PART A: Introduction				
Program: Certificate	**Class:** UG		**Year:**1Year	**Session:**2025-26
Subject: Computer Application				
1	Course Code	**MD1**		
2	Course Title	**E-Commerce and Digital Marketing (Theory)**		
3	Course Type (Core Course/Multi-Disciplinary/ Vocational/	Multi-Disciplinary		
4	Pre-Requisite (if any)	To study this course, a student must have 12th class.		
5	**Course Learning Outcomes:**	**On completion of this course, learners will be able to:** • Understand the fundamentals of e-commerce and its business models. • Explore digital marketing concepts, tools, and channels. • Analyze consumer behavior in the digital world and create marketing strategies. • Gain hands-on experience with SEO, SEM, email, and social media marketing. • Learn about online payment systems, security issues, and legal frameworks.		
6	Credit Value	**Theory-2Credits**		
7	Total Marks	**Max. Marks:** 100	**Min. Passing Marks: 35**	

PART B: Content of the Course		
No. of Lectures (in hours per week): 1 Hrs. per week		
Total No. of Lectures: 30 Hrs.		
Module	**Topics**	**No. of Lectures**
I	**Introduction to Indian Knowledge Systems (IKS) in Business** Definition of IKS and its role in India's intellectual heritage, Relevance of IKS to commerce, entrepreneurship, and sustainable trade, Traditional Indian views on wealth (*Artha*) and ethical living (*Dharma*) in business, Importance of community-centric trade, trust, and long-term reputation. **Keywords:** Indian Knowledge Systems, Artha, Dharma, Sustainable trade, Community-centric commerce, Ancient Indian economy. **Activity:** 1. Divide students into two groups: • Group A: Supports traditional IKS values – Artha with Dharma, trust, and community welfare.	6

	• Group B: Defends modern capitalism – profit maximization and growth at any cost. 2. Each group prepares a 5-minute argument and 2-minute rebuttal. 3. The teacher moderates and guides a final discussion: • How can IKS complement modern entrepreneurship? • What role does ethical branding play in long-term business success?	
II	**Introduction to E-Commerce:** Definition, Scope, and History of E-Commerce, Benefits and Limitations of E-Commerce, Traditional Commerce vs E-Commerce, E-Commerce Trends and Opportunities. **E-Commerce Business Models and Applications:** Business-to-Consumer (B2C), Business-to-Business (B2B), Consumer-to-Consumer (C2C), Consumer-to-Business (C2B), E-Government and Mobile Commerce, Case Studies of E-Commerce Models. **Keywords:** E-Commerce, Online business, Digital economy, Mobile commerce (m-commerce), Digital payment systems (UPI, wallets), E-Governance. **Activity:** • Prepare flashcards or a digital quiz. • Students form pairs or small teams. • Each team matches the model name with its description or real-life example.	6
III	**Technology Infrastructure for E-Commerce** Internet, Intranet, and Extranet, Web Servers, Browsers, and Hosting, E-Commerce Software Platforms, Security Protocols and Encryption. **Commerce Security and Payment Systems** E-Payment Systems: Credit Cards, Digital Wallets, UPI, Online Banking and Payment Gateways, E-Commerce Security Threats, Legal, Ethical, and Taxation Issues in E-Commerce. **Keywords:** Internet, Web server, Web browser, E-commerce platforms, Cybersecurity, SSL/TLS encryption, Payment gateways.	6

	Activity: 1. Provide teams with a set of cards or labels (physical or digital), each representing a tool, technology, or feature. 2. Teams are asked to assemble these cards into a logical order for building a secure e-commerce store.	
IV	**Introduction to Digital Marketing** Definition and Scope of Digital Marketing, Traditional vs Digital Marketing, Digital Marketing Mix and Buyer Journey, Inbound vs Outbound Marketing. **Keywords:** Digital marketing, Online advertising, Digital marketing mix, Social media marketing. **Activity:** 1. Divide students into small groups. 2. Each group selects (or is assigned) a product 3. For their product, they must: • Define the target customer • Map the buyer's journey • Choose digital marketing strategies for each stage 4. Each group presents their mini-campaign	6
V	**Digital Marketing Channels and Tools** Search Engine Optimization (SEO) and Search Engine Marketing (SEM), Social Media Marketing (Facebook, Instagram, LinkedIn, YouTube), Email Marketing and Content Marketing, Affiliate Marketing and Influencer Strategies. **Digital Strategy, Analytics, and Trends** Creating Digital Marketing Plans and Campaigns, Google Analytics and KPIs, Trends: AI in Marketing, Automation, Voice Search, Ethics and Data Privacy in Digital Marketing. **Keywords:** SEO, SEM, Google Ads, Email Marketing, Social media tools, Digital marketing strategy, Conversion Rate Optimization. **Activity:** 1. Divide the class into teams and Each team selects a product or service. 2. Teams must: • Choose 3 digital marketing channels (e.g., SEO, YouTube, Instagram)	6

