

**New Undergraduate
Programs Guide
Management & Marketing
2026**

BS Fintech and Entrepreneurship

Inspiring the next generation of digital ventures



Overview

- Integrates **finance, computing, AI, cybersecurity, and blockchain** to build strong capabilities in developing **secure, data-driven, and scalable** business solutions
- Develops understanding of **crowd behavior, digital marketing, and new media** to help students grow platforms, engage users, and drive adoption in competitive digital markets
- Equips graduates to **launch, manage, and expand fintech and technology ventures** by combining **analytical thinking, innovation, and venture-building skills**



Prepares **entrepreneurial, tech-enabled professionals** to **design and scale innovative ventures** at the **intersection of finance, technology, and digital platforms**

Disciplines and competencies covered



Finance



Technology



Crowd/consumer
behavior



New media



Quant/analytics/
computing



Entrepreneurship

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Graduates are capable of **designing, implementing, and evaluating technology-driven financial solutions and entrepreneurial ventures** using **digital financial tools, data analytics, AI, and emerging FinTech technologies**.



Degree Plan

BS Fintech and Entrepreneurship

 Four years | 128 Credit Hours | Summer Training

Freshman Year

Semester 1

Course	Title	LT	LB	Cr
BUS 200	Business & Entrepreneurship	3	0	3
ECON 101	Principle of Microeconomics I	3	0	3
ENGL 101	Intro. To Academic Discourse	3	0	3
ICS 104	Intro. To Programm In Python & C	2	3	3
MATH 101	Calculus 1	4	0	4
IAS 111	Beliefs and its Consequences	3	0	2
TOTAL		17	3	18

Semester 2

Course	Title	LT	LB	Cr
ACTT 110	Intro. To Financial Accounting	3	0	3
ECON 102	Principles of Macroeconomics I	3	0	3
ENGL 102	Inro. To Report Writing	3	0	3
IAS 121	Language Foundation	2	0	2
MATH 102	Calculus II	4	0	4
PE 101	Health and Physical Education 1	0	2	1
TOTAL		15	2	16

Sophomore Year

Semester 1

Course	Title	LT	LB	Cr
ENGL 214	Academic & Professional Comm	3	0	3
FIN 250	Financial Management	3	0	3
ISE 291	Intro. To Data Science	3	0	3
OSC 210	Intro. To Operations and supply chain	3	0	3
IAS 212	Professional Ethics	2	0	2
STAT 214	Statistical Methods and Actuarial Science and Business	3	2	4
TOTAL		17	2	18

Semester 2

Course	Title	LT	LB	Cr
BAI 221	Business Analytics Foundation	3	2	3
COE 292	Intro. To Artificial Intelligence	3	0	3
MKT 250	Principle of Marketing	3	0	3
FNT 230	Intro. To Fintech	3	0	3
ENTR 250	Lean Startup: Crowdsourcing & Business Model Design	3	0	3
TOTAL		15	2	15

Junior Year

Semester 1

Course	Title	LT	LB	Cr
BAI 300	Applied AI for Business	3	0	3
ENTR 310	Startup Financing, VC and Exits Strategies	3	0	3
FIN 320	Investments Management and Capital Market	3	0	3
FNT 330	Fintech Regulation & Compliance	3	0	3
GS xx	GS Elective	3	0	3
TOTAL		15	0	15

Semester 2

Course	Title	LT	LB	Cr
CGS 392	Career Essentials	0	2	1
IAS 3/4xx	Islamic /Arabic Elective	2	0	2
MGT 310	Organization Behavior	3	0	3
FNT 340	Financial Modeling and Simulation	1	4	3
FNT 360	Decentralized Finance, Blockchain & Fintech Platforms	3	0	3
DSMM 302	Fundamentals of Digital and Social Media Marketing	3	0	3
TOTAL		12	6	15

ENTR 399 - Summer Training (1 Cr)

