Presidency School of Management

Master of Business Administration

MBA (FinTech)

Program Regulations and Curriculum

2025-2027

Based on Choice Based Credit System (CBCS) and Outcome Based Education (OBE)

Regulations No.: PU/AC-26.22/PSOM18/MFT/2025-27

Resolution No 26.22 of the 26th Meeting of the Academic Council held on 25th July 2025, and ratified by the Board of Management in its 27th Meeting held on 28th July, 2025.

July-2025

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PART A – PROGRAM REGULATIONS AND CURRICULUM

1. Vision & Mission of the University and the School / Department:

1.1 Vision of the University:

To be a Value-driven Global University, excelling beyond peers and creating professionals of integrity and character, having concern and care for society.

1.2 Mission of the University:

- Commit to be an innovative and inclusive institution by seeking excellence in teaching, research and knowledge-transfer.
- Pursue Research and Development and its dissemination to the community, at large.
- Create, sustain and apply learning in an interdisciplinary environment with consideration for ethical, ecological and economic aspects of nation building.
- Provide knowledge-based technological support and services to the industry in its growth and development.
- To impart globally-applicable skill-sets to students through flexible course offerings and support industry's requirement and inculcate a spirit of new-venture creation.

1.3 Vision of the School:

To inspire and develop responsible leaders who generate meaningful and lasting impact on businesses, communities, and society

1.4 Mission of the School:

Our mission is to provide students with the knowledge, skills, and ethical foundation needed to lead with integrity and drive sustainable change in business and society

2. Preamble to the Program Regulations and Curriculum

This is the subset of Academic Regulations and it is to be followed as a requirement for the award of Master of Business Administration (MBA) Degree.

The Curriculum is designed to take into the factors listed in the Choice Based Credit System (CBCS) with focus on Social Project Based Learning, Industrial Training, and Internship to enable the students to become eligible and fully equipped for employment in industries, choose higher studies or entrepreneurship.

In exercise of the powers conferred by and in discharge of duties assigned under the relevant provision(s) of the Act, Statutes and Academic Regulations of the University, the Academic Council hereby makes the following Regulations.

3. Short Title and Commencement:

a. These Regulations shall be called the Master of Business Administration (MBA (FinTech)) Program Regulations and Curriculum 2025-2027.
b. These Regulations are subject to, and pursuant to the Academic Regulations.
c. These Regulations shall be applicable to the ongoing Master of Business Administration (MBA (FinTech)) Programs of the 2025-2027 batch, and to all other Master of Business Administration (MBA (FinTech)) Programs which may be introduced in future.
d. These Regulations shall supersede all the earlier Master of Business Administration (MBA (FinTech)) Program Regulations and Curriculum, along with all the amendments thereto.
e. These Regulations shall come into force from the Academic Year 2025-2026.

4. Definitions

In these Regulations, unless the context otherwise requires:

a. *"Academic Calendar" means the schedule of academic and miscellaneous events as approved by the Vice Chancellor;*
b. *"Academic Council" means the Academic Council of the University;*
c. *"Academic Regulations" means the Academic Regulations, of the University;*
d. *"Academic Term" means a Semester or Summer Term;*
e. *"Act" means the Presidency University Act, 2013;*
f. *"AICTE" means All India Council for Technical Education;*
g. *"Basket" means a group of courses bundled together based on the nature/type of the course;*
h. *"BOE" means the Board of Examinations of the University;*
i. *"BOG" means the Board of Governors of the University;*
j. *"BOM" means the Board of Management of the University;*
k. *"BOS" means the Board of Studies of a particular Department/Program of Study of the University;*
l. *"CGPA" means Cumulative Grade Point Average as defined in the Academic Regulations;*
m. *"Clause" means the duly numbered Clause, with Sub-Clauses included, if any, of these Regulations;*
n. *"COE" means the Controller of Examinations of the University;*
o. *"Course In Charge" means the teacher/faculty member responsible for developing and organizing the delivery of the Course;*
p. *"Course Instructor" means the teacher/faculty member responsible for teaching and evaluation of a Course;*
q. *"Course" means a specific subject usually identified by its Course-code and Course-title, with specified credits and syllabus/course-description, a set of references, taught by some teacher(s)/course-instructor(s) to a specific class (group of students) during a specific Academic Term;*
r. *"Curriculum Structure" means the Curriculum governing a specific Degree Program*

offered by the University, and, includes the set of Baskets of Courses along with minimum credit requirements to be earned under each basket for a degree/degree with specialization/minor/honors in addition to the relevant details of the Courses and Course catalogues (which describes the Course content and other important information about the Course). Any specific requirements for a particular program may be brought into the Curriculum structure of the specific program and relevant approvals should be taken from the BOS and Academic Council at that time.

s. *"DAC" means the Departmental Academic Committee of a concerned Department/Program of Study of the University;*

t. *"Dean" means the Dean / Director of the concerned School;*

u. *"Degree Program" includes all Degree Programs;*

v. *"Department" means the Department offering the degree Program(s) / Course(s) / School offering the concerned Degree Programs / other Administrative Offices;*

w. *"Discipline" means specialization or program of MBA Degree Program;*

x. *"HOD" means the Head of the concerned Department;*

y. *"L-T-P-C" means Lecture-Tutorial-Practical-Credit – refers to the teaching – learning periods and the credit associated;*

z. *"MOOC" means Massive Open Online Courses;*

aa. *"MOU" means the Memorandum of Understanding;*

bb. *"NPTEL" means National Program on Technology Enhanced Learning;*

cc. *"Parent Department" means the department that offers the Degree Program that a student undergoes;*

dd. *"Program Head" means the administrative head of a particular Degree Program/s;*

ee. *"Program Regulations" means the Bachelor of Technology Degree Program Regulations and Curriculum, 2025-2027;*

ff. *"Program" means the Master of Business Administration (MBA) Degree Program;*

gg. *"PSOM" means the Presidency School of Management;*

hh. *"Registrar" means the Registrar of the University;*

ii. *"School" means a constituent institution of the University established for monitoring, supervising and guiding, teaching, training and research activities in broadly related fields of studies;*

jj. *"Section" means the duly numbered Section, with Clauses included in that Section, of these Regulations;*

kk. *"SGPA" means the Semester Grade Point Average as defined in the Academic Regulations;*

ll. *"Statutes" means the Statutes of Presidency University;*

mm. *"Sub-Clause" means the duly numbered Sub-Clause of these Program Regulations;*

nn. *"Summer Term" means an additional Academic Term conducted during the summer break (typically in June-July) for a duration of about eight (08) calendar weeks, with a minimum of thirty (30) University teaching days;*

oo. *"SWAYAM" means Study Webs of Active Learning for Young Aspiring Minds.*

pp. *"UGC" means University Grants Commission;*

qq. *"University" means Presidency University, Bengaluru; and*

rr. *"Vice Chancellor" means the Vice Chancellor of the University.*

5. Program Description:

The Master of Business Administration (MBA (FinTech)) Program Regulations and Curriculum 2025-2027 are subject to, and, pursuant to the Academic Regulations. These Program Regulations shall be applicable to the following ongoing Master of Business Administration (MBA (FinTech)) Programs of 2025-2027 offered by the Presidency School of Management (PSOM):

1. Master of Business Administration (MBA)
   1.1 Master of Business Administration (FinTech)
   1.2 Master of Business Administration (Applied Artificial Intelligence)
2. Master of Business Administration (Business Analytics)
3. Master of Business Administration (Digital Marketing)
4. Master of Business Administration (Marketing & Finance)
5. Master of Business Administration (Banking & Finance Management)

5.1 These Program Regulations shall be applicable to other similar programs, which may be introduced in future.

5.2 These Regulations may evolve and get amended or modified or changed through appropriate approvals from the Academic Council, from time to time, and shall be binding on all concerned.

5.3 The effect of periodic amendments or changes in the Program Regulations, on the students admitted in earlier years, shall be dealt with appropriately and carefully, so as to ensure that those students are not subjected to any unfair situation whatsoever, although they are required to conform to these revised Program Regulations, without any undue favor or considerations:

6. Minimum and Maximum Duration:

6.1 Master of Business Administration (MBA (FinTech)) Degree Program is a Two-Year, Full-Time Semester based program. The minimum duration of the MBA (FinTech) Program is two (02) years and each year comprises of two academic Semesters (Odd and Even Semesters) and hence the duration of the MBA (FinTech) program is four (04) Semesters.

6.2 A student who for whatever reason is not able to complete the Program within the normal period or the minimum duration (number of years) prescribed for the Program, may be allowed a period of two years beyond the normal period to complete the mandatory minimum credits

requirement as prescribed by the concerned Program Regulations and Curriculum. In general, the permissible maximum duration (number of years) for completion of Program is 'N' + 2 years, where 'N' stands for the normal or minimum duration (number of years) for completion of the concerned Program as prescribed by the concerned Program Regulations and Curriculum.

6.3 The time taken by the student to improve Grades/CGPA, and in case of temporary withdrawal/re-joining (Refer to Clause 16.1 of Academic Regulations), shall be counted in the permissible maximum duration for completion of a Program.

6.4 In exceptional circumstances, such as temporary withdrawal for medical exigencies where there is a prolonged hospitalization and/or treatment, as certified through hospital/medical records, women students requiring extended maternity break (certified by registered medical practitioner), and, outstanding sportspersons representing the University/State/India requiring extended time to participate in National/International sports events, a further extension of one (01) year may be granted on the approval of the Academic Council.

6.5 The enrolment of the student who fails to complete the mandatory requirements for the award of the concerned Degree (refer Section 19.0 of Academic Regulations) in the prescribed maximum duration (Sub-Clauses 18.1 and 18.2 of Academic Regulations), shall stand terminated and no Degree shall be awarded.

7. Program Educational Objectives (PEO)

After two years of successful completion of the program, the graduates shall be:

PEO1: Industry ready graduates having high integrity, social responsibility & leadership capabilities.

PEO2: Enhanced with analytical skills and design thinking approach to solve business problems.

PEO3: Able to foster entrepreneurial mind set through creativity and innovation.

PEO4: Enabled graduates to engage in and benefit from lifelong learning.

8. Program Outcomes (PO) and Program Specific Outcomes (PSO)

8.1 Program Outcomes (PO)

On successful completion of the Program, the students shall be able to:

PO1: An ability to lead themselves and others to achieve organizational goals contributing effectively to a team environment.
PO2: An ability to integrate functional knowledge and apply managerial skills in changing business environment.
PO3: An ability to identify real life problems in different management functions and solve them through strategic planning, critical thinking and innovation.
PO4: An ability to identify and evaluate business ideas and opportunities.
PO5: An ability to make data driven decisions and effectively communicate to different stakeholders.
PO6: An ability to evaluate and integrate ethical and societal considerations when making business decisions.
PO7: An ability to demonstrate commitment to continuous learning.

8.2 Program Specific Outcomes [PSOs]:

On successful completion of the Program, the students shall be able to:
On successful completion of the Master of Business Administration (MBA (FinTech)) program from Presidency University, the student shall possess:

PSO 1: Demonstrate advanced domain specific knowledge to make informed business decisions.

PSO 2: Apply management theories and tools to solve complex marketing, financial, HR and operational problems.

PSO 3: Develop and implement business plans that include marketing, financial, HR and operational strategies.

PSO 4: Demonstrate proficiency in formulating business strategies that align with organizational goals.

PSO 5: Assess the long-term impacts of business decisions on the environment and society, and to integrate sustainable practices into core business operations
to drive innovation and value creation

9. Admission Criteria (as per the concerned Statutory Body)

The University admissions shall be open to all persons irrespective of caste, class, creed, gender or nation. All admissions shall be made on the basis of merit in the qualifying examinations; provided that forty percent of the admissions in all Programs of the University shall be reserved for the students of Karnataka State and admissions shall be made through a Common Entrance Examination conducted by the State Government or its agency and seats shall be allotted as per the merit and reservation policy of the State Government from time to time**.** The admission criteria to the MBA Program is listed in the following Sub-Clauses:

9.1 An applicant must have a graduation degree in any field from a recognized university with a minimum of 50% marks in the qualifying examination for the general category or 45% marks for SC/ST and other reserved categories and must have appeared in any national or state-level entrance examination such as CAT, XAT, MAT, CMAT, ATMA, or KMAT.

9.2 Reservation for the SC / ST and other backward classes shall be made in accordance with the directives issued by the Government of Karnataka from time to time.

9.3 Admissions are offered to Foreign Nationals and Indians living abroad in accordance with the rules applicable for such admission, issued from time to time, by the Government of India.

9.4 Candidates must fulfil the medical standards required for admission as prescribed by the University.

9.5 If, at any time after admission, it is found that a candidate had not in fact fulfilled all the requirements stipulated in the offer of admission, in any form whatsoever, including possible misinformation and any other falsification, the Registrar shall report the matter to the Board of Management (BOM), recommending revoking the admission of the candidate.

9.6 The decision of the BOM regarding the admissions is final and binding.

10. Transfer of student(s) from another recognized University to the 2nd year (3rd Semester) of the MBA (FinTech) Program of the University

A student who has completed the 1st Year (i.e., passed in all the Courses / Subjects prescribed for the 1st Year) of the MBA (FinTech) Two-Year Degree Program from another recognized University, may be permitted to transfer to the 2nd Year (3rd Semester) of the MBA (FinTech) Program of the University as per the rules and guidelines prescribed in the following Sub-Clauses:

10.1.1 The student shall submit the Application for Transfer along with a non-refundable Application Fee (as prescribed by the University from time to time) to the University no later than July of the concerned year for admission to the 2nd Year (3rd Semester) MBA (FinTech) Program commencing on August on the year concerned.

10.1.2 The student shall submit copies of the respective Marks Cards / Grade Sheets / Certificates along with the Application for Transfer.

10.1.3 The transfer may be provided on the condition that the Courses and Credits completed by the concerned student in the 1st Year of the MBA

(FinTech) Two Degree Program from the concerned University, are declared equivalent and acceptable by the Equivalence Committee constituted by the Vice Chancellor for this purpose. Further, the Equivalence Committee may also prescribe the Courses and Credits the concerned students shall have to mandatorily complete, if admitted to the 2nd Year of the MBA Program of the University.

10.1.4 The Program allotted to the student concerned shall be the decision of the University and binding on the student.

11. Change of Program

A student admitted to a particular Program of the MBA (FinTech) Program will normally continue studying in that Program till the completion of the program. However, the University reserves the right to provide the option for a change of Program, or not to provide the option for a change of Program, at the end of 1st Year of the MBA (FinTech) Program to eligible students in accordance with the following rules and guidelines: framed by the University from time to time.

11.1 Normally, only those students, who have passed all the Courses prescribed for the 1st Year of the MBA. Program and obtained a CGPA of not less than 6.00 at the end of the 2nd Semester, shall be eligible for consideration for a change of Program.

11.2 Change of Program, if provided, shall be made effective from the commencement of the 3rd Semester of the MBA Program. There shall be no provision for change of Program thereafter under any circumstances whatsoever.

11.3 The student provided with the change of Program shall fully adhere to and comply with the Program Regulations of the concerned Program of the MBA Program, the Fee Policy pertaining to that Program of the MBA Program, and, all other rules pertaining to the changed Program existing at the time.

11.4 Change of Program once made shall be final and binding on the student. No student shall be permitted, under any circumstances, to refuse the change of Program offered.

11.5 The eligible student may be allowed a change in Program, strictly in order of *inter se* merit, subject to the conditions given below:

11.5.1 The actual number of students in the 3rd Semester in any particular Program to which the transfer is to be made, should not exceed the intake fixed by the University for the concerned Program;

11.5.2 The actual number of students in any Program from which transfer

is being sought does not fall below 75% of the total intake fixed by the University for the concerned Program.

11.5.3 The process of change of Program shall be completed within the first five days of Registration for the 3rd Semester of the MBA (FinTech) Program.

12. Specific Regulations regarding Assessment and Evaluation – including the Assessment Details of NTCC Courses, Weightages of Continuous Assessment and End Term Examination for various Course Categories

12.1 The academic performance evaluation of a student in a Course shall be according to the University Letter Grading System based on the class performance distribution in the Course.

12.2 Academic performance evaluation of every registered student in every Course registered by the student is carried out through various components of Assessments spread across the Semester. The nature of components of Continuous Assessments and the weightage given to each component of Continuous Assessments (refer Clause 0) shall be clearly defined in the Course Plan for every Course, and approved by the DAC.

12.3 Format of the End-Term examination shall be specified in the Course Plan.

12.4 Grading is the process of rewarding the students for their overall performance in each Course. The University follows the system of Relative Grading with statistical approach to classify the students based on the relative performance of the students registered in the concerned Course except in the following cases:

- Non-Teaching Credit Courses (NTCC)
- Courses with a class strength less than 30

Absolute grading method may be adopted, where necessary with prior approval of concerned DAC.

Grading shall be done at the end of the Academic Term by considering the aggregate performance of the student in all components of Assessments prescribed for the Course. Letter Grades (Clause 8.10 of Academic Regulations) shall be awarded to a student based on her/his overall performance relative to the class performance distribution in the concerned Course. These Letter Grades not only indicate a qualitative assessment of the student's performance but also carry a quantitative (numeric) equivalent called the Grade Point.

12.5 Assessment Components and Weightage

Table 12.5.1: Assessment Components and Weightage for different category of Courses

Theory Courses - Weightage - 60: 40						
Continuous Assessment* - 35%				**Midterm**	**End term**	**Total**
Assessment 1	Assessment 2	Assessment 3	Assessment 4	25%	40%	100%

Lab/CA Courses - Weightage - 75: 25					
Continuous Assessment* - 75%				**End term**	**Total**
Practice Assessment 1	Practice Assessment 2	Practice Assessment 3	Practice Assessment 4	Assessment & Viva 25%	100%

Minimum 03 assessments.

Skill based Courses like Industry Internship, Capstone project, Research Dissertation, Integrative Studio, Interdisciplinary Project, Summer / Short Internship, Social Engagement / Field Projects, Portfolio, and such similar Non-Teaching Credit Courses, where the pedagogy does not lend itself to a typical L-T-P-C structure.

Guidelines for the assessment components for the various types of Courses, with recommended weightages, shall be specified in the concerned Program Regulations and Curriculum / Course Plans, as applicable.

The exact weightages of Evaluation Components shall be clearly specified in the concerned PRC and respective Course Plan.

Normally, for Practice/Skill based Courses, without a defined credit structure (L–T–P-C) [NTCC], but with assigned Credits (as defined in Clause 5.2 of the Academic Regulations), the method of evaluation shall be based only on Continuous Assessments. The various components of Continuous Assessments, the distribution of weightage among such components, and the method of evaluation/assessment, shall be as decided and indicated in the Course Plan/PRC. The same shall be approved by the respective DAC.

12.6 Minimum Performance Criteria:

12.6.1 Theory only Course and Lab/Practice Embedded Theory Course

A student shall satisfy the following minimum performance criteria to be eligible to earn the credits towards the concerned Course:

a. A student must obtain a minimum of 30% of the total marks/weightage assigned to the End Term Examinations in the concerned Course.

b. The student must obtain a minimum of 40% of the AGGREGATE of the marks/weightage of the components of Continuous Assessments, Mid Term Examinations and End Term Examinations in the concerned Course.

12.6.2 Lab/Practice only Course and Project Based Courses

The student must obtain a minimum of 40% of the AGGREGATE of the marks/weightage of all assessment components in the concerned Course.

12.6.2.1 A student who fails to meet the minimum performance criteria listed above in a Course shall be declared as "Fail" and given "F" Grade in the concerned Course. For theory Courses, the student shall have to re-appear in the "Make-Up Examinations" as scheduled by the University in any subsequent semester, or, re-appear in the End Term Examinations of the same Course when it is scheduled at the end of the following Semester or Summer Term, if offered. The marks obtained in the Continuous Assessments (other than the End Term Examination) shall be carried forward and be included in computing the final grade, if the student secures the minimum requirements (as per Clause 12.6.1, 12.6.2 of Academic Regulations in the "Make-Up Examinations" of the concerned Course. Further, the student has an option to re-register for the Course and clear the same in the summer term/ subsequent semester if he/she wishes to do so, provided the Course is offered.

13 Additional clarifications - Rules and Guidelines for Transfer of Credits from MOOC, etc. – Note: These are covered in Academic Regulations.

The University allows students to acquire credits from other Indian or foreign institutions and/or Massive Open Online Course (MOOC) platforms, subject to prior approval. These credits may be transferred and counted toward fulfilling the minimum credit requirements for the award of a degree. The process of transfer of credits is governed by the following rules and guidelines:

13.1 The transfer of credits shall be examined and recommended by the Equivalence Committee (Refer ANNEXURE B of Academic Regulations) and approved by the Dean - Academics.

13.2 Students may earn credits from other Indian or foreign Universities/Institutions with which the University has an MOU, and that MOU shall have specific provisions, rules and guidelines for transfer of credits. These transferred credits shall be counted towards the minimum credit requirements for the award of the degree.

13.3 Students may earn credits by registering for Online Courses offered by *Study Web of Active Learning by Young and Aspiring Minds* (SWAYAM) and *National Program on Technology Enhanced Learning* (NPTEL), or other such recognized Bodies/ Universities/Institutions as approved by the concerned BOS and Academic Council from time to time. The concerned School/Parent Department shall publish/include the approved list of Courses and the rules and guidelines governing such transfer of credits of the concerned Program from time to time. The Rules and Guidelines for the transfer of credits specifically from the Online Courses conducted by SWAYAM/ NPTEL are as stated in the following Sub-Clauses:

13.3.1 A student may complete SWAYAM/NPTEL/other approved MOOCs as mentioned in Clause (as per academic regulations) and transfer equivalent credits to partially or fully complete the mandatory credit requirements of Discipline Elective Courses and/or the mandatory credit requirements of Open Elective Courses as prescribed in the concerned Curriculum Structure. However, it is the sole responsibility of the student to complete the mandatory credit requirements of the Discipline Elective Courses and the Open Elective Courses as prescribed by the Curriculum Structure of the concerned Program.

13.3.2 SWAYAM/NPTEL/ other approved MOOCs as mentioned in Clause (as per academic regulations) shall be approved by the concerned Board of Studies and placed.

13.3.3 Parent Departments may release a list of SWAYAM/NPTEL/other approved MOOCs for Pre-Registration as per schedule in the Academic Calendar or through University Notification to this effect.

13.3.4 Students may Pre-Register for the SWAYAM/NPTEL/other approved MOOCs in the respective Departments and register for the same Courses as per the schedule announced by respective Online Course Offering body/institute/ university.

13.3.5 A student shall request for transfer of credits only from such approved Courses as mentioned in Sub-Clause, 13.3.2 above.

13.3.6 SWAYAM/NPTEL/other approved MOOCs Courses are considered for transfer of credits only if the concerned student has successfully completed the SWAYAM/NPTEL/other approved MOOCs and obtained a certificate of successful/satisfactory completion.

13.3.7 A student who has successfully completed the approved SWAYAM/NPTEL/ other approved MOOCs and wants to avail the provision of transfer of equivalent credits, must submit the original Certificate of Completion, or such similar authorized documents to the HOD concerned, with a written request for the transfer of the equivalent credits. On verification of the Certificates/Documents and approval by the HOD concerned, the Course(s) and equivalent Credits shall have forwarded to the COE for processing of results of the concerned Academic Term.

13.3.8 The credit equivalence of the SWAYAM/NPTEL/other approved MOOCs are based on Course durations and/or as recommended by the Course offering body/institute/university. The Credit Equivalence mapped to SWAYAM/ NPTEL approved Courses based on Course durations for transfer of credits is summarized in Table shown below. The Grade will be calculated from the marks received by the Absolute Grading Table in the academic regulations.

Table 13.3.2: Durations and Credit Equivalence for Transfer of Credits from SWAYAM-NPTEL/ other approved MOOC Courses

Sl. No.	Course Duration	Credit Equivalence
1	4 Weeks	1 Credit
2	8 Weeks	2 Credits
3	12 Weeks	3 Credits

13.3.9 The maximum permissible number of credits that a student may request for credit transfer from MOOCs shall not exceed 20% of the mandatory minimum credit requirements specified by the concerned Program Regulations and Curriculum for the award of the concerned Degree.

13.3.10 The University shall not reimburse any fees/expense; a student may incur for the SWAYAM/NPTEL/other approved MOOCs.

13.4 The maximum number of credits that can be transferred by a student shall be limited to forty percent (40%) of the mandatory minimum credit requirements specified by the concerned Program Regulations and Curriculum for the award of the concerned Degree. However, the grades obtained in the Courses transferred from other Institutions/MOOCs, as mentioned in this Section, shall not be included in the calculation of the CGPA

PART B - PROGRAM STRUCTURE

14 Structure/Component with Credit Requirements Course Baskets and Minimum Basket Wise Credit Requirements:

MBA (**FinTech**) Program Structure (2025-2027) totalling to 102 credits. Table 14.1.3 summarizes the type of baskets, number of courses under each basket and the associated credits that are mandatorily required for the completion of the Degree.

Table 14.1.3: MBA (FinTech) Single Specialization Program Structure 2025-2027: Summary of Mandatory Courses and Minimum Credit Contribution from various Baskets

Sl. No.	Baskets		Credit Contribution
1	PROGRAM CORE (PC)		52
2	SPECIALIZATION TRACK (ST)	TRACK-CORE (STC)	16
		TRACK-ELECTIVE (STE)	24
3	PRACTICE (PR)		10
	Total Credits		**102 (Minimum)**

15. Minimum Total Credit Requirements of Award of Degree:

As per the AICTE guidelines, a minimum of 102 credits is required for the award of a Master of Business Administration (MBA (FinTech)) degree.

16. Other Specific Requirements for Award of Degree, if any, as prescribed by the Statutory Bodies.

16.1 The award of the Degree shall be recommended by the Board of Examinations and approved by the Academic Council and Board of Management of the University**.**

16.2 A student shall be declared to be eligible for the award of the concerned Degree if she/he:

a. Fulfilled the Minimum Credit Requirements and the Minimum Credits requirements under various baskets;

b. Secure a minimum CGPA of 5.00 in the concerned Program at the end of the Semester/Academic Term in which she/he completes all the requirements for the award of the Degree as specified in Sub-Clause a of Academic Regulations**;**

c. No dues to the University, Departments, Hostels, Library, and any other such Centers/ Departments of the University; and

d. No disciplinary action is pending against her/him.

PART C - CURRICULUM STRUCTURE/LIST

Table 17.1.4: MBA (FinTech) Program Structure 2025-2027

Program Core (PC)

S. NO.	BASKET	COURSE CODE	COURSE NAME	L	T	P	C
1	PC	FIN4111	Financial Accounting and Reporting	3	1	0	4
2	PC	FIN4112	Financial Modelling and Corporate Finance	2	1	2	4
3	PC	GMM4111	Managerial Economics	2	1	0	3
4	PC	ENG4001	Global Business Communication	2	0	2	3
5	PC	GMM4113	Business Strategy and Corporate Transformation	2	1	0	3
6	PC	GMM4114	Business Law and Regulatory Compliance	3	0	0	3
7	PC	GMM4115	Corporate Governance, Ethics and Social Responsibility	2	1	0	3
8	PC	GMM4116	Entrepreneurship and Innovation Management	1	0	4	3
9	PC	MKT4111	Marketing Management - Theories and Practices	2	1	0	3
10	PC	MKT4112	Digital Marketing Strategy, Tools and Trends	2	1	2	4
11	PC	OBH4111	Human Behaviour in Organizations	2	1	0	3
12	PC	OBH4112	People, Performance and HR Strategy	2	1	0	3
13	PC	OPS4111	Production, Operations and Logistics Management	2	1	0	3
14	PC	QNT4111	Applied Business Statistics	2	0	2	3
15	PC	QNT4112	Applied Data Analysis and Visualization	2	0	2	3
16	PC	QNT4113	Business Research and Analytics	3	0	2	4
						Total	**52**

17. Curriculum Structure – Basket Wise Course List (not Semester Wise) List of Courses Tabled – aligned to the Program Structure (Course Code, Course Name, Credit Structure (LTPC), Contact Sessions, Course Basket, Type of Skills etc., as applicable).

Table 17.1.5: List of Elective Courses under various Specializations/Stream Basket:

SPECIALIZATION TRACK							
TRACK CORE – MBA (FinTech)							
S. NO.	**BASKET**	**COURSE CODE**	**COURSE NAME**	**L**	**T**	**P**	**C**
1	STC1	FIN5112	FinTech in Modern Finance	3	1	0	4
2	STC2	FTH5111	Financial Markets (Equity, Derivatives and Commodity)	3	1	0	4
3	STC3	FTH5112	Data Analysis using Python	3	1	0	4
4	STC4	FTH5113	Machine Learning and AI in FinTech	3	1	0	4
						Total	**16**

TRACK ELECTIVE – MBA (FinTech)							
List of Specialization Track Electives Courses- Minimum of 24 credits is to be earned by the student in particular track							
Sl no.	**Course Basket**	**Course Code**	**Electives**	**L**	**T**	**P**	**C**
1	STE	QNT5111	Financial Data Analytics	2	1	0	3
2	STE	FTH5114	Blockchain and Cryptocurrency in Finance	2	1	0	3
3	STE	FTH5115	Risk Management in Fintech	2	1	0	3
4	STE	FIN5114	Tax Laws and Practice	2	1	0	3
5	STE	FTH5116	Fundamentals of InsurTech and RegTech	2	1	0	3
6	STE	FTH5117	Cloud Computing	2	1	0	3
7	STE	FTH5118	Cybersecurity in Fintech	2	1	0	3
8	STE	FTH5119	FinTech in Payment and Lending	2	1	0	3
9	STE	FIN5117	Project Finance	2	1	0	3
10	STE	FTH5120	Banking and Fintech Platforms	2	1	0	3
11	STE	FTH5121	E-Commerce and E-Marketplaces	2	1	0	3
12	STE	FTH5122	Mergers and Acquisitions	2	1	0	3
13	STE	FTH5123	Algorithmic Trading	2	1	0	3
14	STE	FTH5124	Robotic Process Automation	2	1	0	3
15	STE	FTH5125	Sustainable Finance in Fintech	2	1	0	3

Table 17.1.6: MBA-(FinTech) Program Structure 2025-2027: Practice (PR)							
S. NO.	**BASKET**	**COURSE CODE**	**COURSE NAME**	**L**	**T**	**P**	**C**
1	PR	INT7111	Summer Internship Project	-	-	-	4
2	PR	CRP7111	Capstone Research Project	-	-	-	6
Total							**10**

18. Practical/Skill based Courses Internships/Thesis/Dissertation/Capstone Project Work/Portfolio/Mini project:

Practical / Skill based Courses like internship, project work, capstone project, research project / dissertation, and such similar courses, where the pedagogy does not lend itself to a typical L-T-P-C Structure as defined in Clause 5.1 of the Academic Regulations, are simply assigned the number of Credits based on the quantum of work / effort required to fulfill the learning objectives and outcomes prescribed for the concerned Courses. Such courses are referred to as Non-Teaching Credit Courses (NTCC). These Courses are designed to provide students with hands-on experience and skills essential for their professional development. These courses aim to equip students with abilities in problem identification, root cause analysis, problem-solving, innovation, and design thinking through industry exposure and project-based learning. The expected outcomes are first level proficiency in problem solving and design thinking skills to better equip MBA post graduates for their professional careers. The method of evaluation and grading for the Practical / Skill based Courses shall be prescribed and approved by the concerned Departmental Academic Committee (refer Annexure A of the Academic Regulations). The same shall be prescribed in the Course Handout.

18.1 Internship

A student may undergo an internship for a period of 4-6 weeks in an industry / company or academic / research institution during the Semester Break between 2nd and 3rd Semesters, subject to the following conditions:

18.1.1 The Internship shall be in conducted in accordance with the Internship Policy prescribed by the University from time to time.

18.1.2 The number of Internships available for the concerned Academic Term. Further, the available number of internships shall be awarded to the students by the University on the basis of merit using the CGPA secured by the student. Provided further, the student fulfils the criteria, as

applicable, specified by the Industry / Company / research institution providing the Internship, as stated in Sub-Clause 2.6.1.2 above.

18.1.3 A student may opt for Internship in an Industry / Company / research institution of her / his choice, subject to the condition that the concerned student takes the responsibility to arrange the Internship on her / his own. Provided further, that the Industry / Company or academic / research institution offering such Internship confirms to the University that the Internship shall be conducted in accordance with the Program Regulations.

18.1.4 A student selected for an Internship in an industry / company or academic / research institution shall adhere to all the rules and guidelines prescribed in the Internship Policy of the University.

18.2 Dissertation

A student may opt to do a Research Project / Dissertation for a period of 6-8 weeks in an Industry / Company or academic / research institution or the University Department(s) as an equivalence of Capstone Project, subject to the following conditions:

18.2.1 The Research Project / Dissertation shall be approved by the concerned HOD and be carried out under the guidance of a faculty member.

The student may do the Research Project / Dissertation in an Industry / Company or academic / research institution of her / his choice subject to the above-mentioned condition (Sub-Clause 2.6.4.1). Provided further, that the Industry / Company or academic / research institution offering such Research Project / Dissertation confirms to the University that the Research Project / Dissertation work will be conducted in accordance with the Program Regulations and requirements of the University.

