

# Advanced Master's Degree Finance

A M D F





## Advanced Master's Degree Finance

Language: English

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Duration: 2 years

Accreditation: TECH Technological University

Official N° of hours: 3,000 h.

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# 01 Welcome

Finance moves in complex and constantly changing environments, due to financial crises or market variation, for example. Therefore, it is important to have trained professionals, since financial management is one of the most important areas of any company. This program in Finance has been created to train you in the financial management of a company. Quality, up-to-date content and the latest developments are the bases that will allow you to achieve success. The content of this program can be divided into three main blocks: financial management, banking and financial markets, and research in economic sciences. Each of these blocks provides the student with the necessary skills for the development of their profession, since they are three totally linked and complementary areas that allow a global and more complete specialization, which will also favor your personal and professional growth.



Advanced Master's Degree in Finance TECH Technological University



“

*The world of finance is quite complex, so professionals with high qualifications and the ability to move in a constantly changing environment are required”*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

## At TECH Technological University



### Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**100,000+**  
executives trained each year

**200+**  
different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**500+** | collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.





TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Analysis

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TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



### Economy of Scale

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TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### Learn with the best

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In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"*

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level"*

This program will provide students with a multitude of professional and personal advantages, particularly the following:

**01**

### A significant career boost

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of participants achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of companies

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### Take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Technological University community.

*We give you the opportunity to train with a team of world renowned teachers.*

# 04 Objectives

This program is designed to strengthen management and leadership skills, as well as to develop new competencies and skills that will be essential in the student's professional development. After the program, you will be equipped to make global decisions with an innovative perspective and an international vision.

“

*One of our fundamental objectives is to help you develop the essential skills to strategically manage a business”*

**Your goals are our goals.**

**We work together to help you achieve them.**

The **Advanced Master's Degree in Finance** will train you to:

01

Define the latest trends and developments in business management

02

Perform different economic, financial and strategic analyses of an entity and its comparison with the main competitors and new entity models

03

Learn how to conduct research in economics using the data and tools necessary to do so







04

Develop competencies to design financial strategies aligned with the company's strategy

05

Develop strategies for investment and financing decisions in a complex and unstable environment, evaluating their impact on the company

06

Develop the ability to detect, analyze and solve problems

07

Explain the company from a global point of view, as well as the responsibility and the new role of CFOs

10

Formulate and implement financial policies for the proper management of cash flow, investments and tax planning as growth strategies that adapt the company to changes in the national and international environment

08

Develop the essential skills to strategically manage the company's financial activity

11

Evaluate the consequences and effects on the credit institutions involved in a consolidation, as well as the alternative accounting models for integration processes, their derived costs and the adjustments in corporate transactions

09

Design innovative strategies and policies to improve financial management and efficiency

12

Optimize the exposure and management of interest and liquidity risk and its financing structure according to regulations

13

Define the capital structure and measures to strengthen the solvency of a credit institution considering the new risk coverage requirements

16

Perform balance sheet and income statement projections in highly uncertain environments

14

Identify the economic-financial profitability and risks of a client, operation or group of operations, activities or businesses

17

Approach to the fundamentals of economics and opportunity cost

15

Define the management information relevant to the tactical and strategic monitoring of a credit institution

18

Know the methodological bases of research in economics

19

Learn what are and how to use the different tools necessary for research in economic sciences

20

Learn what behavioral economics is

21

Know how to conduct research in financial economics





22

Learn to do research in economics in an international context

23

Analyze the different financial markets and their characteristics

24

Know the evolution of the image of the entrepreneur and businessman in society according to periods and regions

# 05 Skills

After passing the evaluations of the Advanced Master's Degree in Finance, the professional will have acquired the necessary skills for a quality and up-to-date practice based on the most innovative didactic methodology.



“

*After studying this Advanced Master's Degree you will be better prepared to develop successfully in the financial world"*

At the end of this program, the student will be able to:

01

Succeed in banking and the financial markets

02

Delve into the economic environment and financial markets

03

Carry out financial accounting actions

04

Carry out banking transactions in credit and financial institutions

05

Gain in-depth knowledge of the different types of financial markets





06

Analyze the stock markets

08

Manage different financial products



09

Carry out the financial management of a company

07

Conduct various market research activities, both nationally and internationally

10

Attend to and control the possible risks that may occur at the financial level in the banking sector

11

Carry out financing operations in international markets

14

Know how to manage in globalized environments that require superior financial training

12

Have thorough knowledge of the international financial institutions that may be related to our activity

15

Create an appropriate work environment to successfully guide workers, achieving higher worker performance

13

Carry out investment plans and analyze their feasibility

16

Apply negotiation techniques for the resolution of labor conflicts

17

Conduct market research to design an appropriate plan for Marketing

20

Specialize in the economic environment and financial markets

18

Have a deep knowledge in the different areas of financial accounting

21

Recognize financial risk and apply techniques to avoid it

19

Make decisions in the field of management accounting

22

Identify the feasibility of an investment project

23

Manage global risks

26

Design a market study

24

Extract data from capital markets and be competent in corporate finance



25

Explore the Sharing Economy

27

Explore the industrial crisis

28

Analyze the different financial markets and their characteristics

30

Analyze the new methods of structuring and managing entrepreneurship

31

Conduct research in financial economics

29

Recognize the different financial market supervisory bodies

32

Recognize the psychological aspects of economics, decision making and behavioral economics



06

# Structure and Content

The Advanced Master's Degree in Finance is a tailor-made program that is delivered in a 100% online format so that students can choose the time and place that best suits their availability, schedules and interests.

A program that takes place over 24 months and is intended to be a unique and stimulating experience that lays the foundation for your success as a manager and entrepreneur in the business financial sector.



“

*Our study plan will allow you to make an exhaustive tour through the deepest and most up-to-date knowledge of finance, so that you will be able to handle yourself fluently in this field"*

## Syllabus

The Advanced Master's Degree in Finance at TECH Technological University is an intense program that prepares the student to face business challenges and decisions at both national and international levels. Its content is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Throughout 3,000 hours of study, a multitude of practical cases will be analyzed through individual work, which will allow you to easily acquire the necessary knowledge to apply it later to your daily practice. It is, therefore, an authentic immersion in real business situations.

This program deals in depth with all financial areas of the company and is designed for managers to understand financial management from a strategic, international and innovative perspective.

A plan designed for students focused on their professional improvement and that prepares them to achieve excellence in the field of leadership and business management. A program that understands your needs and those of your company through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the skills to solve critical situations in a creative and efficient way.

This program takes place over 24 months and is divided into 23 modules:

<b>Module 1</b>	Strategic Direction and Management
<b>Module 2</b>	Management and Leadership Development
<b>Module 3</b>	Management Accounting
<b>Module 4</b>	Strategic Planning and Management Control
<b>Module 5</b>	Financial Risk and Corporate Finance
<b>Module 6</b>	Feasibility of the Inversions Project
<b>Module 7</b>	The Economic Environment and Financial Markets
<b>Module 8</b>	Banking Management
<b>Module 9</b>	Financial Instruments and Markets
<b>Module 10</b>	Financial Analysis and Planning
<b>Module 11</b>	Financial Products and Banking Asset Products
<b>Module 12</b>	Collective Investment
<b>Module 13</b>	Financial Risk and Corporate Finance



<b>Module 14</b>	Financial Marketing
<b>Module 15</b>	International Finance
<b>Module 16</b>	Startups creation and financing
<b>Module 17</b>	Social Science Research
<b>Module 18</b>	Researcher's Tools
<b>Module 19</b>	Behavioral Economics
<b>Module 20</b>	Financial Economics
<b>Module 21</b>	International Trade Economics
<b>Module 22</b>	Industrial Economics
<b>Module 23</b>	Entrepreneurial Innovation and Initiative

### Where, When and How is it Taught?

TECH offers the possibility of developing this program completely online. During the 24 months of training, the student will be able to access all the contents of this program at any time, which will allow them to self-manage their study time.

