**M.Com (Financial Technology)**

**Program Code:**

**Syllabus**

**(With effect from 2022 - 23)**



**DEPARTMENT OF COMMERCE**

**Bharathiar University**

**(A State University, Accredited with “A” Grade by NAAC and**

**13th Rank among Indian Universities by MHRD-NIRF)**

**Coimbatore - 641 046, India**

**BHARATHIAR UNIVERSITY: COIMBATORE 641046**

**DEPARTMENT OF COMMERCE**

**MISSION**

* To impart social consciousness among students
* To Provide value based education for enhancing employability skills in the area of Finance and Accounting.
* To Train the students with innovative leadership qualities
* To impart quality higher education to excel in their life.
* To provide students with better research platform

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| **Program Educational Objectives (PEOs)** |
| The M.Com (Financial Technology) program describe accomplishments that graduates are expected to attain within five to seven years after graduation |
| PEO1 | With finance and Technology knowledge graduates will be able to work in the emerging fields of Financial Technology  |
| PEO2 | Graduates can enroll for higher studies and pursue career in research |
| PEO3 | IT Giants like TCS, Wipro, Infosys, HCL etc., and BFSI giants are ready to hire graduates with finance and accounting with computer skills.  |
| PEO4 | Graduates will take financial advisory service role |
| PEO5 | Graduates will be able to clear Net /SLET which places them in the teaching job |
| PEO6 | Graduates will be able to work in the challenging and demanding work environment of Financial service industry |
| PEO7 | Graduates will be able to pursue advance degrees like Ph.D., with specialization |
| PEO8 | Graduates will be able to provide solutions in the field of Finance and Technology |
| PEO9 | Graduates will be able to get jobs in private, public and Government sectors |
| PEO10 | Graduates are prepared to participate in diverse sectors of the economy |

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| **Program Specific Outcomes (PSOs)** |
| After the successful completion of M.Com (Financial Technology) program, the students are expected to |
| PSO1 | Develop Skills to work in the financial supporting services |
| PSO2 | Develop the skills on the application of statistical tools in Business decision-making |
| PSO3 | Develop skills to participate and provide advisory in the capital market |
| PSO4 | Graduates will have proficiency to attend professional exams |
| PSO5 | Students will be able to take up a job in emerging financial technology domain  |

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| **Program Outcomes (POs)** |
| On successful completion of the M.Com (Financial Technology) program |
| PO1 | To provide a comprehensive domain knowledge of Finance, Accounting and Research |
| PO2 | To develop proficiency in applying technical skill / Modern Technology in Business and Management. |
| PO3 | To apply the acquired knowledge to take appropriate decisions for complex business Problems. |
| PO4 | To work independently and as a team by understanding the Business Ethics and Social Values. |
| PO5 | To create a thrust for continuous learning and updating in the assigned work. |
| PO6 | To train the student to meet the challenges in industry  |
| PO7 | To equip the students in the area of financial Technology. |
| PO8 | To take up a research work |
| PO9 | The practical exposure in finance and different technology papers helps the students to take a challenging jobs |
| PO10 | To excel in applying various financial technology models and software’s. |

**ELIGIBILITY FOR ADMISSION TO THE COURSE**

 Any UG degree in Commerce, Management, Computer Science, Computer Applications, Information Technology and Mathematics.

**DURATION OF THE COURSE**

### The course shall extend over a period of two years comprising four Semesters, with two Semesters per year. There shall not be less than ninety instructional days for each semester. Examination shall be conducted at the end of each semester for the respective subjects.

 **COURSE OF STUDY AND SCHEME OF EXAMINATION**

The course of study and scheme of examination for the M.Com (Financial Technology) course

Shall consist of the following:

**BHARATHIAR UNIVERSITY: COIMBATORE - 641 046**

## **M.Com (Financial Technology) Curriculum (University Department)**

**(For the Students admitted during the Academic Year 2022 – 23 onwards)**

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| **Course code** | **Title of the course** | **Credits** | **Hours / Week** | **Maximum Marks** |
| **Theory** | **Practical** | **CIA** | **ESE** | **Total** |
| **First Semester** |
| 13A | Introduction to Financial Technology | 4 | 5 |  | 50 | 50 | 100 |
| 13B | Financial Statement Analysis | 4 | 5 |  | 50 | 50 | 100 |
| 13C | Quantitative Techniques for Finance | 4 | 5 |  | 50 | 50 | 100 |
| 13D | Python for Finance | 4 | 5 |  | 50 | 50 | 100 |
| 13E | Big Data Analytics  | 4 | 5 |  | 50 | 50 | 100 |
| 1EA | Oracle & RDBMS | 4 | 5 |  | 50 | 50 | 100 |
|  |  **(or)** |  |  |  |  |  |  |
| 1EB | Insurance and Risk Management \* | 4 | 5 |  | 50 | 50 | 100 |
| Supportive | Offered by other Department | 2 | 2 |  | 25 | 25 | 50 |
|  | **Total** | **26** |  |  |  |  | **650** |
| **Second Semester** |
| 23A | Applied Cost Accounting | 4 | 5 |  | 50 | 50 | 100 |
| 23B | Stock Market Operations | 4 | 5 |  | 50 | 50 | 100 |
| 23C | GST and Other Indirect Taxation | 4 | 5 |  | 50 | 50 | 100 |
| 23D | AI / ML for Financial Sector | 4 | 5 |  | 50 | 50 | 100 |
| 23E | Strategic Financial Management | 4 | 5 |  | 50 | 50 | 100 |
| 2EA | Financial Derivatives | 4 | 5 |  | 50 | 50 | 100 |
|  |  **(Or)** |  |  |  |  |  |  |
| 2EB | Fixed Income Securities Markets \* | 4 | 5 |  | 50 | 50 | 100 |
| Supportive | Offered by other Department | 2 | 2 |  | 25 | 25 | 50 |
|  | **Total** | **26** |  |  |  |  | **650** |
| **Third Semester** |
| 33A | Data Analysis through SPSS | 4 | 5 |  | 50 | 50 | 100 |
| 33B | Advanced Corporate Accounting | 4 | 5 |  | 50 | 50 | 100 |
| 33C | Analytics for Finance | 4 | 5 |  | 50 | 50 | 100 |
| 33D | Block Chain Management | 4 | 5 |  | 50 | 50 | 100 |
| 33E | Security Analysis and Portfolio Management | 4 | 5 |  | 50 | 50 | 100 |
| 3EA | Financial Modeling | 4 | 5 |  | 50 | 50 | 100 |
|  |  **(Or)** |  |  |  |  |  |  |
| 3EB | Internet of Things \*  | 4 | 5 |  | 50 | 50 | 100 |
| Supportive | Offered by other Department | 2 | 2 |  | 25 | 25 | 50 |
|  | **Total** | **26** |  |  |  |  | **650** |
| **Fourth Semester** |
| 46I | Internship & Training | 4 |  |  | 100 | - | 100 |
| 47V | Project & Viva –Voce | 8 |  |  | 100 | 100 | 200 |
|  | **Total** | **12** |  |  |  |  | **300** |
|  | **Grand Total** | **90** |  |  |  |  | **2250** |

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|  |  | **Credits** |  |  |  |  |  |
|  | **ONLINE COURSE (Offered by Swayam, MOOCs, NPTEL Course etc.)** |
|  | Online Course | 2 |  |  |  |  |  |
|  | **VALUE ADDED COURSES** |  |  |  |  |  |  |
| 1. | Credit Analyst (First Year) | 4 |  |  |  |  |  |
| 2. | Digital Marketing (Second Year) | 4 |  |  |  |  |  |
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|  | **CERTIFICATE COURSES (Any Two)** | 8 |  |  |  |  |  |
| 1. | NCFM - Technical Analysis Module | https://www.nseindia.com/learn/self-study-ncfm-modules-intermediate-technical-analysis-module |
| 2. | Python 3.4.3 - Prof Kannan Moudgalya | https://onlinecourses.swayam2.ac.in/aic20\_sp33/preview |
| 3. | Organizational Behaviour - Prof.(Dr.) Vishal Kumar | https://onlinecourses.swayam2.ac.in/cec22\_ge25/preview |
| 4. | Communication Technologies in Education - Dr.Dhaneswar Harichandan | https://onlinecourses.swayam2.ac.in/cec22\_ed30/preview |
| 5. | Supply Chain Management - Dr.P.Chitramani | https://onlinecourses.swayam2.ac.in/cec22\_mg22/preview |
| 6. | State and Local Governance: Machinery & Processes - Dr (Prof) Ajmer Singh Malik | https://onlinecourses.swayam2.ac.in/cec22\_hs45/preview |
| 7. | Corporate Law - Prof. (Dr.) Harpreet Kaur | https://onlinecourses.swayam2.ac.in/cec22\_lw13/preview |
| 8. | Business Environment - Chhavi Jain | https://onlinecourses.swayam2.ac.in/imb22\_mg28/preview |
| 9. | Continuous Quality Improvement: Tools and Techniques - Dr. Sanjeev Singh | https://onlinecourses.swayam2.ac.in/imb22\_mg30/preview |
| 10. | BCOS-184 E-Commerce - Dr. Subodh Kesharwani  | https://onlinecourses.swayam2.ac.in/nou22\_cm20/preview |

**Note:**

**\* Elective Paper**

* Students can opt the elective paper
* 1EA, 2EA,and 3EA will be in teaching mode.
* 1EB,2EB, and 3EB will be in self-learning mode.

 \*\* All the students must complete the online course offered by Swayam within three semesters and the certificate must be submitted to the **Controller of Examinations, Bharathiar University** through the Head of the Department for inclusion of Credits in the Marks statement.

\*\*\*All the students must complete any 2 courses from the above listed course and submit the certificate in the department on or before the end of third semester. Department will further submit the same to the **Controller of Examinations, Bharathiar University** for inclusion of Credits in the Marks Statement.

**Supportive Courses offered to other Departments**

Paper – I Principles of Accounting 2

Paper – II Principles of Modern Banking 2

***Model Question Paper Pattern for Core and Elective Papers***

**Time: 3 Hours Maximum Marks: 50 Marks**.

**Section A – (10 x 1 = 10)**

Answer All the questions

Each question carries one mark

Q. No.1. – Q. No. 10 - Objective questions with four multiple choices

**Section B – (5 x 3 = 15)**

Answer All the questions

Each question carries three marks

Q. No. 11 – Q. No. 15 - Questions with internal choices (either (a) or (b) type

**Section C – (5 x 5 = 25)**

Answer all the questions

Each question carries five marks

Q.No. 16 – Q.No. 20 - Questions with internal choices (either (a) or (b) type)

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***Model Question Paper Pattern for Supportive Paper***

**Time: One Hour 30 Minutes Maximum Marks: 25 Marks**

**Section A – (5 x 2 = 10)**

Answer all the questions

Each question carries two marks

Q. No. 1 – Q. No. 5

**Section B – (3 x 5 = 15)**

Answer all the questions

Each question carries five marks

 Q. No. 6 – Q. No. 8 - Questions with internal choices (either (a) or (b) type

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| **Course code** |  | **PRINCIPLES OF ACCOUNTING** | **L** | **T** | **P** | **C** |
| **Core/Elective/Supportive** | Supportive paper - I | **2** |  |  | **2** |
| **Pre-requisite** | Basic Knowledge in Accounting | **Syllabus Version** | **2022-23** |
| **Course Objectives:** |
| The main objectives of this course are to: 1. Acquaint students with the principles of accounting
2. Gain knowledge on final accounts
3. Learn the Methods of depreciation
 |
|  |
| **Expected Course Outcomes:** |
| On the successful completion of the course, student will be able to: |
| 1 | Acquire knowledge on Accounting Concepts | K1 |
| 2 | Able to prepare the final accounts.  | K5 |
| 3 | Evaluate methods of Depreciation | K5 |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create |
| **Unit:1** | **Basic Concepts of Accounting** | **10- hours** |
| Meaning and Scope of Accounting - Accounting and Concepts - Journalizing Transactions. |
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| **Unit:2** | **Process of Final Accounts**  | **10- hours** |
| Subdivision of Journal - Ledger Posting - Trial Balancing - Bank Reconciliation Statement- Final Accounts (Simple Adjustments ). |
|  |
| **Unit:3** | **Depreciation and Types** | **10- hours** |
|  Depreciation - Meanings - Features - Causes - Needs - Factors Affecting Depreciation - Methods of Calculating Depreciation (Straight Line & Written Down Value Methods only). |
|  | **Total Lecture hours** | **30- hours** |
| **Note: Question paper shall cover 40% theory and 60% Problems.** |
| **Text Book(s)** |
| 1 | T.S Reddy &A,Murthy “Advanced Accountancy “ Margham Publications, Chennai, 2015  |
| 2 | N.Vinayagan, K.L.Mani and K.L.Natarajan "Principles of Accountancy". S.Chand& Co. Limited , New Delhi, 2010 |
| **Reference Books** |
| 1 | S.K. Battacharyya, “Accounting for Management”, Vikas Publication, New Delhi, 1997  |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** |
| 1 | https://youtu.be/9Quvow8Cnk  |
| 2 | https://youtu.be/Qvp3Kbb3SGM  |
| Course Designed By: Dr.M.Sivaprakasam / E-Mail ID: sivaprakash51990@gmail.com |
|  **Mapping with Programme Outcomes** |
| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | S | S | M | M | S | S | S | S | S | S |
| **CO2** | S | S | S | S | S | M | S | S | S | M |
| **CO3** | M | S | S | S | L | S | S | S | M | S |

\*S-Strong; M-Medium; L-Low

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| **Course code** |  | **PRINCIPLES OF MODERN BANKING** | **L** | **T** | **P** | **C** |
| **Core/Elective/Supportive** | Supportive paper - II | **2** |  |  | **2** |
| **Pre-requisite** |  Basic Knowledge in Banking Practices | **Syllabus Version** | **2022-23** |
| **Course Objectives:** |
| The main objectives of this course are to: 1. Acquaint with the banking practices of central bank of India
2. Understand the adoption of information technology in banking
3. Learn the electronic Payment Systems
 |
| **Expected Course Outcomes:** |
| On the successful completion of the course, student will be able to: |
| 1 | Know the Indian banking system, functions of central bank and its contribution to the Indian economy | K2 |
| 2 | Explore the financial services provided through e-banking and how the banking risks are managed | K3 |
| 3 | Apply the electronic Payment Systems | K3 |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create |
| **Unit:1** | **Introduction of Banking** | **10- hours** |
| Banking System – Role of Banks in Economic Development – Central Bank – Functions. |
| **Unit:2** | **Electronic Banking** | **10- hours** |
| E–Banking - Risk Management for E–Banking – Benefits of E-Banking – Drawbacks of E–Banking – Mobile Banking – Telephone Banking, Online Banking – ATM – Mechanism – Functions – Importance – Electronic Funds Transfer. |
| **Unit:3** | **Electronic Payment System** | **10- hours** |
| **Overview of domestic Payment systems – Role of RBI in e-payments - NCPI – Meaning – Role and Responsibilities of NCPI – UPI- RuPay- CTS –IMPS– NACH- Bharat Bill Pay – AePS – Cyber Security.** |
|  | **Total Lecture hours** | **30- hours** |
| **Note: Question paper shall cover 100% theory.** |
| **Text Book(s)** |
| 1 | Dr.S.Gurusamy, “Banking Theory Law and Practice” Vijay Nicols Imprints Private Limited, Chennai, 2010 |
| 2 | S.Natarajan& R. Parameshwaran, “Indian Banking” S.Chand& Co. Limited,New Delhi,2010  |
| **Reference Books** |
| 1 | Muraleedhran, “Modern Banking Theory and Practice”, PHI Learning Pvt Ltd, New Delhi, 2014  |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** |
| 1 | https://www.npci.org.in/ |
| 3 | https://www.rbi.org.in/scripts/PaymentSystems\_UM.aspx |
| 4 | **https://www.youtube.com/watch?v=p4ijheEb2cg** |
| Course Designed By: S.Arun Kumar / E-Mail ID: s\_arunkumar@yahoo.com |
| **Mapping with Programme Outcomes** |
| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | S | S | M | M | S | S | S | S | S | S |
| **CO2** | S | S | S | S | S | M | S | S | S | M |
| **CO3** | M | S | S | S | L | S | S | S | M | S |

