

**VELS INSTITUTE OF SCIENCE, TECHNOLOGY AND ADVANCED STUDIES (VISTAS)**

**B.B.A. Fintech And Digital Banking DEGREE COURSE**

**COURSES OF STUDY AND SCHEME OF ASSESSMENT**

**(MINIMUM CREDITS TO BE EARNED: 140)**

HOURS/Week

Maximum Marks

**SEMESTER 1**

Code No.	Course	Lecture	Tutorial	Practical	Credits	CA	SEE	Total
LANG	Tamil I /Hindi / French	3	0	0	3	40	60	100
ENG	English I	3	0	0	3	40	60	100
CORE	Fundamentals of Financial Technology	5	0	0	5	40	60	100
CORE	Introduction to Design Thinking and UX Design	5	0	0	5	40	60	100
CORE	Fundamentals of Design	5	0	0	5	40	60	100
AECC	Communication Skills	1	0	2	2	40	60	100
SEC	Orientation/Induction program / Life skills	-	-	-	-	-	-	-
		22	0	2	23			

**SEMESTER 2**

Code No.	Course	Lecture	Tutorial	Practical	Credits	CA	SEE	Total
LANG	Tamil II / Hindi / French	3	0	0	3	40	60	100
ENG	English II	3	0	0	3	40	60	100
CORE	Fundamentals of Financial Accounting	5	0	0	5	40	60	100
CORE	Research and customer experience in banking	5	0	0	5	40	60	100
CORE	Organizational Behaviour	5	0	0	5	40	60	100
SEC	Soft Skills – I	2	0	0	2	40	60	100
SEC	NSS	-	-	-	-	-	-	-
		23	0	0	23			

CA-Continuous Assessment

SEE-Semester End Examination

**VELS INSTITUTE OF SCIENCE, TECHNOLOGY AND ADVANCED  
STUDIES**

**Program: B.B.A Fintech And Digital Banking DEGREE COURSE**

**HOURS/Week**

**Maximum Marks**

**SEMESTER 3**

Code No.	Course	Lecture	Tutorial	Practical	Credits	CA	SEE	Total
CORE	Digital Banking Trends, Future of Banking & Omni Channel Experience	5	0	0	5	40	60	100
CORE	Banking Enterprise Architecture & Service Oriented Architecture	5	0	0	5	40	60	100
CORE	Digital Banking infrastructure and experience	5	0	0	5	40	60	100
DSE	(Discipline Specific Elective – Paper I)	5	0	0	5	40	60	100
AECC	Environmental Studies	2	0	0	2	40	60	100
SEC	Soft Skills – II	2	0	0	2	40	60	100
SEC	Swayam / NPTEL / Value Added Course	-	-	-	-	-	-	-
		24	0	0	24			

**SEMESTER 4**

Code No.	Course	Lecture	Tutorial	Practical	Credits	CA	SEE	Total
CORE	Management Accounting	5	0	0	5	40	60	100
CORE	Operations Research	5	0	0	5	40	60	100
CORE	IA, wire framing and prototyping	4	0	0	4	40	60	100
CORE	Digital Payments and Insurance	4	0	0	4	40	60	100
DSE	(Discipline Specific Elective – Paper II)	3	0	0	3	40	60	100
SEC	Soft Skills III	2	0	0	2	40	60	100
SEC	Internship	0	0	2	1	-	-	-
		23	0	2	24			

CA-Continuous Assessment

SEE-Semester End Examination

# VELS INSTITUTE OF SCIENCE, TECHNOLOGY AND ADVANCED STUDIES

## Program: B.B.A Fintech And Digital Banking DEGREE COURSE

**Hour/Week**

**Maximum Marks**

### SEMESTER 5

Code No.	Course	Lecture	Tutorial	Practical	Credits	CA	SEE	Total
CORE	Banking Service Design & Service Blueprinting	5	0	0	5	40	60	100
DSE	(Discipline Specific Elective – Paper III)	5	0	0	5	40	60	100
DSE	(Discipline Specific Elective – Paper IV)	4	0	0	4	40	60	100
DSE	(Discipline Specific Elective – Paper V)	4	0	0	4	40	60	100
GE	Generic Elective paper – I	3	0	0	3	40	60	100
SEC	Mini Project	0	0	4	2	40	60	100
SEC	Skill Enhancement Training / Student Club Activities	-	-	-	-	-	-	-
		21	0	4	23			

### SEMESTER 6

Code No.	Course	Lecture	Tutorial	Practical	Credits	CA	SEE	Total
DSE	Discipline Specific Elective – Paper VI	4	0	0	4	40	60	100
DSE	Discipline Specific Elective – Paper VII	5	0	0	5	40	60	100
DSE	Discipline Specific Elective – Paper VIII	4	0	0	4	40	60	100
GE	Generic Elective paper – II	3	0	0	3	40	60	100
SEC	Entrepreneurship Development	2	0	0	2	40	60	100
PROJECT	On the Job Learning Experience							
	Capstone Project 1	0	0	8	4	40	60	100
	Capstone Project 2 (Project Work )							
SEC	Technical Seminar / Innovation Council / Start up Initiative	0	0	2	1	40	60	100
		18	0	10	23			

CA- Continuous Assessment

SEE-Semester End Examination

## 6.1 LIST OF B.B.A COURSES

### LIST OF CORE COURSES

S.NO	COURSECODE	COURSE TITLE
1.	21CBFD11	FUNDAMENTALS OF FINANCIAL TECHNOLOGY
2.	21CBFD12	INTRODUCTION TO DESIGN THINKING AND UX DESIGN
3.	21CBFD13	FUNDAMENTALS OF DESIGN
4.	21CBFD21	FUNDAMENTAL OF FINANCIAL ACCOUNTING
5.	21CBFD22	RESEARCH AND CUSTOMER EXPERIENCE IN BANKING
6.	21CBFD23	ORGANIZATIONAL BEHAVIOUR
7.	21CBFD31	DIGITAL BANKING TRENDS, FUTURE OF BANKING & OMNI CHANNEL EXPERIENCE
8.	21CBFD32	BANKING ENTERPRISE ARCHITECTURE & SERVICE ORIENTED ARCHITECTURE
9.	21CBFD33	DIGITAL BANKING INFRASTRUCTURE AND EXPERIENCE
10.	21CBFD41	MANAGEMENT ACCOUNTING
11.	21CBFD42	OPERATIONS RESEARCH
12.	21CBFD43	IA, WIREFRAMING AND PROTOTYPING
13.	21CBFD44	DIGITAL PAYMENTS AND INSURANCE
14.	21CBFD51	BANKING SERVICE DESIGN & SERVICE BLUEPRINTING
15.	21CBFD61	ON THE JOB LEARNING EXPERIENCE CAPSTONE PROJECT 1 CAPSTONE PROJECT 2 PROJECT WORK

**LIST OF ABILITY ENHANCEMENT COMPUSLORY COURSE (AECC)**

S.NO	COURSE CODE	COURSE TITLE
1	21ABFD11	COMMUNICATION SKILLS
2	21ENV31	ENVIRONMENTAL STUDIES

**LIST OF SKILL ENHANCEMENT COURSE (SEC)**

S.NO	COURSE CODE	COURSE TITLE
1.	21SBFD11	ORIENTATION / INDUCTION PROGRAMME / LIFE SKILLS
2.	21SSKU21	SOFT SKILLS –I
3.	21SBFD21	NSS
4.	21SSKU31	SOFT SKILLS – II
5.	21SBFD31	SWAYAM / NPTEL / VALUE ADDED COURSE
6.	21SSKU41	SOFT SKILLS – III
7.	21SBFD41	INTERNSHIP
8.	21SBFD51	MINI PROJECT
9.	21SBFD52	SKILL ENHANCEMENT TRAINING / STUDENT CLUB ACTIVITIES
10.	21SBFD61	ENTREPRENUERSHIP DEVELOPMENT
11.	21SBFD62	TECHNICAL SEMINAR / INNOVATION COUNCIL / START UP INITIATIVE
12.	21SBFD63	PERSONALITY DEVELOPMENT

**LIST OF GENERIC ELECTIVE COURSES (GE)**

S.NO	COURSE CODE	COURSE TITLE
1	21GBFD11	CONSUMER AFFAIRS
2	21GBFD12	DISASTER MANAGEMENT
3	21GBFD13	UNIVERSAL HUMAN VALUES

**LIST OF DISCIPLINE SPECIFIC ELECTIVE COURSES (DSE)**

<b>S.NO</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>
<b>1</b>	<b>21DBFD11</b>	<b>INTRODUCTION TO UI AND VISUAL DESIGN</b>
<b>2</b>	<b>21DBFD12</b>	<b>DIGITAL STRATEGY AND ECOSYSTEM</b>
<b>3</b>	<b>21DBFD13</b>	<b>SEGMENTATION AND CVP DESIGN FOR BANKS</b>
<b>4</b>	<b>21DBFD14</b>	<b>PRODUCT LAUNCH AND USABILITY TESTING</b>
<b>5</b>	<b>21DBFD15</b>	<b>DATA VISUALIZATION AND DASH BOARDING</b>
<b>6</b>	<b>21DBFD16</b>	<b>ADVANCED EXCEL</b>
<b>7</b>	<b>21DBFD17</b>	<b>FOREIGN EXCHANGE MANAGEMENT</b>
<b>8</b>	<b>21DBFD18</b>	<b>MS OFFICE &amp; IT</b>
<b>9</b>	<b>21DBFD19</b>	<b>WEB TECHNOLOGIES</b>
<b>10</b>	<b>21DBFD20</b>	<b>E-COMMERCE</b>
<b>11</b>	<b>21DBFD21</b>	<b>RELATIONAL DATABASE SYSTEMS</b>
<b>12</b>	<b>21DBFD22</b>	<b>RETAIL BANK MANAGEMENT</b>
<b>13</b>	<b>21DBFD23</b>	<b>FINANCIAL MARKETS AND RISKS</b>
<b>14</b>	<b>21DBFD24</b>	<b>INTERNATIONAL FINANCIAL MANAGEMENT</b>
<b>15</b>	<b>21DBFD25</b>	<b>DIGITAL MARKETING</b>
<b>16</b>	<b>21DBFD26</b>	<b>E – HRM</b>
<b>17</b>	<b>21DBFDF27</b>	<b>BUSINESS TAXATION</b>
<b>18</b>	<b>21DBFD28</b>	<b>CAPITAL MARKET</b>
<b>19</b>	<b>21DBFD29</b>	<b>CYBER LAWS</b>
<b>20</b>	<b>21DBFD30</b>	<b>E-BANKING</b>

**CORE SUBJECTS**

**இக்காலக்கவிதைகள் - உரைநடை - பண்பாடு -  
மொழித்திறன்பாடத்திட்டநோக்கம்:**

மாணவர்களின்இலக்கியநாட்டத்தைமேம்படுத்துதல்,  
தற்காலதமிழ்இலக்கியவகைமைகளானமரபுக்கவிதை,  
புதுக்கவிதை, உரைநடை ஆகியவற்றை அறிமுகப்படுத்துதல்,  
தமிழர் தம் வாழ்வியல் நெறிகளையும்  
பண்பாட்டுச்செழுமைகளையும் இன்றைய தலைமுறையினர்  
அறியச் செய்தல், மாணவர்களுக்குத் தமிழைத் தவறின்றி  
எழுதுவதற்குத் தேவையான பயிற்சி அளித்து அவர்களின்  
மொழித்திறனைமேம்படுத்துதல், செய்யுளின் நலத்தைப் பாராட்டும்  
முறைமையை அறியச்செய்து அதன் வழி சிந்தனை வளத்தைப்  
பெருகச் செய்தல் என்பனவும் மேற்கண்ட வழி மாணவர்களை  
ஆளுமைமிக்கவர்களாக உருவாக்கி, போட்டித் தேர்வுகளுக்குத்த  
யார் செய்து அவர்களுக்கு வேலைவாய்ப்பை உருவாக்குவதும்  
இந்தப் பாடத்திட்டத்தின் முக்கிய நோக்கமாகும்.

**அலகு 1: மரபுக்கவிதை**

9மணிநேரம்

- பாரதியார்- பாரத தேசம் என்னும் தலைப்பில் ஆறு பாடல்கள்.  
(பாடல்எண்கள் 1, 6, 7, 9, 12, 13)
- பாரதிதாசன்-தமிழுக்கும் அமுதென்றுபேர் என்னும்  
தலைப்பிலான கவிதை.
- தேசிக விநாயகம் பிள்ளை - உடல்நலம் பேணல் என்னும்  
தலைப்பிலான கவிதை
- முடியரசன்- காவியப்பாவை - “புண்படுமா” என்னும்கவிதை.

**அலகு 2: புதுக்கவிதை**

9 மணிநேரம்



1. நா.காமராசன்- **கறுப்புமலர்கள்** தொகுப்பில் **காகிதப்பூக்கள்** என்னும் தலைப்பிலான கவிதை.
2. அப்துல்ரகுமான்- **ஆலாபனை** தொகுப்பில் **போட்டி** என்னும் தலைப்பிலான கவிதை
3. ஈரோடு தமிழன்பன் - **ஒரு வண்டி சென்ரியு** தொகுப்பில் தேர்ந்தெடுக்கப்பட்ட சென்ரியு கவிதைகள்
4. ஆண்டாள் பிரியதர்ஷினி –**முத்தங்கள் தீர்ந்துவிட்டன** தொகுப்பில் '**இங்கேவரும்போது**' என்னும் தலைப்பிலான கவிதை

**அலகு 3: உரைநடை**

9 மணிநேரம்

1. மாணாக்கரும் தாய்மொழியும் - திரு.வி.க.,
2. மனவலிமை வேண்டும்- மு.வரதராசனார்
3. செம்மொழித் தமிழின் சிறப்புகள்
4. பண்டைத்தமிழரின் சாதனைச் சுவடுகள்

**அலகு 4: தமிழர் வாழ்வும் பண்பாடும்**

9 மணிநேரம்

பண்பாடு –வாழ்வியல்முறை – அகம், புறம் - உணவுமுறை - விருந்தோம்பல் - நம்பிக்கைகள் – விழாவும்வழிபாடும் - கலைகள் - கட்டடம் - சிற்பம் - ஓவியம் - இசை – கூத்து– தொழிலும்வணிகமும் – அறிவியல்நோக்கு.

**அலகு 5: மொழித்திறன், இலக்கியவரலாறு, இலக்கணம்** 9 மணிநேரம்

1. எழுத்துப்பிழை, தொடர்ப்பிழைகள்
2. வேற்றுமைஇலக்கணம்
3. செய்யுள்நலம்பாராட்டல்

4. பாடம்தழுவிய இலக்கியவரலாறு (மரபுக்கவிதை, புதுக்கவிதை, உரைநடை)

மொத்தம்: 45 மணிநேரம்

#### COURSE OUTCOME

CO1	Recall and recognize heritage and culture of Tamils through History of Tamil Language.
CO2	Interpret the cultural life style of Ancient Tamils.
CO3	Evaluate social and individuals moral value after studying Ethics In modern Literature
CO4	Build the humanistic concept and moral life skills after studying divine and minor Literature.
CO5	Improve their own creativity and writing skills after studying history of Modern Tamil Literature.

#### பார்வைநூல்கள்

1. தமிழர் நாகரிகமும் பண்பாடும், டாக்டர்அ.தட்சிணாமூர்த்தி, ஐந்திணைப் பதிப்பகம், 2001.
2. தவறின்றித்தமிழ் எழுதுவோம், மா. நன்னன், ஏகம்பதிப்பகம், 1999.
3. தவறின்றித் தமிழ்எழுத-மருதூர் அரங்கராசன், ஐந்திணைப் பதிப்பகம், 2003.
4. தமிழ் இலக்கிய வரலாறு, வரதராசன், மு., புதுதில்லி : சாகித்திய அக்காதெமி, 2002.
5. புதிய தமிழ் இலக்கிய வரலாறு, நீல. பத்மநாபன், சிற்பி பாலசுப்ரமணியம், சாகித்திய அகாடெமி, 2007.
6. செம்மொழிதமிழின் சிறப்பியல்புகள் - முனைவர் மறைமலை இலக்குவனார்; <https://www.youtube.com/watch?v=HHZnmJb4jSY>
7. பாடநூல் தேடலுக்கான இணையம் - <https://archive.org/>

**HINDI SYLLABUS(2021-22)****Course Objective:**

- To enable the students to develop communication skills
- To train students in official language
- To enrich their knowledge in Hindi literature
- To teach them human values & create awareness towards exploitation

**Unit I** - 'Ek atuut kadi' by shri Rajkishore

letter writing (application),

Technical words (prashasanik vakyansh:1-50).

**9HOURS**

**Unit II-** 'Devi singh' by agyeya ,

letter writing (bank A/C opening&closing),

Technical words (prashasanik vakyansh:51-100).

**9 HOURS**

**Unit III** - ' kabiraa ki kaashi 'by Kumar Ravindra

**9 HOURS**

**Unit IV** - ' bharathiya vigyan ki kahaani - 'hamne diyaa ,

hamne liyaa' by Gunakar mule, letter writing (shikayath pathra,gyapan)

Technical words:takniki shabd-25.

**9 HOURS**

**Unit V** - letter writing (sarkari pathra, ardha sarkaari

pathra, kaaryalaya aadesh),Technical words:takniki shabd-25.

**9 HOURS**

**Total HOURS: 45HOURS**

## **Course Outcome**

At the end of this course

- CO 1 Students will be familiar with official letter writing
- CO 2 will understand their responsibility in the society
- CO 3 students will be moulded with good character understand human values
- CO 4 students will gain knowledge about ancient & rich culture of India
- CO 5 will know the equivalent Hindi words for scientific terms

## **Text /Reference Books:**

1. Agyeya ki sampurna kahaniyaa -Rajpal &sons, year,6<sup>th</sup>, edition 2017,
2. Yatrae our bhi ,Kumar Ravindra Rashmi prakashan ,Lucknow,4<sup>th</sup>, edition 2019
3. Bharathiya vigyan ki kahani, Hindi book centre ,NewDelhi,2nd, edition 2015.

