COURSE DESCRIPTION
Valuation and FinTech
Academic year 2026-2027

1. Programme-related data

1.1. Higher Education Institution	Babeș-Bolyai University
1.2. Faculty	Business
1.3. Department	Business
1.4. Field	Business Administration
1.5. Level of study	Master
1.6. Degree programme / Qualification	International Business Administration/Master
1.7. Form of education	Full time

2. Information regarding the discipline

2.1. Name of the discipline	Valuation and FinTech					Discipline code	IME0072
2.2. Course coordinator		Florin Marius POP, PhD					
2.3. Seminar coordinator		Florin Marius POP, PhD					
2.4. Year of study	2	2.5. Semester	1	2.6. Type of assessment	Exam		
2.7. Course status	Compulsory			2.8. Course type	Specialisation subject		

3. Total estimated time (hours per semester of teaching activities)

3.1. Number of hours per week	3	of which: 3.2. course	1	3.3. seminar/ laboratory/ project	2
3.4. Total of hours in the curriculum	42	of which: 3.5. course	14	3.6. seminar/ laboratory	28
Time allocation for individual study (IS) and self-taught activities (ST)					**hours**
Learning from textbooks, course materials, bibliography, and notes (IS)					28
Additional research in the library, on subject-specific electronic platforms, and on-site					28
Preparing seminars/ laboratories/ projects, assignments, reports, portfolios, and essays					28
Tutoring (professional guidance)					2
Examinations					4
Other activities					18
3.7. Total hours of individual study (IS) and self-taught activities (ST)			**108**		
3.8. Total hours per semester			**150**		
3.9. Number of credits			**6**		

4. Prerequisites (where applicable)

4.1. curriculum-related	
4.2 skills-related	

5. Specific conditions (where applicable)

5.1. course-related	classroom with computer and projector;
5.2. seminar/laboratory-related	classroom with computer and projector;

6.1. Competencies resulting from the completion of the degree programme

Professional competencies	
Competency code	**Competency**
PC1	In-depth knowledge and systematic use of the set of information resulting from the theoretical, methodological, legislative, and practical developments specific to business administration at international level
PC2	higher ability to substantiate and assess strategies and decision alternatives, as well as their selection and implementation in business administration at international level/ within multinational corporations
Transversal competencies	
Competency code	**Competency**
TC1	Promoting the principles, norms and values of professional ethics in conditions of professional autonomy and independence.
TC3	Drawing up analysis and synthesis documents on the international business environment and identifying the opportunities to relaunch a business internationally

6.2. Learning outcomes relevant to the degree programme

Learning outcomes targeted by the subject		
Competency code	**Knowledge and comprehension**	**Specific academic skills**
PC1 PC2 TC1 TC3	1. The student/graduate has complex knowledge of accounting, processing, and analysis of economic and financial information required for an effective organisation and management of units.	1. The student/ graduate has the necessary skills to ethically use methods and techniques specific to the financial and accounting management of an enterprise as a whole.

7. Subject-specific learning outcomes

Knowledge and understanding
1. The student/graduate knows how to read and interpret key lines and indicators in financial statements. It extracts the most important information from the financial statements according to the needs and integrates this information into the development of the department's plans.
2. The student/graduate knows how to evaluate state of a business on its own and in relation to the competitive field of activity, conducts research, putting data in the context of the company's needs and determining areas of opportunity.
Specific academic skills
1. The student/graduate identify the quantifiable measures that a company or sector uses to measure or compare performance in meeting operational and strategic objectives, using pre-established performance indicators.

8. Contents

8.1. Course	Teaching and learning methods	Remarks
INTRODUCTION TO BUSINESS VALUATION		
The importante and scope of business valuation. Type of business valuations based on business maturity, context, and industry.	interactive discussion, applications, case studies	1. Explain the nature and purpose of business valuation process (why, when, who, how) 2. Importance of Business Valuation: • *Role in Decision Making:* Explain how business valuation is essential for various decision-making processes, such as mergers and acquisitions,

