

Study Scheme and Syllabus of
Master of Business Administration
(Fintech)
Batch 2024 onwards



Department of Academics
IK Gujral Punjab Technical University

I.K.G. Punjab Technical University
Program Educational Objectives (PEOs)

PEO1: To inculcate knowledge in students with experiential learning and prepare the for advance study and life long learning.

PEO2: To develop strategic understanding of fundamental principles of business and competencies in the area of accounts, marketing, interpersonal skills, human resource management and entrepreneurship.

PEO3: To train the students for dynamic business environment and apply their perspectives through innovation and creativity.

PEO4: To develop competencies in qualitative and quantitative techniques to analyse the business data as well as developing an understanding of economic, legal and social environment of Indian business.

PEO5: To inculcate leadership skills, professionalism, effective communication skills, interpersonal skills and team work in students so as to enable them to manage and collaborate in diverse work environments.

PEO6: To develop responsiveness to social issues and ability to identify business solutions to address the same. Students will also be able to understand the issues of business ethics.

Program Outcomes (POs)

The program outcomes specify the knowledge, skills, values and attitudes students are expected to attain in courses or in a program. The six outcomes of MBA program are as below:

1. **Business Environment and Domain Knowledge:** Economic, legal and social environment of Indian business.. Graduates are able to improve their awareness sand knowledge about functioning of local and global business environment and society. This helps in recognizing the functioning of businesses, identifying potential business opportunities, evolvment of business enterprises and exploring the entrepreneurial opportunities.

2. **Critical thinking, Business Analysis, Problem Solving and Innovative Solutions:** Competencies in quantitative and qualitative techniques. Graduates are expected to develop skills on analysing the business data, application of relevant analysis, and problem solving in other functional areas such as marketing, business strategy and human resources.

3. **Global Exposure and Cross-Cultural Understanding:** Demonstrate a global outlook with the ability to identify aspects of the global business and Cross Cultural Understanding.

4. **Social Responsiveness and Ethics:** Developing responsiveness to contextual social issues / problems and exploring solutions, understanding business ethics and resolving ethical dilemmas. Graduates are expected to identify the contemporary social problems, exploring the opportunities for social entrepreneurship, designing business solutions and demonstrate ethical standards in organizational decision making. Demonstrate awareness of ethical issues and can distinguish ethical and unethical behaviors.

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5. Effective Communication: Usage of various forms of business communication, supported by effective use of appropriate technology, logical reasoning, articulation of ideas. Graduates are expected to develop effective oral and written communication especially in business applications, with the use of appropriate technology (business presentations, digital communication, social network platforms and so on).

6. Leadership and Teamwork: Understanding leadership roles at various levels of the organization and leading teams. Graduates are expected to collaborate and lead teams across organizational boundaries and demonstrate leadership qualities, maximize the usage of diverse skills of team members in the related context.

(Source: Model Curriculum for Management programs (MBA) January, 2018, AICTE, New Delhi. www.aicte.india.org)

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Courses & Examination Scheme:

First Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
MBA 101-18	Core Theory	Foundations of Management	4	0	0	40	60	100	4
MBA 102-18	Core Theory	Managerial Economics	4	0	0	40	60	100	4
MBA 103-18	Core Theory	Quantitative Techniques	4	0	0	40	60	100	4
MBA 104-18	Core Theory	Accounting for Management and Reporting	4	0	0	40	60	100	4
MBA 105-18	Core Theory	Business Environment and Indian Economy	4	0	0	40	60	100	4
MBA 106-18	Core Theory	Business Ethics and CSR	4	0	0	40	60	100	4
MBA 107-18	Core Theory	Business Communication for Managerial Effectiveness	4	0	0	40	60	100	4
	TOTAL		28	0	0	280	420	700	28

Second Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
MBA 201-18	Core Theory	Business Analytics for Decision Making	4	0	0	40	60	100	4
MBAFT 202-25	Core Theory	Legal Environment for Business	4	0	0	40	60	100	4
MBA 203-21	Core Theory	Marketing Management	4	0	0	40	60	100	4
MBA 204-18	Core Theory	Human Resource Management	4	0	0	40	60	100	4
MBA 205-18	Core Theory	Production and Operations Management	4	0	0	40	60	100	4
MBA 206-21	Core Theory	Corporate Finance and Policy	4	0	0	40	60	100	4
MBAFT 207-25	Core Theory	Introduction to Fintech	4	0	0	40	60	100	4
MBAGE 201-18	General Elective	Computer Applications for Business	2	0	0	40	60	100	2
	TOTAL		29	0	1	320	480	825	30

Note: After second semester every student will be required to undergo summer training of six weeks duration in the corporate sector.

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MBA 101-18 Foundations of Management

Course Objective: This course presents a thorough and systematic coverage of management theory and practice. The course aims at providing fundamental knowledge and exposure of the concepts, theories and practices in the field of management. It focuses on the basic roles, skills and functions of management, with special attention to managerial responsibility for effective and efficient achievement of goals.

Course Outcomes (COs): After completion of the course, the students shall be able to:

- CO1:** Describe fundamental concepts and principles and conventions of accounting.
- CO2:** Explain the role and responsibilities of managers and adapt to the various styles of management across organizations.
- CO3:** Develop analytical abilities to face the business situations.
- CO4:** Apply various tools that would facilitate the decision making process in the business.
- CO5:** Develop peer based learning and working in groups and teams.
- CO6:** To comprehend the application of various controlling techniques in management.

Unit I

Introduction: Definition, nature, scope, importance, Functions of management and manager, Managerial roles and skills.

Evolution of management thought and Management thinkers: Classical Approach, Neo Classical Approach, Quantitative approach, Behavioral approach, Systems approach, Contingency approach. Contributions of F. W. Taylor, Henry Fayol, Mary Parker Follet, Chester Bernard, Max Weber, Peter, F. Drucker, Gilbreths, Henry Gantt, Abraham Maslow, Herzberg and McGregor.

Unit II

Planning: Importance, types of plans, and process of planning, business forecasting, MBO: Concept, importance, process, benefits and limitations.

Strategic management: Nature, importance, purpose, types, process and major kinds of strategies, McKinsey's 7-S Approach.

Decision-Making: Importance, types, steps and approaches, Decision Making in various conditions, Decision tree.

Unit III

Organizing: Concept and process of organizing, Formal Vs Informal organization, Organizational structure: Types of Organizational structure, Bases of Departmentalization. **Line & Staff:** concept, line-staff conflict.

Authority & Power: concept, responsibility and accountability. **Delegation:** concept, importance, factors affecting delegation, effective delegation, Span of Management, Decentralization and centralization, **Staffing,** importance and process. **Coordination:** Concept, importance, difficulties and techniques to ensure effective coordination.

Unit IV

Control: Concept, importance, characteristics, process of control, types and techniques of control.

Comparative study: Japanese Management and Z-culture of American Companies, Chinese Style Management,

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Modern management techniques: an overview of various latest techniques: Business process Re-engineering, Business outsourcing, knowledge management, E-Business Management.

Note: Relevant Case Studies should be discussed in class.

Suggested Readings:

- Harold Koontz, and Heinz Weihrich, *Essentials of Management: An International Perspective*, New Delhi, McGraw-Hill, 2010.
- Richard L Daft, *The New Era of Management*, New Delhi, Thomson, 2007.
- Stephen P Robbins, Mary Coulter and Neharika Vohra, *Managemnt*, New Delhi, Pearson, 2011.
- V S P Rao & V H Krishna, *Management*, Excel Books
- P.Subba Rao, *Principles of Management*, Himalaya Publishing
- Dubrin, *Management: Concepts & Cases*, Cengage Learning
- Ferrell, *Business: A Changing World*, Tata McGraw Hill
- Mukherjee, *Principles of Management and Organisational behaviour*, Tata McGraw Hill.

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MBA 102-18
Managerial Economics

Course Objective: The objective of the paper is to acquaint the students with the economic concepts and principles and to enable them to use them to address business problems in a globalized economic environment.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Understand the basic concepts of economics and relate it with other disciplines and identify the importance of economics in managerial decision making.

CO2: Measure price elasticity of demand, understand the determinants of elasticity and apply the concepts of price, cross and income elasticity of demand.

CO3: Analyze the demand and supply conditions and assess the position of a company and explain the concepts of factors of production, collective bargaining and the underlying theories of factors of production.

CO4: Recognize the relationship between short-run and long-run costs and will also be able to establish the linkage between production function and cost function

CO5: Compare and contrast four basic types of market i.e. perfect, monopoly, monopolistic and oligopoly and can determine price and output under different market types.

CO6: Understand basic concepts of macroeconomics and shall be able to measure national income using different approaches.

Unit-I

Introduction to Managerial Economics: Managerial Economics: Meaning, Nature, Scope & Relationship with other disciplines, Role of managerial economics in decision Making, Opportunity Cost Principle, Production Possibility Curve, Incremental Concept, Scarcity Concept.

Demand: Demand and its Determination: Demand function; Determinants of demand; Demand elasticity – Price, Income and cross elasticity, Use of elasticity for analyzing demand, Demand estimation. **Demand forecasting,** Demand forecasting of new product.

Indifference Curve Analysis: Meaning, Assumptions, Properties, Consumer Equilibrium, Importance of Indifference Analysis, Limitations of Indifference Theory.

Unit-II

Production Function : Production function Meaning, Concept of productivity and technology, Short Run and long run production function, Isoquants; Least cost combination of inputs, Producer's equilibrium; Returns to scale; Estimation of production function. **Theory of Cost:** Cost Concepts and Determinants of cost, short run and long run cost theory, Modern Theory of Cost, Relationship between cost and production function. **Revenue Curve:** Concept of Revenue, Different Types of Revenues, concept and shapes of Total Revenue ,Average revenue and marginal revenue, Relationship between Total Revenue ,Average revenue and marginal revenue, Elasticity of Demand and Revenue relation.

Unit-III

Market Structure: Market Structure: Meaning, Assumptions and Equilibrium of Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly: Price and output determination under collusive oligopoly, Price and output determination under non-collusive oligopoly, Price leadership model. **Supply:** Introduction to supply and supply curves. **Pricing:** Pricing practices; Commodity Pricing: Economics of advertisement

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costs; Types of pricing practices. **Factor Pricing:** Demand and supply of factors of production; Collective bargaining, Concept of rent, profit, interest- Rate of return and interest rates; Real vs. Nominal interest rates. Basic capital theory–Interest rate and return on capital, Measurement of profit.

Unit-IV

Product market: Saving and Investment function, Consumption function, Aggregate supply and Aggregate demand, Investment multiplier, Foreign trade and budget multiplier. **Money market:** Motive for holding money; Liquidity preference, Money demand, Money market equilibrium. IS-LM Analysis: Derivation of nominal IS-LM and equilibrium. **National Income:** Conceptual Framework, Measures of National Income, Methods of Measurement, Limitations of National Income. **Consumption Function:** Meaning, and Nature, Determinants and Measures to Raise Propensity to Consume. Keynes Psychological Law of Consumption - Meaning, Properties and Implications, **Inflation:** Meaning, Types, Theories, Causes, Effects and Control, Unemployment Trade off, **Trade Cycles:** Concept and Theories of trade cycles.

Note: Relevant Case Studies will be discussed in class.

Suggested Readings/ Books:

- D. M. Mithani, *Managerial Economics Theory and Applications*, Himalaya Publication
- Peterson and Lewis, *Managerial Economic*, Prentice Hall of India
- Gupta, *Managerial Economics*, Tata McGraw Hills
- Geetika, *Managerial Economics*, Tata McGraw Hills
- Froeb, *Managerial Economics*, Cengage Learning
- Koutsoyiannis, A, *Modern Micro Economics*, Palgrave Macmillan Publishers, New Delhi. 2.
- Thomas Christopher R., and Maurice S. Charles, *Managerial Economics – Concepts and Applications*, 8th Edition,
- Peterson and Lewis, *Managerial Economics*, 4th Edition, Prentice Hall of India Pvt. Ltd., New Delhi.
- Shapiro, *Macro Economics*, Galgotia Publications.
- H. L Ahuja *Advanced Economic Analysis*, S. Chand & Co. Ltd, New Delhi. 7.
- G.S Gupta, *Managerial Economics*, Tata McGraw Hill.
- Goel Dean, *Managerial Economics*, Prentice Hall of India, Pvt. Ltd., New Delhi
- K.K. Dewett, *Modern Economic Theory*, S. Chand Publication

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MBA 103-18
Quantitative Techniques

Course Objective: The objective of this paper is to acquaint the students with quantitative and operations research techniques that play an important role in managerial decision-making.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: To have a deeper and rigorous understanding of fundamental concepts in business decision making under subjective conditions.

CO2: To apply the concepts of central tendency and variation in managerial decision making.

CO3: To enhance knowledge in probability theory and normality and its distribution concepts.

CO4: To understand the concept of correlation regression analysis and their applications.

CO5: To apply the learnt techniques to build the best fit route of transportation for carrying schedule of activities.

CO6: To apply the operations techniques in reality to market scenario.

Unit I

Introduction to Statistics: Meaning, Definition in singular and plural sense, Features of statistics, Importance, Functions, Scope and Limitations of Statistics.

Measures of Central Tendency: Mathematical averages including arithmetic mean, geometric mean and harmonic mean, properties and applications. Positional Averages: Mode and median (and other partition values including quartiles, deciles and percentile. Graphic presentation of measures of central tendency.

Measures of Variation: Absolute and relative measures. Range, quartile deviation, mean deviation, standard deviation and their coefficients. Properties of Standard Deviation and Variance. Moments Concept, calculation and Significance. Skewness: Meaning, Measurement using Karl Pearson and Bowley Measures. Concept of Kurtosis.

Unit II

Simple Correlation Analysis: Meaning of Correlation: Simple, multiple and partial, linear and non linear correlation, correlation and causation, scatter diagram, Pearson's correlation coefficient, calculation and properties of coefficient, Rank Correlation.

Simple Regression Analysis: Meaning of Regression, Principle of least square and regression analysis, Calculation of regression coefficient, properties of regression coefficient, Relationship between correlation and regression coefficient.

Theory of Probability: Meaning of Probability, Approaches to the calculation of probability, calculation of event probabilities, Addition and Multiplication Laws of Probability (Proof not required), Conditional Probability and Bayes' Theorem (Proof not required).

Unit III

Probability Distribution: Binomial Distribution, Poisson Distribution and Normal Distribution with their properties and applications.

Linear Programming: Formulation of linear programming problems. Solution by Graphic method and by using Simplex method algorithm including Big-M method. Business applications of LP. Degeneracy. Duality. Post-optimality analysis.

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Game Theory: Two-person zero-sum games. Games of pure strategies and Games of mixed strategies. Rule of dominance. Graphic solution to games. Business applications.

