

**FINTECH IS
TRENDING, IT'S
CHANGING THE WORLD
STAY AHEAD OF THE
COMPETITION**

**BE A
TRENDSETTER**

FOR FURTHER DETAILS, PLEASE CONTACT

CAMPUS LOCATION

5655, Central Expressway, Sri City, Andhra Pradesh - 517646, India

CHENNAI OFFICE

No: 196. T.T.K, Road, Alwarpet, Chennai - 600018, India

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**EXECUTIVE CERTIFICATE IN FINTECH
AND APPLICATIONS**



**THE
FUTURE IS
FINTECH**

**TRANSFORM INTO
A FUTURE-READY EXPERT**



FINTECH SHAPING THE FUTURE OF FINANCE

FinTech is no longer 'the next big thing'; it has already arrived and is here to stay. The world of finance is evolving, faster than ever before. We are looking at a future decade where core concepts from business models, investment strategies to the very structure of the market will undergo a transformation. The present scenario marks an evolution that has been in the making for years and can potentially change the way we look at the financial world.

GROWTH MAGNET

The FinTech market in emerging countries is expected to boost the GDP to \$3.7 trillion by 2025 and create 91 million jobs in the next four years *

*McKinsey report.

THE DISRUPTOR AND INNOVATOR

FinTech has been labelled a disruptive force that's set to revolutionise the world across industries. FinTech has projected technology from being a mere tool to more of an innovation partner.

DECODING FINTECH

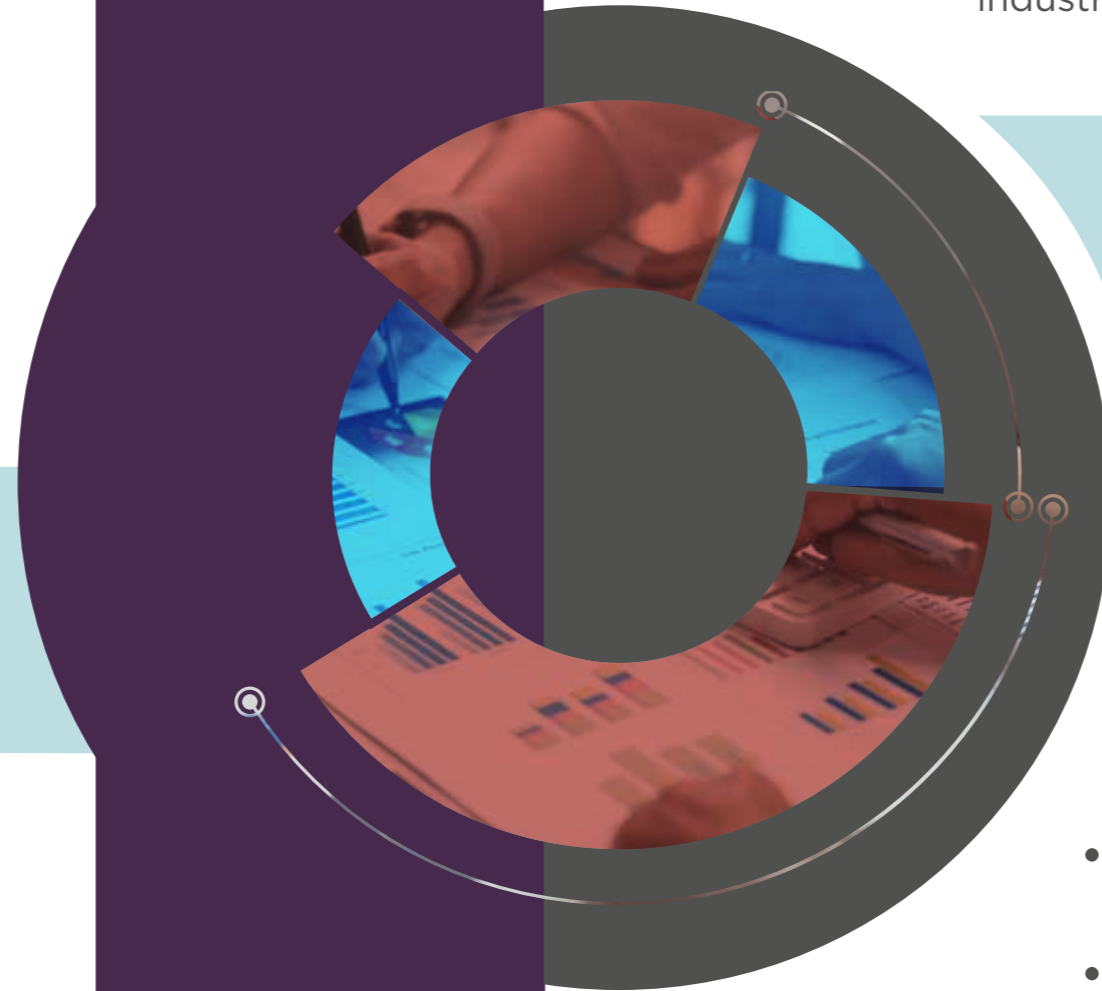
\$310 BILLION
industry size **BY 2022**

64% global FinTech
adoption reached by
2020.

