

Advanced Master's Degree Finance





Advanced Master's Degree Finance

- » Modality: online
- » Duration: 2 years
- » Certificate: TECH Global University
- » Accreditation: 120 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/school-of-business/advanced-master-degree/advanced-master-degree-finance

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01

Introduction to the Program

In the modern global economy, the importance of Finance as a discipline that connects market behavior, corporate decision making and risk management is indisputable. However, the volatility of financial markets and rapidly changing macroeconomic conditions require a more dynamic and data-driven approach to financial management. In order to help professionals acquire this perspective, TECH is launching a cutting-edge university program focused on the field of Finance. At the same time, it is taught in a convenient 100% online mode that adapts to the agenda of busy experts looking to experience a significant leap in quality in their careers.





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*Become a renowned expert in
the Finance sector thanks to this
exclusive Advanced Master's Degree”*

Industry 4.0 is having a significant impact on the financial field, offering various technological advances that facilitate the performance of tasks, including risk management. One example of this is Artificial Intelligence, which allows specialists to automate complex routine tasks such as identifying patterns that anticipate fraud in investment portfolios. In this context, it is essential for professionals to stay at the forefront of the latest innovations in this sector in order to get the most out of these instruments and ensure both the operational efficiency of companies and their long-term sustainability.

In order to facilitate this task, TECH is launching a pioneering Advanced Master's Degree in Finance. Designed by true references in this field, the academic itinerary will delve into subjects ranging from the fundamentals of executive management or the viability of investment projects to the management of financial activities such as accounting or banking management. At the same time, the syllabus will provide students with the keys to use state-of-the-art technological tools such as information systems to optimize strategic decision-making, analyze economic data and even carry out market simulations. Graduates will acquire advanced technical skills to manage a variety of financial assets optimally and mitigate potential risks such as unexpected changes in economic regulation.

As regards the methodology of the university program, it is based on a convenient, fully online modality based on free access to teaching content. Therefore, experts will only need an electronic device with an Internet connection to enter the Virtual Campus. In addition, TECH uses its innovative Relearning system, which guarantees that professionals enjoy a progressive and natural learning process without having to invest long hours of study. Additionally, renowned International Guest Directors will give a series of unique Masterclasses on the latest trends in the financial field.

This **Advanced Master's Degree in Finance** contains the most complete and up-to-date program on the market. Its most notable features are:

- ♦ Practical cases presented by experts in Finance
- ♦ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ Practical exercises where self-assessment can be used to improve learning
- ♦ Its special emphasis on innovative methodologies in financial practice
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



Prestigious International Guest Directors will offer exclusive Masterclasses with which you will master the most innovative techniques to optimize the financial performance of organizations”

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You will delve into the most modern techniques for the rigorous valuation of different financial assets such as stocks, bonds and real estate”

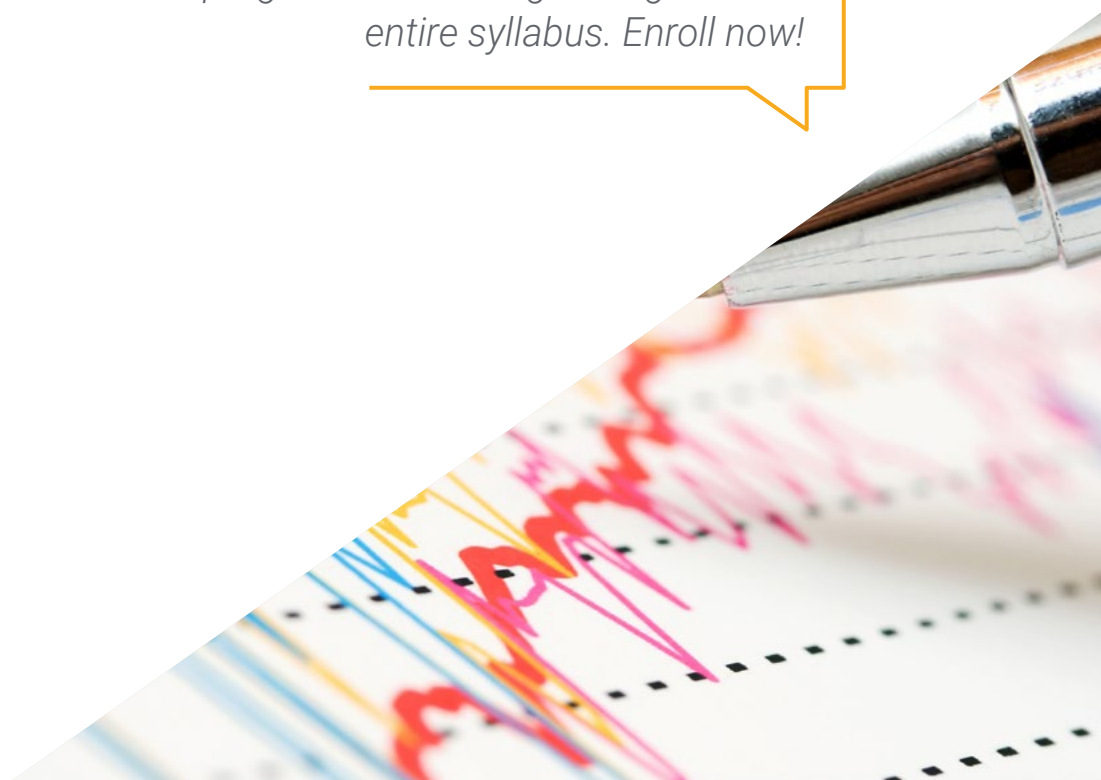
The teaching staff includes professionals belonging to the field of Finance, who bring to this program the experience of their work, as well as recognized specialists from leading companies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive learning experience designed to prepare for real-life situations.