Unit IV

Transportation: Transportation problem: Initial feasible solution using North-west Corner Rule; Least Cost Method; and Vogel's Approximation Method. Testing optimality using MODI method.

Assignment Problems: Assignment problem: Solution using Hungarian Assignment Method.

Project Scheduling: PERT/CPM: Project networks. Scheduling of projects with known activity times – Critical path and scheduling of activities.

Suggested Readings:

- Levin, Richard and David S. Rubin. “*Statistics for Management*”. 7th Edition, Prentice Hall of India, New Delhi.
- Render, B. and Stair, R. M. Jr., “*Quantitative Analysis for Management*”, 7th Edition, Prentice–Hall of India, New Delhi.
- Siegel, Andrew F, *Practical Business Statistics*. International Edition, 5th Edition (2001), McGraw Hill Irwin.
- Berenson, L.M., Krehbiel, T.C., Vishwanathan, P.K. and Levine, D.M., “*Business Statistics: A First Course*”, 4th Edition (2008), Pearson Education.
- Anderson, David R., Dennis J. Sweeney and Thomas A., Williams, *An Introduction to Management Science*, South-Western.
- Taha, Hamdy A, *Operations Research – An Introduction*, Prentice-Hall of India Private Ltd., New Delhi.
- Hillier, Frederick S. and Gerald J. Lieberman, *Introduction to Operations Research*, McGraw Hill India (Pvt) Ltd.
- Vohra, N.D., *Quantitative Techniques in Management*, McGraw Hill Education Private Limited, New Delhi.
- Sharma, J. K., *Operations Research; Theory and Applications*, Macmillan Indian, New Delhi.
- Winston, Wayne L., S. Christian Albright and Mark Broadle, *Practical Management Science*, Duxbury – Thompson learning, Australia.
- Gupta C B, Gupta V, “*An Introduction to Statistical Methods*”, 23rd Edition (1995), Vikas Publications.

Note: Latest edition of the readings may be used.

Course Objective: This course aims to familiarize the students with various accounting concepts, tools and techniques and its application in managerial decision making. It also acquaints the students with the latest accounting practices and reporting standards.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1 – To familiarize the students about the basic concepts, principles and process of accounting and to make them aware about the formats of financial statements of public limited, banking and insurance companies.

CO2 – To explain the students about the concepts of cost and various intricacies for preparing the cost sheet.

CO3 – To acquaint students about the decision making techniques using the concepts of marginal costing, standard costing and budgetary control.

CO4 – To enable the students to analyse financial statements using various tools for financial analyse and interpret the financial position of a business organization.

CO5 – To familiarize the students about the contemporary developments in the accounting.

CO6 – To make students aware about the recent developments in financial reporting and regulations so that they may understand and appreciate the concept and process of harmonization of financial reporting practices.

Unit I

Introduction to Accounting: Accounting as an information system, Accounting Process, concepts, convention and principles of Accounting, Role of accountant in an organization. Branches of accounting: Financial, Cost and Management Accounting and their inter-relationships, Exposure to format of schedule VI of Public Limited, Banking and Insurance Companies.

Unit II

Cost Accounting: Meaning, Objectives, Scope and Classification of costs, Preparation of Cost Sheet. **Marginal Costing** –Concept of Marginal Cost; Marginal Costing Vs Absorption Costing; **Cost-Volume-Profit Analysis**; Break-Even Analysis; Assumptions and its practical applications for managerial Decision making with special reference to pricing, make or buy decisions, selection of Sales-Mix.

Standard Costing: Introduction, Variance Analysis, types of Variances- Materials and Labour Variances. **Budgetary Control-** Types of Budgets Master budget Zero base budgeting, Fixed Budget and Flexible Budgets, Zero Base Budget, Participative Budget and Performance Budget.

Unit III

Financial Statement Analysis: Concepts and objectives, **Tools of Financial Analysis:** trend analysis, common size statements, comparative statements, Ratio analysis- Liquidity, solvency, profitability, turnover ratios, Cash flow statements and funds flow statements.

Unit IV

Recent Developments in Accounting: Introduction to concept of Price Level Accounting, Human Resource Accounting, Transfer Pricing, Target Costing, Kaizen costing, Activity based costing, Life Cycle Costing.

Financial Reporting and Regulations: Meaning, objectives, principles and environment of financial reporting; Introduction to Accounting Standards issued by ICAI, US GAAPs, International Accounting Standards, IFRS, Applicability of various accounting standards, comparison and the process of harmonization.

Suggested Readings:

- Ahuja, N. L. and Dawar, V. 'Financial Accounting and Analysis' Taxmann Publishers
- Khan and Jain, 'Management Accounting', Tata McGraw.
- J. Madegowda, 'Accounting for Managers', Himalaya Publishing.
- 4. Horngren, Charles T., Gary L. Sundem and William O. Stratton, "Introduction to Management Accounting", Pearson Education Asia.
- Ramchandran, 'Financial Accounting for Management', Tata McGraw
- Jawahar Lal, 'Accounting for Management', Himalaya Publishing
- Pandey, I.M, "Essentials of Management Accounting", Vikas Publishing House.
- Sehgal, A. and Sehgal, D., '*Advanced Accounting – Financial Accounting I*', Taxmann Publications
- Shukla, M.C. and Grewal, T.S. *Advanced Accounts Vol. I & Vol. II*, S. Chand and Co.
- Horngren, C. T., Sundem, G. L. and Stratton, W. O., '*Introduction to Management Accounting*', Pearson Education
- Elliott, B. and Elliott, J., '*Financial Accounting and Reporting*', Pearson
- Gibson, C. H., '*Financial Reporting Analysis (Using Financial Accounting Information)*', South-Western Publications
- Christopher, N. and Parker, R., '*Comparative International Accounting*', Prentice Hall
- Bhattacharya, S.K. and John Dearden, "Accounting for Management – Text and Cases", Vikas Publishing House.
- Arora, M.N., "Cost Accounting – Principles and Practice", Vikas Publishing House.

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MBA 105-18
Business Environment and Indian Economy

Course Objective: This course aims at providing knowledge of the environment in which businesses operate, the economic, political, legal and social framework with a basic idea of the Indian Economy.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO 1: Outline how an entity operates in a complex business environment.

CO 2: To systematically learn impact of legal & regulatory, macroeconomic, cultural, political, technological, global and natural environment on Business enterprise.

CO 3: To examine the critical opportunities and threats that arise from an analysis of external business conditions by applying scenario planning to synthesize trends prevailing in the external environment.

CO 4: To describe how various types of economic systems play a significant role in the success of a business.

CO 5: To understand the nature of Indian Economy and various issues relating to Indian Economy having a direct or indirect impact on business environment.

CO6: To discuss various development strategies in India.

UNIT I

Business Environment: Meaning, Types: Internal Environment; External Environment; Micro and Macro Environment, Components of Business Environment. **Political Environment:** Three political institutions: Legislature, Executive and Judiciary, Fundamental rights, Directive Principles, Rationale and extent of state intervention.

Economic Environment: Concept, features of various economic systems, New Industrial policy and industrial licensing, new economic policies, aspects of economic reforms and their effects on business and emerging economies. Effect of recession on Business and remedies for that, Economic Planning in India: Objectives, Strategies and Evaluation of current five year plan, Monetary and Fiscal Policy.

UNIT II

Legal Environment: Company Regulatory Legislations in India, FEMA, EXIM policy, Competition Law, Right to Information Act 2005.

Public Sector in India: Concepts, Philosophy and Objectives, Performance, Problems and Constraints. Disinvestment and Privatisation, Joint sector and Cooperative sector in India, Deficit Financing and its implications for the Indian Economy; Analysis of current year Annual Budget.

Consumerism: Role of Consumer Groups with Special Reference to India; Consumer Protection Act, 1986 with Latest Amendments.

Ecological Environment: Concepts of Green Management, Global Warming, Carbon Foot Printing, The Environment Protection Act 1986.

UNIT III

Technological Environment: Impact of Technology on Business, Technological Policy, Intellectual Property Rights, Import of Technology, Appropriate Technology, Problems in Technology Transfer.

International Environment: Emergence of Globalisation, Control of Foreign Direct Investment, Benefits and Problems from MNCs. WTO, its role and functions, Implications for India. Trading Blocks, Foreign Trade: SEZ (Special Economic Zones),

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EPZ (Export processing zone), EOU (*Export Oriented Units*), Dumping and Anti-Dumping measures.

Introduction to Indian Economy: Colonialism and Development of Indian Economy, Framework of Indian Economy, Demographic Features and Indicators of Economic Growth and Development, Rural-Urban Migration and issues related to Urbanization, Poverty debate and Inequality, Nature, Policy and Implications.

Unit IV

Unemployment-Nature, Central and State Government's policies, policy implications, Employment trends in Organized and Unorganized Sector

Development Strategies in India: Agricultural- Pricing, Marketing and Financing of Primary Sector, Changing structure of India's Foreign Trade. The Economic Policy and Infrastructure Development: Energy and Transport, Social Infrastructure- Education, Health and Gender related issues, Social Inclusion, Issues and policies in Financing Infrastructure Development.

Suggested Readings:

- Paul Justin, Business Environment, Latest Edition, McGraw Hill Education, New Delhi.
- V.K. Puri & S.K. Misra, Economic Environment of Business, Latest Edition, Himalaya Publishing House, New Delhi.
- A.C. Fernando, Business Environment, Latest Edition, Pearson Publication, New Delhi.
- V. Neelamegam, Business Environment, Latest Edition, Vrinda Publications, Delhi.
- Francis Cherunilam, Business Environment, Latest Edition, Himalaya Publishing House, New Delhi.
- K. Aswathappa, Essentials of Business Environment, Latest Edition, Himalaya Publishing House, New Delhi.
- Govt. of India, Five Years Plan Documents.

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MBA 106-18
Business Ethics and Corporate Social Responsibility

Course Objective: This Paper introduces students to the relationship between business and ethics, and tries them to understand how ethical principles could influence management decisions. It also signifies the concept of CSR and its implications on business.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: To integrate and apply contemporary Ethics & Governance issues in a business context

CO2: To analyse and apply ethics to contemporary business practices.

CO3: To analyse key perspectives on corporate social responsibility and their application.

CO4: To evaluate different corporate ownership structures and their key governance features.

CO5: To understand the ethical decision making, ethical reasoning, the dilemma resolution process.

CO6: To analyse and apply corporate governance perspectives to contemporary business practices.

Unit I

Business Ethics: Characteristics, Principles, Types, Importance, Factors highlighting the importance of Business Ethics, Myths about Business Ethics. Ethical Values, Theories of Ethics, Absolutism verses Relativism, Teleological approach, the Deontological approach, Kohlberg's six stages of moral development (CMD), Code of Ethics.

Business Ethics and Social Responsibilities of the firm - relationship of the firms with customers, competitors, stockholders, dealers and suppliers. Ethics v/s Ethos, Indian v/s Western Management, Globalisation and Business Ethics. Emerging issues of Business Ethics.

Unit II

Ethical Dilemma; Characteristics, ethical decision making, ethical reasoning, the dilemma resolution process.

Ethical Considerations in Marketing, Ethics in Accounting and Finance, Ethical Implications at Top Level. Ethical considerations in Human Resource Management, Environmental Ethics.

Note: Relevant Case Studies regarding ethical issues in Marketing, HRM, Accounting and Finance and Environment Management should be discussed in the class.

Unit III

Corporate Social Responsibility: Concept, Definition, Need, Arguments in favour of and against CSR. Historical Phases of Corporate Social Responsibility, Perspectives of CSR. Models of CSR, Drivers of CSR, Corporate Governance, Business Ethics and CSR.

Corporate Social Responsibility and Corporate Sustainability: Meaning, Need and importance of Sustainability, Sustainability Case Studies-Triple Bottom Line (TBL).

Corporate Sustainability Reporting Frameworks- Global Reporting Initiative Guidelines, National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business.

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Unit IV

Corporate Social Responsibility within the organisation, CSR and Society, Strategic Planning and CSR, Environmental Aspects of CSR, CSR under the Companies Act, 2013, CSR Practices in India, Case Studies of Major CSR Initiatives.

Corporate Governance: Introduction, Need, Models.

References:

- Fernando, A. C. (2010). *Business Ethics and corporate governance*. Pearson Education.
- Velasquez, M. G. (2011). *Business Ethics: Concepts and Cases*. PHI Learning.
- Gosh, B. N. (2009). *Business Ethics and Corporate Governance*. Tata McGraw Hill. T
- Thomas M. Garrett - *Business Ethics* - The times of India Press Bombay.
- Peter Pratley - *The essence of Business Ethics* - prentice Hall of India (P) Ltd., New Delhi.
- Chackraborty S.K. - *Ethics in Management - Vedantic Perspectives* - Oxford University Press, Delhi.
- Keith Davis *Business and Society* Mc Graw Hill.

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MBA 107-18
Business Communication for Managerial Effectiveness

Course Objective: This course presents communication as integral to management and as a critical component for success in the workplace. The students will develop a foundation for designing effective messages, both written and oral, from concept to delivery. They will use various communication models to identify objectives, analyze audiences, choose information, and create the most effective arrangement and channel for that message. Particularly, the course emphasizes elements of persuasive communication: how to design messages for diverse and possibly resistant audiences and how to present that information in a credible and convincing way.

Specifically, students will practice drafting and editing clear, precise, and readable written business documents as well as learn to design documents to make information easily accessible to a busy, executive-level reader. In addition, they will develop and deliver an individual presentation, using appropriate and effective visual support, in which they will present a persuasive argument that demonstrates relevance and benefits to an audience at different levels of expertise or interest and will learn and practice group communication.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1 - To understand the basics of communication and its process, and the various barriers in the communication.

CO2 – To learn the listening skills and comprehend the value of business etiquettes

CO3– To comprehend Non – Verbal communication skills and its application for effective Communication.

CO4 – To learn the skills of writing effective business messages, letters and reports

CO5– To develop the presentation skills and learning to organize and structure a Presentation using visual aids

CO6 – To prepare the students for interview, employment messages and resume writing skills

UNIT - 1

Understanding the Foundations of Business Communication: Business Communication concept, Communication Models, Communication Process, Characteristics of effective business communication, Barriers in communication environment, Communication and Ethics, Cross Cultural Communication;

Guidelines for successful collaborative writing, Social networking technologies in business communication, Importance of listening, business etiquette & nonverbal Communication

UNIT - II

The Three-Step Writing Process: Importance of analyzing the situation before writing a message, Information-gathering options, Information organization, Writing Business Communication: Adapting to your audience, Crafting brief messages, Crafting messages for electronic media, Writing routine and positive messages, Writing negative messages; Planning, Writing, and Completing Reports and Proposal and Emails.

