



भारतीय प्रबंध संस्थान कोषिकोड
Indian Institute of Management Kozhikode
Globalizing Indian Thought



FINTECH

Professional Certificate Programme
in **FinTech** (Batch 03)

12 Months | Blended | ₹2,00,000 + GST

IIM Kozhikode Advantage

From the Director's Desk



The over-exploding interest in financial technology across the globe has made notions like payments, identity, money, and security be viewed through a different lens. Hence, the need of the hour is impactful FinTech research output and highly skilled personnel to serve the evolving financial services industry. Businesses today have seen a complete transition than they used to run a decade ago. Recent industry reports suggest that close to 68% of business leaders in India have reported that having high agility reduced their costs by 25%. It is thus imperative for business leaders of today and the future to expand their knowledge across domains and proactively make decisions to be effective leaders. IIM Kozhikode programmes designed by world-class faculty with their cutting-edge thought leadership and industry-leading insights empower participants to manage and lead complex business challenges with confidence and data-driven, informed decision-making ability. Our growing global footprints acknowledged and accredited by leading institutions of the world are a testimony to the growth we have achieved in our 27-year journey of academic excellence.

At this juncture, it is also pertinent to share that both the future and past are integral to the path taken by an institution on this journey of excellence. Having a wide, far-seeing vision is not an indulgence but an activity that is necessary to give meaning to our present, to give this Institution a sense of purpose, direction and imagination. That is why we have chosen to think in terms of what IIM Kozhikode will be able to contribute to India and the world some three decades from now with 'Vision 2047: Globalizing Indian Thought'. The Institute has set for itself a pre-eminent role with the above motto. The sheer scale, scope, and potential impact that India will have on 21st-century business make us believe that this is a legitimate aspiration.

Wishing you all the very best!

Prof. Debashis Chatterjee,
Director, IIM Kozhikode

Global Growth of FinTech

FinTech, a portmanteau of 'finance' and 'technology', refers to businesses that use technology to enhance or automate financial services and processes. The financial technology industry encompasses technology-enabled firms offering financial services, as well as entities providing technology services directly to financial institutions. Technological advances, changing demand for financial products, and competition in financial services are all driving a huge new wave of FinTech start-ups and investments globally.

An S&P Global Market Intelligence report outlines key segments of the FinTech industry and institutions operating in the space, highlighting sub-sectors that are experiencing the most rapid change.



The ABCD of FinTech

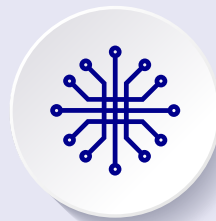
The 2008 global financial crisis acted as a big bang event for FinTech and compared to any other industry the adoption of FinTech by the world has been the fastest. Currently FinTech is the fastest growing theme and the largest invested destination across the world. A number of financial services and products today have reached 100% percolation into the technology driven delivery and distribution.

FinTech has a seemingly endless array of applications, considering its exponential growth from mobile banking and insurance to cryptocurrency and investment apps. The evolution of FinTech can be attributed to 4 key enablers that have contributed to the growth of FinTech, empowering businesses and customers worldwide.

