

COURSE DESCRIPTION

Course Information	
Full name	Digital Banking
Code	0000012225
Degree	Master in Finance
Level	Postgraduate Official Master's Degree
Term	3
Credits	3
Type	Elective
Professor Information	
Professor	
Name	
CV	
Area	Banking
Email	
Telephone	Tbd
Office hours	Continuous availability via email

SPECIFIC COURSE INFORMATION

Course contextualization
Contribution to the professional profile of the degree
<p><u>Asset management and behavioral finance</u></p> <p>From retail banking and mobile banking to neobanking start-ups, technology intervenes in seemingly every aspect of the banking industry; and the influence of technology will continue to drive banking towards a digitalized future.</p> <p>In a continually changing world where technology and its massive use is impacting most human activities, it is essential for the financial industry to remain relevant and generate value for a customer profile that is growing in demand and complexity. Consumers' growing desire to access financial services through digital channels has led to an emergence of new banking technologies that are reconceptualizing the banking industry. To achieve this, it has become necessary to rethink the business model and put the banking services customer at the very center of said business model, as well as redesign the existing commercial models for example moving from B2C to BaaS platforms as a solution to diversify the line of product and income.</p> <p>The Digital Banking course develops in the student an understanding beyond the obvious about how digital banking is revolutionizing the traditional banking model, from the architecture of digital banking systems to the future of bank branches, from banking channels to the functionality of digital banking and, finally, the flows of the digital banking system. The future of digital banking is not without challenges such as the continuous review of access and security of customer accounts or the profitability of the business model itself.</p> <p>The subject understands digital banking as a combination of traditional banking services, technologies, and access to data, delving into the analysis of the digital solutions of some banks, as well as business models based on digital platforms. The course on "Digital Banking" is additionally intended to provide students with a solid foundation in digital banking products such as Cards, Payment Systems, ATMs, Mobile and Internet Banking and POS as well as to understand the use of which banking Digital uses technologies such as Artificial Intelligence, Blockchain or the Internet of</p>

Things in activities such as the rapid and efficient “onboarding” of clients.

Objectives

1. Define what is meant by Digital Banking.
2. Understand the causes that lead to the disruption of digital banking in the banking industry, such as what needs it covers and through what products, services and technologies.
3. Evaluate the challenges and opportunities in the digital era for traditional banking, what they are doing to “go digital” and how it can relate to the Fintech environment.
Design the launch of a service/product line for a digital bank.

THEMES AND CONTENT

Contents-Themes

MODULE 1:

Topic 1: Digital Banking and Technology.

1. The new ecosystem. The transformation of the banking industry. Types of Digital Banking.
2. What impact does it have on the traditional traditional banking model?
3. Why is digital banking needed?
4. Design of digital banking.
5. The technology behind digital banking.
 - 5.1 Big Data and AI
 - 5.2 Intelligent Automation/Robotics Process Automation
 - 5.3 Cloud Computing
 - 5.4 Open APIs
 - 5.5 Digital Identity and biometrics
 - 5.6 Chatbots/Robo-Advisory

Topic 2: Retail banking and the distribution of services by channels.

1. Digital without branches.
2. Building a branchless banking relationship.
3. Digital banking channels: online digital banking, mobile phones, bots, robo-advisors, videoconferencing.
4. From multi-channel to omni-channel.

Topic 3: Payments

Topic 4: Investment and savings.

Topic 5: New technologies: blockchain and cryptocurrencies.

Topic 6: Financing.

Topic 7: Insurance.

Topic 8: PR & Communication Strategy.

Competences – Objectives

General Competences

CG.1 Project-based learning: Ability to develop and execute collective financial projects in their different phases based on real situations, proposing real solutions and making all interactions with the team, clients and any other participant efficient.

RA1 - Ability to engage in the development of experimental collective projects based on the real world, managing and aligning the client's needs with the available resources, optimally distributing the work, communicating and projecting its different phases, providing real solutions and making all interactions with the team, clients and other stakeholders efficient.

CG.3 Teamwork: Apply techniques and methodologies that promote teamwork and mutual collaboration in talent management projects to be carried out with companies and organizations.

RA1 - Be committed and cooperate in the roles defined for the achievement of the goals related to the defined and assigned tasks, activities, projects and responsibilities.

CG.8 Entrepreneurship: Exhibit initiative, creativity and entrepreneurship in the application of finance strategies and practices.

RA1 - Develop students' ability to generate original processes, ideas and projects through divergent thinking and the application of models and techniques already learned, evaluating and making efficient use of available resources.

CG.9 Digital competence: Employ, take advantage of and use, in an efficient and safe manner, the technological and digital resources applied in the financial management of organizations.

RA1 - Be able to critically, creatively and safely use information and communication technologies in financial management in organizations, using applications and taking advantage of Internet resources.