UNIT – III

Designing and Delivering Oral and Online Presentations: Developing oral and online presentations, Enhancing presentations with slides and other visual aids, Just-A-Minute

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Presentation, Individual/Group Presentations, Feedback and overcoming Glossophobia, Group discussion.

UNIT - IV

Writing Employment Messages and Interviewing for Jobs: Employment strategy, Planning, writing and completing your resume, Applying and Interviewing for Employment: Understanding, preparing and follow-up, Role Play and Simulation games – Employer - employee and Interviewer – interviewee relationship.

Suggested Readings:

- Penrose/Rasberry/Myers *Business Communication for Managers (5th edition)* Cengage Learning.
- Courtland/John/Roshan *Business Communication Today (13th edition)* Pearson
- Rizvi *Effective Technical Communication* Tata Mcgraw Hills
- Raymond/Marie/Kathryn/Neerja *Business Communication* Tata Mcgraw Hills

Business Analytics for Decision Making

Course Objective: The course aims at equipping students with an understanding of the research process, tools and techniques in order to facilitate managerial decision making.

Course Outcomes: At the end of the course, the student will be able to:

CO1: To have a deeper and rigorous understanding of fundamental concepts in business decision making under subjective conditions

CO2: To enhance knowledge in probability theory and normality and its distribution concepts

CO3: To conduct research surveys through multiple regression and multiple correlation

CO4: To design a good quantitative purpose statement and good quantitative research questions and hypotheses

CO5: To know the various types of quantitative sampling techniques and conditions to use.

CO6: To utilize the time series method to predict the future of sales in a concern.

Unit I

Introduction to Statistics: Meaning, Importance, Applications of inferential statistics in managerial decision making. **Collection of Data:** concept of primary data and secondary data, sources of primary data and secondary data, **Classification and Tabulation of Data:** Concept and types of classification, construction of frequency distributions, tabulation of data: role of tabulation, parts of table, rules of tabulation, review of table, types of table.

Sampling: Concept, definitions, census and sampling, probability and non probability methods of sampling, relationship between sample size and errors.

Unit II

Sampling Distributions: Concept and standard error.

Hypothesis Testing: Formulation of hypothesis, procedure of hypothesis testing, errors in testing of hypothesis, tests of significance for large samples, tests of significance for small samples, application of t-test, Z-test, F-test and Chi-square test and Goodness of fit, ANOVA.

Techniques of association of attributes.

Unit III

Business Forecasting: Introduction, Role of forecasting in business, Steps in forecasting and methods of forecasting.

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Correlation: Partial and Multiple correlation.

Regression Analysis: Multiple regression analysis, Testing the assumptions of regression: multicollinearity, heteroscedasticity and autocorrelation.

Unit IV

Index Number: Definition, importance of index number in managerial decision making, methods of construction, tests of consistency, base shifting, splicing and deflation, problems in construction.

Time Series Analysis: Meaning, component and, methods of time series analysis. Trend analysis: Least square method, linear and non linear equations, applications of time series in business decision making.

Suggested Readings:

- Levins, Krehbiel, *Business Statistics*, Pearson Berenson
- Levin & Rubin, *Statistics for Management*, Prentice Hall
- S P Gupta, *Statistical Methods*, Sultan Chand
- Beri, *Business Statistics*, Tata Mc Graw Hill
- Croucher, *Statistics: Making Business Decisions*, Tata McGraw Hill
- C.R. Reddy, *Quantitative Techniques for Management Decisions*, Himalaya Publishing
- Anderson Statistics for Business & Economics, Cengage Learning
- Levin, Richard and David S. Rubin. “*Statistics for Management*”. 7th Edition, Prentice Hall of India, New Delhi.
- Render, B. and Stair, R. M. Jr., “*Quantitative Analysis for Management*”, 7th Edition, Prentice–Hall of India, New Delhi.
- Siegel, Andrew F, *Practical Business Statistics*. International Edition, 5th Edition (2001), McGraw Hill Irwin.
- Berenson, L.M., Krehbiel, T.C., Vishwanathan, P.K. and Levine, D.M., “*Business Statistics: A First Course*”, 4th Edition (2008), Pearson Education.

I.K.G. Punjab Technical University

MBAFT 202-25 Legal Environment for Business

Course Objective: The objective of this paper is to give an exposure to students about important commercial, corporate and taxation laws, so that they are able to relate the impact of these legal enactments on business in an integrated manner.

Course Outcomes: Following are the expected outcomes of the course:

CO1: Explain the legal and regulatory framework of business environment.

CO2: Outline the fundamental legal principles behind contractual agreements.

CO3: Illustrate the legal provisions of sales of goods.

CO4: Explain the legal rules governing admission, retirement and death of partner and dissolution of partnership firm.

CO5: Outline the legal framework in regard to the negotiable instruments.

CO6: Understand the legal aspects of business laws relating to Intellectual Property, GST, transparency and accountability in the interest of Consumers and its linkages with business sustainability

UNIT-I

Introduction to Business Laws:- Business Management and Jurisprudence; Structure of the Indian Legal Systems: sources of Law. **Law of Contract:** Definition, features of a valid contract, offer and Acceptance, Consideration, Capacity of parties, Free consent, Legality of Object, Performance and Discharge of Contract, breach of a contract and its remedies. Meaning and types of agents. Special Contracts-Laws of Agency; Principal-Agent Problem-Bailment, Pledge, Guarantee and Indemnity.

UNIT-II

Sales of Goods Act- Principles of Sales of Goods- Transfer of Ownership& Property– Performance of contract.

Unit III

Partnership Act: Introduction to Partnership Act, admission of partner, retirement and death of partner, dissolution of partnership firm.

Negotiable Instrument: Bills of Exchange, Promissory Note, Cheque and Rules Regarding the Crossing of Cheques, Dishonour of cheques and liability of banker and drawer.

UNIT-IV

The Information Technology Act, 2000: Objectives and main provisions; Cyber crime and penalties The RTI Act, 2005: Objectives and main provisions. Intellectual Property Rights (IPRs): Patents, trademarks and copyrights, Trade Secrets, Industrial Designs,

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Geographical Indications (GI), Plant Variety Protection (PVP); Emerging issues in intellectual property. Goods and Services Tax (GST): Objectives and main provisions; Benefits of GST; Implementation mechanism; Working of dual GST, Steps of Filing GST.

SUGGESTED READINGS:

1. Kapoor, N.D. (2020). Business Law, New Delhi: Sultan Chand & Sons.
2. Tulsian, P.C. & Tulsian, B. (2017). Business Law, Tata McGraw Hill.
3. Kuchhal, M.C. & Kuchhal, V. (2018). Business Laws, New Delhi: Vikas Publishing.
4. Taxmann's Student Guide to Corporate and Economic Laws, Taxman Allied Services Pvt Ltd, New Delhi.
5. Swain, Dr. Anil Kumar and Agrawal, Mr. Gopal Prasad, GST Concepts and Applications, Himalaya Publishing House Pvt. Ltd.
6. Bansal, C. L. 'Business Laws' Taxman Publishers

I.K.G. Punjab Technical University
MBA 203-21
Marketing Management

Course Objective: The course aims at making students understand concepts, philosophies, processes and techniques of managing the marketing operations of a firm in turbulent business environment. This course will provide better understanding of the complexities associated with marketing functions, strategies and provides students with the opportunity to apply the key concepts to practical business situations.

Course Outcomes: At the end of the course, the student will be able to:

CO1: To learn the basics of marketing, selling, marketing mix and its core concepts.

CO2: To understand the intricacies of the marketing environment and marketing information systems for effective marketing planning and strategies.

CO3: To equip the students with necessary skills for effective market segmentation, targeting and positioning.

CO4: To prepare the students for understanding the various components of product mix, product life cycle and comprehend the new product development process.

CO5: To develop an understanding of promotion mix and strategies for successful promotion.

CO6: To gain knowledge about the emerging trends in marketing and pyramid marketing.

Unit –I

Understanding Marketing and Consumers: Introduction to Marketing Management. Definition, Importance, Scope, Basic Marketing Concepts, Marketing Mix, Marketing vs Selling, Customer Value, techniques and relevance. **Marketing Environment and Competition:** Analyzing Marketing Environment-Micro, Macro, Impact of environment on marketing. **Corporate Strategic Planning:** Defining role of marketing strategies, marketing planning process. **Marketing Information System:** Concept and Components. **Consumer Behaviour:** Consumer buying process, Factors Influencing Consumer Buying Behaviour,

Unit –II

Market Segmentation & Targeting: Product differentiation, Positioning for competitive advantage, Product Decisions: Product Mix, Packaging and Labelling Decisions, Branding, Brand value & Brand Equity. **New Product Development,** Consumer Adoption Process, Product Life Cycle and marketing mix strategies. **Services Marketing** and 7Ps framework.

Unit –III

Pricing Decisions: Objectives, Factors Affecting Pricing Decisions, Pricing Methods, Price Changes, Pricing Strategies.

Promoting Product: Concept of Personal Selling Personal Selling Process, Managing the Sales Force. **Promotion Mix:** Advertising, Sales Promotion, Public Relations.

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Unit -IV

Supply Chain Decisions Nature, Types, Channel Design and Channel Management
Decisions, Retailing, Wholesaling

Emerging Trends in Marketing: Green Marketing, Event Marketing, Network Marketing, Social Marketing, Buzz Marketing/ Viral Marketing, Customer Relationship Management (CRM), Global Marketing, Rural Marketing, E- Commerce, Understanding Digital Marketing, Understanding **Bottom of Pyramid Marketing**

Suggested Readings:

- Kotler & Koshy, *Marketing Management*, Pearsons Education
- Ramaswamy & Namakumari, *Marketing Management*, McMillian.
- McMETzel, Walker, Stanton, and Pandit, *Marketing Management*, Tata McGraw Hill
- Kurtz & Boone, *Principles of Marketing*, Cengage Learning
- Kotler & Armstrong, *Principles of Marketing*, Prentice Hall
- Biplab S. Bose, *Marketing Management*, Himalaya Publications
- Subhash c. Jain, *Marketing Management*, Cengage Learning
- Rajan Saxena, *Marketing Management*, Tata McGraw Hill.

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MBA 204-18

Human Resource Management

Course Objective: The objective of the paper is to make student aware of the various functions and importance of HR department in any organization. It is basically concerned with managing the human resources, whereby the underlying objective is to attract retain and motivate the human resources in any organization.

Course Outcomes: At the end of the course, the student will be able to:

CO1- To explain the basics of Human Resource Management and analyse the evolution of HRM.

CO2- To comprehend the environment of HRM.

CO3: To appraise various functions of HRM that facilitate employee hiring viz. human resource planning, job analysis recruitment and selection.

CO4: To understand the role of training, development, career planning and performance appraisal functions in human resource development.

CO5: To examine the provisions of employee health, safety and welfare.

CO6: To analyse the concerns of government, employees and employers in establishing Industrial relations.

CO7: To illustrate mechanisms adopted by the organizations for settlement of disputes and grievances

Unit I

Human Resource Management (HRM): Nature, Scope, Objectives and functions of HRM. Evolution of HRM, HR as a factor of competitive advantage. Organization of HR department, Line and staff responsibility of HR managers, competencies of HR Manager. Personnel Policies and Principles. **Strategic HRM:** Introduction, Integrating HR strategy with Business Strategy, Difference between SHRM and HRM. HRM Environment and Environment Scanning. **Human Resource Planning:** Meaning, Process and importance, factors affecting Human Resource Planning. **Job Analysis:** Process, methods of Job Description & Job Specification.

Unit 2

Recruitment & Selection: Meaning & Concept, Process & Methods Recruitment & Selection, Induction & Placement. **Training & Development:** Meaning & Concept of Training & Development, Methods of Training & Development, Evaluating training effectiveness. HRM vs. HRD. **Career Planning & Development:** concept of career, career planning, career development, process of career planning and development, factors affecting career choices, responsibilities of Employers / managers, organization and employees in career planning and development, career counseling. **Internal Mobility:** Promotion, Transfer, Demotion, Separation, downsizing and outplacement.

Unit 3

Performance Appraisal: Meaning & Concept of Performance Appraisal, Methods & Process of Performance Appraisal, Issues in Performance Appraisal, Potential Appraisal. **Compensation Management-** Concept and elements of compensation, Job evaluation, Wage / Salary fixation, Incentives Plans & Fringe Benefits. **Quality of work life (QWL):** Meaning, Concept, Techniques to improve QWL. Health, Safety & Employee

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Welfare, Social Security. **Quality Circles:** Concept, Structure, Role of Management, QCs in India.

Unit 4

Industrial Relations: Government's concerns, Union's concerns, Management concerns; Approaches of IR; Dispute Resolution Machinery. **Collective Bargaining:** Meaning, Scope, Objectives, Issues and Strategies, steps of collective bargaining, negotiation skills. Participative Management, Grievance Handling, Disciplining and Counseling of employees, HRIS, HR Audit. Ethical Issues in HRM. Human Resource Management practices in India.

Suggested Readings:

- Dessler, Gary, "Human Resource Management", New Delhi, Pearson Education Asia. 2017 15th Edition
- Aswathappa, K.. Human Resource Management, Text and Cases (7th ed.). Mc Graw Hill.
- Flippo, E. Human Resource Management (5th ed.). McGraw Hill.
- Ivancevich, J. Human Resource Management (12th ed.). Tata Mc Graw Hill.
- Gomez Mejia, L. Managing Human Resources (8th ed.). Pearson Education.
- Bratton, J. and Gold, J. Human Resource Management: Theory and Practice (6th ed.). Palgrave.
- Mirza S. Saiyadain. Human Resources Management (4th ed.). Tata McGraw Hill.
- Dale Yoder, Personal Management & Industrial Relations, Tata McGraw Hill

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MBA 205-18

Production & Operations Management

Course Objective: It is a subject where a student learns various steps of product design, development, production, plant location, storage, production planning and control. The students are motivated to apply concepts and principles of management to become more effective professional

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Understand ever growing importance of Production and Operations management in uncertain business environment.

CO2: Gain an in-depth understanding of resource utilization of an organization.

CO3: Appreciate the unique challenges faced by firms in services and manufacturing.

CO4: Understand the subject as a crucial part of functional management.

CO5: Develop skills to operate competitively in the current business scenario.

CO6: Understand the concepts of inventory and purchasing management.

Unit- I

Operations management: concept, functions, transformation process model: inputs, process and outputs; classification of operations; responsibilities of operations manager, contribution of Henryford, Deming, Crosby, Taguchi.