This program is designed around Problem-Based Learning, whereby the student must try to solve the different professional practice situations that arise throughout the program. For this purpose, the professional will be assisted by an innovative interactive video system created by renowned and experienced experts.

You will have a comprehensive understanding of how financial markets work, their dynamics and regulation.

You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus. Enroll now!



02

Why Study at TECH?

TECH is the world's largest online university. With an impressive catalog of more than 14,000 university programs, available in 11 languages, it is positioned as a leader in employability, with a 99% job placement rate. In addition, it has a huge faculty of more than 6,000 professors of the highest international prestige.



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Study at the largest online university in the world and ensure your professional success. The future begins at TECH”

The world's best online university, according to FORBES

The prestigious Forbes magazine, specialized in business and finance, has highlighted TECH as "the best online university in the world" This is what they have recently stated in an article in their digital edition in which they echo the success story of this institution, "thanks to the academic offer it provides, the selection of its teaching staff, and an innovative learning method oriented to form the professionals of the future"

Forbes
Mejor universidad
online del mundo

Plan
de estudios
más completo

The most complete syllabuses on the university scene

TECH offers the most complete syllabuses on the university scene, with programs that cover fundamental concepts and, at the same time, the main scientific advances in their specific scientific areas. In addition, these programs are continuously updated to guarantee students the academic vanguard and the most demanded professional skills. and the most in-demand professional competencies. In this way, the university's qualifications provide its graduates with a significant advantage to propel their careers to success.

The best top international faculty

TECH's faculty is made up of more than 6,000 professors of the highest international prestige. Professors, researchers and top executives of multinational companies, including Isaiah Covington, performance coach of the Boston Celtics; Magda Romanska, principal investigator at Harvard MetaLAB; Ignacio Wistumba, chairman of the department of translational molecular pathology at MD Anderson Cancer Center; and D.W. Pine, creative director of TIME magazine, among others.

Profesorado
TOP
Internacional

La metodología
más eficaz

A unique learning method

TECH is the first university to use Relearning in all its programs. This is the best online learning methodology, accredited with international teaching quality certifications, provided by prestigious educational agencies. In addition, this innovative academic model is complemented by the "Case Method", thereby configuring a unique online teaching strategy. Innovative teaching resources are also implemented, including detailed videos, infographics and interactive summaries.

The world's largest online university

TECH is the world's largest online university. We are the largest educational institution, with the best and widest digital educational catalog, one hundred percent online and covering most areas of knowledge. We offer the largest selection of our own degrees and accredited online undergraduate and postgraduate degrees. In total, more than 14,000 university programs, in eleven different languages, making us the largest educational institution in the world.

nº1
Mundial
Mayor universidad
online del mundo

The official online university of the NBA

TECH is the official online university of the NBA. Thanks to our agreement with the biggest league in basketball, we offer our students exclusive university programs, as well as a wide variety of educational resources focused on the business of the league and other areas of the sports industry. Each program is made up of a uniquely designed syllabus and features exceptional guest hosts: professionals with a distinguished sports background who will offer their expertise on the most relevant topics.

