

## Advance Certificate Programme on FinTechs in International Business (Online)



### **Introduction:**

Imagine how your life has transformed during the pandemic and how technology has affected your life without access to physical bank branches. How you can now open a bank account online with V-KYC or send money to your friends via PhonePe or GPay or how you can just tap your card and pay without entering any PIN. Ever wondered how those without access to bank accounts or financial products can be reached out to using FinTech solutions and which companies are helping bridge the gap.

FinTech has become a close part of our daily lives and has transformed the way we access and use financial products. It is interesting to understand how FinTech is solving problems like banking, lending, financial inclusion and what are the drivers and future trends. This program details out the current state of FinTech. Starting from an overview of the segment and how Technology is revolutionizing the financial sector to the intricacies of multiple use cases and relevant regulations. It also analyses what could be coming next in FinTech, peer-to-peer lending, payments, and insurance. The Program features the perfect mix of theory, practical, case studies, quizzes and general hands-on. The program covers concepts of Crypto currencies, Ethereum, Bitcoin, and Stable Coins, and Multichain block chain platforms along with block chain networks, smart contracts, applications and architecture.

### **Course Objective:**

- Understanding FinTech Innovations and Strategy.
- Opportunities in FinTech and Block Chain Technologies.
- Deep-dive on the FinTech use cases and Regulations.

**Target Audience:** Middle Level and Senior Level Management, Entrepreneurs, Financial services professionals, Venture capital professionals.

**Pedagogy:** Live Online-Interactive sessions, Case Study Analysis, Assignments and Industry Visit in various cities: Delhi, Pune, And Mumbai.

**Relevant Industry:** Software companies who sell to financial services, Banking Industry, IT, Security and Regulatory industry, Venture Capital professionals, Entrepreneurs and Consultants.

**Reference Materials:** FinTech: The technology driving disruption in the financial services industry by Parag Y. Arjunwadkar, Capstone Projects.

**Session Plan:**

Session Plan (Each Unit : 1.5 Hours)				
S No.	Module No.	Session	Topics	Readings / Case Study
Module 1	FinTech: Introduction and Overview	1st-2nd	What Is FinTech, Drivers of FinTech, How Is FinTech Transforming Finance? Fintech Innovation Using Smart Phones FinTech Innovation Using Cloud Computing FinTech Innovation Using AI and Machine Learning FinTech Innovation Using Internet of Things FinTech Innovation Using Block chain and 5G Emerging Sectors in FinTechs Global Statistics for FinTechs.	Case Study: <a href="https://www.revolut.com/financial-statements/">https://www.revolut.com/financial-statements/</a> Readings: 1. <a href="https://www2.deloitte.com/us/en/pages/financial-services/articles/beyond-covid-19-new-opportunities-for-fintech-companies.html">https://www2.deloitte.com/us/en/pages/financial-services/articles/beyond-covid-19-new-opportunities-for-fintech-companies.html</a> 2. <a href="https://thefinanser.com/2018/12/untold-story-stripe">https://thefinanser.com/2018/12/untold-story-stripe</a>
Module 2	A Framework for FinTech Innovation	3rd-4th	A Framework for FinTech Innovation: Introduction, First Principles Thinking, Applying First Principles to Financial Services, First Principles Case Study: M-Pesa, Design Sprint: Overview, Application of Design Sprint.	Readings: 1. <a href="https://www.mintcopywritingsstudios.com/blog/fintech-landscape">https://www.mintcopywritingsstudios.com/blog/fintech-landscape</a> 2. <a href="https://www.forbes.com/sites/elizahaverstock/2021/06/08/the-11-biggest-fintech-companies-in-america-2021/?sh=3841aab54f13">https://www.forbes.com/sites/elizahaverstock/2021/06/08/the-11-biggest-fintech-companies-in-america-2021/?sh=3841aab54f13</a>
Module 3	ML and AI Strategies for FinTechs	5th-6th	Introduction to Big Data and AI, Role of AI in Reshaping Financial Services, Applications of AI in FinTech, AI in Insurance Sector, Use Cases in FinTech Startups, AI Tools Used in FinTech, AI and Future of Finance.	Readings: 1. <a href="https://www.businessinsider.com.au/xinja-closes-neobanks-australia-future-2021-1">https://www.businessinsider.com.au/xinja-closes-neobanks-australia-future-2021-1</a> 2. <a href="https://www.bain.com/about/media-center/press-releases/2022/digital-banking-bain-mambu">https://www.bain.com/about/media-center/press-releases/2022/digital-banking-bain-mambu</a>
Module 4	FinTech Innovations: Crypto currencies and Smart Contracts	7th-8th	Introduction to Bitcoin, Block chain and its Key Concepts Cryptography in Block chain Bitcoin Addresses and Transactions , Bitcoin Mining ,Block chain Security , Smart Contracts and Ethereum ,Crowd funding on Block chain Using ICOs	Readings: 1.Blockchain and Smart Contracts: What the AEC sector needs to know by Kirsten Lamb, CDBB 2. Getting smart about smart contracts: Deloitte US CFO Insights
Module 5	FinTech Innovations: Stable coins and Enterprise Block chain	9th-10th	Stablecoins, Central Bank Digital Currencies, Enterprise Blockchain, Applications of Blockchain in International, Trade and Finance, FinTech Case study: Project Ubin, Blockchain Solution	Readings: 1. Deloitte analysis from Coindesk.com and Crunchbase.com. Can Blockchain Revolutionize International trade? By Emmanuelle Ganne 2. Blockchain Economics: Implications of Distributed Ledgers

