Students are expected to have completed

COMPETENCES AND SKILLS THAT WILL BE ACQUIRED AND LEARNING RESULTS.

of knowledge: acquainted with the main new business models introduced in the financial market by the
digitalization of the economy
Become familiar with the main instruments for analyzing the competitive situation of the company in
the environment of the digital transformation processes of the financial sector to understand the main
concepts necessary for the design of the strategies of acquisition and management of assets and
liabilities in the digitalization contexts of the company
Become familiar with the main digital components of the planning, programming and control processes
of financing scenarios
Understand the risks and opportunities that the company's digital strategy implies for its financial
position of the company

Skills:
- Ability to analyze the financial dimension of the company's strategic position in the market
  using digital instruments
- Ability to assess the financial dimension of digital relations between the different actors inside
  and outside the company
- Ability to analyze unstructured problems, such as those presented in business practice
- Leadership skills
- Capacity for teamwork

Attitudes:
- Adopt ethical and sustainable behaviour in the development of digital financing processes
- Adopt a positive attitude to change and proactive with respect to innovation
- Adopt an attitude that encourages learning from unfavorable situations

DESCRIPTION OF CONTENTS: PROGRAMME

¿ Introduction to financial digitization
¿ Crowdfunding
¿ Digitizing the means of payment
¿ Bitcoin and Blockchains
¿ FinTech, Big data analytics and new business models
¿ Digital Security
¿ Current regulation and future challenges

LEARNING ACTIVITIES AND METHODOLOGY

The 6 ECTS credits of the subject correspond to the following structure: Two weekly classes of hour and average in
the classroom, one of theoretical lectures and the other dedicated to practical applications.

The competencies of knowledge, skills and attitudes will be acquired by the students through master lessons and by
the group and/or individual resolution of cases and exercises that will be discussed, analyzed and presented in class.
The students will have the bibliographic material, collected in the recommended bibliography, as well as other teaching
materials prepared specifically for the subject.

Each week is taught an hour and a half of theoretical classes and another of the same duration of practical classes in
groups of 40 students maximum. Since there is a moderate number of theory classes, the student should study the
reference materials independently in advance. During the master classes, a review of the student's work is provided,
and the main doubts will be discussed and resolved.
ASSESSMENT SYSTEM

The final exam counts for 60% of the qualification. The remaining 40% counts for the cases, individual and group work and partial examinations throughout the course. It is compulsory to take a minimum of 4.00 in the final exam so that the evaluation note continues to be summed up and the subject can be exceed.

% end-of-term-examination: 60
% of continuous assessment (assignments, laboratory, practicals...): 40