



Faculty of

# Business

AIN SHAMS NATIONAL UNIVERSITY

**Academic Programs**

**For more details:**

**[support@asu.edu.eg](mailto:support@asu.edu.eg)**

# Financial Technology (FinTech)



**Years of Study / Credit Hours:**  
4 years / 144 credit hours  
**Language of Instruction:**  
English

## Program Classification / Faculty

Bachelor of Business in Financial Technology/ Faculty of Business Ain Shams National University.

## Program Vision

To be a leading FinTech program in Egypt and the region, producing highly skilled graduates who drive innovation and transformation in the financial technology sector.

## Program Mission

To provide comprehensive and cutting-edge education in financial technology, integrating finance principles with technological advancements, fostering critical thinking, and preparing graduates to excel in a rapidly evolving digital economy.



## Key Career Fields for Graduates

- FinTech Analyst
- Data Scientist in Finance
- Blockchain Developer
- Algorithmic Trader
- Financial Software Developer
- Compliance Officer (FinTech focused)
- Product Manager (FinTech)
- Investment Analyst (FinTech focused)
- Consultant (FinTech)
- Startup Roles (Opportunities in traditional banks, FinTech companies, investment firms, consulting firms, and regulatory bodies).



## Why choose to Join the Financial Technology (FinTech) Program?

The Financial Technology (FinTech) Program at Ain Shams National University offers a compelling opportunity for students seeking to thrive in the modern financial landscape. It provides a unique and essential education by integrating core finance principles with cutting-edge technologies such as data analytics, machine learning, blockchain, and algorithmic trading.



**Financial Technology (FinTech)**

## Why choose to Join the Financial Technology (FinTech) Program?



This interdisciplinary approach equips students with the practical skills and theoretical knowledge necessary to develop innovative solutions for contemporary financial challenges. Students will gain hands-on proficiency in critical programming languages, directly applying their learning to real-world financial scenarios.

Joining this program means directly addressing the soaring demand for professionals who possess both financial acumen and technological expertise. Graduates will acquire highly valued skills in data analysis, algorithmic development, and blockchain applications, alongside a deep understanding of the FinTech ecosystem. This comprehensive skillset prepares them for successful and highly sought-after careers in diverse roles across traditional banks undergoing digital transformation, dedicated FinTech companies, investment firms, and consulting agencies. Essentially, the FinTech Program at Ain Shams National University acts as a crucial bridge between finance and technology, ensuring its graduates are well-prepared for specialized roles and future advancements in a world where technology is central to financial services.



**Financial Technology (FinTech)**



# Digital Marketing



**Years of Study / Credit Hours:**  
4 years / 144 credit hours  
**Language of Instruction:**  
English

## Program Classification / Faculty

Bachelor of Business in Digital Marketing / Faculty of Business Ain Shams National University.

## Program Vision

To be a leading academic program that advances innovation, entrepreneurship, and ethical excellence in digital marketing, empowering students to become forward-thinking leaders who drive sustainable business growth, digital transformation, and economic development in Egypt and the global digital economy.

## Program Mission

To provide students with interdisciplinary, technology-driven education that integrates marketing, business, data analytics, computer science, and digital technologies. Combining theory and hands-on learning, the program develops graduates skilled in designing and managing digital marketing strategies across platforms. It fosters critical thinking, creativity, and entrepreneurship, while promoting ethical and responsible practices in content management, data use, and consumer engagement. Graduates are prepared to lead innovation, drive digital transformation, and support sustainable economic growth in an increasingly interconnected world.

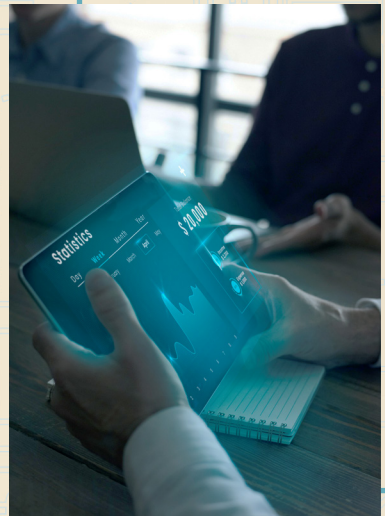
## Key Career Fields for Graduates



Graduates may pursue careers such as Digital Marketing Specialist, Social Media Manager, Content Marketing Manager, SEO/SEM Specialist, PPC Specialist, Marketing Analyst, E-Commerce Manager, Media Buying, Email Marketing Specialist, Digital Marketing Manager, Digital Brand Strategist, Marketing Automation Specialist, Performance Marketing Specialist, Conversion Rate Optimization (CRO) Specialist, Influencer Marketing Manager, Digital Product Manager, UX/UI Researcher, Affiliate Marketing Manager, Mobile Marketing Specialist, Web Analytics Consultant, Integrated Marketing Communications Specialist, and Digital Corporate Communications Specialist.

## Why choose to Join the Digital Marketing Program?

The Digital Marketing Program at Ain Shams National University offers a unique academic pathway that addresses emerging market demands and national strategic priorities in digital transformation. As the first and only program of its kind in Egypt, it integrates a comprehensive set of disciplines by combining core marketing principles with computer science, programming, web development, graphic and motion design, data analytics, artificial intelligence, and advanced digital marketing technologies.



## Why choose to Join the Digital Marketing Program?

This interdisciplinary structure enables students to acquire both theoretical foundations and advanced applied skills necessary to plan, execute, and optimize sophisticated digital marketing campaigns across multiple platforms and industries. Students receive extensive hands-on training using current industry-standard tools and platforms, while developing specialized competencies in data-driven decision-making, content development, consumer behavior analytics, multi-channel campaign management, and digital platform integration.



In addition to technical expertise, the program emphasizes the development of managerial and leadership skills essential for overseeing cross-functional teams in the digital marketing field. Graduates will be equipped to lead diverse teams consisting of analysts, programmers, designers, content creators, and digital media professionals, ensuring effective collaboration in achieving integrated marketing objectives across a variety of organizational contexts.



## Why choose to Join the Digital Marketing Program?

The program directly contributes to Egypt's ongoing economic development agenda by preparing graduates who are capable of supporting the country's digital economy growth, entrepreneurship expansion, and labor market diversification.

It aligns with the government's priorities in fostering technological innovation, enhancing employability, and producing highly qualified professionals who meet both national and global workforce requirements.

Graduates of the program will be uniquely positioned for a wide range of employment opportunities in digital marketing agencies, multinational corporations, e-commerce platforms, financial institutions, media organizations, and emerging digital enterprises.

Ultimately, the program serves as a vital academic bridge between marketing, technology, and creative industries, preparing graduates to lead innovation, support sustainable economic growth, and contribute meaningfully to Egypt's competitiveness in the global digital economy.