\*S-Strong; M-Medium; L-Low

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| **Course code** | **13A** | **INTRODUCTION TO FINANCIAL TECHNOLOGY** | **L** | **T** | **P** | **C** |
| Core | **4** | **-** | **-** | **4** |
| **Pre-requisite** | Basic Knowledge in Computer Application | Syllabus Version | **2022 - 23** |
| **Course Objectives:** |
| The main objectives of this course are to: * To learn the basic of Fintech and emerging technologies.
* To understand the framework of block chain
* To Learn Cypto currency and Block chain technology
* To learn various analytics tools used in financial service industry
* To learn the basic concepts of machine learning
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| **Expected Course Outcomes:** |
| On the successful completion of the course, student will be able to: |
| 1 | Understand global FinTech landscape and describe the role of banks and financial service providers in shaping and responding to innovation and disruption | K2 |
| 2 | Apply the concepts of block chain | K3 |
| 3 | Familiarize with Crypto Currency Mechanism | K2 |
| 4 | Remember the basics of data analysis | K1 |
| 5 | Evaluate the applications of machine learning | K5 |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create |
| **Unit I** | **Introduction to Fintech** | **10 Hours** |
| Overview of Fintech Disruptions in the area of Payments, Wealth Management, Investments, Lending, Reg Tech and Insurance Tech Fintech Hubs-The History of Fintech- Block chain, Wearable’s and Other Emerging Technologies |
| **Unit II** | **Block Chain** | **12 Hours** |
| History of Ledger and Accounting practices, Decentralized Ledger concepts and Business rules, Basics of block chain technology: Block chain Technology Stack-Blocks-Mining-Consensus-Distributed Databases-Ethereum Smart Con Contracts-Security |
| **Unit III** | **Crypto currency** | **12 Hours** |
| Crypto Currency: Evolution of Crypto currencies-A brief on ICO’s-Block chain Frameworks Block chain Implementation: Block chain as a Financial System-Block chain for Provenance Tracking-Block chain for Interorganisational Record / Asset-keeping-Block chain for Multi-party Aggregation. |
| **Unit IV** | **Analytics:** | **10 Hours** |
| An Introduction to Data Analytics- Role of Analytics in the Modern World-Types of Analytics: Descriptive, Diagnostic, Predictive, Prescriptive-Data Analytics and Ethical Issues, Basics of Statistical Analysis: Descriptive and Inferential Statistics-Mean/Median/Mode-Standard Deviation/Covariance/Correlation, Basics of Python for Data Analysis: Installation of Anaconda-Data Types and Functions-Data Manipulation and Preparation, Data Visualization in Python, Sentiment Analysis. |
| **Unit V** | **Introduction to Machine Learning** | **14 Hours** |
| An Introduction to Machine Learning-Evolution of ML- Trends in ML-Application of Machine Learning-Best Practices of Machine Learning-Machine Learning in future-Machine Learning Algorithms: Classification-Regression-Forecasting-Clustering, Neural Networks: Perception Learning-Back propagation Learning-Object Recognition, Deep Learning – Keras:-Setting up KERAS-Creating a Neural Network-Training Models and Monitoring-Artificial Neural Networks |

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| **Unit:6** | **Contemporary Issues** | **2 Hours** |
| Webinars – Quiz - Online Assignments |
|  | **Total Lecture Hours** | **60 Hours** |
| **Note: Question paper shall cover 100% theory.** |
| **Books for Study** |
| 1 | Sanjay Phadke (2020), Fintech Future : The Digital DNA of Finance, SAGE Publications |
| 2 | Seth Swanson, FinTech: For Beginners! Understanding & Utilizing The Power Of Financial Technology, Createspace Independent Pub |
|  |
| **Books for Reference**  |
| 1 | Susanne Chishti and Janos Barberis (2016), The FINTECH Book: The Financial Technology Handbook for Investors, Entrepreneurs and Visionaries, Wiley |
| 2 | Parag Y Arjunwadkar (2018),FinTech: The Technology Driving Disruption in the Financial Services Industry, Auerbach Publications |
| 3. | Richard Hayen, FinTech: The Impact and Influence of Financial Technology on Banking and the Finance Industry, Createspace Independent Pub |
|  |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** |
| 1 |  |
|  |
| Course Designed By: NSE ACADEMY LTD / E-Mail ID: |
|  **Mapping with Programme Outcomes** |
| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | M | M | M | M | M | M | M | M | M | M |
| **CO2** | M | M | M | S | S | S | S | S | M | S |
| **CO3** | M | S | M | S | S | S | S | S | M | M |
| **CO4** | M | S | S | S | S | S | S | S | S | S |
| **CO5** | M | S | S | S | S | S | S | S | S | S |

\*S - Strong; M - Medium; L - Low

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| **Course code** | **13B** | **FINANCIAL STATEMENT ANALYSIS** | **L** | **T** | **P** | **C** |
| Core | **4** | **-** | **-** | **4** |
| **Pre-requisite** | Basic Knowledge in Accounting | Syllabus Version | **2022 - 23** |
| **Course Objectives:** |
| The main objectives of this course are to: * To acquire knowledge in the techniques of Management Accounting.
* To understand need for Working Capital.
* To lay a base for budgeting and Budgetary Control
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| **Expected Course Outcomes:** |
| On the successful completion of the course, student will be able to: |
| 1 | Interpret the Financial Statements. | K3 |
| 2 | Compute Working Capital Requirements | K3 |
| 3 | Prepare the Fund Flow and Cash Flow Statement | K4 |
| 4 | Prepare different types of Budget | K5 |
| 5 | Helps Management in Decision Making | K6 |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create |
|  |
| **Unit:1** | **Introduction to Management Accounting** | **10 Hours** |
| Nature and Scope of Management Accounting – Functions – Financial Accounting Vs Management Accounting – Relationship Between cost and Management Accounting – Tools Techniques of Management Accounting and Financial Statement Analysis. |
|  |
| **Unit:2** | **Ratio Analysis** | **12 Hours** |
| Ratio Analysis – Advantages – Limitations – Classification of Ratios – Working Capital Management - Determinants and Computation of Working capital – Forecast of Working Capital Requirements. |
|  |
| **Unit:3** | **Fund Flow and Cash Flow Statement** | **12 hours** |
|  Funds Flow Statement – Concept of Funds and Flow of Funds – Importance of Funds Flow Statements – Limitations – Schedule of Changes in Working Capital – Preparation of Funds Flow Statement – Cash Flow Statement – Funds Flow Statement Vs Cash Flow Statement – Uses of Cash Flow Statement – Limitations – Preparation of Cash Flow Statement. |
|  |
| **Unit:4** | **Budgeting and Budgetary Control** | **12 Hours** |
| Budgeting and Budgetary Control – Objectives of Budgetary Control – Essentials of Budgetary Control – Advantages – Limitations – Classification and Types of Budgets – Sales, Production, Cost of Production, Purchase and Flexible Budgets – Cash Budget. |
|  |
| **Unit:5** | **Standard Costing** | **12 Hours** |
| Standard Costing and Variance Analysis - Advantages and Limitations of Standard Costing – Distinguish between budgetary control and standard costing – Introduction of Standard Costing System – Variance Analysis and Computation of Variances.  |

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| **Unit:6** | **Contemporary Issues** | **2 Hours** |
| Expert lectures, online seminars – webinars |
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|  | **Total Lecture Hours** | **60 Hours** |
| **Note: Question Paper shall cover 40% Theory and 60% Problems** |
| **Books for Study** |
| 1 | S.N.Maheswari, “Management Accounting”, Vikas Publishing House, New Delhi, 2018 |
| 2 | M.Y Khan &P.K.Jain, “Management Accounting and Financial Analysis”, Tata McGraw Hill Publishing Company Limited, New Delhi, 2006 |
|  |
| **Books for Reference**  |
| 1 | R.K.Sharma& Shashi K.Gupta, “Management Accounting Principles and Practice”, Kalyani Publishers, New Delhi, 2009 |
| 2 | Manmohan Goyal, “Management Accounting”, SahityaBhawan Publishers and Distributors Pvt Ltd, Uttar Pradesh, 2007  |
|  |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** |
| 1 | https://swayam.gov.in/nd1\_noc20\_mg65/preview |
| 2 | https://swayam.gov.in/nd2\_imb20\_mg31/preview |
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| Course Designed By: Dr. M. Jegadeeshwaran / E-Mail ID: drmjegadeesh@gmail.com |

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| **Mapping with Programme Outcomes** |
| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | S | S | S | S | S | S | S | M | M | M |
| **CO2** | S | S | S | S | S | S | S | M | M | M |
| **CO3** | S | S | S | S | S | S | S | M | M | M |
| **CO4** | S | S | S | S | S | S | S | M | M | M |
| CO5 | S | S | S | S | S | S | S | M | M | M |

\*S-Strong; M-Medium; L-Low

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| **Course Code** | **13C** | **QUANTITATIVE TECHNIQUES** **FOR FINANCE** | **L** | **T** | **P** | **C** |
| Core | **4** | **-** | **-** | **4** |
| **Pre-requisite** | Basic knowledge in Statistics and Operations Research | **Syllabus Version** | **2022 - 23** |
| **Course Objectives:** |
| The main objectives of this course are: 1. To understand the various applications used in QT for finance decision
2. To apply the various quantitative techniques to solve business problems
3. To determine and evaluate the project to minimize the cost and time
4. To be able to select the best course of action and to improve the professional skills for their

 business |
|  |
| **Expected Course Outcomes:** |
| On the successful completion of the course, students will be able to: |
| 1 | understand the basic theory of probability and applications of theoretical distribution in finance | K2 |
| 2 | Know the role and applications of queuing theory, simulation and time series in business for financial analysis. | K3 |
| 3 | Analyze and interpret the various index numbers in business and to know the economic and business index in India. | K4 |
| 4 |  Determine and evaluate the project to minimize the cost and time through CPM. | K5 |
| 5 | Apply the inventory control technique to control the material cost and to identify the optimum profit through game theory that is minimized lose and maximize the profit. | K6 |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create |
|  |
| **Unit:1** | **Probability Theory and Distribution** | **12 Hours** |
| Probability – Definition- Addition and multiplication rules Probability distribution – Theoretical distributions – Binomial poison and normal – Simple problems applied to finance. |
|  |
| **Unit:2** | **Queuing Theory and Time Series Analysis** | **12 Hours** |
| Queuing theory – Applications to Business Decisions – Simulation – Monte Carlo Techniques - Time series – Components of time series – Use of time series data for financial analysis. |
|  |
| **Unit:3** | **Index Number and Its Applications** | **10 Hours** |
|  Index numbers – concepts – simple and weighted index numbers – Economic and business index numbers published in India |
|  |
| **Unit:4** | **Network Analysis** |  **12 Hours** |
| Network Analysis - Managerial Applications - CPM / PERT network components - CPM - Methodology - Critical Path - Total Float, Free Float - Independent Float - Distinction Between PERT and CPM.  |
|  |
| **Unit:5** |  **Inventory Management and Game Theory** | **12 Hours** |
| Inventory Management - Determinants - Factors affecting Inventory Control - EOQ - inventory models - Types of Inventory models - Game theory - Zero sum Games: Arithmetic and Graphical Method,  |
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| **Unit:6** | **Contemporary Issues** | **2 Hours** |
| Expert lectures, online seminars - webinars,  |
|  | **Total Lecture Hours** | **60 Hours** |
| **Note: Question paper shall cover 40% theory and 60% Problems.** |
| **Books for Study** |
| 1 | **C.R.Kothari**, (2019)“Quantitative Techniques”, Vikas Publications, New Delhi |
| 2 | **V.K. Kappor**, (2018) "Operations Research - Problems and Solutions", Sultan Chand & Sons Publisher, New Delhi,  |
| **Books for Reference**  |
| 1 | **E.A. Parameswara Gupta (2019)** Operations Research & Quantitative Techniques, Himalaya Publishing House Pvt. Ltd, Mumbai.  |
| 2 | S.P. Gupta (2019), “Statistical Methods”, S.Chand& Sons Publisher, New Delhi. |
| **Note: Question Paper shall cover 40% Theory and 60% Problems.** |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** |
| 1 | <https://youtu.be/owLT5KDrqAs> |
| 2 | E-book: **P.K. Gupta and DS Hira, Operations Research, S. Chand Publishing, New Delhi** |
|  |
| Course Designed By: Dr. P. Chellasamy / E-Mail ID: drchellamsamy@gmail.com |

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| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | M | S | M | M | S | S | S | M | S | S |
| **CO2** | S | S | S | M | S | S | S | S | S | M |
| **CO3** | S | S | S | S | S | S | S | S | S | S |
| **CO4** | S | S | S | S | S | S | S | M | S | S |
| CO5 | S | S | S | S | S | S | M | M | M | M |

