



**Delhi Skill and  
Entrepreneurship University**

**BBA**  
**(Banking, Financial  
Services &  
Insurance)**



**Effective from Academic Year 2022-23**

# Program Information

## Introduction

Banking, Financial Services and Insurance (BFSI) is a sector contributing significantly to the GDP of India. With a growing population of 139 crore citizens, most of whom are young (mean age of 29 years), there is a huge need for BFSI products and services amongst the potential workforce. The BFSI industry in India has historically been one of the most stable industries, weathering a lot of global upheavals successfully. It has benefited historically from high savings of the population, coupled with good growth of disposable income. It has been known to be recession – proof and growing, with a lot of jobs available constantly. India is set to have the 3rd largest Domestic Banking sector in the world by the year 2050.

## Program Objectives

Delhi Skill and Entrepreneurship University (DSEU)'s BBA (BFSI) undergraduate program enables students to understand, build and enhance their knowledge and skills about this ever dynamic and growing sector of BFSI. It provides strong inputs on the BFSI industry, its various institutions, its regulators, its customer segments, etc. It provides a combination of theory, practical/ lab studies and field visits to provide a skilling experience to students that makes them ready for immediate deployment in various organizations of the BFSI industry contributing via increased productivity from “Day 1 Hour 1”.

The skills developed include BFSI products and services, Customer Service excellence, Selling/ Marketing skills, Core Banking Services and related Certifications which are mandatory for certain BFSI roles.

The program also offers flexible entry and exit opportunities to students who can choose to exit after the first year of the program with a Diploma, after the second year with an Advanced Diploma, or complete the full three years and exit with a degree. At DSEU, equipped with a unique undergraduate education and additional training, the students are promoted to become specialists and perform complex functions. This program envisages a skill-intensive training regimen for students where students get rigorous practical training along with theoretical knowledge.

## Common Courses

There are three courses that will cut across all the degree programmes.

- a. Face the World (FTW) courses aimed at imparting twenty-first century skills among the learners that will cover Digital Literacy, Financial Literacy, Socio-emotional skills, Professional Workplace Behaviour and Entrepreneurial mindset to name a few.
- b. English Communication I and English Communication II as prescribed by UGC under Ability Enhancement courses.
- c. Environmental Studies (EVS) and Disaster Management as prescribed by UGC under Ability Enhancement courses.

## **Pedagogy and Teaching Methodology**

This programme's in-depth and effective pedagogy (developed by experts from the BFSI industry and academicians from Indian Institute of Banking & Finance, Insurance Institute of India, HDFC Life, HDFC Bank and other prestigious institutions) will focus on active classroom training, real-world examples, hands-on projects/internships at BFSI institutions, guest lectures by veterans of the BFSI industry, case studies, and practical sessions to enable students to become all-rounder BFSI employees.

## **Placement and Internship**

With strong industry inputs and partnerships, the design and development of curriculum of this program focuses on hands-on contemporary skill development such that students will have ample opportunity to get the much-required projects and industry internship experience which will pave the way for a strong foundation for a BFSI career.

## Credit scheme

Semester I			
SI No.	Course Code	Course Titles	Total Credits
1	BFS-DC101	Ethics Sensitization	3
2	BFS-DC102	Indian Financial System	4
3	BFS-DC103	Financial Mathematics	4
4	BFS-DC104	Commercial Law -I	4
5	BFS-DC105	Introduction to Banking, MFIs & NBFCs	5
6	BFS-AE101	English Communication - I	2
7	BFS-FW101	Face the World Skills (FTW) - I	3
<b>Total</b>			<b>25</b>

Semester II			
SI No.	Course Code	Course Titles	Total Credits
1	BFS-DC201	Management Principles & Practices	3
2	BFS-DC202	Marketing	3
3	BFS-DC203	Accounting	4
4	BFS-DC204	Introduction to Insurance	4
5	BFS-DC205	Introduction to Security Market	4
6	BFS-AE201	English Communication - II	2
7	BFS-AE202	Environmental Studies (EVS) - I	2
8	BFS-FW201	Face The World Skills (FTW) - II	3
<b>Total</b>			<b>25</b>

