

PONDICHERY UNIVERSITY

பாண்டிச்சேரி விவ்வித்யாலய புதுவைப் பல்கலைக்கழகம்

MBA - BANKING TECHNOLOGY



RECRUITER'S
GUIDE

2019 - 2020

LIFE
INSIDE

PONDICHERRY UNIVERSITY

VERS LA LUMIERE
FROM DARKNESS, TOWARDS THE LIGHT



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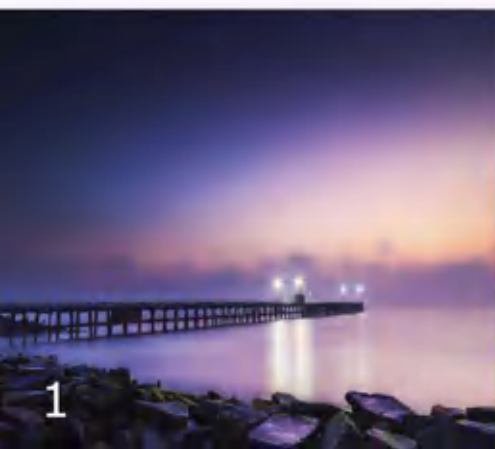
Alum Talk



PUDUCHERRY

Pondicherry is India's most popular union territory. The city is settled on the Coromandel Coast of the Bay of Bengal, 170 km away from Chennai. Over the years, Pondicherry has truly been the gem of South India and an ideal vacation spot. The city has emerged as one of the main educational hubs of South India and there are valid reasons behind this development. The academic institutions of Pondicherry have given importance on building basic infrastructure.

Apart from schools and colleges, the prominent part of education here is the presence of specialized technical training and research institutes. For seekers of spirituality, Pondicherry is known for its Aurobindo Ashram and Auroville, attracting thousands of tourists to explore this beautiful city. Although summer is not the best time to enjoy sightseeing in Pondicherry, you can indulge in thrilling water sports at Pondicherry beaches namely, Paradise, Rock beach and many more. Monsoon is the perfect season to enjoy the natural beauty of Pondicherry. Best known for it is serenity and its scenic charm, Pondicherry is one of the major attractions in South India.

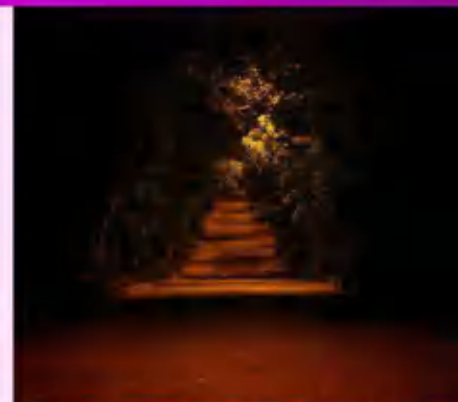




PONDICHERRY UNIVERSITY

Pondicherry University was documented under an act of parliament in the year 1985 as a central hub for learning and first-rareness. The centrepiece is being occupied by the management education which is superior to other universities. The university is located just 12kms away from Pondicherry city on the east coast road. The campus is spread over 800 acres and surrounded by natural landscaping and peaceful environment that provides an ideal location for education and research activities. At present, the university has 15 schools, 39 departments and 11 centres offering 175 PG and integrated programmes. The whole campus is equipped with Wi-Fi connectivity. It has more than 10,000+ students and 1000 Ph.D. scholars from different parts of the country and outside the country.

The university has been accredited by NAAC with A grade. Among 2995 institutions in MHRD NIRF, our university stands on the 48th position. The library with remote access to over 31,000 digital information resources provides enough materials for them to enhance their knowledge



SCHOOL OF MANAGEMENT

The School of Management (SOM) is the first academic entity of the university established as a stand-alone school in 1986. The School of Management started in 1985 and offers MBA in teaching, management research, organisational management, government officers training, industrial consulting and management extension. SOM PU offers masters and doctoral programs. In 2005, SOM was reorganized into six departments: the Department of Management Studies, the Department of Commerce, the Department of Economics, the Department of Tourism Studies, the Department of Banking Technology and the Department of International Business. The Management School is accredited by the University Grants Commission (UGC), All India Council for Technical Education (AICTE) and National Assessment and Accreditation Council (NAAC).