\*S-Strong; M-Medium; L-Low

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| **Course code** | **13D** | **PYTHON FOR FINANCE** | **L** | **T** | **P** | **C** |
| Core | **4** | **-** | **-** | **4** |
| **Pre-requisite** | Basic knowledge in computer application | **Syllabus Version** | **2022 - 23** |
| **Course Objectives:** |
| The main objectives of this course are to: * To provide a broad understanding of the principles and techniques of Python coding for finance applications.
* To get comfortable with the main elements of Python programming
* Write and execute basic Python code to perform advanced calculation, generate outputs, create variables, abstract from data, etc.
* To apply financial models and formulae.
* To illustrate how data analytics can improve financial decision-making.
 |
| **Expected Course Outcomes:** |
| On the successful completion of the course, student will be able to: |
| 1 | To perform advanced calculation, generate outputs, create variables, abstract from data using python. | K4 |
| 2 | Learn python models and techniques that aid design, analysis and evaluation of financial decision-making. | K2 |
| 3 | Learn and implement advanced machine learning models in finance using python | K2 & K3 |
| 4 | Create Excel, Web and GUI based design for trading platforms to support analytics | K6 |
| 5 | Attain a broad understanding of the principles of quantitative evidence based financial decision making | K2 |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create |
| **Unit I** | **Python and Finance** | **10 Hours** |
| Python- History of Python- Python Ecosystem- Technology in Finance- Rise of Real-Time Analytics- Finance and Python Syntax- Efficiency and Productivity Through Python- From Prototyping to Production- Python Deployment- Anaconda- IPython- Spyder- Algorithmic Trading- Python for Algorithmic Trading- Machine and Deep Learning. |
| **Unit II** | **Working with Financial Data** | **12 Hours** |
| Reading Financial Data from Different Sources- Working with Open Data Sources- Retrieving Historical Structured Data- Retrieving Historical Unstructured Data- Storing Financial Data Efficiently- The process of algorithmic trading- Moving averages- Technical analysis techniques- Crossovers- Pairs trading- Data Visualization- Two-Dimensional Plotting- One-Dimensional Data Set- Two-Dimensional Data Set- Other Plot Styles- Financial Plots- Financial Data- Regression Analysis. |
| **Unit III** | **Models and Concepts** | **14 Hours** |
| Supervised Learning Models: An Overview- Linear Regression- Ordinary Least Squares- Regularized Regression- Logistic Regression- K-Nearest Neighbors- Linear Discriminant Analysis- Classification and Regression Trees- Ensemble Models- ANN-Based Models- ANN using sklearn- Using ANNs for supervised learning in finance- Model Performance- Over fitting and Under fitting- Cross Validation- Evaluation Metrics- Unsupervised Learning: Dimensionality Reduction- Clustering Techniques- k-means Clustering. |
| **Unit IV** | **Advanced Machine Learning Models in Finance** | **12 Hours** |
| Investigating advanced classifiers- Random Forest- Gradient Boosted Trees- XG Boost- Using stacking for improved performance- Investigating the feature importance- Investigating different approaches to handling imbalanced data- Under sampling- Oversampling- SMOTE- Bayesian hyper parameter optimization. |

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| **Unit V** | **Financial Analytics and Development** | **10 Hours** |
| Excel Integration- Basic Spreadsheet Interaction- Scripting Excel with Python- Object Orientation and Graphical User Interfaces- Object Orientation- Basics of Python Classes- Simple Short Rate Class- Cash Flow Series Class- Graphical User Interfaces- Short Rate Class with GUI- Updating of Values- Cash Flow Series Class with GUI- Web Integration- Web Basics- Web Plotting- Static Plots- Interactive Plots- Real-Time Plots- Rapid Web Applications- Web Services. |
| **Unit:6** | **Contemporary Issues** | **2 Hours** |
| Webinars – Quiz - Online Assignments |
|  | **Total Lecture Hours** | **60 Hours** |
| **Note: Question paper shall cover 100% theory.** |
| **Books for Study** |
| 1 | Lookabaugh, B., Tatsat, H., Puri, S. (2020). Machine Learning and Data Science Blueprints for Finance. China: O'Reilly Media. |
| 2 | Machine Learning using Python, by U Dinesh Kumar Manaranjan Pradhan, Wiley |
| 3 | Hilpisch, Y. (2014). Python for Finance: Analyze Big Financial Data. United States: O'Reilly Media. |
| 4 | Hilpisch, Y. (2020). Python for Algorithmic Trading. United States: O'Reilly Media. |
| 5 | Fletcher, S., Gardner, C. (2010). Financial Modelling in Python. Germany: Wiley. |
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| **Books for Reference**  |
| 1 | Naik, K. (2019). Hands-On Python for Finance: A Practical Guide to Implementing Financial Analysis Strategies Using Python. United Kingdom: Packt Publishing. |
| 2 | Molin, S. (2019). Hands-On Data Analysis with Pandas: Efficiently Perform Data Collection, Wrangling, Analysis, and Visualization Using Python. United Kingdom: Packt Publishing. |
| 3. | Lewinson, E. (2020). Python for Finance Cookbook: Over 50 Recipes for Applying Modern Python Libraries to Financial Data Analysis. United Kingdom: Packt Publishing. |
|  |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** |
| 1 | <https://towardsdatascience.com/python-for-finance-the-complete-beginners-guide-764276d74cef> |
| 2 | <https://pythonforfinance.net/> |
| 3 | <https://github.com/yhilpisch/py4fi> |
|  | <https://github.com/wilsonfreitas/awesome-quant> |
|  |
| Course Designed By: NSE ACADEMY LTD / E-Mail ID:  |
|  **Mapping with Programme Outcomes** |
| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | M | M | S | S | S | S | M | S | M | S |
| **CO2** | M | L | L | M | M | S | M | S | M | S |
| **CO3** | M | L | L | L | M | M | M | S | M | S |
| **CO4** | M | S | S | S | S | S | S | S | M | M |
| **CO5** | M | M | S | S | S | S | M | S | M | M |

\*S - Strong; M - Medium; L - Low

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| **Course code** | **13E** | **BIG DATA ANALYTICS** | **L** | **T** | **P** | **C** |
| **Core** | **4** | **-** | **-** | **4** |
| **Pre-requisite** | Basic Knowledge in Computer Application | **Syllabus Version** | **2022 - 23** |
| **Course Objectives:** |
| The main objectives of this course are to: * To equip students with the fundamentals of Big Data and Big Data analytics with specific focus on Big Data ecosystem comprising of Hadoop Distributed File System (HDFS), Hive and Spark.
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| **Expected Course Outcomes:** |
| On the successful completion of the course, student will be able to: |
| 1 | Understand theoretical concepts behind Big Data and Big Data analytics | K2 |
| 2 | Decide on Big Data models relevant to business needs | K4 |
| 3 | Understand and Appreciate algorithms behind predictive models used in Big Data Analytics | K2 |
| 4 | Interpret the results of Big Data analytics and present through well-structured reports | K4 |
| 5 | Understand the NOSQL and relevant application. | K2 |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create |
| **Unit I** | **INTRODUCTION TO BIG DATA** | **10 Hours** |
| Introduction to Big Data, different types of data, introduction to cloud computing, cloud computing concepts, cloud computing applications, cloud systems and infrastructure, Big Data applications in cloud, cloud networking. The components of a Big Data architecture. Extract-transform-load (ETL) layer. File system – HDFS. NoSQL DB. Hive. Hadoop. Kerberos. Pig. Cassandra. Other competing products. |
| **Unit II** | **WORKING WITH HDFS AND HIVE** | **12 Hours** |
| HDFS overview, installation, API. Hive architecture and installation. Comparison with traditional databases. HiveQL – querying data, sorting and aggregating |
| **Unit III** | **WORKING WITH MAP REDUCE AND HBASE**  | **12 Hours** |
| Introduction to Map Reduce. Map Reduce scripts, joins and sub queries. HBase concepts, schema design, indexing. Pig. Zookeeper.  |
| **Unit IV** |  **DATA ANALYSIS WITH SPARK** | **10 Hours** |
| Introduction to Spark. Downloading, installing and getting started with Spark. Programming with Resilient distributed datasets. Machine learning with MLib. |
| **Unit V** | **WORKING WITH NOSQL** | **14 Hours** |
| Introduction to NoSQL. Types of NoSQL databases. Advantages and uses. SQL vs NoSQL. Using NoSQL to develop reports. |
| **Unit:6** | **Contemporary Issues** | **2 Hours** |
| Webinars – Quiz - Online Assignments – Case Study |
|  | **Total Lecture Hours** | **60 Hours** |
| **Note: Question paper shall cover 100% theory.** |
| **Books for Study** |
| 1 | Seema Acharya and SubhashiniChellappa. Big Data and Analytics. 1st Edition. Wiley (2015) |
|  |
| **Books for Reference**  |
| 1 |  |
|  |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** |
| 1 |  |
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| Course Designed By: Dr. M. Jegadeeshwaran / E-Mail ID: drmjegadeesh@gmail.com |
|  **Mapping with Programme Outcomes** |
| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | M | M | M | M | M | M | M | M | M | M |
| **CO2** | M | M | M | S | S | S | S | S | M | S |
| **CO3** | M | S | M | S | S | S | S | S | M | M |
| **CO4** | M | S | S | S | S | S | S | S | S | S |
| **CO5** | M | S | S | S | S | S | S | S | S | S |

\*S - Strong; M - Medium; L - Low

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| **Course code** | **1EA** | **ORACLE AND RDBMS** | **L** | **T** | **P** | **C** |
| **Elective** | **4** | **-** | **-** | **4** |
| **Pre-requisite** | Fundamentals of Programming Languages | **Syllabus Version** | **2021 - 22** |
| **Course Objectives:** |
| The main objectives of this course are to: 1. It aims to facilitate the student to understand the various functionalities of oracle and RDBMS, software and perform many operations related to creating, manipulating, maintaining data base for real-world applications and to understand various designing concepts, storage methods, querying and managing the database.
 |
| **Expected Course Outcomes:** |
| On the successful completion of the course, student will be able to: |
| 1 | Understand the database concepts and design. | K2 |
| 2 | Applying basic components in oracle 8 for developing a programme. | K3 |
| 3 | Analyse the sub queries and nested queries for developing a programme | K4 |
| 4 | Know the importance of control structures in PL/SQL for developing a database. | K5 |
| 5 | Create the cursors, exceptions, procedures, functions and packages  | K6 |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create |
|  |
| **Unit:1** | **Database Concepts** | **10 Hours** |
| Database concepts: A relational Approach – Database Management Systems (DBMS)– Relational Database Model – Integrity rules – Theoretical Relational Languages - Database Design: Data Modeling and Normalization. |
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| **Unit:2** | **Data Types** | **11 Hours** |
| Oracle 9i: An overview - Personal Databases – Client / Server Databases – Structured Query Language (SQL) – Oracle Tables: Data types – Constraints – Types of Constraints - Creating an Oracle Table – Displaying Table Information – Altering an Existing Table – Dropping a Table – Renaming a Table – Truncating a Table – Spooling .Working with tables: Data Management and retrieval – Functions and. Grouping. |
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| **Unit:3** | **Queries** | **11 Hours** |
| Multiple Tables: Joins and Set Operations: Join – Types of Joins – SET Operators. Sub Queries: Nested Queries – Sub Query - Advanced Features: Objects, Transactions and Data Control – Views – Sequences – Synonyms – Index – Transactions - Controlling Access – Object privileges. |
|  |
| **Unit:4** | **Variable Declaration**  | **13 Hours** |
| PL / SQL : A Programming Language: History of PL / SQL – Fundamentals of PL/SQL – Data types – Variable declaration - Control Structures in PL/SQL: Control Structures – Nested Blocks – Data Manipulation in PL/SQL - Transaction Control Statements. |
|  |
| **Unit:5** | **Cursors and Exceptions** | **13 Hours** |
| PL / SQL Cursors and Exceptions: Cursors – Implicit Cursors – Explicit Cursors - Explicit Cursor Attributes – Implicit Cursor Attributes – Cursor for Loops – Exceptions – Types of Exceptions – PL/SQL Named Blocks : Procedure, Function, Package and Trigger. |
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| **Unit:6** | **Contemporary Issues** | **2 Hours** |
| Expert lectures, online seminars – webinars |
| **Total Lecture Hours** | **60 Hours** |
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| **Books for Study** |
| 1 | Nilesh Shah, “Database Systems Using Oracle”, Second Edition, PHI Learning Private Limited, New Delhi, 2004 |
| 2 | Abraham Silberschatz Henry F.KorthS.Sudarshan, “Database System Concepts”, Tata McGraw Hill Publishing Company Limited, Noida, UP, 2019  |
| **Books for Reference**  |
| 1 | Alexis Leon, Mathews Leon, “Essentials of Database Management Systems”, Vijay Nicole Imprints Pvt Ltd, Chennai, 2005  |
| 2 | Raghu Ramakrishnan& Johannes Gehrke, “Database Management Systems”, Tata McGraw Hill Publishing Company Limited, Noida, UP, 2003  |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** |
| 1 | https://swayam.gov.in/nd1\_noc20\_cs60/preview |
| 2 |  https://swayam.gov.in/nd2\_nou20\_lb06/preview |
| 3 | https://swayam.gov.in/nd2\_aic20\_sp36/preview |
| Course Designed By: Dr.M.Dhanabhakyam / E-Mail ID: dhana\_giri@rediffmail.com |

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| **Mapping with Programme Outcomes** |
| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | S | S | S | S | S | S | S | M | M | M |
| **CO2** | S | S | S | S | S | S | S | M | M | M |
| **CO3** | S | S | S | S | S | S | S | M | M | M |
| **CO4** | S | S | S | S | S | S | S | M | M | M |
| CO5 | S | S | S | S | S | S | S | M | M | M |

\*S-Strong; M-Medium; L-Low

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| **Course code** | **1EB** | **INSURANCE AND RISK MANAGEMENT** | **L** | **T** | **P** | **C** |
| Core | **4** | **-** | **-** | **4** |
| **Pre-requisite** | Broad understanding of Risk and Insurance as a means to manage it. | **Syllabus Version** | **2022 - 23** |
| **Course Objectives:** |
| The main objectives of this course are to: 1. Familiarize the basic concept, principles of insurance and role of IT in insurance industry.
2. Understand reforms of Indian insurance industry, private players to Indian insurance market, IRDA Regulations and licensing of insurance agents.
3. Develop an understanding of insurance industry and its types.
4. Lay a foundation of risk, risk management, and steps in risk management process.
5. Acquire knowledge in methods of risk management, control risk and tools for controlling Risk.
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| **Expected Course Outcomes:** |
| On the successful completion of the course, student will be able to: |
| 1 | Explain the principles of insurance and differentiate re-insurance and double insurance | K1&K2 |
| 2 | Analyze the position of Indian insurance industry, reforms and licensing of insurance agents.  | K4 |
| 3 | Classify the types of insurance policies and have knowledge on procedure for claiming Life. | K2 &K3 |
| 4 | Analyse the risk, apply risk management techniques to control risk  | K4 |
| 5 | Able to identify, measure and apply relevant method for risk management. | K3 |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create |
|  |
| **Unit:1** | **Introduction to Insurance** | **10 Hours** |
| Introduction to Insurance: Role of Insurance – Characteristics of Insurance – Fundamental Legal Principles of Insurance – Reinsurance: Meaning – Concept – Function of re-insurance – Double Insurance – IT in Insurance.  |
|  |
| **Unit:2** | **Indian Insurance Industry** | **12 Hours** |
| Indian Insurance Industry – Reforms – Private Players to Indian Insurance Market – IRDA Regulations: For Licensing of Insurance Agents – For Protection of Policy Holders Interest. |
|  |
| **Unit:3** | **Insurance Contract** | **14 Hours** |
|  Insurance Contract: Life Insurance Contract – Features, Policy Conditions and Products; Non – Life Insurance: Fire and Marine - Features, Policy Conditions and Products. Group insurance: Meaning- Features-Advantage- Limitation- Eligible groups. Health and Social Insurance – Schemes. Procedure for claiming Life and Health Insurance. |
|  |
| **Unit:4** | **Risk and Uncertainty** | **12 Hours** |
| Introduction to Risk and Uncertainty: Concept of Risk – Types of Risk – Principles of Risk Management – Risk Management Process – Objectives of Risk Management – Steps in Risk Management Process. |
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| **Unit:5** | **Risk Management and Control** | **10 Hours** |
| Risk Management and Control – Methods of Risk management – Risk Management by Individuals and Corporations – Tools for Controlling Risk. |
| **Unit:6** | **Contemporary Issues** | **2 Hours** |
| Online seminars , online assignments– webinars |
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|  | **Total Lecture Hours** | **60 Hours** |
| **Books for Study** |
| 1 | Dr. P.K.Gupta, “Insurance and Risk Management”, Himalaya Publishing House, Mumbai, first edition 2016. |
| 2 | Alka Mittal and S.L Gupta, “Principles of Insurance and Risk Management”, S.Chand& Sons Publisher, New Delhi, 1 January 2013. |
|  |
| **Books for Reference**  |
| 1 | NaliniPravaTripathy and PrabirPai, “Insurance – Theory and Practice”, Prentice Hall Pvt Ltd, New Delhi,2005. |
| 2 | Mark S. Dorfman, “Introduction to Risk Management and Insurance”, Prentice Hall Pvt Ltd, New Delhi, 2005. |
|  |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** |
| 1 | <https://resource.cdn.icai.org/13526Module-%20II.pdf> |
| 2 | <https://resource.cdn.icai.org/13525Module-1.pdf> |
| 3 | <https://resource.cdn.icai.org/13527Module-III.pdf> |
|  |
| Course Designed By: Dr. N.Vijayalakshmi / E-Mail ID: nvijiphd@gmail.com |

