VIGNAN'S

Foundation for Science, Technology & Research
(Deemed to be University)
Estd. u/s 3 of UGC Act 1956

DEPARTMENT OF MANAGEMENT STUDIES

CIRCULAR

Date: 15.03.2024

Department of Management Studies is going to conduct Board of Studies (BoS) meeting for the Fourth BOS Review Meeting on **01.04.2024** from 02:00 pm in blended mode at VFSTR and the virtual meeting link https://zoom.us/j/98900069639 .All the members are requested to make it convenient to attend the meeting.

The members are

1.	Dr. Sarita Satpathy, HOD, MBA, VFSTR	Chairperson
2.	Dr. C. Chakrapani, Professor, IMT, Hyderabad.	External Member (Academics)
3.	Dr.Shyam Vishnubhotla, Founder CEO, Crewery LLC	External Member (Industry)
4.	Dr.Abhilash Ponna, Professor, NMIMS, Hyderabad	Invited Member (Academics)
5.	Mr.M.V Chary, President – Operations, Jindal Urban Waste Management Ltd	Invited Member (Industry)
6.	Dr. M.Sivakoti Reddy, Assoc. Prof, MBA	Member Secretary
7.	Dr.B.Madhusudhana Rao, Professor, MBA	Internal Member
8.	Dr.P.Lakshmi Narayanamma, Assoc.Professor, MBA	Internal Member
9.	Dr.K.Phani Kumar, Assoc.Professor, MBA	Internal Member

Agenda of the BoS Meeting:

1. To Review the R-22 MBA Courses
2. To approve Fintech Innovations subject to replace the subject of Risk Management in Banks of Finance Electives in R-22 MBA.
3. To approve the subject of Artificial Intelligence to incorporate in Analytics electives in R-22 MBA
4. To merge the labs Essential Skills and Analytical Skills for Managers in R-22 MBA.
5. To reduce 2 Credits in Ist Semester of R-22 MBA.
6. To enhance 1 Credit to Operations Management subject in Second Semester of R-22 MBA.
7. To enhance 1 Credit to Corporate Strategy Subject in Third Semester of R-22 MBA.
8. To enhance 1 Credit to Entrepreneurship Development in Third Semester of R-22 MBA.
9. To Review the R-22 BBA Courses.
10. To discuss on the NPTL courses for BBA, MBA and B.Tech.

Chairperson
DEPARTMENT OF MANAGEMENT STUDIES
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A.P, INDIA

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DEPARTMENT OF MANAGEMENT STUDIES
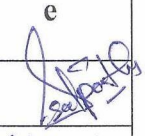
Date: 02.04.2024

Minutes of Board of Studies Meeting

Board of Studies (BoS) Fourth Review meeting (R-22 MBA & BBA Courses, R-22 B.Tech Minor Courses, Open Electives & Mandatory Courses) was conducted on 01.04.2024 in blended mode from 02:00 pm to 04.30 pm at VFSTR and virtual meeting link is https://zoom.us/j/98900069639

Agenda of the BoS Meeting:

1. To Review the R-22 MBA Courses
2. To approve Fintech Innovations subject to replace the subject of Risk Management in Banks of Finance Electives in R-22 MBA.
3. To approve the subject of Artificial Intelligence to incorporate in Analytics electives in R-22 MBA
4. To merge the labs Essential Skills and Analytical Skills for Managers in R-22 MBA.
5. To reduce 2 Credits in Ist Semester of R-22 MBA.
6. To enhance 1 Credit to Operations Management subject in Second Semester of R-22 MBA.
7. To enhance 1 Credit to Corporate Strategy Subject in Third Semester of R-22 MBA.
8. To enhance 1 Credit to Entrepreneurship Development in Third Semester of R-22 MBA.
9. To Review the R-22 BBA Courses.
10. To discuss on the NPTL courses for BBA, MBA and B.Tech.
11. Any other required points with the permission of chair.

The following members were presented either thorough offline or online.

S. NO	Name of the Member	Designation	Role	Signature
1	Dr. Sarita Satpathy	HOD	Chairperson	
2	Dr. C. Chakrapani	Professor, IMT, Hyderabad.	External Member (Academics)	Attended online
3	Dr.Shyam Vishnubhotla	Founder, CEO, Crewery LLC	External Member (Industry)	Attended online

4	Dr.Abhilash Poinnam	Professor, NMISM, Hyderabad	Invited Member (Academics)	Attended online
5	Mr.M.V Chary	President – Operations, Jindal Urban Waste Management Ltd	Invited Member (Industry)	Attended online
6	Dr.D. Vijayakrishna	Professor	Member (School Dean)	*(signature)*
7	Dr.Kalpana.Koneru	Professor	Member (Nominee-Dean R&D)	*(signature)*
8	Dr. B. M. Rao	Professor	Internal Member	*(signature)*
9	Dr.B.Srinivasa Rao	Professor	Internal Member	*(signature)*
10	Dr. P. Lakshmi Narayanamma	Associate Professor	Internal Member	*(signature)*
11	Dr. K. Phani Kumar	Associate Professor	Internal Member	*(signature)*
12	Dr.Apoorva	Assistant Professor	Internal Member	*(signature)*
13	Dr. A. Sai Manideep	Assistant Professor	Internal Member	*(signature)*
14	Dr.M.Sivakoti Reddy	Associate Professor	Member Secretary	*(signature)*

