JAWAHARLAL NEHRU TECHNOLOGIAL UNIVERSITY ANANTAPUR

Course Structure and Detailed Syllabi (2018-19 onwards)
MBA (Fintech)

MBA (Fintech) Semester – I

S. No	Course code	Subject	L	T	P	C
1.	18E03101	Organizational Behavior	3	1		4
2.	18E03102	Business Law	3	1		4
3.	18E03103	Managerial Economics	3	1		4
4.	18E03104	Financial Accounting	3	1		4
5.	18E03105	Quantitative Techniques	3	1		4
6.	18E03106	Managerial Communication	2			2
7.	18E03107	Information Technology	2			2
8.	18E03108	Managerial Communication Lab			3	1.5
9.	18E03109	Data Analytics Lab			3	1.5
		Contact Periods/Week				
					Total	**27**

MBA (Fintech) Semester – II

S. No	Course code	Subject	L	T	P	C
1.	18E03201	Financial Management	3	1		4
2.	18E03202	Research Methods	3	1		4
3.	18E03203	Macro Economics	3	1		4
4.	18E03204	Financial Institutions ,Instruments & Markets	3	1		4
5.	18E03205	Marketing of Financial services	3	1		4
6.	18E03206	Human Resource Management	3	1		4
7.	18E03207	R- Programming	2			2
8.	18E03208	Business Analytics Lab			3	1.5
		Internship				
		Contact Periods/Week				
					Total	**27.5**

MBA (Fintech) Semester – III

S. No	Course code	Subject	L	T	P	C
1.	18E03301	Business Entrepreneurship	4	-	-	4
2.	18E03302	Crypto currencies and Block chains	4	-	-	4
3.	18E03303	Security Analysis and Portfolio Management	4	-	-	4
4.	18E03304	Innovative Payment Methods	4	-	-	4
5.	18E03305	Valuations of Mergers and Acquisitions	4	-	-	4
6.	18E03306	Financial Information Systems	4	-	-	4
7.	18E03307	Financial Modeling	-	-	3	2
8.	18E03308	MOOCS/edex/swayam/coursera	-	-	-	-
		Contact Periods/Week	24		3	26
					Total	26

MBA (Fintech) Semester – IV

S. No	Course code	Subject	L	T	P	C
1.	18E03401	Strategic Management	4	-		4
2.	18E03402	International Finance	4	-		4
3.	18E03403	Derivatives and Risk Management	4	-		4
4.	18E03404	Data Mining	4	-		4
5.	18E03405	Seminars (Contemporary Issues on Business)	-	3		2
6.	18E03406	Project Work	-	12		10
		Contact Periods/Week	16	15		28
					Total	28

JAWAHARLAL NEHRU TECHNOLOGIAL UNIVERSITY ANANTAPUR

MBA (Fintech) Semester – I   **Th   C**
                                                                      4   4

(18E03101) ORGANIZATIONAL BEHAVIOUR

Objective: Objective of the course is to give a basic perspective of Management theories and Practices. This will form foundation to study other functional areas of management and to provide the students with the conceptual framework and the theories underlying Organisational Behaviour.

1. Introduction to OB and Management – Concept – Significance – Functions – principles of Management - Patterns of Management: Scientific – Behavioural – Systems – Contingency.

2.Individual Behaviour & Motivation – Understanding Individual Behaviour – Perception – Learning – Personality Types – Johari window- Transactional Analysis- Motivation – Concept of Motivation - Motivational Theories of Maslow, Herzberg, David Mc Clelland, and Porter and Lawler

3.Decision Making, Problem Solving & Controlling – Process – Techniques. Planning – Process – Problems –– Making It Effective. Controlling - System of Controlling – Controlling Techniques – Making Controlling Effective

4.Group Behavior & Leadership: Benefits of Groups – Types of Groups – Group Formation and Development. Leadership and Organizational Culture and Climate: Leadership – Traits Theory – Managerial Grid – Transactional Vs Transformational Leadership – Qualities of good leader- Women Leadership in India.

5. Organisational Behaviour, Structure & Design–Organizing Process – Departmentation Types – Making Organizing Effective – Organisational culture- Types of culture – Organisational Culture Vs Organisational climate - Change Management – Conflict management.

Textbooks:
- Organisational Behaviour, Stephen P. Robbins, Pearson Education
- Management and Organisational Behaviour, Subbarao P, Himalaya Publishing House
- Principles of Management, Koonz,Weihrich and Aryasri, Tata McGraw Hill.

References:
- Organisational Behaviour ,S.S.Khanka, S.Chand
- Organisational Behaviour , Mishra .M.N ,Vikas
- Management and Organisational behaviour, Pierce Gordner, Cengage.
- Behaviour in Organizations, Hiriyappa .B.New Age Publications
- Organisational Behaviour, Sarma, Jaico Publications.
- Principles of Management ,Murugesan ,Laxmi Publications

		Th	C
MBA (Fintech) Semester – I		4	4

(18E03102) BUSINESS LAW

 Objective: The objective of the course is to provide the student with a background of various environment factors that have major repercussions on business and sharpen their mind to watch and update the changes that occur constantly in this sphere.

1. **Business Law -**Definition -Need, classification and sources of Business Law, Law of Contract -1872 (Part-I)**:** Nature of contract and essential elements of a valid contract, Offer and Acceptance. Law of Contract – 1872 (part-II): Consideration, Capacity to contract and free consent, Legality of the object.Discharge of Contract, Quasi - Contracts

2. **Companies Act,2013**: Kinds of Companies, Formulation of Companies, incorporation- Share capital and Transfer :Types of shares,- Application and allotment of shares-Alteration and reduction of share capital-Procedure for transfer of shares. Company Documents**.**Company Management, Directors, Company meetings, Resolutions, Auditors, Modes of Winding-up of a company.

3. **Information Technology Act ,2000** : Scope and application of ITAct,2000,Digital signature   e-governance,penalities   and   adjudication   ,cyber   regulations appellate,tribunals,duties of subscribers- Right to Information Act,2005**.**

4. **Security Law :** Securities Contracts (Regulation) Act, 1956- SEBI Act, 1992 Objective, Power and Functions of SEBI -Depositories Act, 1996 Definitions, Setting up of Depository, its types ,-Issue and listing of Securities.

5. **GST Law:** Introduction to GST, Need for GST in India-Registration under GST Law-One Nation-One Tax -Dual GST Model-GST Council Guiding principle of the GST Council Functions of the GST Council

Textbooks:
- Essentials of Business Environment, K.Aswathappa, Himalaya publishers.
- Mercantile L*aw* - N.D.Kapoor, Sultan Chand & Sons.
- Mechantile Law- Garg, Sareen, Sharma, Chawla, Kalyani publishers.
- Business Law –Tejpal Sheth ,Pearson

References:
- Indian Economy, Dutt and Sundaram, S. Chand, New Delhi.
- Business Environment – Text and Cases, Justin Paul, TMH.
- Indian Economy, Misra and Puri, Himalaya.
- Business Environment, Suresh Bedi, Excel.
- Mercantile Law, S.S. Gulshan, 3/e, Excel Books,
- Legal Aspects of Business, Ravinder Kumar, Cengage.
- *A Manual of Business Laws,* S.N.Maheshwari & Maheshwari, Himalaya.
- Business law for management, K.R.Bulchandani-Himalaya Publishing.
- Business law, R.S.N Pillai, Bhagavathi, S.Chand

JAWAHARLAL NEHRU TECHNOLOGIAL UNIVERSITY ANANTAPUR
MBA (Fintech) Semester – I   **Th   C**
                                                                                          4   4
(18E03103) MANAGERIAL ECONOMICS

Objective: Objective of this course is to understand the relevance of economics in business management. This will enable the students to study functional areas of management such as Marketing , Production and Costing from a broader perspective.

1. **Introduction to Managerial Economics:** Definition, Nature and Scope, Relationship with other areas in Economics, Production Management, Marketing, Finance and Personnel, Operations research - The role of managerial economist. Objectives of the firm**:** Managerial theories of firm, Behavioural theories of firm, optimization techniques, New management tools of optimization.

2. **Theory of Demand**: Demand Analysis – Law of Demand - Elasticity of demand, types and significance of Elasticity of Demand. Demand estimation – Marketing research approaches to demand estimation. Need for forecasting, forecasting techniques.

3. **Production Analysis**: Production function, Isoquants and Isocosts, Production function with one/two variables, Cobb-Douglas Production Function, Returns to Scale and Returns to Factors, Economies of scale- Cost concepts - cost-output relationship in the short run and long run, Average cost curves - Break Even Analysis.

4. **Market Structure and Pricing practices**: Features and Types of different competitive situations - Price-Output determination in Perfect competition, Monopoly, Monopolistic competition and Oligopoly. Pricing philosophy – Pricing methods in practice: Price discrimination, product line pricing. Pricing strategies: skimming pricing, penetration pricing, Loss Leader pricing. Pricing of multiple products.

5. **Inflation and Business Cycles:-**Definition and meaning-characteristics of Inflation- types of inflation - effects of inflation - Anti-Inflationary methods - Definition and characteristics of business cycles-phases of business cycle - steps to avoid business cycle

Textbooks:
Managerial Economics • Analysis, Problems, Cases, Mehta,P.L., Sultan Chand and Sons.
Managerial Economics, Gupta, TMH

References:
Managerial Economics, D.N.Dwivedi
Managerial Economics, Pearson Education, James L.Pappas and Engene F.Brigham
Managerial Economics, Suma Damodaran, Oxford.
Macro Economics by MN Jhingan-Oxford
Managerial Economics- Dr.DM.Mithani-Himalaya Publishers
Managerial Economics-Dr.H.L Ahuja-S.Chand and Com pvt ltd, NewDelhi
Managerial Economics by Dominick Salvatore, Ravikesh Srivastava- Oxford University press.
Managerial Economics by Hirschey- Cengage Learning.

MBA (Fintech) Semester – I	Th	C
	4	4

(18E03104) FINANCIAL ACCOUNTING

Objective: The Objective of the course is to provide the basic knowledge of book keeping and accounting and enable the students to understand the Financial Statements and make analysis financial accounts of a company.

* Standard discounting and statistical tables to be allowed in the examinations.

1. **Introduction to Accounting:** Definition, Importance, Objectives, uses of accounting and book keeping Vs Accounting, Single entry and double entry systems, classification of accounts – rules of debit & credit.

2. **The Accounting Process:** Overview, Books of Original Record; Journal and Subsidiary books, ledger, Trial Balance, Final accounts: Trading accounts- Profit & loss accounts- Balance sheets with adjustments, accounting principles.

3. **Valuation of assets**: Introduction to Depreciation-methods (Simple problems from Straight line method, Diminishing balance method and Annuity method). Inventory Valuation: Methods of inventory valuation (Simple problems from LIFO, FIFO, .Valuation of goodwill- methods of valuation of goodwill.

4. **Financial Analysis -I** Analysis and interpretation of financial statements from investor and company point of view, Liquidity, leverage, solvency and profitability ratios – Du Pont Chart -A Case study on Ratio Analysis

5. **Financial Analysis-II:** Objectives of fund flow statement- steps in preparation of fund flow statement, Objectives of cash flow statement- Preparation of cash flow statement - funds flow statement Vs cash flow statement.

Textbooks:
- Financial Accounting, Dr.S.N. Maheshwari and   Dr.S.K. Maheshwari, Vikas Publishing House Pvt. Ltd.,
- Accountancy .M P Gupta & Agarwal ,S.Chand

References:
- Financial Acounting , P.C.Tulisan ,S.Chand
- Financial Accounting for Business Managers, Asish K. Bhattacharyya, PHI
- Financial Accounting Management An Analytical Perspective, Ambrish Gupta, Pearson Education
- Accounting and Financial Management, Thukaram Rao, New Age Internationals.
- Financial Accounting Reporting & Analysis, Stice & Stice, Thomson
- Accounting for Management, Vijaya Kumar,TMH
- Accounting for Managers, Made Gowda, Himalaya
- Accounting for Management , N.P.Srinivasan, & M.Shakthivel Murugan, S.Chand

JAWAHARLAL NEHRU TECHNOLOGIAL UNIVERSITY ANANTAPUR

MBA (Fintech) Semester – I	**Th**	**C**
	4	**4**

(18E03105) QUANTITATIVE TECHNIQUES

Objective: This course reviews descriptive statistics, exploratory data, and probability distributions.. Topics include sampling theory, estimation, hypothesis testing, linear regression, analysis of variance, and several advanced applications of the general linear model.

1.Introduction of statistics – Nature & significance of statistics to business, , Measures of Central Tendency- Arithmetic – Weighted mean – Median, Mode – Geometric mean and Harmonic mean – Measures of Dispersion, range, quartile deviation, mean deviation, standard deviation, coefficient of variation – Application of measures of central tendency and dispersion for business decision making.

2. Testing of Hypothesis- Hypothesis testing: one sample and two sample tests for means and proportions of large samples (z-test), one sample and two sample tests for means of small samples (t-test), F-test for two sample standard deviations. ANOVA one and two way

3.**Correlation**: Introduction, Significance and types of correlation – Measures of correlation – Co-efficient of correlation. Regression analysis – Meaning and utility of regression analysis Comparison between correlation and regression – Properties of regression coefficients- Rank Correlation.

4. Probability – Meaning and definition of probability – Significance of probability in business application – Theory of probability –Addition and multiplication – Conditional laws of probability – Binominal – Poisson – Uniform – Normal and exponential distributions.

5. Introduction to LP: Formulation of LP-Simplex methods**,**. LP solving, Sensitivity Analysis.

Textbooks:
- Business Statistics, Gupta S.C & Indra Gupta, Himalaya Publishing House, Mumbai.
- Operations Research / S.D.Sharma- KNRN Publishing House

References:
- Statistics for Management, Richard I Levin, David S.Rubin, Pearson,
- Business Statistics, J.K.Sharma, Vikas house publications house Pvt Ltd
- Complete Business Statistics, Amir D. Aezel, Jayavel, TMH,
- Statistics for Management, P.N.Arora, S.Arora, S.Chand
- Statistics for Management , Lerin, Pearson Company, New Delhi.
- Business Statistics for Contemporary decision making, Black Ken, New age publishers.
- Statistical Methods, Gupta S.P., S.Chand.
- Operations Research / Wagner/ PHI Publications.
- Operations Research /A.M.Natarajan,P.Balasubramani,A. Tamilarasi/Pearson Education.

JAWAHARLAL NEHRU TECHNOLOGIAL UNIVERSITY ANANTAPUR

MBA(Fintech) Semester – I	Th	C
	2	2

(18E03106) MANAGERIAL COMMUNICATION

Objective: The objective of this Course is to understand the communication concepts and to develop the students' competence in communication at an advanced level. Assuming that the students are fairly proficient in the basic communication skills of listening, speaking, reading and writing in English the course aims to train them in communicating efficiently in the workplace and professional contexts.

1. Concept of Communication – Significance, Scope – Communication Process – Essentials of good communication – Channels of communication – Formal, informal communication – Upward, Downward, Horizontal communication.

2. Types of communication: **Verbal – Oral Communication:** Advantages and limitations of oral communication, written communication – Characteristics, advantages & Limitations **Non verbal Communication:** Sign language – Body language – Kinesics – Proxemics – Time language and Hepatics: Touch language.

3. Interpersonal communication: Communication styles, Managing Motivation to Influence Interpersonal communication – Role of emotion in inter personal communication.

4. Barriers of communication: Types of barriers – Technological – Socio-Psychological barriers – Overcoming barriers, Types of listening.

5. Report writing – Formal reports – Writing effective letters – different types of business letters - Interview techniques – Communication etiquettes

Text Books:

- Business Communication, C.S.Rayudu, HPH.
- Business Communication, Meenakshi Raman, Oxford University Press.

References:
- Business communication, Shalini Varma, VIkas.
- Business Communication, Raymond V.Lesikar, Neeraja Pandit et al.,TMH
- English for Business Communication, Dr.T.M Farhatulla, Prism books Pvt. Ltd.
- Business Communications, Hudson, Jaico Publications
- Business communication for managers, Penrose, Raspbery, Myers, Cengage
- The Skills of Communication, Bills Scot, Gower publishing company Limited, London.
- Effective Communication, Harward Business School, Harward Business Review No.1214.
- Essentials of Business Communication, Rajendra Pal, JS.Korlahhi, S.Chand

JAWAHARLAL NEHRU TECHNOLOGIAL UNIVERSITY ANANTAPUR
MBA (Fintech) Semester – I   **Th   C**
                                                                              2   2

(18E03107) INFORMATION TECHNOLOGY

Objective: The main objective of this course is to make the student familiarize in information technology and their applications to business processes.

1. **Fundamentals of IT:-** Components of a system-meaning and nature –role of IT in various sectors-information technology management- Strategies for gaining IT advantage.
2. **Understanding Ms-Office:-** MS-Word- MS-Excel-Formulae, Graphs, Basis Statistical Formulae, MS-Access, MS-PowerPoint - Creating Effectiveness presentations.
3. **Database Management Systems:** Introduction to DBMS-applications to data base-concepts,data access methods –Types of data processing-data base languages
4. **Data Communication and Networks:** Concepts of Data Communication, Types of Data-Communication Networks, Communications Media, Concepts of Computer Networks, the Internet, Intranet and Extranets: Operation of the Internet, Services provided by Internet, World Wide Web.
5. **Emerging Trends in IT:** Introduction to SAP,IP addresses,IP protocol,various ERP packages,Implementation ofERP-Introduction to big data-cloud computing

Textbooks:
Fundamentals of Information Technology, Alexis Leon, & Mathews Leon - Vikas.

References:
- Basics of Computer Sciencs, Behrouz Forouzan, Firoz Mosharraf, Cengage.
- Information Technology for Management, Ramesh Behi, Mc Graw Hill.
- Introduction to Computers and Communications, Peter Norton-Sixth Edition-Tata McGraw Hill.
- V.Rajaraman-Introduction to Information Technology, Prentice Hall India.
- Information Technology and theory Aksoy, Cengage Learnings.
- Foundations of IT,Dhiraj Sharma, Excel Books.
- MS Office 2000 for every one, Sanjay Saxena – Vikas

MBA (Fintech) Semester – I	L	C
	3	2

(18E03108) MANAGERIAL COMMUNICATION LAB

Objective: Aim is to enable students understand how to write business letters and improve written

communication.

1:Managerial Writing: Introduction, Importance of Written Business Communication, Direct and Indirect Approach to Business Messages, Five Main Stages of Writing Business Messages. Practice Exercises.

2:Correspondence: Introduction, Business Letter Writing, Effective Business Correspondence, Components of Business Letters, Kinds of Business Letters, Writing Effective Memos. Practice Exercises. Instructions: Introduction, Written Instructions, General Warning, Caution and Danger, Oral Instructions. Practice Exercises.

3: Business Reports and Proposals: Meaning of Reports, Parts of a Report, Steps in Writing an effective Business Report

4: Careers and Resumes: Introduction, Career Building, electronic and video resumes and Write your resume to market yourself.

5. Presentational Skills & Ettiqutes: Expressing opinions, Telephone conversations, PPT Presentations, Poster Presentations, Welcome Address, proposing vote of thanks and Mock Interviews, Etiquette - Meaning, its Need and Types of Etiquettes

Textbook :
Meenakshi Raman and Prakash Singh, Business Communication, Oxford.

References:
- Lesikar: Basic Business Communication, TMH.
- Stephen Bailey, Academic Writing for International Students of Business, Routledge.
- David Irwin: Effective Business Communications, Viva-Thorogood.
- Rajendra Pal, J S KorlahaHi: Essentials of Business Communication: Sultan Chand & Sons,
- Sailesh Sengupta, Business and Managerial Communications, PHI.

JAWAHARLAL NEHRU TECHNOLOGIAL UNIVERSITY ANANTAPUR

MBA (Fintech) Semester – I	L	C
	3	2

(18E03109) DATA ANALYTICS-LAB

Objective: The Objective of the course is to provide basic understanding of applications of information technology and hands on experience to students in using computers for data organization and addressing business needs.

