.
2. To understand the Structured Query Language (SQL)
3. To understand the tasks of database management system.
4. To understand the writing queries and procedures in SQL and PL/SQL

Unit I:

Data, Relational databases, Abstraction, DBMS Structure, DBMS Queries, ER Diagrams, Constraints, Class Hierarchies, Aggregation.

Unit II:

Structured Query Language (SQL): Introduction to SQL, data definition commands, data manipulation commands, SELECT queries, advanced data definition commands-advanced SELECT queries, Nested queries, Integrity constraints.

Unit III:

Advanced SQL: creating a view, joining database tables, Relational set operators, SQL join operators, sub queries, SQL functions.

Unit IV:

Working with PL/SQL: Control Structures, PL/SQL Block, Cursors, Procedures, Functions, Triggers.

Unit V:

Query Processing and Optimization: ACID properties, Transaction Processing and Concurrency Control - Database Recovery.

COURSE OUTCOMES

1. Demonstrate writing SQL queries to store and retrieve data.
2. Develop skills to create, maintain a database.
3. Will be able to optimize database queries.
4. Writes queries and procedures in SQL and PL/SQL

TEXTBOOK

1. Ramez Elmasri & Shamkant B. Navathe, Database Systems, Models, Languages, Design and Application Programming, 6th Edition, Pearson.

REFERENCE BOOKS

1. Database Management Systems, Raghu Ramakrishnan, Johannes Gehrke, 4th Edition, McGraw Hill
2. Shah, N (2015), *Database Systems Using Oracle*, New Delhi: Pearson Education.
3. Ullman, J.D. & Widom, J. (2014), *A First Course in Database Systems*, New Delhi: Pearson Education.

FINANCIAL MANAGEMENT

INTRODUCTION

Finance is the life blood of the business. Financial Management is one of the key areas of management. This Course helps in understanding of the fundamentals of financial management in terms of investment; financing and dividend policy. This course is designed to familiarize the students with the basic concepts and practices of Financial Management.

COURSE OBJECTIVES

1) To familiarize the students with the basic concepts of Financial Management.

2) To give thorough understanding of the practices of basic Financial Management.

SYLLABUS

UNIT-I: Financial Management - An Introduction

Meaning and Definition of financial Management, Goals of Financial Management, Finance Functions, Organisation of finance function, Interface between Finance and other business functions, Financial Planning, steps in Financial Planning, Factors Affecting Financial Plans, Time Value of Money.

UNIT-II: Investment Decisions

Introduction to Capital Budgeting, Importance of capital Budgeting, Capital Budgeting Process, Techniques of Capital Budgeting - Accounting Rate of Return, Pay Back Period, Net Present Value, Internal Rate of Return and Profitability Index.

UNIT-III: Financing Decisions

Cost of Capital - Cost of Debt, Cost of Preference Shares, Cost of Equity Shares, Cost of Retained Earnings, Weighted Average Cost of Capital; Leverages – Introduction – Types of Leverages – Measurement of Operating Leverage, Financial Leverage and Combined Leverage ; Capital Structure – Introduction, Features of Ideal Capital Structure, Factors affecting Capital Structure, Theories of Capital Structure - Net Income Approach, Net Operating Income Approach, Modigliani and Miller Approach and Traditional Approach

UNIT-IV: Working Capital Management - Introduction – Concepts of Working Capital, Objective of Working Capital Management, need for Working Capital, Operating Cycle, Determinants of Working Capital, Estimation of Working Capital.

UNIT-V: Dividend Decisions - Introduction, Forms of Dividends, Types of Dividend Policies, determinants of Dividend Policy -Theories of Dividend Policy - Walter Model, Gordon Model, Modigliani and Miller Model – Bonus Shares and Stock Split – Legal, procedural and Tax Aspects of Dividend Policy.

COURSE OUTCOMES

After completing this course the students should be able to –

1) make optimum decisions pertaining to raising funds, making investments and managing the assets of a corporation, big or small.

2) Learn to manage finances with the ultimate goal of creating value.

TEXTBOOK

R.K. Sharma &Shashi K. Gupta(2014), *Financial Management.* Ludhiana: Kalyani Publications.

REFERENCE BOOKS

1. I.M. Pandey (2010), *Financial Management,* New Delhi Vikas Publications.
2. M.Y. Khan & P.K. Jain. (2013), *Financial Management.* New Delhi: Tata McGraw Hill.

JOURNALS

1. Chartered Financial Analyst - ICFAI - Hyderabad.
2. GITAM Journal of Management, Visakhapatnam.
3. Journal of Financial Management and Analysis - Centre for Financial Management Research.

MARKETING MANAGEMENT

INTRODUCTION

How good is a product or service, if they cannot be sold to the prospective customer? Marketing helps to communicate the value of a product or service to the consumer, with an aim to sell the product. Marketing Management is a discipline focused on the application of marketing techniques and the management of marketing resources and activities. It is important to gain insights into the dynamic nature of the markets and the ways and means to manage them, using theoretical knowledge and its applicability on the field. The importance of the 4 Ps of Marketing, i.e. Product, Price, Promotion and Place can never be undermined.

COURSE OBJECTIVES

1) To familiarize the students with the core Concepts of Marketing

2) To acquaint them with different Marketing functions, principles and strategies.

SYLLABUS

UNIT-I: Introduction to Marketing – Nature, Scope and Importance of Marketing – Concepts and Approaches to Marketing – Product Vs. Service Marketing, Role of Marketing in the Economic Development – Latest Trends in Marketing.

UNIT-II: Analyzing Consumer Markets and Buyer Behaviour – Factors Influencing the Buyer Behaviour; Market Segmentation and Targeting, Positioning.