## **Weblinks:**

- 1.<http://www.hindisamay.com/content/1321/1/%E0%A4%B0%E0%A4%BE%E0%A4>
- 2.<http://gadyakosh.org/gk/%E0%A4%A6%E0%A5%87%E0%A4%B5%E0%A5%80%E0>
- 3.<http://gadyakosh.org/gk/%E0%A4%A6%E0%A5%87%E0%A4%B5%E0%A5%80%E0>
- 4.<http://gadyakosh.org/gk/%E0%A4%A6%E0%A5%87%E0%A4%B5%E0%A5%80%E0>

**21LFR001**

**French –I**

**3003**

**Course Objective:**

To introduce French language.

To enable the students to understand and to acquire the basic knowledge of French language with elementary grammar.

**UNIT:I**

**09HOURS**

Introduction-Alphabet-comment prononcer, écrire et lire les mots-base: les prénoms personnel de 1er , 2eme et 3eme personnes-conjugaisons les verbes être et avoir en forme affirmative, négative Et interrogative.

**UNIT II**

**09 HOURS**

Premiers mots en français- Les hommes sont difficiles -Vive la liberté-Réponses aux questions tires de la leçon-Grammaire: Les adjectives masculines ou féminines-Les article définies et indéfinis-Singuliers et pluriels.

**UNIT III**

**09 HOURS**

L'heure c'est l'heure-.Elle va revoir sa Normandie - Mettez-vous d'accord groupe de nom- Réponses aux questions tires de la leçon-Grammaire :A placer et accorder l'adjectif en groupe de nom-Préposition de lieu-A écrire les nombres et l'heure en français

**UNIT :IV**

**09 HOURS**

Trois visage de l'aventure - A moi Auvergne - .Recit de voyage-Réponses aux questions tires de la leçon- Grammaire : Adjectif processif- Les phrases au présent de l'indicatif-Les phrases avec les verbes pronominaux au présent.

**UNIT :V**

**09 HOURS**

A écrire une lettre a un ami l'invitant a une célébration différentes :mariage-A faire le dialogue- A lire le passage et répondre aux questions.

**Total HOURS : 45 HOURS**

**Course Outcome:**

- CO1:- The content of the unit1 aids the students to explore the basics of the new foreign language.
- CO2:- The content of unit 2 to experience the basic formations of words and its basic grammar by differentiating with English.
- CO3:- This imparts the additional information in terms of general in the sense of geographical and culture.
- CO4:- Enable students for framing the basics sentence.
- CO5:- Making the students community to know the french format of letter writing and essay writing.

**TEXTBOOK :**

1. Jack GIRARDER & Jean Marie GRIDLIG,<<Méthode de Français PANORAMA>>, Clé Internationale, Goyal Publication ,New Delhi 2<sup>nd</sup>Edition 2014.

**REFERENCE BOOKS:**

1. DONDO Mathurin, “Modern French Course”, Oxford University Press, New Delhi 4<sup>th</sup>Edition 2014.
2. Nithya Vijayakumar get ready French grammar-Elementary Goyal publications ,New Delhi 2<sup>nd</sup>Edition 2014.

**WEB SITE RESOURCES LINK;**

1. <https://www.thoughtco.com/french-reading-tips-1369373>
2. <https://www.bnf.fr/fr>
3. <https://www.laits.utexas.edu/tex/>

**Course Objective:**

- To enable students to develop their communication skills effectively. To make students familiar with usage skills in English Language.
- To enrich their vocabulary in English
- To develop communicative competency.

**Credit HOURS****UNIT I** **09HOURS**

1. Dangers of Drug Abuse - Hardin B Jones
2. Tight Corners - E. V. Lucas

**UNIT II** **09 HOURS**

Futurology - Aldous Huxley

3. If You are Wrong, Admit it - Dale Breckenridge Carnegie

**UNIT III** **09 HOURS**

Industry - Dr.M.Narayana Rao &Dr.B.G.Barki

4. Turning Point of My Life - A.J Cronin

**UNIT IV** **09 HOURS**

5. Excitement - Mack R. Douglas
6. The Kanda Man Eater - Jim Corbett

**UNIT V** **09 HOURS**

7. Vocabulary and Exercises under the Lessons

**Total : 45 HOURS**

**Note:** Lessons prescribed are from various anthologies and respective exercises therein will be taught.

### **Course Outcome**

At the end of this course students will be able to,

- CO1 Examine the language of prose.
- CO2 Utilize instructions on fundamentals of grammar
- CO3 Develop their own style of writing after studying diverse prose essays.
- CO4 Classify different essays on the basis of their types.
- CO5 Critically comment on the textual content of prose.

### **Books Prescribed:**

1. English for Communication Enrichment: by JeyaSanthi June 2015.
2. Dr. M. Narayana Rao and Dr. B. G. Barki – Anu’s Current English for Communication (AnuChitra) 2018.
3. Dr. Ananthan , R. Effective Communication. Ed. Chennai :AnuChithra Pub.2010.

### **Web Sources:**

1. <https://www.gradesaver.com/>
2. <https://www.enotes.com/>
3. <https://www.jstor.org/>
4. <https://www.sparknotes.com/>
5. <https://www.cliffsnotes.com/>



**Learning Outcomes:**

- Introduction to Fin-tech
- Describe banking and finance ecosystem and the role of consumers in shaping up current environment.
- Link behavioral finance theories to technological advances in banking.
- Grasp the Fin-tech Platform and Technology
- Ways to analyse and evaluate what is driving technology innovation in Finance
- How new technology impacts economies, markets, companies, and individuals

**Unit 1: Introduction to Fin-tech****15 HOURS**

Evolution of Fin-tech across the world. Impact of digital disruption and innovations by Fin-tech on the Banking and Financial Sector

**Unit 2: The Technology with Fin-tech****15 HOURS**

Understanding the associated technology with respect to Cloud, Blockchain & Crypto currencies, RoboAdvisors, Biometrics and IoT.

**Unit 3: Fin-tech Trends****15 HOURS**

Understand the key Fin-tech trends which will disrupt the Financial Sector

**Unit 4: Fin-tech affecting different sectors****15 HOURS**

Learn the effects of Fin-tech on Payment Innovations, Health, Real-Estate, and Insurance Sector

**Unit 5: Open Banking and Digital Only Banking****15 HOURS**

Introduce the students to the transition to open banking and digital only banking, the technologies involved and the requirement for convenience and user experience

**Total= 75 HOURS**

**Course Outcomes:**

- CO-01: To be able to understand elements and principles of Fintech
- CO-02: To be able to understand the basics of Crypto currencies.
- CO-03: To be able to understand dynamics of block chain
- CO -04: To able understand the effect of fintech in various sectors
- CO -05: To able understand the open banking.

**References:**

1. Bitcoin for Non-Mathematicians: Exploring the foundations of Crypto, SlavaGomzin/ Universal Publishers, USA, Latest 1<sup>ST</sup> Edition 2020
2. The Robotics Process Automation, Handbook: A Guide to Implementing, Tom Taulli/ Apress, Latest 1<sup>ST</sup> Edition 2020

**Website Reference:**

1. <https://www.ibm.com/industries/banking-financial-markets/resources/omnichannel-banking-paper/>
2. <https://thefinancialbrand.com/111080/evolution-future-digital-banking-baas-transformation/>

## **21CBFD12 INTRODUCTION TO DESIGN THINKING & UX DESIGN 5005**

### **Learning Outcomes:**

- To understand the concepts of UX design and how it has evolved since inception
- Understanding of the UX industry, jobs, roles, and responsibilities
- Deep dive into 6D UX process

### **Unit 1: Evolution of UX Design**

**15 HOURS**

Understand the evolution of UX design as an industry practice and importance of UX design in the fast-evolving digital world. Case studies on UX design.

### **Unit 2: Introduction to UX industry & job roles**

**15 HOURS**

Learning about UX industry experts, Design around us, Job roles and responsibilities in the UX industry

### **Unit 3: 6D UX design process**

**15 HOURS**

6D UX design process (Discover, define, dream, design develop, deliver) — Deep dive into each one of the stages of the 6D UX design process, case studies and artefacts of UX delivery

### **Unit 4: Introduction to Visual Design**

**15 HOURS**

Introduction to basic elements of visual design - color theory, color wheel, visual hierarchy, legibility, and readability. Learn creating page layouts, grids, and patterns. Introduction and exploration of trends in visual design. Introduction to visual design tools – illustrator & Photoshop Lab sessions on elements of visual design & tools Project in elements of visual design & tools

### **Unit 5: Project Work**

**15 HOURS**

UX Project on implementing the 6D process and UX trends and analysis.

**Total= 75 HOURS**

**Course Outcomes:**

- CO-01: To understand the concepts of UX design and how it has evolved since inception
- CO-02: To understand UX industry, jobs, roles, and responsibilities
- CO-03: To deep dive into 6D UX process
- CO-04: To understand visual design
- CO-05: To understand 6D process and UX trend.

**Reference Books**

1. Discussing Design by Adam Connor and Aaron Irizarry, 1<sup>st</sup> Edition 2020
2. Universal Principles of Design by William Lidwell and Kritina Holden 1<sup>st</sup> Edition 2020
3. Hook The Lean Startup ed: How to Build Habit-Forming Products by Eric Ries 1<sup>st</sup> Edition 2020

**Website Reference:**

1. <https://www.slideshare.net/swaminath1/innovations-in-banking-recent-developments>
2. <https://scm.ncsu.edu/scm-articles/article/relational-contracting-part-i-mufg-experiments-with-blockchains>

**Learning Outcomes:**

- Create design thinking teams and conduct design thinking sessions
- Apply both critical thinking and design thinking in parallel to solve problems
- Able to grasp stage model of action cycle
- Be able to understand design laws and their importance in design field
- To comprehend various rules of composition of design

**Unit 1: Elements of Design****15HOURS**

Introduction to design, Color and its attributes, line, shape including categories texture, space, form.

**Unit 2: Design Action Model and Principles of Design****15HOURS**

7 Stage model of action cycle for design tools, Unity, harmony and methods, balance and its types, hierarchy, Scale/proportion, dominance/emphasis, rhythm, similarity, and contrast

**Unit 3: Laws of Design****15 HOURS**

Gestalt's principle — 1, Hick's law, The Pareto principle - 80/20 rule, The rule of thirds, Proximity, Feedback, Fitts's law, The golden ratio, Occam's razor, Fibonacci sequence, Mental models, emotional design, Composition of Design

**Unit 4: Designing for people****15 HOURS**

Understanding people's psychology and behavior, famous Case studies on people centric design, things to remember when designing for people

**Unit 5: Project Work****15 HOURS**

Project work on fundamentals of design

**Course Outcomes:**

- CO-01: To understand the color and its attributes
- CO-02: To understand the basics of design
- CO-03: To know various laws of design
- CO-04: To understand the peoples' psychology
- CO-05: To acquire practical knowledge of designss

**Total= 75 HOURS**

**Reference Books**

1. Fundamentals of Design and Manufacturing by Vaishwanar R S 1<sup>st</sup> Edition
2. The Fundamentals of Design Management by Kathryn Best 1<sup>st</sup> Edition
3. Universal Principles of Design by William Lidwell, Kritina Holden, Jill Butler 1<sup>st</sup> Edition

**Website Reference:**

1. <https://www.slideserve.com/bern/debit-card-credit-card>
2. <https://www.jaincollege.ac.in/jecvvp/pdf/II-Sem-BOI.pdf>

பாடக்குறியீட்டுஎண்: 21LTA002

பருவம்-2, தமிழ்மொழிப்பாடம்-2, பகுதி-1, தகுதிப்புள்ளி: 3,  
வாரப்பாடநேரம்: 3.

தாள்-2

அறஇலக்கியம் – சிற்றிலக்கியம் – சிறுகதை –  
பயன்பாட்டுத்தமிழ்

பாடத்திட்டநோக்கம்:

மாணவர்களின்இலக்கியநாட்டத்தைமேம்படுத்துதல்,  
அறஇலக்கியங்கள், சிற்றிலக்கியம்,  
சிறுகதைஆகியவற்றைஅறிமுகப்படுத்துதல்,  
தற்காலப்பேச்சுத்தமிழ்எழுத்துத்தமிழ்ஆகியவற்றின்வளர்நிலைக  
ளைமாணவர்களைஅறியச்செய்தல்,  
அதன்வழிசிந்தனைவளத்தைப்பெருகச்செய்தல்என்பனவும்மேற்க  
ண்டவழிமாணவர்களைஆளுமைமிக்கவர்களாகஉருவாக்கி,  
போட்டித்தேர்வுகளுக்குத்தயார்செய்துஅவர்களின்மொழித்திறனை  
மேம்படுத்தஅவர்களுக்குக்கடிதம்எழுதும்கலையைக்கற்றுக்கொடு  
த்தல்,  
அணிஇலக்கணத்தைஅறியச்செய்தல்என்பனஇந்தப்பாடத்திட்டத்தி  
ன்முக்கியநோக்கமாகும்.

**அலகு 1: அறஇலக்கியங்கள்**

10 மணிநேரம்

1. திருக்குறள்- வான்சிறப்பு(அறம்), ஊக்கமுடைமை(பொருள்), குறிப்பறிதல்(இன்பம்) –மூன்றுஅதிகாரங்கள்முழுமையும்.
2. நாலடியார் – மூன்றுபாடல்கள். (2, 3, 5)
3. பழமொழிநானூறு – மூன்றுபாடல்கள் (74, 75, 78)
4. திரிகடுகம் – மூன்றுபாடல்கள் (10, 12, 22)
5. இனியவைநாற்பது – மூன்றுபாடல்கள் (1, 12, 16)

**அலகு 2: சிற்றிலக்கியம்**

10 மணிநேரம்

1. முத்தொள்ளாயிரம்  
சேரன் – வீரம் 14, 15 பாடல்கள்  
சோழன் – காதல் 23, 24 பாடல்கள்  
பாண்டியன் – நாடு 87, 88 பாடல்கள்
2. தமிழ்விடுதூது – முதல் 20 கண்ணிகள்
3. திருக்குற்றாலக்குறவஞ்சி – மலைவளம்கூறுதல் – முதல் 5 பாடல்கள்
4. முக்கூடற்பள்ளு – மூத்தபள்ளிநாட்டுவளம்கூறுதல் 3 பாடல்கள், இளையபள்ளிநாட்டுவளம்கூறுதல் 3 பாடல்கள்.
5. கலிங்கத்துப்பரணி – பாலைபாடியது – முதல் 5 பாடல்கள்

**அலகு 3: சிறுகதை**

9 மணிநேரம்

1. அறிஞர்அண்ணா - செவ்வாழை
2. புதுமைப்பித்தன் - கடவுளும்கந்தசாமிப்பிள்ளையும்



3. ஜெயகாந்தன் - யுகசந்தி
4. கு.அழகிரிசாமி - காற்று
5. அம்பை - காட்டில் ஒருமான்

**அலகு4: பேச்சுத்தமிழ்**

8 மணிநேரம்

பேச்சுத்திறன் – விளக்கம் – பேச்சுத்திறனின் அடிப்படைகள் – வகைகள் – மேடைப்பேச்சு – உடையாடல் - பயிற்சிகள்

**அலகு 5: எழுத்துத்தமிழ், இலக்கியவரலாறு, இலக்கணம்** 8 மணிநேரம்

1. கலைச்சொல்லாக்கம் – தேவைகள் – கலைச்சொற்களின் பண்புகள் – அறிவியல்கலைச்சொற்கள் – கடிதம் – வகைகள் – அலுவலகக்கடிதங்கள் – உறவுமுறைக்கடிதங்கள்.

2. பாடம்தழுவிய இலக்கியவரலாறு (அறஇலக்கியம், சிற்றிலக்கியம், சிறுகதை)

3. அணிஇலக்கணம்

4. விண்ணப்பக்கடிதம் எழுதுதல்

மொத்தம்: 45 மணிநேரம்

**COURSE OUTCOME**

CO1	Measure human mind through the studying of Tamil charity Literature in the aspect of moral value.
CO2	Justify the contemporary social issues through studying Tamil Epics.
CO3	Build the life skills after studying of the poetry.
CO4	Develop narrative skill after reading short stories.

**பார்வைநூல்கள்**

1. **பேசும்கலை**,முனைவர்கு.ஞானசம்பந்தன்விஜயாபதிப்பகம், 2000.
2. **தமிழ்இலக்கியவரலாறு**, வரதராசன், மு., சாகித்தியஅக்காதெமி,புதுதில்லி, 2002.
3. **தமிழ்நடைக்கையேடு**, மொழிஅறக்கட்டளை, 2008.
4. **பயன்பாட்டுத்தமிழ்**, முனைவர்அரங்கஇராமலிங்கம், முனைவர்ஓப்பிலாமதிவாணன், சென்னைபல்கலைக்கழகம், 2007
5. **மொழிபெயர்ப்பியல்அடிப்படைகள்**, கா.பட்டாபிராமன், யமுனைப்பதிப்பகம், திருவண்ணாமலை, 1999.
6. **6 பாடநூல்தேடலுக்கானஇணையம்**

**Web links**

1. <http://www.tamilvu.org/library>
2. <https://archive.org/>

**21LHIN21**

**HINDI PAPER- II**

**3003**

**HINDI SYLLABUS(2021-22)**

**I year-II Sem ( kahani , Natak & Translation)**

**Course Objective:**

- To train students in translation
- To develop reading & writing skills
- To create interest towards reading different types of literature

**Unit I**

**9 HOURS**

‘ idgah’ by Premchand’(kahani), Translation- Definition,Types

**Unit II**

**9 HOURS**

‘pitha ‘ by gyanranjan (kahani), Translation - Anuvadak ke gun

**Unit III**

**9 HOURS**

-jamun ka ped by Krishna chander‘ (kahani) , Translation Practice

**Unit IV –**

**9 HOURS**

adhi rath ke baad by Shankar shesh (naatak), Translation Practice

**Unit V –**

**9 HOURS**

adhi rath ke baad by Shankar shesh (naatak), Translation Practice

**Total HOURS :45**

## Course Outcome

- CO 1 Students Will Know The Importance & Process Of Translation
- CO 2 Understand The Values Of Elders In A Family & Extend Their Support
- CO 3 Will Know The Different Writing Skills Of Authors
- CO 4 Gain Knowledge In Hindi Literature
- CO 5 Will Acquire Knowledge In Hindi Sahithya

## Text/Reference book :

1. Adhi rath ke baad ,by Shankar shah ,kitabghar prakashan ,3<sup>rd</sup> edition,2000.
2. Idgah by Premchand,Bharathiya gyan peeth ,NewDelhi ,2nd edition,2014.
3. Jamun ka ped by Krishna Chandra, Deepak publishers, 5<sup>th</sup> edition,Nov. 2019
4. Pitha by gyan ranjan,Rajkamal publication,3<sup>rd</sup> edition,Jan 2018
5. Glossary of Administrative terms ,Commission for scientific terms & Technical Terminology,2<sup>nd</sup> edition,2007
6. Patralekhan kala by Dr.Shivshankar Pandey,2<sup>nd</sup> edition,2018

## Weblinks:

1. <https://premchandstories.in/eidgaah-story-munshi-premchand-pdf/>
2. <https://www.google.com/search?q=pita+by+gyan+ranjan&oq=pitha+by+gya&aqs=chrome.1.69i57j0i13j0i22i30.10387j0j4&sourceid=chrome&ie=UTF-8>
3. <http://db.44books.com/2020/04/%e0%a4%86%e0%a4%a7%e0%a5%80-%e0%a4%b0%e0%a4%be%e0%a4%a4-%e0%a4%95%e0%a5%87-%e0%a4%ac%e0%a4%be%e0%a4%a6.html>
4. <http://gadyakosh.org/gk/%E0%A4%A6%E0%A5%87%E0%A4%B5%E0%A5%80%E0%A4%B8%E0%A4%BF%E0%A4%82%E0%A4%B9 / %E0%A4%85%E0%A4%9C%E0%A5%8D%E0%A4%9E%E0%A5%87%E0%A4%AF>

**18LFR002**

**French II**

**3003**

**Course Objective :**

- To introduce French language.
- To enable the students to understand and to acquire the basic knowledge of French language with elementary grammar.

