Course: Global Challenges for Investors and the Financial Service Industry

Semester	Duration	Course character	Workload	Credit Points	Examination form
spring semester	one semester/once a year	elective	90 h, 28 h Contact studies 62 h Self studies	3	Cumulative: Presentations (40 %) Exam (60 %)

Course coordinator	Prerequisites
Bettina Berthold-Löffler (Dipl.Kffr.)	-

Description of the course

The emergence of new technologies is continuously changing the way financial markets operate, are regulated and supervised, bringing new challenges and opportunities for consumers, regulators, 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 to conduct their own critical analysis.

The lecture will cover the following topics: global challenges such as digitalization, regulation, consumer behavior, green banking and other financial trends as well as market participants (banks, FinTechs, Big Tech) and their business models.

Course outline

Part 1: Financial Markets
- 1.1 Introduction
- 1.2 Market players on the Financial Markets
- 1.3 General framework conditions

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, ETFs, NFTs)
- 3.2 Customer behavior
  (social demographics, behavioral finance, social scoring, finfluencers)
- 3.3 Sustainability
  (ESG criteria, green investment & banking & finance, green business models)
- 3.4 Interest rates
  (introduction, global overview, trends and effects on investment strategies)
- 3.5 Equity and Venture Capital
  (Crowd financing, Private Equity, Venture Capital)
- 3.6 Regulation and financial supervision
  (global differences and similarities, impacts on markets and business models)

Competency aims

The students will work on presentations, case studies and tutorials. They will delve into various aspects in order to apply and transfer their knowledge and to analyze and evaluate business models in the financial markets. In addition, communication and presentation skills will be improved.

Course components

- **Attendance and participation:** Attendance and participation in class is strongly encouraged and contributes to the understanding of the course material. General discussions, asking and answering questions are part of the learning process.

- **Presentations (40 % of final grade):** Students are required to give two presentations (5 min.) during the semester.

- **Exam (60 % of final grade):** The examination takes place during the examination period at the end of the semester. The date is set by the examination board. The examination time is 60 minutes. The examination is based on the material covered 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.

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. De Gruyter 2021.
Pigneur, Y./Osterwalder, A.	Business model generation. Wiley 2010.

current press releases and research papers (The World Bank, EZB,…)

Lecturer	Course language	Usability in ongoing studies / other studies
Bettina Berthold-Löffler (Dipl.Kffr)	English	