Facility Location – importance, factors in location analysis, location analysis techniques. **Product Design and Development** – product design and its characteristics, product development process (technical), product development techniques. **Process selection-** project, job, batch, mass and process types of production systems. operations management in corporate profitability and competitiveness

Unit- II

Facility Layout – Objectives, Advantages, Basic Types of Layouts, Problems in facility layout. **Production Planning & Control (PPC):** –Concepts, Objectives, and Functions, work study – Productivity: Method study; Work measurement. **Capacity Planning** – Concepts, Factors affecting Capacity Planning, Capacity Planning Decisions.

Unit- III

Quality Management: Introduction, Meaning, Quality Characteristics of Goods and Services, Juran's Quality Trilogy, Deming's 14 principles, Tools and Techniques for Quality Improvement, Statistical Process Control Chart, Quality Assurance, Total Quality Management (TQM) Model Concept of Six Sigma and its Application. **Acceptance Sampling** – Meaning, Objectives, Single Sample, Double Sample and Multiple Sample Plans with sated risk, Control charts for variables – Averages and Ranges, Control Charts for Defectives – Fraction Defective and Numbers Defective.

Unit- IV

JIT and Lean Production System: JIT Approach, Implementation requirements, Services, Kanban System. **Inventory Management:** Concepts, Classification,

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Objectives, Factors affecting Inventory Control Policy, Inventory Costs, Basic EOQ Model, Re-order level, ABC analysis. Logistics and Franchising. **Purchasing Management** – Objectives, Functions, Methods, Procedure.

Value Analysis: Concepts, Stock Control Systems, Virtual Factory Concept and Production Worksheets.

Note : Relevant Case Studies should be discussed in class.

Suggested Readings / Books:

- Mahadevan B, Operations Management: Theory and Practice (2nd Ed.). Pearson Education
- Krajewski & Ritzman, Operations Management (5th Ed.) Pearson Education
- Buffa & Sarin, Modern Production/Operations Management, (8th Ed.) John Wiley
- Chary, Production and Operations Management, Tata McGraw-Hill
- Johnston R et al , Cases in Operations Management, Pitman
- McGregor D, Operations Management, McGraw-Hill
- Nair, Production & Operations Management. Tata McGraw

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MBA 206-21

Corporate Finance and Policy

Course Objective: To provide an in-depth understanding of the core finance functions and decisions in the area of corporate financial management. Further provide a practical and problem insight for effective financial decision-making.

Course Outcomes: After completing the course, the students shall be able to:

CO1- To explain the evolution, objectives and functions of corporate finance and interface of corporate finance with other functional areas.

CO2- To illustrate the concept of time values of money and valuation of securities.

CO3: To comprehend the significance of capital structure theories in capital structure decisions.

CO4: To facilitate sound investment decisions based on capital budgeting techniques.

CO5: To understand the applications of approaches of working capital management.

Unit-I

Introduction to Financial Management and Corporate Finance: Meaning, evolution, objectives, functions and scope of corporate finance. Interface of financial management with other functional areas, Role of financial manager.

Time Value of Money-Introduction, types of cash flows, future value of single cash flow, multiple flows and Annuity. **Valuation of Securities:** Concept of Valuation, Methods for valuation of equity, debt and hybrid securities.

Sources of Finance—Different sources of finance; long term and Short term.

Unit-II

Cost of capital: concept, significance of cost of capital, specific costs and weighted average cost of capital,

Capital Structure Decision-Capital Structure Theories: Meaning and features of capital structure decision, Net Income Approach, Net Operating Income Approach, Traditional Approach, Modigliani-Miller Hypotheses with special reference to the process of arbitrage and Agency Cost. Determinants of Capital Structure Decision - Approach to Estimating the Target Capital Structure, EBIT / EPS Analysis and ROI / ROE Analysis

Unit-III

Leverage—Business Risk and Financial Risk— Operating and financial leverage, Trading on Equity

Capital Budgeting Decision: Nature of investment decisions; process of capital budgeting, investment evaluation criteria: Discounted and Non-Discounted Methods (Pay-Back Period, Average rate of return, Net Present Value, Benefit Cost Ratio and Internal Rate of Return). Risk analysis in capital budgeting and Capital rationing.

Unit-IV

Dividend Decision-: Issues in dividend decisions. forms of dividend, theories of relevance and irrelevance of dividends.

Management of Working Capital: Meaning, nature, objectives and Approaches of Working Capital (Conservative, Matching and Aggressive approaches), Static vs. Dynamic View of Working Capital. Factors determining the amount and composition of Working Capital. Methods for financing of working capital.

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Suggested Readings:

1. Pandey, I. M. (2015). Financial Management, 11th Edition. Vikas Publishing House.
2. Khan, MY. and Jain, PK. (2014). Financial Management, 7th Edition. Tata McGraw Hill, New Delhi.
3. Chandra, Prasanna. (2015). Financial Management: Theory and Practice, 9th Edition. Tata McGraw Hill, Delhi.
4. Van Horne. J.C. and J.M. Wachowicz. (2015). Fundamentals of Financial Management, 13th Edition. Prentice Hall, Delhi.
5. Brealey, Richard A; Stewart, C. Myers and Allen, F. (2017). Principles of Corporate Finance, 11th Edition. McGraw Hill, New York.
6. Bhole, L. M. (2017). Financial Institutions and Markets, 6th Edition. McGraw Hill.
7. Srivastava, R. M and Divya, N. (2014). Management of Indian Financial Institutions, 9th Edition. Himalaya Publishing House.
8. Varshney, P. N. and Mittal, DK. (2010). Indian Financial System, 11th Edition. Sultan Chand & Sons.

I.K.G. Punjab Technical University
MBAFT 207-25
Introduction to Fintech

Course Objective: The objective of this paper is to explore the evolution of finance and its transformation through emerging technologies, including crypto currencies, Block chain, Artificial Intelligence, and Big Data, and to understand their global impact.

Course Outcomes: At the end of the course, the student will be able to:

CO1: Describe how Artificial Intelligence, Big Data, Crypto currencies and Block chain is changing the Financial World.

CO2: Explain the recent developments in digital financial services.

CO3: Analyse the progress of FinTech Regulations.

CO4: Evaluate the impact of digitization on financial services and alternative finance models, including crowdfunding, P2P lending, and ICOs.

CO5: Assess the ecosystem of RegTech and its role in ensuring compliance, improving financial infrastructure, and addressing challenges in FinTech regulation.

CO6: Critically examine the implications of FinTech on Start-up Eco System in India.

UNIT-I

FinTech: Introduction– FinTech Evolution: Infrastructure, Collaboration between Financial Institutions and Start-ups –FinTech Typology – Emerging Economics: Opportunities and Challenges – Introduction to Regulation Industry

UNIT-II

Payments, Crypto currencies and Block chain – Introduction – Individual Payments – Digital Financial Services – Mobile Money – Regulation of Mobile Money – SFMS – RTGS – NEFT –NDS Systems – Crypto currencies – Legal and Regulatory Implications of Crypto currencies –Block chain Technology NFT and Tokens - DeFIs – The Benefits from New Payment Stacks.

UNIT-III

Digital Finance and Alternative Finance -Introduction – Brief History of Financial Innovation – Digitization of Financial Services – FinTech& Funds- Crowd funding– Regards, Charity and Equity – P2P and Marketplace Lending – New Models and New Products – ICO

UNIT-IV

FinTech Regulation and RegTech -Introduction – FinTech Regulations Evolution of RegTech –RegTech Ecosystem: Financial Institutions – Introduction to Central Bank Digital Currency (CBDC) in India - RegTech Ecosystem Ensuring Compliance from the Start: Suitability and Funds – RegTech Startups: Challenges –RegTech Ecosystem:

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Regulators Industry –Use Redesigning Better Financial Infrastructure - Digital Safety and Security - Digital scams - Digital infrastructure in India.

Suggested Readings

1. Susanne Chishti and Janos Barberis, “The FINTECH Book: The Financial Technology Handbook for Investors, Entrepreneurs and Visionaries”, John Wiley, 1st Edition, 2016.
2. Theo Lynn, John G. Mooney, Pierangelo Rosati, Mark Cummins, “Disrupting Finance: FinTech and Strategy in the 21st Century”, Palgrave, 1st edition, 2018.
3. Abdul Rafay, “FinTech as a Disruptive Technology for Financial Institutions”, IGI Global, January, 2019.

MBAGE 201-18

Computer Applications for Business

Course Objective: The purpose of this course is to provide a through exposure to the operating and office management tools available in different packages. A student can be exposed to the working knowledge of Windows based operating systems and software packages such as Windows-95, 98, 2000-Professional, windows -XP and MS -Office.

Course Outcomes: After completing the course, the students shall be able to:

- CO1: Develop understanding of computer fundamentals, functions and their classifications
- CO2: Develop a clear understanding and knowledge about the functioning of a Computer software and window operating system
- CO3: Demonstrate proficiency in Microsoft word & Excel.
- CO4: Apply formatting and editing features to enhance worksheets.
- CO5: Use styles, themes, and conditional formats to customize worksheets.
- CO6: apply the concepts of data base and Access for editing Data; managing reports and labels, Managing Multiple Tables.

Unit I

Introduction to Computer: Definition of Computer, Features of Modern Computer, Classification of Computer on the Basis of Generation.

Components of Computer: Input Unit, Output unit, Central Processing Unit Various Input Devices and Output Devices, Internal and External Memory Storage, RAM, ROM, PROM, EPROM, Hard Disc, Magnetic Tapes

Unit II

Operating System: Concepts, Definition of Operating System (as Resource Manager, Processor Manager and Information Manager)

Window: Introduction to Window (Working of Windows, Manipulation of Icon, Menus and opening different applications simultaneously), Various Versions of Windows, Basic commands of windows (Creating, Moving, Renaming, Deleting Files/Folders). **MS-**

Office: Introduction, Components of Office.

Unit III

MS-Word: History, Creating, Saving, Opening, Importing, Exporting and Inserting document, Formatting pages, Alignment, Paragraphs and Sections.

Indents and Outdents, creating lists and numberings Formatting Commands: Headings, Styles, Fonts and Size editing, Viewing Text, Finding and Replacing text, Headers and Footers, Inserting page breaks, Page numbers, Special Symbols and Dates Mail merge, Preview and Printings command.

MS-PowerPoint: History, Creating, Saving, Opening, existing presentation, Creating and Saving a Presentation using Auto Content Wizard, Design Template, Blank

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Presentation the Slide Sorter View, Slide Show, Inserting pictures and graphics and Printing Slides.

Unit IV

MS-Excel: Introduction, Components of Excel History, Creating, Saving, Opening, Spreadsheet, Formatting numbers and Text, Graph and Chart Formatting Commands, Menu Bar, Toolbars, Producing Charges, Protecting Cell Macro and Printing Operation, Spell Checking, Cell Editing, Calculation of various Financial and Statistical Functions using Formulas.

MS Access: Introduction to Data Base and Access: Viewing and Editing Data; Sorting and Indexing Printing Reports and Labels, Managing Multiple Tables. Forms, Queries, Reports.

Suggested Readings:

- Ram, B.(2018).*Computer Fundamentals Architecture and Organization*. New Delhi: Age Publications
- Sinha, P.K. and Sinha, P. (2017).*Foundation of computing*. New Delhi: BPB Publications.
- Arora, A.(2015) *Computer fundamentals and applications*. Vikas Publishing.
- Rajaraman, V.(2014).*Fundamentals of Computers*. Delhi: Prentice-Hall.
- Roger,J. (2010).*MicrosoftAccess2010*.Delhi:PearsonEducation.
- Forouzan,(2009).*Basics of Computer Science*. India: Cengage Learning
- Levi, D.S., Kaminsky, P. (2007) *Designing and Managing the Supply Chain*. McGraw Hill
- Turban, E., Aronson JE., Liang, TP. (2005). *Decision Support Systems and Intelligent Systems* (7th Edition). Pearson Publishers.

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Third Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
MBAFT 301-25	Core Theory	Blockchain and Cryptocurrency	4	0	0	40	60	100	4
MBAFT 302-25	Core Theory	Business Intelligence	4	0	0	40	60	100	4
MBAFT 303-25	Core Theory	Financial Information Cyber Threats and Security	4	0	0	40	60	100	4
MBAFT 304-25	Core Theory	Financial Lab and Data Visualization Techniques	2	0	4	40	60	100	4
MBAFT 305-25	Core Theory	Investment Analysis and Portfolio Management	4	0	0	40	60	100	4
MBA 912-18	Core Theory	Management of Financial Services	4	0	0	40	60	100	4
HVPE101-18	Ability Enhancement Compulsory Course (AECC)	Human Values, De-addiction and Traffic Rules	3	0	0	40	60	100	3
HVPE102-18	Ability Enhancement Compulsory Course	Human Values, De-addiction and Traffic Rules (Lab/ Seminar)	0	0	2	25	--	25	1
MBA 303-18	Core Theory	Seminar on Summer Training Report	2			50	-	50	2
MBA 304-18		Comprehensive Viva-Voce				-	50	50	2
	TOTAL		25	0	6	355	470	825	32

Note: For conducting Viva -voce Experts must be called as per IKG PTU norms

Fourth Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
MBAFT 401-25	Core Theory	Corporate Strategy & FinTech Companies	4	0	0	40	60	100	4
MBAFT 402-25	Core Theory	Entrepreneurship and Project Management in FinTech	4	0	0	40	60	100	4
MBAFT 403-25	Core Theory	FinTech for Capital Market	4	0	0	40	60	100	4
MBA 914-18	Core Theory	Mergers, Acquisition and Corporate Restructuring	4	0	0	40	60	100	4
MBA 915-18	Core Theory	International Finance and Financial Derivatives	4	0	0	40	60	100	4
MBA 402-18	Project/ Dissertation	Viva-Voce for Project / Dissertation	4			--	100	100	4
MBA 403-18	Core Theory	Workshop on Indian Ethos	2	0	0	40	60	100	2
	TOTAL		22	0	0	240	460	700	26

I.K.G. Punjab Technical University
MBAFT 301-25
Blockchain and Cryptocurrency

Course Objective: The objective of this paper is to provide a comprehensive understanding of Blockchain systems, including Bitcoin and Ethereum, their components, and secure interactions, while enabling students to differentiate consensus mechanisms like proof-of-work and proof-of-concept, and to design, build, and deploy smart contracts and distributed applications.

Course Outcomes: At the end of the course, the student will be able to:

CO1: Explain the design principles of Bitcoin and Ethereum.

CO2: List and describe differences between proof-of-work and proof-of-stake consensus.

CO3: Interact with a block chain system by sending and reading transactions.

CO4: Design, build and deploy a distributed application.