UNIT-III: Marketing Mix Strategies & Extended Marketing Mix: Product&Service Mix, Classification of Products – Product Life Cycle Stages, New Product Development

UNIT-IV: Pricing & Channels of Distribution: Pricing Objectives – Factors Influencing the Pricing Policy – Pricing Methods, Channels of Distribution – Channel Design Decisions – Channel Management.

UNIT-V: Promotion Mix – Importance of Promotion – Managing Advertising – Sales Promotion, Personal Selling and Direct Marketing, Publicity and Public Relations.

Case study (Not exceeding 250 words).

COURSE OUTCOMES

After completion of this course students will be able to –

1) understand the various HRM initiatives

2) understand and apply these to help in building loyal and committed employees to achieve organizational success in a competitive environment.

TEXT BOOK

Philip Kotler (2014), *A Framework for Marketing Management*, NewDelhi: Pearson Education.

REFERENCE BOOKS

1. W.J. Stanton (2011), *Fundamentals of Marketing*, New Delhi:McGraw Hill Publishing Co. Ltd.,

2. Gravens Hills & Wood Ruff (2012), *Marketing Management*, NewDelhi: Cravens Hills, AITBS.

3. RajanSaxena (2010), *Marketing Management,* New Delhi: Tata Mc-Graw Hill.

4. Sontakki C.N. (2012), *Marketing Management*, New Delhi: KalyaniPublications.

JOURNALS
1. GITAM Journal of Management, Visakhapatnam.
2. Journal of Marketing, New Delhi.
3. Advertising & Marketing, New Delhi.

4. Indian Management, New Delhi.
5. Indian Journal of Commerce, New Delhi.

PYTHON PROGRAMMING

INTRODUCTION

Python is an object-oriented interpreted programming language with simple touse syntax and is part of the open source foundation. It uses dynamic typing systems with automatic memory management. It is gaining popularity based on its easy and efficiency of data management, especially for Big Data analytics.

COURSE OBJECTIVES

1. To understand the syntax of Python programming
2. To understand object oriented programming concepts like classes andobjects
3. To understand how Python could be used to create GUI.

UNIT–I:

Introduction: Features of Python, Installation and using Python Variables andData types, Operators in Python, input – Output Statements.

Control Structures: Conditional Control Statements, Loop Control Statements.

UNIT–II:

Data Structures of Python: Strings, Lists, Tuples, Dictionaries.**Functions:** Defining and calling a

function, Types of Function. **Modules:** Importing Module, Packages, Composition.

UNIT–III:

Exception Handling: Raising an Exception, The Assertion Error Exception, Handling Exceptions using try and except Block, The else Clause, Using finally.

Regular Expressions: Regular Expressions: Match Function, Search Function,Matching Vs Searching, Modifiers, Patterns

UNIT IV

OOP Concepts in Python: Python OOPs Concepts, Constructor, Inheritance.

Working with Files: File Handling, Read Files, Write/Create Files, DeleteFiles.

Unit V

GUI Programming using Tkinter: Introduction to Python Tkinter, creatingdifferent Widgets, Mouse Event handling, Keyboard Event handling.

Database programming: Environment Setup, Database Connection,Executing different queries in database via python.

COURSE OUTCOMES

1. Understand how to use classes and objects
2. Explore the use of Python for front-end design
3. Analyze project requirement and determine libraries that can be usedto standardize and modularize the code.
4. Explore the use of python to interact with database

TEXT BOOK

Lutz M, Learning Python: Powerful Object-Oriented Programming 5th Edition

REFERENCE BOOKS

Robert Sedgewick, Kevin Wayne, Robert Dondero, Introduction toProgramming in Python, Pearson

David Beazley, Brian K.Jones, Python Cookbook: Recipes for MasteringPython 3 3rd Edition

Kenneth A. Lambert, B.L.Juneja, Fundamentals of Python, 2015, CengageLearning

FOURTH SEMESTER

S. No.	Course Code	Title of the Course	Course Level	Sessions			Cred its	Marks		
				T	P	Ttl		I	E	Ttl
1	MFT202	Retail Bank Management	Core	-	-	-	3	40	60	100
2	MFT 204	Business Laws and Ethics	Core	-	-	-	3	40	60	100
3	MFT 206	Business Analytics	Core	-	-	-	3	40	60	100
4	MFT 208	Operations Management	Core	-	-	-	3	40	60	100
5	MFT 222	Web Technologies (100% Internal Assessment)	Skill Based	2	2	4	4	100	-	100*
6	MFT 292	Semester-end Viva Voce	Skill Based	-	-	-	1	50	-	50
Total				**20**	**2**	**22**	**17**	**250**	**300**	**550**

*100% Internal Assessment

BBA FinTech - IV SEMESTER RETAIL BANK MANAGEMENT

INTRODUCTION

Over the last three decades there has been are markable increase in the size, spread and scope of banking activities in India. The emergence of new private banks with enhanced technology focusing on digitalization has broadened the scope and range of banking services offered to consumers. This has led to intense competition among banks and financial institutions. The developments aiming at strengthening the system, in there tail banking sector in the last two decades are important factors for banking. A peek in to the basic tools of banking, along with the regulations governing the sector is beneficial to those interested in taking banking as a profession

COURSE OBJECTIVES
- To understand the various banking products
- To provide exposure to various banking services
- To understand various Ancillary Services.

SYLLABUS

Unit I

Introduction to Retail Banking: Definition and scope - customers, products, services; New Products & Services - Financial Planning and Advisory Services, Bancassurance, Mutual Funds, Portfolio Management Services.