*A unique, key and decisive educational experience to boost your professional development and make the definitive leap.*

### Module 1. Strategic Direction and Management

#### 1.1. Organisational Design

- 1.1.1. Organizational Culture
- 1.1.2. Organizational Structure Design
- 1.1.3. Competitive Advantage in Organizations

#### 1.2. Cross-Cultural Management

- 1.2.1. Cultural Dimension of International Management
- 1.2.2. Globalization in Business Management
- 1.2.2. Cross-Cultural Leadership

#### 1.3. General Management

- 1.3.1. Integrating Functional Strategies into the Global Business Strategies
- 1.3.2. Management Policy and Processes
- 1.3.3. Society and Enterprise

#### 1.4. Strategic Management

- 1.4.1. Establish the Strategic Position: Mission, Vision and Values
- 1.4.2. Developing New Businesses
- 1.4.3. Growing and Consolidating Companies

#### 1.5. Competitive Strategy

- 1.5.1. Market Analysis
- 1.5.2. Sustainable Competitive Advantage
- 1.5.3. Return on Investment

#### 1.6. Corporate Strategy

- 1.6.1. Driving Corporate Strategy
- 1.6.2. Pacing Corporate Strategy
- 1.6.3. Framing Corporate Strategy

#### 1.7. Planning and Strategy

- 1.7.1. The Relevance of Strategic Direction in the Management Control Process
- 1.7.2. Analysis of the Environment and the Organization
- 1.7.3. Lean Management

#### 1.8. Strategy Implementation

- 1.8.1. Indicator Systems and Process Approach
- 1.8.2. Strategy Map
- 1.8.3. Differentiation and Alignment

### Module 2. Management and Leadership Development

#### 2.1. People in Organizations

- 2.1.1. Quality of Work Life and Psychological Well-Being
- 2.1.2. Work Teams and Meeting Management
- 2.1.3. Coaching and Team Management
- 2.1.4. Managing Equality and Diversity

#### 2.2. Talent Management

- 2.2.1. Managing Human Capital
- 2.2.2. Environment, Strategy and Metrics
- 2.2.3. Innovation in People Management

#### 2.3. Management and Leadership Development

- 2.3.1. Leadership and Leadership Styles
- 2.3.2. Motivation
- 2.3.3. Emotional Intelligence
- 2.3.4. Skills and Abilities of the Leader 2.0
- 2.3.5. Efficient Meetings

#### 2.4. Change Management

- 2.4.1. Performance Analysis
- 2.4.2. Leading Change. Resistance to Change
- 2.4.3. Managing Change Processes
- 2.4.4. Managing Multicultural Teams

#### 2.5. Strategic Communication

- 2.5.1. Interpersonal Communication
- 2.5.2. Communication Skills and Influence
- 2.5.3. Internal Communication and Comprehensive Communication Plan
- 2.5.4. Barriers to Business Communication

#### 2.6. Negotiation and Conflict Management

- 2.6.1. Effective Negotiation Techniques
- 2.6.2. Interpersonal Conflicts
- 2.6.3. Intercultural Negotiation

**Module 3. Management Accounting**
**3.1. Fundamentals of Management Accounting**

- 3.1.1. Management Accounting Objectives
- 3.1.2. Qualitative Characteristics of Accounting Information
- 3.1.3. Management Accounting Evolution

**3.2. Management Accounting to Cost Accounting**

- 3.2.1. Elements of Cost Calculation
- 3.2.2. Stock in General Accounting and Cost Accounting
- 3.2.3. Expense in General Accounting and Cost Accounting
- 3.2.4. Costs Classification

**3.3. Cost-Volume of Operations-Benefit Analysis**

- 3.3.1. Characteristics and Assumptions of the Cost-Volume-Profit Method
- 3.3.2. Break-Even Point
- 3.3.3. Safety Margin
- 3.3.4. Uncertainty Situations in the Cost-Volume-Profit Analysis

**3.4. Information Systems and Business Intelligence**

- 3.4.1. Fundamentals and Classification
- 3.4.2. Cost Allocation Phases and Methods
- 3.4.3. Choice of Cost Center and Impact

**3.5. Direct Costing**

- 3.5.1. Analytical Results of Direct Costing as a Management Tool
- 3.5.2. Fixed and Variable Costs: Classification
- 3.5.3. Semi-Gross Margin for Productivity Study
- 3.5.4. Analytical Balance Sheet Study

**3.6. Budget Control**

- 3.6.1. Budget Planning and Control
- 3.6.2. Operational Budgets
- 3.6.3. Budgeting Methods
- 3.6.4. Budget Control and Deviations

**3.7. Standard Costs**

- 3.7.1. Definition and Types of Standard Costs
- 3.7.2. Flexible Budgeting of Indirect Costs
- 3.7.3. Total Cost Center and Full Costs Model
- 3.7.4. Variances in Standard Costs Approach

**3.8. Decision-Making in Management Accounting**

- 3.8.1. Production and Costs Organization for Decision-Making
- 3.8.2. Analysis of Economic-Financial Statements and their Impact on Corporate Decisions
- 3.8.3. Financial Information for Decision-Making in the Short and Long Term
- 3.8.4. Dealing with Uncertainty in Decision-Making
- 3.8.5. Planning and Cost Analysis for Competitive Advantage

**Module 4. Strategic Planning and Management Control**
**4.1. Management Control**

- 4.1.1. Financial Policy and Growth
- 4.1.2. Information as a Management Control Tool
- 4.1.3. Management Control as a Planning and Management System
- 4.1.4. Functions of the Controller
- 4.1.5. Scope of Management Control

**4.2. Financial Information and Management Decisions**

- 4.2.1. Financial or Legal Accounting
- 4.2.2. Analytical or Cost Accounting
- 4.2.3. Control Accounting

**4.3. Treasury Management**

- 4.3.1. Accounting Working Capital and Working Capital Requirement
- 4.3.2. Calculation of Operating Cash Requirements
- 4.3.3. Credit Management
- 4.3.4. Management of Funds, Wealth and Family Offices

**4.4. Cash Management**

- 4.4.1. Bank Financing of Working Capital
- 4.4.2. Organization of the Treasury Department
- 4.4.3. Centralized Treasury Management

**4.5. Planning and Control of Responsibility Centers**

- 4.5.1. Design of a Management Control System
- 4.5.2. Deviations in Management Control

**4.6. The Strategic Planning and Formulation Process**

- 4.6.1. Formulation and Content of the Strategic Plan
- 4.6.2. Balanced Scorecard
- 4.6.3. Terminology and Basic Concepts

**4.7. Organizational Planning**

- 4.7.1. Business Units and Transfer Pricing
- 4.7.2. Manufacturing, Production, Support and Sales Centers
- 4.7.3. Roles and Responsibilities of the Financial Management

**4.8. Indicators as a Control Tool**

- 4.8.1. Scorecard
- 4.8.2. Number and Format of Indicators
- 4.8.3. Strategic Planning

