



# GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration, 3<sup>rd</sup> Semester

Name: Introduction to FinTech and Financial Analytics

Subject Code: 1539505

With effect from  
academic year  
2020-21

## 1. Learning Outcomes:

Learning Component	Outcome	Learning Outcome (Learner will be able to)
Business Environment and Domain Knowledge (BEDK)		Describe and understand the basic concepts of FinTech and financial analytics and its major features.
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)		Illustrate the application of technology streamlining financial services and system. Evaluate the financial analytics and its use in taking better Financial decisions.
Global Exposure and Cross-Cultural Understanding (GECCU)		Summarize and analyze the working of FinTech & application of analytics tools and latest developments driving the whole financial markets and services sector across the globe
Social Responsiveness and Ethics (SRE)		Recognize and assess ethical aspects of FinTech and Financial Analytics.
Effective Communication (EC)		Communicate, understand and assess the needs of the stakeholders effectively.
Leadership and Teamwork (LT)		Construct and develop feasible solutions for the financial Industry.

### LO – PO Mapping: Correlation Levels:

1 = Slight (Low); 2 = Moderate (Medium); 3 = Substantial (High), “-“= no correlation

Sub Code: 1539505	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
LO1: Describe and understand the basic concepts of FinTech and financial analytics and its major features.	3	3	3	-	3	2	2	2	2
LO2: Illustrate the application of technology streamlining financial services and systems.	3	3	3	1	2	-	1	1	1
LO3 Evaluate the financial analytics and its use in taking better financial decisions	3	3	3	-	1	-	1	1	1
LO4: Summarize and analyze the working of FinTech & application of analytics tools and latest	1	1	1	-	3	-	-	-	-



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developments driving the whole financial markets and services sector across the globe									
LO5: Recognize and assess ethical aspects of FinTech and Financial Analytics.	2	2	-	-	1	1	-	1	-
LO6: Communicate, understand, and assess the needs of the stakeholders effectively.	-	-	1	3	2	2	1	2	2
LO7: Construct and develop feasible solutions for the financial industry.	2	2	2	-	1	-	-	3	-

**2. Course Duration: The course duration is of 40 sessions of 60 minutes each.**

**3. Course Contents:**

Module No:	Module Content	No. of Sessions	70 Marks (External Evaluation)
I	What is FinTech? - FinTech Evolution - FinTech Typology - Functional aspects of FinTech applications - Trends in FinTech Industry and Opportunities provided by different areas of the Fintech ecosystem - Fintech: IT-enabled financial innovations and the current trend - The Future of Financial Services - FinTech Regulation in India	10	17
II	A brief History of Financial Innovation - Digitization of Financial Services - FinTech & Funds - Crowdfunding- Types, Charity and Equity - P2P and Marketplace Lending – Cryptocurrencies - Blockchain	10	18



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III	Introduction to Financial Analytics- Importance of Financial Analytics – Types of Financial Analytics – Fundamental Analysis – Technical Analysis - Component of Financial Analytics – Features of Financial Analytics – Financial Analytics and Data Analysis	10	17
IV	Implementation of Financial Analytics – Corporate Financial Analytics – Investment Financial Analytics – Financial Analytics and Current Financial Challenges – Fraud - Risk – Profitability – Portfolio Management Introduction to R & Python - Nature of Data in Finance and Source of Financial Data - Cleaning and Pre-processing Data - Exploratory Data Analysis in R & Python.	10	18
V	<b>Practical:</b> Project on Technological aspects / Digitalization of Financial Services or Industry. Use of technologies in payments and new business model. Application of various tools and its uses A Study on digitization and online operating models of the financial services industry. Digital Transformation in finance / of finance. Use of Financial Analytics for better financial decisions	---	(30 marks CEC)

#### 4. Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical/live assignment
- Interactive classroom discussions



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## 5. Evaluation:

Students shall be evaluated on the following components:

	<b>Internal Evaluation</b>	<b>(Internal Assessment – 50 Marks)</b>
<b>A</b>	• Continuous Evaluation Component	30 marks
	• Class Presence	10 marks
	• Quiz	10 marks
<b>B</b>	<b>Mid-Semester Examination</b>	<b>(Internal assessment-30 Marks)</b>
<b>C</b>	<b>End-Semester Examination</b>	<b>(External assessment-30 Marks)</b>

## 6. Reference Books:

No	Author	Name of the Book	Publisher	Year of Publication / Edition
1	Sanjay Phadke	FinTech Future The Digital DNA of Finance	Sage Publications	2020 / latest edition
2	Pranay Gupta and T. Mandy Tham	Fintech: The New DNA of Financial Services	Gruyter	2019 / latest edition
3	Dr. Anuradha B	Financial Analytics and Control	Notion Press	2021 / latest edition

**Note:** Wherever the standard books are not available for the topic appropriate print and online resources, journals, and books published by different authors may be prescribed.

## 7. List of Journals/Periodicals/Magazines/Newspapers / Web resources, etc

- FinTech Magazine (<https://fintechmagazine.com>)
- The FinTech Times (<https://thefintechtimes.com>)
- Journal of Financial Technology ([thejft.com](http://thejft.com))
- The Economic Times
- Financial Express