GANDHI INSTITUTE OF TECHNOLOGY AND MANAGEMENT (GITAM)
(Deemed to be University, Estd. u/s 3 of UGC Act 1956)
VISAKHAPATNAM * HYDERABAD * BENGALURU

Accredited by NAAC with 'A+' Grade

REGULATIONS AND SYLLABUS

OF

Master of Business Administration (FinTech): (2-Years) (for 2020-21 admitted batch)

CONTENTS

GITAM FinTech Academy
GITAM INSTITUTE OF MANAGEMENT
GITAM University

Post-Graduate Diploma (FinTech)& MBA (FinTech)

Introduction
GITAM FinTech Academy of GITAM Institute of Management (GIM), a constituent institute of GITAM University (GU), is offering a Post-Graduate Diploma in Financial Technologies (FinTech) in partnership with Andhra Pradesh Electronic and Information Technologies (APEITA), UBS Business Solution India (Pvt.) Ltd. (UBS) and Broadridge Financial Solutions India Pvt Ltd., starting from June 2017, a first of its kind in the country.

Leading business schools across the globe are reinventing themselves by offering courses that are relevant to organizations, by providing necessary competency based curriculum that are required in the "real world". In this dynamic global environment, it is the right time to relook and redesign the program as per social and corporate needs. This program is an initiative in this direction, where our corporate partners, have helped in designing the curriculum and will also provide resources for the delivery of the program. FinTech curriculum is new and we would like to take the lead in shaping the future of our students into a nascent industry that is ripe for fruition. We have successfully rolled out the FinTech certification program, which is well received by students of both Engineering and Management disciplines.

Aim
From a customer service perspective: GU aims to impart confidence and groom future leaders with innovative thinking, who are caring, humane, takes ownership & pride in resolving real-life challenges. This program aims to fuse finance and technology in a curriculum that would help students meet the ever growing needs of FinTech industry.
From an institute perspective: we aim to position ourselves as one of the best, innovative national B-Schools and aims to acquire international accreditation, by developing competency based curriculum that is relevant to the current business environment.

Objectives of the Program:
GU plans to achieve its aims with the following objectives.
- To build a competency based curriculum, clearly identifying the skill set that students will acquire in each of the courses taken.
- To provide contemporary infrastructure and create an atmosphere where learning is fun and challenges are taken with pride.
- To help students ponder and evaluate current technological, economic, political, global and environmental issues and steer them to identify solutions.
- To seed, nurture and groom innovative ideas from students, leading them to setting up their dream FinTech enterprise.

1.0   ADMISSION

1.1   Admission into Post-Graduate Diploma (FinTech) and MBA (FinTech) Programs of GITAM University are governed by GITAM University admission regulations.

2.0   ELIGIBILITY CRITERIA

2.1   A Bachelor Degree or equivalent examination with 50% aggregate marks approved by GITAM University along with High score in CAT/XAT/MAT/GMAT/CMAT or High score in GIM Online Test (GOT).

3.0 CHOICE BASED CREDIT SYSTEM

Choice Based Credit System (CBCS) is introduced with effect from the admitted Batch of 2015-16 based on UGC guidelines in order to promote:
- Student Centered Learning
- Cafeteria approach
- Students to learn courses of their choice
- Students to 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.

5.0 MEDIUM OF INSTRUCTION

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

6.0 REGISTRATION

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

7.0 ATTENDANCE REQUIREMENTS

A student whose attendance is less than 75% in all the courses put together in any Semester will not be permitted to attend the end- Semester examination and can be detained.

However, the Vice Chancellor on the recommendation of the Director of the University Institute may condone the shortage of attendance to the students whose attendance is between 66% and 74% on genuine medical grounds and on payment of prescribed fee. Any student with less than 66% attendance, even on medical grounds, will not be permitted to attend the end-Semester examination and can be detained.

8.0 EVALUATION

The assessment of the student's performance in each course shall be based on continuous evaluation (CA) (50 Marks) and Semester-end examination (SEE) (50 Marks).

A student has to secure an aggregate of 40% in a course in the two components put

together to be declared to have passed the course, subject to the condition that the candidate must have secured a minimum of **20 marks (i.e. 40%)** in the theory component at the semester-end examination.

The marks for each component of assessment are as shown in the Following table

- Class Attendance - 100% Attendance is a reflection of one's commitment, discipline, time management that facilitates continuous learning.
- Presentations/GDs - This is designed to shed inhibitions of public-speaking, within a controlled class-room environment.
- Case Analysis- This is designed to improve analytical skills and proposal/ reflective writing skills.
- Projects works /surveys - Application of theoretical knowledge to practical real- world problems, not only provides an end-solution, but reinforces confidence and zeal to take up bigger challenges. Field or industry projects help groom students to working environment.
- Viva-voce - This is designed to test comprehensive knowledge gained and articulation style.
- Workshops/Training - 2 to 6 days workshops can be conducted as per the requirement of the Course

Table 1: Assessment Procedure

S. No.	COMPONENT OF ASSESSMENT	MARKS ALLOTTED	TYPE OF ASSESSMENT	SCHEME OF EVALUATION
1	Theory/Practical	50	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** more 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 : 20 marks**
		50	Semester-end Examination	Fifty (50) marks for Semester End Examinations **Note**: In respect of courses having practicals, theory examination shall be for Thirty (30) marks and practical exam for twenty (20) marks.
	Total	100		
2	Practicals Course ITM	100	Continuous Evaluation	i) 50 marks for lab performance, record and viva-voce ii) 50 marks for two tests of 25 marks each (one at the mid-term and the other towards the end of the semester) conducted by the concerned lab teacher.

3	Project work (8 weeks) at III Semester	100	Continuous Evaluation	i) Project report carries 50 marks ii) Project viva voce carries 50 marks

Semester End Examination:

Examinations are not the end, but a launching platform into brighter future. The knowledge gained during the Semester are tested through the Semester end-examinations. The duration of each Semester end-examination shall be for 3 hours.

Students are updated on the examination rules during admission and at regular intervals. Violation of norms regarding behaviour in the examination hall will attract severe penalty. Action, as per the University guidelines would be taken against students found copying in the examination halls.

Student shall not be absent for any of the end-term examinations conducted by the Institute. In case the student is absent, in exceptional cases on application, the Institute will decide the merits of the application on a case to case basis.

Duration and Pattern of Semester end Examination (Off line)

Duration of the Examination is 3 hours.

A. The following shall be the structure of question paper for courses with Case Studies

S.No.	Pattern	Marks
1.	Section A: Five one page answer questions	5 X 2 marks = 10 marks
2.	Section B : Five Essay type questions (either or choice Questions from each UNIT)	5 X 6 marks = 30 marks
3.	Section C : One Case let (not more than 200 words)	1X10 =10 marks
	Total	**50 marks**

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

S.No.	Pattern	Marks
1.	Section A: Five one page answer questions	5 X 2 marks = 10 marks
2.	Section B : Problems/Theory questions (Five out of Eight questions to be answered)	5 X 8 marks = 40 marks
	Total	**50 marks**

C. The following shall be the structure of question paper for courses with Practicles Sessions with duration of 2 hrs. (Practicals carry 20 Marks)

S.No.	Pattern	Marks

1.	Section A : Five questions (both theory / problems) (Five out of Eight questions to be answered).	5X2 marks =10 marks
2.	Section B : Problems/Theory questions (Five out of Eight questions to be answered)	5 X 4 marks = 20 marks
	Total	**30 marks**

Note : If the end exams are on line the duration and pattern of examination will be decided by the University and will be communicated to the students

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

End Term Examination - General Marking Criteria

Well Below Expectations	(0-20%)	Little or no relevant material presented. Unclear or unsubstantiated arguments with very poor accuracy and understanding. Little evidence of achievement of the relevant stated learning outcomes of the course unit.
Below Expectations	(20-40%)	Reveals a weak understanding of fundamental concepts with no critical analysis. Produces answers which may contain factual and/or conceptual inadequacies. Provides poorly written answers that fail to address the question, or answers that are too brief to answer the question properly. Provides solutions to calculative questions that demonstrate inadequate analytical skills.
Meets Expectations	(40-60%)	Demonstrates good understanding of the material. Shows a basic knowledge of relevant literature but draws mainly on lecture material. Addresses the questions and demonstrates reasonable writing skills with some ability to structure the material logically. Provides solutions to calculative questions that demonstrate good analytical skills.
Exceeds Expectations	(60-80%)	Demonstrates an ability to integrate the concepts introduced and applies them to problems with some evidence of critical analysis. Shows evidence of reading beyond lecture notes that is appropriately analyzed and evaluated. Provides clear and competent answers to the questions, well written. Clearly presents solutions to calculative questions and demonstrates very good analytical skills.

Well Above Expectations	(80-100%)	Demonstrates the ability to evaluate concepts and assumptions critically and to thoughtfully apply concepts to problems. Demonstrates independent thinking and insight into theoretical issues. Shows evidence of extensive reading beyond the lecture notes and the ability to synthesize and integrate the relevant literature. Writes well and structures the response so as to provide a succinct, coherent and logical answer. Clearly presents solutions to calculative questions and demonstrates excellent analytical skills.

9.0 VIVA-VOCE

Semester-end viva-voce will be arranged at the end each semester. The contents, marks and the composition of Board of each Viva-Voce shall be as follows. The Viva voce will be conducted on the course studied during the respective semester carrying 50 marks.

Semester end Viva- voce examination/ Board will consist of:

Class Coordinator /Programme Coordinator	- Convener
One senior Faculty from the Institute	- Member
Director/ or Nominee	- Member

For summer Internship Project Viva /Internship Seminar/ Presentation:

The evaluation board will consist of:

Director/or Nominee	- Member
Institute Project Guide	- Member
One External Professor/one Senior Executive from Industry	- Member
Class Coordinator /Programme Coordinator	- Convener

10.0 EVALUATION GRIEVANCE REDRESSAL PROCEDURE

The term-end examination will be evaluated internally. Students are given an opportunity to redress any grievances they have on the grades awarded, by following the below process.

- Once the evaluation of the term-end is completed, answer scripts are shown to the students.
- Students are given the marks in the class or are placed online for review.
- If there is a concern, students are required to review the paper and verify the marks, with help from the program coordinator.
- Clarify any doubts if they have, with the concerned faculty.
- If they still have a concern, they can submit a written grievance to the Program Coordinator.
- Director will appoint a Grievance Redress Committee, which will review the student paper.
- The Director shall review the grievance committee views and shall make the decision, which is binding and final.
- This final decision will be communicated to the student by the Program Coordinator.
- A student who has secured "F" grade in project work report/viva voce shall have to improve his/her report and reappear for viva voce of project work at the time of special examination to be conducted in the summer vacation.

11.0 SUPPLEMENTARY EXAMINATION

The supplementary examinations will be conducted for the benefit of students who are either failed or are absent at the end of first year (preferable Mid of June) for the benefit of first year student and at the end of IV Semester for the benefit of second year students.

12.0 SPECIAL EXAMINATION

A student who has completed the stipulated periods of study for the MBA programme and still has failure grade 'F' in not more than **3 theory courses,** excluding practical examination, Viva-voce 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.

13.0 BETTERMENT OF GRADES

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

1. Students who have passed all the courses of a program within the stipulated period of study and who have obtained a Pass or Second Class only are eligible for Betterment of Grades.
2. Candidates who have already secured First Class or First Class with Distinction are not eligible for betterment of Grades.
3. Candidates who have completed the programme of study beyond the stipulated period of study i.e. through Special examinations or subsequently, are not eligible for betterment of Grades.
4. Betterment of Grades is permitted only through appearance of the theory examinations.
5. Betterment of Grades is permitted only once, at the end of the program of study, simultaneously along with Special examinations.
6. Candidates can appear for betterment at one course/subject per semester for the number of semesters they have studied. A fourth Semester MBA student can appear for betterment in any **FOUR** courses/subjects. The rules & regulations framed by the University from time to time shall be applicable.
7. The better Grade secured either in the first or betterment appearance shall be considered as the final Grade.
8. New Grade Card/PC shall be issued to candidates who have improved their Grades/Class after submitting the old Grade Card/PC.
9. The date, month and year of the declaration of betterment result shall be printed on the Grade Card/PC
10. Betterment marks shall not be taken into consideration for award of ranks, prizes, and medals.
11. Candidates have to pay a betterment fee as prescribed by the University.

14.0 GRADING SYSTEM

Based on the student performance during a given **semester,** a final letter grade will be awarded at the end of the **Semester** in each course. The letter grades and the corresponding grade points are as given in Table 2.

Table 2: 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	--

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.**

This is applicable to both theory and practical papers. In the case of Project Report and Vice - Voce also, the minimum pass percentage shall be 40% only.

15.0 GRADE POINT AVERAGE

A Grade Point Average (GPA) for the semester/Semester will be calculated according to the formula:

$$GPA = \frac{\sum [C \times G]}{\sum C}$$

Where
C = number of credits for the course,
G = grade points obtained by the student in the course.

GPA is awarded to those candidates who pass in all the subjects of the semester. 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 up to the particular point of time.
CGPA required for classification of class after the successful completion of the program is shown in Table 3.

Table 3: CGPA required for award of Class

Distinction	8.0*
First Class	6.5
Second Class	5.5
Pass	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.

16.0   ELIGIBILITY FOR AWARD OF POST GRADUATE DIPLOMA (FinTech)

PGD(FinTech) Programis of two-semesters for duration of one year. If due to some unavoidable circumstances a student could not complete the course requirement within the period, a student may extend and complete the program in not more than three years including study period. However such dispensation can only be approved by the Vice Chancellor, based on individual's application requesting dispensation and justifying the need.

A student shall be eligible for award of the PGD(FinTech) if they fulfill 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)   Have no dues to the Institute, Hostels, Libraries, NCC/NSS, etc.
iv)   No disciplinary action is pending against them.

17.0   ELIGIBILITY FOR AWARD OF MBA (FinTech) DEGREE

MBA(FinTech) Programis of Four-semesters for a duration of two years. If a student after completion of the Post Graduate Diploma (FinTech) wishes to get some work experience before completing the rest three trimesters to obtain MBA(FinTech), may do so, on approval from the Vice Chancellor. This is with an aim to complete the MBA(FinTech) curriculum within 6 years including the study period. It may be noted that the courses offered after a period of gap may not be the same that was offered when the student joined the program. The student is required to complete the rest three trimesters, based on the relevant courses that are offered during that period. However such dispensation can only be approved by the Vice Chancellor, based on individual's application requesting dispensation and justifying the need.
A student shall be eligible for award of the MBA(FinTech) degree if they fulfill 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) Have no dues to the Institute, Hostels, Libraries, NCC/NSS, etc.

iv) No disciplinary action is pending against them

18.0 PEDAGOGY

The class room pedagogy is customised 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.

PROGRAM EDUCATIONAL OBJECTIVES (PEOs)

The program aims at developing graduates who:

PEO 1	Are competent, creative, and highly valued professionals in industry, academia, or government.
PEO 2	Are flexible and adaptable in the workplace, possess the capacity to embrace new opportunities of emerging technologies, and embrace leadership and teamwork opportunities, all affording sustainable management careers.
PEO 3	Continue their professional development by obtaining advanced degrees in Management or other professional fields.
PEO 4	Act with global, ethical, societal, ecological, and commercial awareness expected of practicing management professionals.

PROGRAM OUTCOMES (POs) AND PROGRAM SPECIFIC OUTCOMES (PSOs):

The program will enable the students to:

PO 1	Apply knowledge of management theories and practices to solve business problems.
PO 2	Foster analytical and critical thinking abilities for databased decision making.
PO 3	Ability to develop value-based leadership approach.
PO 4	Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
PO 5	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
PO 6	Apply range of entrepreneurial skills in business decisions.
PO 7	Ability to recognize the need and adopt the knowledge of contemporary issues, and to engage in continuous learning.
PO 8	Evaluate opportunities and risks for operating businesses in the international context.
PO 9	Construct and communicate a logical, relevant, and professional quantitative assessment of business information in an effective manner
PO 10	Demonstrate comprehension of cross-cultural commonalities and differences in international business activities and customs

PO 11	Create, select, and apply appropriate techniques, resources, and modern management processes and IT tools to complex business problems and boundaries.
PO 12	Apply ethical principles and commit to professional ethics and responsibilities and norms of the management practices.

PROGRAMME SPECIFIC OUTCOMES (PSOs) (Fintech)

After the culmination of the course students will be able to acquire:

PSO1	Apply emerging technologies in the business landscape
PSO2	Develop in-depth knowledge and analytical skills in current and developing financial technologies

4. 0 STRUCTURE OF THE PROGRAM

The Program Consists of

Inter-disciplinary modules of Computer Science/Technology and Management

a) Each module is assigned a certain number of credits depending upon the number of contact hours (lectures & tutorials) per week.

b) In general, credits are assigned to the courses based on the following contact hours per week per semester.

● One credit for each Lecture / Tutorial hour per week.

● One credit for two hours of practical per week.

● Two credit for three (or more) hours of practical per week.

a. Range of Credits

Course	Range of Credits
Theory	2 to 6
Practical	2 to 3
Project Work	1 to 5
Professional Competency Development	1 or 2
Viva Voce	1 or 2
Seminar	1 or 2

4.1 CREDITS OF THE PROGRAM

Those who are pursuing the Post-Graduate Diploma (FinTech) Program will have to complete two semesters (1-year) as per the credits shown below.

Those who continue after the first two semesters and would like to obtain their MBA(FinTech) degree will have to complete the next two semesters as per the credits shown below.

