

**MÁSTER UNIVERSITARIO EN DIRECCIÓN FINANCIERA Y CONTABLE  
DE LA EMPRESA  
(Official Master's Degree in Accounting and Financial  
Management)**

**SUBJECT**

- **Name:** Stock exchange and financial markets

Type of subject: compulsory

Credits: 3 ECTS

Hours dedication: 18 hours (in classroom) 60 hours (out classroom)

Professors: Ernest Solé y Xavier Brun (possibly one session)

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**COURSE DESCRIPTION**

The financial markets are subject to a high degree of uncertainty and risk. That is why anyone who wants to operate there must have good analysis and management skills, and know the measures they can apply to mitigate risks, in order to obtain good results in their investment activities. This course provides students with tools that will provide them with the knowledge they need to successfully cope with the fluctuations of the markets. The contents and the expected learning results of this course, are:

Contents:

1. Fundamental analysis and the determination of the underlying health of a company by examining financial statements.
2. Technical analysis involves using charts for forecasting the direction of stock prices.
3. Analysis of the equity markets: securities, institutions and their characteristics.
4. Benchmark and valuation of global portfolios.

Learning results:

- Knowing the nature and operation of financial instruments and financial markets.
- Understanding both fundamental and technical analysis related to the stock markets.
- Acquiring the necessary skills to operate with the most common financial instruments in financial markets.

- Being able to manage a global investment portfolio.

### **Specific Abilities**

CE1. Taking decisions aimed at achieving the company's overall accounting and financial objectives through the application of practical and advanced analysis techniques adapted to the business sector in which it operates.

CE2. Applying expert knowledge to finances and accounting through actual cases, role-play and real practices.

CE3 Developing negotiating and conflict management skills through real situations and practices in order to make socially-responsible business decisions in the accounting and finance field.

CE4 Ensuring the company's overall accounting and financial objectives are achieved through negotiation and balancing of the individual goals of each of the areas involved in the accounting and finance field.

CE5 Carrying out projects in the accounting and finance field in order to have a set of scenarios to make the best decisions.

CE6. Applying specific analytical techniques from the field of finances and accounting with the aim of taking the most appropriate decisions, taking into account the economic context and the company's expectations.

CE7 Designing the ideal accounting and financial framework for the company, taking account of its strategic objectives.

CE8. Managing the company's financial resources effectively and efficiently with the aim of increasing its profits and profitability, in keeping with its overall accounting and financial objectives.

### **Methodology**

The methodology used in the subject is essentially participatory and is fundamentally based on the discussion of practical cases, explanations based on real-world business experience and case presentations, reading and exercises by the participants. The subject materials must be worked on at home. This will allow sessions to focus on aspects previously discussed and ensure they are essentially practical. Moreover, presentations of cases, exercises and reading materials will be common. The groups/participants that are not presenting will have to submit a written assignment on the completion of their exercise to the professor or hand it in in the subject's global classroom.

### Evaluation criteria

40 % Exam  
40 % Case studies,  
20% oral presentations, active attendance.

### Total course

Students need to obtain a minimum of 5 in the final exam to pass the course. This condition applies to both the regular exam and the retake exam. The final course grade of students that do not obtain **a minimum of 5 in the exam** will have a retake exam opportunity that will be programmed in accordance with the academic calendar. If a student has to retake the exam, his **maximal grade for the course will be a 5.**

Students are required to **attend 80% of classes.** Failing to do so without justified reason will imply a Zero grade in the participation/attendance evaluation item and may lead to suspension from the program.

Plagiarism is to use another's work and to present it as one's own without acknowledging the sources in the correct way. All essays, reports or projects handed in by a student must be original work completed by the student. By enrolling at any UPF BSM Master of Science and signing the "Honor Code," students acknowledge that they understand the schools' policy on plagiarism and certify that all course assignments will be their own work, except where indicated by correct referencing. Failing to do so may result in automatic expulsion from the program."

### Reading Materials/ Bibliography/Resources

BULKOWSKI, THOMAS N. Fundamental Analysis and Position Trading. John Wiley & Sons, 2012  
PRING, MARTIN J. Technical Analysis Explained. McGraw Hill, 5<sup>th</sup> edition, 2014  
STRONG, ROBERT A. Portfolio Construction, Management and Protection. ISE, 5<sup>th</sup> edition, 2009

### Bio of Professor

Xavier Brun. PhD in Economics (Universitat de Barcelona). Master in Banking and

Finance, Idec- Universitat de Barcelona. Currently balance both Adjunct Professor Core Faculty UPF Barcelona School of Management and Head of Equity, Europe at Trea AM. Manages several equity funds (international and European) with circa 500 mill AuM. Won Morningstar best European pension fund with Solventis EOS PP in 2018. Has been working for more than 20 years in asset management space and more than 15 years as portfolio manager.

Ernest Solé Udina. PhD. in Business (Universitat de Barcelona), Master in Business, Finance & Insurance Research, Bachelor in Business Management. He is the Head of Studies and Senior Lecturer at UPF-Barcelona School of Management, and Adjunct Teacher at Universitat Pompeu Fabra. He's got a long experience in the financial sector as well as in consulting in Hi-Tech Startups (funding, business valuation). His field of research focuses on the financing of Hi-Tech Enterprises in environments with a high degree of Information Asymmetry.