**Module 5. Financial Risk and Corporate Finance**

**5.1. Financial Management and Corporate Finance**

- 5.1.1. Business Management and Value Creation
- 5.1.2. Capital Structure and Financial Leverage
- 5.1.3. Weighted Average Cost of Capital
- 5.1.4. Capital Asset Pricing Model and Other Models

**5.2. Company Valuation Methods**

- 5.2.1. Dividend Discount
- 5.2.2. Flow Discount
- 5.2.3. Comparable Multiples

**5.3. Corporate Operations**

- 5.3.1. Mergers
- 5.3.2. Acquisition
- 5.3.3. Mergers and Acquisitions
- 5.3.4. Tax Regime for Restructuring Operations

**5.4. Studying Other Types of Companies**

- 5.4.1. Unlisted Companies
- 5.4.2. SMES
- 5.4.3. Family Businesses
- 5.4.4. Foundations and Non-Profit Organizations
- 5.4.5. Social Economy Enterprise

**5.5. Strategy and Risk Control**

- 5.5.1. Management Control Systems
- 5.5.2. Risks and Internal Control
- 5.5.3. Review and Audit of the Control System
- 5.5.4. Financial Risk Management

**5.6. Risk, Profitability and Indebtedness**

- 5.6.1. Economic Profitability and Financial Profitability
- 5.6.2. Financial Profitability and Indebtedness
- 5.6.3. Risk and Profitability

**5.7. Sources of Financing**

- 5.7.1. Bank Financing
- 5.7.2. Issuance of Debentures and Securitization of Assets
- 5.7.3. Private Equity and Venture Capital
- 5.7.4. Subsidies and Fiscal Support

**5.8. Corporate Transactions and Bankruptcy**

- 5.8.1. Declaration of Bankruptcy and its Effects
- 5.8.2. Settlement and Liquidation Phases
- 5.8.3. The International Tender
- 5.8.4. Scoring the Tender
- 5.8.5. Conclusion and Reopening of the Tender

**Module 6. Feasibility of the Inversions Project**

**6.1. Investment in the Company**

- 6.1.1. Concept and Classification
- 6.1.2. Stages in the Study of the Investment Project
- 6.1.3. Investment as a Financial Operation

**6.2. Economic Valuation Methods**

- 6.2.1. Recovery Period
- 6.2.2. Total and Average Cash Flow per Committed Monetary Unit
- 6.2.3. Net Present Value and Internal Rate of Return
- 6.2.4. Discounted Payback Period and Rate of Return
- 6.2.5. Expected NPV Return

**6.3. Cost of Capital**

- 6.3.1. Cost of Borrowed Resources
- 6.3.2. Cost of Preferred Stocks
- 6.3.3. Cost of Equity Calculation
- 6.3.4. Total Cost of Capital Calculation

**6.4. Investment Diagnosis, Planning and Control**

- 6.4.1. Financial Planning
- 6.4.2. Real Estate Planning
- 6.4.3. Tax Planning

**6.5. Technical and Fundamental Analysis**

- 6.5.1. Definition and Scope of Application
- 6.5.2. Study of Charts and Trends
- 6.5.3. Sector and Stock Market Research in Fundamental Analysis
- 6.5.4. Ratios and Fundamental Analysis

**6.6. Investment Analysis in a Risky Environment**

- 6.6.1. Adjustment of the Discount Rate
- 6.6.2. Reduction of Cash Flows to Certainty Conditions
- 6.6.3. Scenario Simulation

**6.7. Cash Flows in Investment Projects**

- 6.7.1. Financial Modeling
- 6.7.2. Elaboration of Cash Flows
- 6.7.3. Analysis of Cash Flows of Working Capital
- 6.7.4. Taxes and Inflation

**6.8. Stock Markets**

- 6.8.1. Companies Access to the Stock Market
- 6.8.2. The Functioning of the International Stock Markets
- 6.8.3. Stock Market Indexes
- 6.8.4. Taxation of Financial Investments in Spain

**Module 7. The Economic Environment and Financial Markets****7.1. Fundamentals of Banking and Finance**

- 7.1.1. Fundamental Variables in Financial Decisions
- 7.1.2. Financial Activity
- 7.1.3. Banking Within the Financial System
- 7.1.4. The Banking Business

**7.2. Finance Theory**

- 7.2.1. Statistics Applied to the Stock Market
- 7.2.2. Mathematics of Financial Operations
- 7.2.3. Financial Transactions

**7.3. Macroeconomics and Monetary Policy**

- 7.3.1. GDP
- 7.3.2. Financial Balance
- 7.3.3. The Role of the Public Sector
- 7.3.4. Monetary Policy and Fiscal Policy

**7.4. Measuring Financial Activity**

- 7.4.1. Financial System
- 7.4.2. Types of Transactions
- 7.4.3. Financial Instruments

**7.5. Main Financial Aggregates**

- 7.5.1. Financial Institutions
- 7.5.2. Financial Versus Non-Financial Investment
- 7.5.3. Negotiation Levels

**7.6. Markets and the Control of Financial Flows**

- 7.6.1. Structure of the Financial System
- 7.6.2. Financial Markets
- 7.6.3. Nature and Objectives of Monetary Policy
- 7.6.4. Interest Rates

**7.7. Bank Accounting**

- 7.7.1. Financial Statements in Banking
- 7.7.2. Other Balance Sheet and Income Statement Items
- 7.7.3. Credit Risk and Insolvency
- 7.7.4. Business Combinations and Consolidation

**7.8. The Current Financial Crisis**

- 7.8.1. Failures of the International Financial System
- 7.8.2. Accounting Standards and Creative Accounting
- 7.8.3. Bad Banking Practices
- 7.8.4. Tax Havens

**Module 8. Banking Management****8.1. Operational Management of Credit Institutions**

- 8.1.1. Analysis of the Income Statement
- 8.1.2. Main Management Indicators
- 8.1.3. Management Control of the Banking Business

**8.2. Management Objectives of Financial Institutions**

- 8.2.1. Solvency Management in Credit Institutions
- 8.2.2. Market and Funding Liquidity
- 8.2.3. Efficient Banking Management

**8.3. Interest Rate Risk Management**

- 8.3.1. Risk Management in Credit Institutions
- 8.3.2. Interest Rate Risk
- 8.3.3. Interest Risk Valuation Methods

**8.4. Liquidity Management and Monetary Policy of the ECB**

- 8.4.1. Money and Interbank Markets
- 8.4.2. Liquidity Management
- 8.4.3. Coverage of Legal Coefficients
- 8.4.4. Monetary Policy in the Euro Zone

**8.5. Banking Company and Management Models**

- 8.5.1. The Financing of Economic Activity
- 8.5.2. Costs and Productivity
- 8.5.3. Margins and Profitability
- 8.5.4. Competition in the Banking Sector

**8.6. Banking Regulation**

- 8.6.1. The European Central Bank and the Central Banking System
- 8.6.2. Cash Ratio and Eligible Liabilities
- 8.6.3. Solvency Ratios: Basel II
- 8.6.4. Money Laundering

## Module 9. Financial Instruments and Markets

### 9.1. The Financial Markets

- 9.1.1. Characteristics of Financial Markets
- 9.1.2. Functions of Financial Markets
- 9.1.3. Components of Financial Markets

### 9.2. Types of Financial Markets

- 9.2.1. Financial Markets According to Traded Rights
- 9.2.2. Financial Markets According to the Term of the Assets Traded
- 9.2.3. Financial Markets According to the Time of Issuance of Assets
- 9.2.4. Financial Markets According to Their Organizational Structure
- 9.2.5. Financial Markets According to the Time of Delivery of the Asset