Unit II

Branchless Banking: Management of alternate delivery channels -Automated Teller Machine (ATM), Phone Banking, Mobile Banking, Card technologies,Internet Banking

Unit III

Ancillary Services: Interbank Transfer - Electronic Clearing Services (ECS), Electronic Funds Transfer - NEFT, RTGS, SWIFT, Electronic cheques; New payment settlement systems- IMPS-UPI-Safe Deposit Lockers; FOREX service; DEMAT and Custodial service.

Unit IV

Retail Lending: Cash Credit, Retail loans - vehicle, personal, home, education;Creation of Security - hypothecation, mortgage, pledge, lien; Banker's Rights;Management of non-performing assets (NPA), capital adequacy; Introductionto Basel Norms

Unit V

Responsibility of Banks: Know Your Customer (KYC), Prevention of Money Laundering, Banking Ombudsman, Banking Codes & Standards Board of India (BCSBI)

COURSE OUTCOMES

- Deal with banking transactions, personal or professional with a betterunderstanding

- Tackle advisory and investment decisions

- Use banking services with clear understanding about the various delivery channels

- Develop alacrity of RBI regulations will make them handle various financial services with diligence, ensuring they are on the right side of law

- Will be able to successfully integrate as a BFSI professional

TEXT BOOK

Padmalatha Suresh & Justin Paul, Management of Banking and Financial Services, 5th impression, Dorling Kindersley (India) Pvt. Ltd., licensees of Pearson, New Delhi,2014

REFERENCE BOOK

1. Rajesh, R., & Sivagnanasithi T., "Banking Theory Law & Practice",Tata Mc Graw Hill,

New Delhi,2013

2. Dr S Gurusamy, "Banking Theory Law & Practice", Tata McGraw Hill, New Delhi, 2013

3. Agarwal, O. P., "Banking and Insurance",

JOURNALS

1. "Bank Quest", Journal of Indian Institute of Bankers, Mumbai

2. "Prajnan", Journal of National Institute of Bank Management, Pune.

BUSINESS LAWS AND ETHICS

INTRODUCTION

Ignorance of law is no excuse and everyone is supposed to know the law of the land. Law controls and regulates the external behavior of human beings. Human conduct must conform to legal rules and regulations. Business law is a branch of general law and it controls and regulates commercial transactions involving businessmen, traders, importers, exporters, consumers, etc. The present business laws consist of the general principles of Contract (Contract Act), Law of Agency, Sales of Goods Act, Partnership and Company Law.

COURSE OBJECTIVES
- To understand the basic concepts of Contracts, Sale of goods, Agency etc.
- To acquaint with special legislations dealing with business transactions
- To elucidate the process of formation and winding up of a company

COURSE SYLLABUS

UNIT-I: Importance of Contract Act: Meaning and kinds of Contracts, essentials of a Contract, Offer and Acceptance, free consent, capacity of the parties, lawful consideration, legality of object, performance of Contract, discharge of Contract, quasi Contract.

UNIT-II: Sale of Goods Act: Sale and Agreement to sell, conditions and warranties, transfer of property, Rights of unpaid seller. Law of Agency: Definition - kinds of agents - creation of Agency- rights and duties of agent and principal - termination of Agency.

UNIT-III: Ethics: Personal, Professional; Formation; moral overconfidence; moral disengagement; Business ethics – Importance, need and Significance; Stakeholder theory; Globalization and business ethics. Ethical dilemmas – Sources & their resolutions; Influencing factors; Cross-holder conflicts and competition; Case Studies.

UNIT-IV: Partnership Act 1932: Meaning and scope of partnership, formation of partnership, registration of partnership, kinds of partners, dissolution of a partnership firm, limited liability partnership (LLP).

UNIT-V: Company Law: Definition and kinds of companies - formation and advantages of incorporation of a company - Memorandum of Association- Articles of Association - Prospectus - winding up of a company.

Case let (not exceeding 200 words)

COURSE OUTCOMES

After completion of the course the student

1. Would Learn the importance of contracts in Business Transactions

2. Would be able to know different legislations dealing with business and commerce like Sales of Goods Act, Partnership Act and an elementary knowledge of Company Law.

TEXT BOOK

Avatar Singh, "Business Laws", Eastern Book Company, Lucknow, 2014

REFERENCES

1. Maheswari & Maheswari, "Business Laws", Himalaya Publishing Company, New Delhi, 2013

2. Akhileshwar Pathak, "Legal Aspects of Business", Pearson, New Delhi, 2014

JOURNALS

1. Business Law Reports

BUSINESS ANALYTICS

INTRODUCTION

Business Analytics provides a set of statistical tools that can be used to analyzedata to help with business decision making. Data is the biggest asset for any corporation, which if effectively leveraged can build competitive advantage. This course aims to introduce students to the methodology that needs to be followed and tools that can be used for data analysis.

COURSE OBJECTIVES

- To understand the basic data analytic measures
- To provide exposure to data visualization tools
- To understand optimization models that helps with decision analysis.

Unit I

Descriptive, Predictive and Prescriptive Analytics, Data types, Categorical Data, Cross-section and Time series data.

Unit II

Data analysis using Excel, Data Distributions, Measures of location, variability, Covariance and Correlation Coefficients. Data Visualizations, Tables, Charts, GIS Charts, Data Dashboards.

Unit III

Linear and Multiple Regression Models, Inference, Modelling nonlinear relationships, Model fitting, using XLMiner or Python.

Unit IV

Linear Optimization Models, Non-Linear Optimization Models, Integer-LinerOptimization Models.

Unit V

Monte-Carlo Simulation, Decision Analysis.