A QUICK ROUTE TO JOIN THE SKILLED TALENT POOL

PROFESSIONAL CERTIFICATE IN FINTECH AND APPLICATIONS

- 12 weeks programme, requiring 3-4-hour engagement per week
 - Convenient 1.5 hour live online sessions over the weekends
 - Individual and Group Project assignments
- Guided by renowned industry practitioners and reputed faculty
 - Masterclass sessions by international experts
 - Fees: Rs. 20000 + GST with flexi-pay options
 - Programme starts on: **16 November 2024**



WHAT IS THE PROGRAM ABOUT?

Technology is impacting and disrupting financial services at an accelerated pace. This Fintech course will deep dive on how technology is driving innovation in the business models, products, applications, and customer experience of financial services. It will explore the significant technological trends like Artificial Intelligence, Machine Learning, Deep Learning, Analytics, Distributed Ledger Technology (DLT) and Application Programming Interface (API). It will cover how technology is redefining multiple sectors such as payments, lending, wealth management, banking, insurance and how to progress inclusively.

WHO SHOULD ATTEND IT?

You could be one of these -

- Tech specialist looking at building a career in FinTech with limited understanding of Finance
- Commerce professional looking to expand their FinTech knowledge
- Budding start-up or a successful FinTech organisation looking for comprehensive domain training for your employees
- Finance and Insurance business including NBFCs
- IT / Advisory firms providing support for digital transformation on BFSI firmst

PROGRAMME TAKEAWAYS

- Upon completion of the course, you will gain knowledge and insight on the opportunities and challenges in the fintech industry
- You will have a deeper comprehension of the digital transformation of financial services including the role of AI, blockchain, mobile financial services, open banking, blockchain, central bank digital currencies, realities and nuances of Data privacy, cyber security, risk management, and technology for inclusion.

- You will learn how they could leverage tech to reduce costs, acquire new customers, improve customer experience, and take advantage of economies of scale.

PROGRAMME DESIGN

- Duration: 12-weeks
- Your time investment: (about 3-4 hours a week); Includes:
 - Convenient week-end live online sessions of 1.5 hours each by the facilitators and guest speakers
 - Peer learning: Group projects / Assignments
 - Self-learning: Individual Assignments / Projects
 - Project Presentations

Programme fees: Rs. 20,000 + GST; Flexi-payment options available
Programme starts on: **16 November 2024**

MODULES

- Innovations, Developments, Trends, Opportunities, Challenges in Fintech
- AI and Machine Learning
- APIs
- Blockchain and Cryptocurrency
- Payments
- Credit and lending
- Insurance
- Trading and Capital Markets
- Policy and regulation
- Financial Inclusion and Literacy
- Future of Banking - Neo Banks and Open Banking

THE GAME-CHANGING ADVANTAGE

The landscape of FinTech careers is competitive and it's important to stay one step ahead. To break into the world of FinTech, the need of the hour are niche skills and focused knowledge. With IFMR GSB's programmes, you have an edge, of learning from the finest in the field of finance and the FinTech leaders themselves.



LED BY PIONEERS

Brought to you by IFMR, the leaders in Executive Education and Research in Financial Management in India



MENTORED BY THE BEST

Facilitation by experts and industry leaders



TALOR- MADE FOR WORKING PROFESSIONALS

Convenient class timings over weekends, academic rigor and industry relevance



INNOVATIVE PEDAGOGY

Curriculum optimised with sector relevance

LEAD FACILITATOR

MAHESH RAMACHANDRAN brings with him several decades of rich & varied experience in the field of Entrepreneurship, Investing, FinTech, Rural Marketing, Digital Transformation, Leadership, Mentoring & Governance. Mahesh is an angel investor, mentor, independent director supporting innovative startups and helps build the ecosystem. Mahesh Ramachandran entrepreneurial ventures include peer to peer foreign exchange portal, targeted advertisement and digital payment solution and financial inclusion.



