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# Digital Banking and Fintech

**Professors:** Vanessa Servera i Planas  
Marc Antoni Macia  
Philippe Gelis

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## Course Description

This course has two modules:

- Module 1: Course 1
- Module 2: Course 2

## Evaluation Criteria

Each of the modules will account for 50% of the final grade.

It is necessary a minimum grade of 5/10 in both modules to pass the course.

Students are required to attend a least 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

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.

## MSc in Finance and Banking

Note: This document is for informational purposes only. Course contents and faculty may change.

Plagiarism is to use someone else's work and present it as one's own without acknowledging the sources properly. 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.

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## Module 1: Digital Banking

**Professor:** Vanessa Servera i Planas  
**E-mail:** vservera@hotmail.com  
**Office hours:** By appointment

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### Course Description

Banking is different from being a bank. This course is intended to provide a deep understanding of what is a bank and what it looks like (but it is not). The technological, business, and regulation key points that define different kinds of financial institutions are going to be analysed throughout different sessions.

So, this digital banking course will have a focus on technology and also business models that define some of the best digital banking experiences we have in our smart phone.

### Objectives

Understanding the fintech and financial system as a whole, with a business and IT centered perspective.

### Methodology

Students are going to be an active part of the course, since the several real cases we are going to discuss can take us to different paths. Their questions and answers will lead us to a dynamic and interactive learning.

Some cases we will see are: Revolut, BBVA, Mambu, Solaris, Nu-bank, ...

At the end of the course, we will also discuss how to create our own fintech.

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## Evaluation criteria

Both a final exam (70%) and participation in class (30%) will be considered in the final mark. The class will be divided into different groups, and these groups are going to have the same mark for participation. Some exemptions can be made (e.g. increasing marks for students that individually show more involvement during the sessions).

Students need to obtain a **minimum of 4 in the final exam** to pass the course. This condition applies to both the regular and the retake exams. The final course grade of students that do not obtain a minimum of 4 in the exam will be the minimum between 4 and the final grade computed from the different evaluation elements (with the weights set above).

## Calendar and Contents

The course has four chapters, but they will not be taught in a completely linear way, it will depend on what comes up from the business cases we will be working in class.

1. The banking business
2. Leveraging Technology
3. Evolution and Future of Digital Banking
4. Digital Transformation & Innovation. Focus on Business banking

## Reading Materials/ Bibliography/Resources

The material will be provided at the beginning of the course.

## Bio of the Professor

Vanessa Servera is General Manager at the ICF, a public financial institution in Catalonia, with deep experience in financial and IT banking systems.

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## Module 2: Fintech

**Professors:** Marc Antoni Macia  
Philippe Gelis  
**Office hours:** By appointment

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### Course Description

This course should explore ways in which new technologies are disrupting the financial services industry—driving material change in business models, products, applications and customer interfaces. We will use two sectors as illustration: working capital and currency management. We will also discuss the competitive and strategic landscape among fintech start-ups, incumbents from big finance and big tech. Students will gain an understanding of key technologies, market structure, participants, regulation and the dynamics of change being brought about by fintech.

### Methodology

This course is going to be based on case studies and experience of the two professors of the course. Both have founded a successful fintech firm.

The module requires the preparation of a business case. Resolution of the case will be presented in groups. Student participation will be encouraged in class.

### Evaluation criteria

(A) Active participation in class discussions is valued since it contributes to overall learning. We will judge your performance based both on the quality and the quantity of your comments. This will account for 50% of the grade.

(B) We will also discuss real business cases. Students will need to prepare a presentation and be ready for group discussion. The preparation of the case will be done in groups. This will account for 50% of the grade.

## Calendar and Contents

Marc Antoni Macia:

- 1- History of Novicap and learnings of the entrepreneurial journey.
- 2- Case study de pricing de Novicap.
- 3- Presentations of fintech projects.

Philippe Gelis:

- 4- History of Kantox, evolution of the business model and learnings.
- 5- The next 10 years in Fintech.
- 6- How to launch a Fintech company.

## Reading Materials/ Bibliography/Resources

The material will be provided at the beginning of the course.

## Bio of the Professors

Marc Antoni Macia is the founder of NoviCap, the leading fintech offering Working Capital solutions in Europe. Novicap has supported more than 2.000 businesses across Europe and financed more than 1B€. Marc enjoys investing and helping other start-ups as an advisor in multiple topics such as: company culture, fundraising, strategy, pricing, hiring and sales.

Marc is also the founder of "Hablando con líderes" podcast where he interviewed top leaders to learn from their personal and professional success. He is the co-author of the NoviCap case study, written in collaboration with IESE Business School.

Marc holds a double degree in Business and Economics from UPF (Barcelona), Science PO (Paris) and CUHK (Hong Kong). He is a Young Talent fellow at IESE Business School.

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Philippe Gelis is the Chief Executive Officer and co-founder of Kantox, a leading currency management software company, with headquarters in London. He founded the company in 2011, with Antonio Rami and John Carbajal.

Recognised as a global Fintech Thought Leader and Influencer, Philippe began his career as a strategy and management consultant, spending several years with Deloitte.

He holds an MSc in Business Strategy and an MBA in Corporate Finance, both from Toulouse Business School.