Specific Competences

CE 08 In-depth knowledge of the operation and management systems of credit institutions within the current financial paradigm, as well as other alternative sources of financing, the different bank and non-bank credit products and solutions offered by the financing markets to different financing projects.

RA1. Understand and know how to negotiate and manage with a bank the credit and liquidity needs of a business project, understanding the keys of the bank's internal mechanisms - treasury, risk and commercial management - to be successful in the credit application.

RA3. Know and differentiate between wholesale and retail products, as well as those focused on private banking and investment banking

SUMMARY OF STUDENT WORK HOURS

PRESENTIAL HOURS					
Professor Exposition	Student exhibition. Debates and group dynamics	Exercises and problem solving. Elaboration of applied work	Analysis and documentation	Tutorial sessions	Development of real projects for organizations
5	9	12.5	0	2	1.5
NON-PRESENTIAL HOURS					
Professor Exposition	Student exhibition. Debates and group dynamics	Exercises and problem solving. Elaboration of applied work	Analysis and documentation	Tutorial sessions	Development of real projects for organizations
0	0	37.5	19	2	1.5
ECTS CREDITIS: 3.0 (90.00 hours)					

EVALUATION AND GRADING CRITERIA

Graded Activities	Evaluation Criteria	% of Total Grade
Assessment of individual or group work carried out by students, some of them presented in class	<ul style="list-style-type: none"> • Work adequacy to the objectives set • On-time delivery • Goal adequacy and focus • Results achieved • Compliance with deadlines • The participation of ALL members of each team in the presentations and elaborations is required 	50

<p>Performance of oral and written examinations, public defenses and multiple-choice tests, concept tests and resolution of practical cases as exams</p>	<ul style="list-style-type: none"> In order to pass the course, the final exams and tests of each section of the course must be passed. If there are several exams in the same section or block of a course, the weighted average of them must be higher than 4.90 as a necessary condition to pass the course. 	<p>30</p>
<p>Participation and utilization of the classes</p>	<ul style="list-style-type: none"> When we talk about participation, it is clear that both the positive and negative ones are counted and that the quality of participation is as important as the quantity. The students' participation in class, the quality and timeliness of their interventions, the quality in the preparation and presentation of their work, predisposition and commitment, initiative, attendance. 	<p>20</p>

Grades

The evaluation criteria of the course are governed by the following regulations:

- All students must comply with 100% attendance on the days set for this course. Any absence must be justified.
- The final grade corresponds to the sum of the graded activities, evaluation criteria and % of total grade described in the Evaluation and Grading Criteria section.
- Individual and group work must be delivered on time and in the manner planned by the course professor.
- A final mark below 5 implies the completion of an extraordinary test. The final grade in this exam may not be higher than the median of those passed at the time of set exams.

The Evaluation Criteria to enroll for a second year:

The student enrolled in the course for the second year must comply with the individual and group tasks set by the course professor. The same evaluation criteria described in the Evaluation and Grading Criteria section will be maintained.

For those circumstances not foreseen in this Teaching Guide, the Advantere School of Management Regulations and the Comillas General Regulations will apply.

Health alert criteria:

Students must be permanently identified, in class with an identification sign and remotely with their full name. Students should not change the spaces they occupy in the classroom, until a professor or the program management indicates they can do so.

Failure to comply with any of the health recommendations during class sessions may result in failure of the course.

BIBLIOGRAPHIES AND RESOURCES

Basic Bibliographies
Text Books
<ol style="list-style-type: none">1. Luis Diaz del Dedo. "Growth Hacking"; Social Business. 3a edicion.2. Paolo Sironi "Banks and Fintech on Platform Economies: Contextual and Conscious Banking", 2021 (Wiley Finance Series)3. Luigi Wewege; Michael Thomsett " The Digital Banking Revolution." De Gruyter; N.º 3 edición (2019)4. Ignacio Garcia Alves, Philippe de Backer, Juan Gonzalez. Disruption. The future of Banking and Financial Services . LID Publishing (2022)
Other readings
NuBank Annual Report and Prospectus 5 things we learnt from Monzo's 2022 Annual Report Chris Voss with Tahl Raz. Never split the difference. Random House Business; 1st edition (2017) The 7 Habits of Highly Effective People. Stephen R. Covey. Where we wrong about Neobanks and B2C Finance? Podcast- will be provided during the course based on financial news and articles.
Web pages
<u>Why we have too few women leaders (Sheryl Sandberg):</u> <u>https://www.youtube.com/watch?v=18uDutylDa4</u>
<u>Be inclusive every day: http://www.catalyst.org/knowledge/be-inclusive-every-day-0</u>
<u>Women in the workplace 2021 McKinsey:</u> <u>https://www.mckinsey.com/featured-insights/diversity-and-inclusion/women-in-the-workplace</u>
<u>Gender and the evaluation of leaders: a meta analysis:</u> <u>http://mlkrook.org/pdf/Eagly_1992.pdf</u>
Additional Bibliographies
Articles
Chapters of books

