

National Tsing Hua University
College of Technology Management
Course Syllabus

科號 Course Number	QF445300	學分 Credit	3	人數限制 Size of Limit	36
中文名稱 Course Title	金融與新創科技經營實務與案例研討				
英文名稱 Course English Title	FinTech and Innovation Management – A Case Study Approach				
任課教師 Instructor	林濬暘 Alex Lin				
教師聯絡方式 Contact Information					
上課時間 Time	W5W6W7	上課教室 Room	台積館 429 室		
先修科目 Prerequisite(s)					

本課程對應之學習目標與核心能力 Aligned Learning Goals and Learning Objectives

此科目對應之系所課程規畫所欲培養之核心能力 Core capability to be cultivated by this course	權重 (百分比) Percentage
能以理論為基礎，理解金融科技發展的目的，對社會的實質影響，以及能透過實際的案例，理解不同社會環境對於普惠金融的不同要求，以及創新應用的形成原因。 To understand the needs of financial inclusion and how the technology innovation being developed and adopted in different market based on strong knowledge of finance and economic understanding and practical case study research.	40%
能對新科技如何具體應用並協助解決金融機構具體問題有根本了解，並有能力分辨科技的效益與風險。 Be able to understand various innovative technologies, and understand how they can assist specific challenges upon the financial institution operation, as well as being able to assess the benefit and risk.	10%
具備創新管理，開發新領域的能力 To acquire the ability to innovate, integrate, and develop new research areas.	10%
培養跨領域工作的能力 To develop the ability to work across different disciplines.	20%
具備團隊合作的精神，有效溝通的能力，以及人文素養與國際觀。 To develop teamwork spirit, to acquire the ability to communicate effectively, and to have broad knowledge across humanities, social science and natural science with international perspective.	20%

課程目標 Course Objectives

本課程將以互動溝通和多元學習以及案例研討的方式，幫助學生瞭解金融科技與新創公司的各個實務面向：包括科技應用、商業模式、營運實務、及市場運作等，以期培養學

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生對金融相關的創新應用生態圈，有清楚並宏觀的了解。並能在課程結束後，了解金融與科技產業的基本職能需求，並有能立分辨自己未來在選擇工作時，能對以上各個實務面向有更清晰的判斷。

This course will help students understand the various practical aspects of financial technology and start-up companies through interactive communication, multiple learning, and case studies: including technology applications, business models, operating practices, and market operations, with a view to cultivating students' financial-related knowledge. We have a clear and macro understanding of the innovative application ecosystem. And by the completion of the course, students can understand the basic functional needs of the financial and technology industries and have the ability to distinguish themselves when choosing a job in the future, as well as to have a clearer judgment on the above-mentioned practical aspects.

課程說明 Course Description

【科技應用】三週課程：介紹普惠金融的基礎理論，並以金融科技發展史為主軸，介紹各國發展金融科技的背景，目的，監管行為，創新事業的發展因果，並搭配全球資金與人才的板塊移動，帶動學生以金融科技發展，練習宏觀理解產業面向的能力。同時利用案例說明普惠金融的浪潮下，衍生的科技應用以及相關的發展情況，以及未來可能的方向。

[Financial Technology] 3 weeks courses

Introduce the basic theory of financial inclusion and take the development history of financial science and technology as the main axis, introduce the background, purpose, regulatory behavior, and cause and effect of the development of innovative undertakings in various countries, and match the movement of global funds and talents to drive students to use finance with the development of science and technology, practice the ability to understand the industry from a macro perspective. At the same time, it uses cases to illustrate the derivative technology applications and related developments under the wave of financial inclusion, as well as possible future directions.

【商業模式】三週課程：挑選經典的商業模式來說明科技如何在不同的模式當中產生具體的幫助，如雲端應用採用怎麼樣的商業模式來獲利，高科技公司如何透過經銷商與商業夥伴體系提高收益，如何透過行銷費用的花費與對消費者的補貼，反而能得到高速的營收成長。透過完全不同的商業模式，交叉比對具體的營收模型，幫助學生可以對於商業運作產生的財務結果與公司價值可以有清楚的認識。

[Business model] 3 weeks courses

Select classic business models to illustrate how technology can contribute specific help in different models, such as what kind of business model the cloud-native company uses to make

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profits, how high-tech companies increase revenue through the reseller and business partner system, and how to use marketing activities work, how the subsidies help to increase consumers and how to monetize the volume of the clients to generate high-speed revenue growth. Through completely different business models, the cross-comparison of specific revenue models helps students to have a clear understanding of the financial results and how the company value can be generated by business operations.