		investments, financial reporting, and strategic planning. • *Stakeholder Perspectives:* Discuss how different stakeholders (investors, managers, regulators) use valuation techniques to assess the worth of a business entity. 3. Scope of Business Valuation: • *Types of Businesses:* Explain that business valuation applies to various types of businesses, including startups, established companies, and publicly traded corporations. • *Industries and Sectors:* valuation methods can vary based on the industry, emphasizing the need for industry-specific knowledge. Ethical and Legal Considerations in Business Valuation
METHODS OF BUSINESS VALUATION		
Basic Valuation Concepts & Methods of Business Valuation	interactive discussion, applications, case studies	1. Basic Valuation Concepts *Intrinsic vs. Market Value:* Learning the difference between intrinsic (fundamental) value and market value. Discuss factors that influence each type of valuation. *Time Value of Money:* Introducing the concept of time value of money and its significance in valuation, including present value, future value, and discounting techniques. *Risk and Return:* Discuss the relationship between risk and return in business valuation. Explaining how risk influences the valuation process and decisions. 2.Methods of Business Valuation *Introduction to Valuation Approaches:* overview of the three main approaches to valuation: income approach, market approach, and asset-based approach. *Income Approach:* Explaining the discounted

		cash flow (DCF) method, emphasizing its use in estimating the present value of future cash flows. *Market Approach:* Introducing methods like comparable company analysis (CCA) and precedent transactions to determine the value based on market prices and multiples. *Asset-Based Approach:* Presenting the book value and liquidation value methods, highlighting scenarios where these methods are applicable.
VALUATION METHODS FOR STARTUPS		
Life cycle of a startup. From idea to business, The evolution of a startup from idea to a fully operational business typically involves several distinct stages.	interactive discussion, applications, case studies	1. Idea Generation and Validation: In this initial phase, entrepreneurs brainstorm and research potential business ideas. Idea validation by conducting market research, talking to potential customers, and assessing the feasibility of the concept. 2. Market Research and Planning: Once the idea is validated, entrepreneurs conduct in-depth market research to understand the target audience, market demand, and competition. A detailed business plan is created, outlining the startup's mission, vision, target market, revenue model, and marketing strategy. 3. Product Development and Prototyping: During this stage, the startup develops a prototype or minimum viable product (MVP). The MVP is a basic version of the product or service that allows the startup to test its core functionalities and gather feedback from early adopters. 4. Funding and Seed Capital: Startups require funding to scale their operations. Entrepreneurs seek seed capital from various sources such as angel investors, venture capitalists, or crowdfunding platforms. This funding is crucial for product refinement, marketing, and initial market penetration. 5. Launch and Initial Traction: The startup officially launches its product or service in the market. Marketing and sales

		efforts are intensified to attract early customers. The focus is on gaining traction, acquiring users, and getting feedback to further improve the offering. 6. Growth and Scaling: This stage involves expanding the customer reach, optimizing operations, and scaling up production or service delivery. Additional funding might be secured to support rapid growth. 7. Maturity and Diversification: At this stage, the startup has established itself in the market and achieved a stable level of growth. It might diversify its product or service offerings, enter new markets, or explore strategic partnerships. 8. Sustainability and Long-Term Planning: Successful startups evolve into sustainable businesses. They focus on long-term planning, customer retention, and continuous innovation. 9. Exit or IPO (Optional): Some startups choose to exit the market through acquisition by a larger company or by going public through an Initial Public Offering (IPO).
Startup valuation methods	interactive discussion, applications, case studies	1. Comparable Company Analysis (CCA): CCA involves comparing the startup to similar companies in the industry that are already publicly traded or have recently been acquired. Key financial metrics such as revenue, growth rate, and profitability are compared to determine the startup's valuation. 2. Precedent Transactions: Precedent transactions involve analysing the sale prices of similar startups in the past. By studying the acquisition deals of comparable companies, analysts can derive a valuation benchmark for the startup in question. This method provides insights into how investors have valued similar startups in real-world transactions. 3. Discounted Cash Flow (DCF) Analysis: DCF analysis estimates the present value of a startup based on its future cash flows. Projections of future cash flows

		are discounted back to the present using a discount rate, which represents the risk associated with the investment. DCF analysis requires making assumptions about the startup's future revenue, expenses, and growth rates, making it sensitive to these inputs. 4.Venture Capital (VC) Method: The VC method involves estimating the startup's post-money valuation based on the investor's required rate of return and the expected exit value of the company. This method is commonly used by venture capitalists and angel investors. It considers the investor's targeted return and the startup's potential future valuation at the time of exit (usually acquisition or IPO). 5.Scorecard Valuation Method: The scorecard method involves evaluating the startup based on various factors such as the experience of the management team, the size of the market opportunity, the competitive landscape, and the startup's stage of development. 6. Berkus Method: The Berkus method assigns a specific dollar value to various progress points or milestones achieved by the startup, such as having a prototype, building a strong management team, securing intellectual property, or generating early revenue. 7. The MRR (Monthly Recurring Revenue) Multiple Valuation method is a specific approach used to value subscription-based startups or businesses that generate consistent monthly revenue from their customers. This method is particularly popular for Software as a Service (SaaS) companies and other subscription businesses where revenue streams are predictable and recurring.
Startup Valuation for investors. Pitching and raising money for startups. Investment Readiness.	interactive discussion, applications, case studies	1. Why raising money for the startup? 2. Startup Road Map, funding stages and types of funding 3. When to start raising money? Key steps in the process of fundraising

