



Sungkyunkwan University (SKKU) International Summer Semester (ISS) 2022

Psychology of FinTech

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Office Hour: always open for email questions

Class webpage: iCampus site & make sure you create an account at Google Drive and **email me**

My Google Site: <https://sites.google.com/site/andyhankim/>

My YouTube Channel: <https://www.youtube.com/channel/UCCjFS5IOEXoIqn8nOgHpJRA>

SHORT COURSE DESCRIPTION

The course is about “Investor PSY-chology and CEO psychology.” You will be surprised to see PSY, the rapper of “Gangnam Style,” once triggered a stock price bubble of his father’s company as his YouTube music video got viral around the globe. Neoclassical economists have largely ignored the sentiment and emotion of the investors, but behavioral economists have found that these have significant impact on bubbles and crashes of financial markets. Also, behavioral economists have found that the psychological traits of the CEOs and leaders play an important role in determining the strategic direction of the companies like M&A. The advancement of technologies like Big Data and Machine Learning enabled the behavioral economists challenge the dogma of classical economists, and such technologies are widely adopted in FinTech as well!

FinTech [Finance + Technology] is a buzzword about the on-going disruptive innovation in financial industry. The key to FinTech service is that it has to be intuitive and psychologically appealing to the consumers and investors. Hence, in this course, you will enhance the understanding in psychology of financial market in the context of FinTech, and we will also learn about economic analysis of FinTech related issues.

We will spend the first half of the semester in learning about behavioral finance and the remaining part in learning about FinTech. In a sense, there is nothing new in FinTech, which is the combination of the words, Finance and Technology, because bankers have always been fighting to obtain information faster with the state-of-the-art information technology in their generations to beat the competition. Those techniques like measuring market sentiment using Big Data is frequently used in such areas as robo-advisor or robo-analyst. We will also cover such topics as block chain as we see a series of crashes in crypto currency market, like Terra/LUNA and FTX. Then we will also learn about Flash Bank Runs as in SVB and its implication for Deposit Insurance.

READING MATERIALS

I will upload PowerPoint Slides (PDF format) and materials in the following Google Drive
https://drive.google.com/drive/folders/14oOoKIIu7sTm0_K3VwDlo4glhtkhN0pJ?usp=sharing

Reference eBook: Not a must.

For Korean students: My e-Book is available! “부자, 관상, 기술” 김영한 (2021) 쌤앤파커스

<https://digital.kyobobook.co.kr/digital/ebook/ebookDetail.ink?selectedLargeCategory=001&barcode=4801165344314&orderClick=LEH&Kc=>

Vincent Quesada, 2017, When Tech Meets Finance ISBN: 9781976320538

Pranay Gupta, Mandy Tham, 2018, Fintech: The New DNA of Financial Services ISBN: 978-1547417087, <https://www.amazon.com/Fintech-New-DNA-Financial-Services/dp/1547417080>

COURSE REQUIREMENTS AND GRADING

Course Assessment

Midterm Movie Review	30%
Final Exam	40%
One Page Homework 5 times (not graded)	10%
Attendance	10%
Participation	10%
Total	100%

All ISS classes are pass/fail based on the student academic achievement evaluated by grades on a scale of 100 points (grade of 60 or above is Pass). **SKKU regulations require students to attend at least 80% of all classes.** Academic dishonesty is strictly forbidden and would trigger disciplinary actions both in SKKU in your home institution.

The overall distribution of grades remains the sole authority of the instructor. Once the final course grades are posted on the GLS system, they are final. Never ask for a higher grade! Such solicitation may result in punishment (lower grade!) because the person is asking for favoritism, sacrificing his/her friends & neighbors. Besides, the Kim Young-Nan law 2016 forbids such solicitation.

Movie Review [30%]

You are supposed to write a three-to-four-page essay on a finance movie that I will assign later. I will also ask some specific questions related to the movie. Double space, 12-font, A4 sized paper, MS Word file. Send me via email. ayhkim@skku.edu

Final Exam [40%]

In case offline exam is possible: closed book! You need a calculator, but no telecommunication device (cell phone). In case of online exam: rather it would be more of essay based 24-hour take-home exam.

Calculator Policy:

I encourage you to use financial calculators, such as Texas Instrument BA2-Plus. This is the calculator allowed in CFA exams anyway, so it's good to familiarize yourself from now! BTW, CFA (Level 1) is well worth taking it as long as you take this class or any finance classes.

Attendance [10%]

You should click and watch my videos through i-Campus to make sure that your attendance is recognized!

Participation [10%]

One Page Homework 5 times (not graded)

I will assign about 5 homework throughout the semester. Just turning in four (4) of them will give you full marks. Not graded! In each homework, you will have to write one page of short writings (essay?) about the question I give. I will list up the questions/homework and due date later. A4 sized, 12 font, double spaced. MS Word.

Tentative Class Schedule [it may change!!!]

Week	Class	dates	Topics covered
1	1	2023-06-26	FinTech and AI in Finance: R U Ready???
1	2	2023-06-27	Why do we care about Efficient Market Hypothesis?
1	3	2023-06-28	Red Flavor! Psychology of color and Momentum Trading
1	4	2023-06-29	Warren Buffet vs Eugene Fama: Value Investing vs EMH Investor PSY-chology surrounding "Gangnam Style" - Why are you here Dr. Fama?
2	5	2023-07-03	High Frequency Trading & Robots in Finance Short Selling and Noise Trader Risk
2	6	2023-07-04	GameStop, Volkswagen + Porsche – Short Squeeze Covid19 and stock market participation of individual investors
2	7	2023-07-05	- Prospect Theory vs Expected Utility
2	8	2023-07-06	Sports sentiment and stock price- how to quantify crowd psychology
3	9	2023-07-10	⇒ Midterm Movie Review Due! Elon Musk, the Doge Father: Narcissistic or Overconfident?
3	10	2023-07-11	Biometric data: "Your hand tells much about your risk preference!"
3	11	2023-07-12	Biometric data: The Face of Risk - NAVER vs KAKAO
3	12	2023-07-13	Satellite alternative data: InsurTech, RegTech, Microfinance, and ESG
3	13	2023-07-17	Block Chain and Crypto Currency: FTX, Terra/LUNA, CBDC
4	14	2023-07-18	Flash Bank Run & Flash Rescue – Deposit Insurance in FinTech era
4	15	2023-07-19	Final Exam