



# Apprenticeship Embedded Degree Program (AEDP)

**Introducing 4 Years AEDP (B.A. BFSI)**

## Background

The Ministry of Finance has been charged with overseeing the Skill mandate and has established the National Skill Development Corporation (NSDC) for the purpose of driving skill development initiatives. NSDC has been working with leading organizations and associations from several sectors on setting up Sector Skill Councils to address the need for skill development.

The Indian economy has quite evidently been on a relatively high growth trajectory. It has experienced an average growth rate of over 9% annually for the last three years. There is no question that this surge has favorably impacted the Banking, Financial Services and Insurance (BFSI) sector.

BFSI companies are now able to expand by introducing new products, leveraging technology, deploying innovative strategies and ramping up distribution networks. Greater levels of consumer awareness about various investment options have enlarged the potential of this sector for catering to the various strata of society. Deregulation has induced the banking sector in particular to explore new business avenues. A strong regulatory and compliance framework in creating an investment friendly environment is showing positive signs for the sector too (Source: Dun and Bradstreet).

India needs to add 7.85 million jobs every year until 2030 to sustain economic growth and social inclusion, according to the Economic Survey 2023-24. Many leaders in the industry agree that skill development is an issue that needs attention as we seek to grow as an industry and forge ahead as critical part of the Indian economy. We are confident that with the support of the industry and other service providers, we can collaborate successfully for this nation-building endeavor and create significant progress in the area of skill development.

By partnering with the leaders of this industry, industry association bodies and various service providers, the skill council is looking forward to working hard to take our industry and therefore, our nation forward.

## About BFSI Sector Skill Council Of India

The BFSI Sector Skill Council of India is set up to bring leading organizations of the BFSI industry together to create strategies and operational plans that will create standardized skill requirements for the various job roles in the industry. The skill council will also accredit well-equipped service providers who will partner to disseminate the training. The skill council is seen by its stakeholders and partners as a nation-building activity with far reaching implications for social development and empowerment through financial inclusion. Great care is being taken to appropriately address the needs of the various industry verticals as well as the geographical regions of the country.

NSDC has always been in close contact with the BFSI Sector Skill Council as we partner to address skill development needs in a large, highly segmented industry which is characterized by accelerated growth. The progress of the BFSI industry has significant impact on the progress of our nation and the issue of skill development is one that the industry holds as being of great importance.

The BFSI Sector Skill Council of India has been set up with the aim of enhancing skill development across the BFSI sector leading to greater efficiency, productivity and sustained growth.

- It addresses the shortages in skill development, known as 'skill gaps'; targets skill development strategies accordingly and thereby help in enhancement of skill level of employees.
- The approach to this is by defining the standards for skill development for the various job roles of the industry using a competency-based framework.

## Deliverables to Achieve Key Objective

1. To create a Labor Market Information System (LMIS)
2. Clearly define roles for each segment of the sector
3. Identify competencies required for each role defined
4. Map learning objectives to the competencies and define learning modules
5. Train the trainers, provide certification and accreditation for training service providers

## Role of BFSI SSC

1. Design Qualification as per the Job Roles in BFSI Sector
2. Skill development of the youth
3. Post skilling assessment
4. Certification
5. Assistance for Internship / Apprenticeship
6. Train the Trainer Program

# Government Partnerships



# Industry Partnerships



# Bachelor of Arts - BFSI (B.A. BFSI)

## Introducing 4 Years Apprenticeship Embedded Degree Program (AEDP)

### Program Highlights:

- A unique initiative by BFSI Sector Skill Council of India in collaboration with CRISP and various State Govts.
- One year paid apprenticeship offered in the 3rd year of the program.
- NEP 2020 compliant program.
- Opportunities for earning of multiple skill certificates after completion of every semester.
- Multiple entry and exit options.
- Industry approved skill courses (job roles).

### Who Should Attend:

- Aspirants intending to acquire skill-oriented program to seek employment based on acquired skill.
- Candidates having certificate of 10+2 or equivalent. (Final eligibility criteria to be decided by college /University)

### Course Objectives:

- Bring employability into curriculum.
- Enhance skill competency among students' community.
- Introduce operationalized skills, which are clearly defined and actionable.
- Teach Skill-oriented programs which emphasize hands-on experience and application.
- Enable students with competencies relevant to their future careers.
- Enable competencies for effective problem-solving and practical solutions in real-world scenarios.
- Alignment with Qualification Frameworks.
- Focus on students' ability to find solutions to relevant problems in their lives and careers.
- Prioritize practical skills, preparing students to excel in their chosen professions and contribute effectively to society.