**UNIT:**

**09HOURS**

Les affaires marchent - un repas midi a problèmes- Réponses aux questions tires de la leçon-grammaire ;présent progressif passe récent ou future proche-complément d'Object directe-complément d'objet

**UNIT II**

**09 HOURS**

tout est bien qui fini bien,- aux armes citoyens-réponses aux questions tires de la leçon-grammaire :les pronoms<<en ou y>> rapporter des paroles-Les pronoms relatifs que, qui ou ou.

**UNIT III**

**09HOURS**

Qui ne risque rien n'a rien-15.la fortune sourit aux audacieux-réponses aux questions tires de la leçon-grammaire : comparaison-les phrases au passe compose.

**UNIT : IV**

**09HOURS**

la publicité et nos rêves - la France la monde - campagne publicitaire réponses aux questions tires de la leçon-grammaire :les phrases a l'imparfait-les phrases au future

**UNIT :V**

**09HOURS**

A écrire une lettre a un ami l'invitant a une célébration différente ex :mariage-A faire le dialogue- A lire le passage et répondre aux questions.

Making the students community to know the french format of letter writing and essay writing.

### **Course Outcomes**

- CO1:-This enable students to learn the language without any grammatical errors.
- CO2:-As a result of the content makes the students to known about the types of pronouns and their useage.
- CO3:-This imparts the students in order to develop their basic writing skills
- CO4:-Enable students for framing the basics sentence.
- CO5:-Making the students community to know the french format of letter writing and essay writing.

### **TEXTBOOK :**

1. Jack GIRARDER & Jean Marie GRIDLIG,<<Méthode de Français PANORAMA>>, Clé Internationale, Goyal Publication ,New Delhi 5th Edition 2014.

### **REFERENCE BOOKS:**

1. DONDO Mathurin, “Modern French Course”, Oxford University Press, New Delhi 2<sup>nd</sup>,Edition 2014.
2. Nithya Vijayakumar get ready French grammar-Elementary Goyal publications ,New Delhi 3<sup>rd</sup>Edition 2014.

### **WEB SITE RESOURCES LINK;**

1. <https://www.thoughtco.com/french-reading-tips-1369373>
2. <https://www.bnf.fr/fr>
3. <https://www.laits.utexas.edu/tex/>

**21LENG21**

**ENGLISH PAPER II - PRACTICAL ENGLISH**

**(CONVERSATION PRACTICE) -**

**3 0 0 3**

**Course Objective:**

- To train students in the use of English language in varied literary and non-literary contexts.
- To teach them soft skills and strengthen their foundation in grammar.
- To evaluate students to sensitivity in conversational competency.

**UNIT I**

**09HOURS**

- At the Airport
- In a Bank
- On a Bus

**UNIT II**

**09 HOURS**

- In Flight
- In a Hotel
- In a Library

**UNIT III**

**09 HOURS**

- Tea Time
- On a Train
  - In a Restaurant

**UNIT IV**

**09 HOURS**

- On a Picnic
- In a Police station
  - In a Post office

**UNIT V****09 HOURS**

In a travel agency

xi. Asking the way

xii. At the theatre

**Total****45 HOURS****Course Outcome**

At the end of this course students will be able to,

- CO1      Feel confident to speak in different situations.
- CO2      Learn befitting vocabulary words.
- CO3      Have the ability to visualize speaking situations.
- CO4      Be conversant with other conversational situations.
- CO5      Categorize the nature of questions asked usually in interviews.

**Books Recommended:**

1. English Conversation Practice, D.H.Spencer, Oxford.
2. Communicative English by Department of English, National College( Autonomous), Trichy.

**Web Sources:**

1. <https://self-publishingschool.com/how-to-write-dialogue/>
2. <https://www.masterclass.com/articles/how-to-write-dialogue>



## **21CBFD21 FUNDAMENTALS OF FINANCIAL ACCOUNTING 5005**

### **Course Objective:**

- To tutor the basic accounting concepts and principles to prepare the students to have a strong hold in accounts for practical usage in business.

### **Unit I Introduction 15HOURS**

Meaning & Types of accounts - scope of accounting – Basic accounting concepts & conventions of accounting – accounting transactions – double entry system – journal , ledgers, trial balance - subsidiary book.

### **Unit II Final Accounts 15HOURS**

Preparation of final accounts with adjustments – Preparation of cash book - Petty cash book

### **Unit III Single entry system 15 HOURS**

Single entry system – Meaning – definition – salient features – difference between single & double entry system – ascertainment of profit – net worth method – conversion method

### **Unit IV Depreciation 15 HOURS**

Depreciation - Meaning –concepts – features - accounting for depreciation – Methods – Straight line method – Written down value method (excluding change in methods)

### **Unit V Bank reconciliation & Average due date: 15HOURS**

Bank reconciliation statement –Meaning - Preparation of reconciliation statement simple problems – Average due date, Meaning – advantages - Equated date Calculation of average due date with interest simple problems.

**Total 75 HOURS**

### **Course Outcome:**

- CO – 1: To Identify the underlying principles, characteristics and objectives of a set of financial statements.

- CO – 2: To Prepare ledger accounts using double entry bookkeeping and record journal entries accordingly
- CO – 3: To demonstrate the preparation of single entry method accounting.
- CO – 4: To describe the concepts of depreciation and its application
- CO-5: To demonstrate familiarity with pass book and cash book reconciliation and average due date.

**Text Books:**

1. T.S.Reddy&A.Murthy-Financial Accounting -Margham publications.-6<sup>th</sup> edition,2012
2. Dr.S.N.Mageswari- Financial Accounting - Vikas Publishing house.-jan2012

**Reference Books:**

1. Shukla.MC, SC Gupta and PS.grewal – Advanced Accounting- - Sultan Chand & Sons-5<sup>th</sup> edition,2012
2. ByRajasekaran Financial Accounting V-dorling Kindersley-1<sup>st</sup> edition,2010
3. By Jain &Narang-kalyani -Financial Accounting publishers;12<sup>th</sup> edition.2014.

**Websites :**

- 1.<https://www.accountingedu.org/what-is-financial-accounting/>

**Weblinks**

- 1.<https://www.slideshare.net/vikasvadakara/depreciation-14165601>

**Learning Outcomes:**

- Tools, techniques, and processes of User research — Qualitative & Quantitative
- Questionnaire and research design
- Analysis techniques
- Persona design in Banking and financial services

**Unit 1: Qualitative and quantitative research overview 15 HOURS**

Overview of research principles and theory, research techniques, tools of empathy

**Unit 2: Questionnaire Design 15HOURS**

Principles and techniques of questionnaire design and importance of designing relevant research questionnaires

**Unit 3: Analysis Techniques 15 HOURS**

Documenting and analyzing qualitative and quantitative research. Outcomes of research, different methods of analysis

**Unit 4: Persona Design as a tool of empathy and analysis 15 HOURS**

Designing Personas from research, importance of Personas, Personas in banking and financial services

**Unit 5: Project Work 15 HOURS**

Field research and submission of research analysis report

**Total= 75 HOURS**

**Course Outcomes:**

1. CO-01: To understand the tools, techniques, and processes of User research – Qualitative & Quantitative
2. CO-02: To understand the questionnaire and research design

3. CO-03:To understand the basics of analysis techniques
4. CO-04:To understand the basics of personas
5. CO-05:To understand and gain knowledge of field research

**Reference Books**

1. Consumer Insight, Merlin Stone, Bryan Fos 1<sup>st</sup> Edition 2019
2. Formative Research in Social Marketing: Innovative Methods to Gain Consumer Insights by Krzysztof Kubacki and Sharyn Rundle-Thiele 1<sup>st</sup> Edition 2020
3. The Art of Better Retail Banking by Hugh Croxford, Frank Abramson 1<sup>st</sup> Edition 2020

**Website reference:**

1. <https://www.mckinsey.com/industries/financial-services/our-insights/ai-bank-of-the-future-can-banks-meet-the-ai-challenge>
2. [Banking on BlockChain Accenture](#)

**Course Objective:** The course is intended to help the students to gain a solid understanding of human behaviour in the workplace from an individual, group, and organizational perspective. To obtain frameworks and tools to effectively analyze and approach various organizational situations.

**Unit I Focus And Purpose 10 HOURS**

Definition, need and importance of organizational behaviour – Nature and scope – Framework – Organizational behaviour models..

**Unit II Foundations of Individual Behaviour 15 HOURS**

Individual behaviour – Personality- Perception and its role in individual decision making, Learning-Theories of Learning- Motivation,-Theories of motivation

**Unit III Group Behaviour 15 HOURS**

Groups in organizations – Influence – Group dynamics – Emergence of informal leaders and working norms – Group decision making techniques – Team building - Interpersonal relations – Communication – Control.Meaning – Importance – Leadership styles – Theories – Leaders Vs Managers – Sources of power – Power centers – Power and Politics.

**Unit IV Organizational Effectiveness 15HOURS**

The concept of organizational effectiveness; efficiency, effectiveness and productivity; approaches of organizational effectiveness; contributing factors of organizational effectiveness.

**Unit V Groups in Organisation 15HOURS**

Group Dynamics: The concept of groups, kinds and functions of groups, formal and informal groups, group cohesiveness, group thinking, transactional analysis.

**Total 75HOURS**

**Course Outcome:**

- CO-1: To illustrate the range of organisationalbehaviour theories.
- CO-2: To analyse the behaviour of individuals and groups in organisations in terms of organisationalbehaviour theories, models and concepts
- CO-3: To apply organisationalbehaviour concepts, models and theories to real life management situations through case analysis
- CO-4: To demonstrate a critical understanding of organisationalbehaviour theories and current empirical research associated with the topics covered in this course.
- CO-5: To enable in oral and written forms about organisationalbehaviour theories and their application using appropriate concepts, logic and rhetorical conventions.

**Text Books:**

1. K. Ashwathappa, OrganisationalBehaviour, Himalaya Publishing House,2<sup>nd</sup> edition,2005
2. Anjali Ghanekar ,OrganisationalBehaviour, Everest Publications, 3<sup>rd</sup> edition,2001
3. J.Jayashankar – OrganisationalBehaviour, Margham Publications, 5<sup>th</sup> edition,2011

**References Books:**

1. Schermerhorn, Hunt and Osborn, Organisational behavior, John Wiley, 9th Edition, 2008.
2. UdaiPareek, Understanding OrganisationalBehaviour, , Oxford Higher Education, 2nd Edition, 2004.
3. Mc Shane & Von Glinov, OrganisationalBehaviour, Tata McGraw Hill, 4th Edition, 2007.
4. Hellrigan, Slocum and Woodman, Organisational Behavior, Cengage Learning, 11th Edition 2007

5. Ivancevich, Konopaske&Maheson, OrganisationalBehaviour& Management, , Tata McGraw, 7th edition 2013

**Website:**

1. [1.https://www.iedunote.com/organizational-behavior](https://www.iedunote.com/organizational-behavior)
2. <https://www.economicdiscussion.net/management/organisational-behaviour/31869>

**Weblink:**

1. <https://www.slideshare.net/priyasharma/organizational-behavior-6858461>
2. <https://www.slideshare.net/payalrchhabra/organisational-behavior-15668552>

**21CBFD31 DIGITAL BANKING TRENDS, FUTURE OF BANKING  
& OMNI CHANNEL EXPERIENCE**

**5005**

**Learning Outcomes:**

- Evaluate and maximize the performance of each of your business's channels
- Achieve consistency among your business's different channels
- Utilize technology to enhance your customer's experience and your channels' performance
- Identify your business's most important customer group(s)

**Unit 1: Digital Banking Ecosystem evolution 15 HOURS**

How is the Banking ecosystem evolving digitally? innovations in the banking domain, case studies of successful digital bank

**Unit 2: Future of Banking 15 HOURS**

Emerging technologies and how they will impact Banking. What the future of banking will look like, life stage banking and user centric banking models

**Unit 3: Omni channel banking experience 15 HOURS**

Evolving banking channels, interconnectedness of channels and case studies of Omni channel experiences

**Unit 4: Omni channel customer journey design 15 HOURS**

Customer journey design methodology, design of Omni-channels journeys (practical application)

**Unit 5: Project Work 15 HOURS**

Research on Digital Banking & Future of Banking. Submit and present the findings

**Total= 75 HOURS**



**Course Outcomes:**

- CO-01: To understand the evolving Banking ecosystem
- CO-02: To gain an insight into digital interventions and trends in banking
- CO-03: To comprehend the future of Banking and understand Omni channel banking experience
- CO-04: To understand the customer journey design
- CO-05: To understand the future of banking.

**Reference Books**

1. New Trends in Banking 2020: Future of Banking Sector by Ajay Sharma, Rishabh Khanna 1<sup>st</sup> Edition 2020
2. Digital Payments in India: Background, Trends and Opportunities by Jaspal Singh 1<sup>st</sup> Edition 2020
3. A Global Guide to FinTech and Future Payment Trends (Innovation and Technology Horizons) by Peter Goldfinch 1<sup>st</sup> Edition 2020

**Website reference:**

1. [Big Data improve banking experience](#)
2. [Bank of America](#)

**21CBFD32 BANKING ENTERPRISE ARCHITECTURE & SERVICE**

**ORIENTED ARCHITECTURE**

**5005**

**Learning Outcomes:**

- Introduction to Enterprise Architecture (EA)
- Domains of Enterprise Architecture
- Different EA Frameworks and their application to Banking and Financial Sector
- Transformation from Legacy to Service oriented Architecture

**Unit 1: Introduction to EA 15 HOURS**

Introduction to EA, its evolution, and components

**15 HOURS**

Understand the domains of framework and their importance

**Unit 3: Different EA Frameworks 15 HOURS**

Develop an understanding of different frameworks and their translation in the banking and financial sector

**Unit 4: Transformation to Service Oriented Architecture 15 HOURS**

Learn the reasons and importance of transformation from legacy based to service oriented architecture

**Unit 5: Project Work 15 HOURS**

Students will research, study, and present the Enterprise Architecture Framework of Bank, Insurance Company and Financial Institution

**Total= 75 HOURS**

**Course Outcomes:**

- CO-01: Domains of Enterprise Architecture
- CO-02: Different EA Frameworks and their application to Banking and Financial Sector
- CO-03: Transformation from Legacy to Service oriented Architecture
- CO-04: To understand the Transformation service oriented Architecture
- CO-05: To understand the EA of financial institutions.

**Reference Books**

1. Financial Markets and Organizational Technologies: System Architectures, Practices and Risks in the Era of Deregulation (Palgrave Macmillan Studies in Banking and Financial Institutions) by Alexandros-Andreas Kyrtis 2020
2. Ranking Technology Strategies for Enterprise: Developing Information Technology Architecture to Meet Expanding Consumer Expectations from a Global Retail ... to Solutions for the Enterprise Book 1) 2020
3. Service - Oriented Architecture &Microservices Architecture: For Enterprise, Cloud, Big Data and Mobile by Shankar Kambhampaty 2020

**Website reference:**

1. [dbsindia banking on the unbanked](#)
2. [CE Fintech L4 Banking Customer End to End Journey](#)

## **21CBFD33 DIGITAL BANKING INFRASTRUCTURE AND EXPERIENCE5005**

### **Learning Outcomes:**

- Introduction to the Banking IT Infrastructure
- Understanding the components of Enterprise Architecture
- Develop understanding of Digital Banking ERP

### **Unit 1: Foundation of Digital Banking 15 HOURS**

Basic elements of Banking and IT Infrastructure Introduction to Banking Infrastructure.

### **Unit 2: Components of Infrastructure 15 HOURS**

Components of Infrastructure, Information Technology for Banking, Customer Data Management, connectivity, cyber security, and tools to collect and analyze data that are fundamental to a digitally- enabled system

### **Unit 3: ERP Systems 15 HOURS**

ERP Systems in Digital Banking Understanding the ERP Systems in Banking.

### **Unit 4: Mobile Banking 15 HOURS**

Product Features and Diversity, IMPS, Profitability of Mobile Banking, Risk Management and Frauds, Back End Operations and Technology

### **Unit 5: Industry Project 15 HOURS**

Field Work on existing IT Infrastructure and ERP system in a Bank or Financial Organization

**Total= 75 HOURS**

### **Course Outcomes:**

- CO-01: Introduction to the Banking IT Infrastructure
- CO-02: Understanding the components of Enterprise Architecture
- CO-03: Develop understanding of Digital Banking ERP

- CO-04: Develop understanding product of product features.
- CO- 05: Develop ERP system.

