

TEACHING GUIDE
MASTER OF BUSINESS ADMINISTRATION MBA
Academic year 2024-2025

COURSE

Course name: RISK ANALYSIS AND STRATEGY: INTEGRATING TRADITIONAL AND ESG PERSPECTIVES
(Master's Thesis – Milestone 2)

Type of course: Compulsory

Teaching language: English

Professor: Albert Soler Rubio; Sandra Jiménez

Contact details: albert.soler@caixabank.com; sandra.jimenez@caixabank.com

COURSE PRESENTATION

Description

This course is taught in three sessions of three hours and is structured in 6 main topics:

1. The five essential concepts for the financial analysis of the company. Explast case.
2. Qualitative analysis of the company.
3. The internal environment: Porter's five forces analysis.
4. The external environment: STEEP.
5. Strategic positioning of the company: the SPACE Matrix. Cadbury Schweppes case
6. Sustainability and Banking: Integrating ESG Factors into the Financial Process.

Objectives

Both the Basel regulatory framework and standard banking practice focus credit risk analysis on financial statements. This course focuses the strategic analysis of a company's business, not only on the financial statements, but also on the internal elements of competitiveness (Argenti) and the external (STEEP) and operating (Porter) environments. All of this takes shape around the Space Matrix, which has a great predictive and prescriptive capacity.

Teaching methodology

The teaching methodology is eminently participative. The concepts developed in the face-to-face sessions or remotely are applied to real market cases.

IT IS ESSENTIAL TO READ THE EXPLAST AND CADBURY-SCHWEPPES CASES BEFORE THE SESSION.

Evaluation (evaluation system, qualification system...)

This course will be assessed through the presentation of milestone 2 of the master's thesis.

FACULTY

ALBERT SOLER RUBIO

- He is currently Chief Lending Officer for CaixaBank, which he joined in 1993.
- Since then, he has held various positions in business banking, corporate banking and structured finance, leading this team between 2007 and 2014.
- In September 2014 he joined the risk team where he is Vice-Chairman of the Standing Credit Committee.
- He holds a degree in Economics and Business Administration from the University of Barcelona (1987).
- Master's degree in business administration at Esade (1989).
- Postgraduate studies in Business Administration at the Stern School of Business, belonging to New York University (1993).

SANDRA JIMÉNEZ MARISCAL

- She is currently working as ESG Risk Director at CaixaBank, a new division created in 2019 that interacts with multiple areas within the bank and is constantly evolving as part of the bank's strategy.
- Most of her professional career has been in the banking sector, where she has assumed various responsibilities in both business and risk management.
- She joined CaixaBank in 2010 in the Corporate and Project Finance Lending Area.
- She holds a degree in Economics and Business Administration from the University of Barcelona (1999).
- She completed postgraduate studies in Sales and Marketing at Pompeu Fabra University in Barcelona (2001).
- Between 2019 and 2020, she undertook several specialized studies, including a Certificate in Climate Change & the TCFD (Risk & Opportunities for the Banking Industry) at UNEP FI, an Executive Education Course in Climate Change (Economics and Governance) at The London School of Economics and Political Science (LSE), and a Certificate in Environmental & Social Risk Analysis at UNEP FI.

BIBLIOGRAPHY (compulsory/recommended)

The main textbooks and reference resources for this course are:

- Main Document on Credit Risk Analysis and Strategic and Sectoral Analysis (Virtual Campus).
- All case studies will be provided by the professors.