DEPARTMENT OF BANKING TECHNOLOGY

Department of Banking Technology came into existence under School of Management to offer a unique MBA programme in the field of management discipline. The department offers MBA in Banking Technology and Ph.D. in Banking Technology was started from the academic year 2005 – 2006. The UGC has sanctioned this programme under its innovative and interdisciplinary scheme during Xth plan.

The programme has been designed in response to the intense use of technology application and business diversification taking place in the financial system in general and banking in particular. The future of banking business lies largely in technology and tech-savvy managers who will play a crucial role in the organizational planning and development. To suffice the emerging needs of Banking, Finance and IT industry to develop domain specific IT products / solutions, students are trained to face the challenges.

COURSES OFFERED

MBA in Banking Technology
Ph.D. in Banking Technology

ACADEMIC INFRASTRUCTURE

Industry integrated curriculum
24/7 Internet facility
Case studies on contemporary issues
Special lectures by bankers, industrialists & software professionals
Business analysis using CMIE database
Stock and forex trading sessions
Bloomberg terminal training



VICE CHANCELLOR'S MESSAGE

I am happy to note that the Department of Banking Technology of Pondicherry University is bringing out the placement brochure for the year 2019-2020

The MBA program in Banking Technology offered by the Department of Banking Technology helps to transform innovative knowledge seekers into successful global business leaders. The course is tailored with the unique curriculum to meet all the present Banking needs as well as placement themes, with highly competent faculties who can provide core competency skills in chosen areas of Banking Technology.

I hope this placement Brochure captures the initiative ambition and success achieved by the students of Banking Technology. I do hope that it will entice the recruiters to come and visit the campus to engage our students in their pursuit to achieve success to their utmost satisfaction in their domain.

As the Head of the Institution, I am pleased to invite the Bank executives to the University to interact with our students and assess them also to provide placements to the deserving candidates.

I would also take this opportunity to congratulate the placement team including faculties, staff and students of Department of Banking Technology, who have endeavored in bringing out this placement brochure.



Prof. GURMEET SINGH

DEAN'S MESSAGE



Dr. G. ANJANEYA SWAMY

Pondicherry University enjoys pioneering status in offering market driven innovative academic programs. MBA in Banking Technology is one such program conceived as a fine blend of Management and Technology to cater to the needs of Banking and Financial service sectors.

As a sector specific program, MBA (Banking Technology) has evoked an excellent response from industry as well as Academia. Needless to say that Pondicherry University, being a Central University is endowed with world class facilities both Human and Physical. This innovative program has won several accolades and has emerged as the ultimate destination for creative solutions to

Banking and allied sectors. The Department has institutionalized an effective mechanism to design and coordinate academic activities with active collaboration from the industry. I am glad the Department, of late, has forayed into frontier areas of study in Banking and Finance like Big data, Blockchain Technology, etc.

I, therefore, invite the recruiters to visit the Department of Banking Technology for the placement of students of MBA (Banking Technology) batch 2018-2020.

I wish the recruiters, students and faculty good luck !

HOD'S MESSAGE

Dear Recruiter,

Greetings from Department of Banking Technology!

It is a great pleasure for me to welcome you to placement activities of our Institute. Through the pages of this brochure you will get a broad overview of our programmes, activities and the placement process. We have designed the post Graduate Programme very carefully to develop our students into Global Technology leaders who can create and manage best Technology required for their organizations. Once they successfully complete the first year, they undergo two-month internship to various Banks learn more practical banking operations. After completing their internships, these students are allowed to choose a variety of electives in their second year.