	• Plan a 1-month campaign using these tools • Define target audience and key KPIs (clicks, engagement, leads) • Show basic metrics or mockups (use Canva/Google Slides) 3. Each team presents their plan like an agency pitch.	

Part C - Learning Resources

Text Books, Reference Books, Other Resources

Suggested Readings:

Text Books:

1. P.T. Joseph- E-Commerce: An Indian Perspective
2. S. Jaiswal- E-Commerce
3. Dr. Ruchi Jain-Digital Marketing and E-Commerce
4. Laudon & Traver-E-Commerce: Business, Technology, Society

Reference Books:

1. Laudon, K. C., & Traver, C. G. (2021). E-Commerce: Business, Technology, Society (16th Ed.). Pearson.
2. Chaffey, D., & Ellis-Chadwick, F. (2019). Digital Marketing (7th Ed.). Pearson.
3. Ryan, D. (2016). Understanding Digital Marketing (4th Ed.). Kogan Page.
4. Strauss, J., & Frost, R. (2014). E-Marketing (7th Ed.). Pearson.
5. Kotler, P., & Keller, K. L. (2016). Marketing Management (15th Ed.). Pearson.
6. Kingsnorth, S. (2019). Digital Marketing Strategy: An Integrated Approach to Online Marketing. Kogan Page.

Suggested Digital Platforms Web links:

https://learndigital.withgoogle.com/digitalunlocked

https://www.skillindia.gov.in

Suggested Equivalent online courses:

https://learndigital.withgoogle.com/digitalunlocked/course/digital-marketing

https://www.linkedin.com/learning/e-commerce-fundamentals

Part D: Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: **100**

Continuous Comprehensive Evaluation (CCE): **30** Marks

University Exam (UE): (2 Hrs.): **70** Marks

Internal Assessment: Continuous Comprehensive Evaluation (CCE)	**Tota Marks: 30**
External Assessment: University Exam (UE)	**Total Marks: 70**

Any remarks/suggestions: Learning's in the course should be emphasized more on practical aspects and real world problems and their solutions.

PART A: Introduction				
Program: Certificate	**Class:** UG		**Year:** 1Year	**Session:** 2025-26
Subject: Computer Application				
1	Course Code	**MD1**		
2	Course Title	**E-Commerce and Digital Marketing (Practical)**		
3	Course Type (Core Course Multi-Disciplinary / Vocational	Multi-Disciplinary		
4	Pre-Requisite (if any)	To study this course, a student must have 12th class.		
5	**Course Learning Outcomes:**	**On completion of this course, learners will be able to:** • Understand the fundamentals of e-commerce and its business models. • Explore digital marketing concepts, tools, and channels. • Analyze consumer behavior in the digital world and create marketing strategies. • Gain hands-on experience with SEO, SEM, email, and social media marketing. • Learn about online payment systems, security issues, and legal frameworks.		
6	Credit Value	**Theory- 1 Credits**		
7	Total Marks	**Max. Marks:** [illegible] + 60	**Min. Passing Marks:35**	

PART B: Content of the Course		
No. of Lab. Practical's (in hours per week): 1 Hrs. per week		
Total no of labs : 15		
S.No.	**Suggestive list of Practical's**	**No of Labs**
1	Create a basic e-commerce website layout using HTML and CSS showcasing products and services.	15
2	Design a registration and login page for an e-commerce portal using HTML forms and validation.	
3	Use an online platform (like Shopify, Wix, or WordPress) to simulate a product listing and checkout flow.	
4	Conduct market research and create a digital marketing strategy for a small business or product.	
5	Create a business profile on Google My Business and optimize it for visibility.	
6	Design and send a marketing email using tools like Mailchimp or Zoho Campaigns.	
7	Run a sample SEO audit for a website using free online tools and suggest improvements.	
8	Set up a Google Ads campaign with targeted keywords and create ad copy.	
9	Create a social media marketing plan using Facebook or Instagram including post scheduling.	

