

(020-C&M-02-02) BBA-FINTECH

Significance of the course:

The global fintech market size is projected to reach USD 16,652 Bn by 2028 from USD 6,588 billion in 2021 at a Compound Annual Growth Rate (CAGR) of 13.9% during the forecast period 2022-2028 according to Valuates Report. The Financial Services industry is currently witnessing a huge transformation driven by innovative technologies such as Blockchain, Artificial Intelligence, Cloud Computing, Internet of Things and Mobile Computing. Over the past decade, many new Fintech firms have disrupted the conventional financial services industry by leveraging these new technologies and offering customised, value-added services in a rapid manner. There is a huge demand for people with the right skill sets and understanding of how these emerging technologies can be applied in the financial services industry. This program enables the participants to understand, analyse and effectively leverage the emerging financial innovations and become a part of the new Fintech revolution.

Career Options:

- Investment Banker,
- Financial Analyst
- Financial Advisor
- Financial Consultant
- Private Equity Analyst.
- Project Manager

Program Objectives:

- To prepare students to meet the challenges posed by the technological disruptions of the 21st century in the finance domain.
- To focus on the holistic development of the students with conceptual clarity, analytical ability, critical thinking and communication skills.
- To prepare the young minds with a positive attitude for excellence in academics and commitment to serving the society.
- To facilitate the professional journey of students by providing them with in-depth knowledge required to make a mark in the financial services sector.

- To develop Fin-Tech professionals who are able to leverage the knowledge acquired here to dive deep into the challenging world of financial technology

Outcomes of the Program:

- Imparting managerial skills and knowledge required to manage modern digital business enterprises involved in providing various business domains.
- Providing knowledge in the working areas of Finance, Operations, Manufacturing, Sales & Marketing and Human Resource Management.
- Developing skills in the Technologies used in digital business, Digital business transformation, Digital twins, Internet of Things, Data warehousing, Information security, Digital Commerce, IT Infrastructure, Management Information System, Data Analytics, Deep Learning, Blockchain, Business Intelligence, etc..
- Seek nurture and groom innovative ideas from students leading them to setting up their dream FinTech enterprise.
- Create, select, and apply appropriate techniques, resources, and modern management processes and IT tools to complex business problems and boundaries.

Major Course Outline:

1. Artificial Intelligence in Fintech.
2. Fintech in Payment & Lending
3. Machine Learning in Fintech
4. Fintech in Banking & Finance
5. Cryptocurrencies.
6. Cloud Computing and API Economy