### **Reference Books**

1. Banking Soundness and Monetary Policy: Issues and Experiences in the Global Economy
2. International Monetary Fund
3. Digital Banking Paperback by Indian Institute of Banking & Finance
4. The REGTECH Book: The Financial Technology Handbook for Investors by Janos Barberis, Douglas W. Arner, Ross P. Buckley/Wiley

### **Website references:**

1. [technology-in-banking](#)
2. <https://www.spglobal.com/en/research-insights/articles/the-future-of-banking-the-growth-of-technology-and-its-impact-on-the-u-s-banking-sector>

**Course Objective:**

- To accustom students with the objectives and role of Management Accounting in planning, controlling and decision-making.

**Unit I Introduction 15 HOURS**

Management Accounting: Nature and Scope, Financial Accounting Vs. Cost Accounting vs. Management Accounting, Advantages and Limitations of Management Accounting, Role of Management Accounting in decision making.

**Unit II Ratio Analysis 15 HOURS**

Meaning and significance – Classification of ratios –Profitability ratios – Turnover of ratios – Solvency ratios – Advantages and limitations of ratio analysis.

**Unit III Funds Flow statement and Cash Flow Analysis 15 HOURS**

Meaning, advantages & limitations- Computation of fund from operations -Preparation of Funds flow – Computation of Cash from operations and preparation of Cash flow statements – Distinction between funds flow & cash flow statements.

**Unit IV Marginal Costing 15 HOURS**

Concept of Budgets and Budgetary Control - Advantages and Limitations of Budgetary Control - Preparation of production , Cash and Flexile Budgets.

**Unit V Budgets and Budgetary Control 15 HOURS**

Meaning - Marginal cost - Objectives – Advantages –Contribution computation – Profit Volume ratio – Break even chart –Computation of BEP (excluding decision making)

**Total 75HOURS**

**Course outcomes:**

- Co – 1: To understand the objectives of management accounting to demonstrate its application in practical life.
- Co – 2: To compute various ratios and interpret the situation of the business on the basis of ratio.
- Co – 3: To solve problem using fund flow and cash flow statements.
- Co – 4: To demonstrate extremely well in decision making, control and performance evaluation.
- Co – 5: To develop a plan for future on the basis of past and present data and assist the management in more effective planning and control decisions.

**Text books:**

1. Maheshwari, S.N.; Principles of Management Accounting, Sultan Chand & Sons, 2012
2. T.S.Reddy & Y. Hari Prasad Reddy; Management Accounting; Margham publishing House. 2000

**Reference Books:**

1. M.N. Arora: A Textbook of Cost and Management Accounting, Vikas Publishing House Pvt. Ltd. 2010

**Web Site:**

1. <https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting/>
2. <https://www.investopedia.com/terms/m/manAGERIALACCOUNTING.asp>

**Weblink:**

1. <https://www.slideshare.net/rajvardhan7/management-accounting-63668091>
2. <https://www.slideshare.net/YaminiKahaliya/management-accounting-80325866>

**Course Objective:**

To impart knowledge in concepts and tools of Operations Research; To understand mathematical models used in Operations Research; To apply these techniques constructively to make effective business decisions.

**Unit I Introduction to Operation Research 15 HOURS**

Introduction: Definition- Scope of OR in Business - Linear Programming Problems – Formulation – Graphical method of solution- Standard form of LPP- Canonical form of LPP- Simplex method.

**Unit II Transportation and Assignment problems 15 HOURS**

Transportation Problems: Introduction-Balanced and Unbalanced Transportation Problems- IBFS for finding North West Corner Rule-Least Cost Method- Vogel's Approximation Method-MODI Method.

Assignment Problems: Introduction-Balanced and Unbalanced Assignment Problems- Maximization case in Assignment Problems.

**Unit III Sequencing problems 15HOURS**

Sequencing: Introduction- Processing 'n' jobs on 2 machines-Processing 'n' jobs on 3 machines-Processing 'n' jobs on 'm' machines- 2 jobs with 'm' machines.

**Unit IV Game Theory 15HOURS**

Game Theory: Introduction – Two Person Zero Sum Games –Game with Saddle Point- Game without Saddle Point-Solution of 2x2 games without Saddle Point- Dominance Property-Matrix Oddment Method- Graphical Method for 2xn or mx2 games.

**Unit V Network Analysis**

Network Analysis: Introduction – Basic Terminologies –Construction of Network- Critical Path method (CPM)- PERT- Float Analysis-Total Float-Free Float-Independent Float-Difference Between CPM and PERT.

**Total 75 HOURS**



**Course Outcome:**

At the end of the course the students will be able to

- CO1: Identify and develop operational research models from the verbal description of the real system.
- CO2: Apply mathematical technique to solve the transportation and assignment problems.
- CO3: Analyze report that describes the network model and the solving technique, analyze the results
- CO4: Apply the decision-making processes in sequencing problems.
- CO5: Apply the decision-making processes in game theory

**Text Books:**

1. P. K. Gupta, Man Mohan, KantiSwarup: "Operations Research", Sultan Chand, 2008.
2. V. K. Kapoor: "Operations Research", Sultan Chand & Sons, 2006
3. J. K. Sharma: Operations Research Theory & Applications, Macmillan India Limited, fifth edition.2013

**Reference Books:**

1. HamdyTaha, Operations Research, 8th Edition, Pearson Education, 2009.
2. Sharma J.K, Operations Research, 3rd Edition, Macmillan Business Books, 2009.
3. Sundaresan V, Ganapathy K.S, Ganesan K, Resource Management Technique- Lakshmi Publications, 2003.
4. Kantiswaroop, Gupta P. K, Man Mohan, Operations Research, 14th Edition, Sultan Chand & Sons, 2008.
5. Kalavathy S, Operations Research, 2nd Edition, Vikas Publications, 2009.

**Web source link**

1. <https://www.BFDu.ac.in/dept/UIET/EME-601%20Operation%20Research.pdf>
2. <https://thalis.math.upatras.gr/~tsantas/DownloadFiles/Taha%20-%20Operation%20Research%208Ed.pdf>

**Learning Outcomes:**

- Learning the Importance and scope of Interaction design
- Design of interactive products
- Methods of interaction design Tools for interaction design
- Understanding Information architecture
- Hands on using excel as a tool for card sorting
- Learning types and structures and structures of IA
- Practice to learn the tools required to design wireframes and prototypes.
- Design wireframes on paper and translate paper concepts into digital wireframes.
- Understand and practice the techniques involved in designing digital wireframes for UI Platforms
- Understand and practice the techniques involved in creating digital prototypes. Tools to be taught — AxureRP, Invision

**Unit 1: Introduction to Interaction design and design of interactive products**

**15 HOURS**

Understanding scope and history of interaction in design, case studies, Ergonomics (Physical, cognitive, and organizational)

**Unit 2: Introduction to Information Architecture**

**15 HOURS**

What is Information architecture, Structure, hierarchy and types of Information architecture, Principles, and steps of Information Architecture

**Unit 3: Tools and Techniques of Information architecture**

**10HOURS**

Learning affinity mapping, Card sorting, Analysis of Information architecture, Using excels as a tool for card sorting, Activity based.

**Unit 4: Basics guidelines of Wire framing 10 HOURS**

Learn the basics of wireframing and assimilate the guidelines and techniques

**Unit 5: Designing wireframes 10 HOURS**

Creating the low fidelity wireframes on paper, designing wireframes on Axure/ In vision  
Designing high fidelity wireframes using Axure/ In vision, Design digital wireframes for different UI platforms

**Total= 60HOURS**

**Course Outcomes:**

- CO-01: Practice to learn the tools required to design wireframes and prototypes.
- CO-02: Design wireframes on paper and translate paper concepts into digital wireframes.
- CO-03: Understand and practice the techniques involved in designing digital wireframes for UI Platforms
- CO-04: Understand the basics of wire framing.
- CO-05: Understand designing of wire frames.

**Reference Books**

1. Rapid Prototyping: Principles and Applications by Rafiq I. Noorani
2. Mobile UI/UX Sketchbook: Wireframing and prototyping Notebook for UI/UX designers, students, mobile app developers, and hobbyists
3. Microsoft SketchFlow Wireframing and Prototyping

**Website references:**

1. <https://thefinancialbrand.com/100652/banking-platform-fintech-partnership-collaboration-amazon-google-trend-innovation/>
2. <https://www.globalbankingandfinance.com/putting-the-customer-first-the-rise-of-user-centric-design-in-banking/>

**Learning Outcomes:**

- Learn the basics of Payments and its evolution,
- Understand the payment process and various payment types
- Understand the concepts of Digital Insurance and Insuretech

**Unit 1: Introduction to Payments and its evolution 15 HOURS**

Learn the evolution of payments and basics of Payments and payment terminology and Acronyms

**Unit 2: Payments Process 15 HOURS**

Understand the payment process and various payment types, banking payment service within and outside the country. Learn about the payment systems of different countries

**Unit 3: Digital Payments and opportunities for Fintech 10 HOURS**

Learn and understand the opportunities in Digital Payment, mobile wallets, transfer from P2P, G2P, P2M, Merchant payment and POS Services, International Remittances. Develop an understanding of latest trends how Fintech is opening new opportunities across the boundaries and sectors

**Unit4: Digital Insurance 10 HOURS**

Overview of the insurance sector, regulatory framework, digital disruptions in the insurance sector, insurance products and channels

**Unit 5: Transaction Security 10 HOURS**

Firewalls & N/W security, Type of firewall, security policies, Emerging firewall management issue, Transaction security, Types of online transactions, Requirement for online transactions, Encryption & transaction security, Secret –key Encryption, Public key Encryption, Implementation & management issues

**Total= 60HOURS**

**Course Outcomes:**

- CO-01: Learn the basics of Payments and its evolution,
- CO-02: Understand the payment process and various payment process
- CO-03: Understand the concepts of Digital payment
- CO-04: Understand the concepts of Digital Insurance and Insuretech
- CO-05: Understand the concepts of firewalls.

**Reference Books**

1. Fintech in a flash: financial technology made easy by Agustin Rubini
2. Digital payments in india: background, trends, and opportunities by Jaspalsingh
3. Life insurance in digital india by Jagendrarana

**Website references:**

1. <https://www.globalbankingandfinance.com/as-fintech-firms-become-increasingly-profitable-traditional-banks-counter-with-branded-digital-only-subidiaries/>
2. <https://www.globenewswire.com/news-release/2021/05/26/2236666/0/en/Capgemini-Press-Release-As-FinTech-firms-become-increasingly-profitable-traditional-banks-counter-with-branded-digital-only-subidiaries.html>

## **21CBFD51BANKING SERVICE DESIGN & SERVICE BLUEPRINTING 5005**

### **Learning Outcomes:**

- Understand what service design and its importance in banking is
- How to design task flows and service blueprints
- Designing a Banking service blueprinting

### **Unit 1: Service design introduction 15HOURS**

What is service design, how and where is it used, importance, outcomes, and methodologies

### **Unit 2: Task flow & service blueprint 15HOURS**

Principles and techniques of design task flows for banking products and services, design a banking service blueprint

### **Unit 3: Case studies 15 HOURS**

Follow through on various case studies and success stories

### **Unit 4: Retail Banking 15 HOURS**

Business Ethics and Compliance, Retail Banking Overview, Effective Sales Management, Customer Service Quality

### **Unit 5: Project Work 15 HOURS**

Hands on practical on design task flows and creating service blueprints across banking process and channels

**Total= 75HOURS**

### **Course Outcomes:**

- CO-01: Understand what service design and its importance in banking is
- CO-02: How to design task flows and service blueprints
- CO-03: Designing a Banking service blueprinting
- CO-04: Understand the business ethics and compliance
- CO-05: Design task flows

## Reference Books

1. Service Design: From Insight to Implementation by Andy Polaine; LavransLøvlie ; Ben Reason, 2<sup>nd</sup> edition, 2017
2. Service Design for Business: A Practical Guide to Optimizing the Customer Experience Ben Reason, LavransLøvlie, and Melvin Brand Flu, 1<sup>st</sup> Edition
3. Service blueprint A Complete Guide by GerardusBlokyd 1<sup>st</sup> Edition

## Website references:

1. [https://imaginep-my.sharepoint.com/:b:/p/kaustubhi\\_shukla/EYYzo\\_w44vRKq9CfITUHBSgB3mSiK7Bk2naKP5g9AdyVdQ?e=sRZPoM](https://imaginep-my.sharepoint.com/:b:/p/kaustubhi_shukla/EYYzo_w44vRKq9CfITUHBSgB3mSiK7Bk2naKP5g9AdyVdQ?e=sRZPoM)
2. [https://www.dtcc.com/~/\\_/media/Files/Downloads/WhitePapers/InterconnectednessWP-101815.pdf?la=en](https://www.dtcc.com/~/_/media/Files/Downloads/WhitePapers/InterconnectednessWP-101815.pdf?la=en)



- i. Each student has to undertake a project as a group of maximum 3 students under the supervision of a faculty.
- ii. The students must undergo with their project work in the V semester vacation in any of the private limited and public limited companies.
- iii. The candidates should submit the confirmation certificate from the organisation for having undertaken the project work for a minimum period of 30 days.
- iv. The project report must be typed and hard bound.
- v. The project report must be submitted by the end of VI semester.
- vi. Failure to submit the Project Report or failure to appear at the Viva-voce Examination will be treated as “Absent” in the Examination. He /she has to submit the Project Report and appear at the Viva-Voce Examination in the subsequent years.
- vii. No marks will be allotted on the Project Report unless a candidate appears at the Viva-Voce Examination. Similarly, no marks will be allotted on Viva-Voce Examination unless a candidate submits his/her Project Report.
- viii. Evaluation of the Project Work to be done jointly by one internal expert and one external expert with 40:60 weightage.
- ix. A candidate has to qualify in the Project Work separately, obtaining a minimum marks to qualify for the degree.
- x. Marking Scheme for Project Report and Viva-Voce Examination:

**Project Report (50 marks)**

Chapter 1: Introduction – 10 marks

Chapter 2: Conceptual Framework/ National/International Scenario – 5 marks

Chapter 3: Presentation, Analysis & Findings -- 25 marks

Chapter 4: Conclusion & Recommendations -- 10 marks

**Viva-Voce (50 marks)**

In course of Viva-Voce Examination, the question may be asked in the following areas.

Importance / relevance of the Study, Objective of the Study, Methodology of the Study /

Mode of Enquiry.....15 marks

Ability to explain the analysis, findings, concluding observations, recommendation,

limitations of the Study..... 25 marks

Overall Impression (including Communication Skill).....10 marks

**Course Outcome:**

CO -1: To understand a general definition of research design. Students should be able to identify the overall process of designing a research study from its inception to its report

CO -2: To explain the primary characteristics of quantitative research and qualitative research. Students should be able to identify a research problem stated in a study.

CO -3: To articulate a good introduction to an educational research study, should be familiar with conducting a literature review for a scholarly educational study

CO -4: To understand how to design a good quantitative purpose statement and good quantitative research questions and hypotheses.

CO -5: To design a good qualitative purpose statement and a good central question in qualitative research. Students should know the steps in the process of quantitative data collection.

**Ability Enhancement Compulsory Course**

**Course Objective:**

- This course is to subject the students to practise the components in various units.
- To make students ready for placement interviews within campus.
- To infuse confidence to face job situations.

**UNIT I****06 HOURS**

- Resume and CV Writing
- Complaint Letter
- Social Correspondence
- Letter of Enquiry

**UNIT II****06 HOURS**

- Short Essay Writing

**UNIT III****06 HOURS**

- Explaining Proverbs

**UNIT IV****06 HOURS**

- Use of Prepositions

**UNIT V****06 HOURS**

- Synonymous Words

**Total 30 HOURS****Course Outcome:**

- CO1 To enhance learners' confidence level.
- CO2 To make learners' feel the assimilation of skills.

- CO3 To engage in a conversation with others to exchange ideas.
- CO4 To impart leadership qualities among the participants.
- CO5 To express opinions to enhance their social skills.

### **Books Prescribed**

1. Effective Communication For You – V. Syamala Emerald Publishers, Chennai, 2005.
2. Cameron, David. Mastering Modern English, Hyderabad: Orient Blackswan, 1978 (rpt. 1989, 1993, 1995, 1998).
3. Freeman, Sarah. Written Communication in English, Hyderabad: Orient Blackswan, 1977 (21st Impression, 2007).
4. Singh, Vandana R. The Written Word. New Delhi: Oxford university Press, 2003 (3rd Impression, 2007)
5. Seely, John. Oxford Guide to Effective Writing and Speaking. New Delhi: Oxford University Press, 2000 (4<sup>th</sup> Impression, 2008)

### **Web Sources:**

1. <https://www.myperfectresume.com/career-center/resumes/how-to/write>
2. <https://www.englishgrammar.org/>
3. <https://www.thesaurus.com/browse/>

**Course Objective**

To inculcate the importance of environmental pollution, preservation of nature and environmental management for human welfare.

**Unit-I Multidisciplinary nature of environmental studies,****Natural Resources****06 HOURS**

Definition, scope and importance, need for public awareness.

Renewable and non-renewable resources - Natural resources and associated problems. a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people. b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems. c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies. d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies. e) Energy resources: Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies. f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification - Role of an individual in conservation of natural resources- Equitable use of resources for sustainable lifestyles.

**Unit-II Ecosystems, Biodiversity and its conservation****06 HOURS**

Concept of an ecosystem. - Structure and function of an ecosystem Producers, consumers and decomposers. -Energy flow in the ecosystem. Ecological succession. - Food chains, food webs and ecological pyramids. Introduction, types, characteristic features, structure and function of the following ecosystem: a) Forest ecosystem b) Grassland ecosystem c) Desert ecosystem d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Introduction-Definition, genetic, species and ecosystem diversity. Biogeographical classification of India, Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values - Biodiversity at global, National and local levels. India as a mega-diversity nation. Hot-spots of biodiversity. Threats to biodiversity:

habitat loss, poaching of wildlife, man-wildlife conflicts. Endangered and endemic species of India. Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

**Unit-III Environmental Pollution 06 HOURS**

Definition, Cause, effects and control measures of a) Air pollution b) Water pollution c) Soil pollution d) Marine pollution e) Noise pollution f) Thermal pollution g) Nuclear hazards. Solid waste Management. Causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution. Pollution case studies. Disaster management- floods, earthquake, cyclone and landslides.