The Experiments may be devised as per the following requirements

1. **MS-Word**-Creation of Document- Format Document-Text editing and saving-Organising information with tables and outlines-Mail merge-Publishing documents on Web. **MS Power Point**-Creation of slides-Use of templates and slide designs for creating power point slides- use of drawings and graphics. Developing a Professional presentation on Business Plans, Institutions, Products, People etc
2. **MS Excel**-Creating and editing worksheets-Cell formatting-Creating and using formulas and functions-Use of Macros –Sorting and querying data-Working with graphs and charts
3. **Sample test for means**-T-test,Z-test,ANOVA,one way, two way..
4. **Correlation-**Siginificance and application
5. **Regression**-Simple linear regression,Multiple regression.

Text book:

- Cox et all- 2007 Microsoft Office System Step-by- Step, First Edition, PHI.

References:
- David Whigam-Business Data Analysis Using Excel, First Edition, Oxford University Press.
- Alexisleon, TMH, 2008, Enterprise resource planning.
- The Oxford Hand Book of Internet studies, William.H.Dulton, Oxford.

JAWAHARLAL NEHRU TECHNOLOGIAL UNIVERSITY ANANTAPUR

Course Structure and Detailed Syllabi (2018-19 onwards)
MBA (Fintech)

MBA (Fintech) Semester – II

S. No	Course code	Subject	L	T	P	C
1.	18E03201	Financial Management	3	1		4
2.	18E03202	Research Methods	3	1		4
3.	18E03203	Macro Economics	3	1		4
4.	18E03204	Financial Institutions ,Instruments & Markets	3	1		4
5.	18E03205	Marketing of Financial services	3	1		4
6.	18E03206	Human Resource Management	3	1		4
7.	18E03207	R- Programming	2			2
8.	18E03208	Business Analytics Lab			3	1.5
		Internship				
		Contact Periods/Week				
					Total	27.5

MBA (Fintech) Semester – II   **Th   C**
                                                                                        4   4

(18E03201) FINANCIAL MANAGEMENT

Objective: The objective of the course is to provide the necessary basic tools for the students so as to manage the finance function. The students should be able to understand the management of the financing of working capital needs and the long term capital needs of the business organization

* **Standard Discounting Table and Annuity tables shall be allowed in the examination**

1. The Finance function: Nature and Scope. Importance of finance function – The role in the contemporary scenario – Goals of finance function; Profit Vs Wealth maximization .

2. The Investment Decision: Investment decision process – Project generation, project evaluation, project selection and project implementation. Capital Budgeting methods– Traditional and DCF methods. The NPV Vs IRR Debate.

3. The financing Decision: Sources of finance – a brief survey of financial instruments. The capital structure decision in practice: EBIT-EPS analysis. Cost of capital: The concept, Measurement of cost of capital – Component Costs and Weighted Average Cost. The Dividend Decision: Major forms of dividends

4. Introduction to working capital: Concepts and characteristics of working capital, Factors determining the working capital, Working capital cycle- Management of current assets – Cash, Receivables and Inventory, Financing current assets

5. Corporate Restructures: Corporate Mergers and acquisitions and take-overs-Types of Mergers, motives for mergers, Principles of corporate governance.

Textbooks:

- Financial management –V.K.Bhalla ,S.Chand
- Financial Management, I.M. Pandey, Vikas Publishers.
- Financial Management--Text and Problems, MY Khan and PK Jain, Tata McGraw-Hill

References

- ,
- Financial Management , Dr.V.R.Palanivelu , S.Chand
- Principles of Corporate Finance, Richard A Brealey etal., Tata McGraw Hill.
- Fundamentals of Financial Management, Chandra Bose D, PHI
- Financial Managemen , William R.Lasheir ,Cengage.
- Financial Management – Text and cases, Bringham & Ehrhardt, Cengage.
- Case Studies in Finance, Bruner.R.F, Tata McGraw Hill, New Delhi.
- Financial management , Dr.M.K.Rastogi ,Laxmi Publications

JAWAHARLAL NEHRU TECHNOLOGIAL UNIVERSITY ANANTAPUR

MBA(Fintech) Semester – II   Th   C
                                                                                      4   4

(18E03202) RESEARCH METHODS

Objective: The objective of the course is to have a general understanding of statistics as applicable to business and its use in areas of management research. The Course addresses the methods of research with an emphasis on various stages that are necessary to obtain and process information to enable well informed decision-making. It allows the students to grasp and comprehend the methods and techniques used in research and provide with the knowledge and skill to undertake research.

*Standard Statistical tables shall be allowed in the examination

1. **Introduction to Research**: Definition-Types of Business Research. Scientific Investigation, Technology and Business Research: Information needs of Business - Technologies used in Business Research: The Internet, E-mail, Browsers and Websites. Role of Business Research in Managerial Decisions.

2. **The Research Process**: Problem Identification: Broad Problem Area-Preliminary Data Gathering. Literature Survey - Hypothesis Development - Statement of Hypothesis- Procedure for Testing of Hypothesis. The Research Design: Types of Research Designs: Exploratory, Descriptive, Experimental Designs and Case Study - Measurement of Variables- Operational Definitions and Scales-Nominal and Ordinal Scales- Rating Scales- Ranking Scales- Reliability and Validity - Sampling and Methods of sampling

3. **Collection and Analysis of Data** Sources of Data-Primary and Secondary Sources of Data - Data Collection Methods- Interviews: Structured Interviews and Unstructured Interviews- Observational Surveys: Questionnaire Construction: Organizing Questions- Structured and Unstructured Questionnaires – Guidelines for Construction of Questionnaires.

4. **Data Analysis:** An overview of Descriptive, Associational and Inferential- Statistical Measures.

5. **The Research Report**: Research Reports-Components-The Title Page-Table of Contents-The Executive Summary-The Introductory Section-The Body of the Report-The Final Part of the Report- Acknowledgements – References-Appendix - Guidelines for Preparing a Good Research report - Oral Presentation

Textbooks:

- Research Methodology – methods & Techniques, C.R. Kothari, Vishwa prakashan.

- Research Methodology(Concepts and cases) Deepak Chawla Neena Sondhi-Vikas publishing

- Business Research Methods 8e, Zikmund- Babin-Carr- Adhikari-Griffin-Cengage learning.

References:
- Research Methods for Business–A Skill Building Approach, Uma Sekaran, John Wiley & Sons (Asia) Pte.Ltd, Singapore.
- Business Research Methods, Donald R Cooper and Pamela S Schindler,9/e,Tata McGraw-Hill Publishing Company Limited.
- Methodology and Techniques of Social Science Research, Wilkinson & Bhandarkar, Himalaya Publishing House.
- An Introduction to Management for Business Analysis, Speegal, M.R., McGraw Hill
- Research Methodology in Management, Michael, V.P., Himalaya Publishing House.
- Research Methodology, Dipak Kumar. Bhattacharya, Excel Books.
- Research Methodology(Concepts and cases) Deepak Chawla Neena Sondhi-Vikas publishing.
- Business Research Methods- Alan Broman, Emma Bell 3e, Oxford university
- Research Methodology ,Dr.Vijay Upagade and Dr.Aravind Shende

JAWAHARLAL NEHRU TECHNOLOGIAL UNIVERSITY ANANTAPUR
MBA II (Fintech) Semester-II   **Th   C**
                                                                         4   4
(18E03203) MACRO ECONOMICS

Objective: This course aims to introduce the students to the basic concepts of Macro economics .It deals with tha aggregate economy.This course discusses the preliminary concepts associated with the determination and measurement of aggregate macroeconomic variable like savings,investment,GDP,money and the balance of payments.

1: National Income and related aggregates: Some basic concepts: consumption goods, capital goods, final goods, intermediate goods; stocks and flows; gross investment and depreciation. Circular flow of income (two sector model); Methods of calculating National Income - Value Added or Product method, Expenditure method, Income method. Aggregates related to National Income: Gross National Product (GNP), Net National Product (NNP), Gross and Net Domestic Product (GDP and NDP) - at market price, at factor cost; Real and Nominal GDP.

2: Money and Banking: **Money and Banking**: Money - its meaning and functions. Supply of money - Currency held by the public and net demand deposits held by commercial banks. Money creation by the commercial banking system. Central bank and its functions, Bank of issue, Govt. Bank, Banker's Bank, Controller of Credit through Bank Rate, CRR, SLR, Repo Rate and Reverse Repo Rate, Open Market Operations, Margin requirement.

3: Monetary & Fiscal Policy: Public revenues, public expenditure, public debt, development activities financed by public expenditure. Monetary Policy: Demand for and supply of money, Objectives of monetary and credit policy, Recent trends- Role of Finance Commission.

4: India's Trade Policy and Balance of Payments – Magnitude and direction of Indian International trade, bilateral and multilateral trade agreements, EXIM Policy, Role of EXIM Bank. Balance of Payments: Structure, Major components, Causes for dis-equilibrium in Balance of Payments, correction measures, Impact of New Economic Policy on Balance of Payments.

5: National Income Determination: The IS-LM Model Demand-side Equilibrium - Equilibrium Income and Interest Rate in the Product Market-derivation of the IS curve, Equilibrium Income and Interest Rate in the Money Market-Derivation of the I M curve, Equilibrium in the Product and Money Markets- the combined IS-LM model

Textbooks:
- Barro, R. and X. Sala-i-Martin (2005) : "Economic Growth", Prentice Hall : India.
- Blanchard, O. (2013): "Macroeconomics", (6th Edition), Pearson Education : New Jersey, USA. Blanchard, O. J., Faruqee, H., Das, M., Forbes, K. J., &Tesar, L. L. (2010).

References:

- The Initial Impact of the Crisis on Emerging Market Countries [with Comments and Discussion]. Brookings Papers on Economic Activity, 263-323. De Souza, E. (2008)
- "Macroeconomics", Pearson Education : New Delhi. Jones, C. : (2007) :
- "Introduction to Economic Growth", W.W. Norton : :New York.

JAWAHARLAL NEHRU TECHNOLOGIAL UNIVERSITY ANANTAPUR
MBA II (Fintech) Semester -II   Th   C
                                                                      4   4
(18E03204) FINANCIAL INSTITUTIONS, INSTRUMENTS AND MARKETS

Objective :The objective of the course is to provide to students an understanding of Financial Markets, the major institutions involved and the services offered within this framework.

1. **Introduction to Financial system** : Elements of financial system and economic development, Regulatory and Promotional Institutions - Function and Role of RBI, Monetary Policy and techniques of RBI,
2. **The Banking and Non-banking Institutions:** The public and the private sectors – structure and comparative performance, Bank capital and Banking Innovations, Commercial and Co-operative banks. The Non-banking financial Institutions **-** Mutual Funds, Growth of Indian Mutual funds and its Regulation. The Role of AMFI, Insurance Companies- Role of IRDA.
3. **Financial Markets:** Primary and Secondary Markets, Structure and functions of Money Market, -Call call money market ,Government Securities Market – T-bills market, Commercial Bills market, Commercial paper and certificate of deposits. Securities markets**:**- Organization and structure, listing trading and settlement of securities market, , The role and functions of SEBI
4. **Fund based services** - lease and hire purchase consumer credit and Factoring - Definition, Functions, Advantages, Evaluation, venture capital financing,Housing Finance.
5. **Fee-based services** - Stock broking, credit rating Merchant Banking ,portfolio services. Underwriting, Depository services, Challenges faced by investment bankers.

Text Books:
- Financial Institutions and Markets, L. M. Bhole, 4/e Tata McGraw Hill.
- Financial services, Gorden & Natarajan, Himalaya publishers.

References:
- Financial Services and markets, Dr.Punithavathy Pandian, Vikas
- Financial Markets and services, Appannaiah, Reddy and Sharma, HPH
- Indian Financial System, Ramachandra and others, HPH
- Investment Institutions and Markets, Jeff Madura, Cengage, 1st Edition.
- Financial services, Thirpati, PHI.
- Financial Markets & Services, Vasanth desai, Himalaya.
- Financial Institutions and Markets, Gupta Agarwal, Kalyani publishers.
- Management of Financial Services ,C.Rama Gopal ,Vikas.

JAWAHARLAL NEHRU TECHNOLOGIAL UNIVERSITY ANANTAPUR
MBA (Fintech) Semester - II   Th   C
                                                                                          4   4
(18E03205) MARKETING OF FINANCIAL SERVICES

Objective: The objective of the course is to have the basic concepts of Marketing which is one of the important areas of functional management. This is a pre-requisite for taking up any elective paper in 3rd and 4th semester in the stream of Marketing

1: Introduction to Marketing of Goods and services: Concepts of Marketing, Marketing Strategies & Plans, Creating long term loyalty relationships, Marketing mix, PLC, Analyzing Competitors ,Conducting Marketing research

2: Marketing Strategy and Consumer buying : Consumer decision process : High and Low Involvement, Pre-purchase processes, Purchase ,post purchase process, Consumption and Evaluation, Brand Loyalty and Repeat Purchase Behavior

3: Product and Branding : product concepts, types of consumer products, product lines and mixes, importance's of New products, product characteristics, universal product codes. Branding, benefits of Branding, brand identity, Brand image

4: Financial Services Marketing : Introduction, Characteristics of services marketing mix services in the modern economy, Classification of services, marketing services Vs. Physical services .

5 : Sales Promotion: Importance and scope; Need and objectives of sales promotion; Consumer promotion; channel promotion; Timing of sales promotion; Measurement of impact of sales promotion; sales promotion budgeting

Text book:

   Marketing management- Philip kotler, Gary Armstrong, Pearson.

References:
- Product Management in India, Ramanuj Majumdar, PHI
- Product Management ,C.Nandan, , TMH.
- Integrated Advertising, Promotion and Marketing Communications, Clow, Baack, Pearson.
- Services Marketing – Text and Cases, Rajendra Nargundkar, TMH.
- Services Marketing—Integrating Customer Focus Across the Firm,Valarie A.Zeithaml & Mary Jo-Bitner: TMH.

JAWAHARLAL NEHRU TECHNOLOGIAL UNIVERSITY ANANTAPUR

MBA (Fintech) Semester – II   **Th   C**

                                                                                            4   4

(18E03206*)* **HUMAN RESOURCE MANAGEMENT**

Objective: The objective of the course is to provide basic knowledge of functional area of Human Resource Management. This will be the prerequisite for enabling students to take any HRM stream electives offered in third and fourth semesters.

1. **Introduction:-** Meaning of HR and HRM**,** Nature & Scope of HRM, Functions of HRM, Role and Objectives of HRM, Personnel Management, Policies and Strategies of HRM.
2. **Designing and Developing HR systems:-** Human Resource Planning, Job Design, Job Analysis, Job Evaluation, Job Enlargement, Job Enrichment, Job Rotation, Recruitment & Selection, Placement, Promotion & Transfer.
3. **Compensation Management:-** Introduction, objectives of wages and salaries administration, influencing factors for determining compensation- Monetary and non monetary benefits.
4. **Human Resource Development:-** Concepts, Development Function, Training and Development, Performance Appraisal & Career Planning and Development.
5. **Recent Trends in HRM:** Outsourcing, Work Life Balance, Quality Circles and Total Quality Management, HR analytics

Textbooks:

- Personnal and Human Resource Management – Text and cases, P. Subbarao, Himalaya.
- Human Resource Management, Noe A.Raymond, John Hollenbeck, Barry Gerhart and Patrick Wright, Tata McGraw Hill.

References
- Human Resource Management, Aswathappa, 4th Edition, TMH 2006
- Human Resource Mangement, Ian Beardwell & Len Holden-Macmillan India Ltd.
- Managing Human Resources: Productivity, quality of work life, profits- Wayne F.
- Cascio TMH.
- Strategies HRM by Rajeev Lochan Dhar, Excel Books.
- Human Resource Management, Text and Cases, VSP Rao, Excel Books 2006.

JAWAHARLAL NEHRU TECHNOLOGIAL UNIVERSITY ANANTAPUR

MBA (Fintech) Semester – II   **Th   C**

                                                                                          4   4

(18E03207) R- PROGRAMMING

Objective: The objective of the course is to provide basic knowledge in the area of R-Programming.

1. R Programming, Overview and History of R, Getting Help, R Packages: Loading, Installing and Managing

2. R data types and objects, Reading and writing data

3. Data Definition & Control Structures, Data definition types, constants, variables, Expressions: Arithmetic, Logical, Precedence rules Control Structures: Sequencing, Input and output statements, Assignment statement, Control Structures: Selection, Repetition, Combination, Functions, scoping rules and loop functions, Flow Control

4. Exploring Data with R, Import, export and manipulate data and data frames, Statistical summaries of continuous and categorical data

5. Hypothesis tests, and simple regression models, Linear models like ANOVA, linear regression and mixed models, generalized linear models, Basic graphics & reports of statistical analyses

Text Books:

- Gardener, Mark. Beginning R: the statistical programming language. John Wiley & Sons, 2012.
- Zumel, Nina, John Mount, and Jim Porzak. Practical data science with R. Manning, 2014

References:

- Wickham, Hadley, and Garrett Grolemund. "R for Data Science": Import, Tidy, Transform, Visualize, and Model Data. " O'Reilly Media, Inc.", 2016.
- Matloff, Norman. The art of R programming: A tour of statistical software design. No Starch Press, 2011.

JAWAHARLAL NEHRU TECHNOLOGIAL UNIVERSITY ANANTAPUR
MBA (Fintech) Semester – II   **L   C**
                                                                                    3   2
(18E03208) Business Analytics Lab

Objective: To make the students apply information systems in different functional areas of business.

1.Accounting- Creation of company, Preparation of Ledger, Posting Trial Balance, Profit and loss account, Balance sheet(Sole Traders).
2.Finance:- Capital Budgeting decisions, calculations of NPV, IRR, Profitable Index **,** preparation of budget, calculation of cost of capital.
3.Marketing:-   storing and retrieving of data of customers, sales, dealers, products and geographical areas(Tables and graphs).
4.Human Resource Management:- Employees data base and salary administration.
5.Systems:- understanding information systems , Design of MIS **,** Internet and internet tools**.**

Note:-   The programmes have to be taught to the students using MS Excel, Access, Power Point and Accounting packages.SPSS

Text Books:

- Business Analytics Principles, Concepts, and Applications- Marc J. Schniederjans Dara G. Schniederjans Christopher M. Starkey, Pearson publications

References:
- Ms Office-Sanjay Saxena
- Ms Office Excel-Frye, PHI publications
- Ms Office Access- Step by step, PHI publications
- Reading material on accounting packages.
- SPSS User manual

JAWAHARLAL NEHRU TECHNOLOGIAL UNIVERSITY ANANTAPUR

Course Structure and Detailed Syllabi (2018-19 onwards)
MBA (Fintech)

MBA (Fintech) Semester – III

S. No	Course code	Subject	L	T	P	C
1.	18E03301	Business Entrepreneurship	4	-	-	4
2.	18E03302	Crypto currencies and Block chains	4	-	-	4
3.	18E03303	Security Analysis and Portfolio Management	4	-	-	4
4.	18E03304	Innovative Payment Methods	4	-	-	4
5.	18E03305	Valuations of Mergers and Acquisitions	4	-	-	4
6.	18E03306	Financial Information Systems	4	-	-	4
7.	18E03307	Financial Modeling	-	-	3	2
8.	18E03308	MOOCS/edex/swayam/coursera	-	-	-	-
		Contact Periods/Week	24		3	26
		Total				**26**

(18E03301) BUSINESS ENTREPRENEURSHIP

 The objective of the course is to make students understand   the nature of entrepreneurship, and its importance to business.

1. **Nature and Forms of Entrepreneurship:** features - Entrepreneur's competencies, attitude, qualities, functions. Entrepreneurial scenario in India and Abroad. Small Business, Importance in Indian Economy, Types of ownership, sole trading, partnership, Important features of various types of businesses - corporate entrepreneurship, intrapreneurship - Role of Government in the promotion of Entrepreneurship
2. **Aspects of the Entrepreneurship:** Idea generation – opportunities - SWOT Analysis - patents and trademarks, Intellectual Property Rights. Source of Capital, Debt capital, seed capital, venture capital - Informal Agencies In financing entrepreneurs, , Technology and business incubators
3. **Project Planning and Feasibility Studies:** The Concept of Project, Project Life Cycle - Project Planning, Feasibility – Project proposal & preparation of DPR (detailed project report)
4. **Entrepreneurial Strategy:** Generation of new business opportunity, Decisions under Uncertainty, entry strategy, environmental instability - Risk Reduction strategies, Market scope strategy- Imitation strategies.
5. **Women and Rural Entrepreneurship and EDPs:** scope of women entrepreneurship, promotional efforts for women entrepreneurs in India - Successful cases of women entrepreneurs.-Need for Rural Industrialization – Role of NGOs – Organising EDPs – Need, Objectives, Evaluation of Entrepreneurship Development Programmes

Text Books :
- The Dynamics of Entrepreneurial Development and Management, Vasanth Desai, Himalaya.
- Entrepreneurship Management – text and cases, Bholanath Dutta, Excel Books. Entrepreneurial Development, S. Chand and Company Limited, S.S. Khanka,

References:
- Entrepreneurial Development, S. Chand and Company Limited, S.S. Khanka, .
- Fundamentals of Entrepreneurship, H. Nandan, PHI.
- Entrepreneurship, 6/e, Robert D Hisrich, Michael P Peters, Dean A Shepherd, TMH.
- Entrepreneurship – New venture Creation, Holt, PHI.
- Entrepreseurship- Successfully Launching New Ventures, Barringer, Ireland, Pearson.

