

# FINTECH CERTIFICATE

## Program Description

FinTech, or financial technology, encompasses a range of rapidly emerging technological changes in the financial services sector. Anyone involved in the world of traditional financial institutions, asset management, or loans — or even tangentially involved with newer options like crowdfunding, mobile payments, blockchain, and cryptocurrency — has reason to be interested in FinTech.

In this certificate program, you will get an inside look at the key disruptions in the current FinTech industry landscape. Using these insights, you will apply the lessons of disruption to a challenge facing your organization and perform a "Porter's Five Forces" analysis on one of your own products or services or someone else's. You will also delve into the five major financial verticals, including "wealthtech" (robo-advising), alternative (peer-to-peer) lending, insurance tech, currency and payment tech, and regulatory tech. You will then apply a framework of analysis to help you pinpoint opportunities for disruption within each of these verticals. Finally, you will move on to the study of blockchain, cryptocurrencies, and cryptography, where you will investigate how cryptocurrencies like Bitcoin make use of the blockchain to facilitate peer-to-peer digital transactions.

## Key Takeaways

- Identify key disruptions in the FinTech landscape
- Analyze opportunities for disruption within financial verticals
- Examine the design of cryptocurrencies to understand the function of blockchain
- Use a Bitcoin wallet to better understand the mechanics of cryptocurrencies

## What You'll Earn

- FinTech Certificate from Cornell Johnson School
- 40 Professional Development Hours (4 CEUs)

## Who Should Enroll

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

## Total Investment

- 2 months to complete all the courses

## How to Enroll

For more information on how to enroll, please visit FinTech Certificate (<https://ecornell.cornell.edu/certificates/financial-management/fintech/>).

## Courses

Code	Title	Hours
eCornell CTECH20	Cryptocurrencies and Ledgers	0
eCornell CTECH20	Cryptography Essentials	0
eCornell LSM621	FinTech Disruptions	0
eCornell LSM622	Trends in FinTech	0