



Program Description Document

Course Name	KNOW YOUR BANK & FINANCE (KYBF)
Course Name as on Certificate	CERTIFICATE PROGRAMME IN BANKING AND FINANCE
Certificate Type	Certificate of Completion by IIT-MADRAS
Certificate Issued by	IIT MADRAS
Course Objectives	<ol style="list-style-type: none"> 1. To provide an overview of Banking & Finance Industry in India(BFSI), the Financial Institutions involved and its Regulators 2. Evolution of Banking in India 3. Know how Banks work, its role as a Financial Intermediary and the Products and Services it offers 4. Role of Technology and emerging trends in Banking 5. Types of Customers of a Bank 6. Wealth Management Solutions offered to different types of Customers and the products and services offered to them for Wealth Creation 7. Scope of BFSI industry in India 8. Career opportunities in BFSI Industry
Eligibility	A bachelor's degree from a recognized Indian university or students pursuing graduation
Pre Requisites	Basic understanding on Indian Banking
Target Segment	<ul style="list-style-type: none"> • Students who are keen to build a career by working for a Bank • Students or Professionals who want to build their career in Wealth Management • Executives who are part of BFSI and want to upgrade skill set for better career opportunities
Course Content	See Enclosed Programme details – as Annexure 1
Pedagogy	<ul style="list-style-type: none"> • The Primary method of instruction will be through Online Video Classes. • Participants can access the courses via Desktop / Laptop / Smart phone. • The lectures and content are created by Financial Market Experts, Eminent Trainers & Well known Academician who are quite experienced. • This programme is a Compilation of Video Lectures, Mock Tests, Quiz and Case Studies.
Assessment	The students can assess their learning by undertaking Mock Tests, Quiz and Case Studies.
Programme Faculty	Programme Faculties are Mr. V. Jayaraman, Mr. M. Venkatakrisnan & Mr. M. Ravindran All are Senior Academicians and Retired Bank Officials with more than 30 years of experience in Teaching
Duration	15 Hours of Theory and 3 hours of Case Study.
Validity	Students will have to complete the programme within 28 days after registering for the course.



Programme Highlights/USPs	<p>On successful completion of the programme, you will have a good understanding of</p> <ul style="list-style-type: none">• BFSI Industry and its Scope• Type of Financial Institutions and its functions• Role of different Regulators in managing different financial products• Different types of Financial Products and Services offered by Banks• Role of Technology in Bank offerings• Wealth Management solutions that are offered to Individuals and Non-individuals
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	Other Highlights: <ul style="list-style-type: none">• Opportunity to earn a Certificate from IIT Madras.• Lectures imparted by Eminent Academicians and practicing Industry Experts.• Fully Online Pre-Recorded Course with online lectures that provides a “real” classroom experience in a “virtual” environment.• Seamless technology that can transmit lecture videos effectively at home broadband connection of 512 kbps.• User friendly and easy to use technology interface. No expensive and time consuming software/hardware installations required at your end.• Through our web portal, Students are provided access to course presentations, case studies, assignments and other reference materials as applicable for specified courses• Learn from Anywhere – No need to travel to an institute or training centre. Learning continues even if you are traveling or not available at any specific location. You may also learn from the comfort of your home at your convenient time.		
Total Fees		Total Fees (Rs.)	
	Total Programme Fee	₹11,800 GST	



ANNEXURE 1

PROPOSED COURSE OUTLINE / PROGRAMME / PLAN TABLE OF CONTENTS

CHAPTER 1: OVERVIEW OF BFSI INDUSTRY

KEY PLAYERS IN BFSI INDSTRY
ORGANIZED AND UNORGANISED FI'S
REGULATORS OF BFSI

CHAPTER 2: EVOLUTION OF MONEY AND BANKING

EVOLUTION OF MONEY FROM BATTER SYSTEM TO DIGITA BANKING
FUNCTIONS OF MONEY
EVOLUTION OF BANKING

CHAPTER 3: ROLE OF BANKS AND BANKING PRODUCTS AND SERVICES

BUSINESS OF BANKING
ROLE OF BANKS
BANK PRODUCTS AND SERVICES AS FINANCIAL INTERMEDIARY
BANK PRODUCTS AND SERVICES AS CONSTITUENT OF PAYMENT AND SETTLEMENT SYSTEM
BANK PRODUCTS AND SERVICES AS PROVIDER OF OTHER FINANCIAL SERVICE

CHAPTER 4: BANKING TECHNOLOGY AND TRENDS

ROLE AND BENEFITS OF TECHNOLOGY
NEW PRODUCTS AND SERVICES IN BANKING
TECHNOLOGY AND BUSINESS OF BANKING

CHAPTER 5: TYPES OF FINANCIAL CUSTOMERS

INDIVIDUAL & NON INDIVIDUAL CUSTOMERS

CHAPTER 6: WEALTH MANAGEMENT

CONCEPT OF WELATH MANAGEMENT
WEALTH CREATION

CHAPTER 7: OVERVIEW OF OTHER FINANCIAL PRODUCTS AND SERVICES

EQUITY
MUTUAL FUND
FIXED INCOME SECURITIES
DERIVATIVES
COMMODITIES
REAL ESTATE
ART
INSURANCE

CHAPTER 8: CAREERS IN BFSI

SCOPE OF BANKING
SCOPE OF FINANCIAL SERVICES
SCOPE OF INSURANCE