JAWAHARLAL NEHRU TECHNOLOGIAL UNIVERSITY ANANTAPUR

MBA (FINTECH) Semester – III   **Th**   **C**

                                                            4   **4**

(18E03302) CRYPTO CURRENCIES AND BLOCK CHAINS

1.Introduction : Cryptocurrency- definition, features, types, bitcion& its features. Blockchain fundamentals –definitions , features, types ,versions , structure& mechanism.

2.cryptography: Introduction to cryptography, Digital Signatures, Cryptographic Hash Functions, Cryptographic Data Structures, Hash Pointers, Append-Only Ledgers (Block Chains), proof of work vs proof of stake.

3. Crypto currency Technologies : Smart Property, Efficient micro-payments, Coupling Transactions and Payment (Interdependent Transactions),Public Randomness Source, Prediction Markets ,Bitcoin Blocks, Hot and Cold Storage, Splitting and Sharing Keys.

4. Blockchain deployment : Mining and forking - Upgrading the network - Related BIPs - Segregated Witness (SegWit).

5. Application of Block chain Technology: Abstract Architecture - Ways to dive deeper - Introduction to major blockchain platforms- Banking and industry – Financial Transactions-Core banking software case study.

Text Books
- Bitcoin and Cryptocurrency Technologies. Arvind Narayanan, Joseph Bonneau, Edward Felten, Andrew Miller, Steven Goldfeder and Jeremy Clark.
- Bitcoin: A Peer-to-Peer Electronic Cash System. Satoshi Nakamoto.
- How the Bitcoin protocol actually works. Michael Nielsen.

JAWAHARLAL NEHRU TECHNOLOGIAL UNIVERSITY ANANTAPUR
MBA (FINTECH) Semester – III   **Th   C**
                                                                        4   4
(18E03303) SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Objective: The objective of the course is to provide students an understanding of working of capital markets and management of portfolios of stocks. The pre-requisite for the course is Financial Accounting and Analysis and Financial Management.

 * Standard discounting and statistical tables to be allowed in the examinations.
1. **Introduction:** Introduction to stock markets – nature and objectives of investment- channels/modes of investment- Process of Investment, Investment and speculation.
2. **Measurement of Risk and Return:** types of Returns - holding period –Risk factors, risk classification – systematic risk – unsystematic risk measurement of risk,standard deviation,variable analysis, Beta analysis.
3. **Fundamental Analysis & Technical Analysis**: Framework of Fundamental analysis-Economic analysis, Industry analysis- Company analysis – Fundamental analysis Vs Technical analysis .
4. **Valuation of Securities:** Types of Securities - Approaches of valuation – Bond valuation – Preference share Valuation – Common stock Valuation.
5. **Portfolio Management:** Process of Portfolio Management, Modern Portfolio – Portfolio models – Markowitz model – Sharpe single index model, Capital Asset Pricing Models **,** APT **-** Evaluation of portfolio performance .

Text Books:
* Investment Management,V.K.Balla, S.Chand Company Ltd
* Security Analysis and Portfolio Management ,Punithavathy Pandian, Vikas

References:
* Investment Analysis and portfolio management, Chandra, Tata McGraw Hill .
* Security Analysis Portfolio Management, Ranganatham & Madhumathi, Pearson Education.
* Security Analysis and Portfolio Management, Sudhindra Bhat, excel.
* Security analysis and portfolio management, Avadani, Himalaya publishers.
* Investment analysis portfolio management, Frank Reilly & Brown, Cengage.
* Investment Management, Preethi Singh, Himalaya Publishing House, Mumbai..
* Investment, Bodie, McGraw Hill Book Company.
* Investment Management ,Hiriyappa ,New Age Publications

JAWAHARLAL NEHRU TECHNOLOGIAL UNIVERSITY ANANTAPUR
MBA (FINTECH) Semester – III   **Th   C**
                                                                                        4   4
(18E03304) INNOVATIVE PAYMENT METHODS

1. Introduction to money and banking: World banking system, the role of central and commercial banks. Mechanisms of money transfer: giro, cheques, electronic funds transfer. foreign exchange.

2. Credit card protocols: Digital certificates, certification chains. The public-key infrastructure. Digital identity documents and remote authentication. The SSL/TLS Protocol, cipher suites, credit card networks, Secure Electronic Transactions (SET), Visa 3D-Secure. Smart and stored-value cards: Smart card architecture and security, RFID cards. Visa Smart Debit and Credit.

3. Micropayments: Mobile payments, digital wallets , Wireless payments, digital wallets, the Google wallet all Apps,

4. Characteristics of electronic cash: anonymity, un traceability, double-spending prevention. Electronic invoice presentment and payment: Electronic statement delivery, EIPP providers: biller service providers, customer service providers. Thick vs. thin consolidation. Reconciliation. Bill data mining. B2B integration. Invoice elimination: scan-based trading (SBT).

5. Security & regulation of electronic payments: Updating traditional transactions; Secure online transaction models; Online commercial environments; digital currencies and payment systems; Offline secure processing; private data networks. Security protocols

REFERNCES ;

  ▪ John E.Marshall & vipul K. Bansal **: Innovative methods** (Prantice Hall)
  ▪ Jurgen Topper **: Financial Engineering with Finite Elements** (John Wiley)

MBA (FINTECH) Semester – III   Th   C
                                                                     4   4

(18E03305) VALUATION OF MERGERS AND ACQUISITIONS

1. **Introduction**: - Types of mergers, Motives for mergers, theories of mergers – De mergers Reverse Merger
2. **Accounting Aspects of Mergers & Acquisitions** : SEBI Guidelines- -Tax Implications –PSU Disinvestment programmes - Major M&A'S in India during the last Two decades- Due Diligence Process for M & A – Ethical issues in M & A.
3. **Financing of Mergers &, Acquisitions** : Financing Alternatives-Management Buyouts – Employee Stock Ownership Plan (ESOP) Types-Leveraged Buyouts-SEBI Guidelines - Value drivers
4. **Valuation methods**: Discounted cash flow method, P/E Multiple methods, P/BV multiple other methods of valuation.
5. **Regulations for Mergers and Takeovers in India** – SEBI Guidelines for M&A takeovers – Horizontal mergers- Cross border Mergers and Acquisitions: Motivations - Opportunities and Threats – Recent cases.

TEXT BOOKS

- Kevin K. Boeh and Pall W. Beamish: Mergers and Acquisitions (Sage)
- Mergers and Restructuring and Corporate control, Ray (PHI Learning)
- Mergers, Acquisations and Business valuation, Ravinder Vadapalli, , 2007(Excel Books)
- M&AC, Rajindar S.Aurora, Kavitha Setty, Oxford University, 2008.
- Creating value from mergers and acquisitions,Sudi Sudarshanam,pearson ,2009
- Corporate restructuring,mergers,acquisitions,Das,Rakshit& Debasish,Himalaya
- publishers,2012

References:

- Dr. JC.Verma : Corporate Mergers, Amalgamation and Takeovers (Bharat)
- S. Ramanujam, et al: Mergers – Issues Implications and Case Laws in Corporate
- Restructuring (Tata McGraw Hill)S
- Weston, et al : Takeovers Restructuring and Corporate Governance(Pearson)
- Ravindhar Vadapalli: Merger Acquisitions and Business Valuation (Excel)
- Chandrasekhar Krishnamurti and Viswanath: Mergers Acquisitions and Corporate
- Restructuring (Response)

JAWAHARLAL NEHRU TECHNOLOGIAL UNIVERSITY ANANTAPUR
MBA (FINTECH) Semester – III   **Th   C**
                                                                                    4   4

(18E03306) FINANCIAL INFORMATION SYSTEMS

Objective : This course will help you to Understand the components and applications of the Financial Information System (FIS) and distinguish how FIS components interact with each other

1. **Introduction to MIS** – Importance of information for management decisions – Systems Approach and Information – System Development – Information System Architecture – Quantitative Techniques and Management Information Systems interfacing.
2. **Structure of MIS**: Basic structural concepts: formal and informal information systems; public and private information systems; Information Systems– MIS Office automation – Decision Support System – Expert system- Knowledge Work Systems, Artificial Intelligence, Group Decision Support Systems (GDSS).
3. **MIS development and system methodology** –System development methodologies; SDLC approach; prototyping approach and user development approach- Systems Analysis; systems Design; Concepts of database and database design; Systems methodology – objectives – Time and Logic, Knowledge and Human dimension – System modeling for MIS
4. **Financial Markets Infrastructure**: Trading Room Operations: Matching, Confirmations, Margining, After the Trade: Clearance and Settlement Systems, Control of Trading and Finance Activities, Disintermediation in Primary Markets and Trading/Secondary Markets.
5. **FIS Products** : SAP,ORACLE, Microsoft Dynamic, PeopleSoft, Finnacle, Baan etc and their utility in various sectors.

Text Books
- Financial Markets & Services, Vasanth desai, Himalaya, 2009.
- Enterprise Resource Systems,Motiwala,Pearson

References:
- Management Information Systems Text & Cases, W S Jawadekar, Tata McGraw-Hill
- Management Information Systems, C Laudon and Jane P.Laudon, et al, Pearson Education
- Management Information Systems, Gordon B. Davis & Margrethe H.Olson, Tata McGraw-Hill .

JAWAHARLAL NEHRU TECHNOLOGIAL UNIVERSITY ANANTAPUR

MBA (FINTECH) Semester – III   **P   C**

                                                                                                   3   2

(18E03307) FINANCIAL MODELLING LAB

1. **Introduction:** Formatting of Excel Sheets-Use of Excel Formula Function,Advanced Modeling Techniques,- Charts and Graphs-Basic Excel for Financial Modeling
2. **Financial Statement Analysis** : Introduction to Financial Statement Analysis Financial Reporting Mechanics,- Understanding Income Statement, Balance Sheet.
3. **Financial Ratios:** Ratio analysis of industries- Peer to peer analysis - Preparation of Financial Analysis report on an industry
4. **Financial Management & Corporate Finance** : Time value of money Long term financing- Cost of capital - Measure Of Leverage
5. **Equity Research Modeling**: Prepare an Income Statement, Balance sheet, Cash Flow Statement - Valuation- Discounted Cash Flow Method (DCF)

Text Books

- Siman Benniga, Financial Modelling .MIT Press
- Chandan Sen Gupta. Financial Modelling Using Excel and VBS, Wiley
- Mary Jackson & Mike Staunton, Advanced Modelling in Finance using Excel and VBA, Wiley

JAWAHARLAL NEHRU TECHNOLOGIAL UNIVERSITY ANANTAPUR

Course Structure and Detailed Syllabi (2018-19 onwards)
MBA (Fintech)

MBA (Fintech) Semester – IV

S. No	Course code	Subject	L	T	P	C
1.	18E03401	Strategic Management	4	-		4
2.	18E03402	International Finance	4	-		4
3.	18E03403	Derivatives and Risk Management	4	-		4
4.	18E03404	Data Mining	4	-		4
5.	18E03405	Seminars (Contemporary Issues on Business)	-	3		2
6.	18E03406	Project Work	-	12		10
		Contact Periods/Week	16	15		28
					Total	**28**

Th C
4   4

(18E03301) BUSINESS ENTREPRENEURSHIP

The objective of the course is to make students understand the nature of entrepreneurship, and its importance to business.

1. **Nature and Forms of Entrepreneurship:** features - Entrepreneur's competencies, attitude, qualities, functions. Entrepreneurial scenario in India and Abroad. Small Business, Importance in Indian Economy, Types of ownership, sole trading, partnership, Important features of various types of businesses - corporate entrepreneurship, intrapreneurship - Role of Government in the promotion of Entrepreneurship
2. **Aspects of the Entrepreneurship:** Idea generation – opportunities - SWOT Analysis - patents and trademarks, Intellectual Property Rights. Source of Capital, Debt capital, seed capital, venture capital - Informal Agencies In financing entrepreneurs, , Technology and business incubators
3. **Project Planning and Feasibility Studies:** The Concept of Project, Project Life Cycle - Project Planning, Feasibility – Project proposal & preparation of DPR (detailed project report)
4. **Entrepreneurial Strategy:** Generation of new business opportunity, Decisions under Uncertainty, entry strategy, environmental instability - Risk Reduction strategies, Market scope strategy- Imitation strategies.
5. **Women and Rural Entrepreneurship and EDPs:** scope of women entrepreneurship, promotional efforts for women entrepreneurs in India - Successful cases of women entrepreneurs.-Need for Rural Industrialization – Role of NGOs – Organising EDPs – Need, Objectives, Evaluation of Entrepreneurship Development Programmes

Text Books :
- The Dynamics of Entrepreneurial Development and Management, Vasanth Desai, Himalaya.
- Entrepreneurship Management – text and cases, Bholanath Dutta, Excel Books. Entrepreneurial Development, S. Chand and Company Limited, S.S. Khanka,

References:
- Entrepreneurial Development, S. Chand and Company Limited, S.S. Khanka, .
- Fundamentals of Entrepreneurship, H. Nandan, PHI.
- Entrepreneurship, 6/e, Robert D Hisrich, Michael P Peters, Dean A Shepherd, TMH.
- Entrepreneurship – New venture Creation, Holt, PHI.
- Entrepreseurship- Successfully Launching New Ventures, Barringer, Ireland, Pearson.

JAWAHARLAL NEHRU TECHNOLOGIAL UNIVERSITY ANANTAPUR
MBA (FINTECH) Semester – III   **Th   C**
                                                                            4   4
(18E03302) CRYPTO CURRENCIES AND BLOCK CHAINS

1.Introduction : Cryptocurrency- definition, features, types, bitcion& its features.
Blockchain fundamentals –definitions , features, types ,versions , structure&
mechanism.

2.cryptography: Introduction to cryptography, Digital Signatures, Cryptographic Hash
Functions, Cryptographic Data Structures, Hash Pointers, Append-Only Ledgers (Block
Chains), proof of work vs proof of stake.

3. Crypto currency Technologies : Smart Property, Efficient micro-payments, Coupling
Transactions and Payment (Interdependent Transactions),Public Randomness Source,
Prediction Markets ,Bitcoin Blocks, Hot and Cold Storage, Splitting and Sharing Keys.

4. Blockchain deployment : Mining and forking - Upgrading the network - Related
BIPs - Segregated Witness (SegWit).

5. Application of Block chain Technology: Abstract Architecture - Ways to dive
deeper - Introduction to major blockchain platforms- Banking and industry – Financial
Transactions-Core banking software case study.

Text Books
- Bitcoin and Cryptocurrency Technologies. Arvind Narayanan, Joseph Bonneau, Edward Felten, Andrew Miller, Steven Goldfeder and Jeremy Clark.
- Bitcoin: A Peer-to-Peer Electronic Cash System. Satoshi Nakamoto.
- How the Bitcoin protocol actually works. Michael Nielsen.

JAWAHARLAL NEHRU TECHNOLOGIAL UNIVERSITY ANANTAPUR
MBA (FINTECH) Semester – III   **Th   C**
                                                                                                  4   4
(18E03303) SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Objective: The objective of the course is to provide students an understanding of working of capital markets and management of portfolios of stocks. The pre-requisite for the course is Financial Accounting and Analysis and Financial Management.
   * Standard discounting and statistical tables to be allowed in the examinations.
   1. **Introduction:** Introduction to stock markets – nature and objectives of investment- channels/modes of investment- Process of Investment, Investment and speculation.
   2. **Measurement of Risk and Return:** types of Returns - holding period –Risk factors, risk classification – systematic risk – unsystematic risk measurement of risk,standard deviation,variable analysis, Beta analysis.
   3. **Fundamental Analysis & Technical Analysis**: Framework of Fundamental analysis-Economic analysis, Industry analysis- Company analysis – Fundamental analysis Vs Technical analysis .
   4. **Valuation of Securities:** Types of Securities - Approaches of valuation – Bond valuation – Preference share Valuation – Common stock Valuation.
   5. **Portfolio Management:** Process of Portfolio Management, Modern Portfolio – Portfolio models – Markowitz model – Sharpe single index model, Capital Asset Pricing Models **,** APT **-** Evaluation of portfolio performance .

Text Books:
   - Investment Management,V.K.Balla, S.Chand Company Ltd
   - Security Analysis and Portfolio Management ,Punithavathy Pandian, Vikas
References:
   - Investment Analysis and portfolio management, Chandra, Tata McGraw Hill .
   - Security Analysis Portfolio Management, Ranganatham & Madhumathi, Pearson Education.
   - Security Analysis and Portfolio Management, Sudhindra Bhat, excel.
   - Security analysis and portfolio management, Avadani, Himalaya publishers.
   - Investment analysis portfolio management, Frank Reilly & Brown, Cengage.
   - Investment Management, Preethi Singh, Himalaya Publishing House, Mumbai..
   - Investment, Bodie, McGraw Hill Book Company.
   - Investment Management ,Hiriyappa ,New Age Publications

JAWAHARLAL NEHRU TECHNOLOGIAL UNIVERSITY ANANTAPUR
MBA (FINTECH) Semester – III   **Th   C**
                                                                              4   4
(18E03304) INNOVATIVE PAYMENT METHODS

1. Introduction to money and banking: World banking system, the role of central and commercial banks. Mechanisms of money transfer: giro, cheques, electronic funds transfer. foreign exchange.

2. Credit card protocols: Digital certificates, certification chains. The public-key infrastructure. Digital identity documents and remote authentication. The SSL/TLS Protocol, cipher suites, credit card networks, Secure Electronic Transactions (SET), Visa 3D-Secure. Smart and stored-value cards: Smart card architecture and security, RFID cards. Visa Smart Debit and Credit.

3.   Micropayments: Mobile payments, digital wallets , Wireless payments, digital wallets, the Google wallet all Apps,

4. Characteristics of electronic cash: anonymity, un traceability, double-spending prevention. Electronic invoice presentment and payment: Electronic statement delivery, EIPP providers: biller service providers, customer service providers. Thick vs. thin consolidation. Reconciliation. Bill data mining. B2B integration. Invoice elimination: scan-based trading (SBT).

5. Security & regulation of electronic payments: Updating traditional transactions; Secure online transaction models; Online commercial environments; digital currencies and payment systems; Offline secure processing; private data networks. Security protocols

REFERNCES ;
- John E.Marshall & vipul K. Bansal **: Innovative methods** (Prantice Hall)
- Jurgen Topper **: Financial Engineering with Finite Elements** (John Wiley)

JAWAHARLAL NEHRU TECHNOLOGIAL UNIVERSITY ANANTAPUR

MBA (FINTECH) Semester – III   **Th   C**
                                                                        4   4

(18E03305) VALUATION OF MERGERS AND ACQUISITIONS

1. **Introduction**: - Types of mergers, Motives for mergers, theories of mergers – De mergers Reverse Merger
2. **Accounting Aspects of Mergers & Acquisitions** : SEBI Guidelines- -Tax Implications –PSU Disinvestment programmes - Major M&A'S in India during the last Two decades- Due Diligence Process for M & A – Ethical issues in M & A.
3. **Financing of Mergers &, Acquisitions** : Financing Alternatives-Management Buyouts – Employee Stock Ownership Plan (ESOP) Types-Leveraged Buyouts-SEBI Guidelines - Value drivers
4. **Valuation methods**: Discounted cash flow method, P/E Multiple methods, P/BV multiple other methods of valuation.
5. **Regulations for Mergers and Takeovers in India** – SEBI Guidelines for M&A takeovers – Horizontal mergers- Cross border Mergers and Acquisitions: Motivations - Opportunities and Threats – Recent cases.

