



Chhatrapati Shahu Ji Maharaj University, Kanpur

BBA – CAPITAL MARKETS

in association with



ABOUT CSJM UNIVERSITY

Chhatrapati Shahu Ji Maharaj University Kanpur, a premier landmark of higher education in Uttar Pradesh is named after the great social reformer Chhatrapati Shahu Maharaj also known as Rajarshi Shahu. It is a well-established and respected educational community where students of all backgrounds study and work together in a congenial and encouraging academic atmosphere. The university is geared to provide maximum scholastic benefit to each individual student and nurture them to achieve their full potential and evolve as a responsible global citizen



Prof. Vinay Kumar Pathak

Vice Chancellor - CSJM University

The global financial landscape is being reshaped by technology, innovation, and rapidly evolving market dynamics. Universities must therefore prepare students not merely for employment, but for leadership in an increasingly complex economic world. At Chhatrapati Shahu Ji Maharaj University, we are committed to building academic programs that combine intellectual depth with industry relevance. The BBA in Capital Markets, developed in collaboration with FinX Institute, reflects this commitment by integrating rigorous academic learning with exposure to real-world financial systems. Our vision is to nurture individuals who possess analytical insight, ethical responsibility, and the ability to navigate the evolving architecture of global finance. Through this program, students will gain the knowledge, skills, and perspective necessary to contribute meaningfully to India's financial growth and the global marketplace. We invite our students to approach this journey with curiosity, discipline, and ambition, and to use this opportunity to shape impactful and responsible careers.



Prof. Sudhanshu Pandiya

Director - CSJM University

The future of finance belongs to professionals who can combine strong conceptual understanding with practical insight and strategic thinking. The BBA in Capital Markets has been designed with this philosophy at its core. At the School of Business Management, we believe that management education must move beyond classrooms and engage students with the realities of industry. Through an industry-aligned curriculum, professional certifications, experiential learning, and interaction with market leaders, this program prepares students to understand, analyse, and participate in modern financial markets. Our aim is to cultivate capable, ethical, and forward-looking professionals who can adapt to changing financial ecosystems and contribute to organizations with confidence and integrity. We look forward to seeing our students grow into thoughtful professionals and future leaders in the world of finance.

ABOUT FINX



Thirty Years
of Legacy



Expansive
Pan India Reach



Cutting-edge
Curriculum



State of the art
infrastructure



50,000+

Student
Trained



200+

Placement
Partners



1400+

Industry
Faculty



300+

College & University
Partners

University Partners

Mumbai
University

Dr. Homi Bhabha
State University

Chhatrapati Shahu Ji
Maharaj University

Parul
University

RV
University

WHAT MAKES US DIFFERENT?

Industry
Aligned
Curriculum



Industry
Experts
as Faculty



Industry-
Ready
Students



Holistic
Skill
Development



State of
the Art
Campus



ABOUT PROGRAM



Mode of Learning
Classroom



Duration **3 Years**

The finance industry is growing rapidly and creating exciting career opportunities. The BBA in Capital Markets, offered in association with FinX and Chhatrapati Shahu Ji Maharaj University, Kanpur, is designed to bridge the gap between academic learning and real industry skills. This program helps you build technical, functional, and behavioural skills needed to succeed in the banking and finance industry.

WHAT SETS THIS PROGRAM APART?

- ▶ **Industry-Aligned Curriculum**
Educational content designed by experts
- ▶ **Regulatory Certifications**
Professional qualifications to boost profile
- ▶ **Resume Building Skills**
Techniques to create effective resumes
- ▶ **Interview Preparation**
Training to excel in job interviews
- ▶ **Networking Opportunities**
Connections with industry professionals
- ▶ **100% Internship Placement Assistance**
Support in finding jobs with top firms
- ▶ **Entrepreneurial Guidance**
Mentorship for starting businesses