CO5: Define Bitcoin's consensus mechanism

CO6: Familiarize with Ethereum, smart contracts and related technologies, and the solidity language

UNIT-I

Origins of Block chain Technology: Electronic Systems and Trust, Distributed Versus Centralized Versus Decentralized, Bitcoin Predecessors, Digi Cash, E-Gold, Hash cash, B-Money, Bit Gold, The Bitcoin Experiment, Introducing the Timestamp Server, Storing Data in a Chain of Blocks, Bringing Bitcoin to Life, Compelling Components, Achieving Consensus

UNIT-II

The block chain: Building the block chain, Lightweight wallets, Hierarchical deterministic wallets, Extended public keys, Deriving hardened private keys, Public key math, Public key multiplication, Public key encoding, Merkle trees, Security of lightweight wallets

UNIT-III

Cryptocurrency Fundamentals: Public and Private Keys in Cryptocurrency Systems, The UTXO Model, Transactions, The Merkle Root, Signing and Validating Transactions, The Coinbase Transaction, Bitcoin Transaction Security, Hashes, Block Hashes, Wallet Types: Custodial Versus Noncustodial, Wallet Type Variations, Mining, Block Generation, Consensus, Proof-of-Work, Proof-of-Stake

UNIT-IV

Cryptographic hash functions and digital signatures: Cryptographic hashes, Digital signatures, Private key Security

Suggested Readings

- Kalle Rosenbaum, Grokking Bitcoin, MANNING Publication
- Lorne Lantz & Daniel Cawrey, Mastering Blockchain Unlocking the Power of Cryptocurrencies, Smart Contracts, and Decentralized Applications, O'REILLY Publications
- Bina Ramamurthy, Blockchain in Action, MANNING Publication
- Bikramaditya Singhal, Gautam Dhameja, and Priyansu Sekhra Panda, Beginning Block chain, Apress Publication

**MBAFT 302-25
Business Intelligence**

Course Objective: The objective of this paper is to provide an understanding of Business Intelligence, Analytics, and Decision Support Systems, covering key technologies for decision-making, automated decision systems, sentiment analysis techniques, multi-criteria decision-making systems, and predictive modeling methodologies."

Course Outcomes: At the end of the course, the student will be able to:

CO1: Understand the foundational concepts of Business Intelligence, Analytics, and Decision Support Systems, including their frameworks and applications.

CO2: Analyse the phases of the decision-making process and the components and classifications of Decision Support Systems for effective decision-making.

CO3: Apply neural networks, support vector machines, and nearest neighbor methods to develop predictive models and perform sentiment analysis.

CO4: Evaluate sentiment analysis techniques, including speech and text analytics, to derive actionable insights from unstructured data.

CO5: Design mathematical models for decision-making, addressing scenarios of certainty, uncertainty, and risk through tools like spreadsheets, decision tables, and decision trees.

CO6: Demonstrate proficiency in multi-criteria decision-making techniques such as pairwise comparisons to address complex decision-making scenarios.

UNIT-I

An Overview of Business Intelligence, Analytics, and Decision Support: - Information Systems Support for Decision Making, An Early Framework for Computerized Decision Support, The Concept of Decision Support Systems, A Framework for Business Intelligence, Business Analytics Overview, Brief Introduction to Big Data Analytics,

UNIT-II

Decision Making: - Introduction and Definitions, Phases of the Decision, Making Process, The Intelligence Phase, Design Phase, Choice Phase, Implementation Phase, Decision Support Systems Capabilities, Decision Support Systems Classification, Decision Support Systems Components.

UNIT-III

Neural Networks and Sentiment Analysis: - Basic Concepts of Neural Networks, Developing Neural Network-Based Systems, Illuminating the BlackBox of ANN with Sensitivity, Support Vector Machines, A Process Based Approach to the Use of SVM, Nearest Neighbor Method for Prediction, Sentiment Analysis Overview, Sentiment Analysis Applications, Sentiment Analysis Process, Sentiment Analysis, Speech Analytics.

UNIT-IV

Model-Based Decision Making: - Decision Support Systems modeling, Structure of mathematical models for decision support, Certainty, Uncertainty, and Risk, Decision modeling with spreadsheets, Mathematical programming optimization, Decision Analysis with Decision Tables and Decision Trees, Multi-Criteria Decision Making with Pairwise Comparisons.

I.K.G. Punjab Technical University

Note: Relevant case studies should be discussed in the class.

Suggested Readings

- Ramesh Sharda, Dursun Delen, Efraim Turban, J.E.Aronson, Ting-Peng Liang, David King, “Business Intelligence and Analytics: System for Decision Support”, 10th Edition, Pearson Global Edition, 2013
- Data Analytics: The Ultimate Beginner's Guide to Data Analytics Paperback – 12 November 2017 by Edward Mize.

I.K.G. Punjab Technical University
MBAFT 303-25
Financial Information Cyber Threats and Security

Course Objective: The objective of this paper is to equip students with comprehensive knowledge of financial information systems, focusing on the identification, analysis, and mitigation of cyber threats in the financial domain. It integrates principles of finance, engineering, and analytics to explore cybersecurity strategies, risk management techniques, and regulatory frameworks, ensuring the protection of critical financial data and infrastructure.

Course Outcomes: At the end of the course, the student will be able to:

CO1: Understand the fundamental concepts of financial information systems and the nature of cyber threats impacting them.

CO2: Analyse various cyber-attack vectors and their impact on financial transactions and data integrity.

CO3: Apply cybersecurity technologies, including cryptography and blockchain, to enhance the security of financial information systems.

CO4: Evaluate risk management strategies and regulatory compliance measures to safeguard financial ecosystems against cyber threats.

CO5: Design proactive incident response plans and cybersecurity frameworks tailored to financial organizations.

CO6: Demonstrate the use of analytics and machine learning tools for threat detection, fraud prevention, and security enhancement in financial systems.

UNIT-I

Fundamentals of Financial Information Systems and Cybersecurity: Overview of Financial Information Systems, Types of Cyber Threats in Financial Ecosystems
Cybersecurity Concepts: CIA Triad (Confidentiality, Integrity, Availability) The Importance of Cyber Resilience in Finance

UNIT-II

Cyber Threats to Financial Systems: -Cyber Attack Vectors in Financial Transactions
Phishing, Ransomware, and Insider Threats
Emerging Threats: AI-Powered Cyber Attacks

UNIT-III

Cybersecurity Measures and Technologies: -Cryptography in Financial Transactions
Firewalls, Intrusion Detection Systems (IDS), and Intrusion Prevention Systems (IPS)
Block chain for Secure Financial Transactions, Secure Authentication Mechanisms:
MFA, Biometrics

UNIT-IV

Risk Management and Regulatory Frameworks: -Financial Risk Assessment
Techniques
Regulatory Compliance: GDPR, PCI DSS, SOX, and FFIEC Standards
Cyber Insurance for Financial Organizations
Crisis Management and Incident Response Planning

Suggested Readings

- Cybersecurity and Cyberwar: What Everyone Needs to Know P.W. Singer, Allan Friedman, Oxford University Press.

I.K.G. Punjab Technical University

- Cybersecurity for Executives: A Practical Guide Gregory J. Touhill, C. Joseph Touhill, Wiley.
- Blockchain Basics: A Non-Technical Introduction in 25 Steps Daniel Drescher, Apress
- Financial Cryptography and Data Security Roger Dingledine, Paul F. Syverson, Springer
- The Art of Cyberwarfare: An Investigator's Guide to Espionage, Ransomware, and Organized Cybercrime, Jon DiMaggio, No Starch Press
- Big Data Analytics for Cybersecurity, OnurSavas, Julia Deng, Springer

I.K.G. Punjab Technical University
MBAFT 304-25
Financial Lab and Data Visualization Techniques

Course Objective: This course is designed to equip students with practical knowledge of financial analysis and visualization techniques. It covers essential tools and methodologies to analyze financial data, create effective data visualizations, and support decision-making processes. Students will explore advanced tools such as Excel, Tableau, Python, and R while developing critical thinking skills for solving financial challenges.

Course Outcomes: At the end of the course, the student will be able to:

CO1: Understand the basics of financial data and tools for analysis, such as Excel and EDA techniques.

CO2: Apply core principles of data visualization to represent financial information clearly and effectively.

CO3: Analyze financial datasets using advanced modeling and visualization techniques to uncover insights.

CO4: Evaluate the ethical considerations and storytelling methods in creating impactful financial visualizations.

CO5: Create interactive dashboards and visualizations using tools like Tableau and Python for strategic decision-making.

CO6: Demonstrate the ability to use visualization techniques for portfolio management, risk assessment, and financial forecasting.

UNIT-I

Introduction to Financial Data Analysis: Overview of financial data and its importance. Introduction to financial datasets (e.g., stock prices, balance sheets, income statements). Basics of Excel for financial analysis: formulas, functions, and pivot tables. Exploratory Data Analysis (EDA) for financial datasets.

UNIT-II

Fundamentals of Data Visualization: Principles of data visualization: design and ethics. Introduction to Tableau and Power BI for financial data. Creating interactive dashboards and reports. Types of financial charts: bar charts, line charts, candlestick charts, histograms. Storytelling with data: presenting financial insights effectively.

UNIT-III

Advanced Techniques in Financial Modeling and Visualization: Financial forecasting using Excel and Python. Introduction to R for financial analysis and visualization. Advanced charting techniques: waterfall charts, heatmaps, and bullet graphs. Integration of financial models with visualization tools.

UNIT-IV

Applications of Data Visualization in Financial Decision-Making: - Use of financial visualization in risk management and investment analysis. Time series analysis and visualization. Visualizing portfolio performance and diversification. Big Data and its role in financial visualization. Real-world case studies: analyzing and presenting financial data for strategic decisions.

Suggested Readings

- **"Financial Modeling"** by Simon Benninga, MIT Press, 4th Edition, 2014.
- **"Storytelling with Data: A Data Visualization Guide for Business Professionals"** by Cole NussbaumerKnaflie, Wiley, 1st Edition, 2015.
- **"Data Visualization: A Practical Introduction"** by Kieran Healy, Princeton University Press, 1st Edition, 2018.
- **"Hands-On Data Visualization"** by Jack Dougherty and Ilya Ilyankou, O'Reilly Media, 1st Edition, 2021.
- **"Python for Finance: Analyze Big Financial Data"** by Yves Hilpisch, O'Reilly Media, 2nd Edition, 2018.
- **"R for Data Science: Import, Tidy, Transform, Visualize, and Model Data"** by Hadley Wickham and Garrett Grolemund, O'Reilly Media, 1st Edition, 2017.

I.K.G. Punjab Technical University
MBAFT 305-25
Investment Analysis and Portfolio Management

Course Objective: This course aims to acquaint students with the market microstructure of financial markets and understanding of economic, industrial and company analysis. It shall also enable them to understand the valuable linkage between modern theories of finance and the analytical techniques used by investors for valuing securities and construct portfolios to achieve investor's investment goals.

Course Outcomes: Upon completion of this course, students will be able to:

CO1 – To familiarize the students about the basic concepts, various investment avenues, process of investment and market microstructure of financial markets.

CO2 - To enable students to understand the operation of primary as well as secondary markets in India and to understand the concepts of risk and its measurement.

CO3 – To familiarize the students with the concepts and process of fundamental analysis so that they may understand the impact of various environmental factors on investment valuation.

CO4 – To explain the concepts and process of technical analysis and enable the students to understand the role of daily price movements in portfolio management.

CO5 – To explain the concepts, process and techniques for portfolio construction, evaluation and revision.

CO6 – To familiarize the students about the financial derivatives and computation of their expected payoffs.

Unit I

Introduction: Concepts of investment, objectives of investment, various alternatives of investments, investment process, financial investments vs. real investments, differentiate investment, speculation and gambling. **Risk and Return:** Concept, types and measurement of risk and return.

Financial Markets - Primary and secondary markets. Introduction to primary market, design of primary market, its role and functions, types of offers in the primary market, SEBI guidelines on primary market

Secondary Market: Introduction, participants, trading and settlement Mechanism, types of orders, stop Loss, margin trading, short selling, price freeze, hair-cut, market wide circuit breakers, insider trading, bulk deals, block deals and arbitrage opportunity in the market.

Unit II

Fundamental Analysis: Meaning, scope and introduction to concept of intrinsic value. Process of conducting economic analysis; industry analysis and company analysis by using E-I-C and C-I-E approaches. Valuation of securities using fundamental analysis.

Technical Analysis: introduction, terminology of technical analysis, Dow theory, characteristic phases of Bull and Bear trends, critical appraisal of Dow theory, various types of charts, concept of trend, trend lines: support and resistance, Importance of trading volume, reversal patterns, continuation pattern, moving averages, other market indicators

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Unit III

Portfolio Management: Meaning, importance and approaches of portfolio management, portfolio analysis, portfolio evaluation and revision techniques.

Portfolio Theory: Markowitz Model, Capital Asset Pricing Model, Single-index model, Arbitrage Pricing Theory. Market Efficiency and Behavioral Finance

Unit IV

Derivatives: Introduction, features, derivative instruments, difference between forward and futures contracts, types of option contracts, computing payoffs of forward, futures and option contracts.

Behavioural Finance: Meaning, features and scope of behavioural finance, Theories of Behavioural Finance: Agency theory, Prospect theory, Neo-classical finance and Efficient Market Hypothesis, Behavioural aspects of investing: Heuristics and various behavioural anomalies.

Suggested Readings

- Reilly and Brown, Investment Analysis and Portfolio Management, Cengage, New Delhi
- Bodie, Kane, Marcus and Mohanty, Investments, Tata McGraw Hill, New Delhi
- Fisher DE and Jordon RJ, Security Analysis and Portfolio Management, PHI, New Delhi
- Hirt and Block, Fundamentals of Investment Management, Tata McGraw Hill, New Delhi
- V. A. Avdhani 'Security Analysis and Portfolio Management' Himalaya Publications
- Preeti Singh 'Investment Management' Himalaya Publications
- Chandra, P. (2017) 'Behavioural Finance', McGraw Hill.
- Parikh, P (2017), 'Value Investing and Behavioural Finance: Insights into Indian Stock Market Realities', Tata McGraw Hill.

I.K.G. Punjab Technical University
MBA 912-18
Management of Financial Services

Course Objective: The objective of the course is to understand role of Financial Services in Business organizations and to give an insight into the strategic, regulatory, operating, and managerial issues concerning select financial services. In addition, the course will examine the present status and developments that are taking place in the financial services sector and developing an integrated knowledge of the functional areas of financial services industry in the real services industry in the real world situation.

Course Outcomes: Upon completion of this course, students will be able to:

CO1: To understand the concept of financial services and their importance.

CO2: To know the structure and schemes of mutual funds.

CO3: To understand the importance and process of Dematerialisation and remineralisation.

CO4: To know the structure and system of credit rating, leasing ,merchant banking and venture capital.