**Unit-IV Social Issues and the Environment 06 HOURS**

From Unsustainable to Sustainable development, Urban problems related to energy - Water conservation, rain water harvesting, watershed management- Resettlement and rehabilitation of people; its problems and concerns. Case Studies - Environmental ethics: Issues and possible solutions. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case Studies. Wasteland reclamation. Consumerism and waste products. Environment Protection Act, Air (Prevention and Control of Pollution) Act, Water (Prevention and control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act - Issues involved in enforcement of environmental legislation. Public awareness.

**Unit-V Human Population and the Environment 06 HOURS**

Population growth, variation among nations. Population explosion – Family Welfare Programme. Environment and human health. Human Rights. Value Education. HIV/AIDS. Women and Child Welfare. Role of Information Technology in Environment and human health. Case Studies. Field work - Visit to a local area to document environmental assetsriver/forest/grassland/hill/mountain, Visit to a local polluted site-Urban/Rural/Industrial/Agricultural, Study of common plants, insects, birds, Study of simple ecosystems-pond, river, hill slopes, etc.

**Total: 30 HOURS**

### **Course Outcome**

- CO-01: To understand the nature and facts about environment.
- CO-02: To find and implement scientific, technological, economic solutions to environmental problems.
- CO-03: To know about the interrelationship between living organisms and environment.
- CO-04: To understand the integrated themes and biodiversity, natural resources, pollution control and waste management.
- CO-05: To appreciate the importance of environment by assessing its impact on the human world.

### **Text Books**

1. De AK, Environmental Chemistry, Wiley Eastern Ltd.
2. Bharucha Erach, 2003. The Biodiversity of India, Mapin Publishing Pvt. Ltd, India.
3. Brunner RC, 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480pgs.
4. Clark RS, Marine Pollution, Clarendon Press, Oxford (TB).

### **Reference Books**

1. Agarwal KC, 2001. Environmental Biology, Nidi Publishers Ltd. Bikaner.
2. Gleick HP, 1993. Water in Crisis, Pacific Institute for Studies in Development, Environment and Security. Stockholm Environmental Institute, Oxford University Press, 473pgs.
3. Heywood VH, and Watson RT, 1995. global Biodiversity Assessment. Cambridge University Press 1140pgs.
4. Jadhav H and Bhosale VM, 1995. Environmental Protection and Laws. Himalaya Publishing House, Delhi 284pgs.
5. Miller TG, Jr. Environmental Science, Wadsworth Publishing CO. (TB)



**SKILL BASED ELECTIVE**

**Course Objective:**

- To enable participants Business Communication Skills
- To enhance participants E-mail writing skills
- To impart Leadership and Team Bonding skills

**Credit HOURS****UNIT I: EFFECTIVE COMMUNICATION SKILLS 06 HOURS**

Talking about your company – Making Polite requests – Introducing yourself and others – Socialising with others – Talking about work activities – Talking about your job – Communication practice – Role plays

**UNIT II: WRITTEN BUSINESS COMMUNICATION 06 HOURS**

Essential Email writing skills – Formal and Informal E-mails – Usage of formal language – Report Writing – Writing project reports – Extended writing practice – Email Etiquette – Understanding Business E-mails

**UNIT III: TELEPHONE ETIQUETTE 06 HOURS**

The basics of Telephone Etiquette – Customer Service – Being courteous – Making arrangements – Giving clear and concise information – Tone and Rate of speech – Pronunciations – Summarisation – Mock Telephonic Conversations

**UNIT IV: LEADERSHIP SKILLS 06 HOURS**

Essential Leadership Skills – Interpersonal Skills – Team Building – Team work – Do's and Don'ts of Leadership skills – Importance of communication in Leadership – Delegating and Handling of Projects

**UNIT V: LISTENING AND ANSWERING QUESTION 06 HOURS**

Listening for the main ideas – Listening for details – Listening for specific information – Predicting and listening for opinions – Recognising context – Listening for sequence – Understanding Pronunciation – Listening practice

**Total : 30 HOURS**

### **Course Outcome:**

- CO1 To enhance participant's Business Communication Skills
- CO2 To enhance the participant's Reading, Speaking, Listening and Writing capabilities
- CO3 To engage in a conversation with others to exchange ideas
- CO4 To impart leadership qualities among the participants
- CO5 To express opinions to enhance their social skills

### **Books Prescribed**

1. Raman, M. & Sangeeta Sharma. Technical Communication. OUP. 2008
2. Taylor, Grant. English Conversation Practice. Tata McGraw Hill Education Pvt. Ltd. 2005
3. Tiko, Champa & Jaya Sasikumar. Writing with a Purpose. OUP. New Delhi. 1979

### **Web Sources:**

1. <https://www.skillsyouneed.com/ips/communication-skills.html>
2. <https://blog.smarp.com/top-5-communication-skills-and-how-to-improve-them>
3. <https://blog.hubspot.com/service/phone-etiquette>

**Course Objective:**

To create awareness among the students why the social services are important to the society.

**UNIT I ENVIRONMENT ISSUES 6 HOURS**

Environment conservation, enrichment and Sustainability - Climate change - Waste management - Natural resource management - (Rain water harvesting, energy conservation, waste land development, soil conservations and a forestation)

**UNIT II DISASTER MANAGEMENT 6 HOURS**

Introduction to Disaster Management, classification of disasters - Role of youth in Disaster Management

**UNIT III PROJECT CYCLE MANAGEMENT 6 HOURS**

Project planning-Project implementation- Project monitoring-Project evaluation: impact assessment.

**UNIT IV DOCUMENTATION AND REPORTING 6 HOURS**

Collection and analysis of data-Preparation of documentation/ reports - Dissemination of documents/ reports

**UNIT V PROJECT WORK/ PRACTICAL 6 HOURS**

Workshops/seminars on personality development and improvement of communication skills.

**TOTAL HOURS : 30 HOURS.**

**COURSE OUTCOMES:**

- CO1:- To examine the environment conservation.
- CO2:- To estimate the disaster.
- CO3:- To present a project and evaluate
- CO4:- To analyse the data and reports
- CO5:- To design workshops.

**Text book:**

1. Dr. S. Baskaran, “Social Work and Development”, Himalaya Publication, 1998.

**Website reference:**

1. <https://nss.gov.in/>

**Course Objective:**

- To enable students to develop their communication skills effectively
- To enhance students Reading, Writing, Listening and Speaking skills
- To develop their self-confidence through communication

**Credit hours****UNIT I: READING COMPREHENSION AND VOCABULARY      06 HOURS**

Reading Techniques – Types of Reading – Skimming – Scanning – Reading for detail – Identifying key words – Underlining unfamiliar key words – Vocabulary Building – Reading Comprehension practice

**UNIT II: PRESENTATION SKILLS      06 HOURS**

Presentation Methods – Preparation and Practice – Organising content – Do's and Don'ts of Presentation – Presentation Techniques – Mock Presentation

**UNIT III: GROUP DISCUSSION      06 HOURS**

Introduction to Group Discussion – Preparation for GD – Structure of GD's – Do's and Don'ts – Tips and Strategies – Etiquette and Practice – Body Language and Posture – Sharing Ideas with respect – Understanding Opinions – Mock GD Practice

**UNIT IV: CONVERSATIONAL SKILLS      06 HOURS**

Introduction to Small talk – How to start and end a conversation – Exchanging ideas – Expressing Interests – Giving Opinions – Social skills and Etiquette – Informal Conversations – Formal Meetings – Group Practice

**UNIT V: SELF – INTRODUCTION AND ROLE PLAY      06 HOURS**

Introducing oneself – Exchange of Greetings – Appropriate Greetings – Usage of Vocabulary Rapport Building – Handshakes and First Impressions – Basic Etiquette

**Total : 30 HOURS**

### **Course Outcome:**

- CO1 To get students to understand the importance of communicating in English
- CO2 To understand effective communication techniques
- CO3 To increase self-confidence through regular practice
- CO4 To encourage active participation in their regular class
- CO5 To enable participants to face large group of audience with confidence

### **Books Prescribed**

1. English for Competitive Examinations by R.P.Bhatnagar&RajulBhargavaMacmillan India ltd. Delhi.
2. Carnegie, Dale. The Quick and Easy Way to Effective Speaking. New York: Pocket Books, 1977.
3. Kalish, Karen.How to Give a Terrific Presentation. New York: AMACOM, 1996

### **Web Sources:**

1. <https://www.skillsyouneed.com/ips/communication-skills.html>
2. <https://venngage.com/blog/presentation-skills/>
3. <https://gdpi.hitbullseye.com/Group-Discussion.php>

**Course Objective:**

- To enable students to develop their soft skills and Body Language
- To enhance students Reading, Writing, Listening and Speaking skills
- To develop their self-confidence to excel at Interviews

**Credit hours****UNIT I: SKILL ENHANCEMENT 06 HOURS**

Time Management – Planning and Organisation – Scheduling – Prioritization – Delegation – Task Management – Stress Management – Overcoming anxiety – Confidence Building – Body Language

**UNIT II: RESUME / COVER LETTER WRITING 06 HOURS**

SWOT Analysis – Details and Resume Writing – Resume Examples – Building Resume using SWOT – Writing Resume – Writing Cover Letter – Resume Correction – Resume Feedback

**UNIT III: INTERVIEW SKILLS 06 HOURS**

Interview Do's and Don'ts – First Impression – Grooming – Body Language – Frequently asked questions – Useful Language – Mock Interview

**UNIT IV: QUANTITATIVE ABILITY 06 HOURS**

Permutation & Combinations – Probability – Profit & Loss – Ratio Proportions & Variations – Cubes – Venn Diagrams – Logical Reasoning – Critical Reasoning

**UNIT V: REVISIONARY MODULES 06 HOURS**

Group Discussions – HR Process – Interview Process – Mock Group Discussions

**Total : 30 HOURS**



### **Course Outcome:**

- CO1 To develop participants social and professional skills
- CO2 To help participants manage time effectively
- CO3 To build a strong resume to suit corporate requirements
- CO4 To face interviews confidently
- CO5 To enhance their aptitude abilities

### **Books Prescribed**

1. Meena. K and V.Ayothi (2013) A Book on Development of Soft Skills (Soft Skills: A Road Map to Success) P.R. Publishers & Distributors.
2. Soft Skills – Know Yourself & Know the World, S.Chand& Company LTD, Ram Nagar, NewDelhi
3. Prasad, H. M. How to Prepare for Group Discussion and Interview. NewDelhi: Tata McGraw-Hill Publishing Company Limited, 2001.
4. Pease, Allan. Body Language. Delhi: Sudha Publications, 1998.

### **Web Sources:**

1. <https://www.skillsyouneed.com/ips/communication-skills.html>
2. <https://www.businessnewsdaily.com/5836-top-interviewing-skills.html>
3. <https://gdpi.hitbullseye.com/Group-Discussion.php>

**Course Objective**

The goal of student internship program is to have the professional training and growth in various organisations and all types of companies.

**Purpose**

The purpose of the student internship program is to provide students with an opportunity to gain workplace skills and learn more about corporate field. This is also an opportunity to contribute to the local community by reaching out to future professionals.

**Parties Involved**

The student internship program involves two parties:

1. The Intern Supervisor(The Company)
2. The Intern(The Student)

<b>Category</b>	<b>Requirements</b>
Status	Group Internship Maximum of 5 person for one company .
Length	Period of 4 weeks
HOURS	HOURS will be agreed upon between the intern and the Intern Supervisor.
Reports To	The Intern Supervisor
Required Meetings	Attend Orientation Attend meetings as requested by the Intern Supervisor.
Duties	Perform all duties as assigned by the Intern Supervisor If performing the internship for school credit, the intern will be responsible for providing and submitting the required forms to the Intern Supervisor for

**Evaluation process for Internship Reporting:**

Internal Marks for Internship Report(40 marks)

External Marks for Internship Report(60 marks)

Certification	Content	Presentation
20 marks	20 marks	20 marks

**Course Outcome**

Co-1 To Contribute to the organisation's of all types and sizes by managing critical internship.

Co-2 To provide creative solutions to key challenges.

Co-3 To design marketing strategies.

Co-4 To Provide a variety of ways to engage in experiential Learning

Co-5 To lay the foundation for strong relationship and subsequent job offers

Co-6 To apply the Knowledge and skills acquired in the classroom to a professional context

**Course Objective:**

The mini project is designed to help students to develop practical ability and knowledge with the practical tools/techniques for solving real life problems related to the industry, academic institutions and computer science research. The course Mini Project is one that involves practical work for understanding and solving problems in the field of Commerce.

**Instructions for preparation of Mini-Project Reports**

The Mini-Project should be written in standard scientific paper format.

**Title page:** Authors name, Supervisor Name and Designation

**Abstract:** 250 words = 1 page.

**Introduction:** ~500-750 words = 2-3 pages

**Materials and Methods:** ~1500 words = 6 pages

**Results:** ~1500 words = 6 pages

This should provide a concise account of the results obtained, in a logical order that hopefully tells a story. This will not necessarily be the order in which you carried out the experiments! Make maximum use of figures / tables - remember a picture often replaces a thousand words. A standard scientific paper in most journals will contain 6 (maximum 8) figures or tables.

**Discussion :** 1500 words = 6 pages

This is valuable inclusion in a project report where the student may not have sufficient time to complete the work and it contains constant ideas of further work.

**Reference :** 1250 words = 5 pages

Standard format should be followed and include all the details, Including the full reference in the list maximum of 30 reference is adequate.

**COURSE OBJECTIVE:**

- To develop and strengthen entrepreneurial quality and motivation in students
- To impart basic entrepreneurial skills and understanding to run a business efficiently and effectively.
- To understand the concept and process of entrepreneurship and its contribution in and role in the growth and development of individual and the nation.

**UNIT I ENTREPRENEURSHIP****06 HOURS**

Entrepreneur – Personality characteristics of successful entrepreneur – Types of Entrepreneurs – Knowledge and skills required for an entrepreneur – Difference between Entrepreneur and Intrapreneur

**UNIT II BUSINESS****06 HOURS**

Definition, Classification – Characteristics, Ownership Structures – Project Formulation – Steps involved in setting up a Business – Market Survey and Research – Techno Economic Feasibility Assessment

**UNIT III BUSINESS PLAN PREPARATION****06 HOURS**

Sources of product for business – Pre-feasibility study – Criteria for selection of product – Ownership – Capital – Budgeting project profile preparation – Matching entrepreneur with the project – Feasibility report preparation and evaluation criteria.

**UNIT IV SUPPORT TO ENTREPRENEURS****06 HOURS**

Sickness in small Business – Concept, Magnitude, Causes and Consequences, Corrective Measures – Business Incubators – Government Policy for Small Scale Enterprises – Growth Strategies in small industry.

**UNIT V ENTREPRENEURSHIP DEVELOPMENT PROGRAMME****06 HOURS**

Meaning, Objectives – Phases of EDP – steps in EDP – Strategies for Entrepreneurship development – Institutions in aid of Entrepreneurship Development Programme – Use of IT enabled services in entrepreneurship - E Licensing, E filing.

**Total 30 HOURS****COURSE OUTCOMES:**

At the end of the course, a student will be able to

- CO-1 : Understand the concept of Entrepreneurship
- CO-2 : Identify, create and analyze entrepreneurial opportunities.
- CO-3 : Assess techno economic feasibility of a Business Plan
- CO-4 : Create Business Plans
- CO-5 : State various statutory institutions involved in the process of Entrepreneurship development

**TEXT BOOKS:**

1. Hisrich R D, Peters M P, "Entrepreneurship" 8th Edition, Tata McGraw-Hill, 2016
2. Khanka S.S., "Entrepreneurial Development" S Chand & Company; edition, 2016

**REFERENCE BOOKS:**

1. Sharma, "Entrepreneurship Development", PHI LEARNING PVT LTD, (2017)
2. AbhinavGanpule&Aditya Dhobale, "Entrepreneurship Development", Kindle Edition, Jatayu Publication; 1 edition ,2018.
3. Sangeeta Sharma, "Entrepreneurship Development", 10th Edition, Kindle Edition PHI Learning, 2018

**WEBSITES**

1. <http://www.simplynotes.in/e-notes/mbaBFD/entrepreneurship-development/>
2. <https://openpress.usask.ca/entrepreneurshipandinnovationtoolkit/chapter/chapter-1-introduction-to-entrepreneurship/>

**WEBSOURCES**

1. <https://articles.bplans.com/10-great-websites-for-entrepreneurs/>
2. <https://www.entrepreneur.com/article/272185>

**Course Objective**

The objective of the seminar is to impart training to the students in collecting materials on a specific topic from books, journals and other sources, compressing and organizing them in a logical sequence, and presenting the matter effectively both orally and as a technical report. The use of slides/transparencies and overhead/slide/multimedia projector is also introduced to the user during the seminar.