TEXT BOOKS

- Kevin K. Boeh and Pall W. Beamish: Mergers and Acquisitions (Sage)
- Mergers and Restructuring and Corporate control, Ray (PHI Learning)
- Mergers, Acquisations and Business valuation, Ravinder Vadapalli, , 2007(Excel Books)
- M&AC, Rajindar S.Aurora, Kavitha Setty, Oxford University, 2008.
- Creating value from mergers and acquisitions,Sudi Sudarshanam,pearson ,2009
- Corporate restructuring,mergers,acquisitions,Das,Rakshit& Debasish,Himalaya
- publishers,2012

References:

- Dr. JC.Verma : Corporate Mergers, Amalgamation and Takeovers (Bharat)
- S. Ramanujam, et al: Mergers – Issues Implications and Case Laws in Corporate
- Restructuring (Tata McGraw Hill)S
- Weston, et al : Takeovers Restructuring and Corporate Governance(Pearson)
- Ravindhar Vadapalli: Merger Acquisitions and Business Valuation (Excel)
- Chandrasekhar Krishnamurti and Viswanath: Mergers Acquisitions and Corporate
- Restructuring (Response)

JAWAHARLAL NEHRU TECHNOLOGIAL UNIVERSITY ANANTAPUR
MBA (FINTECH) Semester – III   **Th   C**
                                                                                              4   4

(18E03306) FINANCIAL INFORMATION SYSTEMS

Objective : This course will help you to Understand the components and applications of the Financial Information System (FIS) and distinguish how FIS components interact with each other

1. **Introduction to MIS** – Importance of information for management decisions – Systems Approach and Information – System Development – Information System Architecture – Quantitative Techniques and Management Information Systems interfacing.
2. **Structure of MIS**: Basic structural concepts: formal and informal information systems; public and private information systems; Information Systems– MIS Office automation – Decision Support System – Expert system- Knowledge Work Systems, Artificial Intelligence, Group Decision Support Systems (GDSS).
3. **MIS development and system methodology** –System development methodologies; SDLC approach; prototyping approach and user development approach- Systems Analysis; systems Design; Concepts of database and database design; Systems methodology – objectives – Time and Logic, Knowledge and Human dimension – System modeling for MIS
4. **Financial Markets Infrastructure**: Trading Room Operations: Matching, Confirmations, Margining, After the Trade: Clearance and Settlement Systems, Control of Trading and Finance Activities, Disintermediation in Primary Markets and Trading/Secondary Markets.
5. **FIS Products** : SAP,ORACLE, Microsoft Dynamic, PeopleSoft, Finnacle, Baan etc and their utility in various sectors.

Text Books
- Financial Markets & Services, Vasanth desai, Himalaya, 2009.
- Enterprise Resource Systems,Motiwala,Pearson

References:
- Management Information Systems Text & Cases, W S Jawadekar, Tata McGraw-Hill
- Management Information Systems, C Laudon and Jane P.Laudon, et al, Pearson Education
- Management Information Systems, Gordon B. Davis & Margrethe H.Olson, Tata McGraw-Hill .

JAWAHARLAL NEHRU TECHNOLOGIAL UNIVERSITY ANANTAPUR   **P**   **C**
                                                            3   **2**

(18E03307) FINANCIAL MODELLING LAB

1. **Introduction:** Formatting of Excel Sheets-Use of Excel Formula Function,Advanced Modeling Techniques,- Charts and Graphs-Basic Excel for Financial Modeling

2. **Financial Statement Analysis** : Introduction to Financial Statement Analysis Financial Reporting Mechanics,- Understanding Income Statement, Balance Sheet.

3. **Financial Ratios:** Ratio analysis of industries- Peer to peer analysis - Preparation of Financial Analysis report on an industry

4. **Financial Management & Corporate Finance** : Time value of money Long term financing- Cost of capital - Measure Of Leverage

5. **Equity Research Modeling**: Prepare an Income Statement, Balance sheet, Cash Flow Statement - Valuation- Discounted Cash Flow Method (DCF)

Text Books

- Siman Benniga, Financial Modelling .MIT Press
- Chandan Sen Gupta. Financial Modelling Using Excel and VBS, Wiley
- Mary Jackson & Mike Staunton, Advanced Modelling in Finance using Excel and VBA, Wiley

(18E03401) STRATEGIC MANAGEMENT

Objective : The Objective of the course is to enable students have a grasp of various business strategies in general and functional management areas. It will provide a strategic orientation in conduct of the business

1. **Introduction to Strategic Management:** Concepts – Types of strategies - Strategic Management as a process –Developing a strategic vision, Mission,

   Objectives, Policies – Factors that shape a company's strategy – Environmental Scanning

2. **Strategic Analysis and Choice: Tools and techniques**- Porter's Five Force Model, BCG Matrix, GE Model, SWOT Analysis and TOWS Matrix,. Market Life Cycle Model - Organisational Learning - Experience Curve.

3. **Strategy Formulation :** strategy at corporate, business and functional levels. Strategy Alternatives:- Stability Strategy, Growth Strategy, Retrenchment Strategy, and Combination Strategy, .

4. **Strategy Implementation :** Tailoring strategy to fit specific industry and company situations, Strategy and Leadership, Resource Allocation as a vital part of strategy – Planning systems for implementation.

5. **Strategy Evaluation and control** – Establishing strategic controls - Role of the strategist - benchmarking to evaluate performance - Strategic surveillance & audit - Strategy and Corporate Guidelines for proper control Evaluation and feedback in the Indian and international context.

Text Book :
- Strategic Management – J.S.Chandan & Nitish sen Gupta, Vikas

References:
- Strategic Management Concepts and Cases ,Fred R.David, PHI.
- Strategic Management,Hill, Ireand, manikutty, Cengage.
- Concepts in Strategic Management and Business Policy,Wheelen & Hunger, Pearson Education.
- Strategic Management – Text and Cases, V.S.P. Rao, Excel.
- Strategic Management, Ireland, Hoskinsson, Hitt, Cengage.
- Strategic Management – Theory and Application, Habergerg, Rieple, oxford .
- Strategic Management, P. SubbaRao, Himalaya.
- Business policy and strategic management, Sukul Lomash, P.K.Mishra, Vikas

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
MBA (FINTECH) IV- Semester   Th   C
                                                                                   4 4

(18E03402) INTERNATIONAL FINANCE

1. **Introduction:** IFM meaning**,** Difference between FM & IFM, Nature Scope, Importance. Balance of payment and exchange rates.
2. **Foreign Exchange Market**: Function and Structure of the Forex markets, major participants, types of transactions and settlements, Foreign exchange quotations, .
3. **Management of foreign exchange exposure:** Types of Exposure, Economic Exposure, Transaction Exposure, Operating Exposure, international parity conditions, purchasing power parity, Interest rate power parity
4. **Cross-border Investment Decisions:** Capital budgeting, Approaches to Project Evaluation, Risk in Cross-border Investment Decisions.
5. **Financing Decisions of MNC`s & Working Capital Management:** Introduction, Cash management, management of receivables, Inventory management. Sources of international financing.

Text Books:
- International Financial Management, V.K.Bhalla ,S.Chand
- International Financial Managemen, Ephriam Clark , Cengage.

References:
- International Finance , Prakash .G.Apte, TMH
- International Financial Management, T. Siddaiah: Pearson.
- International Financial Management ,M.K.Rastogi
- International Financial Management, S. Eun Choel and Risnick Bruce: TMH.
- International Financial Management, Machi Raju, HPH.
- international finance management, Jeff Madura, Cengage.
- International Financial Management, Sharan5th Edition, PHI.
- International Financial Management, Madhu Vij: Excel, .
- International Financial Management, V. A Avadhani, Himalaya .

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
MBA (FINTECH) IV -Semester   Th   C
                                                                                       4 4

(18E03403) DERIVATIVES AND RISK MANAGEMENT

The objective of this course is to make students efficient in the area of Derivatives, giving them the knowledge of basics in Derivatives, Future Markets, Option Strategies, etc.

1. Introduction to Risk: Types of Risks, Risk Identification and Measurement, Risk Management process- Risk Management Techniques - Non Insurance Methods.

2. Introduction to Derivatives – Development and Growth of Derivative Markets, Types of Derivatives, Fundamental linkages between spot & Derivative Markets, The Role of Derivatives Market, Uses & Misuses of derivatives.

3. Future and Forward Market structure of forward and Future Markets, Mechanics of future markets, Hedging Strategies, Using futures, Determination of forward and future prices – Interest rate futures,currency futures and options

4.Insurance as a Risk Management: Techniques, Principles: Principle of Indemnity, Principle of Insurable Interest, Principle of Subrogation, Principle of utmost good Faith, Requisites of Insurable Risks – Functions of insurance

5.Requirements of an Insurance Contract: Distinguishing Characteristics of Insurance Contracts, Role of Agents and Brokers- IRDAI Regulations.

References:
- Risk Management Insurance and Derivatives, G. Koteshwar: Himalaya, 2008
- Financial Derivatives, Mishra: Excel, 2009.
- Risk Management & Derivatives, Stulz, Cengage,2009
- Derivatives and Risk Management, Jayanth Rama Varma: TMH, 2008.
- Financial Derivatives, Gupta, 1st Edition, PHI 2008

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
MBA (FINTECH) IV- Semester   Th   C
                                                                                                    4 4
(18E03404) DATA MINING

The objective of the course is to give an understanding Data Mining and Data Management concepts

1. **Introduction** : Need for Data Mining- Moving toward the Information Age - Data Mining as the Evolution of Information Technology- Types of Data that can Be Mined – Database, Data Warehouses , Transactional Data and Other types of Data.

2. **Issues in Data Mining** : Mining Methodology - User Interaction - Efficiency and Scalability - Diversity of Database Types - Data Mining and Society.

3. **Getting to Know Your Data**: Data types - Attributes - What Is an Attribute-Nominal Attributes - Binary Attributes - Ordinal Attributes - Numeric Attributes Discrete versus Continuous Attributes.

4. **Data Warehouse**: Basic Concepts - What Is a Data Warehouse- Differences between Operational Database Systems and Data Warehouses

5. **Data Warehouse Design and Usage** : A Business Analysis Framework for Data Warehouse Design -Data Warehouse Design Process - Data Warehouse Usage for Information Processing

References:

- Decision Support Systems and Data warehouse Systems, Efram G. Mallach: TMH,2009
- Modern Data Warehousing, Mining and Visualization Core Concepts, Marakas, Pearson,2008
- Data warehousing, Data Mining OLAP, Berson Smith, TMH,2008
- Data Mining Techniques and Tasks, THMSivanandam, Thomson,2009
- Data Management, Data Bases and Organizations, Richard T Watson : 5/e, Wiley.

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR

MBA(Fintech)- IV Semester

L	T	P	C
0	0	3	2

(18E03405) SEMINAR (Contemporary Issues on Business)

The objective of the seminar is to evaluate the skills required for the managers viz., communication skills, logical skills, analytical skills, presentation skills, persuasion skills, decision making skills acquired by the students in the course of M.B.A and to analysethe managerial capabilities.

Students are required to present a seminar on any contemporary issue of the business.

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR

MBA(Fintech) - IV Semester

L	T	P	C
0	0	12	10

(18E03406) PROJECT WORK

Students are required to take up a project work, in which the student can choose any specific problem of Industry or Industry based project work. Alternatively it can be secondary source based or Field based project work. Before the commencement of the project work each student is required to submit a synopsis indicating the objectives, Methodology, Framework for analysis, Action plan with milestones in order to have clarity for the subsequent work. The project should have an internal faculty as guide. The student shall initiate project work immediately after II semester and evaluation shall take place in IV semester

References:

- Business Essentials: *Research Project*, Viva.
- Paul Oliver:Writing Your Thesis, Sage.
- M.K.Rampal & S.L.Gupta: Project Report Writing, Paragon International.
- Michael Jay Polonsky: David S Waller: Designing and Managing a Research Project, Sage.
- Surendra Kumar: An Aid to Project Work, Paragon International.

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

SEMESTER – I

S. No.	Course codes	Course Name	Category	Hours per week			Credits
				L	T	P	
1.	21E00101	Management & Organizational Behaviour	CC	4	0	0	4
2.	21E00102	Business Environment & Law	CC	4	0	0	4
3.	21E00103	Managerial Economics	CC	4	0	0	4
4.	21E00104	Financial Accounting for Managers	CC	4	0	0	4
5.	21E00105	Statistics for Managers	CC	4	0	0	4
6.	21E00106	Management Information Systems	CC	4	0	0	4
7	21E00107	Business Communication Practice	SC	0	1	2	2
8.	21E00108	Information Technology Lab	SC	0	1	2	2
		TOTAL		**24**	**2**	**4**	**28**

SEMESTER – II

S.No.	Course codes	Course Name	Category	Hours per week			Credits
				L	T	P	
1.	21E00201	Financial Management	CC	4	0	0	4
2.	21E00202	Marketing Management	CC	4	0	0	4
3.	21E00203	Human Resource Management	CC	4	0	0	4
4.	21E00204	Business Research Methods	CC	4	0	0	4
5.	21E03201	Macro Economics	CC	4	0	0	4
6.	21E03202	R- Programming	CC	4	0	0	4
7.	21E00207a 21E00207b 21E00207c	**General Elective – I** Advanced Communication E-Business Industry 4.0 & Innovation	SC	2	0	0	2
8.	21E00208	Data Analytics Lab	SC	0	1	2	2
		TOTAL		**26**	**1**	**2**	**28**

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION (FINTECH)
SEMESTER - III

S.No.	Course codes	Course Name	Category	Hours per			Credits
					T	P	
1	21E00301	Strategic Management	CC	4	0	0	4
2	21E00302	Green Business Management	CC	4	0	0	4
3	21E01301	Financial Information Systems	SC	4	0	0	4
4	21E01302	Valuations of Mergers and Acquisitions	SC	4	0	0	4
5	21E00305a	Investment and Portfolio Management	SC	4	0	0	4
6	21E03301	Crypto currencies and Block chains	SC	4	0	0	4
7	21E00307b 21E00307c 21E03302	**General Elective – II** (MOOCS) Project Management Business Ethics & Corporate Governance Innovative Payment Methods	GE	2	0	0	2
8	21E00308	Business Simulation Lab	LC	0	0	2	1
9	21E03309	Experiential Learning Project	PR	0	0	2	1
		TOTAL		**2**	**0**	**4**	**28**

SEMESTER - IV

S.No.	Course codes	Course Name	Category	Hours per			Credits
				L	T	P	
1.	21E01401	*Derivatives and Risk Management	SC	4	0	0	4
2.	21E00402a	* International Financial Management	SC	4	0	0	4
3.	21E03403	Project Work	PR	0	0	20	10
		TOTAL		**8**		**20**	**18**

*Students going for Industrial Project can complete these courses through MOOCs during the period of III and IV semester.

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

Course Code	MANAGEMENT & ORGANIZATIONAL BEHAVIOUR	L	T	P	C
21E00101		**4**	**0**	**0**	**4**
	Semester			**I**	

Course Objectives:
- To impart basic conceptual knowledge on Management theories and Practices
- To achieve higher productivity and accomplishing the goals of the organization.

Course Outcomes (CO): Student will be able to
- Understand concepts, theories and practices
- Apply theoretical knowledge in managing the organization and Know the behaviour of employees at individual, group and organisational levels at work place under different leadership styles.

UNIT - I		Lecture Hrs: 8

Role of Management – Concept – Significance – Functions – Principles of Management - Patterns of Management: Scientific – Behavioural – Systems – Contingency.

UNIT - II		Lecture Hrs: 12

Decision Making & Controlling – Process – Techniques. Planning – Process – Problems –– Making It Effective Controlling - System of Controlling – Controlling Techniques – Making Controlling Effective.

UNIT - III		Lecture Hrs:12

Individual Behaviour & Motivation –Understanding Individual Behaviour – Perception – Learning – Personality Types – Johari window- Transactional Analysis- Motivation– Concept of Motivation - Motivational Theories of Maslow, Herzberg, David McClelland, and Porter and Lawler

UNIT - IV		Lecture Hrs:12

Group Behavior& Leadership: Benefits of Groups – Types of Groups – Group Formation and Development. Leadership and Organizational Culture and Climate: Leadership – Traits Theory – Managerial Grid – Transactional Vs Transformational Leadership – Qualities of good leader- Women Leadership in India.

UNIT - V		Lecture Hrs:12

Organisational Behaviour–Organizing Process – Departmentation Types – Making Organizing Effective –Organisational culture- Types of culture – Organisational Culture Vs Organisational climate - Conflict management -Change Management.

Textbooks:
1. Principles of Management, Koonz,Weihrich and Aryasri, Tata McGraw Hill.
2. Organizational Behaviour: Design, Structure and Culture, Gupta, Willey
3. Management and Organisational Behaviour, Subbarao P, Himalaya Publishing House

Reference Books:
1. Organisational Behaviour ,S.S.Khanka, S.Chand
2. Organisational Behaviour, Stephen P. Robbins, Pearson Education
3. Organisational Behaviour , Mishra .M.N ,Vikas
4. Management and Organisational behaviour, Pierce Gordner, Cengage.
5. Behaviour in Organizations, Hiriyappa .B.New Age Publications
6. Organisational Behaviour,Sarma, Jaico Publications.
7. Principles of Management ,Murugesan ,Laxmi Publications

Online Learning Resources:

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

https://onlinecourses.nptel.ac.in/noc20_mg51/preview
https://onlinecourses.swayam2.ac.in/cec20_mg03/preview
https://onlinecourses.nptel.ac.in/noc20_mg58/preview
https://onlinecourses.nptel.ac.in/noc21_mg30/preview

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

Course Code	BUSINESS ENVIRONMENT & LAW	L	T	P	C
21E00102		4	0	0	4
	Semester			I	

Course Objectives:
- To Introduce business environment and various business environment factors and laws relating to business that have major repercussions on business enlighten.
- To explain and update the changes that occur constantly in the sphere of business environment and laws .

Course Outcomes (CO): Student will be able to
- Acquire the knowledge on business policies and environment factors to carryout a business.
- Understand the various laws relating to business activities
- Conduct and plan business effectively and efficiently in the light of information on various business policies and laws.

UNIT - I		Lecture Hrs: 8

Introduction to Business Environment:-Meaning, Components of Business Environment.-Industrial policy of 1991, Liberalization, Privatization and Globalization.

UNIT - II		Lecture Hrs: 12

Monetary, Fiscal and Trade Policy**:** Monetary& Fiscal Policy –,EXIM Policy, Role of EXIM Bank. Balance of Payments: **WTO:** Role and functions of WTO in promoting world trade –TRIPS, TRIMS and GATS, - Dumping and Anti-dumping measures.

UNIT - III		Lecture Hrs:12

Law-Definition -Need, classification and sources of Business Law, Law of Contract -1872 (Part-I)**:** Nature of Contract and essential elements of a valid Contract, Offer and Acceptance. Law of Contract – 1872 (part-II): Consideration, Capacity to Contract and free consent, Legality of the object.

UNIT - IV		Lecture Hrs:12

Companies Act, 1956 (Part-I): Kinds of Companies, Formulation of Companies, Incorporation, Company Documents**.** Company Act, 1956 (Part-II): Company Management, Directors, Company meetings, Resolutions, Auditors, Modes of Winding-up of a company.

UNIT - V		Lecture Hrs:12

Information Technology Act, 2000: Scope and Application of ITAct, 2000- Digital signature e-governance, penalties and adjudication, cyber regulations appellate, tribunals, duties of subscribers- Right to Information Act,2005 –GST Act 2017.

Textbooks:
1. Essentials of Business Environment, K.Aswathappa, Himalaya publishers.
2. Economic Environment of Business, 7th Edition , Ahuja H.L. S.chand
3. Mechantile Law- Garg, Sareen, Sharma, Chawla, Kalyani publishers.