### 9.3. Financial Market Supervisory Bodies

- 9.3.1. European Central Bank and Bank of Spain
- 9.3.2. General Directorate of Insurance and Pension Funds
- 9.3.3. National Securities Market Commission

### 9.4. Stock Markets

- 9.4.1. The Stock Market
- 9.4.2. Futures Market
- 9.4.3. Options Markets

### 9.5. Fixed Income Market

- 9.4.1. Spot Interest Rates and Forward Interest Rates
- 9.5.2. Public Debt Market
- 9.5.3. AIAF Market

### 9.6. Equity Market

- 9.6.1. Trading Systems
- 9.6.2. CNMV and Market Regulation
- 9.6.3. Securities and Stock Exchange Operations
- 9.6.4. IPOs

### 9.7. Futures Market

- 9.7.1. Forward Contracts
- 9.7.2. Futures on Interest
- 9.7.3. Exchange Rate Futures
- 9.7.4. Stock Index Futures

### 9.8. Options Markets

- 9.8.1. Speculative Operations
- 9.8.2. Continuous Arbitrage Operations
- 9.8.3. The Price of an Option Contract
- 9.8.4. Use of Options in Hedging
- 9.8.5. Characteristics of an Options Portfolio

### 9.9. OTC Derivative Products

- 9.9.1. FRA Markets
- 9.9.2. Swap
- 9.9.3. Cap, Floor and Collar

### 9.10. Foreign Exchange Market

- 9.10.1. Operation and Regulatory Agencies
- 9.10.2. Spot Foreign Exchange Transactions
- 9.10.3. Parity Conditions
- 9.10.4. Exchange to Local Currency

### 9.11. Investment Funds

- 9.11.1. Fixed Income Funds
- 9.11.2. Mixed Fixed Income Funds
- 9.11.3. Mixed Equity Funds
- 9.11.4. Equity Funds

### 9.12. Liberalization of Financial Markets

- 9.12.1. Eurodollars and Eurobonds
- 9.12.2. New International Titles
- 9.12.3. Globalization

## Module 10. Financial Analysis and Planning

### 10.1. Accounting and Bank Consolidation

- 10.1.1. Analysis of the Economic Situation
- 10.1.2. Industry and Company Analysis
- 10.1.3. Types of Graphs
- 10.1.4. Main Theories

### 10.2. Fundamental and Technical Analysis

- 10.2.1. Analysis of the Balance Sheet
- 10.2.2. Analysis of the Income Statement
- 10.2.3. Management Ratios
- 10.2.4. Selection Criteria for Investing in a Credit Institution

### 10.3. Analysis of Financial Statements

- 10.3.1. Equity Analysis
- 10.3.2. Degree of Liquidity of Assets
- 10.3.3. Efficiency and Profitability of Investments

### 10.4. Financial Prediction

- 10.4.1. Economic Forecasting Models
- 10.4.2. Univariate Models
- 10.4.3. Multivariate Models
- 10.4.4. Techniques for Estimating Financial Variables

### 10.5. Balance Sheet and Risk Analysis

- 10.5.1. Risks of Credit Institutions
- 10.5.2. Information Required for Risk Analysis
- 10.5.3. Analysis of the Situation and Possible Evolution of the Companies
- 10.5.4. Short and Long-Term Financing

### 10.6. Solvency Management

- 10.6.1. Shareholders Equity in the Banking Company and Solvency Ratio
- 10.6.2. Capital Optimization and Pillar II
- 10.6.3. Basel III
- 10.6.4. Internal Control and Pillar III

### 10.7. Profitability Analysis Models

- 10.7.1. Risk Adjusted Return Analysis
- 10.7.2. Asset and Liability Pricing Models
- 10.7.3. Strategic Map: Definition and Elaboration
- 10.7.4. Scorecards

### 10.8. Valuation of Credit Institutions

- 10.8.1. Basic Principles in the Valuation of a Financial Institution
- 10.8.2. Modeling of a Credit Institution
- 10.8.3. Methodologies for the Valuation of Financial Institutions

**Module 11. Financial Products and Banking Asset Products****11.1. Public Fixed Income Assets**

- 11.1.1. Treasury Bills
- 11.1.2. Government Bonds and Debentures
- 11.1.3. Debt of the Autonomous Community and Other Public Entities

**11.2. Equity Assets**

- 11.2.1. The Regulation of Equity Markets
- 11.2.2. Contracting in Equity Markets
- 11.2.3. Companies in the Stock Market
- 11.2.4. Stock Market Information

**11.3. Derivative Financial Products**

- 11.3.1. Short-Term Derivative Products
- 11.3.2. Options
- 11.3.3. Swaps
- 11.3.4. Credit Derivatives

**11.4. Structured Financial Products**

- 11.4.1. Structured Interest Rate Swaps
- 11.4.2. Structured Exchange Rate
- 11.4.3. Structured Equity Securities
- 11.4.4. "Commodities" Structures

**11.5. Bank Loans to Individuals**

- 11.5.1. Analysis of Effective Rates
- 11.5.2. Financial Characteristics
- 11.5.3. Legal Characteristics

**11.6. Corporate Banking Asset Products**

- 11.6.1. Bank Discount
- 11.6.2. Credit Policies
- 11.6.3. Credit Advances

**11.7. Mortgage Loans**

- 11.7.1. Appraisals
- 11.7.2. Mortgage Subrogation
- 11.7.3. Mortgage Novations

**11.8. Working Capital Financing Products**

- 11.8.1. Factoring
- 11.8.2. Confirming

**11.9. Insurance Products**

- 11.9.1. Models and Characteristics
- 11.9.2. Regulation and Tax Treatment of Pension Funds and Plans
- 11.9.3. Marketing of Insurance Products from Credit Institutions

**11.10. Liability Products**

- 11.10.1. Remuneration and Profitability
- 11.10.2. APR
- 11.10.3. Legal and Tax Aspects
- 11.10.4. Target Audience

**Module 12. Collective Investment****12.1. Investment Funds**

- 12.1.1. Manager and Depositary
- 12.1.2. Investment Funds
- 12.1.3. Supervision
- 12.1.4. Characteristics of the Funds

**12.2. Equity Management**

- 12.2.1. Analysis of Investment Funds
- 12.2.2. Equity Management Tools
- 12.2.3. Analysis of a Portfolio of Financial Assets
- 12.2.4. Reinstatement of Truncated Financial Investments

**12.3. Asset Allocation**

- 12.3.1. Portfolio Advisory Process
- 12.3.2. Strategic and Tactical Asset Allocation
- 12.3.3. Institutional Manager
- 12.3.4. Strategic Portfolio and Tactical Portfolio

**12.4. Portfolio Building**

- 12.4.1. Market Risk
- 12.4.2. International Investment
- 12.4.3. Asset Classes, Utility Curves and CAMP
- 12.4.4. Portfolio Formation Strategies

**12.5. Equity Management Strategies**

- 12.5.1. Markowitz Portfolio Selection Theory
- 12.5.2. Systematic and Specific Risks
- 12.5.3. Financial Crisis Management
- 12.5.4. Portfolio Management in Emerging Markets

**12.6. Fixed Income Management Strategies**

- 12.6.1. Fixed Income Portfolio Management
- 12.6.2. Hedging in Fixed Income Portfolios
- 12.6.3. Securitizations