			Framework, Case Study Certifications on Blockchain	Markets, Communications Networks, and Algorithmic Reality edited by Melanie Swan, Jason Potts, Soichiro Takagi, Frank Witte & Paolo Tasca
Module 6	Unlocking Opportunities in FinTech	11th-13th	Financial Inclusion and the Role of Technology, Tech Giants in FinTech: Is It a Game Changer? , Emergence of Chinese TechFins , TechFins in South East Asia: Grab vs. GoJek , Upcoming Trends and Technologies Influencing FinTech , Risks and Considerations of Using FinTech in Your Organization	Readings: 1. Fintech Innovations in the Financial Service Industry by Swamynathan Ramakrishnan, Sajal Kabiraj 2. The Shielding Effect of Access to Finance on Small and Medium-Sized Enterprises during the COVID-19 Crisis by Zhang, Yuming, Chao Xing, and Xiaohan Guo. 2022.
Module 7	FinTech Applications: Alternative Lending and Payments	14th - 16th	Role of P2P Lending in Reshaping Financial Services, P2P Use Cases, P2P in Asia, Role of Crowd funding in Reshaping Financial Services, Introduction to Alternative Payments, Alternative Payments Trends in Asia, Exploring the Impact of Crypto and Blockchain on Payments & Lending.	Readings: 1. Centralized vs Decentralized Exchanges By Valerio Puggioni 2. BCG Indian Insurtech Landscape: <a href="https://web-assets.bcg.com/a3/8e/a216b2fb4a9297c75ca6797595fe/india-insurtech-landscape-and-trends-2022.pdf">https://web-assets.bcg.com/a3/8e/a216b2fb4a9297c75ca6797595fe/india-insurtech-landscape-and-trends-2022.pdf</a>
Module 8	FinTech Regulations: Risks and Challenges	17th-18th	Compliance and Regulations in Finance , RegTech and its Benefits , RegTech in Practice and Use Cases , FinTech Regulations Overview , Role of Central Banks in Regulation , Regulatory Licensing Schemes , New Payment Services Regulations.	Readings: 1. A Review of Blockchain in Fintech: Taxonomy, Challenges, and Future Directions by Keerthi Neelaturu 2. Distributed ledger technology in payments, clearing, and Settlement by David Mills & Kathy Wang
Module 9	FinTech Partnerships and Growth of Open Banking	19th-20th	Open Banking – Community Collaboration, Creating Value through Innovation & FinTech Partnerships, The Bank Account of the Future, Embedded Finance, and Data Security in Open Banking, Risks and Considerations of using FinTechs in your Organization.	Readings: 1. Fintech H1 2022 Venture Investment Report   MAGNiTT 2. The Crash of LUNA and UST Is Made By Blackrock Capital and Citadel? - CoinCu News Deloitte, Beyond Fintech - A pragmatic assessment of disruptive potential in financial services, 2017

### Learning Outcomes:

After completion of the course, participants would be able to:

- Understand FinTech innovations and how growth opportunities can be unlocked.
- Understand Block Chain technology and key concepts such as Cryptography, Crypto currency and analysis.
- Understand the emerging uses cases and the underlying technology across digital payments and lending.

## Programme Details:

**Commencement Date:** First week of May 2023

**Schedule of Classes:** Saturdays & Sundays

**Mode of Delivery:** Online Sessions through MS Teams Platform.

**Cost per Participant:** Rs. 20,000/-

**Course Duration:** 30 hrs. (20 sessions)

**Course Credits:** 3 Credits

## How to Apply:

- Participants are requested to fill the online form through the mentioned link.
- Last date to apply: **15-April-2023**.
- Please ensure that all details are filled including the E-mail address. Incomplete applications will not be accepted.
- Tuition fee needs to be paid in two Instalments:

Instalment	Amount	Date of Payment
First Instalment	Rs. 12000/-	15th April 2023
Second Instalment	Rs. 8000/-	21st May 2023



## Contact for any enquiry:

**Centre for Distance and Online Education (CDOE)**

**Indian Institute of Foreign Trade (Deemed to be University)**

Department of Commerce, Govt. of India

B-21 Qutub Institutional Area, New Delhi-10016

Ph.:011-39147200 -128 (PBX)

**E-mail:** cdoe@iift.edu

**Website:** www.iift.edu