**Semester III**

SI No.	Course Code	Course Titles	Total Credits
1	BFS-DC301	Financial Planning	4
2	BFS-DC302	Statistics and Data Analysis	4
3	BFS-DC303	Retail Banking - Liability Products	3
4	BFS-DC304	Retail Banking - Asset Products	3
5	BFS-DC305	NBFC and parabanking	3
6	BFS-SE301	Advance MS office	2
7	BFS-FW301	Face The World Skills - III	3
9	BFS-AE302	Environmental Studies (EVS) - II	2
<b>Total</b>			<b>24</b>

**Semester IV**

SI No.	Course Code	Course Titles	Total Credits
1	BFS-DC401	Financial Statement Analysis	4
2	BFS-DC402	Principles and Practices of Insurance - Life	3
3	BFS-DC403	Principles and Practices of Insurance – Health	3
4	BFS-DC404	Securities Market Operations	3
5	BFS-DC405	Mutual Fund Distribution	3
6	BFS-DC406	Commercial Law II	4
7	BFS-FW401	Face The World Skills (FTW) - IV	3
8	BFS-FW402	Relationship Management & Sales Orientation	2
<b>Total</b>			<b>25</b>

Semester V			
SI No.	Subject Code	Course Titles	Total Credits
<b>Banking Specialization</b>			
1	BFS-DC501	Entrepreneurship	3
2	BFS-DC502	Fintech	3
3	BFS-FW501	Face the World Skills (FTW) - V	3
4	BFS-EC501	Credit-MSME	5
5	BFS-EC502	Risk Management - Operational, Credit and Market risk	5
6	BFS-EC503	Legal Framework for Banking	3
7	BFS-SE501	Campus to corporate (incorporating practical aspects of banking)	2
<b>Insurance Specialization</b>			
1	BFS-DC501	Entrepreneurship	3
2	BFS-DC502	Fintech	3
3	BFS-FW501	Face the World Skills (FTW) - V	3
4	BFS-EC504	Practices of Insurance - General	5
5	BFS-EC505	Risk Management in Insurance	5
6	BFS-EC506	Legal Framework for Insurance	3
7	BFS-SE502	Campus to corporate	2
<b>Securities Market Specialization</b>			
1	BFS-DC501	Entrepreneurship	3
2	BFS-DC502	Fintech	3
3	BFS-FW501	Face the World Skills (FTW) - V	3
4	BFS-EC507	Fund Accounting	5
5	BFS-EC508	Equity Derivatives	5
6	BFS-EC509	Legal Framework for Securities Market	3
7	BFS-SE503	Campus to corporate	2
<b>Total</b>			<b>24</b>

Internship III			
SI No.	Subject Code	Course Titles	Total Credits
1	BFS-SI501	Internship	24

**Note:** The detailed syllabi for courses that are common across programs, for example, English Communication, Face the World, etc., are presented separately.

## Recommended Certifications

DSEU's three-year BBA (BFSI) Program is benchmarked against several leading industry certifications. The objective is to ensure students pursuing the program not only develop the requisite knowledge competency but also have the option to pursue additional certifications, which are well recognized by the industry, in parallel at limited additional effort. This will provide students graduating from DSEU a competitive advantage viz-a-viz graduates from other Universities. The following table includes a list of suggested certifications which are recommended for students to obtain during the course of the program. Further details for each certification can be obtained from the individual websites of the governing bodies.

Year	Governing Body	Certifications
Year 1	Indian Institute of Banking & Finance	Certificate examination in AML, KYC Business Correspondents Exam Certificate Course in Ethics in Banking Certificate exam for Small Finance Banks Certificate Examination For DRA
	Insurance Institute of India	Insurance - IC38
	National Institute of Securities Markets	Securities Market Foundation Mutual Fund Foundation Certificate
Year 2	Indian Institute of Banking & Finance	Diploma in Retail Banking Certificate course for NBFC Certificate Exam for Forex for Individuals
	Insurance Institute of India	Licentiate Examination – Life Insurance
	National Institute of Securities Markets	Securities Operations & Risk Management Mutual Fund Distributor Certificate
Year 3	Indian Institute of Banking & Finance	Diploma in Banking & Finance Certificate Examination in MSMEs
	Insurance Institute of India	Licentiate Examination - General Insurance
	National Institute of Securities Markets	Research Analyst Certification Equity Derivatives Certificate Examination