Reference Books:
- Indian Economy, Dutt and Sundaram, S. Chand, New Delhi.
- Business Environment – Text and Cases, Justin Paul, TMH.
- Indian Economy- Misra and Puri, Himalaya.
- Legal Aspects of Business, Ravinder Kumar, Cengage.
- A Manual of Business Laws,S.N.Maheshwari& Maheshwari, Himalaya.
- Business law for management, K.R.Bulchandani-Himalaya Publishing.
- Business law, R.S.N Pillai, Bhagavathi, S.Chand

Online Learning Resources:

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

https://onlinecourses.swayam2.ac.in/imb22_mg02/preview
https://onlinecourses.nptel.ac.in/noc20_lw02/preview
https://onlinecourses.swayam2.ac.in/cec21_mg02/preview

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

Course Code	MANAGERIAL ECONOMICS	L	T	P	C
21E00103		**4**	**0**	**0**	**4**
	Semester			**I**	

Course Objectives:
- To impart decision making skills at all levels of management
- To infuse managerial theories, behavioural theories and optimization methods for effective and efficient functioning of firms.
- To explain concept of demand, techniques to forecast demand and production analysis considering time factor.
- To introduce market structures and price strategies applicable under different business scenarios for various products.

Course Outcomes (CO): Student will be able to
- Understand the relationship of Managerial economics with other functional areas.
- Learn the techniques and methods to predict the demand scientifically.
- Ascertain production levels and analyse the relationship of Cost-Volume Profit.
- Take informed decisions on price fixation under different market structures of the economy under different scenario.

UNIT - I		Lecture Hrs: 8

Introduction to Managerial Economics**:** Definition, Nature and Scope, Relationship with other areas in Economics, Production Management, Marketing, Finance and Personnel, Operations research - The role of managerial economist. Objectives of the firm**:** Managerial theories of firm, Behavioural theories of firm, optimization techniques, New management tools of optimization.

UNIT - II		Lecture Hrs: 12

Theory of Demand: Demand Analysis – Law of Demand - Elasticity of demand, types and significance of Elasticity of Demand. Demand estimation – Marketing research approaches to demand estimation. Need for Demand forecasting, forecasting techniques.

UNIT - III		Lecture Hrs:12

Production Analysis: Production function, Isoquants and Isocosts, Production function with one/two variables, Cobb-Douglas Production Function, Returns to Scale and Returns to Factors, Economies of scale- Cost concepts - cost-output relationship in the short run and long run, Average cost curves - Break Even Analysis.

UNIT - IV		Lecture Hrs:12

Market Structure and Pricing practices: Features and Types of different competitive situations - Price-Output determination in Perfect competition, Monopoly, Monopolistic competition and Oligopoly. Pricing philosophy – Pricing methods in practice: Price discrimination, product line pricing. Pricing strategies: skimming pricing, penetration pricing, Loss Leader pricing. Pricing of multiple products.

UNIT - V		Lecture Hrs:12

Inflation and Business Cycles**:**-Definition and meaning-characteristics of Inflation- types of inflation - effects of inflation- Anti-Inflationary methods - Definition and characteristics of business cycles- phases of business cycle - steps to avoid business cycle

Textbooks:
1. Managerial Economics, Dwivedi D.N. Vikas Publishers
2. Managerial Economics, Gupta, TMH

Reference Books:
1. Managerial Economics, Pearson Education, James L.Pappas and EngeneF.Brigham
2. Managerial Economics, Suma Damodaran, Oxford.
3. Macro Economics by MN Jhingan-Oxford
4. Managerial Economics- Dr.DM.Mithani-Himalaya Publishers

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

5.   Managerial Economics-Dr.H.L Ahuja-S.Chand and Com pvt ltd, NewDelhi
6.   Managerial Economics by Dominick Salvatore, Ravikesh Srivastava- Oxford University press. Managerial Economics by Hirschey- Cengage Learning
Online Learning Resources:
https://onlinecourses.nptel.ac.in/noc21_mg90/preview https://onlinecourses.nptel.ac.in/noc20_mg67/preview

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

Course Code	FINANCIAL ACCOUNTING FOR MANAGERS	L	T	P	C
21E00104		4	0	0	4
	Semester		I		

Course Objectives:
- To introduce accounting , accounting rules, accounting process and preparation of financial statements.
- To explain methods of valuation of assets,
- To explore the meaning and interpretation of financial statements through ratio analysis technique.

Course Outcomes (CO): Student will be able to
- Prepare the financial statements with accounting knowledge
- Value the assets of the business organizations under different methods
- Analyse the financial performance and position of the business organization and interpret the results from the point of company and investor

UNIT - I		Lecture Hrs: 8

Introduction to Accounting: Definition, Importance, Objectives and principles of accounting, uses of accounting and book keeping Vs Accounting, Single entry and Double entry systems, classification of accounts – rules of debit & credit. (Only theory)

UNIT - II		Lecture Hrs: 12

The Accounting Process: Overview, Books of Original Record; Journal and Subsidiary books, ledger, Trial Balance, Final accounts: Trading accounts- Profit & loss accounts- Balance sheets with adjustments. (Problems on Only Final Accounts)

UNIT - III		Lecture Hrs:12

Valuation of Assets: Introduction to Depreciation- Methods (Simple problems from Straight line method, Diminishing balance method and Annuity method). Inventory Valuation: Methods of inventory valuation (Simple problems from LIFO, FIFO).

UNIT - IV		Lecture Hrs:12

Financial Analysis -I Analysis and interpretation of financial statements from investor and company point of view, Liquidity, leverage, solvency and profitability ratios – Du Pont Chart (A Case study on Ratio Analysis).

UNIT - V		Lecture Hrs:12

Financial Analysis-II: Objectives of fund flow statement - Steps in preparation of fund flow statement, Objectives of Cash flow statement- Steps in Preparation of Cash flow statement – Analysis of Cash flow and Funds flow statements - Funds flow statement Vs Cash flow statement. (Only theory).

Textbooks:
1. Financial Accounting, Dr.S.N. Maheshwari and Dr.S.K. Maheshwari, Vikas Publishing House Pvt. Ltd.,
2. Accountancy .M P Gupta &Agarwal ,S.Chand

Reference Books:
1. Financial Accounting ,P.C.Tulisan ,S.Chand
2. Financial Accounting for Business Managers, Asish K. Bhattacharyya, PHI
3. Financial Accounting Management An Analytical Perspective, Ambrish Gupta, Pearson Education
4. Accounting and Financial Management, Thukaram Rao, New Age Internationals.
5. Financial Accounting Reporting & Analysis, Stice&Stice, Thomson
6. Accounting for Management, Vijaya Kumar,TMH
7. Accounting for Managers, Made Gowda, Himalaya
8. Accounting for Management ,N.P.Srinivasan, &M.ShakthivelMurugan, S.Chand

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

Online Learning Resources:
https://onlinecourses.swayam2.ac.in/cec20_mg02/preview https://onlinecourses.swayam2.ac.in/imb19_mg06/preview https://onlinecourses.nptel.ac.in/noc19_mg37/preview https://www.coursera.org/learn/wharton-accounting

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

Course Code	STATISTICS FOR MANAGERS	L	T	P	C
21E00105		**4**	**0**	**0**	**4**
	Semester		**I**		

Course Objectives:
- To explain descriptive statistics and inferential statistics
- To introduce various measurements   used to describe the data and inter the results of the data analysis.
- To   describe the concept of probability, theorems, and types of probability distributions of data.
- To impart the computational, analytical and interpretation skills using the data

Course Outcomes (CO): Student will be able to
- Understand statistical techniques popularly used to describe the data in managerial decision making.
- Know the procedure involved in inferential statistics and appropriate tests for given data.
- Learn the computational skill , interpretation of results of the data analysis.
- Analyse and differentiate various types of data distribution and its probability distribution.

UNIT - I		Lecture Hrs: 12

Introduction of statistics – Nature & Significance of Statistics to Business, , Measures of Central Tendency: Mean – Median – Mode ; Measures of Dispersion: range, quartile deviation, mean deviation, standard deviation, coefficient of variation.

UNIT - II		Lecture Hrs: 12

Correlation & Regression : Introduction, Significance and types of correlation – Measures of correlation – Co-efficient of correlation. Regression analysis – Meaning and utility of regression analysis – Comparison between correlation and regression – Properties of regression coefficients-Rank Correlation.

UNIT - III		Lecture Hrs:12

Probability – Meaning and definition of probability – Significance of probability in business application – Theory of probability: Addition and multiplication – Binominal distribution– Poisson distribution – Normal   distribution.

UNIT - IV		Lecture Hrs:12

Testing of Hypothesis**-** Hypothesis testing: One sample and Two sample tests for means and proportions of large samples (z-test), One sample and Two sample tests for means of small samples (t-test), ANOVA Test : One-way and two way ANOVA .

UNIT - V		Lecture Hrs: 08

Non-Parametric Methods: Importance of Non-Parametric method – difference between parametric and non-parametric methods**;** Chi-square test : Test of Goodness of fit - test for Independence of Attributes; Sign test: One sample and paired samples data.

Textbooks:
1. Statistical Methods, Gupta S.P., S.Chand.Publications
2. Business Statistics, J.K.Sharma, Vikas house publications house Pvt Ltd

Reference Books:
1. Statistics for Management, Richard I Levin, David S.Rubin, Pearson,
2. Complete Business Statistics, Amir D. Aezel, Jayavel, TMH,
3. Statistics for Management, P.N.Arora, S.Arora, S.Chand
4. Statistics for Management ,Lerin, Pearson Company, New Delhi.
5. Business Statistics for Contemporary decision making, Black Ken, New age publishers.
6. Business Statistics, Gupta S.C & Indra Gupta, Himalaya Publishing House, Mumbai

Online Learning Resources:

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

https://onlinecourses.swayam2.ac.in/cec20_mg13/preview
https://onlinecourses.nptel.ac.in/noc20_mg23/preview
https://iimbx.iimb.ac.in/statistics-for-business-i/

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

Course Code	MANAGEMENT INFORMATION SYSTEMS	L	T	P	C
21E00106		4	0	0	4
	Semester		I		

Course Objectives:
- To provide the basic concepts of data and Management Information System and utility of the MIS for the managerial decisions.
- To Explain Management of Information system, MIS design and implementation process in an organisation.
- To discuss security, ethical and social issues in management of Information system.

Course Outcomes (CO): Student will be able to
- Know Management of Information system scope, application and challenges in managing MIS.
- Understand traditional and modern approaches for data resource management and models.
- Evaluate product based and process based cost and benefit to implement and maintain MIS in an organization.

UNIT - I		Lecture Hrs: 8

MIS An overview- Introduction, Need for MIS and IT nature and scope of MIS, MIS characteristics, Structure of MIS, role of MIS in global business. Challenges of Managing MIS.

UNIT - II		Lecture Hrs: 12

Data resource management- Data base concepts, The traditional approaches, the modern approaches (Data base management approaches) DBMS, Data models, Data ware housing and mining.

UNIT - III		Lecture Hrs:12

Business application of IS- Enterprise systems, ERP, CRM, SCM, DSS, Types of decisions, Decision support techniques, Decision making and Role of MIS, Business intelligence and Knowledge management systems.

UNIT - IV		Lecture Hrs:12

Management of IS- Project planning, SDLC, System development models, Project management, system analysis, system design, Implementation process, Product based MIS evaluation, Cost /Benefit based evaluation, Process based calculation, System maintenance

UNIT - V		Lecture Hrs:12

Security, Ethical &Social Issues : IS security threats, Protecting IS,IS Security Technologies, The disaster recovery plan, IS Ethical Issues, social issues.

Textbooks:
1. MIS –Managerial Perspective, D.P.Goyal,Vikas Publications.
2. Management Information Systems Text & Cases, W S Jawadekar, Tata McGraw-Hill.

Reference Books:
1. Management Information Systems, C Laudon and Jane P.Laudon, et al, Pearson Education.
2. MIS, Hossein Bidgoli, Nilanjan Chattopadhyay, Cengage Learning
3. Introduction to Information Systems, Rainer, Turban, Potter, WILEY-India.
4. Management Information Systems, James A. Obrein, Tata McGraw-Hill .
5. Cases in MIS, Mahapartra,PHI.
6. Management Information Systems, Gordon B. Davis & Margrethe H.Olson, Tata McGraw-Hill .

Online Learning Resources:
https://onlinecourses.nptel.ac.in/noc20_mg60/preview
https://nptel.ac.in/courses/110/105/110105148/
https://onlinecourses.swayam2.ac.in/cec21_ge05/preview

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

Course Code	SKILL ORIENTED COURSE		L	T	P	C
21E00107	BUSINESS COMMUNICATION PRACTICE		0	1	2	2
		Semester		I		

Course Objectives:
- To explain communication concepts
- To develop the students' competence in communication at an advanced level.
- To demonstrate communication skills viz., listening, speaking, reading and writing with teaching aids.

Course Outcomes (CO): Student will be able to
- Understand the communication concepts and
- Improve communication and competence skills
- Obtain and apply proficiency in business communication at the workplace and professional contexts.

UNIT - I	Lecture Hrs: 8

Concept of Communication – Significance, Scope – Communication Process – Essentials of good communication – Channels of Communication –Organisation Structure - Formal, Informal Communication – Upward, Downward, Horizontal Communication.

UNIT - II	Lecture Hrs: 10

Types of communication: Verbal – Oral Communication: Advantages and Limitations of Oral Communication, Written Communication – Characteristics, Advantages & Limitations Non verbal Communication: Sign language – Body language – Kinesics – Proxemics – Hepatics: Chronimics.

UNIT - III	Lecture Hrs:8

Interpersonal Communication: Communication Styles, Managing Motivation to Influence Interpersonal Communication – Role of emotion in Inter personal Communication – Leadership styles.

UNIT - IV	Lecture Hrs:8

Barriers of Communication: Types of barriers – Technological – Socio-Psychological barriers – Overcoming barriers, Types of listening.

UNIT - V	Lecture Hrs:8

Report writing – Formal reports – Writing effective letters – Different types of business letters - Interview techniques – Communication etiquettes.

Textbooks:
1. Business Communication: A Practical Approach, Naik, Willey
2. Business Communication, C.S.Rayudu, HPH.
3. Business Communication, Meenakshi Raman, Oxford University Press.

Reference Books:
1. Business communication, Shalini Varma, Vikas.
2. Business Communication, Raymond V.Lesikar, Neeraja Pandit et al.,TMH
3. Business Communications, Hudson, Jaico Publications
4. Business communication for managers, Penrose, Raspbery, Myers, Cengage
5. Effective Communication, Harward Business School, Harward Business Review No.1214.
6. Essentials of Business Communication, Rajendra Pal, JS.Korlahhi, S.Chand

Online Learning Resources:
https://onlinecourses.swayam2.ac.in/imb19_mg14/preview
https://online-degree.swayam.gov.in/dyp20_d02_s1_hs01/preview

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

Course Code	INFORMATION TECHNOLOGY LAB		L	T	P	C
21E00108			**0**	**1**	**2**	**2**
		Semester		**I**		

Course Objectives:
- To provide knowledge on applications of information technology and
- To demonstrate the MS Office applications with hands on experience in the lab.
- To explain and exhibit statistical functions   of   association, testing hypothesis for the data and   analyse and interpret the outcome of the data.

Course Outcomes (CO):
- Prepare and edit the documents with effective presentation   to superiors.
- Obtain hands of experience in designing and editing the templates and data in the excel sheets with formulae and functions.
- To   test and interpret the business data outcome statistically in an effective and efficient manner.

List of Experiments:

Unit -1
Introduction to Hardware Component: (need to explain using images or videos) Various Input output devices and their usage in corporate world- Memories (RAM/ROM) and its types– Various types of processes- Storage devices Internal vs External

Unit 2
Instruction to Operating System (need to explain using videos) – overview of Windows 7/8.2/10/server- Ubuntu – Linux- various versions of Android- IoS – Capturing GPS enabled pictures- tools for filesharing to Mobile to Mobile- System to Mobile

Unit – 3
MS WORD I- Over views of various Ribbons- paste special- formatting- usage of Font -Textbox- equations -line spacing – bullets- -– page layouts-styles- header and footers – watermark-margins- indent- print preview-split -views- keyboard shortcut keys

Unit -4
MS WORD – II Mail Merge- Macros- Designing a company letter pad- Time table – letter writing- overview of power point -preparation of company presentation –

Unit – 5
MS Power Point-Creation of slides-Use of templates and slide designs for creating power point slides- use of drawings and graphics. Developing a Professional presentation on Business Plans, Institutions, Products. Power point shortcut keys

References:
- Cox et all- 2007 Microsoft Office System Step-by- Step, First Edition, PHI.
- David Whigam-Business Data Analysis Using Excel, First Edition, Oxford University Press.
- Alexisleon, TMH, 2008, Enterprise resource planning.
- The Oxford Hand Book of Internet studies, William.H.Dulton, Oxford.

Online learning resources/Virtual labs:
https://www.coursera.org/specializations/excel
https://www.coursera.org/specializations/everyday-excel
https://www.coursera.org/learn/excel-basics-data-analysis-ibm

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

Course Code	FINANCIAL MANAGEMENT	L	T	P	C
21E00201		**4**	**0**	**0**	**4**
	Semester		**II**		

Course Objectives:
- To explain the importance of finance function and goals of financial managers.   - To impart the decision making skills in acquiring, allocating and utilising the funds of a company.   - To educate on corporate restructures and corporate governance.

* Standard Discounting Table and Annuity tables shall be allowed in the examination

Course Outcomes (CO): Student will be able to
- Learn the roles and goals of finance manager in a corporate structure business.   - Acquire decision making skills regarding financing, investing, and corporate restructuring in the present competitive business environment.   - Analyse the impact of capital structure on wealth maximization of owners and value of the company.   - Manage current assets and current liabilities of the company in an effective and efficient way.

UNIT - I		Lecture Hrs:08

The Finance function: Nature and Scope. Importance of Finance function – The role in the contemporary scenario – Goals of Finance function; Profit Vs Wealth maximization (Only theory).

UNIT - II		Lecture Hrs:12

The Investment Decision**:** Investment decision process – Project generation, Project evaluation, Project selection and Project implementation. Capital Budgeting methods– Traditional and DCF methods. The NPV Vs IRR Debate. (Simple Problems)

UNIT - III		Lecture Hrs:12

The Financing Decision: Sources of Finance – A brief survey of financial instruments. The Capital Structure Decision in practice: EBIT-EPS analysis. Cost of Capital: The concept, Measurement of cost of capital – Component Costs and Weighted Average Cost. The Dividend Decision: Major forms of Dividends . (simple problems on only weighted average cost of capital)

UNIT - IV		Lecture Hrs:12

Introduction to Working Capital: Concepts and Characteristics of Working Capital, Factors determining the Working Capital, Working Capital cycle-Management of Current Assets – Cash, Receivables and Inventory, Financing Current Assets (Only Theory)

UNIT - V		Lecture Hrs:12

Corporate Restructures: Corporate Mergers and Acquisitions and Take-overs-Types of Mergers, Motives for mergers, Principles of Corporate Governance.(Only Theory)

Textbooks:
- Financial management –V.K.Bhalla ,S.Chand   - Financial Management, I.M. Pandey, Vikas Publishers.   - Financial Management--Text and Problems, MY Khan and PK Jain, Tata McGraw- Hill

Reference Books:
1. Principles of Corporate Finance, Richard A Brealey etal., Tata McGraw Hill. 2. Financial Management , Tulsian P.C. & Tulsian Bharat, S.Chand 3. Fundamentals of Financial Management, Chandra Bose D, PHI 4. Financial Managemen , William R.Lasheir ,Cengage.

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

5. Financial Management – Text and cases, Bringham& Ehrhardt, Cengage.
6. Case Studies in Finance, Bruner.R.F, Tata McGraw Hill, New Delhi.
7. Financial management ,Dr.M.K.Rastogi ,Laxmi Publications

Online Learning Resources:

https://onlinecourses.swayam2.ac.in/cec20_mg05/preview
https://onlinecourses.swayam2.ac.in/cec20_mg10/preview
https://onlinecourses.nptel.ac.in/noc20_mg31/preview
https://online-degree.swayam.gov.in/dyp20_d01_s2_mg11/preview

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

Course Code	MARKETING MANAGEMENT	L	T	P	C
21E00202		4	0	0	4
	Semester		II		

Course Objectives:

- To explain basic concepts of Marketing.
- To describe consumer markets, segments and brand equity to survive in the competitive market.
- To impart knowledge on creating and communicating values in the present digital marketing environment.

Course Outcomes (CO): Student will be able to

- Understand the concepts of marketing and marketing strategies suitable for different products under different market environments.
- Analyse consumer markets so as to tap global markets for the products.
- Learn the designing managing , creating & communicating value to the business in digitalised market environment.
- Manage and designee the logistics for retailing and wholesaling as well as integrating marketing channels for business organizations.