Leaders in employability

TECH has become the leading university in employability. Ninety-nine percent of its students obtain jobs in the academic field they have studied within one year of completing any of the university's programs. A similar number achieve immediate career enhancement. All this thanks to a study methodology that bases its effectiveness on the acquisition of practical skills, which are absolutely necessary for professional development.



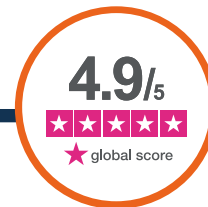
Google Premier Partner

The American technology giant has awarded TECH the Google Premier Partner badge. This award, which is only available to 3% of the world's companies, highlights the efficient, flexible and tailored experience that this university provides to students. The recognition not only accredits the maximum rigor, performance and investment in TECH's digital infrastructures, but also places this university as one of the world's leading technology companies.



The official online university of the NBA

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The top-rated university by its students

Students have positioned TECH as the world's top-rated university on the main review websites, with a highest rating of 4.9 out of 5, obtained from more than 1,000 reviews. These results consolidate TECH as the benchmark university institution at an international level, reflecting the excellence and positive impact of its educational model.



Leaders in employability

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03 Syllabus

The specialization of professionals in the financial sector must be constant, in order to keep up with the latest trends in the sector and, above all, to successfully manage companies. Therefore, this Advanced Master's Degree in Finance has been designed to provide students with the most relevant information to apply in their professional career. It is a high-level program aimed at professionals seeking excellence, providing advanced knowledge and practical tools to excel in the competitive economic environment.



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You will delve into the most effective techniques to improve the management of investment portfolios and identify various opportunities to increase financial performance”

Module 1. Leadership, Ethics and Social Responsibility in Companies

- 1.1. Globalization and Governance
 - 1.1.1. Governance and Corporate Governance
 - 1.1.2. The Fundamentals of Corporate Governance in Companies
 - 1.1.3. The Role of the Board of Directors in the Corporate Governance Framework
- 1.2. Leadership
 - 1.2.1. Leadership. A Conceptual Approach
 - 1.2.2. Leadership in Companies
 - 1.2.3. The Importance of Leaders in Business Management
- 1.3. *Cross Cultural Management*
 - 1.3.1. Cross Cultural Management Concept
 - 1.3.2. Contributions to Knowledge of National Cultures
 - 1.3.3. Diversity Management
- 1.4. Management and Leadership Development
 - 1.4.1. Concept of Management Development
 - 1.4.2. Concept of Leadership
 - 1.4.3. Leadership Theories
 - 1.4.4. Leadership Styles
 - 1.4.5. Intelligence in Leadership
 - 1.4.6. The Challenges of Today's Leader
- 1.5. Business Ethics
 - 1.5.1. Ethics and Morals
 - 1.5.2. Business Ethics
 - 1.5.3. Leadership and Ethics in Companies
- 1.6. Sustainability
 - 1.6.1. Sustainability and Sustainable Development
 - 1.6.2. The 2030 Agenda
 - 1.6.3. Sustainable Companies
- 1.7. Corporate Social Responsibility
 - 1.7.1. International Dimensions of Corporate Social Responsibility
 - 1.7.2. Implementing Corporate Social Responsibility
 - 1.7.3. The Impact and Measurement of Corporate Social Responsibility

- 1.8. Responsible Management Systems and Tools
 - 1.8.1. CSR: Corporate Social Responsibility
 - 1.8.2. Essential Aspects for Implementing a Responsible Management Strategy
 - 1.8.3. Steps for the Implementation of a Corporate Social Responsibility Management System
 - 1.8.4. CSR Tools and Standards
- 1.9. Multinationals and Human Rights
 - 1.9.1. Globalization, Multinational Corporations and Human Rights
 - 1.9.2. Multinational Corporations and International Law
 - 1.9.3. Legal Instruments for Multinationals in the Area of Human Rights
- 1.10. Legal Environment and Corporate Governance
 - 1.10.1. International Rules on Importation and Exportation
 - 1.10.2. Intellectual and Industrial Property
 - 1.10.3. International Labor Law