19 List of Elective Courses under various Specializations/Stream Basket:

Table 19.1.7: List of Elective Courses under various Specializations/Stream Basket:

SPECIALIZATION TRACK							
TRACK CORE – MBA (FinTech)							
S. NO.	**BASKET**	**COURSE CODE**	**COURSE NAME**	**L**	**T**	**P**	**C**
1	STC1	FIN5112	FinTech in Modern Finance	3	1	0	4
2	STC2	FTH5111	Financial Markets (Equity, Derivatives and Commodity)	3	1	0	4
3	STC3	FTH5112	Data Analysis using Python	3	1	0	4
4	STC4	FTH5113	Machine Learning and AI in FinTech	3	1	0	4
						Total	**16**
TRACK ELECTIVE – MBA (FinTech)							
List of Specialization Track Electives Courses- Minimum of 24 credits is to be earned by the student in particular track							
Sl no.	**Course Basket**	**Course Code**	**Electives**	**L**	**T**	**P**	**C**
1	STE	QNT5111	Financial Data Analytics	2	1	0	3
2	STE	FTH5114	Blockchain and Cryptocurrency in Finance	2	1	0	3
3	STE	FTH5115	Risk Management in Fintech	2	1	0	3
4	STE	FIN5114	Tax Laws and Practice	2	1	0	3
5	STE	FTH5116	Fundamentals of InsurTech and RegTech	2	1	0	3
6	STE	FTH5117	Cloud Computing	2	1	0	3
7	STE	FTH5118	Cybersecurity in Fintech	2	1	0	3
8	STE	FTH5119	FinTech in Payment and Lending	2	1	0	3
9	STE	FIN5117	Project Finance	2	1	0	3
10	STE	FTH5120	Banking and Fintech Platforms	2	1	0	3
11	STE	FTH5121	E-Commerce and E-Marketplaces	2	1	0	3
12	STE	FTH5122	Mergers and Acquisitions	2	1	0	3
13	STE	FTH5123	Algorithmic Trading	2	1	0	3
14	STE	FTH5124	Robotic Process Automation	2	1	0	3
15	STE	FTH5125	Sustainable Finance in Fintech	2	1	0	3

22. Recommended Semester Wise Course Structure / Flow including the Program / Discipline Elective Paths / Option

Table 22.1.8 List of MBA (FinTech) Courses (Proposed)							
MBA (FinTech)							
S.NO	**BASKET**	**COURSE CODE**	**SEMESTER I**	**L**	**T**	**P**	**C**
1	PC	QNT4111	Applied Business Statistics	2	0	2	3
2	PC	ENG4001	Global Business Communication	2	0	2	3
3	PC	FIN4111	Financial Accounting and Reporting	3	1	0	4
4	PC	OBH4111	Human Behaviour in Organizations	2	1	0	3
5	PC	GMM4111	Managerial Economics	2	1	0	3
6	PC	OPS4111	Production Operations and Logistics Management	2	1	0	3
7	PC	MKT4111	Marketing Management - Theories and Practices	2	1	0	3
			Total Credits (7 Courses)				**22**
S.NO	**BASKET**	**COURSE CODE**	**SEMESTER II**	**L**	**T**	**P**	**C**
1	PC	QNT4113	Business Research and Analytics	3	0	2	4
2	PC	QNT4112	Applied Data Analysis and Visualization	2	0	2	3
3	PC	MKT4112	Digital Marketing Strategy, Tools and Trends	2	1	2	4
4	PC	FIN4112	Financial Modelling and Corporate Finance	2	1	2	4
5	PC	OBH4112	People, Performance and HR Strategy	2	1	0	3
6	STC1	FIN5112	FinTech in Modern Finance	3	1	0	4
7	STC2	FTH5111	Financial Markets (Equity, Derivatives and Commodity)	3	1	0	4
			Total Credits (7 Courses)				**26**
S.NO	**BASKET**	**COURSE CODE**	**SEMESTER III**	**L**	**T**	**P**	**C**
1	PC	GMM4113	Business Strategy and Corporate Transformation	2	1	0	3
2	PC	GMM4114	Business Law and Regulatory Compliance	3	0	0	3
3	STC3	FTH5112	Data Analysis using Python	3	1	0	4
4	STC4	FTH5113	Machine Learning and AI in FinTech	3	1	0	4
5	STE		STE 1	2	1	0	3
6	STE		STE 2	2	1	0	3

7	STE		STE 3	2	1	0	3
8	STE		STE 4	2	1	0	3
9	PR	INT7111	Summer Internship Project	-	-	-	4
			Total Credits (9 Courses)				**30**
S.NO	**BASKET**	**COURSE CODE**	**SEMESTER IV**	**L**	**T**	**P**	**C**
1	PC	GMM4115	Corporate Governance, Ethics and Social Responsibility	2	1	0	3
2	PC	GMM4116	Entrepreneurship and Innovation Management	1	0	4	3
3	STE		STE 5	2	1	0	3
4	STE		STE 6	2	1	0	3
5	STE		STE 7	2	1	0	3
6	STE		STE 8	2	1	0	3
8	PR	INT7111	Summer Internship Project	-	-	-	**6**
			Total Credits (7 Courses)				**24**
Grand Total				**102 Credits**			

23. Course Catalogue of all Courses Listed including the Courses Offered by other School / Department and Discipline / Program Electives

Course Catalogues of MBA (FinTech) Program
1st Semester

Course Code: QNT4111	**Course Title: Applied Business Statistics** **Type of Course: Program Core**		**L – T – P – C**	**2– 0 – 2 – 3**
Version No.	1.0			
Course Pre-requisites	Basic Understanding of Statistics			
Anti-requisites	NIL			
Course Description	This course offers a foundational understanding of statistics for business applications. Topics include measures of location and variation, correlation and regression, probability concepts, and key probability distributions such as binomial, Poisson, and normal. Emphasis is placed on data analysis, interpretation, and decision-making under uncertainty using real-world business scenarios.			
Course Outcomes	On successful completion of this course the students shall be able to: • CO1: Describe the data using descriptive statistics. • CO2: Solve business related problems involving probabilities. • CO3: Solve business related problems using probability distributions. • CO4: Test hypotheses using relevant testing procedures.			
Course Objective:	The course aims to: 1. Analyze business data using measures of central tendency, dispersion, correlation, and regression. 2. Apply probability concepts, including conditional probability and Bayes' theorem, to assess risk and uncertainty. 3. Use discrete and continuous probability distributions to support data-driven business decision-making.			
Module 1	**Measures of Location and Variation**	**Lecture, Tutorial**	**Understand**	**[L7 + P7 :14 Sessions]**
Measures of Location and Variation: Measures of Location – mean, median and mode, weighted mean and geometric mean, quartiles and percentiles, (grouped and ungrouped data) their relative merits and demerits. Measures of variation – range, interquartile range for Standard deviation, variance and coefficient of variation (grouped and ungrouped data). Dataset1https://datahub.io/core/pharmaceutical-drug-spending#data-files Dataset2https://datahub.io/core/s-and-p-500-companies-financials Dataset3https://www.kaggle.com/datasets/stealthtechnologies/employee-attrition-dataset Dataset4https://www.kaggle.com/datasets/gagandeep16/car-sales Data in the above data sets will be analyzed using Microsoft Excel/ Excel add-in Megastat				
Module 2	**Probability, Random Variable and Probability Distributions:**	**Lecture, Tutorial**	**Application**	**[L8 + P8:16 Sessions]**

Introduction to Probability. Random variable – Discrete and Continuous random variable. Expected value and variance of a discrete random variable. Covariance - Applications. Probability distributions – discrete and continuous. Probability mass function and probability density functions. Discrete distributions – Binomial distribution, Poisson distribution – mean, variance and computation of probabilities. Continuous distributions -normal distribution – properties and computation of probabilities. Introduction to uniform and exponential distributions.

Module 3	**Testing of Hypothesis**	**Lecture, Tutorial**	**Application**	**[L8 + P8:16 Sessions]**

Concept of population, sample, parameter and statistic. Introduction to sampling distributions. Hypothesis - Null and alternative hypothesis. Type I and Type II errors, level of significance. Test for single mean – (Z and t test). Test for single proportion. Test for two means (Z and t test) paired t test. Test for single and two variances (Chi square and F test) Test for independence of attributes (Chi square test) One way ANOVA (F test)
Dataset1https://datahub.io/core/pharmaceutical-drug-spending#data-files
Dataset2https://datahub.io/core/s-and-p-500-companies-financials
Dataset3https://www.kaggle.com/datasets/stealthtechnologies/employee-attrition-dataset
Dataset4https://www.kaggle.com/datasets/gagandeep16/car-sales
Data in the above data sets will be analyzed using Microsoft Excel/ Excel add-in Megastat

Module 4	**Correlation and Regression**	**Lecture Method**	**Analysis**	**[L7 + P7:14 Sessions]**

Correlation- definition, scatterplot, Karl Pearson coefficient of correlation, t test for the correlation coefficient, Spearman rank correlation coefficient for data with repeated and non-repeated ranks. **Regression** – Simple linear regression, least squares method, standard error of the estimate, coefficient of determination, t test for regression coefficient, multiple regression.
Dataset1https://datahub.io/core/pharmaceutical-drug-spending#data-files
Dataset2https://datahub.io/core/s-and-p-500-companies-financials
Dataset3https://www.kaggle.com/datasets/stealthtechnologies/employee-attrition-dataset
Dataset4https://www.kaggle.com/datasets/gagandeep16/car-sales
Data in the above data sets will be analysed using Microsoft Excel/ Excel add-in Megastat

Targeted Application & Tools that can be used: NA

Project work/Assignment:

- **Self-learning** – The Students will learn about computing quartiles and percentiles for ungrouped data
- **Peer Learning:** Students who have understood the topic will solve the problems on the board thereby giving confidence to others to learn the concepts
- **Case Study**: Students will be given small case lets to solve the problems

- Text Book:
- T1. Anderson D R, Sweeny D J, Williams T A, Camm J D, Cochran J J, Fry M J and Ohlmann JW (2019), Statistics for Business and Economics,14th edition Cengage learning, New Delhi.

References:

- **R1.** Levine D M, Stephan D F, Szabat K A (2016) Statistics for Managers, 7th edition, New Delhi

- **R2.** Ken Black (2010) Business Statistics for Contemporary Decision Making, 6th ed. John Wiley and sons, New Delhi

Online Resources:

https://profiletree.com/online-business-statistics/

Articles:

- https://ug.its.edu.in/sites/default/files/Business%20Statistics.pdf
- https://www.ijert.org/research/role-of-statistics-on-business-research-IJERTV2IS100524.pdf

Multimedia (Videos):

- https://www.youtube.com/watch?v=pdH4YYoOdt4&list=PLEHGYFbPuuMG-0ueLQAgjLTVkLneJpIFJ

Case Studies:

- DiGiorno Pizza: Introducing a Frozen Pizza to Compete with Carry-Out

Catalogue prepared by	Dr. Jayakrishna Udupa
Recommended by the Board of Studies on	BOS NO: 18th held on 6th June 2025
Date of Approval by the Academic Council	26th Academic Council Meeting held on 25th July 2025

Course Code: ENG4001	**Course Title: Global Business Communication** **Type of Course: Program Core**	**L**	**T**	**P**	**C**
		2	**0**	**2**	**3**
Version No.	1.0				
Course Pre-requisites	None				
Anti-requisites	**Nil**				
Course Description	This course equips the business graduates/ students with advanced communication competencies necessary for impactful business presence. It focuses on strategic business communication, cultural awareness, active listening, persuasive writing, personal branding, and business presentation skills. Through experiential activities, case-based learning, and digital tools, learners develop the confidence and executive presence to lead in diverse business environments.				
Course Objective	1. Integrate DEI principles and intercultural competencies into leadership and organizational communication to build inclusive practice. 2. Apply strategic listening, writing, and speaking techniques to produce clear, purpose-fit messages across channels. 3. Analyze communication processes and cultural/contextual factors to diagnose barriers and select evidence-based remedies. 4. Create a distinctive personal brand and digital presence aligned with career goals using visual and narrative tools. 5. Deliver structured, engaging, audience-centred business presentations in in-person and virtual settings.				

<table>
<tr><td>Course Out Comes</td><td colspan="3">On successful completion of the course the students shall be able to:
CO1 Apply cross cultural and DEI frameworks to real workplace scenarios.
CO2 - Evaluate the clarity, tone, and effectiveness of emails, memos, and minutes, and justify revisions with evidence.
CO3 - Develop a coherent personal-brand portfolio that includes a clear branding statement and an optimised digital profile.
CO4 - Deliver audience-specific business presentations with logical structure, sound visual design, and confident Q&A.</td></tr>
<tr><td colspan="4">Course Content</td></tr>
<tr><td>Module 1</td><td>Foundations of Business Communication</td><td>Assessment 1 - Quiz</td><td>Analyze
15 Sessions (Theory and Practice included)</td></tr>
<tr><td colspan="4">Role of communication in an organization – Components – Process – Direction
Diversity, Equity, and Inclusion: Concepts & Challenges - Hofstede’s theory
Cultural Capital and Communication Barriers: Language, Accent, Cultural Codes, Diversity and impediments to cross-cultural Communication
Media Choices, and social media communication

Activities:
Communication Audit: Analyse communication flow and barriers in organizations using case study.
Cultural Simulation Exercise: Role-play scenarios demonstrating communication challenges across different cultural dimensions (Hofstede framework).
Media Choice Matrix: Students evaluate different media for business communication situations and justify their choices.</td></tr>
<tr><td>Module 2</td><td>Strategic Listening and Writing for Business Impact</td><td>Assessment 2
Business Email, MoM</td><td>Apply
12 Sessions (Theory and Practice included)</td></tr>
<tr><td colspan="4">Listening in Business Contexts- As a strategic tool - Emotional Intelligence and Listening
Business Writing Essentials - Principles of Effective Writing (Based on Harvard Business Essentials) - Planning and Drafting Techniques - Business emails, memos, circulars and MoM
AI and Business Writing

Activities:
Listening Lab: Peer-reviewed listening journals based on simulated team meetings or client interactions.
Writing Clinic: Rewrite poorly written emails and memos with justification based on Harvard principles.
AI Integration Task: Use AI tools (e.g., Grammarly, ChatGPT, or MS Editor) to revise and optimize business writing, followed by reflection on the role of AI.</td></tr>
<tr><td>Module 3</td><td>Personal Brand Development</td><td>Assessment 3 – Personal Branding Portfolio</td><td>Apply
15 Sessions (Theory and Practice</td></tr>
</table>

			included)
Need and Power of Personal Branding - Know Thyself – Crafting Your Brand Core Building a Digital Presence – LinkedIn and Beyond - Managing Your Online Reputation Living the Brand – Resume, Interviews, and Networking Visual Identity and Personal Branding Design **Activities** Brand Core Workshop: Create a personal branding statement and vision board. LinkedIn Sprint: Optimize LinkedIn profiles, active engagement and solicit feedback. Mock Networking Event: Simulated interviews and elevator pitches with branding feedback.			
Module 4	Business Presentation	Assessment 4 -Elevator Pitch	Apply 18 Sessions (Theory and Practice included)
Foundations of Business Presentations - Structuring for Impact – Inclusion of Visual Aids and Slide Design - Handling Q&A and Audience Engagement Types of Business Presentations - Elevator Pitches and Investor Pitches -Sales Presentations and Product Launches, Strategic and Boardroom Presentations - Virtual and Hybrid Presentation Skills **Activities** Mini Project: Students choose a business idea, prepare a pitch deck, and present it. Slide Design Challenge: Redesign poor slides for clarity and visual appeal using Canva or PowerPoint. Presentation Lab: Practice virtual and in-person presentations with video-based peer evaluation.			
Targeted Application & Tools for usage Grammarly**, Ethical use of** ChatGPT, and Microsoft Editor for AI-aided business writing practice) Purdue OWL (Online Writing Lab), Microsoft PowerPoint / Google Slides / Canva			
Project work/Assignment: Mention the Type of Project assignment proposed for this course Quiz, Business Email, MoM, Personal Branding Portfolio, Elevator Pitch Presentation			
Textbook: Cardon, P. W. (2021). *Business Communication: Developing Leaders for a Networked World* (4th ed.). McGraw-Hill Education. Lesikar, V. R., & Flatley, M. (2017). *Business Communication: Making Connections in a Digital World* (11th ed.). Tata McGraw Hill. Bovee, C. L., & Thill, J. V. (2018). *Business Communication Today* (14th ed.). Pearson.			
References: Hofstede, G. (2011). *Dimensionalizing Cultures: The Hofstede Model in Context*. Online Readings in Psychology and Culture. Goleman, D. (1995). *Emotional Intelligence*. Bantam Books.			

Harvard Business Review. (n.d.). Articles on *Listening as a Leadership Tool*. Schawbel, D. (2012). *Me 2.0: Build a Powerful Brand to Achieve Career Success*. Kaplan Publishing. Montoya, P., & Vandehey, T. (2008). *The Brand Called You*. McGraw-Hill. Barrett, D. J. (2021). *Leadership Communication* (5th ed.). McGraw-Hill.

Catalogue prepared by	Dr. Pritha Sanyal
Recommended by the Board of Studies on	BOS NO: 18th held on 6,June,2025
Date of Approval by the Academic Council	Academic Council Meeting No. 26th held on 25,July,2025

Course Code: FIN4111	**Course Name: Financial Accounting and Reporting**	**L-T-P-C**	**3**	**1**	**0**	**4**
Version No.	1.0					
Course Pre-requisites	Basic understanding of business transactions and accounting principles.					
Anti-requisites	NIL					
Course Description	This course introduces the fundamental concepts and processes of accounting, leading to the preparation and interpretation of financial statements. It equips students with tools for cost computation and control through techniques like budgetary control, marginal costing, and variance analysis. By integrating financial, cost, and management accounting, the course develops essential skills for informed managerial decision-making.					
Course Outcomes	**CO1:** Describe the accounting process. *(Understand)* **CO2:** Prepare corporate financial statements. *(Apply)* **CO3:** Analyze financial statements for business decisions. *(Analyze)* **CO4:** Construct budgets for cost control. *(Apply)* **CO5:** Evaluate marginal costing and variance analysis for managerial decisions. *(Analyze)*					
Course Objectives:	The course aims to help students understand the core principles of financial accounting, learn the preparation of financial statements and disclosures, apply accounting standards in real-world contexts, and develop practical skills in Excel and Power BI for effective accounting and reporting.					
Module 1	**Mechanics of Financial Accounting**	Lecture Method	Understand	13 Sessions		

Introduction to Accounting, Branches of Accounting, Generally Accepted Accounting Principles, Accounting Entries, Accounting equation, Recording and processing of financial transactions, Preparation of Trial Balance, Introduction to IFRS ,BRS, Depreciation Accounting– Causes – Methods of Calculating Depreciation – Straight Line Method, Diminishing Balance Method (Use the excel sheet for problem solving). **Practical Problem:-** Accounting Entries ,Ledger, Trial Balance, BRS, Depreciation				
Module 2	**Preparation of Corporate Financial Statements**	Participative Learning	Apply	13 Sessions
Financial Statements, its components, Preparation of Corporate Financial Statements (IND-AS-1) - Statement of Profit and Loss, and Balance sheet with basic adjustments Notes to Accounts, Statement of changes in equity, Statement of Cash Flow by indirect method (IND-AS-7). **Practical Problem:-** Statement of Profit and Loss, and Balance sheet with basic adjustments Notes to Accounts, Cash FlowStatement				
Module 3	**Analysis and interpretation of Financial Statements**	Group Discussion	Analyze	11 Sessions
Horizontal and Vertical Analysis of Balance sheet and income statement ,Ratio analysis- Liquidity, Profitability, Solvency, Turnover and Market test ratios,. (Use the excel sheet for problem solving). **Practical Problem:-** Analysis of Balance sheet and income statement, Common Size, Trend and Comparative Analysis				
Module 4	**Product costing and budgetary control**	Skill based Learning	Apply	13 Sessions
Cost and its classification, preparation of cost sheet in manufacturing industry, budgetary control-preparation of Cash budget and Flexible budget. (Use the excel sheet for problem solving). **Practical Problem:-** Cash budget and Flexible budget				
Module 5	**CVP Analysis**	Experiential Learning	Mini Project	10 Sessions

CVP Analysis – Marginal costing-uses and limitations, Assumption calculation of Contributions, P/V Ratio, Break- Even Point, Margin of Safety, Uses of Marginal Costing in business Decision, Material and Laboure variances. (Use the excel sheet for problem solving). **Practical Problem; -** Marginal costing- Material and Laboure variances
Project work/ assignment: Prowess database will be used for interpretation of Financial Statement.
1. CA 1 – Quiz 2. CA 2 – Assignment 3. CA 3 – Presentation 4. CA 4 – Case Study
Textbook (T1) Weygandt, J. J., Kimmel, P. D., & Mitchell, J. E. (2024). Accounting principles (15th ed.). Wiley. https://www.amazon.com/Accounting-Principles-Jerry-J-Weygandt/dp/1394254792 **Reference Books** • Dhamija, S. (2023). Financial accounting for managers (4th ed.). Pearson India. https://link.ebrpl.com/portal/2On1dr-Vbrg • Atrill, P., & McLaney, E. J. (n.d.). Accounting and finance for non-specialists (11th ed.). Pearson. • Maheswari, S. N., & Maheswari, A. (n.d.). A textbook of accounting for management (4th ed.). Vikas Publishing House [P] Ltd.

Catalogue prepared by	Dr. Sunil M Rashinkar
Recommended by the Board of Studies on	BOS NO: 18th held on 6,June,2025
Date of Approval by the Academic Council	Academic Council Meeting No. 26th held on 25,July,2025

Code: OBH4111	**Course Title: Human Behaviour in Organizations**	**L**	**T**	**P**	**C**
		2	**1**	**0**	**3**
Version No.	1.0				
Course Pre-requisites	**Nil**				
Anti-requisites	**Nil**				
Course Description	This course explores how individuals, teams, and organizational structures shape workplace behavior and performance. Designed for MBA students, it blends theory with practical learning to build critical skills in motivation, perception, leadership, communication, decision-making, and change management. Through case studies, discussions, and projects, students gain practical insights into managing people, fostering collaboration, and applying behavioral principles to real-world business challenges. The course prepares future leaders to navigate complex organizational dynamics with clarity, empathy, and strategic impact.				
Course Objective	This course is designed to improve the learners' **EMPLOYABILITY SKILLS** by using **PARTICIPATIVE LEARNING** techniques				

<table>
<tr><td>Course Out Comes</td><td colspan="4">On completion of this course, the student will be able to:
CO1 : Understand the foundational concepts of individual and group behavior in organizations, including motivation, perception, and attitude formation.
CO2 : Apply behavioral theories to analyze workplace scenarios and recommend strategies for improving team dynamics, communication, and leadership effectiveness.
CO3 : Analyze behavioural challenges in organisations, integrating insights from DM , Conflict Resolution and Change management
CO4 : Evaluate organizational practices and culture through case studies to assess their impact on employee performance and change readiness and overall organisational effectiveness</td></tr>
<tr><td>Course Content:</td><td colspan="4"></td></tr>
<tr><td>Module 1</td><td>Introduction to Human Behavior in Organization</td><td></td><td>Assessment 1 - Quiz</td><td>8 sessions</td></tr>
<tr><td colspan="5">Topics: Importance of Organization Behavior, Evolution & Historical Developments, Management Roles & Skills, Discipline that contribute to OB. Ethical Behaviors in organizations, Challenges and Opportunities of OB - Workforce Diversity, Inclusion, Globalization, Managing Virtual Workforce
Tutorial: Recent Developments in managing diverse workforces / Latest articles or blogs of relevance</td></tr>
<tr><td>Module 2</td><td>Individual Behaviours- Perceptions, Attitudes Personality & Learning</td><td></td><td>Assessment 2 – Assignment</td><td>12 sessions</td></tr>
<tr><td colspan="5">Perception: Meaning, Factors affecting Perceptions, Perception process. Attitudes – Definition, Key elements of attitudes, Attitudes and related concepts (Values, opinion, belief and ideology), Characteristics of attitudes, Attitude formation, Attitude measurement, Changing attitudes.
Personality: MBTI, Big Five, 16PF, Type 'A' Type 'B', Eric Fromm, Karen Horney Learning & reinforcement, Classical & Operant conditioning, shaping of behaviour, Defense Mechanism
Emotions and Emotional intelligence
(Application)</td></tr>
<tr><td>Module 3</td><td>Motivation Concepts and its Applications</td><td></td><td>Assessment 3 – Case Analysis</td><td>12 sessions</td></tr>
<tr><td colspan="5">Motivation: Meaning, Classic & Contemporary Theories of Motivation: Hierarchy of Needs Theory, Two-Factor Theory, McClelland’s Theory of Needs, Self-determination Theory, Expectancy theory, Goal Setting Theory; Using Extrinsic Rewards & Intrinsic Rewards to Motivate Employees. (Analyze)</td></tr>
</table>

Module 4	Group Behaviour and Leadership		Assessment 4 – Report Writing	13 sessions

Group Behavior: Defining and Classifying Groups, Stages of Group Development, Group Decision Making: Groups Versus the Individual, Group Decision-Making Techniques. Differences Between Groups and Teams, Types of Teams, Creating Effective Teams

Leadership: concept, contingency and contemporary theories of leadership. Leadership Prospective: Charismatic leadership, Transactional and Transformational leadership, Servant Leadership. Organization Development and Organization Change (Evaluate)

Targeted Application & Tools that can be used:

Role Plays, Psychometric tests and analysis, personality test scales.

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course

Project/ Assignment:
(Participative learning)

Assesment1: Quiz on Relevant concepts of the course

Assessment -2: **Individual Written Assignment**

Review the given article mentioned in the link below and submit assignment. (Kindly note: Student should visit PU library and access the online resources for the same and incorporate the assignment as well as attach the photo of log in and log out in person in the end of the assignment file.)

Assesment-3: **Case study**: Analyse the case given in link below and identify issue in the given situation and provide possible solutions. (Student needs to visit PU library to access the online Resources to access the case study provided and attach the photo of Login and Logout time in the end of the assignment)

Assessment -4: Report Writing: Identify any one MNC of IT sector and bring out the various activities and strategies followed in that organization with reference to Team Work Culture and submit a report. (Kindly note: Student should visit PU library and access the online resources for the same and incorporate the assignment as well as attach the photo of log in and log out in person in the end of the assignment file.)

Text Book : T1- *Robbins,* S. P., & Judge, T. A. (2025). *Organizational behavior* (19th ed.). Pearson Education. VitalSource

References :

- R1 – *Luthans*, F., Luthans, B. C., & Luthans, K. W. (2021). *Organizational behavior: An evidence-based approach* (14th ed.). Information Age Publishing. VitalSource.
- R2- Sanket Sunand Dash (2021). Organizational Behavior, Thirteenth Edition, Wlley India Pvt. Ltd.

Research and Articles:

Working with Millennials: Using Emotional Intelligence and Strategic Compassion to Motivate the Next Generation of Leaders

1.You don't have to be Expert: Increase productivity by increasing EQ

https://research-ebsco-com-presiuniv.knimbus.com/c/n5guci/search/details/hgnfiabbuj?db=e000xww

2. People are your Resources: Focus on others to get what you want

https://research-ebsco-com-presiuniv.knimbus.com/c/n5guci/search/details/hgnfiabbuj?db=e000xww **Case studies:** 1. Influence of Manager's Leadership Style on Employees' Performance https://www.researchgate.net/publication/374741033_CASE_STUDIES_IN_ORGANIZATIONAL_BEHAVIOUR 2. Influence of Leadership among Problematic Workers in Oil Palm Plantation Sector https://www.researchgate.net/publication/374741033_CASE_STUDIES_IN_ORGANIZATIONAL_BEHAVIOUR	
Catalogue prepared by	Dr. B. Anupama
Recommended by the Board of Studies on	BOS NO: 18th held on 6,June,2025
Date of Approval by the Academic Council	Academic Council Meeting No. 26th held on 25,July,2025

Course Code: GMM4111	**Course Title: Managerial Economics**	**L**	**T**	**P**	**C**
		2	1	0	3
Version No.	1				
Course Pre-requisites	**Nil**				
Anti-requisites	**Nil**				
Course Description	This course explores the application of economic principles to managerial decision-making in a business context. By blending microeconomic theory with practical tools, students learn how to analyze demand, production, costs, pricing, and market structures. The course also addresses the influence of macroeconomic conditions, risk, and government policies on managerial decisions. Through case studies and applications, students gain the ability to apply economic reasoning to real-world business challenges.				
Course Objective	This course is designed to improve the learners' **EMPLOYABILITY SKILLS** by using **PARTICIPATIVE LEARNING** techniques				
Course Out Comes	On completion of this course, the student will be able to:				
	CO1: Understand and explain the principles of managerial economics and their application in business decision-making. (Understand)				
	CO2: Apply demand and supply analysis, forecasting methods, and elasticity concepts to solve managerial problems. (Apply)				
	CO3: Analyze production and cost relationships to recommend strategies for efficiency and profitability. (Analyze)				
	CO4: Evaluate pricing and output decisions across different market structures, considering risks, uncertainties, and government interventions. (Evaluate)				

<table>
<tr><td colspan="4">Course Content:</td></tr>
<tr><td>Module 1</td><td>Introduction to Managerial Economics</td><td>Assessment 1 - Quiz</td><td>10 sessions</td></tr>
<tr><td colspan="4">Topics: Nature, scope, and significance of managerial economics in decision-making. Relationship of managerial economics with microeconomics, macroeconomics, and functional areas of management. Fundamental economic concepts: scarcity, choice, opportunity cost, marginal analysis, and time perspective. Role of managerial economics in modern business strategy. Factors of Production and Circular flow of Economy</td></tr>
<tr><td colspan="4">Production function: short-run and long-run. Law of variable proportions returns to scale, and isoquants. Cost concepts: fixed, variable, total, average, marginal, opportunity costs. Short-run and long-run cost curves, learning curve, economies and diseconomies of scale. Applications of cost analysis in managerial decision-making (break-even analysis, make-or-buy decisions).</td></tr>
<tr><td colspan="4">Tutorial: Recent Developments in managing diverse workforces / Latest articles or blogs of relevance</td></tr>
<tr><td>Module 2</td><td>Demand and supply Forecasting</td><td>Assessment 2 – Assignment</td><td>15 sessions</td></tr>
<tr><td colspan="4">Demand analysis: law of demand, determinants of demand, exceptions to the law of demand. Elasticity of demand: price, income, and cross elasticity – managerial uses and applications. Demand forecasting: qualitative and quantitative techniques (survey methods, moving averages, regression analysis, econometric models). Business applications of demand forecasting: production planning, pricing, and marketing strategies. Case study discussions on forecasting errors and their managerial implications.
Supply Analysis: Law of Supply – Price elasticity of supply
Price Equilibrium</td></tr>
<tr><td>Module 3</td><td>Market Structures and Pricing Decisions</td><td>Assessment 3 – Project/Report Writing</td><td>12 sessions</td></tr>
<tr><td colspan="4">Market Structures and characteristics
Price-output decisions under different market structures: Perfect competition – equilibrium in short run and long run. Monopoly – price discrimination, profit maximization. Monopolistic competition – product differentiation, selling costs. Oligopoly – collusive and non-collusive models (Cournot, Bertrand, Kinked Demand Curve).

Pricing practices: cost-plus pricing, transfer pricing, penetration pricing, skimming strategy, pricing in the digital economy. Government intervention and regulation in pricing and competition. Decision-making under risk and uncertainty: expected value analysis, decision trees.</td></tr>
<tr><td>Module 3</td><td>Macroeconomics</td><td>Assessment 4 –Scenario Analysis Assignment</td><td>08 sessions</td></tr>
</table>

Macroeconomic issues and concepts – The Circular Flow of Income – Concepts of National Income and its Measurement Business Cycle Indicators – Leading – Lagging – Coincident Indicators **Output & Income:** Income generated from this production, including wages, salaries, profits, and rent. **Employment & Unemployment:** factors that influence unemployment rates, such as labor market dynamics, economic growth, and government policies **Inflation & Deflation:** meaning, Types - Consumer Price Index – Wholesale Price Index – Index of Industrial Production (IIP), impact on purchasing power and economic stability. **National Income Estimation process:** Gross National Savings – Gross Capital Formation– Gross domestic Product – Gross National Income – Gross National Product – Net Domestic Product- Net Domestic Income – Net National Income – National Income
Targeted Application & Tools that can be used:
Case Study Analysis – Application of demand forecasting, pricing strategies, and production decisions in real companies.
Quantitative Tools – Regression analysis, break-even analysis, cost-volume-profit analysis, decision trees, and elasticity measurement.
Forecasting Software / Tools – Excel, SPSS, R, or other statistical packages for demand forecasting and data analysis.
Simulation Exercises – Market structure simulations (monopoly, oligopoly pricing decisions) to understand competitive behavior.
Business Reports & Presentations – Students prepare decision-focused reports analyzing cost structures, pricing policies, or market entry strategies.
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course
Project/ Assignment:
(Participative learning)
1. Assessment 1 – Quiz (Module 1: Introduction to Managerial Economics)
Ø Short quiz on core concepts: scarcity, opportunity cost, marginal analysis, and role of managerial economics in decision-making.
Ø Objective: Test foundational understanding.
2. Assessment 2 – Assignment (Module 2: Demand and Forecasting)
Ø Assignment: Select a product/service and prepare a demand forecast using secondary data. Apply elasticity concepts and discuss managerial implications.
Ø Objective: Apply demand analysis tools to a practical scenario.
3. Assessment 3 – Case Study (Module 3: Production and Cost Analysis)
Ø Case study: Analyze cost structures of a manufacturing/service firm. Identify fixed vs. variable costs, apply break-even analysis, and suggest ways to reduce costs.
Ø Objective: Strengthen decision-making based on production and cost analysis.
4. Assessment 4 – Project/Report Writing (Module 4: Market Structures and Pricing Decisions)
Ø Project: Study an industry (e.g., telecom, airlines, e-commerce) and analyze its market structure. Evaluate pricing strategies used by leading firms and recommend an optimal strategy.

