



# SGH

Year	2018/2019	
Course title	FinTech and Commerce Startups with Mastercard (CEMS)	
Course number	239931 - 0190	7 pkt. ECTS
Lecturer	Pindelski Mikołaj Jerzy, PhD	

## A. Course objective

The main purpose of the course run with Mastercard is to show the new approach to the payment, financial and sales businesses. It is to present new FinTechs and commerce startups and scaleups that redesign the financial and sales business making it different to that managers knew day before. It is to show how financial startups are being created and where these root from. The aim is also to present variety of perspectives a business can be analysed from. There will be presented methods that result from process perspective, strategic view perspective, business model perspective etc. As a result it should improve understanding of the real roots of FinTech and Omnichannel startups that are promising and possible to scale them up. That is connected to better understating of success and failure factors of startups and finally improve the possibility the new FinTech and/or Omnichannel related startup will survive and scale up. Being financial and sales new technologies savvy makes a student a valuable member of eg. strategy shaping end executing teams, venture capital, business angels and financial institutions, sales, retail, e-commerce and new technologies related companies. At the very end, the goal of the classes is to expose students to new possibilities of future career choices. During the course students are to get involved into the real business projects run by Mastercard and other course partners and prepare the final presentation on the project that will be evaluated by the course faculty. The project preparation should take at least 120 student hours.

## B. Course syllabus

FinTech often goes together with commerce related new technologies. The course is run in cooperation with Mastercard. Selected classes are being held by Mastercard's managers, FinTech, Commerce and Omnichannel startups and scaleups. The main idea of the course is to show how the commerce and FinTech based startups are being created and scaled up.

## C. Educational outcome

## Knowledge

Understands the determinants of making FinTechs work.

**Links:**

**Verification methods:** *egzamin pisemny (pytania otwarte, zadania)*

**Documentation methods:** *wykaz pytań egzaminacyjnych*

Knows the way selected FinTech and commerce startups are being created and scaled up.

**Links:**

**Verification methods:** *egzamin pisemny (pytania otwarte, zadania)*

**Documentation methods:** *wykaz pytań egzaminacyjnych*

Knows the links between sales, FinTech, Omnichannel and existing financial institutions.

**Links:**

**Verification methods:** *egzamin pisemny (pytania otwarte, zadania)*

**Documentation methods:** *wykaz pytań egzaminacyjnych*

**Learning methods:** *wykład tradycyjny, metoda przypadków (studium przypadku), dyskusja dydaktyczna (okrągłego stołu, burza mózgów, panelowa, itp.), praca w grupach (grupowe rozwiązywanie przykładów), prezentacja referatów, udział praktyków w zajęciach, wizyta w przedsiębiorstwie, zajęcia terenowe*

## Skills

Is able to apply and evaluate the FinTech and commerce startups perspectives in practice.

**Links:**

**Verification methods:** *projekt, prezentacja*

**Documentation methods:** *dokumentacja wykładowa/ćwiczeniowa*

Is able to critically analyse, evaluate and interpret phenomena of FinTech and commerce startups and scaleups.

**Links:**

**Verification methods:** *projekt, prezentacja*

**Documentation methods:** *dokumentacja wykładowa/ćwiczeniowa*

Knows how to use in practice the basic tools for looking for new startups opportunities.

**Links:**

**Verification methods:** *projekt, prezentacja*

**Documentation methods:** *dokumentacja wykładowa/ćwiczeniowa*

**Learning methods:** *praca w grupach (grupowe rozwiązywanie przykładów)*

## Social competencies

The student is able to communicate and express his/ her opinion.

**Links:**

**Verification methods:** *ocenie ciągłe podczas zajęć ćwiczeniowych*

**Documentation methods:** *dokumentacja wykładowa/ćwiczeniowa*

The student can work in team and solve problems as well as put projects into action.

**Links:**

**Verification methods:** *obserwacja i ocena sposobu zgłaszania problemu, zadawania pytań na zajęciach*

**Documentation methods:** *dokumentacja wykładowa/ćwiczeniowa*

**Learning methods:** *praca w grupach (grupowe rozwiązywanie przykładów)*

**D. Semester time table**

- 1 Contemporary issues of management and managerial problems.
- 2 Business development in companies pursuing defender, development and/or differentiation strategies.
- 3 PSD2, opportunities and threats in payment industry.
- 4 Future of sales, building loyalty through channel-less experience.
- 5 Evolution in payments, what is needed to build a bridge to the future.
- 6 Naming strategic problems, matching startups and ideas with business problems.
- 7 Companies briefs and corporate needs, looking for startups and scaleups to solve corporate problems.
- 8 How to develop your own skills to innovate in a corporation.
- 9 Teaching scaleups to think corporate way.
- 10 How FinTech works. From startup to scaleup.
- 11 Scouting process in FinTech.
- 12 Business models and startups, how to implement startups in corporate business models. How to choose the right startups and scaleup that fit the corporate strategy. Matching process.
- 13 Creating joint ventures with startups to scaleups. Ways startups are getting integrated into corporate strategy. Embodying startups and scaleups into corporations.
- 14 Beyond everything we know now, workshops on possible ways of further commerce, finance services and omnichannel development.
- 15 Final conclusions.

**E. Basic literature**

1. Vicente Quesada, When Tech Meets Finance. A Roadmap for Digital Banking Transformation, Majadahonda, Madrid, 2017  
 2. Brett King, Bank 3.0. Why Banking Is no Longer Somewhere You Go, But Something You Do, Marshall Cavendish Business, 2012  
 3. John Best, Breaking Digital Gridlock Website: Improving Your Bank's Digital Future by Making Technology Changes Now, Wiley, 2018

**F. Supplementary literature**

1. Chris Skinner, Valueweb. How Fintech Firms are Using Bitcoin, Blockchain and Mobile Technologies to Create the Internet of Value, MC Marshall Cavendish Business, Singapore, 2016  
 2. Steve Gold, Tim Welch, Blockchain. Understand Blockchain in a Day: A Comprehensive Introduction to the Basics of Blockchain & Cryptocurrencies, Eddington Publishing, 2017  
 3. Richard Hayen, FinTech: The Impact and Influence of Financial Technology on Banking and the Finance Industry, Amazon Digital Services, 2016

**G. Author's most important publications concerning the offered course**

1. Pindelski M., 2015, Competitive Strategies, Warsaw School of Economics Publishing House, Warsaw  
 2. Pindelski M., Żukowska J. Competitive Advantage & core competence: How Jeronimo Martins Won The Polish Retail Market, "Przegląd Organizacji", Vol.3, Iss.902, 3/2015, pp.34-37  
 3. Pindelski Mikołaj - Nowe technologie w ochronie zdrowia, [w:] M.Jarosiński (red.), Współczesne wyzwania organizacji ochrony zdrowia, Oficyna Wydawnicza SGH, Warszawa, 2017, pp.91-116

**H. Numbers of required prerequisites**

none

**I. Course size and mode**

	Full-time	Saturday-Sunday	Afternoon.
<b>Total:</b>	210	0	0
Lecture	5	-	-
Classes	21	-	-
Training	4	-	-
Praca samodzielna pod kontrolą wykładowcy	90	-	-
Praktyka	90	-	-

**J. Final mark composition**

traditional examination	30%
reports	50%
classes	20%

**K. Foreign language requirements**

English

**L. Selection criteria**

Order of applications

**M. Methods applied**

case studies  
reporty  
discussions  
participation of practitioners  
others(In company visit)