Course: Global Challenges for Investors and Financial Service Industry

Semester	Duration	Course character	Workload	Credit Points	Examination form
spring semester	one semes- ter/once a year	elective	90 h including 28 h Contact studies 62 h Self studies	3	Cumulative: Presentations (60 %) Exam (40 %)
Course coordinator			Prerequisites		
Bettina Berthold-Löffler (Dipl.Kffr.)			-		

Description of the course

The rise of new technologies is changing continuously the operation, regulation and supervision of financial markets, bringing new challenges and opportunities for consumers, regulators and financial institutions as well as market players.

This course discusses the key challenges, economic forces and policy responses that will shape the business environment in the next decade and for which investors and market players should prepare. The objective is to provide students with the context and frameworks to be able to perform their own critical analyses.

The lecture will cover the following topics: global challenges like digitalization, regulation, consumer behavior, green banking and other financial trends as well as market players (banks, FinTechs, big techs) and their business model.

Course outline

Part 1: Financial Markets

- 1.1 Introduction
- 1.2 Market players in Financial Markets
- 1.3 General framework

Part 2: Business models

- 2.1 Dimensions and elements
- 2.2 Strategy
- 2.3 Innovation

Part 2: Global challenges

- 2.1 Technology and digitalization
 - (introduction, AI, Clouds, crypto, robo advisors, EFT's,
- 2.2 Costumer behavior (social-demography, behavioral finance, social scoring, sharing economy)
- 2.3 Sustainability (CSR criteria, green banking & finance, green business models)
- 2.4 Interest rates(introduction, global overview, trends and effects on investment strategies)
- 2.5 Regulation and financial supervision (global differences and similarities, effects on markets and business models)
- 2.6 Competition (banks, investments companies, VCs, hedgefonds, big techs, fintechs,...)

models in Financial Markets. Also, communication and presentation skills are improved.							
Course components							
•	Attendance and participation: Attendance and participation in class are strongly recommende						
	will help to understand the course material. General discussions, asking and answering questions are						
	part of the learning process.						
•	Presentations (60 % of final grade): Students have to hold two/three presentations (5 - 10 min.) dur-						
	ing the semester.						
•	• Exam (40 % of final grade): The exam will take place during the examination period at the end of the						
	semester. The date is to be determined by the examination board. Time allocation are 60 minutes.						
	The exam will be based on the materials given in the lecture and discussed in class. It may include						
	multiple choice questions and true or false statements, short essay answers or case studies, etc.						
<i>To receive a passing grade for the course students must obtain at least 50% of the total points possible.</i> References							
The seminar is primarily based on the following references:							
В	arua, S.	Principles of Gr	een Banking. De Gruyter 2020.				
Biljon van, P./ Lajoux, A.			Making Money: The History and Future of Society's Most Important				
		Technology. De	•				
	abozzi, F./ Jones F.		Foundations of Global Markets and Institutions. 5 th ed. MIT Press 201				
	imes, T.	<u>Blockchain and Artificial Intelligence</u> . De Gruyter 2021. Business model generation. Wiley 2010.					
P	igneur, Y./Osterwalder, A.	Business model	generation. Whey 2010.				
current press releases and research papers (The World Bank, EZB,)							
current press releases and research papers (the world bank, L2D,)							
Le	cturer Co	urse language	Usability in ongoing studies / other studies				
	· · · ·						
Bettina Berthold-Löffler English							
(Di	pl.Kffr)						

The students are requested to work on presentations, case studies and tutorials. They will deep dive into various aspects to thereby apply and transfer their knowledge as well as to analyze and evaluate business

Competency aims