FinTech Enablers



Artificial Intelligence for smart decision-making and solving complex problems



Blockchain Technology for building trust and maximising efficiency



Cloud Management for robust infrastructure and future-proofed technology



Data Management for increased data accuracy and proper utilisation

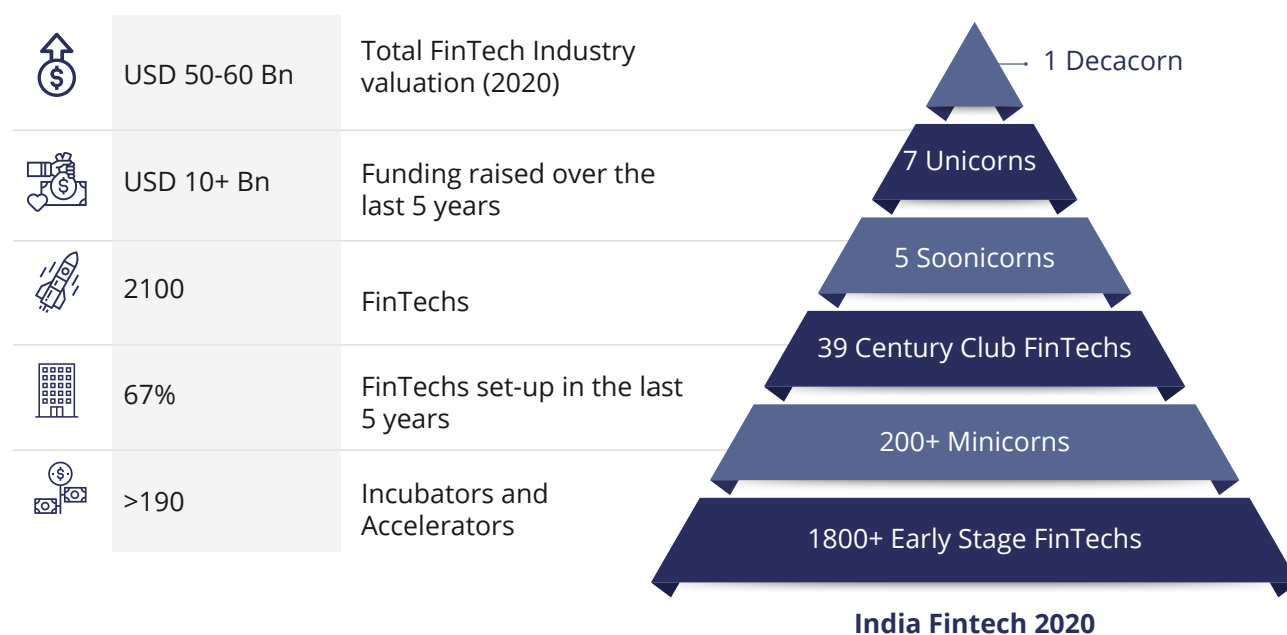
India's FinTech Story

As per a BCG-FICCI report, FinTech is one of the fastest-growing sectors in the financial services space worldwide. In line with global trends, India's FinTech ecosystem has also seen tremendous growth over the last 5 years. Over the past decade, FinTech has become a hotbed of customer-centric innovation, disrupting industries and transforming the face of financial services.

India is strongly poised to achieve a FinTech sector valuation of USD 150-160 billion by 2025, translating to an incremental value-creation potential of approximately USD 100 billion.

The growth drivers for this boom are factors like a large addressable demand with fast-growing digital adoption; world-leading digital infrastructure and enabling regulatory environment; a vibrant venture capital, angel investment, and incubator ecosystem' and a strong tech talent pool.

A Vibrant FinTech Ecosystem on a high Trajectory



Source: Pitchbook, Venture Intelligence, MEDICI, BCG analysis

Note: companies have been classified basis valuation: Decacorns (>USD 10 Bn), Unicorns (USD 1 Bn), Soonicorns (USD 0.5-1 Bn), Century Club FinTechs (USD 100-500 Mn), Minicorns (USD 1-100 Mn), Early Stage FinTechs (USD<1Mn)

The FinTech industry today is demanding a unique combination of knowledge of finance as well as technology. There are finance professionals who need to upskill their knowledge to understand the technology side and there are technology experts, who have a need to upskill their understanding of financial markets, products and services.



Programme Overview

The advent of disruptive technologies and the new generation of predictive analysis and Big Data have paved the way for the aggressive demand for FinTech. The Indian Institute of Management Kozhikode is uniquely positioned to play a vital role in fostering the FinTech Industry in India by attracting world-class faculty to offer this exceptional educational programme. **The Professional Certificate Programme in FinTech (PCPF) (Batch 03)** would cover the concepts of financial modelling required to deal with FinTech problems and delve into recent FinTech trends, dealing with data to address the financial modelling issues, blockchain, and cryptocurrency.