**Guidelines for preparing Seminar**

1. Selection of topic/area in management Subjects.
2. Approval to the selected topic from the concerned faculty in charge.
3. Study of topic: Students are requested to acquire a thorough knowledge on the subject by referring back papers and reference books (These may be included as references at the end of the paper) on the corresponding area.
4. Preparation of slides for presentation Slides may be presented in MS power point. Time allowed for presentation is 20 minutes for presentation and 5 minutes for discussions. So, number of slides may be around 20 - 25 to adhere the time limit.
5. Organisation of slides
  - The first slide will be a title page showing the title, name of author (presenter), roll no. and Class.
  - 2 nd page will contain overview of the seminar
  - Successive pages will contain
  - Objectives of the paper
    1. Introduction
    2. Body of the paper includes system dynamics, methodology, graphs, block diagrams etc. arranged in a logical sequence depending on the problem.
    3. Results and discussions
    4. Conclusion
6. Each slide will have a title and each figure have a caption.
7. Draft copy of the Seminar report should also be submitted before the presentation





Topics Prescribed For Workshop/Skill Lab: 12

- A) Group Discussion
- B) Presentation Skill
- C) Problem-Solving
- D) Decision-Making
- E) Creativity
- F) Leadership
- G) Time Management
- H) Body Language

**Total 30H**

**Course Outcome:**

- Co – 1 : Will know the origin of personality and its performance
- Co – 2 : Will know how the personality is helping in enhancing one behaviour when they face success and failure
- Co – 3 : Will understand the attitude and evaluate it
- Co – 4 : Will appraise their attitudes and develop the positive attitudes
- Co – 5 : Will be motivated by understanding different internal and external motives

**Text Books:**

1. S. P. Robbins ,OrganisationalBehaviour , Prentice-Hall Of India Pvt. Ltd., New Delhi-15<sup>th</sup> edition,2013
2. Richard Denny , Communicate To Win, Kogan Page India Private Limited, New Delhi, 5th edition, 2009
3. Rajendra Pal And J. S. Korlhalli, Essentials Of Business Communication - Sultan Chand & Sons, New Delhi,1<sup>st</sup> edition,2012

**ReferenceBooks:**

- 1) K. K. Sinha, Business Communication , Galgotia Publishing Company, New Delhi.-4<sup>th</sup> edition,2012
- 2) C. S. Rayudu, Media And Communication Management, Himalaya Publishing House,Bombay.5th edition, 2011Shiv Khera ,You Can Win, Macmillan India Limited, 2nd edition, 2012
- 3) Dr. S.V. Kadvekar, Dr. C. N. Rawal And Prof. RavindraKothavade,Business Communication, Diamond Publications, 2nd edition, Pune.2009
- 4) K. Sankaran And Mahendra Kumar , Group Discussion And Public Speaking -- M.I.Publications, Agra .2nd edition, 2000.

**Websites :**

1. <https://www.managementstudyguide.com/importance-of-personality-development.htm>
2. <https://courses.lumenlearning.com/wm-principlesofmanagement/chapter/reading-goal-setting-theory/>

**Weblinks :**

1. [https://www.youtube.com/watch?v=8b837HSIWVw&ab\\_channel=ExpertAcadem](https://www.youtube.com/watch?v=8b837HSIWVw&ab_channel=ExpertAcadem)  
[y](#)
2. <https://fdocuments.in/document/indian-ethos-5584a02a68405.html>

**GENERIC ELECTIVE**

**Course Objective:**

This paper seeks to familiarize the students with their rights and responsibilities as a consumer, the social framework of consumer rights and legal framework of protecting consumer rights. It also provides an understanding of the procedure of redress of consumer complaints, and the role of different agencies in establishing product and service standards. The student should be able to comprehend the business firms interface with consumers and the consumer related regulatory and business environment.

**Unit 1: Conceptual Framework****09 HOURS**

**Consumer and Markets:** Concept of Consumer, Nature of markets: Liberalization and Globalization of markets with special reference to Indian Consumer Markets, E-Commerce with reference to Indian Market, Concept of Price in Retail and Wholesale, Maximum Retail Price(MRP), Fair Price, GST, labeling and packaging along with relevant laws, Legal Metrology.

Consumer buying process, Consumer Satisfaction / dissatisfaction – Grievances – complaint, Consumer Complaining Behavior: Alternatives available to Dissatisfied Consumers, Complaint Handling Process: ISO 10000 suite.

**Unit 2: The Consumer Protection Law in India****09 HOURS**

Consumer rights and UN Guidelines on consumer protection, Consumer goods, defect in goods, spurious goods and services, service, deficiency in service, unfair trade practice and restrictive trade practice. Advisory Bodies: Consumer Protection Councils at the Central, State and District Levels; Adjudicatory Bodies: District Forums, State Commissions, National Commission: Their Composition, Powers, and Jurisdiction (Pecuniary and Territorial), Role of Supreme Court under the CPA with important case law.

**Unit 3: Grievance Redressal Mechanism under the Indian Consumer Protection Law**

**09 HOURS**

Grounds of filing a complaint; Limitation period; Procedure for filing and hearing of a complaint; Disposal of cases, Relief/Remedy available; Temporary Injunction, Enforcement of order, Appeal, frivolous and vexatious complaints; Offences and penalties. Leading Cases decided under Consumer Protection law by Supreme Court/National Commission: Medical Negligence; Banking; Insurance; Housing & Real Estate; Electricity and Telecom Services; Education; Defective Products; Unfair Trade Practices.

**Unit 4: Role of Industry Regulators in Consumer Protection 09 HOURS**

Banking: RBI and Banking Ombudsman, Insurance: IRDA and Insurance Ombudsman, Telecommunication: TRAI, Food Products: FSSAI, Electricity Supply: Electricity Regulatory Commission, Real Estate Regulatory Authority.

**Unit 5: Contemporary Issues in Consumer Affairs 09 HOURS**

Evolution of Consumer Movement in India, Formation of consumer organizations and their role in consumer protection, Misleading Advertisements and sustainable consumption, National Consumer Helpline, Comparative Product testing, Sustainable consumption and energy ratings.

Voluntary and Mandatory standards; Role of BIS, Indian Standards Mark (ISI), Ag-mark, Hallmarking, Licensing and Surveillance; Role of International Standards: ISO an Overview.

**Total 45 HOURS**

**Course Outcomes:**

CO-1 : To understand the concepts of consumer affairs

CO-2 : To analyses the consumer protection act and its procedures.

CO-3 : To apply the consumer grievances handling mechanisms and procedures.

CO-4 : Students can analyses the role of consumer protection act in India.

CO-5 : Students can understand the contemporary issues in consumer affairs including the role of BIS, ISO and other issues.

**Text Books:**

1. Khanna, Sri Ram, SavitaHanspal, Sheetal Kapoor, and H.K. Awasthi. Consumer Affairs, Universities Press, 3rd edition, 2007
2. Choudhary, Ram Naresh Prasad, Consumer Protection Law Provisions and Procedure, Deep and Deep Publications Pvt Ltd, 2nd edition,2005.

**Reference Books:**

1. G. Ganesan and M. Sumathy, Globalisation and Consumerism: Issues and Challenges, Regal Publications,5th edition, 2012
2. Suresh Misra and SapnaChadah, Consumer Protection in India: Issues and Concerns, IIPA, New Delhi, 3rd edition, 2012.
3. Rajyalaxmi Rao, Consumer is King, Universal Law Publishing Company, 2nd edition, 2012.

**Websites :**

1. <https://egazette.nic.in/WriteReadData/2019/210422.pdf>
2. <https://www.indialegallive.com/special-story/rights-of-consumer-and-the-redressal-system/>

**Weblinks :**

1. <https://www.slideshare.net/vijayyadav107/consumer-protection-act-80098278>
2. <https://slideplayer.com/slide/5845006/>

**21GBFD21**

**DISASTERS MANAGEMENT**

**3003**

**UNIT I Introduction to Disasters: 09 HOURS**

Concepts and definitions (Disaster, Hazard, Vulnerability, Resilience, Risks).

**UNIT II Disasters: Classification Causes, Impacts 09 HOURS**

(including social, economic, political, environmental, health, psychosocial etc.).  
Differential impacts - in terms of caste, class, gender, age, location, disability Global trends in disasters: urban disasters, pandemics, complex emergencies, Climate change.

**UNIT III Approaches to Disasters Risk reduction: 09 HOURS**

Disaster cycle – its analysis, Phases, Culture of safety, prevention, mitigation and preparedness, community based DRR, Structural – non structural measures, roles and responsibilities of community, Panchayat Raj Institutions/Urban Local Bodies (PRIs/ULBs), states, Centre and other stake-holders.

**UNIT IV Inter-relationship between Disasters and Development: 09 HOURS**

Factors affecting Vulnerabilities, differential impacts, impact of Development projects such as dams, embankments, changes in Land-use etc. Climate Change Adaptation. Relevance of indigenous knowledge, appropriate technology and local resources.

**UNIT V Disaster Risk Management in India 09 HOURS**

Hazard and Vulnerability profile of India - Components of Disaster Relief: Water, Food, Sanitation, Shelter, Health, Waste Management Institutional arrangements (Mitigation, Response and Preparedness, DM Act and Policy, Other related policies, plans, programmes and legislation).

**TOTAL 45 HOURS**

**Course Outcomes:**

CO-1 : Students can understand the concepts of Disaster management and its impact.

CO-2 : Students can analyse the Disaster management causes, types and its changes.

CO-3 : To approach and learn the concepts of approaches to disaster management risk reductions.

CO-4 : To describe the inter-relationship between disaster and developments concepts

CO-5 : To improve the knowledge relevant of disaster risk management in India and to understand the components of disaster reliefs.

**Text Books:**

1. Alexander David, Introduction in 'Confronting Catastrophe', Oxford University Press, 5th edition,2000.
2. Andharia J. Vulnerability in Disaster Discourse, JTCDM, Tata Institute of Social Sciences Working Paper no. 8, 2008.
3. Blaikie, P, Cannon T, Davis I, Wisner B. At Risk Natural Hazards, Peoples' Vulnerability and Disasters, Routledge, 1997.

**REFERENCE BOOKS:**

1. Coppola P Damon, Introduction to International Disaster Management, Bullock &Haddow LLC, Third edition,2007.
2. Carter, Nick, Disaster Management: A Disaster Manager's Handbook. Asian Development Bank, Manila Philippines, 1st edition, 1991.

**Websites :**

1. <https://www.emdat.be/classification>
2. <http://www.odpm.gov.tt/node/162>

**Weblinks :**

1. <https://www.slideshare.net/brissomathewarackal/disaster-preparedness-brisso>
2. <https://www.slideshare.net/pramodgpramod/disaster-management-system-in-india>



**COURSE OBJECTIVE:**

1. To create an awareness on Engineering Ethics and Human Values.
2. To understand social responsibility of an engineer.
3. To appreciate ethical dilemma while discharging duties in professional life.

**UNIT – I : Concept of Human values, Value Education Towards****Personal Development****9HOURS**

Aim of education and value education; Evolution of value oriented education; Concept of Human value; type of values; Components of value education.

**Personal Development:**

Self analysis and introspection; sensitization towards gender equality, physically challenged, intellectually challenged. Respect to – age, experience, maturity, family members, neighbors, co-workers.

**Character Formation Towards Positive Personality:**

Truthfulness, constructivity, Sacrifice, sincerity, self Control, Altruism, Tolerance, Scientific Vision.

**UNIT – II : Value Education Towards National and Global****DevelopmentNational and International values****9HOURS**

Constitutional or national values – Democracy, Socialism, secularism, equality, justice, liberty, freedom and fraternity.

Social Values – Pity and probity, self control, universal brotherhood.

Professional Values- Knowledge thirst, sincerity in professional, regularity, punctuality and faith.

Religious Values – Tolerance, wisdom, character.

Aesthetic Value – Love and appreciation of literature and fine arts and respect for the same. National Integration and international understanding.

**UNIT – III : Impact of Global Development on Ethics and Value 9HOURS**

Conflict of cross-cultural influence, mass media, cross-border education, materialistic values, professional challenges and compromise.

Modern Challenge of Adolescent Emotions and behavior; Sex and spirituality; Comparison and competition; positive and negative thoughts.

Adolescent Emotions, arrogance, anger, sexual instability, selfishness, defiance

**UNIT – IV : Therapeutic Measures 9HOURS**

Control of the mind through

- a. Simplified physical exercise
- b. Meditation – Objective, types, effect on body, mind and soul
- c. Yoga – Objectives, Types, Asanas
- d. Activities:
  - i. Moralization of Desires
  - ii. Neutralization of Anger
  - iii. Eradication of Worries
  - iv. Benefits of Blessings

**UNIT – V : Human Rights 9HOURS**

1. Concept of Human Rights – Indian and International Perspectives
  - a) Evolution of Human Rights
  - b) Definitions under Indian and International documents
2. Broad classification of Human Rights and Relevant Constitutional Provisions.
  - a) Right to life, Liberty and Dignity
  - b) Right to Equality
  - c) Right against Exploitation

- d) Cultural and Educational Rights
  - e) Economic Rights
  - f) Political Rights
  - g) Social Rights
  - h) Human Rights of Women and Children
3. Social Practice and Constitutional Safeguards
- a) Female Foeticide and Infanticide
  - b) Physical assault and harassment
  - c) Domestic violence
  - d) Conditions of Working Women
4. Institutions for implementation
- a) Human Rights commission
  - b) Judiciary
5. Violations and Redressal
- a) Violation by state
  - b) Violation by Individuals
  - c) Nuclear Weapons and terrorism
  - d) Safeguards.

**Total 45 Hours**

**Course outcomes:**

On completion of this course, the students will be able to

- 1) Understand the significance of value inputs in a classroom and start applying them in their life and profession
- 2) Distinguish between values and skills, happiness and accumulation of physical facilities, the Self and the Body, Intention and Competence of an individual, etc.

- 3) Understand the role of a human being in ensuring harmony in society and nature.
- 4) Distinguish between ethical and unethical practices, and start working out the strategy to actualize a harmonious environment wherever they work.
- 5) To Understand the human rights values.

**Text Books:**

- 1) R R Gaur, R Sangal, G P Bagaria, 2009, A Foundation Course in Human Values and Professional Ethics.
- 2) Dr. Saroj Kumar., Universal Human Values And Professional Ethics, Thakur-Publication
- 3) **R.S. Naagarazan** , Professional Ethics and Human Values, 2006, New Age International (P) Ltd., Publishers

**Reference:**

- 1) A N Tripathy, 2003, Human Values, New Age International Publishers.

**DISCIPLINE SPECIFIC ELECTIVE**

**21DBFD11 INTRODUCTION TO UI & VISUAL DESIGN****5005****Learning Outcomes:**

- Learning UI design guidelines for different platforms and operating systems
- Understanding the principles and fundamentals of UI Design.
- To be able to learn and get hands on Iconography & typography for interface design.
- To fundamentals of screen design based on design guidelines and Cross platform screen design.
- To master with the practical training in UI design for digital screens.

**Unit 1: Basic elements of UI design 15 HOURS**

Introduction to basic elements of visual design — detailed study of color, color wheel, visual hierarchy, legibility and readability, grid, layout

**Unit 2: Typography 15 HOURS**

What is typography, Typeface's history and study, Types of fonts - serif and non-serif, Font anatomy, Importance of Typography in modern age UI design, Usage of type for print vs digital, and Latest Trends in Typography

**Unit 3: Iconography 15 HOURS**

What is iconography, visualization of icons, industry standards and specifications for iconography, designing for various form factors, trends in iconography, and User perception about iconography

**Unit 4: Photoshop 15 HOURS**

Photoshop — Interface & Workspace, modifying workspace, tools, and layers, blending options

**Unit 5: Illustrator 15 HOURS**

Illustrator - Interface & Workspace, modifying workspace, tools, and layers, blending options

**Course Outcomes:**

- CO-01: Learning UI design guidelines for different platforms and operating systems
- CO-02: Understanding the principles and fundamentals of UI Design.
- CO-03: To be able to learn and get hands on Iconography & typography for interface design.
- CO-04: Understanding the photoshop usage
- CO-05: Understanding the illustrator usage.

**ReferenceBooks**

1. The Essential Guide to user Interface Design by Wilbert O.Galitz 1<sup>st</sup> Edition 2020
2. Basics Interactive Design: Interface Design: An Introduction to Visual Communication in UI Design by Dave Wood 1<sup>st</sup> Edition 2020
3. Designing Interfaces by Janifer Tidwell/ O'Reilly 1<sup>st</sup> Edition 2020

**Website references:**

1. <https://customerthink.com/avoiding-the-omnichannel-gap/>
2. <https://www.itproportal.com/features/omnichannel-banking-meaning-examples-benefits-and-challenges/>





**Course Outcomes:**

- CO-01: Understand and develop a Digital Strategy for the Banking Sector
- CO-02: Deep dive into the Banking and Financial ecosystem
- CO-03: Applying the Tools of Design Thinking
- CO-04: Understand the Internet of things to get information from the devices
- CO-05: Analyze different ways of processing & managing the risk & exposure

**Reference Books**

1. The Financial Services Guide to Fintech: Driving Banking Innovation Through Effective Partnerships by Devie Mohan
2. Disrupting Finance: FinTech and Strategy in the 21st Century (Palgrave Studies in Digital Business & Enabling Technologies) by Theo Lynn (Editor), John G. Mooney (Editor), PierangeloRosati (Editor), Mark Cummins
3. The Financial Ecosystem: The Role of Finance in Achieving Sustainability (Palgrave Studies in Impact Finance) Satyajit Bose, Guo Dong

**Website Reference:**

1. <https://www.qualtrics.com/au/experience-management/customer/omnichannel-experience-design/>

**Learning Outcomes:**

- Introduction to Segmentation
- Understand the Customer Segments in Banking
- Learn the concepts of Segmentation Research
- Design a CVP for banks

**Unit 1: Introduction to Segmentation 15 HOURS**

Understand the basics and importance of segmentation with reference to UX Design

**Unit 2: Customer Segments & Personas 15 HOURS**

Understand the basic steps of segmentation, creating different customer segments based on research, understand the difference between customer segments and persona

**Unit 3: Segmentation Research 15 HOURS**

Process of research and the types of data required for different types of customer segments

**Unit 4: CVP Design 15 HOURS**

Introduction of concept of value, Customer Value Proposition, and its design. Apply the concepts to design a CVP for a bank or a financial institution

**Unit 5: Case Studies of CVP 15 HOURS****TOTAL 75 HOURS****Course Outcomes:**

- CO-01: Understand the Customer Segments in Banking
- CO-02: Learn the concepts of Segmentation Research
- CO-03: Design a CVP for banks
- CO-04: Demonstrate capability to Design, develop basic machine learning applications
- CO-05: Understand how to Design, develop and deploy cloud solutions.

