

TEACHING GUIDE
MUFIB and MScFIB
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."

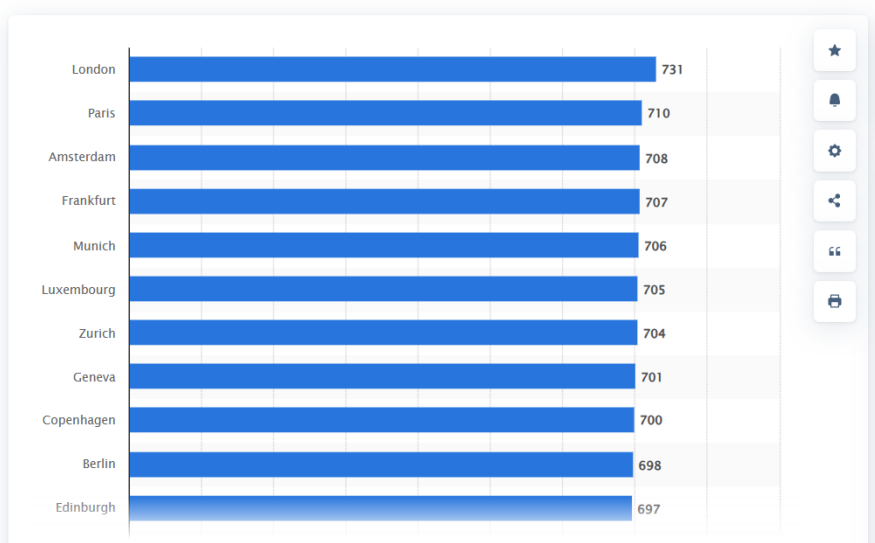
Why Frankfurt?

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.

Finance & Insurance

Leading financial centers in Western Europe as of March 2023



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.

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.

STUDY TRIP TO FRANKFURT – TENTATIVE SCHEDULE

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DAY	April 9 2025	April 10 2025	April 11 2025
MORNING	Deutsche Bank AG --- HSBC (tbc)	Santander Corporate & Investment Banking — <u>Solactive</u> AG	European Central Bank Allianz Global Investors
AFTERNOON	Deutsche Börse Group ---- DZ Bank AG	<u>Commerzbank</u> AG	EY GmbH & Co. KG Wirtschaftsprüfungsgesellschaft
		<u>Networking dinner and Karaoke</u>	

1st day: Tuesday 8th of April 2025

Arrival group to Frankfurt:

Recommended Hotel

Motel One Frankfurt-Römer

Berliner Str. 55, 60311

Frankfurt am Main

Please find the detailed agenda below.

Carefully read the highlighted text, as these requirements are relevant and necessary.

2nd day: Wednesday, 9th of April 2025

09:30 am Arrival group to Deutsche

Bank 10:00 am Deutsche Bank

Deep Dive about CIO View 2025 – Deeply Invested in Growth

Nicole Gersemsky – HR Talent Sources

Taunusanlage 12, 60325 Frankfurt

Departure: 11:30 am

Pending confirmation HSBC Germany

02:30 pm Arrival group to Deutsche Börse Group – Visitors Center

03:00 pm Deutsche Börse Group – Visitors Center

Lecture on DAX

Börsenplatz 4, 60313 Frankfurt

One visit includes a free, independent tour of the new interactive exhibition including the Visitors Gallery with a view of the trading floor.

The entrance is on the right-hand side when you are standing directly in front of the building. Here the entrance is under the white canopy with the inscription "Deutsche Börse". A security check is carried out before the visit. Sharp or dangerous objects (e.g. knives, scissors, irritant gas, deodorant spray, glass bottles, drinks cans, liquids containing more than 100 ml, etc.) may not be carried and must be handed in at the security checkpoint. These items will be handed back to you after your visit.

For security reasons, larger items of luggage (trolleys, sports bags, suitcases) are not permitted. Jackets, small bags and rucksacks (dimensions up to 31 x 50 cm) may be taken into the exhibition. Bags

that exceed the specified dimensions will be opened and checked by security staff. The consumption of food and drink in the exhibition and in the gallery is not permitted. Animals are not permitted.