Module 2. Strategic Management and Executive Management

- 2.1. Organizational Analysis and Design
 - 2.1.1. Conceptual Framework
 - 2.1.2. Key Elements in Organizational Design
 - 2.1.3. Basic Organizational Models
 - 2.1.4. Organizational Design: Typology
- 2.2. Corporate Strategy
 - 2.2.1. Competitive Corporate Strategy
 - 2.2.2. Growth Strategies: Typology
 - 2.2.3. Conceptual Framework
- 2.3. Strategic Planning and Strategy Formulation
 - 2.3.1. Conceptual Framework
 - 2.3.2. Elements of Strategic Planning
 - 2.3.3. Strategic Formulation: Process of Strategic Planning
- 2.4. Strategic Thinking
 - 2.4.1. The Company as a System
 - 2.4.2. Organization Concept

- 2.5. Financial Diagnosis
 - 2.5.1. Concept of Financial Diagnosis
 - 2.5.2. Stages of Financial Diagnosis
 - 2.5.3. Assessment Methods for Financial Diagnosis
- 2.6. Planning and Strategy
 - 2.6.1. The Plan from a Strategy
 - 2.6.2. Strategic Positioning
 - 2.6.3. Strategy in Companies
- 2.7. Strategy Models and Patterns
 - 2.7.1. Conceptual Framework
 - 2.7.2. Strategic Models
 - 2.7.3. Strategic Patterns: The Five P's of Strategy
- 2.8. Competitive Strategy
 - 2.8.1. Competitive Advantage
 - 2.8.2. Choosing a Competitive Strategy
 - 2.8.3. Strategies based on the Strategic Clock Model
 - 2.8.4. Types of Strategies according to the Industrial Sector Life Cycle
- 2.9. Strategic Management
 - 2.9.1. The Concept of Strategy
 - 2.9.2. The Process of Strategic Management
 - 2.9.3. Approaches in Strategic Management
- 2.10. Strategy Implementation
 - 2.10.1. Indicator Systems and Process Approach
 - 2.10.2. Strategic Map
 - 2.10.3. Strategic Alignment
- 2.11. Executive Management
 - 2.11.1. Conceptual Framework of Executive Management
 - 2.11.2. Executive Management. The Role of the Board of Directors and Corporate Management Tools
- 2.12. Strategic Communication
 - 2.12.1. Interpersonal Communication
 - 2.12.2. Communication Skills and Influence
 - 2.12.3. Internal Communication
 - 2.12.4. Barriers to Business Communication

Module 3. People and Talent Management

- 3.1. Organizational Behavior
 - 3.1.1. Organizational Behavior. Conceptual Framework
 - 3.1.2. Main Factors of Organizational Behavior
- 3.2. People in Organizations
 - 3.2.1. Quality of Work Life and Psychological Well-Being
 - 3.2.2. Work Teams and Meeting Management
 - 3.2.3. Coaching and Team Management
 - 3.2.4. Managing Equality and Diversity
- 3.3. Strategic People Management
 - 3.3.1. Strategic Management and Human Resources
 - 3.3.2. Strategic People Management
- 3.4. Evolution of Resources. An Integrated Vision
 - 3.4.1. The Importance of HR
 - 3.4.2. A New Environment for People Management and Leadership
 - 3.4.3. Strategic HR Management
- 3.5. Selection, Group Dynamics and HR Recruitment
 - 3.5.1. Approach to Recruitment and Selection
 - 3.5.2. Recruitment
 - 3.5.3. The Selection Process
- 3.6. Human Resources Management by Competencies
 - 3.6.1. Analysis of the Potential
 - 3.6.2. Remuneration Policy
 - 3.6.3. Career/Succession Planning
- 3.7. Performance Evaluation and Performance Management
 - 3.7.1. Performance Management
 - 3.7.2. Performance Management: Objectives and Process
- 3.8. Management of Training
 - 3.8.1. Learning Theories
 - 3.8.2. Talent Detection and Retention
 - 3.8.3. Gamification and Talent Management
 - 3.8.4. Training and Professional Obsolescence