**12.7. Insurance**

- 12.7.1. Fundamentals of the Insurance Activity
- 12.7.2. Unit Linked, Coinsurance and Reinsurance
- 12.7.3. Insurance Sector Institutions
- 12.7.4. Insurance Companies and Mutual Benefit Societies

**12.8. Taxation**

- 12.8.1. Taxation of Financial Products
- 12.8.2. Taxation of Social Security Products
- 12.8.3. Spanish Tax Framework

**Module 13. Financial Risk and Corporate Finance**

**13.1. Financial Management and Corporate Finance**

- 13.1.1. Business Management and Value Creation
- 13.1.2. Capital Structure and Financial Leverage
- 13.1.3. Weighted Average Cost of Capital
- 13.1.4. Capital Asset Pricing Model and Other Models

**13.2. Company Valuation Methods**

- 13.2.1. Dividend Discount
- 13.2.2. Flow Discount
- 13.2.3. Comparable Multiples

**13.3. Corporate Operations**

- 13.3.1. Mergers.
- 13.3.2. Acquisition
- 13.3.3. Mergers and Acquisitions
- 13.3.4. Tax Regime for Restructuring Operations

**13.4. Studying Other Types of Companies**

- 13.4.1. Unlisted Companies
- 13.4.2. SMES
- 13.4.3. Family Businesses
- 13.4.4. Foundations and Non-Profit Organizations
- 13.4.5. Social Economy Enterprise

**13.5. Strategy and Risk Control**

- 13.5.1. Management Control Systems
- 13.5.2. Risks and Internal Control
- 13.5.3. Review and Audit of the Control System
- 13.5.4. Financial Risk Management

**13.6. Risk, Profitability and Indebtedness**

- 13.6.1. Economic Profitability and Financial Profitability
- 13.6.2. Financial Profitability and Indebtedness
- 13.6.3. Risk and Profitability

**13.7. Sources of Financing**

- 13.7.1. Bank Financing
- 13.7.2. Issuance of Debentures and Securitization of Assets
- 13.7.3. Private Equity and Venture Capital
- 13.7.4. Subsidies and Fiscal Support

**13.8. Corporate Transactions and Bankruptcy**

- 13.8.1. Declaration of Bankruptcy and its Effects
- 13.8.2. Settlement and Liquidation Phases
- 13.8.3. The International Tender
- 13.8.4. Scoring the Tender
- 13.8.5. Conclusion and Reopening of the Tender

**Module 14. Financial Marketing**

**14.1. Bank Office Market Research**

- 14.1.1. Specific Aspects of Financial Services Marketing
- 14.1.2. Determining Factors When Choosing a Bank
- 14.1.3. Development of New Banking Products and Services
- 14.1.4. Tools for Bank Marketing Research

**14.2. Sales and Communication Techniques**

- 14.2.1. Notions of Psychology Applied to Sales
- 14.2.2. Techniques to Improve Verbal and Non-Verbal Communication
- 14.2.3. Negotiation Tactics
- 14.2.4. Closing and Customer Commitment

**14.3. Financial Marketing Plan**

- 14.3.1. Pricing of Banking Products
- 14.3.2. Product Promotion and Advertising Campaigns
- 14.3.3. Distribution Systems Used in Financial Services Marketing
- 14.3.4. Segmentation, Targeting and Positioning

**14.4. New Strategies for Sales Growth and Cost Savings**

- 14.4.1. Electronic Banking.
- 14.4.2. CRM (Customer Relationship Management)
- 14.4.3. Cross-Selling and Up-Selling

**14.5. Relationship Marketing**

- 14.5.1. Customer Development and Loyalty
- 14.5.2. Marketing Tools for Customer Loyalty and Retention
- 14.5.3. Customer Retention Strategies

**14.6. Inbound Marketing in the Banking Sector**

- 14.6.1. Effective Inbound Marketing
- 14.6.2. The Benefits of Inbound Marketing
- 14.6.3. Measuring the Success of Inbound Marketing

**14.7. Developing E-Mail Campaigns**

- 14.7.1. Designing E-Mail Marketing Campaigns
- 14.7.2. E-Mail Marketing
- 14.7.3. Lists of Subscribers, Leads and Customers

**14.8. Corporate Branding**

- 14.8.1. Brand Evolution
- 14.8.2. Creating and Developing a Successful Brand
- 14.8.3. Brand Equity



**Module 15. International Finance**
**15.1. Business & International Strategy**

- 15.1.1. Internationalization
- 15.1.2. Globalization
- 15.1.3. Growth & Development in Emerging Markets
- 15.1.4. International Monetary System

**15.2. Foreign Exchange Market**

- 15.2.1. Foreign Exchange Transactions
- 15.2.2. Forward Foreign Exchange Market
- 15.2.3. Derivative Instruments for Hedging Exchange Rate and Interest Rate Risks
- 15.2.4. Currency Appreciation and Depreciation

**15.3. International Payment and Collection Methods**

- 15.3.1. Bills, Personal Check and Bank Check
- 15.3.2. Transfer, Payment Order and Remittance
- 15.3.3. Documentary Clauses and Credits
- 15.3.4. Factoring, International Swap and Other Means

**15.4. Financing Operations in International Markets**

- 15.4.1. Incoterms
- 15.4.2. Derivative Instruments to Hedge Possible Fluctuations in the Price of Raw Materials
- 15.4.3. Export Credits With Official Support
- 15.4.4. Hedging with Swap Contracts.
- 15.4.5. The OECD Consensus

**15.5. International Financial Institutions**

- 15.5.1. The Fund for the Internationalization of the Company
- 15.5.2. The World Bank Group
- 15.5.3. The Inter-American Development Bank
- 15.5.4. The Caribbean Development Bank

**15.6. Formation of Exchange Rates**

- 15.6.1. Interest Rate Parity Theory
- 15.6.2. Theory of Exchange Rate Expectations
- 15.6.3. Purchasing Power Parity (PPP) Theory
- 15.6.4. Capital Market Balance

**15.7. Debt Conversion Programs**

- 15.7.1. Legal Framework
- 15.7.2. Operation
- 15.7.3. Conversion of Debt into Public Investments
- 15.7.4. Conversion of Debt into Private Investments

**15.8. International Stock Market**

- 15.8.1. Wall Street Market (New York)
- 15.8.2. Gold Market
- 15.8.3. World External Debt
- 15.8.4. Paris Club
- 15.8.5. ADR and GDR Securities Market

**Module 16. Startups Creation and Financing**
**16.1. Creation of a Startup**

- 16.1.1. From the Idea to the Business Model
- 16.1.2. Partners
- 16.1.3. Legal Considerations
- 16.1.4. Organization and Culture
- 16.1.5. Venture Capital and Entrepreneurial Management

**16.2. Startup Financial Management and Administration**

- 16.2.1. Introduction to Financial Management in Startup Companies
- 16.2.2. Financial Metrics for Startups
- 16.2.3. Financial Planning: Projection Models and their Interpretation
- 16.2.4. Valuation Methods
- 16.2.5. Legal Aspects

**16.3. The Business Plan**

- 16.3.1. Contents
- 16.3.2. Introduction
- 16.3.3. SWOT
- 16.3.4. The Canvas Model

**16.4. Growth Phases in Startup Companies**

- 16.4.1. Seed Phase
- 16.4.2. Startup Phase
- 16.4.3. Growth Phase
- 16.4.4. Consolidation Phase

