

## KARTA PRZEDMIOTU

Nazwa przedmiotu: **FinTech and Commerce Startups with Mastercard (CEMS) (239931-D)**

Nazwa w języku polskim:

Nazwa w jęz. angielskim: **FinTech and Commerce Startups with Mastercard (CEMS)**

### Dane dotyczące przedmiotu:

Jednostka oferująca przedmiot: Szkoła Główna Handlowa w Warszawie

Przedmiot dla jednostki: Szkoła Główna Handlowa w Warszawie

Cykl dydaktyczny: Semestr zimowy 2024/25

Koordynator przedmiotu cyklu:

### Domyślny typ protokołu dla przedmiotu:

Ocena

### Język wykładowy:

angielski

### Efekty uczenia się:

Wiedza:

Understands the determinants of making FinTechs work.  
Knows the way selected FinTech and commerce startups are being created and scaled up.  
Knows the links between sales, FinTech, Omnichannel and existing financial institutions.

Umiejętności:

Is able to apply and evaluate the FinTech and commerce startups perspectives in practice.  
Is able to critically analyse, evaluate and interpret phenomena of FinTech and commerce startups and scaleups.  
Knows how to use in practice the basic tools for looking for new startups opportunities.

Kompetencje społeczne:

The student is able to communicate and express his/ her opinion.  
The student can work in team and solve problems as well as put projects into action.

### Dane dotyczące przedmiotu cyklu:

### Domyślny typ protokołu dla przedmiotu cyklu:

Ocena

### Skrócony opis:

FinTech often goes together with commerce related new technologies. The course is run in cooperation with Mastercard. Selected classes are being held by Mastercard's managers, FinTech, Commerce and Omnichannel startups and scaleups.  
The main idea of the course is to show how the commerce and FinTech based startups are being created and scaled up.

### Opis:

The main purpose of the course run with Mastercard is to show the new approach to the payment, financial and sales businesses. It is to present new FinTechs and commerce startups and scaleups that redesign the financial and sales business making it different to that managers knew day before. It is to show how financial startups are being created and where these root from.  
The aim is also to present variety of perspectives a business can be analysed from. There will be presented methods that result from process perspective, strategic view perspective, business model perspective etc. As a result it should improve understanding of the real roots of FinTech and Omnichannel startups that are promising and possible to scale them up. That is connected to better understanding of success and failure factors of startups and finally improve the possibility the new FinTech and/or Omnichannel related startup will survive and scale up. Being financial and sales new technologies savvy makes a student a valuable member of eg. strategy shaping and executing teams, venture capital, business angels and financial institutions, sales, retail, e-commerce and new technologies related companies. At the very end, the goal of the classes is to expose students to new possibilities of future career choices.  
During the course students are to get involved into the real business projects run by Mastercard and other course partners and prepare the final presentation on the project that will be evaluated by the course faculty. The project preparation should take at least 120 student hours.

### Literatura:

Literatura podstawowa:

1. Vicente Quesada, When Tech Meets Finance. A Roadmap for Digital Banking Transformation, Majadahonda, Madrid, 2017
2. Brett King, Bank 3.0. Why Banking Is no Longer Somewhere You Go, But Something You Do, Marshall Cavendish Business, 2012
3. John Best, Breaking Digital Gridlock Website: Improving Your Bank's Digital Future by Making Technology Changes Now, Wiley, 2018

Literatura uzupełniająca:

1. Chris Skinner, Valueweb. How Fintech Firms are Using Bitcoin, Blockchain and Mobile Technologies to Create the Internet of Value, MC Marshall Cavendish Business, Singapore, 2016
2. Steve Gold, Tim Welch, Blockchain. Understand Blockchain in a Day: A Comprehensive Introduction to the Basics of Blockchain & Cryptocurrencies, Eddington Publishing, 2017
3. Richard Hayen, FinTech: The Impact and Influence of Financial Technology on Banking and the Finance Industry, Amazon Digital Services, 2016

Publikacje własne:

Mikołaj PINDELSKI, Wizualizacje i analizy wewnątrzorganizacyjnych sieci społecznych w realizacji strategii / aut. rec. Mikołaj Pindelski. Leveraging Social Networks for Strategic Success / Eisenberg Eric M., Johnson Zachary, Pieterse Willem. International Journal of

