

Academic Year: ( 2018 / 2019 )

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Department assigned to the subject: Business Administration Department

Coordinating teacher: GUTIERREZ URTIAGA, MARIA

Type: Electives ECTS Credits : 6.0

Year : 4 Semester :

**REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)**

None

**OBJECTIVES**

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

<b>% end-of-term-examination/test:</b>	60
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	40

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 exceeded.