Many students choose electives to pursue their industry-specific and/or disciplinary interests. Besides academics, students also learn from their vibrant community life on campus. They manage and take part in a number of co-curricular and extra-curricular activities which provides them opportunities to grow beyond classrooms. Over the last few years we have taken several initiatives to enhance the global flavor of our flagship program. In order to enrich the programme, presently Department of Banking Technology has academic association with Institute for Development and Research Banking Technology, Hyderabad and Madras Management Association, Chennai. We have also introduced an appropriate amount of global component in the curricula and started offering more electives in the areas of Banking, Finance and Technology with National and International business perspectives to make students aware of the global Technology Management in Banking business environment. Pondicherry University received higher accreditation from NAAC recently. Through accreditation, Department of Banking Technology has not only met specific standards of excellence, but has also made a commitment to ongoing improvement to ensure that the institution will continue to deliver high quality higher education to its students. I am confident that with the inputs gained from the courses taken as a part of this programme the students would be able to play leadership roles and contributes significantly to the growth and development of their organizations. I welcome you to read this booklet to know ore about MBA Banking Technology Programmes. I would also like to take this opportunity to thank you for the invaluable support you have extended to us over the years. We look forward to nurture and grow old relationships and welcome new recruiters for a long-lasting and mutually beneficial relationship.

Looking forward to meeting you at our Campus!



Dr. S. SUDALAI MUTHU



Dr. K. CHANDRASEKARA RAO

FOUNDER'S MESSAGE

In an emerging and globalized economic environment there is a need for diversified managerial skills to handle complex environments. Conceding to this demand, the Department of Banking Technology has initiated a Tech- Savvy MBA program with a fine blend of Technology in Banking Industry. This two year program offered under the School of Management by Pondicherry University, is designed in such a way that students can solve the problems of today's synthesized industry. The students are trained to handle various technology solutions to meet the needs of a very wide variety of Indian Business. The program is unique across pan India and is drawing the attention of the industry giants in Banking, Finance & Technology fields.

I wish this batch of students all Good Luck!!!!!!

FACULTY PROFILE



Dr. K. CHANDRASEKARA RAO
Professor

Ph.D Acharya Nagarjuna University

SPECIALIZATION
Corporate Finance, Security Analysis,
Global Financial Markets, International
Banking and Entrepreneurship Development

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Dr. V. PRASANNA VENKATESAN
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Dr. A. BALAKRISHNAN
Associate Professor

Ph. D Delhi University

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Financial Derivatives, Treasury Management,
and Fixed Income Securities

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Assistant Professor

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Rural Banking & Micro Finance, and
Risk Management

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DR. S. JANAKIRAMAN
Assistant Professor

Ph. D Anna University

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Data Warehousing and Applied Data Mining, Data Sci-
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MS. A. SUGANTHI
Assistant Professor

