

授課教師：周志隆

Instructor: CHOU CHIH LUNG

課程名稱：金融科技創新與應用設計

Course Title : FinTech Innovation and Application Design

2026/5/6

課程代號：FB2975701 Course Code	必選修：選修/半學年 Required/Elective: Elective/Half Yr.
學分數：3 Credits	先修課程： Prerequisites
節次教室：F6(IB-510-2) F7(IB-510-2) F8(IB-510-2) Time/Location	
專業核心能力： <ul style="list-style-type: none"> <input type="checkbox"/> 解決問題之能力(Problem Solving) <input checked="" type="checkbox"/> 良好溝通表達之能力： <ul style="list-style-type: none"> <input checked="" type="checkbox"/> 口說溝通能力(Oral communication skills); <input checked="" type="checkbox"/> 書寫溝通能力(Written Communication Skills) <input type="checkbox"/> 創新與創業能力(Innovation and Entrepreneurship) <input type="checkbox"/> 倫理意識與社會責任(Ethic & Social responsibility) 	
課程網址： Course Website https://www.fintechspace.com.tw/zh-hant/activity/29905/	
課程宗旨： Course Objectives <p>本課程培養學生理解金融科技產業中的實際應用，由金融機構引導學生從提案到實作，設計創新服務，探索金融科技產品開發流程，提升解決問題與團隊合作能力，並透過期末成果競賽，展現學生創意與實務整合能力。</p> <p>This course aims to cultivate students' understanding of real-world applications in the financial technology industry. Under the guidance of financial institutions, students will progress from proposal development to project implementation, designing innovative financial services and exploring the process of FinTech product development. The course also enhances students' problem-solving and teamwork abilities. Through a final project competition, students will showcase their creativity and ability to integrate theory with practice.</p>	
課程大綱： Outline of Lectures	

- 模組一：課程導入與金融產業認識
- 認識金融科技產業的發展趨勢與應用場景。
 - 透過業界講者分享，理解金融領袖的策略思維。
 - 掌握銀行、保險與證券業務的實務操作與風險管理。
 - 參訪金融機構，體驗產業生態與創新運作模式。
- 模組二：商業模式設計與創新思維訓練
- 建立以使用者為核心的創新思維 (Design Thinking)。
 - 學習用戶體驗 (UX) 與介面設計 (UI) 的基礎概念。
 - 掌握 Figma 等原型設計工具的操作與實作技巧。
 - 能以視覺化方式呈現創新金融服務概念。
- 模組三：創新專題實作與 AI 應用探索
- 以團隊為單位進行金融科技創新專題開發。
 - 探討人工智慧 (AI) 在金融業的實際應用。
 - 透過資料分析與演算法思維，設計創新金融產品。
 - 各團隊自訂專題主題，發揮跨域整合與創意思維。
- 模組四：監理科技與合規議題
- 理解金融監管制度與 FinTech 法遵框架。
 - 探討監理科技 (RegTech) 在合規決策與風險管理中的角色。
 - 分析監理挑戰與創新監管工具的發展趨勢。
 - 強化學生的法遵思維與決策判斷能力。
- 模組五：成果競賽與專業簡報訓練
- 學習商務簡報的架構與專業呈現技巧。
 - 培養團隊溝通與專題發表能力。
 - 模擬競賽實戰，接受專家回饋與指導。
 - 以期末成果競賽展現創意與實務整合能力。
- Module 1: Course Introduction and Understanding the Financial Industry
- Understand the development trends and application scenarios of the FinTech industry.
 - Gain insights into the strategic thinking of financial leaders through guest lectures from industry professionals.
 - Acquire practical knowledge of banking, insurance, and securities operations, including risk management practices.
 - Visit financial institutions to experience the industry ecosystem and observe innovative business models in action.
- Module 2: Business Model Design and Innovation Thinking Training
- Develop user-centered innovation thinking through the application of Design Thinking principles.
 - Learn the fundamental concepts of User Experience (UX) and User Interface (UI) design.
 - Master the use of prototyping tools such as Figma and enhance practical design skills.
 - Present innovative financial service concepts through visual and interactive design.
- Module 3: Innovative Project Practice and AI Applications in Finance
- Conduct FinTech innovation projects in teams to apply theory to real-world development.
 - Explore practical applications of Artificial Intelligence (AI) in the financial sector.
 - Utilize data analytics and algorithmic thinking to design innovative financial products.
 - Define self-directed project topics to foster cross-disciplinary integration and creative problem-solving.
- Module 4: Regulatory Technology and Compliance Issues
- Understand financial regulatory systems and the compl

授課方式： 講授 Lecture：75%
Method of Instruction 分組討論 Group discussion：25%
案例研討 Case study：0%
操做練習 Practical exercises：0%
講授 Lecture：%

教科書： 自編教材
Textbooks

參考書目：
References

修課須知：
Notice

評量方式： 課程出席與上課參與度(20%)
Grading 期中：個人報告(40%)
 期末：小組發表(40%)

備註說明：
Notes