



INSTITUTE OF SCIENCE, TECHNOLOGY & ADVANCED STUDIES (VISTAS)
(Deemed to be University Estd. u/s 3 of the UGC Act, 1956)
PALLAVARAM - CHENNAI

ACCREDITED BY NAAC WITH 'A' GRADE
Marching Beyond 25 Years Successfully

BBA (FINTECH AND DIGITAL BANKING)

Curriculum and Syllabus

Regulations 2021

(Based on Choice Based Credit System (CBCS))

and

Learning Outcomes based Curriculum Framework (LOCF))

Effective from the Academic year

2021-2022

Department of Business Administration

School of Management Studies and Commerce

Department of Business Administration

FINTECH AND DIGITAL BANKING

VISION

To nurture **tomorrow's business and academic leaders** by drawing the synergy of teaching, research and practice.

MISSION

- Our purpose is driven by our desire **to produce confident leaders** who are committed to creativity and excellence.
- We inspire critical thinking, personal growth, and a passion for learning. We serve the **social, cultural, and economic needs of our community and our society.**
- The BBA Fintech and Digital Banking further supports the vision and mission of the School of Management Studies while enhancing the **visibility and reputation of VISTAS.**

PROGRAMME EDUCATIONAL OUTCOME (PEOs) BBA Fintech and Digital Banking

- PEO:1:To provide high quality professional education in the domain of finance to management students.
- PEO:2 To prepare students to meet the challenges posed by the technological disruptions of the 21st century in the finance domain.
- PEO:3 To focus on the holistic development of the students with conceptual clarity, analytical ability, critical thinking and communication skills.
- PEO:4 To prepare the young minds with a positive attitude for excellence in academics and commitment to serving the society.
- PEO:5 To facilitate the professional journey of students by providing them with the indepth knowledge required to make a mark in the financial services sector.

PROGRAM OUTCOMES (POs) BBA Fintech and Digital Banking

PO1: Students are able to define, analyze, and devise solutions for structured and unstructured business problems and issues using cohesive and logical reasoning patterns for evaluating information, materials, and data.

PO2: Students are able to conceptualize a complex issue into a coherent written statement and oral presentation.

PO3: Students are competent in the uses of technology in modern organizational operations.

PO4: Students can demonstrate the fundamentals of creating and managing innovation, new business development, and high-growth potential entities.

PO5: Students can demonstrate technical competence in domestic and global business through the study of major disciplines within the fields of business.

PO6: Apply ethical principles and commit to professional ethics and responsibilities and norms of the Management practice.

PO7: Students can understand the impact of the professional solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.

PROGRAMME SPECIFIC OUTCOME (PSOS) BBA Fintech and Digital Banking

- Ability to understand the business problems with their knowledge in different functional areas of management.
- Identify analytical and critical thinking abilities for data-based decision making.
- Analyze and integrate global, economic, legal, and ethical aspects of business.
- Adapt and apply software technologies to deliver financial services.
- Find out the need and adopt the knowledge of contemporary issues, and also to engage in life-long learning.
- Ability to adapt and apply emerging technologies in the business landscape.

LIST OF BOARD OF STUDIES (BOS) MEMBERS :

S.NO	NAME OF THE MEMBER	DESIGNATION & ROLE
1	Dr. M. Thailyanayaki	Professor, HOD, Department of BBA, Chairman, VISTAS
2	Dr. P.G.Thirumagal	Associate Professor, Department of MBA, Internal Member, VISTAS
3	Dr.P.Shalini	Associate Professor, HOD(CS), Department of MBA, Internal Member VISTAS
4	Dr. V.Jayanthi	Assistant Professor, Department of BBA, Internal Member VISTAS
5	Dr. A.Ramkumar	Assistant Professor, Department of BBA , Internal Member VISTAS
6	Dr. S.Subbulakshmi	Associate Professor, P.G. Department of Commerce, External Academic Expert, SDNB Vaishnav College for Women Chrompet, Chennai.
7	Mrs.Sneha Sharma	Assistant Company Secretary, Lakshmi Vilas Bank Limited, Industry Expert, Guindy, Chennai.
8	Mr.G.Arunkumar, (MBA)	Alumni, Department Business Administration

UG REGULATIONS 2021
DEGREE OF BACHELOR OF BBA FINTECH AND DIGITAL
BANKING

1. DURATION OF THE PROGRAMME

Three years (six semesters)

Each academic year shall be divided into two semesters. The odd semesters shall consist of the period from July to November of each year and the even semesters from January to May of each year.

1.3 There shall be not less than 90 working days for each semester.

2. ELIGIBILITY FOR ADMISSION

The details of Eligibility for Admission minimum 50% marks in Higher Secondary or equivalent examination in any stream conducted by the recognized Board/ Council

3. MEDIUM OF INSTRUCTION

The medium of instruction for all UG programmes is English excluding Tamil, Hindi and French Language Papers

4. CREDIT REQUIRMENTS AND ELIGIBILITY FOR AWARD OF DEGREE

A Candidate shall be eligible for the award of Degree only if he/she has undergone the prescribed course of study in VISTAS for a period of not less than three academic years and passed the examinations of all the prescribed courses of Six Semesters earning a minimum of 140 credits as per the distribution given in for Part I, II, III and also fulfilled such other conditions as have been prescribed thereof.

5. COURSE

Each course / subject is to be designed under lectures / tutorials / laboratory or field work / seminar / practical training / Assignments / Term paper or Report writing etc., to meet effective teaching and learning needs.

6. COURSE OF STUDY AND CREDITS

The Course Components and Credit Distribution shall consist Part I, II & III:

The UG programme consists of a number of courses. The term ‘course’ is applied to indicate a logical part of the subject matter of the programme and is invariably equivalent to the subject matter of a ‘paper’ in the conventional sense. The following are the various categories of courses suggested for the UG programmes.

Part I – Language Courses (LC) (any one of Tamil, Hindi, French or special subject designed in lieu of the above).

Part II – English Language courses (ELC) or special subject designed in lieu of.

The Language courses and English Language Courses are 4 each / 2 each in number and the LC and ELC are meant to develop the students communicative skill at the UG level.

Part III – Core courses i.e. major courses that compulsorily required for each of the programme of study (CC), Ability Enhancement Course (AHC), Discipline Specific Elective Course (DSE) and Skill Enhancement Course (SEC).

For each course, credit is assigned based on the following:

Contact hour per week		CREDITS
1 Lecture hour	-	1 Credit
1 Tutorial hour	-	1 Credit
2 Practical HOURS	-	1 Credit

(Laboratory / Seminar / Project Work / etc.)

7. REQUIREMENTS FOR PROCEEDING TO SUBSEQUENT SEMESTER

Eligibility: Students shall be eligible to go to subsequent semester only if they earn sufficient attendance as prescribed therefor by the Board of Management from time to time.

Attendance: All Students must earn 75% and above of attendance for appearing for the University Examination. (Theory/Practical)

Condonation of shortage of attendance: If a Student fails to earn the minimum attendance (Percentage stipulated), the HODs shall condone the shortage of attendance on medical grounds up to a maximum limit of 10% (i.e. between 65% and above and less than 75%) after paying the prescribed fee towards the condonation of shortage of attendance. The students with attendance of

less than 65 and more than 50% shall be condoned by VC on the recommendation of HODs on genuine grounds, will be permitted to appear for the regular examination on payment of the prescribed condonation fee.

Detained students for want of attendance: Students who have earned less than 50% of attendance shall be permitted to proceed to the next semester and to complete the Program of study. Such Students shall have to repeat the semester, which they have missed by rejoining after completion of final semester of the course, by paying the fee for the break of study as prescribed by the University from time to time.

Transfer of Students and Credits: The strength of the credits system is that it permits inter Institutional transfer of students. By providing mobility, it enables individual students to develop their capabilities fully by permitting them to move from one Institution to another in accordance with their aptitude and abilities.