10	Use Canva or similar tools to design a digital flyer or promotional content.	
11	Set up a Google Analytics account for a test website and analyze user traffic.	
12	Prepare a report on emerging digital trends like influencer marketing, AI in advertising, or affiliate networks.	

Part C - Learning Resources

Text Books, Reference Books, Other Resources

Suggested Readings:

Text Books:

1. P.T. Joseph- E-Commerce: An Indian Perspective
2. S. Jaiswal- E-Commerce
3. Dr. Ruchi Jain-Digital Marketing and E-Commerce
4. Laudon & Traver-E-Commerce: Business, Technology, Society

Reference Books:

1. Laudon, K. C., & Traver, C. G. (2021). E-Commerce: Business, Technology, Society (16th Ed.). Pearson.
2. Chaffey, D., & Ellis-Chadwick, F. (2019). Digital Marketing (7th Ed.). Pearson.
3. Ryan, D. (2016). Understanding Digital Marketing (4th Ed.). Kogan Page.
4. Strauss, J., & Frost, R. (2014). E-Marketing (7th Ed.). Pearson.
5. Kotler, P., & Keller, K. L. (2016). Marketing Management (15th Ed.). Pearson.
6. Kingsnorth, S. (2019). Digital Marketing Strategy: An Integrated Approach to Online Marketing. Kogan Page.

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https://www.skillindia.gov.in

Suggested Equivalent online courses:

https://learndigital.withgoogle.com/digitalunlocked/course/digital-marketing

https://www.linkedin.com/learning/e-commerce-fundamentals

Part D: Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: **100**

Continuous Comprehensive Evaluation (CCE): Marks

University Exam (UE): 100 Marks

Internal Assessment: [illegible]	**Tota Marks:**
External Assessment: University Exam (UE)	**Total Marks:** 100

Any remarks/suggestions: Learning's in the course should be emphasized more on practical aspects and real world problems and their solutions.

PART A: Introduction			
Program: Certificate	**Class:** UG	**Year:** 1Year	**Session:** 2025-26
Subject: Computer Application			

1	Course Code	**MD2**
2	Course Title	**Business analysis and data science (Theory)**
3	Course Type (Core Course/ Multi-Disciplinary / Vocational	Multi-Disciplinary
4	Pre-Requisite (if any)	To study this course, a student must have 12th class.
5	**Course Learning Outcomes:**	**On completion of this course, learners will be able to:** • Understand the principles and process of business analysis. • Learn to collect, analyze, and visualize business data effectively. • Gain proficiency in statistical methods and data interpretation. • Apply data science techniques to solve real-world business problems. • Use tools like Excel, Power BI, Python, and R for data-driven decision-making.
6	Credit Value	**Theory-2 Credits**
7	Total Marks	**Max. Marks:** 100 **Min. Passing Marks: 35**

PART B: Content of the Course		
No. of Lectures (in hours per week): 1 Hrs. per week		
Total No. of Lectures: 30 Hrs.		
Module	**Topics**	**No. of Lectures**
I	**Introduction to Indian Knowledge Systems (IKS) in Analytical Thinking:** Definition and domains of IKS, Nyaya Shastra, The role of Tarka, Anumana (inference), and Pramana (means of knowledge) in critical thinking, Historical Contributions to Data & Measurement- Contributions of Aryabhata, Bhaskaracharya, and Pingala to statistics, number systems, and algorithms, The concept of zero, decimal system, combinatorics from Chandaḥśāstra (prosody), Ancient methods of data recording in trade and governance. **Keywords:** Nyaya Shastra, Pramana, Tarka, Ethics in data science, Indian logic systems, Ancient trade intelligence. **Activity:** 1. Each group creates two decision trees:	6

