

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR**

**Course Structure and Detailed Syllabi (2018-19 onwards)**

**MBA (Fintech)**

**MBA (Fintech) Semester – I**

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

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**(18E03101) ORGANIZATIONAL BEHAVIOUR**

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

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

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

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

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

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

**Textbooks:**

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

**References:**

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

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**(18E03102) BUSINESS LAW**

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

1. **Business Law** -Definition -Need, classification and sources of Business Law, Law of Contract -1872 (Part-I): Nature of contract and essential elements of a valid contract, Offer and Acceptance. Law of Contract – 1872 (part-II): Consideration, Capacity to contract and free consent, Legality of the object.Discharge of Contract, Quasi - Contracts
2. **Companies Act,2013:** Kinds of Companies, Formulation of Companies, incorporation- Share capital and Transfer :Types of shares,- Application and allotment of shares-Alteration and reduction of share capital-Procedure for transfer of shares. Company Documents.Company Management, Directors, Company meetings, Resolutions, Auditors, Modes of Winding-up of a company.
3. **Information Technology Act ,2000 :** Scope and application of ITAct,2000,Digital signature e-governance,penalties and adjudication ,cyber regulations appellate,tribunals,duties of subscribers- Right to Information Act,2005.

4. **Security Law** : Securities Contracts (Regulation) Act, 1956- SEBI Act, 1992 Objective, Power and Functions of SEBI -Depositories Act, 1996 Definitions, Setting up of Depository, its types , -Issue and listing of Securities.
5. **GST Law**: Introduction to GST, Need for GST in India-Registration under GST Law- One Nation-One Tax -Dual GST Model-GST Council Guiding principle of the GST Council Functions of the GST Council

**Textbooks:**

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

**References:**

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

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**(18E03103) MANAGERIAL ECONOMICS**

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

1. **Introduction to Managerial Economics:** Definition, Nature and Scope, Relationship with other areas in Economics, Production Management, Marketing, Finance and Personnel, Operations research - The role of managerial economist. Objectives of the firm: Managerial theories of firm, Behavioural theories of firm, optimization techniques, New management tools of optimization.
2. **Theory of Demand:** Demand Analysis – Law of Demand - Elasticity of demand, types and significance of Elasticity of Demand. Demand estimation – Marketing research approaches to demand estimation. Need for forecasting, forecasting techniques.
3. **Production Analysis:** Production function, Isoquants and Isocosts, Production function with one/two variables, Cobb-Douglas Production Function, Returns to Scale

and Returns to Factors, Economies of scale- Cost concepts - cost-output relationship in the short run and long run, Average cost curves - Break Even Analysis.

4. **Market Structure and Pricing practices:** Features and Types of different competitive situations - Price-Output determination in Perfect competition, Monopoly, Monopolistic competition and Oligopoly. Pricing philosophy – Pricing methods in practice: Price discrimination, product line pricing. Pricing strategies: skimming pricing, penetration pricing, Loss Leader pricing. Pricing of multiple products.
5. **Inflation and Business Cycles:-**Definition and meaning-characteristics of Inflation-types of inflation - effects of inflation - Anti-Inflationary methods - Definition and characteristics of business cycles-phases of business cycle - steps to avoid business cycle

### **Textbooks:**

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

### **References:**

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

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### **(18E03104) FINANCIAL ACCOUNTING**

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

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

1. **Introduction to Accounting:** Definition, Importance, Objectives, uses of accounting and book keeping Vs Accounting, Single entry and double entry systems, classification of accounts – rules of debit & credit.
2. **The Accounting Process:** Overview, Books of Original Record; Journal and Subsidiary books, ledger, Trial Balance, Final accounts: Trading accounts- Profit & loss accounts- Balance sheets with adjustments, accounting principles.
3. **Valuation of assets:** Introduction to Depreciation-methods (Simple problems from Straight line method, Diminishing balance method and Annuity method). Inventory Valuation: Methods of inventory valuation (Simple problems from LIFO, FIFO, .Valuation of goodwill- methods of valuation of goodwill.
4. **Financial Analysis -I** Analysis and interpretation of financial statements from investor and company point of view, Liquidity, leverage, solvency and profitability ratios – Du Pont Chart -A Case study on Ratio Analysis

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

**Textbooks:**

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

**References:**

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

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**(18E03105) QUANTITATIVE TECHNIQUES**

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

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

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

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

– Comparison between correlation and regression – Properties of regression coefficients- Rank Correlation.

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

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

**Textbooks:**

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

**References:**

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

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**(18E03106) MANAGERIAL COMMUNICATION**

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

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

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

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

- 4. Barriers of communication:** Types of barriers – Technological – Socio-Psychological barriers – Overcoming barriers, Types of listening.
- 5. Report writing** – Formal reports – Writing effective letters – different types of business letters - Interview techniques – Communication etiquettes

**Text Books:**

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

**References:**

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

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**(18E03107) INFORMATION TECHNOLOGY**

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

- 1. Fundamentals of IT:-** Components of a system-meaning and nature –role of IT in various sectors-information technology management- Strategies for gaining IT advantage.
- 2. Understanding Ms-Office:-** MS-Word- MS-Excel-Formulae, Graphs, Basis Statistical Formulae, MS-Access, MS-PowerPoint - Creating Effectiveness presentations.
- 3. Database Management Systems:** Introduction to DBMS-applications to data base-concepts,data access methods –Types of data processing-data base languages
- 4. Data Communication and Networks:** Concepts of Data Communication, Types of Data-Communication Networks, Communications Media, Concepts of Computer

Networks, the Internet, Intranet and Extranets: Operation of the Internet, Services provided by Internet, World Wide Web.

5. **Emerging Trends in IT:** Introduction to SAP, IP addresses, IP protocol, various ERP packages, Implementation of ERP-Introduction to big data-cloud computing

**Textbooks:**

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

**References:**

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

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**(18E03108) MANAGERIAL COMMUNICATION LAB**

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

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

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

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

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

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

**Textbook :**

Meenakshi Raman and Prakash Singh, Business Communication, Oxford.

**References:**

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

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**(18E03109) DATA ANALYTICS-LAB**

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

The Experiments may be devised as per the following requirements

1. **MS-Word**-Creation of Document- Format Document-Text editing and saving- Organising information with tables and outlines-Mail merge-Publishing documents on Web. **MS Power Point**-Creation of slides-Use of templates and slide designs for

creating power point slides- use of drawings and graphics. Developing a Professional presentation on Business Plans, Institutions, Products, People etc

2. **MS Excel**-Creating and editing worksheets-Cell formatting-Creating and using formulas and functions-Use of Macros –Sorting and querying data-Working with graphs and charts
3. **Sample test for means**-T-test,Z-test,ANOVA,one way, two way..
4. **Correlation**-Significance and application
5. **Regression**-Simple linear regression,Multiple regression.

**Text book:**

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

**References:**

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