### **Reference Books**

1. UX Strategy: How to Devise Innovative Digital Products that People Want Jaime Levy  
O'Reilly Media
2. Creating and Delivering Your Value Proposition: Managing Customer Experience for Profit Cindy Barnes, Helen Blake, David Pinder
3. Research in Systems Analysis and Design: Models and Methods Stanisław Wrycza

### **Website Reference:**

1. <https://www.qualtrics.com/au/experience-management/customer/omnichannel-experience-design/>

**21DBFD14**

**PRODUCT LAUNCH AND USABILITY TESTING**

**4004**

**Learning Outcomes:**

- Product launch
- Introduction to User Testing
- Usability Testing Methodologies

**Unit 1: Digital Product Launch**

**12HOURS**

Understanding the Minimum Viable Product. Develop the Product launch strategy and action plan. Role of UX post product launch, product management techniques, understanding business requirement document, creating a digital user loyalty program, setting up products for user feedback, UX writing.

**Unit 2: Introduction to Basics of Usability Testing**

**12 HOURS**

Learn the process of conducting usability tests for digital products - planning, executing, information gathering and documentation. Learn how to create questionnaires, test cases and test moderation.

**Unit 3: Usability testing methodologies**

**12 HOURS**

Task based user testing, A/B testing, lab-based user testing, remote user testing, moderated & un- moderated user testing.

**Unit 4: Product management lifecycle**

**12 HOURS**

Product management life cycle model and product master plan, Design thinking in product management, Finance and forecasting for the product manager

**Unit 5: Project**

**12HOURS**

Students will pick up a real-life digital application and conduct end-to-end usability testing on the product and submit a report for evaluation.

**Total HOURS: 60 HOURS**

**Course Outcomes:**

- CO-01: Product launch
- CO-02: Introduction to User Testing
- CO-03: Usability Testing Methodologies
- CO-04: Assess the effectiveness of a Product Launch Campaign
- CO-05: Understand how digital marketing and marketing analytics work in assessing the effectiveness of a campaign

**Reference Books**

1. Product Launch: Tech Marketing for Tech Products and Your Digital Product Launch & New Launched Products | Value Proposition Design & Marketing for Software Companies / Marketing for Software Dekker Fraser (Author), Spencer Grover
2. Principles of Product Management: How to Land a PM Job and Launch Your Product Career Peter Yang
3. Handbook of Usability Testing: How to Plan, Design, and Conduct Effective Tests Jeffrey Rubin, Dana Chisnell, Jared Spool/Wiley

**Website Reference:**

1. <https://www.nngroup.com/articles/customer-journeys-omnichannel/>

**Learning Outcomes:**

- To understand the need of information and data visualization
- Deciphering Data (Google analytics, mobile analytics), and Dashboard SW (Tablo, MS Biz Int)
- Discern the facts after fully analyzing the information received from the user, to learn how to define the problem based on facts and Data Visualization Techniques
- To grasp banking ecosystem for data, its visualization and create a Dashboard of relevant information using the Dashboard SW

**Unit 1: Industry driven by data 15HOURS**

Understanding the importance of information in the digital world and data driven experiences

**Unit 2: Sources of Data and Deciphering data 15HOURS**

Sources of data collections — Google analytics, research, consumer insights etc and deciphering the information from the data to provide a frictionless experience to the user

**Unit 3: Basics of Data analysis and information 10HOURS**

What is information, actionable input from data collection, process of data analysis, parameters that UX designer can use (location, time, direction), data in the new IOT world-connected device data, what is big data and its effect on users/UX design

**Unit 4: Learning Dashboard Software 10 HOURS**

Develop the basic understanding of the Dashboard software and learn through case study of Dashboard

**Unit 5: Project 10HOURS**

Students will collect their data, discern information and create a dashboard reflecting the relevant decision points

**Total HOURS: 60HOURS**

**Course outcomes:**

- CO-01: Deciphering Data (Google analytics, mobile analytics), and Dashboard SW (Tablo, MS Biz Int)
- CO-02: Discern the facts after fully analyzing the information received from the user, to learn how to define the problem based on facts and Data Visualization Techniques
- CO-03: To grasp banking ecosystem for data, its visualization and create a Dashboard of relevant information using the Dashboard SW
- CO-04: To Develop a reasonably sophisticated web application
- CO-05: To understand Role of Security in Electronic Payment Systems

**Reference Books –**

1. Fundamentals of Data Visualization: A Primer on Making Informative and Compelling Figures Claus O. Wilke
2. Visualize This: The Flowing Data Guide to Design, Visualization, and Statistics Nathan Yau/Wiley
3. Storytelling with Data: A Data Visualization Guide for Business Professionals Cole Nussbaumer

**Website Reference:**

1. <https://www.globalbankingandfinance.com/as-fintech-firms-become-increasingly-profitable-traditional-banks-counter-with-branded-digital-only-subidiaries/>
2. <https://www.globenewswire.com/news-release/2021/05/26/2236666/0/en/Capgemini-Press-Release-As-FinTech-firms-become-increasingly-profitable-traditional-banks-counter-with-branded-digital-only-subidiaries.html>

**Learning objectives:**

- To acquaint the students with the Financial and Accounting functions in Excel
- To give hands on experience in preparing Excel sheets
- To enable students to use financial and accounting functions in Excel sheets.

**Unit I****15 HOURS**

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

**Unit II****15 HOURS**

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

**Unit III****10HOURS**

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

**Unit IV****10 HOURS**

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

**Unit V****10 HOURS**

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

**Total HOURS: 60 HOURS**



**Course Outcomes:**

- CO-01:Apply advanced formulas to lay data in readiness for analysis
- CO-02:Use advanced techniques for report visualizations
- CO-03:Leverage on various methodologies of summarizing data
- CO-04:Understand and apply basic principles of laying out Excel models for decision making
- CO-05: To Apply various formulas in excel.

**Reference Books**

1. **Microsoft Excel 2016 Bible: The Comprehensive Tutorial Resource.** ...
2. **Excel 2016 ALL-IN-ONE for Dummies.** ...
3. **Excel: Quickstart Guide from Beginner to Expert.** .

**Website Links:**

1. <https://corporatefinanceinstitute.com/resources/ebooks/excel-book-pdf/>
2. [https://www.tutorialspoint.com/advanced\\_excel/advanced\\_excel\\_tutorial.pdf](https://www.tutorialspoint.com/advanced_excel/advanced_excel_tutorial.pdf)

**Learning Outcomes:**

- Analyzing the nature and functioning of foreign exchange markets, determination of exchange rates and their forecasting
- Explaining the foreign exchange risks and to identify risk management strategies
- Exploring the international sources of long term finance
- Understanding foreign exchange markets, international financial markets and their functions & needs
- Analyzing foreign exchange risks and risk management strategies

**Unit-I:****12HOURS**

Nature and scope of forex management: Objectives, significance and scope of forex management, relationship between forex management and financial management, forex management and global environment.

**Unit-II:****12HOURS**

International financial markets and instruments: An overview of international capital and money markets, arbitrage opportunities, integration of markets, international capital and money market instruments – GDRs, DRs, Euro Bonds, dual currency bonds, euro equity, euro deposits.

**Unit-III:****12HOURS**

Foreign Exchange Market: Functions, characteristics, organization, and participants, arbitrage in foreign exchange market, mechanics of making foreign payments, cost associated with international payments.

**Unit-IV:****12HOURS**

Foreign exchange rates and its determinations: exchange rate, spot, forward and cross exchange rates, Forex trading and financing of international trade.

**Unit-V:****12HOURS**

Foreign Exchange Risk Hedging techniques: Swaps, Options, offshore banking, payment terms, i.e., Commercial Invoice, Letter of credit, Bill of exchange, documents, and financing technique.

**Total HOURS: 60****Course Outcomes:**

- CO-01: To understand how the foreign Exchange Market operates
- CO-02: To understand the principles of Currency valuation
- CO-03: To explain techniques that can be used to hedge foreign exchange risk
- CO-04: To create an understanding on foreign exchange Management in India
- CO-05: Analyze different ways of processing & managing the risk & exposure

**References:**

1. Jeevanandan, C, Foreign Exchange and risk Management, Sultan Chand and sons, New Delhi
2. Chatterjee, Principles of Foreign Exchange, Himalaya, Bombay.
3. Ian Giddy, Global Financial Markets, AIYBS, New Delhi.

**Website References:**

1. <https://www.investopedia.com/terms/f/foreign-exchange.asp>
2. [https://collegetutor.net/notes/Foreign\\_exchange\\_management\\_ppt\\_notes](https://collegetutor.net/notes/Foreign_exchange_management_ppt_notes)

**Learning Outcome:**

- To acquaint the students with the fundamentals of information technology
- To give basic understanding of working with MS Office.

**UNIT-I****12HOURS**

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

**UNIT-II****12 HOURS**

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

**UNIT-III****12 HOURS**

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

**UNIT-IV****12 HOURS**

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

**UNIT-V****12 HOURS**

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

**Total HOURS: 60**

**Course Outcomes:**

- CO-01:Recognize and use the Office Package software
- CO-02:Identify and apply the menus in MS-Word
- CO-03:Understand the menus in Excel
- CO-04:Understand the components of Power point
- CO-05:Surf details through Internet

**Reference Books:**

1. Office 365 All-in-One For Dummies Peter Weverka , Timothy L. Warner 2019
2. Office 365 Quick Source Reference Guide by Quick Source 2016

**Website Links:**

1. <https://testbook.com/blog/basics-ms-office-notes-pdf/>
2. <https://www.basu.org.in/wp-content/uploads/2020/03/Introduction-to-MS-Office.pdf>

**COURSE OBJECTIVES:**

- To teach students the basics of server side scripting using PHP
- To explain web application development procedures
- To impart servlet technology for writing business logic
- To facilitate students to connect to databases using JDBC
- To familiarize various concepts of application development using JSP

**UNIT – I****12 HOURS**

Introduction to PHP: Declaring variables, data types, arrays, strings, operations, expressions, control structures, functions, Reading data from web form controls like Text Boxes, radio buttons, lists etc., Handling File Uploads, Connecting to database (My SQL as reference), executing simple queries, handling results, Handling sessions and cookies. File Handling in PHP: File operations like opening, closing, reading, writing, appending, deleting etc. on text and binary files, listing directories.

**UNIT – II****12 HOURS**

Client side Scripting: Introduction to JavaScript: JavaScript language – declaring variables, scope of variables functions, event handlers (on click, on submit etc.), Document Object Model, Form validations. Simple AJAX applications.

**UNIT – III****12 HOURS**

XML: Introduction to XML, Defining XML tags, their attributes and values, Document type definition, XML Schemas, Document Object model, XHTML Parsing XML Data - DOM and SAX parsers in java

**UNIT – IV****12 HOURS**

Introduction to Servlets: Common Gateway Interface (CGI), Lifecycle of a Servlets, deploying a Servlets, The Servlets API, Reading Servlets parameters, Reading

initialization parameters, Handling Http Request & Responses, Using Cookies and sessions, connecting to a database using JDBC.

**UNIT – V**

**12 HOURS**

Introduction to JSP: The Anatomy of a JSP Page, JSP Processing, Declarations, Directives, Expressions, Code Snippets, implicit objects, Using Beans in JSP Pages, Using Cookies and session tracking, connecting to database in JSP.

**Total HOURS: 60HOURS.**

**Course Outcomes:**

- CO-01:Create web pages using PHP
- CO-02:Identify the difference between the HTML PHP and XML documents.
- CO-03:Identify the engineering structural design of XML and parse tree
- CO-04:Analyze the difference between and PHP and XML.
- CO-05:Understand the concept of JAVA SCRIPTS.

**TEXT BOOKS:**

1. Web Technologies, Uttam K Roy, Oxford University Press , 6<sup>th</sup> edition 2016
2. The Complete Reference PHP – Steven Holzner, Tata McGraw-Hill,4<sup>th</sup> edition 2014

**REFERENCE BOOKS:**

1. Web Programming, building internet applications, Chris Bates 2nd edition, Wiley Dremtech, 4<sup>th</sup> edition 2014
2. Java Server Pages – Hans Bergsten, SPD O’Reilly 5<sup>th</sup> edition 2012
3. Java Script, D.Flanagan, O’Reilly, SPD. 5<sup>th</sup> edition 2017
4. Beginning Web Programming–Jon Duckett WROX. 4<sup>th</sup> edition 2014
5. Programming world wide web, R.W. Sebesta. Fourth Edition, Pearson. 3<sup>th</sup> edition 2012

**Website References :**

1. <https://www.geektonight.com/web-technologies-notes-pdf/#:~:text=Web%20technology%20is%20defined%20as,packages%20is%20called%20web%20technology.>
2. <https://lecturenotes.in/subject/503/web-technologies-wt/note>



**Learning Outcomes:**

- To make the students understand the various concepts related to Electronic Business
- To enable them to understand and exploit its role in providing strategic advantage
- Ability to foster analytical and critical thinking abilities for data-based decision making.
- Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
- Ability to adapt and apply software technologies to deliver financial services
- Ability to recognize the need and adopt the knowledge of contemporary issues, and also to engage in life-long learning.

**UNIT-I:****12HOURS**

Introduction to E-Commerce – Definitions - Types of E-commerce, Benefits of E-commerce -Limitations of E-commerce - Impact of E-commerce – Electronic Market Structure – Business Models of E-Commerce, Electronic Marketplaces – Types of E-Marketplaces, Electronic stores andMalls, Electronic Catalogues, E-Shopping Cart, Online Auctioning

**UNIT-II:****12HOURS**

B2C and Advertising in Ecommerce – Retailing in E-Commerce – E-Tailing Business Models,

Online Purchase Decision Aids, Online Consumer Behavior Model –Consumer Purchasing DecisionMaking Process– Internet Marketing Methods – Web Advertising - Advertisement Methods –Advertisement Strategies and Promotions

**UNIT-III:****12HOURS**

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

**UNIT-IV:****12HOURS**

Electronic Payment Systems and Security– Electronic Payment and Protocols – Electronic CreditCard system – Electronic Fund Transfer and Debit Cards - Security schemes in Electronic Payment Systems, Fraud Protection

**UNIT-V****12HOURS**

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

**Total HOURS:60****Course Outcome:**

- CO1 Understand the concept of E-Commerce and its significance
- CO2 Demonstrate various Business Models of E-Commerce
- CO3 Analyze how social Commerce is playing a vital role for the promotion of a business
- CO4 Role of Security in Electronic Payment Systems
- CO5 Understand the concept and usage of M-Commerce

**Reference Books:**

1. Failing to Succeed: The Story of India's First E-Commerce Company" by K Vaitheeswaran
2. E – Commerce: Strategy, Technologies and Applications" by David Whiteley

3. Laudon, K. C., & Traver, C. G. (2018). E-commerce 2017: Business, technology, society (13th ed.). Boston, MA: Pearson

**Website Reference:**

1. [https://searchcio.techtarget.com/definition/e-commerce#:~:text=E%2Dcommerce%20\(electronic%20commerce\),or%20consumer%2Dto%2Dbusiness.](https://searchcio.techtarget.com/definition/e-commerce#:~:text=E%2Dcommerce%20(electronic%20commerce),or%20consumer%2Dto%2Dbusiness.)
2. [http://www.vssut.ac.in/lecture\\_notes/lecture1428551057.pdf](http://www.vssut.ac.in/lecture_notes/lecture1428551057.pdf)

**Learning objectives:**

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

**Unit I****12HOURS**

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

**Unit II****12HOURS**

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

**Unit III****12 HOURS**

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

**Unit IV****12 HOURS**

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

**Unit V****15 HOURS**

Query Processing and Optimization: ACID properties, Transaction Processing and ConcurrencyControl - Database Recovery

**Total HOURS:60 HOURS**

**Course Outcomes:**

- CO1 Demonstrate writing SQL queries to store and retrieve data.
- CO2 Develop skills to create, maintain a database.
- CO3 Writes queries and procedures in SQL and PL/SQL
- CO4 Will be able to optimize database queries
- CO-05: To understand the writing queries and procedures in SQL and PL/SQL

**TEXT BOOK**

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

**REFERENCE BOOKS:**

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

**Website References:**

1. <https://bookboon.com/en/an-introduction-to-relational-database-theory-ebook>
2. <https://searchdatamanagement.techtarget.com/definition/RDBMS-relational-database-management-system#:~:text=An%20RDBMS%20is%20a%20type,storage%20used%20in%20a%20DBMS.>

**Learning Outcomes:**

- To understand the basic functions and services associated with banking
- To recognize various needs of the customers in banks.
- To be able to analyze and understand the need for the various associated with banking.
- To understand the various retail loans offered by the commercial banks.
- To recognize the regulatory framework of RBI.

**Unit I****15 HOURS**

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

**Unit II****15 HOURS**

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

**Unit III****15 HOURS**

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

**Unit IV****15 HOURS**

Retail Lending: Cash Credit, retail loans - vehicle, personal, home, education; Creation of Security - hypothecation, mortgage, pledge, lien; Banker's Rights; management of non-performing assets (NPA) - capital adequacy - SLR - CRR.

**Unit V****15 HOURS**

Responsibility of Banks: Know Your Customer (KYC), Prevention of Money Laundering, Banking Ombudsman, Banking Codes & Standards Board of India (BCSBI), introduction to Basel Norms. Case Analysis (Not Exceeding 200 words)

**Total HOURS: 60 HOURS****Course Outcomes:**

- CO1:- Would be able to deal with banking transactions, personal or professional with a better understanding.
- CO2:- To enable the student to know the basics of a financial system
- CO 3:- The student will know the role of financial system in economic development of a nation.
- CO 4:- The student will learn about Indian financial markets, regulators of financial markets, financial institutions.
- CO5:- Enhancement of knowledge about financial services in India

**References**

- Ravi Subramanian, "The Incredible Banker", Rupa, New Delhi, 2013
- Rajesh, R., & Sivagnanasithi T., "Banking Theory Law & Practice", Tata McGraw Hill, New Delhi, 2013
- Dr S Gurusamy, "Banking Theory Law & Practice", Tata McGraw Hill, New Delhi, 2013.

**Website References:**

- <https://www.oliveboard.in/blog/bank-exams-banking-awareness-notes-pdf-retail-corporate-banking-questions-answers/>
- <https://www.investopedia.com/terms/r/retailbanking.asp>

**Learning Outcomes:**

- Building Blocks of Market Risk
- Financial Mathematics such as Time Value of Money
- Statistical concepts such as Probability Distribution, Volatility, Correlation and Regression
- Bond Pricing and Yield Analysis
- Risk measurement concepts such as Gap Analysis, Duration Analysis, Simulation Analysis and Basis Point Value
- The Basic Level courses are packed with interactive practical examples, calculators, and intuitive explanations that form a solid foundation for Market Risk Management

**UNIT- I : Introduction****12HOURS**

Overview of Financial systems In India – Structure, Regulation Role And FunctionsOf Financial Systems – Financial Instruments – Financial Markets – Capital Markets & MoneyMarkets – Interlink Between Money Market & Capital Market – Characteristics Of FinancialMarkets – Functions Of Stock Exchange – Introduction To Forex.