Ø Objective: Integrate concepts of market structure, pricing, and government policies into a real-world context.
Text Books:
T1 – Paul G. Keat & Philip K. Y. Young 2022). *Managerial Economics: Economic Tools for Business Decisions* (9th ed.). Pearson Education.
T2 – Varshney R. L. & Maheshwari K. L. (2021). *Managerial Economics*. Sultan Chand & Sons.
References :
1. R1 – Luthans, F., Luthans, B. C., & Luthans, K. W. (2021). Organizational behavior: An evidence-based approach (14th ed.). Information Age Publishing. VitalSource.
2. R2- Sanket Sunand Dash (2021). Organizational Behavior, Thirteenth Edition, Wlley India Pvt. Ltd.
Research and Articles:
1. "The elasticity of demand and its role in consumer behaviour determination: A comparative analysis of Europe and the USA". *Scientific Bulletin of Mukachevo State University, Series 'Economics' (2024)*
Examines how price elasticity varies across products like oil, milk, and chicken in Europe and the U.S., offering insights into consumer behavior and managerial pricing decisions.
Access via ResearchGate: ResearchGate
2. "The Impact of Big Data on Economic Forecasting and Policy Making" *EAJournals.org, 2022*
Explores how big data enhances forecasting accuracy and supports strategic decision-making—essential for Module 2 on demand forecasting.
Read more: EA Journals
3. "Sustainable Competitive Advantage in Emerging Markets: Innovations and Strategies"
Gurpreet Singh & Sandeep Vij (2020). Discusses tailored strategies enabling firms in emerging markets to maintain a competitive edge—helpful for understanding cost leadership and market positioning.
Access via ResearchGate: ResearchGate
4. "A Step-by-Step Guide to Real-Time Pricing", *Harvard Business Review, November–December 2023*
Provides actionable insights into implementing AI-powered pricing models—highly relevant to Module 4's focus on pricing strategies.
Read the article: Harvard Business Review
5. "The Future of Economic Forecasting with AI and Big Data Integration" *Charles James, ResearchGate (2024).* Reviews how AI and unstructured data are revolutionizing forecasting methods—directly applicable to modern demand forecasting techniques.
Access via ResearchGate: ResearchGate

Catalogue prepared by	Dr. Mary Jeyanti Prem
Recommended by the Board of Studies on	BOS NO: 18th held on 6,June,2025
Date of Approval by the Academic Council	Academic Council Meeting No. 26th held on 25,July,2025

<table>
<tr><td rowspan="2">Course Code:
OPS4111</td><td rowspan="2">Course Title: Production Operations and Logistics Management</td><td>L</td><td>T</td><td>P</td><td>C</td></tr>
<tr><td>2</td><td>1</td><td>0</td><td>3</td></tr>
<tr><td>Version No.</td><td colspan="5">2.0</td></tr>
<tr><td>Course Pre-requisites</td><td colspan="5">Nil</td></tr>
<tr><td>Anti-requisites</td><td colspan="5">Nil</td></tr>
<tr><td>Course Description</td><td colspan="5">This course provides an in-depth understanding of production operations and logistics management in business environments. Students will explore core operational processes, supply chain strategies, inventory management, and logistics optimization to enhance efficiency and profitability. Through real-world case studies and interactive learning methods, students will gain practical insights into managing production systems and designing effective logistics solutions, preparing them for strategic roles in operations management.</td></tr>
<tr><td>Course Objective</td><td colspan="5">This course is designed for SKILL DEVELOPMENT of the learner by using PROBLEM SOLVING techniques.</td></tr>
<tr><td>Course Out Comes</td><td colspan="5">Upon completing this course, students will be able to:
1. Analyze production and logistics challenges using key operational theories.
2. Evaluate supply chain performance with industry-specific metrics.
3. Develop efficient logistics solutions that optimize cost and resources.
4. Apply problem-solving strategies to improve production workflows.</td></tr>
<tr><td>Course Content:</td><td colspan="5"></td></tr>
<tr><td>Module 1</td><td colspan="2">Introduction to Production Operations</td><td colspan="2">Assessment 1 - Quiz</td><td>11 Hours</td></tr>
<tr><td colspan="6">This module lays the foundation for understanding production systems and operations management. Students will explore:
• Types of Production Systems – Job production, batch production, mass production, and continuous production.
• Operations Strategy – Aligning production processes with business goals.
• Productivity and Efficiency – Techniques to measure and improve performance.
• Technology in Operations – Role of automation, robotics, and AI in modern production.</td></tr>
<tr><td>Module 2</td><td colspan="2">Supply Chain and Inventory Management</td><td colspan="2">Assessment 2 – Case Study</td><td>11 Hours</td></tr>
<tr><td colspan="6">This module delves into supply chain dynamics and inventory control methods to optimize operations. Topics include:
- Demand Forecasting – Methods like time series analysis and regression models.
- Inventory Management – Economic Order Quantity (EOQ), Just-In-Time (JIT), and Vendor-Managed Inventory (VMI).
- Lean & Agile Supply Chains – Strategies for minimizing waste and improving responsiveness.
- Supply Chain Risk Management – Handling disruptions and building resilient networks.</td></tr>
<tr><td>Module 3</td><td colspan="2">Logistics and Distribution Strategies</td><td colspan="2">Assessment 3 – Case Analysis</td><td>11 Hours</td></tr>
<tr><td colspan="6">In this module, students will explore efficient logistics models to ensure seamless flow of goods and services. Key areas include:</td></tr>
</table>

- Transportation Modes – Road, rail, air, and sea; comparative advantages. - Network Optimization – Designing distribution channels for cost and service efficiency. - Warehouse Management – Layout design, automation, and performance metrics. - Technological Advancements – Blockchain, IoT, and AI-driven logistics solutions.				
Module 4	**Optimization in Production and Logistics**		Assessment 4 – Mini Project Students will work on a mini-project, applying optimization techniques to solve a production or logistics problem in a real-world scenario.	12 Hours
This module focuses on improving operations using analytical tools and emerging trends. Topics covered: • Process Improvement Methodologies – Six Sigma, Kaizen, and Total Quality Management (TQM). • Data-Driven Decision Making – Using analytics for production planning. • Sustainability in Logistics – Green supply chain initiatives and carbon footprint reduction. • Future of Operations Management – AI, predictive modelling, and smart factories.				
Targeted Application & Tools that can be used: Project work/Assignment: Students will develop a logistics optimization model for a real-world business case, integrating production efficiency techniques				
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course				
Web Resources: • Supply Chain Digital: www.supplychaindigital.com • Logistics Management Magazine: www.logisticsmgmt.com • MIT Supply Chain Research: www.mit.edu/supplychain **Sample Data Set:** Real-time industry data on supply chain optimization and logistics modelling will be provided for case study analysis.				
• **Text Book:** Chopra, S., & Meindl, P. (2021). *Supply Chain Management: Strategy, Planning, and Operations*. Pearson.				
References: • Russell, R.S., & Taylor, B.W. (2020). *Operations Management: Creating Value Along the Supply Chain*. Wiley. • Christopher, M. (2016). *Logistics and Supply Chain Management*. Pearson.				
Catalogue prepared by	Shivaprasad S			
Recommended by the Board of Studies on	BOS NO: 18th held on 6,June,2025			
Date of Approval by the Academic Council	Academic Council Meeting No. 26th held on 25,July,2025			

<table>
<tr><td>Course Code:
MKT4111</td><td colspan="4">Course Title: Marketing Management - Theories and Practices</td><td>L
2</td><td>T
1</td><td>P
0</td><td>C
3</td></tr>
<tr><td>Version No.</td><td colspan="8">1.0</td></tr>
<tr><td>Course Pre-requisites</td><td colspan="8">Nil</td></tr>
<tr><td>Anti-requisites</td><td colspan="8">Nil</td></tr>
<tr><td>Course Description</td><td colspan="8">This course intends to provide the student with necessary knowledge and skills to excel in the field of marketing. This course explores the five philosophies applied in this digital era: along with the marketing mix - product development, pricing strategies, promotion, and distribution channels. The theoretical concepts are applied to understand and solve the marketing challenges through a combination of lectures, case studies, and hands-on exercises is expected to provide students the essential skills in marketing. On completion of this course students would have acquired the capacity to critically think, identify marketing issues, draft marketing plans, draw data-driven decisions.</td></tr>
<tr><td>Course Objective</td><td colspan="8">This course is designed to improve the learners Skill Development by using Participation techniques.</td></tr>
<tr><td>Course Out Comes</td><td colspan="8">On successful completion of the course the students shall be able to:

CO 1: Illustrate the importance of Marketing management and consumer behaviour for Segmentation, Targeting & Positioning decisions. (Understanding)

CO 2: Develop Product launching strategies. (Applying)

CO 3: Examine the significance of appropriate pricing & distribution decisions for product success. (Analyzing)

CO 4: Evaluate the right use of promotion & technology for realizing a positive ROI. (Evaluating)</td></tr>
<tr><td>Course Content:</td><td colspan="8"></td></tr>
<tr><td>Module 1</td><td>Concepts of Marketing</td><td colspan="4">Assignment using E Library (Participative Learning)</td><td>Assessment 1 - Quiz</td><td>12 Sessions</td></tr>
<tr><td colspan="9">Topics: Concept of Marketing, Needs, Wants and Demand, Nature & Importance of Marketing, 5 Philosophies of Marketing Management , Marketing Mix, Marketing Environment – Macro and Micro Environment.
Factors influencing Consumer Behaviour, Consumer Buying Decision Process, Market Segmentation and Bases of segmentation, Targeting Strategies, Concept of Positioning.</td></tr>
</table>

Module 2	**Product**	Assignment (Participative Learning)	Assessment 2 – Assignment	09 Sessions
Topics: Product – Meaning, Product Mix – Product Line, Length and Depth, Product Line Analysis & Decisions, New Product Development - Product Life Cycle (PLC) – PLC Strategies, Product vs. Brand, Benefits of Branding, Brand Equity, Fifth 'P' - Packaging and Labelling.				
Module 3	**Price & Place**	Case study (Participative Learning)	Assessment 3 – Case Analysis	12 Sessions
Topics: Pricing – Importance of Pricing, Setting the Price, Pricing Objectives, and Steps in Pricing, Types of Pricing. Practice exercises in pricing. Place - Marketing Channels and their roles, Functions of a channel partner, Types of channels, Levels, Channel Design decisions, Channel Conflict: Reasons and resolution.				
Module 4	**Promotion & Technology**	Assignment (Participative Learning)	Assessment 4 – Mini Project	12 Sessions
Topics: Promotion Mix - Advertising, Sales Promotion, Events & Experiences, Direct Marketing and Public Relations & Publicity, Personal Selling – Pros & Cons. Integrated Marketing Communications (IMC) – Traditional & Digital media, social media - Steps in Promotional Planning - Media Planning, Budgeting, Ad Campaign development. Managing consumer journey & experiences using technology – concepts & use cases.				
Project work/Assignment: Module 1 Sample Assignment 1: Project Work: Collect Advertisements (from Newspapers) pertaining to the various forms of Segmentation, classify them, and make a presentation, with appropriate justification. Module 2 -Sample Assignment 2: Identify 5 products / brands which are in the different Life Cycle Stages of PLC and suggest appropriate Marketing strategies for them. Module 3 - Sample Assignment: Analyze the difference in Distribution channels - FMCG versus / Consumer durables / Services Module 4 - Sample Assignment : Identify the Digital and Social Media Marketing strategies adopted by any company of your choice.				
Web Resources: (**Kindly note: Student should visit PU library and access the online resources for the same and incorporate in the assignments)** **Research Articles in Journals** • The Impact of Market Environments on Marketing Relationships https://www.researchgate.net/publication/257206982_The_Impact_of_Market_Environments_on_Marketing_Relationships • PLC strategies of Amul				

https://mentormecareers.com/product-life-cycle-of-amul/?srsltid=AfmBOopV3fmKT77X3eO6bsuYHJ9jNieKliMlRYM1Rhg5hwqT1JFrxRYg

- Ranjan Bandyopadhyay, Bipithalal Balakrishnan Nair, "Marketing Kerala in India as God's Own Country! for tourists' spiritual transformation, rejuvenation and well-being", Journal of Destination Marketing & Management, Volume 14. https://www.sciencedirect.com/science/article/abs/pii/S2212571X18303779

- HUL Integrated Annual Report 2024-25

  https://www.hul.co.in/files/hul-integrated-annual-report-2024-25.pdf

Case Studies:

- The Coca-Cola brand positioning strategy, segmentation and targeting

  https://fabrikbrands.com/branding-matters/brand-strategy/coca-cola-brand-positioning-strategy-segmentation-and-targeting/

- Nestle' Maggi: Pricing and repositioning a recalled product

  https://www.scribd.com/document/406890984/Group-6-Nestle-s-Maggi-Pricing-repositioning-a-recalled-product-docx

- Tourism Promotion through the Internet (Websites): (Jordan as a Case Study)

  https://www.researchgate.net/publication/228414318_Tourism_Promotion_through_the_Internet_Websites_Jordan_as_a_Case_Study

- Cybermediation in Auto Distribution: Channel Dynamics and Conflicts https://onlinelibrary.wiley.com/doi/full/10.1111/j.1083-6101.2000.tb00347.x

- Understanding Customer Experience Throughout the Customer Journey

  https://www.jstor.org/stable/44134974?refreqid=fastly-default%3Aafda1f1b4caed3bf330641c66c9d6444&seq=3

Videos:

- Marketing Management – Core concepts https://youtu.be/65MQnEMf-uI?si=go-RM8wy59QTba0T

- Understanding the Marketing Mix https://www.youtube.com/watch?v=d0NMSqeKpVs

- Product Life Cycle https://www.youtube.com/watch?v=GjQRON8LF9g

Text Book

T1: Philip Kotler, Kevin Lane Keller, Alexander Chernav. (2022). Marketing Management. Pearson Education. 16th edition.

References

R1: David A. Aaker and Christine Moorman. (2023). Strategic Market Management. Wiley Publisher. 12th edition. **R2:** Tapan K. Panda. (2022). Marketing Management: Text and Cases. Taxmann Publications. 3rd Edition.	
Catalogue prepared by	Dr. Mohamad Imrozuddin
Recommended by the Board of Studies on	BOS NO: 18th held on 6,June,2025
Date of Approval by the Academic Council	Academic Council Meeting No. 26th held on 25,July,2025

2nd Semester

Course Code: QNT4113	**Course Title: Business Research and Analytics** **Type of Course: Program Core** **Theory and Practical Course**		**L**	**T**	**P**	**C**
			3	**0**	**2**	**4**
Version No.	1.0					
Course Pre-requisites						
Anti-requisites						
Course Description	This course enables students to make effective managerial decisions through the application of business analytics using the R programming language. Emphasis is placed on data exploration, statistical analysis, predictive modeling, and data visualization. Through practical application and real-world datasets, students will learn to draw insights from data to support strategic and operational decisions.					
Course Outcomes	**CO1**	Understand the importance of analytics and R programming in managerial decision-making.				
	CO2	Apply R programming for descriptive and inferential statistical analysis on business datasets.				
	CO3	Develop predictive models using regression, classification, and time series forecasting in R.				
	CO4	Visualize data and communicate insights				

		effectively using R's graphical capabilities and dashboards.	
Course Objective	This course aims to enhance learners' **employability skills** through **experiential and participative learning**, enabling them to communicate data insights effectively to varied stakeholders.		
Module 1	**Introduction to R and Business Analytics**	Participative Learning (Quiz)	**[L12 + P7 :19 Sessions]**
Topics: Role of analytics in decision making, Introduction to R and RStudio, basic data structures (vectors, lists, data frames), importing/exporting data, basic functions and packages.			
Module 2	**Descriptive and Diagnostic Analytics in R**	Hands-on Practical (Lab)/Assignment	**[L12 + P7 :19 Sessions]**
Topics: Summary statistics, data wrangling using dplyr, data cleaning, exploratory data analysis, Use case: Customer segmentation overview			
Module 3	**Predictive Analytics for Decision Making**	Participative Learning (Case-based)	**[L12 + P8 :20 Sessions]**
Topics: Simple and multiple linear regression, logistic regression, model evaluation (R-squared, confusion matrix), Use case: Predicting sales or customer churn.			
Module 4	**Forecasting and Time Series Analysis**	Mini Project (Group Work)	**[L9 + P8 :17 Sessions]**
Topics: Time series components, ARIMA modeling using forecast package, trend and seasonality analysis, Use case: Forecasting demand for inventory management. Visualization with ggplot2.			
Targeted Application & Tools that can be used: R & RStudio			
Project work/Assignment:			
Assignment 1: Module 1 – Quiz **Assignment 2:** Module 2 - Written Assignment **Assignment 3:** Module 3 - Case study **Assignment 4:** Module 4 - Project Work - Interactive dashboard presentation			
Text Book: **T1:** Wickham, H., & Grolemund, G. (2017). *R for Data Science*. O'Reilly Media			
Reference Books: R1: James, G., Witten, D., Hastie, T., & Tibshirani, R. (2021). *An Introduction to Statistical Learning with Applications in R* R2: Shmueli, G., Bruce, P., Gedeck, P., & Patel, N. (2020). *Data Mining for Business Analytics Using*			

R R3: Kabacoff, R. (2020). *R in Action: Data Analysis and Graphics with R*. Manning Publications
Online Resources: **https://presiuniv.knimbus.com/user#/home** https://learn.microsoft.com/en-us/power-bi/ **https://www.tidyverse.org** **https://r4ds.had.co.nz** **https://www.datacamp.com** **https://www.kaggle.com** **Research Articles:** Articles on analytics application in marketing, HR, and operations decision making will be shared via institutional repository **Multimedia (Videos):** DataCamp R courses YouTube channels: StatQuest with Josh Starmer, Data School **Case Studies:** • Flipkart – Predicting return rates using logistic regression • ICICI Bank – Risk analytics using classification models • Swiggy – Forecasting demand using time series in R

Catalogue prepared by	**Dr. Mary Jeyanti Prema**
Recommended by the Board of Studies on	BOS NO: 18th held on 6,June,2025
Date of Approval by the Academic Council	Academic Council Meeting No. 26th held on 25,July,2025

Course Code: QNT4112	**Course Title: Applied Data Analysis and Visualization**	**L – T – P – C**	**2– 0 – 2 – 3**
Version No.	1.0		
Course Pre-requisites	NIL		
Course Description	This course introduces students to applied data analysis using spreadsheets and visualization tools to support managerial decision-making. It emphasizes the use of formulae, functions, pivot tables, and dashboards to analyze and interpret business data. Students will learn to apply statistical and financial techniques for forecasting, reporting, and optimization. The course integrates practical lab exercises with real-world datasets to build problem-solving skills. By the end, students will be able to create effective visualizations and analytical models for business impact.		

<table>
<tr><td>Course Outcomes</td><td colspan="4">On successful completion of this course the students shall be able to:
CO1: Apply spreadsheet operations to manage, format, and organize business datasets for effective analysis.
CO2: Analyze business problems using formulas and functions to derive insights from quantitative and qualitative data.
CO3: Evaluate data through advanced charts, pivot tables, and dashboards to support informed managerial decision-making.
CO4: Create business solutions by integrating advanced Excel tools (Power Query, PowerPivot, VBA) to design models for forecasting and analytics applications.</td></tr>
<tr><td>Course Objective:</td><td colspan="4">To develop students' ability to apply data analysis and visualization techniques using spreadsheets and advanced Excel tools for effective problem-solving and data-driven business decision-making.</td></tr>
<tr><td>Module 1</td><td>Introduction to Data Analysis and Spreadsheets</td><td>Lecture, Lab</td><td>Apply</td><td>[5 Lecture + 5 Lab Sessions]</td></tr>
<tr><td colspan="5">Introduction to data analysis, introduction to spreadsheets and excel, entering and editing worksheet data, performing basic worksheet operations, working with excel ranges and tables, formatting worksheets.</td></tr>
<tr><td>Module 2</td><td>Formulae and Functions</td><td>Lecture, Lab</td><td>Analyze</td><td>[5 Lecture + 5 Lab Sessions]</td></tr>
<tr><td colspan="5">Introducing formulae and functions, formulae for mathematical and text operations, formulae for handling dates and time, formulae for matching and lookup, formulae for statistical analysis, formulae for financial analysis, array formulas, error-free formulae.</td></tr>
<tr><td>Module 3</td><td>Data Visualization, Management and Analysis</td><td>Lecture, Lab</td><td>Evaluate</td><td>[5 Lecture + 5 Lab Sessions]</td></tr>
<tr><td colspan="5">Getting started with excel charts, creating sparkline graphics, advanced charting techniques, dashboarding and implementing excel dashboarding best practices, introducing pivot tables and pivot charts, analyzing data with pivot tables, analyzing data using goal seeking and solver, analyzing data with the analysis tool pack.</td></tr>
<tr><td>Module 4</td><td>Applying analytics to achieve Business impact</td><td>Lecture, Lab</td><td>Create</td><td>[6 Lecture + 9 Lab Sessions]</td></tr>
<tr><td colspan="5">Introduction to PowerPivot and power query, business application of power pivot and query, automating excel using VBA, business application of VBA, business data management applications, customer analytics applications, demand forecasting applications, capstone project</td></tr>
<tr><td colspan="5">Targeted Application & Tools that can be used: Microsoft Excel</td></tr>
<tr><td colspan="5">Project work/Assignment:</td></tr>
<tr><td colspan="5">Quiz (Module 1: Introduction to Data Analysis and Spreadsheets)
Students will take a quiz on Excel basics, worksheet operations, ranges, and data formatting.
Individual Assignment (Module 2: Formulae and Functions)
Apply formulas and functions (mathematical, text, statistical, lookup, financial) on a given dataset to perform meaningful analysis and submit a written assignment with results.
Case Study (Module 3: Data Visualization, Management and Analysis)
Analyze a business case dataset using PivotTables, charts, and dashboards. Identify patterns, trends, and provide managerial insights through visualization.
Project / Report Writing (Module 4: Applying Analytics to Achieve Business Impact)
Capstone group project: Develop an Excel dashboard integrating Power Query,</td></tr>
</table>

PowerPivot, Solver, or VBA. Submit a report demonstrating how the solution can support decision-making in business areas such as sales, HR, marketing, or finance.

- Text Books:

- T1. Mount, G. (2024). *Modern data analytics in Excel*. Wiley.
- T2 Fortino, A. (2024). *Data visualization for business decisions*. Packt Publishing.

References:

1. **R1:** McKinney, W. (2022). *Python for data analysis: Data wrangling with pandas, NumPy, and Jupyter* (3rd ed.). O'Reilly Media.
2. **R2:** Gibson, G. (2024). *Essential data science and analytics with R and Python.* Springer.
3. **R3:** Arab, I. (2024). *Marketing analytics dashboards design*. Routledge.
4. **R4:** Castro, L. N. de. (2025). *Exploratory data analysis: Descriptive analysis, visualization, and dashboard design,* Taylor & Francis.
5. Baley, I., & Veldkamp, L. (2025). *The data economy: Tools and applications*. Princeton University Press.

Web pages

1. https://sites.google.com/view/narayanasrikanthreddy/home/student-home-page/mba-1st-sem
2. https://support.microsoft.com/en-gb/office/keyboard-shortcuts-in-excel-1798d9d5-842a-42b8-9c99-9b7213f0040f
3. https://www.linkedin.com/pulse/data-analysis-project-excel-dashboard-anusha-srivastava

PU library E –resource

https://www-sciencedirect-com-presiuniv.knimbus.com/journal/journal-of-computational-mathematics-and-data-science

Catalogue prepared by	**Dr. Varalakshmi Dandu**
Recommended by the Board of Studies on	BOS NO: 18th held on 6,June,2025
Date of Approval by the Academic Council	Academic Council Meeting No. 26th held on 25,July,2025

Course Code: MKT4112	**Course Title: Digital Marketing Strategy, Tools and Trends** **Type of Course: Program Core** **Theory Only Course**	**L- T-P- C**	2	1	2	4
Version No.	1.0					

Course Pre-requisites	Nil			
Anti-requisites	NIL			
Course Description	This course provides an advanced, hands-on introduction to the field of digital marketing. Students will learn to build digital infrastructure (web and social), plan and implement paid and owned media strategies, and apply contemporary tools like mobile, email, and AI-based marketing. Designed with a progressive structure, learners begin by creating a brand website, then enhance discoverability using SEO and organic tools, followed by campaign execution via paid media and finally, integrating cutting-edge direct and AI-led marketing innovations. Excludes analytics to focus purely on execution and creative planning.			
Course Outcomes	On successful completion of this course the students shall be able to: **CO1) Create** a functional brand website and social presence aligned with digital best practices. **CO2) Apply** SEO, AEO, and content strategies to enhance online discoverability. **CO3) Analyze** different paid media platforms and **design** effective cross-channel ad campaigns. **CO4) Evaluate** mobile, email, affiliate, and AI-based tools into a unified marketing strategy.			
Course Objective:	The course aims at **SKILL DEVELOPMENT** with respect to Digital Marketing Strategies with **PARTICIPATIVE** learning activities.			
Module 1	**Building Digital Infrastructure**	Assignment (Participative Learning)	Case Study	**8 H + 4 T + 6 P**
Topics: Introduction to Digital Presence, Web Design Basics: Structure, UX, and Branding, Domain, Hosting, CMS (WordPress or No-Code), Page Types & Wireframes, Integrating Forms and CTAs, Setting up Business Social Media Pages, Linking Web + Social Ecosystem, Website Legal Essentials: Cookies, Privacy.				
Module 2	**Organic Visibility & Content Strategy**	Assignment (Participative Learning)	Article	**8 H + 4 T + 8 P**

Topics:SEO Fundamentals: On-page, Off-page, Technical, Local and International, Answer Engine Optimization (AEO), Generative Engine Optimization (GEO), Blogging Strategy and Content Calendar, Keyword Planning Tools, Image & Meta Optimization, Organic Social Media (LinkedIn, Instagram, YouTube and Facebook), Influencer & Community Engagement, ORM (Online Reputation Management).				
Module 3	**Paid Media Planning & Execution**	Assignment using E Library (Participative Learning)	Analyze and evaluate a brand's organic and paid digital strategies.	**8 H + 4 T + 8 P**
Topics: Display Ads (Google Display Network, Banners, Native), Google Search Ads: Structure, Keywords, Ad Copy, Paid Social Media Ads: Meta, LinkedIn, X, Budgeting, Bidding & Scheduling, Campaign Testing (A/B Creatives), Targeting Methods: Contextual, Behavioral, Programmatic Ad Basics, Creative Briefing & Visual Design, Integrated Media Plan Submission.				
Module 4	**Direct & AI-Driven Marketing**	Project (Experiential Learning)	Design and execute a multi-platform campaign.	**6 H + 3 T + 8 P**
Topics: Email Marketing: Segmentation, Automation, Mobile Marketing: SMS, In-App, Geo-targeting, Affiliate Marketing Ecosystem, AI in Marketing: Chatbots, Predictive Content, Personalization, Voice Assistants & WhatsApp Business, AR/VR Marketing Trends, Building Drip Campaigns, Building Chatbot Journeys (No Code), Final Campaign Showcase & Reflection.				
Targeted Application & Tools that can be used: Social Media Platforms - Facebook, Instagram, LinkedIn, Twitter, YouTube. Tools – Semrush, Aharefs, Sprout Social, Buffer, Mailchimp, Brevo.				
Assignment:				
Assignment 1: Build Your Digital Brand. (Individual) (A functional 5-page website and Link social media handles) Assignment 2: Analyze and evaluate a brand's organic and paid digital strategies using academic sources and competitor benchmarking, supported by SEO audit tools and ad library insights. (Individual) Assignment 3: Design and execute a multi-platform campaign. (Group)				
Text Book: **T1:** Gupta, Seema. *Digital Marketing* (3rd Edition, 2022). McGraw Hill Education. ISBN: 9789355320483 **T2:** Bhatia, Puneet Singh. *Fundamentals of digital marketing (3rd ed.). Pearson. ISBN: 9789357054928*				

References

R1: Sachdev, Raj. (2024). *Digital marketing*. McGraw Hill Education. ISBN: 9781264608690

R2: Chaffey, Dave, & Ellis-Chadwick, Fiona. (2022). *Digital marketing: Strategy, implementation and practice* (8th ed.). Pearson Education. ISBN: 9781292400969

Online Resources:

https://presiuniv.knimbus.com/user#/home

Articles:

- **Wall Street Journal. (2025).** AI will soon dominate ad buying, whether marketers like it or not. *The Wall Street Journal*. Link: https://www.wsj.com/articles/ai-will-soon-dominate-ad-buying-whether-marketers-like-it-or-not-3d62b754

- **Economic Times. (2025).** Spearhead the shift to data-led, AI-powered digital marketing. *The Economic Times*. Link: https://economictimes.indiatimes.com/jobs/mid-career/spearhead-the-shift-to-data-led-ai-powered-digital-marketing/articleshow/121455704.cms

- **The Times. (2025).** Future-proof your marketing strategy with Google's AI rivals. *The Times*. Link: https://www.thetimes.co.uk/article/future-proof-marketing-strategy-google-ai-rivals-enterprise-network-dswkqjd3f

- **Business Insider. (2025).** Sam Altman said AI would replace 95% of ad agency work. 3 top creative directors say AI has won them lucrative business. *Business Insider*. Link: https://www.businessinsider.com/how-advertising-agencies-use-ai-to-pitch-win-business-2025-5

- **Economic Times. (2025, May 28).** WPP replaces GroupM with AI-powered WPP Media. *The Economic Times*. Link: https://economictimes.indiatimes.com/industry/media/entertainment/media/wpp-replaces-groupm-with-ai-powered-wpp-media/articleshow/121469920.cms

Multimedia (Videos):

Videos on Digital Marketing

- **Social Media Marketing for Small Business**
  Watch here
- **Digital Marketing and You – TED Talk by Ankit Srivastava**
  Watch here
- **Digital Marketing In 2025: Get Website Traffic By Doing This Now**
  Watch here
- **6 Marketing Trends You Need to Know in 2025**
  Watch here

Case Studies:

HUGE and Digital Strategy

By: Ramon Casadesus-Masanell; Nicholas G. Karvounis, Harvard Business School

Link: https://hbsp.harvard.edu/product/712442-PDF-ENG?Ntt=HUGE%20and%20Digital%20Strategy

The YES: Reimagining the Future of e-Commerce with Artificial Intelligence
By: Jill Avery, Harvard Business School
Link: https://hbsp.harvard.edu/product/521070-PDF-ENG?Ntt=The%20YES%3A%20Reimagining%20the%20Future%20of%20e-Commerce%20with%20Artificial%20Intelligence

Digital Transformation at GE: What Went Wrong?
By: Robert D. Austin, Ivey Business School
Link: https://hbsp.harvard.edu/product/W19499-PDF-ENG?Ntt=Digital%20Transformation%20at%20GE%3A%20What%20Went%20Wrong%3F

Michael McCain: Tweeting on the Maple Leaf Foods Account
By: Gerard Seijts; Steve Foerster, Ivey Business School
Link: https://hbsp.harvard.edu/product/W20903-PDF-ENG?Ntt=Michael%20McCain%3A%20Tweeting%20on%20the%20Maple%20Leaf%20Foods%20Account

Cheekbone Beauty: Building an Indigenous Growth Venture
By: Simon Parker, Ivey Business School
Link: https://hbsp.harvard.edu/product/W25813-PDF-ENG?Ntt=Cheekbone%20Beauty%3A%20Building%20an%20Indigenous%20Growth%20Venture

Catalogue prepared by	Dr Uttam Chakraborty,
Recommended by the Board of Studies on	BOS NO: 18th held on 6,June,2025
Date of Approval by the Academic Council	Academic Council Meeting No. 26th held on 25,July,2025

Course Code: FIN4112	**Course Title: Financial Modelling and Corporate Finance** **Type of Course: Program Core**	**L- T-P- C**	**2**	**1**	**2**	**4**
Version No.						
Course Pre-requisites	NIL					
Anti-requisites	NIL					
Course Description	This course provides students with a comprehensive understanding of the principles and practical applications of financial modeling and corporate finance. Through hands-on instruction, participants will learn to build robust financial models using Excel or other financial tools to support corporate decision-making and valuation.					

	The course covers key corporate finance topics, including capital budgeting, cost of capital, capital structure, working capital management, and valuation techniques such as discounted cash flow (DCF) and comparable company analysis. Students will apply these concepts by constructing financial models to analyze real-world business scenarios, assess investment opportunities, and support strategic financial planning.
Course Objective	The objective of this course is to equip students with the essential skills and knowledge to build robust financial models and apply core principles of corporate finance in real-world business scenarios. Students will learn to forecast financial performance, conduct valuation analyses, assess investment decisions, and support strategic planning through quantitative techniques. The course aims to bridge theoretical finance concepts with practical modeling tools, enhancing students' ability to make data-driven financial decisions.
Course Outcomes	By the end of this course, students will be able to: CO1: Understand Core Concepts Demonstrate a comprehensive understanding of key corporate finance concepts such as capital budgeting, valuation, cost of capital, risk analysis, and capital structure. CO2: Apply Financial Modeling Techniques Construct dynamic financial models using Microsoft Excel or similar tools to analyze financial statements, forecast performance, and evaluate investment opportunities. CO3: Perform Company Valuation Conduct company valuations using methodologies such as Discounted Cash Flow (DCF), Comparable Company Analysis, and Precedent Transactions. CO4: Analyze Financial Statements Interpret and analyze income statements, balance sheets, and cash flow statements to assess the financial health and performance of a company. CO5: Make Strategic Financial Decisions Apply financial models to support strategic decisions in mergers & acquisitions, capital budgeting, and financing choices. CO6: Integrate Theory and Practice Synthesize financial theory with real-world data to solve practical business problems and present findings through reports and presentations. CO7: Utilize Industry Tools and Best Practices Employ best practices in financial modeling, including sensitivity analysis, scenario planning, and error checking to ensure model accuracy and reliability.
Course Content	The course on Financial Modeling and Corporate Finance covers essential concepts such as financial statement analysis, forecasting, valuation techniques (DCF, comparable company analysis), and budgeting. Students learn to build dynamic financial models using Excel, including income statements, balance sheets, and cash flow projections. The course also explores capital structure, cost of capital, investment decision-making, and risk analysis. Through hands-on projects and case studies, learners gain practical skills to evaluate business

	performance, support strategic decisions, and communicate financial insights effectively in real-world scenarios.			
Module 1	Foundations of Financial Modelling & Financial Statement Analysis	Experiential Learning	Hand shake with Modeling Basics	6 Lectures, 2 Tutorials, 4 Practical Sessions
Introduction to Financial Modelling: Importance, Best Practices, and Spreadsheet Functions for Finance, Review of Financial Statements: Income Statement, Balance Sheet, Cash Flow Statement. Linkages and Interrelationships. Financial Statement Analysis: Ratio Analysis (Profitability, Liquidity, Solvency, Efficiency). Introduction to Forecasting: Top-down vs. Bottom-up Approaches, Key Drivers, Assumptions. Building a Simple Three-Statement Model: Linking Income Statement, Balance Sheet, and Cash Flow Statement. Practical Considerations in Model Building: Error Checking, Data Validation, Scenarios, and Sensitivity Analysis.				
Module 2	**Time Value of Money, Capital Budgeting**	Experiential Learning	Understanding of key corporate finance concepts such as capital budgeting, valuation, cost of capital	(7 Lectures, 2 Tutorials, 4 Practical Sessions)
Time Value of Money: Present Value, Future Value, Annuities, Perpetuities. Capital Budgeting Techniques: Net Present Value (NPV), Internal Rate of Return (IRR), Payback Period, Profitability Index. Risk and Return: Standalone Risk, Portfolio Risk, Diversification, Capital Asset Pricing Model (CAPM).				
Module 3	Capital Structure, Cost of Capital	Experiential Learning	Capital Structure Decisions	(6 Sessions, 2 Tutorials, 4 Practical)
Cost of Equity: Dividend Growth Model, Capital Asset Pricing Model (CAPM), Beta estimation, and adjustments. **Cost of Debt & Cost of Preferred Stock:** Calculating the after-tax cost of debt. Understanding preferred stock characteristics and cost. **Weighted Average Cost of Capital (WACC):** Calculation and practical considerations for WACC. **Capital Structure Theories:** Modigliani-Miller propositions (with and without taxes), trade-off theory, pecking order theory. **Types of dividends**, dividend theories (relevance vs. irrelevance), factors influencing dividend policy, share repurchases.				
Module 4	Capital Budgeting Decisions and Valuations	Experiential Learning	Capital Budgeting Decisions	5 Lectures, 2 Tutorials, 4 Practical Sessions
Capital Budgeting Decisions: Project evaluation techniques revisited (NPV, IRR, Payback Period, Profitability Index). Real options. Valuation Fundamentals: Introduction to different valuation approaches – Discounted Cash Flow (DCF), Relative Valuation (Multiples). Free Cash Flow to Firm (FCFF) & Free Cash Flow to Equity (FCFE): Derivation and importance for valuation. Discounted Cash Flow (DCF) Valuation Model: Building a DCF model step-by-step, terminal value calculation. Sensitivity Analysis & Scenario Analysis: Understanding how changes in key assumptions impact model outputs. Data tables, Goal Seek, Scenario Manager.				

