

The signing ceremony of the Memorandum of Understanding (MoU) between the VIT-AP School of Business (VSB), VIT-AP University, Alphabeta Inc and Topxight Research Labs was held at VIT-AP University on March 3.

Dr SV Kota Reddy, Vice-chancellor of VIT-AP University said that Alphabeta Inc is a US-based company offering products and services to banks and financial services organisations. He told that FinTech is changing the business models and financial models in a never-seen-before avatar.

“There is a huge demand for qualified FinTech professionals across the globe. Our university addresses this demand through BBA programme with specialisation in FinTech. Our focus is on combining academic rigour with hands-on training. The students will work on real-life projects with latest technologies using the Alphabeta platform. They will get certification after completing the two courses ‘FinTech Practice 1 & 2’. By the end of the programme, students will also be able to research on contemporary issues, develop new business/finance models and create patents,” he said.

“Students completing BBA Fintech can get into banks and financial services such as Blockchain

VIT-AP signs MoU



Expert, Blockchain App Developer, Financial Analyst, Data Scientist - Finance, Business Analyst, Process Analyst, Compliance Manager, Product Manager and Business Development Manager. The areas where FinTech qualification is in

demand are — Personal Finance, Insurance, Wealth Management, Capital Markets, Lending, Billing/Payments, RegTech, Blockchain/Ledger and Cryptography,” added he.

Dr S Jayavelu, Dean, VIT-AP

School of Business shared the business school is offering BBA with specialisations in Business Analytics, Digital Marketing and FinTech. “Each specialisation has a partner who will provide real life practice and industry approved certification. These certifications will enhance the job opportunities of our students. We also have tie-ups with University of Michigan, Dearborn and Arizona State University, where students can study for two years in India and two years in the USA, and get a degree from our partner universities in the USA,” he said.

Siva Visveswaran, Co-founder & CTO, Alphabeta Inc, stated that the growth in the FinTech sector will be primarily driven, not by cost or labour arbitration, but by innovation using new technologies such as AI, Blockchain, 5G and Big Data Analytics.

“It will require an understanding of the financial ecosystem, analytic and quantitative programming skills, and the ability to solve problems using a design thinking approach,” said he.