- 3.9. Talent Management
 - 3.9.1. Keys for Positive Management
 - 3.9.2. Conceptual Origin of Talent and Its Implication in the Company
 - 3.9.3. Map of Talent in the Organization
 - 3.9.4. Cost and Added Value
- 3.10. Innovation in Talent and People Management
 - 3.10.1. Strategic Talent Management Models
 - 3.10.2. Talent Identification, Training and Development
 - 3.10.3. Loyalty and Retention
 - 3.10.4. Proactivity and Innovation
- 3.11. Motivation
 - 3.11.1. The Nature of Motivation
 - 3.11.2. Expectations Theory
 - 3.11.3. Needs Theory
 - 3.11.4. Motivation and Financial Compensation
- 3.12. *Employer Branding*
 - 3.12.1. Employer Branding in HR
 - 3.12.2. Personal Branding for HR Professionals
- 3.13. Developing High-Performance Teams
 - 3.13.1. High-Performance Teams: Self-Managed Teams
 - 3.13.2. Methodologies for the Management of High-Performance Self-Managed Teams
- 3.14. Management Skills Development
 - 3.14.1. What Are Manager Competencies?
 - 3.14.2. Elements of Competencies
 - 3.14.3. Knowledge
 - 3.14.4. Management Skills
 - 3.14.5. Attitudes and Values in Managers
 - 3.14.6. Managerial Skills
- 3.15. Time Management
 - 3.15.1. Benefits
 - 3.15.2. What Can Be the Causes of Poor Time Management?
 - 3.15.3. Time
 - 3.15.4. Time Illusions
 - 3.15.5. Attention and Memory
 - 3.15.6. State of Mind
 - 3.15.7. Time Management
 - 3.15.8. Being Proactive
 - 3.15.9. Being Clear About the Objective
 - 3.15.10. Order
 - 3.15.11. Planning
- 3.16. Change Management
 - 3.16.1. Change Management
 - 3.16.2. Type of Change Management Processes
 - 3.16.3. Stages or Phases in the Change Management Process
- 3.17. Negotiation and Conflict Management
 - 3.17.1. Negotiation
 - 3.17.2. Conflict Management
 - 3.17.3. Crisis Management
- 3.18. Executive Communication
 - 3.18.1. Internal and External Communication in the Corporate Environment
 - 3.18.2. Communication Departments
 - 3.18.3. The Person in Charge of Communication of the Company. The Profile of the Dircom
- 3.19. Human Resources Management and Occupational Risk Prevention Teams
 - 3.19.1. Management of Human Resources and Teams
 - 3.19.2. Occupational Risk Prevention
- 3.20. Productivity, Attraction, Retention and Activation of Talent
 - 3.20.1. Productivity
 - 3.20.2. Talent Attraction and Retention Levers

- 3.21. Monetary Compensation vs. Non-Cash
 - 3.21.1. Monetary Compensation vs. Non-Cash
 - 3.21.2. Wage Band Models
 - 3.21.3. Non-Cash Compensation Models
 - 3.21.4. Working Model
 - 3.21.5. Corporate Community
 - 3.21.6. Company Image
 - 3.21.7. Emotional Salary
 - 3.22. Innovation in Talent and People Management
 - 3.22.1. Innovation in Organizations
 - 3.22.2. New Challenges in the Human Resources Department
 - 3.22.3. Innovation Management
 - 3.22.4. Tools for Innovation
 - 3.23. Knowledge and Talent Management
 - 3.23.1. Knowledge and Talent Management
 - 3.23.2. Knowledge Management Implementation
 - 3.24. Transforming Human Resources in the Digital Era
 - 3.24.1. The Socioeconomic Context
 - 3.24.2. New Forms of Corporate Organization
 - 3.24.3. New Methodologies
- Module 4. Economic and Financial Management**
- 4.1. Economic Environment
 - 4.1.1. Macroeconomic Environment and the National Financial System
 - 4.1.2. Financial Institutions
 - 4.1.3. Financial Markets
 - 4.1.4. Financial Assets
 - 4.1.5. Other Financial Sector Entities
 - 4.2. Company Financing
 - 4.2.1. Sources of Financing
 - 4.2.2. Types of Financing Costs
 - 4.3. Executive Accounting
 - 4.3.1. Basic Concepts
 - 4.3.2. The Company's Assets
 - 4.3.3. The Company's Liabilities
 - 4.3.4. The Company's Net Worth
 - 4.3.5. Results Research
 - 4.4. Management Accounting to Cost Accounting
 - 4.4.1. Elements of Cost Calculation
 - 4.4.2. Expenses in General Accounting and Cost Accounting
 - 4.4.3. Costs Classification
 - 4.5. Information Systems and Business Intelligence
 - 4.5.1. Fundamentals and Classification
 - 4.5.2. Cost Allocation Phases and Methods
 - 4.5.3. Choice of Cost Center and Impact
 - 4.6. Budget and Management Control
 - 4.6.1. The Budget Model
 - 4.6.2. The Capital Budget
 - 4.6.3. The Operating Budget
 - 4.6.4. Treasury Budget
 - 4.6.5. Budget Monitoring
 - 4.7. Treasury Management
 - 4.7.1. Accounting Working Capital and Necessary Working Capital
 - 4.7.2. Calculation of Operating Cash Requirements
 - 4.7.3. *Credit Management*
 - 4.8. Corporate Tax Responsibility
 - 4.8.1. Basic Tax Concepts
 - 4.8.2. Corporate Income Tax
 - 4.8.3. Value Added Tax
 - 4.8.4. Other Taxes Related to Commercial Activity
 - 4.8.5. The Company as a Facilitator of the Work of the State

