



# USF Muma

## College of Business

UNIVERSITY of SOUTH FLORIDA



## FinTech Certificate Program

# Financial Services Are Being Disrupted By Digital Technologies – Be Prepared.

The global banking and financial services industry is being disrupted by emerging financial technologies. FinTech startups are leveraging these rapidly advancing technologies to challenge incumbent financial institutions. These incumbents must either embrace FinTech or risk losing market share to more nimble competitors.

The USF FinTech Certificate Program's objective is to provide participants with an understanding of the financial and technological disruption occurring today in order to harness these powerful forces in a responsible way. Attendees get an in-depth look and broad understanding of global markets, strategic management, digital transformation and customer strategy.

**The merger of the financial and technical worlds has drastically changed global banking in record-breaking ways.**

**It's imperative for financial service leaders to stay ahead of this continuously changing environment.**

The FinTech Certificate Program at the USF Muma College of Business gives attendees the latest knowledge and strategies needed to identify threats from non-traditional players, discover opportunities provided by FinTech and determine an overall FinTech strategy. Combining industry thought leaders and top experts, the FinTech Certificate Program gives participants the skills needed to lead organizations through these disruptions and come out on top.

### 4-Day In-Classroom Certificate Program - \$4,995

Includes breakfast and lunch. Participants use their own laptop and/or tablet for online assignments.

#### Sample Program Schedule\*

<b>Day 1</b>	8:30 a.m.	Welcome & Orientation
	9 a.m.	FinTech Strategies
	12 p.m.	Lunch
	1 p.m.	Digital Payments
	5 p.m.	Networking Event
<b>Day 2</b>	9 a.m.	Blockchain & Cryptocurrency
	12 p.m.	Lunch
	1 p.m.	Banking Innovation
<b>Day 3</b>	9 a.m.	Financial Inclusion
	12 p.m.	Lunch
	1 p.m.	Risk Management
	5 p.m.	Networking Event
<b>Day 4</b>	9 a.m.	FinTech Analytics
	12 p.m.	Lunch
	1 p.m.	Digital Transformation

**\*Program Subject to Change**

Learn more at [fintechatusf.com](http://fintechatusf.com) or 813-993-2078



## Program Summary

The USF FinTech Certificate Program contains eight modules, with each of the four days focusing on two critical topics. Students break away from daily routines and are immersed in real-life challenges, expert thought leadership, strategy sessions, innovation frameworks and digital cultures.

<b>MODULE 1 - FinTech Strategies</b>	<b>MODULE 2 - Digital Payments</b>
Introduction to FinTech Making the business case for FinTech Develop a FinTech strategy	Consumer and retail payments Wholesale and corporate payments Linking payments and data
<b>MODULE 3 - Blockchain &amp; Cryptocurrency</b>	<b>MODULE 4 - Banking Innovation</b>
Blockchain fundamentals Emerging trends in blockchain beyond cryptocurrency Cryptocurrency: hype or real	Banking strategies for FinTech Strategic partnerships Culture change issues
<b>MODULE 5 - Financial Inclusion</b>	<b>MODULE 6 - Risk Management</b>
Balancing innovation and risk Customization and openness Cybersecurity threats for FinTech	Basic Legal Concepts for Risk Management Overview of regulatory framework Tax aspects of FinTech Transactions
<b>MODULE 7 - FinTech Analytics</b>	<b>MODULE 8 - Digital Transformation</b>
Data-driven decision-making Artificial intelligence and machine learning FinTech measurements and dashboards	Understanding change management Creating organizational structures for innovation Resolving critical implementation issues
<b>The FinTech Capstone Project</b>	

The capstone project is a personalized portfolio:

- Devise a strategy and a detailed action plan.
- Create the goals needed to take the plan to the next level in the workplace.
- Define key performance indicators and ROI.



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## FinTech Certificate Program

### Faculty: Industry Leaders, Professionals and Educational Experts

Students gain direct access to the world-renowned USF Muma College of Business faculty — industry leaders who practice the art of FinTech every day. Learn more about the college's exceptional faculty [fintechatusf.com](http://fintechatusf.com).

### Getting There — With A USF FinTech Certificate

Traditional learning approaches don't capture the interdisciplinary demands of today's professionals. Both senior-level executives and driven mid-level managers on the rise need to stay ahead of advancing technologies, digital business strategic and emerging challenges in the digital financial world.

The intensive, collaborative environment of the FinTech Certificate Program at USF introduces these professionals to a larger network of innovators, strategists and peers. Completion of the certificate program's modules and capstone project proves that a participant is familiar with tackling these complicated issues and working through solutions with a team of industry professionals.

Whether a professional is trying to increase the brand protection within their company, ensure safer customer transactions or identify tools for security innovation, employing FinTech best practices is likely at the core of their competitive advantage.

### Demand And Opportunity

The demand for digital technologists who understand the network security landscape has never been greater. According to research by Capgemini, firms that are further along in digital maturity outperform their competitors in sales and ROI. *The New York Times* recently reported that top companies are telling their employees to learn new skills or look elsewhere for employment.

As organizations undergo digital transformation, the job market is expected to explode for digital professionals who possess innovative skills and strategies. Functions and roles previously performed by traditional security endeavors will shift towards new interdisciplinary divisions organized around the digital experience.

### The FinTech Certificate Program

at the University of South Florida is offered in connection with the USF Muma College of Business.



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## The USF Muma College of Business Difference

With USF Muma College of Business, step into the future of professional education and learn how to bring innovative concepts to life. These certificate programs are designed for professionals who desire advancement and the extra abilities to reach their goals.

Courses typically combine several fields of study and offer unique opportunities for participants to broaden and deepen their knowledge and skills.

By combining the academic rigor of a university with the real-world practicality of generating ROI, these enriched certificate programs cast participants into situations relevant to the business world. They develop strategies and roadmaps to formulate complicated decisions applicable to their own work environments.

In addition to interactive mock-business exercises and simulations, participants create professional portfolios using customized templates that are already polished and ready for presentation in the workplace. Plus, the capstone project is designed to apply participants' past experience and newly-acquired knowledge to reinforce program content.



## Professional Education Experts

The USF Muma College of Business network of professional education experts consists of industry leaders. These professionals consult at many of the world's top universities and corporations. They provide strategic guidance and advice to leading corporations on cutting-edge topics relevant to business growth. As expert coaches, they lead certificate program participants step-by-step through the complicated maze of new frameworks, strategy models and innovative design concepts.

## Helping Businesses Get to the Next Level

The Executive Education Institute, in conjunction with the USF Muma College of Business, works with businesses to design curricula that are unique to an organization's needs. This educational content can range from building industry-specific case studies to developing customized, in-house training programs. Visit [fintechatusf.com](http://fintechatusf.com) to learn how a professional organization can benefit from the world-class, professional education offered by the Executive Education Institute in conjunction with the USF Muma College of Business.

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