Transfer of Students is permitted from one Institution to another Institution for the same program with same nomenclature, provided, there is a vacancy in the respective program of Study in the Institution where the transfer is requested.

The marks obtained in the courses will be converted into appropriate grades as per the University norms.

The transfer students are not eligible for Ranking, Prizes and Medals.

Students who want to go to foreign Universities upto two semesters or Project Work with the prior approval of the Departmental / University Committee are allowed to transfer of their credits. Marks obtain in the courses will be converted into Grades as per the University norms and the students are eligible to get CGPA and Classification.

LEARNING OUTCOME BASED CURRICULUM FRAMEWORK (LOCF)

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Learning Outcomes-Based Curriculum Framework for Undergraduate Education in B.B.A FINTECH AND DIGITAL BANKING

1. Introduction

The Learning Outcomes-based Curriculum Framework (LOCF) for the undergraduate programs in Business Administration BBA Fintech And Digital Banking is intended to make available an extensive structure to create an academic base that responds to the requirements of the students to understand the basics of business administration. The curriculum framework is designed and formulated in order to understand the basic business functions with global perspectives, to develop critical and analytical thinking abilities, to equip interpersonal skill development, creating social sensitivity and understanding CSR to inculcate the ethical activities of business and its sustainable development, to provide business practices demonstrate sensitivity to social, ethical and sustainability issues, to develop and build the entrepreneurship wisdom and its qualities.

The learning outcome-based curriculum framework of B.B.A Fintech and Digital Banking provides for the flexibility and modernization in the program design of the UG education, and its syllabi development, teaching learning process and the evaluation measures of the learning outcomes. Many programs incorporate training and practical experience, in the form of case projects, presentations, internships, industrial visits, and interaction with experts from the industry as a part of the BBA Fintech And Digital Banking Course syllabus. The process of learning is defined by the following steps which should form the basis of final evaluation of the achievement at the end of the program.

- i. The ability to use this information to study new business situations and learn skills and tools like business solutions, new business strategies and corporate governance to find the solution, interpret the results and make predictions for the future developments.
- ii. The ability to create the acquired information, understanding and experience for a better and improved comprehension of the Organizational problems in nature and to create new skills and tools for their possible business solutions.

2. Learning Outcomes based Curriculum framework

Nature and extent of BBA FINTECH AND DIGITAL Banking Programme

The UG programs in BBA Fintech And Digital Banking builds on the basic Accountancy, economics, Commerce and business math's taught at the +2 level in all the schools in the country. Ideally, the +2 senior secondary school education should aim and achieve a sound grounding in understanding the basic fundamentals of business orientated subjects with sufficient content of topics from the modern business subjects and contemporary areas of exciting developments in business administration to ignite the young minds. Students should orient towards fundamentals of Economics, Statistics, Organizational Behaviour and Personality Developments.

The students would examine the role of competitive advantage in business environments using strategic and operational methods. A Business Administration degree typically includes courses in Finance, Business environment, Information systems and technology, human resources, business and product management, sales promotion, etc. As a Business Administration student will receive a well-versed, broad-based education that equips students with the skills that are always in demand in the workplace. The different types of knowledge and training that the students acquire from Business Administration courses can also help the students to decide which particular skill the students could concentrate on for their future career.

The students may wish to pursue further studies to become an accountant for example, or a human resources specialist. Regardless of your decision, a degree in Business Administration prepares you for both and so much more.

Aims of BBA Fintech And Digital Banking Programme

The aims and objectives of our BBA Fintech And Digital Banking Programme is structured to:

1. To provide adequate basic understanding about Management Education among the students and to develop language abilities of students to inculcate writing skills and Business correspondence
2. To demonstrate a knowledge of how global issues, including multicultural and diversity concerns, affect business via specific questions.
3. Apply critical reasoning process to specifically employ appropriate analytical models to evaluate, select among alternatives, and generate creative options in furtherance of effective decision making
4. To practice high level of professionalism necessary to deliver the knowledge, expertise

and skill of students through the application of research to business problems and issues

3. Graduate attributes in BBA Fintech And Digital Banking

Some of the characteristic attributes of a graduate in BBA Fintech And Digital Banking are

- i. **Disciplinary knowledge and skills:** Capable of Understanding the major concepts and principles in Business and administration and its different subfields like Human Resource management, Financial management, Production management, marketing management, national and international business environments and its related information's and market research etc.
- ii. **Skilled communicator:** Ability to transmit National and international information relating all areas in Business and administrations in a clear and concise manner in writing and oral.
- iii. **Critical thinker and problem solver:** Ability to employ critical thinking and efficient problem-solving skills in all the fields in business and management in order to meet the competition and for proper decision making in business.
- iv. **Sense of inquiry:** Capability for asking relevant/appropriate questions relating to the contemporary issues and problems in the field of business administration, and planning, executing and reporting the results business environment research.
- v. **Team player/worker:** Capable of working effectively in diverse teams in both classroom and field visits like industry and market.
- vi. **Skilled project manager:** Capable of identifying/mobilizing appropriate resources required for a project, and manage a project through to completion, while observing responsible and ethical business conduct like CSR etc.
- vii. **Digitally Efficient:** Capable of using computers for business analytics and computation and appropriate software for numerical and statistical analysis of data, and employing modern e-library search tools, various websites of the renowned business strategies of topmost company's in global wise.
- viii. **Ethical awareness / reasoning:** The graduate should be capable of demonstrating ability to think and analyze rationally with modern and business trending outlook and identify ethical issues related to one's work, avoid unethical behavior such as fabrication, falsification or misrepresentation of data or committing plagiarism, not adhering to intellectual property rights, and adopting objectives, unbiased and truthful actions in all aspects of work.

ix. **National and international perspective:** The graduates should be able to develop a national as well as international perspective for their career in the chosen field of the academic activities. They should prepare themselves during their most formative years for their appropriate role in contributing towards the national development and projecting our national priorities at the international level pertaining to their field of interest and future expertise.

x. **Lifelong learners:** Capable of self-paced and self-directed learning aimed at personal development and for improving knowledge/skill development and reskilling in all areas of business management.

4. Qualification descriptors for BBA Fintech And Digital Banking programme

The qualification descriptors for a BBA Fintech And Digital Banking program may include the following. The graduates should be able to:

i. Demonstrate

(i) A fundamental/systematic or coherent understanding of the academic field of management, its different learning areas like financial management, human resource management, marketing management, customer relationship management business environment, management information system and its linkages with related disciplinary areas/subjects.

(i) procedural knowledge that creates different types of professionals related to different areas of study in management outlined above, including research and development, teaching and government and public service;

(ii) skills in areas related to specialization area relating the subfields and current developments in the academic field of management.

ii. Use knowledge, understanding and skills required for identifying problems and issues relating to management, collection of relevant quantitative and/or qualitative data drawing on a wide range of sources from various real life case studies and their application, analysis and evaluation using methodologies as appropriate to management for formulating new theories and concepts.

iii. Communicate the results of studies undertaken accurately in a different context using the main concepts, constructs and techniques of management. Develop communication abilities to present these results in technical as well as popular science meetings

organized in various universities and other private organizations.

- iv. Ability to meet one's own learning needs, drawing on a range of current research and development work and professional materials and interaction with other management people around the world.
- v. Apply one's knowledge of management to new/unfamiliar contexts to identify and analyze problems and issues and solve complex problems in management and related areas with well-defined solutions.
- vi. Demonstrate management related techniques of management related job trades and employment opportunities.
- vii. contexts and to identify and analyze problems and issues and seek solutions to real-life problems.