Programme Highlights



Contextually designed
11-month programme for
finance and tech professionals



Hands-on experience to brace
the highly dynamic financial
industry



Campus immersion
module of two days



IIM Kozhikode Executive
Education Alumni status

Learning Outcomes



How Financial Modelling plays a role in FinTech



How Blockchain is used in the financial services industry



How Payment Tech, Insurtech plays a significant role in today's financial sector



What are Cryptocurrencies and smart contracts, and how to use them



The challenges or security threats in implementing FinTech solutions and how they can be overcome

Programme Curriculum

Part 1 - Disruption in FinTech

- Introduction to FinTech
- FinTech in Banking and Finance
- Digital Disruption in Financial Markets
- Innovation and Transformation in FinTech
- Understanding the FinSystem
- TechFin
- Digital Banking

Part 2 - FinTech Trends

- Digital Banking
- Robo-advising
- Peer-to-peer Lending
- Reg-tech
- Wealth-tech and Insur-tech
- Payment-tech
- Blockchain
- Cryptocurrencies
- Payment Developments
- Crowdfunding and Payments
- AI/ML and IoT
- Cloud
- GenAI
- Web 3.0
- AR/VR
- Online Quiz

Part 3 – Data-driven FinTech Analytics

- Credit Scoring and AI Implementation
- FinTech Innovation using IoT
- Detection of Fraud
- Algorithm – Risk-based Pricing
- Business Innovation and Business Intelligence
- Banking 4.0 – Business Model Innovations in BFSI Sectors
- Project

Part 4 – Financial Modelling

- Introduction to Finance Modelling
 - Regression Models – Simple and multiple regression
- Data Modelling in Excel
 - An overview of basic excel functions like if functions, Vlookup, etc., required for managing big data
 - What if analysis – Scenario manager, goal seek, data table, solver
- Financial Functions in Excel
 - Time value functions in excel
 - Discounted cash flow statements
 - Sensitivity analysis
- Modelling Tools Usage and Simulation Technique
 - Monte Carlo Simulations in Excel for derivative pricing
 - VaR and Expected Shortfall (ES) for measuring risk
 - Application of Monte Carlo Simulation for measuring VaR and ES
- Optimisation Models
 - Markowitz Mean Variance Optimisation model
 - Portfolio optimisation in excel with 2 securities
 - Portfolio optimisation in excel with more than 2 securities
 - Portfolio optimisation with and without shorting option
 - Construction of efficient frontier by including a risk-free security
- Practical/Project

Part 5 – Blockchain and Cryptocurrency

- Introduction to blockchain and how it works?
 - Cryptography, secret and public key cryptography, hashing, distributed ledger technology, proof of work, how the blockchain work
- Blockchain in banking
 - Areas of blockchain and banking interaction; Use cases in world and in india;
- Benefits and how blockchain will impact the financial sector?
 - Blockchain in cross border payments, reshaping trade finance
- Limitations of blockchain
 - Can blockchain be applied everywhere?
- Cryptocurrencies
 - Cryptos and blockchain; Different types of cryptos; Bitcoin, ethereum, stablecoin, file coin & dogecoin
 - Central banking digital currencies, initial coin offerings
- Digital tokens or blockchain tokens
 - NFTs – working and creating tokens; Uses and misuses
- Smart contracts
 - Smart contract applications, workings and limitations; Exploring the platform; Demo contract live made
- DAO (Decentralised Autonomous Organisations) and DAC (Decentralised Autonomous Corporations)
 - Rules and principles of DAO & DAC blockchain in DAO; applications, limitations and regulations
- Project

Part 6 – Big Data Introduction

- Data Analysis – Big Data, Application in Finance
- Python and Ecosystem
- Descriptive Analysis
- Cross-Section, Time Series – Financial Application
- Predictive Modelling – Applications

Part 7 – FinTech in the Real world

- Implementation Strategies for FinTech Providers
 - Step-by-step process of setting up; Checklist for technical enablers; Checklist for regulatory compliance
- FinTechs as Key Levers for Banking Transformation
 - Open banking; traditional vs modern Banking; old vs present vs future technologies and in banking internal and external processes; technology of banking regulatory compliance
- Top Use Cases for FinTech Implementation in Banks
 - Trade finance, cross border payments, KYC implementations, new age lending
- User Experience Design for FinTech
 - UXD, UED, UD framework for FinTech apps; duration, intensity, breadth, interaction, triggers, significance
- Service Design for FinTech
 - Service design maturity model – explore, prove, scale, integrate and thrive; service maturity indicators – people and resources, tools and capabilities, organisational structure; metrics and deliverables
- Challenges of Doing B2B Business for FinTech
 - The fight between old world and new; how to make data talk; Tackling regulations and privacy issues; The problems of serving B2B firms
- Consumers Ask of FinTechs
 - Omnicommerce; cost vs value; financial supermarket; trust and reliability, technological simplicity
- How Should You Sell Your Proposition?
 - STP for FinTech, case studies, CRED & PayTM
- To Whom Should You Sell Your Proposition?
 - Target marketing; Digital customisation; Aaker's CBBE, Case study
- Navigating the Organisational Dynamics
 - Organisational preparedness, culture development, employee engagement, strategic mindset
- Machine Learning
 - Introduction to ML, Advance ML methods, ML algorithms, applications, Deep learning models and applications

Pedagogy

The teaching approach will be highly interactive taking advantage of the technological benefits. The pedagogy followed for the programme will be a judicious blend of lectures, case studies, and participants experience sharing.