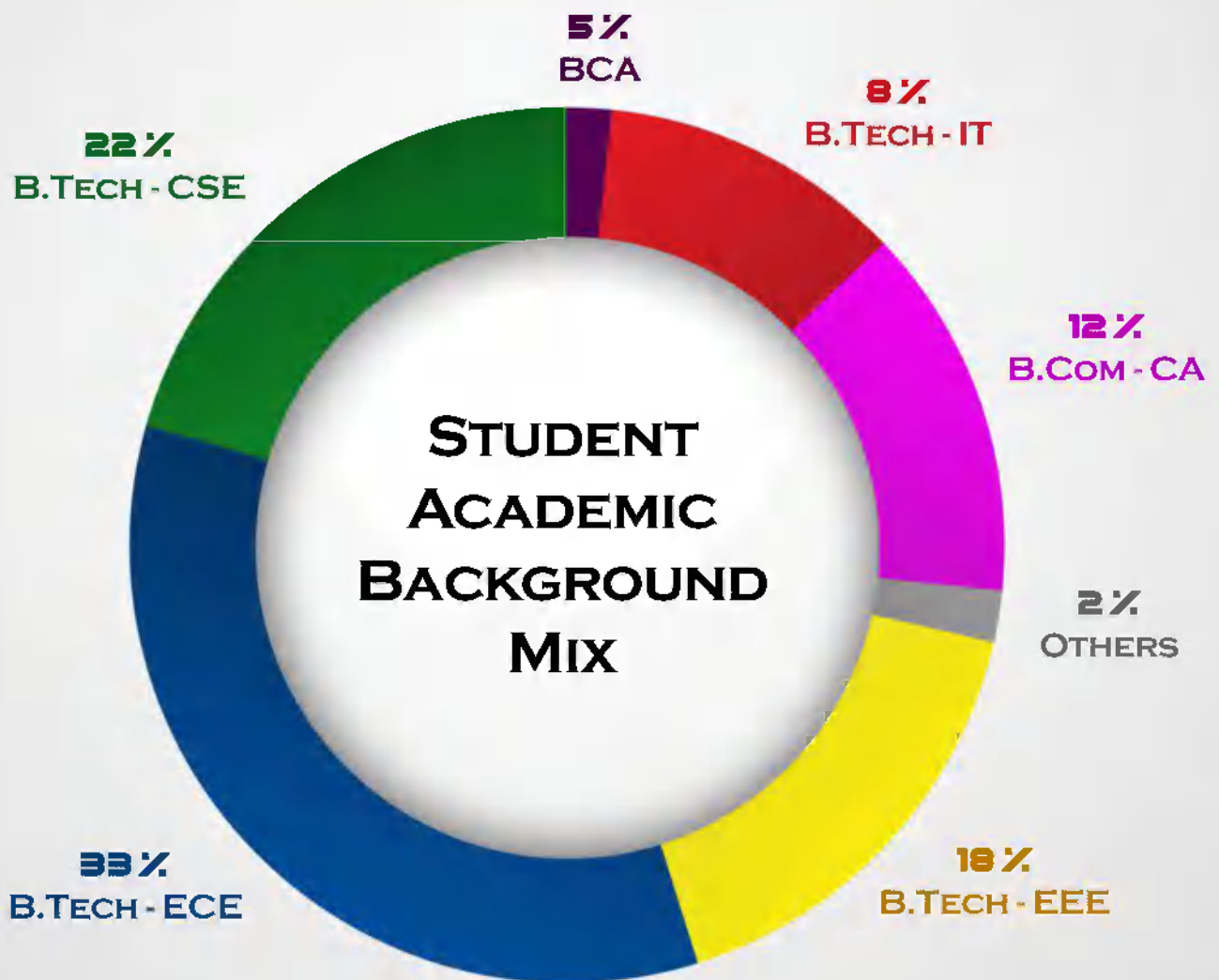
M.Tech Pondicherry University

SPECIALIZATION
Information Security,
Object Oriented Modeling and
Design, IT Infrastructure

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BATCH DEMOGRAPHY

MBA - BANKING TECHNOLOGY (2018 - 2020)



COURSE STRUCTURE

MBA - BANKING TECHNOLOGY (2018 - 2020)

SEMESTER I

Management Concepts & Organizational Behavior
Quantitative Techniques for Management
Accounting and Finance for Bankers
Banking Principles and Practices
System Analysis and Design and Agile
Software Development
Data Centre Management and Cloud Computing
Business Communication Lab
Modeling and Design Lab
Seminar & Comprehensive Viva

SEMESTER II

Banking Operations and Management
Entrepreneurship and Startups
Security Analysis and Portfolio Management
Financial Statement Analysis
Banking Technology Management
IT Infrastructure Management for Banks
Banking Technology Lab
Corporate Finance Lab
Value Added Course
Elective 1: Paper – 1
Elective 2: Paper – 1
Seminar & Comprehensive Viva

SEMESTER III

Financial Management
International Banking and Financial Services
Merchant Banking and Financial Services
Strategic Management
Information Security for Banks
Data Warehousing and Applied Data Mining
Business Intelligence Lab
Stock and Forex Trading Lab
Bank Internship
Elective I: Paper – 2
Elective II: Paper – 2
Seminar & Comprehensive Viva

SEMESTER IV

Elective I: Paper – 3
Elective I: Paper – 4
Elective II: Paper – 3
Elective II: Paper – 4
Final Project & Viva
Seminar & Comprehensive Viva

COURSE STRUCTURE

MBA - BANKING TECHNOLOGY (2018 - 2020)

INFORMATION TECHNOLOGY STREAM

**Service Oriented Architecture
Design Patterns
Smart Banking Technologies
Software Project Management
Secure Electronic Payment Systems
Block Chain and Cryptography
Machine Learning Soft
Data Science and Business Data Analytics
Information Systems Control and Audit
Data Visualization and Reporting**

BANKING STREAM

**Cyber Crimes and IT Laws
Rural Banking and Micro Finance
Risk Management in Banks
Central Banking & Monetary Policy**

FINANCE STREAM

**Treasury Management
Financial Modeling using Spreadsheet
Treasury and Fixed Income Securities
Global Financial Markets & Instruments
Financial Derivatives
International Financial Management**

ELECTIVE STREAM



EVENTS AND ACTIVITIES

BANCQUEST

Bancquest is the flagship annual event of our department. It is a two-day industry-interface intercollegiate meet organized by the students of banking technology since its inception 12 years ago with an aim to connect students with industry experts so that students can get deeper insights and happenings in the industry.