Demonstrate subject-related and transferable skills that are relevant

5. Programme learning outcomes relating to BBA Fintech and Digital Banking

- i. Students will acquire and demonstrate analytical and problem solving skills within various
- ii. Disciplines of management, business, accounting, economics, finance, and marketing. The Students will be acquiring Conceptual Clarity of Various Functional Areas and an ability to demonstrate a critical awareness of contemporary issues in business and management which is educated by leading edged research and management practice in the field.
- iii. Students will be able to identify leadership features and roles, managers, group roles, which will assist students to have effective communication skills and respond properly when faced with moral and ethical dilemmas and demonstrate rational behavior. Demonstrating ability to evolve strategies for organizational benefits.
- iv. Identify the key contributors to the development of management thinking and their contributions. The students will be able to identify the gap between current level of communication skills and the expected industry standards. The students will also be able to understand the dynamic and complex working environment of Business.
- v. Students will acquire the necessary communication, research and technological skills to analyze a business situation (problem and opportunity), prepare and

present a management report and take strategic decisions. **The** Students are able to conceptualize a complex issue into a coherent written statement and oral presentation.

- vi. Students will engage in at least one internship or service learning experience to demonstrate relevancy of foundational and theoretical knowledge of their academic major and to gain career related experiences. The students will also demonstrate knowledge and understanding of the management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
- vii. Students will develop critical thinking abilities and a foundation of ethical principles that allows them to work respectfully, ethically and professionally with people of diverse cultural, gender backgrounds. Students are able to define, analyze, and devise solutions for structured and unstructured business problems and issues using cohesive and logical reasoning patterns for evaluating information, materials, and data.

TEACHING LEARNING PROCESS

Teaching-learning process and assessment of student learning levels. Instead, they are intended to allow for flexibility and innovation in (i) programme design and syllabi development by higher education institutions (HEIs), (ii) teaching-learning process, (iii) assessment of student learning levels, and (iv) periodic programme review within a broad framework of agreed expected graduate attributes, qualification descriptors, programme learning outcomes and course learning outcomes. The overall objectives of the learning outcomes-based curriculum framework are to:

- Formulate graduate attributes, qualification descriptors, programme learning outcomes and course learning outcomes that are expected to be demonstrated by the holder of a qualification;
- Enable prospective students, parents, employers and others to understand the nature and level of learning outcomes (knowledge, skills, attitudes and values) or attributes a graduate of a programme should be capable of demonstrating on successful completion of the programme of study;

- Maintain national standards and international comparability of learning outcomes and academic standards to ensure global competitiveness, and to facilitate student/graduate mobility; and
- Provide higher education institutions an important point of reference for designing teaching-learning strategies, assessing student learning levels, and periodic review of programmes and academic standards.

7. ASSESSMENT METHODS

Examination And Evaluation

Examination:

- i) There shall be examinations at the end of each semester, for odd semesters in the month of October / November, for even semesters in April / May. A candidate who does not pass the examination in any course(s) shall be permitted to appear in such failed courses in the subsequent examinations to be held in October / November or April / May.
- ii) A candidate should get registered for the first semester examination. If registration is not possible owing to shortage of attendance beyond condonation limit / regulations prescribed OR belated joining OR on medical grounds, the candidates are permitted to move to the next semester. Such candidates shall re-do the missed semester after completion of the programme.
- iii) The results of all the examinations will be published through University Website. In the case of passed out candidates, their arrear results, will be published through University Website.

7.2 To Register for all subjects: Students shall be permitted to proceed from the First Semester up to Final Semester irrespective of their failure in any of the Semester Examination, except for the shortage of attendance programs. For this purpose, Students shall register for all the arrear subjects of earlier semesters along with the current (subsequent) Semester Subjects.

Marks for Continuous Internal Assessment (CIA) Examinations and End Semester Examinations (ESE) for PART I, II, III

There shall be no passing minimum for Continuous Internal Assessment (CIA) Examinations.

For End Semester examination, passing minimum shall be 40% (Forty Percentage) of the maximum marks prescribed for the Course/Practical/Project and Viva-Voce.

In the aggregate (CIA and ESE) the passing minimum shall be of 40%.

7.3.4. He / She shall be declared to have passed the whole examination, if he/she passes in all the courses wherever prescribed in the curriculum by earning 140 CREDITS in PartI, II, III.

Question Paper Pattern for End Semester Examination

SECTION – A 10 questions 10 X 2 = 20 Marks

SECTION – B 5 questions either or pattern 5 X 16 = 80 Marks

Total 100 Marks

SUPPLEMENTARY EXAMINATION: Supplementary Examinations are conducted for the students who appeared in the final semester examinations. Eligible criteria for appearing in the Supplementary Examinations are as follows:

Eligibility: A Student who is having a maximum of two arrear papers is eligible to appear for the Supplementary Examination.

Non-eligibility for those completed the program: Students who have completed their Program duration but having arrears are not eligible to appear for Supplementary Examinations.

RETOTALLING, REVALUATION AND PHOTOCOPY OF THE ANSWER SCRIPTS:

Re-totalling: All UG Students who appeared for their Semester Examinations are eligible for applying for re-totalling of their answer scripts.

Revaluation: All current batch Students who have appeared for their Semester Examinations are eligible for Revaluation of their answer scripts. Passed out candidates are not eligible for Revaluation.

Photocopy of the answer scripts: Students who have applied for revaluation can download their answer scripts from the University Website after fifteen days from the date of publication of the results.

The examination and evaluation for MOOCs will be as per the requirements of the regulatory bodies and will be specified at the beginning of the Semester and notified by the university NPTEL-SWAYAM Coordinator (SPOC).

CLASSIFICATION OF SUCCESSFUL STUDENTS

PART I TAMIL / OTHER LANGUAGES; PART II ENGLISH AND PART III CORE SUBJECTS, ALLIED, ELECTIVES COURSES AND PROJECT: Successful Students passing the Examinations for the Part I, Part II and Part III courses and securing the marks

- a) CGPA 9.00 to 10.00 shall be declared to have passed the examination in **First class with Outstanding**.
- b) CGPA 7.50 to 8.99 shall be declared to have passed the examination in **First class with distinction**.
- c) CGPA 6.00 to 7.49 shall be declared to have passed the examination in **First Class**.
- d) CGPA 5.00 to 5.99 in the aggregate shall be declared to have passed the examination in the **SECOND** Class.
- e) CGPA 4.00 to 4.99 shall be declared to have passed the examination in the **THIRD** Class.

MARKS AND GRADES:

The following table shows the marks, grade points, letter grades and classification to indicate the performance of the Student:

Computation of Grade Point Average (GPA) in a Semester, Cumulative Grade Point Average (CGPA) and Classification .

GPA for a Semester: = $\sum_i C_i G_i \div \sum_i C_i$ That is, GPA is the sum of the multiplication of grade points by the credits of the courses divided by the sum of the credits of the courses in a semester.

Where, C_i = Credits earned for course i in any semester,

G_i = Grade Points obtained for course i in any semester

n = Semester in which such courses were credited.

Grade Conversion Table – UG			
Range of Marks	Grade Points	Letter Grade	Description
90 - 100	10	O	Outstanding
82 - 89	9	A+	Excellent
75 - 81	8	A	Very Good
67 - 74	7	B+	Good
60 - 66	6	B	Above Average
50 - 59	5	C	Average
40 - 49	4	D	Minimum for pass
0 - 39	0	RA	Reappear
		AAA	Absent

Letter Grade and Class CGPA

Overall Performance - UG

CGPA	GRADE	CLASS
4.00 - 4.99	D	Third Class
5.00 - 5.99	C	Second Class
6.00 - 6.69	B	First Class
6.70 - 7.49	B+	
7.50 - 8.19	A	First Class with Distinction*
8.20 - 8.99	A+	
9.00 - 10.00	O	First Class - Outstanding*

- The

Students who have passed in the first appearance and within the prescribed

semester of the UG Programme (Major, Allied and Elective courses only) are eligible.

RANKING

- Students who pass all the examinations prescribed for the Program in the **FIRST APPEARANCE ITSELF ALONE** are eligible for Ranking / Distinction.
- In the case of Students who pass all the examinations prescribed for the Program with a break in the First Appearance are only eligible for Classification.
- Students qualifying during the extended period shall not be eligible for RANKING.