		4. Fundraising documents 5. Funding mechanisms 6. Valuation methods - investors considerations 7. Seeking investment 8. European Angel Investments Clubs 9. Incubator vs. Accelerator vs. Studio 10. Top Startup Accelerators, Incubators and VCs in Europe 11. Case studies
VALUATION METHODS FOR GROWING COMPANIES		
Introduction to valuation for Growing Companies. Key factors and specific considerations for growing (unlisted) companies.	interactive discussion, applications, case studies	1. Introduction to Valuation for Growing Companies: Definition of growing companies. Importance of accurate valuation for strategic decision-making and investments. Challenges specific to valuing companies in high-growth phases (such as uncertainty and changing market dynamics). 2. Overview of Traditional Valuation Methods: Brief recap of traditional valuation methods like Comparable Company Analysis, Precedent Transactions, and Discounted Cash Flow. Limitations of traditional methods when applied to high-growth companies. 3. Special Considerations for Growing Companies: Discussion on unique factors affecting growing companies (e.g., rapid revenue growth, market expansion, disruptive technologies). Exploration of how growth projections, scalability, and market demand influence valuations.
Valuation Methods Tailored for Growing Companies	interactive discussion, applications, case studies	1. Valuation Methods for growing unlisted companies:MRR and SaaS Metrics: Explaining the Monthly Recurring Revenue (MRR) method, customer acquisition cost, churn rate, and Customer Lifetime Value (CLV) for subscription-based businesses. 2. Marketplace Valuation: Discussing unique metrics for platforms and marketplaces, such as Gross

		Merchandise Volume (GMV) and network effects. 3. User Base Valuation: Examining valuation methods based on the number of users, active customers, or engaged users, common in social media platforms and mobile apps. 4. Intangible Asset Valuation: Focusing on the valuation of intellectual property, patents, trademarks, and proprietary technologies that often drive growth in technology companies. 5. Case Studies and Real-Life Examples 6. Challenges and Risks in Valuing Growing Companies Future Trends and Innovations in Valuation for Growing Companies.
VALUATION METHODS FOR LISTED COMPANIES		
Valuation Methods Listed companies key indicators	interactive discussion, applications, case studies	1. Introduction to Public Markets and Stock Valuation 2. Price-to-Earnings Ratio (P/E Ratio) Analysis 3. Dividend Discount Models (DDM) for Valuing Dividend-Paying Stocks 4. Free Cash Flow to Equity (FCFE) Models for Valuation 5. Case Studies: Valuation of Listed Companies 6. Bucharest Stock Exchange & AERO success stories
SPECIAL CONSIDERATIONS & CASES IN BUSINESS VALUATION		
Valuation methods for different case of assestes (IPs, Intangible assets) Merger & Aquisitions	interactive discussion, applications, case studies	1. Valuation in Mergers and Acquisitions 2. Valuation of Intangible Assets and Intellectual Property 3. Valuation Challenges in Emerging Industries (e.g., Technology, Biotech) 4. International Business Valuation: Cross-Border Considerations 5. Valuation Software and Tools 6. Real-life Business Valuation Projects and Assignments 7. Guest Lectures from Industry Experts (Valuation Professionals, Investment Bankers)
FINTECH STARTUPS: INNOVATION AND ENTREPRENEURSHIP		
Fintech ideation and market reserch	interactive discussion, applications, case studies	1. Introduction to Fintech and Startup Ecosystem 2. Definition and Scope of Fintech

