



Touro College Berlin

Conference „Digital Transformation and its Impact on Business “

November 18th 2022 from 10:30 am till 1:30 pm

Business Program

1. Principles of Finance Class **10:30 – 11:20**

“The process of digitalization”

- 1) History of industrial revolutions - 20 min
- 2) Innovations’ adaption curve – 12 min
- 3) Theory of Clayton Christensen and Moore’s law 15 min

2. Entrepreneurship Class **11:30 – 12:20**

“Digitalisation and entrepreneurship”

- 1) Digitalization - areas of innovation and disruption – 15 min
- 2) Digitalization and new entrepreneurial opportunities / examples– 12 min
- 3) Unicorns (history, definition, global distribution) – 15 min
- 4) Digitalization and the changes on the global labour market -8-10 min

3. Investment Principles Class **12:30 – 13:30**

“Digitalization and financial innovations”

1. Electronic trading platforms, high frequency trading, emergence of online brokers - 15 min
2. Fintech - definition, brief history, areas of disruption 15 min
3. Crypto market - Definition of Crypto. What is blockchain? Brief history of crypto-market. Brief overview of the crypto market (size, main currencies, newcomers) – 20 min