- 4.9. Corporate Control Systems
 - 4.9.1. Analysis of Financial Statements
 - 4.9.2. The Company's Balance Sheet
 - 4.9.3. The Profit and Loss Statement
 - 4.9.4. The Statement of Cash Flows
 - 4.9.5. Ratio Analysis
- 4.10. Financial Management
 - 4.10.1. The Company's Financial Decisions
 - 4.10.2. Financial Department
 - 4.10.3. Cash Surpluses
 - 4.10.4. Risks Associated with Financial Management
 - 4.10.5. Financial Administration Risk Management
- 4.11. Financial Planning
 - 4.11.1. Definition of Financial Planning
 - 4.11.2. Actions to Be Taken in Financial Planning
 - 4.11.3. Creation and Establishment of the Business Strategy
 - 4.11.4. The Cash Flow Table
 - 4.11.5. The Working Capital Table
- 4.12. Corporate Financial Strategy
 - 4.12.1. Corporate Strategy and Sources of Financing
 - 4.21.2. Financial Products for Corporate Financing
- 4.13. Macroeconomic Context
 - 4.13.1. Macroeconomic Context
 - 4.13.2. Relevant Economic Indicators
 - 4.13.3. Mechanisms for the Control of Macroeconomic Magnitudes
 - 4.13.4. Economic Cycles
- 4.14. Strategic Financing
 - 4.14.1. Self-Financing
 - 4.14.2. Increase in Equity
 - 4.14.3. Hybrid Resources
 - 4.14.4. Financing Through Intermediaries
- 4.15. Money and Capital Markets
 - 4.15.1. The Money Market
 - 4.15.2. The Fixed Income Market
 - 4.15.3. The Equity Market
 - 4.15.4. The Foreign Exchange Market
 - 4.15.5. The Derivatives Market
- 4.16. Financial Analysis and Planning
 - 4.16.1. Analysis of the Balance Sheet
 - 4.16.2. Analysis of the Income Statement
 - 4.16.3. Profitability Analysis
- 4.17. Analyzing and Solving Cases/Problems
 - 4.17.1. Financial Information on Industria de Diseño y Textil, S.A. (INDITEX)

Module 5. Operations and Logistics Management

- 5.1. Operations Direction and Management
 - 5.1.1. The Role of Operations
 - 5.1.2. The Impact of Operations on the Management of Companies
 - 5.1.3. Introduction to Operations Strategy
 - 5.1.4. Operations Management
- 5.2. Industrial Organization and Logistics
 - 5.2.1. Industrial Organization Department
 - 5.2.2. Logistics Department
- 5.3. Structure and Types of Production (MTS, MTO, ATO, ETO...)
 - 5.3.1. Production System
 - 5.3.2. Production Strategy
 - 5.3.3. Inventory Management System
 - 5.3.4. Production Indicators
- 5.4. Structure and Types of Procurement
 - 5.4.1. Function of Procurement
 - 5.4.2. Procurement Management
 - 5.4.3. Types of Purchases
 - 5.4.4. Efficient Purchasing Management of a Company
 - 5.4.5. Stages of the Purchase Decision Process

