



Program	Master of Business Administration (MBA)	Semester - 4
Type of Course	Minor	
Prerequisite		
Rationale	-	
Effective From A.Y.	2024-25	

Teaching Scheme (Contact Hours)				Examination Scheme				
Lecture	Tutorial	Lab	Credit	Theory Marks		Practical Marks		Total Marks
				T	T	P	P	
4	-	-	4	50	30	-	-	150

SEE - Semester End Examination, T - Internal Theory, P - Internal Practical

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Introduction to FinTech <ul style="list-style-type: none"> FinTech Evolution FinTech Typology Functional aspects of FinTech applications Trends in FinTech Industry and Opportunities provided by different areas of the Fintech ecosystem Fintech: IT-enabled financial innovations and the current trend The Future of Financial Services FinTech Regulation in India 	15	25
2	A brief History of Financial Innovation <ul style="list-style-type: none"> Digitization of Financial Services FinTech & Funds - Crowdfunding- Types, Charity and Equity P2P and Marketplace Lending Digital Banking, Payment Banks, Wallets, BNPL Insurtech, Regtech, Wealthtech Cryptocurrencies & Block chain 	15	25
3	Introduction to Financial Analytics <ul style="list-style-type: none"> Meaning & Importance of Financial Analytics Types of Financial Analytics <ul style="list-style-type: none"> Fundamental Analysis Technical Analysis Component of Financial Analytics Features of Financial Analytics Component of DataAnalytics Features of Data Analytics Types of Data Analytics 	15	25
4	Implementation of Financial Analytics <ul style="list-style-type: none"> Corporate Financial Analytics Investment Financial Analytics Financial Analytics and Current Financial Challenges Introduction to R & Python <ul style="list-style-type: none"> Nature of Data in Finance and Source of Financial Data Cleaning and Pre- Processing Data Exploratory Data Analysis in R & Python. 	15	25
Total		60	100



Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Remembrance	Understanding	Analyze	Evaluate
Weightage	25	25	25	25

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

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

CO1	Understand the basic concepts of FinTech and financial analytics and its major features.
CO2	Understand the application of technology streamlining financial services and system.
CO3	Evaluate the financial analytics and its use in taking better Financial decisions.
CO4	Analyze the working of FinTech & application of analytics tools and latest developments globally.

CO PO Mapping

CO	CO - 1	CO - 2	CO - 3	CO - 4
PO - 1	3	3	2	2
PO - 2	2	2	3	3
PO - 3	0	0	1	1
PO - 4	0	2	1	3
PO - 5	0	0	1	1

Reference Books

1.	FinTech Future The Digital DNA of Finance (TextBook) By Sanjay Phadke Sage Publications 2020 / latest edition
2.	Fintech: The New DNA of Financial Services By Pranay Gupta and T. Mandy Tham Gruyter 2019 / latest edition
3.	Financial Analytics and Control (TextBook) By Dr. Anuradha B Notion Press 2021 / latest edition