

Program Schemes for Bachelor of Business Administration - FinTech

Cluster: **Management** Institute: **Apex Institute of Management** Department: **BBA APEX**

Type of Program: **UG**

First Year				Second Year			
	Course Name	Course Category	Credits		Course Name	Course Category	Credits
Semester-1	Principles of Micro Economics	Major Core	3	Semester-3	Fundamentals of Financial Management	Major Core	3
	Business Fundamentals	Major Core	3		Introduction to Block chain technology	Minor Core	3
	Principles of Marketing	Major Core	3		Statistical Analysis Using Excel	Major Core	2
	Introduction to Fintech	Minor Core	3		Principles of Data Visualization	Major Core	1
	Essentials of IT	Major Core	1		Fintech and Neo Banking	Major Core	2
	Quantitative Techniques	Major Core	3		Social Internship	Internship	2
	Fundamentals of Human Resource	Major Core	3		Open Elective-II	Open Elective	3
	Communication Skills-1	Skill Enhancement	1		Environmental Science and Management	Value Education	2
					Entrepreneurship Mindset	Ability Enhancement	1
					Critical Enquiry and Research Methodology	Ability Enhancement	1
Semester -2	Principles of Macro Economics	Major Core	3	Semester-4	Business Research Methods	Major Core	3
	Accounting for Managers	Major Core	3		Introduction to Financial Market & Service	Minor Core	3
	Fintech and Emerging Technologies	Minor Core	3		Principles of Project Management	Major Core	3

Business Statistics	Major Core	3	Minor Elective I	Minor Elective	3
Introduction to Python	Major Core	2	Mid-Grade Project -1	Project	1
Financial Analytics Using Advance Excel	Major Core	2	Open Elective-III	Open Elective	3
Problem Solving & AI Applications	Ability Enhancement	2	Universal Human Values, Ethics and Life Skills (UHV-2)	Value Education	2
Universal Human Values, Ethics and Life Skills (UHV-1)	Value Education	1	Soft Skills-I	Skill Enhancement	1
Design Thinking and Creativity for Innovation	Skill Enhancement	1	Aptitude-I	Ability Enhancement	1
Communication Skills-2	Skill Enhancement	1	OR		
Open Elective-I	Open Elective	3	Quantitative Aptitude and Reasoning	Skill Enhancement	1
			Professional Development	Ability Enhancement	1

Third Year				Fourth Year			
	Course Name	Course Category	Credits		Course Name	Course Category	Credits
Semester -5	Legal and Ethical Aspects of Business	Major Core	3	Semester-7	Introduction to Financial Planning	Major Core	3
	Canva for Business: Branding & Marketing	Major Core	2		Principles of Financial Derivatives	Major Core	3
	Management Paradigms from Bhagwat Gita	Major Core	2		Fundamentals of Cryptocurrency and Decentralised Finance	Major Core	3
	Financial Modeling	Major Core	2		Introduction to Sustainable finance	Major Core	3
	Summer Internship	Internship	1		Excel Scripting and Automation	Major Core	2
	Minor Elective II	Minor Elective	3		Project Gap course	Major Core	1
	Minor Elective III	Minor Elective	3		Advanced Research Methodology	Major Core	2
	Gender Equality and Empowerment	Value Education	1		Fundamental of Algorithm Trading	Major Core	3
	Aptitude-2	Ability Enhancement	1		Introduction to SDG	Value Education	1

	Soft Skills-2	Skill Enhancement	1		Capstone Project-1/ Dissertation 1	Project	3
	or				Industry Internship	Internship	1
	Marketing & Management Essentials	Ability Enhancement	1				
	Business Strategies & Operations	Ability Enhancement	1				
	or						
	Academic Writing	Ability Enhancement	1				
	Statistical Data Analysis	Ability Enhancement	1				
Semester-6	International Business	Major Core	3	Semester-8	Minor Elective V	Minor Elective	3
	Fundamentals of Strategic Management	Major Core	3		Minor Elective VI	Minor Elective	3
	InsurTech and Microinsurance	Major Core	3		Project-2/ Dissertation-2	Project	9
	Fundamentals of Behaviour Finance	Minor Core	3				
	Start-ups in Fintech	Minor Core	2				
	Mid-Grade Project -2	Project	1				
	Minor Elective IV	Minor Elective	3				
	Social media and Web Analytics	Skill Enhancement	4				
	Relational Database Management System	Skill Enhancement	2				