COURSE OUTCOMES

- Perform linear and multiple regression models
- Visualize data using charting tools
- Demonstrate use of simulations for decision analysis.
- Analyze online time series datasets and build models to build MISdashboards

TEXT BOOK

Jeffrey D. Camm, Cochran, et.al, Essentials of Business Analytics, 2015, Cengage Learning.

REFERENCE BOOK

Sahit Raj, Business Analytics, 2015 Cengage Learning.

INTRODUCTION

Operations Management (OM) is concerned with the management of resources and activities that produce and deliver goods and services for customers. Efficient and effective operations can provide an organization with major competitive advantages since the ability to respond to customer and market requirements quickly, at a low cost, and with high quality, is vital to attaining profitability and growth through increased market share.

COURSE OBJECTIVES

- Understand the process model of operations that describes inputs being transformed into outputs within the boundary of an operations system.

- Know the role of operations managers, in particular the importance of focusing on suppliers and customers who are outside this boundary, as well as on other aspects of the operations system's external environment

SYLLABUS

UNIT-I: Introduction to Operations Management - Introduction to Operations Management- Scope, Need, historical evolution of OM, Goods Vs. Services. Input-Process-Output Model. Need for Operations Strategy.

UNIT-II: Designing Operations: Process design, product design, Service delivery systems. Layout Planning - Types of Layout, Implications for layout planning, Layout Design.

UNIT-III: Planning and Control Of Operations: Facilities Location – Location Decision Relevant Factors, Location Planning Methods. Capacity Planning and Inventory Management.

UNIT-IV: Aggregate Production Planning (APP)**:** APP- Strategies, Master Production Scheduling – Linkages with APP. Evolution of ERP – Developing MRP Logic- Bill of Materials (BoM), Lot Sizing Rules, Master Production Schedule (MPS), MRP: Core Logic, Developing MRP

UNIT-V: Introduction to Quality Management, Quality Philosophy, BPR and Continuous Improvement tools - SQC. Introduction to Project Management, Knowledge areas in the Project Management, Project Environment, Project Life cycle.

COURSE OUTCOMES

- Understand the basics of operations management using manufacturing and service examples.

- Identify the roles and responsibilities of operations managers in different organizational contexts.

- Apply the planning and control concepts for decision-making

- Analyse the role of operations in projects

- Evaluate strategies for improvement in manufacturing and service contexts

TEXT BOOK

Heizer Jay, Barry Render, Chuck Munson & Amit Sachan 2017, *Operations Management – Sustainability & Supply Chain Management*, Pearson, 12th Edition.

REFERENCE BOOKS

1. B.Mahadevan, 2016, Operations Management theory and practice, 3rd Edition, Pearson Education.

2. Lee J. krajewski, Larry P.Ritzman, Manoj K. Malhotra & Samir K. Srivastava 2016, Operations

Management – Processes and Supply Chains, 11th Edition, Pearson.

3. Collier/Evans/Ganguly: OM: A South – Asian Perspective, 3rd Edition, Cengage Learning India Pvt. Ltd

JOURNALS

1. GITAM Journal of Management, Visakhapatnam.

2. Productivity.

3. LaghuUdyog.

4. Economic & Political Weekly, New Delhi.

WEB TECHNOLOGIES

INTRODUCTION

Web technologies is a general term referring to the many languages and multimedia packages that are used in conjunction with one another, to produce dynamic web sites such as this one. Each separate technology is fairlylimited on its own, and tends to require the dual use of at least one othersuch technology. The aim of this program is to introduce and get hands on experience in different components of web technologies.

COURSE OBJECTIVES
- To understand the structure HTML and CSS.
- To understand the ease and capability of using client-side scriptinglanguages
- To understand the server-side development
- To understand how to use XML documents

SYLLABUS

Unit I

Introduction to HTML Version5: Basic syntax, HTML document structure, text formatting, images, lists, links, tables, forms, frames, section, article, range and date.

Cascading Style Sheets Version3: Levels of style sheets, style specification formats, selector forms, font properties, list properties, color properties, alignment of text, background images, span and div tags. Responsive web pages using Bootstrap

UNIT- II

Introduction to Java Script: Overview of java Script, Syntactic characteristics, Primitives, Operator and Expression, control statements, Arrays, functions, errors in scripts, Document Object Model(DOM), Event driven computation, Element access in Java script, The navigator Object.

UNIT-III

Dynamic Document with Java Script: Element positioning, moving elements, changing colors and fonts, Dynamic content, Locating the mouse Cursor, Slow movements of elements, Dragging and Dropping Elements

Unit IV

Introduction to PHP: Overview of PHP, general server characteristics, Creating PHP Pages, Form handling, Data Base access with PHP & MySql.

Unit V

Introduction to XML: Syntax of XML, Document Structure, and Document Type Definition, Namespaces, XML Schemas, Document Object Model, Presenting XML, Using XML Processors: DOM and SAX, XSLT, XPath, XQuery.

COURSE OUTCOMES

- Demonstrate writing a valid standards-conformant HTML document with CSS.

- Understand web application applicability into real-life problems.

- Develop a reasonably sophisticated web application

- Demonstrate development of client-server applications thatcommunicate via XML documents

TEXT BOOK

Programming world wide web, Robert W.Sebesta , Pearson 4th edition

Reference Books

1. Uttam K.Roy, Web Technologies, Oxford Higher Education publication,2004.
2. Bai Ekedaw, Web Warrior Guide to Web Programmming, Thomps onPublications, 2012.