**16.5. Financing Startups**

- 16.5.1. Bank Financing
- 16.5.2. Subsidies
- 16.5.3. Seed Capital and Accelerators. Business Angels
- 16.5.4. Venture Capital. IPO
- 16.5.5. Public to Private Partnership

**16.6. National and International Venture Capital and Seed Capital Entities**

- 16.6.1. Public Institutions: CDTI, ENISA
- 16.6.2. National and International Venture Capital Entities
- 16.6.3. Private Investors: Caixa Capital Risc. Bstartup
- 16.6.4. FOND-ICO Global
- 16.6.5. Accelerators: Wayra, Lanzadera and Plug & Play

**Module 17. Social Science Research**

17.1. Introduction to Investigative Methodology	17.2. Methodologies in Economics and Management	17.3. Data Sources	17.4. Fundamentals of Statistics
17.5. Research in Economics	17.6. Management Research	17.7. Design of a Market Study	17.8. History of Economics and Business
17.9. Philosophical Currents in Business and Economics	17.10. New Trends		

**Module 18. Researcher's Tools**

18.1. Thesis and Report Writing	18.2. Use of Database Managers	18.3. Scientometrics and Scientific Databases	18.4. Spreadsheet for Economics and Finance
18.5. Bibliographic Sources	18.6. Advanced Internet Searching	18.7. Statistical Packages	18.8. Data Analysis Tools
18.9. Algorithm Fundamentals	18.10. New Trends		

**Module 19. Behavioral Economics**

19.1. Introduction to Behavioral Economics Research	19.2. Fundamentals of Behavioral Economics	19.3. Psychology of Economics	19.4. Choice in Economics
19.5. Decision-Making Process	19.6. Frames	19.7. Behavioral Finance	19.8. General Applications
19.9. Criticism of Behavioral Economics	19.10. Future Tendencies		

**Module 20. Financial Economics**

20.1. Introduction to Financial Economics Research	20.2. Economic and Financial Fundamentals	20.3. Accounting Fundamentals	20.4. Corporate Finance
20.5. Economic Financial Control	20.6. Global Risks	20.7. Capital Markets	20.8. Financing
20.9. Audits	20.10. Future Tendencies		

**Module 21. International Trade Economics**

21.1. Introduction to Research in International Economics	21.2. Fundamentals of International Economics	21.3. History of the International Economy	21.4. International Economic Institutions and Organizations
21.5. Economic Diplomacy	21.6. Country Analysis	21.7. Economic Globalism	21.8. International Taxation
21.9. Economic Blocks and International Relations	21.10. Future Tendencies		

**Module 22. Industrial Economics**

22.1. Introduction to Research in Industrial Economics	22.2. Fundamentals of Industrial Economy	22.3. Economics, Markets and Efficiency	22.4. Economics and Innovation
22.5. Economics of Services	22.6. Internet Economy	22.7. Sharing economy and Platform Economy	22.8. Industrial Crisis and Creative Destruction
22.9. Public Companies and Market	22.10. Future Tendencies		

**Module 23. Entrepreneurial Innovation and Initiative**

<b>23.1. Introduction to Entrepreneurship Research</b> 23.1.1. Entrepreneurship 23.1.2. Strengths and Weaknesses of a Business Plan	<b>23.2. Introduction to Innovation Research</b> 23.2.1. Historical Overview of Innovation 23.2.2. Technology Transfer Processes	<b>23.3. Creativity</b> 23.3.1. The Theoretical Framework of Ideation and Creation 23.3.2. Creativity and Innovation 23.3.3. Creative Companies 23.3.4. Creative Tools 23.3.5. Selection of Ideas	<b>23.4. Agile Startups</b> 23.4.1. Lean Startup Model 23.4.2. Development of Products and Services with Agile 23.4.3. DevOps in ICT Startups
<b>23.5. Innovation Management</b> 23.5.1. Analysis of Types of Innovation 23.5.2. Innovation Levers 23.5.3. Scope of Innovation 23.5.4. Comparative Analysis of Innovation Cases 23.5.5. R+D Management	<b>23.6. Entrepreneurial Context: Information Society</b> 23.6.1. Entrepreneurs and their Time 23.6.2. Opportunities and Challenges of Contemporary Entrepreneurship	<b>23.7. Globalization</b> 23.7.1. The Globalization 23.7.2. Lawyer and Detractors 23.7.3. Influence on the Entrepreneurial Project 23.7.4. Economic Analysis of International Environments	<b>23.8. Project Management</b> 23.8.1. The Business Plan. 23.8.2. Conventional Project Management 23.8.3. Agile Project Management
<b>23.9. Intrapreneurship</b> 23.9.1. Intrapreneurship Specificities 23.9.2. Comparative Analysis of Intrapreneurship Cases	<b>23.10. Future Tendencies</b> 23.10.1. New Entrepreneurship Niches 23.10.2. Social Entrepreneurship 23.10.3. Senior Entrepreneurship		

07

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





“

*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”*



*This program prepares you to face business challenges in uncertain environments and achieve business success.*



## A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“

*You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

*Our program prepares you to face new challenges in uncertain environments and achieve success in your career.*

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.