MAXIMUM PERIOD FOR COMPLETION OF THE PROGRAMS TO QUALIFY FOR A DEGREE

A Student who for whatever reasons is not able to complete the programs within the normal period (N) or the Minimum duration prescribed for the programme, may be allowed two years period beyond the normal period to clear the backlog to be qualified for the degree. (Time Span = N + 2 years for the completion of programme)

In exceptional cases like major accidents and child birth an extension of one year considered beyond maximum span of time (Time Span= N + 2 + 1 years for the completion of programme).

7.12. REVISION OF REGULATIONS, CURRICULUM AND SYLLABI

The University may from time to time revise, amend or change the Regulations, Curriculum, Syllabus and Scheme of examinations through the Academic Council with the approval of the Board of Management.

Structure of UG Courses in BBA Fintech And Digital Banking

Distribution of different Courses in each semester with their credits for B.B.A. Fintech And Digital Banking

Semester	Compulsory Core Courses (CC)	Discipline Specific Elective (DSE) each with 05 credit	Ability Enhancement Compulsory Courses (AECC) each with 04 credit	Skill Enhancement Course (SEC)) each with 02 credit	Generic Elective (GE) each with 02 credit	Total Credits
Sem I	CC -1		AECC-1			23
	CC -2					
	CC -3					
	CC -4					
	CC -5					
Sem II	CC -6			SEC-1		23
	CC -7					
	CC -8					
	CC -9					
	CC -10					
Sem III	CC -11	DSE-1	AECC-2	SEC-1		24
	CC -12					
	CC -13					
	CC-14	DSE-2		SEC-2		
	CC -15			SEC-3		

Sem IV	CC -16					24
	CC -17					
SEM V	CC-18	DSE-3		SEC-3	GE-1	23
		DSE-4		SEC-4		
		DSE-5				
SEM VI		DSE-6		SEC-4	GE-2	23
		DSE-7		SEC-5		
		DSE-8 & DE-1				
Total Credits	80	38	4	12	6	140

***Language and English are treated as core papers in the SEM I and SEM II**

Structure of Courses in BBA Fintech And Digital Banking

The BBA Fintech And Digital Banking programs consists of 140 credits based on the Choice Based Credit System (CBCS) approved by the UGC with 1 hour for each credit for theory/tutorials and 2 HOURS for each credit of laboratory work. The 140 credit course comprises of 80 credits of Core courses (CC) and 4 credits of Ability Enhancement Compulsory Courses (AECC) which are mandatory as well as 38 credits of Discipline specific courses (DSE), 12 credits of Skilled Enhancement courses (SEC) and 06 credits of Generic Elective. A student must take more than 140 credits in total to qualify for the grant of the BBA Fintech And Digital Banking degree after completing them successfully as per rules and regulations of the HEI.

A detailed list of Core Courses, Discipline Specific Courses (DSE), Discipline Elective Course(DE), Generic Elective Courses (GEC), Skill Enhancement Courses (SEC) and Ability Enhancement Compulsory Courses (AECC) are given in Section 6.2

Distribution of different Courses in each semester with their credits for B.B.A.

Fintech And Digital Banking

Courses of Study and Scheme of Assessment

(Minimum Credits to be earned: 140)

B.B.A Course Components

Component	I Sem	II Sem	III Sem	IV Sem	V Sem	VI Sem	Total Credits
Core Courses & Languages	15 + 6	15 + 6	15	18	5	-	80
Ability Enhancement Courses (AEC)	2	-	2	-	-	-	4
Discipline Specific Elective(DSE)& DE	-	-	5	3	13	17	38
Generic Elective(GEC)	-	-	-	-	3	3	6
Skill Enhancement Course(SEC)	-	2	2	3	2	3	12
Total Credits	23	23	24	24	23	23	140

***Language and English are treated as core papers in the SEM I and SEM II**

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			
Code No.	Course	Lecture	Tutorial	Practical	Credits	CA	SEE	Total
SEMESTER 1								
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	4	1	0	5	40	60	100
CORE	Introduction to Design Thinking and UX Design	4	1	0	5	40	60	100
CORE	Fundamentals of Design	4	0	0	5	40	60	100
AECC	Communication Skills	1	0	2	2	40	60	100
SEC	Orientation/Induction program / Life skills	-	-	-	-	-	-	-
		20	2	2	23			

SEMESTER 2

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	1	0	5	40	60	100
CORE	Research and customer experience in banking	4	1	0	4	40	60	100
CORE	Organizational Behaviour	4	0	0	5	40	60	100
SEC	Soft Skills – I	2	0	0	2	40	60	100
SEC	NSS/NCC/Swachh Bharat/ In plant Training	-	-	-	-	-	-	-
		21	2	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			
Code No.	Course	Lecture	Tutorial	Practical	Credits	CA	SEE	Total
SEMESTER 3								
CORE	Digital Banking Trends, Future of Banking & Omni Channel Experience	4	1	0	5	40	60	100
CORE	Banking Enterprise Architecture & Service Oriented Architecture	4	1	0	5	40	60	100
CORE	Digital Banking infrastructure and experience	5	0	0	5	40	60	100
DSE	(Discipline Specific Elective – Paper I)	4	1	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	-	-	-	-	-	-	-
		21	3	0	24			

SEMESTER 4

CORE	Management Accounting	4	1	0	5	40	60	100
CORE	Operations Research	4	1	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	5	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	-	-	-
		21	2	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

Code No. Course Lecture Tutorial Practical Credits CA SEE Total

SEMESTER 5

CORE	Banking Service Design & Service Blueprinting	4	1	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	-	-	-	-	-	-	-
		20	1	4	23			

SEMESTER 6

DSE	Discipline Specific Elective – Paper VI	4	0	0	4	40	60	100
DSE	Discipline Specific Elective – Paper VII	4	1	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 Capstone Project 2 (Project Work)	0	0	8	4	40	60	100
SEC	Technical Seminar / Innovation Council / Start up Initiative	0	0	2	1	40	60	100
		17	1	10	23			

CA - Continuous Assessment

SEE -Semester End Examination

6.1 LIST OF B.B.A COURSES

LIST OF CORE COURSES

S.NO	COURSE CODE	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

LIST OF ABILITY ENHANCEMENT COMPUSLORY COURSE (AECC)

S.NO	COURSE CODE	COURSE TITLE
1	21ABFD11	COMMUNICATION SKILLS
2	21ENVS31	ENVIRONMENTAL STUDIES

LIST OF SKILL ENHANCEMENT COURSE (SEC)

NO	COURSE CODE	COURSE TITLE
1	21SBFD11	ORIENTATION / INDUCTION PROGRAMME / LIFE SKILLS
2	21SSKU21	SOFT SKILLS –I
3	21SBFD21	NSS / NCC / SWACHH BHARAT/ INPLANT TRAINING
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)

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

LIST OF DISCIPLINE ELECTIVE COURSES (DE)

S.NO	COURSE CODE	COURSE TITLE
1	21Rbfd61	ON THE JOB LEARNING EXPERIENCE CAPSTONE PROJECT 1 CAPSTONE PROJECT 2 PROJECT WORK

CORE SUBJECTS

இக்காலக் கவிதைகள் - உரைநடை - பண்பாடு - மொழித்திறன் பாடத்திட்ட நோக்கம்:

மாணவர்களின் இலக்கிய நாட்டத்தை மேம்படுத்துதல், தற்கால தமிழ் இலக்கிய வகைமைகளான மரபுக்கவிதை, புதுக்கவிதை, உரைநடை ஆகியவற்றை அறிமுகப்படுத்துதல், தமிழர்தம் வாழ்வியல் நெறிகளையும் பண்பாட்டுச் செழுமைகளையும் இன்றைய தலைமுறையினர் அறியச் செய்தல், மாணவர்களுக்குத் தமிழைத் தவறின்றி எழுதுவதற்குத் தேவையான பயிற்சி அளித்து அவர்களின் மொழித்திறனை மேம்படுத்துதல், செய்யுளின் நலத்தைப் பாராட்டும் முறைமையை அறியச் செய்து அதன்வழி சிந்தனை வளத்தைப் பெருகச் செய்தல் என்பனவும் மேற்கண்டவழி மாணவர்களை ஆளுமை மிக்கவர்களாக உருவாக்கி, போட்டித்தேர்வுகளுக்குத் தயார் செய்து அவர்களுக்கு வேலைவாய்ப்பை உருவாக்குவதும் இந்தப் பாடத்திட்டத்தின் முக்கிய நோக்கமாகும்.