FIFTH SEMESTER

S. No.	Course Code	Title of the Course	Course Level	Sessions			Credits	Marks		
				T	P	Ttl		I	E	Ttl
1	MFT 301	Entrepreneurship	Core	4	-	4	3	40	60	100
2	MFT 303	Artificial Intelligence & Machine Learning	Core	4	-	4	3	40	60	100
3	MFT 305	Financial Markets and Risk	Core	4	-	4	3	40	60	100
4	MFT 307	International Financial Management	Core	4	-	4	3	40	60	100
5	MFT 309	Digital Marketing	Skill Based	4	-	4	3	40	60	100
6	MFT 395	Summer Project and Viva	Skill Based	-	-	-	2	100	-	100
7	MFT 391	Semester-end Viva Voce	Skill Based	-	-	-	1	50	-	50
Total				**20**	**0**	**20**	**16**	**250**	**300**	**550**

ENTREPRENEURSHIP

INTRODUCTION

Entrepreneurship is an essential element for economic progress as it manifests its fundamental importance in different ways: a) by identifying, assessing and exploiting business opportunities; b) by creating new firms and/or renewing existing ones by making them more dynamic; and c) by driving the economy forward - through innovation, competence, job creation- and by generally improving the wellbeing of society.

Understanding the challenges and potential of Entrepreneurship is significant and quite relevant in the context of the recent socio-economic structural changes. It has recently been claimed that if the managers and businessmen of many of our firms were to adopt entrepreneurial behavior when developing their strategies, firms would be facing a much brighter future than otherwise.

COURSE OBJECTIVES

- To understand Entrepreneurship and Start up culture among the students
- To understand the process of Entrepreneurship & preparing business plans
- To acquaint students with the process of new venture creation
- To facilitate the practices of entrepreneurship by preparing live business plans
- Understand how assess the requirement and sources of finance for the venture

SYLLABUS

Unit I

Introduction: Evolution of Entrepreneurship- Entrepreneur v/s Entrepreneur ship, Entrepreneurship and Economic Development, entrepreneurial mindset, Motivation for entrepreneurship, Traits of an entrepreneur, Types of Entrepreneurs-Family business and Social Entrepreneurship. Policy support to entrepreneurs-DIC, MSME, EDI, Entrepreneurial Net Works

Unit II

Structuring the Business Venture: Sources for innovative ideas, environmental scanning, opportunity identification, Incubation of Ideas and Prototype development- Building the Startup Team, benchmarks for effective team, Finding the Mentor, Building the Board of Directors- Formation of the business and Legal aspects of business, acquiring existing business and franchising.

Unit III

Business Model and Disruptive Innovation: Freemium Business Model – Analytics and Freemium Product Development – Freemium Metrics – Lifetime Customer Value – Freemium Monetization – Virality and Growth. Introduction to Disruptive Innovation. Identifying business processes, Business location strategy, Triggers for starting business, setting-up new ventures, Angel investor, venture capital entry and exit strategies, institutional support to budding entrepreneurs.

Unit IV

Business Plan Preparation: Feasibility study -Significance of business plan, Elements of business plan, contents of business plan, production plan, marketing plan, financial plan, Human Resource Plan and organizational structure, developing a business plan.

Unit V

Business Plan Review: Review of Mobile Application Business plan, Software Company Business Plan, E-commerce Business plan, Online payment system business plan. Success stories –Zomato, Uber, Ola and Oyo rooms.

COURSE OUTCOMES

- Understand the need and significance of Entrepreneurship in the Economy
- Develop Entrepreneurial knowledge and skills
- Develop Business Plan with the required contents
- Understand how to incubate an idea and creation of new venture

TEXT BOOKS

Donald F. Kuratko, "Entrepreneurship: Theory, Process, Practice", 9thEdition, Cengage Learning, New Delhi, 2014

REFERENTIAL BOOKS

1. Charles E.Bamford ,Garry D.Bruton, "Entrepreneurship a smallbusiness approach" ,Tata Mc Grahill,New Delhi,2016.
2. Robert D Hisrich,M.J.Manimala "Entrepreneurship" Tata Mc Grahill,New Delhi,2016
3. Poornima M. Charantimath, "Entrepreneurship Development - SmallBusiness Enterprises", Pearson, New Delhi, 2018.
4. Dr.S.S.Khanka "Entrepreneurship Development" S.Chand andComapany Limited, New Delhi,2017.
5. Arya Kumar, "Entrepreneurship: Creating and Leading anEntrepreneurial Organization" Pearson, New Delhi,Latest Edition.
6. Freemium Economics Leveraging Analytics and User Segmentationto Drive Revenue, Eric Benjamin Seufert, Elsevier.
7. Disruption by Design: How to Create Products that Disrupt and thenDominate Markets, Paul Paetz, Apress Publications, 2014.
8. The Ways to New: 15 Paths to Disruptive Innovation, Jean-MarieDru, John Wiley and Sons, 2015.
9. Creative Destruction and the Sharing Economy: Uber as DisruptiveInnovation, Henrique Schneider, Edward Elgar Publishing, 2017

SUGGESTED JOURNALS

1. International Journal of Entrepreneurial Behaviour and Research
2. International Journal of Small Business Management
3. International Journal of Entrepreneurship and Innovation Management

BBA Fin.Tech. - V SEMESTER

ARTIFICIAL INTELLIGENCE AND MACHINE EARNING

INTRODUCTION

Artificial Intelligence has its foundation in Boolean algebra. With the introduction of computers, AI has gained prominence, where attempts were made to make computers think and reason like humans. It has come a long wayfrom playing games to intelligent robots. This program aims to introduce the basic concept AI, Knowledge base and Machine Learning.

COURSE OBJECTIVES
- To understand the strategies of state space.
- To understand AI Knowledge representation.
- To understand machine learning

SYLLABUS

Unit I

Graph Theory, Strategies for State Space Search and Control Strategies, Heuristic Search, Monotonicity and Informedness.

