Fintech and Digital Banking Transformation Training Course



09 - 13 Nov 2026

Casablanca

4500 € (Per Person)

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Course Introduction / Overview:

The global financial landscape is undergoing a seismic shift, driven by technological innovation and evolving customer expectations. This course provides a comprehensive exploration of the fintech revolution and the strategic imperatives for digital banking transformation. We delve into the core concepts that are reshaping financial services, from disruptive business models to the underlying technologies enabling this change. As discussed by renowned author Chris Skinner in his influential book "Digital Bank", the future belongs to institutions that can seamlessly integrate technology into every facet of their operations to create unparalleled customer value. This program is designed to equip participants with the knowledge and strategic foresight needed to navigate this complex environment. At BIG BEN Training Center, we go beyond theoretical discussions, focusing on the practical application of fintech principles to drive meaningful transformation. Participants will gain a deep understanding of the fintech ecosystem, key technology drivers like AI and blockchain, the nuances of digital product development, and the critical importance of regulatory compliance and cybersecurity in this new era. This is an essential journey for any professional aiming to lead or contribute to the future of finance.

Target Audience / This training course is suitable for:

- Banking Executives and Senior Managers.
- Financial Technology (Fintech) Professionals.
- IT Managers and Professionals in the Financial Sector.
- Product Development and Innovation Managers.
- Risk Management and Compliance Officers.
- Corporate Strategists and Business Development Managers.
- Financial Analysts and Consultants.
- Operations Managers in Banks and Financial Institutions.
- Marketing and Customer Experience Professionals in Finance.
- Entrepreneurs in the Fintech Space.

Target Sectors and Industries:

- Commercial and Retail Banking.
- Investment Banking and Asset Management.
- Insurance and InsurTech.
- Financial Technology (Fintech) Startups.
- Management and Technology Consulting Firms.
- Payment Processing and Gateway Providers.
- Credit Unions and Cooperative Banks.
- Governmental bodies, including Central Banks and Financial Regulatory Authorities.
- Venture Capital and Private Equity Firms focused on finance.
- Telecommunications companies entering financial services.

Target Organizations Departments:

- Information Technology (IT) and Digital Transformation.
- Strategy and Corporate Development.
- Product Management and Innovation.
- Retail and Corporate Banking Operations.
- Risk Management and Internal Audit.
- Legal and Compliance.
- Marketing and Customer Relationship Management (CRM).
- Finance and Treasury.
- Business Intelligence and Data Analytics.
- Human Resources and Change Management.

Course Offerings:

By the end of this course, the participants will have able to:

- Analyze the global fintech landscape and its impact on traditional banking models.
- Evaluate the core technologies driving digital transformation, including AI, blockchain, and cloud computing.
- Develop a customer-centric strategy for digital product and service design.
- Understand the principles of Open Banking and Banking as a Service (BaaS).
- Navigate the complex regulatory and compliance environment (RegTech).
- Formulate robust cybersecurity and data privacy strategies for digital finance.
- Design a strategic roadmap for implementing digital transformation within a financial institution.
- Assess the business models of neobanks and challenger banks for competitive insights.
- Leverage data analytics for improved decision-making and personalized customer experiences.
- Identify future trends and opportunities in the evolving financial technology sector.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical, ensuring that participants can translate learned concepts into actionable strategies. We employ a blended learning approach that combines expert-led presentations with dynamic group discussions, allowing for a rich exchange of ideas and experiences. A cornerstone of the program is the extensive use of real-world case studies from both successful fintech startups and incumbent banks undergoing transformation. These case studies provide a practical lens through which to analyze strategies, challenges, and outcomes. Participants will engage in hands-on workshops and simulation exercises to tackle problems related to digital product development, risk assessment, and strategic planning. Team-based projects encourage collaborative problem-solving and mirror the cross-functional dynamics required for successful digital transformation in a corporate setting. Continuous feedback is provided by the instructor to guide learning and ensure a deep understanding of the material. This active learning environment moves beyond theory to build tangible skills and strategic competence.

Course Agenda (Course Units):

Unit One: The Foundations of Fintech and Digital Transformation

- Introduction to the Fintech Revolution.
- The Evolution of Banking from Traditional to Digital.
- Key Drivers of Digital Transformation in Finance.
- Understanding the Global Fintech Ecosystem and Key Players.
- Disruptive Business Models: Neobanks and Challenger Banks.
- The Impact of Fintech on Financial Inclusion.
- Core Concepts of Customer-Centric Banking.

Unit Two: Key Technologies Reshaping Financial Services

- Artificial Intelligence (AI) and Machine Learning in Banking.
- Blockchain Technology, Cryptocurrencies, and Decentralized Finance (DeFi).
- The Role of Cloud Computing in Modernizing Banking Infrastructure.
- Application Programming Interfaces (APIs), Open Banking, and BaaS.
- Big Data and Advanced Analytics for Financial Insights.
- The Internet of Things (IoT) and its Financial Applications.
- Robotic Process Automation (RPA) for Operational Efficiency.

Unit three: Digital Banking Products and Customer Experience

- Innovations in Digital Payments and Wallets.
- The Rise of Digital Lending and Alternative Credit Scoring.
- HealthTech and the Role of Robo-Advisors.
- InsurTech: Transforming the Insurance Industry.
- Designing a Seamless Digital Customer Onboarding Process.
- Mapping the Digital Customer Journey and Experience (CX).
- Personalization Strategies in Digital Banking.

Unit Four: Regulation, Risk, and Security in the Digital Age

- Navigating the Fintech Regulatory Landscape (RegTech).
- Anti-Money Laundering (AML) and Know Your Customer (KYC) in a Digital Context.
- Cybersecurity Threats and Mitigation Strategies for Financial Institutions.
- Data Privacy Regulations (e.g., GDPR) and their Impact on Banking.
- Managing Operational and Technological Risks.
- Digital Identity and Authentication Solutions.
- Building a Resilient and Secure Digital Banking Platform.

Unit Five: Strategizing and Leading Digital Banking Transformation

- Developing a Comprehensive Digital Transformation Roadmap.
- Building an Innovation Culture within a Financial Institution.
- Change Management Principles for a Successful Transition.
- Forging Strategic Partnerships with Fintech Companies.
- Measuring the ROI of Digital Transformation Initiatives.
- Future Outlook: Emerging Trends in Financial Technology.
- Final Project: Case Study on a Digital Transformation Strategy.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

As financial services become increasingly embedded and invisible within non-financial platforms, what is the future role and identity of a 'bank'?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by adopting a holistic, strategic management perspective on fintech and digital banking, rather than focusing solely on the technical aspects of individual technologies. While many programs explain what AI or blockchain is, we concentrate on how to leverage these tools to build a competitive, customer-centric, and resilient financial institution. Our curriculum is uniquely structured to bridge the gap between technology, business strategy, and regulatory compliance, a critical triad for success in the modern financial industry. The content is enriched with a global perspective, analyzing case studies from diverse markets to provide a well-rounded understanding of different transformation journeys and outcomes. Furthermore, the course places a strong emphasis on the practical challenges of implementation, covering crucial topics like change management, fostering an innovation culture, and measuring the return on investment of digital initiatives. It is designed not just to inform participants about current trends, but to empower them with the strategic foresight and leadership skills necessary to drive and manage the profound transformation shaping the future of finance.