அலகு 1: மரபுக்கவிதை

9மணி நேரம்

- பாரதியார்- பாரத தேசம் என்னும் தலைப்பில் ஆறு பாடல்கள். (பாடல் எண்கள் 1, 6, 7, 9, 12, 13)
- பாரதிதாசன்-தமிழுக்கும் அமுதென்று பேர் என்னும் தலைப்பிலான கவிதை.
- தேசிக விநாயகம் பிள்ளை - உடல் நலம் பேணல் என்னும் தலைப்பிலான கவிதை
- முடியரசன்- காவியப் பாவை - “புண்படுமா” என்னும் கவிதை.

அலகு 2: புதுக்கவிதை

9 மணி நேரம்

1. நா.காமராசன்- **கறுப்பு மலர்கள்** தொகுப்பில் **காகிதப்பூக்கள்** என்னும் தலைப்பிலான கவிதை.
2. அப்துல் ரகுமான்- **ஆலாபனை** தொகுப்பில் **போட்டி** என்னும் தலைப்பிலான கவிதை
3. ஈரோடு தமிழன்பன் - **ஒரு வண்டி சென்ரியு** தொகுப்பில் தேர்ந்தெடுக்கப்பட்ட சென்ரியு கவிதைகள்
4. ஆண்டாள் பிரியதர்ஷினி - **முத்தங்கள் தீர்ந்துவிட்டன** தொகுப்பில் **'இங்கே வரும் போது'** என்னும் தலைப்பிலான கவிதை

அலகு 3: உரைநடை

9 மணி நேரம்

1. மாணாக்கரும் தாய்மொழியும் - திரு.வி.க.,
2. மன வலிமை வேண்டும்- மு.வரதராசனார்
3. செம்மொழித் தமிழின் சிறப்புகள்
4. பண்டைத் தமிழரின் சாதனைச் சுவடுகள்

அலகு 4: தமிழர் வாழ்வும் பண்பாடும்

9 மணி நேரம்

பண்பாடு –வாழ்வியல் முறை – அகம், புறம் – உணவு முறை – விருந்தோம்பல் - நம்பிக்கைகள் – விழாவும் வழிபாடும் - கலைகள் - கட்டடம் - சிற்பம் - ஓவியம் - இசை – கூத்து- தொழிலும் வணிகமும் – அறிவியல் நோக்கு.

அலகு 5: மொழித்திறன், இலக்கிய வரலாறு, இலக்கணம் 9 மணி நேரம்

1. எழுத்துப் பிழை, தொடர்பு பிழைகள்
2. வேற்றுமை இலக்கணம்
3. செய்யுள் நலம் பாராட்டல்
4. பாடம் தழுவிய இலக்கிய வரலாறு (மரபுக் கவிதை, புதுக்கவிதை, உரைநடை)

மொத்தம்: 45 மணி நேரம்

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.

பார்வை நூல்கள்

1. தமிழர் நாகரிகமும் பண்பாடும், டாக்டர் அ.தட்சிணாமூர்த்தி, ஜந்திணைப் பதிப்பகம், 2001.
2. தவறின்றித் தமிழ் எழுதுவோம், மா. நன்னன், ஏகம் பதிப்பகம், 1999.
3. தவறின்றித் தமிழ் எழுத-மருதூர் அரங்கராசன், ஜந்திணைப் பதிப்பகம், 2003.
4. தமிழ் இலக்கிய வரலாறு, வரதராசன், மு., புது தில்லி : சாகித்திய அக்காடெமி, 2002.
5. புதிய தமிழ் இலக்கிய வரலாறு, நீல. பத்மநாபன், சிற்பி பாலசுப்ரமணியம், சாகித்திய அக்காடெமி, 2007.
6. செம்மொழி தமிழின் 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). **9 HOURS**

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 45 HOURS

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:

Agyeya ki sampurna kahaniyaa -Rajpal &sons, year,6th, edition 2017,

Yatraye our bhi ,Kumar Ravindra Rashmi prakashan ,Lucknow,4th, edition 2019
Bharathiya vigyan ki kahani, Hindi book centre ,NewDelhi,2nd, edition 2015.

Weblinks:

<http://www.hindisamay.com/content/1321/1/%E0%A4%B0%E0%A4%BE%E0%A4>

<http://gadyakosh.org/gk/%E0%A4%A6%E0%A5%87%E0%A4%B5%E0%A5%80%E0>

<http://gadyakosh.org/gk/%E0%A4%A6%E0%A5%87%E0%A4%B5%E0%A5%80%E0>

<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

09 HOURS

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 différente ex :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 :

- Jack GIRARDER & Jean Marie GRIDLIG,<<Méthode de Français PANORAMA>>, Clé Internationale, Goyal Publication ,New Delhi 2ndEdition 2014.

REFERENCE BOOKS:

- DONDO Mathurin, “Modern French Course”, Oxford University Press, New Delhi 4thEdition 2014.
- Nithya Vijayakumar get ready French grammar-Elementary Goyal publications ,New Delhi 2ndEdition 2014.

WEB SITE RESOURCES LINK;

<https://www.thoughtco.com/french-reading-tips-1369373>

<https://www.bnf.fr/fr>

<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	09 HOURS
1. Dangers of Drug Abuse - Hardin B Jones	
2. Tight Corners - E. V. Lucas	
UNIT II	09 HOURS
- Aldous Huxley	Futurology
3. If You are Wrong, Admit it - Dale Breckenridge Carnegie	
UNIT III	09 HOURS
Dr.M.Narayana Rao &Dr.B.G.Barki	Industry -
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:

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

Web Sources:

- <https://www.gradesaver.com/>
 - <https://www.enotes.com/>
 - <https://www.jstor.org/>
 - <https://www.sparknotes.com/>
 - <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:

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

Website Reference:

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

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

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

Website Reference:

- <https://www.slideshare.net/swaminath1/innovations-in-banking-recent-developments>
- <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

- Fundamentals of Design and Manufacturing by Vaishwanar R S 1st Edition
- The Fundamentals of Design Management by Kathryn Best 1st Edition
- Universal Principles of Design by William Lidwell, Kritina Holden, Jill Butler 1st Edition

Website Reference:

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

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

தாள்-2

அறஇலக்கியம் – சிற்றிலக்கியம் – சிறுகதை – பயன்பாட்டுத்தமிழ் பாடத்திட்ட நோக்கம்:

மாணவர்களின் இலக்கிய நாட்டத்தை மேம்படுத்துதல், அற இலக்கியங்கள், சிற்றிலக்கியம், சிறுகதை ஆகியவற்றை அறிமுகப்படுத்துதல், தற்காலப் பேச்சுத் தமிழ் எழுத்துத்தமிழ் ஆகியவற்றின் வளர்நிலைகளை மாணவர்களை அறியச் செய்தல், அதன்வழி சிந்தனை வளத்தைப் பெருகச் செய்தல் என்பனவும் மேற்கண்டவழி மாணவர்களை ஆளுமை மிக்கவர்களாக உருவாக்கி, போட்டித்தேர்வுகளுக்குத் தயார் செய்து அவர்களின் மொழித் திறனை மேம்படுத்த அவர்களுக்குக் கடிதம் எழுதும் கலையைக் கற்றுக்கொடுத்தல், அணி இலக்கணத்தை அறியச் செய்தல் என்பன இந்தப் பாடத்திட்டத்தின் முக்கிய நோக்கமாகும்.