Semester 1

Course	Title	LT	LB	Cr
XXX 3/4xx	Business Elective I	3	0	3
ENTR 411	Senior Project I	0	0	0
BAI 404	Cybersecurity in Business	3	0	3
ENTR 320	Product and Growth Strategy	3	0	3
ENTR 410	Case Studies in Fintech & Venture Creation	3	0	3
XXX 3/4xx	Free Elective I	3	0	3
TOTAL		15	0	15

Semester 2

Course	Title	LT	LB	Cr
XXX 3/4xx	Business Elective II	3	0	3
ENTR 420	Venture Launch Innovation Lab	1	4	3
ENTR 412	Senior Project II	0	0	3
FNT 430	Behavioral Finance	3	0	3
XXX 3/4xx	Free elective II	2	0	3
TOTAL		10	8	15

Senior Year



128 CR

*Prerequisite course

Degree Plan

BS Fintech and Entrepreneurship

 Four years | 127 Credit Hours | Internship

Freshman Year

Semester 1

Course	Title	LT	LB	Cr
BUS 200	Business & Entrepreneurship	3	0	3
ECON 101	Principle of Microeconomics I	3	0	3
ENGL 101	Intr. To Academic Discourse	3	0	3
ICS 104	Intr. To Programm In Python & C	2	3	3
MATH 101	Calculus 1	4	0	4
IAS 111	Beliefs and its Consequences	3	0	2
TOTAL		17	3	18

Semester 2

Course	Title	LT	LB	Cr
ACTT 110	Intr. To Financial Accounting	3	0	3
ECON 102	Principles of Macroeconomics I	3	0	3
ENGL 102	Inro. To Report Writing	3	0	3
IAS 121	Language Foundation	2	0	2
MATH 102	Calculus II	4	0	4
PE 101	Health and Physical Education 1	0	2	1
TOTAL		15	2	16

Sophomore Year

Semester 1

Course	Title	LT	LB	Cr
ENGL 214	Academic & Professional Comm	3	0	3
FIN 250	Financial Management	3	0	3
ISE 291	Intr. To Data Science	3	0	3
OSC 210	Intr. To Operations and supply chain	3	0	3
IAS 212	Professional Ethics	2	0	2
STAT 214	Statistical Methods and Actuarial Science and Business	3	2	4
TOTAL		17	2	18

Semester 2

Course	Title	LT	LB	Cr
BAI 221	Business Analytics Foundation	3	0	3
COE 292	Intr. To Artificial Intelligence	3	2	3
MKT 250	Principle of Marketing	3	0	3
IAS 3/4xx	Islamic /Arabic Elective	2	0	2
FNT 230	Intr. To Fintech	3	0	3
ENTR 250	Lean Startup: Crowdsourcing & Business Model Design	3	2	3
TOTAL		17	6	17

Junior Year

Semester 1

Course	Title	LT	LB	Cr
BAI 300	Applied AI for Business	3	0	3
ENTR 310	Startup Financing, VC and Exits Strategies	3	0	3
DSMM 302	Fundamentals of Digital and Social Media Marketing	3	0	3
FIN 320	Investments Management and Capital Market	3	0	3
FNT 330	Fintech Regulation & Compliance	3	0	3
GS xx	GS Elective	3	0	3
TOTAL		18	0	18

Semester 2

Course	Title	LT	LB	Cr
CGS 392	Career Essentials	0	2	1
MGT 310	Organization Behavior	3	0	3
FNT 340	Financial Modeling and Simulation	1	4	3
ENTR 320	Product and Growth Strategy	3	0	3
XXX 3/4xx	Business Elective I	3	0	3
FNT 360	Decentralized Finance, Blockchain & Fintech Platforms	3	0	3
TOTAL		13	6	16

Senior Year

Semester 1

Course	Title	LT	LB	Cr
ENTR 411	Senior Project I	0	0	0
FNT 398	Internship	0	0	6
TOTAL		0	0	6

