

FACULTY OF SOCIETY AND SCIENCE STUDY COURSE DESCRIPTION

Course Title:	FinTech product development and prototyping			
Course code (LAIS):	<i>Course code is assigned after registration in the study information system</i>			
Study programme:	Business Administration			
Level of Study programme:	<input type="checkbox"/>	Short-cycle professional higher education		
	<input checked="" type="checkbox"/>	Professional Bachelor		
	<input type="checkbox"/>	Professional Master		
	<input type="checkbox"/>	Academic Master		
	<input type="checkbox"/>	PhD level		
Type of Study programme:	<input type="checkbox"/>	Compulsory course (Part A)		
	<input type="checkbox"/>	Professional specialization courses (Part B, compulsory)		
	<input checked="" type="checkbox"/>	Professional specialization optional courses (Part B, optional)		
	<input type="checkbox"/>	Elective courses (Part C)		
Course Workload:	Credits/ ECTS	Academic hours	Contact hours	Independent work hours
	5	125	50	75
Course Author/ Tutor:	Aigars Andersons			
	Lecturer, Msc. ing., Msc. manag., Msc. comp.			
	e-mail: aigars.andersons@va.lv			
	Consultation: according to the schedule for each semester			
Study Form:	Full time studies			
Study year, semester:	4 th Year, 7 th Semester			
Language:	English			
Prerequisites for the Course: (if necessary)	<p>Completed study course in the basics of entrepreneurship. Beginner level knowledge about the business process modelling. Successfully completed study course "Introduction to FinTech Business Models".</p>			
Course Summary:	<p>The study course develops the competencies necessary for the development of financial technology (FinTech) products using a design prototyping approach. Throughout the study course, students will learn the fundamental principles of product development, management, product design, and market research, applying these principles in practice by creating a functional prototype of a FinTech product - such as an application or website - and conducting user testing. During the prototyping process, students will acquire skills in and utilize no-code, low-code, and artificial intelligence tools to develop the technical solution.</p> <p>The goal of the study course is to enhance students' knowledge and skills in identifying and developing FinTech solutions that meet market demands and user needs, utilizing the prototyping method in the creation of products.</p> <p>The objectives of the study course are to build understanding and develop skills:</p> <ul style="list-style-type: none"> - to apply fundamental principles of product development, management, and user needs analysis in the creation of FinTech solutions; - to utilize a prototyping approach in FinTech product development; - to conduct market research and analyse customer needs in the FinTech domain; - to use systematic methods to collect and analyse user feedback to improve and refine FinTech product prototypes, ensuring alignment with market and user requirements; - to develop product prototypes using no-code, low-code, and artificial intelligence tools; - to lead teamwork and collaborate within a team to design and create technological products tailored to user needs; - to communicate effectively about their work by presenting FinTech product prototypes and explaining their design, development process, and potential market applications. 			
Assessment:	Exam (in groups of 2-4, students will work together to develop a FinTech product			