அலகு 1: அறஇலக்கியங்கள்

10 மணி நேரம்

1. திருக்குறள்- வான் சிறப்பு(அறம்), ஊக்கமுடைமை(பொருள்), குறிப்பறிதல்(இன்பம்) – மூன்று அதிகாரங்கள் முழுமையும்.
2. நாலடியார் – மூன்று பாடல்கள். (2, 3, 5)
3. பழமொழி நானூறு – மூன்று பாடல்கள் (74, 75, 78)
4. திரிகடுகம் – மூன்று பாடல்கள் (10, 12, 22)
5. இனியவை நாற்பது – மூன்று பாடல்கள் (1, 12, 16)

அலகு 2: சிற்றிலக்கியம்

10 மணி நேரம்

1. முத்தொள்ளாயிரம்
சேரன் – வீரம் 14, 15 பாடல்கள்
சோழன் – காதல் 23, 24 பாடல்கள்
பாண்டியன் – நாடு 87, 88 பாடல்கள்
2. தமிழ்விடு தூது – முதல் 20 கண்ணிகள்
3. திருக்குற்றாலக் குறவஞ்சி – மலைவளம் கூறுதல் – முதல் 5 பாடல்கள்
4. முக்கூடற்பள்ளி – மூத்த பள்ளி நாட்டு வளம் கூறுதல் 3 பாடல்கள், இளைய பள்ளி நாட்டு வளம் கூறுதல் 3 பாடல்கள்.
5. கலிங்கத்துப் பரணி – பாலை பாடியது – முதல் 5 பாடல்கள்

அலகு 3: சிறுகதை

9 மணிநேரம்

1. அறிஞர் அண்ணா - செவ்வாழை
2. புதுமைப்பித்தன் - கடவுளும் கந்தசாமிப் பிள்ளையும்
3. ஜெயகாந்தன் - யுகசந்தி
4. கு.அழகிரிசாமி - காற்று
5. அம்பை - காட்டில் ஒரு மான்

அலகு 4: பேச்சுத் தமிழ்

8 மணி நேரம்

பேச்சுத் திறன் – விளக்கம் – பேச்சுத்திறனின் அடிப்படைகள் – வகைகள் –

மேடைப்பேச்சு – உடையாடல் - பயிற்சிகள்

அலகு 5:எழுத்துத் தமிழ், இலக்கிய வரலாறு, இலக்கணம் 8 மணி நேரம்

1. கலைச் சொல்லாக்கம் – தேவைகள் – கலைச்சொற்களின் பண்புகள் – அறிவியல் கலைச் சொற்கள் – கடிதம் – வகைகள் – அலுவலகக் கடிதங்கள் – உறவுமுறைக் கடிதங்கள்.
2. பாடம் தழுவிய இலக்கிய வரலாறு (அற இலக்கியம், சிற்றிலக்கியம், சிறுகதை)
3. அணிஇலக்கணம்
4. விண்ணப்பக் கடிதம் எழுதுதல்

மொத்தம்: 45 மணி நேரம்

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.
CO5	Improve their own style of writing after studying Terminology methods

பார்வை நூல்கள்

1. பேசும் கலை, முனைவர்கு. ஞானசம்பந்தன் விஜயா பதிப்பகம், 2000.
2. தமிழ் இலக்கிய வரலாறு, வரதராசன், மு., சாகித்திய அக்காதெமி, புது தில்லி, 2002.
3. தமிழ் நடைக் கையேடு, மொழி அறக்கட்டளை, 2008.
4. பயன்பாட்டுத் தமிழ், முனைவர் அரங்க இராமலிங்கம், முனைவர் ஒப்பிலா மதிவாணன், சென்னை பல்கலைக்கழகம், 2007
5. மொழிபெயர்ப்பியல் அடிப்படைகள், கா.பட்டாபிராமன், யமுனைப் பதிப்பகம், திருவண்ணாமலை, 1999.

6 பாடநூல் தேடலுக்கான இணையம்

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

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 :

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

- Patralekhan kala by Dr. Shivshankar Pandey, 2nd edition, 2018

Weblinks:

- <https://premchandstories.in/eidgaah-story-munshi-premchand-pdf/>
- <https://www.google.com/search?q=pitha+by+gyan+ranjan&oq=pitha+by+gya&aqs=chrome.1.69i57j0i13j0i22i30.10387j0j4&sourceid=chrome&ie=UTF-8>
- <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>
- <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:

09 HOURS

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

09 HOURS

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

09 HOURS

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

09 HOURS

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

usage.

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 :

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

REFERENCE BOOKS:

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

WEB SITE RESOURCES LINK;

<https://www.thoughtco.com/french-reading-tips-1369373>

<https://www.bnf.fr/fr>

<https://www.laits.utexas.edu/tex/>

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**09 HOURS**

- 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

- Asking the way
- 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:

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

Web Sources:

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

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.-6th 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-5th edition,2012
2. ByRajasekaran Financial Accounting V-dorling Kindersley-1st edition,2010
3. By Jain &Narang-kalyani -Financial Accounting publishers;12th edition.2014.

Websites

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

Weblinks

- <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:

- CO-01: To understand the tools, techniques, and processes of User research – Qualitative & Quantitative
- CO-02: To understand the questionnaire and research design
- CO-03: To understand the basics of analysis techniques
- CO-04: To understand the basics of personas
- CO-05: To understand and gain knowledge of field research

Reference Books

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

Website reference:

- <https://www.mckinsey.com/industries/financial-services/our-insights/ai-bank-of-the-future-can-banks-meet-the-ai-challenge>
- [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 – Frame work – 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.

UNIT IV LEADERSHIP AND POWER

10 HOURS

Meaning – Importance – Leadership styles – Theories – Leaders Vs Managers – Sources of power – Power centers – Power and Politics.

Unit IV Organizational Effectiveness

10 HOURS

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

Unit V Groups in Organisation

10 HOURS

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

Total 60 HOURS

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 organisational behaviour theories and their application using appropriate concepts, logic and rhetorical conventions.

Text Books:

1. K. Ashwathappa, Organisational Behaviour, Himalaya Publishing House, 2nd edition, 2005
2. Anjali Ghanekar, Organisational Behaviour, Everest Publications, 3rd edition, 2001
3. J. Jayashankar – Organisational Behaviour, Margham Publications, 5th edition, 2011

References Books:

1. Schermerhorn, Hunt and Osborn, Organisational behavior, John Wiley, 9th Edition, 2008.
2. Udai Pareek, Understanding Organisational Behaviour, , Oxford Higher Education, 2nd Edition, 2004.
3. Mc Shane & Von Glinov, Organisational Behaviour, Tata McGraw Hill, 4th Edition, 2007.
4. Hellrigan, Slocum and Woodman, Organisational Behavior, Cengage Learning, 11th Edition 2007
5. Ivancevich, Konopaske & Maheson, Organisational Behaviour & Management, , Tata McGraw, 7th edition 2013

Website:

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

Weblink:

1. <https://www.slideshare.net/priyasharmma/organizational-behavior-6858461>
 2. <https://www.slideshare.net/payalrchhabra/organisational-behavior-15668552>
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21CBFD31 DIGITAL BANKING TRENDS, FUTURE OF BANKING & OMNI CHANNEL EXPERIENCE

4105

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

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

Website reference:

- [Big Data improve banking experience](#)
- [Bank of America](#)

21CBFD32 **BANKING ENTERPRISE ARCHITECTURE & SERVICE ORIENTED ARCHITECTURE**

4105

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
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)
3. Service - Oriented Architecture &Microservices Architecture: For Enterprise, Cloud, Big Data and Mobile by Shankar Kambhampaty

Website reference:

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

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
International Monetary Fund