Semester 2

Course	Title	LT	LB	Cr
ENTR 410	Case Studies in Fintech & Venture Creation	3	0	3
ENTR 420	Venture Launch Innovation Lab	1	4	3
ENTR 412	Senior Project II	0	0	3
FNT 430	Behavioral Finance	3	0	3
XXX 3/4xx	Free elective II	2	0	3
BAI 404	Cybersecurity in Business	3	0	3
TOTAL		18	4	18

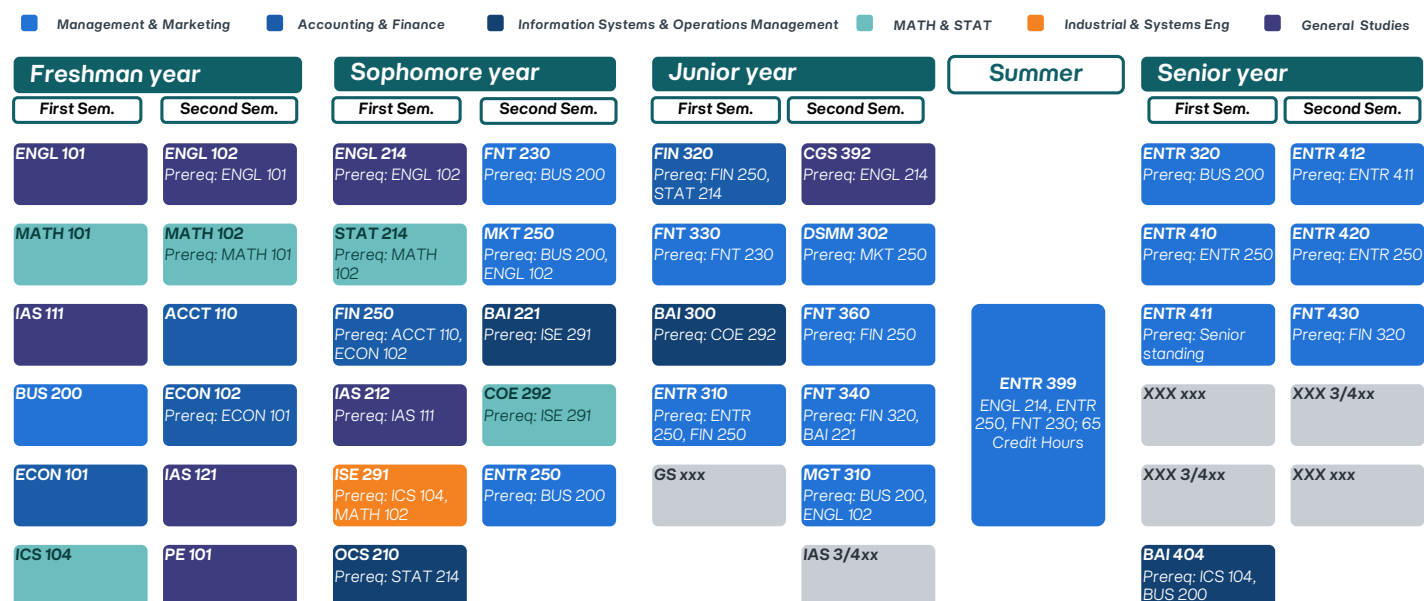


127 CR

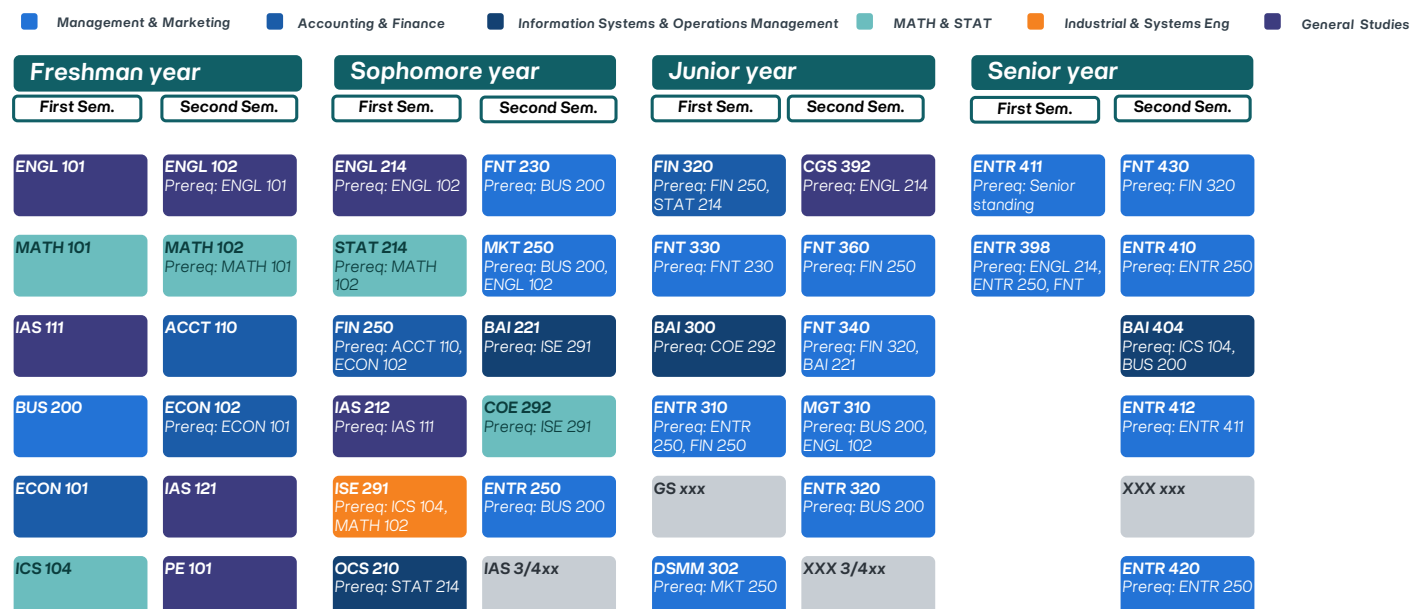
*Prerequisite course

Flowcharts

BS Fintech and Entrepreneurship (Summer training)



BS Fintech and Entrepreneurship (Internship)



Course Description

BS Fintech and Entrepreneurship

Course	FNT 230: Introduction to Fintech	FNT 330: Fintech Regulation and Compliance	FNT 360: Decentralized Finance, Blockchain & Fintech platforms
Course Description	Introduction to Financial Technology (FinTech) and digital transformation: Definition, scope and evolution; FinTech ecosystem; Challenges in traditional finance, including cost, speed, access, and trust; Emerging technologies in FinTech, such as artificial intelligence, blockchain. Digital and FinTech platforms; System architecture; Applications in payments, lending, banking, insurance, and investment services.	Financial innovation regulations. Legal and regulatory frameworks governing financial services. Regulations regarding technology-driven products such as digital payments, lending, digital banking, and crypto/digital assets. Regulations addressing consumer protection, market stability, and systemic risks while continuing to encourage innovation. Saudi Financial Regulatory Framework.	Introduction to blockchain and decentralized finance: Core technologies and concept. Foundations of cryptographic: Bitcoin and Ethereum. Smart contracts. Scalability. Tokenomics. Decentralized exchange. Lending protocols, stablecoins, and asset tokenization. Roles of AI, big data, cloud computing, data structures, and database systems in modern financial applications.
Pre-requisite	BUS 200	FNT 230	FIN 350