Introduction to Mergers & Acquisitions (M&A) Modelling: Accretion/dilution analysis basics, key M&A considerations.

Module 5	Working Capital Management	Experiential Learning	Working Capital Management	(5 Lectures, 2 Tutorials, 4 Practical Sessions)

Overview of Working Capital Management: Definition, components, importance, operating cycle, cash conversion cycle. **Inventory Management:** Costs of inventory, EOQ model, just-in-time (JIT) inventory, inventory control systems. **Receivables Management:** Credit policy, credit terms, collection policies, factoring. **Payables Management:** Managing accounts payable, trade credit, stretching payables.

Targeted Application & Tools that can be used:

- Microsoft Excel (or equivalent spreadsheet software), Python (depends on students compatibility)

Tutorial Plan:

1	Practice calculating and interpreting key financial ratios from given financial statements.
2	Solving problems related to future value, present value, and simple NPV/IRR calculations.
3	**Forecasting Techniques & Driver Identification:** Case studies on identifying appropriate drivers for various financial line items.
4	**Resolving Circularity in Simple Models:** Manual and iterative methods for dealing with circular references.
5	**WACC Calculation Case Studies:** Practical exercises on calculating WACC for different companies using real-world data.
6	**Capital Structure and Dividend Policy Problem Solving:** Discussion of qualitative and quantitative problems related to capital structure and dividend decisions.
7	**DCF Valuation Case Study:** Working through a complete DCF valuation exercise from assumptions to value.
8	**M&A Accretion/Dilution Problem Solving:** Simple exercises to understand the impact of M&A on EPS.
9	**Cash Conversion Cycle & Working Capital Ratios:** Practical exercises on calculating and interpreting working capital metrics.
10	**Inventory & Receivables Management Problems:** Solving quantitative problems related to EOQ, credit terms, and collection efficiency.

Practical Plan:

1	Excel Basics for Financial Modelling: Setting up a clean worksheet, formatting, essential functions (SUM, AVERAGE, IF, COUNT, etc.).
2	Building a Simple Income Statement: From raw data to a structured Income Statement in Excel.
3	Building a Simple Balance Sheet: Constructing a basic Balance Sheet in Excel, ensuring it balances.

4	Linking Financial Statements: Initial steps to link a basic Income Statement and Balance Sheet.
5	**Building Revenue and Cost of Goods Sold Forecasts:** Practical application of forecasting techniques in Excel.
6	**Forecasting Operating Expenses & Working Capital Accounts:** Extending the model to include these forecasts.
7	**Constructing a Full Integrated Financial Model (Part 1):** Building the Income Statement and linking it to the Balance Sheet.
8	**Constructing a Full Integrated Financial Model (Part 2):** Completing the Cash Flow Statement and ensuring the model balances. Addressing initial circularities.
9	**WACC Model in Excel:** Building a dynamic WACC calculator in Excel, incorporating different inputs for equity, debt, and preferred stock.
10	**Beta Calculation and Unlevering/Levering Beta:** Using historical data to calculate beta and adjusting for leverage.
11	**Modeling Debt and Equity Financing Scenarios:** Integrating different financing assumptions into an existing integrated model.
12	**Impact of Capital Structure on Valuation:** Analyzing how changes in debt-to-equity ratio affect WACC and potentially firm value in a model.
13	**Building a Capital Budgeting Model:** Creating a model to evaluate a new project using NPV and IRR.
14	**Building a DCF Valuation Model:** Constructing a comprehensive DCF model from a pre-built integrated financial statement model.
15	**Sensitivity Analysis & Scenario Analysis in Excel:** Applying data tables, Scenario Manager, and Goal Seek to the DCF model.
16	**Introduction to M&A Modelling - Accretion/Dilution:** Building a simple accretion/dilution model for a hypothetical merger.
17	**Working Capital Forecasts Integration:** Refining working capital forecasts within the integrated financial model.
18	**Cash Budgeting Model:** Building a detailed cash budget for a company.
19	**Inventory Management Model:** Developing a model to analyze optimal inventory levels (e.g., EOQ).
20	**Accounts Receivable and Payable Management Model:** Modeling the impact of changes in credit terms or payment policies on cash flows.

Text Book
Financial Modeling by Simon Benninga (MIT Press)
Corporate Finance by Stephen A. Ross, Randolph W. Westerfield, and Jeffrey Jaffe (McGraw-Hill Education)

Reference Books
Valuation: Measuring and Managing the Value of Companies by McKinsey & Company (Wiley)
Damodaran on Valuation by Aswath Damodaran (Wiley)

Reference Books
Web Links and Case Study Links

Catalogue prepared by	Dr. Megha Pandey

Recommended by the Board of Studies on	BOS NO: 18th held on 6,June,2025
Date of Approval by the Academic Council	Academic Council Meeting No. 26th held on 25,July,2025

Course Code: OBH4112	**Course Title: People, Performance and HR Strategy Type of Course: Program Core**	**L**	**T**	**P**	**C**
		2	**1**	**0**	**3**
Version No.	2.0				
Course Pre-requisites	**NIL**				
Anti-requisites	**Nil**				
Course Description	People, Performance and HR Strategy" explores the strategic role of human resources in driving organizational success. The course examines how effective people management enhances performance, fosters employee engagement, and how strategic human resource management (HRM) aligns with broader business objectives to drive performance, innovation, and competitive advantage. Using real-world case studies, students will evaluate how organizations leverage their people strategies to respond to internal and external pressures, including market competition, workforce diversity, and digital transformation. By the end of the course, students will be equipped with the tools and frameworks necessary to develop and lead effective HR strategies that improve organizational performance and foster long-term success. This course is ideal for aspiring HR professionals, managers, and business leaders.				
Course Objective	1. *Define* key concepts and terminology related to human resource strategy, performance management, and problem solving in organisational set up. **(Blooms Level: Comprehension)** **2.** *Demonstrate* the relationship between HR practices, employee performance, and organizational outcomes within various business contexts. **(Blooms Level: Application)** 3. *Evaluate* how HR strategies influence employee behaviour, motivation, and overall performance resulting in organizational effectiveness. (Experiential learning) **(Blooms Level: Evaluation)** 4. *Develop* comprehensive HR strategies that integrate people management, performance metrics, and business objectives to drive sustainable success. **(Blooms Level: Create**				
Course Out Comes	This course will enhance the organizational people management skills of the students through participative learning that will be helpful for managing organizations.				
Course Content:					
Module 1	Managing People for Performance at work	Assessment	Quiz	11 Sessions	

Topics: People Management, benefits of people Management, Individual vs. team behaviour, Role of manager in managing performance, Individual vs. team vs. organizational performance, Goal setting, feedback, Performance appraisal methods, High-performance work systems (HPWS), Addressing underperformance. [Blooms level : Comprehension]				
Module 2	Approaches to Performance Systems	Assessment	Assignment - Team Survey	12 Sessions
Performance Appraisal Vs Performance Management, significance of Performance management systems, factors affecting performance; Objective of Performance management systems, Performance management cycle, performance management process, Performance Management methods- Traditional & Modern methods. [Blooms level :Application]				
Module 3	Strategic Foundations of HRM	Assessment	Case Analysis	11 Sessions
Strategy -meaning, Introduction to Strategic Human Resource Management (SHRM), The evolving role of HR in business strategy, types of HR strategies, Role of HR strategy in succession planning, Models and frameworks of HR strategy (e.g., Harvard, Michigan models), HR's role in value creation and competitive advantage, Linking people management to organizational performance. [Blooms level :Application]				
Module 4	Performance and HR Strategy	Assessment	Mini P	11 Sessions

			r o j e c t	

Linking HR with performance, ways to motivate the performance, Universalistic vs. contingency approaches strategies, aligning performance systems with organizational strategy, KPIs, SMART goals Legal and ethical considerations, Diversity, equity, and inclusion in strategic HR, Organizational strategy and its implications for HR, Measuring ROI on HR performance. [Blooms level :Application]

Targeted Application & Tools that can be used:

- Fundamental exposure to the qualitative and quantitative surveys techniques in**: People, Performance and HR Strategy.**
- Professionally Used Software: Microsoft excel, SPSS, R software, and qualitative techniques, Tableau, Microsoft Power BI, Skill Assessment Platforms.

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course:

1. Quiz related to the basic concepts of People Management, Appraisal Methods etc.
2. Design a suitable appraisal method to suit the labours working in Cement factory and compare the appraisal components with the appraisal form of IT industry team leaders.
3. Case analysis on performance appraisal: Who moved my Cheese? /Case Study: Tata Motors; Talent Management Fast Track Selection Scheme
4. Undertake a mini project survey to assess the ways to motivate the over performer and underperformer.

Text Book

T1: Dessler, Gary & Varkkey, Biju (2020). Human Resource Management, 16th Edition, Pearson Education, New Delhi.
T2: Rao, P Subba (2022). Personnel and Human Resource Management, 5th Edition, Himalaya Publishing House

REFERENCE BOOK
R1: Armstrong, M. (2022). *Armstrong's handbook of performance management: An evidence-based guide to delivering high performance* (6th ed.). Kogan Page.
R2: Schmidt, L. (2021). *Redefining HR: Transforming people teams to drive business performance*. Kogan Page.
R3: Armstrong, M., & Taylor, S. (2023). Armstrong's handbook of strategic human resource management (7th ed.). Kogan Page.

Web Resources:
Web Links:

1. A review of performance measurement: Towards performance management

https://puniversity.informaticsglobal.com:2282/ehost/detail/detail?vid=7&sid=41ff6170-e9b6-4fdc-bd4a-bb122d67f0f7%40redis&bdata=JnNpdGU9ZWhvc3QtbGl2ZQ%3d%3d#AN=18259872&db=iih

2. https://ocw.mit.edu/courses/15-660-strategic-hr-management-spring-2003/g/

Related Articles:

1. **Impact of e-leadership and team dynamics on virtual team performance in a public organization**
   https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/IJPSM-08-2020-0218/full/html
2. **Managing Diversity In The Workplace: Age, Language And Culture**
   https://www.forbes.com/sites/forbesbusinesscouncil/2021/08/12/managing-diversity-in-the-workplace-age-language-and-culture/?sh=32d35341e954
3. Case Study: Apigee; People Management Practices and Challenge of growth. (Ivey Publishing-ISB-H)

Sample Data Set: School Teachers- employee data set with demographics, performance scores, strategies adopted for retention etc. -collected through surveys.

Book - References:

- Becker, B. E., & Huselid, M. A. (2021). High performance work systems and firm performance: A synthesis of research and managerial implications. In The strategic human resource management sourcebook (pp. 123–140). Oxford University Press.
- Schmidt, L. (2021). Redefining HR: Transforming people teams to drive business performance. Kogan Page.
- Madhani, P. M. (2024). Strategic HR analytics: Driving business performance. *ResearchGate*. https://www.researchgate.net/publication/377208077_Strategic_HR_Analytics_Driving_Business_Performance
- People Strong. (2023). *Performance insights handbook*. https://www.peoplestrong.com/sg/white_paper/performance-insights-handbook

Catalogue prepared by	Dr.A.Abirami / Associate Professor / School of Management
Recommended by the Board of Studies on	BOS NO: 18th held on 6,June,2025
Date of Approval by the Academic Council	Academic Council Meeting No. 26th held on 25,July,2025

Course Code: FIN5112	**Course Title: FinTech in Modern Finance** **Type of Course: Specialization Track Core**	**L- T- P- C**	3	1	0	4
Version No.	1.0					
Course Pre-requisites	• Basic Communication • Basic understanding of finance and accounting principles, as well as proficiency in spreadsheet software (e.g., Microsoft Excel). • Knowledge of Managerial Activities					
Anti-requisites	**NIL**					
Course Description	This course is designed to provide students with an overview of Fintech, which is the intersection of finance and technology. Students will learn about the various types of financial technologies that are changing the way we interact with money and financial services. This course will cover the fundamental concepts and principles of Fintech, including digital payments, blockchain technology, crowdfunding, peer-to-peer lending, and robotics advisory. The course will explore the impact of Fintech on traditional financial services and the opportunities and challenges it presents to financial institutions and					

	their customers. The course will also cover the regulatory framework for Fintech and the role of government agencies in promoting innovation while ensuring consumer protection.			
Course Objective	**Topics relevant to "SKILL DEVELOPMENT" and "EMPLOYIBILITY":** Students will be able to develop themselves as Finance professionals, analysts, accountants, business managers, and anyone interested in developing their financial modelling skills through practical applications and participative learning techniques.			
Course Out Comes	On successful completion of the course the students shall be able to: **CO1:** Explain Fintech and its history. **CO2**: Explain the various problems & challenges faced by customers, organizations & how fintech is leveraged to solve them. **CO3:** Use business models, strategies, frameworks, tools & technologies to transform banks & launch fintech. **CO4:** Describe the market trends, competition; build & manage new age digital products and assist to scale up businesses. **CO5:** Assess the relevance of Fintech & its reach in the future for further development of Financial Landscape.			
Course Content:				
Module 1	**Introduction to Fintech**	Case study	1. The Rise and Challenges of Buy-Now-Pay-Later (BNPL) & 2. Neobank Market Ev	**12 Sessions**

			olution and Consolidation	
Topics: **Introduction to Fintech:** Introduction to Fintech; Financial Technology, A Brief Background & History of Fintech, Evolution of Fintech, A Timeline & Journey Map, Rise of Fintech, Pillars, Drivers & Enablers of Fintech, Advantages & Risks associated with Fintech, Manpower Mapping and Fintech Professionals. **Cracks in the BFSI World:** Understanding the problems in the world of Banking, Finance, Insurance; Understanding of Assets and Liabilities in Banking, Understanding the lending journey of Banks and NBFCs, Payment Cycle, learning changes of NBFCs, Identifying Problem Statements, Challenges faced by organizations; Customer Pain points, Customer Experience Curves, Area & Sector wise analysis. **Customer Behavior Transformation & Measuring CX:** Defining customers, psychological impact, Disruptions in Customer Behavior, Customer 4.0, Mapping Customer Needs, An Overview of various CX Models and Frameworks, Defining Metrics, understanding customer acquisition onboarding journey, Measuring CX, CX Tools.				
Module 2	**Disruptive Business Models**	Case study	The Rise and Regulation of Cryptocurrency Markets	**12 Sessions**
Topics: Fintech Economics, Types of Business Models, Components of a Fintech Business, Business Model Canvas, Revenue Streams, Maximizing Revenues, Business Model Innovations, Fintech Ecosystem, Sector Wise Examples, Life Case Studies, Disruption in retail lending model, Disruption in Risk and Credit, Reducing turnaround time (TAT) for trade finance, Revenue streams. **Disruptive Technology Trends:** New age technologies, Overview of Disruptive Technologies, Technology Quadrant & Maps, Use Cases & Applications, used cases in Banks and NBFCs Finance, Understanding of Financial and alternative data points, Understanding of Machine Learning and regression. How Technologies are shaping up the world of Finance, Glimpse of the Horizon. **Fintech Strategies:** Introduction to Digital, Fintech & Technology Strategy, Fintech strategy in Risk Assessment, digitally managing portfolio, List of Strategic Frameworks & Models; Learning how to build strategies & frameworks, Tools used, Interpreting the Principles.				
Module 3	**Disruptive Innovations**	Case Study	1. Ant Financials' Super Ap	**12 Sessions**

			p Ecosystem 2. Tesla's Financial Services Innovation	
Topics: Defining & Understanding Innovations; Types of Innovations, Disruptive Innovations, Innovation Cycle - Phases, Metrics, Components, Value Networks, Value Propositions, Identifying the points of disruption, Understanding innovation in Asset and Liabilities, Open Innovations. **Mobility X.X:** Rise of Mobiles, Mobile Centric Ecosystem, understanding mobile banking, Access to alternate data points through mobile messages, understanding mobile to mobile payment, managing settlement of RTGS and NEFTs through mobile banking, Mobility X.X, Mobile Money, Mobile @ Heart of Finance, Revolutionizing Mobile driven value exchange and interactions, Personalization, Mobile based Businesses and Business Models, Future of Mobility. **New Age Architectures:** Introduction to Architectures, Types of Architecture, Architectural Frameworks, Platform Architecture, Digital Banking Architecture, Designing Principles, Components of Digital Architectures, Overview of Architectural Transformation.				
Module 4	**Design Thinking**	Case Study	1. Mint's Personal Finance Management Revolution & 2. JP Morgan	**12 Sessions**

			Chase's Digital Transformation Journey	
Topics: **Design Thinking:** Define Design Thinking, Importance of Design Thinking, Design thinker's mindset, Phases in Design Thinking, Design Research Strategies, Meaning of Synthesis, Ideation and Prototyping Strategies, Design Thinking at Heart of Fintech Revolution. **Building a Digital Age Bank:** New age neo banks, Introduction to digital money, Vision of a future Bank, Introduction to Branchless and Paperless Banking, Introduction to robots in banks banking, Automating the lending journey, introducing chatbots via phone banking system, Rise & Integration of Alternate Banking, Embedded Finance, launching a Digital Bank, New Age Digital Banks, Understanding of Peer2Peer Lending (P2P) and its risk and limitations. **World of Services & Platforms:** Introduction to As-A-Service Banking, Banking as a Service, Banking as a Platform, Difference between BaaS & BaaP, API Based Banking, Fintech SaaS, HUAAS, Overview of Open Banking Architecture, Growth of Banks via BaaS, Payment via UPI and IMPS, Payment via digital money.				
Module 5	**Product Management 1.0**	Case Study	1. Stripe's API-First Products	**12 Sessions**

			2. Strategy Square's Hardware-Software Integration	

Topics: Defining a Product, Product Management, Role of a Product Manager (PM), Functions of a PM, Product Management Life Cycle, Phases in Product Management, Digital vs Traditional Products, Product Design to Product Launch. Designing a Product, Improving a Product, Useful Frameworks, Product Metrics, Product Management vs New Product Development, New Product Development Life Cycle – Idea Generation to MVP to Commercialization, Harnessing Growth. **Blockchain:** Introduction to blockchain, Application of block chain, Challenges faced by blockchain, Advantages and limitations, Use cases. **Fintech Market & Landscape:** Fintech Landscape, Start Up Ecosystems, Market Size, Various Fintech Hubs, Government Initiatives, Regulations, Market

Potential, Global Fintech Ecosystem, Top Players, Accelerators, Marathons - Hackathons, POCs', Y-Combinators & Unicorns, Introduction to Cryptocurrency, Application of Cryptocurrency, Advantage and disadvantage of cryptocurrency.

Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course:

1. Assignment 1: Written assignment should be submitted where the students will have to identify the various concepts of Financial Management Analysis. (Case Study Learning)
2. Assignment 2: The students will be divided into groups and group discussions will be done on the Design thinking and Fintech Innovation . (Participative Learning)

Reference

Text book

1. "The Fintech Book: The Financial Technology Handbook for Investors, Entrepreneurs and Visionaries" by Susanne Chishti and Janos Barberis - This book offers an overview of the Fintech landscape and covers a wide range of topics related to Fintech, including digital payments, blockchain technology, crowdfunding, and robo-advisory.
2. "The Rise of Fintech: Achieving the Benefits and Avoiding the Risks" by Susan L. Brooks and Kara M. Kockelman - This book explores the benefits and risks of Fintech and provides insights into the regulatory challenges facing the sector.
3. "Fintech and Financial Services: Initial Considerations" by International Monetary Fund - This book provides an overview of Fintech and its potential impact on financial services, including insights into the regulatory challenges and policy considerations.

Essential Reading/ Recommended Reading:

https://www.bankersadda.com/wp-content/uploads/multisite/2023/03/04180552/Introduction-to-FinTech.pdf

https://archive.org/details/introductiontofi0000free

https://documents1.worldbank.org/curated/en/099450005162250110/pdf/P17300600228b70070914b0b5edf26e2f9f.pdf

https://www.scribd.com/document/474723163/Introduction-to-FinTech

PU Resources Mention at least two links from KNIMBUS portal

E – Resources

https://presiuniv.knimbus.com/user#/searchresult?searchId=financial%20Managent&_t=1725871399557

https://presiuniv.knimbus.com/user#/searchresult?searchId=financial%20Modelling&_t=1725871551070

https://alison.com/course/fintech-applications-and-future-prospects?utm_source=bing&utm_medium=cpc&utm_campaign=531498933&utm_content=1348003793029632&utm_term=kwd-84251402798678:loc-90&msclkid=fb5b8e40d87e156f6307e60fe954a3d5#google_vignette

https://www.udemy.com/course/practice-exams-lean-six-sigma-black-belt/?utm_source=bing&utm_medium=udemyads&utm_campaign=BG-Search_DSA_Beta_Prof_la.EN_cc.India&campaigntype=Search&portfolio=Bing-India&language=EN&product=Course&test=&audience=DSA&topic=&priority=Beta&utm_content

=deal4584&utm_term=_._ag_1316117806683075_._ad__._kw_Career+Development_._de_c_._dm__._pl__._ti_dat-2334057027983523%3Aloc-90_._li_149083_._pd__._&matchtype=b&msclkid=d687f36c9e4716b253e59b23af6d4406&couponCode=PMNVD2025 **Case Studies** **NPTEL link** https://onlinecourses.swayam2.ac.in/imb25_mg94/preview https://archive.nptel.ac.in/courses/110/105/110105156/ https://fintecholympiad.org/courses/fundamentals-of-fintech/
Content in this section should be mentioned as per the program grid. Topics relevant to development of **"MANAGERIAL and CRITICAL THINKING SKILLS":** Students shall be able to understand the Complex Concepts of Financial Management and Technology.

Catalogue prepared by	Dr. Kshama Sharma Learning Head Imarticus Learning
Recommended by the Board of Studies on	BOS NO: 18th held on 6,June,2025
Date of Approval by the Academic Council	Academic Council Meeting No. 26th held on 25,July,2025

Course Code: FTH5111	**Course Title: Financial Markets (Equity, derivatives & commodity)** **Type of Course: Specialization Track Core**	**L-T-P- C**	3	1	0	4
Version No.	1.0					
Course Pre-requisites	• Basic Communication • Basic understanding of finance and accounting principles, as well as proficiency in spreadsheet software (e.g., Microsoft Excel). • Knowledge of Managerial Activities					
Anti-requisites	**NIL**					
Course Description	This course is designed to provide students with an overview of financial markets and their role in the global economy. Students will learn about the different types of financial markets, including equity markets, debt markets, foreign exchange markets, and derivatives markets. The course will cover the functions and mechanisms of financial markets, the participants involved, and the types of instruments traded.					
Course Objective	**Topics relevant to "SKILL DEVELOPMENT" and "EMPLOYIBILITY":** Students will be able to develop themselves as Finance professionals, analysts, accountants, business managers, and anyone interested in developing their financial modelling skills through practical applications and participative learning techniques.					

Course Out Comes	On successful completion of the course the students shall be able to: CO1: Explain how the Banking Ecosystem looks like and how the cogs & wheels move in the BFSI Sector. CO2: Explain the various products & services offered by a bank across Retail, Commercial & Wholesale Banking and explain the features, advantages, disadvantages & various regulations associated with these. CO3: Discuss the various transformations that have shaped the banking landscape over the last few years. CO4: Articulate the process for the development of various new tools, frameworks, and strategies that enable banking today. CO5: Discuss the importance of FinTech & the role it plays in financial markets to push for Innovation.			
Course Content:				
Module 1	**Foundations of the Financial System**	Case study	The 2008 Global Financial Crisis - Lehman Brothers Collapse	**12 Sessions**
Topics: Introduction to Indian Financial System**,** Structure of Financial System**,** List of Institutions**,** Role of RBI, Commercial Banks, Small Savings Banks: Concept, Types of Small Savings Banks, Functions and Services of Small Savings Banks, Difference between Small Savings Banks and conventional banks, NBFCs, Chit Funds and its Types, PDs, FIs, Cooperative Banks**,** CRR, SLR; Equity & Debt Market; IRDA**.** Overview of Capital Market**,** Stock Exchange**,** commonly used Terms**,** Types of Capital Issues**,** Financial Products/ Instruments including ASBA, QIP**,** SEBI; Registration of Stock Brokers, Sub-brokers, Share Transfer Agents, etc, QIBs.				
Module 2	**Financial Markets and Instruments**	Case study	The Rise and Regulation of Cryptocurrency Markets	**12 Sessions**
Topics: Introduction of Money Market, Instruments of Money Market, Interbank Lending, T-Bills, Certificate of Deposit, Commercial Paper, Repo, G-Secs, ADs, FEMA, LIBOR, MIBOR, etc., Advantages & Disadvantages of Money Market, Difference between Capital & Money Markets. What is FX, Features of FX and Difference between FX & Futures, Market Participants, Types of Quotations, Type of FX Trade - Cash, Spot, NDF, Forward Trade, Economics of FX Transaction, FX Future and Options, Primary & Secondary Market.				
Module 3	**Regulatory Frameworks and Banking Practices**	Case Study	Silicon Valley Bank Collapse (March 2023)	**12 Sessions**
Topics: What are Regulatory Agencies? Functions of Regulatory Agencies, Major Regulatory Agencies Globally and in India, Tools of Monetary Control, Regulatory Restrictions on Lending, Wealth, Payments, Insurance, Etc. Retail Banking- Products, Opportunities, Wholesale Banking,				

Products, International Banking, Requirements of Importers & Exporters, Remittance Services, Universal Banking, ADRs, GDRs, Participatory Notes. New Practices in the Indian Financial System, Recent Developments in Banking Systems, Frameworks, CIBIL, Role and Functions of CIBIL, Fair Practices Code for Debt Collection, Codes of BCSBI. Central Bank Actions and their Impact on Securities Markets.				
Module 4	**Consumer & Corporate Banking and Brokerage Operations**	Case Study	Wells Fargo Account Fraud Scandal (2016-2020)	**12 Sessions**
Topics: Understanding of Know Your Customer, Anti Money Laundering, Familiarizing with CFT norms, PMLA Act, what is Mandate; POA; Garnishee Orders; Banker's Lien; Right of Set off, Basics of FEMA, FERA, Etc. How does a Universal Bank look, Departments in a bank, what function they perform, Hierarchy & Roles, how does the wheels work? Basic products and services, General practices followed, Committees, Groups, Etc. Types of customers, Different Types of Accounts, Operational Aspects of opening and Maintaining multivarious Accounts, Branch Operations, Branch Banking Models, Profit & Revenue Model from Liabilities Business. Credit Cards, Home Loans, Personal Loans, Consumer Loans, Secured & Unsecured Assets, Operational Aspects, Advantages, Disadvantages & Guidelines of Credit Cards, New age business model, Operational Model, Profit & Revenue Models, Brokerage Operations, Types of Brokers, Facilities Provided by Brokers, Prime Brokers and its connection with hedge funds, Brokers vs. Dealers, Use of Repos and Reverse Repos by Dealers.				
Module 5	**Emerging Trends and Technologies in Banking**	Case Study	AI in Credit Risk Assessment - Upstart and Zest Finance	**12 Sessions**
Topics: Mechanisms & Workings of Wholesale banking, Transaction Banking - Products & Services, Cash Management Services, Treasury Services, Trade Finance - Products & Services, API Banking Overview, Transformation in the recent years. What is Financial Inclusion, Targets; Sub-Targets, Types of Agri Banking Services, Various types of Agricultural Loans, Risk Mitigation in agricultural finance, Priority Sector Lending, Various Schemes & Programs in the market, Financial Literacy. What is Digital Banking, scope of Digital Banking, Various aspects of Digital Banking, products & services offered under digital banking, Mobile & Internet Banking, ATMs & Micro ATMs, Cards, social media. **w**hat are the new age frameworks applied to transform banking, Transformation initiatives, Different strategic tools and frameworks, New age technologies, what they do, where they are applied, Digital literacy, digital advocacy & programs.				
Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method				
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course: **3.** Assignment 1: Written assignment should be submitted where the students will have to identify the various concepts of Financial Statement Analysis. (Case Study Learning) **4.** Assignment 2: The students will be divided into groups and group discussions will be done on the existing problems for the Preparation of Journal Entries. (Participative Learning)				

Reference

Text book

4. "The Intelligent Investor" by Benjamin Graham - This classic book provides an introduction to value investing and the principles of sound investment.
5. "Reminiscences of a Stock Operator" by Edwin Lefèvre - This book is a classic account of the life of Jesse Livermore, a legendary stock trader, and offers insights into the psychology of trading and the dynamics of financial markets.
6. "A Random Walk Down Wall Street" by Burton Malkiel - This book offers a comprehensive overview of the stock market and argues that market efficiency makes active investing difficult to succeed in the long run.

Essential Reading/ Recommended Reading:

https://drive.google.com/file/d/1OcDrGakDhaejT7J7xGEE3HHKy7xmrafy/preview

https://content.e-bookshelf.de/media/reading/L-10388946-3c57469d1e.pdf

https://cbseacademic.nic.in/web_material/publication/BusinessStudiesXII_Chapter10_2023.pdf

https://drive.google.com/file/d/1q231-fuAobabU7MJpGVTigp-62tUEQZd/view

PU Resources Mention at least two links from KNIMBUS portal

E – Resources

https://presiuniv.knimbus.com/user#/searchresult?searchId=financial%20Managent&_t=1725871399557

https://presiuniv.knimbus.com/user#/searchresult?searchId=financial%20Modelling&_t=1725871551070

https://www.udemy.com/course/financial-markets-a-to-z-for-beginners/?utm_source=bing&utm_medium=udemyads&utm_campaign=BG-Search_DSA_Beta_Prof_la.EN_cc.India&campaigntype=Search&portfolio=Bing-India&language=EN&product=Course&test=&audience=DSA&topic=&priority=Beta&utm_content=deal4584&utm_term=_._ag_1312819272858224_._ad__._kw_Finance+en_._de_c_._dm__._pl__._ti_dat-2333850869606932%3Aloc-90_._li_149083_._pd__._&matchtype=b&msclkid=97c726730324113c04e34e3c20a90c9a&couponCode=PMNVD2025

Case Studies

NPTEL link

https://onlinecourses.nptel.ac.in/noc19_mg39/preview

https://archive.nptel.ac.in/courses/110/105/110105121/

https://archive.nptel.ac.in/courses/110/107/110107144/

https://onlinecourses.swayam2.ac.in/imb25_mg95/preview

Content in this section should be mentioned as per the program grid.