CO5: To know the process and importance of factoring and securitisation.

CO6: To understand the process of asset liability management and risk management in banks.

Unit I

Financial Services: Meaning, types and their importance. Financial sector reforms in India, Future challenges for Indian banks, Improving risk management systems, Banking and the Management of Financial Services

Mutual Funds and Pensions Funds, Insurance Services, Bank assurances, Reinsurances, Venture Capital –Private Equity –strategic secrets of private equity, Investment strategies, Hedge funds, E banking, Securitization –Indian Banking and Financial crisis, Asset Reconstruction Companies, Depositories, Credit Cards, Micro/Macro finance, Financial Inclusion, Behavioural Finance.

Depository – Introduction, Concept, depository participants, functioning of depository systems, process of switching over to depository systems, benefits, depository system in India, Dematerialization and Re materialization. Role, objectives and functions of SEBI and its guidelines relating to depository system.

Unit II

Credit rating: The concept and objective of credit rating, various credit rating agencies in India, Credit Rating Agencies –Importance, Issue, Difference in credit rating, Rating methodology and benchmarks, Are Indian Credit Rating Credible? International credit rating agencies –crisis of confidence?

Leasing: Concept and development of leasing, business, difference between leasing & hire purchase, types of leasing business, advantages to lessor and lessee. Tax aspect of leasing.

Merchant Banking: Origin and development of merchant banking in India scope, organizational aspects and importance of merchant bankers. Latest guidelines of SEBI w.r.t. Merchant bankers.

I.K.G. Punjab Technical University

Venture Capital: Concepts and characteristics of venture capital, venture capital in India, guidelines for venture capital.

Unit III

Debt Securitization: Meaning, Features, Scope and process of securitization.

Factoring: Development of factoring types & importance, procedural aspects in factoring, financial aspects, prospects of factoring in India.

Plastic Money: Concept and different forms of plastic money – credit and debit cards, pros and cons. Credit process followed by credit card organizations. Factors affecting utilization of plastic money in India.

Unit IV

Asset Liability Management: Significances, ALM process, Techniques – Gap, Duration, Simulation, Value at Risk value of equity and market value of equity perspective.

Risk Management in Banks: Credit risk management, Operational risk management, Market risk management, Corporate treasury management, Liquidity risk management, Governance risk and compliance, Asset Liability Management and Basel 2 – Basel 1 and 2, IPR and Basel 2, Three Pillars, ALM and Interest rate swaps, Swaps as a risk management tool, ALM and Capital Adequacy, ALM Software's.

Note: Relevant Case Studies should be discussed in class.

Suggested Readings:

1. M Y Khan 'Financial Services' Tata McGraw-Hill.
2. L M Bhole 'Financial Instructions & Markets' Tata McGraw-Hill
3. S Gurusamy 'Financial Services & System' Thomson Publications
4. V. A. Avdhani 'Financial Services in India' Himalaya Publications
5. Gordon & Natarajan 'Financial Markets & Services' Himalaya Publications
6. Vasant Desai 'Financial Markets & Financial Services' Himalaya Publications
7. Harrington, S. E. (2004). Risk management and insurance: Instructor manual (2nd ed.). New York: McGraw- Hill Publishing Company.
8. Madura, J. (2009). Financial markets and institutions (9thed.). USA: South Western College.
9. McDonald, S. S., & Koch, T.W. (2009). Management of banking (7thed.). USA: Cengage Learning.
10. Mishkin, F.S., & Eakins, F.S. (2009) financial markets and institutions. (6thed.). New Delhi: Pearson Education.
11. Rose, P.S. (2008). Bank management and financial services (8thed.) USA: McGraw-Hill Education.
12. Saunders, A., & Cornett, M.M. (2007). Financial institutions management: A risk management approach (6th ed.). New Delhi: McGraw-Hill.

I.K.G. Punjab Technical University
HVPE 101-18
Human Values, De-Addiction and Traffic Rules

Course Objective: This introductory course input is intended

- a. To help the students appreciate the essential complementarity between 'VALUES' and 'SKILLS' to ensure sustained happiness and prosperity which are the core aspirations of all human beings.
- b. To facilitate the development of a Holistic perspective among students towards life, profession and happiness, based on a correct understanding of the Human reality and the rest of Existence. Such a holistic perspective forms the basis of Value based living in a natural way.
- c. To highlight plausible implications of such a Holistic understanding in terms of ethical human conduct, trustful and mutually satisfying human behaviour and mutually enriching interaction with Nature.

Thus, this course is intended to provide a much needed orientational input in Value Education to the young enquiring minds.

Course Methodology

- The methodology of this course is universally adaptable, involving a systematic and rational study of the human being vis-à-vis the rest of existence.
- It is free from any dogma or value prescriptions.
- It is a process of self-investigation and self-exploration, and not of giving sermons. Whatever is found as truth or reality is stated as proposal and the students are facilitated to verify it in their own right based on their Natural Acceptance and Experiential Validation.
- This process of self-exploration takes the form of a dialogue between the teacher and the students to begin with, and within the student himself/herself finally.
- This self-exploration also enables them to evaluate their pre-conditionings and present beliefs.

Content for Lectures:

Module 1: Course Introduction - Need, Basic Guidelines, Content and Process for Value Education

[6]

1. Understanding the need, basic guidelines, content and process for Value Education
2. Self-Exploration—what is it? - its content and process; 'Natural Acceptance' and Experiential Validation- as the mechanism for self-exploration
3. Continuous Happiness and Prosperity- A look at basic Human Aspirations
4. Right understanding, Relationship and Physical Facilities- the basic requirements for fulfilment of aspirations of every human being with their correct priority
5. Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario
6. Method to fulfil the above human aspirations: understanding and living in harmony at various levels

I.K.G. Punjab Technical University

Module 2: Understanding Harmony in the Human Being - Harmony in Myself! [6]

7. Understanding human being as a co-existence of the sentient 'I' and the material 'Body'
 8. Understanding the needs of Self ('I') and 'Body' - *SukhandSuvidha*
 9. Understanding the Body as an instrument of 'I' (I being the doer, seer and enjoyer)
 10. Understanding the characteristics and activities of 'I' and harmony in 'I'
 11. Understanding the harmony of I with the Body: *Sanyamand Swasthya*; correct appraisal of Physical needs, meaning of Prosperity in detail
 12. Programs to ensure Sanyam and Swasthya
- Practice Exercises and Case Studies will be taken up in Practice Sessions.

Module 3: Understanding Harmony in the Family and Society- Harmony in Human- Human Relationship [6]

13. Understanding harmony in the Family- the basic unit of human interaction
 14. *Understanding values in human-human relationship; meaning of Nyaya and program for its fulfillment to ensure Ubhay-tripti; Trust (Vishwas) and Respect (Samman) as the foundational values of relationship*
 15. Understanding the meaning of *Vishwas*; Difference between intention and competence
 16. Understanding the meaning of Samman, Difference between respect and differentiation; the other salient values in relationship
 17. *Understanding the harmony in the society (society being an extension of family): Samadhan, Samridhi, Abhay, Sah-astitvaas comprehensive Human Goals*
 18. Visualizing a universal harmonious order in society- Undivided Society (AkhandSamaj), Universal Order (*SarvabhaumVyawastha*)- from family to world family!
- Practice Exercises and Case Studies will be taken up in Practice Sessions.

Module 4: Understanding Harmony in the Nature and Existence - Whole existence as Co- existence [4]

19. *Understanding the harmony in the Nature*
 20. Interconnectedness and mutual fulfillment among the four orders of nature- recyclability and self-regulation in nature
 21. Understanding Existence as Co-existence (*Sah-astitva*) of mutually interacting units in all-pervasive space
 22. Holistic perception of harmony at all levels of existence
- Practice Exercises and Case Studies will be taken up in Practice Sessions.

Module 5: Implications of the above Holistic Understanding of Harmony on Professional Ethics [6]

23. Natural acceptance of human values
24. Definitiveness of Ethical Human Conduct
25. Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order
26. Competence in professional ethics:
 - a) Ability to utilize the professional competence for augmenting universal human order,
 - b) Ability to identify the scope and characteristics of people-friendly and eco- friendly production systems,

I.K.G. Punjab Technical University

- c) Ability to identify and develop appropriate technologies and management patterns for above production systems.
- 27. Case studies of typical holistic technologies, management models and production systems
- 28. Strategy for transition from the present state to Universal Human Order:
 - a) At the level of individual: as socially and ecologically responsible engineers, technologists and managers
 - b) At the level of society: as mutually enriching institutions and organizations

Text Book

R R Gaur, R Sangal, G P Bagaria, 2009, *A Foundation Course in Value Education*.

Reference Books

1. Ivan Illich, 1974, *Energy & Equity*, The Trinity Press, Worcester, and HarperCollins, USA
2. E.F. Schumacher, 1973, *Small is Beautiful: a study of economics as if people mattered*, Blond & Briggs, Britain.
3. A Nagraj, 1998, *Jeevan Vidyaek Parichay*, Divya Path Sansthan, Amarkantak.
4. Susan George, 1976, *How the Other Half Dies*, Penguin Press. Reprinted 1986, 1991
5. PL Dhar, RR Gaur, 1990, *Science and Humanism*, Commonwealth Publishers.
6. A.N. Tripathy, 2003, *Human Values*, New Age International Publishers.
7. Subhas Palekar, 2000, *How to practice Natural Farming*, Pracheen (Vaidik) Krishi Tantra Shodh, Amravati.
8. Donella H. Meadows, Dennis L. Meadows, Jorgen Randers, William W. Behrens III, 1972, *Limits to Growth – Club of Rome's report*, Universe Books.
9. E G Seebauer & Robert L. Berry, 2000, *Fundamentals of Ethics for Scientists & Engineers*, Oxford University Press
10. M Govindrajran, S Natrajan & V.S. Senthil Kumar, *Engineering Ethics (including Human Values)*, Eastern Economy Edition, Prentice Hall of India Ltd.
11. B P Banerjee, 2005, *Foundations of Ethics and Management*, Excel Books.
12. B L Bajpai, 2004, *Indian Ethos and Modern Management*, New Royal Book Co., Lucknow. Reprinted 2008.

Relevant CDs, Movies, Documentaries & Other Literature:

1. Value Education website, <http://uhv.ac.in>
2. Story of Stuff, <http://www.storyofstuff.com>
3. Al Gore, *An Inconvenient Truth*, Paramount Classics, USA
4. Charlie Chaplin, *Modern Times*, United Artists, USA
5. IIT Delhi, Modern Technology – the Untold Story

I.K.G. Punjab Technical University
HVPE102-18
Human Values, De-addiction and Traffic Rules (Lab/Seminar)

One each seminar will be organized on Drug De-addiction and Traffic Rules. Eminent scholar and experts of the subject will be called for the Seminar atleast once during the semester. It will be binding for all the students to attend the seminar.

I.K.G. Punjab Technical University
MBA 303-18
SEMINAR ON SUMMER TRAINING REPORT

Guidelines for Summer Training Report:

Kindly refer to Annexure A for the suggested guidelines and evaluation criteria of Summer Training Report

I.K.G. Punjab Technical University
MBAFT 401-25
Corporate Strategy & FinTech Companies

Course Objective: This course provides an in-depth understanding of corporate strategy concepts and their application within the rapidly evolving FinTech industry. It aims to equip students with strategic frameworks, analytical tools, and industry-specific insights necessary to evaluate competitive dynamics, innovation strategies, and regulatory challenges faced by FinTech companies. By integrating theoretical perspectives with real-world case studies, students will develop the competencies required to formulate and execute effective corporate strategies in the FinTech sector.

Course Outcomes: At the end of the course, the student will be able to:

CO1: Describe the foundational principles of corporate strategy and their relevance to organizational success.

CO2: Analyze the competitive dynamics and market trends shaping the FinTech industry.

CO3: Evaluate the role of innovation and technology in shaping strategic initiatives within the FinTech sector.

CO4: Formulate strategic solutions to address regulatory and competitive challenges faced by FinTech companies.

CO5: Assess the implications of strategic leadership and corporate governance on FinTech operations.

CO6: Design an integrated corporate strategy plan for a hypothetical FinTech start-up.

UNIT-I

Fundamentals of Corporate Strategy- Introduction to Corporate Strategy: Definition, scope, and importance, Strategic management process and levels of strategy, Competitive advantage: Sources and sustainability, Strategic tools: SWOT analysis, PESTEL analysis, and Porter's Five Forces, Case studies on corporate strategy in traditional and emerging industries.

UNIT-II

FinTech Industry Overview and Competitive Dynamics- Evolution and characteristics of the FinTech industry, Key players and business models: Payment systems, blockchain, InsurTech, RegTech, and WealthTech, Market trends and growth drivers, Strategic challenges: Regulation, cybersecurity, and customer trust, Case studies: Competitive dynamics among FinTech companies.

UNIT-III

Innovation and Strategic Leadership in FinTech- Role of innovation in corporate strategy, Disruptive technologies and their impact on financial services, Strategic leadership in driving digital transformation, Partnerships, mergers, and acquisitions in FinTech, Case studies: Successful innovation strategies in leading FinTech firms.

UNIT-IV

Corporate Strategy Execution and Governance in FinTech- Strategy execution challenges in FinTech companies, Regulatory frameworks and their impact on strategic decisions, Corporate governance and ethical considerations in FinTech, Performance measurement and strategic control, Case studies: Governance and execution issues in global FinTech organizations.

Suggested Readings

- Johnson, G., Scholes, K., & Whittington, R. (2020). *Exploring Strategy: Text and Cases* (12th Edition). Pearson.
- Grant, R. M. (2021). *Contemporary Strategy Analysis: Text and Cases Edition* (11th Edition). Wiley.
- Chishti, S., & Barberis, J. (2016). *The FinTech Book: The Financial Technology Handbook for Investors, Entrepreneurs, and Visionaries*. Wiley.
- Wirtz, J. (2023). *Digital Disruption in FinTech: Strategic and Governance Insights*. Springer.
- Tidd, J., & Bessant, J. (2020). *Managing Innovation: Integrating Technological, Market and Organizational Change* (6th Edition). Wiley.
- Susskind, R., & Susskind, D. (2015). *The Future of the Professions: How Technology Will Transform the Work of Human Experts*. Oxford University Press.

I.K.G. Punjab Technical University
MBAFT 402-25
Entrepreneurship and Project Management in FinTech

Course Objective: This course aims to provide students with a comprehensive understanding of entrepreneurial practices and project management methodologies in the dynamic FinTech ecosystem. It explores innovative business models, regulatory landscapes, and emerging technologies, equipping students with the skills to conceptualize, develop, and manage FinTech projects effectively while fostering entrepreneurial thinking.