COURSE CURRICULUM AND STRUCTURE

Semester 1

- Financial Markets and Products
- Time Value of Money & Financial Calculators
- Marketing & Sales of Financial Products
- Fintech and AI application
- Business Communication-I

Semester 2

- Equity Markets
- Business Economics
- Financial Accounting
- Mutual Fund + (Preparatory training for NISM VA)
- Blockchain & Crypto Currencies
- Business Communication-II

Semester 3

- Corporate Finance
- Financial Reporting & Fundamental Analysis
- Business Law
- Banking & Insurance (Life, Health, General)
- Macro Economics

Semester 4

- Capital Market Operations + (Preparatory training for NISM VII)
- Equity Derivatives + (Preparatory training for NISM VIII)
- Commodities and Currency
- Financial Spread Sheets
- Derivatives

Semester 5

- Financial Modelling
- Fixed Income Securities
- Technical Analysis
- Financial Planning & Personal Finance
- Research Analysis + (Preparatory training for NISM XV)
- Campus to Corporate
- Internship

Semester 6

- Investment Banking
- International Business
- Mergers & Acquisitions
- Financial Risk Management (FRM)
- Taxation
- Internship



CAMPUS

Students pursuing their education at Chhatrapati Shahu Ji Maharaj University benefit from a world-class learning environment supported by the academic partnership with FinX Institute. Through this collaboration, students gain access to modern training facilities, industry-oriented learning, and a comprehensive educational experience aligned with the evolving needs of the finance, business, and technology sectors.



STUDENT ENGAGEMENT ACTIVITY AT THE CAMPUS



LEARNING OUTCOMES

Understand functioning of capital markets, trading mechanisms and key participants

Analyse market trends, financial statements, and risks

Assess regulatory, ethical, and global economic impacts.

Apply quantitative and qualitative insights to real-world scenarios

CAREER PATHWAY

The BFSI sector is growing at an unprecedented rate leading to a greater demand for capital market professionals.

This program opens doors to high-growth & high - paying careers in industries such as:

- Asset Management
- Banking
- Broking & Research
- Insurance
- Investment Banking
- Loans & Lending
- Wealth Management
- Global Capability Centres (KPOs)

ADVISORY COUNCIL



MEDIA COVERAGE & ACADEMIC EXCELLENCE



The School of Business Management (SBM) at Chhatrapati Shahu Ji Maharaj University (CSJMU), Kanpur, in association with FinX Institute, continues to make headlines for its impactful, industry-driven initiatives. From financial literacy campaigns and expert-led workshops to hands-on capital markets training, the program is consistently recognized in leading media for empowering students with real-world financial skills. With strong industry collaboration and practical exposure, SBM and FinX are shaping confident, career-ready professionals in the finance domain.

At the School of Business Management (SBM), Chhatrapati Shahu Ji Maharaj University (CSJMU), Kanpur, we prepare students for success through industry-driven education. Our BBA in Capital Markets program blends practical learning with real-world exposure, empowering students to excel in the finance sector. With scholarships supported by Mirae Asset Foundation, top performers are recognized and rewarded—16 students recently achieved this milestone.



प्रयोग और प्रदर्शन के माध्यम से शिक्षण, छात्र व विशेषज्ञ। राष्ट्रीय वित्तीय साक्षरता अभियान में ध्यान देने वाले शिक्षक, छात्र व विशेषज्ञ।

