



Center of Executive
Education (EXED)

Nile University



FINTECH DIPLOMA



Why FinTech?

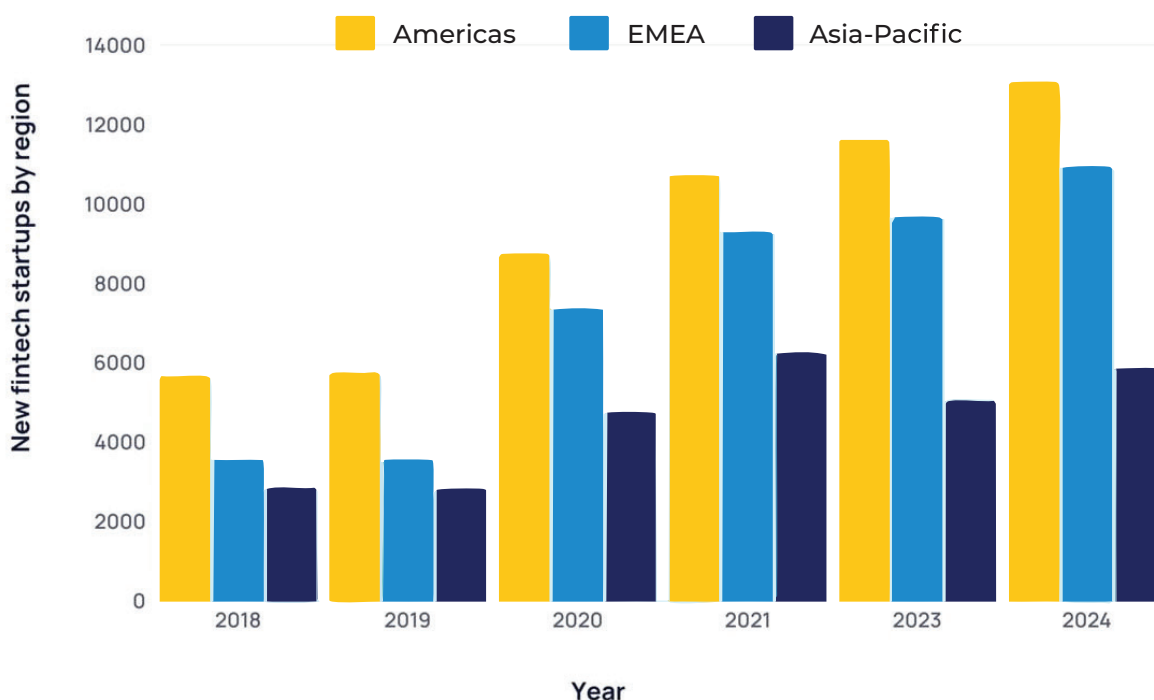
FinTech is about reimagining and delivering innovative, efficient, and inclusive financial services through technology. For many experts, it is an evolution of the legacy financial services that we grow up with. Today, **FinTech** is changing how people spend, invest, and lend money.

With more than 40% of the global adult population using the internet to pay bills or shop online, FinTech is not an emerging market anymore. It became an established industry with enormous potential yet to be unlocked.



FinTech Market is expected to reach **\$405.58 billion** in transaction value by 2027.

FinTech Market Breakdown By Region



Aim



The aim of this program is to build strategic and business capacities to develop solutions that address the gaps in financial services, building a solid foundation in FinTech and its applications to the financial ecosystem.

Methodology

Through an experiential learning approach, we will provide frameworks, case studies, groups assignments and problem statements to solve, participants will be provided with cutting-edge tools and frameworks to apply in real business. The program is designed to provide an experiential learning approach with cutting-edge tools. Participants will go through case studies, groups assignments and problem statements to have real business scenarios and frame works.

Outcome

This program is structured to equip participants with the mindset, knowledge set and toolset to build the required competencies to lead in the digital world. The program will be focusing on developing and delivering solid FinTech products, strategy, and growth.

Key Highlights

- Trends and Global Use Cases
- Various Business Models including Banking as a Service, Banking as a Utility, Challenger Banking and Banking through APIs
- FinTech/RegTech/Insurtech Models
- FinTech Value Chain
- Data is the new oil in Finance
- AI and Advanced Analytics
- FinTech Technology Stake
- FinTech Product Management
- Growth, Scale and Customer Acquisition
- Business Model Innovation





Program Structure



Module 1

FinTech Evolution and Business Model Innovation



Module 2

Digital and Alternative Finance: the case in Egypt



Module 3

FinTech Regulations and RegTech



Module 4

Data, Data-driven Finance and Security



Module 5

FinTech Product Management - Capstone Project



Module 1

FinTech Evolution and Business Model Innovation

This module introduces the evolution, context, opportunities, and challenges of FinTech. The online

The module also includes an introduction to Business Model, where participants will be introduced to the business model canvas and value proposition canvas. We will then focus on how to go about business model innovation using a structured approach.



