

Valid for 2024.FS

Module Name: Business Models and Technology	
Module Code	w.MA.XX.BMT.22HS
Module Description	The banking sector is experiencing pressure from fintech players all over the world. "Banking is necessary; banks are not," – a famous quote of Bill Gates from 1994 – is more relevant than ever. To compete for customers, banks have to learn to create added value on top of offering traditional banking services. To create that value, banks should understand clients' needs better and become very fast and open. To transform banks into fast, digital, and client-oriented organizations, future managers need a basic understanding of how to track technological development, understand current technologies such as the blockchain, data management, and artificial intelligence, and how they can be used to drive business innovation.
Program and Specialization	Banking and Finance
Legal Framework	Academic Regulations MSc in Banking and Finance dated 29.09.2011, Appendix to the Academic Regulations for the degree program in Banking and Finance, first adopted on 28.08.2012
Module Category	Module Type: Compulsory
ECTS	6
Organizational Unit	W Institut für Wealth & Asset Management
Module Coordinator	Christoph Kley (kley)
Deputy Module Coordinator	Kremena Bachmann (bahm)
Prerequisite Knowledge	Basic knowledge of banking An affinity to technological developments in banking and finance
Contribution to Program Learning Goals (Affected by Module)	§ Professional Competence § Methodological Competence § Social Competence § Self-Competence
Contribution to Program Learning Objectives	Professional Competence § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance Methodological Competence § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence § Ethical & Social Responsibility § Learning & Change
Module Learning Objectives	Students... § Understand business model analysis and transformation in banking. § Understand the benefits and costs of digitization. § Learn about and apply several technologies and understand their significance for the banking and finance sector.
Module Content	§ Analysis and transformation of new and existing business models of fintechs and banks. § Importance and strategic meaning of IT for banking in the era of digitization - areas that are increasingly merging. § Economics of digitization. § Trend-scouting in banks to track innovation in technology. § Different technologies changing the banking business now and in the future: blockchain, artificial intelligence, and data management.
Links to other modules	The content of this module is linked to the following module: w.MA.XX.DIP.22HS

Methods of Instruction	§ Lecture § Case Studies § Exercises § Problem-Oriented Teaching	Social Settings Used: § Individual Work § Pair Work § Group Work		
Digital Resources	§ Reader § Teaching Materials § Practice and Application Exercises (with Key) § Case Studies (with Key)			
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study	
Lecture	76 h	-		
Excercise	-	-		
Project Work	-	70 h		
Seminar	-	-		
Total	76 h	70 h		
Performance Assessment				
End-of-module exam	Form	Length (min.)	Weighting	
-	-	-	-	
Permitted Resources	-			
Others				
	Assessment	Length (min.)	Weighting	
Talk/oral presentation	Grade	10	10.00%	
Written Assignment	Grade	-	50.00%	
Talk/oral presentation	Grade	20	40.00%	
Students are not allowed to revise and resubmit performance assessment tasks.				
Classroom Attendance Requirement	Mandatory Attendance: 100% Classes are compulsory. Students can have one unexcused absence. For additional absences, a certificate must be presented. Absences due to work commitments are not acceptable.			
Language of Instruction/Examination	English			
Compulsory Reading	-			
Recommended Reading	-			
Comments	-			