Chairperson Dr. Sarita Satpathy, Professor and Head, Department of Management Studies, VFSTR opened the meeting by welcoming and introducing the external members, invitees, and internal members. Chairperson presented about R-22 MBA & BBA Courses, R-22 B.Tech Minor Courses, R-22 Open Electives and R-22 Mandatory Courses.
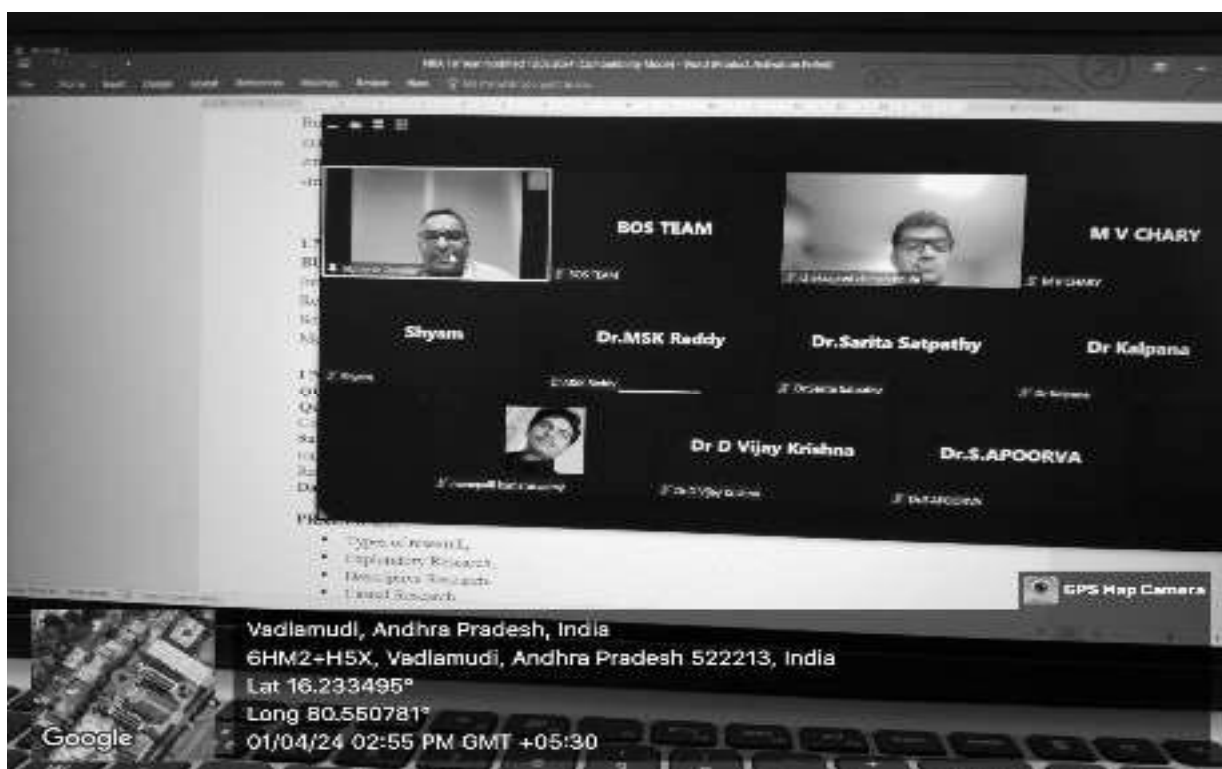
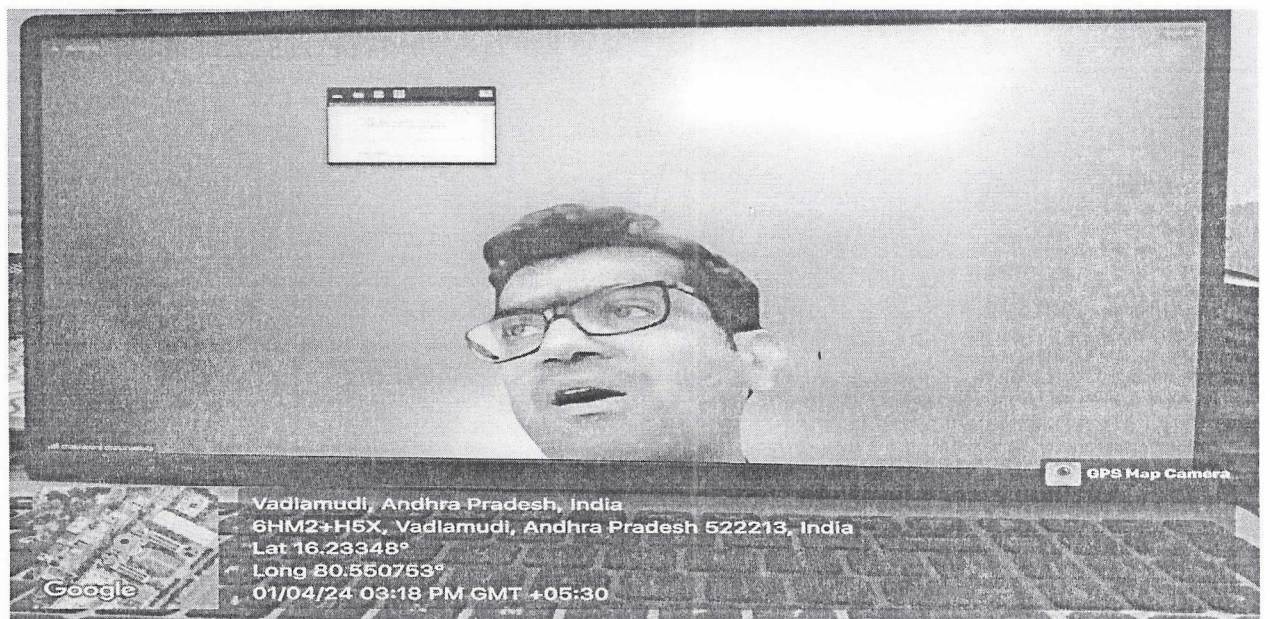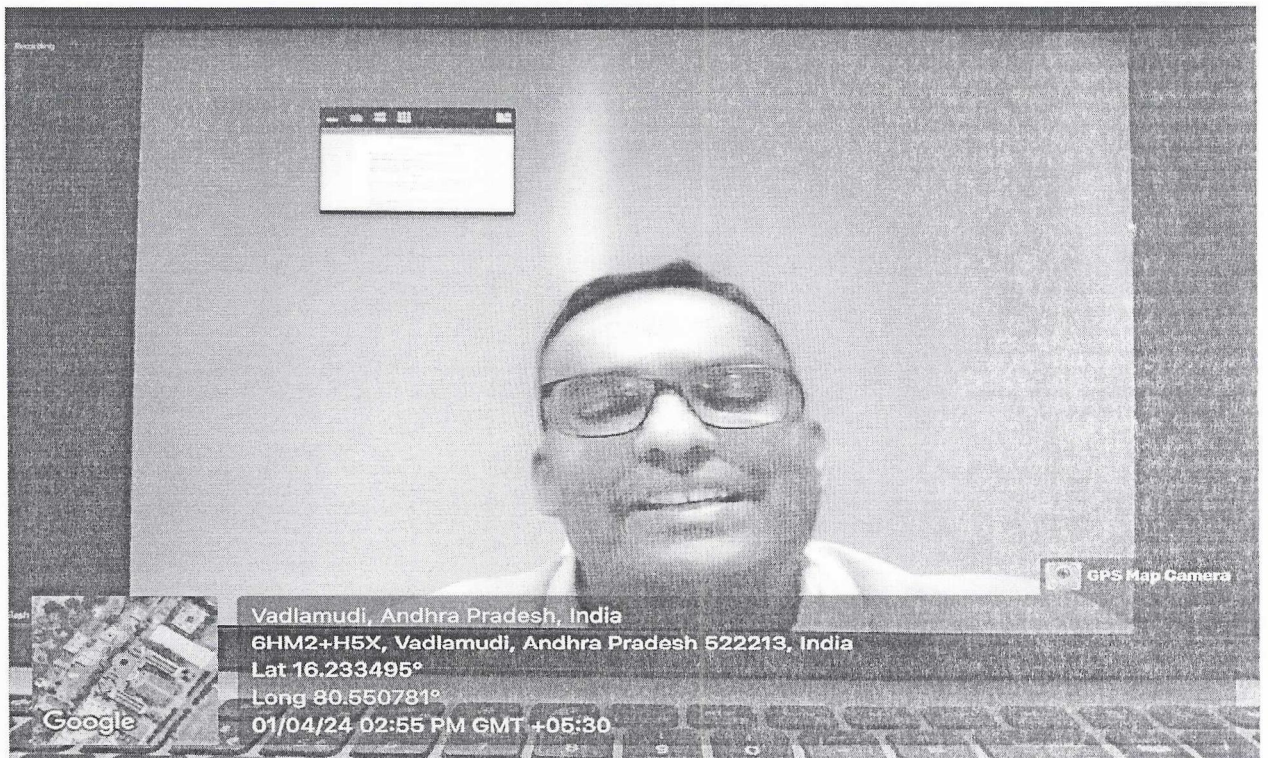**The following points were discussed in the BoS meeting:**

