

Course:

Global Challenges for Investors and Financial Service Industries

Semester	Duration	Course character	Workload	Credit Points	Examination form
Spring Semester	once a year 2 SWS	Elective	90 h, divided in 28 h Contact studies 62 h Self studies	3	Presentation Work Assignment Exam

Course coordinator

Bettina Berthold-Löffler (Dipl.Kffr.)

Prerequisites

-

Description of the course

The emergence of new technologies is continuously changing the way financial markets operate, creating new challenges and opportunities for consumers, investors, financial institutions, and market participants. This course discusses the key challenges, economic forces, and policy responses that will shape the business environment over the next decade and for which investors and market participants should prepare. The goal is to provide students with the context and framework for conducting their own critical analyses. The course covers the following topics: global challenges such as digitalization, regulation, consumer behavior, sustainability in banking and investment, and other financial trends, as well as market participants (Banks, FinTechs, Big Tech) and their business models.

Competency aims

Competence goals of the course are the knowledge of various aspects of financial markets and business models, exercised in practical application to effective case studies in order to be able to analyze and evaluate them. Social, communication and presentation skills are developed in discussion sessions and presentations.

Course components

- **Attendance and participation:** Attendance and participation in class are strongly recommended and will help to understand the course material. General discussions, asking and answering questions are part of the learning process.
- **Presentations and Work Assignments (40 % of final grade):** Students have to hold two presentations (5 minutes) with handout during the semester (30 %) and two Work Assignments (10 %).
- **Exam (60 % 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.

To receive a passing grade for the course students must obtain at least 50% of the total points possible.

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 3: Global Challenges

- 3.1 Technology and Digitalization (introduction, AI, Clouds, crypto, robo advisors, NFTs, ETFs)
- 3.2 Customer Behavior (social-demography, behavioral finance, social scoring, sharing economy)
- 3.3 Sustainability (CSR criteria, green banking & finance, green business models)

- 3.4 Interest Rates (introduction, global overview, trends and effects on investment strategies)
- 3.5 Regulation and Financial Supervision (global differences and similarities, effects on markets and business models)
- 3.6 Competition (banks, investments companies, VCs, hedgefonds, big techs, fintechs,...)

References

The seminar is primarily based on the following references:

- Barua, S. Principles of Green Banking. De Gruyter 2020.
- Biljon van, P./ Lajoux, A. Making Money: The History and Future of Society's Most Important Technology. De Gruyter 2020.
- Fabozzi, F./ Jones F. Foundations of Global Markets and Institutions. 5th ed. MIT Press 2019.
- James, T. Blockchain and Artificial Intelligence. DeGruyter 2021.
- Pigneur, Y. Business model generation. Wiley 2010.
- /Osterwalder, A.
- Current press releases and research papers (The World Bank, EZB,...)

Lecturer	Course language	Usability in ongoing studies / other studies
Bettina Berthold-Löffler (Dipl.-Kffr.) b.berthold-loeffler@ostfalia.de	English	IAY