MBA FINTECH COURSE STRUCTURE

Sl No.	Course Code	Description	Specialization	Credits	Type	Semester
1	MTF701	Buss Env & Strategic Mgmt	Management	4	Foundation	I
2	MMB705	Managerial Economics	Finance	3	Core	I
3	MTF703	R & Matlab Programming	Technology	4	Core	I

4	MTF705	Quantitative Analysis	Analytics	4	Foundation	I
5	MTF707	Business Communications	Comm	3	Foundation	I
6	MTF709	Database Systems	Technology	4	Foundation	I
7	MMB709	Accounting for Managers	Finance	4	Foundation	I
8	MMB716	Innovation and Entrepreneurship	Entrepreneurship	3	Core	II
9	MMB704	Financial Management	Finance	4	Foundation	II
10	MTF702	Python Programming	Technology	4	Core	II
11	MTF704	Corporate Governance, Compliance & Ethics	Management	3	Foundation	II
12	MTF706	Web Technologies	Technology	4	Core	II
13	MTF708	Artificial Intelligence & Machine Learning	Technology	4	Core	II
14	MOC702	Online Course-I	MOOC	3	Elective	II
15	MTF792	Viva-I	Management	3	Core	II
16	MTF801	Human Resource Management	HR	3	Foundation	III
17	MTF803	Hadoop	Technology	4	Core	III
18	MFI843	Security Analysis & Port Mgmt	Finance	3	Core	III
19	MMK849	Marketing in a Digital World	Marketing	3	Elective	III
20	MTF805	Business Analytics	Analytics	3	Foundation	III
21	MTF807	Cryptography & Cyber Security	Technology	3	Core	III
23	MFI841	Financial Markets & Services	Finance	3	Foundation	III
24	MTF809	Design Thinking	FinTech	3	Elective	III
25	MTF891	Internship	Management	3	Core	III
26	MTF802	Cyber Laws	Management	3	Foundation	IV
25	MTF804	Blockchain	Technology	4	Core	IV
26	MFI844	International Financial Management	Finance	3	Core	IV
27	MFI848	Financial Derivatives	Finance	3	Core	IV
28	MTF808	Cloud Computing	Technology	3	Core	IV
29	MTF892	Project	FinTech	3	Elective	IV

| 30 | MOC802 | Online Course-II | MOOC | 3 | Elective | IV |
| 31 | MTF894 | Viva-II | Management | 3 | Core | IV |

PCDs

Sl. No.	Course Code	Course	Credits	Marks	Semester
1	MMB802	CBA -1	1	50	I
2	MMB804	YOGA	1	50	I
3	MMB806	Venture Discovery	2	100	I
4	MMB808	BEC	1	50	II
5	MMB810	Soft Skills -1 (Work Shop)	1	50	II
6	MMB812	CBA -2	1	50	III
7	MMB814	Soft Skills -2 (Work Shop)	1	50	III
8	MMB816	Business Simulation Game	2	50	IV

Credit Distribution

Name of the Course	No. of Courses	Total Credits	Percentage
a. Foundation /General Courses	8	26	
b.Core Courses	10	35	
c. Discipline Centric Electives within discipline	10	30	
d. skill based	12	18	
e.open elective/contemporary course	3	3	
	43	**112**	

Semester-I Courses

Sl. No.	Course Code	Course Type	Courses	Sessions			Marks			Credits
				T	P	Tot	CA	TEE	Tot	
1	MTF701	Management	Buss Env & Strategic Mgmt	4		4	50	50	100	4
2	MMB705	Finance	Managerial Economics	3		3	50	50	100	3
3	MTF703	Technology	R & Matlab Programming	3	1	4	50	50 #	100	4
4	MTF705	Analytics	Quantitative Analysis	4		4	50	50	100	4
5	MTF707	Comm	Business Communications	3		3	50	50	100	3
6	MTF709	Technology	Database Systems	3	1	4	50	50 #	100	4
7	MMB709	Finance	Accounting for Managers	4		4	50	50	100	4
			Totals:	23	2	16	350	350	700	25

Key: T = Theory, P= Practical, TEE – Term End Evaluation, CA – Continuous Assessment
#: 30 marks for external and 20 marks for practical

PCDs

Sl. No.	Course Code	Course	Credits	Marks
1	MMB802	CBA -1	1	50
2	MMB804	Yoga and Meditation	1	50
3	VDC 111	Venture Discovery	2	100
		Total	**4**	**200**

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:MTF 701	**Course Title: Business Environment & Strategic Management**	
Semester: I	**Course Type: Core**	**Credits:4**
Home Programme(s):MBA(FinTech)	**Batch/Academic Year: 2020-22**	
Course Leader:		

Course description

Any change that a business plans to implement has a strategy. The key to any successful strategy is the thoroughness of its formulation and implementation. As managers, there would come a time when strategic decisions will have to be shouldered, which needs to be made on sound judgment. It is imperative that every Management student is exposed to basic methodology of strategic management and the steps taken for rolling out an effective strategy. 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 such gigantic dimensions, this course is aimed at sensitizing the students to the value implications of environment on business and the power of sound strategy.

Course objectives:

This course intends the student
- To understand different facets of Indian Business Environment.
- To understand the concepts of Strategic management modules, comprising of scanning external environment, strategic formulation, implementation and control
- To understand the concept of SWOT, Value Chain Model, BCG and Nine-Cell Matrix

Course outline and indicative content

Unit I (8 sessions) (CO1, L2)
Introduction: The concept of Business Environment-Environmental Scanning-Internal and External environments- SWOT, PESTEL and Industry Analysis.

Unit II (10 sessions)(CO1, L2)
Economic Environment: Philosophies of Capitalism, Socialism and Mixed Economy-Public Private Partnership-Industrial Corridors, Special Economic Zones, Ease of Doing business- Balance of payments-Exchange rate movements and the impact on Balance of Payments; Globalization and WTO-Trade Blocs.

Unit III (10 sessions)(CO1, L2)
Indian Policy Environment: A brief review of industrial policies since independence, Industrial Policy of 1991-Fiscal Policy and Budget, Monetary and Credit Policy, Policy on FDIs and FIIs- India's Trade Policy-Bilateral and Multilateral Trade Agreements-EXIM Policy.

Unit IV (9 sessions) (CO2, CO3, L2, L4)
Strategic Management: Basic concepts of Strategic Management, Business Vision, Mission, and Objectives- Porters Five Force Model, Value Chain Model. Strategic Choice, BCG and Nine-Cell Matrix.

Unit V (8 sessions) (CO4, CO5, L3, L6)
Strategy Formulation and Control: Strategy formulation, strategy implementation and control-Business, Corporate and functional strategies. Strategic Leadership and supportive culture.

Case Analysis (Not Exceeding 200 words)

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

	Course Outcomes	Assessment
CO1	Examine the conceptual framework of business environment and generate interest in international business	A1, A4
CO2	Understand the concept of competitive advantage and its sources and the ability to appraise it in real-world scenarios.	A1, A4
CO 3	Analyze the main structural features of an industry and develop strategies.	A2, A4
CO 4	Demonstrate the ability to think critically in relation to a particular problem, Situation or strategic decision through real-world scenarios	A4
CO 5	Apply the learnings to industry cases and develop strategies	A3,A4

Assessment methods

Task	Task type	Task mode	Weightage (%)
A1 Mid Exam	Individual	Written	20
A2 Coursera	Individual	Quiz/Assignment	10
A3 Project/Case study	Group	Presentations & Report	20
A4 End-term exam	Individual	Written	50

Mapping COs - Blooms levels- Assessment Tools

Knowledge dimension / Cognitive dimension	L1. Remember	L2. Understand	L3. Apply	L4. Analyze	L5. Evaluate	L6. Create
Factual Knowledge		CO1, CO2 (A1, A4)				
Conceptual Knowledge			CO4, CO5 (A3, A4)	CO2, CO3 (A1, A2, A4)		
Procedural Knowledge						CO5 (A3, A4)
Meta Cognitive Knowledge						

Learning and teaching activities

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

PRESCRIBED TEXT BOOK:
Thomas L. Wheelen and J. David Hunger, "Concepts in Strategic Management and Business Policy", Pearson, New Delhi, 2011 (latest edition)

REFERENTIAL TEXT BOOKS AND JOURNAL PAPERS:
Barry J. Witcher & Vin Sum Chau, "Strategic Management Principles & Practice", Cengage Learning, UK, 2010
Charles Hill, Steven McShane, "Principles of Management", Tata McGraw-Hill Education, New Delhi, 2014
Ricky W. Griffin, "Management", Cengage Learning, New Delhi, 2014

Suggested journals:
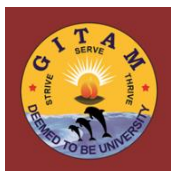Vikalpa, Indian Institute of Management, Ahmedabad
Journal of General Management, Mercury House Business Publications, Limited
Harvard Business Review, Harvard Business School Publishing Co. USA

CO PO Mapping

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0= No Relevance; 1= Low Relevance; 2= Medium Relevance; 3= High Relevance

GITAM INSTITUTE OF MANAGEMENT (GIM)
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Visakhapatnam – 45.

Course Code: MMB -705	Course Title: Managerial Economics	
Semester:I	Course Type: Core	Credits:3
Home Programme(s):MBA (Fintech)	Batch/AcademicYear: 2020-22	
Course Leader:		

Course description

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 economic concepts and principles by emphasizing on demand analysis, production & cost analysis and different market structures which are fundamental for further study. This course also introduces important macroeconomic concepts which are in dispensable for understanding the functioning of an economy. Knowledge about those concepts is useful for timely business decisions.

Course objectives:

The objectives of the course are to impart the knowledge and transform it into an action.
- To comprehend the knowledge of key economic concepts which are used for effective business decision-making
- To make use of the conceptual knowledge of demand and supply in pricing decisions.
- To combine the knowledge of costs and production to take efficient production decisions
- To determine right output and price under different market structures both in private and public sectors.
- To recognize the need for various government policies at macro economy level

Course outline and indicative content

Unit I (9 sessions) (CO1, CO2, L1 & L2)

Managerial Economics – Nature, scope, Principles of managerial economics – opportunity cost principle, incremental principle, principle of time perspective, discounting principle, equi-marginal principle - Differences between managerial economics and micro economics - Importance and application of managerial economics concepts in business decision making.

Unit II (9 sessions) (CO2, L2 & L3)

Utility, Demand & Supply Analysis: Utility Concept, TU, MU and DMU. Determinants of demand, Types of demand – Individual demand and Market demand, Industry demand and company demand, producer's goods demand and consumer good's demand, direct demand and indirect demand, derived demand and autonomous demand, short run demand and long run demand. Law of Demand – assumptions, explanation of the law with schedule, graph & mathematical function and exceptions of the law. Determinants of supply, law of supply - assumptions, explanation of the law with schedule, graph & mathematical function and exceptions of the law. Market equilibrium - Price mechanism/Market mechanism with a graphical explanation. Elasticity of demand, types of elasticity, methods to measure elasticity – Point elasticity, total outlay, arc method, gradient method. Demand forecasting – Qualitative Methods – Survey method, Expert opinion method, Delphi Method, sales force opinion method, Focus groups - Quantitative methods – Trend line, Regression, Correlation, Smoothing techniques (Moving Averages), Barometric Demand Forecasting through Economic Indicators, econometric models of demand forecasting.

Unit III (9 sessions) (CO2, CO3, L12, L3 & L4)
Production and Cost Analysis: Production function, Laws of Production - Short run production function with one variable input, Short run production function with two variable inputs - Iso-quants, properties of iso-quants, types of iso – quants. Iso-cost line (Budget constraint or factor price line) – change and shifts in iso-cost line, producer's equilibrium, expansion path. Production with all variable inputs - Law of returns to scale – Increasing returns to scale, Constant returns to scale, Decreasing returns to scale. Cost - Cost concepts and classifications, Sunk cost fallacy, Cost output relation - short run cost output relationship, long run cost output relationship, Learning curve, Do firms operate at optimal scale? - Economies of scale, dis-economies of scale and economies of scope.

Unit IV (9 sessions) (CO3, CO4, L13 & L4)
Market Structure - Basis for classification of market power, kinds of competitive market, Effect of time on supply – Very short run supply curve, short run supply curve and long run supply curve, Determination of price in short run and long run - price and output decisions in perfect competition under normal profit, super normal profit and loss conditions of a firm and shutdown point. Determination of price in short run and long run - price and output decisions in Monopoly – equilibrium at under utilization capacity, over utilization capacity and Optimal Capacity, Monopoly power, Monopsony- Discriminating monopoly – (First degree, second degree and third degree) a Diagrammatic explanation - Monopolistic – Price and output determination in the short run and long run, Chamberlin's Group Equilibrium, Excess Capacity - Oligopoly – collusive and non-collusive Oligopoly, Kinked demand curve, Price and output determination in Oligopoly market, Nash equilibrium, Game theory. Differences between various market structures - Market Failures – public goods, social goods, merit goods, administered prices (ceiling price and floor price) and Externalities – Positive and negative externalities. Fundamentals of Internalization of externalities – Social Cost-Benefit analysis, Pareto optimality criterion, Pigovian taxes, Subsidies and incentives for clean technologies.

Unit V (9 sessions) (CO3, CO4, L3, L4 & L5)
Macroeconomics - Macroeconomic indicators-GDP growth rate, consumer price index, interest rate, unemployment, foreign exchange rate, Balance of payments (BOP) - National Income-Concepts of national income (GDP, GNP, NDP, NNP, Personal Income, Personal Savings, Disposable personal Income, Discretionary income) - Methods of calculating national income – Product Method- Final good and Value added method, Income method, Expenditure Method and Social Accounting Matrix, GDP at Purchasing Power Parity (PPP) - Inflation- causes-demand pull and cost push inflation, measures to control inflation, business cycles -phases of business cycles and measures to control business cycles - Stabilization policies – Monetary Policy and Fiscal Policy.
On successful completion of this course, students will be able to:

	Course Outcomes	**Assessment**
CO1	Discuss the nature and scope of business economics concepts suitable to business problems	A1, A2, A4
CO2	Identify the differences between demand and supply conditions to balance the market forces through price mechanism and government interference	A1, A2, A3, A4
CO 3	Decide on suitable production quantities-based cost conditions to achieve economies of scale in long run business activities.	A2, A3, A4
CO 4	Assess the price and output decisions under various market structures in any form of business.	A2, A3, A4
CO 5	Evaluate the causes and effects of macroeconomic issues which effects business management decisions	A2, A3, A4

	Task	Task type	Task mode	Weightage (%)
A1	Mid exam	Individual	Written –L3 level	20
A2	Coursera/Online course	Individual	Viva/Presentation on completion of the course	10
A3	Case study/Project	Group/ Individual	Discussion and Presentation -L5 level	20
A4	End-term examination	Individual	Written (short/long) –L4 level	50

Mapping COs - Blooms levels- Assessment Tools

Knowledge dimension / Cognitive dimension	L1. Remember	L2. Understand	L3. Apply	L4. Analyze	L5. Evaluate	L6. Create
Factual Knowledge						
Conceptual Knowledge		CO 1 – (A1	CO1 – (A1)			
Procedural Knowledge		CO1 - (A2)	CO2 (A1,A2, A3)	CO3 and CO4 (A2,A3, A4)	CO5 (A1, ,A3, A4)	
Meta Cognitive Knowledge						

Learning and teaching activities
Case Analysis
Situation Analysis
Brainstorming
Group Discussion
Research Project
Chalk and Talk
Student Presentations

Teaching and learning resources
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Text Book:
1. Geetika, P.Ghosh, P.R.Choudhury, Managerial Economics, McGrawHill Education Private Limited, NewDelhi, 2018/Latest Edition.
Reference Books:
1. Dominick Salvatore, Seventh Edition, Adapted Version, OxfordPublication   New Delhi,2014/Latest Edition.
2. Dr.D.N.Dwivedi, Managerial Economics, Vikas Publishing House, New Delhi,2015/Latest Edition.
3. Paul G. Keat, Phili K. Y. Young, Sreejata Banerjee,"Managerial Economics", Pearson, New

Delhi,2012/Latest Edition.

Journals:
1. Economic and Political Weekly, Sameeksha Trust, Mumbai
2. GITAM Journal of Management, GITAM Institute of Management, GITAM University, Visakhapatnam
3. Indian Journal of Economics, Academic Foundation, New Delhi
4. GITAM Journal of Management
5. E- Books and E-Journals

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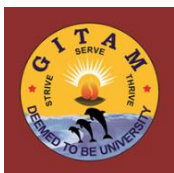
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Course Code: MTF 703	Course Title: R & Matlab Programming	
Semester: I	Course Type: Core	Credits: 4
Home Programme(s): MBA (FinTech)	Batch/Academic Year: 2020-2022	
Course Leader:		

Course description

R program is an open source programming language that is gaining prominence and used for Big Data analytics. It's simple to use style has gained traction and is widely used among statisticians. The aim of this program is to introduce and get hands on experience in R-programming.

Solving and analyzing large and complex problems have become easy with the use of MATLAB Software package.

Course objectives:
● To understand the structure and functions in R.
● To understand the ease and capability of R in data analysis and plotting.
● To understand the basic features of MATLAB
● To understand the applications of MATLAB

Course outline and indicative content

Unit I (10 Sessions) (CO1, L1)
Introduction to data analysis: Data Analytics – numerical analysis, pictorial analysis; Data – Classification, types, measurement levels;
Programming in R: R editors; Data types in R – vectors, lists, matrices, arrays, factors and data frames; Variables – naming conventions; Decision making – if statement, if-else statement, if-else-if statement, switch statement; Loops – repeat, while, for statements

Unit II (10 Sessions) (CO2, L1 & L2)
Data import & export: Data Import & export - Raw data, text, CSV, Excel, ODS, other alien formats of SAS, SPSS, WEKA etc. Working with data bases – SQL Queries, ODBC, DBF

Unit III (10 Sessions) (CO2, L1, L2)
Data Analysis: Univariate analysis - measures of central tendency, measures of dispersion and measures of shape Bivariate analysis – cross tabulation, correlation, regression Multivariate analysis – multivariate correlation, multivariate regression.
Plotting with R – Pie Charts, Histograms.