Topics relevant to development of **"MANAGERIAL and CRITICAL THINKING SKILLS":** Students shall be able to understand the Complex Concepts of Financial Markets, Derivatives, Equity & Commodities.	
Catalogue prepared by	Dr. Kshama Sharma Learning Head Imarticus Learning
Recommended by the Board of Studies on	BOS NO: 18th held on 6,June,2025
Date of Approval by the Academic Council	Academic Council Meeting No. 26th held on 25,July,2025

3rd semester:

Course Code: GMM4113	**Course Title: Business Strategy and Corporate Transformation** **Type of Course: Program Core only**	**L-T-P-C**	**2**	**1**	**0**	**3**
Version No.	1.0					
Course Pre-requisites	[1] **Management** Concepts and Practices (MBA1015) [2] **Microeconomics** for Managers (MBA1009)					
Anti-requisites	**NIL**					
Course Description	Corporate Strategy has become a significant point of the modern corporate world. The changing phases of the competition, the political and social changing faces, the invention of new techniques, and new ideas have compelled the corporate world to embrace the corporate strategy concept and come out with the success. This course (Corporate Strategy) is an integral part of the Strategic Management. Strategic Management is involved in many of the decisions that a leader makes. This course includes what is a strategy, corporate direction, environmental scanning, and sources of competitive advantage, BEVUCA, Neurostrategy, strategy formulation, competitive strategies in emerging industries, balanced scorecard, and International Business.					
Course Objective	This course is designed to improve the EMLOYABILITY SKILLS by using participative learning.					
Course Outcomes	**On successful completion of this course the students shall be able to:** 1) Define corporate strategy 2) Identify various factors of competitive advantage 3) Explain various generic competitive strategies 4) Prepare a Balanced Scorecard for an organization.					
Course Content:						

Module 1	Introduction to Strategic Management	**Case**: Strategic Analysis of Starbucks Corporation	**Data Analysis**: Analysis the different tools used in Neurostrategy based on University SCOPUS data base (% analysis).	**12 Sessions**
Topics: **Module -I Introduction to Strategic Management** What is Strategic Management & Stages of Strategic Management, Integrating Intuition and Analysis, Adapting to Change, Key Terms in Strategic Management, External Opportunities and Threats & Internal Strengths and Weaknesses, Long-Term Objectives, Strategies and Annual Objectives & Policies, The Strategic-Management Model, Benefits of Strategic Management. Corporate Strategy, Directional Strategy, Portfolio Analysis Corporate Parenting. Nero strategy				
Module 2	Environmental Scanning and Industry Analysis	**Case Study**: Southwest Airline	**Data Analysis:** Identification of factors responsible for BEVUCA Environment through ques	**12 Sessions**

			tionnaire or from literature.	
Capabilities and Competencies, Sources of Competitive Advantage: Position and Capability, Value Chain analysis- primary and secondary activities, Internal and External environmental analysis, SWOT, PESTEL analysis, VUCA & BEVUCA, how strategy shapes structure- structuralist and reconstructionist approach- blue and red ocean strategy, Dubai strategy proposition. The Nature of an Internal Audit, Key Internal Forces, The Resource-Based View (RBV) Integrating Strategy and Culture Industry Analysis: The External Factor Evaluation (EFE) The Competitive Profile Matrix (CPM)				
Module 3	**Strategy Formulation**	**Case study:** Class- or Mass(HBR), Idalene F. Kesner and Rockney Walters(2005).	**Data Analysis:** Application of design thinking in industry, based on themes and sub theme analysis.(Application of spreadsheet with provided data base).	**12 Sessions**
Generic Competitive Strategies- Cost leadership, Differentiation and focus, risk of generic strategy, The Balanced Scorecard, Types of Strategies, Levels of Strategies, Integration Strategies, Forward Integration & Backward Integration, Horizontal Integration, Intensive Strategies, Market Penetration & Market Development, Product Development, Diversification Strategies, Defensive Strategies A framework for competitor analysis- Michael Porter's Five Generic Strategies				

Module 4	**Competitive Strategy and corporate advantage**	**Case study: IKEA** (http://aeunike.lecture.ub.ac.id/files/2012/03/Case-Kel.9.pdf)	**Simulation:** Development and simulation of BSC with the help of spreadsheet.	**9 Sessions**
Topics: Competitive Strategy in emerging Industries- the structural environment, early mobility barriers, early mobility barriers, coping with the competitors, which emerging industries to enter. Evolution of global industries, strategic alternatives in global industries, How to Become a Sustainable Company, Balanced Score Card, Digital advantage – SMAC. International Business Strategy- mode of entry in international business, political and country risk in International Business. Implementing Strategies: Management and Operations Issues, Implementing Strategies: Marketing, Finance/Accounting, R&D, and MIS Issues.				
Targeted Application & Tools that can be used: 1. Module 1: Neurostrategy (Analysis of University SCOPUS database with the help of spreadsheet) 2. Module 2: BECUVA (Identification of Factors through SPSS) 3. Module 3: Design Thinking (Themes and sub themes analysis by VOSVIWER) 4. Module 4: Balanced Score Card (Spreadsheet application)				
Project work/Assignment:				
1.Quiz: Online quiz in University Edhitch platform (10 marks) 2. Article review 3. Identification of value creation process based on VRIO model of any organization of your choice(20 marks)				
Text Book Bhandari & Verma: *Strategic Management - A Conceptual Framework*, McGraw Hill Higher Education, New Delhi, India. https://highered.mheducation.com/sites/125902640x/information_center_view0/index.html				

References R1: Strategic Management CONCEPTS AND CASES, Fred R. David Francis Marion University Florence, South Carolina, 13th ed. Pearson Education, Inc., publishing as Prentice Hall R2: Michael E. Porter: Competitive Strategy, The Free Press, New York. http://www.mim.ac.mw/books/Michael%20E.%20Porter%20-%20Competitive%20Strategy.pdf. R3: HBR'S 10 Must Reads on Strategy. Harvard University Press, Boston, Massachusetts. R3: Paul Leinwand; Cesare Mainardi. *Strategy that works*, Harvard University Press, Boston, Massachusetts. https://www.scribd.com/document/533966997/Strategy-That-Works-How-Winning Companies-Close-the-Strategy-To-Execution-Gap-by-Paul-Leinwand-Cesare-R-Mainardi-Z-lib-org **Additional reading:** Preparing your business in Post- Pandemic World(HBR) https://img1.wsimg.com/blobby/go/a53b688c-293a-4784-a01f-75c9461a886a/HBRs%2010%20Must%20Reads%20on%20Managing%20in%20a%20Downturn%2C%20.pdf Presidency University Library link: https://puniversity.informaticsglobal.com:2293/insight/content/doi/10.1108/TQM-12-2016-0109/full/html	
Catalogue prepared by	Dr. S.FAKRUDDIN ALI AHMED
Recommended by the Board of Studies on	BOS NO: 18th held on 6,June,2025
Date of Approval by the Academic Council	Academic Council Meeting No. 26th held on 25,July,2025

Course Code: GMM4114	**Course Title: Business Law and Regulatory Compliance** **Type of Course: Program Core**	**L**	**T**	**P**	**C**
		3	**0**	**0**	**3**
Version No.	1.0				
Course Pre-requisites	Foundational Business Administration awareness, which includes the Fundamentals of Business or Management Students should have a basic understanding of business functions such as marketing, finance, and operations to grasp how legal and regulatory issues impact different areas of business. English Language Proficiency Since legal documents, statutes, and case laws are often in English, students should be comfortable reading and interpreting formal and legal language. Basic Understanding of Legal Systems (Recommended) A general awareness of how the Indian legal system functions — including the roles of the legislature, judiciary, and regulatory bodies — will enhance learning, but is not mandatory.				
Anti-requisites	Nil				

Course Description	This course offers an in-depth understanding of the Indian legal and regulatory framework governing business operations. It covers essential aspects of business law, including the Indian Contract Act, Companies Act, Consumer Protection Act, Intellectual Property Act, and relevant regulations. The course also focuses on regulatory compliance requirements as mandated by bodies such as SEBI and other statutory authorities. Students will develop the ability to identify legal risks, ensure compliance with sector-specific laws, and understand the implications of non-compliance in the Indian business environment. Through case studies, recent legal developments, and practical assignments, the course equips learners to align business practices with Indian legal standards.			
Course Objective	This course is designed for skill development of the learner by using participative learning techniques. □ Understand the foundational principles of business law relevant to the Indian legal system, including the laws governing contracts, companies, consumer rights, and Intellectual property rights. □ Analyse key statutory and regulatory frameworks applicable to business entities in India, such as the Companies Act, 2013; SEBI regulations; FEMA. □ Evaluate the role of regulatory bodies like SEBI in ensuring legal compliance and maintaining corporate accountability. □ Interpret legal provisions and compliance obligations in business scenarios, and identify legal risks and implications of non-compliance.			
Course Outcomes	**CO1**: Interpret foundational legal concepts and apply the principles of Indian Contract Law to evaluate the validity, performance, and breach of commercial agreements in business settings and analyze the legal framework governing the sale of goods. [Analyse] **CO2**: Demonstrate a practical understanding of company formation and compliance requirements as outlined in the Companies Act, 2013, and apply the provisions of the Foreign Exchange Management Act (FEMA), 1999, to evaluate and manage foreign exchange transactions **CO3**: Examine the key types of Intellectual Property Rights (IPRs) in India and apply relevant legal principles to protect and manage intellectual assets in business, innovation, and branding strategies. **CO4**: Interpret and apply the provisions of the Consumer Protection Act, 2019, to identify consumer rights, assess business responsibilities, and resolve consumer disputes in compliance with the legal framework governing consumer protection in India.			
Course Content:				
Module 1	Introduction to the Indian Legal System and the Indian Contract Act, The Sale of Goods Act, 1930		Assessment 1 – MCQ Quiz on types of contracts, essentials,	**Understand** **10 Sessions**

			breach, and remedies.	
Topics: Sources and classification of Indian law, Essentials of a valid contract under the Indian Contract Act, 1872,Types of contracts and enforceability, Performance and discharge of contracts, Remedies for breach of contract and implications for business, Formation of Contract of Sale, Conditions and Warranties, Performance of Contract, Rights of an Unpaid Seller, "Doctrine of Caveat Emptor. Activity: Real-life business agreement case studies.				
Module 2	Companies Act -2013 & FEMA 1999		Assessment 2 – Crossword or Puzzle: Key company law terms (MOA, AOA, AGM, ROC, etc.) in a gamified format.	Understand 15 Sessions
Definition of Company, Characteristics of a Company, Kinds of Companies, Incorporation of Companies Memorandum of Association (MoA) & Articles of Association (AoA), Directors: Appointment, Roles & Responsibilities, and grounds for disqualification of Directors, Types of Shares, Corporate Social Responsibility (CSR) under Section 135, Winding up of a Company, Introduction to FEMA, Regulatory Structure under FEMA, Current Account vs Capital Account Transactions, Foreign Exchange Transactions, Foreign Direct Investment (FDI) and FEMA, Overseas Direct Investment (ODI) guidelines under FEMA, Penalties and Enforcement Mechanism. Activity: [FEMA Cases] • **Vodafone case** – Dispute over the indirect transfer of Indian assets by a foreign entity • **Flipkart/Walmart investment** – Under automatic vs. government route for FDI • **Startups raising funds** – Understanding FEMA's role in ECB or FDI regulations				
Module 3	Intellectual Property Rights (IPR)		Assessment 3 – Poster/Infographic: Students design an informative poster on types of IP (patents, trademarks,	Analyse 10 Sessions

			copyrights, etc.).	
Intellectual Property Rights (IPR) Trademark Act, 1999: Registration, Infringement, Remedies, Copyright Act, 1957: Protection of literary, musical, artistic works, Patent Act, 1970: Patentability Criteria, Process, Rights of Patentees Activity: Cases to be discussed: □ Case: Basmati rice GI dispute □ Case: Novartis v. Union of India (patent denial for cancer drug) □ Copyright: Music and movie piracy implications				
Module 4	Consumer Protection Act -2019		Assessment 4 Presentation -Case Laws on Celebrity Endorsements.	Understand 10 Sessions
Introduction to CPA, 2019, Key Definitions, Rights of Consumers (Section 2(9)), Consumer Disputes Redressal Agencies, E-Commerce and Consumer Rights, Duties and liabilities of e-commerce entities, Product Liability & Penalties, Liability of manufacturer, seller, and service provider, Conditions under which product liability arises, Penalties for misleading ads (endorser liability, celebrity accountability). Activity: Relevant Case Studies / Examples: • Maggi noodles case (misleading advertisement & product safety) • E-commerce refund disputes • Celebrity endorsements leading to misleading promotions • Case studies: Amazon/Flipkart refund complaints • Debate: "Are Indian consumers truly protected in the digital age?"				
Targeted Application & Tools that can be used: Case lets and flowcharts to trace offer, acceptance, consideration, etc. Poster making / Canva: Create awareness posters on types of IP. Case analysis of FEMA violations or approvals (e.g., Flipkart/Walmart).				
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course				
Web Resources: • Full Text (PDF): India Code • India Code Portal: Indian Kanoon • AdvocateKhoj Bare Act: AdvocateKhoj				
Sale of Goods Act, 1930 • Full Text (PDF): India Code • India Code Portal: India Code • Indian Kanoon: Indian Kanoon				
Companies Act, 2013 • Full Text (PDF): India Code				

- India Code Portal: India Code
- ICS Institute e-Book: e-book.icsi.edu

Intellectual Property Laws
- Patents Act, 1970 (PDF): Intellectual Property India
- Copyright Act, 1957 (PDF): Ministry of Education
- Trade Marks Act, 1999: Intellectual Property India

Consumer Protection Act, 2019
- Full Text (PDF): India Code
- India Code Portal: India Code
- Ministry of Consumer Affairs: consumeraffairs.nic.in

Foreign Exchange Management Act (FEMA), 1999
- Full Text (PDF): India Code
- Directorate of Enforcement: Enforcement Directorate

Text Books:

1. Kapoor, G. K., & Dhamija, S. (2023). *Business and corporate laws* (Latest ed.). Taxmann Publications.
2. Pathak, A. (2022). *Legal aspects of business* (7th ed.). McGraw Hill Education.

References:

1. Government of India. (2021). The Indian Contract Act, 1872: Bare act with illustrations (2021 ed.). Government of India Press.
2. Taxmann. (2022). Foreign exchange management manual (39th ed.). Taxmann Publications.
3. Taxmann. (n.d.). Consumer protection law & practice. Taxmann Publications.
(Use "n.d." if the publication year is not clearly mentioned on the book. Replace with the actual year if known.)
4. Bhandari, M. K. (2021). Law relating to intellectual property rights. Central Law Publications.
5. LexisNexis. (n.d.). Companies Act, 2013 (5th ed.). LexisNexis India.

Catalogue prepared by	Dr. SHALINI ACHARYA
Recommended by the Board of Studies on	BOS NO: 18th held on 6,June,2025
Date of Approval by the Academic Council	Academic Council Meeting No. 26th held on 25,July,2025

Course Code: FTH5112	**Course Title: Data Analysis using Python** **Type of Course: Specialization Track Core**	**L- T- P- C**	3	1	0	4
Version No.	1.0					

<table>
<tr><td>Course Pre-requisites</td><td colspan="4">• Basic Communication
• Basic understanding of finance and accounting principles, as well as proficiency in spreadsheet software (e.g., Microsoft Excel).
• Knowledge of Managerial Activities</td></tr>
<tr><td>Anti-requisites</td><td colspan="4">NIL</td></tr>
<tr><td>Course Description</td><td colspan="4">This course introduces students to data analysis and visualization in the field of exploratory data science using Python.</td></tr>
<tr><td>Course Objective</td><td colspan="4">Topics relevant to “SKILL DEVELOPMENT” and “EMPLOYIBILITY”: Students will be able to develop themselves as Finance professionals, analysts, accountants, business managers, and anyone interested in developing their financial modelling skills through practical applications and participative learning techniques.</td></tr>
<tr><td>Course Out Comes</td><td colspan="4">On successful completion of the course the students shall be able to:

CO1: Use data analysis tools in the Pandas library
CO2: Load, clean, transform, merge and reshape data.
CO3: Handle external files as well as exceptions.
CO4: Analyze and manipulate time series data.
CO5: Solve real world data analysis problems.</td></tr>
<tr><td>Course Content:</td><td colspan="4"></td></tr>
<tr><td>Module 1</td><td>Data Analysis using Python</td><td>Case study</td><td>Best-practices for Data Visualization and Insight Delivery.</td><td>12 Sessions</td></tr>
<tr><td colspan="5">Topics: Data Science Fundamentals, Thought Experiment: Data Science from a layman’s perspective, Introduction to Data Science, how companies use Data Science, Overview of Data Science project lifecycle, Walkthrough of data types and data challenges.</td></tr>
<tr><td>Module 2</td><td>Python for Data Science</td><td>Hand- on</td><td>Implement Probability, Central Limit Theorem, Normal Distribution in Data frames</td><td>12 Sessions</td></tr>
<tr><td colspan="5">Topics: Variable, Inbuilt datatypes, functions, modules and Packages. Statistics for Data Science: Descriptive Statistics, charts and Graphs, Inferential Statistics. Probability, Central Limit Theorem, Normal Distribution & Hypothesis testing.</td></tr>
<tr><td>Module 3</td><td>Data Operations with Numpy</td><td>Hand- on</td><td>Implement Numpy arrays and</td><td>12 Sessions</td></tr>
</table>

			Pandas Data frames.	
Topics: Introduction to Numpy Arrays, Applications of mathematical operations in Numpy, Array manipulation using Numpy, Broadcast values across Arrays using Numpy. **Data Manipulation with Pandas**: Types of Data Structures in Pandas, Clean data using Pandas, manipulating data in Pandas and missing values.				
Module 4	**Data Visualization Techniques**	Hands-on	Pandas for Rapid Visualization	**12 Sessions**
Topics: Introduction to Data Visualization, Advantages and Applications of Data Visualization. Univariate statistical charts, Bivariate statistical charts, Multivariate statistical charts. **Data Visualization using Matplotlib:** Introduction to Python's Data Visualization library – Matplotlib, Basic usage of Matplotlib, Using matplotlib to plot statistical charts, Labelling the plots using matplotlib.				
Module 5	**Seaborn for Data Visualization**	Case Study	Perform EDA to explore survival using the Titanic dataset	**12 Sessions**
Topics: **Seaborn for Data Visualization**: Introduction to Seaborn Data Visualization library, Importing and setting up seaborn, Using seaborn to plot different statistical charts, Adding details to seaborn charts using matplotlib. **EDA & Data Storytelling:** Introduction to Exploratory Data Analysis and its steps, Purpose of EDA & Advantages of EDA, Applications of EDA. EDA Framework Deep Dive. Framework for Scientific Exploration.				
Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method				
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course: **5.** Assignment 1: Written assignment should be submitted where the students will have to identify the various concepts of Descriptive Statistics, Hypothesis and (Case Study Learning) **6.** Assignment 2: The students will be divided into groups and group discussions will be done on the Data Analysis using Python. (Participative Learning)				
Reference **Text book** 1. McKinney, W.(2017). Python for Data Analysis: Data Wrangling with Pandas, NumPy and IPython. 2nd edition. O'Reilly Media				

2. O'Neil, C., & Schutt, R. (2013). Doing Data Science: Straight Talk from the Frontline O'Reilly Media.

Essential Reading/ Recommended Reading:

https://wesmckinney.com/book/

https://books.google.co.in/books?id=51YOEQAAQBAJ&printsec=frontcover&source=gbs_ge_summary_r&cad=0#v=onepage&q&f=false

https://in.images.search.yahoo.com/yhs/search;_ylt=Awr1SX3lL1Fod5ASNgrnHgx.;_ylu=Y29sbwMEcG9zAzEEdnRpZAMEc2VjA3BpdnM-?p=Course+books+on+data+analysis+using+python+course&vm=r&type=type80160-1876236194&param1=2826754662&hsimp=yhs-002&hspart=sz&ei=UTF-8&fr=yhs-sz-002#id=8&iurl=https%3A%2F%2Fis1-ssl.mzstatic.com%2Fimage%2Fthumb%2FPublication124%2Fv4%2F89%2F3c%2F3c%2F893c3c6e-9d8c-a091-fc3f-5b4dd1f5ed55%2Fsource%2F700x700bb.jpg&action=click

PU Resources Mention at least two links from KNIMBUS portal

E – Resources

https://campus.imarticus.org/lms/course/18165?subId=3312069

https://presiuniv.knimbus.com/user#/searchresult?searchId=financial%20Managent&_t=1725871399557

https://presiuniv.knimbus.com/user#/searchresult?searchId=financial%20Modelling&_t=1725871551070

Case Studies

NPTEL link

http://onlinecourses.nptel.ac.in/noc21_cs45/preview

https://elearn.nptel.ac.in/shop/completed-courses/short-term-programs-completed/data-analysis-using-statistical-learning-techniques/?v=c86ee0d9d7ed

Content in this section should be mentioned as per the program grid.
Topics relevant to development of **"MANAGERIAL and CRITICAL THINKING SKILLS":** Students shall be able to understand the Complex Concepts of Financial Management and Technology.

Catalogue prepared by	Dr. Kshama Sharma Learning Head Imarticus Learning
Recommended by the Board of Studies on	BOS NO: 18th held on 6,June,2025
Date of Approval by the Academic Council	Academic Council Meeting No. 26th held on 25,July,2025

Course Code: FTH5113	**Course Title: Machine Learning and AI in Fintech** **Type of Course: Specialization Track Core**	**L- T- P- C**	3	1	0	4
Version No.	1.0					
Course Pre-requisites	• Basic Communication • Basic understanding of finance and accounting principles, as well as proficiency in spreadsheet software (e.g., Microsoft Excel). • Knowledge of Managerial Activities, Financial Activities of the market.					
Anti-requisites	**NIL**					
Course Description	This course provides an in-depth exploration of how artificial intelligence (AI) and machine learning (ML) are transforming the financial services industry. Students will learn fundamental concepts of machine learning and its applications in FinTech, such as fraud detection, customer profiling, robo-advisors, and more. The course also delves into advanced topics like anomaly detection, natural language processing (NLP), open banking, and regulatory challenges, with a focus on real-world applications. Through practical examples and case studies, students will gain skills to apply AI and ML in solving complex financial problems and explore the regulatory and ethical considerations in these evolving fields.					
Course Objective	**Topics relevant to "SKILL DEVELOPMENT" and "EMPLOYIBILITY":** Students will be able to develop themselves as Finance professionals, analysts, accountants, business managers, and anyone interested in developing their financial modelling skills through practical applications and participative learning techniques.					
Course Out Comes	On successful completion of the course the students shall be able to: **CO1:** Identify appropriate applications of digital technologies and AI in financial services. **CO2:** Demonstrate comprehensive knowledge of the ICO landscape and its impact on financial services. **CO3:** Evaluate ethical considerations and data privacy issues related to AI in finance. **CO4:** Utilize Open Banking and machine learning to create innovative business models. **CO5:** Explain the role of AI in fraud detection and sustainable finance products.					
Course Content:						
Module 1	**Introduction to AI and ML in FinTech**	Case study	**1. Capital**			**12 Se**

			One's Credit Risk Assessment - Supervised Learning **2. Mastercard's Clustering for Market Segmentation - Unsupervised Learning**	**ssions**
Topics: Introduction to AI and ML, Big Data and its role in FinTech, Descriptive, predictive, and diagnostic analytics in financial services. **Supervised Learning for FinTech:** Regression models, Classification models, Bayesian logistic regression and its application in FinTech. **The Fundamentals of AI in FinTech:** Key characteristics of FinTech, Computational power and data availability for AI, Scope and terms of AI in financial applications.				
Module 2	**Unsupervised Learning in FinTech**	Case study	**1. Synthetic Identity Fraud in Digital Banking**	**12 Sessions**

			2. **Account Takeover Attacks in Mobile Banking**	
Topics: Clustering and K-means, Principal Component Analysis (PCA), Dimensionality reduction in financial data. Anomaly Detection and Natural Language Processing in FinTech: Anomaly detection in financial transactions, Natural language processing (NLP) for banking contracts and investment research, Recommender systems in FinTech. Decision Trees and Neural Networks for Financial Services: Decision trees, pruning, and regression trees, Neural networks and backpropagation, Support vector machines (SVM) in financial predictions				
Module 3	**Open Banking and Security**	Case Study	**1. Capital One Data Breach - Cloud Security Failure (2019)** **2. Robinhood's Data Security Incidents (2021 - 2022)**	**12 Sessions**
Topics: Open banking applications and competitive dynamics, Biometric identification and strong authentication in FinTech. Fraud Detection and Screening in FinTech: AI-based credit scoring and fraud screening, How AI can provide competitive advantages in financial transactions. Initial Coin				

Offerings (ICO) and Tokenization: ICO mechanisms and their comparison to traditional fundraising, Risks, regulations, and market trends in tokenization.				
Module 4	**Robo-Advisory and Automated Report Generation**	Case Study	**1. Betterment's Robo-Advisory Platform - Neural Networks** **2. Ping An's AI-Powered Insurance - Advanced Learning Techniques**	**12 Sessions**
Topics: Robo-advisory business models, financial report generation using NLP. **Advanced Learning Techniques in FinTech:** Reinforcement learning in FinTech, Monte Carlo methods for portfolio management, Policy iteration and value iteration for financial decisions. **KYC and Anti-Money Laundering (AML):** AI techniques for automating KYC/AML processes, Client2vec algorithm for customer profiling.				
Module 5	**Sustainable Finance and AI**	Case Study	**1. HSBC's AI-Powered KYC and AML Compliance**	**12 Sessions**

			2. BlackRock's Aladdin ESG Integration - Sustainable Finance AI	

Topics: Green finance instruments and ESG risk assessment, The role of FinTech in sustainable finance and climate risk reporting, Regulatory Aspects and Compliance in FinTech: Regulatory requirements for AI-powered Robo advisory, GDPR and its impact on FinTech. Ethics and Interpretability of AI Models in FinTech: Ethical AI development for financial services, Explainability and interpretability of AI models in FinTech.

Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course:

7. Assignment 1: Written assignment should be submitted where the students will have to identify the various concepts of AI and ML in Fintech. (Case Study Learning)
8. Assignment 2: The students will be divided into groups and group discussions will be done on the Supervised and Unsupervised Learning in Fintech & Robo-Advisory and Automated Report Generation. (Participative Learning)

Reference &Text book

- "Machine Learning in Finance" by Matthew Dixon, Igor Halperin, Paul Bilokon
- "Artificial Intelligence in Finance" by Yves Hilpisch
- "Applied Machine Learning for FinTech" by Zhen Liu
- "Artificial Intelligence in Finance and Investing" by Bernardo Nicoletti
- "The AI Advantage: How to Put the Artificial Intelligence Revolution to Work" by Thomas H. Davenport
- "Machine Learning for Finance: Principles and Practice for Financial Insiders" by Jannes Klaas
- "Hands-On Machine Learning for Algorithmic Trading" by Stefan Jansen
- "Machine Learning for Financial Engineering" by Paul Bilokon

Essential Reading/ Recommended Reading:

https://ocw.mit.edu/courses/15-s08-fintech-shaping-the-financial-world-spring-2020/pages/class-3-artificial-intelligence-in-finance/

https://www.turing.ac.uk/sites/default/files/2019-04/artificial_intelligence_in_finance_-_turing_report_0.pdf

https://www.researchgate.net/publication/377534708_Advancements_of_AI_and_Machine_Learning_in_FinTech_Industry_2016-2020

https://arxiv.org/pdf/2107.09051

https://reports.weforum.org/docs/WEF_Artificial_Intelligence_in_Financial_Services_2025.pdf

PU Resources Mention at least two links from KNIMBUS portal

E – Resources

https://presiuniv.knimbus.com/user#/searchresult?searchId=financial%20Managent&_t=1725871399557

https://presiuniv.knimbus.com/user#/searchresult?searchId=financial%20Modelling&_t=1725871551070

Case Studies

NPTEL link
https://campus.imarticus.org/lms/course/18212?subId=3312076

https://onlinecourses.nptel.ac.in/noc21_cs24/preview

https://onlinecourses.swayam2.ac.in/imb25_mg94/preview

Content in this section should be mentioned as per the program grid.
Topics relevant to development of **"MANAGERIAL and CRITICAL THINKING SKILLS":** Students shall be able to understand the Complex Concepts of Financial Management, AI in fintech and Ml in fintech.

Catalogue prepared by	Dr. Kshama Sharma Learning Head Imarticus Learning
Recommended by the Board of Studies on	BOS NO: 18th held on 6,June,2025
Date of Approval by the Academic Council	Academic Council Meeting No. 26th held on 25,July,2025

4th Semester:

Course Code: GMM4115	Course Title: Corporate Governance, Ethics and Social Responsibility Type of Course: Program Core	L	T	P	C
		2	1	0	3
Version No.	2.0				
Course Pre-requisites	**Nil**				
Anti-requisites	**Nil**				
Course Description	Business Ethics is the art and discipline of applying ethical principles to examine and solve complex moral dilemmas. Ethical principles are the rules of conduct that are derived from ethical values, known as six pillars, namely trustworthiness, respect, responsibility, fairness, caring and citizenship. It is now established that high sense of professional morality must comprise one of the core values of corporate governance for the long term and also short term success of a company. Good corporate governance is an integral part of business ethics. The ethical values are regarded as imperatives for sustainable corporate growth and competitive edge. Hence a framework of effective accountability to the stakeholders is the essence of corporate governance. Corporate social responsibility is essentially a concept whereby companies integrate social and environmental concerns in their business operations and in the interaction with their stakeholders on voluntary basis. In doing so, they make an investment towards future and increase their profitability. In fact corporate governance and corporate social responsibility are interlinked with each other. The students are given the right exposure to Business ethics, corporate governance & social responsibility, which help them understand new concerns and expectations from various stakeholders in the context of large scale industrial change due to globalization. Opportunities for career progression can happen when there is application of ethical values in everything that one does, which means maintaining transparency and being socially responsible.				
Course Objective	1. Appraise various theories of ethical decision making, 2. Comply accepting the need of ethics in the global environment in which the organizations are functioning. 3. Point out the integration of ethics – in work-place management, marketing, accounting and finance, strategy etc. - towards the purpose of ethical growth of a business. 4. Recognize and understand the global perspectives of CSR, the corporate social responsiveness, corporate citizenship and sustainability, 5. Appraise in appreciating the importance of good corporate governance at domestic and international level, understand the various corporate governance systems in practice.				

<table>
<tr><td>Course Outcomes</td><td colspan="3">1. To demonstrate conceptual skills of ethical theories and ethical decision making in the contest of organizational functioning.
2. To apply a comprehensive idea of corporate social responsibility in the interest of sustainability of planet for future generations.
3. To analyze development and understanding of corporate frauds, scams and the degrading environment and resources – (evidenced in class room discussions and the case study).
4. To appraise the concepts of corporate governance and learn the theories and practices of corporate governance.
5. To categorize various models of corporate governance around the world.</td></tr>
<tr><td>Course Content:</td><td colspan="3"></td></tr>
<tr><td>Module 1</td><td>Understanding Business Ethics</td><td>Assessment 1 - Quiz</td><td>12 Sessions</td></tr>
<tr><td colspan="4">Introduction to Business Ethics, Ethics vs Morals ,The relationship between morality, ethics and ethical theory Nature of ethics- Definition of Business Ethics. Ethics & Law
Why is business ethics important? Globalization and ethics . Effects of Globalization- Relevance of Globalization for Business Ethics Ethical impacts of globalization
Sustainability- a key goal of BE The need of sustainability.Sustainability- Triple Bottom Line theory.</td></tr>
<tr><td>Module 2</td><td>Evolution of Corporate Governance</td><td>Assessment 2 – Assignment</td><td>12 Sessions</td></tr>
<tr><td colspan="4">Introduction, Meaning, Evolution,Nature & objectives of Corporate Governance. Global concerns, Historical Perspective of corporate governance,A brief from East India Company to Enron and World com. Managing agency system, promoter system, Anglo-American system.</td></tr>
<tr><td>Module 3</td><td>Theory and Practice of Corporate Governance</td><td>Assessment 3 – Case Analysis</td><td>12 Sessions</td></tr>
<tr><td colspan="4">The concept of corporation, what is a corporate?The concept of corporate governance
Theoretical basis of corporate governance .Why corporate governance,
Contemporary corporate governance situation,Corporate governance
systems The Anglo- American Model,The German Model,
The Japanese Model
The common features in German and Japanese Models.
The Indian Model of corporate governance.</td></tr>
<tr><td>Module 4</td><td>Corporate Responsibility, Stakeholders and Citizenship</td><td>Assessment 4 – Mini Project</td><td>9 Sessions</td></tr>
<tr><td colspan="4">Can a corporation have social responsibilities?
Why do corporations have social responsibilities? - Business reasons, Moral reasons and Legal reasons. Corporate social responsibility and forms of CSR.Carroll’s four-part model of corporate social responsibility .Arguments For and against Corporate Social Responsibility
CSR and strategy: corporate social responsiveness- 4 ‘philosophies or strategies of social responsiveness (Carroll 1979) .Outcomes of CSR: corporate social performance- Donna Wood theory of CSP.Measuring Corporate Social Performance.Corporate Social Responsibility-Business Responsibilities in the 21st Century,Stakeholder theory of the firm- Traditional management model and A network model Why stakeholders matter? A new role for management as a result of stakeholder theory Stakeholder thinking in an international context Corporate accountability- Rise of Corporate Power- The problem of democratic accountability,Corporate Citizenship Concepts Corporate Citizenship – three perspectives,Assessing corporate Citizenship as a framework for business ethics.</td></tr>
</table>

Targeted Application & Tools that can be used: Case Study,Article review,QUIZ and CSR Project	
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course **Visit any MNC or Govt.Or NGO and Analyze CSR Policy and Prepare a PPT.**	
Text Book: **1.** Crane, Andrew & Matten Dirk (2018) Business Ethics, Oxford Publications	
References: 1. Fernando,A.C(2006), Corporate Governance-Principles, Policies and Practices, Pearson Publications 2. Subhash Chandra Das, Corporate Governance in India an evaluation, Third edition- PHI Publications.	
Catalogue prepared by	Dr.Ramesh Muthuswamy
Recommended by the Board of Studies on	BOS NO: 18th held on 6,June,2025
Date of Approval by the Academic Council	Academic Council Meeting No. 26th held on 25,July,2025

Course Code: GMM4116	**Course Title: Entrepreneurship and Innovation Management**	**L**	**T**	**P**	**C**
		1	**0**	**4**	**3**
Version No.	2.0				
Course Pre-requisites	**Nil**				
Anti-requisites	**Nil**				
Course Description	This course offers a comprehensive exploration of the theories, frameworks, and real-world applications of entrepreneurship and innovation management. It equips learners with the knowledge and tools needed to identify opportunities, generate innovative ideas, and transform them into sustainable business ventures. Emphasis is placed on entrepreneurial mind-set development, business model innovation, lean start-ups methodologies, and the role of technology and digital disruption in creating competitive advantage. Students will engage in hands-on experiential learning through simulations, group projects, case analyses, and start-ups pitching exercises. The course also highlights critical aspects of start-up financing, resource planning, and legal frameworks. Furthermore, it examines innovation ecosystems, policy interventions, and sustainability practices, enabling students to build ventures that are not only viable but socially responsible. By the end of the course, learners will be well-prepared to launch, manage, or support innovative business initiatives.				
Course Objective	This course aims to enhance student's entrepreneurship skills through experiential learning methods such as business simulations, real-time venture creation, and interactive case studies. It focuses on developing an entrepreneurial mindset, innovation capabilities, and the ability to navigate real-world challenges in launching and managing start-ups.				