USOSweb: Szczegóły przedmiotu: 239931-D, w cyklu: 20241, jednostka dawcy: <brak>, grupa przedm.: <brak>

Business Communication 2015, vol. 52 (1), s. 143-154, W: PRZEGLĄD ORGANIZACJI, 2015;

Mikołaj Pindelski, PRME Central & Eastern Europe Chapter, W: red. Mette Morsing, Responsible Management Education: The PRME Global Movement, 2021;

Mikołaj Pindelski, Zero gravity business? współczesne systemy udające przedsiębiorstwa a odpowiedzialność społeczna. Perspektywa funkcji sprzedaż. W: red. Piotr Płoszajski. Społeczna odpowiedzialność technologii. 2016

**Uwagi:**

Kryteria oceniania:

egzamin tradycyjny-pisemny: 30.00%

referaty/eseje: 50.00%

ocena z ćwiczeń: 20.00%

**Szczegóły zajęć i grup**

**Wykład (5 godzin)**

**Zakres tematów zajęć:**

Contemporary issues of management and managerial problems.

Business development in companies pursuing defender, development and/or differentiation strategies.

PSD2, opportunities and threats in payment industry.

Future of sales, building loyalty through channel-less experience.

Evolution in payments, what is needed to build a bridge to the future.

Naming strategic problems, matching startups and ideas with business problems.

Companies briefs and corporate needs, looking for startups and scaleups to solve corporate problems.

How to develop your own skills to innovate in a corporation.

Teaching scaleups to think corporate way.

How FinTech works. From startup to scaleup.

Scouting process in FinTech.

Business models and startups, how to implement startups in corporate business models. How to choose the right startups and scaleup that fit the corporate strategy. Matching process.

Creating joint ventures with startups to scaleups. Ways startups are getting integrated into corporate strategy. Embodying startups and scaleups into corporations.

Beyond everything we know now, workshops on possible ways of further commerce, finance services and omnichannel development.

Final conclusions.

**Dane grup zajęciowych**

Grupa numer 1

**Opis grupy**

[0190] Mikołaj Pindelski CEMS

**Prowadzący grupy:**

dr hab. Mikołaj Pindelski, prof. SGH

**Ćwiczenia (25 godzin)**

**Zakres tematów zajęć:**

Contemporary issues of management and managerial problems.

Business development in companies pursuing defender, development and/or differentiation strategies.

PSD2, opportunities and threats in payment industry.

Future of sales, building loyalty through channel-less experience.

Evolution in payments, what is needed to build a bridge to the future.

Naming strategic problems, matching startups and ideas with business problems.

Companies briefs and corporate needs, looking for startups and scaleups to solve corporate problems.

How to develop your own skills to innovate in a corporation.

Teaching scaleups to think corporate way.

How FinTech works. From startup to scaleup.

Scouting process in FinTech.

Business models and startups, how to implement startups in corporate business models. How to choose the right startups and scaleup that fit the corporate strategy. Matching process.

Creating joint ventures with startups to scaleups. Ways startups are getting integrated into corporate strategy. Embodying startups and scaleups into corporations.

Beyond everything we know now, workshops on possible ways of further commerce, finance services and omnichannel development.

Final conclusions.

**Dane grup zajęciowych**

Grupa numer 11

**Opis grupy**

[0190] Mikołaj Pindelski CEMS

**Prowadzący grupy:**

dr hab. Mikołaj Pindelski, prof. SGH

**Przynależność do grup przedmiotów w cyklach:**

Opis grupy przedmiotów	Cykl pocz.	Cykl kon.
Przedmioty na studiach magisterskich (SM)	2015	
Przedmioty stacjonarne na studiach magisterskich (SMMD)	2015	
Przedmioty wyłączone z preferencji SM (SGH-PRE-WYJ-SM)	20221	
Przedmioty wyłączone z badania kolizji (SGH-KOL-WYJ)	20241	

**Punkty przedmiotu w cyklach:**

<b>&lt;bez przypisanego programu&gt;</b>			
Typ punktów	Liczba	Cykl pocz.	Cykl kon.
FinTech and Commerce Startups with Mastercard (CEMS) (23993)	1	20151	
Europejski System Transferu i Akumulacji Punktów (ECTS)	7	20181	20242