AMFM-2425-516-Fintech

Name of lecturer(s) & Email	Level/Semester, Status, Timing	ECTS*, CH & SDL**
Bernard NICOLAY bernard.nicolay@ulb.be	Semester 2 Compulsory January to March 2025	1,5 12 33

Description of the course

The AMFM Fintech course equips participants with the skills to analyze business models in areas such as payments, crowdfunding, robo-advisory, blockchain, and artificial intelligence using the Business Model Canvas. Moreover, participants gain a comprehensive understanding of the funding journey.

The course covers main fintech business models, as well as their financing with venture capital:
- Analyse business models with the help of the Business Model Canvas.
- Acquire additional insights for relevant locations and business segments for Fintech funding rounds in varied fintech domains, such as payments, crowdfunding, robo-advisory, blockchain, and artificial intelligence.
- Envision potential future developments for the various fintech segments.

Course units

Session 1: Interactive lecturing
- Overview of Fintech markets and players
- How to use AI to analyse, explain and document Fintech business models

Session 2: Interactive lecturing
- AI and its Application in Finance: What are the challenges and opportunities?
- Business Model Sustainability: Can small firms maintain competitiveness against tech giants
- Ethical Considerations of AI in Financial Services: What is the potential misuse of AI in financial markets?
- Strategic Growth and Innovation in FinTech: How can smaller fintech startups position themselves in a rapidly evolving space dominated by tech and financial giants?

Session 3: Keynote from financial markets and services professional and discussion
- "The Future of Payments:The Case of Mastercard", with guest speaker Henri Dewaerheijd (tbc), Mastercard General Manager Belgium & Luxembourg

Session 4: Keynote from financial markets and services professional and discussion
- "Digital Assets and Finance: The Case of KBC Group", with guest speaker Dirk Hermans (tbc), Innovation manager, blockchain lead, Strategy & Innovation @ KBC

Course Learning Outcomes (CLOs)

1. Explain fintech business models, as well as their financing with venture capital, with the help of the Business Model Canvas (BMC). The BMC is a strategic management tool that helps to visualize and assess the different components of a business model. It consists of nine building blocks, each representing a key area that any business needs to focus on to create, deliver, and capture value. The canvas covers: Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships, and Cost Structure.
2. Acquire additional insights relating to Fintech funding rounds for relevant locations and business segments such as payments, crowdfunding, robo-advisory, blockchain, and artificial intelligence.
3. Envision potential future developments for the various fintech segments, including possible changes in technology, regulatory environment and business model, as well as potential collaboration with incumbent financial markets and services.

Prerequisite (if any)

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Contribution to Programme Learning Objectives (PLOs)***	Evaluation scale
- Learning Objective 1.1: Reinforcement - Learning Objective 2.1: Reinforcement - Learning Objective 3.1: Reinforcement - Learning Objective 4.1.: Reinforcement - Learning Objective 5.1: Reinforcement	0-20

Main Teaching methods used in the course

Lecture, Interactive Lecture, Directed Discussion, Experiential Learning, Case Based Learning, Coaching

Contribution to the Environmental, social and governance (ESG)

Course Contribution to ESG: Yes
Contact Hours are dedicated to ESG: 12
Contact Hours containing climate solutions for how organisations can reach net zero: 12
Description of contribution: The Fintech course covers in particular ESG issues such as energy consumption in tech, social and ethical issues relating to blockchain and AI, as well as governance models facilitated by technology, among others.

Notice: The information available in the course outline is subject to change. Please keep yourself informed at all times by regularly checking Canvas.

*ECTS - European Credit Transfer and Accumulation System (1 ECTS = 30 hours of learning)
**CH - Contact Hours in class or online, SDL - Self-Directed Learning including readings, homework, group work, preparation to assessment, etc
***PLO - Programme Learning Objectives are available on the curriculum page

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Assessment methodology / Learners Use of Time and Load

Individual written exam in class
- weight 60%
- workload estimated = 30 hours
- due 28-03-25
- <u>Guidelines</u>:
  - Closed book
  - Focus on key concepts and on take-aways from guest practitioners
  - Written exam including multiple-choice questions and short open questions

Individual essays
- weight 40%
- workload estimated = 15 hours
- due 13-03-25
- <u>Guidelines</u>:
  - Three-page papers on keynote and panel discussions: Explain a fintech business model, as well as the financing journey, if applicable; explain the opportunities and challenges (OT) for the selected industry; explain how well the selected market participant is positioned, its strengths and weaknesses (SW); explain the potential developments for the participant within its industry.
  - Papers graded based on content (argumentation, understanding, reasoning, research, references, etc.) and on style.

Readings

Required
Fischer, M. (2021), Fintech Business Models: Applied Canvas Method and Analysis of Venture Capital Rounds, De Gruyter, Berlin / Boston

Recommended
Several references to be communicated in class.

Other Learning Materials
Cohen, L., C. Malloy and W. Powley (2018), Artificial Intelligence and the Machine Learning Revolution: Cogent Labs and the Google Cloud Platform (GCP) (case 9-218-80), Harvard Business School, HBS Publishing, Boston

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