
Connecting with the Industry (CWI)

Professor: Luz Parrondo
Office hours: by appointment
Course Type: Compulsory

Course Description

"Connecting with the Industry" is a dynamic course designed for finance students looking to gain real-world insights from seasoned industry professionals. This course offers a series of guest lectures from leaders in various finance sectors, aiming to bridge the gap between academic learning and industry practices.

Course Objectives:

To provide students with insights from industry leaders and an understanding of the latest trends in finance.

To facilitate networking opportunities with professionals and peers.

To enhance the practical application of financial concepts through real-world examples.

Assessment:

Evaluation Criteria

Student Grades will be based on:

- (40%) Participation, and Preparation during the course sessions including attending all of the sessions, making good/additive comments, not disrupting or making noise when the professor, guest speaker, or another student is talking.
- (60%) Each student is required to present at least 2 times during the sessions of the course with guest speakers. Preparation and performance during these required presentations will be included in the grade assessment.

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Students are required to attend 80% of classes. Failing to do so without justified reason will imply a Zero grade in the participation/attendance evaluation item and may lead to suspension from the program

Students who fail the course during the regular evaluation are allowed ONE re-take of the evaluation, in the conditions specified above. If the course is again failed after the retake, the student will have to register again for the course the following year.

In case of a justified no-show to an exam, the student must inform the corresponding faculty member and the director(s) of the program so that they study the possibility of rescheduling the exam (one possibility being during the “Retake” period). In the meantime, the student will get an “incomplete”, which will be replaced by the actual grade after the final exam is taken. The “incomplete” will not be reflected on the student’s Academic Transcript.

Plagiarism is to use another’s work and to present it as one’s own without acknowledging the sources in the correct way. All essays, reports or projects handed in by a student must be original work completed by the student. By enrolling at any UPF BSM Master of Science and signing the “Honor Code,” students acknowledge that they understand the schools’ policy on plagiarism and certify that all course assignments will be their own work, except where indicated by correct referencing. Failing to do so may result in automatic expulsion from the program.

Calendar and Contents

The calendar and sessions for the course will be planned throughout the year, depending on the availability of guest speakers, which cannot be confirmed at the beginning of the course. All sessions will be planned at least a week in advance.

Guest Lecturers:

Week 1: Mergers & Acquisitions

Guest Speaker: Javier Moreno

Background: Former Head of M&A and Corporate Development with extensive experience in the energy sector, notably with RACC, Tradebe, and Gas Natural Fenosa.

Topic: "Navigating the Complexities of M&A in the Energy Sector: Strategies and Challenges."

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Week 2: Investment Banking

Guest Speaker: Borja Martinez de la Rosa

Background: Managing Director & Staffer at Arcano Capital, with a rich history in investment banking operations.

Topic: "The Evolution of Investment Banking and Current Trends."

Week 3: Artificial Intelligence in Finance

Guest Speaker: André Caçador

Background: Founder & CEO at Sia, elevating human experiences with AI | Generative AI | Multimodal LLMs | Fintech.

Topic: "The Rise of AI Ventures: Opportunities and Risks."

Week 4: Banking Regulations

Guest Speaker: Santiago Massons

Background: Specialist in banking regulations with the European Central Bank.

Topic: "Understanding ECB Regulations: Implications for Banks and Investors."

Week 5: Strategy and Technology in Fintech

Guest Speaker: Marcus Puidollers

Background: Strategy Technologist and General Manager at Tabiberia Fintech.

Topic: "Integrating Strategic Technology in Fintech Business Models."

Week 6: Impact Investment

Guest Speaker: Tomas Ribé

Background: Impact investing advocate and Director of Investments at GAWA Capital a focus on impact investment finance.

Topic: "Impact Investing: Financial Returns Meets Social Good."

Week 7: Transfer Pricing

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Guest Speaker: Elisenda Monforte

Background: Expert in transfer pricing from KPMG.

Topic: "Transfer Pricing: Navigating Global Tax Strategies and Compliance."

Week 8: Environmental, Social, and Governance (ESG)

Guest Speaker: Frank Medrisch

Background: ESG specialist at Moody's Investor Service, focusing on climate risk and energy transition.

Topic: "ESG Investing: Analyzing Climate Risk and Energy Transition."

Reading Materials/ Bibliography/Resources

Prior to each session with the guest speakers, readings will be specified and disseminated so that the students can prepare well for each session.

Bio of Professor

Luz Parrondo is Senior Faculty at the UPF Barcelona School of Management. Director of Master in Accounting and Financial Management and the Postgraduate in Blockchain and other DLTs. Lecturer at Universitat Pompeu Fabra. PhD in Economics, Finance and Management awarded by Pompeu Fabra University (UPF). As a researcher, she specializes in the study of financial management, with special emphasis on the impact of new technologies in the financial, accounting and auditing sectors, in profit management, risk management and corporate social responsibility. Member of the Academic Advisory Body (AAB) of the International Association for Trusted Blockchain. Member of the multidisciplinary academic working group on the DLT BAWG – Blockchain & Academia Working Group. Member of the CBCat Advisory Board. Since 2015, she has coordinated the professional journal RCD and since 2018 has been a member of the REA Auditors Technology Commission. As a professional, Dr. Parrondo worked as a Financial Controller and as a Financial Manager in several SMEs in Barcelona. Innovation must never stop

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