UNIT - I	Lecture Hrs:08

Understanding Marketing Management: Concepts of Marketing, Marketing Strategies & Plans, Creating long term loyalty relationships, Marketing mix, PLC, Analyzing Competitors ,Conducting Marketing research.

UNIT - II	Lecture Hrs:12

Connecting with Customers & Building Strong Brands: Analyzing Consumer Markets, Analyzing Business Markets, Tapping into global markets, Identifying market segments and targets, Crafting Brand Positioning, Creating Brand Equity- Addressing Competition and driving growth.

UNIT - III	Lecture Hrs:12

Creating & Communicating Value:-Setting product strategy, Designing & managing services, Introducing new market offerings. Developing pricing strategies & programmes. Designing & Managing Integrated Marketing Communications, Advertising & Sales Promotions, Events and experiences, Managing digital communication - online, social media & mobile, Personal selling.

UNIT - IV	Lecture Hrs:12

Delivering Value :- Managing retailing, wholesaling and logistics. Designing and Managing Integrated Marketing Channels

UNIT - V	Lecture Hrs:12

Sales Management:-Nature & Importance of Sales Management, Skills of sales manager, Sales objectives, Concepts of sales organization, Types of sales organization.

Textbooks:

1. Marketing Management, Phillip Kotler, Kevin Lane Keller, 15th edition ,Pearson.
2. Marketing Management, Rajan Saxena, TMH
3. Marketing Management Pillai R.S.N. & Bagavathi, S.Chand

Reference Books:

1. Marketing, A South Asian Prospective, Lamb, Hair, Sharma, Mcdaniel, Cengage .
2. Marketing in India, Text and Cases, S.Neelamegham, Vikas.
3. Case Studies in Marketing, The Indian Context, Srinivasan, PHI.
4. Marketing Management, V.S. Ramaswamy and S. Namakumari, McMillan.
5. Marketing – concepts and Cases, Etzel, Walker, Stanton, Pandit, TMH.
6. Introduction to Marketing theory and practice, Adrian Palmer , Oxford University Press.

Online Learning Resources:

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

https://onlinecourses.nptel.ac.in/noc19_mg48/preview
https://onlinecourses.nptel.ac.in/noc21_mg51/preview
https://onlinecourses.swayam2.ac.in/cec20_mg06/preview

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

Course Code	HUMAN RESOURCE MANAGEMENT	L	T	P	C
21E00203		**4**	**0**	**0**	**4**
	Semester		**II**		

Course Objectives:	

- To provide knowledge on functions, roles and objectives of HR managers and the policies and strategies to be followed as a HR manager.
- To explain concepts of HR planning and methods in selection, placement, promotion and transfer of employees in an organization.
- To inject objectives of wage and salary administration for the employees and the influencing factors in fixing and managing compensation for the employees.
- To introduce and educate the recent trends in HR management and the methods to balance personal life and work life under complex & uncertainty work environment.

Course Outcomes (CO): Student will be able to

- Know the nature, scope, functions, roles, goals, strategies and policies of HR management.
- Learn to design and develop HR planning related aspects.
- Acquires knowledge on administration of monetary and non monetary benefits for the employees in the organization.
- Learn recent trends in the human resource function and to balance the work life in the present dynamic work environment.

UNIT - I		Lecture Hrs:08

Introduction:-Meaning of HR and HRM**,** Nature & Scope of HRM, Functions of HRM, Role and Objectives of HRM, Personnel Management, Policies and Strategies of HRM.

UNIT - II		Lecture Hrs:12

Designing and Developing HR systems:- Human Resource Planning, Job Design, Job Analysis, Job Evaluation, Job Enlargement, Job Enrichment, Job Rotation, Recruitment & Selection, Placement, Promotion & Transfer.

UNIT - III		Lecture Hrs:12

Compensation Management:-Introduction, objectives of wages and salaries administration, influencing factors for determining compensation- Monetary and non monetary benefits.

UNIT - IV		Lecture Hrs:12

Human Resource Development:- Concepts, Development Function, Training and Development, Performance Appraisal & Career Planning and Development.

UNIT - V		Lecture Hrs:12

Recent Trends in HRM: Outsourcing, Work Life Balance, Quality Circles and Total Quality Management, Fish Bone Diagram.

Textbooks:

1. Personnal and Human Resource Management – Text and cases, P. Subbarao, Himalaya.
2. Human Resource Management, Noe A.Raymond, John Hollenbeck, Barry Gerhart and Patrick Wright, Tata McGraw Hill.

Reference Books:

1. Human Resource Management, Aswathappa, 4th Edition, TMH 2006
2. Human Resource Mangement, Ian Beardwell& Len Holden-Macmillan India Ltd.
3. Human Resource Management, Khanka S.S., S.Chand
4. Human Resource Management, Text and Cases, VSP Rao, Excel Books 2006.

Online Learning Resources:

https://onlinecourses.swayam2.ac.in/cec21_mg06/preview
https://onlinecourses.swayam2.ac.in/nou21_hs19/preview
https://onlinecourses.nptel.ac.in/noc20_mg15/preview

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

Course Code	BUSINESS RESEARCH METHODS	L	T	P	C
21E00204		**4**	**0**	**0**	**4**
	Semester		II		

Course Objectives:

- To introduce business research, types and technology used in business research.
- To explain in detail on research process involved in business research.
- To discuss sources of data and instruments to collect data
- To provide knowledge on analysis and interpretation of outcome of the data in a scientific way.
- To provide knowledge on descriptive and inferential statistical analysis.
- To impart competence skills to undertake business research problem and carryout scientific research.

*Standard Statistical tables shall be allowed in the examination

Course Outcomes (CO): Student will be able to

- Learn types of business research, technology used in business research in technological era.
- Identify research problem, appropriate research design and sample design for the problem, formulate hypothesis, testing process of hypothesis.
- Understand sources of data, instruments to collect data, analyse and interpretation of data.
- Prepare and present the research report effectively and efficiently.

UNIT - I		Lecture Hrs:08

Introduction to Business Research: Definition-Types of Business Research. Scientific Investigation, Technology and Business Research: Information needs of Business - Technologies used in Business Research: The Internet, E-mail, Browsers and Websites. Role of Business Research in Managerial Decisions.

UNIT - II		Lecture Hrs:12

The Research Process: Problem Identification: Broad Problem Area-Preliminary Data Gathering. Literature Survey - Hypothesis Development - Statement of Hypothesis- Procedure for Testing of Hypothesis. The Research Design: Types of Research Designs: Exploratory, Descriptive, Experimental Designs and Case Study -Measurement of Variables- Operational Definitions and Scales-Nominal and Ordinal Scales- Rating Scales- Ranking Scales- Reliability and Validity - Sampling and Methods of sampling

UNIT - III		Lecture Hrs:12

Collection and Analysis of Data Sources of Data-Primary and Secondary Sources of Data - Data Collection Methods- Interviews: Structured Interviews and Unstructured Interviews- Observational Surveys: Questionnaire Construction: Organizing Questions- Structured and Unstructured Questionnaires – Guidelines for Construction of Questionnaires.

UNIT - IV		Lecture Hrs:12

Data Preparation and Analysis: Data preparation process, problems in preparation process - An overview of Descriptive, Associational and Inferential- Statistical Measures.

UNIT - V		Lecture Hrs:12

The Research Report: Research Reports-Components-The Title Page-Table of Contents-The Executive Summary-The Introductory Section-The Body of the Report-The Final Part of the Report-Acknowledgements – References-Appendix - Guidelines for Preparing a Good Research report - Oral Presentation.

Textbooks:

1. Research Methodology – methods & Techniques, C.R. Kothari, Vishwa prakashan.
2. Research Methods for Business–A Skill Building Approach, Uma Sekaran, John Wiley & Sons (Asia) Pvt. Ltd, Singapore.
3. Research Methodology(Concepts and cases) Deepak Chawla NeenaSondhi-Vikas publishing

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

Reference Books:
1. Business Research Methods, Donald R Cooper and Pamela S Schindler,9/e,Tata McGraw-Hill Publishing Company Limited.
2. Methodology and Techniques of Social Science Research, Wilkinson & Bhandarkar, Himalaya Publishing House.
3. Business Research Methods 8e, Zikmund- Babin-Carr- Adhikari-Griffin-Cengage learning.
4. Business Research Methods- Alan Broman, Emma Bell 3e, Oxford university
Online Learning Resources:
https://onlinecourses.swayam2.ac.in/cec20_mg14/preview https://onlinecourses.nptel.ac.in/noc20_ge01/preview

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

Course Code	MACRO ECONOMICS	L	T	P	C
21E03201		**4**	**0**	**0**	**4**
	Semester			II	

Course Objectives:
- To explain basics of national Income and macro economic concepts.
- To discuss methods of calculating national income
- To give knowledge on money and banking systems, major functions of central bank .
- To define and exhibit the impact of fiscal and monetary policies on money and credit supply and control in the economy.
- To impart knowledge on India's trade policy and terminology relating to trade.
- To show the impact of trade policy on the economy and balance of payments.
- To discuss the national income determinants and the models to reach equilibrium.

Course Outcomes (CO): Student will be able to
- Understand basics of national income, savings, investment consumptions, BoT, BoP and other macroeconomic concepts
- Learn different methods to compute national income
- Acquire knowledge on money & banking , fiscal & monetary policies as well as trade policy.
- Analyse the impact of policies of the government on national economy.
- Differentiate money & credit supply and instruments to control money and credit in the economy.
- Gain knowledge on income determinants and the models for equilibrium in money market and product market.

UNIT - I		Lecture Hrs:10

National Income and related aggregates: Some basic concepts: consumption goods, capital goods, final goods, intermediate goods; stocks and flows; gross investment and depreciation. Circular flow of income (two sector model); Methods of calculating National Income - Value Added or Product method, Expenditure method, Income method. Aggregates related to National Income: Gross National Product (GNP), Net National Product (NNP), Gross and Net Domestic Product (GDP and NDP) - at market price, at factor cost; Real and Nominal GDP

UNIT - II		Lecture Hrs:10

Money and Banking: Money - its meaning and functions. Supply of money - Currency held by the public and net demand deposits held by commercial banks. Money creation by the commercial banking system. Central bank and its functions, Bank of issue, Govt. Bank, Banker's Bank, Controller of Credit through Bank Rate, CRR, SLR, Repo Rate and Reverse Repo Rate, Open Market Operations, Margin requirement.

UNIT - III		Lecture Hrs:12

Monetary &Fiscal Policy: Public revenues, public expenditure, public debt, development activities financed by public expenditure. Monetary Policy: Demand for and supply of money, Objectives of monetary and credit policy, Recent trends- Role of Finance Commission.

UNIT - IV		Lecture Hrs:12

India's Trade Policy and Balance of Payments – Magnitude and direction of Indian International trade, bilateral and multilateral trade agreements, EXIM Policy, Role of EXIM Bank. Balance of Payments: Structure, Major components, Causes for dis-equilibrium in Balance of Payments, correction measures, Impact of New Economic Policy on Balance of Payments.

UNIT - V		Lecture Hrs:112

National Income Determination: The IS-LM Model Demand-side Equilibrium - Equilibrium Income and Interest Rate in the Product Market-derivation of the IS curve, Equilibrium Income and Interest Rate in the Money Market-Derivation of the I M curve, Equilibrium in the Product and Money

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

Markets- the combined IS-LM model

Textbooks:
1. Barro, R. and X. Sala-i-Martin (2005) : "Economic Growth", Prentice Hall : India.
2. Blanchard, O. (2013): "Macroeconomics", (6th Edition), Pearson Education : New Jersey, USA. Blanchard, O. J., Faruqee, H., Das, M., Forbes, K. J., &Tesar, L. L. (2010).

Reference Books:
1. The Initial Impact of the Crisis on Emerging Market Countries [with Comments and Discussion]. Brookings Papers on Economic Activity, 263-323. De Souza, E. (2008)
2. "Macroeconomics", Pearson Education : New Delhi. Jones, C. : (2007) :
3. "Introduction to Economic Growth", W.W. Norton : :New York.

Online Learning Resources:
https://onlinecourses.swayam2.ac.in/cec20_hs37/preview
https://onlinecourses.swayam2.ac.in/cec20_hs43/preview
https://www.classcentral.com/course/swayam-macro-economics-19942
https://onlinecourses.nptel.ac.in/noc22_hs67/preview
https://nptel.ac.in/courses/109/104/109104073/

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

Course Code	R- PROGRAMMING	L	T	P	C
21E03202		**4**	**0**	**0**	**4**
	Semester		**II**		

Course Objectives:
- to provide basic knowledge in the area of R-Programming
- to explain methods to explore, import, export and manipulate data and data frames.
- Impart knowledge on hypothesis tests for estimating or predicting statistical methods

Course Outcomes (CO): Student will be able to
- Know about R programming overview
- Learn how to programme In R for data analysis
- Understand concepts and terminology used in R-programming
- Able to demonstrate the procedure to explore ,import, export and manipulate the data.
- To formulate hypothesis and testing of hypothesis for predicting models using Regression and other statistical tools for the given data.

UNIT - I		Lecture Hrs:12

R Programming, Overview and History of R, Getting Help, R Packages: Loading, Installing and Managing.

UNIT - II		Lecture Hrs:10

Data Definition & Control Structures, Data definition types, constants, variables, R data types and objects, Reading and writing data.

UNIT - III		Lecture Hrs:12

Expressions: Arithmetic, Logical, Precedence rules Control Structures: Sequencing, Input and output statements, Assignment statement, Control Structures: Selection, Repetition, Combination, Functions, scoping rules and loop functions, Flow Control

UNIT - IV		Lecture Hrs: 10

Exploring Data with R, Import, export and manipulate data and data frames, Statistical summaries of continuous and categorical data.

UNIT - V		Lecture Hrs: 12

Hypothesis tests, and simple regression models, Linear models like ANOVA, linear regression and mixed models, generalized linear models, Basic graphics & reports of statistical analyses

Textbooks:
1. Gardener, Mark. Beginning R: the statistical programming language. John Wiley & Sons, 2012.
2. Zumel, Nina, John Mount, and Jim Porzak. Practical data science with R. Manning, 2014

Reference Books:
1. Wickham, Hadley, and Garrett Grolemund. "R for Data Science": Import, Tidy, Transform, Visualize, and Model Data. " O'Reilly Media, Inc.", 2016.
2. Matloff, Norman. The art of R programming: A tour of statistical software design. No Starch Press, 2011.

Online Learning Resources:
https://www.youtube.com/watch?v=3iSKFCKLUsI
https://onlinecourses.nptel.ac.in/noc19_ma33/preview

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

Course Code	General Elective – I	L	T	P	C
21E00207a	**ADVANCED COMMUNICATION**	**2**	**0**	**0**	**2**
	Semester		**II**		

Course Objectives:
- To explain communication concepts
- To develop the students' competence in communication at an advanced level.
- To demonstrate communication skills viz., listening, speaking, reading and writing with teaching aids.

Course Outcomes (CO): Student will be able to
- Understand the communication concepts and
- Improve communication and competence skills
- Obtain and apply proficiency in business communication at the workplace and professional contexts.

UNIT - I		Lecture Hrs:6

Concept of Managerial Communication – Effective Listening – Barriers, Steps for Active Listening – Effective Speaking – Body Language & Modulation, Informative, Persuasion Communications – Effective Reading – Obstacles, Effective Reading, Reading Comprehension – Effective Writing – Condensation, Note Making Methods, Executive Summery.

UNIT - II		Lecture Hrs: 6

Business Letters & Reports: Types of Business Letters – Elements; Types of Reports – Informal – Formal Reports – Elements; Annual Reports - Technical Proposals – Structure – Circulars - Notices – Memos.

UNIT - III		Lecture Hrs: 3

Meetings & Reports: Meeting Invitation - Notice – Agenda – Meeting Participants – Roles; Meeting conduction & Etiquette - Minutes of the Meeting – Documentation – Filing;

UNIT - IV		Lecture Hrs: 3

Communication Strategies: Conflict Resolution – Win-Win strategy; Managerial Negotiations – Bargaining, Distributive, Integrative Strategies; Interviews – Types – purpose – process;

UNIT - V		Lecture Hrs: 6

Technology for Communication: Conventional Modes Vs Computer based Technologies – Email, Social Media, Micro Soft & Google Tools – Data – Collection – Organizing – Analyzing - Presentations using Technology.

Textbooks:
1. Managerial Communication – Strategies and Applications, Geraldine E.Hynes, McGrawHill
2. Business Communication, C.S.Rayudu, HPH.
3. Business Communication, Meenakshi Raman, Oxford University Press.

Reference Books:
1. Business communication, Shalini Varma, Vikas.
2. Business Communication, Raymond V.Lesikar, Neeraja Pandit et al.,TMH
3. Business Communications, Hudson, Jaico Publications
4. Business communication Sehgal, khetarpal, Excel Books
5. Effective Communication, Harward Business School, Harward Business Review No.1214.
6. Communication skills, Sanjay Kumar, Pushpalata, Oxford

Online Learning Resources:
https://onlinecourses.swayam2.ac.in/imb19_mg14/preview
https://www.youtube.com/watch?v=ITHnugowc_Q

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

Course Code	General Elective – I	L	T	P	C
21E00207b	**E-BUSINESS**	**2**	**0**	**0**	**2**
		Semester		**II**	

Course Objectives:
- To imparts the concepts and various application issues of e-business and various online strategies for e-business.
- To explain various electronic payment systems.

Course Outcomes (CO): Student will be able to
- Understand electronic business and related concepts in detail.
- Identify security threat in e-business and steps, methods to overcome security issues.
- Know various electronic payment system and business models in the present technology business world.
- Know the e-business infrastructure requirements for e-business.

UNIT - I		Lecture Hrs: 6

Introduction to e-business : Electronic business, Electronic commerce, difference between e-business & e-commerce, electronic commerce models, types of electronic commerce,value chains in electronic commerce,E-commerce in India, internet,web based tools for electronic commerce.Electronic data, Interchange, components of electronic data interchange, electronic data interchange process.

UNIT - II		Lecture Hrs: 6

Security threats to e- business: Security overview, Electronic commerce threats, Encryption, Cryptography, public key and private key Cryptography digital signatures, digital certificates, security protocols over public networks : HTTP, SSL,Firewall as security control, public key infrastructure (PKI) For Security.

UNIT - III		Lecture Hrs: 6

Electronic payment system : Concept of money, electronic payment systems, types of electronic payment systems,smart cards and electronic payment systems, infrastructure issues in EPS, Electronic fund transfer.

UNIT - IV		Lecture Hrs: 4

E-business applications and strategies : Business models & revenue models over internet, emerging trends in e- businesse- governance, digital commerce, mobile commerce, strategies for business over web, internet based business models.

UNIT - V		Lecture Hrs: 6

E –business infrastructure and e- marketing : Hard works system software infrastructure, ISP's, managing e-business applications infrastructure, what is e- marketing, e-marketing planning, tactics, strategies.

Textbooks:
1. Dave chaffey :e-business & e-commerce management- Pearson.
2. E- commerce- e-business :Dr.C.S.Rayudu, Himalaya.

Reference Books:
1. Whitley, David (2000) ,e-commerce strategy,Technologies and applications.TMH.
2. Schneider Gary P.and Perry, James T(1ST edition 2000) Electronic commerce, Thomson Learning.
3. Bajaj, Kamlesh K and Nag, Debjani (1st edition 1999) ,e- commerce, The cutting edge of business,TMH Publishing company

Online Learning Resources:
https://onlinecourses.nptel.ac.in/noc19_mg54/preview
https://www.classcentral.com/course/swayam-e-business-14018

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

Course Code	General Elective – I	L	T	P	C
21E00207c	**INDUSTRY 4.0 & INNOVATION**	**2**	**0**	**0**	**2**
	Semester		**II**		

Course Objectives:	

- To provide an overview of industry 4.0 and technology based innovations.
- To Align the theory and concepts with Industrial application of computers
- To Introduce the basic concepts of Industry 4.0, Artificial Intelligence, Big Data and Internet of Things.
- To Discuss and demonstrate the applications and tools of Industry 4.0.
- To Impart knowledge on innovation types, stages of innovation process, and competitive advantage

Course Outcomes (CO): Student will be able to

- Understand the basic concepts of Industry 4.0 and new technologies in decision making
- Outline the features of Artificial Intelligence and application domains
- Summarize the Big data domain stack and Internet of Things
- Identify the applications and Tools of Industry 4.0
- Learn and think innovative ideas based on technology
- Apply the knowledge in various industries based on technology to take effective and efficient managerial decision.