2. Digital Banking Paperback by Indian Institute of Banking & Finance

3. 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 VBudgets 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 15 HOURS

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 15HOURS

Learn the basics of wireframing and assimilate the guidelines and techniques

Unit 5: Designing wireframes 15 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= 75 HOURS

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**15 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**15 HOURS**

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

Unit 5: Transaction Security**15 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= 75 HOURS**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:

- <https://www.globalbankingandfinance.com/as-fintech-firms-become-increasingly-profitable-traditional-banks-counter-with-branded-digital-only-subidiaries/>
- <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>

21CBFD51

BANKING SERVICE DESIGN & SERVICE BLUE PRINTING

4105

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

15 HOURS

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= 75 HOURS

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, 2nd edition, 2017
2. Service Design for Business: A Practical Guide to Optimizing the Customer Experience Ben Reason, LavransLøvlie, and Melvin Brand Flu, 1st Edition
3. Service blueprint A Complete Guide by GerardusBlokdyk 1st Edition

Website references:

- https://imaginep-my.sharepoint.com/:b:/p/kaustubhi_shukla/EYYzo_w44vRKq9CfITUHBSgB3mSiK7Bk2naKP5g9AdyVdQ?e=sRZPoM
- <https://www.dtcc.com/~media/Files/Downloads/WhitePapers/InterconnectednessWP-101815.pdf?la=en>

**DISCIPLINE
SPECIFIC
ELECTIVE**

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

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

Learning Outcomes:

- Understand and develop a Digital Strategy for the Banking Sector
- Deep dive into the Banking and Financial ecosystem
- Applying the Tools of Design Thinking

Unit1: Digital Strategy

15 HOURS

Introduction to the Ecosystem and Platform in Financial domain, understand the Strategy in Banking and Financial Sector at present

Unit2: Ecosystem Concept

15 HOURS

Deep dive into the present digital ecosystem through case studies of banking with respect to design thinking, implementing the process in driving innovation in banking and fintech

Unit 3: Digital Product in Banking

15 HOURS

Creating a strategy for digital product in Banking and Financial Sector. Students will create a strategy for a digital product for a bank or a financial institution

Unit 4: Banking Products and Services

15 HOURS

CASA DEPOSITS: Its Importance, features and Benefits, Role of CASA Sales Manager, Customer Segments for CASA, Types of customers- Individual and Non- Individual, Banking Regulations for Opening and Operation of Accounts, etc.

Unit 5: Banking Risk

15 HOURS

KYC, AML and Account Opening Process, Banking Services to CASA Customers, Cross Sell Products Investments and Loans

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

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 4104

Learning Outcomes:

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

Unit 1: Digital Product Launch

12 HOURS

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

- C0-05: 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/>

21DBFD15 DATA VISUALIZATION AND DASHBOARDING 4103

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 09 HOURS

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

Unit 2: Sources of Data and Deciphering data 09 HOURS

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 09 HOURS 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 09HOURS Develop the basic understanding of the Dashboard software and learn through case study of Dashboard

Unit 5: Project 09 HOURS

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

Total HOURS: 45 HOURS

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:

- <https://www.globalbankingandfinance.com/as-fintech-firms-become-increasingly-profitable-traditional-banks-counter-with-branded-digital-only-subidiaries/>
- <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**15 HOURS**

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

Unit IV**15 HOURS**

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

Unit V**15 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: 75

Course Outcomes:

- CO-O1: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

Reference Books

- **Microsoft Excel 2016 Bible: The Comprehensive Tutorial Resource. ...**

- **Excel 2016 ALL-IN-ONE for Dummies. ...**
- **Excel: Quickstart Guide from Beginner to Expert. .**

Website Links:

- <https://corporatefinanceinstitute.com/resources/ebooks/excel-book-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:

- <https://www.investopedia.com/terms/f/foreign-exchange.asp>
- 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**12 HOURS**

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
- CO-06:Recognize the use of Office Package and internet in daily life
- CO-07:Understand and practice the ethics in using internet

Reference Books:

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

Website Links:

- <https://testbook.com/blog/basics-ms-office-notes-pdf/>
- <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: 60 HOURS.

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.
- CO-06:Identify the difference between the JSP and Servlet.
- CO-07:Design web application using MVC architecture
- CO-08:Understand the JSP and Servlet concepts.

TEXT BOOKS:

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

REFERENCE BOOKS:

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

Website References

- <https://www.geektonight.com/web-technologies-notes-pdf/#:~:text=Web%20technology%20is%20defined%20as,packages%20is%20called%20web%20technology.>
- <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, Logisticsand Support Activities, Electronic Data Interchange (EDI), Electronic Supply Chain Management

UNIT-IV: 12HOURS Electronic Payment Systems and Security– Electronic Payment and Protocols – Electronic Credit Card system – Electronic Fund Transfer and Debit Cards - Security schemes in Electronic Payment Systems, Fraud Protection

UNIT-V

12 HOURS 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:

- Failing to Succeed: The Story of India's First E-Commerce Company" by K Vaitheeswaran
- E – Commerce: Strategy, Technologies and Applications" by David Whiteley
- Laudon, K. C., &Traver, C. G. (2018). E-commerce 2017: Business, technology, society(13th ed.). Boston, MA: Pearson

Website Reference:

- [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.)
- 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

12 HOURS

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

Unit II

12 HOURS 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 Concurrency Control - 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:

- <https://bookboon.com/en/an-introduction-to-relational-database-theory-ebook>
- <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

12 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

12 HOURS

Branchless

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

Unit III

12 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

12 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

12HOURS 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 & Prctice", 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

12 HOURS

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 and guidelines 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.

UNIT – IV : Mutual Funds

12 HOURS

Mutual funds: concepts and objectives – functions and portfolio classification-guidelines formutual funds – working of public and private mutual funds in India – debt securitisation – demat services – need and operations –role of NSDL & CSDL.

UNIT – V: Legal and Institutional Arrangements

12 HOURS

Regulatory & legal framework of government in banking-- role of RBI –functions of stockexchange - listing & formalities in stock exchange – laws governing SEBI -- role of SEBI –laws governing non banking financial corporations – laws pertaining anti- money laundering.

Course Outcomes:

- CO1:Describe the different components of a financial system and their role.
- CO2:Explain the recent developments in the Indian financial system
- CO3:Describe the instruments, participants and operation of the money market
- CO4:Describe the methods of issuing shares and role of intermediaries in the primary market
- CO5:Describe the trading mechanism in the stock market
- CO6:List the various speculators and describe the speculative activities
- CO7:Describe various types of derivatives.

References:

- G.S.Batra – Financial Services & Market.
- Meir Khan – Financial Institutions and Markets, Oxford Press.
- I M.Bhole , Financial Institutions and Market, TATA McGrawHill
- V.A.Avadhani ,Marketing of Financial Services, Himalayas Publishers, Mumbai
- Vasant Desai, Indian Financial Systems, Himalaya Publishers

Website References:

- https://images.topperlearning.com/topper/revisionnotes/8010_Topper_21_101_504_553_10202_Financial_Markets_up201904181810_1555591221_2538.pdf
- <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

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:

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

Website References:

- <https://nptel.ac.in/courses/110/105/110105031/>
- https://onlinecourses.swayam2.ac.in/cec20_mg17/preview

Course Objective:

The emerging powers of internet and related technologies have changed the Market place in the world, by making transactions quick, economical and convenient. The course aims at enabling students with the techniques that can be used for marketing in the digital/internet world.

