

<b>Programme</b>	<b>: MBA (Financial Services)</b>
<b>Course Code</b>	<b>: FSO315</b>
<b>Course Title</b>	<b>: Start-ups in Financial Services</b>
<b>Number of Credits</b>	<b>: 4</b>
<b>Effective from AY</b>	<b>: 2021-22</b>

<b>Need of the Course</b>	: The purpose of this course is to enable the students to understand the intricacies of becoming an entrepreneur in financial services. It gives an overview of the financial and registration requirements for start-ups in the field of financial services.	
<b>Description of the Course</b>	: This course begins with explanation on development and growth of entrepreneurship in today’s economy. The next section works towards demystify key financing concepts to give entrepreneurs and aspiring entrepreneurs a guide to secure funding. Further on, it highlights the procedural requirements in the field of financial services. Finally concluding with the upcoming field of FINTECH.	
<b>Objectives of the Course</b>	1. To understand the concept of entrepreneurship and its prospects. 2. To demystify key financing concepts to give entrepreneurs and aspiring entrepreneurs a guide to secure funding. 3. To get an exposure to the registrations and regulations for entrepreneurship in financial services. 4. To recognize the upcoming areas in the field of start-ups like FINTECH.	
<b>Course Content</b>		
<b>Unit 1</b>	<b>: Introduction to Start-up Ecosystem</b>	<b>12 Hours</b>
Origin, growth, and development of entrepreneurship – The entrepreneurial and intra-preneurial mind – Entrepreneur, entrepreneurship, and enterprise –Entrepreneurial development training– Process of Development and Growth (Imitation, Innovation, and Invention) – Creativity – Agents of Growth (Entrepreneur, Intrapreneur, Government) – Birth of an Enterprise (Growth agents, process, outcome) <b>Business Plan:</b> Meaning and importance – Business Plan for an existing venture Vs new venture – Business Valuation Approaches – Components of Business Plan – Do’s and Don’ts of Business Plan. Process of preparing successful business plan		
<b>Unit 2</b>	<b>: Financing a Plan</b>	<b>12 Hours</b>
Financing a Plan: Sources of Development Finance – Role of Financial Institutions and Consultancy Firms – Evolution of Venture Capital – Growth Agents Vs Venture Capital Vs Economic Development – Economic Impact of Venture Capital – Global Venture Capital Scenario – Role of Venture Capital Associations Managing a venture. Crowdfunding, Angel investors and government assistance schemes as source of raising finance. Managing at different Life Cycle Stages – Strategies available (concentration, stability, growth, retrenchment, and consolidation) – Preparing for the New Venture Launch – Early Management		

Decisions – Growth of the New Venture – New Venture Expansion – Going Public – Ending the Venture.		
<b>Unit 3</b>	<b>: Registration Procedures and Requirements</b>	<b>12 Hours</b>
<p>Who is a Registered Investment Advisor, Regulations of SEBI (Investment Advisers), Regulations, 2013, Procedure for registration, Qualification and certification requirement, General Obligations and Responsibilities, Capital Adequacy Requirements, Disclosures to clients, Maintenance of Records, Procedure for action in Case of default?</p> <p>Portfolio Managers: Registration procedure, Capital adequacy requirement, Conditions of registration, Eligibility criteria and Fees, Obligation and Responsibilities, Services offered Brokers and Sub-Brokers: Registration of the Stock Brokers, Eligibility criteria, Registration of the Sub-Brokers, Deposits and Net worth requirements, fees and Charges, Documents to be submitted, different services offered by the Brokers.</p>		
<b>Unit 4</b>	<b>: Start-ups in Fintech</b>	<b>12 Hours</b>
<p>Meaning of Fin tech Start-ups, Evolution of Fintech, Payments, Cryptocurrencies and Block chains, Fintech offerings in India-PPIs, UPIs, Payment Bank, P2P Lending platforms, Digital Lenders. (Case studies on start-ups in Financial services industry)</p>		
<b>Pedagogy</b>	: ICT enabled Classroom teaching/ Case study/ Practical / live assignment/ Interactive class room discussions, Live terminal.	
<b>Reference/Readings</b>	<ol style="list-style-type: none"> <li>1. Timmons, Jeffry A; New Venture Creation: Entrepreneurship for the 21st Century, Irwin McGraw-Hill. 2015</li> <li>2. Robert D. Hisrich and Micheal P. Peters, Entrepreneurship, Tata McGraw Hill. 2016</li> <li>3. C. B. Gupta and N. P. Srinivasan, Entrepreneurship Development in India, Sultan Chand and Sons. 2017</li> <li>4. Desai, Vasant, Dynamics of Entrepreneurial Development and Management, Himalaya Publishing house. 2017</li> <li>5. Susanne Chishti and Janos Barberis, The FINTECH book, Wiley's publisher 2016.</li> </ol> <p><b>Reference Websites:</b></p> <p><a href="http://www.sebi.gov.in">www.sebi.gov.in</a></p>	
<b>Course Outcome</b>	<p>: Upon completion of the course the students will be able to:</p> <p><b>CO1. Comprehend</b> the importance and components of entrepreneurship.</p> <p><b>CO2. Explain</b> the modalities of financing start-ups</p> <p><b>CO3. Adopt</b> the registration and procedural requirements</p> <p><b>CO4. Get an exposure</b> to the contemporary scenario of start-ups in Financial Services.</p>	