Unit II

Recursion based search, Pattern-Directed search, AI Challenge Knowledge Representation, Problem reduction and game playing,

Unit III

Artificial Neural Networks, Introduction to Intelligent Agents, Natural Language Processing.

Unit IV

Definition of learning systems, Goals and applications of machine learning, Aspects of developing a learning system: training data, concept representation,function approximation.

Unit V

Machine Learning Paradigms: supervised learning models, K-nearest neighbor, decision trees, support vector machines. Unsupervised Learning: Kmeans clustering, hierarchical clustering.

COURSE OUTCOMES
- Apply state space search
- Understand fundamentals of Machine Learning.
- Demonstrate capability to Design, develop basic machine learningapplications
- Demonstrate Machine Learning algorithm models

TEXT BOOKS

1. Saroj Koushik, Artificial Intelligence, 2016, Cengage Learning
2. Tom Mitchell. Machine Learning, 2017, McGraw Hill

REFERENCE BOOK

Stuart J. Russell, Peter Norvig, Artificial Intelligence, A Modern Approach,3rd Edition, Pearson

FINANCIAL MARKETS AND RISKS

INTRODUCTION

Any country leading economically, finds its roots in a well-founded, sound financial institution and markets. Financial institutions ensure there is adequate liquidity and is efficiently governed for smooth transfer of funds. Financial institutions (FIs) are specialized business organizations that are acting as mobilizes and depositories of savings and as purveyors of creditor finance. Financial markets are the center of the arrangements that provide facilities for buying and selling of financial claims and services.

Purpose of this course is to provide student with an understanding of the workings of financial markets and institutions specifically in India and how they contribute in the development of financial sector in India. The course provides practical understanding of different financial instruments like stocks, bonds and derivatives and services which are key players in overall development of Indian economy. Those who plan to become financial analysts in organisations need to manage client funds more efficiently by hedging the financial risk using these products.

COURSE OBJECTIVES

- To understand the importance of Financial institutions and the roles they play
- To provide exposure to the funding channels using capital market.
- To make students aware on the specifics of Stocks and Bonds
- To understand the basic concepts of Forwards , Futures, SWAPS &Options Trading

SYLLABUS

Unit I

Financial system –Capital Markets and Money Markets – New Issue Markets
– secondary Markets, Stock Indices. P/E ratio approach, Preference Stocks; relationship between earnings-price ratio, expected returns and growth.

Unit II

Introduction to Bonds - Bond Features, Types of Bonds, Bond pricing and Yield, Accrued Interest, Day Count Conventions, Clean and Dirty Bond Prices,Bond / Yield Relationship, Bond price in continuous time, Treasury Bills. Yield Curve, Different types of yield curve, YTM curve,

Unit III

Introduction of Financial Derivatives: History, types (Forwards, Futures, Options and Swaps), features, uses and myths of financial derivatives; the regulatory framework of financial derivatives in India.Trading mechanism and contracts of the main Financial Derivatives instruments: Clearing and settlement of trades, margin trading.

Unit IV

Forwards and Futures trading and differences between them: Trading in Forwards, Futures: theory, pricing and hedging strategies for foreign exchange,short and long-term interest rate and Index Futures.

Unit V

Stocks and its valuations, risk-return trade off, Risk and return of a single stock: measurement of market risk, determinant of beta, relationship between risk and return; dividend policy;

COURSE OUTCOMES

- Understand the role of financial institutions in supporting the economy
- Understand how stocks and bonds are issued and calculate theirvaluations
- Evaluate channel to be used for generating funds
- Analyze Forwards, Futures & Options Trading. Strategize on using the right products to

hedge financial risk of a company.

- Understand how financial products can be used to mitigate risk.

TEXT BOOKS

1. Eugene F. Bringham and Joel F. Houston, "Fundamentals of Financial Management", Cengage Learning, New Delhi, 2014

2. Ranganatham, M., &Madhumathi, R., "Derivatives and RiskManagement", Pearson, New Delhi, 2014

REFERENCE BOOKS

1. Dr. S. Gurusamy, "Capital Markets", Tata McGraw Hill, New Delhi,2013

2. Gupta, S. L., "Financial Derivatives, Theory, Concepts &Problems", PHI Learning Pvt. Ltd., New Delhi, 2013

JOURNALS

1. Vikalpa, Indian Institute of Management, Ahmedabad

2. Journal of General Management, Mercury House BusinessPublications, Limited

3. Harvard Business Review, Harvard Business School Publishing Co.USA

INTERNATIONAL FINANCIAL MANAGEMENT

INTRODCUTION

Globalization has made a tremendous impact throughout the world in pastfew years, which has led to an increase in global transactions and foreign trade. Multi-National Companies (MNC) and transnational companies hold strong positions in different channels of globalization. They account for all foreign direct investment and account for one third of world trade. Students aspiring to work with MNC should have a strong foundation on the basics of international financial management and management of MNCs.

COURSE OBJECTIVES

- To familiarize the structure, direction and growth of international finance
- To understand the fundamentals of foreign exchange markets, currency exposures and their functioning
- To understand and acquire the skills required for international financing decision making
- To evaluate international projects and their capital budgeting techniques.