Unit IV (10 Sessions) (CO3, CO4, L3 & L4)
Introduction to MATLAB, MAT and MEX files, MATLAB commands, Data types, Vectors & Matrices, Polynomials, Input Output Statements

Unit V (10 Sessions) (CO3, CO4, CO5, L3 & L4)
Graphics, Control Structures, Vectorization Techniques, MATLAB Applications- Digital Image Processing, Neural Network, Modeling using SIMULINK

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

Learning Outcome	Assessment

CO1	Understand how to access and open any data file for analysis	A1
CO2	Demonstrate how to plot from R, based on analytics.	A3 &A4
CO3	Understand MATLAB's applicability into real-life problems.	A2
CO4	Apply mathematical models to solve a problem using MATLAB	A3
CO5	Demonstrate Neural network model using MATLAB	A3 & A4

Assessment methods

	Task	Task type	Task mode	Weightage (%)
A1	Mid exam	Individual	Written	20
A2	Coursera course / online Course	Individual	Presentations/ Assignment with Q&A/Viva	10
A3	Case / Project/Assignment	Groups* or Individual	Presentations/Report/Assignment with Q&A/Viva	20
A4	Lab External Exam	Individual	Lab Execution/Report/ /Viva	20
A5	End-term exam	Individual	Written (short/long)	30

Mapping COs - Blooms levels- Assessment Tools

Knowledge dimension / Cognitive dimension	L1. Remember	L2. Understand	L3. Apply	L4. Analyze	L5. Evaluate	L6. Create
Factual Knowledge			CO1(A1, A5), CO2 (A1,A5) , CO3 (A1, A5),			
Conceptual Knowledge				CO2 (A3, A4),CO3(A3, A4)	CO4 (A2, A3,A4) CO5 (A2, A4)	
Procedural Knowledge						
Meta Cognitive Knowledge						

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

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Prescribed text book:
1. An Introduction to R: Tutorial – W. N. Venables, D. M. Smithand the R Core Team – Open source
2. Ram N. Patel, Ankush Mittal, Programming in MATLAB, 2014, Pearson

CO PO Mapping

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Course Code: MFT 705	Course Title: Quantitative Analysis	
Semester: I	Course Type: Core	Credits: 4
Home Programme(s):MBA(FinTech)	Batch/Academic Year: 2020-22	
Course Leader:		

Course description

This course deals with some Time Value of Money, Calculus and statistical concepts. It discusses the importance of some univariate and bivariate methods and their applications to the business world. The focus is on parametric techniques used to describe and compare samples and populations. It will help to gain an understanding of when and why to use the various techniques and these techniques provide valuable tools for predictive analysis, financial decision making and solving management problems as well as how to apply them with confidence, and interpret their output, and graphically display the results using Excel.

Course objectives:

- To understand the role of calculus in business applications
- To understand the nature of statistical inferences about population
- To understand the role of statistics in scientific investigation and decision making
- To be equipped with a variety of techniques for analyzing statistical data
- To use the Excel tool for analyzing, interpreting, and visualization of data.

Course outline and indicative content

Unit I (10 Sessions) (CO1, L2& L3)
Ratios and Proportions, Simple and Compound interest including application of Annuity, Simultaneous Linear Equations. Differentiation, Derivatives – First order and Second order Derivatives, Maxima & Minima, Integration, Business applications of Derivatives and Integration. (Note: Exclude Trigonometric and Logarithmic functions in derivatives and integration and chain rule in integration)

Unit II (15 Sessions) (CO2, L2& L3)
Measures of central tendency (Arithmetic mean, Geometric mean, Median, Mode, Combined mean), Measures of Dispersion (Range, Interquartile range, variance, standard deviation, Combined standard deviation, coefficient of variation). Introduction to Probability and Probability Distribution: Concepts of Probability, Additive Theorem and Multiplication Theorem; Binomial, Poisson and Normal Distributions.

Unit III (12 Sessions) (CO3, L2, L3 & L4)
Introduction, Types of Hypothesis, Hypothesis Testing Procedure, One sample and Two sample Test for Mean (Students t-distribution and Z-test); Introduction to Chi-Square distribution, Chi-Square test for Goodness of fit and for Independence of Attributes. Analysis of Variance: Introduction, Testing equality of population means (One –Way Classification), Testing equality of population means (Two – Way Classification).

Unit IV (10 Sessions) (CO4, L3 & L4)
Positive & Negative correlations, Karl Pearson correlation coefficient, Linear & Non-Linear regression, Simple Linear regression models, Coefficient of determination, Multiple regression analysis.

Unit V (10 Sessions) (CO5, L3 &L4)
Introduction to Time Series Analysis**,** Trend Projection methods: Linear trend model, Exponential trend. Measurement of Seasonal effects: Method of Simple Average, Ratio-to-Trend Method, Ratio-to-Moving Average Method, Link Relative Method.

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

	Course Outcomes	Assessment
CO1	Apply Time Value of Money and Calculus in business scenarios.	A1, A3
CO2	Perform various summary statistics and probability distributions and analyze, interpret, and visualize data using Excel.	A1, A3
CO3	Perform a statistical test to determine whether there is a statistically significant difference between the means of two scale variables, and among three or more groups on a scale dependent variable and analyze, interpret, and visualize data using Excel.	A2, A3
CO4	Perform correlation, simple linear regression and forecasting techniques, and analyze, interpret, and visualize data using Excel.	A2, A3
CO5	Understand the importance of various time series techniques for analyzing the data.	A3

Assessment methods

Task	Task type	Task mode	Weightage (%)
A1. Mid exam	Individual	Written (short/long)	20
A2 Coursera	Individual		10
A3. Case / Project /Assignment	Groups* or Individual	Presentations/Report/Assignment with Q&A/Viva	20
A2. End-term exam	Individual	Written (short/long)	50

Mapping COs-Blooms levels- Assessment Tools

Knowledge dimension / Cognitive dimension	L1. Remember	L2. Understand	L3. Apply	L4. Analyze	L5. Evaluate	L6. Create
Factual Knowledge						
Conceptual Knowledge		C1 (A1, A3)				
Procedural Knowledge			C2 (A1, A2, A3) C3 (A2, A3)	C4 (A2, A3) C5 (A2, A3)		
Meta Cognitive Knowledge						

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Course Code: MTF 707	Course Title: Business Communications	
Semester: I	Course Type: Core	Credits: 3
Home Programme(s): MBA (FinTech.)	Batch/Academic Year: 2020 - 2022	
Course Leader: Dr. Ch. Ganeswara Rao and P. Ravi Kumar		

Course description

Communication skills have emerged as the most powerful set of skills to possess for accelerating one's career trajectory and speed of accomplishment in every walk of life. Business communication is the kernel of every human activity and endeavor.

Course objectives:

● To acquire skills in enhancing the appearance and presentation of business correspondence
● To recognize the organization, structures, and characteristics of basic business letters.
● To learn the preferred format for good written reports
● Gain an overall perspective on human communication in the work place
● Demonstrate the importance of interpersonal skills in the work place
● To understand the nature of business communication in terms of business language, letter, memo, and report-writing

Course outline and indicative content

Unit I (8 sessions) (CO1, L3)
Purpose of Business Comms – The Communication Process – Communicating Within Orgs

Unit II (8 sessions) (CO2, L3)
Communication and the Self – Impression Management – Communication Styles – Nonverbal Communication – Listening As A Communication Skill.

Unit III (8 sessions) (CO1, L3)
Communicating Electronically: Appropriate Use Of Technology – Electronic Mail – Web Page Comms – Voice & Wireless Comms.

Unit IV (8 sessions) (CO1, L4)
Preparing Messages: Good & Neutral News Msg – Bad-News Msg – Persuasive Messages – Revising Written Messages

Unit V (8 sessions) (CO3, L6)
Organizing & Preparing Reports and Proposals: Parts of Formal Reports – Organization of Formal Reports – Short Reports – Parts of a Proposal – Collaborative Skills for Team Writing.

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

	Course Outcomes	Assessment
CO1	Will be able to prepare and make oral and written presentations	A1, A2, A3
CO2	Would be able to collaborate in teams with better communication	A2
CO 3	Will be able to prepare technical reports	A3

Assessment methods

Task	Task type	Task mode	Weightage (%)
A1. Mid exam	Individual	Written	20
A2. Coursera	Individual		10
A3. Case / Project/ Assignment	Groups* or Individual	Presentations/Report/Assignment with Q&A/Viva	20
A4. End-term exam	Individual	Written (short/long)	50

Mapping COs-Blooms levels- Assessment Tools

| Knowledge dimension /cognitive dimension	L1. Remember	L2. Understand	L3. Apply	L4. Analyze	L5. Evaluate	L6. Create
Factual Knowledge						
Conceptual Knowledge			CO1, A1, A3 CO2, A2 CO3, A3	CO1, A1, A3 CO2, A2 CO3, A3		
Procedural Knowledge			CO1, A1, A3 CO2, A2 CO3, A3	CO1, A1, A3 CO2, A2 CO3, A3		CO1, A1, A3 CO2, A2 CO3, A3
Meta Cognitive Knowledge						

Learning and teaching activities

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

Teaching and learning resources

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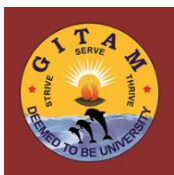
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Course Code: MTF 709	**Course Title: Database Systems**
Semester: I	**Course Type: Core** **Credits: 4**
Home Programme(s): MBA(FinTech)	**Batch/Academic Year: 2020-2022**
Course Leader:	

Course description

Database is the basis on how corporate data is stored and effectively utilized in making 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:
● To understand the creation, storage and retrieving of data from a database.
● To understand the Structured Query Language (SQL)
● To understand the tasks of database management system.
● To understand NoSQL concepts.

Course outline and indicative content

Unit I: (10 sessions)(CO1, L1)
Data, Relational databases, Abstraction, DBMS Structure, DBMS Queries, ER Diagrams, Constraints, Class Hierarchies, Aggregation, Database ACID properties

Unit II: (10 sessions) (CO2, L2)
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: (10 sessions) (CO3, L3)
Advanced SQL: creating a view, joining database tables, Relational set operators, SQL join operators, sub queries, SQL functions.

Unit IV(10 sessions) (CO4, L4)
MongoDB: Introduction to No SQL databases, CAP Theorem, Introduction to MongoDB, Data types, Database Create and Drop, Creating a Collection, crud operations in MongoDB

Unit V(10 sessions) (CO4, L4)
Advanced MongoDB: Indexing in MongoDB, Sorting records, Aggregation functions, Data Backup and Restoration, MapReduce, Text search, Regular expression

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

	Course Outcome	Assessment
CO1	Demonstrate writing SQL queries to store and retrieve data.	A1&A5
CO2	Develop skills to create, maintain a database.	A1,A4 &A5
CO3	Will be able to optimize database queries.	A2 &A5

			A3&A5
CO4	Understand MongoDB operations		A3&A5

Assessment methods

	Task	Task type	Task mode	Weightage (%)
A1	Mid exam	Individual	Written	20
A2	Coursera course / online Course	Individual	Presentations/ Assignment with Q&A/Viva	10
A3	Case / Project/Assignment	Groups* or Individual	Presentations/Report/Assignment with Q&A/Viva	20
A4	Lab External Exam	Individual	Lab Execution/Report/ /Viva	20
A5	End-term exam	Individual	Written (short/long)	30

Mapping COs - Blooms levels- Assessment Tools

Knowledge dimension / Cognitive dimension	L1. Remember	L2. Understand	L3. Apply	L4. Analyze	L5. Evaluate	L6. Create
Factual Knowledge			CO1(A1, A5), CO2 (A1,A5) , CO3 (A1, A5),			
Conceptual Knowledge				CO2 (A3, A4), CO3 (A3,A4)	CO4 (A3, A4, A5)	
Procedural Knowledge						
Meta Cognitive Knowledge						

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

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Prescribed text book:
1. Ramez Elmasri & Shamkant B. Navathe, Database Systems, Models, Languages, Design and Application Programming, 6th Edition, Pearson.
2. MongoDB: The Definitive Guide by Kristina Chodorow and Michael Dirolf, 3 edition O′Reilly Publications

Prescribed Reference books:
Database Management Systems, Raghu Ramakrishnan, Johannes Gehrke, 4th Edition, McGraw Hill

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Course Code: MMB 709	Course Title: Accounting for Managers	
Semester: I	Course Type: Core	Credits: 4
Home Program(s):MBA (2020-21) Admitted Batch		
Course Leader: Prof. S. S. Prasada Rao		

Course Description & Course objectives

In an economy, every manufacturing & trading entity inherently has financial transactions. These financial transactions are the accounting framework's backbone, which is as important as the technical or legal framework. Knowledge in Financial Accounting enables managers to understand and interpret financial reports essential for financial decision making & problem - solving. Cost Accounting is a branch of Accounting which is designed to measure the economic resources used in producing goods or providing services. Cost and Management Accounting provides the fundamental rules and techniques governing accounting practices, effectively controlling and managing a business's expenses. A manager should be competent to understand the accounting framework to manage the business effectively.

Course Objectives:

On completion of this course, students should be able to
- know the accounting framework to prepare Final Accounts of trading concerns.
- Analyze and interpret the accounting information of financial statements for decision making.
- Understand the cost sheet preparation process and tracing of Activities for the cost object through Activity-Based Costing.
- Value the concepts of marginal costing and its application in managerial decision making.
- Develop the budgets and performance reports for planning and control purposes.

Course outline and indicative content

Unit – I
Financial Accounting: Book-Keeping– Double Entry System –Accounting Concepts and Conventions. Accounting Equation – Preparation of Profit and Loss a/c and Balance Sheet using the accounting equation. Basics of IFRS. (CO1: L2, L3, L4)

Unit – II
Financial Statement Analysis: Concept, objectives, and types. Ratio analysis – the study of liquidity, solvency, and profitability ratios. Funds Flow Analysis: Uses and preparation of funds flow statement. Cash Flow Analysis: Uses and preparation of cash flow statements. (CO2: L2, L3, L4, L5)

Unit – III
Cost Accounting: Elements of Cost – Types of Costs – Preparation of Cost Sheet – Special work orders. Activity-Based Costing (ABC): Concept of ABC – Categories in activity-based costing- allocation of overheads under ABC – Benefits and Limitations of Activity Based Costing. (CO3: L2, L3, L4)

Unit – IV
Marginal Costing: Marginal Cost and Marginal Costing – Importance. Break-Even Analysis: Cost Volume Profit Relationship – Application of Marginal Costing Techniques – Fixing Selling Price, Make or Buy, Accepting a Foreign Order, and Deciding Sales Mix. (CO4: L2, L3, L4, L5)

Unit – V
Budgeting and Budgetary Control: Definitions of Budget, Budgeting, and Budgetary Control – Need for Budgetary Control – Types of budgets – Preparation of Production Budget, Sales Budget, Cash Budget, and Flexible Budget –Zero-based Budgeting. (CO5: L2, L3, L4)

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

CO	Course Outcomes	Assessment
CO 1	Apply accounting framework to prepare final accounts of trading concerns.	A1, A4
CO 2	Analyze, interpret, and communicate the information contained in basic financial statements and explain such statements' limitations.	A1, A2, A3, A4
CO 3	Understand the method of preparing the cost sheet and tracing activities for the cost objects through activity-based costing.	A3, A4
CO 4	Value the concepts of marginal costing and its application in managerial decision making.	A2, A3, A4
CO 5	Prepare budgets and performance reports for planning and control purposes.	A2, A3, A4

Assessment Methods

Task	Task type	Task mode	Weightage (%)
A1. Mid exam	Individual	Written/MCQs	20
A2. Coursera	Individual	Online	10
A3. Class room presentation / Seminars and Case analysis/ workshop / training / Assignments / survey / project work	Groups* or Individual	Presentations/Report/ Assignment with Q&A/Viva	20
A4. End-term exam	Individual	Written (short/long)/Online(MCQs)	50

Mapping COs - Bloom's levels- Assessment Tools

Knowledge dimension /Cognitive dimension	L1. Remember	L2. Understand	L3. Apply	L4. Analyze	L5. Evaluate	L6. Create
Factual Knowledge	CO1 (A1)	CO1 (A1, A2 &A3)				
Conceptual Knowledge			CO1 (A1, A2 & A3)			
Procedural Knowledge				CO2 (A3) CO3 (A3 & A4)	CO4, CO5 (A3 & A4)	
Meta Cognitive Knowledge						

Learning and teaching activities
- Teacher-student interaction
- Student-student interaction
- The use of audio, visuals, video
- Hands-on demonstrations and exercises
- Online classes
- Formative quizzes
- Small group activities

Teaching and learning resources

Soft copies of uncovered topics in the textbooks and case material will be made available through X-Learn/G-learn. Students must go through E-Resources (www.gitam.edu), and required study material & handouts along with the following suggested readings.

Text Book

Robert N. Anthony, David Hawkins, Kenneth A. Merchant,and Prakash Singh (2019). **Accounting: Texts and Cases.** McGraw Hill, 13th Ed.

References
1. S.N. Maheshwari, S.K. Maheshwari and CA S.K. Maheshwari (2016). **Accounting for Management.**Vikas Publishing House, 3rd Ed. Noida.
2. Ambrish Gupta (2016). **Financial Accounting for Management: An Analytical Perspective.** Pearson Education, 5th Ed. New Delhi.
3. Paul M. Collier (2015). **Accounting for Managers: Interpreting Accounting Information for Decision Making**. Wiley Publishers, UK.
4. Jerry J. Weygandt, Paul D. Kimmel, Donald E. Kieso (2017). **Managerial Accounting: Tools for Business Decision Making.** Wiley Plus Publishers, 8th Edition

CO PO Mapping

This is to map the Course Outcome (CO) level of relevance with Programme Outcome (PO).

