



Online Certificate Programme

FinTechs in International Business

4 MONTHS LIVE ONLINE PROGRAMME
(July 2022 – November 2022)



INDIAN INSTITUTE OF FOREIGN TRADE
Deemed to be University
Under Ministry of Commerce and Industry
Government of India
www.iift.ac.in



INSTITUTE'S PROFILE:

Indian Institute of Foreign Trade (IIFT) was established in 1963 as an autonomous body under the Ministry of Commerce & Industry to contribute in the skill building for the external trade sector of India. It has come a long way to successfully develop into a unique institution involved in imparting knowledge through Research and Training in International Business and Trade. The Institute was granted “Deemed to be University” status in 2002.

Over the years, IIFT has emerged as a national university with focus on Trade, Economics and International Business Management and Strategy, which is reflected in all major activities of the Institute viz. Research, Teaching and Training. IIFT has also contributed significantly towards the external trade sector of India through policy research and skill-building over the past six decades. The Institute has also emerged as a leading Business School in the country and has been consistently ranked among the top 10 B-Schools in the country.

The National Assessment and Accreditation Council (NAAC) recognized IIFT as Grade ‘A++’ Institution in its evaluations during 2005 as well as in 2015. University Grants Commission has graded the Indian Institute of Foreign Trade as Category –I Deemed to be University as per the provisions of the UGC [Categorization of Universities Regulations (only) for Grant of Graded Autonomy] Regulations, 2018. In 2021, it has been accredited by AACSB (Association to Advance Collegiate School of Business), a U.S. based quality accreditation and has entered in the premier league of top 15 Indian educational institutions.

PROGRAMME'S 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.

Program features the perfect mix of theory, practical, case studies, quizzes and general hands-on. You will obtain a comprehensive block chain education and a way to get expertise in this growing field. Get exposure to real-life applications to master the analysis. The program covers concepts of Crypto currencies, Ethereum, Bitcoin, Stable coins, and Multichain block chain platforms along with block chain networks, smart contracts, applications and architecture.

Capstone Project: Develop and refine a FinTech-related project, idea or business plan and present it to your faculty and batch mates for review & feedback.

PROGRAMME'S OBJECTIVES:

This course consists of three major parts:

1. Understanding FinTech Innovations and Strategy.
2. Opportunities in FinTech and Block chain technologies.
3. Deep-dive on the FinTech use cases and regulations.

Program Learning Goals covered through this Course:

1. Understand FinTech innovations and how growth opportunities can be unlocked.
2. Understand block chain technology and key concepts such as cryptography, crypto currency and analysis.
3. Understand the emerging uses cases and the underlying technology across digital payments and lending.

Pedagogy: Online lectures, Case Studies, Quiz, Guest Lectures & Group Project Presentations

Evaluation Components:

Quiz.....30%
 Case Study Presentations.....30%
 Group Project.....40%

Detail Session Plan (Module 1-3):

Session	Topic and Sub-topics
1-2	<p>Class Introduction</p> <p>Module 1: FinTech: Introduction and Overview</p> <p>What Is FinTech?</p> <ul style="list-style-type: none"> • Drivers of FinTech • How Is FinTech Transforming Finance? • Emerging Sectors in FinTech • Global Statistics for FinTech • 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
3	Case Discussion on B2C Challenger Banks
4	Case Presentations on B2B Challenger banks
5-6	<p>Module 2: A Framework for FinTech Innovation –</p> <p>A Framework for FinTech Innovation: Introduction</p> <ul style="list-style-type: none"> • First Principles Thinking • Applying First Principles to Financial Services • First Principles Case Study: • Design Sprint: Overview • Application of Design Sprint
7-8	Case Presentations

	Module 3: ML and AI Strategies for FinTech
9-10	<p>Introduction to Big Data and AI</p> <ul style="list-style-type: none"> • Role of AI in Reshaping Financial Services • Applications of AI in FinTech • AI in Insurance Sector • Use Cases in FinTech Start-ups • AI Tools Used in FinTech • AI and Future of Finance
11-12	Case Presentations

