

H9EIFT: Entrepreneurships and Innovation in FinTech

Module Code:	H9EIFT
Long Title	Entrepreneurships and Innovation in FinTech APPROVED
Title	Entrepreneurships and Innovation in FinTech
Module Level:	LEVEL 9
EQF Level:	7
EHEA Level:	Second Cycle
Credits:	5
Module Coordinator:	Rohit Verma
Module Author:	Andrea Del Campo Dugova
Departments:	School of Computing
Specifications of the qualifications and experience required of staff	Lecturer PhD/Master's degree in a computing or cognate discipline. May have industry experience also. Tutor PhD/Master's degree in a computing or cognate discipline. May have industry experience also.
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
#	Learning Outcome Description
LO1	Demonstrate the ability to research the FinTech landscape to spot real-world market opportunities by applying an analytical skillset for problem understanding stakeholder segmentation and competitor benchmarking
LO2	Design creative solutions and user experiences to address salient FinTech market needs and specific user requirements
LO3	Demonstrate the ability to set prototype specifications including its underlying technical architecture using relevant and up-to-date tools and technologies in the FinTech landscape
LO4	Design the business model of a start-up, product, process, or service including its pricing and commercialisation strategies aligned with frameworks commonly used by funding agencies and investors in Ireland and the UK
LO5	Contextualise and communicate the entrepreneurial mindset and problem-solving skillset needed to plan and manage a successful FinTech enterprise in the context of real-world best practices in FinTech.
Dependencies	
Module Recommendations	
No recommendations listed	
Co-requisite Modules	
No Co-requisite modules listed	
Entry requirements	Programme entry requirements must be satisfied.

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Module Content & Assessment			
Indicative Content			
Defining Innovation Innovator mindset and skillset; introduction to methodologies User-centric design 4 C's and 21st Century skills Contrast and comparison of the lean canvas and the business model canvas.			
The Lean canvas Spotting opportunity Lean canvas Strategic sources of problems and opportunities			
Customer Segmentation Ethnographic research User-centric analysis Customer persona Customer/user journey Price sensitivity analysis Ethical considerations of customer segmentation			
Problem definition Root cause analysis Customer/problem fit Urgency of pain points Industry and trend analysis			
Creative idea Generation Idea generation tool Problem/emerging technology matrix VC investment trends and priorities Industry forecast analysis			
Solution Feature design Feature prioritisation Emerging technology landscape Solution benchmarking			
Minimum Viable Product Types of MVPs Key validation goals MVP hypothesis design			
Business Model Business Model Archetypes Assessing financial viability and attractiveness Competitor benchmarking			
Revenue streams and pricing Cost structure Types of revenue streams Transaction vs. recurring sales Value-based pricing approach Flat-rate, usage-based, tiered pricing Fixed vs. variable costs Direct and indirect operating costs			
Channels Product/market fit Commercialisation strategies Channel cost-efficiency			
Raising venture capital Angel investment criteria Venture capital investment expectations			
Final Presentations Dragon Dens type format			
Assessment Breakdown			%
Coursework			100.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	Formative Assessment	% of total:	Non-Marked
Assessment Date:	n/a	Outcome addressed:	1,2,3,4,5
Non-Marked:	Yes		
Assessment Description: Formative assessment will be provided on the in-class individual or group activities. Feedback will be provided in written or oral format, or on-line through Moodle. In addition, in class discussions will be undertaken as part of the practical approach to learning.			
Assessment Type:	Project	% of total:	100
Assessment Date:	n/a	Outcome addressed:	1,2,3,4,5
Non-Marked:	No		
Assessment Description: Final FinTech project			
No End of Module Assessment			
No Workplace Assessment			
Reassessment Requirement			
Coursework Only <i>This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.</i>			
Reassessment Description The repeat strategy for this module is by a project that covers all learning outcomes.			

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Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	Classroom and demonstrations	24	Per Semester	2.00
Tutorial	Mentoring and small-group tutoring	12	Per Semester	1.00
Independent Learning	Independent learning	89	Per Semester	7.42
Total Weekly Contact Hours				3.00
Workload: Blended				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	Classroom and demonstrations	12	Per Semester	1.00
Tutorial	Mentoring and small-group tutoring	12	Per Semester	1.00
Directed Learning	Directed e-learning	12	Per Semester	1.00
Independent Learning	Independent learning	89	Per Semester	7.42
Total Weekly Contact Hours				3.00
Workload: Part Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	Classroom and demonstrations	24	Per Semester	2.00
Tutorial	Mentoring and small-group tutoring	12	Per Semester	1.00
Independent Learning Time	Independent learning	89	Per Semester	7.42
Total Weekly Contact Hours				3.00

Module Resources	
<i>Recommended Book Resources</i>	
<p>Ries, E... (2019), The lean start-up: How constant innovation creates radically successful businesses.,, Penguin Business., London.</p> <p>Pedersen, N... (2021), Financial technology: Case studies in FinTech innovation.,,, 1st Ed. Kogan Page..</p>	
<i>Supplementary Book Resources</i>	
<p>Bland, D. J., & Osterwalder, A... (2020), Testing business ideas: A Field Guide for Rapid Experimentation,, 1st Ed. Wiley.</p> <p>Lewrick, M... (2018), The Design Thinking Playbook: Mindful Digital Transformation of Teams, Products, Services, Businesses and Ecosystems., John Wiley & Sons..</p> <p>Rubini, A... (2020), FinTech founders: Inspiring tales from the entrepreneurs that are changing finance..</p> <p>Savoia, A... (2019), The right it: Why so many ideas fail and how to make sure yours succeed...</p> <p>Olsen, D... (2016), The lean product playbook: How to innovate with minimum viable products and rapid customer feedback...</p> <p>Knapp, J.. (2021), Sprint: How to solve big problems and test new ideas in just five days..</p> <p>Hisrich, R. D., & Kearney, C.. (2014), Managing innovation and entrepreneurship., Calif: SAG, Los Angeles,.</p> <p>Arslanian, H., & Fischer, F... (2019), The future of finance: The impact of FinTech, AI, and crypto on financial services...</p> <p>In Lynn, T., In Mooney, J. G., In Rosati, P., & In Cummins, M.. (2019), Disrupting finance: FinTech and strategy in the 21st century..</p> <p>Del Rosal, V.. (2015), Disruption: Emerging technologies and the future of work...</p>	
<i>This module does not have any article/paper resources</i>	
<i>This module does not have any other resources</i>	
Discussion Note:	