	• Using modern business analytics methods • Using Indian knowledge approaches (Nyaya steps, Arthashastra logic, ethical filters)	
II	**Introduction to Business Analysis:** Definition, Scope, and Role of Business Analyst, Business Analysis Life Cycle, Types of Business Analysis, Stakeholder Identification and Analysis. **Business Process Modeling and Requirements Analysis:** Business Process Modeling: BPMN, Flowcharts, Requirement Gathering Techniques: Interviews, Surveys, Workshops, Use Case and User Stories, Requirements Documentation and Validation. **Keywords:** Business Analysis, Business Analyst, Stakeholder Analysis, Business Process Model and Notation, Requirement Gathering. **Activity:** • Identify Stakeholders Game. • Process Flow Drawing. • Write a User Story.	6
III	**Data Collection and Preparation:** Types of Data: Structured, Unstructured, Semi-Structured, Data Sources: Internal and External, Data Cleaning and Transformation, Data Quality and Governance . **Descriptive and Inferential Statistics:** Measures of Central Tendency and Dispersion, Probability Distributions and Hypothesis Testing, Correlation and Regression Analysis, ANOVA and Chi-Square Tests. **Keywords:** Structured Data, Unstructured Data, Semi-Structured, Data Cleaning, Data Transformation, Data Governance, Mean, Median, Mode, Range, Variance, SD, ANOVA, Chi-Square Test. **Activity:** 1. Data Sort Challenge 2. Statistics with Class Data 3. Hypothesis Mini-Test	6

IV	**Data Visualization and Dashboards:** Principles of Effective Data Visualization, Creating Charts and Dashboards in Excel and Power BI, Storytelling with Data, Interactive Reports and Filters **Keywords:** Data Visualization, Dashboard, Power BI, Filters, Bar Chart, Line Chart, Pie Chart. **Activity:** 1. Create a Mini Dashboard (Excel/Power BI). 2. Chart Fix-It Challenge 3. Data Story Presentation	6
V	**Predictive Analytics and Machine Learning:** Supervised vs Unsupervised Learning, Classification, Regression, and Clustering, Model Evaluation Metrics, Introduction to Python/R for Predictive Modeling. **Business Intelligence and Future Trends:** Business Intelligence Concepts and Tools, Real-time Analytics and Decision Support Systems, Big Data in Business Analysis, Ethics, Privacy, and Emerging Trends in Data Science. **Keywords:** Supervised Learning, Unsupervised Learning, Classification, Regression, Clustering, Accuracy, Precision, Recall, Business Intelligence (BI), Decision Support System (DSS), Data Ethics, AI & Automation. **Activity:** 1. ML Model Demo (No-Code Tools or Python) 2. Business Intelligence Tool Exploration 3. Ethics Debate: AI in Business	6

Part C - Learning Resources
Text Books, Reference Books, Other Resources

Suggested Readings:

Text Books:

1. Predictive Analytics – Eric Siegel
2. Hands-On Machine Learning – Aurélien Géron
3. Python for Data Analysis – Wes McKinney
4. Data Science for Business – Provost & Fawcett

Reference Books:

1. Evans, J. R. (2016). Business Analytics (2nd Ed.). Pearson Education.
2. Provost, F., & Fawcett, T. (2013). Data Science for Business. O'Reilly Media.
3. Winston, W. L. (2014). Microsoft Excel Data Analysis and Business Modeling (5th Ed.). Microsoft Press.
4. Khan, U., & Quadri, S. M. K. (2019). Business Analytics. Cengage Learning.
5. Loshin, D. (2013). Business Intelligence: The Savvy Manager's Guide (2nd Ed.). Morgan Kaufmann.
6. Dean, J. (2014). Big Data, Data Mining, and Machine Learning. Wiley.
7. Harvard Business Review Articles on Business Analytics and Data-Driven Decision Making.

Suggested Digital Platforms Web links:

http://www.coursera.org
https:// www.linkedin.com/learning

Suggested Equivalent online courses:

https://cloud.google.com/training/courses/machine-learning-with-tensorflow-on-google-cloud

Part D: Assessment and Evaluation	
Suggested Continuous Evaluation Methods: Maximum Marks: **100** Continuous Comprehensive Evaluation (CCE): . Marks University Exam (UE): (2 Hrs.) : Marks	
Internal Assessment: Continuous Comprehensive Evaluation (CCE)	**Tota Marks:** .
External Assessment: University Exam (UE)	**Total Marks:** 100
Any remarks/suggestions: Learning's in the course should be emphasized more on practical aspects and real world problems and their solutions.	