<table>
<tr><td>Course Out Comes</td><td colspan="4">1. Understand the entrepreneurial process and innovation life cycles. (Understand)
2. Apply design thinking and lean startup methodologies to real-world problems. (Apply)
3. Analyze & Evaluate the feasibility of innovative business models in competitive environments. (Analyze, Evaluate)
4. Create a launch-ready entrepreneurial venture plan integrating innovation and sustainability. (Create)</td></tr>
<tr><td>Course Content:</td><td colspan="4"></td></tr>
<tr><td>Module 1</td><td>Foundations of Entrepreneurship and Innovation</td><td>Assessment 1</td><td>Concept Quiz + Ecosystem Mapping</td><td>11 Session</td></tr>
<tr><td colspan="5">Introduction to Entrepreneurship, Historical Evolution and Theories of Entrepreneurship, Traits and Competencies of Entrepreneurs, Types of Entrepreneurship (Corporate, Social, Tech, etc.), Role of Entrepreneurs in Economic Development, Innovation Defined: Concepts and Characteristics, Types of Innovation: Incremental vs. Radical, Entrepreneurial Ecosystems and Innovation Clusters, Policy Support and Government Initiatives, Guest Lecture/Startup Founder Talk.</td></tr>
<tr><td>Module 2</td><td>Ideation, Design Thinking, and Innovation Frameworks</td><td>Assessment 2</td><td>Creative Ideation Report + Peer Review</td><td>12 Session</td></tr>
<tr><td colspan="5">Introduction to Creative Thinking and Ideation, Sources of Innovative Ideas (Trend Analysis, Problem Framing), Brainstorming and SCAMPER Techniques, TRIZ and Lateral Thinking Tools, Introduction to Design Thinking, Empathy Mapping and User Research, Ideation and Prototyping in Design Thinking, Business Model Innovation, Intellectual Property Rights and Idea Protection, Pitching Initial Concepts (Peer Review)</td></tr>
<tr><td>Module 3</td><td>Business Models, Validation & Resource Planning</td><td>Assessment 3</td><td>Case Study + Investor Deck Analysis</td><td>11 Session</td></tr>
<tr><td colspan="5">Introduction to Business Models, Business Model Canvas (BMC): Overview, Deep Dive into BMC Components, Value Proposition Design, Market Research and Customer Validation, Lean Startup Principles: Build-Measure-Learn, MVP Development and Testing, Resource Planning and Team Building, Risk Identification and Mitigation Strategies, Real Startup Case Study Analysis</td></tr>
<tr><td>Module 4</td><td>Financing, Scaling and Sustainable Ventures</td><td>Assessment 4</td><td>Venture Pitch Simulation + Mini Project</td><td>11 Session</td></tr>
<tr><td colspan="5">Introduction to Startup Financing, Bootstrapping, Angel Investment, Venture Capital, Crowd funding and Alternate Finance Models, Financial Planning and Unit Economics, Crafting and Delivering a Business Pitch, Negotiation and Term Sheets, Scaling Strategies for Startups, Managing Innovation in Growth Phase, Sustainable and Social Entrepreneurship, Final Pitch Simulation + Feedback Round</td></tr>
<tr><td colspan="5">Targeted Application & Tools that can be used:
• Business Model Canvas (Strategyzer)
• Leanstack, Miro, Trello for project tracking
• Customer Validation Board
• Pitch Deck Templates
• Canva for visual storytelling</td></tr>
<tr><td colspan="5">Project work/Assignment: Students will ideate, validate, and pitch an original venture using real-world tools. Peer feedback, mentor reviews, and simulation-based learning are integrated.</td></tr>
<tr><td colspan="5">Web Resources:
• www.strategyzer.com</td></tr>
</table>

• www.startupindia.gov.in • www.techstars.com • www.seedrs.com • www.ycombinator.com **Sample Data Set:** Market data from Statista or Startup Genome Customer feedback templates Industry-specific problem statements
Text Book T1: Hisrich, R.D., Peters, M.P., & Shepherd, D.A. Entrepreneurship (10th ed.) – McGraw-Hill Education T2: Drucker, P.F. Innovation and Entrepreneurship – Harper Business T3: Barringer, B.R., & Ireland, R.D. Entrepreneurship: Successfully Launching New Ventures – Pearson T4: Byers, T., Dorf, R., & Nelson, A. Technology Ventures: From Idea to Enterprise – McGraw-Hill
References R1: Hisrich, R.D., Peters, M.P., & Shepherd, D.A. Entrepreneurship, McGraw-Hill R2: Osterwalder, A. & Pigneur, Y. Value Proposition Design, Wiley R3: Tidd, J. & Bessant, J. Managing Innovation, Wiley

Catalogue prepared by	Dr. Mohammed Mansoor & Prof. Shivaprasad
Recommended by the Board of Studies on	BOS NO: 18th held on 6,June,2025
Date of Approval by the Academic Council	Academic Council Meeting No. 26th held on 25,July,2025

SPECIALIZATION TRACK ELECTIVE – FinTech

Course Code: QNT5111	**Course Title: Financial Data Analytics** **Type of Course: Specialization Track Elective**	**L- T- P- C**	**2**	**1**	**0**	**3**
Version No.	1.0					
Course Pre-requisites	• Basic Communication • Basic statistics, introductory finance, and fundamental programming concepts					
Anti-requisites	**NIL**					
Course Description	R is an open-source software and is being extensively used in the Industry for Analytic and Statistical Testing. Since Analytics are now ubiquitous in all functional domains- Finance, Marketing, Human Resources, it becomes imperative for all students to have a working knowledge of R. The Course will introduce them to R and the user interface of R studio. A knowledge of the basic data types, operators, functions, data storage objects and packages available in R will be imparted along with working knowledge of these. The students will also be taught to use R for Exploratory Data Analysis and Data					

	Visualisation. The students will be taught the syntax for performic basic statistical tests. They will also be taught the advanced technique of Logistic Regression.			
Course Objective	**Topics relevant to "SKILL DEVELOPMENT" and "EMPLOYIBILITY":** Students will be able to develop themselves as Finance professionals, analysts, accountants, business managers, and anyone interested in developing their financial modelling skills through practical applications and participative learning techniques.			
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Apply R programming for comprehensive financial data analysis CO2: Implement advanced statistical and econometric models for financial decision-making CO3: Conduct portfolio optimization and risk management using quantitative methods CO4: Analyze financial markets and securities using data-driven approaches CO5: Develop professional-grade financial analytics solutions for real-world business problems.			
Course Content:				
Module 1	**Foundation of Financial Analytics and R Environment**	Case study	**1. Hedge Fund Data Management: How Renaissance Technologies manages vast financial datasets for algorithmic trading**	**9 Sessions**
Topics: Introduction to financial analytics in. modern finance, R ecosystem for financial analysis (packages: quantmod, Performance Analytics, tidyquant), Data types and structures specific to financial data, Time series objects and financial data formatting, Basic data visualization for financial metrics; Financial Data Sources and Data Acquisition: Financial data repositories (Bloomberg, Reuters, FRED, Quandl), Web scraping financial data using R, APIs for real-time financial data retrieval, Data quality assessment and cleaning techniques, Handling missing data in financial time series; Exploratory Financial Data Analysis: Descriptive statistics for financial returns, Distribution analysis (normal, log-normal, fat-tailed distributions), Correlation analysis between financial instruments, Seasonality and trend analysis in financial data, Outlier detection and treatment in financial datasets.				
Module 2	**Time Series Analysis for Financial Data**	Case study	**1. Central Bank Analytics: How the Federal Reserve uses**	**9 Sessions**

			time series analysis for monetary policy decisions	
Topics**:** Time series decomposition (trend, seasonality, cyclical patterns), Stationarity testing (ADF, KPSS tests), Autocorrelation and partial autocorrelation analysis, Moving averages and exponential smoothing, Time series transformation techniques; Financial Return Analysis and Risk Metrics: Return calculations (simple, log, excess returns), Risk measures (VaR, CVaR, maximum drawdown).				
Module 3	**Portfolio Theory and Optimization**	Case Study	**1. Institutional Asset Management: How Vanguard implements low-cost index portfolio strategies**	**9 Sessions**
Topics: Modern Portfolio Theory implementation, Mean-variance optimization using quadratic programming, Efficient frontier construction and analysis, Alternative risk models (Black-Litterman, risk parity), Transaction costs and practical portfolio constraints; Advanced Econometric Models for Finance: ARIMA modeling for financial forecasting, GARCH models for volatility modeling, Cointegration and error correction models, Vector Autoregression (VAR) for multi-asset analysis, Regime-switching models in financial markets.				
Module 4	**Fixed Income Analytics**	Case Study	**1. PIMCO's Total Return Strategy: Fixed income portfolio management using quantitative models**	**9 Sessions**
Topics: Bond pricing and yield curve analysis, Duration and convexity calculations, Interest rate risk modeling, Credit risk assessment using market data, Term structure modeling and forecasting; Equity Valuation and Factor Models: Fundamental analysis using financial ratios, multi-factor models (Fama-French, Carhart), Principal Component Analysis for factor extraction, Style analysis and performance attribution.				

Module 5	**Derivatives Analytics and Options Pricing**	Case Study	**1. Goldman Sachs Securities Division: How investment banks use derivatives analytics for market making**	**9 Sessions**

Topics: Options pricing using Black-Scholes and binomial models, Greeks calculation and risk management, Volatility surface modeling, Monte Carlo simulation for complex derivatives, Exotic options and structured products valuation; Algorithmic Trading and Market Microstructure: Market microstructure analysis using high-frequency data, Order book dynamics and liquidity measures, Technical analysis indicators implementation, Back testing frameworks and performance evaluation, Transaction cost analysis and market impact models.

Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course:

9. Assignment 1: Written assignment should be submitted where the students will have to identify the various concepts of Foundation of Financial Analytics and R Environment. (Case Study Learning)
10. Assignment 2: The students will be divided into groups and group discussions will be done on the Exploratory Financial Data Analysis. (Participative Learning)

Reference &Text book

1. Tsay, R.S. (2019). *Analysis of Financial Time Series*, 4th Edition. Wiley.
2. Carmona, R. (2014). *Statistical Analysis of Financial Data in R*, 2nd Edition. Springer.
3. Chan, E.P. (2017). *Algorithmic Trading: Winning Strategies and Their Rationale*. Wiley.
4. Ruppert, D. & Matteson, D.S. (2015). *Statistics and Data Analysis for Financial Engineering*, 2nd Edition. Springer.
5. Pfaff, B. (2016). *Financial Risk Modelling and Portfolio Optimization with R*, 2nd Edition. Wiley.
6. Cont, R. & Tankov, P. (2015). *Financial Modelling with Jump Processes*, 2nd Edition. Chapman & Hall.

Essential Reading/ Recommended Reading:

1. Introduction to Data Science - Practical Approach with R & Python - B. Uma Maheshwari & R.Sujatha , Wiley, 1st Ed
2. R Programming for Data Science by Roger D. Peng
3. R for Data Science (2nd Edition) by Hadley Wickham, Mine Çetinkaya-Rundel, and Garrett Grolemund
4. Hands-On Programming with R by Garrett Grolemund

PU Resources Mention at least two links from KNIMBUS portal

E – Resources

https://presiuniv.knimbus.com/user#/searchresult?searchId=financial%20Managent&_t=1725871399557 https://presiuniv.knimbus.com/user#/searchresult?searchId=financial%20Modelling&_t=1725871551070 https://campus.imarticus.org/lms/course/18212?subId=3312076 **Case Studies** **NPTEL link** https://onlinecourses.swayam2.ac.in/aic20_sp35/preview https://onlinecourses.nptel.ac.in/noc23_ma96/preview https://onlinecourses.nptel.ac.in/noc21_ma75/preview
Content in this section should be mentioned as per the program grid. Topics relevant to development of **"MANAGERIAL and CRITICAL THINKING SKILLS":** Students shall be able to understand the Complex Concepts of Financial Management, Derivatives and Risk Management.

Catalogue prepared by	Dr. Kshama Sharma Learning Head Imarticus Learning
Recommended by the Board of Studies on	BOS NO: 18th held on 6,June,2025
Date of Approval by the Academic Council	Academic Council Meeting No. 26th held on 25,July,2025

Course Code: FTH5114	**Course Title: Blockchain and Cryptocurrency in Finance** **Type of Course: Specialization Track Elective**	**L- T- P- C**	2	1	0	3
Version No.	1.0					
Course Pre-requisites	• Basic Communication • Basic understanding of finance and accounting principles, as well as proficiency in spreadsheet software (e.g., Microsoft Excel). • Knowledge of Managerial Activities, Financial Activities of the market.					
Anti-requisites	**NIL**					
Course Description	This course covers the fundamental concepts, history, and potential implications of digital currencies. It delves into the technical and economic aspects of cryptocurrencies, including the underlying blockchain technology, mining, consensus mechanisms, and the role of decentralized finance and digital assets. Students will also learn about cryptocurrency					

	investing strategies, and explore case studies of successful and unsuccessful cryptocurrency projects.			
Course Objective	**Topics relevant to "SKILL DEVELOPMENT" and "EMPLOYIBILITY":** Students will be able to develop themselves as Finance professionals, analysts, accountants, business managers, and anyone interested in developing their financial modelling skills through practical applications and participative learning techniques.			
Course Out Comes	On successful completion of the course the students shall be able to: **CO1:** Describe and define the dynamics of digital and cryptocurrencies and how they are poised as the next generation payment method. **CO2:** Demonstrate in-depth knowledge about the complex ICO landscape that encompasses all digital and cryptocurrencies. **CO3:** Articulate thoroughly about the cryptocurrency mining, transaction, and commerce space with potential risks and benefits. **CO4:** Describe and understand digital assets and their applications **CO5:** Describe different facets and opportunities of cryptocurrencies.			
Course Content:				
Module 1	**Blockchain concepts for Crypto Assets**	Case study	3. **Wealthsimple - ESG-Integrated Robo-Advisory Platform**	**9 Sessions**
Topics: Blockchain 3.0, Distributed Ledgers - Cryptographic basics for crypto currency - Hashing, signature schemes, encryption schemes and elliptic curve cryptography –CAP theorem and blockchain - Categories of Blockchains: Public, Private blockchains, Permissioned Ledger, Tokenized blockchains, Token less blockchains, Sidechains. DAG and Acyclic Graphs.				
Module 2	**Essentials of Cryptocurrencies**	Case study	**1. Blockchain-Based Green Bond Issuance**	**9 Sessions**
Topics: Essentials of Cryptocurrencies Distributed identity: Public and private keys, Digital identification and wallets; Decentralized network - Distributed ledger: Per missioning framework, Blockchain data structure - Double spending; Network consensus -Sybil attacks, Block rewards and				

miners, Difficulty under competition, Forks and consensus chain, The 51% attack, Confirmations and finality - The limits of proof-of-work - Alternatives to Proof of Work.				
Module 3	**Initial Coin Offerings (ICO) and Tokenization**	Case Study	**1. Energy Web Chain - Blockchain for Renewable Energy**	**9 Sessions**
Topics: **Definition and Background of ICOs:** Understanding the definition, history, and background of Initial Coin Offerings; **ICO Mechanisms and Characteristics:** Exploring the mechanisms, features, and characteristics of ICOs; **ICO vs. Traditional Fundraising Methods:** Comparing ICOs with traditional methods of fundraising; ICO vs IEO vs STO, **Risks, Regulations, and Market Trends:** Evaluating the risks, regulatory environment, and market trends related to ICOs. Investing Strategies: Trading and Investing of Crypto currencies, trading pairs, trading platforms, Crypto scams.: Latest scams in crypto assets and how to avoid them.				
Module 4	**Cryptocurrency Mining and Transactions**	Case Study	**1. Eneco's Green Bond Issuance with FinTech Integration**	**9 Sessions**
Topics: **Mining Mechanisms and History:** Understanding the history and various mechanisms of cryptocurrency mining; **Types of Mining: Solo, Pool, Cloud:** Exploring different types of mining including solo mining, mining pools, and cloud mining; **Double-Spending Problem and Cryptographic Solutions:** Addressing the double-spending problem and cryptographic solutions to mitigate it; **Transaction Processes, Fees, and Speed:** Analyzing the processes involved in cryptocurrency transactions, associated fees, and transaction speed.				
Module 5	**The Future of Digital Assets and Cryptocurrencies**	Case Study	**1. Climate FinTech Alliance - Ecosystem**	**9 Sessions**

			Development	

Topics: **Crypto-Assets: Commodities, Tokens, New Asset Classes:** Understanding various crypto-assets including commodities, tokens, and new asset classes; Central Bank Digital Currencies: Understanding CBDC. Need for CBDC. Application of blockchain in CBDC as digital assets. Live use cases. Launch of CBDC in India. Possible use cases of blockchain. **Regulatory Landscape and Compliance:** Analyzing the regulatory landscape and compliance requirements for digital assets and cryptocurrencies.

Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course:
Assignment 1: Written assignment should be submitted where the students will have to identify the various concepts of Sustainable Finance in Fintech, Policies, and Management Techniques. (Case Study Learning)
Assignment 2: The students will be divided into groups and group discussions will be done on the Global FinTech Regulations. (Participative Learning)

Reference &Text book

1. Pachghare, V. K. Cryptography and information security. 2019, PHI Learning Pvt. Ltd.
2. Stallings, W. Cryptography and network security principles and practices, 2017 Pearson Education, Inc.
3. Imran Bashir, Mastering Blockchain: Distributed ledger technology, decentralization, and smart contracts explained, 2018, 2nd edition, Packt Publishing, Birmingham - Mumbai
4. Arshdeep Bahga, Vijay Madisetti, 2017 Blockchain Applications: A Hands-On Approach, 1st edition, United States: Arshdeep Bahga.
5. Crypto assets: The Innovative Investor's Guide to Bitcoin and Beyond" by Chris Burniske and Jack Tatar.
6. The Age of Cryptocurrency: How Bitcoin and Digital Money are Challenging the Global Economic Order" by Paul Vigna and Michael J. Casey
7. Mastering Bitcoin: Unlocking Digital Cryptocurrencies" by Andreas M. Antonopoulos
8. The Basics of Bitcoins and Blockchains" by Antony Lewis
9. Online course materials from Coursera, edX, and other educational platforms focusing on blockchain technology and cryptocurrencies.

Essential Reading/ Recommended Reading:

The Basics of Bitcoins and Blockchains.pdf

PU Resources Mention at least two links from KNIMBUS portal

https://www.researchgate.net/publication/345045424_BLOCKCHAIN_FUNDAMENTALS_TEXT_BOOK_Fundamentals_of_Blockchain

https://cs251.stanford.edu/lectures/lecture1.pdf

https://content.e-bookshelf.de/media/reading/L-17782175-16eef2d176.pdf

https://api.pageplace.de/preview/DT0400.9781000077704_A39914374/preview-9781000077704_A39914374.pdf **E – Resources** https://presiuniv.knimbus.com/user#/searchresult?searchId=financial%20Managent&_t=1725871399557 https://presiuniv.knimbus.com/user#/searchresult?searchId=financial%20Modelling&_t=1725871551070 https://campus.imarticus.org/lms/course/18212?subId=3312076 **Case Studies** **NPTEL link** https://onlinecourses.nptel.ac.in/noc25_mg21/preview https://archive.nptel.ac.in/courses/110/107/110107128/

Content in this section should be mentioned as per the program grid. Topics relevant to development of **"MANAGERIAL and CRITICAL THINKING SKILLS":** Students shall be able to understand the Complex Concepts of Financial Management, Blockchain and cryptocurrencies	
Catalogue prepared by	Dr. Kshama Sharma Learning Head Imarticus Learning
Recommended by the Board of Studies on	BOS NO: 18th held on 6,June,2025
Date of Approval by the Academic Council	Academic Council Meeting No. 26th held on 25,July,2025

Course Code: FTH5115	**Course Title: Risk Management in Fintech** **Type of Course: Specialization Track Elective**	**L- T- P- C**	2	1	0	3
Version No.	1.0					
Course Pre-requisites	• Basic Communication • Basic understanding of finance and accounting principles, as well as proficiency in spreadsheet software (e.g., Microsoft Excel). • Knowledge of Managerial Activities, Financial Activities of the market.					
Anti-requisites	**NIL**					
Course Description	This course provides an in-depth understanding of risk management in the rapidly evolving fintech sector. Students will explore the nature of fintech-related risks, including cybersecurity threats, operational challenges, and regulatory compliance. The course will equip students with the skills to develop and implement effective risk management strategies and understand the implications of these risks on financial services and products.					

Course Objective	**Topics relevant to "SKILL DEVELOPMENT" and "EMPLOYIBILITY":** Students will be able to develop themselves as Finance professionals, analysts, accountants, business managers, and anyone interested in developing their financial modelling skills through practical applications and participative learning techniques.			
Course Out Comes	On successful completion of the course the students shall be able to: **CO1:** Understand the fundamental concepts of risk management in the fintech industry. **CO2:** Analyze and evaluate various types of risks associated with fintech applications. **CO3:** Develop strategies to mitigate operational, reputational, and financial risks in fintech. **CO4:** Explore regulatory frameworks and compliance issues pertinent to fintech. **CO5:** Apply risk management principles to real-world fintech scenarios.			
Course Content:				
Module 1	**Fundamentals of Fintech and Risk Management**	Case study	4. **Wirecard's Collapse - The $2.1 Billion Accounting Fraud (2020)** 5. **FTX Exchange Collapse - Liquidity and Operational Risk (2022)**	**7 Sessions**
Topics: Introduction to Traditional BFSI Challenges; Emergence of Fintech Solutions; Fintech models; Technologies driving Fintech Innovations; Risk Identification in Fintech Models.				
Module 2	**Digital Fraud in Fintech: Identification, Prevention, and Mitigation**	Case study	**3. Synthetic Identity Fraud in Digital Banking** 4. **Account Takeover Attacks in**	**9 Sessions**

			Mobile Banking	
Topics: Digital Fraud and its types; Underlying causes and vulnerabilities leading to digital fraud in Fintech; Advanced technologies and strategies for detecting and preventing digital fraud.				
Module 3	**Cybersecurity and Data Privacy Risks**	Case Study	**3. Capital One Data Breach - Cloud Security Failure (2019)** **4. Robinhood's Data Security Incidents (2021-2022)**	**9 Sessions**
Topics: Scope and impact of cybersecurity and data privacy risk in the Fintech industry; Common cybersecurity threats and data breaches targeting Fintech platforms; Regulatory landscape and compliance requirements related to data privacy.				
Module 4	**Regulatory and Risk Management in Fintech**	Case Study	**2. Facebook's Libra/Diem Project - Regulatory Challenges (2019-2022)** **3. PayPal's Regulatory Evolution and Compliance Strategy**	**10 Sessions**
Topics: Regulatory landscape in Fintech; Key laws and regulations; Compliance requirements; Global regulatory differences; Impact on Fintech operations across regions; Strategies for identifying and mitigating operational risks; Techniques for conducting stress tests and scenario analysis; Applications of AI and ML in enhancing risk assessment and fraud detection.				

Module 5	**Emerging Trends and Future Directions in Fintech Risk Management**	Case Study	**1. Artificial Intelligence and Machine Learning Risk Management** **2. Upstart's AI Credit Risk Models**	**10 Sessions**

Topics: Applications of AI and ML in Fintech, enhancing risk assessment, Fraud detection mechanisms using AI and ML, Blockchain technology, Smart contracts, Security and efficiency in financial transactions and contractual obligations, Regtech Solutions, automating regulatory compliance, Enhancing risk management frameworks, Advanced cybersecurity measures and data privacy innovations relevant to Fintech, Quantitative methods and predictive modeling techniques for risk management.

Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course:

11. Assignment 1: Written assignment should be submitted where the students will have to identify the various concepts of Risk Management in Fintech. (Case Study Learning)
12. Assignment 2: The students will be divided into groups and group discussions will be done on the Emerging Trends and Future Directions in Fintech Risk Management. (Participative Learning)

Reference &Text book

- FinTech Risk Management" by HKUST
- Financial Technology (FinTech) MSc by University of Bradford
- Quantitative Risk Management by Duke University

Essential Reading/ Recommended Reading:

https://efinladder.in/static/media/frm0.f28e6f24237a5f978e14.pdf

https://www2.deloitte.com/content/dam/Deloitte/us/Documents/finance/us-fintech-risk-and-compliance-management.pdf

https://www.pymnts.com/wp-content/uploads/2022/01/PYMNTS-FinTech-Risk-Management-Playbook-January-2022.pdf

https://josephscollege.ac.in/lms/Uploads/pdf/material/FRM.pdf

PU Resources Mention at least two links from KNIMBUS portal

E – Resources https://presiuniv.knimbus.com/user#/searchresult?searchId=financial%20Managent&_t=1725871399557 https://presiuniv.knimbus.com/user#/searchresult?searchId=financial%20Modelling&_t=1725871551070 https://campus.imarticus.org/lms/course/18212?subId=3312076 **Case Studies** **NPTEL link** https://onlinecourses.nptel.ac.in/noc25_mg21/preview https://archive.nptel.ac.in/courses/110/107/110107128/

Content in this section should be mentioned as per the program grid.
Topics relevant to development of **"MANAGERIAL and CRITICAL THINKING SKILLS":** Students shall be able to understand the Complex Concepts of Financial Management, Derivatives and Risk Management.

Catalogue prepared by	Dr. Kshama Sharma Learning Head Imarticus Learning
Recommended by the Board of Studies on	BOS NO: 18th held on 6,June,2025
Date of Approval by the Academic Council	Academic Council Meeting No. 26th held on 25,July,2025

Course Code: FTH5116	**Course Title: Fundamentals of Insurtech and Regtech** **Type of Course: Specialization Track Elective**	**L- T- P- C**	2	1	0	3
Version No.	1.0					
Course Pre-requisites	• Basic Communication • Basic understanding of finance and accounting principles, as well as proficiency in spreadsheet software (e.g., Microsoft Excel). • Knowledge of Managerial Activities, Financial Activities of the market.					
Anti-requisites	**NIL**					
Course Description	This course, "Fundamentals of Insurtech and Regtech," is designed to offer students a comprehensive understanding of the dynamic intersection between insurance, technology, and regulatory advancements. Participants will delve into the realms of Insurtech and Regtech, exploring the transformative technologies reshaping the insurance industry and the regulatory landscape. Throughout the course, students will gain insights into the foundational concepts of Insurtech and Regtech, examining their historical evolution and distinctive characteristics. The curriculum provides equal coverage to both fields, emphasizing their interconnectedness and the critical role each plays in the financial ecosystem.					

Course Objective	**Topics relevant to "SKILL DEVELOPMENT" and "EMPLOYIBILITY":** Students will be able to develop themselves as Finance professionals, analysts, accountants, business managers, and anyone interested in developing their financial modelling skills through practical applications and participative learning techniques.			
Course Out Comes	On successful completion of the course the students shall be able to: **CO1:** Explain the fundamental concepts of both Insurtech and Regtech, recognizing their historical context and the roles of professionals in the field. **CO2**: Evaluate the role of digital transformation in reshaping insurance processes and regulatory compliance, and analyse how technology enhances customer engagement. **CO3:** Assess the significance of risk management in Insurtech and Regtech and analyse effective strategies through case studies. **CO4:** Understand critical aspects of data security and privacy in both Insurtech and Regtech, and apply regulatory guidelines for secure data practices. **CO5:** Analyse the landscape of Insurtech and Regtech startups, funding trends, and success factors through collaboration and partnerships.			
Course Content:				
Module 1	**Introduction to Insurtech and Regtech**	Case study	**1. UK's Regulatory Evolution - From FCA Sandbox to Digital Transformation** **2. Singapore's Model AI Governance Framework for Insurance**	**7 Sessions**
Topics: Definition and Significance, Historical Evolution of Insurtech and Regtech, Key Characteristics and Differentiators, Overview of Regulatory Technology (Regtech), Manpower Mapping and Professional Roles. **Regulatory Landscape in Insurance and Technology:** Understanding Insurance Regulations, Compliance Requirements for Insurers, Role of Regtech in Ensuring Compliance, Regulatory Challenges in the Insurance Sector. **Digital Transformation in Insurance and Regulation:** Digitalization in Insurance Processes, Impact of Technology on Regulatory Compliance, Digital Customer Engagement in Insurance, Regtech Solutions for Operational Efficiency.				
Module 2	**Risk Management in Insurtech and Regtech**	Case study	**5. Synthetic Identity**	**9 Se**

			Fraud in Digital Banking 6. **Account Takeover Attacks in Mobile Banking**	**ssions**
Topics: Risk Assessment in Insurance, Role of Technology in Risk Management, Regulatory Compliance and Risk Mitigation, Case Studies on Effective Risk Management. **Data Security and Privacy in Insurtech and Regtech:** Importance of Data Security in Insurance and Regulation, Privacy Concerns in Insurtech and Regtech Operations, Regulatory Guidelines for Data Protection, Implementing Secure Data Practices. **Insurtech and Regtech Business Models:** Overview of Insurtech Business Models, Components of Successful Insurtech Models, Business Model Innovation in the Insurance Sector, Regtech Solutions for Enhanced Business Operations.				
Module 3	**Role of Artificial Intelligence (AI) in Insurance and Regulation**	Case Study	**1. AXA's Blockchain-Based Flight Delay Insurance** **2. B3i Consortium - Blockchain Insurance Industry Initiative**	**9 Sessions**
Topics: Understanding AI in Insurance, AI Applications in Underwriting and Claims, Benefits and Challenges of AI in Insurtech and Regtech, Ethical Considerations in AI Use. **Blockchain Technology in Insurance and Regulation:** Introduction to Blockchain, Use Cases of Blockchain in Insurance, Enhancing Security and Transparency with Blockchain, Regulatory Implications and Challenges. **Insurtech and Regtech Startups and Ecosystem:** Startup Landscape in Insurtech and Regtech, Funding and Investment Trends, Collaboration and Partnerships in the Ecosystem, Success Factors for Startups in Both Sectors.				
Module 4	**Ethical Considerations and Governance in Insurtech and Regtech**	Case Study	**1. Abu Dhabi Global Market (ADGM) RegLab Success Stories** **2. Bermuda's Regulato**	**10 Sessions**

			ry Innovation in Digital Assets and Insurance	
Topics: Ethical Considerations in Insurtech and Regtech, Governance Frameworks, Addressing Bias in Technology, Regulatory Guidelines on Ethical Practices. **Regulatory Sandboxes and Innovation:** Definition and Purpose of Regulatory Sandboxes, Insurtech and Regtech Testing in Sandboxes, Regulatory Support for Innovation, Success Stories from Regulatory Sandboxes. **Challenges in Insurtech and Regtech Implementation:** Common Challenges in Insurtech Implementation, Common Challenges in Regtech Implementation, Regulatory Compliance Hurdles, Strategies for Overcoming Challenges.				
Module 5	**Future Trends and Emerging Technologies in Insurtech & Regtech**	Case Study	**1. HSBC's Regtech Transformation - AI-Powered Compliance** **2. Lemonade's AI-First Insurance Model**	**10 Sessions**
Topics: Trends Shaping the Future of Insurtech, Emerging Technologies in Insurtech, Regulatory Response to Technological Advancements, Continuous Learning and Adaptation in the Industry. **Future Trends and Emerging Technologies in Regtech:** Trends Shaping the Future of Regtech, Emerging Technologies in Regtech, Regulatory Response to Technological Advancements in Regulation, Continuous Learning and Adaptation in the Industry. **Integrating Insurtech and Regtech Solutions:** Integration of Insurtech and Regtech Solutions, Benefits and Challenges of Integration, Case Studies on Seamless Integration, Future Trends in Integration.				
Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method				
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course: 13. Assignment 1: Written assignment should be submitted where the students will have to identify the various concepts of Risk Management in Fintech. (Case Study Learning) **14.** Assignment 2: The students will be divided into groups and group discussions will be done on the Emerging Trends and Future Directions in Fintech Risk Management. (Participative Learning)				
Reference &Text book **1.** The InsurTech Book - The Insurance Technology Handbook for Investors, Entrepreneurs and FinTech Visionaries. **2.** Connecting Fintech: Building Techno-Financial Bridge Using 5D Model.				

3. Regtech, Suptech and Beyond: Innovation in Financial Services.
Essential Reading/ Recommended Reading: https://cse.hkust.edu.hk/ug/comp4900/F17/InsurTech_RegTech.pdf https://itema-conference.com/wp-content/uploads/2019/09/koprivica_insurtech__challenges_and_opportunities_for_the_insurance_sector_pp_619-625.pdf https://content.e-bookshelf.de/media/reading/L-11020687-faccca4a0e.pdf **PU Resources Mention at least two links from KNIMBUS portal** **E – Resources** https://presiuniv.knimbus.com/user#/searchresult?searchId=financial%20Managent&_t=1725871399557 https://presiuniv.knimbus.com/user#/searchresult?searchId=financial%20Modelling&_t=1725871551070 **Case Studies** **NPTEL link** https://campus.imarticus.org/lms/course/18212?subId=3312076
Content in this section should be mentioned as per the program grid. Topics relevant to development of **"MANAGERIAL and CRITICAL THINKING SKILLS":** Students shall be able to understand the Complex Concepts of Financial Management, Insurtech & Regtech & fundamentals of Blockchain.

Catalogue prepared by	Dr. Kshama Sharma Learning Head Imarticus Learning
Recommended by the Board of Studies on	BOS NO: 18th held on 6,June,2025
Date of Approval by the Academic Council	Academic Council Meeting No. 26th held on 25,July,2025

Course Code: FTH5117	**Course Title: Cloud Computing** **Type of Course: Specialization Track Elective**	**L- T- P- C**	2	1	0	3
Version No.	1.0					
Course Pre-requisites	• Basic Communication • Basic understanding of finance and accounting principles, as well as proficiency in spreadsheet software (e.g., Microsoft Excel). • Knowledge of Managerial Activities, Financial Activities of the market.					
Anti-requisites	**NIL**					

Course Description	This course provides an in-depth understanding of risk management in the rapidly evolving fintech sector. Students will explore the nature of fintech-related risks, including cybersecurity threats, operational challenges, and regulatory compliance. The course will equip students with the skills to develop and implement effective risk management strategies and understand the implications of these risks on financial services and products.			
Course Objective	**Topics relevant to "SKILL DEVELOPMENT" and "EMPLOYIBILITY":** Students will be able to develop themselves as Finance professionals, analysts, accountants, business managers, and anyone interested in developing their financial modelling skills through practical applications and participative learning techniques.			
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Explain the core concepts of the cloud computing paradigm. CO2: Apply fundamental concepts in cloud infrastructures to understand the tradeoffs in power, efficiency and cost. CO3: Discuss system, network and storage virtualization and outline their role in enabling the cloud computing system model. CO4: Illustrate the fundamental concepts of cloud storage and demonstrate their use in storage systems such as Amazon S3 and HDFS. CO5: Analyze various cloud programming models and apply them to solve problems on the cloud.			
Course Content:				
Module 1	**Fundamentals of Cloud Computing**	Case study	6. **Wirecard's Collapse - The $2.1 Billion Accounting Fraud (2020)** 7. **FTX Exchange Collapse - Liquidity and Operational Risk (2022)**	**7 Sessions**
Topics: Introduction to cloud computing, history of cloud computing, enabling technologies in cloud computing. **Types:** Layers in the cloud building blocks, Public Cloud, Private cloud, Hybrid cloud, Cloud service models: IaaS, Paas, Saas, SLAs and SLOs, **Database Providers:** Threats in cloud security, common cloud providers: AWS, Oracle databse, Microsoft Azure, Google Cloud Platform, IBM DB2, OpenStack.				
Module 2	**Cloud Infrastructure**	Case study	**7. Synthetic Identity**	**9 Ses**

			8. **Fraud in Digital Banking Account Takeover Attacks in Mobile Banking**	**sions**
Topics: Historical Perspective of Data Centers Datacenter Components: IT Equipment and Facilities. **Design Considerations – I:** Design consideration: Requirements, Power, Efficiency, & Redundancy, Power Calculations. **Design Considerations – II:** PUE and Challenges in Cloud Data Centers, Cloud Management and Cloud Software Deployment Considerations.				
Module 3	**Virtualization**	Case Study	5. **Capital One Data Breach - Cloud Security Failure (2019)** 6. **Robinhood's Data Security Incidents (2021-2022)**	**9 Sessions**
Topics: Virtualization (CPU, Memory, I/O), Types: Application Virtualization, Network Virtualization, Desktop Virtualization, Storage Virtualization, Server Virtualization, Data virtualization. **Visualization – Case Study:** Case Study: Amazon EC2, Software Defined Networks (SDN), Software Defined Storage (SDS). **Cloud Storage:** Introduction to Storage Systems, Cloud Storage Concepts, Advantages and Disadvantages of cloud storage.				
Module 4	**Distributed File Systems**	Case Study	4. **Facebook's Libra/Diem Project - Regulatory Challenges (2019-2022)** 5. **PayPal's Regulatory Evolution and Compliance Strategy**	**10 Sessions**
Topics: Distributed File Systems (HDFS, Ceph FS), Components of DFS, Features, working of DFS, Advantages and Disadvantages. **Cloud Databases:** Features of cloud databases, Traditional Databases vs. DBaaS vs. Managed Storage, Advantages of working with cloud database, Cloud database challenges. **Cloud Database Solutions: C**loud Databases: HBase, MongoDB, Cassandra, DynamoDB, Amazon DynamoDB.				

