

Event Information

ACC 676

Case Studies on Consulting in Financial Services Firms (Spring Semester 2024)

In spring of 2023 the module ACC 676 was offered with great success for the fifteenth time in cooperation with KPMG. The consistently positive feedback from students, for example when asked what they particularly liked, was as follows: "Practical relevance was great", "realistic course design and close collaboration", "many opportunities for initiative and creativity". We are therefore very pleased that Mr. Gero Wiechens, Partner at KPMG AG Wirtschaftsprüfungsgesellschaft, will again be offering the course in the coming semester as a lecturer at the Chair of Auditing with the support of relevant partners and consultants at KPMG AG.

In this interactive event, students will work in small groups on case studies from the areas of accounting, management consulting, risk management and capital markets with a focus on the financial services sector. Previous case study topics included the accounting for crypto assets and consulting on the establishment of a regulated crypto bank.

In groups of three to five students, participants will discuss case studies from the consulting practice with the help of practical and scientific approaches. The results will be summarized in the form of a consulting report (20 pages) and presented in a final presentation.

While working on the case studies, participants will be guided and supported by KPMG consultants. To ensure an optimal supervision ratio and a high level of interactivity throughout the event, the number of participants is limited to 16 students.

The event takes place on 15 March, 19 April, and 17 May. All events will take place in person either at the University of Mannheim or the offices of KPMG in Frankfurt.

Short description of the case studies

Case Study 1

Crypto assets have recently attracted public interest, not least because of their significant growth in value chances and downturn risks. However, not only the acceptance as a payment instrument is increasing, but also investments and trading in crypto assets is becoming more and more attractive for financial market participants, especially financial services institutions.

Evolving disciplines such as crypto assets typically impose challenges to accountants since no particular accounting standard is in place. Therefore, the existing IFRS must be considered and a principles-based approach must be applied. The challenge becomes even larger due to the variety of types and (contractual) features of crypto assets.

The CEO of a German financial services institution therefore assigns you to carry out an impact analysis, how holdings and trading with different types of crypto assets may affect the (IFRS-) financial statements. Besides financial impacts, operational implications should also be discussed. In particular, the CEO expects you to analyse and compare the most common types of crypto assets and discuss strategic options for action and their accounting.

Case Study 2

Decentralized Finance (DeFi) and digital assets continue to dominate discussions in financial services, reflecting the dynamic landscape of the blockchain industry. Despite the scepticism fuelled by previous Bitcoin hypes and crashes, as well as the more recent economic crises, the sector is experiencing exponential growth. The blockchain space has evolved beyond mere speculation, showcasing tangible success with innovative products. DeFi platforms and the tokenization of traditional assets, including art and music, have demonstrated viability in smaller-scale operations and are now poised for substantial expansion. In the wake of the recent approval of Bitcoin ETFs by the Securities and Exchange Commission (SEC), the industry has witnessed a surge in interest. Over the past two years, numerous companies have entered the decentralized finance and digital assets market, capitalizing on the growing acceptance and regulatory clarity. The entrance of these diverse players, coupled with the mainstream recognition afforded by the SEC's approval, signals a maturing industry that is poised for broader adoption.

In this context, CryptX as an established exchange for crypto assets has the vision to establish a one-stop shop for users who want to safely participate in the tokenized and decentralised economy. To reach their vision, the CEO asks you to carry out a strategic feasibility study to analyse the advantages of setting up a regulated bank under the name Bank365. With the new brand Bank365, CryptX does not only expect a boost in perceived trust among potential customers, but also the possibility to offer regulated products such

as decentralised loans and investments in tokenized assets. The business model is mainly meant to be B2C, but the CEO can imagine working closely together with companies to conduct security token offerings – the blockchain equivalent to traditional bond issuing.

The study will be created in cooperation with and under the guidance of KPMG consultants.

The learning objective of the course is to learn how a consulting project works within the framework of a realistic case study and to develop solutions to current challenges in the finance industry.



Course Registration

The obligatory course registration is conducted via Portal2 during the regular registration period running until 08 February 2024. Students will be able to see whether they have been admitted to the course approximately on 10 February 2024. As per standard registration guidelines withdrawals are possible until 18 February 2024. Please note that once you have been assigned to a case study group during the kick-off workshop you will be formally registered for the exam in ACC 676 and can only withdraw under extenuating circumstances. We therefore ask all students to formally commit to the class during the regular registration period.

Dates

Kick-off workshop	15 March 2024
Interim presentation	19 April 2024
Final presentation	17 May 2024

There will be coaching calls before both presentations, the dates are coordinated with the groups.

Examination

Presentation (interim & final) 30 minutes + 15 minutes Q&A
Report 20 pages

Participants

Gero Wiechens, Partner, KPMG
Max Eberle, Senior Manager, KPMG
Karina Ludwig, Senior Manager, KPMG
Johannes Gorouhi, Assistant Manager, KPMG
Anne Winzer, Assistant Manager, KPMG

Additional information material