UNIT - I		Lecture Hrs:6

Industry 4.0: Need – Reason for Adopting Industry 4.0 - Definition – Goals and Design Principles -
Technologies of Industry 4.0 – Big Data – Artificial Intelligence (AI) – Industrial Internet ofThings - Cyber Security – Cloud – Augmented Reality – Mixed Reality.

UNIT - II		Lecture Hrs: 6

Artificial Intelligence: Artificial Intelligence: Artificial Intelligence (AI) – What & Why? - History of AI -Foundations of AI -The AI - Environment - Societal Influences of AI - Application Domains and Tools - Associated Technologies of AI - Future Prospects of AI - Challenges of AI.

UNIT - III		Lecture Hrs: 6

Big Data and IOT: Data : Terminologies - Big Data Definitions - Essential of Big Data in Industry 4.0 - Big Data Merits and Advantages - Big Data Components : Big Data Characteristics - Big Data Processing Frameworks - Big Data Applications - Big Data Tools - Big Data Roles - Learning Platforms; Internet of Things (IoT) : Introduction to IoT - Architecture of IoT - Technologies for IoT - Security in IoT.

UNIT - IV		Lecture Hrs: 6

Applications of IoT – Manufacturing – Healthcare – Education – Aerospace and Defence – Agriculture – Transportation and Logistics – Impact of Industry 4.0 on Society: Impact on Business, Government, People. Tools for Artificial Intelligence, Big Data and Data Analytics,
Virtual Reality, Augmented Reality, IoT, Robotics.

UNIT - V		Lecture Hrs: 4

Innovation: Meaning - Stages of Innovation Life cycle – Types of Innovations - Innovation as a knowledge-based process – Innovation and competitive advantage.

Textbooks:

1. Managing Innovation -,By Joe Tidd, John Bessant & et.al., Wiley India Publishers, New Delhi, Third Edition.

2. Introduction   to   Industry   4.0   and   Industrial   Internet of

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

Things by Prof.SudipMisra, IIT Kharagpur.

Reference Books:
1. Alasdair Gilchrist. Industry 4.0: The Industrial Internet of Things, A press Publications.

Online Learning Resources:
http://assets.press.princeton.edu/chapters/s9221.pdf https://www.researchgate.net/profile/Joe-Tidd/publication/285052130_Managing_Innovation/links/5662e4a508ae418a786b8dd8/Managing-Innovation.pdf

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

Course Code	Skill Oriented Course		L	T	P	C
	DATA ANALYTICS LAB		**0**	**1**	**2**	**2**
21E00208						
		Semester		**II**		

Course Objectives:
- To explain the procedure in creation of company, ledger accounts and to explore, present financial statements of an business organization
- To give knowledge on using of various financial tools to take long term investment decision
- To demonstrate the process of storing, retrieving the data relating to employees, dealers, customers and consumers in an effective and efficient way
- To impart the knowledge on Systems and MIS and process of designing the MIS in an organization.

Course Outcomes (CO): Student will be able to
- Demonstrate the creation of company, ledger accounts, explore and export financial statements
- Exhibit the calculation of cost of capital and discounting factor techniques in long term investment decision.
- Store and retrieve the data relating to dealers, customers and consumers based on products, geographical criteria.
- Present the data in the form of pivot tables, graphs and charts in effective and efficient way
- Construct and present employee salary administration in an organization in an informative manner.
- Understand information system in the organization, design of MIS and also internet and the tools used in Internet.

List of Experiments:

Unit – 1
Introduction to Excel- Cells – name range – references – Creating and editing worksheets-Cell formatting-Creating and using formulas and functions-Use of Macros –Sorting and querying data-Working with graphs and charts – usage of Paste special

Unit – 2
Basis of Excel: Managing Worksheets and Workbooks. - Worksheet Vs. Workbook - Creating new worksheets and workbooks - Deleting worksheets and workbooks -Naming and renaming a worksheet - Toggling between worksheets and workbooks - Copy and Move Worksheets - Hide, Unhide, Group and Ungroup Cells -Hide and Unhide Worksheets -Save and Save As

Unit – 3
Advanced Excel : Cell Referencing - Data Validation- Naming a Cell or Range of Cells (Name Manager).- Basic formulas (SUM, COUNTA, AVERAGE, MAX, MIN). Text Functions (RIGHT, LEFT, MID, SUBSTITUTE, FIND, LEN). Date Functions (TODAY, NOW, DAY, MONTH, YEAR, EDATE, EOMONTH, TEXT).

Unit – 4
Advanced Excel II : Lookup Functions (VLOOKUP, HLOOKUP, MATCH, INDEX). - Logical Functions (IF, AND, OR). -Data Analysis Functions (SUMIF, SUMIFS, COUNTIF, COUNTIFS).- Conditional Formatting, Filtering and Sorting. - Graphs, Charts and Pivot Tables remove duplicates

Unit – 5
Conducting Online surveys – usage of Google drive – micro soft online surveys – sharing with the help of social media/ internet- getting responses from online survey- sorting and filter online survey

References:
- Ms Office Excel-Frye, PHI publications
- Ms Office Access- Step by step, PHI publications

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

• SPSS User manual
Online learning resources/Virtual labs: https://www.coursera.org/specializations/excel https://www.coursera.org/specializations/everyday-excel https://www.coursera.org/learn/excel-basics-data-analysis-ibm

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

Course Code	Strategic Management		L	T	P	C
21E00301			4	0	0	4
		Semester		III		
Course Objectives:						

- To describe and discuss the strategic management process.
- To build skills to develop strategic vision, mission objectives.
- To explain concepts of core competence, strategy for completive advantage.
- To give an understanding about strategic analytical tools and techniques.
- To provide knowledge on strategy formulation, types of strategies to implement.
- To create awareness on various strategy evaluation and controlling approaches.

Course Outcomes (CO): Student will be able to

- Know strategic management process
- Obtain strategy implementation, analytical and evaluating skills about various strategies.
- Understand on establishing strategic controls at national and international context

UNIT - I		Lecture Hrs: 8

Introduction- Concepts in Strategic Management, Strategic Management as a process
– Developing a strategic vision, Mission, Objectives, Policies – Factors that shape a company's strategy – Environmental Scanning -Concepts of Core Competence, Crafting a strategy for competitive advantage.

UNIT - II		Lecture Hrs: 12

Strategic Analysis and Choice: Tools and techniques- Porter's Five Force Model, BCG Matrix, GE Model, SWOT Analysis and TOWS Matrix,. Market Life Cycle Model - and Organizational Learning, and the Experience Curve.

UNIT - III		Lecture Hrs:12

Strategy Formulation : Formulation of strategy at corporate, business and functional levels. Strategy Alternatives:- Stability Strategy, Growth Strategy, Retrenchment Strategy, and Combination Strategy, .

UNIT - IV		Lecture Hrs:12

Strategy Implementation : Types of Strategies : Offensive strategy, Defensive strategy, vertical integration, horizontal strategy; Tailoring strategy to fit specific industry and company situations, Strategy and Leadership, Resource Allocation as a vital part of strategy – Planning systems for implementation

UNIT - V		Lecture Hrs:12

Strategy Evaluation and control – Establishing strategic controls - Role of the strategist - benchmarking to evaluate performance - strategic information systems – Guidelines for proper control- Strategic surveillance -strategic audit - Strategy and Corporate Evaluation and feedback in the Indian and international context.

Textbooks:

1. Strategic Management – J.S.Chandan & Nitish sen Gupta, Vikas

Reference Books:

- Strategic Management Concepts and Cases ,Fred R.David, PHI.
- Strategic Management,Hill, Ireand, manikutty, Cengage.
- Concepts in Strategic Management and Business Policy,Wheelen & Hunger, Pearson Education.
- Strategic Management – Text and Cases, V.S.P. Rao, Excel.
- Strategic Management, Ireland, Hoskinsson, Hitt, Cengage.
- Strategic Management – Theory and Application, Habergerg, Rieple, oxford .

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

- Strategic Management, P. SubbaRao, Himalaya.
- Business policy and strategic management, Sukul Lomash, P.K.Mishra, Vikas

Online Learning Resources:

http://rizvihmct.com/wp-content/uploads/2017/02/Semester-VI-strategic-managment.pdf

https://sgp1.digitaloceanspaces.com/cakart/5929/study_contents/Chapter_1__Introduction_to_Strategic_Management.pdf

https://old.mu.ac.in/wp-content/uploads/2014/04/Introduction-to-Strategic-Management-book.pdf

https://www.cimaglobal.com/Documents/ImportedDocuments/cid_tg_strategic_analysis_tools_nov07.pdf.pdf

https://resources.saylor.org/wwwresources/archived/site/wp-content/uploads/2013/09/Saylor.orgs-Strategy-Formulation.pdf

https://resources.saylor.org/wwwresources/archived/site/wp-content/uploads/2013/04/BUS300-2.3_Strategy-Formulation.pdf

https://static.careers360.mobi/media/uploads/froala_editor/files/Strategy-Implementation-and-Control.pdf

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

Course Code	Green Business Management		L	T	P	C
21E00302			**4**	**0**	**0**	**4**
		Semester	**III**			

Course Objectives:
- To impart students an understanding of green business, its advantages, issues and opportunities
- To give awareness on organizational structure, environment and corporate environmental responsibility (CER).
- To provide knowledge over the strategies for building eco-business .

Course Outcomes (CO): Student will be able to
- To understand concept of green business management.
- To know the environmental and sustainability issues for the production and CER.
- To describe and identify indicators of sustainability and bio-diversity at Indian perspective.
- To study green techniques and methods.
- To build eco-commerce models for green business projects and companies.

UNIT - I		Lecture Hrs: 8

Introduction of Green Management: The concept of Green Management; Evolution; nature, scope, importance and types; green management in India; Relevance in twenty first century

UNIT - II		Lecture Hrs: 12

Organizational Environment; Indian corporate structure and Environment; How to go green; spreading the concept in organization; Environmental and sustainability issues for the production of high-tech components and materials, Life Cycle Analysis of materials, sustainable production and its role in corporate environmental responsibility (CER).

UNIT - III		Lecture Hrs:12

Approaches from Ecological Economics; Indicators of sustainability; Eco- system services and their sustainable use; Bio-diversity; Indian perspective; Alternate theories

UNIT - IV		Lecture Hrs:12

Environmental Reporting and ISO 14001; Climate change business and ISO 14064; Green financing; Financial initiative by UNEP; Green energy management; Green product management

UNIT - V		Lecture Hrs:12

Green Techniques and Methods; Green tax incentives and rebates (to green projects and companies); Green project management in action; Business redesign; Eco-commerce models

Textbooks:
1. Green Management and Green Technologies: Exploring the Causal Relationship by Jazmin Seijas Nogarida , ZEW Publications.
2. The Green Energy Management Book by Leo A. Meyer, LAMA books

Reference Books:
- Green Marketing and Management: A global Perspective by John F. Whaik, Qbase Technologies.
- Green Project Management by Richard Maltzman And David Shiden, CRC Press Books.
- Green and World by Andrew S. Winston, Yale Press B

Online Learning Resources:

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

https://www.researchgate.net/publication/330089504_Green_Management-Concept_and_Strategies/link/5c2cc525458515a4c70766a1/download

https://steadystate.org/wp-content/uploads/Gowdy_Erickson_EE_Approach.pdf

https://asq.org/quality-resources/iso-14001#:~:text=ISO%2014001%20is%20the%20international,than%20establishing%20environmental%20performance%20requirements.

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

Course Code	Financial Information Systems	L	T	P	C
21E01301		4	0	0	4
	Semester		III		

CourseObjectives:
- To impart knowledge on financial information systems
- To give awareness on information systems
- To provide knowledge MIS development and system methodology
- To explain financial market structure
- To discuss FIS products

CourseOutcomes(CO): Student willbe ableto
- Acquire knowledge information system architecture
- Learn and understand structure of MIS
- Know the trading activity and primary &secondary market
- Understand SAP,ORACLE, Microsoft Dynamic, PeopleSoft, Finnacle, Baan

UNIT - I	Lecture Hrs: 8

1. Introduction to MIS – Introduction to Information system – meaning, features of MIS, Meaning, components and features of FIS , Importance of information for management decisions, –System Development– Information System Architecture.

UNIT - II	Lecture Hrs: 12

2. Structure of MIS: Basic structural concepts: formal and informal information systems; public and private information systems; Information Systems– MIS Office automation – Decision Support System – Expert system- Knowledge Work Systems, Artificial Intelligence, Group Decision Support Systems(GDSS).

UNIT - III	Lecture Hrs:12

3. MIS development and system methodology –System development methodologies; SDLC approach; prototyping approach and user development approach- Systems Analysis; systems Design; Concepts of database and database design.

UNIT - IV	Lecture Hrs:12

4. Financial Markets Infrastructure: Trading Room Operations: Matching, Confirmations, Margining, After the Trade: Clearance and Settlement Systems, Control of Trading and Finance Activities, Primary Markets and Secondary Markets, Role and functions of SEBI.

UNIT - V	Lecture Hrs:12

5. FIS Products : SAP,ORACLE, Microsoft Dynamic, PeopleSoft, Finnacle, Baan etc and their utility in various sectors.

Textbooks:
1. Financial Markets & Services, Vasanth desai, Himalaya,2009.
2. Enterprise ResourceSystems,Motiwala,Pearson

Reference Books:
- Management Information Systems Text & Cases, W S Jawadekar, Tata McGraw- Hill
- Management Information Systems, C Laudon and Jane P.Laudon, et al, Pearson Education
- Management Information Systems, Gordon B. Davis & Margrethe H.Olson, Tata McGraw-Hill.

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

Online Learning Resources:

https://www.sscasc.in/wp-content/uploads/downloads/ComputerScience/MIS-ERP.pdf

https://www.tutorialspoint.com/management_information_system/mis_development_process.htm#:~:text=In%20MIS%2C%20the%20information%20is,vital%20resource%20for%20the%20system.

https://www.bis.org/cpmi/publ/d101a.pdf

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

Course Code	Valuations of Mergers and Acquisitions	L	T	P	C
21E01302		**4**	**0**	**0**	**4**
	Semester		**III**		

Course Objectives:
- To impart knowledge on valuation of merges & acquisitions
- To give awareness on Accounting Aspects of Mergers & Acquisitions
- To provide knowledge alternatives finances of merges and acquisitions
- To explain valuation methods for merges and acquisitions
- To discuss regulations on merges and acquisitions of regulatory body

Course Outcomes(CO): Student will be able to
- Acquire knowledge on valuation of merges & acquisitions
- Learn and understand Accounting Aspects of Mergers & Acquisitions
- Know the alternative finances of merges and acquisitions
- Understand valuation methods for merges and acquisitions
- Obatain knowledge on rules and regulations for merges and acquisitions

UNIT-I		LectureHrs:8

Introduction: - Types of mergers, Motives for mergers, theories of mergers – De mergers Reverse Merger

UNIT-II		LectureHrs:12

Accounting Aspects of Mergers & Acquisitions : SEBI Guidelines- -Tax Implications –PSUDisinvestmentprogrammes-MajorM&A'SinIndiaduringthelastTwodecades- Due Diligence Process for M & A – Ethical issues in M &A

UNIT-III		LectureHrs:12

Financing of Mergers &, Acquisitions : Financing Alternatives-Management Buyouts – Employee Stock Ownership Plan (ESOP) Types-Leveraged Buyouts-SEBI Guidelines – Value drivers

UNIT-IV		LectureHrs:12

Valuation methods: Discounted cash flow method, P/E Multiple methods, P/BV multiple other methods of valuation

UNIT-V		LectureHrs:12

Regulations for Mergers and Takeovers in India – SEBI Guidelines for M&A takeovers – Horizontal mergers- Cross border Mergers and Acquisitions: Motivations - Opportunities and Threats – Recentcases.

Textbooks:
1. Kevin K. Boeh and Pall W. Beamish: Mergers and Acquisitions (Sage)
2. Mergers and Restructuring and Corporate control, Ray (PHILearning)
3. Mergers, Acquisations and Business valuation, Ravinder Vadapalli, , 2007(ExcelBooks)
4. M&AC, Rajindar S.Aurora, Kavitha Setty, Oxford University,2008.
5. Creating value from mergers and acquisitions,Sudi Sudarshanam,pearson,2009
6. Corporate restructuring,mergers,acquisitions,Das,Rakshit&Debasish,Himalaya
7. publishers,2012

Reference Books:
- Dr. JC.Verma : Corporate Mergers, Amalgamation and Takeovers(Bharat)
- S. Ramanujam, et al: Mergers – Issues Implications and Case Laws inCorporate
- Restructuring (Tata McGrawHill)S
- Weston, et al : Takeovers Restructuring and CorporateGovernance(Pearson)
- Ravindhar Vadapalli: Merger Acquisitions and Business Valuation (Excel)

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

- Chandrasekhar Krishnamurti and Viswanath: Mergers Acquisitions andCorporate
- Restructuring(Response)

Online Learning Resources:

https://www.youtube.com/watch?v=-DE9gLjOQUU

https://www.wirc-icai.org/images/material/Valuation-for-M-and-A.pdf

https://www.icai.org/post.html?post_id=17885

https://ebs.online.hw.ac.uk/EBS/media/EBS/PDFs/Mergers-Acquisitions-Course-Taster.pdf

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

Course Code	Investment And Portfolio Management	L	T	P	C
21E00305a		4	0	0	4
	Semester		III		

Course Objectives:	

- To present and discuss an overview of stock markets.
- To explain concept of investment, process of investment.
- To discuss framework of fundamental and technical analysis under security analysis
- To impart knowledge on estimation and measurement of risk and return.
- To explain process of valuation of different securities.
- To describe the process of portfolio management process, theories, models to measure the performance of portfolio.

Course Outcomes (CO): Student will be able to

- Understand the overview of stock markets.
- Acquire knowledge on process of investment,
- Analyse the security under different types before investing in stocks.
- Ascertain risk and return value of different securities and portfolio
- Learn various portfolio theories, models to manage portfolio and maximise the portfolio returns.

UNIT – I		Lecture Hrs: 8

Investment: Introduction to stock markets - objectives, Process of Investment, Investment and speculation.

UNIT – II		Lecture Hrs: 12

Fundamental Analysis & Technical Analysis: Framework of Fundamental analysis- Economic analysis, Industry analysis-Industry Life cycle - Company analysis, Fundamental Analysis Vs Technical Analysis **-** Dow Theory.

UNIT - III		Lecture Hrs:12

Measurement of Risk and Return: Revenue Return and Capital appreciation, holding period – Calculation of expected return, Risk factors, risk classification – systematic risk – unsystematic risk – standard deviation – variance– Beta .

UNIT – IV		Lecture Hrs:12

Valuation of Securities: Types of Securities - Approaches of valuation – Bond valuation – Preference share Valuation – Common stock Valuation

UNIT – V		Lecture Hrs:12

Portfolio Management: Process of Portfolio Management, Modern Portfolio – Portfolio models – Markowitz model – Sharpe single index model, Capital Asset Pricing Models.

Textbooks:

1. Investment Management,V.K.Balla, S.Chand Company Ltd
2. Security Analysis and Portfolio Management ,Punithavathy Pandian, Vikas

Reference Books:

- Investment Analysis and portfolio management, Chandra, Tata McGraw Hill .
- Secuerity Analysis Portfolio Management, Ranganatham & Madhumathi, Pearson Education.
- Security Analysis and Portfolio Management, Sudhindra Bhat, excel.
- Security analysis and portfolio management, Avadani, Himalaya publishers.
- Investment analysis portfolio management, Frank Reilly & Brown, Cengage.
- Investment Management, Preethi Singh, Himalaya Publishing House, Mumbai..

