TEACHING GUIDE

Academic year
2024-2025

SUBJECT

Name: **GLOBAL VISION OF INTERNATIONAL BUSINESS REALITY**
Language: English
Coordinator of the subject: Luz Parrondo
Professor of the subject: Luz Parrondo

The trip, stay and expenses at destination are exclusively borne by the participants.

Course description

This course brings the opportunity to make three days of total immersion in companies and institutions of the financial, technological and banking field from an international perspective, the most direct way to know the different work alternatives offered by the consulting and finance sectors.

Objectives

The primary objective of this course is to gain comprehensive insights into the operations and realities of leading international companies in the Fintech, Banking, Investment, and financial sectors. This course not only provides a unique opportunity to directly engage with the industry but also offers valuable sessions delivered by esteemed senior managers from these prestigious institutions. These sessions will employ diverse learning techniques to cover topics such as investment decisions, valuation, mergers and acquisitions (M&A), and monetary policies, aligning with the objectives and projects of each institution.

PRESENTATION OF THE SUBJECT

Description

"The subject 'Global Vision of the International Business Reality' is a valuable teaching activity offered within the various business programs at UPF-BSM. It serves as an optional subject that provides students with an opportunity to gain international training experience. The primary objective of this activity is to offer each participant a comprehensive perspective on international business by organizing an academic trip to a destination outside of Spain. In the current academic year, the destination is Stockholm, Sweden.

The 'Study Trip' is meticulously designed to enable participants to explore, analyze, and evaluate various strategic elements of financial institutions in Frankfurt, the leading financial hub in Europe. It entails visits to both public and private institutions and banks, allowing participants to augment their understanding of the financial landscape of the country.

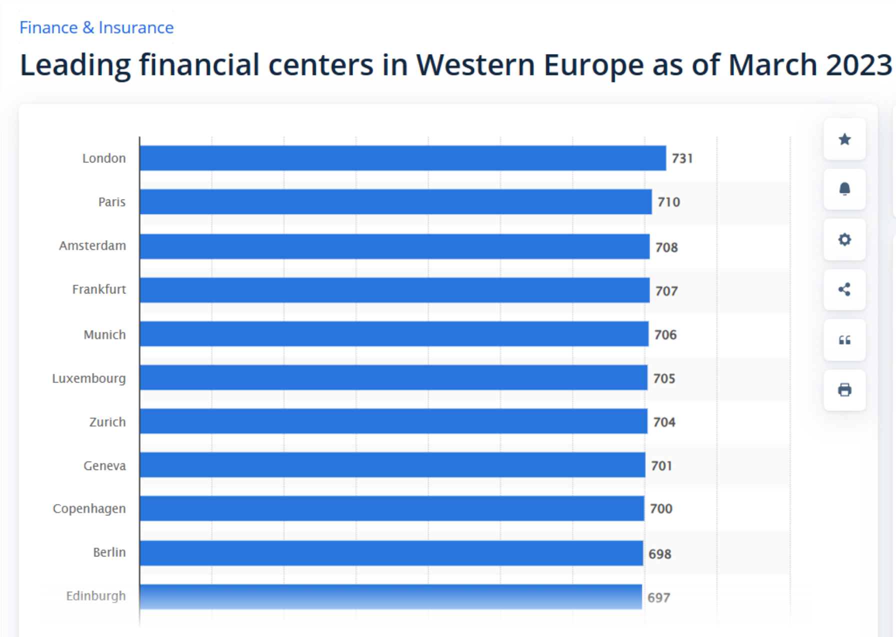
By familiarizing themselves with the financial profiles of these countries, students will also gain insights into the business dynamics of societies highly focused on value addition. Moreover, they will discover exemplary disruptive companies that are poised to make significant impacts in the forthcoming years.

The student's interest in this activity lies in experiencing a reality distinct from that of Spain or their country of origin. They will have the opportunity to gain exposure to international and multinational companies from diverse economic sectors, allowing them to identify successful business practices. This activity serves as a complement to the skills acquired in other subjects of the Master's program and builds upon the professional experiences of each participant."

Why Frankfurt?

Frankfurt is one of the most important financial hubs in continental Europe and a key center of financial market stability 1. It features a unique concentration of European and national supervisory bodies, international banks, insurance companies, and legal practitioners. Frankfurt is also home to the European Central Bank and other important financial institutions.

Frankfurt’s reputation for financial soundness and solidity, its function as a central hub for national, European, and global financial activity, and its depth and density of resources make it an attractive place for students interested in finance to visit 1.