		3. Evolution of Fintech: From Traditional Banking to Digital Disruption 4. Fintech Landscape: Key Players and Segments 5. Understanding Startup Ecosystem: Incubators, Accelerators, and Funding Sources 6. Ideation and Market Research 7. Ideation Techniques for Fintech Startups 8. Market Research and Identifying Target Audience 9. Competitive Analysis and SWOT Analysis 10. Regulatory Environment: Compliance and Legal Considerations
Business Models and value proposition & Tehnology in Fintech	interactive discussion, applications, case studies	1.Business Models and Value Proposition • Fintech Business Models: B2B, B2C, P2P, etc. • Creating a Unique Value Proposition • Revenue Streams and Monetization Strategies • MVP Development: Lean Startup Principles 2.Technology in Fintech • Blockchain and Cryptocurrencies • Artificial Intelligence and Machine Learning in Fintech • Cybersecurity and Data Privacy in Fintech • API Integration and Open Banking
Funding, Scaling, and Risk Management in Fintech Fintech Valuation	interactive discussion, applications, case studies	1.Funding, Scaling, and Risk Management • Funding Options: Venture Capital, Angel Investors, Crowdfunding, ICOs • Scaling Strategies for Fintech Startups • Managing Risks in Fintech: Fraud, Compliance, and Operational Risks • Exit Strategies: Mergers, Acquisitions, IPOs 2.Assessment and Evaluation: • Assignments and Quizzes assessing understanding of concepts • Group Projects: Developing a Fintech Startup Business Plan • Case Study Analysis: Analyzing Successful and

		Failed Fintech Ventures 3.Ethical Considerations in Fintech: • Fair Lending, Data Privacy, Bias • Social Impact of Fintech: Financial Inclusion, Poverty Alleviation • Responsible Fintech Practices: Sustainability and Corporate Social Responsibility • Future Trends and Emerging Technologies in Fintech

Bibliography

1. Venture Deals: “Be Smarter Than Your Lawyer and Venture Capitalist" by Brad Feld and Jason Mendelson,
2. Angel: “How to Invest in Technology Startups" by Jason Calacanis
3. "The Art of Startup Fundraising" by Alejandro Cremades
4. "Term Sheets & Valuations: A Line by Line Look at the Intricacies of Venture Capital Term Sheets & Valuations" by Alex Wilmerding
5. "Valuation: Measuring and Managing the Value of Companies" by McKinsey & Company Inc. and Tim Koller
6. "The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses" by Eric Ries
7. "Startup Boards: Getting the Most Out of Your Board of Directors" by Brad Feld and Mahendra Ramsinghani
8. ”*The Essays of Warren Buffett: Lessons for Corporate America”*, Warren E. Buffett, Lawrence A. Cunningham The Cunningham Group & Carolina Academic Press; Fourth edition, 2015
9. “*Principles of Private Firm Valuation*, Wiley”; Stanley J., Feldman, 1 edition, 2005
10. “*The Richest Man in Babylon*,” George S. Clason, Publisher: Berkley Revised edition, 2002
11. "Venture Capital Valuation: Case Studies and Methodology" by Lorenzo Carver
12. “Everything You Need to Know to Value Your Startup" by Tyler J. Smith, The Startup Valuation Bible
13. "Financial Statement Analysis and Security Valuation" by Stephen H. Penman
14. "The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail" by Clayton M. Christensen
15. "Fintech: The Beginner's Guide to Financial Technology" by Matthew Driver
16. "Fintech Innovation: From Robo-Advisors to Goal Based Investing and Gamification" by Paolo Sironi
17. "The Fintech Book: The Financial Technology Handbook for Investors, Entrepreneurs, and Visionaries" edited by Susanne Chishti and Janos Barberis.
18. "Valuation: Measuring and Managing the Value of Companies" by McKinsey & Company Inc. and Tim Koller
19. "Security Analysis" by Benjamin Graham and David Dodd
20. “The Little Book That Still Beats the Market" by Joel Greenblatt

8.2. Seminar/ laboratory	Teaching and learning methods	Remarks
INTRODUCTION TO BUSINESS VALUATION	interactive discussion, applications, case studies	1 seminar
METHODS OF BUSINESS VALUATION	interactive discussion, applications, case studies	1 seminar
VALUATION METHODS FOR STARTUPS	interactive discussion, applications, case studies	3 seminars
VALUATION METHODS FOR GROWING COMPANIES	interactive discussion, applications, case studies	2 seminars
VALUATION METHODS FOR LISTED COMPANIES	interactive discussion, applications, case studies	1 seminar
SPECIAL CONSIDERATIONS & CASES IN BUSINESS VALUATION	interactive discussion, applications, case studies	1 seminar
FINTECH STARTUPS: INNOVATION AND ENTREPRENEURSHIP	interactive discussion, applications, case studies	3 seminars