For visitors with restricted mobility, the exhibition areas of the Deutsche Börse Visitors Center are accessible via an elevator. It is possible to register in advance for assistance with entering/leaving the building.

Photography without flash is permitted for private purposes. SLR cameras additional lighting, tripods and other structures may not be used. Image and video recordings for advertising or editorial purposes are strictly prohibited during a visit to the exhibition.

You are also welcome to download our "VisitorGuide" app in advance:



Departure: 04:30 pm

Taxi ride 8 min

05:00 pm Arrival group to DZ

Bank AG 05:30 pm DZ Bank AG

05.30 – 06.30 pm Presentation on DZ BANK in general, the German M&A market and selected references of DZ BANK Corporate Finance

06.30 – 07.30 Reception in the foyer with finger food and (non-alcoholic) drinks

Wolfgang Wybranietz – Managing Director M&A

Platz der Republik, 60325 Frankfurt

The main entrance into our "City Haus 2" is "number 2" on the PDF.

3rd day: Thursday 10th of April 2025

09:30 am **Arrival group to Santander Corporate & Investment Banking**

10:00 am **Santander Corporate & Investment
Banking Katharina Klemm – Human
Resources**

Floor 14, Omniturm, Große Gallusstr. 18, 60312 Frankfurt

Departure: 11:30h

Taxi ride 10 min

11:45 am **Arrival group to**

Solactive AG 12:00 pm **Solactive AG**

Timothy Donovan – Human Resources

Platz der Einheit 1, 60327 Frankfurt

Departure: 02:00 pm

Taxi ride 6 min

02:30 pm **Arrival to**

Commerzbank AG 03:00 pm

Commerzbank AG

Hans-Christian Edenharder - Head HR Advisory Germany

Mainzer Landstraße 151 („DLZ 1“), 60487 Frankfurt am Main

Departure: 04:30 pm

06:00 pm Group dinner at restaurant Apfelwein Solzer

Berger Str. 260, 60385 Frankfurt

includes one main course + dessert and water per person.

Evening

Proposal for group

activity: Melody Party

Box - Myzeil

Reservations:

4th day: Friday 11th of April 2025

10:00 am Arrival group to ECB visitor

entrance 10:30 am ECB visitor entrance

Lecture on Banking Supervision

Jana Wülfing – Visitor Centre DG Communications

Visitor entrance: Sonnemannstr. 20, 60314 Frankfurt

Session with HR department

Luca Piliego – HR Trainee

Please note the following important information regarding your visit:

On the day of your visit, please report to the ECB visitor entrance (Sonnemannstraße 20, 60314 Frankfurt am Main) at least 30 minutes before the beginning of the lecture (10:00 CEST).

Please pass on to all participants that they present a valid passport on the day of the visit. For EU and EFTA (Iceland, Liechtenstein, Norway and Switzerland) nationals we also accept a valid photo ID. Driving licenses, student/organisational IDs etc. cannot be accepted for this purpose.

Departure: 12:00 pm

Taxi ride 8 min

12:30 pm Arrival to Allianz Global

Investors 01:00 pm Allianz Global Investors

Hans-Jörg Naumer (Senior Investment Strategist) will speak about “Populism”.

Victoria Ivanova – Working Student Talent Acquisition

Participants shall fill in the attached form (confirmation for taking pictures for the LinkedIn post). Kindly bring them with you to the event.

Departure: 03:00 pm

Try p. f. to leave a little earlier to be on time for the next visit!

Taxi ride 20 min

03:30 pm

EY GmbH & Co. KG Wirtschaftsprüfungsgesellschaft

03:30 pm Welcome and introduction EY elaborating on their role as auditors in the Wealth and Asset Management sector in Germany

05:00 pm Get together with fingerfood and cold soft drinks

**Sra. Janni Wittmann - Senior Associate | EMEIA Financial Services
| Audit**

Mergenthalerallee 3-5, 65760 Eschborn

Departure: 06:00 pm

Taxi ride to the airport 20 min

Return to Barcelona

Contact persons

UPF-BSM	Luz Parrondo
ACCIÓ Alemania	Anna Suarez

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. 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.