PART A: Introduction				
Program: Certificate	**Class:** UG		**Year:** 1Year	**Session:** 2025-26
Subject: Computer Application				
1	Course Code	**MD2**		
2	Course Title	**Business analysis and data science (Practical)**		
3	Course Type (Core Course/ Multi-Disciplinary / Vocational	Multi-Disciplinary		
4	Pre-Requisite (if any)	To study this course, a student must have 12th class.		
5	**Course Learning Outcomes:**	**On completion of this course, learners will be able to:** • Understand the principles and process of business analysis. • Learn to collect, analyze, and visualize business data effectively. • Gain proficiency in statistical methods and data interpretation. • Apply data science techniques to solve real-world business problems. • Use tools like Excel, Power BI, Python, and R for data-driven decision-making.		
6	Credit Value	**Theory- 1 Credits**		
7	Total Marks	**Max. Marks:** 100	**Min. Passing Marks:35**	

PART B: Content of the Course		
No. of Lab. Practical's (in hours per week): 1 Hrs. per week		
Total no of labs : 15		
S.No.	**Suggestive list of Practical's**	**No of Labs**
1	Import and explore datasets using Python libraries like Pandas and NumPy.	15
2	Perform data cleaning operations including handling missing values and outliers.	
3	Visualize data using Matplotlib and Seaborn to identify trends and patterns.	
4	Conduct descriptive statistics and exploratory data analysis (EDA) on a business dataset.	
5	Build a simple linear regression model to analyze relationships between business variables.	
6	Perform classification using logistic regression or decision trees for customer segmentation.	
7	Use clustering techniques like K-Means to group customers or products based on features.	
8	Analyze time-series data to forecast business metrics like sales or stock prices.	
9	Create an interactive business dashboard using Power BI or Tableau.	

10	Analyze case studies on business decisions made using data-driven insights.	
11	Apply sentiment analysis on product reviews or social media data using NLP tools.	
12	Prepare a mini-project report using a real-world dataset addressing a specific business problem.	

Part C - Learning Resources

Text Books, Reference Books, Other Resources

Suggested Readings:

Text Books:

4. Predictive Analytics – Eric Siegel
5. Hands-On Machine Learning – Aurélien Géron
6. Python for Data Analysis – Wes McKinney
4. Data Science for Business – Provost & Fawcett

Reference Books:

8. Evans, J. R. (2016). Business Analytics (2nd Ed.). Pearson Education.
9. Provost, F., & Fawcett, T. (2013). Data Science for Business. O'Reilly Media.
10. Winston, W. L. (2014). Microsoft Excel Data Analysis and Business Modeling (5th Ed.). Microsoft Press.
11. Khan, U., & Quadri, S. M. K. (2019). Business Analytics. Cengage Learning.
12. Loshin, D. (2013). Business Intelligence: The Savvy Manager's Guide (2nd Ed.). Morgan Kaufmann.
13. Dean, J. (2014). Big Data, Data Mining, and Machine Learning. Wiley.
14. Harvard Business Review Articles on Business Analytics and Data-Driven Decision Making.

Suggested Digital Platforms Web links:

http://www.coursera.org

https:// www.linkedin.com/learning

Suggested Equivalent online courses:

https://cloud.google.com/training/courses/machine-learning-with-tensorflow-on-google-cloud

Part D: Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: **100**

Comprehensive Evaluation ( ): Marks

University Exam (UE): Marks

Internal Assessment: Continuous Comprehensive Evaluation (CCE)	**Tota Marks:**
External Assessment: University Exam (UE)	**Total Marks:** 100

Any remarks/suggestions: Learning's in the course should be emphasized more on practical aspects and real world problems and their solutions.

PART A: Introduction

Program: Certificate	**Class:** UG	**Year:** 1Year	**Session:** 2025-26

Subject: Computer Application			
1	Course Code	**MD3**	
2	Course Title	**Financial Technology (Theory)**	
3	Course Type (Core Course/ Multi-Disciplinary / Vocational	Multi-Disciplinary	
4	Pre-Requisite (if any)	To study this course, a student must have 12th class.	
5	**Course Learning Outcomes:**	**On completion of this course, learners will be able to:** • Understand the key concepts and evolution of Financial Technology (FinTech). • Gain insights into digital payment systems, blockchain, and cryptocurrencies. • Analyze the impact of FinTech on traditional banking and financial services. • Explore regulatory and security issues in the FinTech landscape. • Develop an understanding of emerging trends like robo-advisors, InsurTech, and RegTech.	
6	Credit Value	**Theory- 2Credits**	
7	Total Marks	**Max. Marks: 100**	**Min. Passing Marks: 35**