- Leadership Council and Programme Management Group member of FinBlue - FinTech Centre of Excellence set up by Ministry of Electronics and Information Technology, Government of India at STPI, Chenna
- Partner of Pontaq, a cross border venture capital Innovation Fund.
- Chair of TiE FinTech Special Interest Group and was on the Governing Council of TiE Chennai
- Founder of Commonwealth Inclusive Growth Services Ltd which operates in over 30,000 locations across 27 states in India.

Mahesh is also a visiting faculty of Indian School of Business, Bennett University and National Police Academy where he teaches digital transformation, leveraging social media and entrepreneurship. Apart from teaching, Mahesh also heads the London Business School Alumni Club in Chennai. He is part of Stanford SEED Transformation programme and acts as Mentor in Stanford Spark initiative. Mahesh holds an MBA from the University of Westminster, Sloan Masters in Leadership & Strategy (Distinguished Sloan Fellow of London Business School) from the University of London.



KEY FACILITATORS:

PRADEEP KUMAR

Pradeep is a true blooded generalist who has managed ecosystem and outreach, products, people, program, and projects. Have built partnerships, pipeline for investments, business and corporate development. Have worked on market entry, lateral hiring and university relations, Has worked in diverse industries such as Payments, Publishing, Telecom equipment manufacturing and Pharmaceuticals across India, USA and Philippines.

Pradeep has strong expertise and experience in Strategy and Operations,

Innovation, Open Innovation, Intrapreneurship, Incubation with strong ability to identify synergies, build relationships, manage diverse stakeholders and get things done.

He holds a patent on “Payment Transactions using an Augmented Reality Device”.

Pradeep co-founded a startup to sell digital books in Indian Vernacular languages. He is passionate about teaching and have delivered training programs to corporates and campuses covering more than 10000 students. Pradeep is also a best-selling author of three non-fiction books in Tamil.



SRINIVASAN KALYANASUNDARAM

Professor of Practice, Finance, IFMR GSB, with 3 decades of experience with premier banking and finance institutions

An IBM certified blockchain consultant, Banking Platinum Consultant, Financial Markets Gold Consultant and IBM Consulting Profession Expert

3 decades of industry experience across banking, capital markets, financial risk management and wealth management, having worked with ICICI Bank, Cap Gemini and till recently, IBM, where he led delivery and solutioning of digital transformation, block chain initiatives, fintech, analytics, trading system revamp and banking modernization projects for many global banks and financial institutions



10+ years at ICICI Bank’s treasury, investments, lending and IT captive (ICICI Infotech)
Qualified Chartered Accountant (all-India rank 46) and Cost and Management Accountant
Research interests across liquidity risk in stock exchanges, impact of FRTB on Indian banking sector
Author of various white papers on transaction banking published by IBM in SIBOS.

GUEST SPEAKERS

SUSANNE CHISHTI

Susanne Chishti is the award-winning CEO of FINTECH Circle and a FTSE Board Member. As Investor and Editor of The FINTECH Book Series she lives with her family in London and is a Non-Executive Director of CMC Markets PLC and Crown Agents Bank and the Chair of the Fintech Company Lenderwise. She is also an in-demand keynote speaker at leading finance and technology conferences globally.

She is also the Co-Editor of the bestselling The FINTECH Book, which has been translated into 10 languages and is sold across 107 countries, as well as The WEALTHTECH Book, The INSURTECH Book, The PAYTECH Book, The AI Book and The LEGALTECH Book.

Susanne’s awards include “Top 10 global fintech influencers in 2022” (Evening Standard), “Top 5 ESG Influencers Globally” (Refinitiv) and the Fintech Champion of the Year in 2019 (Women in Finance Awards).

She has also been a fintech TV Commentator on ITN and CNBC and a guest lecturer on financial technology at the University of Cambridge and Warwick Business School. After completing her MBA she started her career working for a fintech company (before the term “fintech” was being invented) in the Silicon Valley 25 years ago. She then worked more than 15 years’ across Deutsche Bank, Lloyds Banking Group, Morgan Stanley and Accenture in London and Hong Kong.



Susanne is an award-winning Entrepreneur and Investor with strong FINTECH expertise. She is a Judge and Coach at global FINTECH events and competitions and a conference keynote speaker. Susanne leads a global community of more than 200,000 fintech entrepreneurs, investors, financial services professionals globally (www.fintechcircle.com)

PADMANABHAN BALASUBRAMANIAN

Padmanabhan is a Partner with Protium, focused on delivering lending-as-a-service solutions for SME and consumers, building a risk-focused pan India lender. A financial engineer, he has had a long and illustrious stint with Goldman Sachs culminating as the Managing Director.

Padmanabhan is an Advisory Board Member of Centre for analytical Finance at the Indian School of Business, his alma mater.