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

• Investment, Bodie, McGraw Hill Book Company.
• Investment Management ,Hiriyappa ,New Age Publications

Online Learning Resources:
https://www.bcci.bg/projects/latvia/pdf/8_IAPM_final.pdf
https://backup.pondiuni.edu.in/sites/default/files/investment%26portfolio-260214.pdf
https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA7002.pdf
https://www.youtube.com/c/iit/search?query=securities%20and%20portfolio%20management

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

Course Code	CRYPTO CURRENCIES AND BLOCK CHAINS	L	T	P	C
21E03301		**4**	**0**	**0**	**4**
	Semester		**III**		

Course Objectives:
- To present and discuss an overview on Cryptocurrency.
- To elucidate   blockchain structure & mechanism.
- To explain Cryptography and Cryptographic Data Stsrucrures
- To Impart knowledge on blockchain deployment process
- To describe different crypto currency technologies
- Discuss application areas of Block chain technology.

Course Outcomes (CO): Student will be able to
- Understand Cryptocurrency, structure and mechanism ofBlockchain technology.
- Know Cryptography and Cryptographic Data Stsrucrures
- Gain knowledge on blockchain deployment process
- Aware of   different crypto currency technologies
- Discuss application areas of Block chain technology

UNIT - I	Lecture Hrs: 8

Introduction: Cryptocurrency- definition and objectives, features, types, bitcion& its features. Blockchain fundamentals –definitions , features, types ,versions , structure& mechanism, impact of block chain technology on crypto currency

UNIT - II	Lecture Hrs: 12

Cryptography: Introduction to cryptography, Digital Signatures, Cryptographic Hash Functions, Cryptographic Data Structures, Hash Pointers, Append-Only Ledgers (Block Chains), proof of work vs proof ofstake, Merkle tree , Byzantine model of default tolerance

UNIT - III	Lecture Hrs:12

Crypto currency Technologies : Smart Property, Efficient micro-payments, Coupling Transactions and Payment (Interdependent Transactions),Public Randomness Source, Prediction Markets ,Bitcoin Blocks, Hot and Cold Storage, Splitting and SharingKeys.

UNIT - IV	Lecture Hrs:12

Blockchain deployment : Bitcoin mining process, Mining and forking - Upgrading the network - Related BIPs - Segregated Witness(SegWit),Ethereum Virtual Machine (EVM), Decentralized Autonomous Organization (DAO)

UNIT - V	Lecture Hrs:12

Application of Block chain Technology: Abstract Architecture - Ways to dive deeper-Introductiontomajorblockchainplatforms-Bankingandindustry–Financial Transactions-Core banking software casestudy, Medical record management system , domain name service and future of blockchain

Textbooks:
1. Bitcoin and Cryptocurrency Technologies. Arvind Narayanan, Joseph Bonneau, Edward Felten, Andrew Miller, Steven Goldfeder and JeremyClark.
2. Bitcoin: A Peer-to-Peer Electronic Cash System. SatoshiNakamoto.

Reference Books:
• How the Bitcoin protocol actually works. MichaelNielsen.

Online Learning Resources:

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

https://www.cse.iitd.ac.in/~suban/privacy-course/blockchain.pdf

https://blockchain.cse.iitk.ac.in/slides-NPTEL-BlockchainTechnologyApplications.pdf

https://www.meity.gov.in/writereaddata/files/National_BCT_Strategy.pdf

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

Course Code	General Elective- II (MOOCS)	L	T	P	C
21E00307b	**PROJECT MANAGEMENT**	**2**	**0**	**0**	**2**
	Semester		**III**		

Course Objectives:	

- To explain communication concepts
- To develop the students' competence in communication at an advanced level.
- To demonstrate communication skills viz., listening, speaking, reading and writing with teaching aids.

Course Outcomes (CO): Student will be able to

- Understand the communication concepts and
- Improve communication and competence skills
- Obtain and apply proficiency in business communication at the workplace and professional contexts.

UNIT – I	Lecture Hrs: 4

Project management: meaning of project, project management, nature of projects , project management system, project life cycle , project management process.

UNIT – II	Lecture Hrs: 6

Project analysis : types of analysis –technical analysis, economic analysis, financial analysis , sensitivity analysis, social analysis, institutional analysis

UNIT – III	Lecture Hrs:6

Organizing system and processor for project implementation: working of system, design of system, project work system design, work breakdown structure , project execution plan , project procedure manual

UNIT – IV	Lecture Hrs:6

Project risk management: Concept of risk , five stage process in risk management , types of risks , Project risk management – an integrated approach Project risk analysis and management (PRAM)

UNIT – V	Lecture Hrs:6

Monitoring and control: meaning of project monitoring , activities to monitor: project control, the essents of control, post evaluation approach: project benfit monitoring and evaluation-difference between monitoring and evaluation, project benfit monitoring methods :PBM methods-PBM reports-scheduling PBM activities-project completion-impact evaluation

Textbooks:

1. Project management: vasant desai,Himalaya publishing house,edition 2008.

Reference Books:

1. Project management: jack gido, penna state university,edition 2007.
2. Project management : s. chowdary publishers,copyrights1998,by mcgraw hill education pvt ltd.
3. Project management : jeffie k .pinto ,Indian edition ,published by dorling Kindersley india pvt ltd 2009.
4. Project planning scheduling & control: james p .lewis, tata mcgraw hill education pvt ltd.Third edition 2009

Online Learning Resources:

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

https://archive.nptel.ac.in/project management

https://aims.education/project-management-lecture-notes

https://www.coursera.org/courses?query/project management

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

Course Code	General Elective- II (MOOCS)	L	T	P	C
21E00307c	**BUSINESS ETHICS AND CORPORATE GOVERNANCE**	**2**	**0**	**0**	**2**
	Semester		III		

Course Objectives:
- To introduce concept of business ethics, corporate ethics, theories, models and approaches for decision making and ethics in competitive business.
- To Explain role of ethics in business competition.
- To make clear on ethical aspects in various functional areas in the organizations.
- To impart knowledge on Corporate Governance, structure, theories, philosophies and Corporate Social Responsibility (CSR).

Course Outcomes (CO): Student will be able to
- Understand concepts of business ethics, corporate ethics, theories, models and approaches for decision making and ethics in competitive business.
- Recognize the role of ethics in business competition.
- Learn and apply ethical aspects in various functional areas in the corporate business.
- Know Corporate Governance, structure, theories, philosophies and Corporate Social Responsibility (CSR).
- Classify the stakeholders in CSR and correlate CSR with ethical aspects of business.

UNIT – I	Lecture Hrs: 4

Business Ethics:- Ethics meaning, need, scope, nature, importance, functions, need and purpose of business ethics, approaches to business ethics, source of ethical knowledge for business. Evolution of business ethics, Ten popular myths about business ethics, ethical dilemmas ,code of conduct in business, some major unethical business practices.

UNIT – II	Lecture Hrs: 6

Theories of ethics :- Ethical approaches, modern decision making, ten amendments , Aristotle theory of Golden mean, theory of consequentialism, Right Albert Carr's theory of business ethics, W.D Ross seven prima facie duties(rules); Concept of Justice – Types of justice ; Indian Ethos: Advaita vedanta (Shankara), Visishtadvaita Philosophy (Ramanuja), Gandhian Ethics, Ethics of Bhagavat githa, Moral standards in Indian Ethics.

UNIT - III	Lecture Hrs:6

Ethical aspects in Organization:- Ethics issues in marketing and advertisement, Ethical issues in finance and accounting, Ethical issues in HRM, Production and operations management, information technology, Combating frauds, Cyber crime, Whistle blowing., professional ethics and human values, Decision making and types of business companies, Josephson's six Pillars of Character and Business Decision making,

UNIT - IV	Lecture Hrs:6

Corporate Governance:- Purpose- Theories and Philosophies of Corporate Governance, Nature, Characteristics and purpose of corporate governance, Theories of corporate governance, Principles, corporate governance codes and practices.
Share holders- Rights and Protection, issues in corporate governance, The Emerging Trend in corporate governance.

UNIT - V	Lecture Hrs:6

CSR(Corporate Social Responsibility):- Needs, types and nature of social responsibilities, history and evolution of corporate governance in India, Salient features, Structure and Standards of corporate governance in India, Models of corporate governance

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

Textbooks:
1. Business Ethics and Corporate Governance –A.C. Fernando, PearsonEducation.

Reference Books:
• "Perspectives in Business Ethics", Laura P Hartman, Tata McGrawHill.   • Ethics in management and Indian Ethos, Biswanath Ghosh,Vikas   • Bob Tricker, Corporate Governance, Oxford.   • Corporate Governance and Social responsibility, Balachandran, Chandrasekharan,PHI   • Business Ethics -Concepts and Cases,Weiss,Cengage.   • Business Ethics, Himalaya,C.S.V.Murthy.   • Ethical Management, Satish Modh,Mcmillan.

Online Learning Resources:
https://ddceutkal.ac.in/Syllabus/BECG-MBA.pdf   https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1503.pdf   https://www.bimkadapa.in/materials/BECG%20-5-UNITS-PDF.pdf   https://www.augstskola.lv/upload/CSR%20book_FINAL_01.2020.pdf   https://www.himpub.com/documents/Chapter2975.pdf   https://www.icsi.edu/media/webmodules/publications/EGAS-Final.pdf

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

Course Code		General Elective- II (MOOCS)	L	T	P	C
Semester	III	**INNOVATIVE PAYMENT METHODS**	2	0	0	2

Course Objectives:	

- To explain world bank system and mechanism of money transfer
- To discuss usage of micropayments
- To elucidate protocol requirements for credit card
- To impart knowledge on electronic cash payments
- To explain E Security and regulations for electronic payments

Course Outcomes (CO): Student will be able to

- Understand world bank system and mechanism of money transfer
- Know micropayments process usage of wallets and apps
- Learn Electronic invoice presentment and payments
- Know secured online transactions model and digital currencies

UNIT – I		Lecture Hrs: 6

Introduction to money and banking: World banking system, the role of central and commercial banks. Mechanisms of money transfer: giro, cheques, electronic funds transfer. foreign exchange.

UNIT – II		Lecture Hrs: 6

Credit card protocols: Digital certificates, certification chains. The public-key infrastructure. Digital identity documents and remote authentication. The SSL/TLS Protocol, cipher suites, credit card networks, Secure Electronic Transactions (SET), Visa 3D-Secure. Smart and stored-value cards: Smart card architecture and security, RFID cards. Visa Smart

UNIT – III		Lecture Hrs:6

Micropayments: Mobile payments, Wireless payments, digital wallets, the Google wallet all Apps,

UNIT – IV		Lecture Hrs:6

Characteristics of electronic cash: anonymity, un traceability, double-spending prevention. Electronic invoice presentment and payment: Electronic statement delivery, EIPP providers: biller service providers, customer service providers. Thick vs. thin consolidation. Reconciliation. Bill data mining. B2B integration. Invoice elimination: scan-based trading

UNIT – V		Lecture Hrs: 4

E Security & regulation of electronic payments: Updating traditional transactions; Secure online transaction models; Online commercial environments; digital currencies and payment systems; Offline secure processing; private data networks. Security protocols

Textbooks:

Reference Books:
John E.Marshall&vipul K. Bansal : Innovative methods (Prantice Hall)
Jurgen Topper : Financial Engineering with Finite Elements (John Wiley)
Online Learning Resources:
https://www.infosys.com/services/digital-interaction/documents/future-digital-payments.pdf
http://cashlessindia.gov.in/digital_payment_methods.html

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

Course Code	Business Simulation Lab	L	T	P	C
21E00308		**0**	**0**	**2**	**1**
	Semester		**III**		

Course Objectives:	

- To expose the students to learn various online/ offline gathering of the data
- To understand various statistical tools including Excel
- To help the students to visualize using various tools including Excel
- To train them into their functional domains Marketing, Finance and HR
- To understand the basic data base system of MS Access

Course Outcomes (CO): Student will be able to

- To familiarize Students with basic to intermediate data gathering skills for using various tools
- To provide students hands on experience on various statistical Utilities
- To gain proficiency in creating solutions for Data Management and Reporting

UNIT – I		Lecture Hrs: 4

Gathering the data (Using Online/Offline)
Create questioner of Marketing/HR/revenant management stream – gathering primary data - Entering online survey data into excel – sorting and filtering the required shape – Colleting and entering the secondary data (Financial data/ balance sheets/stock data/ mutual fund data/Insurance Data)

UNIT – II		Lecture Hrs: 6

Statistical Analysis (Using Excel / SPSS / R-studio Open-Source Online tools)
Formulation of Hypothesis - Statistical Calculation of Uni Variable - Bi Variable – Multi variable – interpretation of the result

UNIT – III		Lecture Hrs:6

Visualization of Data (Using Excel/Power Bi/ Tableau Public/Other Open Source Visualization tools)
 Introduction Charts –Rules for Creating Charts- Labels- Title of the chart- Axis of the chart- Quick Layout- switch to row to column -changing the data – different types charts

UNIT – IV		Lecture Hrs:6

Database Creation : Data base creation in HR,FINANCE & MARKETING **,** Creating Sales Database – filtering the data – Create models using marketing data – Creating HR Data base – create model for HR data - Calculations of NPV, IRR

UNIT – V		Lecture Hrs:6

Introduction to MS- Access & SPSS: Overview of MS Access – getting started – tables – primary key – over view ribbon – creating data base . Overview of SPSS- Data entry and analysis – main features of SPSS Packages

Textbooks:	

     1.   Glyn Davis & Branko Pecar "Business Statistics Using Excel" Oxford University Press.

Reference Books:	

- David Whigham "Business Data Analysis Using Excel'' Oxford University Press.
- Winstion "Excel 2010 Data Analysis and Business Modelling" PHI Learning Private Limited.
- Bajpai "Business Statistics" Pearson.
- D P Apte : Statistical Tools for Managers USING MS EXCEL, Excel Books.

Online Learning Resources:	

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

https://www.coursera.org/courses?query=microsoftexcel https://onlinecourses.nptel.ac.in
https://swayam.in/Advanced-excel
https://swayam.in/spss-lectures

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

Course Code	Experimental Learning Project	L	T	P	C
21E03309		**0**	**0**	**2**	**1**
	Semester		**III**		

Experiential learning project is a multifaceted assignment that serves as a group academic and intellectual experience. Students are required to take up a mini project work, in which the student or a team of maximum four students can choose any specific problem of Industry / Industry based project work / social problem that interests them. Student or team need to conduct research on the subject, maintain a portfolio of findings or results, create a final product demonstrating their learning acquisition or conclusions (as a paper, short film, or multimedia presentation), and give an oral presentation before the Project Review Committee consisting of Head of the Department, supervisor/mentor and two other senior faculty members of the department

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

Course Code	Derivatives and Risk Management	L	T	P	C
21E01401		**4**	**0**	**0**	**4**
	Semester		IV		

Course Objectives:	

- To give an overview of Financial Derivatives, growth, types of derivatives.
- To Explain fundamental linkages between spot & derivative markets.
- To infuse knowledge on functioning and types of future and forward markets.
- To impart knowledge on types of risks, risk management and techniques to manage risks

Course Outcomes (CO): Student will be able to

- Understand concepts of Derivative, and types of derivatives
- Recognize the inter relationship of Spot & derivative markets.
- Learn the functioning of future and forward markets.
- Identify types of risks, risk management
- Apply various techniques to manage risks in derivatives market

UNIT - I		Lecture Hrs: 8

Introduction to Derivatives – Development and Growth of Derivative Markets, Types of Derivatives, Fundamental linkages between spot & Derivative Markets, The Role of Derivatives Market, Uses & Misuses of derivatives.

UNIT - II		Lecture Hrs: 12

Introduction to Risk: Types of Risks, Risk Identification and Measurement, Risk Management process- Risk Management Techniques - Non Insurance Methods.

UNIT - III		Lecture Hrs:12

Future and Forward Market structure of forward and Future Markets, Mechanics of future markets, Hedging Strategies, Using futures, Determination of forward and future prices – Interest rate futures, currency futures and options

UNIT - IV		Lecture Hrs:12

Insurance as a Risk Management: Techniques, Principles: Principle of Indemnity, Principle of Insurable Interest, Principle of Subrogation, Principle of utmost good Faith, Requisites of Insurable Risks – Functions of insurance

UNIT - V		Lecture Hrs:12

Requirements of an Insurance Contract: Distinguishing Characteristics of Insurance Contracts, Role of Agents and Brokers- IRDAI Regulations.

Textbooks:

1. Risk Management Insurance and Derivatives, G. Koteshwar: Himalaya, 2008
2. Financial Derivatives, Mishra: Excel, 2009.

Reference Books:

- Risk Management & Derivatives, Stulz, Cengage,2009
- Derivatives and Risk Management, Jayanth Rama Varma: TMH, 2008.
- Financial Derivatives, Gupta, 1st Edition, PHI 2008

Online Learning Resources:

https://www.youtube.com/playlist?list=PLLy_2iUCG87CTB2vv9njHaJbmQoa9S5gK
https://ebooks.lpude.in/management/mba/term_4/DMGT513_DERIVATIVES_AND_RISK_MANAGEMENT.pdf
https://archive.nptel.ac.in/courses/110/107/110107128/

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

Course Code	Specialization Elective – VI	L	T	P	C
21E00402a	International Financial Management	4	0	0	4
	Semester		IV		

Course Objectives:	

- To present an overview of International Financial Management , nature , scope and importance.
- To impart knowledge on Foreign Exchange Market, functions and structure , transaction and settlement mechanism.
- To explain meaning of foreign exchange exposure , types of exposure and risk involved.
- To discuss cross-border investment decisions , project evaluation techniques and risk involved in cross-border investment decisions.
- To explicate financing decisions of MNCs and working capital management.

Course Outcomes (CO): Student will be able to

- Understand an overview of International Financial Management , nature , scope and importance.
- Acquire knowledge on Foreign Exchange Market, functions and structure , transaction and settlement mechanism.
- Identify different types of foreign exchange exposure and risk involved.
- Evaluate cross-border investment decisions using various project evaluation techniques and risk involved in cross-border investment decisions.
- Know evaluation of financing decisions and factors influencing financing decisions.
- Take decision on effective utilization of components of working capital.

UNIT – I		Lecture Hrs: 8

Introduction to International Financial management: IFM meaning**,** Difference between FM & IFM, Nature, Scope, Importance.

UNIT – II		Lecture Hrs: 12

Foreign Exchange Market: Functions and Structure of the Forex markets, major participants, types of transactions and settlements, Foreign exchange quotations, .

UNIT - III		Lecture Hrs:12

Management of foreign exchange exposure and risk: Types of Exposure, Economic Exposure, Transaction Exposure, Operating Exposure.

UNIT – IV		Lecture Hrs:12

Cross-border Investment Decisions: Capital budgeting, Approaches to Project Evaluation, Risk in Cross-border Investment Decisions.

UNIT – V		Lecture Hrs:12

Financing Decisions of MNC`s & Working Capital Management: Introduction, the cost of capital, capital structure, Cash management, management of receivables, Inventory management

Textbooks:

1. International Financial Management, V.K.Bhalla ,S.Chand
2. International Financial Managemen, Ephriam Clark , Cengage.

Reference Books:

- International Finance , Prakash .G.Apte, TMH
- International Financial Management, T. Siddaiah: Pearson.
- International Financial Management ,M.K.Rastogi
- International Financial Management, S. Eun Choel and Risnick Bruce: TMH.
- International Financial Management, Machi Raju, HPH.

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

• international finance management, Jeff Madura, Cengage.
Online Learning Resources: https://online-degree.swayam.gov.in/dyp20_d02_s3_fm04/preview https://www.iimb.ac.in/InternationalFinacialManagement https://nptel.ac.in/InternationalFinaincialManagement

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION (FINTECH)

Course Code		L	T	P	C
21E03403	**PROJECT WORK**	**0**	**0**	**20**	**10**

Semester IV	

Students are required to take up a project work, in which the student can choose any specific problem of Industry or Industry based project work. Alternatively it can be secondary source based or Field based project work. Before the commencement of the project work each student is required to submit a synopsis indicating the objectives, Methodology, Framework for analysis, Action plan with milestones in order to have clarity for the subsequent work. The project should have an internal faculty as guide. The student shall initiate project work immediately after II semester and evaluation shall take place in IV semester.

Reference Books:

- Business Essentials: *Research Project*,Viva.
- Paul Oliver: Writing Your Thesis,Sage.
- M.K.Rampal & S.L.Gupta: Project Report Writing, Paragon International.
- Michael Jay Polonsky: David S Waller: Designing and Managing a Research Project, Sage.
- Surendra Kumar: An Aid to Project Work, Paragon International.