[Detail Session Plan \(Modules 4-6\):](#)

Session	Topic and Sub-topics
13-21	Module 4: FinTech Innovations: Cryptocurrencies and Smart Contracts
13	Course outline and Introduction
	Introduction to Bitcoin
14	Block chain and its Key Concepts
	Cryptography in Block chain
15	Bitcoin Addresses and Transactions
	Bitcoin Mining
16	Blockchain Security
17	Smart Contracts and Ethereum
18	Crowdfunding on Blockchain Using ICOs
19-20	Data visualization and analysis
21	Case discussion & Practical/Quiz (Research paper)
22-29	Module 5: FinTech Innovations: Stablecoins and Enterprise Blockchain
22	Stablecoins
23	Central Bank Digital Currencies
24	Enterprise Blockchain
25	Applications of Blockchain in Finance
26	FinTech Case study: Project Ubin

27	Blockchain Solution Framework
28-29	Case Study Certifications on Blockchain
	Presentation/ Quiz/ Project Ubin (Case study)
30-35	Module 6: Unlocking Opportunities in FinTech
30	Financial inclusion and the Role of Technology
	Tech Giants in FinTech: is it a Game Changer?
31	Emergence of Chinese TechFins
32	TechFins in South East Asia: Grab Vs. GoJek
33	Upcoming Trends and Technologies Influencing FinTech
	Risks and Considerations of Using FinTech in Your Organization
34-35	Continue (Chinese Market and Strategies)
	Evaluation and Summarize/ Last quiz
	Class discussion and Questions

[Detail Session Plan \(Modules 7-9\):](#)

Session	Topic and Sub-topics
36-37	Introduction to Fintech use cases, players and global scope <ul style="list-style-type: none"> ● Digital Journeys ● Lending ● Cards and Payments ● Insure-tech ● Understanding the Fintech jargons
38-39	Mobile-first banking <ul style="list-style-type: none"> ● Digital journeys ● Utilization of data for customer-centric financial products and journeys ● Importance of APIs

40-41-42	Cards and Payments <ul style="list-style-type: none"> • Issuers, Acquirers • Need of payment gateways and PSPs • Processing and settlement flow • Emerging use cases • Revenue drivers • Fintechs and credit cards
43	Class discussion
44-45	FinTech Partnerships and Growth of Open Banking <ul style="list-style-type: none"> • Open banking • Market context • Players in open banking • Global landscape • Introduction to PSD2 • Enablers of marketplace banking
46-47	Use case 1: Digital Lending <ul style="list-style-type: none"> • India stack: End to End Digital Lending • Key focus: underlying needs, technology and emerging use cases • Financial inclusion driven by banks • Global players <p>Players in India and APAC</p>
48-49	Case studies – BNPL, P2P lending
50	Tech Giants in FinTech - Global <ul style="list-style-type: none"> • Current state • Is collaboration the way forward? • Embedded Finance
51	Tech Giants in FinTech – India’s context <ul style="list-style-type: none"> • Current state • Major players
52-53	Presentation and class discussion Analysis of a digital lending player of choice

54-55	Insurtech landscape and trends <ul style="list-style-type: none">• Rise of digital in insurance• Influx of new technologies• Data-driven innovations across the value chain• Fintech examples and players• Role of regulators and government bodies for innovation• Impact of COVID-19
56-57	FinTech Regulations <ul style="list-style-type: none">• FinTech Regulations Overview• Role of Central Banks in Regulation• Regulatory Licensing Schemes• Latest regulatory changes in India



For whom:

Financial services professionals, Consultants, Software companies who sell to financial services, Banking professionals, IT, security, and regulatory professionals, Venture capital professionals, Entrepreneurs

Last date to apply: 15th June, 2022

Duration: 04 months (July 2022 – November 2022)

Programme Fee: ₹.90,000/- (Rupees Ninety Thousand Only)

Two Installments: ₹ 50000/- (Latest by 15.06.2022) & ₹ 40000/- (Latest by 14.08.2022)

For training and consultancy related inquiry please contact:

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