- 5.5. Economic Control of Purchasing
 - 5.5.1. Economic Influence of Purchases
 - 5.5.2. Cost Centers
 - 5.5.3. Budget
 - 5.5.4. Budgeting vs. Actual Expenditure
 - 5.5.5. Budgetary Control Tools
- 5.6. Warehouse Operations Control
 - 5.6.1. Inventory Control
 - 5.6.2. Location Systems
 - 5.6.3. Stock Management Techniques
 - 5.6.4. Storage Systems
- 5.7. Strategic Purchasing Management
 - 5.7.1. Business Strategy
 - 5.7.2. Strategic Planning
 - 5.7.3. Purchasing Strategies
- 5.8. Typologies of the Supply Chain (SCM)
 - 5.8.1. Supply Chain
 - 5.8.2. Benefits of Supply Chain Management
 - 5.8.3. Logistical Management in the Supply Chain
- 5.9. *Supply Chain Management*
 - 5.9.1. The Concept of Supply Chain Management (SCM)
 - 5.9.2. Costs and Efficiency of the Operations Chain
 - 5.9.3. Demand Patterns
 - 5.9.4. Operations Strategy and Change
- 5.10. Interactions Between the SCM and All Other Departments
 - 5.10.1. Interaction of the Supply Chain
 - 5.10.2. Interaction of the Supply Chain. Integration by Parts
 - 5.10.3. Supply Chain Integration Problems
 - 5.10.4. Supply Chain 4.0
- 5.11. Logistics Costs
 - 5.11.1. Logistics Costs
 - 5.11.2. Problems with Logistics Costs
 - 5.11.3. Optimizing Logistic Costs
- 5.12. Profitability and Efficiency of Logistics Chains: KPIs
 - 5.12.1. Logistics Chain
 - 5.12.2. Profitability and Efficiency of the Logistics Chain
 - 5.12.3. Indicators of Profitability and Efficiency of the Supply Chain
- 5.13. Process Management
 - 5.13.1. Process Management
 - 5.13.2. Process Based Focus: Business Process Mapping
 - 5.13.3. Improvements in Process Management
- 5.14. Distribution and Transportation Logistics
 - 5.14.1. Distribution in the Supply Chain
 - 5.14.2. Transportation Logistics
 - 5.14.3. Geographic Information Systems as a Support to Logistics
- 5.15. Logistics and Customers
 - 5.15.1. Demand Analysis
 - 5.15.2. Demand and Sales Forecast
 - 5.15.3. Sales and Operations Planning
 - 5.15.4. Collaborative Planning, Forecasting and Replenishment (CPFR)
- 5.16. International Logistics
 - 5.16.1. Export and Import Processes
 - 5.16.2. Customs
 - 5.16.3. Methods and Means of International Payment
 - 5.16.4. International Logistics Platforms
- 5.17. Outsourcing of Operations
 - 5.17.1. Operations Management and Outsourcing
 - 5.17.2. Outsourcing Implementation in Logistics Environments
- 5.18. Competitiveness in Operations
 - 5.18.1. Operations Management
 - 5.18.2. Operational Competitiveness
 - 5.18.3. Operations Strategy and Competitive Advantages
- 5.19. Quality Management
 - 5.19.1. Internal and External Customers
 - 5.19.2. Quality Costs
 - 5.19.3. Ongoing Improvement and the Deming Philosophy

