

**Bus F741**  
**Introduction to FinTech**  
**Summer 2021 Course Outline**

**DeGroote School of Business**  
**McMaster University**

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***COURSE OBJECTIVE***

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This course provides a practical introduction to Financial Technology (FinTech), and establishes a knowledge base, that enables a student to critically assess this rapidly growing industry. Over four modules of three weeks each, students will obtain;

- a thorough business understanding of blockchain technology,
- a thorough understanding of the economics of blockchain businesses,
- case study insight into FinTech business implementations, and
- an understanding of the change management and corporate social responsibility issues associated with blockchain technology.

Students demonstrate mastery of the material via completion of a group whitepaper, documenting a FinTech solution to an identified business problem.

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***INSTRUCTOR AND CONTACT INFORMATION***

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**C01: Wed 19:00-22:00**

**Martin Butcher**

[butchm1@mcmaster.ca](mailto:butchm1@mcmaster.ca)

Telephone: (905) 403-8286

Class Location: **Virtual**

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***COURSE ELEMENTS***

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Credit Value: 3  
A2L: Yes  
Participation: Yes  
Evidence-based: Yes

Leadership: Yes  
Ethics: Yes  
Innovation: Yes  
Experiential: Yes

IT skills: No  
Numeracy: No  
Group work: Yes  
Final Exam: No

Global view: Yes  
Written skills: Yes  
Oral skills: Yes  
Guest speaker(s): Yes

## **COURSE DESCRIPTION**

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FinTech is at the forefront of economic development and is paving the way for tectonic shifts in long established orders. It is giving rise to rapid changes in the way we make, manage, interact with, and even define, money. And while this can mean uncertainty and upheaval for incumbents, it presents a world of possibility for those able to innovate and adapt. The course provides a non-technical overview of the technology, and lays the groundwork by which students can analyze and identify opportunities in this emerging sector.

This course is based around education through experiential learning, inquiry and case studies. It will also involve lectures, class discussions, and collaborative group work. The subject matter will give you an understanding of FinTech and provide you with the insight to critically assess the trajectory of the industry and develop new innovations in FinTech.

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## **LEARNING OUTCOMES**

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The course will provide students with an introduction to FinTech. Specifically, it will enable students to understand the below key components of the technology.

- What FinTech is, why it is a game-changer, who this technology is affecting, and how.
- The nuts and bolts of blockchain, smart contracts, algorithms, tokens, and their regulation.
- The decentralized-finance (de-fi) business model, in varying business uses.
- Integration of Change Management and Corporate Social Responsibility.
- How to evaluate a proposed White Paper, and FinTech application.

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## **COURSE MATERIALS AND READINGS**

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Avenue registration for course content, readings and case materials

➤ <https://avenue.mcmaster.ca/>

\$ FREE

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## **COURSE OVERVIEW AND ASSESSMENT**

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Learning in this course results primarily from weekly in-class lectures, quizzes, and in-class discussion. Augmented by a FinTech Company Case Report, and a group Whitepaper. Your final grade will be calculated as below:

Weekly Engagement Questions	20%
Bi-weekly Quizzes	20%
FinTech Company Case Report (week 7)	20%
Group Whitepaper	40%
<b>TOTAL</b>	<b>100%</b>

## **COURSE DELIVERABLES**

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### ***Weekly Engagement (20%)***

10 weeks of asynchronous chat question and response at 2% per week. A detailed grading rubric will be posted on Avenue to Learn in Week 01.

### ***Bi-weekly Quizzes (20%)***

5 multiple choice/short-answer quizzes at 4% per week. Dates will be posted on Avenue to Learn in Week 01.

### ***FinTech Company Case Report (20%) – Due Week 07***

Individuals will identify a new (founded after 2012) FinTech company of interest and complete an assessment of the company's FinTech success, against a standardized analytical template.

### ***Group Whitepaper (40%) Innovation Project – Due Week 14***

As a group of 5, your group will propose a new FinTech innovation, and draft a White Paper against a standardized template.

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## **COMMUNICATION AND FEEDBACK**

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Students who wish to correspond with instructors or TAs directly via email must send messages that originate from their official McMaster University email account. This protects the confidentiality and sensitivity of information as well as confirms the identity of the student. Emails regarding course issues should NOT be sent to the Area Administrative Assistants.