PART B: Content of the Course		
No. of Lectures (in hours per week): 1 Hrs. per week		
Total No. of Lectures: 30 Hrs.		
Module	**Topics**	**No. of Lectures**
I	**Introduction to Traditional Indian Finance Systems:** Arthashastra and ancient financial regulation, Role of trade guilds, community banks (Nidhi), and cooperative systems, Trust-based finance in dharmic traditions, Ethics and Sustainability in Indian Financial Thought- Dharma (ethics) in lending and borrowing, Interest control and community well-being in ancient texts, Digital FinTech and IKS Principles. **Keywords:** Arthashastra, Nidhi Companies, Chit Funds, Dharma in Finance, Interest Control, Trust-based Lending. **Activity:** 1. Case Study Activity – Digital Chit Fund 2. Group Debate – Dharma vs Digital 3. Role Play – Ancient Guild to FinTech Startup	6

II	**Introduction to Financial Technology:** Definition and Scope of FinTech, Evolution and History of Financial Technology, FinTech Ecosystem and Stakeholders, Disruptive Innovations in Finance. **Digital Banking and Financial Services:** Digital Banking Models: Neo Banks, Challenger Banks, Online Lending and Crowd funding Platforms, Digital Insurance (Insurtech), FinTech in Wealth Management and Robo-Advisors. **Keywords:** FinTech, FinTech Ecosystem, Disruptive Innovation, Neo Banks, Online Lending, Robo-Advisors, Digital Wealth Management. **Activity:** • FinTech Timeline Activity • Startup Pitch Simulation • Role-Based Ecosystem Mapping.	6
III	**Payment Systems and Digital Wallets:** Digital Payments: Cards, UPI, Mobile Payments, E-Wallets and Payment Gateways, Point of Sale (POS) Technologies, Real-Time Gross Settlement (RTGS) and NEFT. **Block chain and Crypto currencies:** Blockchain Technology: Structure and Applications, Smart Contracts and Decentralized Finance (DeFi), Crypto currencies: Bitcoin, Ethereum, and Altcoins, Initial Coin Offerings (ICOs) and Tokenization. **Keywords:** Digital Payments, Credit/Debit Cards, Unified Payments Interface, Payment Gateways, Blockchain, Ethereum, Tokenization. **Activity:** 1. Digital Wallet Comparison 2. Blockchain Demo Activity 3. Crypto Debate	6
IV	**Risk Management and Cyber security in Fin Tech** Cyber security Challenges in FinTech, Fraud Detection and Prevention Techniques, Data Privacy and Protection, Risk Assessment and Management Frameworks.	6

	Keywords: Cybersecurity in FinTech, Phishing & Malware Attacks, Fraud Detection, Data Privacy Laws. **Activity:** 1. Threat Simulation Exercise 2. Privacy Law Case Study 3. Cyber Risk Audit Activity	
V	**Legal and Regulatory Frameworks:** Regulatory Bodies and Fin Tech Compliance, KYC, AML, and Data Governance Policies, Global Fin Tech Regulations (RBI, SEC, FCA), Role of Reg Tech in Compliance Automation **Future Trends and Innovations in Fin Tech:** Artificial Intelligence and Machine Learning in Fin Tech, Big Data Analytics and Personalized Finance, Open Banking and API Economy, Trends: Embedded Finance, BNPL, Quantum Finance. **Keywords:** Regulatory Bodies, Know Your Customer, Data Governance, **Digital Consent Management, AI in FinTech, Big Data Analytics, Quantum Finance**. **Activity:** 1. Compliance Mapping Exercise 2. Trend Forecast Group Project 3. RegTech Simulation	6

Part C - Learning Resources

Text Books, Reference Books, Other Resources

Suggested Readings:

Text Books:

1. "FinTech: The New DNA of Financial Services" – by Pranay Gupta, T. Mandy Tham
2. "Financial Technology and Disruptive Innovation" – by Thorsten Beck
3. "The FINTECH Book" – by Susanne Chishti & Janos Barberis
4. "The Ocean of Churn" – by Sanjeev Sanyal

Reference Books:

1. Arner, D. W., Barberis, J. N., & Buckley, R. P. (2016). The Evolution of FinTech. Georgetown Journal of International Law.
2. Schueffel, P. (2017). Taming the Beast: A Scientific Definition of FinTech. Journal of Innovation Management.
3. Mehta, B. (2019). FinTech Future: The Digital DNA of Finance. Sage Publishing.
4. Chishti, S., & Barberis, J. (2016). The FINTECH Book. Wiley.
5. Gupta, B. (2021). Financial Technology (FinTech). McGraw-Hill Education.
6. Gomber, P., Kauffman, R. J., Parker, C., & Weber, B. W. (2018). On the Fintech Revolution. Journal of Management Information Systems.