The first day of bancquest 2019 which was held on 14th February was graced by eminent personalities from RBI, IDRBT, SBI, & ORACLE.

The second day of the program was filled with events like Hackathon, Best Manager, Quiz, Tech Connections, Ad Selfie, etc.. Students from various colleges of Pondicherry and Tamil Nadu participated in various events and made it a grand success.

MANAGEMENT MEETS

Our department students passionately participated in management meets organized by various institutions like Madras University, Acharya Group of Institutions, etc and have won prizes and accolades.

BT CLUB

The department of banking technology has its own students club called BT CLUB. The BT CLUB, Organizes various events like management quizzes, business plans, debates, management games, photography, every week where students enthusiastically participate and shows their skills and talents

NSE RALLY

NSE in association with Pondicherry University organized a rally which was flagged off by honorable governor of PUDUCHERRY Ms. Kiran Bedi to create awareness among people about investment in capital market. Our department students participated actively in that rally and helped in creating awareness about capital market and investment in capital market among the people

MMA

The Pondicherry University has collaboration with Madras Management Association (MMA) exclusively, for the School of Management students from our department. Students have participated in management meets conducted by the MMA as well as attended many guest lectures and management fests

WORKSHOP & SEMINARS

BLOCKCHAIN TECHNOLOGY

The Department has organized a two day workshop on Blockchain Technology for students, faculty, scholars and industry professionals which was held on 22ND and 23rd of March 2019.

This workshop was organized in association with Engineering Staff College of India (ESCI), Hyderabad. It has attracted more than 150 participants from places like Delhi, Uttar Pradesh, Bangalore, Chennai, and Pune.

The speakers for the session were reputed industry experts and academicians who have profound knowledge about this disruptive technology. They gave a deeper insight and practical demo session of this technology which is being widely used in various sectors like Banking, Finance, Healthcare, and Insurance etc.

The various speakers presented various aspects of Blockchain starting from the very basics of what is Blockchain and why the world is talking about it to what are the real life implications of Blockchain. There were speakers who explained to us the anatomy of Blockchain and how it is being implemented in real life situations. One such business use case elaborately described was a Blockchain based platform for

FINANCIAL MARKETS

Our department has conducted a two day workshop on Financial Markets for the students in association with Karvy Stock Broking Ltd. Under their SEAL program on 8th & 9th march 2019.

Mr. Parvesh Shaikh, Head Training, Karvy Stock Broking Ltd. The sessions on financial market and shared his knowledge about capital market and trading with the students. In the end, a free demat account was opened for each student and students were encouraged to do trading and investment in capital market on real time



ABOUT INTERNSHIP

It is indeed a great opportunity for the students of Department of Banking Technology, Pondicherry University to work in the top public sector banks as part of the internship program and the practice is being forwarded since the inception of the department. All the students of the department are put in 3 Public sector banks, namely 30 students in **INDIAN BANK**, 18 students in **INDIAN OVERSEAS BANK**, 15 students in **STATE BANK OF INDIA** for 45 days. The program for this academic year is being commenced from 13 May to June 22, 2018-2020. The program helps students in enlightening the practical faces of today's banking industry. It helps the students create a hands-on experience and gain knowledge on the tools needed to equip themselves to face the real world. Observing everyday events has taught the students more about teamwork, and how people can come together to get things done. Finally, the communication skill and the ability to tackle the customers which is crucial part of any business and getting self-awareness about their own capabilities.



