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## **Connecting with the Industry (CWI)**

**Professor:** Luz Parrondo

**E-mail:** luz.parrondo@upf.edu

**Office hours:** by appointment

**Course Type:** Elective

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### Course Description

The “Connecting with the Industry” course will be carried out at the University, typically with guest speakers and real-life cases that they worked in. The students will have a chance to prepare and present in the class what they think is the best response to the situation posed in the case study, and afterward the guest speaker will explain what really happened and how they approached the situation in real life.

### Evaluation Criteria

Student Grades will be based on:

- (40%) Participation, and Preparation during the course sessions including attending all of the sessions, making good/additive comments, not disrupting or making noise when the professor, guest speaker, or another student is talking.
- (60%) Each student is required to present at least 2 times during the sessions of the course with guest speakers. Preparation and performance during these required presentations will be included in the grade assessment.

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

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Students who fail the course during the regular evaluation are allowed ONE re-take of the evaluation, in the conditions specified above. If the course is again failed after the retake, the student will have to register again for the course the following year.

In case of a justified no-show to an exam, the student must inform the corresponding faculty member and the director(s) of the program so that they study the possibility of rescheduling the exam (one possibility being during the "Retake" period). In the meantime, the student will get an "incomplete", which will be replaced by the actual grade after the final exam is taken. The "incomplete" will not be reflected on the student's Academic Transcript.

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.

### Calendar and Contents

The calendar and sessions for the course will be planned throughout the year, depending on availability of guest speakers, which cannot be confirmed at the beginning of the course. All sessions will be planned at least a week in advance, though most will be planned much more in advance (as far as is possible given the coordination challenges with the professionals). There will be approximately 4 of the 8 sessions in the fall semester, and the second 4 of the 8 sessions in the winter and spring semesters.

### Reading Materials/ Bibliography/Resources

Prior to each session with the guest speakers, readings will be specified and disseminated so that the students can prepare well for each session

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### Bio of Professor

Luz Parrondo is Director of the Finance and Control Department at the UPF Barcelona School of Management. Director of Master in Accounting and Financial Management and the Postgraduate in Blockchain and other DLTs. Lecturer at Universitat Pompeu Fabra. PhD in Economics, Finance and Management awarded by Pompeu Fabra University (UPF). As a researcher, she specializes in the study of financial management, with special emphasis on the impact of new technologies in the financial, accounting and auditing sector, in profit management, risk management and corporate social responsibility. Member of the Academic Advisory Body (AAB) of the International Association for Trusted Blockchain. Member of multidisciplinary academic working group on the DLT BAWG – Blockchain & Academia Working Group. Member of the CBCat Advisory Board. Since 2015, she coordinates the professional journal RCD and since 2018 is member of the REA Auditors technology commission. As a professional, Dr. Parrondo worked as Financial Controller and as a Financial Manager in several SMEs in Barcelona. Innovation must never stop

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