In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



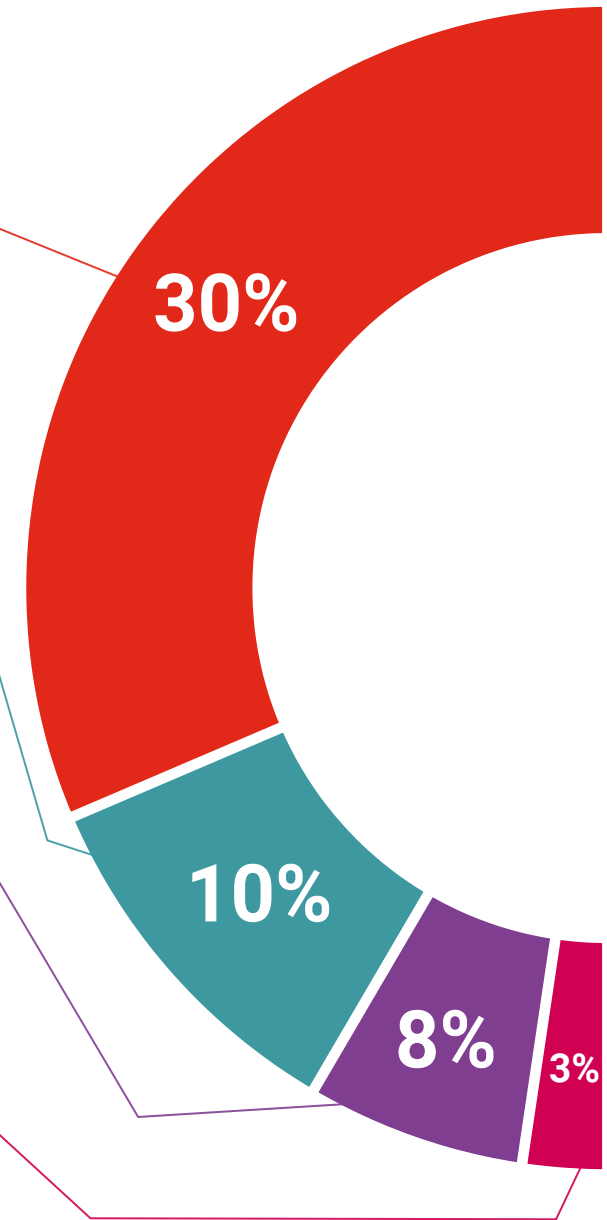
### Management Skills Exercises

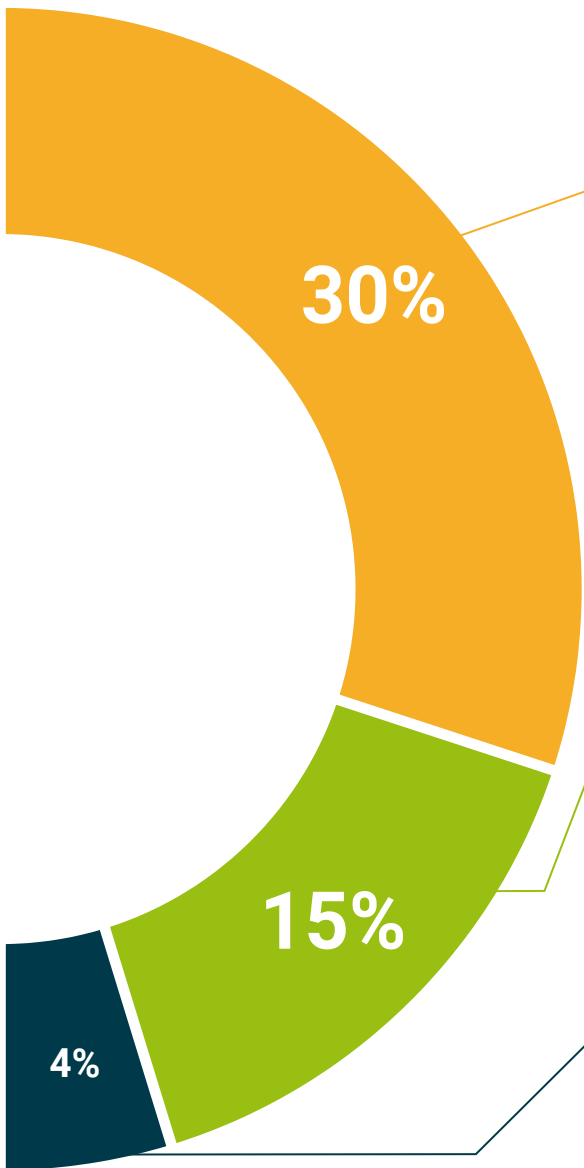
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



08

# Our Students' Profiles

The Advanced Master's Degree in Finance is a program aimed at professionals who specialize in business management, and who want to update their knowledge and progress in their professional career. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.





“

*If you have experience in Finance and are looking for an interesting career enhancement while continuing to work, this is the program for you”*

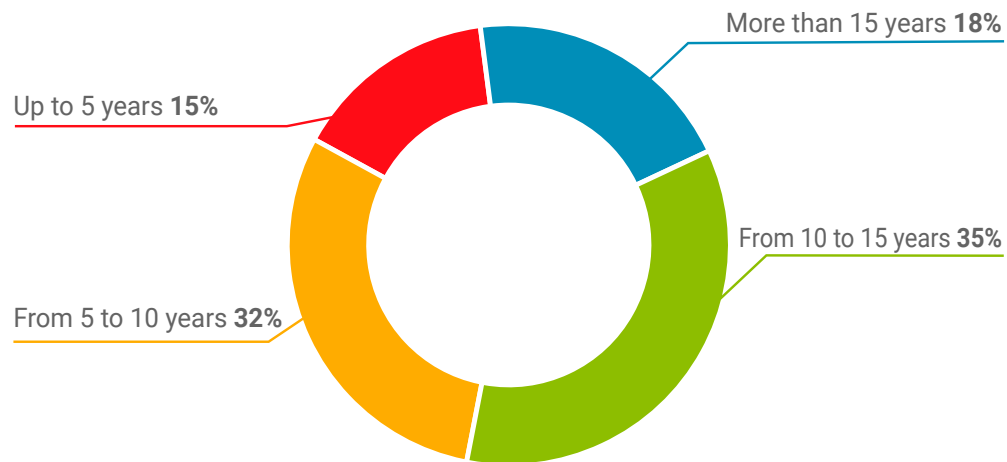
### Average Age

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Between **35** and **45** years old

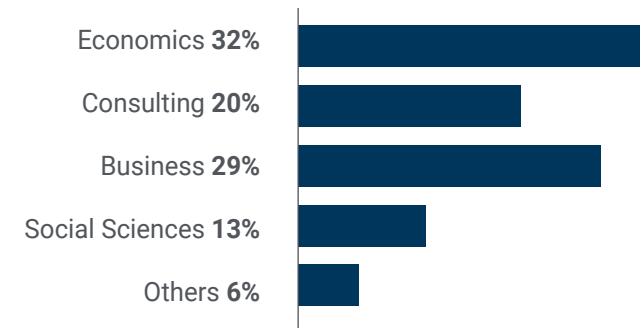
### Years of Experience

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### Training

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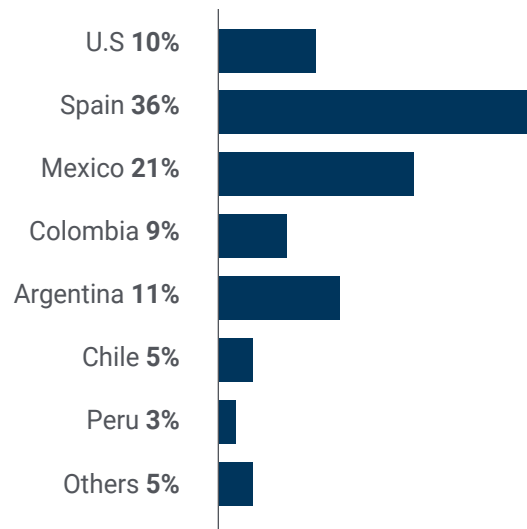
### Academic Profile

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## Geographical Distribution

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## Paula Sánchez

*"Carrying out a program of this type involves a great deal of effort and dedication. Two years of work have paid off in daily practice. And so, I am very happy to have taken the step forward and decided to go for this TECH Advanced Master's Degree. A unique opportunity without which I wouldn't have been able to advance professionally to become CFO of my company"*

09

# Course Management

The program includes in its teaching staff leading experts in financial management and direction, who bring to this program the experience of their years of work. In addition, other specialists of recognized prestige in related areas participate in its design and elaboration, completing the Advanced Master's Degree in an interdisciplinary way, making it, therefore, a unique academic experience for the student.





“

*A teaching staff ready to teach you everything you need to know to be successful in your daily work"*

## International Guest Director

Erdi Karaca is a prominent leader in banking and financial product development, specialized in digital strategies, data and Artificial Intelligence. With a focus on creating innovative solutions, he has contributed to the advancement of digital banking and the implementation of emerging technologies in the financial sector. In fact, his interests include the integration of AI to improve customer experience and the optimization of banking processes, as well as the design of strategies for banking products.

Throughout his career, he has held leadership positions in global institutions such as HSBC Kinetic, where he has worked as Head of Mobile Banking and Co-Head of Business Banking, where he has led teams in the development of HSBC Kinetic and mobile services for business banking in the United Kingdom. In addition, his management has focused on the creation of innovative digital products, such as payment solutions, cards, loans and financial management tools. He has also been Head of Banking and Beyond Banking, where he has overseen projects that have transformed SME banking through digital products.

Internationally, Erdi Karaca has been recognized for his ability to lead complex teams and develop strategies that have driven innovation in digital banking. He has led global programs that have promoted smart banking and technology integration in diverse markets. His work has been instrumental in the implementation of AI-driven smart banking solutions and in the management of financial products for business customers globally. He has also contributed to the research of multiple products for the financial sector, publishing articles on the implementation of AI in banking, as well as presenting his work at international conferences.