COURSE SYLLABUS

UNIT-I: CO1, L1,L4

International Finance: Finance function in a global context, global financial markets, International Monetary System - introduction to IDR- souveirgen risk - willful defaults. International Financial Environment – IMF - SDR – EMU – CAD (Bop)

UNIT-II: CO2, L2,L3

Foreign Exchange Market: Structure, mechanism of currency trading, exchangerate quotations, forward contracts, interest arbitrage, exchange rate regimes

and the foreign exchange market in India (NP). Exchange rate determination– IRP, PPP, FE, IFE

UNIT-III: CO3,L4

Management of Currency Exposure: Measurement of exposure and risk, managing transaction exposure, operating exposure, short-term financial management in multinational corporation (NP). Currency Derivatives – Netting – forfeiting.

UNIT-IV: CO4, L4

International Financing Decision: Evaluating borrowing options, funding avenues in global corporate markets, international equity financing, introduction to ADRs, GDRs, Private Equity, understanding International transferring. International Capital Structure, International Portfolio

UNIT-V: CO5, L5,L6

International Project appraisal: Problems and issues in foreign investment analysis, methods of Capital Budgeting, NPV and APV methods (NP).

COURSE OUTCOMES:
- Analyze the global Financial Management & it's role
- Apply & evaluate exchange rate regimes & arbitrage process
- Analyze different ways of processing & managing the risk & exposure
- Apply funding & borrowing options to take financial decisions in MNCs.
- Evaluate Budgeting process, analyze foreign investments & create

TEXT BOOK

Prakash G.Apte, "International Financial Management

DIGITAL MARKETING

INTRODUCTION

Digital Marketing is the process of promoting brands and products using electronic media. Digital marketing has grown significantly over the past years, as businesses realized the power of accessibility to wider audience using the electronic media. This course aims to introduce students to the tools available to promote and check the effectiveness of digital marketing.

COURSE OBJECTIVES

- To learn how to develop an effective e-commerce website
- To identify various strategies to improve search-engine rankings
- To exploit the reach of social media and social networks for marketing campaign.

SYLLABUS

Unit I

Search Engine Optimization (SEO), Listing of website, optimizing search, result analysis.

Unit II

Search Engine Marketing (SEM), pay-per-click, running ads on search engines.

Unit III

Web analytics, campaign statistics, measure, monitor and evaluate website traffic, metrics for business decisions. E-mail marketing, Integrating offline and online databases.

Unit IV

Social Media Marketing (SMM), Building brand preferences, generating leads and harnessing strength for marketing. Advertising on Social Networking Sites YouTube and video advertising.

Unit V

Mobile Marketing, App-based marketing, QR Codes, SMS, Location-based. Content and Blog Marketing (CBM).

COURSE OUTCOMES

- Understand how digital marketing and marketing analytics work in assessing the effectiveness of a campaign
- Assess the effectiveness of a social media campaign
- Demonstrate ability to design and implement social media campaign
- Develop and implement various types of advertisement campaign

TEXT BOOKS

Puneet Singh Bhatia, "Fundamentals of Digital Marketing", Pearson

Suggested journals

Vikalpa, Indian Institute of Management, Ahmedabad

Journal of General Management, Mercury House Business Publications, Limited

Harvard Business Review, Harvard Business School Publishing Co. USA

SIXTH SEMESTER

S. No.	Course Code	Title of the Course	Course Level	Sessions			Credits	Marks		
				T	P	Ttl		I	E	Ttl
1	MFT 302	Emerging Technology	Core	3	-	3	3	40	60	100
2	MFT 322*	Hadoop (100% internal)	Core	2	2	4	4	100	0	100
3	MFT304	Environmental Science	Core	3	-	3	3	40	60	100
4	MFT306	Cyber Laws	Core	3	-	3	3	40	60	100
5	MFT392	Project	Core	-	4	4	4	150	-	150
6	MFT394	Project Viva Voce	Core	-	-	-	1	50	-	50
7	MOC302	Online Course – 1 (Student's Choice)	Core	-	3	3	3	100	-	100
8	MOC304	Online Course – 2(Student's Choice)	Core	-	3	3	3	100	-	100
9	MFT396	Comprehensive Viva Voce	Core	-	-	-	1	50	-	50
Total				**11**	**8**	**20**	**25**	**670**	**180**	**850**

MFT 302 EMERGING TECHNOLOGIES

INTRODUCTION

Emerging technologies are technologies whose development, practical applications, or both are still largely unrealized, such that they are figuratively emerging into prominence from a background of nonexistence or obscurity. Blockchain technology is smartly adapted by various industry verticals, to make information distributed in a secure system. One of the biggest fears with digital transformation is the risk of hacking, which can be totally eliminated with Blockchain technology, as the data is self-audited using the Distributed Ledger Technology (DLT). Cloud computing makes the computer system resources, especially storage and computing power, available on demand without direct active management by the user.

COURSE OBJECTIVES

- To understand the Blockchain framework.
- To understand how Distributed Ledger Technology works.
- To understand the basic of Cloud computing.
- To understand the different services in cloud computing
- To Understand the basics of IOT

SYLLABUS

Unit I

Introduction to Blockchain: Introduction, history of Bitcoin and origins of Blockchain, Fundamentals of Blockchain and key components, Permission and Permission-less platforms, Cryptography, SHA256 and ECDSA, Hashing and Encryption, Symmetric/ Asymmetric keys, Private and Public Keys

Unit II

Distributed Ledger Technology (DLT): Peer to Peer computing, Keys and Hash functions

Unit III

Bitcoin: Bitcoin overview, Building blocks of Bitcoin, Bitcoin – Wallets, Bitcoin – POW Consensus & mining.

UNIT IV

Understanding Cloud Computing: Cloud origins and influences, basic concepts and terminology, goals and benefits, risks and challenges.

Fundamental Concepts and Models: Roles and boundaries, cloud characteristics, cloud delivery models, cloud deployment models

UNIT V

Introduction: The Internet of Things: An overview, the flavour of the internet of things, the

"internet" of "things", the technology of the internet of things, enchanted objects, who is making

the internet of things.

