Fintech (Online) – Program Topics

The Fintech program curriculum covers the following topics:

Module 1 | Introduction and the Fintech Revolution
• Analyze how fintech reduces costs for customers and organizations
• Expand your understanding of the economic, technological, and global factors involved in the fintech revolution
• Identify fintech’s segmentation

Module 2 | The Fintech Ecosystem
• Explore strategies for transforming and disrupting financial and banking services
• Evaluate the major trends in fintech and the opportunities they present
• Analyze how existing products can benefit from fintech trends

Module 3 | The Economic Foundations of Fintech with Practical Examples
• Calculate the valuation of a fintech organization at different stages
• Develop strategies to generate network effects
• Compare blockchain systems
• Evaluate how traditional financial products or services could benefit from cryptocurrency or blockchain innovations

Module 4 | Key Data Science with Applications for Real-World Fintech Problems
• Identify the three pillars of data science and analytics
• Eliminate bias in a sample
• Understand reverse causality
• Design controlled experiments that implement A/B testing
• Explore machine learning and artificial intelligence applications
• Improve existing fintech products

Module 5 | Analytical Methods and Tools with Applications for Real-World Fintech Problems
• Consider the limitations of traditional questionnaires and administrative datasets
• Analyze transaction data and apply it to answer business questions
• Use high-frequency fintech data to address challenges and do good
The Fintech program curriculum covers the following topics:

**Module 6 | Financial Literacy with Fintech Examples**
- Identify the components of financial statements
- Evaluate the conceptual framework
- Compare the balance sheet, income statement, and cash flow statement
- Analyze a fintech organization's financials
- Apply financial statements to your current work

**Module 7 | From a Fintech Idea to Its Execution**
- Apply the business model canvas (BMC) to fintech ideas
- Compare strategies for raising capital
- Understand how to make fintech investments
- Develop strategies to attract investors
- Create a plan to mitigate challenges to the implementation of your project

**Module 8 | Factors and Strategies in Fintech Success**
- Add value to your fintech application by applying top factors and strategies
- Leverage the ICO market in fintech applications
- Create a plan to start a new fintech project or organization
- Improve an existing fintech project or analyze an existing fintech organization