**UNIT – II: Financial Services****12HOURS**

Objectives of financial services – types of financial services – capital market services & money market services – intermediaries: banking financial corporations ,non banking financialcorporations & insurance corporations- financial services sector problems and reforms.

**UNIT – III : Venture Capital****12 HOURS**

Venture capital: growth of venture capital in India- financing pattern – legal aspects andguidelines for venture capital – leasing- types of leases – leasing vs borrowing - credit rating :CRISIL, ICRA & care – factoring, forfeiting- bill discounting – types of factoring arrangements– factoring in Indian context.





**Website References:**

1. IM.B[https://images.topperlearning.com/topper/revisionnotes/8010\\_Topper\\_21\\_101\\_504\\_553\\_10202\\_Financial\\_Markets\\_up201904181810\\_1555591221\\_2538.pdf](https://images.topperlearning.com/topper/revisionnotes/8010_Topper_21_101_504_553_10202_Financial_Markets_up201904181810_1555591221_2538.pdf)
2. <https://www.moneycontrol.com/stocksmarketsindia/>

**Learning Outcomes:**

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

**UNIT-I:****15 HOURS**

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

**UNIT-II:****15 HOURS**

Foreign Exchange Market: Structure, mechanism of currency trading, exchange rate quotations, forward contracts, interest arbitrage, exchange rate regimes and the foreign exchange market in India (NP). Exchange rate determination – IRP, PPP, FE, IFE

**UNIT-III:****15 HOURS**

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

**UNIT-IV:****15 HOURS**

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

**UNIT-V:****15 HOURS**

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

**Total HOURS: 75 HOURS****Course Outcomes:**

- CO1 Analyze the global Financial Management & its role
- CO2 Apply & evaluate exchange rate regimes & arbitrage process
- CO 3 Analyze different ways of processing & managing the risk & exposure
- CO 4 Apply funding & borrowing options to take financial decisions in MNCs.
- CO 5 Evaluate Budgeting process, analyze foreign investments & create sample projects.

**References:**

1. International Financial Management by P.G. Apte, TMH Publication, 4th Ed., 2012
2. International Finance Management, Eun & Resnick TMH Publication, 4th Ed., 2014
3. International Finance Management, 2 Jeff Madura, Thomson Publication, 7th Ed. 2014
4. Multinational Business Finance by David K Eiteman, Arthur Stonehill, Michael H Moffett 2013
5. Alok Pandey, Pearson Publication, 10th Ed. 2010
6. Multinational Financial Management, by Alan C. Shapiro, Wiley India, 8th Ed. A joint venture by IISc and IITs, funded by MHR 2007

**Website References:**

1. <https://nptel.ac.in/courses/110/105/110105031/>
2. [https://onlinecourses.swayam2.ac.in/cec20\\_mg17/preview](https://onlinecourses.swayam2.ac.in/cec20_mg17/preview)



Concept of Online Campaign Management, Campaign Management using Corporate Blogs, Measuring Campaign effectiveness.

**Total : 45HOURS**

**Course Outcome:**

- CO-01: To enumerate an overall view of the Digital marketing space
- CO-02: To develop competency in students to develop Marketing Strategy using various tools available to manage consumers and content on the internet
- CO-03: To demonstrate the significance of innovation in business.
- CO-04: To interpret digital space of any business as a mechanism to communicate with customers.
- CO-05: To learn about the digital marketing platforms

**Text Books:**

1. Vandana Ahuja, Digital Marketing, Oxford University Press Essential Reading / Recommended Reading, 3<sup>rd</sup> edition, 2015
2. Dave Chaffey and Ellis Chadwick, Digital Marketing: Strategy, Implementation and Practice, Pearson Publications, 5<sup>th</sup> edition, 2019.

**Reference Books:**

1. Zimmerman Jan, Sahlin Doug. . Social media marketing, All-in-one for dummies, Wiley India, 4<sup>th</sup> edition, 2008.
2. Teixeira, J. .Your Google Game Plan for Success: Increasing Your Web Presence with Google AdWords, Analytics and Website Optimizer, Wiley India, 2<sup>nd</sup> edition, 2010
3. Damian Ryan. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page. 3<sup>rd</sup> edition, 2014.

**Website:**

1. <https://mailchimp.com/marketing-glossary/digital-marketing/>
2. <https://disruptiveadvertising.com/marketing/digital-marketing/>

**Weblink:**

1. <https://www.slideshare.net/ChandraShekharJoshi21/ppt-on-digital-marketing-72559714>
2. <https://www.slideshare.net/SellamiMaria/digital-marketing-75506678>

**Course Objective:** Success in today's competitive business environment is increasingly the function of effective management of its resources, particularly, employee. Hence the students must aware of basic aspects of e-human resource management to understand the functioning of e-human resource management in an organizational setting. Therefore, this introductory course on E-Human Resource Management is designed to introduce the basic concepts, functions and processes of e-human resource management to students and to create an awareness of the role, functions and functioning of human resource department of the organizations.

**Unit-1- Introduction 15HOURS**

Introduction: Meaning, Definition, Nature, Types and Goals of e-HRM, Human Resource Information Systems (HRIS); e-HRM Functions, Challenges of e-HRM; Emerging trends in e-HRM- Activities of e-HRM.

**Unit-2-E Human Resource Planning 15HOURS**

E-HRP practices; E-Recruitment, Meaning, Definition, Types and Benefits of E-recruitment- Process of E-Recruitment; e-recruitment strategies, Future of e-recruitment, E-Selection- Meaning, Definition, Process of e-selection, Benefits of e-selection, Merits and Demerits of e-selection.

**Unit-3-E Training and Development 15HOURS**

Orientation; E-Training and Development; the Steps in e- training process, Types of e-training, Advantages and Disadvantages of e-training, seven effective uses of Gamifications in e-learning, e-learning development process.

**Unit-4-E Compensation Management 15HOURS**

E-Compensation Introduction: Meaning, Objectives of Compensation; Components of e-Compensation System; Compensation Management Process; e-compensation system, Roles of Compensation management, Pay related benefits.



**Unit-5-E Performance Appraisal****15HOURS**

Meaning, Definition, e-performance management, Methods of e-Performance Appraisal; e-Problems in Performance Appraisal; e-appraisal management software

**TOTAL 75HOURS****Course Outcome:**

- CO – 1: To understand the Synthesize information regarding the effectiveness of recruiting methods and the validity of selection procedures, and make appropriate staffing decisions.
- CO -2: To Design a training program using a useful framework for evaluating training needs, designing a training program, and evaluating training results.
- CO-3: To analyze the properly interpret salary survey data and design a pay structure with appropriate pay grades and pay ranges.
- CO-4: To evaluate a company's implementation of a performance-based pay system.
- CO-5: To demonstrate knowledge of employee benefit concepts, plan design, administrative considerations and regulations governing employee benefit practices.

**Text Books:**

- 1) V. P. Michael, Human Resource Management & Human Relations, Vikas Publishing House, 2nd edition, 2007
- 2) P. C. Pardeshi, Human Resource Management. NiraliPrakashan pub, 3rd edition, 2013
- 3) C. B. Mamoria ,PersonnelManagement,Himalaya Publishing, 2nd edition, 2005
- 4) Rao, V.S.P, Human Resource Management- Text and Cases, Excel Books, 1st edition, 2001

**Reference Books:**

1. Monappa&Saiyaddin: Personnel Management, McGraw Hill, 2nd edition, 2011
2. Dessler.G: Human Resource Management, Pearson publisher, 3rd edition,2005

3. R.WayneMondy&RoberM.Noel: Human Resource Management, Pearson publisher, 2nd edition, 2001
4. L.M.Prasad , Human Resource Management., sultan chand, 2<sup>nd</sup> edition, 2005

#### **Websites**

1. <https://www.hrzone.com/hr-glossary/what-is-e-recruitment>
2. <https://www.appvizer.com/magazine/hr/recruiting/e-recruitment>

#### **Weblinks**

1. <https://www.slideshare.net/rakeshm11/e-training-51396186>
2. <https://www.slideshare.net/rakeshm11/e-compensation-51396254>

**Course Objective:**

To impart the concept of both direct and indirect taxes that is related to business activities. To make them understand the canons and objectives of tax and make them aware of Goods and Services tax act in a concise manner and to give them peep into tax audit.

**Unit I Introduction 15 HOURS**

Objectives of taxation – canons of taxation – tax system in India – Direct and Indirect taxes – Meaning and types.

**Unit II Income tax act 1961 15 HOURS**

Income tax Act of 1961- Basic concepts and definitions – Income ,assessee, person, previous year, assessment year, Gross total income. Meaning of Permanent Account Number, Return of Income, TDS, Advance tax, rates of taxation, assessment procedure

**Unit III: Central/ State Goods and Service Tax (CGST/ SGST) 10HOURS**

Important terms and definitions under Central Goods and Service tax Act, 2017 and State Goods and Service Tax Act, 2017- Meaning and scope of levy, supply and Collection of tax. Registration under CGST/SGST Act – Input tax credit. Filing of returns – Payment of tax including payment of tax on reverse charge basis.

**Unit IV Intergrated Goods and Service Tax (IGST) 10HOURS**

IGST- Scope of IGST, Important terms and definitions under IGST – Levy and collection of IGST Act, 2017- - Principles determining the place supply of goods and services – Zero rated Supply.

**Unit V Tax Audit 10HOURS**

An overview of Tax audit – Tax incentives and Export promotions, deductions & exemptions.

**Total 60 HOURS.**

**Course outcomes:**

- Co – 1: To explain an overview of the Indian taxation system
- Co – 2: To describe an overview of the basic principles of income tax act
- Co – 3: To demonstrate the knowledge of Central and State Goods and Service Tax Act.
- Co – 4: To summarise with a general idea about Integrated Goods and Service Tax Act
- Co – 5: To identify the Tax Audit concepts

**Text Books:**

1. T.S.Reddy&Y.Hari Prasad Reddy; Business Taxation; Margham publishing House-8<sup>th</sup> edition,2017
2. Business Taxation – Dr.Radha- Prasanna Publishers & Distributors, 2nd edition, 2017

**Reference Books:**

1. Business Taxation – T.S Reddy & Y. Hariprasad Reddy-merghem publishing-8<sup>th</sup> edition-2012
2. Business Taxation – Senthil&Senthil-himalayan books,1st edition, 2010

**Websites**

1. [https://www.iilsindia.com/study-material/130743\\_1585893404.pdf](https://www.iilsindia.com/study-material/130743_1585893404.pdf)
2. <https://cleartax.in/s/income-tax-basics-for-beginners>

**Web links**

1. <https://www.slideshare.net/parasmehra1991/gst-registration-in-india>.
2. <https://www.slideshare.net/DrSoheliGhoseBanerje/goods-and-service-tax-concept-of-cgst-sgst-and-igst-by-dr-soheli-ghose>



**Course Outcome:**

- CO – 1: To understand of the three basic ideas underpinning finance: the time value of money; diversification; and, arbitrage and their application to corporate financial decision-making; investment decisions and portfolio management; derivatives and risk management; portfolio construction; corporate valuation; and debt markets.
- CO – 2: To understand the role of lending and risk management decisions of banks and financial intermediaries in financial markets
- CO – 3: To understand the pricing and hedging of options, futures and other contingent claims and their role in risk management.
- CO – 4: To understand of investments theory, as well as knowledge of the issues associated with the application of this theory in a practical setting, in particular, how it applies to portfolio construction.
- CO – 5: To describe the skills to apply discounted cash flow analysis to corporate investment, financing, dividend and merger and acquisition decisions.

**Text Books:**

1. Peter S. Rose, *“Money and Capital Markets”*, Tata McGraw –Hill, 6th edition, 2000
2. Bodie, Kane, and Marcus, *“Investment”*, Tata McGraw –Hill, 2nd edition, 2009

**Reference Books:**

1. V. A. Avadhani, *“Investment and Securities Market in India”*, Himalaya Publishing House, 12th edition, 1999
2. Prasanna Chandra, *“Security Analysis and Portfolio Management”*, Tata McGraw – Hill 4th edition, 2001

**Website :**

1. <https://www.sebi.gov.in/acts/act02c.pdf>
2. <https://www.investopedia.com/articles/basics/06/invest1000.asp>

**Weblinks :**

1. <https://www.slideshare.net/Gstheproud007/stock-market-for-begineers>
2. <https://www.slideshare.net/SiddharthBhatnagar3/the-indian-stock-market-114679753>

**Learning objectives:**

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

**Unit I****15 HOURS**

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

**Unit II****15 HOURS**

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

**Unit III****15 HOURS**

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

**Unit IV****15 HOURS**

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

**Unit V****15 HOURS**

Information Technology Act 2000, Aims and Objectives, Overview of the Act, Jurisdiction, Electronic Governance, Electronic Evidence, Digital Signature Certificates, Digital Signatures, Duties of Subscribers, Role of Certifying Authorities, Regulations



**COURSE OUTCOMES:**

- CO1:- To understand the basics of cyber law
- CO2:- To know the jurisdictions issues
- CO3:-To know about IPR
- CO4:- To be aware of E services
- CO5:- To know the basics of information technology act.

**References:**

1. Kamath Nandan, Law Relating to Computer, Internet and E-Commerce Prescribed Reference books: Yatindra Singh, Cyber Laws Knowledge dimension / Cognitive dimension 1<sup>st</sup> edition 2012
2. Gerald R. Ferrera, Reder et.al, CyberLaw Text & Cases, 3rd Edition, Cengage Learning Faroug Ahmed, 2014
3. Cyber Law in India Vakul Sharma, Hand book of Cyber Laws 2012

**Websites:**

1. <https://www.cyberlawsindia.net/>
2. <https://www.upcounsel.com/cyber-law>

**Website references:**

1. <https://www.legalbites.in/library-cyber-laws/#:~:text=Cyber%20law%20is%20fundamentally%20the,property%2C%20data%20protection%20and%20privacy.>
2. <https://www.civilserviceindia.com/subject/Management/notes/cyber-laws.html>

**LEARNING OBJECTIVES:**

- After the successful completion of the course the student should have a thorough knowledge about the E-Banking facilities
- To enable the students to understand about the cashless transaction

**UNIT –I****15 HOURS**

Electronic Banking: Traditional Banking Vs E-Banking-Facets of E-Banking -E-Banking transactions - truncated cheque and Electronic cheque - Models for E-banking-complete centralized solution- featuresCCS-Cluster approach-Hi tech. Bank with in Bank Advances of E-Banking-Constraints in E-Banking.

**UNIT –II****15 HOURS**

Online Banking: Introduction –concept and meaning-the electronic delivery channels-need for computerization-Automatic Teller Machine(ATM) at home –Electronic Fund Transfer(EFT)-uses – computerization in clearing houses- Telebanking- Banking on home computers –Electronic Money Transfer -uses of EMT.

**UNIT –III****15 HOURS**

Updatating Bank saving accounts –Computer bank branches-Financial Transaction Terminals- (FTT)-ECheque-Magnetic Ink Character Recognition (MICR) and Cheques - E-Banking in India-Procedure-Programmes-Componets- How to go on net for Online Bankingadvantages-Limitations.

**UNIT –IV****15 HOURS**

E-Banking Security- Introduction need for security –Security concepts-Privacy –Survey. Findings on security-Attack-Cyber crimes-Reasons for Privacy- Tampering-Encryption – Meaning-The encryption process-may appear as follows - Cryptogram-Cryptanalyst-cryptography-Types of Cipher systems –Code systems-Cryptography-Cipher-Decipher-Jumbling-Asymmetric-Crypto system-Data Encryption Standard (DES).

## UNIT –V

15 HOURS

E-Builder solutions-Digital certificate-Digital Signature &Electronic Signature-E-Security solutions— solutions providers-E-locking technique- E-locking services-Netscape security solutions- Pry Zone - Esoftware security Internet-Transactions-Transaction security-PKI-Sierras Internet solutions-inc –security devices-Public Key Infrastructure-(PKI)-Firewalls Secure Ledger-(FSL)-Secure Electronic Transaction(SET).

### COURSE OUTCOMES:

- CO1:- To understand the E- banking models.
- CO2:- To know the various E-banking services.
- CO3:-To know th E-banking procedure.
- CO4:- To be aware of cyber crimes.
- CO5:- To know the basics of E-security.

### TEXT BOOK

1. C.S. Rayudu, E-Business, Himalaya Publishing House. 2<sup>ND</sup> Edition 2007

### REFERENCE BOOKS

1. Roger Hunt& John Shelly, Computers and Commonsense. 1<sup>st</sup> edition 2010
2. BhushanDewan, E-Commerce. 3<sup>rd</sup> edition 2012

### Websites:

1. [https://ebanking.indiapost.gov.in/corp/AuthenticationController?FORMSGROUP\\_ID=\\_=AuthenticationFG&\\_START\\_TRAN\\_FLAG\\_=Y&\\_FG\\_BUTTONS\\_=LOAD&ACTION.LOAD=Y&AuthenticationFG.LOGIN\\_FLAG=1&BANK\\_ID=DOP](https://ebanking.indiapost.gov.in/corp/AuthenticationController?FORMSGROUP_ID=_=AuthenticationFG&_START_TRAN_FLAG_=Y&_FG_BUTTONS_=LOAD&ACTION.LOAD=Y&AuthenticationFG.LOGIN_FLAG=1&BANK_ID=DOP)
2. <https://cleartax.in/s/net-banking>

**Website References:**

1. <https://freebcomnotes.blogspot.com/2017/02/e-banking-internet-banking-meaning.html#:~:text=E%2DBanking%20or%20Internet%20banking,through%20the%20financial%20institution's%20website.>
2. <https://sjecnotes.weebly.com/uploads/5/2/5/1/5251788/26494919-definition-of-e-banking.pdf>