Course Outcomes: At the end of the course, the student will be able to:

CO1: Describe the foundational concepts of entrepreneurship and their application in the FinTech industry.

CO2: Analyse business models and regulatory challenges specific to FinTech start-ups.

CO3: Apply innovative tools and strategies to design customer-centric solutions in FinTech.

CO4: Develop comprehensive project management plans using modern methodologies tailored for FinTech projects.

CO5: Evaluate growth and scaling strategies for FinTech ventures with a focus on sustainability and ethical practices.

CO6: Design a roadmap for launching a FinTech startup, integrating entrepreneurship and project management principles.

UNIT-I

Foundations of Entrepreneurship in FinTech- Entrepreneurship Fundamentals: Definitions, characteristics of entrepreneurs, entrepreneurial process, Overview of FinTech: Evolution, scope, and significance of FinTech in the global economy, Business Models in FinTech: Peer-to-peer lending, digital wallets, blockchain, and payment gateways, Regulatory Environment: Key regulations, compliance, and risk management in FinTech start-ups, Case Studies: Successful FinTech start-ups and their growth strategies.

UNIT-II

Innovation and Strategy in FinTech- Design Thinking and Innovation: Tools and techniques for fostering innovation in FinTech, Strategic Planning: Vision, mission, and strategy formulation for FinTech ventures, Technology in FinTech: Role of AI, blockchain, and big data in driving innovation, Customer-Centric Approach: Understanding customer needs and enhancing user experience, Case Studies: Innovative solutions in digital payments and robot-advisory platforms.

UNIT-III

Project Management for FinTech- Project Management Fundamentals: Overview, lifecycle, and methodologies (Agile, Scrum, Waterfall), Project Planning and Execution: Setting objectives, budgeting, resource allocation, and risk management, Stakeholder Management: Identifying stakeholders, communication strategies, and conflict resolution, Tools for Project Management: Software and technologies (e.g., Jira, Trello, MS Project), Case Studies: Managing complex FinTech projects and overcoming challenges.

UNIT-IV

Scaling and Sustainability in FinTech- Growth Strategies: Scaling operations, market expansion, and funding options (VC, crowdfunding, IPOs), Sustainability in FinTech: Ethical considerations, environmental impact, and sustainable development goals, Performance Measurement: Metrics for success, ROI, and performance evaluation, Future Trends: Open banking, decentralized finance (DeFi), and global FinTech developments, Case Studies: Strategies for scaling FinTech businesses sustainably.

Suggested Readings

1. Eric Ries, *The Lean Startup*, Crown Business, 2011, 1st Edition.
2. Brett King, *Bank 4.0: Banking Everywhere, Never at a Bank*, Wiley, 2019, 1st Edition.
3. Steve Blank and Bob Dorf, *The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company*, K&S Ranch Publishing, 2012, 1st Edition.
4. Peter Thiel, *zero to One: Notes on Startups, or How to Build the Future*, Crown Business, 2014, 1st Edition.
5. Harold Kerzner, *Project Management: A Systems Approach to Planning, Scheduling, and Controlling*, Wiley, 2017, 12th Edition.
6. Susanne Chishti and Janos Barberis, *The FINTECH Book: The Financial Technology Handbook for Investors, Entrepreneurs and Visionaries*, Wiley, 2016, 1st Edition.

I.K.G. Punjab Technical University
MBAFT 403-25
FinTech for Capital Market

Course Objective: This course explores the transformative role of financial technology (FinTech) in the capital markets, emphasizing innovation, efficiency, and risk management. Students will gain insights into digital platforms, blockchain, artificial intelligence, and data analytics that are reshaping trading, investment, and regulatory practices. The course aims to equip students with the knowledge and skills to navigate and leverage FinTech solutions in modern capital markets.

Course Outcomes: At the end of the course, the student will be able to:

CO1: Understand the fundamental concepts of FinTech and its role in transforming capital markets.

CO2: Analyze the application of blockchain and cryptocurrencies within capital market operations.

CO3: Apply artificial intelligence and big data analytics to improve trading, investment strategies, and market predictions.

CO4: Evaluate the impact of regulatory frameworks and ethical considerations on the adoption of FinTech innovations.

CO5: Design innovative FinTech solutions for addressing challenges in capital market operations.

CO6: Discuss emerging trends and career opportunities in FinTech for capital markets.

UNIT-I

Introduction to FinTech and Capital Markets- Definition and Scope of FinTech: Evolution, applications, and impact on financial services, Overview of Capital Markets: Structure, participants, and instruments, Intersection of FinTech and Capital Markets: Key trends and technologies, Regulatory Frameworks: Implications of technology on compliance and governance.

UNIT-II

Blockchain and Cryptocurrencies in Capital Markets- Blockchain Fundamentals: Distributed ledger technology, smart contracts, and consensus mechanisms, Cryptocurrencies: Bitcoin, Ethereum, and the rise of digital assets, Tokenization: Asset-backed tokens and their role in capital markets, Blockchain Use Cases: Settlements, clearing, and fraud prevention.

UNIT-III

Artificial Intelligence and Big Data Analytics in Capital Markets- Artificial Intelligence Applications: Algorithmic trading, robo-advisors, and sentiment analysis, Big Data in Finance: Market prediction, risk assessment, and customer insights, Machine Learning Models: Case studies of AI-driven decision-making, Challenges and Risks: Data privacy, ethical concerns for using AI in capital markets, algorithmic bias, best practices to mitigate ethical risks concerning use of AI in capital markets.

UNIT-IV

Emerging Trends and Innovations in FinTech for Capital Markets- Decentralized Finance (DeFi): Concepts and impact on traditional markets, RegTech: Technology-driven compliance and monitoring solutions, Sustainable FinTech: Green finance, ESG (Environmental, Social, and Governance) integration, Future of FinTech in Capital Markets: Innovations and career opportunities.

Suggested Readings

- Arner, D., Barberis, J., & Buckley, R. “The RegTech Book: The Financial Technology Handbook for Investors, Entrepreneurs, and Visionaries in Regulation.” Wiley, 2019, 1st Edition.
- Chuen, D. L. K. (Ed.). “Handbook of Blockchain, Digital Finance, and Inclusion, Volume 1.” Academic Press, 2017, 1st Edition.
- Iansiti, M., & Lakhani, K. R. “Competing in the Age of AI: Strategy and Leadership When Algorithms and Networks Run the World.” Harvard Business Review Press, 2020, 1st Edition.
- Gomber, P., Koch, J. A., & Siering, M. “Digital Finance and FinTech: Current Research and Future Research Directions.” Journal of Business Economics, Springer, 2017.
- Tapscott, D., & Tapscott, A. “Blockchain Revolution: How the Technology Behind Bitcoin Is Changing Money, Business, and the World.” Portfolio, 2018, Updated Edition.
- Schueffel, P. “Taming the Beast: A Scientific Definition of FinTech.” Journal of Innovation Management, 2016.

I.K.G. Punjab Technical University
MBA 914-18
Mergers, Acquisitions and Corporate Restructuring

COURSE OBJECTIVE: The main objective of this course is to enable the students to understand, evaluate, and interpret the significance of Mergers, Acquisitions and Corporate Restructuring in the current global business environment, and enable them to appreciate how these strategic decisions are affected by various issues like valuation, regulatory environment and methods of payment.

Course Outcomes:

- 1) To explain the popularity of merger and acquisition strategies in firms competing in the global economy.
- 2) To describe the reasons why firms use an acquisition strategy to achieve strategic competitiveness.
- 3) To describe the issues that are significant in valuation decisions, and the factors which work against achieving success when using an acquisition strategy.
- 4) To define the restructuring strategy and distinguish among its common forms.
- 5) To explain the regulatory aspects of mergers, acquisitions and corporate restructuring.

UNIT-I

Introduction to Mergers, Acquisitions and Corporate Restructuring: Evolution, Need and Reasons/Motives for Mergers and Acquisitions. Forms of Corporate Restructuring. Mergers and Acquisitions as Strategic Choice. Evaluation of Strategic Alternatives. Value Creation in Mergers and Acquisitions. Takeover Defence Strategies. Reasons for Failures of Mergers and Acquisitions.

UNIT-II

Demerger, Reverse Merger and Buyback of Shares. Strategic Alliances: Types, Structure and Problems in Strategic Alliances. LBO(Leveraged Buy Out):Characteristics, Categories, Financing. Types of LBO Sponsor. Restructuring of Sick Companies. Deal Valuation in Mergers and Acquisitions: Factors affecting valuation, Valuation Basics. Valuation of Intangibles.

UNIT-III

Methods of Payment and Financing Options in Mergers and Acquisitions. Impact on EPS(Earning Per Share).Determinants of Mergers and Acquisitions Financing Decisions. Accounting Aspects of Mergers and Acquisitions. Impact of Mergers and Acquisitions on Shareholder Wealth.

UNIT-IV

Tax Implications of Mergers and Acquisitions. The Process of Integration in Mergers and Acquisitions. International Mergers and Acquisitions: Motivations, Strategies and its Execution. Due Diligence in Mergers and Acquisitions. Regulatory Aspects of Mergers and Acquisitions

Suggested Readings:

1. Aurora, Rajinder S, Shetty, Kavita and Kale, Sharad, "Mergers and Acquisitions (2011)"Oxford Higher Education.
2. Kar, Rabi Narayan(2017), "Mergers, Acquisitions and Corporate Restructuring-Strategies and Practices",3rd Edition, International Book House Pvt. Ltd., New Delhi.

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3. Krishnamurti, Chandrashekar and Vishwanath, S R(2018), "Mergers, Acquisitions and Corporate Restructuring: Text and Cases", SAGE Publications.
4. Kapil, Sheeba & Kapil, Kanwal N.(2018) , “Mergers and Acquisitions: Strategy, Valuation, Leveraged Buyouts and Financing” Wiley Publications.
5. Prasad G. Godbole (2013),"Mergers, Acquisitions and Corporate Restructuring", Vikas Publishing House.
6. Sharma, Dr. Manu(2015), “Mergers, Acquisitions and Corporate Valuation”, Dreamtech Press.
7. Sudarsanam, S(2016), “Creating Value from Mergers and Acquisitions”, Pearson Education.

I.K.G. Punjab Technical University
MBA 915-18
International Finance and Financial Derivatives

Course Objective: The primary objective of the course is to familiarize the students with the different aspects of finance in respect of international trading and investing and to equip them with the trading framework of different types of derivative contracts.

Course Outcomes: After studying this course, the students should be able to:

CO1: Understand the framework of international exchange rate system including factors influencing exchange rates.

CO2: Discuss the basics of different types of derivative contracts like futures, options and swaps.

CO3: Understand various types of risks / exposures in forex trading and their management.

CO4: Describe various theories underlying the concepts of international finance.

CO5: Understand trading strategies using options contracts.

CO6: Describe the regulatory framework of derivatives contracts in India.

Unit I

International Finance: An overview, importance, nature and scope, recent changes and challenges in IFM. International flow of funds: Balance of Payments (BoP), Fundamentals of BOP, Accounting components of BOP, Factors affecting international trade flows, Agencies that facilitate International flows. **International Monetary System:** Evolution, Gold Standard, Bretton Woods system, the flexible exchange rate regime, the current exchange rate arrangements, the Economic and Monetary Union (EMU).

Foreign Exchange Market: Function and Structure of the Forex markets, Major participants, Types of transactions and settlements dates, Foreign exchange quotations, Factors influencing foreign exchange rates.

Unit II

Parity Conditions in International Finance and Currency Forecasting: PPP, the Fisher effect, The International Fisher Effect, Interest Rate Parity Theory, The relationship between forward and future spot rate.

International Sources of Finance: Long Term- International Capital Markets (ADR's, GDR's), Foreign Bond Market, Foreign Banks, Euro Markets, World Bank and IMF. Short Term: Banker's Acceptance, Discounting, Factoring, Forfaiting, EXIM Bank of India

Unit III

Derivatives: Meaning, Types, Importance, Principles and regulatory framework in India

Forward and Futures Contracts: Meaning, Difference between forward and futures contracts, pricing of futures contracts, determinants of value of futures contracts, Mark-to-Market, Payoffs of futures contracts. Speculation, Hedging and Arbitrage by using futures contracts.

Options Contracts: Meaning, type, importance, Black-Scholes Model for pricing options contracts, factors determining option prices, Payoffs of Call Option and Put

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Option contracts, Put-Call Parity. **Option Trading Strategies:** Covered call writing, protective puts, Straddles, Strangles, Strips, Straps, Spreads including butterfly spreads, calendar spreads etc.

Unit IV

Swaps and Swaptions: Meaning, types, importance and pricing of swaps and Swaptions. Factors determining price of swaps and Swaptions.

Credit Derivatives: Meaning, Importance, pricing models and strategies to hedge by using credit derivatives.

Foreign Exchange Risk Management: Measuring and managing Transaction exposure, Measuring and Managing Economic exposure, and Measuring and Managing translation exposure, Country Risk Analysis, Foreign Exchange and Derivative Markets: Currency Futures and option Markets, Swap and Interest rate derivatives.

Suggested Readings:

1. P. G. Apte, International Financial Management, Tata McGraw-Hill, New Delhi.
2. Alan C. Shapiro, Multinational Financial Management, Prentice Hall India Private Ltd,
3. Jeff Madura, International Financial Management, Thomson Publications.
4. Maurice D. Levi, International Finance, Tata McGraw-Hill, New Delhi.
5. S. Eun Choel and Risnick Bruce, International Financial Management, Tata McGraw
6. Hill, Hull, John C.: Options, Futures and Other Derivatives, Prentice Hall of India
7. Walmsley, Julian: New Financial Instruments, Prentice Hall of India
8. Marshall, John F. and Bansal, Vipul K.: Financial Engineering, Prentice Hall of India
9. Strong, Robert A.: Derivatives – An Introduction, Thomson South-Western
10. Kumar, S.S.S: Financial Derivatives, Prentice Hall of India

I.K.G. Punjab Technical University

MBA 402-18

Viva-Voce for Project/Dissertation

Guidelines for Project / Dissertation:

Kindly refer to Annexure B for the suggested guidelines and evaluation criteria of Project Report

I.K.G. Punjab Technical University
MBA 403-18
Workshop on Indian Ethos

Course Objective: The course is an attempt for the students to learn about how to apply the concepts and theories of ancient Indian management in business.

Courses Outcomes:

CO1: Comprehend and practice Indian Ethos and values system.

CO2: Applying value based management and ethical practices in business.

CO3: To gain the knowledge of management principles from Vedas and other holy books and explain the application of Indian heritage in business.

CO4: To comprehend various stress management techniques and their applications in organizations.

CO5: To describe salient features and advantages of ancient Indian system of learning.