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| **Mapping with Programme Outcomes** |
| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | S | S |  M | S | M | S | S | S | S | S |
| **CO2** | S | S | M | S | S | S | S | M | S | S |
| **CO3** | S | S | M | S | S | M | S | S | S | S |
| **CO4** | S | S | M | S | S | S | S | S | S | S |
| **CO5** | S | S | M | S | S | S | M | S | S | S |

\*S-Strong; M-Medium; L-Low

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| **Course code** | **23A** | **APPLIED COST ACCOUNTING** | **L** | **T** | **P** | **C** |
| Core | **4** | **-** | **-** | **4** |
| **Pre-requisite** | Basic Knowledge in the Cost Accounting | **Syllabus Version** | **2022 - 23** |
| **Course Objectives:** |
| The main objectives of this course are to: 1. Acquaint students with the principles of cost accounting, difference between financial accounting

 and cost accounting.1. recollect remuneration and incentives and introduce preparation of apportionment of overhead costs,

 methods of re-apportionment.1. Learn process costing, differentiate job costing and process costing; distinguish joint products and

 by-products costing.1. Make the learners to calculate breakeven point and understand applications of marginal costing for

 business decision making.1. Enable the students to understand and apply cost accounting tools.
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| **Expected Course Outcomes:** |
| On the successful completion of the course, student will be able to: |
| 1 | Recall the Cost Accounting Techniques, cost concepts and preparation of cost sheet. | K1 & K2 |
| 2 | Explain labour remuneration and incentives, classification of overheads, apportionment of overhead costs, methods of re-apportionment in detailed way. | K2 |
| 3 | Gain knowledge of process costing, able to differentiate job costing and process costing, distinguish joint products and by-products costing. | K4 & K3 |
| 4 | Able to calculate breakeven point and applications of marginal costing for business decision making. | K4 & K5 |
| 5 | Able to reconcile cost and financial accounts. | K5 |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create |
| **Unit:1** | **Cost Accounting- Introduction** | **10 Hours** |
| Cost Accounting: Meaning and Definition – Objectives of cost accounting – Financial Accounting Vs Cost Accounting –Methods of Costing – Elements of Costing – Cost Concepts– Cost Accounting Regulations – Preparation of Cost SheetMaterial control: Meaning - need of material control - Essentials of material control - Techniques of Material Control - Level setting - EOQ-ABC analysis - Inventory Turnover Ratio |
| **Unit:2** | **Labour Cost and Overhead** | **14 Hours** |
| Labour Cost: Remuneration and Incentives - Essential features of a good wage system- Systems of wage payment - time wage system- Piece Rate system– Premium and bonus plans. Overhead: Meaning and Classification of Overheads – Steps in Overhead Accounting Allocation and Apportionment of overhead costs Centres - Bases of Apportionment- Principles of Apportionment of overhead costs – Methods of Re-apportionment |
| **Unit:3** | **Process Costing** | **12 Hours** |
|  Process Costing : Features - Comparison between Job Costing and Process Costing – Process Losses – Inter Process Profit - Equivalent Production – Joint Products and By-Products Costing  |

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| **Unit:4** | **Marginal Costing** | **12 Hours** |
| Marginal Costing : Salient Features – Advantages – Limitations –– Cost Volume Profit Analysis (Break-Even Analysis) – Applications of Marginal Costing for Business Decision making |
|  |
| **Unit:5** | **Reconciliation of Cost and Financial Accounts** | **10 Hours** |
| Reconciliation of Cost and Financial Accounts: Need for Reconciliation – Reasons for Disagreement in Profit – Methods of Reconciliation – Circumstances in which reconciliation can be avoided. Activity Based Costing (ABC) – concept of ABC – Benefits of implementing ABC analysis  |
| **Unit:6** | **Contemporary Issues** | **2 Hours** |
|  Expert lectures, online assignments, online test – webinars |
|  |
|  | **Total Lecture Hours** | **60 Hours** |
| **Note: Question Paper shall cover 40% Theory and 60% Problems** |
| **Books for Study** |
| 1 | Jain and Narang, “Advanced Cost Accounting”, Kalyani Publication, New Delhi, 2013. |
| 2 | Prof. M.L. Agrawal, Dr. K.L. Gupta "Advanced Cost Accounting Paperback" January 2018. |
|  |
| **Books for Reference**  |
| 1 | Dr. S.N. Maheshwari Dr. S.N. Mittal, "Cost Accounting - Theory & Problems Paperback – 1, 2015 |
| 2 | Horngren, “Cost Accounting with Managerial Emphasis”, Prentice Hall India, New Delhi, November 2017. |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** |
| 1 | <https://www.accountingtools.com/articles/2017/5/7/applied-cost> |
| 2 | <http://www.businessdictionary.com/definition/applied-cost.html> |
| 3 | <https://www.thebalance.com/what-are-derivatives-3305833> |
|  |
| Course Designed By: Dr. N.Vijayalakshmi / E-Mail ID: nvijiphd@gmail.com |
| **Mapping with Programme Outcomes** |
| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | S | S |  M | S | S | S | S | M | S | S |
| **CO2** | S | S | M | S | S | S | S | S | S | S |
| **CO3** | S | S | S | S | S | M | S | S | S | S |
| **CO4** | S | S | M | S | S | S | S | S | M | S |
| **CO5** | S | S | M | S | S | S | M | S | S | S |

\*S - Strong; M - Medium; L - Low

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| **Course code** | **23B** | **STOCK MARKET OPERATIONS** | **L** | **T** | **P** | **C** |
| Core | **4** | **-** | **-** | **4** |
| **Pre-requisite** | Basic Knowledge in Financial market | Syllabus Version | **2022 - 23** |
| **Course Objectives:** |
| The main objectives of this course are to: 1. Make the Students acquainted with how equity shares are issued and traded in the Stock Market.
2. Students are able to learn about the Trading, Clearing and Settlement Process.
3. Gain knowledge on Mutual Fund Investment.
4. Helps the students to understand the international stock indices and Invest in the International Market.
5. Learn the new dimensions in the Financial Market.
 |
| **Expected Course Outcomes:** |
| On the successful completion of the course, student will be able to: |
| 1 | Remember the Functions of Primary and Secondary markets | K1 |
| 2 | Understand the Trading Mechanism and how the funds and shares are settled in the market. Comprehend the knowledge on International Indices and try to make the investment in the International Market. | K2  |
| 3 | Evaluate and Invest in Mutual Fund. | K5 |
| 4 | Comprehend the knowledge on International Indices and try to make the investment in the International Market. | K2 |
| 5 | Remember the New Paradigm in the Market. | K1 |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create |
| **Unit I** | **Overview on Stock Market** | **12 Hours** |
| Primary Market: Meaning - Methods of New Issue - Primary Market Participants - Pricing of New Issues - IPO Application Process - ASBA - Underwriting - Allotment of Shares - Recent Trends in Primary Market - SEBI Guidelines on Primary Market. Secondary Market: Role of Secondary Market - Difference between Primary and Secondary Market - Market Segment and Products - Secondary Market Participant: Stock Exchange - Stock Brokers. Depositories. - Key Indicators of Securities Market: Index - Market Capitalization - Market Capitalization Ratio- Turnover - Turnover Ratio - Reforms in Indian Securities Markets. |
| **Unit II** |  | **12 Hours** |
| Trading, Clearing, Settlement and Risk Management: Trading mechanism – screen based system – Advantages of the Screen-Based Trading System - Market Types - Normal Market - Auction Market - Odd Lot Market - Retail Debt Market - Market Phases - Opening - Pre-open:- Normal Market Open Phase - Market Close - Post-Close Market - Surveillance and Control (Surcon) - Insider trading - Take-over’s – Internet based trading - Procedure for opening Trading and DEMAT accounts - Clearing and Settlement - Introduction - Key Terminology - Transaction Cycle - Settlement Agencies - Clearing and Settlement Process - Settlement Cycle - Securities and Fund Settlement - Shortage Handling - Risk in Settlement - Risk Management. Corporate Action. |
| **Unit III** | **Mutual Fund** | **10 Hours** |
| Mutual Funds: Introduction - Structure in India - New Fund Offer - Mutual Fund Schemes: Equity - Debt and Liquid Funds - Exchange Traded Fund (ETFs): Equity ETF -Gold ETF - REIT - Infrastructure Investment Trust (InvITs) – International ETF - Sovereign Gold Bond. |

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| **Unit IV** | **International Market** | **13 Hours** |
| Depository Receipts - Feeder Fund - International Stock Indices : S&P 500 Index (SPX), Dow Jones Industrial Average (INDU), NASDAQ Composite Index (CCMP), EURO STOXX 50 Price Eur (SX5E), FTSE 100 (UKX), Deutsche Borse AG German Stock Index DAX (DAX), Nikkei 225 (NKY, Tokyo Stock Exchange Tokyo Price Index TOPIX (TPX), Hong Kong Hang Seng Index (HSI).  |
| **Unit V** | **New Paradigms**  | **11 Hours** |
| Structured Products - Alternate Investment Funds - Categories of AIF - Benefits of AIF - Algorithmic Trading - Introduction - Evolution of Algorithmic Trading - Benefits of Algorithmic Trading - Qualified Foreign Investors (QFIs) - KYC Registration Agency (KRA). |
| **Unit:6** | **Contemporary Issues** | **2 Hours** |
| Webinars – Quiz - Online Assignments |
|  | **Total Lecture Hours** | **60 Hours** |
| **Note: Question paper shall cover 100% theory.** |
| **Books for Study** |
| 1 | VanitaTripathi & NeetiPanwar, "Investing in Stock Markets", Taxmann Publication, New Delhi, 2022. |
| 2 | **P.S. Balaram, & T. Sri Lakshmi,**" Stock Market Operations", Himalaya Publishing House, Mumbai, 2017. |
|  |
| **Books for Reference**  |
|  |  |
| 1. | "NISM-Series-V-B: Mutual Fund Foundation", National Institute of Securities Markets, Mumbai,2021. |
| 2. | "NISM-Series-VII: Securities Operations and Risk Management", National Institute of Securities Markets, Mumbai,2021. |
|  |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** |
| 1 | https://nptel.ac.in/courses/110105121 |
|  |
| Course Designed By: S.Arun Kumar / E-Mail ID: s\_arunkumar@yahoo.com |
|  **Mapping with Programme Outcomes** |
| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | S | M | M | S | S | S | S | S | M | S |
| **CO2** | S | M | S | S | M | S | S | S | S | M |
| **CO3** | S | M | S | S | S | S | S | S | S | S |
| **CO4** | M | M | S | S | S | S | S | S | S | S |
| **CO5** | M | M | S | S | S | S | M | S | S | S |

\*S - Strong; M - Medium; L – Low

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| **Course Code** | **23C** | **GST & OTHER INDIRECT TAXATION** | **L** | **T** | **P** | **C** |
| **Core** | **4** | **-** | **-** | **4** |
| **Pre-requisite** | Basic Knowledge in GST | **Syllabus Version** | **2022 – 23** |
| **Course Objectives:** |
| The main objectives of this course are to: 1.Acquire knowledge on Indian indirect tax system2. Gain knowledge on GST and procedures.3. Provide a practical perspective of GST Returns.4.Identify and analyze online filling GST5.Understand the Customs Act |
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| **Expected Course Outcomes:** |
| On the successful completion of the course, student will be able to: |
| 1 | Gain knowledge on Indirect Tax system in India. | K1 & K2 |
| 2 | Acquire knowledge on GST in India. | K2 & K5 |
| 3 | Understand the registration procedure in GST | K2 & K6 |
| 4 | Awareness of GST E return filling details. | K4 & K6 |
| 5 | Understand the Customs Act in India. | K1 & K2 |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create |
| **Unit:1** | **Concept of Indirect Tax**  | **8 Hours** |
| Indirect Taxes - Introduction - Features - Objectives of Taxation- Types of taxes- Direct and Indirect taxes - Indirect Tax Structure-Merits and Demerits of Indirect Taxes- Recent Developments in Indirect Taxes- Goods and Services Tax Act 2016 - Introduction – Features – Benefits of GST Act.  |
| **Unit:2** | **Basic of Goods And Service Tax**  | **12 Hours** |
| Goods and Service Tax - Important Definitions - Taxable Persons – Time of Supply of Goods and Services – Administrative set up – Classes of officers under Central and State goods and services Tax Act - Appointment of Officers – Powers of officers – Levy and collection of GST – Powers to grant exemption from tax.  |
|  |
| **Unit:3** | **GST- Registration** | **12 Hours** |
|  Registration – Procedure for registration under Schedule III – Special provisions relating to casual taxable person and non-resident taxable person – Amendment of registration – Cancellation of registration – Revocation of cancellation of registration.  |
| **Unit:4** | **GST-Filing of Returns** | **14 Hours** |
| GST- Tax rate-e filing-GST portal – GSTR Forms - return producer-e way bill-composition scheme- Assessment of Non-filers of Returns – Assessment of Unregistered Persons – Assessment in certain Special Cases – Tax Invoice – Credit and Debit Notes – Payment of Tax – Tax Deducted at Source –Definitions - Collection of Tax at Source. |