Instructors may solicit feedback via an informal course review with students by Week #4 to allow time for modifications in curriculum delivery.

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## **ACADEMIC INTEGRITY**

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You are expected to exhibit honesty and use ethical behavior in all aspects of the learning process. Academic credentials you earn are rooted in principles of honesty and academic integrity. **It is your responsibility to understand what constitutes academic dishonesty**

Academic dishonesty is to knowingly act or fail to act in a way that results or could result in unearned academic credit or advantage. This behavior can result in serious consequences, e.g., the grade of zero on an assignment, loss of credit with a notation on the transcript (notation reads: "Grade of F assigned for academic dishonesty"), and/or suspension or expulsion from the university.

For information on the various types of academic dishonesty please refer to the [Academic Integrity Policy](#), located at <https://secretariat.mcmaster.ca/university-policies-procedures-guidelines/>

The following illustrates only three forms of academic dishonesty:

- plagiarism, e.g., the submission of work that is not one's own or for which other credit has been obtained.
- improper collaboration in group work.
- copying or using unauthorized aids in tests and examinations.

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### ***COURSES WITH AN ON-LINE ELEMENT***

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Students should be aware that, when they access the electronic components of a course, private information such as first and last names, user names for the McMaster e-mail accounts, and program affiliation may become apparent to all other students in the same course.

The available information is dependent on the technology used. Continuation in a course that uses on-line elements will be deemed consent to this disclosure. If you have any questions or concerns about such disclosure please discuss this with the course instructor.

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### ***CONDUCT EXPECTATIONS***

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As a McMaster student, you have the right to experience, and the responsibility to demonstrate, respectful and dignified interactions within all of our living, learning and working communities.

These expectations are described in the [Code of Student Rights & Responsibilities](#) (the "Code"). All students share the responsibility of maintaining a positive environment for the academic and personal growth of all McMaster community members, **whether in person or online**.

It is essential that students be mindful of their interactions online, as the Code remains in effect in virtual learning environments. The Code applies to any interactions that adversely affect, disrupt, or interfere with reasonable participation in University activities. Student disruptions or behavior's that interfere with university functions on online platforms (e.g. use of Avenue 2 Learn, WebEx or Zoom for delivery), will be taken very seriously and will be investigated. Outcomes may include restriction or removal of the involved students' access to these platforms.

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### ***MISSSED ACADEMIC WORK***

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Where students miss a regularly scheduled mid-term or class participation for legitimate reasons as determined by the Student Experience – Academic (MBA) office, the weight for that test/participation will be distributed across other evaluative components of the course at the discretion of the instructor. Documentation explaining such an absence must be provided to the Student Experience – Academic (MBA) office within five (5) working days upon return to school.

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### ***ACADEMIC ACCOMMODATION OF STUDENTS WITH DISABILITIES***

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Students with disabilities who require academic accommodation must contact [Student Accessibility Services](#) (SAS) at 905-525-9140 ext. 28652 or [sas@mcmaster.ca](mailto:sas@mcmaster.ca) to make arrangements with a

Program Coordinator. For further information, consult McMaster University's [Academic Accommodation of Students with Disabilities](#) policy.

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### **ACADEMIC ACCOMMODATION FOR RELIGIOUS, INDIGENOUS OR SPIRITUAL OBSERVANCES (RISO)**

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Students requiring academic accommodation based on religious, indigenous or spiritual observances should follow the procedures set out in the [RISO](#) policy. Students should submit their request to their Faculty Office **normally within 10 working days** of the beginning of term in which they anticipate a need for accommodation or to the Registrar's Office prior to their examinations. Students should also contact their instructors as soon as possible to make alternative arrangements for classes, assignments, and tests.

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### **COPYRIGHT AND RECORDING**

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Students are advised that lectures, demonstrations, performances, and any other course material provided by an instructor include copyright protected works. The Copyright Act and copyright law protect every original literary, dramatic, musical and artistic work, **including lectures** by University instructors.

The recording of lectures, tutorials, or other methods of instruction may occur during a course. Recording may be done by either the instructor for the purpose of authorized distribution, or by a student for the purpose of personal study. Students should be aware that their voice and/or image may be recorded by others during the class. Please speak with the instructor if this is a concern for you.