UNIT – I Marketing in the Digital Era 9 HOURS

Introduction to E-Marketing, Challenges Faced by Organizations, The Online Marketing Mix, Segmentation and Targeting in Virtual World, Issues of Online Marketing

UNIT – II Consumer in the Digital Era 9 HOURS The Online

Consumer, The Digital Ecosystem, Marketing in a Virtual World, The Potential of Digital Marketing, Types Of Online Behavior, Database Marketing, CRM in a Web 2.0 World, CRM Processes and Technology, Types of CRM (Operational, Collaborative and analytical), Sales Force Automation, Customer Service & Support, Customer Value Management

UNIT – III Business Drivers in the Virtual World 9 HOURS

Concept and Tools of Web 2.0, Introduction to Social Media, Models of Social Media, Social Media Analytics, Social Media Tools, Viral Marketing, Social Curation, E-Enterprises, Online Branding, The Digital Brand ecosystem, Establishing Online Brand Identity.

UNIT – IV Web Business Models 9 HOURS

Introduction to Web Business Models, Web Chain of Events and Analysis, Customer Life Time Value, Pricing in Virtual World, Introduction to E-commerce, Online Distribution and Procurement, New Intermediaries, Payment Service Providers.

UNIT – V Online Tools for Marketing 9 HOURS

Consumer engagement and its Importance, Driving Consumer engagement, Engagement Marketing through Content Management, Measurement of Consumer Engagement, 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, 3rd edition, 2015
2. Dave Chaffey and Ellis Chadwick, Digital Marketing: Strategy, Implementation and Practice, Pearson Publications, 5th edition, 2019.

Reference Books:

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

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E-HRM

4105

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 effectives 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.
- CO-6: To judge the HR systems with the strategic business objectives of a firm

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, Personnel Management, 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. Wayne Mondy & Robert M. Noe: Human Resource Management, Pearson publisher, 2nd edition, 2001
4. L.M. Prasad, Human Resource Management., sultan chand, 2nd 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)**15 HOURS**

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)**15 HOURS**

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**15 HOURS**

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

Total 75 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-8th 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-8th edition-2012
2. Business Taxation – Senthil&Senthil-himalayan books,1st edition, 2010

Websites

1. 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 Objectives: To expand candidates' awareness and understanding of the process of investment management, financial markets, products offered and the interplay of macroeconomics on asset market movements and valuation

Unit I Indian Securities Market

15 HOURS

An overview of Indian Securities Market, Meaning, Functions, Intermediaries, Role of Primary Market – Methods of floatation of Capital – problems of New Issues Market –IPO's –Investor protection in primary market – recent trends in primary market – SEBI measures for primary market.

Unit II Secondary market

15 HOURS

Meaning, Nature, Functions of Secondary Market – Organisation and Regulatory Framework for stock exchanges in India – Defects in working of Indian stock exchanges – SEBI measures for secondary market – Overview of major stock exchanges in India

Unit III Listing of Securities

15 HOURS

Meaning – Merits and Demerits – Listing requirements, procedure, fee - Listing of rights issue, bonus issue, further issue – Listing conditions of BSE and NSE – Delisting

Unit IV Indian Stock Exchanges

15 HOURS

BSE – Different trading systems – Share groups on BSE –BOLT System – Different types of settlements – Pay –in and Pay out – Bad Delivery – Short delivery – Auction - OTCEI –Need –Features –Participants – Listing procedure – Trading and Settlement – Market making – Factors inhibiting growth of OTCEI.

Unit V Risk Management

15 HOURS

Risk Management system in BSE &NSE – Margins – Exposure limits – Surveillance system in BSE & NSE – Circuit breakers. Meaning , Purpose and Consideration in developing index –Stock market indices in India – BSE Sensex – Scrip selection criteria.

Total 75HOURS

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.

CO – 6: To understand and apply finance theory to company valuation in a practical setting

CO – 7: To develop the skills necessary to work independently and collaboratively to collect, process, interpret and communicate the outcomes of financial problems.

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-bengineers>
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

References:

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

Websites:

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

Website references:

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

TEXT BOOK

- C.S. Rayudu, E-Business, Himalaya Publishing House. 22ND Edition 2007

REFERENCE BOOKS

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

Websites:

- 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://cleartax.in/s/net-banking>

Website References:

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

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

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

Web Sources:

- <https://www.myperfectresume.com/career-center/resumes/how-to/write>
- <https://www.englishgrammar.org/>
- <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 assets river/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, Clanderson Press, Oxofrd (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

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

Web Sources:

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

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

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

Web Sources:

- <https://www.skillsyouneed.com/ips/communication-skills.html>
- <https://venngage.com/blog/presentation-skills/>
- <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

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

Web Sources:

- <https://www.skillsyouneed.com/ips/communication-skills.html>
- <https://www.businessnewsdaily.com/5836-top-interviewing-skills.html>
- <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)

Category	Requirements
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	<ol style="list-style-type: none"> 1. Attend Orientation 2. Attend meetings as requested by the Intern Supervisor.
Duties	<ol style="list-style-type: none"> 1. Perform all duties as assigned by the Intern Supervisor 2. 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 :1250words = 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. Abhinav Ganpule & 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

Course Objective: To Make Aware About The Importance Of Personality And Development In The Business World. To Make The Students Follow The Good Personality And Create A Good Relationship With Others.

Unit I Personality Development-Introduction:

6 HOURS

The Concept Personality - Dimensions Of Personality - Term Personality Development - Significance. The Concept Of Success And Failure What Is Success? - Hurdles In Achieving Success - Overcoming Hurdles - Factors Responsible For Success – What Is Failure - Causes Of Failure - Do's And Don'ts Regarding Success And Failure.

Unit II Attitudes And Values

6 HOURS

Attitude - Concept - Significance - Factors Affecting Attitudes - Positive Attitude - Advantages - Negative Attitude - Disadvantages - Ways To Develop Positive Attitude – Difference between Personalities Having Positive And Negative Attitude.

Unit III Body language and Self esteem

6 HOURS

Body Language - Assertiveness - Problem-Solving - Conflict And Stress Management - Decision-Making - Self-Esteem – Advantage - Positive And Negative Self-Esteem.

Unit IV Goals Setting

6 HOURS

Concept Of Goal-Setting - Importance Of Goals - Dream Vs Goal - Why Goal-Setting Fails? – Smart (Specific, Measurable, Achievable, Realistic, Time-Bound) Goals - Art Of Prioritization - Do's And Don'ts About Goals.

Unit V Leadership & work Ethics:

6 HOURS

Positive

And Creative Thinking - Leadership And Qualities Of A Successful Leader – Team Work - Time Management - Work Ethics - Good Manners And Etiquettes (Concept, Significance And Skills To Achieve Should Be Studied.)

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
- Co – 6: Will know the demotivating factors
- Co – 7: Will develop the personality with self-esteem
- Co – 8: Will know the values of goal settings and prioritization
- Co – 9: Will know will adopt the actual body language regarding the places
- Co – 10: Will learn teaming and lateral thinking.

Text Books:

1. S. P. Robbins ,OrganisationalBehaviour , Prentice-Hall Of India Pvt. Ltd., New Delhi-15th 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,1st edition,2012

ReferenceBooks:

- 1) K. K. Sinha, Business Communication , Galgotia Publishing Company, New Delhi.-4th 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=ExpertAcademy
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 analyse 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, Savita Hanspal, 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:

3. G. Ganesan and M. Sumathy, Globalisation and Consumerism: Issues and Challenges, Regal Publications, 5th edition, 2012
4. Suresh Misra and Sapna Chadah, Consumer Protection in India: Issues and Concerns, IIPA, New Delhi, 3rd edition, 2012.
5. 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.indialegalive.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 Development

9HOURS National and International values

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
3. Human Rights of Women and Children
 - a) Social Practice and Constitutional Safeguards
 - i. Female Foeticide and Infanticide
 - ii. Physical assault and harassment
 - iii. Domestic violence
 - iv. 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.

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.

PROJECT WORK

- 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.

CO -6: To describe the various types of quantitative sampling and which ones present the most rigorous approach to use.

CO -7: To understand the link between quantitative research questions and data collection and how research questions are operationalized in educational practice.

CO -8: To identify the steps involved in selecting a good instrument to use in a study

CO -9: To evaluate their domain knowledge and practical experience in their specialized domain of business