## Mr. Karaca, Erdi

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- Head of Mobile Banking at HSBC Kinetic, London, United Kingdom
- Co-Head of Enterprise Banking at HSBC Kinetic
- Head of Banking and Beyond Banking at HSBC Kinetic
- CDO of Global Commercial Banking at HSBC Kinetic Innovation, Strategy and
- Innovation in Commercial Banking at NatWest Group
- Digital Strategy and Product Development Manager at NatWest Group
- Master in Business from Oxford University
- Course in Artificial Intelligence: Implications for Business Strategy from the MIT Sloan School of Management
- Master's Degree in International Politics from the University of Surrey
- Bachelor of Arts in Social Sciences from Oxford Technical College

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*Thanks to TECH, you will be able to learn with the best professionals in the world”*

## International Guest Director

Loretta Napoleoni, a renowned economist and bestselling author (Maonomics, Rogue Economics and Terror Incorporated), has made her mark in the international arena with her innovative and visionary work. With extensive experience in **advising governments and international organizations**, she has excelled in focusing on critical areas such as **money laundering and counter-terrorism**.

Napoleoni's research delves into complex issues such as **terrorism, economics and foreign policy**, addressing fundamental questions for the global future. His presence in print media is not limited to books, but his writings on money laundering and economics have been published in European financial newspapers such as **El Pais, The Guardian and Le Monde**. Also, as a respected voice in the media, he contributes as a regular commentator on renowned channels such as **CNN, Sky and the BBC**, extending his influence beyond print.

Adding to her prolific career as an **author and analyst**, she shares her knowledge in academic settings, teaching Postgraduate Certificate courses at such prestigious institutions as the **Judge Business School in Cambridge**. Indeed, her ability to merge her practical experience with her deep theoretical understanding has made her a leading figure in understanding the intertwined worlds of **terrorism, economics and geopolitics**.

Napoleoni's contributions transcend academia and writing, as in the 1970s she was active in the **feminist movement** and a prominent personality in the political sphere. In addition, her ability to foresee and analyze economic trends is extraordinary, being one of the few professionals who anticipated the **credit crisis and recession**, advising financial institutions on strategies to mitigate it. Likewise, as **Chair of the Club de Madrid's anti-terrorist financing group**, she managed to unite heads of state from around the world to create a new strategy for the fight against the financing of terrorist networks.

Her academic background, with a **Master's Degree in Philosophy in International Relations** from the London School of Economics, has been enriched by work in **banks and international organizations** in Europe and the United States, including the **National Bank of Hungary, the Moscow Narodny Bank in the United Kingdom, the Food and Agriculture Organization of the United Nations (FAO) and the European Bank for Reconstruction and Development (EBRD)**.



## Ms. Napoleoni, Loretta

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- Founding Partner of G-Risk
- Chair of the anti-terrorist financing group, Club de Madrid.
- Lecturer at the Judge Business School in Cambridge
- Bestselling author (Maonomics, Rogue Economics and Terror Incorporated).
- Master of Philosophy in International Relations from the London School of Economics.
- Member of, Scientific Committee of Fundación Ideas para el Progreso (Fundación IDEAS), linked to the PSOE.

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## Management



### Mr. Domingo Folgado, Javier

- ♦ Head of Corporate Development and Investor Relations Department. WHITE INVESTING Valencia Since 2018
- ♦ Founding partner of Relianze. Valencia Since 2014
- ♦ Degree in Economics and Business Administration, specializing in Finance and Investment. University of Economics and Business Administration. Valencia 1995
- ♦ Master's Degree in Portfolio Management. Institute of Advanced Finance. Madrid. 1999
- ♦ University Specialist Course in Economic-Financial Management. Pontific University of Comillas. ICADE. Madrid. 1996
- ♦ Training in Market Risk Control (VaR) and Credit Risk (Credit Derivatives). Options & Futures Institute. 2000
- ♦ Corporate Finance Training. School of Applied Finance (AFI). Madrid. 2000
- ♦ Professor at various financial schools in Spain for 20 years



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# Impact on Your Career

TECH is aware that taking a program of these characteristics is a great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. And, for this reason, TECH puts all the efforts and tools at your disposal to acquire the necessary skills and abilities that will allow you to achieve this change.



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*We put all our resources at your disposal to help you achieve the professional change you desire”*

### Are you ready to take the leap? Excellent professional development awaits you

The Advanced Master's Degree in Finance at TECH Technological University is an intense program that prepares the student to face business challenges and decisions at both national and international levels. The main objective is to promote your personal and professional growth. Help you achieve success.

If you want to improve yourself, make a positive change professionally and network with the best, this is the place for you.

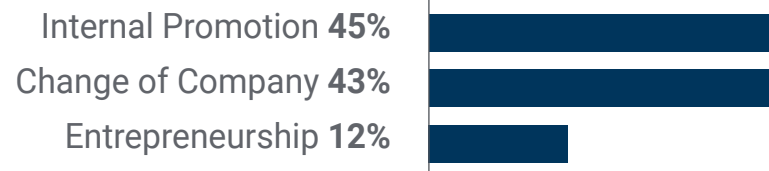
*Do not miss the opportunity to study with us and become specialized in working successfully in the field of finance.*

*If you want to make a positive change in your profession, the Advanced Master's Degree in Finance will help you achieve it.*

#### When the change occurs



#### Type of change



## Salary Increase

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This program represents a salary increase of more than **25%** for our students.



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# Benefits for Your Company

The Advanced Master's Degree in Finance helps raise the organization's talent to its maximum potential by training high-level leaders. Therefore, participating in this academic program will not only improve you on a personal level, but, above all, on a professional level, enhancing your training and improving your managerial skills. Additionally, joining TECH's educational community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, clients, or suppliers.





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*After studying at TECH, you will acquire a new way of working that you will be able to bring to your business”*

Developing and retaining talent in companies is the best long-term investment.

**01**

### **Intellectual Capital and Talent Growth**

You will bring to the company new concepts, strategies and perspectives that can bring about relevant changes in the organization.

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**02**

### **Retaining high-potential executives to avoid talent drain**

This program strengthens the link between the company and the executive and opens new avenues for professional growth within the company.

**03**

### **Building agents of change**

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

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**04**

### **Increased international expansion possibilities**

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

### **Project Development**

Be able to work on a real project or develop new projects in the R+D or Business Development area of your company.

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06

### **Increased competitiveness**

This Advanced Master's Degree will equip our students with the necessary skills to take on new challenges and thus drive the organization forward.

# 12 Certificate

This Advanced Master's Degree in Finance guarantees you, in addition to the most rigorous and updated training, access to a certificate issued by TECH Technological University.





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*Successfully complete this training  
and receive your university degree  
without travel or laborious paperwork”*

This **Advanced Master's Degree in Finance** contains the most complete and updated program on the market.

After the student has passed the evaluations, they will receive their corresponding **Advanced Master's Degree** issued by **TECH Technological University** by tracked delivery\*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Advanced Master's Degree, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional from career evaluation committees.

Title: **Advanced Master's Degree in Finance**

Official N° of hours: **3,000 h.**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



## Advanced Master's Degree Finance

Language: English

Course Modality: Online

Duration: 2 years

Accreditation: TECH Technological University

Official N° of hours: 3,000 h.

# Advanced Master's Degree Finance