CO6: To describe various laws of Karma and explain the concept of corporate karma.

Unit 1

Indian Ethos: History & Relevance, Principles Practiced by Indian Companies, Role of Indian Ethos in Managerial Practices.

Management Lessons from Vedas, Mahabharata, Bible, Quran, Kautilya's Arthashastra, Indian Heritage in Business, Management-Production and Consumption. Ethics v/s Ethos, Indian v/s Western Management.

Unit 2

Work Ethos: Meaning, levels, dimensions and steps.

Values: Values for Indian Managers, Relevance of Value Based Management in Global Change, Impact of Values on Stakeholders. Trans-Cultural Human Values, Secular v/s Spiritual Values, Value System in Work Culture.

Unit 3

Stress Management: Meaning, types of stress at work, causes of stress, consequences of stress.

Techniques for Managing Stress: Meditation: Meaning, advantages for mental health and its importance in management. Brain storming, brain stilling, Yoga: Meaning, Significance.

Contemporary Approaches to Leadership- Joint Hindu Family Business–Leadership Qualities of Karta.

Unit 4

Indian Systems of Learning- Gurukul System of Learning, Advantages- Disadvantages of Karma, importance of Karma to Managers, Nishkama Karma. Laws of Karma: Law of Creation, Law of Humility, Law of Growth, Law of Responsibility, Law of Connection.

Corporate Karma: Meaning, methodologies, guidelines for good corporate karma.

Suggested Readings: -

1. N M Khandelwal- Indian Ethos & Values for Management- Himalya Publishing.

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2. Tushar Agrawal and Nidhi Chandorkar- Indian Ethos in Management- Himalaya Publishing.
3. Chakraborty, S.K., Ethics in Management-Vedantic Approach, New Delhi, Oxford India Ltd. 1995.
4. Dwijendra Tripathi, History of Indian Business by Publisher, Oxford University Press India, 2004.
5. Fernando A.C., Business Ethics: An Indian Perspective, Pearson, 2009.
6. Habib Irfan, The Cambridge Economic History of India, Volume 1 Cambridge University Press, 1982.
7. Jitatmananda Swami, Indian Ethos for Management, Rajkot, Ramakrishna Ashrama, 1996.
8. Kautilya's Arthashastra, King, Governance, and Law in Ancient India, Oxford University Press, 2016.

**I.K.G. Punjab Technical University
MBA Batch 2021 onwards**

Annexure A

Guidelines for Summer training Report

Summer Training Project Report

on

“PROJECT TITLE”

Submitted to



I.K. GUJRAL PUNJAB TECHNICAL UNIVERSITY

KAPURTHALA

In partial fulfillment of the requirement for the

award of degree of

Master of Business Administration (MBA)

Submitted by

Name of the Student

University Roll no.

Supervisor

Name (Company Guide)

Designation

Logo of the Institute **DEPARTMENT OF**

MANAGEMENT NAME OF THE

INSTITUTE

NAME OF THE CITY

(Batch)

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CERTIFICATE (On a Separate Page)

*Certificate of Summer Training from Company shall be attached herewith.

STUDENT DECLARATION (On a Separate Page)

I, “_____ (Student Name)”, hereby declare that I have undergone my summer training at “_____ (Company Name)” from ____ (start date) to ____ (end date). I have completed a research project titled “_____ (Project Title)” under the guidance of Mr. /Ms. _____ (Name of Supervisor at Company).

Further I hereby confirm that the work presented herein is genuine and original and has not been published elsewhere.

(Student name and Signature)

FACULTY DECLARATION (On a Separate Page)

I hereby declare that the student Mr. / Ms. _____ of MBA (II) has undergone his/her summer training under my periodic guidance on the Project titled “_____ (Project Title)”.

Further I hereby declare that the student was periodically in touch with me during his/her training period and the work done by student is genuine & original.

(Signature of Supervisor)

ACKNOWLEDGEMENT (On a Separate Page)

*Acknowledge the support and guidance provided to you by various persons during your Summer Training

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TABLE OF CONTENTS (On a Separate Page)

Certificate by Guide		ii
Student Declaration		iii
Faculty Declaration		iv
Acknowledgment		v
CHAPTER NO.	CHAPTER TITLE	PAGE NO.
1	Introduction to the Company	
2	Introduction to the Research Problem	
3	Need, Scope and Objectives of the Study	
4	Research Methodology	
5	Data Analysis and Interpretation	
6	Findings of the Study	
7	Conclusion, Suggestions & Recommendations of the Study	
References and Bibliography		
Appendix (Questionnaire, Glossary of Terms, Abbreviations, Documents, Performa, Financial statements, etc.)		

LIST OF TABLES

TABLE NO.	TABLE TITLE	PAGE NO.

LIST OF FIGURES

FIGURE NO.	FIGURE TITLE	PAGE NO.

General Guidelines for Layout and format

1. Paper Size must be A4 and margins should be maintained on all pages as follows: **Left margin = 1.5” (wider for binding) Top, right & bottom margins = 1”**
2. Use **Times New Roman** font, **12 pointsize**, for text. and **14 point** size for headings
3. Use **1.5 line spacing** for all text in the main body of the thesis.
4. Report should contain page numbers (1, 2, 3....) starting from Introduction Chapter. Preliminary pages should be numbered: i., ii., iii, iv, v, vi, etc. A page number should not be shown on the inside title page even though it is counted as i.
5. Page number should be placed at the **bottom- center of page**.

Imp Note:

1. Students are required to prepare two Hard Bound copies of their Summer Training report to be submitted within 10 days of commencement of 3rd Semester
2. Questionnaires in original to be retained by the students for the final presentation.

Guidelines on Faculty Guide-Student Interaction

1. The Student is required to be in constant touch with their Faculty Guide through email, telephone, personal interactions etc.
2. It is mandatory for the student to provide a weekly progress report to their Faculty Guides for each week of their summer training.
3. The Topic for the Summer Training should be chosen in consultation with their Faculty guide and after their due approval.
4. Same topics having any sort of duplicacy shall not be acceptable.
5. Institute will be conducting surprise visits of the organization where the Student is undergoing summer training from time to time and any students found to be irregular / not attending their summer training then the summer training Project report of the said student shall stand cancelled .

Preparing References/Bibliography

- ✓ While preparing the Bibliography, in case of website as a source, ensure that the date and the timing of accessing the website is mentioned along with.
- ✓ While preparing bibliography student must adopt the following method:

Article in a Magazine

Henry, W. A., III. (1990, April 9). Making the grade in today's schools. *Time*, 135, 28-31.

Article in a Newspaper

Unlike other periodicals, p. or pp. precedes page numbers for a newspaper reference in APA style. Single pages take p., e.g., p. B2; multiple pages take pp., e.g., pp. B2, B4 or pp. C1, C3-C4.

Schultz, S. (2005, December 28). Calls made to strengthen state energy policies. *The Country Today*, pp. 1A, 2A.

Basic Format for Books

Author, A. A. (Year of publication). *Title of work: Capital letter also for subtitle*. Location: Publisher.

Note: For "Location," you should always list the city, but you should also include the state if the city is unfamiliar or if the city could be confused with one in another state.

Calfee, R. C., & Valencia, R. R. (1991). *APA guide to preparing manuscripts for journal publication*. Washington, DC: American Psychological Association.

Government Document

National Institute of Mental Health.(1990). *Clinical training in serious mental illness* (DHHS Publication No. ADM 90-1679). Washington, DC: U.S. Government Printing Office.

Report From a Private Organization

American Psychiatric Association. (2000). *Practice guidelines for the treatment of patients with eating disorders* (2nd ed.). Washington, D.C.: Author.

Conference Proceedings

Schnase, J.L., & Cunnius, E.L. (Eds.). (1995). Proceedings from CSCL '95: *The First International Conference on Computer Support for Collaborative Learning*. Mahwah, NJ: Erlbaum.

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Article From an Online Periodical

Author, A. A., & Author, B. B. (Date of publication). Title of article. *Title of Online Periodical*, volume number (issue number if available). Retrieved month day, year, (if necessary) from <http://www.someaddress.com/full/url/>

Bernstein, M. (2002). 10 tips on writing the living Web. *A List Apart: For People Who Make Websites*, 149. Retrieved May 2, 2006, from <http://www.alistapart.com/articles/writeliving>

Online Newspaper Article

Author, A. A. (Year, Month Day). Title of article. *Title of Newspaper*. Retrieved <http://www.someaddress.com/full/url/>

Parker-Pope, T. (2008, May 6). Psychiatry handbook linked to drug industry. *The New York Times*. Retrieved from <http://www.nytimes.com>

Electronic Books

De Huff, E.W. *Taytay's tales: Traditional Pueblo Indian tales*. Retrieved from <http://digital.library.upenn.edu/women/dehuff/taytay/taytay.html>

Davis, J. *Familiar birdsongs of the Northwest*. Available from <http://www.powells.com/cgi-bin/biblio?inkey=1-9780931686108-0>

Online Encyclopedias and Dictionaries

Feminism. (n.d.) In *Encyclopædia Britannica online*. Retrieved March 16, 2008, from <http://www.britannica.com>

L.K.G. Punjab Technical University
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EVALUATION CRITERIA FOR SEMINAR ON SUMMER TRAINING REPORT (MBA 303-18)

S.N.	Name	Roll No. & Date of Presentation	Introduction to Topic	Problem Definition / Need & Scope of the Study	Methodology & Objectives	Data Analysis & Findings	Suggestions & Conclusion	Overall Report Writing & Layout	Total Earned Marks out of (45)	Signature of the Evaluator with Date	Attendance Marks (in accordance to the criteria given below)	Total Earned Marks out of (50)
			5	5	5	15	5	10	45		5	50
1												
2												
3												

Note:

- 1) Total marks of "Seminar on Summer Training Report (MBA 303-18)" = 50
- 2) Attendance Marks (from a total of 5 marks) to be given on the basis of percentage of lectures attended of MBA 303-18 during the academic term as per the following criteria:
 - i. Above 75% = NIL
 - ii. 76% - 80% = 1
 - iii. 81% - 85% = 2
 - iv. 86% - 90% = 3
 - v. 91% - 95% = 4
 - vi. 96% and above = 5

Annexure B

Guidelines for Project / Dissertation:

OBJECTIVE

The objective of the project course is to help the student develop ability to apply multi-disciplinary concepts, tools and techniques to analyze and logically approach the organizational problems.

TYPE OF PROJECT

The project may be from any one of the following types, however, it should preferably be from your area of specialization in MBA:

- i) Comprehensive case study (covering single organization/multifunctional area problem formulation, analysis and recommendations).
- ii) Inter-organizational study aimed at inter-organizational comparison/validation of theory/survey of management practices.
- iii) Field study (empirical study).

PROJECT PROPOSAL

Proposal should be prepared in consultation with the supervisor and submitted before the routine first MST in department.

The Proposal may have the following components:

- a) Introduction, brief background, and Rationale of the topic chosen for the project.
- b) Brief Introduction and vital details of the organization/s under study.
- c) Statement of the problem.
- d) Objectives of the Project (clearly stated in behavioral terms).
- e) Research Methodology:
 - ✓ Research Design
 - ✓ Nature and source of data/information to be collected.
 - ✓ Sample and sampling technique. Rationale of chosen organization and the sample.
 - ✓ Tools and Techniques to be used for data collection – details of the tools/questionnaire to be used and its relevance with the objectives of the project.
 - ✓ Method/s to be used for data collection
 - ✓ Data handling and analysis
 - ✓ Statistical tools to be used for analysis
 - ✓ Relevance of statistical tools with the objectives of the project.
- f) Limitation of the proposed project, if any.
- g) Any other relevant detail which will help better appreciation and understanding of the project proposal.

PROJECT PROPOSAL EVALUATION:

The project proposal will be evaluated by the panel of three teachers immediately after first MST in presence of student, who will give the presentation to the panel.

In case of non-approval of the proposal the comments/suggestions for reformulating the project proposal will be communicated to the student. In such case, the revised project proposal should be submitted within 7 days, which shall be evaluated on similar guidelines.

PROJECT PRE-SUBMISSION:

After approval of the project proposal, the students shall complete their projects and submit the completed Project Report (Spiral bound) for final internal evaluation before 2nd MST.

The guidelines for project report are as follows:

- ✓ The length of the report may be about 50 to 60 double spaced typed pages not exceeding approximately 18,000 words (excluding appendices and exhibits). However, rational variation on either side is permissible.
- ✓ The Project Report may have the following:
 - Cover Page – must have the Title of the Project, Name & logo of college / university, Name and University Roll No of the Student and the Name of the Guide, along with the designation and department.
 - Detailed table of contents with page nos.
 - All pages of the Project Report must be numbered as reflected in the table of contents.
 - Project Proposal, properly bound in the project and not just stapled. Please note that project with stapled Proposal will not be accepted.
 - Certificate of originality- duly signed by the student and the guide with dates.
 - Introduction to the Project and Review of Literature along with brief details of the organization/s under study.
 - Rationale
 - Statement of problem
 - Objectives of the Project
 - Scope of the study
 - Research Methodology
 - Research Design
 - Nature and Source of data/information collected
 - Sample and Sampling method with rationale
 - Details of the tools:
 - The Questionnaire and other methods used and their purpose
 - Reliability and Validity of the tools used
 - Administration of tools and techniques
 - Data collection
 - Data Handling, Statistical tools used for Data Analysis

- Data Interpretation and Findings
 - Recommendations
 - Summary and Conclusion
 - Limitations of the Project
 - Direction for further research (optional)
 - Reference/Bibliography
 - Annexures/Appendices (Questionnaire used etc.)
- ✓ Note: Research Methodology of the Project Report must have elaborate detail of all the components of the methodology.

The spiral bound project report will be evaluated by the panel of three teachers before second MST in presence of student, who will give the presentation to the panel before secondMST.

In case of non-approval of the final project report, the comments/suggestions for revising the project report will be communicated to the student. In such case, the revised project report should be submitted within 7 days, which shall be evaluated on similar guidelines.

SUBMISSION OF FINAL PROJECT REPORT:

After incorporating changes, if any, pointed out during internal evaluation, the final Project Report in Hard Bound form (3 copies) shall be submitted by the student atleast 3 working days before final viva voce. After signing of certificate by student and supervisor, one copy will be retained by the supervisor, second copy by the student and third copy shall be produced at the time of viva-voce, which shall be maintained by the department as record.

Note:

1. **Wherever it is felt that there is not sufficient time to complete the project after approval of project proposal, the phases of Project till "Project Proposal Evaluation" may be completed in third semester at department level.**
2. **For further details on references, bibliography and formatting of the report, you may refer the Guidelines for Summer Training Report.**

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EVALUATION CRITERIA FOR FINAL PROJECT

[illegible]

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