【營運實務】六週課程：講解創新科技與金融科技公司如何運作，營運上的各項需求，如公司組織設計，工作模式，人才的運用，以及產品開發策略，並搭配互為競爭對手的公司案例分享，了解策略的應用與財務表現的連動。

[Operation] 6 weeks courses

Explain how innovative technology and financial technology companies operate, various operational needs, such as company organizational design, work mode, talent utilization, and product development strategies, and share cases of companies that are competitors to understand the strategies and linkage to financial performance.

【市場運作】二週課程：說明因為普惠金融以及數位轉型所帶動的產業創新浪潮後，產生出不同商業模式的公司，在市場上的行為對社會帶來的幫助以及變遷的效應。

[Market trend] 2 weeks courses

Explain how the trend of financial inclusion creates opportunities for startups. And how the current market is cultivated by various business models currently. Explain the trend of social change through finance and digital transformation.

【職業參訪】二週：實地參觀創新科技或金融科技公司等，與第一線工作人員互動溝通。

[Innovative tours] 2 weeks courses

Visit innovative technology or financial technology companies, etc., and interact with frontline staff.

指定用書 Textbooks

無 N/A

參考書籍 References

擬提供書籍、電影、電視劇、演講視頻、雜誌文章等名單建議

供課前預習、課堂討論及課後複習

Book recommendations, movies, TV shows, short videos, and articles for class preparation, discussion, and reviews

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教學方式 Teaching Approach

講授 lecture
 科技公司參訪 visit financial institutions
 模擬遊戲 simulations and games
 邀請業者座談 industry talk and discussion

評分標準 Grading

課堂參與&案例報告 class participation & case study 60%
 期中考 midterm exam 20%
 期末考 final exam 20%

教學進度 Course Schedule

進度 Week	單元性質 Unit	單元名稱 Course Name	教學方式 Teaching methods
Week 1	【科技應用】 Financial Technology	金融科技發展史 The history of the Fintech development	講授 lecture
Week 2	【科技應用】 Financial Technology	金融科技案例研討 Case study and discussion	講授 lecture
Week 3	【科技應用】 Financial Technology	創新科技應用與案例研討 Innovative technology and case study	分組簡報與座談 Group presentation & discussion
Week 4	【商業模式】 Business Model	商業模式概論 Introduction to Business Model Design	講授&座談 lecture & discussion
Week 5	【商業模式】 Business Model	國際科技公司案例研討 Case study of business model	講授&座談 lecture & discussion
Week 6	【商業模式】 Business Model	國際科技公司案例研討 Case study of business model	講授&座談 lecture & discussion
Week 7	【營運實務】 Operation	金融科技公司治理實務 Fintech company governance model	講授&座談 lecture & discussion
Week 8	【營運實務】 Operation	金融科技發展實務 Running a fintech company	講授&座談 lecture & discussion
Week 9	期中考 Midterm Exam		

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Week 10	【職業參訪】 Innovative tours	科技公司參訪 Innovative visits	
Week 11	【營運實務】 Operation	營運設計與商業模式比較 Case Studies : Comparison between operation design and business model	講授&座談 lecture & discussion
Week 12	【營運實務】 Operation	金融科技商品設計 Design in FinTech products & services	講授&座談 lecture & discussion
Week 13	【營運實務】 Operation	數位金融商品設計 Design in FinTech products & services	講授&座談 lecture & discussion
Week 14	【營運實務】 Operation	創新或創業模擬競賽 Hackathon of innovative ideas	講授&模擬遊戲 lecture & simulations and games
Week 15	【市場運作】 Market trend	各國金融科技生態圈 Ecosystems	講授&模擬遊戲 lecture & simulations and games
Week 16	【市場運作】 Market trend	各國金融科技生態圈 Ecosystems	講授&模擬遊戲 lecture & simulations and games
Week 17	【職業參訪】 Innovative tours	創新園區參訪 Touring in FinTechSpace	
Week 18	期末考 Final Exam		

課程相關連接 Course Related Links

N/A