



भारतीय प्रबंध संस्थान कोषिकोड

**Indian Institute of Management Kozhikode**

*Globalizing Indian Thought*



# DECODE THE WORLD OF FINTECH SUCCESSFULLY

Professional Certificate Programme in  
FinTech (Batch 01)

# 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.



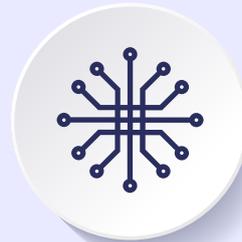
# The ABCD of FinTech

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



**A**rtificial Intelligence for smart decision-making and solving complex problems



**B**lockchain Technology for building trust and maximising efficiency



**C**loud Management for robust infrastructure and future-proofed technology



**D**ata Management for increased data accuracy and proper utilisation

# India's FinTech Story

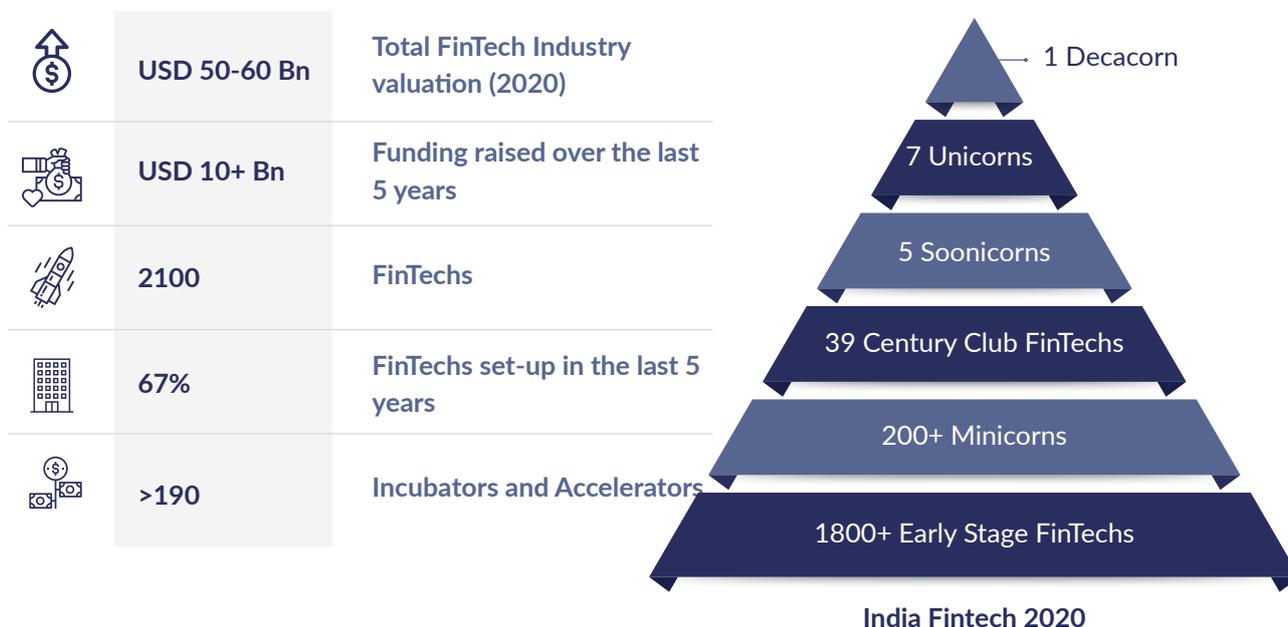
## India's FinTech Story - A USD 100 Billion Value Creation Opportunity

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 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. 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 program. The course 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 12 hours



Focus on real business use cases

# Learning Outcomes

This programme helps the participants to understand:



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 Content

## Part 1 – Disruptions in FinTech

- Introduction to FinTech
- FinTech in Banking and Finance
- Digital Disruption in Financial Markets
- Innovation & Transformation in FinTech

## Part 2 – FinTech Trends

- Digital Banking
- Robo-advising
- Peer-to-peer Lending
- Reg-tech
- Insurtech
- Payment-tech
- Blockchain
- Cryptocurrencies

## Part 3 – Data-driven FinTech Analytics

- Credit Scoring and AI Implementation
- FinTech Innovation using IoT
- Detection of Fraud
- Algorithm – Risk-based Pricing

## Part 4 – Financial Modelling

- Introduction to Finance Modelling
- Data Modelling in Excel
- Financial Functions in Excel
- Modelling Tools Usage and Simulation Technique
- Optimisation Models