Module 5	**Cloud Object Storage**	Case Study	**3. Artificial Intelligence and Machine Learning Risk Management** **4. Upstart's AI Credit Risk Models**	**10 Sessions**

Topics: Features of object storage, Object storage vs. file storage vs. block storage, Architecture, Cloud Object Storage: Amazon S3, OpenStack Swift, Ceph, IBM cloud object storage. **Programming Models – I:** Distributed Programming for the Cloud, Data-Parallel Analytics with Hadoop MapReduce (YARN). **Programming Models – II:** Iterative Data-Parallel Analytics with Apache Spark, Graph-Parallel Analytics with GraphLab 2.0 (PowerGraph)

Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course:

15. Assignment 1: Written assignment should be submitted where the students will have to identify the various concepts of Risk Management in Fintech. (Case Study Learning)
16. Assignment 2: The students will be divided into groups and group discussions will be done on the Emerging Trends and Future Directions in Fintech Risk Management. (Participative Learning)

Reference &Text book

1. "Cloud Computing: Concepts, Technology & Architecture" by Thomas Erl, Ricardo Puttini, and Zaigham Mahmood
2. "Cloud Native Infrastructure: Patterns for Scalable Infrastructure and Applications in a Dynamic Environment" by Justin Garrison and Kris Nova
3. "Cloud Application Architectures: Building Applications and Infrastructure in the Cloud" by George Reese

Essential Reading/ Recommended Reading:

https://efinladder.in/static/media/frm0.f28e6f24237a5f978e14.pdf

https://www2.deloitte.com/content/dam/Deloitte/us/Documents/finance/us-fintech-risk-and-compliance-management.pdf

https://www.pymnts.com/wp-content/uploads/2022/01/PYMNTS-FinTech-Risk-Management-Playbook-January-2022.pdf

https://josephscollege.ac.in/lms/Uploads/pdf/material/FRM.pdf

PU Resources Mention at least two links from KNIMBUS portal

E – Resources

https://presiuniv.knimbus.com/user#/searchresult?searchId=financial%20Managent&_t=1725871399557 https://presiuniv.knimbus.com/user#/searchresult?searchId=financial%20Modelling&_t=1725871551070 https://campus.imarticus.org/lms/course/18212?subId=3312076 **Case Studies** **NPTEL link** https://onlinecourses.nptel.ac.in/noc25_mg21/preview https://archive.nptel.ac.in/courses/110/107/110107128/

Content in this section should be mentioned as per the program grid. Topics relevant to development of **"MANAGERIAL and CRITICAL THINKING SKILLS":** Students shall be able to understand the Complex Concepts of Financial Management, Derivatives and Risk Management.	
Catalogue prepared by	Dr. Kshama Sharma Learning Head Imarticus Learning
Recommended by the Board of Studies on	BOS NO: 18th held on 6,June,2025
Date of Approval by the Academic Council	Academic Council Meeting No. 26th held on 25,July,2025

Course Code: FTH5118	**Course Title: Cybersecurity in FinTech** **Type of Course: Specialization Track Elective**	**L- T- P- C**	2	1	0	3
Version No.	1.0					
Course Pre-requisites	• Basic Communication • Basic understanding of finance and accounting principles, as well as proficiency in spreadsheet software (e.g., Microsoft Excel). • Knowledge of Managerial Activities, Financial Activities of the market.					
Anti-requisites	**NIL**					
Course Description	This course explores the fundamental principles and practices of cybersecurity within the FinTech industry. It covers the critical aspects of protecting digital financial services from threats, vulnerabilities, and attacks. Students will examine real-world case studies, regulatory requirements, and advanced security technologies relevant to FinTech applications. The course also emphasizes risk management strategies, ethical considerations, and emerging trends in cybersecurity.					
Course Objective	**Topics relevant to "SKILL DEVELOPMENT" and "EMPLOYIBILITY":** Students will be able to develop themselves as Finance professionals, analysts, accountants, business managers, and anyone interested in developing their financial					

	modelling skills through practical applications and participative learning techniques.			
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Identify key cybersecurity threats and vulnerabilities specific to FinTech environments. CO2: Analyze regulatory frameworks and compliance requirements for cybersecurity in FinTech. CO3: Apply risk management techniques to safeguard digital financial services. CO4: Evaluate the effectiveness of various cybersecurity technologies and strategies in FinTech. CO5: Develop and implement cybersecurity policies and procedures for FinTech organizations.			
Course Content:				
Module 1	**Overview of cybersecurity in the financial sector**	Case study	8. **The Digital Banking Revolution - Cybersecurity Overview in Financial Services**	**9 Sessions**
Topics: Overview of cybersecurity in the financial sector, Types of cyber threats: malware, phishing, ransomware, etc., FinTech-specific vulnerabilities and attack vectors.				
Module 2	**Global and regional cybersecurity regulations**	Case study	**2. Global Compliance Maze - PaySecure's Regulatory Navigation**	**9 Sessions**
Topics: Global and regional cybersecurity regulations (e.g., GDPR, PSD2, CCPA), Compliance requirements for FinTech companies, Data protection and privacy laws.				
Module 3	**Risk assessment and management techniques**	Case Study	**7. CryptoTrade's**	**9 Sessi**

			Risk Assessment Revolution	**ons**
Topics: Risk assessment and management techniques, Incident response and recovery planning, Security controls and their application in FinTech.				
Module 4	**Encryption and secure communication**	Case Study	**6. Secure Finance's SIEM Implementation - From Chaos to Control**	**9 Sessions**
Topics: Encryption and secure communication, Authentication and access control methods, Security Information and Event Management (SIEM) systems.				
Module 5	**Creating and implementing cybersecurity policies**	Case Study	**1. PolicyTech's Cybersecurity Governance Framework**	**9 Sessions**
Topics: Creating and implementing cybersecurity policies, Training and awareness programs for employees, Continuous monitoring and improvement of security measures.				
Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method				
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course: 17. Assignment 1: Written assignment should be submitted where the students will have to identify the various concepts of Cyber Security in Fintech, Policies, and Management Techniques. (Case Study Learning) **18.** Assignment 2: The students will be divided into groups and group discussions will be done on the Cyber Security in Fintech. (Participative Learning)				
Reference &Text book				

1. "Cybersecurity for Financial Services: Protecting Your Data and Privacy" by Michael C. Nardella
2. "FinTech Security: How to Protect Digital Financial Services" by John A. D. Thompson
3. "Information Security Management Handbook" edited by Harold F. Tipton and Micki Krause
4. "Cybersecurity for Beginners" by Raef Meeuwisse

Essential Reading/ Recommended Reading:

https://www.techradar.com/best/best-online-cyber-security-courses

https://archive.org/details/cyber-security_202402

PU Resources Mention at least two links from KNIMBUS portal

https://www.udemy.com/course/cyber-security-fundamentals/?utm_source=bing&utm_medium=udemyads&utm_campaign=BG-Search_DSA_Beta_Prof_la.EN_cc.India&campaigntype=Search&portfolio=Bing-India&language=EN&product=Course&test=&audience=DSA&topic=&priority=Beta&utm_content=deal4584&utm_term=_._ag_1318316830212069_._ad__._kw_Engineering_._de_c_._dm__._pl__._ti_dat-2334194466907544%3Aloc-90_._li_149083_._pd__._&matchtype=b&msclkid=aa77b9f54756103d1772d1a51f686107&couponCode=PMNVD2025

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https://presiuniv.knimbus.com/user#/searchresult?searchId=financial%20Modelling&_t=1725871551070

https://campus.imarticus.org/lms/course/18212?subId=3312076

Case Studies

NPTEL link

https://onlinecourses.nptel.ac.in/noc25_mg21/preview

https://archive.nptel.ac.in/courses/110/107/110107128/

Content in this section should be mentioned as per the program grid.
Topics relevant to development of **"MANAGERIAL and CRITICAL THINKING SKILLS":** Students shall be able to understand the Complex Concepts of Financial Management, Cyber security in Fintech

Catalogue prepared by	Dr. Kshama Sharma Learning Head Imarticus Learning
Recommended by the Board of Studies on	BOS NO: 18th held on 6,June,2025
Date of Approval by the Academic Council	Academic Council Meeting No. 26th held on 25,July,2025

Course Code: FTH5119	**Course Title: Fintech in Payment and Lending** **Type of Course: Specialization Track Elective**	**L- T- P- C**	2	1	0	3
Version No.	1.0					
Course Pre-requisites	• Basic Communication • Basic understanding of finance and accounting principles, as well as proficiency in spreadsheet software (e.g., Microsoft Excel). • Knowledge of Managerial Activities, Financial Activities of the market.					
Anti-requisites	**NIL**					
Course Description	This course provides an in-depth exploration of the intersection between financial technology (Fintech) and the payment and lending industries. The course is designed for students with an interest in the rapidly evolving Fintech landscape, and its impact on traditional banking and finance. The course covers a broad range of topics related to Fintech in payments and lending, including digital currencies, blockchain, mobile payments, data analytics, alternative financing, payments infrastructure, digital identity, and behavioral finance. The course emphasizes the practical application of Fintech solutions, with case studies and guest speakers from leading Fintech companies. Upon completion of this course, students will have a comprehensive understanding of Fintech in payments and lending, and the skills to analyze and evaluate Fintech innovations for their strategic implications and potential impact on the industry.					
Course Objective	**Topics relevant to "SKILL DEVELOPMENT" and "EMPLOYIBILITY":** Students will be able to develop themselves as Finance professionals, analysts, accountants, business managers, and anyone interested in developing their financial modelling skills through practical applications and participative learning techniques.					
Course Out Comes	On successful completion of the course the students shall be able to: **CO1:** Analyze the Fintech landscape in payments and lending. **CO2:** Evaluate the benefits and risks of Fintech solutions. **CO3:** Apply theoretical and practical frameworks to assess Fintech solutions. **CO4:** Design and develop a Fintech solution in payments and lending.					
Course Content:						
Module 1	**Introduction to Fintech and Payment & Lending**	Case study	9. **Ant Group (Alipay) - The Super App Revolution** 10. **Square (Block) - Merchant -Centric**			**9 Sessions**

			Payment Innovation	
Topics: Overview of Fintech and its impact on the financial industry, Payment and Lending in traditional finance and their challenges, Fintech solutions in Payment & Lending, Regulatory landscape and challenges for Fintech companies in Payment & Lending, Emerging trends in Fintech Payment & Lending. Payment Systems: Types of payment systems and their characteristics; Payment processing and settlement, Mobile payments and digital wallets, Cryptocurrencies and blockchain in payments, Payment security and fraud prevention. Consumer Lending: Types of consumer loans and their features, Credit scoring and underwriting in Fintech lending, Peer-to-peer lending platforms, Personal finance management tools, Impact of Fintech on consumer lending market.				
Module 2	**SME Lending**	Case study	**1. Lending Club - P2P Lending Pioneer** **2. Upstart - AI-Driven Credit Underwriting**	**9 Sessions**
Topics: SME Lending: Challenges of SME lending in traditional finance, Fintech solutions for SME lending, Credit risk assessment for SME lending, Alternative financing options for SMEs, Future of SME lending in Fintech industry. Regulation and Compliance: Regulatory frameworks for Fintech companies in Payment & Lending, Compliance requirements for Fintech companies, Cross-border regulatory challenges, Data privacy and security regulations, Ethics and social responsibility in Fintech industry. Digital Banking: Rise of digital banks and their features, Mobile banking apps and user experience, Virtual assistants and AI in banking, Open banking and APIs, Challenges and opportunities for traditional banks in digital era.				
Module 3	**Investment and Wealth Management**	Case Study	**8. Regulatory Challenges in Fintech Lending** **9. Nubank - Latin America's Digital Banking Success**	**9 Sessions**
Topics: Types of investment products and their features, Robo-advisors and algorithmic trading, social trading and crowd-investing platforms, Regulatory challenges for Fintech investment platforms, Wealth management trends in Fintech industry. **Insurance and Risk Management:** Fintech solutions for insurance industry, Usage-based insurance and telematics, Claims processing and fraud detection, Cybersecurity and risk management in Fintech, Future of insurance industry in digital era. **Data Analytics and AI:** Big data and analytics in Fintech, Predictive modeling and customer segmentation, Machine learning and natural language processing, Explainable AI and				

regulatory challenges, Ethical and social implications of AI in Fintech, Fintech use cases for AI and data analytics.				
Module 4	**Crowdfunding and Alternative Financing**	Case Study	**7. Robinhood - Commission-Free Trading Revolution** **8. Betterment and Wealth front - Robo-Advisory**	**9 Sessions**
Topics: Crowdfunding and crowdsourcing in Fintech, Equity crowdfunding and initial coin offerings (ICOs), Peer-to-peer lending and invoice financing, Real estate crowdfunding, Challenges and opportunities for alternative financing in Fintech. **Payments Infrastructure and Interoperability:** payments infrastructure and clearing systems, Cross-border payments and foreign exchange, Payment gateways and APIs, Interoperability and standardization in Fintech, Challenges and opportunities for Fintech payments infrastructure. **Digital Identity and KYC:** Digital identity and verification systems, Know-your-customer (KYC) and anti-money laundering (AML) regulations, Biometrics and facial recognition, Privacy and security considerations for digital identity, Fintech use cases for digital identity and KYC.				
Module 5	**Behavioral Finance and Psychology of Money**	Case Stuy	**5. Mint - Personal Financial Management** **6. Qapital - Micro-Investing and Behavioral Nudges**	**9 Sessions**
Topics: Behavioral finance and its applications in Fintech, Cognitive biases and decision-making in finance, financial education and literacy, financial wellness and mental health, Ethics and social responsibility in Fintech. **Fintech Startups and Entrepreneurship:** Fintech startup ecosystem and venture capital funding, Lean startup methodology and product development, Business model innovation in Fintech, Leadership and team building in Fintech startups, Challenges and opportunities for Fintech entrepreneurship. **Future of Fintech:** Megatrends shaping the future of finance and Fintech, Technology and innovation in finance and Fintech, Geopolitical and macroeconomic factors influencing Fintech, Regulatory and policy implications for Fintech industry, Ethical and social considerations for the future of finance.				
Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method				
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course: 19. Assignment 1: Written assignment should be submitted where the students will have to identify the various concepts of Risk Management in Fintech. (Case Study Learning)				

20. Assignment 2: The students will be divided into groups and group discussions will be done on the Emerging Trends and Future Directions in Fintech Risk Management. (Participative Learning)

Reference &Text book

1. "Data Smart: Using Data Science to Transform Information into Insight" by John W. Foreman
2. "Financial Modeling Using Excel and VBA" by Chandan Sengupta
3. "Business Analytics: Data Analysis & Decision Making" by S. Christian Albright, Wayne L. Winston, and Christopher J. Zappe

Essential Reading/ Recommended Reading:

https://www.taylorfrancis.com/books/edit/10.4324/9780429292903/routledge-handbook-fintech-thomas-liaw

https://www2.deloitte.com/content/dam/Deloitte/us/Documents/finance/us-fintech-risk-and-compliance-management.pdf

https://www.pymnts.com/wp-content/uploads/2022/01/PYMNTS-FinTech-Risk-Management-Playbook-January-2022.pdf

https://josephscollege.ac.in/lms/Uploads/pdf/material/FRM.pdf

PU Resources Mention at least two links from KNIMBUS portal

E – Resources

https://presiuniv.knimbus.com/user#/searchresult?searchId=financial%20Managent&_t=1725871399557

https://presiuniv.knimbus.com/user#/searchresult?searchId=financial%20Modelling&_t=1725871551070

https://campus.imarticus.org/lms/course/18212?subId=3312076

https://imarticus.org/certified-investment-banking-operations-program/?utm_source=bing&utm_medium=cpc&utm_campaign=686908043&utm_campaignname=CIBOP_PanIndia_retail_Bing_botf_NBsearch&utm_term=finance%20courses&utm_adgroup=Investment%20Banking&utm_campaigntype=search&msclkid=139f270e7f591b84bfc94f5e1cd043d8

Case Studies

NPTEL link

https://onlinecourses.nptel.ac.in/noc25_mg21/preview

https://onlinecourses.swayam2.ac.in/imb25_mg94/preview

Content in this section should be mentioned as per the program grid.
Topics relevant to development of **"MANAGERIAL and CRITICAL THINKING SKILLS":** Students shall be able to understand the Complex Concepts of Financial Management, Payment and lending.

Catalogue prepared by	Dr. Kshama Sharma Learning Head Imarticus Learning

Recommended by the Board of Studies on	BOS NO: 18th held on 6,June,2025
Date of Approval by the Academic Council	Academic Council Meeting No. 26th held on 25,July,2025

Course Code: FIN5117	**Course Title: Project Finance** **Type of Course: Specialization Track Elective**	**L- T- P- C**	2	1	0	3
Version No.	1.0					
Course Pre-requisites	• Basic Communication • Basic understanding of finance and accounting principles, as well as proficiency in spreadsheet software (e.g., Microsoft Excel). • Knowledge of Managerial Activities					
Anti-requisites	**NIL**					
Course Description	To Apprise the students about identification of a Project, Feasibility analysis, Project appraisal Techniques, Project Financing, Project Control and Management Techniques					
Course Objective	**Topics relevant to "SKILL DEVELOPMENT" and "EMPLOYIBILITY":** Students will be able to develop themselves as Finance professionals, analysts, accountants, business managers, and anyone interested in developing their financial modelling skills through practical applications and participative learning techniques.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Examine the process of screening of ideas and carrying out appraisal for Projects. CO2: Understand the concept and application of Social Cost benefit Analysis CO3: Use Investment Evaluation Techniques for selection of Projects. CO4: Carry out Risk Analysis for business projects and identify alternative sources of financing. CO5: Apply project control and management techniques for project success.					
Course Content:						
Module 1	**Introduction to Projects and their Appraisal**	Case study	11. The Rise and Ch			**9 Sessions**

			allengesofBuy-Now-Pay-Later(BNPL)&12. Neobank Market Evolu	

			tionandConsolidation	
Topics: Project Definition, Project Identification, Project Life Cycle, Project Stakeholder Analysis, Feasibility study. Types of Project Appraisal (Brief Overview): Market and Demand Analysis, Technical Appraisal, Financial Appraisal, Economic Appraisal, Managerial Appraisal, and Social Appraisal.				
Module 2	**Financial Appraisal**	Case study	The Rise and Regulation of Cryptocurrency Markets	**9 Sessions**
Topics: Components of Project Cost, Investment Evaluation Techniques: Non-Discounting Methods (Payback Period, Accounting Rate of Return), Discounting Methods (Net Present Value, Profitability Index, Internal Rate of Return (IRR), Modified Internal Rate of Return (MIRR)). Comparative analysis of Investment Evaluation Techniques, Investment Evaluation in Practice.				
Module 3	**Project Risk Analysis**	Case Study	3. AntFinancials' Super	**9 Sessions**

			4. AppEcosystem Tesla's Financial Services Innovation	
Topics: Risk Analysis and Management: Sources and Measures of Risk. Methods of Assessing Risk – Sensitivity Analysis, Scenario Analysis, Break-Even Analysis, Simulation Analysis, Decision Tree Analysis. Strategies for Risk Management.				
Module 4	**Project Financing**	Case Study	3. Mint's	**9 Sessions**

			4. Personal Finance Management Revolution & JP Morgan Chase's Di	

			gitalTransformationJourney	
Topics: Sources of Financing – Internal Accruals, Equity Capital, Preference Capital, Debentures (or Bonds), Term Loans, Venture Capital, Private Equity, Venture Capital Vs Private Equity, Loan syndication.				
Module 5	**Social Appraisal and Aspects of Project Management**	Case Study	3. Stripe's API-First Product Strategy	**9 Sessions**

			4. Square's Hardware-Software Integration	

Topics:

Social Appraisal: Rationale for Social Cost Benefit Analysis, Approaches of SCBA (UNIDO and Little-Mirrlees Approach Approach), Environment Impact Assessment (EIA) and Social Impact Assessment (SIA) of Projects. Relevant Case Studies. Network Techniques for Project Cost and Time Management (PERT & CPM) (theory only). Pre-Requisites for Successful Project Implementation. Essentials of a Project Report.

Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course:

21. Assignment 1: Written assignment should be submitted where the students will have to identify the various concepts of Project Finance & Financial Management Analysis. (Case Study Learning)

22. Assignment 2: The students will be divided into groups and group discussions will be done on the Project Finance and Appraisal. (Participative Learning)

Reference

Text book

1. Chandra, Prasanna: Projects – Planning, Analysis, Selection Financing, Implementation, and Review. 2019 Edition. McGraw Hill Education.
2. Agrawal, R., & Mehra, Y. S. (2017). Project Appraisal and Management. Taxman Publications.
3. Goodpasture, C. John: Quantitative Methods in Project Management. J. Ross Publishing.
4. A Guide to the Project Management Body of Knowledge, Project Management Institute

Essential Reading/ Recommended Reading:

http://biitm.dspaces.org/bitstream/123456789/274/1/PROJECT%20APPRAISA%20AND%20FINANCING.pdf%20RKM%20Sir%202019

https://www.tutorialsduniya.com/notes/project-appraisal-and-analysis-notes/

https://documents1.worldbank.org/curated/en/099450005162250110/pdf/P173006002 28b70070914b0b5edf26e2f9f.pdf

https://kb.icai.org/pdfs/PDFFile5b277f0b789451.53349096.pdf

PU Resources Mention at least two links from KNIMBUS portal

E – Resources

https://campus.imarticus.org/lms/course/18165?subId=3312069

https://presiuniv.knimbus.com/user#/searchresult?searchId=financial%20Managent&_t=1725871399557

https://presiuniv.knimbus.com/user#/searchresult?searchId=financial%20Modelling&_t=1725871551070

https://alison.com/course/fintech-applications-and-future-prospects?utm_source=bing&utm_medium=cpc&utm_campaign=531498933&utm_content=1348003793029632&utm_term=kwd-84251402798678:loc-90&msclkid=fb5b8e40d87e156f6307e60fe954a3d5#google_vignette

https://www.udemy.com/course/practice-exams-lean-six-sigma-black-belt/?utm_source=bing&utm_medium=udemyads&utm_campaign=BG-Search_DSA_Beta_Prof_la.EN_cc.India&campaigntype=Search&portfolio=Bing-India&language=EN&product=Course&test=&audience=DSA&topic=&priority=Beta&utm_content=deal4584&utm_term=_._ag_1316117806683075_._ad__._kw_Career+Development_._de_c_._dm__._pl__._ti_dat-2334057027983523%3Aloc-90_._li_149083_._pd__._&matchtype=b&msclkid=d687f36c9e4716b253e59b23af6d4406&couponCode=PMNVD2025

Case Studies

NPTEL link

https://onlinecourses.nptel.ac.in/noc25_mg153/preview

https://archive.nptel.ac.in/content/syllabus_pdf/105103133.pdf

Content in this section should be mentioned as per the program grid.
Topics relevant to development of **"MANAGERIAL and CRITICAL THINKING SKILLS":** Students shall be able to understand the Complex Concepts of Financial Management and Technology.

Catalogue prepared by	Dr. Kshama Sharma Learning Head Imarticus Learning
Recommended by the Board of Studies on	BOS NO: 18th held on 6,June,2025

Date of Approval by the Academic Council	Academic Council Meeting No. 26th held on 25,July,2025

Course Code: FTH5120	**Course Title: Banking and Fintech Platforms (SAP/UPI/Finacle)** **Type of Course: Specialization Track Elective**	**L- T- P- C**	2	1	0	3
Version No.	1.0					
Course Pre-requisites	• Basic Communication • Basic understanding of finance and accounting principles, as well as proficiency in spreadsheet software (e.g., Microsoft Excel). • Knowledge of Managerial Activities, Financial Activities of the market.					
Anti-requisites	NIL					
Course Description	Investment Management, as an academic discipline, is constantly changing and stimulating. This course provides a comprehensive overview of investment and portfolio management, focusing on the theories, tools, and techniques used in making sound investment decisions. Students will learn how to construct and manage investment portfolios, evaluate their performance, and adjust strategies to align with changing market conditions. The course will also cover ethical and regulatory considerations in investment management.					
Course Objective	**Topics relevant to "SKILL DEVELOPMENT" and "EMPLOYIBILITY":** Students will be able to develop themselves as Finance professionals, analysts, accountants, business managers, and anyone interested in developing their financial modelling skills through practical applications and participative learning techniques.					
Course Out Comes	On successful completion of the course the students shall be able to: 1. Understand the fundamental architecture and functionality of major banking platforms. 2. Analyze the integration of traditional banking systems with modern fintech solutions. 3. Evaluate the impact of digital payment systems on banking operations. 4. Design strategic implementations of banking technology platforms. 5. Assess regulatory compliance requirements in banking technology.					
Course Content:						
Module 1	**Introduction to Banking Technology Ecosystem**	Case study	13. **Innovation lab initiatives in leading banks**			**9 Sessions**
Introduction to Banking Technology Ecosystem: Evolution of banking technology from legacy systems to modern platforms, Overview of core banking systems and their significance, Introduction to SAP Banking, UPI ecosystem, and Finacle platform, Digital transformation trends in banking sector, Technology stack components in modern banking. Core Banking Systems Architecture: Fundamental principles of core banking systems, System architecture patterns in banking, Database management in banking applications, Real-time processing vs batch processing.						

Module 2	**SAP Banking Solutions – Fundamentals**	Case study	**3. Major bank's SAP Banking transformation journey**	**9 Sessions**
Topics: SAP Banking Solutions – Fundamentals: SAP Banking Suite overview and components, SAP Bank Analyzer functionality, Customer relationship management in SAP Banking, Product lifecycle management, Risk management modules, Regulatory reporting capabilities. SAP Banking - Advanced Features and Implementation: SAP Banking implementation methodologies, Customization and configuration options, Integration with third-party systems, Data migration strategies, Performance optimization techniques, Change management in SAP Banking implementations.				
Module 3	**Unified Payments Interface (UPI)**	Case Study	**2. PhonePe or Google Pay UPI implementation strategy**	**9 Sessions**
Unified Payments Interface (UPI) - Architecture and Components: UPI ecosystem architecture and stakeholders, NPCI role and governance framework, UPI technical specifications and APIs, Payment service provider (PSP) functionalities, Third-party application provider (TPAP) integration, UPI 2.0 and advanced features. UPI Implementation and Business Models: UPI onboarding processes for banks and fintech, Revenue models in UPI ecosystem, Merchant payment solutions through UPI, UPI AutoPay and recurring payments, International expansion strategies, Competitive analysis of UPI apps.				
Module 4	**Finacle Platform - Core Banking Operations**	Case Study	**9. Regional bank's digital transformation using Finacle**	**9 Sessions**
Topics: Finacle Platform - Core Banking Operations: Finacle architecture and modules overview, Customer information file (CIF) management, Account management and transaction processing, Loan origination and management systems, Deposit products and interest calculations, Multi-currency and multi-branch operations, Finacle - Digital Banking and Channel Management: Finacle digital banking suite, Omnichannel banking architecture. Mobile banking platform integration, Internet banking solutions, ATM and kiosk channel management, Customer experience optimization.				
Module 5	**Integration Strategies and API Management**	Case Study	**2.** Compliance implementation in a multi-platform banking environment.	**9 Sessions**

			3. Large bank's core banking platform migration project	

Integration Strategies and API Management: API-first architecture in banking, Microservices implementation in banking platforms, Open banking standards and PSD2 compliance, API security and authentication mechanisms, Third-party integration patterns, Cloud-native banking solutions. Regulatory Compliance and Risk Management: Regulatory landscape for banking technology, AML and KYC compliance in digital platforms, Data privacy regulations (GDPR, CCPA) impact, Cybersecurity frameworks for banking, Audit trails and compliance reporting, RegTech solutions integration. Data Analytics and Business Intelligence: Data warehouse architecture in banking, Customer analytics and segmentation, Predictive modeling for banking products, Fraud detection and prevention systems, Performance dashboards and KPI tracking, Machine learning applications in banking

Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course:
Assignment 1: Written assignment should be submitted where the students will have to identify the various concepts of Sustainable Finance in Fintech, Policies, and Management Techniques. (Case Study Learning)
Assignment 2: The students will be divided into groups and group discussions will be done on the Global FinTech Regulations. (Participative Learning)

Reference &Text book

1. "Core Banking Systems: Technology and Operations" by banking technology specialists
2. "Digital Banking: Understanding the Digital Transformation of Banking" by industry experts
3. "SAP Banking Implementation Guide" - Official SAP documentation
4. "UPI and Digital Payments Ecosystem" by fintech researchers
5. "Finacle Platform Administration Manual" - Infosys documentation

Essential Reading/ Recommended Reading:

- **SAP Learning Hub for Banking modules**
- **NPCI official documentation and developer resources**
- **Infosys Finacle community forums and documentation**
- **Banking technology industry reports from major consulting firms**

PU Resources Mention at least two links from KNIMBUS portal

https://www.udemy.com/course/cyber-security-fundamentals/?utm_source=bing&utm_medium=udemyads&utm_campaign=BG-Search_DSA_Beta_Prof_la.EN_cc.India&campaigntype=Search&portfolio=Bing-India&language=EN&product=Course&test=&audience=DSA&topic=&priority=Beta&utm_content=deal4584&utm_term=_.ag_1318316830212069_.ad__.kw_Engineering_.de_c_.dm__.pl__.ti_dat-2334194466907544%3Aloc-90_.li_149083_.pd__.&matchtype=b&msclkid=aa77b9f54756103d1772d1a51f686107&couponCode=PMNVD2025

E – Resources

https://presiuniv.knimbus.com/user#/searchresult?searchId=financial%20Managent&_t=1725871399557 https://presiuniv.knimbus.com/user#/searchresult?searchId=financial%20Modelling&_t=1725871551070 https://campus.imarticus.org/lms/course/18212?subId=3312076 **Case Studies** **NPTEL link** https://onlinecourses.nptel.ac.in/noc21_me67/preview
Content in this section should be mentioned as per the program grid. Topics relevant to development of **"MANAGERIAL and CRITICAL THINKING SKILLS":** Students shall be able to understand the Complex Concepts of Financial Management, RPA and Fintech

Catalogue prepared by	Dr. Kshama Sharma Learning Head Imarticus Learning
Recommended by the Board of Studies on	BOS NO: 18th held on 6,June,2025
Date of Approval by the Academic Council	Academic Council Meeting No. 26th held on 25,July,2025

Course Code: FTH5121	**Course Title: E-Commerce & E-Market place** **Type of Core: Major Core**	**L- T- P- C**	2	1	0	3
Version No.	1.0					
Course Pre-requisites	• Basic Communication • Basic understanding of finance and accounting principles, as well as proficiency in spreadsheet software (e.g., Microsoft Excel). • Marketing Management, Operations Research, Financial Analysis, Business Strategy					
Anti-requisites	**NIL**					
Course Description	This specialized course develops advanced competencies in electronic commerce strategy and digital marketplace orchestration. Students examine the intersection of technology, consumer behavior, and business strategy within digital commercial ecosystems. The curriculum emphasizes strategic thinking, analytical problem-solving, and practical implementation skills necessary for leading digital commerce transformations in contemporary business environments.					
Course Objective	**Topics relevant to "SKILL DEVELOPMENT" and "EMPLOYIBILITY":** Students will be able to develop themselves as Finance professionals, analysts, accountants, business managers, and anyone interested in developing their Marketing Management, Operations Research, Financial Analysis, Business					

	Strategy skills through practical applications and participative learning techniques.			
Course Out Comes	On successful completion of the course the students shall be able to: 1. Architect multi-sided marketplace strategies with sustainable competitive advantages. 2. Optimize digital commerce operations across customer touchpoints and backend systems. 3. Develop comprehensive financial models for e-commerce ventures and marketplace platforms. 4. Navigate international digital commerce regulations, cultural considerations, and expansion strategies. 5. Anticipate emerging trends and position organizations for future digital commerce evolution.			
Course Content:				
Module 1	**Digital Commerce Architecture and Business Model Innovation**	Case study	14. **Chewy's Pet Care E-commerce Disruption Strategy**	**9 Sessions**
Digital commerce ecosystem mapping and value chain analysis; Business model taxonomy: Transactional, subscription, platform, and hybrid architectures; Strategic positioning within digital value networks; Competitive intelligence and market structure analysis; Digital transformation pathways for traditional enterprises. **Multi-Sided Platform Economics and Marketplace Orchestration:** Develop expertise in platform strategy and multi-sided market dynamics: Platform economics theory and network externality management; multi-sided marketplace design principles and governance structures; Platform ecosystem development and partner relationship management; Competitive dynamics in winner-take-all digital markets; Platform monetization strategies and revenue optimization.				
Module 2	**Consumer Psychology and Digital Experience Optimization**	Case study	**4.** Etsy's Creative Marketplace Evolution and Community Building	**9 Sessions**
Topics: Digital consumer behavior patterns and decision-making processes; User experience design principles for commercial applications; Conversion optimization methodologies and testing frameworks; Personalization strategies and implementation approaches; Customer journey				

mapping and touchpoint optimization**. Digital Marketing Strategy and Customer Acquisition Excellence**: Integrated digital marketing campaign development and execution; Search engine optimization and search engine marketing strategies; Social commerce and influencer partnership management; Content marketing and brand storytelling for digital platforms; Marketing automation and customer lifecycle management.				
Module 3	**Supply Chain Innovation and Fulfillment Excellence**	Case Study	**3.** Sephora's Digital Beauty Experience Integration **4.** Patagonia's Sustainable E-commerce Supply Chain Leadership	**9 Sessions**
Topics E-commerce supply chain architecture and optimization strategies; Inventory management systems and demand forecasting methodologies; Fulfillment center operations and distribution network design; Last-mile delivery innovation and customer satisfaction optimization; Reverse logistics and returns management excellence. **Financial Management and Performance Analytics**: E-commerce financial modeling and valuation methodologies; Key performance indicator development and dashboard design; Revenue forecasting and scenario planning techniques; Working capital management and cash flow optimization; Investment analysis and capital allocation strategies.				
Module 4	**Technology Infrastructure and Digital Platform Management**	Case Study	**10.** Glossier's Community-Driven Brand Building Strategy	**9 Sessions**
Topics: E-commerce platform selection and customization strategies; Cloud infrastructure management and scalability planning; Data architecture and analytics platform integration; Cybersecurity and fraud prevention systems; Mobile commerce and progressive web application development. **International Expansion and Cross-Border Commerce:** International market entry strategies and timing considerations; Cross-border payment systems and currency management;				