1. List of courses offered for both R-22 BBA & R-22 MBA was presented in the BOS meeting.
2. The 1st semester labs of Essential & Analytical Skills for Mangers is merged, thus 2 Credits are reduced in the concerned semester. However, these credits are carry forwarded to the various subjects in the other semesters.
3. Also subjects with modified LTP structure of R-22 MBA was presented in BOS meeting. Following are the modified subjects.
   a. Operations Management subject credits are increased from 2 to 3 Credits in 1st year 2nd Semester.

b. Corporate Strategy subject credits are increased from 2 to 3 Credits in 1st year 2nd Semester.
c. Entrepreneurship Development subject credits are increased from 2 to 3 Credits in 1st year 2nd Semester.
d. Replaced the subject of Risk Management in Banks with Fintech Innovations.
e. Introducing the new subject of Artificial Intelligence for Business.

The following are the resolutions made after the discussion:

1. Approved to merge the subjects of Essential Skills for Managers and Analytical Skills for Managers in 1st Semester of MBA.
2. Approved to reduce 1 Credit to Summer Internship of MBA.
3. Approved to enhance 1 Credit to Corporate Strategy Subject of MBA.
4. Approved to enhance 1 Credit to Entrepreneurship Development subject of MBA.
5. Approved to replace the subject of Risk Management in Banks with Fintech Innovations in MBA Finance Electives.
6. Approved to introduce the subject of Artificial Intelligence for Business in Analytics Electives.
7. Approved total percentage of change made in MBA is 8/67 (excluding MOOC) x100=11.94%
8. Approved the updated syllabus of Management Science Subject offering to B.Tech.

Vadlamudi, Andhra Pradesh, India
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Vadlamudi, Andhra Pradesh, India
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Member Secretary

Chairperson

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DEPARTMENT OF MANAGEMENT STUDIES

APPENDIX I

22MS507-ESSENTIAL AND ANALYTICAL SKILLS FOR MANAGERS

Hours per week:

L	T	P	C
0	0	4	2

PREREQUISITE KNOWLEDGE: Basic skills required for managers.

COURSE DESCRIPTION AND OBJECTIVE:
The objective of this course is to familiarize the student with the professional skills required for managers to run the business effectively. The course focuses on practicing the soft skills through different activities to build successful career.

MODULE-1

UNIT-1   0L+0T+12P=12 Hours
PRESENTING YOURSELF PROFESSIONALLY
Introduction: Managing your image, dressing appropriately, meeting business casual standards, interacting with others, participating in meetings.
PROFESSIONAL COMMUNICATION
Professional Communication: Creating professional e-mail messages, Exploring Telephone Communication etiquette, Placing and receiving calls in professional Environment.
Writing for Employment: Understanding job searches, Online job sites, writing effective cover letters, writing chronological and functional resumes.
Developing your Interpersonal Skills: Networking and socializing professionally.
Emotional Intelligence

UNIT-2   0L+0T+20P=20 Hours
CAREER MANAGEMENT
Planning and Managing your career: Understanding career management.
Winning at office politics: Developing diplomacy skills, dealing with negative politics, identify the key political player in formal environment.
Negotiations: Modelling Negotiation Skills-Exercise.
CUSTOMER RELATIONSHIP MANAGEMENT
Working with customers: communicating empathetically, asking questions to understand problems.
Handling different customers: Denying requests, coping with angry customers, dealing with the unexpected and disabled customers- Ability to Work Under Pressure and Time Management.
*Use of Computers and Internet is required during the course practice sessions
PRACTICES:
(*These activities are only indicative; the Faculty member can innovate*)

- Send an e-mail to a friend to invite to attend a B-school meet.

- Develop a conversation to interact with a customer for product promotion.
- Create a presentation to promote an upcoming event.
- Update social networking profile to create professional image.
- Take a problem that's seemingly complex and present the simplified version.

SKILLS:
- Communication.
- Enthusiasm and attitude.
- Teamwork.

MODULE-2

UNIT-1   0L+0T+12P=12 Hours

Percentage, Ratios and Proportions, Partnership and Problems on Ages. Profit, Loss and Discount, Simple Interest and Compound Interest, Averages and Mixtures.

UNIT-2   0L+0T+20P=20 Hours

Clocks, Calendars, Ordering and Ranking and Seating Arrangements. Critical Reasoning, Team Formations, Blood Relationships, Direction Test.

PRACTICES:
- Each concept would be taught in detail in the class followed by 10 problems solved in the class.
- Students would have to solve 10 additional problems as homework assignment in each.

SKILLS:

- Helps in developing and improving problem solving skills.
- Allow students to develop critical thinking skills.

COURSE OUTCOMES:

Upon successful completion of this course, students will have the ability to:

CO No.	Course Outcomes	Blooms Level	Module No.	Mapping with POs
1	Build and show professionalism in dressing and interactions.	Apply	1	1, 2, 12
2	Make use of e-mails and telephone for effective communication.	Apply	1	1, 2, 5, 12
3	Develop power point presentations for professional reporting and demonstration.	Apply	1	1, 2, 3, 5, 12
4	Apply the customer service skills to the business needs.	Analyze	2	1, 2, 12
5	Identify and solve the business problems using the problem solving skills.	Analyze	2	1, 2

TEXT BOOK

Soft Skills for Everyone, Butterfield Jeff, Cengage Learning, 2011.

REFERENCE BOOK

Training in Interpersonal Skills, Stephen P. Robbins, Philips L. Hunsaker, 6/e, McGraw Hill, 2012.

22MS512-OPERATIONS MANAGEMENT

Hours per week:

L	T	P	C
2	2	0	3

PREREQUISTIE KNOWLEDGE: Basic knowledge on managing in the operations.