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| **Unit:5** | **Overview of Customs Duty** | **12 Hours** |
| Customs Act 1962 – Important Definitions – Basics – Importance of Customs Duty – Constitutional authority for levy of Customs Duty – Types of Customs Duty – Prohibition of Importation and Exportation of goods – Valuation of Goods for Customs Duty – Transaction Value – Assessable Value – Computation of Assessable Value and Customs |
| **Unit:6** | **Contemporary Issues** | **2 Hours** |
| GST - Group Discussion & E- filing of Returns  |
| **Note: Question Paper shall cover 100% Theory** |
|  | **Total Lecture Hours** | **60 Hours** |
| **Books for Study** |
| 1 | Mehrotra&Goyal, Indirect Taxes, SahityaBhavan Publications, Agra, 2015  |
| 2 | V. Balachandran, “Indirect Taxation”, Sultan Chand & Sons and Kalyani Publishers, 2014 |
| **Books for Reference**  |
| 1 | Dr. P. Radhakrishnan, “Indirect Taxation”, Kalyani Publishers, 2016.  |
| 2 | Indirect Tax- GST- Custom Law- Dr.Parameshwaran&ViswanathanKavin Publishers, 2018 |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** |
| 1 | www.gst.gov.in |
| 2 | Cbic.gst.gov.in |
| 3 | www.gstcouncil.gov.in |
|  4 | https://youtu.be/l6c4khvDBVg |
| Course Designed By:Dr.M.Sivaprakasam / E-Mail ID: sivaprakash51990@gmail.com |

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| **Mapping with Programme Outcomes** |
| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | S | S | S | S | M | S | S | S | S | M |
| **CO2** | S | S | S | S | S | S | S | S | S | M |
| **CO3** | S | S | S | S | S | S | S | S | S | S |
| **CO4** | S | S | S | M | S | S | S | S | S | S |
| CO5 | S | S | S | S | S | S | S | S | S | S |

\*S-Strong; M-Medium; L-Low

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| **Course code** | **23D** | **AI / ML FOR FINANCIAL SECTOR** | **L** | **T** | **P** | **C** |
| **Core** | **4** | **-** | **-** | **4** |
| **Pre-requisite** | Basic knowledge on computer application and financial market | Syllabus Version | **2022 - 23** |
| **Course Objectives:** |
| The main objectives of this course are to: * To identify, formulate, and implement a machine learning project.
* To explore various applications of machine learning in all business aspects.
* To introduce the basic concepts, theories and state-of-the-art techniques of artificial intelligence.
* To introduce basic concepts and applications of machine learning.
* To help students to learn the application of machine learning /A.I algorithms in the different fields of science, medicine, finance etc.
 |
| **Expected Course Outcomes:** |
| On the successful completion of the course, student will be able to: |
| 1 | Understand the basic definition and need for machine learning | K2 |
| 2 | Understand the core aspects behind any machine learning project | K2 |
| 3 | Ability to implement a machine learning project | K4 |
| 4 | Ability to identify potential applications of machine learning in real time | K5 |
| 5 | Apply the machine learning concepts in real life problems | K3 |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create |
| **Unit I** | **Basics concepts of Machine Learning** | **12 Hours** |
| ML Definition- Various kind of problems tackled using ML- Some standard learning tasks- Learning Stages- Learning Scenarios- Generalization- Data, Models and Learning- Parameter Estimation- Probabilistic Modelling and Inference- Directed Graphical Models- Setting up your working Environment- Supervised vs Unsupervised Learning- Cross Validation- Evaluation metrics. |
| **Unit II** | **Advanced concepts of Machine Learning** | **12 Hours** |
| Fundamentals of statistical learning theory- Convergence and learnability- Kullback-Leibler Information- Model selection and the bias variance trade-off- Cross-validation- Regularization- Generative vs Discriminative models- Neural Networks- The Perceptron- Feed-Forward Neural Networks- Back-propagation and stochastic gradient descent- Regularization and drop-out-Application to investment management. |
| **Unit III** | **Supervised Learning** | **10 Hours** |
| Linear Regression- Parametric Problems- Decision trees- Random forests- Classifications- K Nearest Neighbors- Support Vector- Naïve Bayes-. |
| **Unit IV** | **Unsupervised Learning** | **12 Hours** |
| Clustering- K-Means clustering- Dimensionality Reduction- Principle Component Analysis- Hierarchical Clustering- DBSCAN- Semi-supervised learning- Reinforcement Learning. |
| **Unit V** | **Advanced Neural Networks** | **12 Hours** |
| Convolutional Neural Networks- Recurrent Neural Networks- Long Short-Term Memory (LSTM)- Autoencoders- Applying Learning to Real problems- Image Classification & Segmentation- Scoring Opinion and Sentiments- Recommending Products and Movies- Bitcoin Prediction- Predicting from the Limit Order Book. |
| **Unit:6** | **Contemporary Issues** | **2 Hours** |
| Webinars – Quiz - Online Assignments |
|  | **Total Lecture Hours** | **60 Hours** |
| **Note: Question paper shall cover 100% theory.** |
| **Books for Study** |
| 1 | Mac Namee, B., D'Arcy, A., Kelleher, J. D. (2015). Fundamentals of Machine Learning for Predictive Data Analytics: Algorithms, Worked Examples, and Case Studies. United Kingdom: MIT Press |
| 2 | Artificial Intelligence and Intelligent Systems, by N P Padhy, Oxford University Press |
| 3 | Lopez de Prado, M. (2018). Advances in Financial Machine Learning. Germany: Wiley |
| 4 | Dixon, M. F., Halperin, I., Bilokon, P. A. (2020). Machine Learning in Finance: From Theory to Practice. Germany: Springer International Publishing |
| 5 | Mueller, J. P., Massaron, L. (2021). Machine Learning For Dummies. United States: Wiley |
|  |
| **Books for Reference**  |
| 1 | Guido, S., Müller, A. C. (2016). Introduction to Machine Learning with Python: A Guide for Data Scientists. United States: O'Reilly Media |
| 2 | Mueller, J. P., Massaron, L. (2021). Machine Learning For Dummies. United States: Wiley |
| 3. | Cooper, S. (2018). Machine Learning for Beginners: An Introduction for Beginners, Why Machine Learning Matters Today and How Machine Learning Networks, Algorithms, Concepts and Neural Networks Really Work. (n.p.): Steven Cooper |
|  |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** |
| 1 | <https://www.kdnuggets.com/2020/03/trends-machine-learning-2020.html> |
| 2 | <https://mobidev.biz/blog/future-ai-machine-learning-trends-to-impact-business> |
| 3 | <https://venturebeat.com/2020/01/02/top-minds-in-machine-learning-predict-where-ai-is-going-in-2020/> |
| Course Designed By: NSE ACADEMY LTD / E-Mail ID:  |
|  **Mapping with Programme Outcomes** |
| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | M | M | M | M | M | M | M | M | M | M |
| **CO2** | L | L | L | M | M | M | M | M | M | M |
| **CO3** | M | M | M | M | M | M | M | M | M | M |
| **CO4** | M | S | M | S | M | M | S | S | M | M |
| **CO5** | M | M | M | M | M | M | M | M | M | M |

\*S - Strong; M - Medium; L - Low

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| **Course code** | **23E** | **STRATEGIC FINANCIAL MANAGEMENT** | **L** | **T** | **P** | **C** |
| **Core** | **4** | **-** | **-** | **4** |
| **Pre-requisite** | Basic knowledge on Fundamentals of Finance | **Syllabus Version** | **2022 - 23** |
| **Course Objectives:** |
| The main objectives of this course are to: 1. Familiarize the objectives, role and skills of financial manager required for Industry
2. Assess the factors affecting investment decisions
3. Provide an in depth view of financial leverage and theories
4. understand the dividend Theories
5. Learn the techniques of working capital Management techniques
 |
| **Expected Course Outcomes:** |
| On the successful completion of the course, student will be able to: |
| 1 | Relate and classify the objectives and role of financial managers with different industries. | K1&K2 |
| 2 | Apply, analyse and determine the best investment proposal using capital budgeting technique. | K3,K4 &K5 |
| 3 | Illustrate the capital structure theories. | K2 |
| 4 | Choose and Analyse the dividend theories which are applied in Corporates. | K3&K4 |
| 5 | Adapt working capital management techniques and solve the issues related to working capital. | K6 |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create |
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| **Unit:1** | **Introduction to Financial Management** | **10 Hours** |
| Nature, Scope and objectives of Financial Management – Industry 4.0 and Finance - Functions of Finance Manager – Role and changing roles of finance manager on account of Industry 4.0- Financial Decisions - Relationship between Risk and Return –Time Value of Money. |
| **Unit:2** | **Cost of Capital and Capital Budgeting** | **10 Hours** |
| Cost of Capital – Meaning and Importance – Cost of Debt, Preference, Equity and Retained Earnings – Weighted Average Cost of Capital – Capital Budgeting – Techniques – ROI, Payback Period and discounted cash flow |
| **Unit:3** | **Capital Structure** | **12 Hours** |
| Financial Leverage – Measures – EBIT, EPS Analysis – Operating Leverage –Financial - Business and Operating Risks – Theories of Capital Structure – Net Income Approach – Net – Operating Income Approach. MM Hypothesis – Determinants of Capital Structure. |
| **Unit:4** | **Dividend Theories** | **14 Hours** |
| Dividend Theories – Walter's Model – Gordon and MM‟s Models – Dividend Policy – Forms of Dividend – Determinants of Dividend Policy- Lintner’s Model on corporate dividend behaviour. |
| **Unit:5** | **Working Capital Management** | **12 Hours** |
| Management of Working Capital – Concept – Importance – Determinants and Computation of Working Capital – Management of Cash, Inventory and Receivables – Regulations of Bank Credit to industry - Credit Monitoring and Assessment (CMA) formats. |
| **Unit:6** | **Contemporary Issues** | **2 Hours** |
| Expert lectures -webinars-quiz-online assignments- case study |
|  | **Total Lecture hours** | **60 Hours** |
| **Note: Question Paper shall cover 60% Theory and 40% Problems** |
| **Books for Study** |
| 1 | I.M. Pandey, “Financial Management”, Vikas Publication, New Delhi, 2015 |
| 2 | S.N Maheswari, “Financial Management”, S.Chand& Sons Publisher, New Delhi, 2014  |
| **Books for Reference**  |
| 1 | Prasanna Chandra, “Financial Management”, Tata McGraw Hill Publishing Company Limited, UP, 2007  |
| 2 | Khan & Jain, “Financial Management”, Tata McGraw Hill Publishing Company Limited, UP, 2011 |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** |
| 1 | <https://www.youtube.com/watch?v=RiAalxSm_Ek> |
| 2 | <https://www.youtube.com/watch?v=XxyvsB6sxDk> |
| Course Designed By: Dr.M.Anbukarasi / / E-Mail ID: anbufeb14@yahoo.co.in |

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|  **Mapping with Programme Outcomes** |
| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | S | S | M | S | S | M | S | M | S | S |
| **CO2** | S | S | M | S | S | M | S | M | S | S |
| **CO3** | S | S | M | S | S | M | S | M | S | S |
| **CO4** | S | S | M | S | S | M | S | M | S | S |
| CO5 | S | S | M | S | S | M | S | M | S | S |

\*S-Strong; M-Medium; L-Low

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| **Course code** | **2EA** | **FINANCIAL DERIVATIVES**  | **L** | **T** | **P** | **C** |
| **Elective** | **4** | **-** | **-** | **4** |
| **Pre-requisite** | Fundamental knowledge in Stock Market | **Syllabus Version** | **2022- 23** |
| **Course Objectives:** |
| The main objectives of this course are to: 1. Introduce the concept and types of derivatives, as well as the operations of the derivatives market in India.
2. Learn about forward contract and future contract, its differences and types of future contract.
3. Students to get extensive understanding in dealing with derivative instruments in the derivative market by familiarizing them with options and options pricing models.
4. Lay emphasis on swaps and evaluation of swaps.
5. Gain Knowledge on hedging process.
 |
| **Expected Course Outcomes:** |
| On the successful completion of the course, student will be able to: |
| 1 | Learn and remember the basics of derivative markets and how they work in India. | K1 |
| 2 | Enhance the knowledge on forward contract and various future contracts, able to differentiate forwards and futures. | K2 &K3 |
| 3 | Understand various option strategies and create the option  | K2 & K6 |
| 4 | Get acquaintance on swaps and evaluation of swaps in derivate markets. | K1&K5 |
| 5 | Understand the hedge management process, including how to create a hedging plan, as well as how to analyse and monitor your hedge position | K2, K6&K4 |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create |
| **Unit:1** | **Introduction to Derivatives** | **8 Hours** |
| Derivatives: Introduction – Meaning – History of derivatives market – Derivatives products in India - Market participants and their roles in the derivatives markets - Exchange-traded vs. OTC derivatives – Use of derivatives -Risk Involved in derivatives- Recent developments in Derivatives Market in India. |
| **Unit:2** | **Forwards and Future Market** | **12 Hours** |
| **Forwards:** Features of Forward contract - Limitations of forward markets - **Future Market** - Introduction to futures – Futures terminology - Key features of futures contracts - Distinction between futures and forwards contracts - Pay off for futures - Index Futures - Equity stock futures - Commodity Futures -Currency Futures – Interest Rate Futures - Physical settlement vs Cash settlement – Future Pricing. |
| **Unit:3** | **Options and Option Pricing Model** | **10 Hours** |
| **Option:** Introduction – Option Terminology – Type of Options - Call Option and Put Option – Option Style - American Option and European Option - Moneyness of Option Contract – Concept of Option Premium - Option Greeks – Option Payoff - Black-Scholes option pricing models – Option Strategies – Option Spread – Straddle – Strangle – Covered Call – Protective Put – Option contract in India – Index Option - Stock options - Commodities options - Currency Options – Interest Rate Option. |
| **Unit:4** | **Swaps** | **14 Hours** |
| **Swaps:** Meaning – Swap Terminology – Features of Swaps – Uses of Swaps –Types of Swaps - Interest Rate Swaps – Types of Interest Rate Swaps –Swaption - Currency Swaps –Commodity Swaps – Equity Swaps –Bond Swaps – Credit Default Swaps – International Swap Dealers Association (ISDA).  |

