



## فهم المشهد المالي مع تقنية الأموال الرقمية: دليل شامل

**Duration:** 5 Days

**Language:** ar

**Course Code:** PF1-143

### Objective

:Upon completion of this course, participants will be able to

- Express the evolving responsibilities within the finance sector.
- Recognise challenges associated with imperfect information, asymmetric information, and behavioural biases.
- Evaluate diverse technologies employed to tackle information-related issues.
- Explore the transformative impact of digitisation on the financial landscape.
- Gain insights into the role of AI, data analytics, and blockchain in optimising financial services for increased revenue and profitability.
- Examine the use of various financial technologies in addressing information challenges within the financial services industry.

### Audience

This course is designed for anyone responsible for reporting financial data or making large financial decisions based on data insights and budgeting. It would be most beneficial for:

- Business Owners
- Financial Managers
- Chief Financial Officers

- Directors
- Data Analysts
- Business Analysts
- IT Consultants
- Project Managers
- Accountants
- Funding Managers
- Fintech Consultants
- Compliance Managers
- Risk Assessors
- Auditors

## Training Methodology

This course uses a variety of adult learning styles to aid full understanding and comprehension. Participants will review various FinTech systems and understand the benefits of each in relation to their own industry. They will hold group discussions to identify the need for change management using FinTech and also assess the risk factors involved. They will have the opportunity to discuss real-world case studies of companies who are FinTech first and review the benefits that the change and development of AI has had within their organisations

## Summary

Fintech, short for financial technology, refers to the innovative use of technology to deliver financial services and solutions. It encompasses a wide range of applications, including online banking, mobile payments, blockchain, artificial intelligence, and more.

Understanding Fintech is paramount for businesses seeking progression in today's rapidly evolving financial landscape. The integration of Fintech solutions offers businesses the opportunity to streamline operations, enhance customer experiences, and optimise financial processes.

Whether through efficient online transactions, data-driven insights, or advanced risk management tools, Fintech plays a crucial role in improving overall business efficiency and competitiveness. Embracing it enables businesses to stay agile and responsive to market changes, fostering innovation and adaptability.

As technology continues to reshape the financial industry, a profound understanding of Fintech is not merely advantageous but has become a necessity for businesses aiming to thrive and succeed in the modern economy.

## Course Content & Outline

### Section 1: The Transformation of Finance into Digital Services

- Overview of FinTech and its impact on finance.
- Evolution of traditional banking to digital banking.
- Peer-to-peer lending and crowdfunding platforms.
  - Mobile payments and digital wallets.
  - Regulatory challenges in FinTech.
  - Cybersecurity in digital finance.
- Financial inclusion through technology.
- Fintech startups and innovation hubs.
- Future trends in the digitisation of financial services.

### Section 2: Using Big Data & Artificial Intelligence

- Artificial intelligence in financial decision-making.
  - Robo-advisors and algorithmic trading.
  - Data analytics for risk management.
- Predictive analytics for financial forecasting.
- Algorithmic trading and quantitative finance.
- Credit scoring models and machine learning.
  - Fraud detection using big data and AI.
- Customer segmentation and personalization in finance.
  - Regulatory compliance and big data analytics.
- Ethical considerations in AI for financial services.

### Section 3: Blockchain Contracts

- Role of blockchain technology in financial services.
- Understanding blockchain technology and smart contracts.
  - Legal implications of blockchain contracts.
  - Coding smart contracts: introduction to solidity.
- Decentralised autonomous organisations (DAOs) on the blockchain.

- Security and privacy considerations in blockchain contracts.
- Interoperability and standards for blockchain contracts.

#### **Section 4: Finding Asymmetric Information & Risk Evaluation**

- Behavioural economics and its impact on information asymmetry.
- Credit risk assessment in the presence of asymmetric information.
- Market signals and their role in recognising information asymmetry.
  - Strategies for mitigating information asymmetry in investment.
  - Ethical considerations in handling asymmetric information.
- Technological solutions for detecting and managing asymmetric information.

#### **Section 5: Biases and Nudge Solutions**

- Technological innovations for implementing nudge solutions.
  - Quantitative approaches to analysing behavioural data.
  - Integrating nudge strategies in personal finance apps.
  - Types of cognitive biases in financial decision-making.
  - The role of heuristics in shaping financial behaviours.

#### **Section 6: Security & Governance Factors with FinTech**

- Corporate governance and nudge policies in financial institutions.
- Global perspectives on addressing biases in financial systems.
  - Cybersecurity threats and risks in financial technology.
- Regulatory frameworks for securing FinTech operations.
  - Data protection and privacy in FinTech applications.
  - Secure coding practices for FinTech development.
- Identity verification and authentication in digital finance.
  - Governance structures for FinTech companies.
- Compliance with anti-money laundering (AML) regulations.

### **Certificate Description**

Holistique Training عند إتمام هذه الدورة التدريبية بنجاح، سيحصل المشاركون على شهادة إتمام التدريب من (e-Certificate) وبالنسبة للذين يحضرون ويكملون الدورة التدريبية عبر الإنترنت، سيتم تزويدهم بشهادة إلكترونية من Holistique Training.

وخدمة اعتماد التطوير المهني (BAC) معتمدة من المجلس البريطاني للتقييم Holistique Training شهادات

ISO 29993 او ISO 21001 او ISO 9001 كما أنها معتمدة وفق معايير (CPD) المستمر

لهذه الدورة من خلال شهادتنا، وستظهر هذه النقاط على شهادة إتمام (CPD) يتم منح نقاط التطوير المهني المستمر واحدة عن كل ساعة CPD يتم منح نقطة CPD، ووفقاً لمعايير خدمة اعتماد Holistique Training التدريب من لأي دورة واحدة نقدمها حالياً CPD حضور في الدورة. ويمكن المطالبة بحد أقصى قدره 50 نقطة

## Categories

الخدمات المصرفية والمالية، المالية والمحاسبة، تطبيقات تكنولوجيا المعلومات والكمبيوتر

## Related Articles



### Fintech's Evolution: Reshaping Banking through Technology

Witness the fusion of finance and technology in Fintech, reshaping banking through innovation. Explore its impact on payments, investments, and services, as AI redefines customer experiences.

## YouTube Video

[https://www.youtube.com/embed/kWFNIZEYYx4?si=\\_StshWDY8MV0X5Jc](https://www.youtube.com/embed/kWFNIZEYYx4?si=_StshWDY8MV0X5Jc)