



Национальный исследовательский университет «Высшая школа экономики»
Программа дисциплины «**Инновационные стратегии в финансовых технологиях**» для направления 38.04.02 «Менеджмент» и «Управление в сфере науки, технологии и инноваций», подготовки магистра

**Федеральное государственное автономное образовательное учреждение
высшего образования
"Национальный исследовательский университет
"Высшая школа экономики"**

Институт статистических исследований и экономики знаний

**Рабочая программа дисциплины
«Инновационные стратегии в финансовых технологиях»**

для направления 38.04.02 «Менеджмент» подготовки магистра

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Innovation strategies in Fintech

1. Introductory note

Program authors: Yury Dranev; Veronika Belousova

General Description of the Program:

The course is delivered to master students. It is a part of general scientific curricula unit. The course length is 114 academic hours in total of which 32 hours are class room hours and 82 are devoted to self study.

Academic control forms are one written exam and a homework.

Pre-requisites

- Basics of finance and management
- Course “Finance of Innovation” is highly recommended but not necessary

Course Objective

The course spans 1 academic module. Students are assessed with a written exam and project work. The teaching is based on selected writings and experiences of faculty members. In addition selected reputed scholars and experts are invited bringing together views from different perspectives on the meaning of risk management in innovation projects to provide in-depth learning opportunities for all students.

Lectures are designed to deliver theoretical frameworks and international experiences. The course is accompanied by a seminar where students present projects on Innovation strategies in Fintech. Lectures and seminars introduce and develop new approaches to understand and further develop different facets of innovation thinking and to provide participants with ready to use state of the art knowledge as well as academic training.

Course Language: English.

Abstract

This course is designed for master students who want to study the impact of financial technologies (fintech) trends on financial sector and global economy. Fintech is related to technology enabled business model innovation. The course examines areas of infrastructure, markets, marketplaces and financial services. The products and technologies considered in the course include distributed ledger, mobile payment systems, financial platforms and other. The course dis-

cusses the current state of the fintech ecosystem including financial, economic and regulatory frameworks as well as competitive landscape. Students will have the opportunity to develop innovation strategy for the project in fintech area. The recommended but not required prerequisites include Finance of innovation.

Training Objectives

- The most promising fintech trends and solutions
- Methods applicable to development of business model for fintech projects

Target audience

- Master students

Competences

- Ability to identify fintech trends;
- Understanding of business models changes emerged by disruptive financial technology;
- Getting insight into the future of the financial sector;
- Skills for modelling of fintech effects;
- Ability to analyze regulatory frameworks and competitive landscape

2. Thematic Plan

a) Lectures

Topic	Course hours, total
Fintech trends and digital economy	4
Mobile payments	4
Fintech enabled business model innovation	4
Assessment of fintech innovations	4
TOTAL:	16

b) seminars

The seminar consists of an introductory session which highlights the possible projects on on Innovation strategies in Fintech. Following the introductory session students will develop a project on implementation of Fintech innovation and its assessment. The students will be asked to prepare a presentation for each seminar following development of their projects. Finally description of a project should be introduced in a concluding session which is devoted to presentations of innovative solutions.

Topic	Total academic hours
Presentations	16
Total	16

DISTRIBUTION OF WORKLOAD

<i>Topics</i>	<i>Total hours</i>	<i>In-room classes</i>		<i>Self-study</i>
		Including		
		Lecture	Seminars	
Fintech trends and digital economy	28	4	4	20
Mobile payments	28	4	4	20
Fintech enabled business model innovation	28	4	4	20
Assessment of fintech innovations	30	4	4	22
TOTAL:	114	16	16	82

3. Basic literature

- Ali, R., Barrdear, J., Clews, R., & Southgate, J., (2014) The economics of digital currencies. Bank of England Quarterly Bulletin, Q3, 276-286.
- Blach, J.,(2011) Financial Innovations and Their Role in the Modern Financial System - Identification and Systematization of the Problem. Financial Internet Quarterly „e-Finanse” , 7(3), 13-26.
- Gill, A. Q., Bunker, D., & Seltsikas, P., (2015) Moving Forward: Emerging Themes in Financial Services Technologies’ Adoption. Communications of the Association for Information Systems, 36, 205-230.
- Akhavein, J., Frame, W. S., & White, L. J., (2001) The Diffusion of Financial Innovations: An Examination of the Adoption of Small Business Credit Scoring by Large Banking Organizations. Journal of Business, 78(2), 577-596.
- Hanafizadeh, P., Keating, B. W., & Khedmatgozar, H. R., (2014) A systematic review of Internet banking adoption. Telematics and Informatics, 31, 492-510.
- Au, Y. A., & Kauffman, R. J. (2008). The economics of mobile payments: Understanding stakeholder issues for an emerging financial technology application. Electronic Commerce Research and Applications, 7, 141-164.
- Yermack, D. (2014). Is Bitcoin a Real Currency? An economic appraisal. Working Paper No. 19747, National Bureau of Economic Research.
- Young, P. (1993). Technological Growth Curves: A Competition of Forecasting Models. Technological Forecasting and Social Change, 44, 375-389.

4. Education control forms

Final control (F): written exam (1.20 minutes exam)

Seminar (S): Homework includes preparation of oral presentations at seminars and a short written essay before final exam.

The overall course grade (10-point scale) is calculated as a sum of

$$G = 0,2 F + 0,8 S$$

The overall course grade G (10-point scale) includes results achieved by students in their exam F , seminar (S); it is rounded up to an integer number of points.

Summary Table: Correspondence of ten-point to five-point system's marks

Ten-point scale [10]
1 – unsatisfactory
2 – very bad
3 – bad
4 – satisfactory
5 – quite satisfactory
6 – good
7 – very good
8 – nearly excellent
9 – excellent
10 – brilliant

6 Programme Contents

Topic 1 Fintech trends and digital economy

Key fintech trends and technologies
Trends effects in digital economy

Topic 2 Mobile payments

Retail payments and mobile banking
Drivers and challenges of mobile payments

Topic 3 Fintech enabled business model innovation

Business models in fintech industry
Future of fintech business models

Topic 4 Assessment of fintech innovations

Assessment of potential markets and risks
Valuation of fintech projects