Suggested Digital Platforms Web links:
http://www.coursera.org
https:// www.linkedin.com/learning

Suggested Equivalent online courses:
https://www.coursera.org/learn/ai-finance

Part D: Assessment and Evaluation	
Suggested Continuous Evaluation Methods: Maximum Marks: **100** Continuous Comprehensive Evaluation (CCE): Marks University Exam (UE): (2 Hrs.) : Marks	
Internal Assessment: Continuous Comprehensive Evaluation (CCE)	**Tota Marks:**
External Assessment: University Exam (UE)	**Total Marks:** 100
Any remarks/suggestions: Learning's in the course should be emphasized more on practical aspects and real world problems and their solutions.	

PART A: Introduction				
Program: Certificate	**Class:** UG		**Year:** 1Year	**Session:** 2025-26
Subject: Computer Application				
1	Course Code	**MD3**		
2	Course Title	**Financial Technology (Practical)**		
3	Course Type (Core Course/ Multi-Disciplinary / Vocational	Multi-Disciplinary		
4	Pre-Requisite (if any)	To study this course, a student must have 12th class.		
5	**Course Learning Outcomes:**	**On completion of this course, learners will be able to:** • Understand the key concepts and evolution of Financial Technology (FinTech). • Gain insights into digital payment systems, blockchain, and cryptocurrencies. • Analyze the impact of FinTech on traditional banking and financial services. • Explore regulatory and security issues in the FinTech landscape. • Develop an understanding of emerging trends like robo-advisors, InsurTech, and RegTech.		
6	Credit Value	**Theory- 1 Credits**		
7	Total Marks	**Max. Marks:** 100	**Min. Passing Marks:35**	

PART B: Content of the Course		
No. of Lab. Practical's (in hours per week): 1 Hrs. per week		
Total no of labs : 15		
S.No.	**Suggestive list of Practical's**	**No of Labs**
1	Explore and demonstrate the use of digital payment platforms such as UPI, Paytm, Google Pay, and PhonePe.	15
2	Create a prototype of a mobile wallet interface using design tools like Figma or Adobe XD.	
3	Demonstrate block chain applications in finance using basic block chain simulators or visual tools.	
4	Analyze a case study on crypto currency adoption and write a report on risks and regulatory challenges.	
5	Demonstrate the working of a digital banking portal using sandbox environments.	
6	Research and present case studies of Fin Tech startups disrupting traditional financial services.	
7	Simulate an online loan or insurance application workflow and evaluate user interaction.	
8	Create a financial planning dashboard using Excel or Google Sheets for budgeting and investments.	

9	Conduct a mock KYC (Know Your Customer) process, documenting compliance and verification steps.	
10	Analyze case studies on business decisions made using data-driven insights.	
11	Apply sentiment analysis on product reviews or social media data using NLP tools.	
12	Prepare a mini-project report using a real-world dataset addressing a specific business problem.	

Part C - Learning Resources

Text Books, Reference Books, Other Resources

Suggested Readings:

Text Books:

1. "FinTech: The New DNA of Financial Services" – by Pranay Gupta, T. Mandy Tham
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4. "The Ocean of Churn" – by Sanjeev Sanyal

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2. Schueffel, P. (2017). Taming the Beast: A Scientific Definition of FinTech. Journal of Innovation Management.
3. Mehta, B. (2019). FinTech Future: The Digital DNA of Finance. Sage Publishing.
4. Chishti, S., & Barberis, J. (2016). The FINTECH Book. Wiley.
5. Gupta, B. (2021). Financial Technology (FinTech). McGraw-Hill Education.
6. Gomber, P., Kauffman, R. J., Parker, C., & Weber, B. W. (2018). On the Fintech Revolution. Journal of Management Information Systems.

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Suggested Equivalent online courses:

https://www.coursera.org/learn/ai-finance

Part D: Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: **100**

Continuous Comprehensive Evaluation (CCE): Marks

University Exam (UE): Marks

Internal Assessment: Continuous Comprehensive Evaluation (CCE)	**Tota Marks:**
External Assessment: University Exam (UE)	**Total Marks:** 100

Any remarks/suggestions: Learning's in the course should be emphasized more on practical aspects and real world problems and their solutions.