COURSE DESCRIPTION AND OBJECTIVES:
This course is designed to address the key operations and quality issues in service and manufacturing organizations that have strategic as well as tactical implications. The specific objectives include:

MODULE-1

UNIT-1   3L+6T+0P=9 Hours
INTRODUCTION TO OPERATIONS MANAGEMENT
Introduction to operations management- Meaning, Objectives and functions; Current trends in manufacturing in India; Operations as a key functional area in an organization; Operations Management: A systems perspective; Challenges faced by Operations Managements; Process planning- Steps and Classification of manufacturing systems; Forecasting- Types and Methods.

UNIT-2   5L+10T+0P=15 Hours
PRODUCT IMPROVEMENT OPERATIONS

Factors affecting productivity, Techniques for improving productivity; Location Planning – Location Decision Factors and Planning methods (Numerical); Layout planning – Planning and Principles of Layout, Classification of Plant Layout; Production Planning and Control – Functions, Sequencing and Scheduling (Numerical); Manufacturing Resource Planning; Work study: Method study, time study.

PRACTICES:
- Visit any factory and list out the physical facilities and type of production followed.
- Visit any factory and prepare a report on the production planning and control activities.

MODULE-2

UNIT-1   3L+6T+0P=9 Hours
PLANNING AND CONTROLLING OPERATIONS
Production planning and controlling activities, Aggregate Planning: Definition, Objectives, process and strategies, Resource planning: MRP-1, MRP-2; Supply chain management; Introduction to lean manufacturing, JIT, 5S, Short term scheduling, TPS, and Lean Operations

UNIT-2   5L+10T+0P=15 Hours
INVENTORY MANAGEMENT
Purchasing and Inventory management: Purchase function, procedures, Economic Order Quantity, Inventory analysis Methods- ABC, VED, XYZ methods- their utility. Inventory Valuation Methods: Periodic and perpetual systems; FIFO, LIFO, Average Cost and Weighted Average Cost Methods

Quality Improvement and maintenance: Inspection, Quality, Statistical Quality Control- Control Charts Deming concepts. Total Quality management, maintenance management- need equipment life cycle, measurement of maintenance performance, Total productive maintenance, Six sigma.

PRACTICES:

- Visit a company and draw a chart on plant layout/ suggest suitable methods for productivity improvement.
- List out the functions of materials management in an organization.
- Visit any industry and list out the various quality measures /maintenance methods adopted.

SKILLS:

- Identify and present skills required to be a successful production manager.
- Identify types of production systems followed in an organization.
- Identify inventory control techniques followed in private sector.
- Collect different quality controlling techniques followed by any private organization.

COURSE OUTCOMES:

Upon successful completion of this course, students will have the ability to

CO No.	Course Outcomes	Blooms Level	Module No.	Mapping with POs
1	To apply analytical skills and problem-solving tools to the analysis of the operations problems	Apply	1	3,2,1
2	To analyze the strategic role of operations management in creating and enhancing a firm's competitive advantages	Analyze	1	2,1,3
3	To apply key concepts and issues of OM in both manufacturing and service organizations.	Apply	2	3,2,1
4	To evaluate the application of operations management policies and techniques to the service sector as well as manufacturing firms.	Evaluate	2	2,1,3
5	To interpret the quality improvement and maintenance aspects of operations management.	Apply	2	3,2,1

TEXT BOOKS:

1. Mahadevan, "Operations Management" , 2nd edition., Pearson, 2010.
2. R.Paannerselvam, "Production and Operations Management", 2nd edition, PHI, 2006.

REFERENCE BOOKS:

1. J.K Rajewski, Larry P Ritzman "Operations Management" , 5th edition., Addision Wesley,1998.
2. S.N.Chary "production and Operations Management", 6th edition., THM, 2006.
3. Buffa, "Production and Operations Management", 6th edition.,Willey, 2008.

22MS601-CORPORATE STRATEGY

<table>
<tr><td colspan="4">Hours per week</td></tr>
<tr><td>L</td><td>T</td><td>P</td><td>C</td></tr>
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PREREQUISITE KNOWLEDGE: Basics knowledge of management.

COURSE DESCRIPTION AND OBJECTIVES:
The basic objective of this course is to help the students to learn the concept of business strategy and understand the significance of managing the business strategically in the current business environment.

MODULE-1

UNIT-1   6L+4T+0P=10
Hours
FUNDAMENTALS OF STRATEGY, ENVIRONMENTAL APPRAISAL AND STRATEGY FORMULATION
Understanding Strategy-Strategic Decision Making-Strategic Management Process- Hierarchy of Strategic Intent –- Vision, Mission, Business Definition and Objectives- Strategic Management for Sustainability- Corporate Governance, Corporate Social Responsibility.
Organizational Appraisal-Methods and Techniques.

UNIT-2   2L+12T+0P=14
Hours
STRATEGY FORMULATION
Strategic Analysis and Choice- Tools and Techniques - SWOT Analysis, BCG&GE Matrix, Value Chain Analysis. Experience Curve analysis, Life Cycle Analysis, Industry Analysis, Strategic Group Analysis, Competitor analysisStrategy formulation – Business Level and Corporate Level Strategies.

PRACTICES:
- Case Study on Strategic Intent.
- Case Study on Environmental Appraisal.
- Case Study on Corporate Social Responsibility.
- Case study on Industry and Competitor Analysis.