5

States

40+

Districts

50+

Colleges

3500+

Students

30+

Universities

# Bachelor of Arts (B.A) in Banking Financial Services & Insurance

| Course Title    |                                                     |                                                      | No of Papers | No of Hours | No of Credits | Courses Credits |
|-----------------|-----------------------------------------------------|------------------------------------------------------|--------------|-------------|---------------|-----------------|
| YEAR 1          | Semester I                                          |                                                      | 6            | 300         | 20            | 20              |
|                 | Skill Courses                                       | Back-Office Associate - Financial Services           | 1            | 90          | 6             | 6               |
|                 | Core Courses                                        | Introduction to BFSI Sector                          | 1            | 45          | 3             | 9               |
|                 |                                                     | Regulatory Framework in BFSI sector                  | 1            | 45          | 3             |                 |
|                 |                                                     | Principles of Banking                                | 1            | 45          | 3             |                 |
|                 | General Courses                                     | English Language-I                                   | 1            | 45          | 3             | 5               |
|                 |                                                     | Business Communication (Verbal / Nonverbal)          | 1            | 30          | 2             |                 |
|                 | Semester II                                         |                                                      | 6            | 300         | 20            | 20              |
|                 | Skill Courses                                       | Mutual Fund Distributor                              | 1            | 90          | 6             | 6               |
|                 | Core Courses                                        | Principles of Management                             | 1            | 45          | 3             | 9               |
|                 |                                                     | Managing Personal Finance                            | 1            | 45          | 3             |                 |
|                 |                                                     | Financial Markets and Institutions                   | 1            | 45          | 3             |                 |
| General Courses | Business Ethics and Corporate Social Responsibility | 1                                                    | 45           | 3           | 5             |                 |
|                 | English Language-II                                 | 1                                                    | 30           | 2           |               |                 |
| YEAR 2          | Semester III                                        |                                                      | 6            | 300         | 20            | 20              |
|                 | Skill Courses                                       | Insurance Agent                                      | 1            | 90          | 6             | 6               |
|                 | Core Courses                                        | Principles of Macroeconomics                         | 1            | 45          | 3             | 9               |
|                 |                                                     | Introduction to Political Science                    | 1            | 45          | 3             |                 |
|                 |                                                     | Principles of Investment                             | 1            | 45          | 3             |                 |
|                 | General Courses                                     | Banking Technology and Innovation                    | 1            | 45          | 3             | 5               |
|                 |                                                     | Advanced Business Communication (Verbal / Nonverbal) | 1            | 30          | 2             |                 |
|                 | Semester IV                                         |                                                      | 6            | 300         | 20            | 20              |
|                 | Skill Courses                                       | Microfinance Executive                               | 1            | 90          | 6             | 6               |
|                 | Core Courses                                        | Principles of Microeconomics                         | 1            | 45          | 3             | 9               |
|                 |                                                     | Digital Banking                                      | 1            | 45          | 3             |                 |
|                 |                                                     | Business Law for BFSI                                | 1            | 45          | 3             |                 |
| General Courses | Organizational Structure & Behavior                 | 1                                                    | 45           | 3           | 5             |                 |
|                 | Entrepreneurship Development                        | 1                                                    | 30           | 2           |               |                 |
| YEAR 3          | Semester V & VI                                     |                                                      | 6            | 1800        | 40            | 40              |
|                 |                                                     | Apprenticeship                                       |              | 1800        | 40            |                 |
| YEAR 4          | Semester VII                                        |                                                      | 6            | 300         | 20            | 20              |
|                 | Skill Courses                                       | Customer Service Associate - Financial Services      | 1            | 90          | 6             | 6               |
|                 | Core Courses                                        | Fundamentals of Marketing                            | 1            | 45          | 3             | 9               |
|                 |                                                     | Depository Operations                                | 1            | 45          | 3             |                 |
|                 |                                                     | Economic Development and Planning                    | 1            | 45          | 3             |                 |
|                 | General Courses                                     | Corporate Communications - I                         | 1            | 45          | 3             | 5               |
|                 |                                                     | Environmental Studies                                | 1            | 30          | 2             |                 |
|                 | Semester VIII                                       |                                                      | 6            | 300         | 20            | 20              |
|                 | Skill Courses                                       | MIS Data Analyst - Financial Services                | 1            | 90          | 6             | 6               |
|                 | Core Courses                                        | Agriculture, and Corporate Banking                   | 1            | 45          | 3             | 9               |
|                 |                                                     | Financial Literacy                                   | 1            | 45          | 3             |                 |
|                 |                                                     | Business Decision Making                             | 1            | 45          | 3             |                 |
|                 | General Courses                                     | Corporate Communications - II                        | 1            | 45          | 3             | 5               |
|                 |                                                     | Artificial Intelligence (AI) in BFSI Industry        | 1            | 30          | 2             |                 |
|                 | Grand Total                                         |                                                      |              |             | 3,600         | 160             |



# BFSI Sector Skill Council of India

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