Programme Delivery

Sessions will be conducted via a state-of-the-art Interactive Learning (IL) platform and delivered in Direct-to-Device (D2D) mode that can be accessed by learners on their Desktop, Laptop, Tablet, or Smartphone.



Schedule

Sunday:
9:00 a.m. – 12:00 p.m.

Duration

12 Months

Campus Immersion

There will be a two-days on-campus module at IIM Kozhikode.

Note: The in-campus modules are subject to the conditions that prevail at that point of time. These conditions pertain to the pandemic or other unavoidable reasons. In case the on-campus module is not confirmed due to COVID-19 situation, the same will be included in the total number of online sessions.

Eligibility Criteria

- Bachelor's Degree or equivalent (10+2+3 or 10+2+4) or Integrated Masters' Degree (10+2+5)
- Relevant work experience* of a minimum of 3 years after completion of qualifying education from any of the above

**Internships and trainee experiences will not be considered as full-time work experience.*

Who Should Attend?

- Junior to top-level executives from BFSI, IT, PE, VC, and Investing Firms
- Entrepreneurs in the technology and finance space
- Academicians and Researchers in the area
- Post-graduate students from finance
- Individuals employed or who wish to pursue a career in financial services firms, insurance agencies, investment banks, etc.

Admission Criteria

The selection will be based on the candidate's corporate nominations and retail applications with credentials. The final selection of participants will be solely done by IIM Kozhikode.

Attendance Criteria

A minimum of 75% attendance is a prerequisite for the successful completion of the programme.



Assessment & Evaluation

- Evaluation methodology is the discretion of the faculty. The methodology includes online exams, case analysis, class contribution, and any other component as decided by the faculty.
- The programme may require participants to work on individual/group assignments and/or projects. The main objective of such assignments/projects will be to help the participants apply their conceptual learning in the programme to actual organisational decision scenarios.
- The participants will have to secure the minimum pass marks in the respective valuation components.





Certification

- Participants who successfully meet the evaluation criteria and satisfy the requisite attendance criteria, will be awarded a 'Certificate of Completion'.
- Participants who are unable to clear the evaluation criteria but have the requisite attendance will be awarded a 'Certificate of Participation'.
- Successful candidates will also be accorded IIM Kozhikode Executive Education Alumni status.

**Disclaimer : All certificate images are for illustrative purposes only and may be subject to change at the discretion of IIM Kozhikode.*

Programme Director



Dr. Pankaj Kumar Baag

Dr. Pankaj Kumar Baag is a faculty member at the Indian Institute of Management Kozhikode (IIMK). He is an Assistant Professor and Chairperson of Finance, Accounting & Control Area at IIM Kozhikode. Prof. Baag is a Fellow of IIM Calcutta. He has over 14 years of industry experience in the banking

sector in the USA and India. He has been an NCERT scholar. He is the author of five books. He has over six chapters published in various books. He has won over seven best paper awards in various journals and international conferences. He has over fifteen international publications in various ABDC and ABS accredited Journals. He teaches Commercial Bank Management, Project Finance, Financial Services, Private Equity, Entrepreneurial Finance, Social Finance, and Financial Intermediation at IIM Kozhikode, besides several other topics in various programmes. He has MFM, M. Com (Banking & Insurance), CAIIB, B.Sc. (Physics Hons) PGD Banking, PGD Foreign Trade, PGDMM, PGDPM, and PGDIR, besides Certificates in LC (Pace University, US), Certificate in OM and FA (Brunel University, UK), and a Certificate in Econometric Analysis (ICSSR). He has participated in over 50 different MDPs. His research interests are in Credit Risk in Banks; Loan Covenants, Financial Inclusion, ESG, Social Finance, and FinTech. His upcoming books and papers are on Digital Finance, Financial Disruptions, Commercial Bank Finance, and 2e of Management Accounting.

