ANKARA YILDIRIM BEYAZIT UNIVERSITY – DEPARTMENT OF BUSINESS SCHOOL
COURSE SYLLABUS

Course Code	Course Title	Course Type	ECTS Credits	Prerequisite Information	Date of Preparation
BF 407	Digital Finance	Elective	6	-	23.10.2025

Instructor of the Course & E-Mail Address	Prof. Dr. Yüksel Akay ÜNVAN & yaunvan@aybu.edu.tr
Office Hours & Office Room	Monday 16.00-17.00
Course Content and Objectives	With the changing lifestyle and the acceleration of technological developments, digitalization has become a necessity in the finance sector, as in all areas of life. In this course, it is aimed that students have the ability to explain technological developments and financial markets, the effects of digital transformation in the banking sector, digital money, blockchain concept, metaverse, Big data and AI concept, CRM applications, and Fintech and Techfins.
Textbook(s)	Digital Finance: Big Data, Start-ups, and the Future of Financial Services, Perry H. Beaumont, Routledge, 2019. The Fintech Book , Jones Barberis, Wiley, 2020.
Teaching Methods and Techniques	The course will utilize a variety of teaching methods and techniques, including lecture, discussion, case studies, group work, project-based learning, literature reviews, current article reviews, and panel/presentation discussions. Furthermore, the goal is to enhance student understanding and interpretive skills through interactive classroom exercises and presentations supported by real-life examples.

Course Learning Outcomes	1	Students will be able to recognize the concept of digitalization in finance sector.
	2	Students will learn digital transformation in the banking sector.
	3	Students will gain knowledge and vision on the effects of digital transformation in the banking sector.
	4	Students will be able to comment on how to adapt technological developments to the financial sector.
	5	Students will have the knowledge and awareness about digital money, blockchain and metaverse concepts.
	6	Students will gain the ability to comment on Big Data, AI and their impact on financial markets.
	7	Students will be able to learn different CRM Applications, and, Fintech and Techfins.

Program Outcomes Contributed by the Course	**Program Outcomes (PO)**	
	PO 1.	Possesses knowledge of various advanced theoretical approaches in the field of digital finance, supported by current textbooks, case studies, and other resources.
	PO 2.	Possesses the ability to conduct independent research using the knowledge acquired in the field of digital finance and appropriate research methods (qualitative/quantitative).
	PO 3.	Possesses the ability to report research results in accordance with scientific writing format.
	PO 4.	Possesses the competence to use information and communication technologies necessary for accessing and disseminating information.
	PO 5.	Possesses knowledge of digital finance to generate research questions, utilize a scientific problem-solving approach, and interpret the results obtained.

Contribution of the Course to Field Instruction	Students will have a global perspective by understanding the digitalization process in the financial sector and following current innovations.

Topics Covered in the Course	1. Week	Introduction to Digital Finance
	2. Week	FinTech Ecosystem and Business Models
	3. Week	Blockchain Technology and Cryptocurrencies
	4. Week	Digital Payment Systems and Open Banking
	5. Week	Big Data Analytics and Artificial Intelligence in Finance
	6. Week	Crowdfunding and Alternative Financing Models
	7. Week	Digital Financial Products and Services
	8. Week	Cybersecurity and Risk Management in Digital Finance
	9. Week	Midterm
	10. Week	Regulatory and Legal Frameworks
	11. Week	AI and Machine Learning Applications in Finance
	12. Week	Customer Experience and User-Centered Design
	13. Week	Sustainable Finance and ESG Integration
	14. Week	New Trends and the Future in Digital Finance
	15. Week	Final Presentations and Course Overview

	In-Term Studies	Quantity	Percentage %	
Course Evaluation Criteria	Mid-terms	1	40%	
	Quizzes		%	
	Assignments		%	
	Attendance		%	
	Practice		%	
	Project		%	
	Final examination	1	60%	
	Total		**100%**	

Disability Policy	If you have a documented disability (e.g., visual, hearing, or physical impairment, etc.) that may influence your performance in this course, it is recommended to meet with the Engelsiz AYBU (https://aybu.edu.tr/engelsiz/content_list-327-yildirim-beyazit-universitesi-engelsiz-universite-birimi-yonergesi.html) to arrange for reasonable conditions (such as accommodation, etc.) to ensure an equitable opportunity to meet all the requirements of this course. You may also contact the local authority of the Faculty of Humanities and Social Sciences. You should communicate your needs to the course instructor as soon as possible to ensure that any course needs concerning exams, lecture materials, etc. are met.