



**Gyanmanjari**  
Innovative University

Course Syllabus

Gyanmanjari Institute of Management Studies

Semester-5 (BBA)

**Subject:** Fintech Venture Management –BBAFT15319

**Type of course:** Major (Core)

**Prerequisite:**

Students should have basic understanding of financial principles and business management along with familiarity with emerging technologies such as artificial intelligence and digital payments.

**Rationale:**

This course equips students with the knowledge to manage and innovate within the fintech industry, addressing both technological advancements and venture management skills crucial for success in the modern financial ecosystem.

**Teaching and Examination Scheme:**

Teaching Scheme			Credits	Examination Marks			Total Marks
CI	T	P	C	SEE	CCE		
					MSE	ALA	
4	0	0	4	100	30	70	200

*Legends: CI-Classroom Instructions; T – Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; MSE- Mid Semester Examination; V – Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.*

4 Credits \* 25 Marks = 100 Marks (each credit carries 25 Marks)

SEE 100 Marks will be converted in to 50 Marks

CCE 100 Marks will be converted in to 50 Marks

It is compulsory to pass in each individual component.



**Course Content:**

Sr. No	Course content	Hrs	% Weightage
1	<b>Introduction to Fintech and Venture Management</b> <ul style="list-style-type: none"> <li>• Definition and Scope of Fintech</li> <li>• Key players and technologies in Fintech</li> <li>• Introduction to Venture Management</li> <li>• Stages of venture development</li> <li>• Role of venture capital and angel investors</li> <li>• Fintech startups and innovation</li> </ul>	15	25
2	<b>Venture Creation and Funding in Fintech</b> <ul style="list-style-type: none"> <li>• Entrepreneurship in fintech</li> <li>• Startup lifecycle: From ideation to scaling</li> <li>• Funding options: Venture capital, crowdfunding, and ICOs</li> <li>• Pitching and investor relations</li> </ul>	15	25
3	<b>Managing Fintech Ventures</b> <ul style="list-style-type: none"> <li>• Innovative fintech business models</li> <li>• Disruptive strategies in payments, lending, and wealth management</li> <li>• Customer Acquisition Strategies</li> <li>• Regulatory Challenges and Compliance</li> </ul>	15	25
4	<b>Emerging Trends and Future of Fintech</b> <ul style="list-style-type: none"> <li>• Artificial Intelligence and Machine Learning in Fintech</li> <li>• The rise of smart contracts and decentralized applications (dApps)</li> <li>• Sustainability and ethical considerations</li> <li>• The future of digital currencies and decentralized finance</li> </ul>	15	25



### Continuous Assessment:

Sr. No	Active Learning Activities	Marks
1	<b>Fintech Competitors Analysis:</b> Students will select one Fintech Company of their choice and identify its competitors in the market, then present a comparison based on strengths, weaknesses, opportunities, and threats (SWOT analysis) and upload the PDF report on GMIU Web Portal.	10
2	<b>Regulatory Impact Analysis:</b> Students will select a fintech company of their choice and analyze the impact of regulatory changes on that company, such as GDPR, KYC/AML regulations and upload the PDF report on GMIU Web Portal.	10
3	<b>Design a Fintech Marketing Strategy:</b> Students will select a Fintech Product and develop a marketing strategy for the selected product, and upload the PDF report on GMIU Web Portal.	10
4	<b>Digital Payment System Exploration:</b> Students will explore various digital payment platforms (like PayPal, Google Pay, etc.), compare their features, and assess their functionalities and benefits and upload the Comparison chart on GMIU Web Portal.	10
5	<b>Pitching a New Fintech Idea:</b> Students will prepare a pitch for a new fintech product or service, including details on target market, value proposition, competitive advantage, and monetization strategies and upload PPT on GMIU Web Portal.	10
6	<b>Bank Visit– Digital Banking Services:</b> Students will visit a bank in group and ask about their digital banking services (e.g., UPI, mobile banking, digital loans). They will prepare a short report about the services and upload the PDF on the GMIU Web Portal.	10
7	<b>Attendance</b>	10
Total		70

### Suggested Specification table with Marks (Theory): 100

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	30%	30%	20%	10%	10%	0%

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.



## Course Outcome:

After learning the course, the students should be able to:	
CO1	Understand the evolution and scope of fintech and analyze the role of venture management, focusing on development stages and investors.
CO2	Develop skills to create, fund, and manage a fintech startup.
CO3	Evaluate effective business models and strategies for fintech ventures and navigating regulatory challenges.
CO4	Analyze the impact of emerging trends such as AI and decentralized finance and propose innovative fintech solutions.

## Instructional Method:

The course delivery method will depend upon the requirement of content and the needs of students. The teacher, in addition to conventional teaching methods by black board, may also use any tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction. Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses. The internal evaluation will be done on the basis of Active Learning Assignment.

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in the laboratory.

## Reference Books:

- [1] "FinTech: The New Big Bang" by Sergio M. Focardi, Frank J. Fabozzi, and Caroline Jonas
- [2] "The FINTECH Book: The Financial Technology Handbook for Investors, Entrepreneurs and Visionaries" by Susanne Chishti and Janos Barberis
- [3] "FinTech Innovation: From Robo-Advisors to Goal Based Investing and Gamification" by Patrick Schwerdtfeger
- [4] "Digital Bank: Strategies to Launch or Become a Digital Bank" by Chris Skinner
- [5] "Blockchain Revolution: How the Technology Behind Bitcoin and Other Cryptocurrencies is Changing the World" by Don Tapscott and Alex Tapscott