MODULE-2

UNIT-1   6L+4T+0P=10
Hours
STRATEGY IMPLEMENTATION

Strategy Implementation—Nature and Barriers to Strategy Implementation- Model of Strategy Implementation,, Project Implementation, Procedural Implementation, Resource Allocation- Structural Implementation-Behavioral Implementation- Functional and Operational Implementation.

UNIT-2   2L+12T+0P=14
Hours
STRATEGY EVALUATION AND CONTROL
Strategic Evaluation and Control –An Overview of Strategic Evaluation and Control –Strategic Evaluation process, Strategic Control and Operational Control Techniques of Strategic Evaluation and Control – Role of Organizational Systems in Evaluation.

PRACTICES:
- Case Study on Resource Allocation.
- Case Study on Strategic Leadership.
- Case Study on Behavioral Implementation.
- Case Study on Strategic Evaluation and Control.

SKILLS:
➢ Develop the mission, vision, goal and objective of the company.
➢ Do the SWOT Analysis of the company.
➢ Perform the environmental analysis and design the suitable strategy for the company.
➢ Learn the strategic leadership qualities.
➢ Evaluate the company performance and do necessary correction as per need.

COURSEOUTCOMES:

Upon successful completion of this course, students will have the ability to:

CO No.	Course Outcomes	Blooms Level	Module No.	Mapping with POs
1	Design and develop the strategic intent hierarchy of the company.	Create	1	2
2	Analyse the internal and external environment by appraisal methods and techniques.	Analyse	1	4
3	Develop the various business and corporate level strategies by applying the strategic analysis tools and techniques.	Apply	1	2
4	Effectively implement the strategies by understanding the various strategic implementation issues.	Apply	2	2
5	Evaluation and control of strategy with various	Evaluation	2	2

control techniques.	and apply		

TEXT BOOKS:

1. Azar kazmi, Adela Kazmi "Strategic Management", 4e, McGraw Hill, New Delhi, 2015.

REFERENCE BOOKS:

1. Fred R. David: Strategic Management, Concepts and Cases-Prentice Hall,13th edition,2011.
2. Appa Rao C, Business Policy and Strategic Management, Excel publishers,2008.
3. Subba Rao p: Business policy and Strategic Management, Text and Cases- Himalaya Publishing House-2nd revised edition 2010.
4. Thomposn& Strickland: Strategic Management, Concepts and Cases. Tata McGraw-Hill, 12/e, New Delhi, 2007.
5. Gregory Dess and G.T. Lumpkin, Strategic Management – Creating Competitive Advantage, McGraw Hill International, 2006.

22MS602-ENTREPRENEURSHIP DEVELOPMENT

PREREQUISITE KNOWLEDGE: Basic multi-disciplinary knowledge of management functions and business operations.

COURSE DESCRIPTION AND OBJECTIVES:
The objective of the course is to make students understand the concept, process, types and promotion of entrepreneurship. To motivate and create confidence among the students to become entrepreneurs by discussing the various business models plans success and failure stories of entrepreneurs. This course will help the students in developing skills in the area of conducting feasibility studies, analysis of opportunities and strategies, exploration of new start-up businesses and to acquaint the students about various issues of entrepreneurship.

MODULE-1

UNIT-1   3L+6T+0P=9
Hours
INTRODUCTION TO ENTREPRENEURSHIP AND DIMENSIONS OF ENTREPRENEURSHIP:

Concept, Entrepreneurial motivation, Ethics in entrepreneur, Characteristics, Essential features, functions of entrepreneur, entrepreneurship Vs manager, entrepreneurship Vs Intrapreneur – Dimensions of entrepreneurship-Edupreneurship, Agripreneurship, Tourism entrepreneurship, Social- entrepreneurship, Technopreneurship. Cyber Entrepreneurship, New generation entrepreneurs.

UNIT-2   5L+10T+0P=15
Hours
IDENTIFICATION OF BUSINESS OPPORTUNITY, CONDUCTION OF FEASIBILITY STUDIES AND FINANCING A NEW VENTURE

Sources of start- up ideas and evaluation criteria, Unicorns among Indian startups, Conducting feasibility studies, SWOT Analysis, Technical analysis, Market analysis, financial analysis, environmental analysis, sources and specific type of finance like Angel Investors Venture capital, key factors for success and reasons for failure. Central government support to startup.

PRACTICES:
- Preparing the profiles of Indian entrepreneurs.
- Identification of business opportunity, conduction of feasibility studies for the identified opportunity.
- Presentation by students on any one selected entrepreneur.
- Instruct students to evaluate of start- up ideas.
- Prepare a report on steps to be followed in product development.

- Discussion on the environmental factors influence on an enterprise.

MODULE-2

UNIT-1   4L+8T+0P=12
Hours
PREPARATION OF BUSINESS PLAN AND REPORT, LEGAL REGULATORY SYSTEMS, MSMES AND GOVERNMENT POLICIES

The Concept of Business planning and modeling, contents of business plan and report preparation. Legal regulatory systems, patents and trademarks, Intellectual Property Rights, Role of MSME, Atal Innovation Mission (AIM), Incubation network in promotion of entrepreneurship in India.

