

**FIN4123 FinTech Management**  
**SEM 2, 2018 – Course Syllabus (DRAFT)**

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**Course Description:** FinTech is a word that we are hearing more and more these days and it is a term that has encroached mainstream media and is no longer the preserve of those in technology start-up circles. But what exactly is it?

In this world of prevalent smartphone and tablet usage, FinTech is an area that is and will continue to have an impact on our day to day lives and more specifically how we conduct business. The rise of the smartphone has greatly changed the behaviour of consumers. Thanks to the 'always online' culture we live in today – and the proliferation of services and apps that feed it – people can not only access information and data they had never previously been able to, they can do so whilst waiting for a bus.

In its most generic form, Fintech relates to the part of the technology startup arena that is disrupting areas such as mobile phone payments, the transfer of money, loans, raising funds and even established forms of finance such as asset management. Whether it's checking one's online account or setting up an online investment portfolio, people now expect to handle financial affairs as easily and conveniently as they do their email or Facebook page. It's a huge opportunity for businesses and soon no enterprise will succeed and flourish without the right FinTech services in place.

If we take asset management in particular, it is projected that FinTech could impact many areas of the business (hence lowering costs) such as record keeping, trading & settlement, provision of infrastructure (such as cloud hosting rendering unnecessary expensive hardware and providing software/back office solutions), big data solutions (on products and investor trends) and product distribution (for example through entities such as Alibaba, Tencent, Google, Facebook etc).

A recent report from Accenture found that global investment in FinTech has skyrocketed from US\$930 million back in 2008 to over US\$12 billion by the beginning of 2015. Here in Singapore, we have seen MAS recently announce proposed guidelines to enable financial institutions and non-financial players to experiment with FinTech solutions. As an example, OCBC has set up its own FinTech unit to drive the ideation, prototyping and deployment of new technologies, innovative commercial business models and solutions to bring to market relevant financial products and services in order to enhance banking processes.

In a global sense, we are witnessing first hand a proliferation of start-ups that are being established to put forward the next disruptive financial solutions. Already, some have become well known such as TransferWise, Funding Circle, Stripe, Lending Club and Square to name but a few.

The US leads the way as the premier FinTech hub in terms of attracting the most investment but the UK and Europe are also making considerable progress. As mentioned above, Singapore is making sterling efforts to be part of this elite group with state funding and light touch regulation to encourage more FinTech start-ups.

## 1. What Is FinTech? (A General Overview And History)

### 2. FinTech Current And Future Themes

- Blockchain
- Payments
- Lending
- Borrowing
- Crowdfunding
- Robo Advisors
- Impact On Banking, Insurance, Asset Management
- B2B Supply Chain
- Big Data
- Complex Contracts Optimization
- Behavioural Biometrics

### 3. FinTech Global Hubs And Factors Determining Success

- UK
- New York
- Silicon Valley
- Germany
- Singapore, Hong Kong

### 4. Study Of FinTech Start-Up Success Stories – Best Practices

- eToro - Israel
- Capital Match - Singapore
- Claim Di - Thailand
- Coins.ph - Philippines

### 5. Disruptive Innovation Techniques

- Associating
- Questioning
- Observing
- Networking
- Experimenting

## 6. Intensive Coding And Project Application

### Reading Materials

- **The Fintech Book**: The Financial Technology Handbook for Investors, Entrepreneurs and Visionaries – Susanne Christi/Janos Barberis (Wiley, 2016)
- **Fintech Innovation**: From Robo-Advisors to Goal Based Investing and Gamification - Paolo Sironi (Wiley, 2016)

## Learning Outcomes

The objective of this module is to give students a rigorous introduction to all the key aspects of FinTech. Aside from learning the theory students will actively participate in practical workshops to fully embrace and complement the teaching methodology which will emphasize an entrepreneurial spirit.

The course is targeted at students looking to pursue careers in the financial, banking and insurance sectors and looking to harness and grasp this exciting new field. Moreover, the hope is that given the current environment students may be inspired to proceed to create their own start-ups thus creating new disruptive solutions. More specific outcomes are outlined below:

- Contribute knowledge and skills to innovation and change programmes for future employment
- Demonstrate a broad understanding of the evolution of the financial services industry and how it will operate in the future
- Explain how technology and regulation is impacting the financial services industry and the key drivers that are responsible for this
- To have a good understanding of the key financial, economic and technological terms and concepts and to be able to articulate about them effectively

### Students are expected to:

1. Participate fully in class discussions and complete the pre-reading for each weekly session
2. Develop an entrepreneurial and disruptive mindset when looking at existing business practices in the financial services industry
3. Work diligently and collaboratively within their group for the FinTech project
4. Read extensively in relation to current trends and new developments in the FinTech sector

**NUS Recess Week is from Sat, 24 Feb 2018 - Sun, 4 Mar 2018**

**The 1<sup>st</sup> Test is on Friday 23 February 2018 (in class).**

**The 2<sup>nd</sup> Test is on Friday 13 April 2018 (in class).**

**There is no Final Exam in this module.**

**GUEST SPEAKERS:** We will have guest speakers from the FinTech start-up space sharing with us what their average day is like and enabling students to get a real world perspective of this dynamic technology.

### Grading:

<u>Quantity</u>	<u>Type</u>	<u>Points</u>
1	Test 1 (Sep 23 <sup>rd</sup> – in class)	30
1	Test 2 (Apr 13 <sup>th</sup> – in class)	30
1	Project	30
1	Class Participation	10
	TOTAL	100

**APPENDIX A****ACADEMIC HONESTY & PLAGIARISM – A WORD FROM YOUR SPONSOR**

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is 'the practice of taking someone else's work or ideas and passing them off as one's own' (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. **In case of any doubts, you should consult your instructor.**

Additional guidance is available at:

<http://www.nus.edu.sg/registrar/adminpolicy/acceptance.html#NUSCodeofStudentConduct>

Online Module on Plagiarism:

<http://emodule.nus.edu.sg/ac/>