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| **Unit:5** | **Hedging** | **14 Hours** |
| **Hedging:** – Concepts – Perfect Hedging Model – Basic Long and Short Hedges – Cross Hedging –– Hedging Objectives – Management of Hedge – Concept of Stock Index – Stock Index Futures – Stock Index Futures as a Portfolio management Tool – Speculation and Stock Index Futures – Stock Index Futures Trading in Indian Stock Market. |
| **Unit:6** | **Contemporary Issues** | **2 Hours** |
|  Expert lectures, online assignment – webinars |
|  | **Total Lecture Hours** | **60 Hours** |
| **Note: Question paper shall cover 100% theory.** |
| **Books for Study** |
| 1 | Raiyani ,Jagadish., "Financial Derivatives in India", Chennai, New Century Publication, 2011. |
| 2 | Gupta S.L, " Financial Derivatives: Theory, Concepts and Problems Hardcover", 2017 |
| **Books for Reference**  |
| 1 | NISM (2019), NISM Series VIIIA Equity Derivative Module, Delhi: Taxman |
| 2 | NCFM – Derivatives Market – Dealers Module, by NSE Academy, Mumbai  |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** |
| 1 | https://nptel.ac.in/courses/110/105/110105035 |
| 2 | https://nptel.ac.in/courses/110/105/110105036 |
|  |
| Course Designed By: S. Arun Kumar / E-Mail ID: s\_arunkumar@yahoo.com |

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| **Mapping with Programme Outcomes** |
| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | S | S |  M | S | S | S | S | S | S | S |
| **CO2** | S | S | M | S | S | S | S | S | S | S |
| **CO3** | S | S | M | S | S | S | S | S | S | S |
| **CO4** | S | S | M | S | S | S | S | S | S | S |
| **CO5** | S | S | M | S | S | S | S | S | S | S |

\*S-Strong; M-Medium; L-Low

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| **Course code** | **2EB** | **FIXED INCOME SECURITIES MARKETS** | **L** | **T** | **P** | **C** |
| **Elective** | **4** | **-** | **-** | **4** |
| **Pre-requisite** | Basic Knowledge in Instruments | Syllabus Version | **2022 - 23** |
| **Course Objectives:** |
| The main objectives of this course are to: * To understand the fundamental features of debt instruments.
* To gain knowledge on bond market.
* To understand the concept of money market instruments.
* To learn repo rate and bond market indices
* To enrich the knowledge on wholesale debt market and sebi regulations.
 |
| **Expected Course Outcomes:** |
| On the successful completion of the course, student will be able to: |
| 1 | Understand the concepts and functions of debt market | K2 |
| 2 | Evaluate and analyze the bond market | K5 & K4 |
| 3 | Analyze the different type of money market instruments  | K4 |
| 4 | Understand the repo rate applicability and bond market indices | K2 |
| 5 | Able to explain the debt market trading mechanism | K3 |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create |
| **Unit I** | **Indian Debt Markets** | **10 Hours** |
|  Basic concepts of debt instruments - Different types of products and participants - Secondary market for debt instruments. |
| **Unit II** | **Central and State Government Bonds** | **13 Hours** |
|  Primary issuance process; Participants in Government bond markets; Constituent SGL accounts; Concept of Primary dealers, Satellite dealers; Secondary markets for Government bonds; Settlement of trades in G-Secs; Clearing corporation; Negotiated Dealing System; Liquidity Adjustment Facility (LAF). - Gross fiscal deficit of state Governments and its financing; Volume, Coupon rates and ownership pattern of State Government bonds |
| **Unit III** | **Corporate Debt& Commercial Paper & Certificate of Deposits** | **12 Hours** |
| Call Money Markets: Participants in the call markets; Call rates - Corporate Debt: Bond: Market segments; Issue process; Issue management and Book building; Terms of a Credit rating - Commercial Paper & Certificate of Deposits |
| **Unit IV** | **Repos &Bond Market Indices and Benchmarks** | **12 Hours** |
| Repos: Repo rate; Calculating settlement amounts in Repo transactions; Advantages of Repos; Recent; Issues in repo market in India; Secondary market transactions in Repos; Repo accounting. - Bond Market Indices and Benchmarks |
| **Unit V** | **Trading Mechanism in the NSE-WDM & Regulatory** | **11 Hours** |
| Description of the NSE WDM trading system; Order types and conditions; Order entry in negotiated trades market; Order validation and matching; Trade management; Reports; Settlement; Rates of Brokerage - G-Sec Act 2006; SEBI (Issue and Listing of Debt Securities) Regulations 2008 and Market Practices and Procedures |
| **Unit:6** | **Contemporary Issues** | **2 Hours** |
| Webinars – Quiz - Online Assignments |
|  | **Total Lecture Hours** | **60 Hours** |
| **Note: Question paper shall cover 100% theory.** |
| **Books for Study** |
| 1 | NSE Academy, NCFM -FIMMDA-NSE Debt Market (Basic) Module, Mumbai |
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| **Books for Reference**  |
| 1 | The Handbook of Fixed Income Securities, by Frank Fabozzi, McGraw-Hill Education; 7th edition |
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| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** |
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| Course Designed By: NSE ACADEMY LTD / E-Mail ID:  |
|  **Mapping with Programme Outcomes** |
| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | M | M | S | M | S | M | S | M | S | S |
| **CO2** | S | S | S | S | M | S | S | S | S | S |
| **CO3** | M | M | S | S | S | S | M | S | S | S |
| **CO4** | S | S | S | S | S | S | S | S | S | S |
| **CO5** | S | S | S | S | S | S | S | S | S | S |

\*S - Strong; M - Medium; L - Low

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| **Course code** | **33A** | **DATA ANALYSIS THROUGH SPSS** | **L** | **T** | **P** | **C** |
| **Core** | **4** | **-** | **-** | **4** |
| **Pre-requisite** | Basic ideas about Research and Knowledge of Statistics | **Syllabus Version** | **2022 - 23** |
| **Course Objectives:** |
| The main objectives of this course are: 1. To develop and understanding of the basic framework of the research process and various research

 designs and techniques1. To identify the various sources of information for literature review and data collection
2. To impart knowledge for enabling students to develop data analytics skills and meaningful

 interpretation to the data sets so as to solve the business/Research problem1. To write research reports and research proposal.
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| **Expected Course Outcomes:** |
| On the successful completion of the course, students will be able to: |
| 1 | Apply a range of quantitative and / or qualitative research techniques to business and management problems / issues | K1 |
| 2 | Demonstrate knowledge and understanding of data analysis and interpretation in relation to the research process | K2 & K3 |
| 3 | Develop necessary critical thinking skills in order to evaluate different research approaches utilized in the business / Industry | K4 & K5 |
| 4 | Write the research report and research proposal | K5 |
| 5 | Identify the overall process of designing a research study from its inception to report. | K6 |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create |
|  |
| **Unit:1** |  **Introduction and Research Design** | **10 Hours** |
| Business Research – Meaning – Scope and Significance – Utility of Business Research – Qualities of good researcher – Types of Research – Research Process – Identification, Selection and formulation of research problems – Hypothesis – Research design. |
|  |
| **Unit:2** | **Sampling and Tools for Data Collection** | **10 Hours** |
| Sampling – Methods and Techniques – Sample Size – Sampling Error – Fieldwork and Data Collection. Tools for Data Collection – Interview Schedule - Questionnaire – Observation, Interview and Mailed Questionnaire – Pilot Study and final Collection of Data. |
|  |
| **Unit:3** | **Analyzing and Report Writing** | **12 Hours** |
|  Measurement and Scaling Techniques – Reliability and Validity Processing and Analysis of Data – Editing – Coding - Classification – Tabulation – Interpretations. Report Writing – Steps - Types of Reports. |
|  |
| **Unit:4** | **Measuring the Relationship and Analyse the Impact** | **14 Hours** |
| Measures of Central Tendency – Standard Deviation – Correlation - Simple, Partial and Multiple Correlation – Path Analysis – Auto Correlation – Regression Models – Ordinary Least Square Methods – Multiple Regression. |

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| **Unit:5** | **Testing of Hypothesis** | **12 Hours** |
| Test of Significance –‘t’Test - Large Sample and ‘f’ Test, Test of Significance for Attributes, Analysis of Variance (ANOVA) – Chi-square Test |
|  |
| **Unit:6** | **Contemporary Issues** | **2 Hours** |
| Expert lectures, online seminars – webinars - SPSS |
|  |
|  | **Total Lecture Hours** | **60 Hours** |
| **Note: Question Paper shall cover 60% Theory and 40% Problems** |
| **Books for Study** |
| 1 | **Cooper (2019)**, “Business Research Method”, Tata McGraw Hill Publishing Company Limited, Noida, UP.  |
| 2 | **S.P. Gupta (2019)**, “Statistical Methods”, S.Chand& Sons Publisher, New Delhi. |
|  |
| **Books for Reference**  |
| 1 | **J.K.Suchdeva (2020)**, “Business Research Methodology”, Himalaya Publishing House, Mumbai. |
| 2 | **R.S.N. Pillai & V. Bagavathi (2020)**, “Statistics”, S.Chand& Sons Publisher, New Delhi. |
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| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** |
| 1 | <https://nptel.ac.in/courses/121/106/121106007/> |
| 2 | <https://youtu.be/Ivk0SDrD4DM> |
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| Course Designed By: Dr. P. Chellasamy / E-Mail ID: drchellamsamy@gmail.com |

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| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | M | S | M | M | S | S | S | M | S | S |
| **CO2** | S | S | S | M | S | S | S | M | S | M |
| **CO3** | S | S | S | S | S | S | S | M | M | M |
| **CO4** | S | S | S | S | S | S | S | S | M | S |
| CO5 | S | S | S | S | S | S | S | S | M | M |

\*S-Strong; M-Medium; L-Low

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| **Course code** | **33B** | **ADVANCED CORPORATE ACCOUNTING** | **L** | **T** | **P** | **C** |
| **Core** | **4** | **-** | **-** | **4** |
| **Pre-requisite** | Basic knowledge in Accounting | **Syllabus Version** | **2022 - 23** |
| **Course Objectives:** |
| The main objectives of this course are to: The students get a complete knowledge, concepts and procedures used to prepare the accounts of companies like, manufacturing company, bank, insurance, electricity and Holding Company.  |
| **Expected Course Outcomes:** |
| On the successful completion of the course, student will be able to: |
| 1 | To get fundamental knowledge about Final Accounts of Companies, Managerial Remuneration and Profits Prior to Incorporation. | K3 |
| 2 | To acquire knowledge in preparation of Holding Company Accounts | K3 |
| 3 | To get familiarity about preparation of Bank and Insurance Company Accounts | K4 |
| 4 | To understand preparation of the final accounts of electricity company accounts and disposal of surplus. | K5 |
| 5 | To get knowledge about inflation accounting and IFRS. | K6 |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create |
|  |
| **Unit:1** | **Final Accounts of Companies** | **10 Hours** |
| Final Accounts of Companies (Schedule VI): Preparation of Statement of Profit and Loss – Balance Sheet – Managerial Remuneration. |
|  |
| **Unit:2** | **Holding Company Accounts** | **11 Hours** |
| Holding Company Accounts: Meaning and definition of Holding Company and Subsidiary Company; Legal requirements relating to presentation of accounts - Consolidated financial statements; Preparation of Consolidated Balance Sheet; Steps involved in preparation of consolidation balance sheet. |
|  |
| **Unit:3** | **Bank Accounts and Insurance Company** | **11 Hours** |
| Bank Accounts: Business of banking companies – Legal requirements; Preparation of Profit and Loss Account and Balance Sheet - Insurance Company Accounts (New Format); types of insurance; Life insurance; Revenue account, Profit and loss account and balance sheet - General insurance (Fire and Marine); Revenue account, Profit and loss account and balance sheet. |
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| **Unit:4** | **Double Account System** | **13 Hours** |
| Accounts of Electricity Companies: Features; Double accounts system Vs Single accounts system; Advantages and disadvantages – Preparation of Final Accounts – Revenue account – Net revenue account – Receipt and expenditure of capital account - Replacement of an Asset – Disposal of Surplus. |
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| **Unit:5** | **Inflation Accounting** | **13 Hours** |
| Inflation Accounting: Methods of inflation accounting; Current purchase power method - Current cost accounting method – Hybrid method - International Accounting Standards – IFRS. |

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| **Unit:6** | **CONTEMPORARY ISSUES** | **2 Hours** |
| Expert lectures, online seminars - webinars |
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|  | **Total Lecture Hours** | **60 Hours** |
| **Note: Question Paper shall cover 20% Theory and 80% Problems** |
| **Books for Study** |
| 1 | R.L.Gupta and M.Radhasamy, “Advanced Accountancy”, Sultan Chand & Sons, New Delhi, 2001 |
| 2 | M.C. Shukla , T.S.Grewal&S.Gupta, “Advanced Accounts”, S. Chand & Sons, New Delhi, 2017 |
|  |
| **Books for Reference**  |
| 1 | Arulanandam& Raman, “Advanced Accountancy”, Himalaya Publishing House, Mumbai, 2016 |
| 2 | SP. Iyangar, “Advanced Accounting”, Sultan Chand & Sons, New Delhi, 2008 |
|  |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** |
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| Course Designed By: Dr.M.Jegadeeshwaran / E-Mail ID: drmjegadeesh@gmail.com |

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| **Mapping with Programme Outcomes** |
| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | S | S | S | S | S | S | S | M | M | M |
| **CO2** | S | S | S | S | S | S | S | M | M | M |
| **CO3** | S | S | S | S | S | S | S | M | M | M |
| **CO4** | S | S | S | S | S | S | S | M | M | M |
| CO5 | S | S | S | S | S | S | S | M | M | M |

\*S-Strong; M-Medium; L-Low

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| **Course code** | **33C** | **ANALYTICS FOR FINANCE** | **L** | **T** | **P** | **C** |
| **Core** | **4** | **-** | **-** | **4** |
| **Pre-requisite** | Basic Knowledge in Finance | **Syllabus Version** | **2022 - 23** |
| **Course Objectives:** |
| The main objectives of this course are to: * To gain understanding on the need and significance of Financial Analytics for various business requirements.
* To understand the Basic concepts of R
* To gain financial analytics knowledge using python
* To identify, formulate, and implement a Fintech project using R
* To prepare the project using Python.
 |
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| **Expected Course Outcomes:** |
| On the successful completion of the course, student will be able to: |
| 1 | Describe, define and apply the major components of the Financial Analytics and its importance in Fintech | K3 |
| 2 | Learn and apply the financial analytics process in R | K2 & K3 |
| 3 | Learn and apply the financial analytics process in Python | K2& K3 |
| 4 | Learn and implement the applications of Financial Analytics using R | K3 |
| 5 | Apply python concepts and practices to advanced financial analytics | K3 |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create |
| **Unit I** | **Financial Analytics** | **10 Hours** |
| Introduction: Meaning-Importance of Financial Analytics Uses-Features-Documents used in Financial Analytics: Balance Sheet, Income Statement, Cash flow statement-Elements of Financial Health: Liquidity, Leverage, Profitability. Analysts: Role and Responsibilities Information and Knowledge-Methodology-Data-Required Competencies for the Analyst-Hypothesis Driven Methods-Data Mining with Target Variables-Explorative Methods-Business requirements. |
| **Unit II** | **Financial Analytics with R** | **14 Hours** |
| What is R and its application - Language features: functions, Assignment, Arguments and types. Financial Statistics: Concept and mathematical expectation - Probability - Mean; SD and Variance - Skewness and Kurtosis - Covariance and correlation - Capital Asset Pricing model. Financial Securities: Bond and Stock investments - Housing and Euro crisis - Securities Datasets and Visualization - Plotting multiple series. Time Series and Sharpe ratio: Examining and Stationary - Auto Regressive and integrated moving average Processes. Time periods and Annualizing - Ranking investment candidates - Sharpe Ratio for Income Statement growth. |
| **Unit III** | **Financial Analytics with Python** | **12 Hours** |
| Numbers in Python: Using type with different and creating an imaginary number - using numbers: using math operations and number formats. Python ingredients: Variables, names and objects - Numbers: Integers - Precedence - Bases - type. Conversion, Strings: Create coin Quotes-Reading Crossovers- Pairs trading- Financial Plots- Financial Data- Regression Analysis. Supervised Learning: Linear Regression- Ordinary Least Squares- Regularized Regression- Logistic Regression- K-Nearest Neighbors- Linear Discriminant Analysis- Classification and Regression Trees- Unsupervised Learning: Dimensionality Reduction- Clustering Techniques- k-means Clustering. |