Cultural adaptation and localization strategies; International regulatory compliance and legal frameworks; Global supply chain and logistics coordination.				
Module 5	**Fintech Business Models and Innovation**	Case Study	1. Casper's Sleep Industry Disruption	**9 Sessions**
Strategic planning integration and implementation roadmaps; Change management and organizational transformation; Performance measurement and continuous improvement systems; Leadership development and team management in digital environments; Long-term value creation and competitive advantage sustainability. **Innovation Management and Future Commerce Trends:** Emerging technology assessment and adoption strategies; Innovation management frameworks for digital commerce; Trend analysis and strategic foresight methodologies; Sustainable commerce and circular economy business models; Regulatory evolution and compliance planning.				
Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method				
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course: Assignment 1: Written assignment should be submitted where the students will have to identify the various concepts of Marketing Management, Operations Research, in Fintech, Policies, and Management Techniques. (Case Study Learning) Assignment 2: The students will be divided into groups and group discussions will be done on the Financial Analysis, Business Strategy. (Participative Learning)				
Reference &Text book 1. Strategic E-Commerce Systems Management, Author: Chen, L. & Rodriguez, M. (2024), - Publisher: Business Strategy Press. 2. Digital Marketplace Economics and Platform Strategy, Author: Thompson, K., Singh, R. & Williams, D. (2024), Publisher: Platform Economics Institute. 3. Consumer Behavior in Digital Commerce Environments, Author: Johnson, A. & Park, S. (2024) Publisher: Consumer Research Publications.				
Essential Reading/ Recommended Reading: 1. Davis, M., et al. (2024). "Platform Competition and Market Structure Evolution." Strategic Management Journal, 45(3), 278-302. 2. Kumar, V. & Lee, H. (2024). "Cross-Border E-commerce Success Factors: A Multi-Country Analysis." International Business Review, 33(2), 145-162. 3. Brown, S., Martinez, C. & Zhang, W. (2024). "Supply Chain Innovation in Digital Commerce: Technology Integration and Performance Outcomes." Operations Management Research, 17(1), 89-107. **PU Resources Mention at least two links from KNIMBUS portal** https://imarticus.org/certified-investment-banking-operations-program/?utm_source=bing&utm_medium=cpc&utm_campaign=686908043&utm_campaignname=CIBOP_PanIndia_retail_Bing_botf_NBsearch&utm_term=finance%20classes&utm_adgroup=Inv				

estment%20Banking&utm_campaigntype=search&msclkid=2034fb0a8910125780fb935191575564 **E – Resources** https://presiuniv.knimbus.com/user#/searchresult?searchId=financial%20Managent&_t=1725871399557 https://presiuniv.knimbus.com/user#/searchresult?searchId=financial%20Modelling&_t=1725871551070 https://campus.imarticus.org/lms/course/18212?subId=3312076 **Case Studies** **NPTEL link** https://onlinecourses.swayam2.ac.in/imb25_mg94/preview https://onlinecourses.nptel.ac.in/noc19_mg54/preview https://onlinecourses.swayam2.ac.in/nou21_cm14/preview https://onlinecourses.swayam2.ac.in/cec23_cm02/preview
Content in this section should be mentioned as per the program grid. Topics relevant to development of **"MANAGERIAL and CRITICAL THINKING SKILLS":** Students shall be able to understand the Complex Concepts of Financial Management, Cyber security in Fintech

Catalogue prepared by	Dr. Kshama Sharma Learning Head Imarticus Learning
Recommended by the Board of Studies on	BOS NO: 18th held on 6,June,2025
Date of Approval by the Academic Council	Academic Council Meeting No. 26th held on 25,July,2025

Course Code: FTH5122	**Course Title: Mergers and Acquisitions** **Type of Course: Specialization Track Elective**	**L- T- P- C**	**2**		**1**	**0**	**3**
Version No.	1.0						
Course Pre-requisites	Financial Accounting and Reporting – FIN4111						
Anti-requisites	Nil						
Course Description	Nil						
Course Outcomes	1. Understand corporate merger and acquisition activity. 2. Analyze the mergers & acquisition deals that have taken place						

	in the recent past. 3. Understand synergies of mergers & acquisition deals. 4. Compute the valuation associated with M&A. 5. Understand the human and cultural aspects of M&A's			
Course Objective:	1. To facilitate understanding of corporate merger and acquisition activity and restructuring 2. To communicate to the students the role that M&A plays in the contemporary corporate world. 3. To understand how to use M & A as a strategic tool. 4. To compare and contrast the various forms of corporate restructuring. 5. To assess human and cultural aspects of M&A's.			
Module 1	Introduction to Merger	Quiz (Participative Learning)		11 Sessions
Mergers- types of merger– theories of mergers- operating, financial and managerial synergy of mergers – value creation in horizontal, vertical and conglomerate mergers – internal and external change forces contributing to M & A activities- Impact of M & A on stakeholders. M & A – A strategic perspective- industry life cycle and product life cycle analysis in M&A decision, strategic approaches to M&A- SWOT analysis, BCG matrix.				
Module 2	Corporate Restructuring	Assignment (Participative Learning)		11 Sessions
Corporate restructuring – significance - forms of restructuring – joint ventures – sell off and spin off – divestitures – equity carve out – leveraged buy outs (LBO) – management buy outs – master limited partnership– Limited Liability Partnership (LLP) in India: Nature and 91 incorporation of LLP- De merger- strategic alliance- buyback of shares.				
Module 3	Merger Process	Case analysis (Experiential Learning)		11 Sessions
Merger Process: Dynamics of M&A process - identification of targets – negotiation - closing the deal. Five-stage model – Due diligence– Types - due diligence strategy and process - due diligence challenges. Process of merger integration – organizational and human aspects – managerial challenges of M & A. Methods of financing mergers – cash offer, share exchange ratio – mergers as a capital budgeting decision Synergies from M&A: Operating and Financial synergy Accounting for amalgamation – amalgamation in the nature of merger and amalgamation in the nature of purchase- pooling of interest method, purchase method – procedure laid down under Indian companies act of 1956				
Module 4	Takeovers	Assignment (Participative Learning)		12 Sessions
Takeovers, types, takeover strategies, - Takeover defences – financial defensive measures – methods of resistance – anti-takeover amendments – poison pills Legal aspects of Mergers/amalgamations and acquisitions/takeovers- Combination and Competition Act- Competition Commission of India (CCI), The SEBI Substantial Acquisition of Shares and Takeover code				
Targeted Application & Tools that can be used:				
Project work/Assignment:				

• Pick up any latest M&A deal. • Generate the details of the deal and then study the deal in the light of the following. • Nature of the deal: merger, acquisition, or takeover. If it is a merger, what type of merger is it? • Synergies likely to emerge to the combining and the combined firm(s) from the deal • The valuation for the merger • The basis for exchange rate determination
REFERENCE MATERIALS: **Text Book:** T1: Mergers, Restructuring And Corporate Control, Fred Weston, Kwang S Chung, Susan E Hoag, 4/e, Pearson Education. T2: Corporate Finance-Theory And Practice – AswathDamodaran – John Wiley & Sons. **Reference Books:** R1: Takeovers, Restructuring And Corporate Governance, Weston, Mitchell And Mulherin - 4/e, Pearson Education, 2003. R2: Mergers, Ramanujam et al, TMH, 2003.
Research Articles in Journals **Case Studies:**

Catalogue prepared by	Dr. Sunil M Rashinkar
Recommended by the Board of Studies on	BOS NO: 18th held on 6,June,2025
Date of Approval by the Academic Council	Academic Council Meeting No. 26th held on 25,July,2025

Course Code: FTH5123	**Course Title: Algorithmic Trading** **Type of Course: Specialization Track Elective**	**L-T-P-C**	2	1	0	3
Version No.	1.0					
Course Pre-requisites	• Basic Communication • Basic understanding of finance and accounting principles, as well as proficiency in spreadsheet software (e.g., Microsoft Excel). • Knowledge of Managerial Activities, Financial Activities of the market.					
Anti-requisites	**NIL**					
Course Description	• This course explores the intersection of financial technology algorithmic trading and analyze successful fintech business models and their value propositions • Evaluate the competitive dynamics between fintech startups and incumbent banks • Design fintech solutions for specific market segments					
Course Objective	**Topics relevant to "SKILL DEVELOPMENT" and "EMPLOYIBILITY":** Students will be able to develop themselves as Finance professionals, analysts, accountants, business managers, and anyone interested in developing their					

	financial modelling skills through practical applications and participative learning techniques.			
Course Out Comes	On successful completion of the course the students shall be able to: • Understand the evolution and impact of algorithmic trading on modern financial markets • Analyze trading strategies and their risk-return profiles using quantitative methods • Evaluate fintech business models and their disruption potential in financial services • Design algorithmic trading frameworks and assess their implementation feasibility • Navigate regulatory and ethical considerations in automated trading systems • Lead fintech innovation initiatives and digital transformation in financial institutions			
Course Content:				
Module 1	**Introduction to Algorithmic Trading and Fintech Landscape**	Case study	**Long-Term Capital Management (LTCM): Risk Management Lessons**	**9 Sessions**
Historical Evolution of Trading: From pit trading to electronic markets, Rise of high-frequency trading (HFT), Market microstructure changes. **Fintech Ecosystem Overview**: Traditional finance vs. fintech disruption, Key fintech verticals: payments, lending, trading, wealth management, Regulatory technology (RegTech) and compliance automation, **Market Structure and Participants**: Institutional vs. retail algorithmic trading, Market makers, arbitrageurs, and trend followers, Dark pools and alternative trading systems (ATS).				
Module 2	**Market Data, Infrastructure, and Technology Foundations**	Case study	**FTX Exchange: Rise and Fall of a Crypto Giant**	**9 Sessions**
Topics: **Market Data Fundamentals**: Level I, II, and III market data, Real-time vs. historical data considerations, Data vendors and cost structures (Bloomberg, Reuters, exchanges); **Trading Infrastructure**: Low-latency trading systems and co-location. Order management systems (OMS) and execution management systems (EMS), Risk management and compliance systems. **Fintech Technology Stack**: Cloud-first architecture in financial services, API economy and open banking, Blockchain and distributed ledger technology applications. **Momentum and Mean Reversion: Momentum Strategies**: Technical indicators: moving averages, RSI, MACD; Cross-sectional and time-series momentum; Momentum crashes and risk management. **Mean Reversion Strategies**:				

Statistical arbitrage and pairs trading; Cointegration and error correction models; Market-neutral strategies.				
Module 3	**Alternative Data and Machine Learning in Trading & Cryptocurrency and Digital Asset Trading**	Case Study	**Knight Capital Group: Technology Risk and Regulatory Response** **Stripe: Building the Economic Infrastructure of the Internet**	**9 Sessions**
Topics: **Alternative Data Sources:** Satellite imagery, credit card transactions, social media sentiment; Web scraping and news analytics; ESG data and sustainability metrics in trading. **Machine Learning Applications**: Supervised learning for return prediction; Unsupervised learning for regime detection; Reinforcement learning for strategy optimization. **Natural Language Processing (NLP)**: News sentiment analysis and trading signals; Earnings call transcripts and management tone; Social media sentiment and retail investor behavior. **Cryptocurrency Market Structure**: Centralized vs. decentralized exchanges; Market making and liquidity in crypto markets; Regulatory landscape and compliance challenges; **Digital Asset Trading Strategies:** Cross-exchange arbitrage opportunities; DeFi yield farming and liquidity mining; Options and derivatives in crypto markets. **Blockchain and DeFi Applications**: Automated market makers (AMMs) and liquidity protocols; Flash loans and MEV (Maximal Extractable Value); Smart contract risks and security considerations.				
Module 4	**Regulatory Framework and Compliance**	Case Study	**Flash Crash of 2010: Algorithmic Trading and Market Stability**	**9 Sessions**
Topics: Global Regulatory Landscape: MiFID II in Europe and its algorithmic trading provisions; SEC regulations in the United States; CFTC oversight of derivatives and commodities trading. Compliance and Reporting: Best execution requirements and transaction cost analysis; Algorithmic trading notifications and testing requirements; Market abuse detection and surveillance systems. Fintech Regulation and Innovation: Regulatory sandboxes and innovation hubs; Open banking and PSD2 compliance; Central bank digital currencies (CBDCs) and their implications.				
Module 5	**Fintech Business Models and Innovation**	Case Stu	**Ant Financial: Super App and Financial Ecosystem**	**9 Sessions**

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Topics: Payments and remittances (Stripe, Square, Wise); Digital lending and credit assessment (Affirm, Klarna, Lending Club); Wealth management and robo-advisors (Betterment, Wealth front). **Platform Economics in Finance**: Network effects and marketplace dynamics; API-based business models and embedded finance; Data monetization and cross-selling strategies. **Disruption and Incumbency**: Banking-as-a-Service (BaaS) and white-label solutions; Partnership strategies between fintech and traditional banks; Regulatory arbitrage and competitive advantages.

Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course:
Assignment 1: Written assignment should be submitted where the students will have to identify the various concepts of Sustainable Finance in Fintech, Policies, and Management Techniques. (Case Study Learning)
Assignment 2: The students will be divided into groups and group discussions will be done on the Global FinTech Regulations. (Participative Learning)

Reference &Text book

1. "Algorithmic Trading: Winning Strategies and Their Rationale" by Ernest P. Chan
2. "Quantitative Trading: How to Build Your Own Algorithmic Trading Business" by Ernest P. Chan
3. "The Fintech Book: The Financial Technology Handbook for Investors, Entrepreneurs and Visionaries" by Susanne Chishti and Janos Barberis
4. "Flash Boys: A Wall Street Revolt" by Michael Lewis
5. "Dark Pools: The Rise of the Machine Traders and the Rigging of the U.S. Stock Market" by Scott Patterson
6. "The Man Who Solved the Market: How Jim Simons Launched the Quant Revolution" by Gregory Zuckerman
7. "Python for Finance: Mastering Data-Driven Finance" by Yves Hilpisch
8. "Machine Learning for Algorithmic Trading" by Stefan Jansen

Essential Reading/ Recommended Reading:

https://www.techradar.com/best/best-online-cyber-security-courses

PU Resources Mention at least two links from KNIMBUS portal

https://imarticus.org/certified-investment-banking-operations-program/?utm_source=bing&utm_medium=cpc&utm_campaign=686908043&utm_campaignname=CIBOP_PanIndia_retail_Bing_botf_NBsearch&utm_term=finance%20classes&utm_adgroup=Investment%20Banking&utm_campaigntype=search&msclkid=2034fb0a8910125780fb935191575564

E – Resources

https://presiuniv.knimbus.com/user#/searchresult?searchId=financial%20Managent&_t=1725871399557

https://presiuniv.knimbus.com/user#/searchresult?searchId=financial%20Modelling&_t=1725871551070

https://campus.imarticus.org/lms/course/18212?subId=3312076

Case Studies **NPTEL link** https://onlinecourses.swayam2.ac.in/imb25_mg94/preview https://archive.nptel.ac.in/courses/110/107/110107128/
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Recommended by the Board of Studies on	BOS NO: 18th held on 6,June,2025
Date of Approval by the Academic Council	Academic Council Meeting No. 26th held on 25,July,2025

Course Code: FTH5124	**Course Title: Robotic Process Automation** **Type of Course: Specialization Track Elective**	**L- T- P- C**	2	1	0	3
Version No.	1.0					
Course Pre-requisites	• Basic Communication • Basic understanding of finance and accounting principles, as well as proficiency in spreadsheet software (e.g., Microsoft Excel). • Knowledge of Managerial Activities, Financial Activities of the market.					
Anti-requisites	**NIL**					
Course Description	The course covers the basics of RPA, such as its definition, benefits, and limitations. Students will learn how to design, build, and deploy RPA bots using popular RPA tools, such as Blue Prism, UiPath, and Automation Anywhere. Students will also learn how to identify, prioritize, and automate repetitive and rule-based business processes.					
Course Objective	**Topics relevant to "SKILL DEVELOPMENT" and "EMPLOYIBILITY":** Students will be able to develop themselves as Finance professionals, analysts, accountants, business managers, and anyone interested in developing their financial modelling skills through practical applications and participative learning techniques.					
Course Out Comes	On successful completion of the course the students shall be able to: 1. Describe RPA, where it can be applied and how it's implemented. 2. Describe the different types of variables, Control Flow and data manipulation techniques. 3. Identify and understand Image, Text and Data Tables Automation 4. Describe how to handle the User Events and various types of Exceptions and strategies. 5. Examine the data from PDF and understand the concept of Bots and Triggers					

Course Content:				
Module 1	**Introduction to Robotic Process Automation**	Case study	15. **JPMorgan Chase: COiN Platform Implementation**	**9 Sessions**
Topics: **Introduction:** Scope and techniques of automation, Robotic process automation - What can RPA do, Benefits of RPA, Components of RPA, RPA platforms, The future of automation. **RPA Basics:** History of Automation, what is RPA, RPA vs Automation, Processes & Flowcharts, Programming Constructs in RPA, What Processes can be Automated, Types of Bots, Workloads which can be automated. **RPA Advanced Concepts:** RPA Advanced Concepts, Standardization of processes, RPA Development methodologies, Difference from SDLC, Robotic control flow architecture, RPA business case, RPA Team, Process Design Document/Solution Design Document, Industries best suited for RPA, Risks & Challenges with RPA, RPA and emerging ecosystem.				
Module 2	**Tools and Techniques of RPA**	Case study	**5. Deutsche Bank: Multi-Tool RPA Implementation**	**9 Sessions**
Topics: **RPA Tool – I:** The User Interface, Variables, Managing Variables, Naming Best Practices, The Variables Panel, Generic Value Variables, Text Variables, True or False Variables, Number Variables, Array Variables, Date and Time Variables, Data Table Variables. **RPA Tool – II:** Naming Best Practices, The Arguments Panel, Using Arguments, About Imported Namespaces, Importing New Namespaces, Control Flow, Control Flow Introduction, If Else Statements, Loops, Advanced Control Flow, Sequences, Flowcharts, About Control Flow, Control Flow Activities. **Activity & Data Manipulation:** Control Flow Activities, The Assign Activity, The Delay Activity, The Do While Activity, The If Activity, The Switch Activity, The While Activity, The For Each Activity, The Break Activity, Data Manipulation, Data Manipulation Introduction, Scalar variables, collections and Tables, Text Manipulation, Data Manipulation, Gathering and Assembling Data.				
Module 3	**Advanced Automation of RPA**	Case Study	**5. Heritage Bank: Financial Crimes Detection Automation**	**9 Sessions**
Topics: **Advanced Automation – I:** Recording Introduction, Basic and Desktop Recording, Web Recording, Input/Output Methods, Screen Scraping, Data Scraping, Scraping advanced techniques, Selectors, Defining and Assessing Selectors, Customization. **Advanced Automation – II:** Debugging, Dynamic Selectors, Partial Selectors, RPA Challenge, Image, Text & Advanced Citrix Automation, Introduction to Image & Text Automation, Image based automation, Keyboard based automation, Information Retrieval, Advanced Citrix Automation challenges, Best Practices. **Excel & IT:** Using tab for Images, Starting Apps, Excel Data Tables & PDF - Data Tables in RPA - Excel and Data Table basics - Data Manipulation in excel – Extracting.				
Module 4	**Information Technology and RPA**	Case Study	**11. Eurobank: Core Banking**	**9 Sessi**

			Process Integration	**ons**
Topics: Information Technology: Data from PDF, extracting a single piece of data, UiPath PDF Data Extraction, Anchors, Using anchors in PDF. Handling Bots: What are assistant bots, Monitoring system event triggers, Hotkey trigger, Mouse trigger, System trigger, Monitoring image and element triggers. User Events: An example of monitoring email, Example of monitoring a copying event and blocking it, Launching an assistant bot on a keyboard event.				
Module 5	**Exception Handling of RPA**	Case Study	**4. Global Fintech Startup: Multi-Banking Service Platform**	**9 Sessions**
Topics: **Exception Handling:** Debugging and Exception Handling, Debugging Tools, Strategies for solving issues, Catching errors. **Deploying and Maintaining The Bot – I:** Publishing using publish utility, Creation of Server, Using Server to control the bots, Creating a provision Robot from the Server. **Deploying and Maintaining the Bot – II:** Connecting a Robot to Server, Deploy the Robot to Server, Publishing and managing updates, managing packages, uploading packages, Deleting packages.				
Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method				
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course: Assignment 1: Written assignment should be submitted where the students will have to identify the various concepts of Sustainable Finance in Fintech, Policies, and Management Techniques. (Case Study Learning) Assignment 2: The students will be divided into groups and group discussions will be done on the Global FinTech Regulations. (Participative Learning)				
Reference &Text book 1. "Robotic Process Automation: A Primer" by Rajeev K. Sharma 2. "Robotic Process Automation with Blue Prism Quick Start Guide" by Rajat Bhargava 3. "Learning Robotic Process Automation: Create software robots and automate business processes with the leading RPA tool – UiPath" by Alok Mani Tripathi				
Essential Reading/ Recommended Reading: https://download.e-bookshelf.de/download/0013/5597/13/L-G-0013559713-0040760194.pdf https://ijcem.in/wp-content/uploads/ROBOTIC-PROCESS-AUTOMATION-IN-FINTECH-TRANSFORMING-FINANCIAL-SERVICES.pdf https://bpmtraining.net/wp-content/uploads/2020/06/robotic_process_automation_for_dummies.pdf https://archive.org/details/roboticprocessau0000laci **PU Resources Mention at least two links from KNIMBUS portal**				

https://www.udemy.com/course/cyber-security-fundamentals/?utm_source=bing&utm_medium=udemyads&utm_campaign=BG-Search_DSA_Beta_Prof_la.EN_cc.India&campaigntype=Search&portfolio=Bing-India&language=EN&product=Course&test=&audience=DSA&topic=&priority=Beta&utm_content=deal4584&utm_term=_._ag_1318316830212069_._ad__._kw_Engineering_._de_c_._dm__._pl__._ti_dat-2334194466907544%3Aloc-90_._li_149083_._pd__._&matchtype=b&msclkid=aa77b9f54756103d1772d1a51f686107&couponCode=PMNVD2025 **E – Resources** https://presiuniv.knimbus.com/user#/searchresult?searchId=financial%20Managent&_t=1725871399557 https://presiuniv.knimbus.com/user#/searchresult?searchId=financial%20Modelling&_t=1725871551070 https://campus.imarticus.org/lms/course/18212?subId=3312076 **Case Studies** **NPTEL link** https://onlinecourses.nptel.ac.in/noc21_me67/preview
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Recommended by the Board of Studies on	BOS NO: 18th held on 6,June,2025
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Course Code: FTH5125	**Course Title: Sustainable Finance in Fintech** **Type of Course: Specialization Track Elective**	**L- T- P- C**	2	1	0	3
Version No.	1.0					
Course Pre-requisites	• Basic Communication • Basic understanding of finance and accounting principles, as well as proficiency in spreadsheet software (e.g., Microsoft Excel). • Knowledge of Managerial Activities, Financial Activities of the market.					
Anti-requisites	**NIL**					
Course Description	This course explores the intersection of financial technology and sustainable finance, focusing on innovative solutions and their applications in achieving global sustainability goals. Students will gain insights into key technologies, sustainable financial practices, and regulatory frameworks, equipping them					

	with the knowledge and skills to navigate the evolving landscape of financial systems.			
Course Objective	**Topics relevant to "SKILL DEVELOPMENT" and "EMPLOYIBILITY":** Students will be able to develop themselves as Finance professionals, analysts, accountants, business managers, and anyone interested in developing their financial modelling skills through practical applications and participative learning techniques.			
Course Out Comes	On successful completion of the course the students shall be able to: 6. Explore the role of FinTech in reshaping financial services. 7. Understand the principles and practices of sustainable finance. 8. Analyze the integration of FinTech and sustainable finance to meet ESG goals. 9. Evaluate regulatory frameworks and ethical considerations in FinTech and sustainable finance. 10. Identify and understand emerging trends and their implications.			
Course Content:				
Module 1	**Foundations of FinTech and Sustainable Finance**	Case study	16. **Wealthsimple - ESG-Integrated Robo-Advisory Platform**	**9 Sessions**
Topics: Evolution of FinTech; Technologies like blockchain, AI, ML, IoT, RPA, Cloud computing and Big Data. Principles of sustainable finance: ESG criteria and UN Sustainable Development Goals (SDGs), Sustainable Investment Products, Impact Investing and Measuring Social and Environmental Impact Integrating FinTech and Sustainable Finance: Synergies between FinTech and sustainable finance with real-world examples- The Role of Blockchain in Promoting Sustainable Finance, Innovations in Eco-Friendly Financial Products, Impact Investing and the Role of Digital Platforms, Digital Financial Inclusion: Its Role in Sustainable Development				
Module 2	**Technologies Driving FinTech**	Case study	**6. Blockchain-Based Green Bond Issuance**	**9 Sessions**
Topics: Blockchain and Cryptocurrency; Decentralized finance (DeFi), distributed ledger, immutability, consensus mechanism, risks, and applications, NFTs (Non-Fungible Tokens), Smart Contracts and DApps (Decentralized Applications), Popular cryptocurrencies (e.g., Bitcoin, Ethereum), Cryptocurrency wallets and Exchanges. Artificial Intelligence and Machine Learning: Role in conventional credit scoring, Alternate Credit Scoring Models, fraud detection, and robo- advisors. Digital Payment Systems: Mobile wallets, P2P platforms, and central bank digital currencies (CBDCs).				
Module 3	**Tools and Strategies in Sustainable Finance**	Case Study	**6. Energy Web Chain - Blockchai**	**9 Sessi**

			n for Renewable Energy	**ons**
Topics: Green Bonds and Climate Finance: Characteristics, types (Standard green bonds, Sustainability-linked bonds, Green project bonds, Green securitized bonds), Certification and Standards for Green Bonds, trends, Global climate, finance mechanisms (e.g., Green Climate Fund, Adaptation Fund) and global adoption. ESG Investment Strategies: Integration of ESG criteria into investment decisions, thematic investing, impact investing, ESG-focused investment funds, ESG ETFs and index funds. Fintech for Carbon Markets and Trading: Carbon credit trading platforms, Fintech solutions for carbon offsets, Innovations in carbon, markets, Blockchain for carbon tracking, Innovative Financing Models: Social Bonds and Blue Bonds, Green Loans, Carbon Credits and Trading, Crowdfunding, impact investing, and FinTech's role in sustainability.				
Module 4	**Regulatory and Ethical Frameworks**	Case Study	**12. Eneco's Green Bond Issuance with FinTech Integration**	**9 Sessions**
Topics: Global FinTech Regulations: PSD2, GDPR, AML, KYC, CFT, RBI Guidelines, and challenges in decentralized systems, Ethical Sustainability and Risk Management: Climate risk disclosures and sustainable reporting standards, Ethical Considerations: Addressing AI bias, data privacy, and ethical investing practices.				
Module 5	**Future Trends and Innovations**	Case Study	**5. Climate FinTech Alliance - Ecosystem Development**	**9 Sessions**
Topics: Emerging FinTech Trends: Tokenization, metaverse applications, and quantum computing, Advancements in Sustainable Finance: Innovations in ESG reporting and green finance tools- Blockchain for ESG Transparency, ESG, Rating Agencies and Methodologies, Social and Sustainability Bonds, Carbon Trading and Offsets, Green Securitization, Transition Finance. Strategic Insights: Integration of FinTech and sustainability for global impact- Carbon-Neutral Payments, Environmental and Social Regulatory Compliance, Sustainability Scoring and Rating, FinTech for Circular Economy, Automated Sustainable Investment Portfolios.				
Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method				
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course: Assignment 1: Written assignment should be submitted where the students will have to identify the various concepts of Sustainable Finance in Fintech, Policies, and Management Techniques. (Case Study Learning) Assignment 2: The students will be divided into groups and group discussions will be done on the Global FinTech Regulations. (Participative Learning)				

Reference &Text book

1. Fintech and Financial Inclusion: Leveraging Digital Finance for Economic Empowerment and Sustainable Growth by Vikas Sharma, Munish Gupta, Nilesh Arora, Aijaz A. Shaikh
Routledge, Chapman & Hall, Incorporated, 21 Mar 2025 - Business & Economics

2.Fintech and Sustainability: How Financial Technologies Can Help Address Today's Environmental and Societal Challenges. (2023). Switzerland: Palgrave Macmillan.

3.The Sustainable Fintech Revolution: Building a Greener Future for Finance. (2023). Indonesia: IGI Global Publisher of Timely Knowledge.

4.Mariz, F. D. (2022). Finance with a Purpose: FinTech, Developement and Inclusion in the Global Economy. United Kingdom: World Scientific.

5.Schoenmaker, D., Schramade, W. (2019). Principles of Sustainable Finance. United Kingdom: Oxford University Press.

Essential Reading/ Recommended Reading:

https://www.techradar.com/best/best-online-cyber-security-courses

https://archive.org/details/cyber-security_202402

PU Resources Mention at least two links from KNIMBUS portal

https://www.udemy.com/course/cyber-security-fundamentals/?utm_source=bing&utm_medium=udemyads&utm_campaign=BG-Search_DSA_Beta_Prof_la.EN_cc.India&campaigntype=Search&portfolio=Bing-India&language=EN&product=Course&test=&audience=DSA&topic=&priority=Beta&utm_content=deal4584&utm_term=_._ag_1318316830212069_._ad__._kw_Engineering_._de_c_._dm__._pl__._ti_dat-2334194466907544%3Aloc-90_._li_149083_._pd__._&matchtype=b&msclkid=aa77b9f54756103d1772d1a51f686107&couponCode=PMNVD2025

E – Resources

https://presiuniv.knimbus.com/user#/searchresult?searchId=financial%20Managent&_t=1725871399557

https://presiuniv.knimbus.com/user#/searchresult?searchId=financial%20Modelling&_t=1725871551070

https://campus.imarticus.org/lms/course/18212?subId=3312076

Case Studies

NPTEL link

https://onlinecourses.nptel.ac.in/noc25_mg21/preview

https://archive.nptel.ac.in/courses/110/107/110107128/

Content in this section should be mentioned as per the program grid.
Topics relevant to development of **"MANAGERIAL and CRITICAL THINKING SKILLS":** Students shall be able to understand the Complex Concepts of Financial Management, Cyber security in Fintech

Catalogue prepared by	Dr. Kshama Sharma Learning Head Imarticus Learning
Recommended by the Board of Studies on	BOS NO: 18th held on 6,June,2025
Date of Approval by the Academic Council	Academic Council Meeting No. 26th held on 25,July,2025

Course Code: FIN5114	**Course Title: Tax Laws and Practice** **Type of Course: specialization Track Elective**		**L- T- P- C**	**2**	**10**	**3**
Version No.	1.0					
Course Pre-requisites	1. Basic computational skills 2. Basic understanding of accounting and finance					
Anti-requisites	NIL					
Course Description	This course provides a foundational understanding of India's direct and indirect taxation system as per Finance Act 2024. It covers personal and corporate income tax, Goods and Services Tax (GST), and Customs duty. Students will gain knowledge on tax compliance, planning, filing, and assessments. The course emphasizes practical learning through simulations and case studies, preparing students to manage taxation responsibilities in real-world business scenarios.					
Course Outcomes	CO1: Identify personal taxable income and tax payable thereon (Applying) CO2: Explain different types of returns and assessments (Understanding) CO3: Identify corporate taxable income and tax payable thereon (Applying) CO4: Explain basic provisions of GST and Customs duty (Understanding)					
Course Objective:	The course aims at APPLIED LEARNING in taxation, Introduce participants to the basis, incidence, and application of the main taxes in India, namely, Income Tax and Goods and Services Tax (GST), through EXPERIENTIAL PEDAGOGY.					
Module 1	**: Fundamentals of Direct Taxation and Income Computation**	**ssignment (Participative Learning)**				**12 Sessions**
Concepts of direct and indirect tax; Definitions: Assessee, Assessment Year, Previous Year, Income, etc.; Residential status & incidence of tax; Heads of income – Computation of income from salary, income from house property, income from other sources , Concept of Income from Business & profession; Capital gain.						
Module 2	**omputation of Total income and Assessment Procedures**	**Assignment Experiential Learning)**				**12 Sessions**
• Deductions under; Chapter VI-A; Computation of total income for individuals; Types of ITR ;forms and applicability; E-filing of Income Tax Returns; Documents for ITR filing; Interest						

and penalties; **Types of assessments**: Self, Regular, Best Judgment, Reassessment, Protective **Practical:** Filing ITR-1 and ITR-3; mock assessment cases				
Module 3	**Corporate Taxation and Tax Planning**	Project (Experiential Learning)		12 Sessions
• Taxation of domestic and foreign companies; Minimum Alternate Tax (MAT);Corporate tax rates and amendments; Corporate tax computation • **Practical:** Case studies on corporate tax planning				
dule 4	**Goods and Services Tax (GST)**	ssignment (Participative Learning)		essions
• Structure of GST: CGST, SGST, IGST, UTGST; Registration procedure; Taxable event, time, and value of supply; Input Tax Credit (ITC) conditions; GST returns: GSTR-1, GSTR-3B; GST audit and assessment • **Practical:** GST invoice preparation and return filing				
Targeted Application & Tools that can be used:				
Project work/Assignment:				
Assignment 1: Analyse computation of personal tax liability (Case-based) Assignment 2: Filing return online (Hands-on Simulation) Assignment 3: Study of GST implementation in a business (Group Research Project)				
Textbook: • Singhania, V.K. & Singhania, M., *Direct Taxes – Law and Practice*, Taxmann Publications • Ahuja, G. & Gupta, R., *Systematic Approach to Income Tax*, Bharat Law House • GST Manual, Taxmann Publications • Income Tax Act, 1961 (Bare Act) • CGST Act, 2017 (Bare Act) • Official websites: incometax.gov.in, gst.gov.in				
References Research Articles in Journals: 1. https://www.dsrvindia.com/impact-of-gst-on-corporate-taxes 2. https://www.researchgate.net/publication/379773026_CORPORATE_TAXATION_THROUGH_THE_INDIAN_PRISM_CONSEQUENCES_OF_GST_AND_DTC 3. https://www.ijfans.org/uploads/paper/af10bdf78289a6dfe6273cd86ec25fd0.pdf Podcast: 1. https://www.ey.com/en_in/media/podcasts/indirect-tax-insights 2. https://podcasts.apple.com/us/podcast/avalara-india-gst/id1533946631 3. https://open.spotify.com/show/3Ck2jOeVPm9qPtBPJ9Lv2U Case studies: 1. https://www.researchgate.net/publication/388553998_GST_GOODS_AND_SERVICES_TAX_IMPACT_ON_THE_INDIAN_TAX_SYSTEM 2. https://www.researchgate.net/publication/390296293_THE_IMPACT_OF_CORPORATE_TAX_PLANNING_ON_CAPITAL_STRUCTURE_DECISIONS_IN_THE_INDIAN_AUTOMOBILE_IN				

DUSTRY 3. https://www.researchgate.net/publication/308603399_CHAPTER_4_Tax_System_Reform_in_India_Six_Case_Studies_and_Policy_Implications	
Catalogue prepared by	Dr. Prachi Beriwala
Recommended by the Board of Studies on	S NO: 18th held on 6,June,2025
Date of Approval by the Academic Council	ademic Council Meeting No. 26th and held on 25,July,2025