INDUSTRIAL VISITS

The department organizes industrial visits every year to various industries to gain real time knowledge of the industry. This academic year we have visited ATM manufacturing company named Vortex engineering limited. The manufacturing of ATM machine, how the money gets loaded and what are all the hardware and software components that are involved, were clearly visualized and learnt through this visit. In the second year industrial visits are organized to other regions of the country to institutions like **RBI**, **SEBI**, **IDRBT**, **STOCK EXCHANGES (NSE, BSE)** and also to various IT companies.



CAREER POSITIONING

MBA - BANKING TECHNOLOGY (2018 - 2020)

WHERE WE FIT IN?

BANKING & FINANCE

CREDIT RISK MANAGEMENT ANALYST
TREASURY OPERATIONS MANAGEMENT
RELATIONSHIP MANAGER
CREDIT CARD FRAUD ANALYST
FINANCE AND PORTFOLIO MANAGER
FINANCIAL/SECURITIES/INVESTMENTS ANALYST
RISK CONTROL & DEBT MANAGEMENT
TREASURY AND DERIVATIVES ANALYST
PORTFOLIO ANALYST
INVESTMENT RISK ANALYST
INVESTMENT ADVISOR
CREDIT RATING ANALYST
MERCHANT BANKING MUTUAL FUND MANAGER

TECHNOLOGY

TECHNOLOGY OFFICER
BUSINESS ANALYST
BUSINESS DEVELOPMENT EXECUTIVE
IT SECURITY ANALYST
DATA SCIENTIST
CLOUD DATA BASE MANAGEMENT
INFORMATION SYSTEM MANAGER
PROJECT MANAGER
QUALITY ANALYST
BUSINESS INTELLIGENT TRAINEE
PRODUCT DEVELOPER SYSTEM ANALYST
DATA MINING
DATA WAREHOUSING

CERTIFICATIONS

NISM

NPTEL[®]

Indian
Institute of
Banking & Finance

NSE
NATIONAL STOCK EXCHANGE
NCFM Certification

HANDS ON EXPERIENCE

python

R

Microsoft
SQL Server

SPSS[®]

OUR RECRUITERS

MBA - BANKING TECHNOLOGY (2018 - 2020)

PLACEMENT RECORD

100% IN THE YEAR 2018-2019

(NUMBER OF STUDENTS ELIGIBLE - 61 NO OF OFFERS RECEIVED - 67)

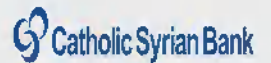
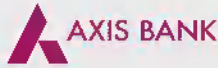
THIS YEAR'S TARGET AVERAGE CTC - 4.5 LAKHS P.A.

(BASED ON PAST TRACK RECORD)

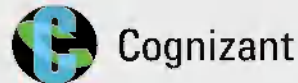
BANKS



Bank of America



IT COMPANIES



OTHERS



STUDENT PROFILE

MBA - BANKING TECHNOLOGY (2018 - 2020)

ABARNA B
Puducherry



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Andhra Pradesh



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STUDENT PROFILE

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KOGILA J
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STUDENT PROFILE

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KULURU SUNIL REDDY
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ALUM TALK

It is very hearting to see that the present students are carrying forward the legacy of being the best and the same quality inputs being imparted to every student of this school of thought. The credit should go to the Head and all the quality faculties who make the journey an excellent one which cannot be forgotten.



MURALIDHAR.M
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If I look back at the 2years spent at Pondicherry University, it has been full of learning experience. Every single day made incremental additions to my wisdom, knowledge and skills. The program teaches you importance of patience and persistence, the spirit to fight with all the odds and against yourself. It gives the ability to critically analyze things, put them in proper perspective, to give a structure to things, and more importantly the joy discovery and of contruting to the wisdom.



SENTHIL SABAPATHY
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I am very happy to share a few words with you all. I am enjoying every bit of my life. I have grown professionally through the practice of Banking Technology program. The concepts and exposure which I got from the course helps me to manage the process and bring out efficiently. This course had helped me a lot to come up in my career in a fast phase.



KARAM CHAND
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The Department of Banking Technology has been the best thing that happened in my pursuit of educational excellence. The course itself is an excellent enabler to the students and opens up a world of options and opportunities. The under graduates in MBA Banking Technology can position themselves in various verticals and domains with a myriad of potential roles to be taken up.



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