0= No Relevance; 1= Low Relevance; 2= Medium Relevance; 3= High Relevance
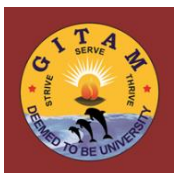
Semester-II Courses

Sl. No.	Course Code	Course Type	Courses	Sessions			Marks			Credits
				T	P	Tot	CA	TEE	Tot	
1	MMB716	Entrepreneurship	Innovation and Entrepreneurship	3		4	50	50	100	3
2	MMB704	Finance	Financial Management	4		4	50	50	100	4
3	MTF702	Technology	Python Programming	3	1	4	50	50#	100	4
4	MTF704	Management	Corporate Governance, Compliance & Ethics	3		3	50	50	100	3
5	MTF706	Technology	Web Technologies	3	1	3	50	50#	100	4
6	MTF708	Technology	Artificial Intelligence & Machine Learning	4		4	50	50	100	4
7	MOC702	MOOC	Online Course-I	3		3	100		100	3
8	MTF792	Management	Viva-I	3		3	100		100	3
			Totals:	26	2	16	500	300	800	28

Key: T = Theory, P= Practical, TEE – Term End Evaluation, CA – Continuous Assessment
#: 30 marks for external and 20 marks for practical

PCDs

Sl. No.	Course Code	Course	Credits	Marks
1	MMB808	BEC	1	50
2	MMB810	Soft Skills -1 (Work Shop)	1	50
		Total	**2**	**100**

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Course Code: MMB 716	Course Title: Innovation & Entrepreneurship	
Semester:II	Course Type : Core	Credits:3
Home Programme(s):MBA (Fintech)	Batch/Academic Year: 20-21	
Course Leader:		

Course Description & Course objectives

The process of converting ideas into a viable business proposition is a critical factor in today's economy. Entrepreneurship is a structured and dynamic process that involves creativity, risks, and meticulous planning. This course aims to lay a foundation and basic understanding of the Entrepreneurial framework and develop the competency to think and act entrepreneurially. Entrepreneurship in practice involves acquiring the necessary skills, competencies, and action-based activities.

Course Objectives:

This course aims to enable the students to know how the innovations, opportunities, and ideas convert into a new business.
Students are able:
- To know various theories of entrepreneurship and trends.
- To generate new business ideas from various sources.
- To identify various issues and challenges in starting a new venture.
- To know the elements of a business plan and designing a business model.
- To compare and contrast the entrepreneurship practices in the family business and social enterprise

Course outline and indicative content

Unit I (Sessions-7) .**(CO1, L1, L2)**

Entrepreneurship Theory & Identification of Trend Internal & External business environment, Theory of Entrepreneurship, Evolution of Entrepreneurship, Approaches to Entrepreneurship, Entrepreneurial process, Entrepreneurial mindset, Entrepreneurial characteristics, Trends in Entrepreneurship Research , Corporate Entrepreneurship and Innovation, Intrapreneurship

Unit II (Sessions-8) (CO2,L2,L3)

Innovation , Opportunity Identification **and legal issues of entrepreneur** (Opportunity Identification - Entrepreneurial imagination and creativity, Innovation and the Entrepreneur - The Innovative Process, Types of innovation, Principles of Innovation, sources of innovative ideas, Parameters for internal evaluation of an idea, Minimum Viable Product. Intellectual Property, Legal Challenges in Entrepreneurial ventures – an overview, Patents, copyrights, trademarks, IP infringement and its legalities, Legal Structures for Entrepreneurial Ventures.

Unit III (Sessions-8) (CO3, L3,L4)

New Venture Creation : New venture creation process - Challenges of new venture start-ups, Why New-Ventures fail, New- Venture Evaluation Process, Critical factors for New-Venture Development -Funding innovation, Importance of business valuation and different stages of funding, Debt vs Equity Financing, Different types of funding sources - Bootstrapping, Crowdfunding, Venture Capital, Business Angels, succession and exit strategy.

Unit IV (Sessions-10) (CO3, CO4,L3,L4)

Business Plan and Business Models : Entrepreneurial ventures and Business Plan preparation for New Ventures – Pit falls in business planning, Benefits of business plan and Elements of a Business Plan-Executive summary-marketing plan, production and operations plan, organizational Business Model Generation Principles, types of business models, Business Model Generation in Practice - Canvas, Patterns, Design, Strategy, Process -Contemporary Business models in era of Disruption – Netflix business model.

Unit V (Sessions-7) (CO1, CO5,L4,L5)

Family Business and Social Entrepreneurship: Family Business – Family Business models and practices, Succession Plan and transfer of power, Financial considerations and valuation of the family business, adopting to current business environment, new technologies and global expansion - Social Entrepreneurship - Social Capital -Drivers and Challenges of Social Entrepreneurship - Empowerment of Beneficiaries, Business Models for Social Enterprises, Scaling Up of the social enterprises, Sustainability of Social Enterprise in practice - Aravind Eye Hospital Model- Grameen Bank Model of Bangladesh- - Barefoot College.

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

	Course Outcomes	Assessment
CO1	Understand various aspects of the entrepreneurial process and trends in entrepreneurship.	L2
CO2	Identify new business opportunities and outline the legal aspects of entrepreneurship in practice.	L4 ,L5 &L6
CO3	Examine the process and prospects of a new venture.	L4, L5 &L6
CO4	Develop a business plan and design a business model.	L5 &L6
CO5	Appraise the entrepreneurship process in the family business and social enterprise.	L5&L6

Assessment methods

	Task	Task type	Task mode	Weightage (%)
A1	Mid exam	Individual	Written L3 level	20
A2	Coursera	Individual	Viva/ Presentation on completion of the course	10
A3	Case study/ Project	Group/ Individual	Discussion and Presentation -L5 level	20
A4	End-term examination	Individual	Written (short/long) –L4 level	50

Mapping COs-Blooms levels- Assessment Tools

Knowledge dimension / cognitive dimension	L1. Remember	L2. Understand	L3. Apply	L4. Analyze	L5. Evaluate	L6. Create
Factual knowledge	CO1 (A1,A4)	C05 (A1,A4)				
Conceptual knowledge		CO2 (A1,A3)		CO2 (A1,A2)		
Procedural knowledge			CO3 (A1,A2)		CO3 (A1,A2)	
Meta cognitive knowledge					CO4 (A2,A4)	CO4 (A2,A4)

Learning and teaching activities

- ➢ Case Analysis
- ➢ Situation Analysis
- ➢ Brainstorming
- ➢ Group Discussion
- ➢ Research Project
- ➢ Chalk and Talk
- ➢ Student Presentations

Teaching and learning resources

Textbook

Kuratko, D. *Entrepreneurship: Theory, process, and practice* (International Edition; 9th ed.): Cengage Learning. 2013./ Latest Edition.

Other Books

Osterwalder, A., & Pigneur, Y. 2010. Business Model Generation: A Handbook for Visionaries, Game Changers, And Challengers Wiley.
Neck, Heidi & Greene, Patricia & Brush, Candida. (2014). Teaching entrepreneurship: A practice-based approach. 10.4337/9781782540564.

Journals

- Shane, S., & Venkataraman, S. 2000. The Promise of Entrepreneurship as a Field of Research. Academy of Management Review, 25(1): 217-226.
- Shane, S. 2012. Reflections on the 2010 AMR Decade Award: Delivering on the Promise of Entrepreneurship as a Field of Research. Academy of Management Review, 37(1): 10-20.
- Murphy, P. J., Liao, J., & Welsch, H. P. 2006. A conceptual history of entrepreneurial thought. Journal of Management History, 12(1): 12-35.
- de Jong, J. P. J., & Marsili, O. 2015. The distribution of Schumpeterian and Kirznerian opportunities. Small Business Economics, 44(1): 19-35. Baron, R. A. 2006.
- Kirzner, I. 1999. Creativity and/or Alertness: A Reconsideration of the SchumpeterianEntrepreneur. The Review of Austrian Economics, 11(1-2): 5-17.
- Eckhardt, J. T., & Shane, S. A. 2003. Opportunities and Entrepreneurship. Journal of Management, 29(3): 333-349.
- Haynie et al, 2010. A situated metacognitive model of the entrepreneurial mindset. Journal of Business Venturing, 25: 217-229

- Blank, S. 2013. Why the Lean Start-Up Changes Everything? Harvard Business Review, 91(5): 63-72.
- Ries, Eric. 2011. The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. Crown Business. (Book)
- Sarasvathy, S. D. 2001. Causation and Effectuation: Toward a Theoretical Shift from Economic Inevitability to Entrepreneurial Contingency. The Academy of Management Review, 26(2): 243-263.
- Dew, N., Read, S., Sarasvathy, S. D., & Wiltbank, R. 2009. Effectual versus predictive logics in entrepreneurial decision-making: Differences between experts and novices. Journal of Business Venturing, 24(4): 287-309.
- Perry, J. T., Chandler, G. N., & Markova, G. 2012. Entrepreneurial Effectuation: A Review and Suggestions for Future Research. Entrepreneurship Theory and Practice, 36(4): 837-861.
- Zott, C., Amit, R., & Massa, L. 2011. The Business Model: Recent Developments and Future Research. Journal of Management, 37(4): 1019-1042.

CO PO Mapping

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Visakhapatnam – 45.

Course Code: MMB 704	Course Title: Financial Management	
Semester: II	Course Type: Core	Credits: 4
Home Programme(s):MBA (FinTech)	Batch/ Academic Year: 2020-2021	
Course Leader: Dr. K. Lubza Nihar		

Course description

Financial management is one of the most important aspects in business. In order to start up or even run a successful business, you will need excellent knowledge in financial management. Knowledge of Financial Management will help organisations in planning and acquisition of funds; effectively utilising and allocating the funds received or acquired; making critical financial decisions; improving the profitability of organisations; and increasing the overall value of the firms or organisations.

Course objectives:

- To understand comprehensively how the various principles of financial theory that are being applied for corporate decision making - whether it is strategic, analytical or simply the routine decisions a financial manager takes every day.
- To provide clarity on the assumptions and concepts underlying the decision making in the area of Finance.
- To get familiar with the techniques of Financial Planning and Analysis

Course outline and indicative content

Unit – I (7 sessions) (CO1, CO2, L2, L3)
Nature, Scope, Goals and organization of finance function -The finance function and its interlinkages with other functional areas of management -Finance Vs Accounting, Corporate Finance Vs Financial Management - Time value of money – PV and FV in case of lumpsum cashflows, Annuities and Uneven Cashflows- Introduction to measurement of Risk and Return.

Unit – II (10 sessions) (CO2, CO3, CO4, L2, L3, L4)
Cost of Capital and Capital Structure (Financing Decision): Sources of Finance for Business – Classification of markets- Concept of Cost of Capital –Cost of equity, debt and WACC- Theories of Capital Structure –Factors affecting Capital Structure Decision- Introduction to leverage- Types of leverages and Measurement.

Unit – III (10 sessions) (CO2, CO3, CO4, CO5, L3, L4, L5)
Investment Decisions (CAPEX): Phases of Capital Expenditure Decisions, Capital Budgeting Process - Estimating cash flows for capital budgeting - Capital Budgeting Techniques for decisions making – Introduction to Risk Adjusted Capital Budgeting Techniques.

Unit – IV (8 sessions) (CO1, CO3, L2, L4)
Working Capital Management: Meaning of Working capital – Factors influencing working capital – Estimating working capital requirement- Managing various components of Working Capital: Cash and Marketable securities management; Accounts Receivable and inventory management- EOQ- Reorder levels – Inventory cycle - Operating cycle – Cash Conversion cycle – Sources of financing working capital

Unit – V (5 sessions) (CO1, CO4, L2, L4)
Dividend Decisions: Factors influencing dividend decisions-Classification of dividends – Theories of Dividend –Walters and Gordon Model- MM Model.

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

		Course Outcomes	**Assessment**
CO1		Understanding of terminologies and concepts of financial management	A1,A3
CO2		Apply measures of cost of capital/ solve problems on time value of money	A2
CO3		Analyze information and construct a statement of cashflows in capital budgeting, estimate WACC, estimate Working Capital Requirement	A3,A4
CO4		Make use of dividend models, capital structure theories for decision making	A3,A4
CO5		Evaluate alternative capital budgeting techniques for decision making	A3, A4

Assessment methods

	Task	**Task type**	**Task mode**	**Weightage (%)**
A1	Mid exam	Individual	Written –L2, L3 levels	20
A2	Coursera /Online course	Individual	Viva/Presentation on completion of the course -L3.L4 levels	10
A3	Case study/Project/ Assignment	Group/ Individual	Discussion and Presentation -L4,L5 levels	20
A4	End-term examination	Individual	Written - L2, L4, L5 levels	50

Mapping COs-Blooms levels- Assessment Tools

Knowledge dimension /Cognitive dimension	L1. Remember	L2. Understand	L3. Apply	L4. Analyze	L5. Evaluate	L6. Create
Factual Knowledge		CO1 (A1, A3)				
Conceptual Knowledge			CO2 (A2)			
Procedural Knowledge		CO1 (A1, A3)	CO2 (A2)	CO3 (A3,A4)	CO4 (A3,A4)	
Meta Cognitive Knowledge				CO4 (A3,A4)	CO5 (A3, A4)	

Learning and teaching activities

Mixed pedagogy approach is adopted throughout the course. Classroom based face to face teaching, online 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 analyse cases and evaluate projects. Some of these reference books given below will be available in our library.

Problem sets and small cases whenever given are a means of focusing on central issues, concepts of knowledge. Your ability to solve them is also a reflection of the extent to which you have understood the concepts read by you.

CO PO Mapping

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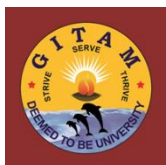
GITAM INSTITUTE OF MANAGEMENT (GIM)
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Visakhapatnam – 45.

Course Code: MTF 702	**Course Title: Python Programming**
Semester: II	**Course Type: Core** / **Credits: 4**
Home Programme(s): MBA(FinTech)	**Batch/Academic Year: 2020-2022**
Course Leader:	

Course description

Python is an object-oriented interpreted programming language with simple to use 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:

- To understand the syntax of Python programming
- To understand object oriented programming concepts like classes and objects
- To understand how Python could be used for data analytics.

Course outline and indicative content

Unit I (8 sessions) (CO1, L1)
Introduction, installation and using Python, Data Types, Conditional loops, Arrays

Unit II (8 sessions) (CO2, L1)
Input and Output, Defining and Using Functions, Functional modules.

Unit III (8 sessions) (CO3, L2)
Internet Programming, Multithreaded programming,

Unit IV (8 sessions) (CO4, L2)
Database programming, COM Programming.

Unit V (8 sessions) (CO5, L3)
Web Application programming

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

	Learning Outcome	**Assessment**
CO1	Understand how to use classes and objects	A1
CO2	Apply Python programming for data analytics	A3 &A5
CO3	Explore the use of Python for front-end design	A2
CO4	Analyze project requirement and determine libraries that can be used to standardize and modularize the code.	A4
CO5	Demonstrate extraction of market related data using libraries	A3 & A5

Assessment methods

	Task	**Task type**	**Task mode**	**Weightage (%)**
A1	Mid exam	Individual	Written	20
A2	Coursera course / online Course	Individual	Presentations/ Assignment with Q&A/Viva	10

A3	Case / Project/ Assignment	Groups* or Individual	Presentations/Report/Assignment with Q&A/Viva	20
A4	Lab External Exam	Individual	Lab Execution/Report/ /Viva	20
A5	End-term exam	Individual	Written (short/long)	30

Mapping COs - Blooms levels- Assessment Tools

Knowledge dimension /Cognitive dimension	L1. Remember	L2. Understand	L3. Apply	L4. Analyze	L5. Evaluate	L6. Create
Factual Knowledge			CO1 (A1, A5), CO2 (A1,A5), CO3 (A1,A5),			
Conceptual Knowledge				CO2 (A3, A4),CO3 (A3, A4)	CO4 (A2, A3,A4) CO5 (A2, A4)	
Procedural Knowledge						
Meta Cognitive Knowledge						

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 analyse cases and evaluate projects. Some of these reference books given below will be available in our library.

Prescribed text book:
Wesley J. Chun, Core Python Applications Programming, 3rd Edition, Pearson

Referential text books and journal papers:
Robert Sedgewick, Kevin Wayne, Robert Dondero, Introduction to Programming in Python, Pearson
Kenneth A. Lambert, B.L.Juneja, Fundamentals of Python, 2015, Cengage Learning

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Course Code: MTF 704	Course Title: Corporate Governance , Compliance & Ethics	
Semester: II	Course Type: Core	Credits: 3
Home Programme(s): MBA (FinTech)	Batch/AcademicYear: 2020 -21	
Course Leader:		

Course description

Ethics and responsibility in business has received critical focus in the wake of the various corporate scams that rocked the global economy. It is believed by many that in the own interest of business, importance be given to ethical functioning. Business decisions often concern complicated situations that are neither totally ethical nor totally unethical. The need for imparting sound ethics and a responsible mindset in the future leaders is considered as one of the important aspects of higher education. Decision making, when facing ethical dilemmas that arise in a wide range of contemporary business practices, is crucial, and is enabled through moral reasoning and understanding ethical norms of individuals and organizations. Having an insight into the challenges that may be encountered in different functional areas in the business and understanding the impact of decision making on various stakeholders is very crucial for the management professionals.

Another area of importance which has come into the fore in recent times in the Business & Corporate segment is Corporate Governance. Understanding the need for, and the role of corporate governance on sustainability of business is the need of the hour for all management professionals.

Course objectives:
● Explain the concepts of personal and professional ethics.
● Describe the importance of business ethics and understand the need for ethical decision making.
● List out various ethical issues in functional areas of business management.
● Identify different corporate governance models.
● Explain the role of the board and governance committees in corporate governance .

Course outline and indicative content

Unit I (8 Sessions) (CO1, CO2, L4)
Ethics and Values: Understanding ethics and values and their formation - personal and professional ethics; moral overconfidence - moral justification; moral disengagement – a basis for unethical behavior.

Unit II (8 Sessions) (**CO2, L5**)
Corporate Culture and Ethics: The need and importance of business ethics - Relation between ethics and business - Building an ethical corporate culture – the impact of business environment - Leadership and Code of ethics - Ethical dilemmas, conflict of interest and resolutions - ethical decision making - the impact of globalization on corporate culture - CSR as part of corporate culture.

Unit III (8 Sessions**) (CO3,,L4)**
Ethics in Functional Areas: *HR*–harnessing diversity and building a fair workplace devoid of discrimination and harassment - HSE – safe working conditions, privacy, work-life balance, whistle blowing - Ethical issues in Marketing Mix-Issues due to globalization-Handling mechanism of breach of a contract-Ethical issues in Finance - Financial Management- An overview- Importance of financial statements- Fiduciary duty-Ethical issues in mergers and acquisitions- Hostile takeovers (Poison pill, Greenmail, Golden parachute, Management buyouts) - Insider trading - Money laundering - Issues due to globalization-Role of accountants- Accountants employed within the organizations- Accountants I

professional practices (The Auditor)- The rules governing the professional conduct of accountants-Ethical audits.