UNIT-2   4L+8T+0P=12
Hours
MANAGING CUSTOMERS AND GROWTH:-

Stages of Entrepreneurial Marketing, Entrepreneurial Versus Traditional Marketing, Pricing, Building trust, selling and sales Targets, Diversification, other caveats of growth.

PRACTICES:
- Preparation of a report on successful business model.
- Discussion on case study of an innovative entrepreneur.
- Discussion of a case on new entry exploitation.
- Selection/design of suitable entrepreneurial strategy and managing the growth.
- Presentation by students on any one selected Incubation center.
- Identifying and preparing the MSME assistance in promotion of entrepreneurship.
- Discussion on the strategies followed by a successful entrepreneur.

SKILLS:
- ➢ Visit the DIC and make list of the various existing institutions supporting Entrepreneurship Andhra Pradesh and analyse the facilities provided by them.
- ➢ Arranging and participating any entrepreneurial activity.
- ➢ Analyze the case of Angel Investing and Venture Capital funding in India.

COURSE OUTCOMES:

Upon successful completion of this course, the students have the ability to

Cos No.	Course Outcomes	Blooms Level	Module No.	Mapping with POs
1	Understand concepts, evolution, process and dimensions of entrepreneurship.	Apply	1	1
2	Able to develop skills in identification of business opportunities, conduction of feasibility studies and financing a new venture.	Analyze	1	2,3
3	To hone students' abilities in the preparation of business plan and report, understand legal regulatory systems, MSMEs and government policies.	Evaluate	2	4
4	Able to select suitable strategies and manage the entrepreneurial growth.	Apply	2	5,6

TEXT BOOKS:
1. P. Narayana Reddy, Entrepreneurship – Test and Cases, Cengage Learning, Third Impression, New Delhi, 2011.

REFERENCES BOOKS:
1. MadhurimaLall, ShikhaSahai, entrepreneurship, Excel Books, First Edition, New Delhi, 2006.
2. S.S. Khanka, Entrepreneurial Development, S. Chand and Company Limited, New Delhi, 2007.
3. Robert D Hisrich, Michael P Peters, Dean A Shepherd, Entrepreneurship, TMH, Sixth Edition, New Delhi, 2006.
4. H. Nandan, Fundamentals of Entrepreneurship, PHI, First Edition, New Delhi, 2007.

FINTECH INNOVATIONS

Hours per week:			
L	T	P	C
2	2	0	3

PREREQUISITE KNOWLEDGE: Financial crisis

COURSE DESCRIPTION AND OBJECTIVE:

The course introduces students to the world of Fintech, an intersection between finance and technology. It covers the basic principles, concepts, and innovations in Fintech, including blockchain, digital payments, lending, crowdfunding, and investment. The course is designed to enable students to understand the fundamental theories, concepts, and practices of Fintech and its impact on the financial industry.

MODULE- 1

Unit 1 Introduction to Fintech

Definition of Fintech - Evolution of Fintech - Fintech vs Traditional Financial Services - Impact of Fintech on the Financial Industry – Key drivers of Fintech growth - Emerging trends in Fintech – Challenges and Opportunities of Fintech

Unit 2 Technology in Finance

Overview of emerging technologies in finance such as Blockchain, Internet of Things (IoT) and AI. - Digital Transformation in the Financial Industry: Advantages and Disadvantages - Big Data and Analytics in Finance - Case studies of successful digital transformation in the financial industry, such as mobile banking and online investing etc. - Regulatory challenges associated with new technologies in finance, such as data privacy and cybersecurity.

PRACTICES:
- Find out the various risks in the loan sanctioned to the customers.
- Calculate the various bad debts in the loans.
- Find out the various risk management strategies.
- Measurement of market risk.

MODULE–2

Unit 1 Fintech Innovations

Basics of Blockchain Technology - Cryptocurrencies and their Characteristics - Use cases of Blockchain in Finance - Types of Digital Payment Methods - Mobile Banking Applications - Peer-to-peer Lending - Crowdfunding Models and Platforms - Robo-Advisors and Automated Wealth Management.

Unit 2 Regulatory and Legal Issues in Fintech

Regulatory Framework for Fintech - Compliance and Risk Management in Fintech - Consumer Protection and Privacy Issues in Fintech - Emerging Technologies in Finance - Impact of Fintech on the Future of Work.

PRACTICES:
- Find out the strategies to manage the foreign exchange risk.
- Analyze the case study on financial crises.
- Manage the Non- financial risks in the organizations.

SKILLS:
- Excellent analytical ability and interpersonal skills.
- Expert problem-solving abilities.
- Ability to make better financial decisions.