Frankfurt is home to several important financial institutions that students may be interested in visiting. One such institution is the European Central Bank, which is responsible for the monetary policy of the euro area. Another institution that may be of interest to students is the Frankfurt Stock Exchange, which is one of the world's largest trading centers for securities and an international trading center.

In addition to these institutions, Frankfurt also has a unique concentration of European and national supervisory bodies, international banks, insurance companies, and legal practitioners. This makes it an ideal place for students interested in finance to visit and learn more about the financial industry.

STUDY TRIP TO FRANKFURT – TENTATIVE SCHEDULE

STUDY TRIP FRANKFURT – TENTATIVE SCHEDULE			
DAY	April 9 2025	April 10 2025	April 11 2025
MORNING	Rothschild&Co. --- Resonanz Capital	Frankfurt Stock Exchange --- E&Y	European Central Bank KPMG
Break			
AFTERNOON	Santander Corporate	Solactive (Fintech)	Free time
		Networking dinner and Karaoke (Alumni)	

Day 1: April 9, 2025

Morning:

- Visit to **Rothschild&Co.** or a similar institution. Rothschild&Co Rothschild & Co is a leading global financial advisory group with a history dating back over 200 years. The firm specializes in providing strategic and financial advice to governments, corporations, and individuals in areas such as mergers and acquisitions (M&A), restructuring, and financing.
- Visit to **Resonanz Capital**, an asset management firm focusing on investment solutions tailored to institutional and private investors.

Afternoon:

- A session with **Santander Corporate**. Santander is one of the largest banking institutions in Europe, specializing in corporate finance, retail banking, and innovative financial services.

Day 2: April 10, 2025

Morning:

- Visit to the **Frankfurt Stock Exchange**, the financial hub of Germany and one of the largest stock exchanges in the world, providing key insights into Europe's financial markets.
- Visit to **Ernst & Young (E&Y)**, a global leader in professional services, offering expertise in auditing, consulting, and financial advisory.

Afternoon:

- Visit to Solactive, a fintech company specializing in the creation and distribution of financial indices, known for its innovation in the index industry.

- **Networking dinner with UPF-BSM alumni**, providing opportunities for professional connections and discussions.

Day 3: April 11, 2025

Morning:

- Visit to the **European Central Bank (ECB),** the institution responsible for monetary policy and financial stability in the Eurozone, discussing its crucial role in Europe's economy.

- Followed by a session at KPMG, one of the Big Four accounting firms, renowned for its services in auditing, tax advisory, and management consulting.

Note:
This agenda is tentative and subject to change. Adjustments may be made to accommodate unforeseen circumstances or additional opportunities.

EVALUATION CRITERIA FOR THE STUDY TRIP

Students who select this study trip as an elective course will be evaluated based on the following components:

1. **Final Individual Project (70%)**
   - At the conclusion of the trip, students will develop a final individual project. This project will reflect the lessons learned during the academic trip, synthesizing insights gained from the company visits, seminars, and interactions with professionals.
   - The project will assess students' ability to analyze and apply key concepts to real-world financial and business contexts, demonstrating critical thinking and the integration of theoretical and practical knowledge.
2. **Engagement and Participation (30%)**
   - Active participation during company visits, seminars, and networking events will be a key part of the evaluation.
   - Students are expected to engage meaningfully in discussions, ask insightful questions, and demonstrate professional behavior throughout the trip.
   - The quality of interactions and contributions during these sessions will be assessed, ensuring that students maximize their learning opportunities.

This two-part evaluation structure ensures that students not only gain knowledge during the study trip but also apply it effectively and contribute actively to the learning environment.

Professor

Luz Parrondo is the Director of the Master's in Accounting and Financial Management and as the former Director of the Postgraduate program in Blockchain and Web 3.0 at UPF Barcelona School of Management. She has earned a PhD in Economics, Finance, and Management from Pompeu Fabra University (UPF). Specializing as a researcher, her focus lies in examining the influence of Deep Tech on financial management, particularly highlighting the accounting and auditing sectors.

Recently, she has been named the Blockchain and Cryptoasset Advisor for The Neverest Project, an environmental engineering and technology corporation is dedicated to fostering sustainable action systems and self-sufficient circular. Furthermore, she is an active member of the Academic Advisory Body (AAB) of the International Association for Trusted Blockchain and participates in the multidisciplinary academic working group on the DLT BAWG – Blockchain & Academia Working Group. She also holds positions on the CBCat Advisory Board and the Technology Committee at Col·legi de Censors Jurats de Comptes de Catalunya. Since 2015, she has been coordinating and editing the professional journal RCD. In her professional capacity, Dr. Parrondo has served as a Financial Controller and Financial Manager for various SMEs in Barcelona. She firmly believes that innovation should never cease. Innovation must never stop.