Unit IV (8 Sessions**) (CO4, L6)**
Corporate Governance An overview: Evolution of Corporate Governance- Models of Corporate Governance- Anglo-American model, German model, Japanese model and Indian model formulation – Issues in corporate governance-The emerging trend in corporate governance-E-Governance - Corporate Lobbying.

Unit V (8 Sessions**) (CO5 , L6)**
Corporate Governance- Structures and Processes: Selection of the board-Role of the board-Duties and responsibilities of board of directors-Governance committees-Committees of the Board: Audit committee, Remuneration committee, Nomination committee- Role of CEO -succession planning-Corporate governance reforms in India- Government role in ensuring corporate ethics-Contemporary issues in corporate governance in India.

Case Analysis (Not Exceeding 200 words)

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

	Course Outcomes	**Assessment**
CO1	Appraise the importance of personal and professional ethics (L4)	A1, A3 & A4
CO2	Explain why ethical decision making is vital in building successful business organisations.(L5)	A1, A2, A3 & A4
CO 3	Differentiate ethical issues in important functional areas of business. (L4)	A1, A2, A3 & A4
CO 4	Interpret the issues and emerging trends in corporate governance. (L6)	A1, A3 & A4
CO 5	Appraise importance of the board in corporate governance. (L6)	A3 & A4

Assessment methods

	Task	**Task type**	**Task mode**	**Weightage (%)**
A1	Mid exam	Individual	Written – level(short/long/ Case study)	20
A2	Coursera/ Online course	Individual	Viva/Presentation on completion of the course	10
A3	Case study/Project	Group/ Individual	Discussion and Presentation	20
A4	End-term examination	Individual	Written – (short/long/Case study)	50

Mapping COs-Blooms levels- Assessment Tools

Knowledge dimension / Cognitive dimension	L1. Remember	L2. Understand	L3. Apply	L4. Analyze	L5. Evaluate	L6. Create
Factual Knowledge						
Conceptual Knowledge				CO1 (A1,A2, & A4)		CO4 (A1,A2,A4)
Procedural Knowledge				CO3 (A1,A2, A3, A4)	CO2 (A1,A3, A4)	CO5 (A1,A3, A4)
Meta Cognitive Knowledge						

Learning and teaching activities
Case Analysis
Situation Analysis
Brainstorming
Group Discussion
Research Project
Chalk and Talk
Student Presentations

Teaching and learning resources

Text Books:
1. Richard T. DeGeorge, "Business Ethics", 7th Ed., Pearson, New Delhi, 2011
2. Fernando, A. C., "Business Ethics an Indian Perspective", 3rd Ed., Pearson, New Delhi 2019

References:
1. M.G. Velasquez, Business Ethics, Prentice Hall India Limited, New Delhi: 2007
2. R.C. Sekhar., Ethical Choices in Business, Response Books, New Delhi: 2007
3. Manikutty, S., "Being Ethical – Ethics as the foundation of Business", Random House India, Noida, 2011
4. Andrew Crane and Dirk Matten, Business Ethics. Oxford Publication, New Delhi: 2007.
5. Daniel E. Palmer (2015), Handbook of Research on Business Ethics and Corporate Responsibilities, Publisher: IGI Global, US. [Book]
6. Michael Hoffman, Robert Frederick and Mark Schwartz (Ed) (2014), Business Ethics: Readings and Cases in Corporate Morality, Fifth Edition, Publisher: Wiley Blackwell, US. [Book]
7. Milton Friedman, The Social Responsibility of Business is to Increase Profits [Journal Paper]
8. Edward Freeman () Stakeholder Theory of Modern Corporation [Journal Paper]

Journals
1. Economic and Political Weekly, Sameeksha Trust, Mumbai.
2. GITAM Journal of Management, GITAM Institute of Management, GITAM University, Visakhapatnam
3. Harvard Business Review, Harvard Business School, USA.

CO PO Mapping
This is to map the level of relevance of the Course Outcome (CO) with Programme Outcome (PO).
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Course Code: MTF 706	Course Title: Web Technologies	
Semester: II	Course Type: Core	Credits: 4
Home Programme(s): MBA(FinTech)	Batch/Academic Year: 2020-2022	
Course Leader:		

Course description

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 fairly limited on it's own, and tends to require the dual use of at least one other such 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 of HTML and CSS.
● To understand the ease and capability of using client-side scripting languages
● To understand the server-side development
● To understand how to use XML documents
● To understand how to use angular JS and Node JS

Course outline and indicative content

Unit I (10 sessions) (CO1, L1, CO2, L2)
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 (10 sessions) (CO3, L3)
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.

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-III (10 sessions) (CO5, L5)
Introduction to Angular js: Angular js Expressions, Modules, Data Binding, Controllers, DOM, Events, Forms, Validations.

Introduction to Nodejs: Overview of Node.js, Features of Node.js, Creating Node.js Application, Using Node.js REPL, Node Package Manager, File System module and Directories, Buffers, Streams, and Events, Node.js connects to databases.

Unit IV (10 sessions) (CO3, L3)
Introduction to PHP: Overview of PHP, general server characteristics, Creating PHP Pages, Form handling, Data Base access with PHP & MySql.

Unit V (10 sessions) (CO4, L4)
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.

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

		Learning Outcome	Assessment
CO 1	Demonstrate writing a valid standards-conformant HTML document with CSS.		A1
CO 2	Understand web application applicability into real-life problems.		A1 &A2
CO 3	Develop a reasonably sophisticated web application		A3
CO 4	Demonstrate development of client-server applications that communicate via XML documents		A4 & A5
CO 5	Develop a web application using angular JS and Node JS		A4 & A5

Assessment methods

	Task	Task type	Task mode	Weightage (%)
A1	Mid exam	Individual	Written	20
A2	Coursera course / online Course	Individual	Presentations/ Assignment with Q&A/Viva	10
A3	Case / Project/ Assignment	Groups* or Individual	Presentations/Report/Assignment with Q&A/Viva	20
A4	Lab External Exam	Individual	Lab Execution/Report/ /Viva	20
A5	End-term exam	Individual	Written (short/long)	30

Mapping COs - Blooms levels- Assessment Tools

Knowledge dimension / Cognitive dimension	L1. Remember	L2. Understand	L3. Apply	L4. Analyze	L5. Evaluate	L6. Create
Factual Knowledge			CO1(A1, A5), CO2 (A1,A5), CO3(A1, A5),			
Conceptual Knowledge				CO2 (A3, A4),CO3 (A3, A4)	CO4 (A2, A3,A4) CO5 (A2, A4)	
Procedural Knowledge						

Meta Cognitive Knowledge					

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 analyse cases and evaluate projects. Some of these reference books given below will be available in our library.

Prescribed text book:

Programming world wide web, Robert W.Sebesta , Pearson 4th edition
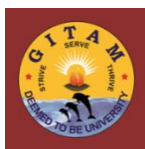
Prescribed Reference books:

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

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Course Code: MTF 708	Course Title: Artificial Intelligence & Machine Learning	
Semester: II	Course Type: Core	Credits: 4
Home Programme(s): MBA (FinTech)	Batch/Academic Year: 2020-2022	
Course Leader:		

Course description

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 way from 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
● To understand Neural network models

Course outline and indicative content

Unit I (10 sessions) (CO1, L1)
Graph Theory, Strategies for State Space Search and Control Strategies, Heuristic Search, Monotonicity and Informedness.

Unit II (10 sessions) (CO1, L1, CO2, L2)
Recursion based search, Pattern-Directed search, AI Challenge Knowledge Representation, Problem reduction and game playing,

Unit III (10 sessions) (CO5, L4)
Artificial Neural Networks, Introduction to Intelligent Agents, Natural Language Processing.

Unit IV (10 sessions) (CO3, L3)
Definition of learning systems, Goals and applications of machine learning, Aspects of developing a learning system: training data, concept representation, function approximation.

Unit V (10 sessions) (CO4, L3)
Machine Learning Paradigms: supervised learning models, K-nearest neighbor, decision trees, support vector machines. Unsupervised Learning: K means clustering, hierarchical clustering, Introduction to Reinforcement Learning.

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

	Course Outcome	Assessment
CO1	Apply state space search	A1
CO2	Understand fundamentals of Machine Learning.	A3 &A4
CO3	Demonstrate capability to Design, develop basic machine learning applications	A2
CO4	Demonstrate Machine Learning algorithm models	A3
CO5	Demonstrate Neural network models	A3 & A4

Assessment methods

	Task	Task type	Task mode	Weightage (%)
A1	Mid exam	Individual	Written	20
A2	Coursera course / online Course	Individual	Presentations/ Assignment with Q&A/Viva	10
A3	Case / Project/ Assignment	Groups* or Individual	Presentations/Report/ Assignment with Q&A/Viva	20
A4	End-term exam	Individual	Written (short/long)	50

Mapping COs - Blooms levels- Assessment Tools

Knowledge dimension / Cognitive dimension	L1. Remember	L2. Understand	L3. Apply	L4. Analyze	L5. Evaluate	L6. Create
Factual Knowledge			CO1(A1, A4), CO2 (A1,A4), CO3 (A1, A4),			
Conceptual Knowledge				CO2 (A2, A3),CO3(A2, A3)	CO4 (A2, A3,A4) CO5 (A2, A3)	
Procedural Knowledge						
Meta Cognitive Knowledge						

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 analyse cases and evaluate projects. Some of these reference books given below will be available in our library.

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

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

CO PO Mapping

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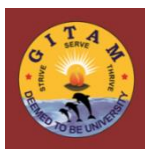
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Course Code:	**Course Title**: Online Course-I	
Semester: II	**Course Type:** Elective/MOOC	**Credits**: 3
Home Programme(s): MBA(FinTech)		
Course Leader:		

Course description and Course outcomes

Even while FinTech aims to provide relevant current courses in the curriculum, there would always be student desire to learn something different, which should be encouraged. The aim of providing this credit it to let students pick an online course that is relevant and in line with their interests, for which they can obtain credits. Students have to discuss and decide the online course to be taken in consultation with their coordinator. Upon completing the formal requirement of the course and obtaining a certificate, it can be produced to obtain credits for this course.

COURSE OBJECTIVES
- To be flexible and let students pursue their creative interests in other fields.
- To gain insights and understand the nuances of other relevant and current curriculum.

Course outline and indicative content

This is an individual online course, that the students have to take from NSE, Coursera, CISI etc, after seeking approval from the assigned mentor/guide. Under guidance of a faculty students have to complete the course that they have taken by submitting the certificate obtained from the course. During the viva students will be interviewed by a panel on the learning from the online course.

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

	Learning Outcome	**Assessment**
1	Demonstrate learning from the online course chosen.	A3
2	Would be able to pursue their passion.	A3
3	Debate and justify their views when challenged about a methodology.	A3

Assessment methods

Task	**Task type**	**Task mode**	**Weightage (%)**
A3. Case / Project /Assignment	Groups* or Individual	Presentations/Report/Assignment with Q&A/Viva	100

Transferrable and Employability Skills

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

Learning and teaching activities

Individually driven

Teaching and learning resources

To consult on a weekly or fortnightly basis with the assigned guide to discuss progress and seek advice on direction/approach from the guide

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Course Code:	**Course Title**: Viva-I
Semester: II	**Course Type:** Presentation/Oral **Credits**: 3
Home Programme(s): MBA(FinTech)	
Course Leader:	

Course description and Course outcomes

Viva is the verbal process to check ones knowledge and completeness on a topics which are of interest. The aim is to develop articulation skills, which makes the students more rounded and builds confidence. Topics can vary from the subjects taught to general knowledge and current trends in the industry and country. This ensures that the student gains holistic knowledge.

COURSE OBJECTIVES
- To ensure that students enhancing their general knowledge.
- To develop inter-personal communication skills during interacting with.
- To learn how to develop a concise and coherent project report.

Course outline and indicative content

This is the end of the year Viva, where a panel will be interviewing the students. This viva will test students' understanding of the knowledge gained, the projects done, the industrial tours taken and check their assimilation and application of this knowledge.

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

	Learning Outcome	**Assessment**
1	Improve their confidence on the subject.	A3
2	Articulate their thought process, improve communication.	A3
3	Debate and justify their views when challenged about a methodology.	A3

Assessment methods

Task	Task type	Task mode	Weightage (%)
A3. Case / Project /Assignment	Groups* or Individual	Presentations/Report/Assignment with Q&A/Viva	100

Transferrable and Employability Skills

	Outcomes	Assessment
1	Know how to use online learning resources: G-Learn, online journals, etc.	A3

2	Communicate effectively using a range of media	A3
3	Apply teamwork and leadership skills	A3
4	Find, evaluate, synthesize & use information	A3
5	Analyze real world situation critically	A3
6	Reflect on their own professional development	A3
7	Demonstrate professionalism & ethical awareness	A3
8	Apply multidisciplinary approach to the context	A3

Learning and teaching activities

Individually driven

Teaching and learning resources

To come prepared based on the past course, current market trends, global economic growth etc. Should be ready to debate and express viewpoints to assess synthesis of knowledge.
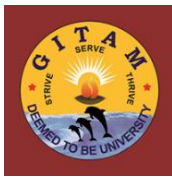
Semester-III Courses

Sl. No.	Course Code	Course Type	Courses	Sessions			Marks			Credits
				T	P	Tot	CA	TEE	Tot	
1	MTF801	HR	Human Resource Management	3		4	50	50	100	3
2	MTF803	Technology	Hadoop	3	1	3	50	50#	100	4
3	MFI843	Finance	Security Analysis & Port Mgmt	4		4	50	50	100	4
4	MMK849	Marketing	Marketing in a Digital World	3		3	50	50	100	3
5	MTF805	Analytics	Business Analytics	3		3	50	50	100	3
6	MTF807	Technology	Cryptography & Cyber Security	3		3	50	50	100	3
7	MFI841	Finance	Financial Markets & Services	3		3	50	50	100	3
8	MTF809	FinTech	Design Thinking	3		3	100		100	3
9	MTF891	Management	Internship	3		3		100	100	3
			Totals:	28	1	29	450	450	900	29

Key: T = Theory, P= Practical, TEE – Term End Evaluation, CA – Continuous Assessment
#30 marks for external and 20 marks for practical

PCDs

Sl. No.	Course Code	Course	Credits	Marks
1	MMB812	CBA -2	1	50
2.	MMB814	Soft Skills -2 (Work Shop)	1	50
		Total	**2**	
		Grand Total	**30**	**1050**

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Course Code:MTF 801	Course Title: Human Resource Management	
Semester: III	Course Type: Core	Credits: 3
Home Programme(s):MBA (FinTech)	Batch/AcademicYear:2020-2022	
Course Leader: Dr K V Sandhyavani		

Course description
Human resource is being considered as the core of organizations which creates value and competitive advantage. In the world of innovations, it is very essential for leaders to focus on building superior workforce and meet the present needs as well as develop talent for the future generations. In this emerging global economic environment, even companies which operate in domestic markets have to contend with global competition. Managing people in a global context is thus the essence of international human resource management. The world is also on the threshold of the most exciting and promising phase of the evolution of human resources and human capital management. Today there is a shift of attention towards predictability. The course is designed to study about the foundations of human resource management in a domestic environment as well as an international scenario. It is also designed to equip the students with understanding the strategic role of human resource management and also predictive management i.e., managing today and tomorrow.

Course objectives:
- To understand the people management aspects in organizations
- To develop sustainability and business efficiency through developing people
- To know how to predict and make people related decisions for the efficiency of organizations.

Course outline and indicative content
Unit I: (10 Sessions) (CO1, L2, L3)
Foundations of HRM: Evolution of HRM, Importance of HRM, Role of HR Manager, Challenges and Future of Workforce, HR Practices- Recruitment, Selection, training and development, compensation, Safety and health, managing labor relations, emerging trends – HR Accounting, HR audit, HR analytics.

Unit II: (10 Sessions) (CO2 L2, L3)
Building Superior Workforce: Competency development, Performance management System, Leading High performance teams, Integrated Performance Management, Maturity Alignment; Succession Planning and Career Planning.**Case**

Unit III: (10 Sessions) (CO3 L2,L3)
Aligning HR with Strategy: Theories of strategic management of Human resources, Linking HR processes to Strategy, HR strategy differentiation, Effective HRM strategy.**Case**

Unit IV: (10 Sessions) (CO4 L2, L3)
International Human Resource Management: Approaches to international HRM, Staffing, training, Compensation, Performance management and Industrial relations in global context.

Unit V: (10 Sessions) (CO 5 L2, L3)
People Analytics: Meaning, classification of analytics, Importance of Human Capital Management, capability planning, building scenarios and creating the playbook, performance evaluation, Retaining

employees, Employee engagement and disengagement, Signs of departure, Predictive Analytics for Human Capital Management.

Case

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

		Course Outcomes	Assessment
CO1		Develop people management skills for the higher performance of organizations	A1, A2,A3, A4
CO2		Make human resource decisions in the global context	A1, A2, A3,A4
CO 3		Formulate HR strategies	A1,A3,A4
CO 4		Understand HR practices in global context	A1,A2,A4
CO 5		Predict and make decisions for the future using big data	A1,A2,A4

Assessment methods

	Task	Task type	Task mode	Weightage (%)
A1	Mid exam	Individual	Written –L3 level	20
A2	Coursera/ Online course	Individual	Viva/Presentation on completion of the course	10
A3	Case study/Project	Group/ Individual	Discussion and Presentation -L5 level	20
A4	End-term examination	Individual	Written (short/long) –L4 level	50

Mapping COs-Blooms levels- Assessment Tools

Knowledge dimension / Cognitive dimension	L1. Remember	L2. Understand	L3. Apply	L4. Analyze	L5. Evaluate	L6. Create
Factual Knowledge						
Conceptual Knowledge		CO1 (A1,A2 &A4) CO2 (A1, A2, A3, A4), CO3 (A1, A3, A4) CO4 (A1, A3, A4)			CO5 (A2, A4)	
Procedural Knowledge		CO1 (A1, A2, A4)	CO1 (A1,A2 &A4) CO2(A1, A2, A3, A4), CO3(A1, A3, A4) CO4 (A1, A3, A4)			
Meta Cognitive Knowledge						

Learning and teaching activities
- Lecture method of teaching concepts
- Case methodology to make the student practice application of concepts.
- Group discussions and presentations can also be adopted to evaluate the various employability skills of students.