COURSE OUTCOMES:
Upon successful completion of this course, students will have the ability to

COs No	Course Outcomes	Blooms level	Module no	Mapping with PO's
1	Evaluate different types of risks.	Evaluate	1	2,1,4
2	calculate the concepts related to risk management and measurement.	Analyze	1	3,1,5
3	Apply risk evaluation techniques.	Apply	1	2,3,1
4	Determine pros & cons of risk management tools.	Evaluate	2	4,2,5
5	Determine orally in a crisp and concise manner dealing with risk management in banking.	Analyze	2	3,2,4

TEXTBOOK:
1. "Fintech Innovation: From Robo-Advisors to Goal Based Investing and Gamification" by Paolo Sironi and Daniele Mensi

REFERENCE BOOKS:
2. "The Fintech Book: The Financial Technology Handbook for Investors, Entrepreneurs and Visionaries" by Susanne Chishti and Janos Barberis

3. "Digital Banking and Fintech: Threats and Opportunities in the New Financial Ecosystem" by Luigi Ballabio and Matteo Rizzi

4. "Blockchain Basics: A Non-Technical Introduction in 25 Steps" by Daniel Drescher

5. "Artificial Intelligence in Finance: A Basic Guide" by Tim Weithers

6. "The Handbook of Digital Banking and Financial Inclusion: Emerging Markets and Sustainable Development" edited by Sherif Kamel and Mahmood Shah

7. "Regulating Fintech: Balancing Innovation and Risk" by Dirk A. Zetzsche, Ross P. Buckley, and Douglas W. Arner

8. "Digital Finance: Big Data, Startups, and the Future of Financial Services" by Dr. Vasant Dhar

Artificial Intelligence for Business

L	T	P	C
2	2	0	3

PREREQUISITES: Under Graduate

ABOUT THE COURSE:

To develop an understanding of application of AI in marketing management and familiarize students with changes brought in traditional marketing activities due to AI and ethical concerns raised by AI adoption.

MODULE-1

UNIT-1   **8L+8T+0P=16 Hours**

Understanding the basics of AI in Marketing, Introduction to AI Algorithms, Designs of AI, Transition process and AI matrix. Customer value and Role of AI in Value Delivery Process, Transforming Marketing Strategy using AI. Using AI for STP, Application of AI in Marketing Mix, Marketing Information Systems and its Components.

UNIT-2   **8L+8T+0P=16 Hours**

What is Marketing Research, Individual Dynamics and its influence on Consumer Behaviour, Consumer Buying Decision Process, Understanding Customer Journey. Customer Experience: Meaning & Characteristics, Personalization: Going Beyond Segmentation, Avatar marketing. Standardization, Personalization & Renationalization of Brands using AI, Understanding Networks and Brand Network Effect, Understanding the Use of AI for Addressing Competition, AI and Brand Equity, AI and New Brand Realities.

PRACTICE:

- Analyze a real-world marketing campaign and identify potential applications of AI algorithms across the customer value delivery process.
- Develop a marketing strategy for a new product launch, incorporating AI in all four elements of the marketing mix (product, price, place, and promotion).
- Compare and contrast the potential benefits and drawbacks of using AI-powered marketing information systems.
- Create a detailed avatar profile for your ideal customer, leveraging data mining and machine learning.
- Analyze the impact of globalization and cultural differences on brand standardization and personalization strategies.

MODULE-2

UNIT-1   **8L+8T+0P=16 Hours**

AI for Value Creation and Product Development, Personalization and hyper-personalization Using AI. Implementation of AI by Product Managers, AI in Service, Pricing Strategies Using AI. Role of AI in Advertising.

AI in Sales promotion and Direct Marketing, AI in PR and Publicity and Social Media Marketing, Personal Selling using AI, Sales management using AI. AI and Marketing Channel Management, Omnichannel Marketing and Retailing, Changing face of Retailing in the age of AI, AI in Logistics Management. Navigating Ethical Challenges in AI, AI and Sustainability.

PRACTICE:

- Analyze a recent product development success story where AI played a crucial role in value creation.
- Develop a hyper-personalization strategy for a specific customer segment using AI-powered tools like recommendation engines and chat-bots.
- Imagine you are a product manager tasked with implementing AI solutions to improve service offerings.
- Develop a data-driven sales promotion campaign for a specific product, leveraging AI techniques for customer segmentation, personalized offers, and real-time engagement.
- Imagine you are tasked with implementing AI-powered solutions to improve the effectiveness of your personal selling team.

SKILLS:

- AI-powered Product Innovation Challenge.
- Personalized Marketing Campaign Simulation.
- Omni channel Customer Journey Mapping Workshop.
- AI-powered Sales Pitch Competition

COURSE OUTCOMES:

Upon successful completion of this course, students will have the ability to:

CO No.	Course Outcomes	Blooms Level	Module No.	Mapping with POs
1	Analyze and apply AI concepts to create value in business strategies.	Apply	1	1
2	Develop data-driven business strategies using AI-powered tools.	Apply	1, 2	6
3	Critically evaluate the implications of AI in business.	Analyze	1, 2	4
4	Communicate effectively about AI in business to diverse audiences.	Analyze	1, 2	1
5	Develop practical skills in implementing AI solutions for business problems.	Create	1, 2	6

Text Books:

1. Sterne J., "Artificial intelligence for marketing: practical applications", John Wiley & Sons.

2. Gentsch, Peter., "AI in marketing, sales and service: How marketers without a data science degree can use AI, big data and bots", (eBook) Springer.

References Books:

1. King K., "Using Artificial Intelligence in Marketing: How to harness AI and maintain the competitive edge", Kogan Page Publishers

2. Hosnagar, K, "A human's guide to machine intelligence", New York: Viking.