Some Significant Book and Book chapters Publications:

- Kandpal, V. & Baag, P. (2016). Financial Institutions and Markets. ABS Books Publication.
- Kandpal, V., Kavidayal, P.C., & Baag, P. (2016). Accounting for Management. ABS Books Publication.
- Baag P, Shankar G & Kavitha P (2017) Management Accounting, Staredu Publication
- Baag P & others Wealth Management (2018), StarEdu Publication
- Baag P & others – Financial Engineering & quantitative Risk Analytics (2020), SybGen Publication
- Baag P & Others – Book Chapter- Evaluation of Financial Inclusion in the Villages of India: Qualitative Research – Grounded Theory Approach: Precursor to Digital Gaon in Book – Handbook of Research on Innovative Management Using AI in Industry 5.0 (2021), IGI

Programme Fee

Particulars	Amount (₹)*
Programme Fee	2,00,000

Note:

*Taxes will be added as applicable.

*All fees will be collected by BCCL.

This is in reference to the refund of the Processing Fee, please note that the fee shall not be refunded in the following circumstances:

- 1) In case the candidate rejects the offer issued by the Institute; and
- 2) In case the application is rejected due to submission of incomplete documents, and/or providing incomplete information, and/or eligibility criteria not fulfilled.



Instalment Schedule

Instalment	Date	Amount (₹)*
Application Fee	At the time of registration	15,000
I	To be paid within one week of offer letter roll-out	65,000
II	10 th April, 2024	65,000
III	10 th July, 2024	55,000

*Taxes will be added as applicable.

Programme Timelines

Last Date to Apply	Refer to Website
Programme Start Date	14 th January, 2024
Programme End Date	November 2025

APPLY NOW 



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Started in 1997 with its Post Graduate Programme (PGP), the **Indian Institute of Management Kozhikode (IIMK)** is on a high growth trajectory today, offering widest range of academic programmes in the field of management education. These include Fellow Programme in Management, Executive PG Programmes, Management Development Programmes and Faculty Development Programmes. IIMK set up a Satellite campus at Infopark, Kochi, in 2013 dedicated to Executive Education. IIMK has also the unique distinction of launching a PhD (Practice Track) programme for working professionals besides bringing in new dynamic courses like the one-year Post Graduate programme in Business Leadership (2019) MBA in Finance and MBA in Liberal Studies & Management (2020). The institute is also home to IIMK LIVE a first-of-its-kind startup incubation programme and the Indian Business Museum.

IIMK is ranked 3rd as per NIRF India Rankings 2023: Management. The institute also features regularly among top global institutes for its flagship MBA (PGP) and EMBA programme (EPGP) in QS World University Rankings. The Institute has leapfrogged 100 spots to be placed in the Top 251-300 Institutes in Business & Management Studies globally, as per the QS World University Rankings by Subject 2023. It is also Ranked No.2 in CFIs (non-Technical) category in the Atal Innovation Rankings (ARIIA 2021) rankings released recently by Ministry of Education, Govt. of India, and has the distinction of being the only IIM in the coveted innovation rankings. IIMK is globally accredited by EQUIS (EFMD) and AMBA (UK).

IIMK also made its debut in the prestigious Financial Times Rankings (FT Rankings 2023) at 72nd position among the top-75 Open-enrolment executive programme providers globally, catapulting the 27-years young IIM to an exclusive list of foremost providers of executive education in the world. IIMK has successfully delivered close to 1,300 MDP programmes for the past two decades, training more than 41,000 participants from 150+ organisations – which also include several Fortune 500 companies – in the process.

			
4th (India)	72nd (Global)	3rd	3rd
Financial Times Ranking (Open Enrollment Programmes)		NIRF India Rankings 2023: Management	All India Ranking (The Week-Hansa Research Survey 2023)





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Taking the rich legacy of trust, knowledge, and learning of The Times Of India Group forward, TimesPro strives to embody the values of Education 4.0 – learner-centric, industry-relevant, role-specific, and technology-enabled – in its executive education programmes.

Ranging across industries and domains, these programmes are curated and offered in collaboration with premier national and global educational institutions to fulfil the aspirations of millions of professionals by equipping them with the right knowledge and skills.



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