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| **Unit IV** | **Financial Analytics Applications using R** | **12 Hours** |
| Ganging the market Sentiment: Mark or Regime Switching model - Bayesian reasoning - Beta distribution. Stimulating Trading Strategies: Foreign exchange markets - Chart analytics - Initialization and finalization - Bayesian Reasoning within Positions. Prediction using fundamentals and binomial model for options: Best income statement Portfolio - obtaining Price Statistics - combining the income statement with Price statistics - Prediction using classification trees and Recursive Partitioning. Applying Computational finance - risk Neutral Pricing and No Arbitrage - High Risk - Free Rate Environment. |
| **Unit V** | **Financial Analytics and Development using Python** | **10 Hours** |
| Excel Integration- Basic Spreadsheet Interaction- Scripting Excel with Python- Object Orientation and Graphical User Interfaces- Object Orientation- Basics of Python Classes- Simple Short Rate Class- Cash Flow Series Class- Graphical User Interfaces- Short Rate Class with GUI- Updating of Values- Cash Flow Series Class with GUI- Web Integration- Web Basics- Web Plotting- Static Plots- Interactive Plots- Real-Time Plots- Rapid Web Applications- Web Services. |
| **Unit:6** | **Contemporary Issues** | **2 Hours** |
| Webinars – Quiz - Online Assignments |
|  | **Total Lecture Hours** | **60 Hours** |
| **Note: Question paper shall cover 100% theory.** |
| **Books for Study** |
| 1 | Financial Analytics with R \_ Mark J. Bennets, Cambridge University Press |
| 2 | Introducing Python - OREILLY modern computing in simple packages - BILL LUBANOVIC - Shroff Publishers & Distributors Pvt. Ltd, Sep, 2015 , Mumbai |
| 3 | Beginning Python - Peter Norton Ctl, - WILEY - 2005 , New Delhi |
| 4 | Mac Namee, B., D'Arcy, A., Kelleher, J. D. (2015). Fundamentals of Machine Learning for Predictive Data Analytics: Algorithms, Worked Examples, and Case Studies. United Kingdom: MIT Press |
| 5 | Lopez de Prado, M. (2018). Advances in Financial Machine Learning. Germany: Wiley |
| 6 | Dixon, M. F., Halperin, I., Bilokon, P. A. (2020). Machine Learning in Finance: From Theory to Practice. Germany: Springer International Publishing |
|  |
| **Books for Reference**  |
| 1 | Fundamentals of Business Analytics -R N Prasad,.SeemaAchavya,Wiley India PVT Ltd, New Delhi, P.No: 87-100, P.No:115-125 3 |
| 2 | Naik, K. (2019). Hands-On Python for Finance: A Practical Guide to Implementing Financial Analysis Strategies Using Python. United Kingdom: Packt Publishing |
| 3. | Molin, S. (2019). Hands-On Data Analysis with Pandas: Efficiently Perform Data Collection, Wrangling, Analysis, and Visualization Using Python. United Kingdom: Packt Publishing |
|  |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** |
| 1 | <https://towardsdatascience.com/python-for-finance-the-complete-beginners-guide-764276d74cef> |
| 2 | <https://pythonforfinance.net/> |
| 3 | <https://github.com/yhilpisch/py4fi> |
| 4 | <https://github.com/wilsonfreitas/awesome-quant> |
| 5 | <https://www.incworx.com/blog/sql-server-2020> |
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| Course Designed By: NSE ACADEMY LTD / E-Mail ID:  |

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|  **Mapping with Programme Outcomes** |
| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | M | M | M | M | L | M | M | M | M | S |
| **CO2** | M | M | S | S | S | S | S | S | M | M |
| **CO3** | M | M | S | M | S | S | S | S | M | M |
| **CO4** | S | M | S | S | M | M | M | M | M | M |
| **CO5** | L | M | M | S | L | L | L | S | M | M |

\*S - Strong; M - Medium; L - Low

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| **Course code** | **33D** | **BLOCK CHAIN MANAGEMENT** | **L** | **T** | **P** | **C** |
| **Core** | **4** | **-** | **-** | **4** |
| **Pre-requisite** | Basic Knowledge in Computer Applications | **Syllabus Version** | **2022 - 23** |
| **Course Objectives:** |
| The main objectives of this course are to: * To give an overview on block chain technology
* To gain knowledge on Bit coin and network structure
* Familiarize with crypto currencies.
* To learn the technical challenges in Block chain technology.
* To develop & integrate ideas from various domains and implement the technology in different perspectives
 |
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| **Expected Course Outcomes:** |
| On the successful completion of the course, student will be able to: |
| 1 | Learn the basic concepts of distributed systems and structure of Block chain | K2 |
| 2 | Gain insights on Bitcoin and understand the mechanics of Bitcoin transactions | K2 |
| 3 | Know the importance of various crypto currencies | K2 |
| 4 | Understand Blockchain Learning and its application for various Business Models | K2 |
| 5 | Analyze the Blockchain Solutions and understand the idea of Blockchain Society | K4 |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create |
| **Unit I** | **Overview of Block Chain** | **10 Hours** |
| A Payment System- Two types of Software Architecture- Advantages of Distributed Systems- Disadvantages of Distributed Systems- Mixing Centralized and Distributed Systems- Purpose of Blockchain- Layers of Blockchain- Blockchain Uses and Use Cases- Laying the Blockchain Foundation- Cryptography- The Structure of Blockchains- Blockchain Applications- The Blockchain Life Cycle- Blockchains in Use. |
| **Unit II** | **Overview of Bitcoins** | **12 Hours** |
| History of Money- Dawn of Bitcoin- Bitcoin Definition- Working with Bitcoins- The Bitcoin Blockchain- Block Structure- Merkle Tree- The Genesis Block- The Bitcoin Network- Network Discovery for a New Node- Bitcoin Transactions- Consensus and Block Mining- Block Propagation- Bitcoin Scripts- Bitcoin Wallets. |
| **Unit III** | **Block Chain 1.0, 2.0 and 3.0** | **14 Hours** |
| Blockchain 1.0: Currency- How a Cryptocurrency Works- Blockchain 1.0 in Practical Use- Blockchain 2.0: Contracts- Financial Services- Crowd funding- Bitcoin Prediction Markets- Smart Property- Smart Contracts- Blockchain 2.0 Protocol Projects- Ethereum: Turing Complete Virtual Machine- Automatic Markets and Trade nets- The Blockchain as a Path to Artificial Intelligence- Blockchain 3.0: Applications Beyond Currency, Economics, and Markets- Blockchain Science: Grid coin, Folding coin. |
| **Unit IV** | **Impacts of Block Chain** | **12 Hours** |
| Blockchain Learning: Bitcoin MOOCs and Smart Contract Literacy- Learn coin- Currency, Token, Tokenizing- Community coin- Campus coin- Currency Multiplicity-Demurrage Currencies- Technical Challenges- Business Model Challenges- Scandals and Public Perception- Government Regulation- Privacy Challenges for Personal Records- Blockchain Genomics- Blockchain Health. |

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| **Unit V** | **The Real Business of Blockchain** | **10 Hours** |
| Blockchain Inspired Solution- Business Currencies with Blockchain Inspired Solution- Blockchain complete solution- Seeking Value Consorting with the Enemy- Game on for Tokenization- Embracing Consensus through Decentralization- Market Access and Participation- Enhanced Blockchain Solutions- Unleashing the Power of Smart Things- The Blockchain Organization- The Blockchain Society. |
| **Unit:6** | **Contemporary Issues** | **2 Hours** |
| Webinars – Quiz - Online Assignments |
|  | **Total Lecture Hours** | **60 Hours** |
| **Note: Question Paper shall cover 100% theory.** |
| **Books for Study** |
| 1 | Block chain Basics: A Non-Technical Introduction in 25 Steps, Daniel Drescher, Apress Publishers,2017 |
| 2 | Dhameja, G., Singhal, B., Panda, P. S. (2018). Beginning Blockchain: A Beginner's Guide to Building Blockchain Solutions. Germany: Apress |
| 3 | Swan, M. (2015). Blockchain: Blueprint for a New Economy. United States: O'Reilly Media |
| 4 | Uzureau, C., Furlonger, D. (n.d.). The Real Business of Blockchain: How Leaders Can Create Value in a New Digital Age. United States: Harvard Business Review Press |
|  |
| **Books for Reference**  |
| 1 | Daniel Drescher, “Block Chain Basics”, Apress; 1stedition, 2017 |
| 2 | Anshul Kaushik, “Block Chain and Crypto Currencies”, Khanna Publishing House, Delhi |
| 3. | Imran Bashir, “Mastering Block Chain: Distributed Ledger Technology, Decentralization and Smart Contracts Explained”, Packt Publishing, first edition – 2012 |
|  |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** |
| 1 | <https://www.blockchain.com/learning-portal/bitcoin-faq> |
| 2 | <https://www.bitdegree.org/crypto/tutorials/blockchain-explained> |
| 3 | <https://link.springer.com/article/10.1007/s00287-020-01246-7> |
|  |
| Course Designed By: NSE ACADEMY LTD / E-Mail ID:  |
|  **Mapping with Programme Outcomes** |
| **Cos** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | L | L | L | L | S | S | S | S | M | S |
| **CO2** | M | M | M | M | S | S | S | S | M | S |
| **CO3** | M | M | M | M | S | S | S | S | M | S |
| **CO4** | M | M | M | M | S | S | S | S | M | S |
| **CO5** | S | S | S | S | S | S | S | S | M | S |

\*S - Strong; M - Medium; L - Low

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| **Course Code**  | **33E** | **SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT** | L | T | P | C |
| **Core** | **4** | **-** | **-** | **4** |
| Pre-requisite | Basic knowledge in Investment Management | Syllabus Version | **2022 - 23** |
| Course Objectives: |
| The main objectives of this course are to: 1. Become familiar with various Investment avenues, Portfolio Construction as well as the risk and return associated with various stock.
2. Acquire a thorough knowledge in valuation models.
3. Learn about long-term and short-term investment analysis tools.
4. Familiarize with Portfolio theories.
5. Gain knowledge in Portfolio performance and risk adjusted methods.
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| Expected Course Outcomes: |
| On the successful completion of the course, student will be able to: |
| 1 | Remember and comprehend the various investing options, how to structure a portfolio and the risks and rewards associated with each options. | K1 & K2 |
| 2 | Understand the Equity Shares, Preference Shares and Bonds valuation | K2 |
| 3 | Construct a portfolio using fundamental and Technical analysis | K6 |
| 4 | Understand and apply the Portfolio Theories in portfolio construction. | K2 & K3 |
| 5 | Evaluate the portfolio performance and able to make the necessary changes in portfolio. | K5 & K3 |
| K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create |
| **Unit:1** | **Investment Management** | **15 Hours** |
| Investment – Meaning – Nature and scope of Investment – Investment vs Speculation – Type of Investors – Investment Avenues – Factors influencing the investment choice – Portfolio Management: Meaning and significance, Active vs. Passive portfolio management - Strategic vs. Tactical asset allocation - Factors Affecting Investment Decisions in Portfolio Management - Risk: Definition - Systematic versus Non-systematic Risk - Measurement of Risk - Risk and Expected Return - Risk-Return Relationship of different stock - Portfolio and Security Returns - Return and Risk of Portfolio - Portfolio Diversification and Risk. |
|  |
| **Unit:2** | **Valuation of Equity, Preference Shares & Bonds** | **10 Hours** |
| Bond: Introduction – Reasons for issuing Bonds – Bond Features – Types of Bonds – Determinants of bond safety -Bonds Prices, Yields and Interest Rates –Measuring Price Volatility of Bonds-Macaulay Duration and Modified duration. Preference Shares: Introduction – Features of Preference shares – Preference Shares Yield – Holding Period Return – Yield to Call - Concept of Present Value - Equity Share Valuation Model. |
|  |
| **Unit:3** | **Fundamental & Technical Analysis** | **13 Hours** |
|  Fundamental Analysis: Objectives - Economic Analysis – Industry Analysis – Company Analysis -Technical Analysis: Meaning of Technical Analysis – Assumptions – Pros and cons of technical analysis - Difference between technical analysis and fundamental analysis – Dow Theory - Types of Charts – Chart Patterns - Trend Analysis – Support Line and Resistance Line - Volume Analysis - Indicators and Oscillators – Simple Moving Average – Exponential Moving Average – Relative strength Index – Bollinger Band – Elliott wave theory. |
|  |
| **Unit:4** | **Portfolio Theories** | **10Hours** |
| Efficient Market Hypothesis - Markowitz Model, Arbitrage Pricing Theory - Sharpe’s Single index portfolio selection method - Capital Asset Pricing Model (CAPM). |
|  |
| **Unit:5** | **Portfolio Performance Evaluation and Revision** | **10 Hours** |
| Portfolio Performance Evaluation - Meaning - Need for Evaluation - Methods of calculating Portfolio return - Sharpe’s Ratio - Treynor’s Ratio - Jensen’s Differential Returns - Portfolio Revision - Need for Portfolio Revision - Formula Plans. |
|  |
| **Unit:6** | **Contemporary Issues** | **2 Hours** |
| Expert lectures, online seminars – webinars – Class with live charts |
|  | **Total Lecture Hours** |  **60 Hours** |
| **Note: Question Paper shall cover 70% Theory 30% Problem** |
| **Books for Study** |
| 1 | Kevin., S “Security Analysis and Portfolio Management” New Delhi, PHI Learning Pvt Ltd, 2015. |
| 2 | Chandra, Prasanna, “Investment Analysis and Portfolio Management”, New Delhi, Tata McGraw Hill Publishing Company Ltd, 2017. |
| 3 | Bhalla V.K., “Investment Management” New Delhi, S. Chand& Co Ltd, 2019. |
| 4 | Ranganathan M. and Madhumathi R., Security Analysis and Portfolio Management, Pearson, 2012 (2/e). |
|  |
| **Books for Reference**  |
| 1 | Avadhani, V.A., “Security Analysis and Portfolio Management”, Mumbai, Himalaya Publishing House,2016  |
| 2 | Punithavathy Pandian, “Security Analysis and Portfolio Management”, New Delhi,Vikas Publishing House Pvt Ltd, 2013  |
| 3 | Fischer D. E., Security Analysis and Portfolio Management, Pearson education, 1995. |
|  |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** |
| 1 | https://archive.nptel.ac.in/courses/110/105/110105035/ |
| 2 | https://archive.nptel.ac.in/courses/110/107/110107154/ |
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| Course Designed By: S. Arun Kumar / E-Mail ID: s\_arunkumar@yahoo.com |