# Programme Content

## Part 5 – Blockchain & Cryptocurrency

- Introduction to Blockchain and How it Works?
- Blockchain in Banking
- Benefits and How Blockchain will Impact the Financial Sector?
- Limitations of Blockchain
- Cryptocurrencies
- Digital Tokens or Blockchain Tokens
- Smart Contracts
- DAO (Decentralised Autonomous Organisations) and DAC (Decentralised Autonomous Corporations)

## Part 6 – FinTech in the Real world

- Implementation Strategies for FinTech Providers
- FinTechs as Key Levers for Banking Transformation
- Top Use Cases for FinTech Implementation in Banks
- User Experience Design for FinTech
- Service Design for FinTech
- Challenges of Doing B2B Business for FinTech
- Consumers Ask of FinTech
- How Should You Sell Your Proposition?
- To Whom Should You Sell Your Proposition?
- Navigating the Organisational Dynamics

# Pedagogy

The pedagogy includes expert lectures by industry-experienced faculty from IIMs, and other top Institutes including Industry experts, case studies of successful and failed FinTech ideas, hands-on workshops on MS-Excel, R-Studio, Dialog Flow & Blockchain Demo Sites, coding and fieldwork projects. The teaching approach will be highly interactive leveraging technology and deploying diverse pedagogical tools and techniques, including lectures, case studies, assignments, quizzes, project work etc.



## 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.

## Duration

11 Months

## Class Schedule

Sunday: 9:00 a.m. – 12:15 p.m.



## Campus Immersion

There will be a 12-hour on-campus module at IIM Kozhikode.

Note: The on-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.



## Who Should Attend?

- Junior to top-level executives from BFSI
- Junior to top-level executives from IT companies
- Entrepreneurs in the technology and finance space
- Academicians and Researchers in the area
- Junior to top-level executives from the PE, VC & investment firms
- Post-graduate students from finance

The course is best suited to those employed or who wish to pursue a career in financial services firms, insurance agencies, investment banks, etc.

## Eligibility Criteria

### Academic Requirement

Bachelor's Degree or equivalent (10+2+3 or 10+2+4) or Integrated Masters' Degree (10+2+5)

### Work Experience

Relevant work experience of a minimum of 3 years after completion of qualifying education from any of the above.

## Admission Criteria

Final selection of participants will be solely done by IIMK. The selection will be based on candidate's profile evaluation, subject to meeting eligibility criteria.



# 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



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

- 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'.

## Programme Directors' Profile



### Dr. Pankaj Kumar Baag

Assistant Professor (Grade I)

Finance, Accounting & Control

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, 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 & PGDIR, besides Certificates in LC (Pace University, US), Certificate in OM & FA (Brunel University, UK), 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 & papers are on Digital Finance, Financial Disruptions, Commercial Bank Finance & 2e of Management Accounting.

#### Some Significant Book & 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 (₹)*
<b>Total Fee</b>	<b>1,85,000</b>
<b>Note:</b> *Taxes will be added as applicable *All fees will be collected by BCCL 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	Instalment 1		Instalment 2	Instalment 3
<b>Instalment Date</b>	At the time of Registration	To be paid within one week of offer letter roll-out date	10 <sup>th</sup> August, 2022	10 <sup>th</sup> October, 2022
<b>Amount (₹)*</b>	15,000	60,000	60,000	50,000

\*Taxes will be added as applicable.

## Programme Timelines

Application Closure Date	5 <sup>th</sup> June, 2022
Programme Start Date	19 <sup>th</sup> June, 2022
Programme End Date	30 <sup>th</sup> April, 2023

**APPLY NOW**



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IIM Kozhikode aims to create a unique and futuristic space of global reckoning so as to nurture the finest management thinkers in the pursuit of developing innovative, socially responsible and environmentally friendly practitioners, leaders and educators. Strategically moving towards a better future, the university strives to provide holistic learning – giving equal weightage to academic solidarity and practical application.

IIM Kozhikode integrates concepts with applications and values, thus transforming individuals into dependable, capable, caring, and fair-minded personalities who will contribute towards the development of communities.





## About TimesTSW

The Second Wind (TSW) is an initiative by Times Professional Learning aimed at working professionals keen to hone their skills and add value to their work for a more rewarding career.

TSW's passion for excellence and a brief that "Executive Education Empowers" work hand-in-hand with the organisation's aim to impart knowledge to business professionals nationwide.



THE TIMES OF INDIA GROUP

## About Times Group

The Times of India Group began its operations in 1838 and is India's oldest and largest media house.

The Times of India is the world's largest-selling English newspaper with over 5 million copies sold daily. The Economic Times is the world's 2<sup>nd</sup> largest English business newspaper, second only to The Wall Street Journal, with over 800,000 copies sold daily.

The Group is also India's largest and most diversified media conglomerate with assets across Publishing, Radio, TV, Out of Home (OOH) and Online Media.



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