

(019-C&M-02-02) BBA- FINNACIAL SERVICES

Significance of the Course:

The Indian financial market is one of the world's most efficient and robust economic structures with many new reforms brought by the government to liberalize and enhance the industry, along with an organized approach by the private sector, India's financial structure is making significant contributions to the world economy. With exclusive BBA in Financial Services, students will develop an analytical approach to the intricacies of finance and business, be able to seize the digital opportunity and learn to manage risk and drive profitability in the rapidly transforming financial services institutions. In addition, students will also learn through an immersive learning experience using the latest IT platforms like the iconic Bloomberg Lab.

Career options:

- Financial Analyst
- Portfolio Manager in stock market
- Investment Banking Analyst
- Asset Manager
- Underwriter
- Risk Analyst
- Credit Analyst

Program Objectives:

- To strengthen understanding of Financial Services
- To develop managerial skills and decision-making.
- To skill them in derivative markets, banking and insurance sector.
- To enhance research skills specifically in service industry and financial products.
- To nurture the students on financial Planning based on individual and Institutional financial requirements.

Outcomes of Program:

- Understand the importance of financial planning, risk assessment, stock market management, investment and portfolio management
- Enables them to analyse the impact of Socio-economic conditions of the individual community and prepare financial plans.

- Identify and design innovative techniques in Issue management, Portfolio Management, Asset management and Wealth management.
- Able to apply the knowledge of financial planning for both individuals and institutions to meet their specific needs.
- Acquire ability to apply knowledge & understanding of Banking and Financial Services to complex issues both systematically and innovatively, to improve business leadership and practice.

Major Course Outline:

1. Python for Finance
2. Financial reporting and Analysis
3. Machine Learning in FinServ
4. Entrepreneurship Finance
5. Financial Analytics and payment system