LIST OF ELECTIVES

Analytics			
Semester	Course Name	Course Category	Credits
4	Relational Database Management System	Minor Elective	3
4	Quantitative Methods for Business Decision-Making	Minor Elective	3
4	Financial Analytics	Minor Elective	3
5	HR Analytics	Minor Elective	3
5	Data Analytics for Digital Retail	Minor Elective	3



5	Deep Learning Fundamentals	Minor Elective	3
6	AI & Data Analytics for Retail	Minor Elective	3
6	Big Data Primer	Minor Elective	3
6	Digital Transformation of Business	Minor Elective	3
8	Sports and Healthcare Analytics	Minor Elective	3
8	Geospatial & Location Based Analytics	Minor Elective	3
8	Supply Chain and Operations Analytics	Minor Elective	3

Marketing

Semester	Course Name	Course Category	Credits
4	Video Editing for SMM	Minor Elective	3
4	Introduction to Video Editing	Minor Elective	3
4	Visual Storytelling and Composition	Minor Elective	3
5	Digital Retail Strategies	Minor Elective	3
5	Online Marketing Strategy and Execution	Minor Elective	3
5	Digital Marketing Strategy and Planning	Minor Elective	3
6	Introduction to Neuromarketing	Minor Elective	3
6	Neuroscience in Digital Marketing Strategy	Minor Elective	3
6	Consumer Psychology for Digital Marketing	Minor Elective	3
8	Online Reputation Management	Minor Elective	3
8	Mobile Marketing & Analytics	Minor Elective	3
8	Digital PR	Minor Elective	3

Finance

Semester	Course Name	Course Category	Credits
4	Introduction to Risk Management	Minor Elective	3
4	Introduction to Sustainable finance	Minor Elective	3
4	Introduction to Open Banking System	Minor Elective	3
5	Portfolio Management	Minor Elective	3
5	Machine Learning in Finance	Minor Elective	3
5	Digital Wealth Management	Minor Elective	3
6	International Finance	Minor Elective	3
6	Introduction to Direct Tax	Minor Elective	3
6	Digital Marketing for financial Products	Minor Elective	3
8	Fundamental of Robo advisory	Minor Elective	3
8	Introduction to investment management	Minor Elective	3
8	Indian Taxation	Minor Elective	3

Supply Chain

Semester	Course Name	Course Category	Credits
4	Order Fulfilment Strategy	Minor Elective	3
4	Network Design optimization	Minor Elective	3
4	Freight & Shipping management	Minor Elective	3
5	Terminal management	Minor Elective	3
5	Supply chain Finance	Minor Elective	3
5	Contract management in SCM	Minor Elective	3

6	3PL logistics service management	Minor Elective	3
6	Circular Supply chain management	Minor Elective	3
6	Information System in SCM	Minor Elective	3
8	Commercial Geography & Trade Routes	Minor Elective	3
8	Quick Commerce business	Minor Elective	3
8	Port & Airport management for logistics Management	Minor Elective	3
HR			
Semester	Course Name	Course Category	Credits
4	Employee Benefits and Wellness Programs	Minor Elective	3
4	HR Strategies for Employee Retention and Satisfaction	Minor Elective	3
4	Talent Management and Employee Experience	Minor Elective	3
5	Talent Development and Learning Strategies	Minor Elective	3
5	Organizational Learning and Employee Growth	Minor Elective	3
5	Competency-Based Learning in HR	Minor Elective	3
6	Compliance Management in Employment	Minor Elective	3
6	HR Compliance and Legal Frameworks	Minor Elective	3
6	Workplace Compliance and Regulations	Minor Elective	3
8	Strategic HR Practices for a Global Workforce	Minor Elective	3
8	International HR Practices and Workforce Management	Minor Elective	3
8	Cross-Cultural HR Practices and Global Workforce Management	Minor Elective	3

4th Year Curriculum Design Framework [For Hons. / Hons. with Research Tracks of Four Year Undergraduate Programs (FYUP)]

Extending Expertise	Course Category	Credits	Contextualizing Learning	Course Category	Credits	Experiential Learning	Course Category	Credits
Introduction to Sustainable finance	Minor Core	3	Fundamental of Algorithm Trading	Major Core	3	Capstone Project-1/Dissertation-1	Research Project	3
Fundamentals of Cryptocurrency and Decentralised Finance	Major Core	3	Principles of Financial Derivatives	Major Core	3	Project Gap Course	Major Core	1
						Capstone Project-2/Dissertation-2	Research Project	12