RE-IMAGINING LEARNING- IFMR GSB

- A futuristic business school with a 50+ years strong legacy of IFMR
- Powered by pioneers in finance education
- Pedagogy guided by Krea University's unique Interwoven Learning
- Offering full-time and Executive MBA programmes, management development programmes for experienced professionals and a PhD programme
- Faculty members drawn from both academics and industry; practitioners bring real-world case illustrations
- Shaping business practices through inventive, sharp thinking and cutting-edge research

INVENTIVE AND TAILOR-MADE- EXECUTIVE EDUCATION AT IFMR GSB

- Pioneer in Financial management executive education in India – SDPs, LDPs, eMBA, customised programmes
- Focus on: Finance, Technology & Sustainability
- Innovative and contemporary pedagogies
- Programmes designed and delivered around specific competencies for development and / or business impact
- Assessment centers for talent assessment and development support
- Application focused design with Action Projects coaching and project mentoring

THE KREA UNIVERSITY IFMR GSB EDGE

THE LEGACY

- Asia's 1st Finance training and research institution
- Opened the gates to research in 1970
- Pioneered research support to industry and government in the areas of finance and economics.
- Trained 50,000+ professionals across 500+ organisations in 25+ countries world-wide
- Recognised by the Government of India, as:
 - Institution of Importance across India
 - A Scientific and Industrial Research Organization (SIRO)



THE VISION

Steered by eminent leaders from the world of finance and economics *



N VAGHUL
Former Chairman,
ICICI Bank Ltd



RAGHU SUNDARAM
Dean, NYU Stern
School of Business



RAGHURAM RAJAN
23rd RBI Governor



ANU AGA
Director,
Thermax Limited



S MAHALINGAM
Former Chief Finance
Officer & Executive Director,
Tata Consultancy Services



ANAND MAHINDRA
Chairman,
Mahindra Group



ESTHER DUFLO
Nobel Laureate
and Co-Founder and
Co-Director, Abdul Latif
Jameel Poverty Action Lab (J-PAL)



JOHN W. ETCHEMENDY
12th Provost of
Stanford University



R SESHASAYEE
Former Chairman,
IndusInd Bank



CYRIL SHROFF
Managing Partner,
Cyril Amarchand Mangaldas



DR NIRMALA RAO
Vice Chancellor,
Krea University

UNDER THE UMBRELLA

KREA UNIVERSITY. SCHOOLS



IFMR GRADUATE SCHOOL OF BUSINESS (GSB)
AMONG INDIA'S TOP-30 PRIVATE B-SCHOOL
AND TOP 50 BUSINESS SCHOOL



SCHOOL OF INTERWOVEN ARTS AND SCIENCES (SIAS)
BA HONOURS AND BSC HONOURS WITH A DISTINCT
CURRICULUM LED BY INTERWOVEN LEARNING



LEAD AT KREA UNIVERSITY
SOLVING COMPLEX DEVELOPMENT CHALLENGES TO
ENHANCE SOCIO-ECONOMIC PROSPERITY



SAPIEN LABS CENTRE FOR THE HUMAN BRAIN
AND MIND AT KREA UNIVERSITY
RESEARCH AND LEARNING RELATED TO THE
HUMAN BRAIN AND MIND



MOTURI SATYANARAYANA CENTRE FOR ADVANCED
STUDY IN THE HUMANITIES AND SOCIAL SCIENCES
ADVANCED RESEARCH ACROSS THE HUMANITIES
AND SOCIAL SCIENCES



CATALYST AIC
NURTURING A SUPPORT ECOSYSTEM FOR
TECH INNOVATIONS FOR UNDERSERVED
COMMUNITIES



INITIATIVE FOR WHAT WORKS TO ADVANCE
WOMEN AND GIRLS IN THE ECONOMY (IWWAGE)
RESEARCH TO INFORM AND FACILITATE THE
AGENDA OF WOMEN'S ECONOMIC EMPOWERMENT



CENTRE FOR DIGITAL FINANCIAL INCLUSION (CDFI)
DEVELOPING AND SUPPORTING DIGITAL INNOVATIONS FOR
SOCIAL IMPACT



INCLUSION ECONOMICS INDIA CENTRE
ENSURING ECONOMIC JUSTICE, SOCIAL OPPORTUNITY AND
ENVIRONMENTAL PROTECTION.



J-PAL SOUTH ASIA
POVERTY REDUCTION THROUGH POLICY DEVELOPMENT
INFORMED BY SCIENTIFIC EVIDENCE

RESEARCH CENTRES

*Some of the members of our Governing Council and Executive Committee

SOME OF OUR CLIENTS