Course	FNT 340: Financial Modeling & Simulation	FNT 430: Behavioral Finance	ENTR 250 :Lean Startup : Crowdsourcing Business Model Design
Course Description	Introduction to machine learning techniques. Applications of machine learning in financial analysis and decision-making. Modelling financial data. Forecasting market variables. Trading and risk management strategies. Practical implementation using real financial datasets. Applying machine learning tools to return prediction, credit scoring, portfolio construction, and fraud detection. Management of large volumes of textual data from sources like newspapers, disclosures, Fed communications, and social media	Introduction to behavioral finance. Behavioural biases. Investor sentiment. Social influence in financial decision-making. Investor behaviour in online trading environments. Herding. Information diffusion. Cryptocurrencies. Algorithmic trading. AI and big data in behavioural finance. Asset pricing. Investment decisions. Forecasting returns.	Startup fundamentals and Entrepreneurial mindset. Crowdsourcing Ideation and opportunity assessment. Business models design and assumption mapping. Customer discovery, segmentation and validation experiments (crowd-informed segmentation and validation). Minimum viable product architecture, unit economics, and the strategic "Why Now" logic required for competitive positioning (testing competitive positioning using crowd feedback). Validation of product-market fit. Toolkit to navigate the uncertainty of entrepreneurship and build scalable, evidence-based business models.
Pre-requisite	FIN 320 BAI 221	FIN 320	BUS 200

Course Description

BS Fintech and Entrepreneurship

Course	ENTR 310: Start-up Financing VC and Exits Strategies	ENTR 320 : Product and Growth Strategy	ENTR 420 : Venture Launch Innovation Lab
	Introduction to the Startup & Fintech Financial Landscape. Foundations of Venture Finance. The VC Ecosystem & Fund Mechanics. Startup Valuation. Equity Engineering. Alternative Foundations of Venture Finance. Financing and Fintech Capital Strategy. Governance, Board Management & Founder Vesting. Due Diligence Readiness and Strategic Exits.	Introduction to product strategy in technology and fintech ventures; crafting product vision, positioning, and strategic narrative; customer discovery, jobs-to-be-done, and market validation; competitive analysis and strategic positioning in digital markets; product roadmapping and strategic planning frameworks; prioritization models and resource allocation; designing scalable business models for fintech and platform ventures	Solution-Space Exploration and Rapid Prototyping. Product Architecture (UX/UI) and the DHM model (Delight, Hard-to-copy, Margin-enhancing). Defensible products optimized for user growth. FinTech Infrastructure & Compliance "Plumbing" (integrations, data flows, regulatory constraints in design). Trust Design & Secure-by-Design Journeys (identity, privacy, risk controls embedded in UX). North Star Roadmap, Traction Metrics & Investor Pitch
Pre-requisite	ENTR 250 FIN 250	BUS 200	ENTR 250
Course	ENTR 410: Case Studies in FinTech & Venture Creation	FIN320: Investment Management and Capital Markets	
	Case-based exploration of FinTech venture creation, covering opportunity identification and problem selection; validation under uncertainty; customer segmentation and beachhead market selection; trust-based customer acquisition in financial services; go-to-market strategy and channel selection; business model design and revenue logic; competitive dynamics and strategic positioning.	Function of the financial markets. Asset classes: how they are issued and traded. Introduction to security market indexes weighting schemes. Framework of modern portfolio theory: risk and expected return. Fundamentals of asset pricing theory. Market efficiency. Behavioral finance. Technical analysis. Basic analysis of equity securities. Fixed income securities. Basics of options.	
Pre-requisite	ENTR 250	FIN 250 STAT 214	

Career Prospects

BS Fintech and Entrepreneurship



Fintech Startup Founder / Entrepreneur

Validates problem-solution fit, raises capital, and executes go-to-market.

Fintech Product Specialist/ Manager

Designs and leads development of digital financial products.

Fintech Analyst

Evaluates fintech deals, markets, and business models.

Customer Success Manager (B2B FinTech)

Drives adoption and retention for fintech platforms.

Quantitative Analyst (Quant)

Uses statistical models to optimize trading and assess risk.

Fintech Compliance Officer

Ensures adherence to AML/KYC and data security standards.

AI/ML Engineer in Finance

Builds AI models for fraud prevention and customer behavior.

Blockchain Developer/ Architect

Builds smart contracts and secure transaction platforms.

Thank you

