FinTech Innovation and Digital Banking Strategies Training Course

16 - 20 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 FinTech Innovation and Digital Banking Strategies Training Course is designed to provide a comprehensive exploration of this dynamic ecosystem. We will move beyond theoretical concepts to deliver actionable strategies for navigating the complexities of digital transformation in finance. Drawing on insights from leading thinkers like Chris Skinner, author of the influential book "Digital Bank," this program examines the core technologies, business models, and regulatory frameworks shaping the future of money. Participants will gain a deep understanding of everything from blockchain technology and artificial intelligence in finance to the strategic implementation of open banking and the development of customer-centric digital products. BIG BEN Training Center has structured this course to empower professionals to not only understand the disruptive forces at play but also to lead the charge in creating innovative, secure, and profitable financial services for the digital age. This is an essential program for anyone looking to master the strategic imperatives of modern banking and finance.

Target Audience / This training course is suitable for:

- Banking Executives and Senior Managers.
- Financial Product Managers and Developers.
- IT Professionals and Technology Officers in the financial sector.
- Risk Management and Compliance Officers.
- Financial Analysts and Investment Professionals.
- Strategy and Corporate Development Managers.
- Consultants specializing in financial services.
- Entrepreneurs and founders of FinTech startups.
- Regulators and policymakers in the financial industry.
- Operations Managers in banking and financial institutions.

Target Sectors and Industries:

- Commercial and Retail Banking.
- Investment Banking and Asset Management.
- Insurance and InsurTech.
- Financial Technology (FinTech) and Technology Providers.
- Venture Capital and Private Equity.
- Government Financial Regulatory Bodies and Central Banks.
- Telecommunications and Mobile Payment Providers.
- Consulting and Professional Services Firms.
- Credit Unions and Cooperative Banks.

Target Organizations Departments:

- Digital Transformation and Innovation Departments.
- Information Technology (IT) and Cybersecurity.
- Strategy and Business Development.
- Product Management and Development.
- Retail and Corporate Banking Divisions.
- Compliance and Legal Departments.
- Risk Management.
- Finance and Treasury.
- Marketing and Customer Experience (CX).
- Operations and Process Improvement.

Course Offerings:

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

- Analyze the key drivers and components of the global FinTech ecosystem.
- Evaluate the impact of disruptive technologies like AI, blockchain, and big data on financial services.
- Develop a strategic framework for digital banking transformation within an organization.
- Design customer-centric digital financial products and services.
- Assess the opportunities and challenges presented by Open Banking and APIs.
- Navigate the complex regulatory and compliance landscape of FinTech (RegTech).
- Formulate robust cybersecurity strategies to protect digital banking assets.
- Understand the mechanics of digital payments, wallets, and payment gateways.
- Compare and contrast the business models of traditional banks and Neobanks.
- Create a roadmap for implementing innovative FinTech solutions.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical. This course moves beyond traditional lectures to foster a dynamic learning environment where participants actively engage with the material. The program is built on a foundation of real-world case studies, examining the successes and failures of leading FinTech firms and incumbent banks in their digital transformation journeys. Participants will work in collaborative teams on practical exercises, such as designing a digital customer onboarding process or developing a strategic response to a new market entrant. Interactive sessions, expert-led discussions, and Q&A panels will encourage critical thinking and the sharing of diverse perspectives. A significant emphasis is placed on strategic application, ensuring that learners can translate theoretical knowledge into actionable plans for their own organizations. Continuous feedback from the instructor and peers is integrated throughout the course to refine understanding and build confidence in applying these new digital banking strategies.

Course Agenda (Course Units):

Unit One: The FinTech Revolution and Digital Banking Landscape

- Introduction to the FinTech Ecosystem.
- The Evolution from Traditional to Digital Banking.
- Key Drivers of Financial Disruption.
- Major FinTech Hubs and Global Trends.
- Understanding Neobanks and Challenger Banks.
- The Role of Big Tech in Finance.
- Mapping the Key Segments: Payments, Lending, WealthTech, and InsurTech.

Unit Two: Core Technologies Driving Financial Innovation

- Blockchain and Distributed Ledger Technology (DLT) Fundamentals.
- Cryptocurrencies and the Rise of Digital Assets.
- Artificial Intelligence (AI) and Machine Learning (ML) in Finance.
- Big Data Analytics for Customer Insights and Risk Management.
- Cloud Computing for Scalability and Agility in Banking.
- The Internet of Things (IoT) and its Financial Applications.
- Biometrics and Digital Identity Verification.

Unit three: FinTech Business Models and Applications

- Digital Payments, Wallets, and Payment Gateways.
- Peer-to-Peer (P2P) Lending and Crowdfunding Platforms.
- Robo-Advisors and Digital Wealth Management.
- InsurTech: Transforming the Insurance Industry.
- RegTech: Technology for Regulatory Compliance and Reporting.
- Financial Inclusion and FinTech for Underserved Markets.
- Developing a Minimum Viable Product (MVP) for a FinTech Solution.

Unit Four: Crafting and Implementing Digital Banking Strategy

- Building a Digital-First Organizational Culture.
- Customer Experience (CX) and User Interface (UI/UX) Design in Banking.
- Open Banking, APIs, and Platform-Based Models.
- Data Governance and Monetization Strategies.
- Digital Marketing and Customer Acquisition in Finance.
- Cybersecurity Frameworks for Digital Financial Services.
- Managing the Digital Transformation Journey and Change Management.

Unit Five: The Future of Finance, Regulation, and Ethics

- The Future of Money: Central Bank Digital Currencies (CBDCs).
- Decentralized Finance (DeFi) and its Implications.
- Navigating the Global FinTech Regulatory Landscape.
- Ethical Considerations in AI-Driven Finance.
- Sustainable Finance and Green FinTech.
- Building Strategic Partnerships and Alliances in the Ecosystem.
- Developing a Future-Ready FinTech Strategy for Your Organization.

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 decentralized and embedded in non-financial platforms, what is the evolving role of traditional banking institutions in ensuring economic stability and consumer trust?

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 the technology. While participants will gain a robust understanding of core technologies like AI and blockchain, the primary emphasis is on how to leverage these tools to build sustainable, customer-centric, and profitable business models. We bridge the critical gap between technological potential and strategic implementation. The curriculum is uniquely structured to address the challenges faced by both financial incumbents and disruptive startups, providing a balanced view of the ecosystem. Through in-depth case studies, strategic frameworks, and forward-looking sessions on topics like Decentralized Finance (DeFi) and Central Bank Digital Currencies (CBDCs), the course equips leaders not just to react to change, but to anticipate and shape the future of the financial industry. It is designed for the strategic thinker who needs to understand the 'why' and 'how' behind the innovation, not just the 'what'.