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| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | M | S | M | M | S | S | S | M | S | S |
| **CO2** | S | S | S | M | S | S | S | S | S | M |
| **CO3** | S | S | S | S | S | S | S | S | S | S |
| **CO4** | S | S | S | S | S | S | S | M | S | S |
| CO5 | S | S | S | S | S | S | M | M | M | M |

\*S-Strong; M-Medium; L-Low

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| **Course code** | **3EA** | **FINANCIAL MODELING** | **L** | **T** | **P** | **C** |
| **Core** | **4** | **-** | **-** | **4** |
| **Pre-requisite** | Basics of python, MS excel | **Syllabus Version** | **2022 - 23** |
| **Course Objectives:** |
| The main objectives of this course are to: 1. To make the students understand how Financial models are used to estimate the valuation of a business
2. To apply knowledge and understanding of financial statements
3. To learn to compare businesses to their peers in the industry through various models.
4. To understand how financial models are used in strategic planning to test various scenarios, calculate the cost of new projects, decide on budgets, and allocate corporate resources.
5. To build valuation models using different methods
 |
| **Expected Course Outcomes:** |
| On the successful completion of the course, student will be able to: |
| 1 | Learn the basic concepts of modelling and its perspective in analysis and auditing. | K1 & K2 |
| 2 | Gain insights on Financial Statement and forecasting various finance parameters | K4 |
| 3 | Develop a financial model suitable that aids management and documentation | K3,K4, K6 |
| 4 | Understand potential applications of Finance Models and its implementation | K2 |
| 5 | Practice and implement Financial modelling in Python Environment. | K3 & K6 |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create |
|  |
| **Unit I** | **Principles of Modelling** | **10 Hours** |
| A Good Model- Model Design- Selection of Model Variables and their Dependencies- Level of Detail or Aggregation- Model Structure and Planning- Model Building- Results Presentation and Other Uses of Sensitivity Analysis- Model Auditing. |
| **Unit II** | **Financial Statement, Cash Flow and Valuation Modelling** | **14 Hours** |
| Financial Statement Modelling: Core Points and Example- Income Statement Forecasting- Sales Forecasts- Cost Forecasts- Operating Profit- Taxable Profit, Tax and Net Income- Dividends and Retained Earnings Balance Sheet Forecasting- Error Checks and Feasibility Checks- Cash Flow Statement Forecasting- Cash Flow Valuation. |
| **Unit III** | **Developing Financial Models** | **10 Hours** |
| Financial Modelling- Basics of Design- Design process and method- Menu structure- Management reports and summaries- Development- Testing and auditing- Protection as an application- Documentation- Features and techniques - Data validation- Controls- Graphics- Sample model planning- Example model. |
| **Unit IV** | **Applications of Financial Modeling** | **12 Hours** |
| Analyzing performance- Forecasting models- Portfolio analysis- Cost of capital- Bonds- Investment analysis- Risk- Depreciation- Leasing- Company valuation- Optimization- Decision trees- Risk management- Modeling checklist. |
| **Unit V** | **Financial Modeling in Python** | **12 Hours** |
| Welcome to Python- PPF package- Basic Mathematical Tools- Data Model- Timeline- The Hull White Model- Pricing using Numerical Methods- Pricing Financial Structures in Hull White-Python Excel Integration. |

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| **Unit:6** | **Contemporary Issues** | **2 Hours** |
| Expert lectures -webinars-quiz-online assignments- case study |
|  | **Total Lecture hours** | **60 Hours** |
| **Note: Question Paper shall cover 100% Theory**  |
| **Books for Study** |
| 1 | Rees, M. (2015). Financial Modelling in Practice: A Concise Guide for Intermediate and Advanced Level. United Kingdom: Wiley. |
| 2 | Day, A. (2012). Mastering Financial Modelling in Microsoft Excel 3rd Edn: A Practitioner's Guide to Applied Corporate Finance. United Kingdom: Pearson Education Limited. |
| 3 | Gardner, C., Fletcher, S. (2010). Financial Modelling in Python. Germany: Wiley. |
| **Books for Reference**  |
| 1 | Mastering Financial Modelling In Microsoft Excel: A Practitioner'S Guide To Applied Corporate Finance, 2/E. (2008). India: Pearson Education. |
| 2 | Benninga, S. Z., Benninga, D. F. o. M. S., Benninga, S., Czaczkes, B. (2000). Financial Modeling. United Kingdom: MIT Press. |
|  |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** |
| 1 | <https://corporatefinanceinstitute.com/resources/knowledge/modeling/types-of-financial-models> |
| 2 | <https://www.wallstreetprep.com/knowledge/financial-modeling-best-practices-and-conventions/> |
| 3 | <https://www.ey.com/en_nl/finance-navigator/the-ultimate-guide-to-financial-modeling-for-startups> |
| Course Designed By: NSE ACADEMY LTD / E-Mail ID:  |
|  **Mapping with Programme Outcomes** |
| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | L | M | M | M | M | M | M | M | M | M |
| **CO2** | S | M | S | S | S | S | S | S | S | S |
| **CO3** | S | M | S | S | S | S | S | S | S | S |
| **CO4** | L | M | M | M | M | S | S | S | M | M |
| **CO5** | S | M | S | S | S | S | S | S | S | M |

\*S-Strong; M-Medium; L-Low

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| **Course code** | **3EB** | **INTERNET OF THINGS** | **L** | **T** | **P** | **C** |
| **Elective** | **4** | **-** | **-** | **4** |
| **Prerequisite** | Basic Knowledge in Technology | **Syllabus Version** | **2022 - 23** |
| **Course Objectives:** |
| The main objectives of this course are to: 1. Teach the students about a new technology called “Internet of Things”.
2. Make the students acquainted with Internet of Things Architecture.
3. Gain the idea of Internet of Things applications in various fields.
4. Know about the Internet of Things Devices.
5. Gain Knowledge in the Web of Things.
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| **Expected Course Outcomes:** |
| On the successful completion of the course, student will be able to: |
| 1 | Remember the basic idea about the Internet of Things. | K1 |
| 2 | Understand the design and structure of the Internet of Things. | K2 |
| 3 | Grasp the idea of how the Internet of things applied in various fields. | K2 |
| 4 | Identify and use the available Internet of Things devices. | K2 |
| 5 | Remember the Concept of the Web of Things and how it differs from the Internet of Things. | K1 |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create |
|  |
| **Unit:1** | **IoT OVERVIEW** | **11 Hours** |
| Internet of Things - How does the Internet of Things (IoT) Work? - Features of IOT Advantages and Disadvantages of (IoT) - Embedded Devices (System) in (IoT) - Embedded System Hardware- Embedded System Software - IoT Ecosystem - IoT Decision Framework.  |
|  |
| **Unit:2** | **IoT ARCHITECTURE** | **10 Hours** |
| IoT Architecture- Components of IoT Architecture- Stages of IoT Solutions Architecture- IoT Energy Domain- IoT Biometrics Domain. |
|  |
| **Unit:3** | **IoT APPLICATION** | **11 Hours** |
| IoT in Smart Home and Smart City Application- IoT Smart Agriculture Domain- IoT - Healthcare- Internet of Things (IoT) in Transportation - Internet of Things (IoT) in Manufacturing - Internet of Things (IoT) in Education - Internet of Things (IoT) in Law enforcement - Internet of Things (IoT) in Sales force - Internet of Things (IoT) in Identity Protection. |
|  |
| **Unit:4** | **IoT DEVICES** | **13 Hours** |
| IoT in Transforming Businesses - Smart Objects in IoT - IoT Devices - Major IoT Boards in Market - IoT - Platform- Thing Work in Internet of Things - IoT Data Link Communication Protocol- IoT Network Layer Protocols - IoT Session Layer Protocols. |
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| **Unit:5** | **WEB OF THINGS**  | **13 Hours** |
| 1. Web Of Things: Web of Things Vs Internet of Things – Web of Things Pillars – Architecture Standardization for WoT: Platform Middleware for WoT – Unified Multi TierWoT Architecture – WoT Portals and Business Intelligence.
 |
| **Unit:6** | **Contemporary Issues** | **2 Hours** |
| Expert Lectures, Online Seminars – Webinars |
|  |
|  | **Total Lecture Hours** | **60 Hours** |
| **Note: Question paper shall cover 100% theory.** |
| **Books for Study** |
| 1 | [Arsheep Bahga](https://www.amazon.in/s/ref%3Ddp_byline_sr_book_1?ie=UTF8&field-author=Arsheep+Bahga&search-alias=stripbooks), [Vijay Madisetti](https://www.amazon.in/s/ref%3Ddp_byline_sr_book_2?ie=UTF8&field-author=Vijay+Madisetti&search-alias=stripbooks), "Internet Of Things: A Hands-On Approach", Orient Blackswan Private Limited - New Delhi,2015. |
| 2 | Lele, Chitra, "Internet of Things (IoT) A Quick Start Guide", BPB Publications, New Delhi, 2022. |
|  |
| **Books for Reference**  |
| 1 | Greengard, Samuel., "The Internet of Things, revised and updated edition (The MIT Press Essential Knowledge series)", MIT Press, Cambridge, 2021. |
|  |  |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** |
| 1 | https://www.javatpoint.com/iot-internet-of-things |
|  |
| Course Designed By: Dr.M.Nirmala / E-Mail ID: nimmiswetha@gmail.com  |

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| **Mapping with Programme Outcomes** |
| **Cos** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | S | S | S | S | S | M |  S | S | M | S |
| **CO2** | S | S | S | S | S | S | M | S | S | M |
| **CO3** | S | S | S | S | S | S | M | S | S | S |
| **CO4** | S | S | S | S | S | S | S | S | S | M |
| **CO5** | M | S | S | S | S | S | M | S | M | S |

\*S-Strong; M-Medium; L-Low

**VALUE ADDED COURSE - I**

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| **CREDIT ANALYST** |
| **Name of the Department**  | **COMMERCE** |
| **Name of the Faculty Member i/c****With Complete Address with Phone and e-mail** | **Dr.P.CHELLASAMY**Professor, Department of CommerceBharathiar University, Coimbatore - 641046drchellamsamy@gmail.comMobile : 9443349179 |
| **Inter / Intra Department Course** | **Intra Department Course**  |
| **Duration of the Course** | **40 Hours** |
| **Eligibility** | **Knowledge in Accounting** |
| **Number of Candidates to be Admitted** | **-** |
| **Registration Procedure** | **-** |
| **Job Opportunities:** |
| Financial analysts |
| Credit managers |
| Credit Rating analyst |
| **The objectives of the Course are:** |
| The main objectives of this course are to: |
| 1 | To acquire the practical skill of data analysis |
| 2 | Train them with critical thinking and communication skill to become a Financial Analysts |
| 3 | Learn the role of credit manager |
| 4 | Learn the investment opportunities |
| 5 | Acquire an understanding of credit rating |
| **Course Content** | Lecture (Online) |
|  |
| **Module 1** | A Brief Introduction- Banking Credit Analysis Process  | **4 Hours** |
| **Module 2** | Fundamental Financial Math- Commercial Credit Analysis | **4 Hours** |
| **Module 3** | Finance Training  | **4 Hours** |
| **Module 4** | Excel Crash Course: Master Excel for Financial Analysis | **4 Hours** |
| **Module 5** | Risk Management  | **4 Hours** |
| **Module 6** | Risk Management Process - Analysis | **4 Hours** |
| **Module 7** | Financial Management A Complete Study for CA/CMA/CS/CFA/ACCA | **4 Hours** |
| **Module 8** | Career Hacking- Resume, LinkedIn, Interviewing  | **4 Hours** |
| **Module 9** | Essential of Soft Skills | **4 Hours** |
| **Module 10** | Assignment  | **4 Hours** |
| **Books for Study** |
| 1 | Blokdyk. Gerardus “**Credit Analyst**”, Create Space Independent Publishing Platform, 2018 |
| **Books for Reference** |
| 1 | Arnold Ziegel, Ronna Ziegel, **Fundamentals of Credit and Credit Analysis: Corporate Credit Analysis**, Create Space Independent Publishing Platform, 2015 |
| **Related Online Contents**  |
| - |

**VALUE ADDED COURSE - II**

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| **DIGITAL MARKETING** |
| **Name of the Department**  | **COMMERCE** |
| **Name of the Faculty Member i/c****With Complete Address with Phone and e-mail** | **Dr. M. SUMATHY** Professor & Head**Dr.M.NIRMALA**Assistant Professor, Department of CommerceBharathiar University, Coimbatore-46Mobile : 9487430218 |
| **Inter / Intra Department Course** | **Intra**  |
| **Duration of the Course** | **40 Hours** |
| **Eligibility** | **Basic knowledge in Marketing** |
| **Number of Candidates to be Admitted** | **-** |
| **Registration Procedure** | **-** |
| **Job Opportunities:** |
| * Digital Marketing Manager
* Content Writers
* Inbound Marketing Manager
* Social Media Marketing Experts/Specialists
* Search Engine Marketers
 |
| **The objectives of the Course are:** |
| The main objectives of this course are to: |
| 1 | Learn the basic concepts in Digital marketing |
| 2 | Create a website |
| 3 | Gain knowledge in CRM  |
| 4 | Manage social media effectively |
| 5 | Learn the marketing strategy |
| **Course Content** | Lecture / Practical / Project / Internship  |
|  |
| **Module 1** | Digital Marketing Fundamentals | **4 Hours** |
| **Module 2** | Digital Marketing Campaign - Understanding the Types of Campaigns. | **4 Hours** |
| **Module 3** | E-mail Marketing | **4 Hours** |
| **Module 4** | Building a Website - Hosting a Website | **4 Hours** |
| **Module 5** | Customer Relationship Management (CRM) | **4 Hours** |
| **Module 6** | Managing Social Media | **4 Hours** |
| **Module 7** | Leadership skills for digital marketing professionals | **4 Hours** |
| **Module 8** | Internet marketing strategy | **4 Hours** |
| **Module 9** | Assignments | **4 Hours** |
| **Module 10** | Case studies | **4 Hours** |
| **Books for Study** |
| 1 | Pineet Singh Bhatia , Fundamentals of Digital Marketing", Pearson Publishers, 2019.  |
|  |
| **Books for Reference** |
| 1 | Deiss, R., & Henneberry, R, Digital marketing for dummies. John Wiley & Sons, 2020 - 21 |
| **Related Online Contents**  |
| 1 | Basics of Digital Marketing - SWAYAM |