Bibliography
1. Venture Deals: "Be Smarter Than Your Lawyer and Venture Capitalist" by Brad Feld and Jason Mendelson, 2. Angel: "How to Invest in Technology Startups" by Jason Calacanis 3. "The Art of Startup Fundraising" by Alejandro Cremades 4. "Term Sheets & Valuations: A Line by Line Look at the Intricacies of Venture Capital Term Sheets & Valuations" by Alex Wilmerding 5. "Valuation: Measuring and Managing the Value of Companies" by McKinsey & Company Inc. and Tim Koller 6. "The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses" by Eric Ries 7. "Startup Boards: Getting the Most Out of Your Board of Directors" by Brad Feld and Mahendra Ramsinghani 8. "*The Essays of Warren Buffett: Lessons for Corporate America*", Warren E. Buffett, Lawrence A. Cunningham The Cunningham Group & Carolina Academic Press; Fourth edition, 2015 9. "*Principles of Private Firm Valuation*, Wiley"; Stanley J., Feldman, 1 edition, 2005 10. "*The Richest Man in Babylon*," George S. Clason, Publisher: Berkley Revised edition, 2002 11. "Venture Capital Valuation: Case Studies and Methodology" by Lorenzo Carver 12. "Everything You Need to Know to Value Your Startup" by Tyler J. Smith, The Startup Valuation Bible 13. "Financial Statement Analysis and Security Valuation" by Stephen H. Penman 14. "The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail" by Clayton M. Christensen 15. "Fintech: The Beginner's Guide to Financial Technology" by Matthew Driver 16. "Fintech Innovation: From Robo-Advisors to Goal Based Investing and Gamification" by Paolo Sironi 17. "The Fintech Book: The Financial Technology Handbook for Investors, Entrepreneurs, and Visionaries" edited by Susanne Chishti and Janos Barberis. 18. "Valuation: Measuring and Managing the Value of Companies" by McKinsey & Company Inc. and Tim Koller 19. "Security Analysis" by Benjamin Graham and David Dodd 20. "The Little Book That Still Beats the Market" by Joel Greenblatt

9. Evaluation

- **The same evaluation criteria are maintained for all exams sessions. The components of the evaluation process carried out during the semester cannot be recovered/redone in the examination sessions.**
- **To be able to accumulate the points obtained during the semester, it is mandatory to obtain a minimum of 5 (five) in the final exam (written/oral).**

Type of activity	9.1 Evaluation criteria	9.2 Evaluation methods	9.3 Percentage in the final grade
9.4. Course	Understanding and interpretation of financial statements, valuation concepts and key performance indicators used in business valuation	Final exam (in exam session)	60%
	Analysis and application of valuation methods for startups, growing companies and listed companies		
	Evaluation of business opportunities, risks and strategic decisions using valuation and FinTech-specific concepts and tools		
9.5. Seminar/ laboratory	Application of valuation techniques and financial indicators in practical business and FinTech case studies	Projects, reports (during the semester)	40%
	Assessment of business performance, growth potential and investment attractiveness using relevant data and valuation models		
	Preparation and presentation of well-argued analyses, reports or projects based on valuation and FinTech concepts		
9.6 Minimum standard for passing			
For the minimum grade (5), the student must prove: • the ability to identify and interpret the key information and financial indicators used in business valuation;			

- the ability to apply basic valuation methods and performance indicators in simple business and FinTech contexts;
- the ability to analyse and justify valuation or investment decisions based on relevant financial and operational data.

10. SDG labels (Sustainable Development Goals)

		Sustainable Development Generic Label						
1 FĂRĂ SĂRĂCIE	2 FOAMETE „ZERO”	3 SĂNĂTATE ȘI BUNĂSTARE	4 EDUCAȚIE DE CALITATE	5 EGALITATE DE GEN	6 APĂ CURATĂ ȘI SANITAȚIE	7 ENERGIE CURATĂ ȘI LA PREȚURI ACCESIBILE	8 MUNCĂ DECENTĂ ȘI CREȘTERE ECONOMICĂ	9 INDUSTRIE, INOVAȚIE ȘI INFRASTRUCTURĂ
			X				X	
10 INEGALITĂȚI REDUSE	11 ORAȘE ȘI COMUNITĂȚI DURABILE	12 CONSUM ȘI PRODUCȚIE RESPONSABILE	13 ACȚIUNE CLIMATICĂ	14 VIAȚA ACVATICĂ	15 VIAȚA TERESTRĂ	16 PACE, JUSTIȚIE ȘI INSTITUȚII EFICIENTE	17 PARTENERIATE PENTRU REALIZAREA OBIECTIVELOR	Nu se aplică nici o etichetă
							X	

Date of entry:	Signature of course coordinator	Signature of seminar coordinator
22.05.2026	Florin Marius POP, PhD	Florin Marius POP, PhD

Date of approval in the department:	Signature of the head of department
27.05.2026	Prof. Ioan Cristian CHIFU, PhD