और लक्ष्य-आधारित वित्तीय योजना जैसे महत्वपूर्ण विषयों पर विद्यार्थियों को प्रेरित करने के लिए। इस अवसर पर एसबीएम के वित्तीय क्षेत्र में करिअर के अवसर बनाए शोषक पर चल रहे राष्ट्रीय वित्तीय साक्षरता अभियान के दूसरे सत्र का आयोजन हुआ। इस साक्षरता के माध्यम से निवेश विशेषज्ञता और निष्पक्षता को वित्तीय शिक्षा प्रदान करने के एक सभा लाइव देवभर की महिलाओं में वित्तीय समझ और आत्मनिर्भरता बढ़ाने का प्रयास किया जा रहा है। यह 15 दिवसीय राष्ट्रीय अभियान 12 से 26 जनवरी 2026 तक चल रहा है। इसका लक्ष्य पूरे भारत में 30 हजार महिलाओं तक वित्तीय जागरूकता पहुंचाना है। दूसरा सत्र उद्योग विशेषज्ञ निहारिका गुप्ता ने बचत का महत्व, महंगाई का प्रभाव, म्यूचुअल फंड, सिस्टमेटिक इन्वेस्टमेंट प्लान (एसआईपी), चक्रवृद्धि ब्याज की शक्ति और लक्ष्य आधारित महत्वपूर्ण विषयों पर चर्चा की। लाइव क्विज, चर्चा और उदाहरणों के जरिए प्रतिभागियों को समझाया गया कि वह अपने वित्तीय भविष्य को कैसे सुरक्षित कर सकते हैं। एसबीएम के निदेशक प्रो. सुधांशु पांडेया ने कहा कि यह अभियान आत्म विश्वास विकसित करने में भूमिका निभा रहा है।

कानपुर। 20 जनवरी। एनबीसी टीवी के सहयोग से आयोजित कार्यक्रमों को संबोधित कर रही थीं। विश्वविद्यालय की ओर से जारी सूचना के अनुसार, एसबीएम के निदेशक प्रो. सुधांशु पांडेया ने कहा कि निवारण एस्टैट-फिनएक्स के सहयोग से यह कार्यशाला आयोजित की गई।

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MASTERCLASSES

Speakers from across India continue to share their wisdom and insights, shaping our students' academic and professional growth. Their diverse perspectives consistently inspire young minds and broaden horizons with every session.



Mr. Sanjay Parekh

Founder and CIO
Sohum Asset
Managers



Anoop Kumar Singh
Associate Vice President
Centricity
WealthTech



Mr. Makhdoom Ansari

National Sales Head
Mirae Asset



Mr. Virag Jain

Zonal Head-UP&UTK
Utkarsh Small
Finance Bank



Mr. S.V. Sunderkrishnan

Ex CRO
Reliance Life
Insurance



Mr. Avinash Satwalekar

President
Franklin Templeton
Asset Management
(India)

“
EDUCATION IS
ONE OF THE
MOST POWERFUL
DRIVERS OF
GROWTH AND
OPPORTUNITY.
”

ACADEMIC MENTORS

A distinguished group of faculty members, comprising seasoned industry professionals, brings decades of experience and deep expertise. Their diverse professional backgrounds enrich the learning environment by bridging academic concepts with real-world applications.



25+ Years of Experience

Prof. Manmeet Singh Khurana
Ex-SBI, ICICI, Dabur & Founder at Wealth Dopes



30+ Years of Experience

Prof. Nayan Marphatia
Mentor /CEO- Miloni Tours & Travels



15+ Years of Experience

Prof. Joydeep Sen
Former Senior Vice President - Advisory Desk at BNP Paribas Wealth Management



20+ Years of Experience

Prof. Sankha Mukherjee
Corporate Trainer in Equity investing & trading



29+ Years of Experience

Prof. Meghdoot Karnik
CA in BFSI, Trainer, leadership role with JP Morgan, TATA AIG




24+ Years of Experience

Prof. CA Harpreet Singh
Head - Programs & Certification President & National Credit Manager



15+ Years of Experience

Prof. Gaurav Agrawal
Founder and Designated Partner- Capital Market Publishers Pvt Ltd.



25+ Years of Experience

Prof. Nikunj Sharma
Head Investor Awareness & Training & Director, CIEL



25+ Years of Experience

Rajendra Kalur
Independent Consultant & financial educator



149+
Global Connect



150+
Courses



300+
"Industry Experts
as Faculty"



10,000
Participants Yearly



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