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### **POTENTIAL MODIFICATION TO THE COURSE**

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The instructor and university reserve the right to modify elements of the course during the term. The university may change the dates and deadlines for any or all courses in extreme circumstances (e.g., severe weather, labor disruptions, etc.). Changes will be communicated through regular McMaster communication channels, such as McMaster Daily News, A2L and/or McMaster email.

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### **ACKNOWLEDGEMENT OF COURSE POLICIES**

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Your enrolment in MFIN F741 will be considered to be an implicit acknowledgement of the course policies outlined above, or of any other that may be announced during lecture and/or on A2L. **It is your responsibility to read this course outline, to familiarize yourself with the course policies and to act accordingly.**

Lack of awareness of the course policies **cannot be invoked** at any point during this course for failure to meet them. It is your responsibility to ask for clarification on any policies that you do not understand.

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## COURSE SCHEDULE

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WEEK	DATE			LECTURE AND ASSIGNMENT
1	Week 01 May 05	Module 1.1	BLOCKCHAIN TECHNOLOGY	<b>Introduction and course overview.</b> 1. Meet & greet 2. What is FinTech? 3. Why is it a game-changer? 4. Who is it affecting? 5. Corporate Social Responsibility 6. Where today's technology is at.
2	Week 02 May 12	Module 1.2	BLOCKCHAIN TECHNOLOGY	<b>Nuts and bolts of Blockchain.</b> 1. Blockchain benefits 2. Block structure walk-through 3. Bitcoin protocol walkthrough 4. Smart contract walkthrough 5. Consensus mechanisms 6. Types of blockchain 7. Layer architecture
3	Week 03 May 19	Module 1.3	BLOCKCHAIN TECHNOLOGY	<b>The Whitepaper.</b> 1. Business vs IT view 2. Solution Architecture 3. Whitepaper evaluation 4. Walkthrough Assignment #1
4	Week 04 May 26	Module 2.1	BLOCKCHAIN ECONOMICS	<b>Disintermediation/network business model.</b> 1. Pros and cons of blockchain 2. Costing and financials impact 3. Corporate social responsibility 4. Using the long straddle 5. Tokens and the OSC
5	Week 05 Jun 02	Module 2.2	BLOCKCHAIN ECONOMICS	<b>Case Discussion: Lending Loop</b> 1. P2P Lending 2. Changing credit metrics
6	Week 06 Jun 09	Module 2.3	BLOCKCHAIN ECONOMICS	<b>Case Discussion: Robo-Advisors to Humans: We come in Peace</b> 1. Automated wealth management 2. Changing organizational structures
7	Week 07 Jun 16			<b>FinTech Company Case Report (20%)</b> <b>Due midnight Wednesday Jun-16</b>

8	Week 08 Jun 23	Module 3.1	BUSINESS USE CASES	<b>Business Use Cases</b> 1. Stablecoin, Central Bank Digital Currency 2. Alternative credit metrics 3. Non-Fungible token 4. Alternative money
9	Week 09 Jun 30	Module 3.2		<b>Case Discussion: CIBC - Internalizing Open Innovation</b> FinTech innovation in Canadian financial institutions. 1. Corporate Social Responsibility 2. Change management premium
10	Week 10 Jul 07	Module 3.3		<b>Case Discussion: The Rise of Ant Financial.</b> TechFin innovation in international markets. 1. Size is not protection 2. Marketing: Product/Experience/Story.
11	Week 11 Jul 14	Module 4.1	CHANGE MANAGEMENT APPLYING CSR	<b>People versus technical skills.</b> 1. Why and how it matters. 2. Managing CM and CSR – in depth. 3: New world, new regulation, new metrics
12	Week 12 Jul 21	Module 4.2		<b>Privacy, Immutability, Artificial Intelligence</b> 1. Different meanings of privacy. 2. Immutable, but NOT complete. 3: The new database
13	Week 13 Jul 28	Module 4.3		<b>Course wrap-up.</b> 1. Takeaways and lessons learned. 2. McMaster/Industry FinTech partnerships 3. Next steps
14	Week 14 Aug 04			<b>Group White Paper (40%)</b> <b>Due midnight Friday Aug-06</b>