	prototype). In case of necessity there will be a possibility to work out and submit exam work individually.									
Requirements for Credits:	<ul style="list-style-type: none">• All practical and homework must be completed within the deadlines specified by the tutor, observing the course discipline and ethical norms. Works must be sent electronically, placing them in the electronic learning environment of Vidzeme University of Applied Sciences, on the website indicated by the lecturer. The name of the developed and submitted document must use the surnames and details of the student(s) and they must be stored locally until the receipt of a response from the lecturer or successful completion of the course. All entries require a positive rating (at least 4 points out of 10).• Works must be prepared in accordance with the methodological rules of the study programme and/or the instructions referred to in this study course description.• It is mandatory to attend seminars and practical classes. In case of delayed seminars or practical classes, the student must take a separate written test on the relevant issues.• In order to successfully pass the study course, you must submit all study papers and receive a positive evaluation for them (at least 4 points out of 10).• A student may take the examination (final examination) only if all the requirements of the study course have been fulfilled. Evaluation criteria: <table><tr><td>Written product development roadmap</td><td>20%</td></tr><tr><td>Presentation of product design</td><td>25%</td></tr><tr><td>Presentation of Fintech product prototype</td><td>45%</td></tr><tr><td>In-class individual and group work</td><td>10%</td></tr></table>		Written product development roadmap	20%	Presentation of product design	25%	Presentation of Fintech product prototype	45%	In-class individual and group work	10%
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Presentation of product design	25%									
Presentation of Fintech product prototype	45%									
In-class individual and group work	10%									
Abiding by the Academic Ethics	<p>Students must abide by the academic and research ethics, Vidzeme University of Applied Sciences Ethics Regulations, incl.:</p> <ul style="list-style-type: none">– study papers must be independently developed;– the study work should reference all statements, ideas and data used that have been authored by someone else;– appropriate data acquisition methods should be used in the acquisition of data, the research ethics must be respected, empirical data must be collected independently and cannot be distorted or falsified;– the examination must be carried out by the student independently, without the use of supporting materials and/or consultations with other students, unless the lecturer states otherwise. <p>In the event of non-compliance with the academic and research ethics, punishment is imposed in accordance with the ViA Ethics Regulations and the study course must be re-taken, unless the punishment is exmatriculation.</p>									
Learning Outcomes; the evaluation methods and criteria	Learning Outcomes	The evaluation methods and criteria								
	Knowledge									
	Has a knowledge how to conduct FinTech market research for the selected product based on given criteria and choose a solution based on the research.	Tests, individual work, presentations, exam.								
	Has a knowledge how to collaborate with team members to develop a functional FinTech product prototype, applying strategic planning principles	Tests, individual work, seminars, presentations, eksāmens.								
	Skills									
	Is able to identify, recognize, and describe the key stages of FinTech product development and management, including illustrating concepts of product management, user interface design, and technical implementation with examples.	Individual and group work in auditorium. Product development guide.								
	Is able to create a simple product development guide, including the stages and methods of product development, management, user interface design, and technical implementation.	Product development guide.								
	Is able to recognize and apply user - centered design principles and use simple user testing methods in the	Product design presentation.								

	development of a FinTech product prototype.	
	Is able to conduct FinTech market research for the selected product based on given criteria and choose a solution based on the research.	Group work in auditorium. FinTech product prototype development and presentation.
	Is able to apply no-code, low-code, and artificial intelligence tools in the development of a simple FinTech product prototype, demonstrating basic technical skills in using these tools.	Individual and group work in auditorium. FinTech product prototype development and presentation.
	Competency	
	Has a competence to effectively lead and actively participate in team work, creating a FinTech product prototype - such as an application or website - and presenting the group's solution.	Group work in auditorium. FinTech product prototype development and presentation.
	Are fully capable to collaborate with team members to develop a functional FinTech product prototype, applying strategic planning principles.	Individual and group work in auditorium. FinTech product prototype development and presentation.
Course Compulsory literature:	1. FinTech Innovation: From Robo-Advisors to Goal Based Investing and Gamification" by Paolo Sironi 2. Figma for beginners (https://help.figma.com/hc/en-us/sections/4405269443991-Figma-for-beginners-4-parts) 3. Study course materials and presentations published in VUAS MOODLE learning environment.	
Course additional literature:	1. Paul Cheek. Disciplined Entrepreneurship Startup Tactics: 15 Tactics to Turn Your Business Plan into a Business: John Wiley & Sons, 2024 2. Lang, David. Zero to Make: Learn (Just Enough) to Make (Just About) Anything Make Community, LLC, (2013)	
Course confirmation date:		
Date of course description update:		

Study Course Plan:

Date	Theme	Academic hours		Study Form/ Organization of independent work of students and task description
		Contact hours	Independent work hours	
<i>The date is specified before the implementation of the course</i>	Fundamentals of FinTech Product Development	6	4	lecture
	Fundamentals of FinTech Product Management	6	6	lecture, practical assignment
	Fundamentals of FinTech Market Research	6	6	lecture, practical assignment, seminar
	No-Code, Low-Code and Artificial Intelligence Tools	4	6	lecture, practical assignment, seminar
	Fundamentals of FinTech Product Design and User Experience	6	14	lecture, practical assignment
	Fundamentals of User Testing in FinTech Product Development	6	11	lecture, practical assignment, seminar
	Technical Development of FinTech Product Prototypes	16	28	lecture, practical assignment, seminar, test, exam
Hours total:		50	75	