Teaching and learning resources
E-Resources, Cases, E-Books, Websites, E-Library, Handouts. The teaching material in the form of presentations or word documents, extra material from journals, internet, and websites related to labor department, e-books from GIM library will be uploaded for the student in G-learn.

Text Book
Gary Dessler& Biju Varkkey, "Human Resource Management", Pearson, New Delhi, 2013.

References
1. Edwin B Flippo, "Personnel Management", Tata McGraw Hill Publishing Co., New Delhi, 1984.
2. George W Bohlander& Scott A Snell, "Principles of Human Resource Management" Cengage Learning, 16th edition.
3. JAC Fitzeng: The New HR Analytics
4. Lance A Berger & Dorothy R Berger, "The Talent Management Handbook", Mc Graw Hill Education, Indian Edition.
5. Monica Belcount, Kenneth Mc Bey, Ying Hong, "Strategic HR Planning", Management Yap.
6. Peter J Dowling and Denice E Welch, "International Human Resource Management", Thomson India, 2006.

Journals
1. Vikalpa, Indian Institute of Management, Ahmedabad
2. Journal of General Management, Mercury House Business Publications, Limited
3. Harvard Business Review, Harvard Business School Publishing Co. USA

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Course Code: MTF 803	**Course Title: Hadoop**
Semester: III	**Course Type: Core** **Credits: 4**
Home Programme(s): MBA(FinTech)	**Batch/Academic Year: 2020-2022**
Course Leader:	

Course description

Big data is growing bigger every day and it could just be garbage, if we do 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 can be 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 thousands of machines, each offering local computation and storage.

Course objectives:
- To understand computer server architecture
- To understand the Hadoop distributed environment
- To understand how MapReduce architecture works.
- To understand Hadoop tools like Pig, Mahout.

Course outline and indicative content

Unit I (10 sessions) (CO1, L1)
Introduction to big data and Hadoop, Hadoop Architecture, Hadoop Versioning and Configuration, Basic Linux commands

Unit II (10 sessions) (CO1, L2)
Single Node Hadoop installation on Ubuntu, Hadoop commands, Modes in Hadoop, Local, Pseudo Distributed &Fully Distributed Mode

Unit III (10 sessions) (CO2, L3, CO3, L4)
Hadoop Daemons: Master Daemons Slave Daemons, Accessing HDFS, Understanding YARN, MapReduce examples.

Unit IV (10 sessions) (CO4, L4)
Introduction to Hadoop pig: Pig Architecture, Pig Installation, Pig Grunt shell, Introduction to Pig Latin, Reading and storing data using Pig.

Unit V (10 sessions) (CO5, L4)
Introduction to Hadoop Mahout: Mahout Installation, Mahout Recommender Engine, Mahout Clustering, Mahout Classification. Project in Hadoop

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

	Learning Outcome	**Assessment**
CO1	Demonstrate setting up of a distributed cluster of computers	A1
CO2	Demonstrate distribution of data using MapReduce	A2 &A5
CO3	Understand the configuration of HDFS.	A2

CO4	Will be able to work on pig	A4
CO5	Will be able to model using mahout	A4 & A5

Assessment methods

	Task	Task type	Task mode	Weightage (%)
A1	Mid exam	Individual	Written	20
A2	Coursera course / online Course	Individual	Presentations/ Assignment with Q&A/Viva	10
A3	Case / Project/ Assignment	Groups* or Individual	Presentations/Report/Assignment with Q&A/Viva	20
A4	Lab External Exam	Individual	Lab Execution/Report/ /Viva	20
A5	End-term exam	Individual	Written (short/long)	30

Mapping COs - Blooms levels- Assessment Tools

Knowledge dimension / Cognitive dimension	L1. Remember	L2. Understand	L3. Apply	L4. Analyze	L5. Evaluate	L6. Create
Factual Knowledge			CO1(A1, A5), CO2 (A1,A5), CO3 (A1, A5),			
Conceptual Knowledge				CO2 (A3, A4), CO3 (A3, A4)	CO4 (A2, A3,A4) CO5 (A2, A4)	
Procedural Knowledge						
Meta Cognitive Knowledge						

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 analyse cases and evaluate projects. Some of these reference books given below will be available in our library.

Prescribed text book:
1. An Introduction to Hadoop: Tutorial – Open Source
Prescribed Reference books:
1. Hadoop: The Definitive Guide, Tom White 4th edition, Oreilly publications.

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Course Code: MFI 843	Course Title: Security Analysis and Portfolio Management	
Semester: III	Course Type: Core	Credits: 3
Home Programme(s):MBA (2020-21) Admitted Batch		
Course Leader: Prof. M.S.V Prasad		

Course description & Course objectives

Since the financial deregulations in 1991, Indian economy has grown significantly and businesses have learnt and trapped the other sources of capital, than just bank loans. These days, organizations have a separate wing that deals with treasuries and capital to help hedge their risk exposure, be it from foreign exchange or interest rate fluctuations. Understanding the basic tools required to perform valuations of stocks, assessing risk by using fundamental and technical analysis, can assist one to manage a firm's financials more efficiently.

Course Objectives
- To understand the basic concepts of Security Analysis, by calculating returns and risk
- To understand the basic concepts of Fundamental Analysis and Technical Analysis
- To understand the basic concepts of Portfolio Analysis and the concepts of Mutual Fund Portfolio management

Course outline and indicative content
Unit I (6 sessions) (CO1, CO2, L2, L3)
Introduction to security Analysis and Portfolio Management: Features of Investment – Investment vs. Speculation vs. Gambling – Risk definition and measurement; Stock Return and Valuation. Bonds – Valuation, Risks associated with bond investments, calculation of YTM. (NP)

Unit II (6 sessions) (CO2, CO3, CO4, L2, L3, L4)
Fundamental Analysis: Introduction to Economic analysis, components of Economic Analysis, Introduction to Industry analysis, components of Industry analysis, Introduction of Company analysis and components of company analysis.

Unit III (6 sessions) (CO2, CO3, CO4, CO5, L3, L4, L5)

Technical Analysis: Dow Theory, Support and Resistance Levels, Graphs and Charts; Technical Analysis vs. Fundamental Analysis; Indicators and Oscillators; Efficient Market Theory.

Unit IV (6 sessions) (CO1, CO3, L2, L4)

Portfolio Construction and selection: Markowitz model and efficient frontier, Sharpe Index model, Construction of Optimal portfolio, Capital asset pricing theory and arbitrage pricing theory. (NP)

Unit V (6 sessions) (CO1, CO4, L2, L4)

Performance Evaluation of Portfolios: Need for Evaluation – Evaluation using Sharpe, Treynor and Jensen Index. (NP).

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

CO	Course Outcomes	Assessment
CO1	Understanding of terminologies and concepts of Security Analysis and Portfolio Management	A1
CO2	Apply Fundamental analysis to estimate/calculate the company reports	A2
CO3	Analyse information using Technical analysis and Fundamental Analysis	A3
CO4	Make use of models and theories used for the Portfolio construction and selection	A2& A4
CO5	Evaluate the performance of Portfolios	A1, A2&A5

Assessment methods

	Task	Task type	Task mode	Weightage (%)
A1	Mid exam	Individual	Written	20
A2	Coursera	Individual	Online learning and assessment	10
A3	Weekly Virtual trading / Project Work	Individual	Weekly virtual trading performance / Report with Q&A/Viva	20
A4	End-term exam	Individual	Written (short/long theory and numerical)	50

Mapping COs-Blooms levels- Assessment Tools

Knowledge dimension / Cognitive dimension	L1. Remember	L2. Understand	L3. Apply	L4. Analyze	L5. Evaluate	L6. Create
Factual Knowledge		CO1 (A1, A4)				
Conceptual Knowledge			CO2 (A1, A4)			

Procedural Knowledge		CO1 (A1, A4)	CO2 (A1, A4)	CO3 (A2,A4)	CO4 (A2,A4)	
Meta Cognitive Knowledge				CO4 (A2,A4)	CO5 (A2, A4)	

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 analyse cases and evaluate Projects. Some of these reference books given below will be available in our library.

It is expected that an average student will be required to spend about two hour for each hour of contact session. Problem sets and small cases whenever given are a means of focusing on central issues, concepts of knowledge. Your ability to solve them is also a reflection of the extent to which you have understood the concepts read by you.

- Security Analysis and Portfolio Management – Punithavathy Pandian, Vikas Publishing House, 201
- Ranganatham, M., and Madhumathi, R., "Investment Analysis & Portfolio Management", Pearson, New Delhi, 2012
- Fisher & Jordon, "Security Analysis and Portfolio Management", Tata Mc-Graw Hill, New Delhi, 2008
- Edwin J Elton, Martin J Gruber, Stephen J Brown & William N Goetzmann, "Modern Portfolio Theory and Investment Analysis", Wiley, New Delhi, 2014
- V.K Bhalla, "Investment Management", S.Chand& Company Pvt,Ltd.,New Delhi, 2014

Journals

- Harvard Business Review, Harvard Business School Publication Co. USA
- Vikalpa, Indian Institute of Management, Ahmedabad
- GITAM Journal of Management, GITAM Institue of Management, GITAM deemed to be university, Visakhapatnam

CO PO Mapping

This is to map the level of relevance of the Course Outcome (CO) with Programme Outcome (PO).

0= No Relevance; 1= Low Relevance; 2= Medium Relevance; 3= High Relevance

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Visakhapatnam – 45.

Course Code:	Course Title: Marketing in a Digital World	
Semester: III	Course Type: Theory	Credits: 3
Home Programme(s): MBA(FinTech)		
Course Leader:		

Course description and Course outcomes

Marketing is the process of communicating the features and value of a product or service to customers, with an aim to make them their consumers and Digital Marketing is the process of promoting brands and products using electronic media. This field of management has gained importance over the years as it directly contributes to the revenue of the firm.

Business 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 marketing using digital medium.

COURSE OBJECTIVES
- Understand Marketing and take efficient marketing decisions.
- Design and 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.

Course outline and indicative content

Unit I (10 Sessions)

Marketing-Important and Core Concepts, Marketing Philosophy, 4 Ps, Segmenting Targeting, Positioning, Consumer purchase decision process and factors influencing purchase decision. **Product**-Types of Product, New Product development Process, Product life cycle.
Pricing- Setting Price, Adapting Price, Initiating and responding to price changes.

Unit-11 (10 Sessions)

Place-Marketing channels and Value networks-The role of Marketing channels, Channel design decisions, Channel management decisions, Channel integration and systems, managing channel conflicts, E-Commerce Marketing Practices.
Promotion-Designing and Managing integrated marketing communications-The role of marketing communications, developing effective communications, Deciding on the marketing communication Mix, Managing the integrated Marketing communication process, Managing Mass communication-Developing and managing an advertising Program. Media Selection and measuring effectiveness. The direct and digital marketing Managing digital communication online social media and mobile.

Unit III (10 sessions)

Search Engine Optimization (SEO), listing of website, optimizing search, and result analysis. Search Engine Marketing (SEM), pay-per-click, running ads on search engines. Web analytics, campaign statistics, measure, monitor and evaluate website traffic, metrics for business decisions.

Unit IV (10 sessions)

E-mail marketing, Integrating offline and online databases. Social Media Marketing (SMM), Building brand preferences, generating leads and harnessing strength for marketing.

Unit V (10 sessions)

Advertising on Social Networking Sites YouTube and video advertising. Mobile Marketing, App-based marketing, QR Codes, SMS, Location-based. Content and Blog Marketing (CBM).

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

	Learning Outcome	Assessment
1.	Understand and apply elements of marketing Mix	A1,A2
2.	Understand how digital marketing and marketing analytics work in assessing the effectiveness of a campaign	A1, A2
3.	Assess the effectiveness of a social media campaign	A3
4.	Demonstrate ability to design and implement social media campaign	A3
5.	Develop and implement various types of advertisement campaign	A3

Assessment methods

Task	Task type	Task mode	Weightage (%)
A1. Mid exam	Individual	Written	20
A2. Case / Project/Assignment	Groups* or Individual	Case Study/Assignment/Report and Presentation/ Q&A/Viva	20
A3. End-term exam	Individual	Written (short/long)	60

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 X-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 X-learn. Wherever necessary, printouts, handouts etc. will be distributed in the class. For better learning outcomes students have to refer multiple books. Submission of all assignments is compulsory to complete the course. Few books are suggested below but the list is not complete list. For resources student has to visit the Institution or University Library as deemed necessary and suggested by the faculty.

References:

*Prescribed text book***:**
    I.   Puneet Singh Bhatia, "Fundamentals of Digital Marketing", Pearson New, Delhi,2017
   II.   Armstrong, Gary and Philip Kotler, Principles of Marketing, Prentice Hall, New Delhi, 2012

Referential text books

Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithileshwar Jha, Marketing Management, Pearson, 14th Edition

*Referential text books and journal papers***:**

Vikalpa, Indian Institute of Management, Ahmedabad
Journal of General Management, Mercury House Business Publications, Limited
Harvard Business Review, Harvard Business School Publishing Co. USA
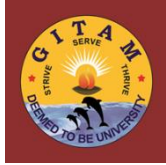
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Course Code: MTF 805	Course Title: Business Analytics	
Semester: III	Course Type: Core	Credits: 3
Home Programme(s): MBA (FinTech)		
Course Leader:		

Course description and Course outcomes

Business Analytics provides a set of statistical tools that can be used to analyze data 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.
● To understand time series analysis.

Course outline and indicative content

Unit I (6 sessions)
Descriptive, Predictive and Prescriptive Analytics, Data types, Categorical Data, Cross-section and Time series data.

Unit II (6 sessions)
Data analysis using Excel, Data Distributions, Measures of location, variability, Covariance and Correlation Coefficients, Data Visualizations, Tables, Charts, GIS Charts, Data Dashboards.

Unit III (6 sessions)
Linear and Multiple Regression Models, Inference, Modelling nonlinear relationships, Model fitting, using XLMiner or Python.

Unit IV (6 sessions)
Linear Optimization Models, Non-Linear Optimization Models, Integer-Liner Optimization Models.

Unit V (6 sessions)
Monte-Carlo Simulation, Decision Analysis.

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

	Course Outcome	Assessment
CO1	Perform linear and multiple regression models	A1, A2
CO2	Visualize data using charting tools	A3
CO3	Demonstrate use of simulations for decision analysis.	A3
CO4	Analyze online time series datasets and build models to build MIS dashboards	A3
CO5	Perform Optimization Models	A3

Assessment methods

	Task	Task type	Task mode	Weightage (%)
A1	Mid exam	Individual	Written	20

A2	Coursera	Individual	Online	10
A3	Case / Project/Assignment	Groups* or Individual	Presentations/Report/Assignment with Q&A/Viva	20
A4	End-term exam	Individual	Written (short/long)	15

Mapping COs-Blooms levels- Assessment Tools

Knowledge dimension / Cognitive dimension	L1. Remember	L2. Understand	L3. Apply	L4. Analyze	L5. Evaluate	L6. Create
Factual Knowledge						
Conceptual Knowledge						
Procedural Knowledge		CO1 (A1, A2)	CO2(A1,A2, A3)	CO3 and CO4 (A1,A3, A3)	CO5 (A1, ,A3, A3)	
Meta Cognitive Knowledge						

Teaching and learning resources
Mixed pedagogy approach is adopted throughout the course. Classroom based face to face teaching, directed study, independent study via X-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 X-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 analyse cases and evaluate projects. Some of these reference books given below will be available in our library.

Prescribed text book:
Jeffrey D. Camm, Cochran, et.al, Essentials of Business Analytics, 2015, Cengage Learning.

Referential text books and journal papers:
Sahit Raj, Business Analytics, 2015 Cengage Learning.

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.

CO PO Mapping
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0= No Relevance; 1= Low Relevance; 2= Medium Relevance; 3= High Relevance
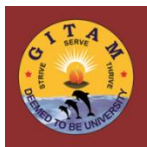
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Course Code: MTF 807	Course Title: Cryptography & Cyber Security	
Semester: III	Course Type: Core	Credits: 4
Home Programme(s): MBA(FinTech)	Batch/Academic Year: 2020-2022	
Course Leader:		

Course description

The growth of internet has also seen the growth of hacking. Cryptography is the process of encoding and decoding a transmission message to ensure it is not tampered with. This course is aimed at introducing students to the tools that are available to ensure the messages are transmitted safely using public and private keys.

Course objectives:

- To introduce to crypto key fundamentals
- To understand message authentication and integrity checks.
- To understand the public and private key ciphers.
- To understand the Security Vulnerabilities

Course outline and indicative content

Unit I (10 sessions) (CO1, L1)
Introduction to cryptography, Security services; Symmetric key cipher, Traditional symmetric-key ciphers, substitution cipher, transportation cipher, Data Encryption Standard (DES) structure and analysis

Unit II (10 sessions) (CO2, L2)
Advanced Encryption Standards (AES), key and analysis of AES ciphers, Block Ciphers, RSA cryptosystem, Diffie-Hellman key exchange, Elliptic Curve Cryptosystems.

Unit III (10 sessions) (CO3, L2)
Hash functions, SHA-512, Digital signature, Digital Signature Standards (DSS), Elgamal Digital Signature schemes. Security at application layer: E-Mail, PGP, S/MIME, Security at Transport Layer, SSL Architecture, SSL Message formats, Handshake protocol. Security at Network layer, IPsec, Authentication header (AH), ESP, IPv6

Unit IV (10 sessions) (CO4, L4)
Introduction to Cyber Security: Overview of Cyber Security, Internet Governance – Challenges and Constraints, Cyber Threats:- Cyber Warfare-Cyber Crime-Cyber terrorism-Cyber Espionage, Need for a Comprehensive Cyber Security Policy, Need for a Nodal Authority, Need for an International convention on Cyberspace.