Design Principles for Connected Devices: Calm and ambient technology, magic as metaphor, privacy, web thinking for connected devices, affordances.

COURSE OUTCOMES

- Build hash and key functions.
- Understand the requirement for DLT.

- Understand Bitcoin platform.

- Understand how to Design, develop and deploy cloud solutions.

- Understand the Internet of things to get information from the devices

TEXT BOOKS

1. Blockchain: Blueprint for a New Economy, Melanie Swan O'ReillyPublications

2. Thomas Erl, Ricardo Puttini, Zaigham Mahmood ,Cloud Computing:Concepts, Technology & Architecture, Prentice Hall, 2013.

3. Adrian McEwen, Hakim Cassimally, Designing the Internet of Things,Wiley, 2013.

Reference Book

1. Charalampos Doukas, Building Internet of Things with the Arduino,Create space, 2002.

MFT 322: Hadoop

INTRODUCTION

Big data is growing bigger every day and it could just be garbage, if wedo not understand how to harness the power of this data. Hence Big Data analytics is the skill-set required by most organizations who deal with some form of data. Hadoop establishes the framework of how such big data canbe analyzed. Hadoop is an open-source framework that allows to process big data in a distributed environment across clusters of computers using simple programming models. It is designed to scale up from single servers to thousandsof machines, each offering local computation and storage.

COURSE OBJECTIVES
- To understand computer server architecture
- To understand the Hadoop distributed environment
- To understand how Map-Reduce architecture works.
- To understand how pig and Mahout works

SYLLABUS

Unit I

Introduction to Hadoop: Introduction to big data and Hadoop, Hadoop Architecture, Hadoop Versioning and Configuration, Basic Linux commands

Unit II

Hadoop Architectures: Single Node Hadoop installation on Ubuntu, Hadoop commands, Modes in Hadoop, Local, Pseudo Distributed &Fully Distributed Mode

Unit III

Hadoop MapReduce: Hadoop Daemons: Master Daemons Slave Daemons, Accessing HDFS, Understanding YARN, MapReduce examples.

UNIT IV

Hadoop pig: Introduction to Hadoop pig: Pig Architecture, Pig Installation, Pig Grunt shell, Introduction to Pig Latin, Reading and storing data using Pig.

UNIT V

Hadoop Mahout: Introduction to Hadoop Mahout: Mahout Installation, Mahout Recommender Engine, Mahout Clustering, Mahout Classification. Project in Hadoop

COURSE OUTCOMES
- Demonstrate setting up of a distributed cluster of computers
- Demonstrate distribution of data using Map Reduce
- Understand the configuration of HDFS.
- Will be able to work on pig
- Will be able to model using mahout

TEXT BOOKS
1. An Introduction to Hadoop: Tutorial – Open Sourc

Reference Book
1. Hadoop: The Definitive Guide, Tom White 4th edition, Oreilly publications

Cyber Laws

INTRODUCTION

Internet has significantly changed the lives of many individuals. Starting with a simple e-mail it has penetrated and has added value to individuals and businesses. Consumers are lapping up this new technology and are asking for more. With online businesses like travel, shopping, social networks etc, exploding, the laws of brick-and-mortar business cannot be directly applied for online shopping. Growth of online business comes with some caveats like identity theft, hacking etc. These need to be governed with special laws, called the cyber laws. This course aims to highlight the issues with online business and how to legally maneuver using cyber laws.

COURSE OBJECTIVES
- To make students familiar with the national and international aspects of Cyber Law
- To distinguish between cybercrimes and traditional crimes.
- To introduce cyber laws as governed by the Information Technology Act 2000.

SYLLABUS

Unit I

Conceptual and theoretical perspective of Cyber Law, Computer and Web Technology, Development of Cyber Law, National and International Perspective Cyber Law, Legal issues and challenges in India, USA, Data Protection, Cyber Security.

Unit II

Jurisdiction issues in Transactional Crimes Cyber Law, International Perspective, Budapest Convention on Cybercrime. Hacking and Legal Issues, Privacy legal issues.

Unit III

Cyber Law and IPR, Understanding Copyright in Information Technology, Software Copyrights Copyright in Internet & Multimedia, Software Piracy, Trademarks in Internet Domain Name registration, Domain Name disputes, Icann's core principles and domain names, Net Neutrality, Databases in IT, Protection of databases, Position in USA, EU and India.

Unit IV

E-Commerce, UNCITRAL Model, Legal Aspects of E-Commerce, E-Taxation, E-Banking, Online Publishing and online credit card payment, Employment Contracts, Non-Disclosure Agreements.

Unit V

Information Technology Act 2000, Aims and Objectives, Overview of the Act, Jurisdiction, Electronic Governance, Electronic Evidence, Digital Signature Certificates, Digital Signatures, Duties of Subscribers, Role of Certifying Authorities, Regulations Appellate Tribunal, Internet Service Providers and their liabilities, Social Networking Sites.

COURSE OUTCOMES
- Understand the legal framework that governs online businesses.
- Understand the protections to consumers, in case they are victims of identity theft etc.
- Analyze laws governing trade secrets, cybercrime etc.
- Develop strategies to protect a company from any Cyber threats

TEXT BOOKS
1. Kamath Nandan, Law Relating to Computer, Internet and E-Commerce.

Reference Book
1. Yatindra Singh, Cyber Laws
2. Gerald R. Ferrera, Reder et.al, CyberLaw Text & Cases, 3rd Edition, Cengage Learning
3. Faroug Ahmed, Cyber Law in India