

# Neeley

## Certificate Programs for Academic Credit Application Form

*Please use this application form as a guide for your Certificate Program proposal.*

**Name of Proposed Certificate Program:** Certificate in Fintech

**Sponsoring Academic Unit:** INSC/BUS

**Administering Unit, if different:** \_\_\_\_\_

**Primary Contact Name:** Kelly Slaughter

**Phone Number:** 817-257-7540      **Email:** kelly.slaughter@tcu.edu

**First Term the Certificate Would be Offered:** Fall 2021

---

### **1. Describe the Certificate Program and provide a statement of educational objectives.**

This program provides learning opportunities for undergraduates in Neeley to develop contemporary technical skills taught in the context of finance. The technologies taught and the contexts examined are in support of the growing interest in industry of “fintech” (see <https://www.bloomberg.com/quicktake/financial-technology-companies-disrupt-comfy-banks-quicktake>). Technology topics may include blockchain, machine learning, and AI taught within contexts of cryptoassets, credit default predictions, and robo-advising.

The objectives of the Certificate in Fintech are:

1. Offer flexible course combinations for students who wish to build competencies in specific areas of BIS.
2. Provide opportunities for those who are not majoring in BIS to develop technical skills that are increasingly in demand.
3. Create “vertical value” for Neeley by offering new opportunities to develop technical skills for BIS majors while creating “horizontal value” across majors, i.e., finance majors, who have an opportunity to extend the breadth of their knowledge in a relevant context.

### **2. Include a statement about the need for such a Certificate Program, and specifically why there is a need to offer this Certificate in the Neeley School. Why is the Certificate Program necessary beyond offering the program as a minor, supporting area, or specialization/concentration/track?**

Industry is increasingly raising expectations for technical rigor for our undergraduates in all domains. Industry is also increasingly introducing roles that demand deeper but more narrow specialization for those with foundational technical skills. The Fintech Certificate serves both needs, providing official recognition for specialized technical skills for those pursuing a more technical career path and official recognition for the development of technical skills for those who are not seeking a double major.

**3. Describe the target student population for the Certificate Program. Check each box that applies and describe the intended audience.**

X Undergraduate Students  
Graduate Students  
Full Time  
X Part Time  
Degree-seeking, Matriculated Students  
Business Majors  
Non-Business Majors  
Non-Degree-Seeking Students

**4. Provide specific courses and other requirements for the Certificate Program. Separate listings of courses may be included with the proposal.**

The certificate requires the completion of 9 credit hours. All hours are to be earned through three new classes to be proposed concurrently with this certificate proposal:

- INSC 30263: Blockchain and Fintech
- INSC 30273: ML and Fintech
- INSC 30283: AI and Fintech

**5. Provide a statement on the relationship of the Certificate Program to degree programs within the unit(s). To what extent will requirements for the Certificate overlap with requirements for bachelor's or master's degrees? Confirm how course credit transfer policies will be applied to students.**

Students within INSC/BIS can substitute two of the classes for required classes in the existing BIS program. Specifically, INSC 30263 can substitute for INSC 30833 (Development) and INSC 30273 can substitute for INSC 40843 (BI and Analytics). These substitutions are not related to the delivery of the certificate. However, students must take INSC 30283, an elective class that does not serve as credit towards an existing major or minor, to earn the certificate.

**6. Will the Certificate Program be offered jointly with another unit on campus or university? If yes, describe the relationship with the joint unit.**

Though the classes do not count towards the finance major, given the context of the classes, we intend to establish an informal council of finance faculty and industry practitioners to provide ongoing guidance over the context.

**7. Will the Certificate Program be offered on campus, as a distance learning program, or a combination? Describe any distance learning components in detail.**

All classes will be provided on campus.

**8. Describe the admissions criteria and process in detail. Differentiate between processes for degree-seeking students and non-degree-seeking students, where applicable.**

The certificate is open to any student admitted to Neeley, though we anticipate that the vast majority of students pursuing the certificate will be BIS students, finance students, and double majors in BIS and finance.

**9. Provide a three-year, semester-by-semester projection of enrollments and course offerings.**

The new classes offered in support of the fintech certificate will serve as credit towards an undergraduate degree and, as such, there will be no net change in students within Neeley.

<u>Year</u>	<u>Term</u>	<u>Classes</u>	<u>Projected # of students</u>
2021	Fall	INSC 30263	20
2022	Spring	INSC 30273	24
2022	Fall	INSC 30263	24
		INSC 30283	20
2023	Spring	INSC 30273	24
2023	Fall	INSC 30263	24
		INSC 30283	20
2024	Spring	INSC 30273	24

**10. Provide a three-year projection of the Certificate Program's financial plan. Include the impact on resources, such as classrooms and instructional faculty/personnel. Also include plans for tuition, fees, and revenue sharing.**

The new classes offered in support of the fintech certificate will serve as credit towards an undergraduate degree and, as such, no new revenue is anticipated. The administration costs will be subsumed under the existing BIS Director's responsibilities.

Existing classroom and instructional faculty capacity can handle an estimated number of up to 30 total students in the certificate program.

The teaching load will initially be covered by Kelly Slaughter as part of his regular teaching load. Additional expenses may include the hiring of adjuncts to backfill three classes in each academic year (\$10,500 total/year).

**11. List all faculty members who will be responsible for planning and participating in the Certificate Program, with attention to providing advising for students.**

Primary advisor will be Kelly Slaughter plus any INSC faculty who may teach one or more of the courses counted toward the certificate. Kelly Slaughter will act as Program Director of the certificate program and take responsibility for tracking students' progress toward completion of Certificate requirements. He will track and identify the students who are eligible to receive the Certificate transcript remark and provide their information to the Office of the University Registrar as appropriate, following deadlines established by the University Registrar.

**12. Describe accreditation (e.g. AACSB; SACSCOC) implications.**

None, of which we are aware.

**13. Describe the assessment plans for the Certificate Program.**

Assessment processes will follow those applied to the BIS and other business undergraduate programs, including the creation of program objectives and a measurement rubric. The primary assessment mechanism will be an interview and survey of students completing the certificate.

**14. Appropriate signatures of support should be included with the proposal. All units sponsoring and participating in a Certificate Program should approve the proposal.**

**Chair of Sponsoring Unit:**

**Signature:** \_\_\_\_\_

A handwritten signature in black ink, appearing to read "Jeff Stratman", written over a horizontal line.

**Name:** Jeff Stratman

**Unit:** Information Systems and Supply Chain Management Department

**Chair of Participating Unit:**

**Signature:** \_\_\_\_\_

**Name:** \_\_\_\_\_

**Unit:** \_\_\_\_\_

**Appendix 1**  
**Elective Courses**

Courses shown below (to be proposed) are expected to serve as the mandatory courses for the Fintech Certificate.

<b>Course</b>		<b>Title</b>	<b>Credits</b>
INSC	30263	Blockchain for Fintech	3
INSC	30273	Machine Learning for Fintech	3
INSC	30283	AI for Fintech	3