Unit V (10 sessions) (CO5, L4)
Cyber Security Vulnerabilities and Cyber Security Safeguards: Cyber Security Vulnerabilities-Overview, vulnerabilities in software, System administration, Complex Network Architectures, Open Access to Organizational Data, Weak Authentication, Unprotected Broadband communications, Poor Cyber Security Awareness. Cyber Security Safeguards- Overview, Access control, Audit, Authentication, Biometrics, Cryptography, Deception, Denial of Service Filters, Ethical Hacking, Firewalls, Intrusion Detection Systems, Response, Scanning, Security policy, Threat Management.

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

	Course Outcomes	Assessment
CO1	Generate public and private keys	A1
CO2	Analyze and check authentication of the message	A3 &A4
CO3	Check and validate a digital signature.	A2
CO4	Demonstrate ability to identify Security Vulnerabilities	A3
CO5	Analyze safeguard of network	A3 & A4

Assessment methods

	Task	Task type	Task mode	Weightage (%)
A1	Mid exam	Individual	Written	20
A2	Coursera course / online Course	Individual	Presentations/ Assignment with Q&A/Viva	10
A3	Case / Project/ Assignment	Groups* or Individual	Presentations/Report/Assignment with Q&A/Viva	20
A4	End-term exam	Individual	Written (short/long)	50

Mapping COs - Blooms levels- Assessment Tools

Knowledge dimension / Cognitive dimension	L1. Remember	L2. Understand	L3. Apply	L4. Analyze	L5. Evaluate	L6. Create
Factual Knowledge			CO1(A1, A4), CO2 (A1,A4), CO3(A1, A4),			
Conceptual Knowledge				CO2 (A2, A3), CO3 (A2,A3)	CO4 (A2, A3,A4) CO5 (A2, A3)	
Procedural Knowledge						
Meta Cognitive Knowledge						

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 analyse cases and evaluate projects. Some of these reference books given below will be available in our library.

Prescribed text book:
1. William Stallings, Cryptography and Network Security, 3rd Edition, Pearson

2. Cyber Law and Cyber Security in developing and emerging Economics by Zeinab Karake Shalboub, Lubna Al Qusinie

Prescribed Reference books:
1. Cryptography & Network Security, 2nd Edition by Forouzan, McGraw-Hill
2. Cyber Security Essentials by James Graham, Richard Howard, Ryan Olson

CO PO Mapping

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Course Code: MFI 841	Course Title: Financial Markets and Services	
Trimester: III	Course Type: Core	Credits: 3
Home Programme(s): MBA (FinTech)		
Course Leader:		

Course description

- To provide the student an overview of financial markets and services in India and to familiarize them with important fee and fund based financial services in India.
- To make learner understand modern financial markets. Central themes are the structure of financial markets, their pricing function, the interaction between financial markets and macro-economic conditions, and the process of innovation and regulation in these market
- To familiarize student for the study in market efficiency and the interaction between government policies and financial market
- The course will consider the stress on financial instruments, markets in which they are traded, and attendant structures.

Course objectives:

- Understand what a financial system is and does, and the distinct functions of each component
- Understand some important financial instruments and the economic principles underlying their use
- Able to understand credit rating mechanism and working of mutual funds

Course outline and indicative content

UNIT–I
Structure of Financial System – role of Financial System in Economic Development – Financial Markets and Financial Instruments – Money Markets - Bond Markets - Mortgage Markets - Stock Markets - Foreign Exchange Markets - Derivative Securities Markets – Role of SEBI – Secondary Market Operations – Regulation – Functions of Stock Exchanges – Listing – Formalities – Financial Services Sector Problems and Reforms.

UNIT–II
Financial Services: Concept, Nature and Scope of Financial Services – Regulatory Frame Work of Financial Services – Growth of Financial Services in India – Merchant Banking – Meaning-Types – Responsibilities of Merchant Bankers – Role of Merchant Bankers in Issue Management – Regulation of Merchant Banking in India. Wealth Management System

UNIT–III

Venture Capital – Growth of Venture Capital in India – Financing Pattern under Venture Capital – Legal Aspects and Guidelines for Venture Capital, Leasing – types of Leases – Evaluation of Leasing Option Vs. Borrowing. Hire Purchase Vs. Leasing (NP in Leasing)

UNIT–IV

Credit Rating – Meaning, Functions – Debt Rating System of CRISIL, ICRA and CARE. Factoring, Forfeiting and Bill Discounting – Types of Factoring Arrangements – Factoring in the Indian Context; (NP in Factoring)

UNIT–V

Mutual Funds – Concept and Objectives, Functions and Portfolio Classification, Organization and Management, Guidelines for Mutual Funds, Working of Public and Private Mutual Funds in India. Debt Securitization – Concept and Application – De-mat Services-need and Operations-role of NSDL and CSDL. NAV calculation – Sharpe, Jensen, Treynor models

Case Analysis (Not Exceeding 200 words)

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

CO	Course Outcomes	Assessment	Bloom Taximony
CO1	Analyse & Apply knowledge of Financial System and markets	A1,A4	L3,L4
CO2	Analyse and Apply various Financial and various Merchant Banking Services and their Growth	A1, A4,A3	L3,L4
CO3	Analyse Leasing types and Evaluate leasing vs. buying	A2, A4	L4,L5
CO4	Analyse Credit Rating systems and evaluate Factoring services	A2,A4	L3,L4
CO5	Understand and Mutual funds and types and evaluate NAV calculations models.	A3,A4	L2,L5

Assessment methods

	Task	Task type	Task mode	Wieghtage (%)
A1	Mid Exam	Individual	Written	20
A2	Coursera			10
A3	Case / Project	Groups	Presentations, Report	20
A4	End-term exam	Individual	Written (short/long)	50

Mapping COs - Blooms levels- Assessment Tools

Knowledge dimension / cognitive dimension	L1. Remember	L2. Understand	L3. Apply	L4. Analyze	L5. Evaluate	L6. Create
Factual Knowledge						

Conceptual Knowledge		CO5 (A3,A4)	CO1 (A1,A4) CO2 (A1,A3,A4)	CO1 (A1,A4) CO3 (A2,A4)	CO3 (A2,A4)
Procedural Knowledge				CO2 (A1,A3,A4) CO3 (A2,A4) CO4(A2,A4)	CO4(A2,A4) CO5 (A3,A4)
Meta Cognitive Knowledge					

Teaching and learning resources

Suggested Books
- Bhole&Mahakud, Financial Institutions and Market, TMH, New Delhi
- V.A.Avadhani, Marketing of Financial Services, Himalayas Publishers, Mumbai
- DK Murthy, and Venugopal, Indian Financial System, IK Int Pub House
- Anthony Saunders and MM Cornett, Fin Markets &Institutions,TMH, New Delhi
- PUNIThavathy Pandian, Financial Markets and Services, Vikas, New Delhi
- Vasanth Desai, Financial Markets & Financial Services, Himalaya, Mumbai
- Meir Khan – Financial Institutions and Markets, Oxford Press.
- Madura, Financial Markets & Institutions, Cengage, New Delhi

Learning and teaching activities

CO PO Mapping

This is to map the level of relevance of the Course Outcome (CO) with Programme Outcome (PO).

0= No Relevance; 1= Low Relevance; 2= Medium Relevance; 3= High Relevance

CO PO Mapping	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	Sum
CO1									
CO2									
CO3									
CO4									
CO5									
Target Level Max.									

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Course Code: MTF 809	Course Title: Design Thinking	
Semester: III	Course Type: Theory Internal	Credits: 3
Home Programme(s): MBA(FinTech)	Batch/Academic Year:2020-23	
Course Leader:		

Course description and learning objectives

Design Thinking, is an all-inclusive approach to problem solving, which is customer centric. Deep understanding is the cornerstone of design thinking, which is obtained through observation, shadowing and experimenting with ideas. Design thinking is more prevalent in product design, but is being applied to process improvements, business models, management and strategy. This course aims to provide students exposure to the process of deep learning and design thinking.

Learning objectives:
- To provide exposure to the design thinking process
- To let students ideate on a design process
- To critically develop point of view and problem framing.

Course outline and indicative content

Unit I (number of sessions) (CO1, CO2, L1 & L2)
Introduction to Design Thinking, Empathize, Innovation Process, Characteristics of successful innovation.

Unit II (number of sessions) (CO2, L2 & L3)
Human centered design, Define, Point of View statements.

Unit III (number of sessions) (CO2, CO3, L12, L3 & L4)
Problem framing, Identify problem frames, Deep Customer Understanding, Identify areas of opportunity.

Unit IV (number of sessions) (CO3, CO4, L13 & L4)
Ideate, Idea Generation, Nominal Group Technique, Round Robin, Creative Matrix, Systematic Inventive Thinking.

Unit V (number of sessions) (CO3, CO4, L3, L4 & L5)
Prototyping, Concept Development, Cost of early prototype failure, Implementation and testing.

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

	Course Outcomes	**Assessment**
CO1	To empathize, define, ideate, prototype and test a concept.	A1, A2
CO2	Obtain a deep understanding of a concept from a customer centric perspective.	A3
CO3	Demonstrate ability to prototype concepts to obtain richer final results	A3
CO4	Develop a product prototype that will help the community	A3

Assessment methods

Task	Task type	Task mode	Weightage (%)
A1. Mid exam	Individual	Written	20
A2 Coursera	Individual	Online	10
A3. Case / Project/ Assignment	Groups* or Individual	Presentations/Class participation/Report/Assignment with Q&A/Viva	20
A4. End-term Project	Group	Solution design	50

Mapping COs - Blooms levels- Assessment Tools

| Knowledge dimension / Cognitive dimension	L1. Remember	L2. Understand	L3. Apply	L4. Analyze	L5. Evaluate	L6. Create
Factual Knowledge						
Conceptual Knowledge						
Procedural Knowledge						
Meta Cognitive Knowledge						

Learning and teaching activities

Mixed pedagogy approach is adopted throughout the course. Classroom based face to face teaching, directed study, 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. Design thinking is empathizing with customer and designing a product meeting the needs of the customer. Each project will have multiple modules, so they need to assimilate knowledge by researching out alternatives available, assessing the pros and cons of each, picking and implementing the best option.

CO PO Mapping

This is to map the level of relevance of the Course Outcome (CO) with Programme Outcome (PO).
0= No Relevance; 1= Low Relevance; 2= Medium Relevance; 3= High Relevance
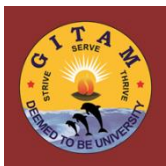
Course Code:MTF891	**Course Title**: Internship	
Semester: III	**Course Type:** External Practical	**Credits**: 3
Home Programme(s): MBA(FinTech)		
Course Leader:		

Course description and Course outcomes

Internship is one of the on-the-job training methods before employment to acquire and impart practical skills and knowledge to the students. An internship is an opportunity for a student to gain practical experience in a real world setting under the guidance of a knowledgeable, experienced, and successful supervisor. The internship can be established in any setting in which information is gathered, stored, managed, retrieved, and disseminated.

Internships provide students an opportunity to gain experience in their field, determine if they have an interest in a particular career, create a network of contacts and gain university credit. Some interns find permanent, paid employment with the companies in which they interned. Their value to the company may be increased by the fact that they need little to no training.

COURSE OBJECTIVES
- To provide a platform where students can gain practical exposure of a corporate environment and systems.
- To provide hands-on-experience to students and provide exposure to practical aspects in various functional areas;
- To manage expectations and groom students for the responsibilities and challenges of the corporate world.
- To provide a recruitment pipeline to prospective employers, if they find the intern's performance during the internship to their satisfaction.

Course outline and indicative content

The internship is for a duration of 6 to 8 weeks during the summer break after the first two Semesters. Students are required to identify the company that they plan to intern in, else one will be recommended and provided by the institute. They are required to complete the internship and obtain a certificate. They are required to submit an internship report and present their learning during the next viva.

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

	Learning Outcome	**Assessment**
1	Understand the workings of the business in which they have interned.	A3
2	Improve inter-personal communication skills.	A3

3	Decide if the field in which they are working, is an area they plan to build a career.	A3
4	Understand the expectation of the real corporate world.	A3

Assessment methods

Task	Task type	Task mode	Weightage (%)
A3. Case / Project /Assignment	Groups* or Individual	Presentations/Report/Assignment with Q&A/Viva	100

Transferrable and Employability Skills

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

Learning and teaching activities

Individually driven

Teaching and learning resources

To come prepared based on the past course, current market trends, global economic growth etc. Should be ready to debate and express viewpoints to assess synthesis of knowledge.

Semester-IV Courses

Sl. No.	Course Code	Course Type	Courses	Sessions			Marks			Credits
				T	P	Tot	CA	TEE	Tot	
1	MTF802	Management	Cyber Laws	3		4	50	50	100	3
2	MTF804	Technology	Blockchain	3	1	3	50	50#	100	4
3	MFI844	Finance	International Financial Management	3		3	50	50	100	3
4	MFI848	Finance	Financial Derivatives	3		3	50	50	100	3
5	MTF892	Technology	Cloud Computing	3		3	50	50	100	3
6	MOC802	FinTech	Project	3		3	100		100	3
7	MTF894	MOOC	Online Course-II	3		3	100		100	3
8	MTF802	Management	Viva-II	3		3	100		100	3
			Totals:	24	1	25	550	250	800	25

Key: T = Theory, P= Practical, TEE – Term End Evaluation, CA – Continuous Assessment
#: 30 marks for external and 20 marks for practical

PCDs

Sl. No.	Course Code	Course	Credits	Marks
1	MMB816	Business Simulation Game	2	50
		Total	**2**	**50**

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Course Code: MTF 802	Course Title: Cyber laws	
Semester: IV	Course Type: Core	Credits: 3
Home Programme(s): MBA(FinTech)	Batch/Academic Year: 2020-2022	
Course Leader:		

Course description and Courseobjectives

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.

Course outline and indicative content

Unit I (10 sessions) (CO1, L1)
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 (10 sessions) (CO1, L1, CO2, L2)
Jurisdiction issues in Transactional Crimes Cyber Law, International Perspective, Budapest Convention on Cybercrime. Hacking and Legal Issues, Privacy legal issues.

Unit III (10 sessions) (CO5, L4)
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 (10 sessions) (CO3, L3)
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 (10 sessions) (CO4, L3)
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.

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

	Learning Outcome	Assessment
CO1	Understand the legal framework that governs online businesses.	A1
CO2	Understand the protections to consumers, in case they are victims of identity theft etc.	A3 &A4
CO3	Analyze laws governing trade secrets, cybercrime etc.	A2
CO4	Develop strategies to protect a company from any Cyber threats	A1,A2&A4
CO5	Demonstrate Cyber Law knowledge with relevant cases	A3 & A4

Assessment methods

Task	Task type	Task mode	Weightage (%)
A1. Mid exam	Individual	Written	20
A2. Coursera course / online Course	Individual	Presentations/ Assignment with Q&A/Viva	10
A3. Case / Project/Assignment	Group/ Individual	Presentations/ Report / Assignment with Q&A/Viva	20
A4. End-term exam	Individual	Written (short/long)	50

Mapping COs - Blooms levels- Assessment Tools

Knowledge dimension / Cognitive dimension	L1. Remem ber	L2. Unders tand	L3. Apply	L4. Analyze	L5. Evaluate	L6. Create
Factual Knowledge			CO1(A1), CO2(A3,A4), CO3(A2),			
Conceptual Knowledge				CO3 (A1,A2&A4),		
Procedural Knowledge					CO5 (A3, A4)	
Meta Cognitive Knowledge						

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 text book:
1. Kamath Nandan, Law Relating to Computer, Internet and E-Commerce

*Prescribed Reference books***:**
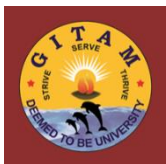
Yatindra Singh, Cyber Laws
Gerald R. Ferrera, Reder et.al, CyberLaw Text & Cases, 3rd Edition, Cengage Learning
Faroug Ahmed, Cyber Law in India
Vakul Sharma, Hand book of Cyber Laws

CO PO Mapping

This is to map the level of relevance of the Course Outcome (CO) with Programme Outcome (PO).
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Course Code: MTF 804	Course Title: Blockchain	
Semester: IV	Course Type: Core	Credits: 4
Home Programme(s): MBA(FinTech)	Batch/Academic Year: 2020-2022	
Course Leader:		

Course description

Satoshi Nakamoto is the ingenious brainchild behind the technology. It came into prominence with the invention of Bitcoin the digital crypto currency, built on Blockchain platform. This technology platform 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). This course aims to introduce students to Blockchain, DLT, Bitcoin, Ethereum and Hyperledger.

