

# Fintech, Cryptocurrencies and Blockchain

How technology and innovation disrupt financial services

The impact of digital transformation is evident in nearly every aspect of our lives, from retail to healthcare to telecom. The financial services industry in particular faces continual disruption to the value chain. From digital payments to peer-to-peer lending, innovations in financial technology (fintech) continue to capture the attention of businesses and consumers alike, putting incumbent organizations on notice. But why are traditional U.S. incumbents missing out on innovation opportunities? What is driving the development of new, disruptive platforms for processing payments, loans or investments? And further, what are the broader social implications of fintech's rise?

In our live online course, we'll address these questions as we examine the current fintech landscape and how disrupters such as Square, Stripe, Lending Club and Robinhood are transforming the financial services market. We'll also explore the next wave of technologies – blockchain, cryptocurrencies and robotics – which are likely to accelerate the disruption.

## WHO SHOULD ATTEND?

This course is designed for professionals with a strong interest in financial innovation, particularly those who wish to better understand market dynamics and the implications of disruption on service delivery and consumer adoption. Executives with experience in banking, financial services, asset management or similar industries will find the course content beneficial

## PROGRAM TAKEAWAYS

This applied course will use a combination of short cases, faculty presentations, small-group discussions, guest speakers and custom readings to provide a rich view of financial innovation and technology.

Course content will enable participants to:

- Gain insight into the opportunities and challenges associated with the digital transformation of finance
- Explore the landscapes transformed by fintech, including payment systems, consumer and small business lending, wealth management and advisory services
- Understand how financial technology disruptors are capturing revenue pools of incumbent financial services firms
- Examine strategic frameworks to make informed decisions about fintech opportunities, including valuation approaches and potential partnerships

**COURSE STARTS:** October 2, 2020

**LENGTH:** 9 weeks

**PARTICIPATION EFFORT:** 4-6 hours/week

**TUITION: \$2,975**

## COURSE CURRICULUM

### MODULE 1: Financial Services Value Chain Baseline and Players

Examine incumbents and innovators in fintech and view the value chain by segment and product/solution

### MODULE 2: Mapping Financial Services Value Chain to Financial Outcomes

Study financial statements and how value drivers affect the numbers; explore ROE and efficiency ratios as well as risk and regulation-based metrics

### MODULE 3: Disruption in Payments and Other Transactional Services

Analyze fintech's impact on U.S. and non-U.S. domestic payments, international payments, and merchant processing

### MODULE 4: Disruption in Lending

Explore marketplace lenders for retail investors, digital lending for consumers and small businesses, and other potential areas for lending disruption

### MODULE 5: Disruption in Wealth Management

Examine advisory platforms and disruptions in low-cost trading

### MODULE 6: Cryptocurrencies & Blockchain

Explore blockchain technology, bitcoin, ethereum, stable and privacy coins; ICOs and decentralized business models; and applications in financial services, supply chains and other industries

### MODULE 7: Neo Banks and Open Banking

Explore the rise of digital banks and the sharing of financial data for a better customer experience

### MODULE 8: InsurTech and PropTech

Investigate technology innovations in insurance and real estate

### MODULE 9: Financial Valuation of Bitcoins, Initial Coin Offerings and Fintechs

Examine the effectiveness of valuation and risk models applied to cryptocurrencies, ICOs and fintechs

### MODULE 10: Financial Inclusion

Analyze the impact of digital solutions on financial literacy

## COURSE SCHEDULE

MODULES	DATE	TIME (CST)
1	Friday, October 2	9am - 12 pm
2	Wednesday, October 7	9am - 12 pm
3	Friday, October 9	9am - 10:30am
4	Friday, October 23	9am - 12 pm
5	Friday, October 30	9am - 10:30am
Guest Speaker	Wednesday, November 4	9am - 12 pm
6	Friday, November 6	9am - 12 pm
7	Friday, November 13	9am - 10:30am
8	Wednesday, November 18	9am - 10:30am
9	Friday, November 20	9am - 12 pm
10	Wednesday, November 25	9am - 10:30am

# YOUR FACULTY



## **Manolo Sanchez**

Adjunct Professor in Management - Operations Management

Manolo Sánchez is a director at Fannie Mae (FNM), OnDeck Capital (ONDK) and BanCoppel (Mexico) after having served as chairman and CEO of BBVA Compass for 10 years. At Rice University's Jones Graduate School of Business, he teaches disruption in financial services with a focus on cryptocurrencies and blockchain. Manolo is a founding advisor to SpringLabs, a fintech company developing a blockchain-based, peer-to-peer network to allow financial institutions to share credit and identity data. He is also an advisor to CDFI lender Aura and healthcare payments solution startup Affordify. During his 27-year banking career, Manolo worked in the US, Mexico, France and Spain, having served in executive roles in risk management, real estate, correspondent, community, corporate and investment banking.



## **Karthik Balakrishnan**

Associate Professor of Accounting

Karthik Balakrishnan is an associate professor of accounting at Rice University's Jones Graduate School of Business and teaches Financial Accounting and Financial Statement Analysis to MBAs. Prior to joining Rice, Karthik was at the London Business School where he taught Financial Accounting to MBA, EMBA (London and Dubai), MiM and doctoral students. In 2019, he was awarded the London Business School Excellence in Teaching Award. Prior to joining London Business School, Balakrishnan was an assistant professor at the Wharton School of the University of Pennsylvania.

## **CONTACT INFORMATION**

---

Zoran Perunovic, Ph.D.  
Director, Executive Education  
Rice Business  
713-348-3720 | [Zoran.Perunovic@rice.edu](mailto:Zoran.Perunovic@rice.edu)

**BUSINESS.RICE.EDU/FINTECH**