

Summer School Lisbon Syllabus

Subject:

DIGITAL BUSINESS

Lecturers:

José Almeida

José Almeida is an Assistant Professor at ISCTE - University Institute of Lisbon. He holds a PhD in Management - Finance from ISEG Lisbon School of Economics and Management from the University of Lisbon. His research interests include alternative investments, cryptocurrencies, sustainability, and investor behavior, with a focus on understanding how these elements influence investment strategies, financial decision-making, and market dynamics.

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Course Structure:

Course Title: Digital Finance
Department: Finance
Target: Bachelor or Master students

Pre-requisites:

English fluency

Objectives:

This course offers a unique opportunity for those interested in digital finance, combining practical and theoretical learning, with no prior experience needed.

At the end of the course, students should be able to:

- Understand the fundamental concepts of the key emerging technologies in the financial sector, such as fintech, blockchain, and cryptocurrencies, and their evolution in the global context.
- Identify and understand the various platforms and technological solutions designed for digital finance, and how these technologies are shaping the future of financial services.
- Apply the main digital tools and platforms used in fintech, blockchain, and cryptocurrencies, acquiring practical skills to work with these technologies in the financial context.
- Analyze and identify investment opportunities in emerging technologies within the financial sector.
- Discuss the ethical, regulatory, and security issues associated with the use of emerging technologies, recognizing the risks and legal requirements in the financial context.

Programme:

- 1 - Introduction to Digital Finance
- 2 - Fintechs - Innovation and Transformation of the Financial Sector
- 3 - Blockchain and Crypto assets
- 4 - Investment Opportunities in Digital Finance
- 5 - Future Perspectives in Digital Finance

Assessment:

Assessment throughout the course:

Individual participation in class - 20%

Quizzes - 30%

Group project - 50%

This curricular unit is not assessed by exam

Teaching Method:

- Expository: Theoretical presentations on the fundamental concepts of digital finance, including fintech, blockchain, and crypto assets.
- Active: Analysis and discussion of real and fictional case studies, allowing students to apply the concepts of fintech, blockchain, and crypto assets to practical and contextualized situations in the financial market.
- Demonstrative: Practical exercises and simulations using fintech and blockchain platforms, where students can experience how these technologies are applied in the financial sector.
- Active: Collaborative group projects, where students will have the opportunity to work in teams to solve practical challenges related to investments in fintech and crypto assets, promoting skills in communication, data analysis, and collaboration.
- Participative: Debates and discussions in the classroom on current and relevant topics, encouraging students to share their perspectives, experiences, and insights into the implications of emerging technologies in the financial sector.

Reading:

The students will be provided at the beginning of the Summer School with a Course Reading Packet consisting of articles, various texts and case studies.

References:

- Bashir, I. (2023). Mastering Blockchain - Fourth Edition: Inner workings of blockchain, from cryptography and decentralized identities, to DeFi, NFTs and Web3. 4th ed. Edition. Packt
- Fabozzi, F. J., and Imerman, M. (2024). The Economics of FinTech: Understanding Digital Transformation in Financial Services. The MIT Press
- Arslanian, H., and Fischer, F. (2019). The Future of Finance: The Impact of FinTech, AI, and Crypto on Financial Services. 1st ed. 2019 Edition. Springer
- Balina, I. (2021). Crypto Investing Guide: How to Invest in Bitcoin, DeFi, NFTs, and More. Token Metrics