Learning Objectives:

1. Understand how finance and technology have evolved and how they are transforming finance around the world.
2. Discuss key interactions between finance and technology over time, in order to better understand the developments which are taking place today and are likely to take place in the future.
3. Consider the broad spectrum of the financial sector and its rapid change through technology with the explosion of new entrants including startups, tech firms and emerging markets.
4. Consider both the opportunities and the potential risks of FinTech in addition to the challenges it poses for policymakers.
5. Understand the Business Model concept and frameworks.
6. Understand Business Model Innovation and how to apply it using a structured approach.

Module 2

Digital and Alternative Finance: the Case in Egypt

This module addresses the digitization of finance and investment as well as the development of alternative finance and investment mechanisms, including P2P lending, crowdfunding, and initial coin offerings (ICOs).



Learning Objectives:

1. Understand digital transformation of traditional securities and investment markets over the past 30 years.
2. Consider major forms of technology impacting finance today.
3. Analyze the evolution of major forms of alternative finance, including P2P, marketplace lending, crowdfunding and initial coin offerings (ICOs).
4. Learn about new business models, particularly, the impact of technology firms entering into finance.
5. Discuss the emergence of FinTechs, Big Techs and the implications for financial sector.



Module 3

FinTech Regulation and RegTech

This module addresses regulatory considerations and approaches in the context of FinTech. It highlights the core regulatory objectives and the relationship between post-2008 financial regulatory reform process and FinTech. It focuses on the concept of RegTech (regulatory technology) and the RegTech ecosystem comprising financial institutions, startups, and regulators.

It focuses on the concept of RegTech (regulatory technology) and the RegTech ecosystem comprising financial institutions, startups, and regulators. The module also introduces "Smart Regulation" as the redesigning of financial infrastructure and regulatory systems based on new technologies, including Big Data, Cloud, AI and Blockchain.



Learning Objectives:

1. Understand major financial policy and regulatory objectives and their implications for FinTech.
2. Understand what RegTech is, how it came about, and why it is useful.
3. Gain basic understanding of the main technologies and concepts underlying RegTech.
4. Have an overview of challenges affecting RegTech innovation and adoption, as well as possible ways to overcome them.
5. Understand RegTech segments and the scope and characteristics of each segment.
6. Understand specific use cases and be able to discuss concrete application cases of RegTech.

Module 4

Data, Technology, and Security

This module discusses data, data regulation, and data security. It focuses on the opportunities as well as the risks and challenges arising from the process of digitization and datafication in finance.



Learning Objectives:

1. Understand the role of data in financial services.
2. Understand the role of AI and Big data analytics.
3. Learn about IT Infrastructure for FinTech.
4. Learn about Python for FinTech.
5. Consider various approaches to data protection and privacy.
6. Comprehend the challenges of digitization and datafication, particularly cyber security and technological risk.

Module 5

FinTech Product Management - Capstone Project

This module takes participants on a journey from the ideation phase through go-to-market, providing the mindset, knowledge set, and toolset needed to launch a FinTech product.



Learning Objectives:

- Design thinking for problem design
- Solution design
- Market analysis
- Product strategy
- Go-to-market strategy

This is an experiential learning opportunity for participants, not only to apply the key concepts they have learned, but also to receive coaching and advice from subject matter experts. The capstone is a team project which provides a social learning component in addition to experiential learning.

Program Details

Duration: 6 months
Format: Blended
(On Campus + Online)

Mode of Delivery

- Workshops
- Interactive lectures
- Case studies
- Projects

Fees

1,500 EGP registration fees (non-refundable)

48,000 EGP



Faculty Members

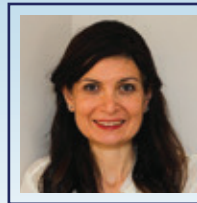


Khaled Eid

**Associate Dean,
Business School
Director, Executive Education
Nile University.**

Areas of expertise

FinTech - Entrepreneurship -
Product Management -
Digital Transformation -
Strategic Management

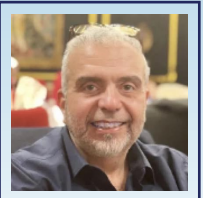


Rasha Negm

**Assistant Sub-governor –
FinTech and Innovation,
Central Bank of Egypt**

Areas of expertise

RegTech - FinTech- Banking -
Product Management - Payment -
Marketing – Innovation

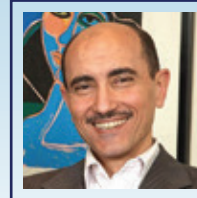


Dr. Tamer Arafa

**Generative AI, Intelligent Systems,
Image Processing
Assistant Professor, ITCS, Nile University
Adjunct Assistant Professor,
Computing, University of North Florida**

Areas of expertise

Forensic Analysis - Big Data -
Data Analytics - Machine Learning - IoT



Ashraf Tawakkol

**Mentor,
Coach and Consultant**

Areas of expertise

FinTech - Project Management –
Design Thinking –
Entrepreneurship –
Product Management

FINTECH DIPLOMA



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**For more details about the program,
Please contact: Ms. Shrouq Zain**

☎ Tel: +2 0238541787

📱 Mobile: +201119262382

✉ Email: Skabel@nu.edu.eg