Course objectives:
- To understand the Blockchain framework.
- To understand how Distributed Ledger Technology works.
- To understand Bitcoin network
- To understand Ethereum and Hyperledger, two Blockchain framework applications

Course outline and indicative content

Unit I (10 sessions) (CO1, L1)
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 (10 sessions) (CO2, L2)
Distributed Ledger Technology (DLT): Peer to Peer computing, Keys and Hash functions

Unit III (10 sessions) (CO3, L3)
Bitcoin: Bitcoin overview, Building blocks of Bitcoin, Bitcoin – Wallets, Bitcoin – POW Consensus & mining, Bitcoin - Scripts

Unit IV (10 sessions) (CO4, L4)
Ethereum: Smart Contracts, Ethereum Wallets, Tools – Mist, Web3, DappS

Unit V (10 sessions) (CO5, L4)
Hyperledger: Introduction to Hyperledger, Projects, Architecture components and how it works, REST API and HFC

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

	Course Outcome	Assessment
CO1	Build hash and key functions.	A1
CO2	Understand the requirement for DLT.	A2 &A5
CO3	Understand smart contracts and Bitcoins.	A2
CO4	Demonstrate ability to Build DApps	A4
CO5	Understand the Hyperledger Fabric	A4 & A5

Assessment methods

	Task	Task type	Task mode	Weightage (%)
A1	Mid exam	Individual	Written	20
A2	Coursera course / online Course	Individual	Presentations/ Assignment with Q&A/Viva	10
A3	Case / Project/ Assignment	Groups* or Individual	Presentations/Report/Assignment with Q&A/Viva	20
A4	Lab External Exam	Individual	Lab Execution/Report/ /Viva	20
A5	End-term exam	Individual	Written (short/long)	30

Mapping COs - Blooms levels- Assessment Tools

Knowledge dimension / Cognitive dimension	L1. Remember	L2. Understand	L3. Apply	L4. Analyze	L5. Evaluate	L6. Create
Factual Knowledge						
Conceptual Knowledge						
Procedural Knowledge			CO1 (A1, A2)	CO2 (A1,A2, A3,A4)	CO3 and CO4 (A1,A3, A5)	CO5 (A1, A3, A4, A5)
Meta Cognitive Knowledge						

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

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Prescribed text book:
Blockchain: Blueprint for a New Economy, Melanie Swan O'Reilly Publications

CO PO Mapping

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Course Code: MFI844	Course Title: International Financial Management	
Semester: IV	Course Type: Core	Credits: 3
Home Programme(s):MBA(FinTech)	Batch: 2020-21 Admitted Batch	
Course Leader:		

Course description and Course outcomes

Finance function cannot be isolated from the forces of Globalisation. The growth of Multinationals, the liberalization of capital and foreign exchange markets of various nations and the subsequent increase in the private capital flows across the globe demand the study of International Financial Management (IFM). The increasing contagion effects of financial crisis triggered to the rest of the world has compelled the CFOs of even firms with purely domestic focus. This course draws its concepts from the macro level course in International Economics and the fundamental course in Financial Management, and adds additional dimensions, for building theories and models for decision making at the firm level, especially in an international context.

Course Objectives
The broad objective of this course is to expose the students to the various issues related Investment, Financing and Risk Management functions of Corporate Financial Management in an international context. In this process it aims at the following specific objectives
- To differentiate International Financial Management from Financial Management
- To understand the environment which add new dimensions to the subject
- To appreciate the conceptual underpinnings in practicing the Finance function in an international context
- To apply a few specific techniques for effective decision making

Course outline and indicative content

UNIT-I: CO1,L1,L4
International Finance: Finance function in a global context, global financial markets,InternationalMonetarySystem- IntroductiontoIDR-Sovereign Risk. International Financial Environment – IMF - SDR – EMU – CAD (BOP)

UNIT-II: CO2, L2,L3
ForeignExchangeMarket:Structure, mechanism ofcurrencytrading,exchangerate quotations, forward contracts, interest arbitrage, exchange rateregimes and the foreign exchange market in India (NP)

UNIT-III: CO3, L1, L2, L3, 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, L2, L3, 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, L4, L5

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

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

CO	Learning Outcomes	Assessment
CO 1	Understand the international financial environment	A1,A3,A4
CO 2	Apply & evaluate exchange rate regimes & arbitrage process	A1,A3,A4
CO 3	Evaluate alternatives to decide risk exposures	A3
CO 4	Apply funding & borrowing options to take financial decisions in MNCs.	A2,A4
CO 5	Evaluate capital budgeting decisions	A2,A4

Assessment methods

	Task	Task type	Task mode	Weightage (%)
A1	Mid exam	Individual	Written –L3 level	20
A2	Coursera/Online course	Individual	Viva/Presentation on completion of the course	10
A3	Case study/Project	Group/ Individual	Discussion and Presentation -L5 level	20
A4	End-term examination	Individual	Written (short/long) –L4 level	50

Mapping COs-Blooms levels- Assessment Tools

Knowledge dimension / Cognitive dimension	L1. Remember	L2. Understand	L3. Apply	L4. Analyze	L5. Evaluate	L6. Create
Factual Knowledge	CO1 (A1, A3, A4)	CO2 (A1, A3,A4)				

Conceptual Knowledge	CO1 (A1, A3, A4)	CO2 (A1, A3,A4)			
Procedural Knowledge		CO4 (A2,A4)	CO2 (A1, A3, A4)	CO3 (A3)	CO5 (A2, A4)
Meta Cognitive Knowledge				CO4 (A2,A4)	CO5 (A2, A4)

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). Students shall be encouraged to enrol in Massive Open Online Courses (MOOCs) for courses relevant to International Financial Management. It is expected that an average student will be required to spend about two hour for each hour of contact session. Problem sets and small cases whenever given are a means of focusing on central issues, concepts of knowledge. Your ability to solve them is also a reflection of the extent to which you have understood the concepts read by you.

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.

TEXTBOOK

Jeff Madura, *International Corporate Finance*, Cengage Learning, Latest Edition.

Alan C Shapiro, *Multinational Financial Management,* John Wiley & Sons.

P.G.Apte, *International Financial Management,* Tata McGraw Hill Co. Ltd.

Eun& Resnick, *International Financial Management,* Tata McGraw Hill Co. Ltd.

C.Jeevanandam, *Foreign Exchange & Risk Management,* Sultan Chand Publishers

Eitman, Stone Hill, and Muffet, *Multinational Financial Management,*

CO PO Mapping

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Course Code: MFI 848	Course Title: Financial Derivatives	
Semester: IV	Course Type: Core	Credits:: 3
Home Programme(s):MBA (FinTech)	Batch/Academic Year:(20-21)Admitted batch	
Course Leader: M.S.V Prasad		

Course description

Financial Markets are the lifeblood of an economy and country. Since the financial deregulations in 1991, Indian economy has grown significantly and businesses have learnt and tapped the other sources of capital, than just bank loans. The Capital Markets course offers the basic foundation of Equities/ Stocks, upon which the Financial Derivatives markets are built upon. Those who plan to become financial analysts in organizations need to manage client funds more efficiently by hedging the financial risk exposure. Financial Derivative products are one of the effective tools for hedging financial risk.

Course objectives:

This course will help:
● To understand the basic concepts of Forwards Trading, Futures, Trading & Options Trading.
● To understand the basic concepts of Currency and Interest Rates Swaps and apply them to hedge risk exposure
● To understand the basic concepts of Option Pricing Models (Binomial and Black Scholes)

Course outline and indicative content

Unit I (6 sessions) (CO1, CO2, L2, L3)
Introduction of Financial Derivatives -types of derivatives- Trading mechanism and contracts of the main Financial Derivatives instruments: Clearing and settlement of trades, margin trading

Unit II (6sessions) (CO2, CO3, CO4, L2, L3, L4)
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 III (6sessions) (CO2, CO3, CO4, CO5, L3, L4, L5)
Options Market: Trading and hedging using Options; equity Options; Options vs. Futures.
Option pricing using Black-Scholes Model and Binomial Analysis; Options on Stock Indices and currency;
Option Greeks; Exotic Options (NP)

Unit IV (6sessions) (CO1, CO3, L2, L4)
Options trading Strategies - Spreads (Bull Spreads, Bear Spreads and Butterfly Spreads) - Combinations (Straddles, Strangles, Strips and Straps)

Unit V (6sessions) (CO3, CO4,L2, L4)

Swaps Markets: Structure, currency, interest-rate, equity and commodity Swaps- pricing of swaps -pricing simulations. (N.P. - Numerical Problems)

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

	Course Outcomes	Assessment
CO1	Understanding of terminologies and concepts of financial Derivatives	A1,A4
CO2	Apply techniques of applying forwards and futures trading mechanism using hedging strategies.	A1,A2&A4
CO3	Analyze options contracts using various pricing tools	A2&A4
CO4	Evaluate different options trading strategies	A2 &A4

Assessment methods

	Task	Task type	Task mode	Weightage (%)
A1	Mid Exam	Individual	Written	20
A2	Coursera / online course	Individual	Online learning and assessment	10
A3	Case / Project	Individual/ Groups	Presentations, Report	20
A4	End-term exam	Individual	Written (short/long)	50

Mapping COs - Bloom's levels- Assessment Tools

Knowledge dimension / Cognitive dimension	L1. Remember	L2. Understand	L3. Apply	L4. Analyze	L5. Evaluate	L6. Create
Factual Knowledge		CO1 (A1, A4)				
Conceptual Knowledge			CO2 (A1, A4)			
Procedural Knowledge		CO1 (A1, A4)	CO2 (A1, A4)	CO3 (A2,A4)	CO4 (A2,A4)	
Meta Cognitive Knowledge				CO4 (A2,A4)	CO4 (A2, A4)	

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 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 Text Book

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

References

- Ranganatham, M., &Madhumathi, R., "Derivatives and Risk Management", Pearson, New Delhi, 2014
- Kevin, S., "Commodity and Financial Derivatives", Pearson, New Delhi, 2014(Latest Edition)
- John C Hull and ShankarshanBasu" Options and futures and other derivatives" ninth edition, 2015, Pearson Publishers.
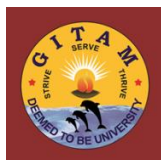
Journals

- Harvard Business Review, Harvard Business School Publication Co. USA
- Vikalpa, Indian Institute of Management, Ahmedabad
- GITAM Journal of Management, GITAM Institute of Management, GITAM University, Visakhapatnam

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Visakhapatnam – 45.

Course Code: MTF892	Course Title: Cloud Computing	
Semester: IV	Course Type: Core	Credits: 3
Home Programme(s): MBA(FinTech)	Batch/Academic Year: 2020-2022	
Course Leader: V V L DIVAKAR ALLAVARAPU		

Course description

Cloud computing makes the computer system resources, especially storage and computing power, available on demand without direct active management by the user. The term is generally used to describe data centers available to many users over the Internet. Large clouds, predominant today, often have functions distributed over multiple locations from central servers. If the connection to the user is relatively close, it may be designated an Edge server.

Course objectives:
- To understand the basics of Cloud computing.
- To understand the different services in cloud computing
- To understand the AWS storage
- To understand the automation and deployment tools

Course outline and indicative content

Unit I (8 sessions) (CO1, L1)

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 II (8 sessions) (CO2, L2)
Cloud Enabling Technology: Data center technology, virtualization technology, web technology, multitenant technology, service technology.
Cloud Infrastructure Mechanisms: Logical network perimeter, virtual server, cloud storage device, cloud usage monitor, resource replication.

Unit III (8 sessions) (CO3, L3)
Introduction to Amazon Web Services: AWS Cloud concepts, AWS Cloud architectural, AWS services. Introduction to AWS Identity and Access Management: IAM Essentials, Policies, Users, Groups,
Roles, Security Token Services, API Keys and AWS Key Management Service (KMS)
AWS Elastic Compute Cloud: EC2 Fundamentals, Purchasing Options, Instance Configuration, Storage Basics, Key Pairs, Elastic Load Balancers and Session State

Unit IV (8 sessions) (CO4, L3)
AWS Storage Services: Introduction to Amazon S3, Essentials, Moving Data to S3, Performance, Permissions, Amazon S3 Encryption, Object Versioning, Storage Classes

AWS API Gateway: API Gateway Essentials, API Gateway Deployments and Stages, API Gateway Caching and Monitoring, API Gateway for S3

Unit V (6 sessions) (CO5, L4)

Introduction to Kubernetes, Designing a Kubernetes Cluster, Kubernetes API Primitives, Kubernetes Services & Network Primitives

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

	Learning Outcome	**Assessment**
CO1	Understand the basic of Cloud computing	A1
CO2	Understand how to Design, develop and deploy cloud based solutions	A3 &A4
CO3	Demonstrate ability to Develop and maintain applications for Amazon Simple Storage Services.	A2
CO4	Analyze RESTful API interfaces	A3
CO5	Demonstrate ability to work on Kubernetes	A3 & A4

Assessment methods

Task	Task type	Task mode	Weightage (%)
A1. Mid exam	Individual	Written	20
A2. Case / Project/Assignment	Groups* or Individual	Presentations/Report/Assignment with Q&A/Viva	20
A3. Coursera course / online Course	Individual	Presentations/ Assignment with Q&A/Viva	10
A4. End-term exam	Individual	Written (short/long)	50

Mapping COs - Blooms levels- Assessment Tools

KNOWLEDGE DIMENSION / COGNITIVE DIMENSION	L1. REMEMBER	L2. UNDERSTAND	L3. APPLY	L4. ANALYZE	L5. EVALUATE	L6. CREATE
Factual Knowledge			CO1(A1, A4), CO2(A1,A4), CO3(A1, A4),			
Conceptual Knowledge				CO2 (A2, A3),CO3(A2, A3)	CO4 (A2, A3,A4) CO5 (A2,A3)	
Procedural Knowledge						
Meta Cognitive Knowledge						

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 analyse cases and evaluate projects. Some of these reference books given below will be available in our library.

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

Prescribed Reference books:
1. Mastering AWS Development by Uchit Vyas, Packt Publishing
2. Kubernetes in Action by Marko Luksa, Manning Publications

CO PO Mapping

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Course Code:MOC802	**Course Title**: Project	
Semester: IV	**Course Type:** Elective	**Credits**: 3
Home Programme(s): MBA(FinTech)		
Course Leader:		

Course description and Course outcomes

Individual projects are meant to apply the learning from the prior courses, itcheck ones knowledge and completeness on a topics which are of interest. The aim is to develop articulation skills, which makes the students more rounded and builds confidence. Topics can vary from the subjects taught to general knowledge and current trends in the industry and country. This ensures that the student gains holistic knowledge. Students can pick any project that is current and if possible that will add value to the industry.

COURSE OBJECTIVES
- To enhance knowledge, by learning about the current issues.
- To apply learnings into a project that will add value for the industry
- To learn how to develop a concise and coherent project report.

Course outline and indicative content

This is an individual/group depending on the complexity of the project, that the students have to decide. A project proposal is submitted within a week of the start of the Semester on what the project is likely to be. Under guidance of a faculty students have to complete the project, submit a report and present their projects to the rest of the team. Such projects is a basis of applying the learning coherently to a real world problem and resolving it. Depending on the data requirement students are expected to go out into the community to collate the data for analysis. During the presentation students will be interviewed by a panel.

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

	Course Outcome	**Assessment**
1	Demonstrate confidence on the subject	A3
2	Articulate their thought process, through a presentation	A3
3	Debate and justify their views when challenged about a methodology.	A3

Assessment methods

Task	Task type	Task mode	Weightage (%)
A3. Case / Project /Assignment	Groups* or Individual	Presentations/Report/Assignment with Q&A/Viva	100

Transferrable and Employability Skills

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

Learning and teaching activities

Individually driven

Teaching and learning resources

To consult on a weekly or fortnightly basis with the assigned guide to discuss progress and seek advice on direction/approach from the guide

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:MTF894	**Course Title**: Online Course-II	
Semester: IV	**Course Type:** Elective/MOOC	**Credits**: 3
Home Programme(s): MBA(FinTech)		
Course Leader:		

Course description and Course outcomes

Even while FinTech aims to provide relevant current courses in the curriculum, there would always be student desires to learn something different, which should be encouraged. The aim of providing this credit it to let students pick an online course that is relevant and in-line with their interests, for which they can obtain credits. Students have to discuss and decide the online course to be taken in consultation with their coordinator. Upon completing the formal requirement of the course and obtaining a certificate, it can be produced to obtain credits for this course.

COURSE OBJECTIVES
- To be flexible and let students pursue their creative interests in other fields.
- To gain insights and understand the nuances of other relevant and current curriculum.

Course outline and indicative content

This is an individual online course, that the students have to take from NSE, Coursera, CISI etc, after seeking approval from the assigned mentor/guide. Under guidance of a faculty students have to complete the course that they have taken by submitting the certificate obtained from the course. During the viva students will be interviewed by a panel on the learning from the online course.

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

	Course Outcome	**Assessment**
1	Obtain credits for this course on submission of the online course certificate obtained.	A3
2	Would be able to pursue their passion.	A3
3	Debate and justify their views when challenged about a methodology.	A3

Assessment methods

Task	Task type	Task mode	Weightage (%)
A3. Case / Project /Assignment	Groups* or Individual	Presentations/Report/Assignment with Q&A/Viva	100

Transferrable and Employability Skills

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

Learning and teaching activities

Individually driven

Teaching and learning resources

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Course Code:MTF802	**Course Title**: Viva-II
Semester: IV	**Course Type:** Presentation/Oral **Credits**: 3
Home Programme(s): MBA(FinTech)	
Course Leader:	

Course description and Course outcomes

Viva is the verbal process to check ones knowledge and completeness on a topics which are of interest. The aim is to develop articulation skills, which makes the students more rounded and builds confidence. Topics can vary from the subjects taught to general knowledge and current trends in the industry and country. This ensures that the student gains holistic knowledge.

COURSE OBJECTIVES
- To ensure that students enhancing their general knowledge.
- To develop inter-personal communication skills during interacting with.
- To learn how develop a concise and coherent project report.

Course outline and indicative content

This is the end of the year Viva, where a panel will be interviewing the students. This viva will test students understanding of the knowledge gained, the projects done, the industrial tours taken and check their assimilation and application of this knowledge.

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

	Learning Outcome	Assessment
1	Improve their confidence on the subject.	A3
2	Articulate their thought process, improve communication.	A3
3	Debate and justify their views when challenged about a methodology.	A3

Assessment methods

Task	Task type	Task mode	Weightage (%)
A3. Case / Project /Assignment	Groups* or Individual	Presentations/Report/Assignment with Q&A/Viva	100

Transferrable and Employability Skills

	Outcomes	Assessment
1	Know how to use online learning resources: G-Learn, online journals, etc.	A3
2	Communicate effectively using a range of media	A3

3	Apply teamwork and leadership skills	A3
4	Find, evaluate, synthesize & use information	A3
5	Analyze real world situation critically	A3
6	Reflect on their own professional development	A3
7	Demonstrate professionalism & ethical awareness	A3
8	Apply multidisciplinary approach to the context	A3

Learning and teaching activities

Individually driven

Teaching and learning resources

To come prepared based on the past course, current market trends, global economic growth etc. Should be ready to debate and express viewpoints to assess synthesis of knowledge.