



USJ



Saint Joseph University of Beirut
USJ Business School



CERTIFICATE IN DIGITAL FINANCE

In Partnership with
MBS School of Business

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Presentation and Objectives

The digital revolution is reshaping industries at an unprecedented pace, and the financial sector is no exception. In this dynamic environment, companies must embrace innovation to remain competitive. For financial services, this means adopting technology-driven solutions to enhance customer engagement, streamline operations, and unlock new opportunities for growth.

As digital transformation accelerates, traditional boundaries are dissolving. Agility and adaptability are no longer optional—they are essential for survival. The financial services landscape is being redefined by emerging technologies, from blockchain and cryptocurrencies to artificial intelligence and data analytics. Institutions must not only keep up but also lead the charge toward a more innovative and digitally integrated future.

Developed and offered in partnership with MBS School of Business, the program is designed to master the key trends and tools shaping the industry.

The **Certificate in Digital Finance** is a transformative 84-hour program designed to equip professionals with cutting-edge skills in blockchain, cryptocurrencies, and Fintech innovations. Participants will gain practical tools to adapt to digital transformation, lead with confidence, and drive innovation in the evolving financial services industry, positioning themselves at the forefront of change.

Recognized Certification

Elevate your expertise with the Certificate in Digital Finance, which validates competency blocks B7 and B8 of the French RNCP Title 37667. This prestigious accreditation enhances your professional profile, showcasing your mastery of digital finance and positioning you as a leader in the evolving financial landscape.

Who Should Attend?

This program is tailored for forward-thinking executives and professionals eager to:

- Master the latest digital finance tools.
- Gain a competitive edge in a rapidly evolving industry.
- Network with experts and like-minded peers.

This program is ideal for executives and managers, finance professionals, tech enthusiasts, entrepreneurs, etc.

Duration of Studies

The program is over 4 weekends, from Thursday to Saturday, from 2:00 PM to 8:00 PM. This flexible schedule is designed to accommodate your professional commitments.

Language of Instruction

The program is delivered primarily in English, ensuring accessibility for an international audience. Some instructors are also familiar with French, offering additional support when needed.

The Experts

Our program features renowned faculty and industry leaders from MBS School of Business, recognized for their groundbreaking contributions to digital finance and Fintech. You'll benefit from:

- Interactive workshops
- Real-world case studies
- One-on-one mentorship opportunities

Admission Requirements

Candidates must hold a university degree equivalent to Baccalaureate +3 or higher.

Curriculum

The modules will be held at the USJ Social Sciences Campus, Huvelin

- Module 1: Blockchain Technology in Finance**
Unpack blockchain architecture and its financial applications. Explore use cases across industries and address regulatory challenges.
- Module 2 : Cryptocurrencies Portfolio Management**
Develop strategic approaches to crypto investments. Master risk analysis and emerging market trends.
- Module 3: Fintech Solutions and Digital Finance**
Understand disruptive Fintech tools and their practical applications. Dive into payment systems, lending platforms, and InsurTech innovations.
- Module 4: Banking in the Era of Fintech**
Analyze the transformation of traditional banking models. Study real-world cases and discuss future trends.



Industry Opportunities

The Certificate in Digital Finance prepares graduates to thrive in various industries embracing digital transformation, including:

- 1 Banking and Financial Services
- 2 Fintech Startups
- 3 Investment and Asset Management
- 4 Blockchain and Cryptocurrency
- 5 Insurance and Risk Management
- 6 Consulting and Advisory Firms

You can contribute to innovation, digital strategy implementation, and technological advancements across these dynamic sectors.

Career Opportunities

The Certificate in Digital Finance opens doors to a wide range of career opportunities in the rapidly evolving financial sector. You will be well-equipped to pursue roles such as:

- 1 Digital Finance Specialist
- 2 Blockchain Consultant
- 3 Cryptocurrency Portfolio Manager
- 4 Fintech Solutions Analyst
- 5 Financial Innovation Leader

This program empowers professionals to take on leadership roles, drive digital transformation, and make a significant impact in the future of finance.

