

Finance & Investing

# Future of Finance: Leveraging Fintech Innovation

## **Harness the Power of Fintech.**

Gain the insights, tools, and tactical know-how to leverage Fintech innovation and digital currency without the need of any prior tech background. This highly interactive, immersive program demystifies the forces shaping the financial services industry and empowers executives with the strategic and tactical know-how to implement and execute innovative actions at your organization.

### **Who should attend:**

- Mid- to senior-level professionals
- Investors
- Buyside managers and sell-side professionals working with financial services clients
- Fintech startups
- Service providers to the industry

## **How you will advance**

### **Harness the power of Fintech.**

Earn the tools and frameworks needed to codify Fintech innovation into your organization while still respecting regulatory frameworks.

### **Establish Strategic Networks.**

Have access to expert practitioners that Columbia Business School is able to access because of our unique networks, intellectual access, and location in New York City.

### **Develop Action Plans.**

Get the tactical know-how to identify and evaluate Fintech opportunities and innovative strategies to implement at your organization.

### **Articulate Your Vision.**

Crystallize your Fintech roadmap for the future in relation to market realities.

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## Program Structure

No prior background in or knowledge of technology, math, or computer science is required.

### Session 1: Fintech – Setting the Stage

- Get an in-depth look at the current state of affairs as well as what's on the horizon for Fintech and the future of the financial services industry
- Uncover strategic growth areas
- Gain a new playbook to plan for complexity and uncertainty
- Get a venture capitalist's view on the future of Fintech

### Session 2: Capital Markets, Digital Banking, and Consumer Finance

- Explore capital markets and asset management, digital banking, and Fintech integration
- Take a deeper dive into consumer and retail Fintech products including investing, wealth management, insurance, and credit

### Session 3: Blockchain and Crypto + Data, Machine Learning and AI

- Get a primer on data analytics, machine learning, and artificial intelligence (AI)
- Discover applications for blockchain, cryptocurrencies, and digital tokens

### Session 4: Consumer Psychology, Transactional Analysis, and Marketing

- Discover the psychological and behavioral considerations in the digital era
- Get analyses and insight into household finance and consumer transactional data

The program will be taught through a combination of interactive lectures, online tools, and workshop exercises by Columbia Business School professors and guest speakers including business practitioners from FinTech industries.

## Faculty



**R.A. Farrokhnia**









Faculty Director


Executive Director Dean's Office

*Along with Professor Farrokhnia additional Columbia Business School faculty and guest speakers contribute to and teach in the program.*

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## Dates and Fees

Date	Cost	CIBE Credits	Format	Location	Duration
June 6–9, 2023	\$8,500	4	 In Person 	Manhattanville, NYC	4 days
June 6–9, 2023	\$8,500	4	 Live Online	Online	4 days
October 23–26, 2023	\$9,550	4	 In Person 	Manhattanville, NYC	4 days
October 23–26, 2023	\$9,550	4	 Live Online	Online	4 days
June 3–6, 2024	\$9,550	4	 In Person 	Manhattanville, NYC	4 days
June 3–6, 2024	\$9,550	4	 Live Online	Online	4 days

 **In Person:** Four consecutive full days of in-person sessions on the Manhattanville campus in NYC.

Includes breakfast, lunch, and all materials. Dates, fees, and locations are subject to change.

 **Live Online:** Four consecutive days from 9 a.m.– 5 p.m. ET.

Both sessions will run concurrently. Please contact us for details about the agenda for each program format.

 **COVID-19 Advisory** Please check our website for the most up-to-date information.

## Questions? Contact Us

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