Module 6. Information Systems Management

- 6.1. Technological Environment
 - 6.1.1. Technology and Globalization
 - 6.1.2. Economic Environment and Technology
 - 6.1.3. Technological Environment and Its Impact on Companies
- 6.2. Information Systems in Companies
 - 6.2.1. The Evolution of the IT Model
 - 6.2.2. Organization and IT Departments
 - 6.2.3. Information Technology and Economic Environment
- 6.3. Corporate Strategy and Technology Strategy
 - 6.3.1. Creating Value for Customers and Shareholders
 - 6.3.2. Strategic IS/IT Decisions
 - 6.3.3. Corporate Strategy vs. Technological and Digital Strategy
- 6.4. Information Systems Management
 - 6.4.1. Corporate Governance of Technology and Information Systems
 - 6.4.2. Management of Information Systems in Companies
 - 6.4.3. Expert Managers in Information Systems: Roles and Functions
- 6.5. Information Technology Strategic Planning
 - 6.5.1. Information Systems and Corporate Strategy
 - 6.5.2. Strategic Planning of Information Systems
 - 6.5.3. Phases of Information Systems Strategic Planning
- 6.6. Information Systems for Decision-Making
 - 6.6.1. *Business Intelligence*
 - 6.6.2. *Data Warehouse*
 - 6.6.3. Balanced Scorecard (BSC)
- 6.7. Exploring the Information
 - 6.7.1. SQL: Relational Databases. Basic Concepts
 - 6.7.2. Networks and Communications
 - 6.7.3. Operational System: Standardized Data Models
 - 6.7.4. Strategic System: OLAP, Multidimensional Model and Graphical Dashboards
 - 6.7.5. Strategic DB Analysis and Report Composition
- 6.8. Corporate Business Intelligence
 - 6.8.1. The World of Data
 - 6.8.2. Relevant Concepts
 - 6.8.3. Main Characteristics
 - 6.8.4. Solutions in Today's Market
 - 6.8.5. Overall Architecture of a BI Solution
 - 6.8.6. Cybersecurity in BI and Data Science
- 6.9. New Business Concept
 - 6.9.1. Why BI?
 - 6.9.2. Obtaining Information
 - 6.9.3. BI in the Different Departments of the Company
 - 6.9.4. Reasons to Invest in BI
- 6.10. BI Tools and Solutions
 - 6.10.1. How to Choose the Best Tool?
 - 6.10.2. Microsoft Power BI, MicroStrategy and Tableau
 - 6.10.3. SAP BI, SAS BI and Qlikview
 - 6.10.4. Prometheus
- 6.11. BI Project Planning and Management
 - 6.11.1. First Steps to Define a BI Project
 - 6.11.2. BI Solution for the Company
 - 6.11.3. Requirements and Objectives
- 6.12. Corporate Management Applications
 - 6.12.1. Information Systems and Corporate Management
 - 6.12.2. Applications for Corporate Management
 - 6.12.3. Enterprise Resource Planning or ERP Systems
- 6.13. Digital Transformation
 - 6.13.1. Conceptual Framework of Digital Transformation
 - 6.13.2. Digital Transformation; Key Elements, Benefits and Drawbacks
 - 6.13.3. Digital Transformation in Companies
- 6.14. Technology and Trends
 - 6.14.1. Main Trends in the Field of Technology that are Changing Business Models
 - 6.14.2. Analysis of the Main Emerging Technologies

- 6.15. IT Outsourcing
 - 6.15.1. Conceptual Framework of Outsourcing
 - 6.15.2. IT Outsourcing and Its Impact on the Business
 - 6.15.3. Keys to Implement Corporate IT Outsourcing Projects

Module 7. Commercial Management, Strategic Marketing and Corporate Communication

- 7.1. Commercial Management
 - 7.1.1. Conceptual Framework of Commercial Management
 - 7.1.2. Business Strategy and Planning
 - 7.1.3. The Role of Sales Managers
- 7.2. Marketing
 - 7.2.1. The Concept of Marketing
 - 7.2.2. The Basic Elements of Marketing
 - 7.2.3. Marketing Activities in Companies
- 7.3. Strategic Marketing Management
 - 7.3.1. The Concept of Strategic Marketing
 - 7.3.2. Concept of Strategic Marketing Planning
 - 7.3.3. Stages in the Process of Strategic Marketing Planning
- 7.4. Digital Marketing and E-Commerce
 - 7.4.1. Digital Marketing and E-Commerce Objectives
 - 7.4.2. Digital Marketing and Media Used
 - 7.4.3. E-Commerce. General Context
 - 7.4.4. Categories of E-Commerce
 - 7.4.5. Advantages and Disadvantages of E-Commerce versus Traditional Commerce
- 7.5. *Managing Digital Business*
 - 7.5.1. Competitive Strategy in the Face of the Growing Digitalization of the Media
 - 7.5.2. Designing and Creating a Digital Marketing Plan
 - 7.5.3. ROI Analysis in a Digital Marketing Plan
- 7.6. Digital Marketing to Reinforce a Brand
 - 7.6.1. Online Strategies to Improve Your Brand's Reputation
 - 7.6.2. *Branded Content and Storytelling*
- 7.7. Digital Marketing Strategy
 - 7.7.1. Defining the Digital Marketing Strategy
 - 7.7.2. Digital Marketing Strategy Tools
- 7.8. Digital Marketing to Attract and Retain Customers
 - 7.8.1. Loyalty and Engagement Strategies through the Internet
 - 7.8.2. *Visitor Relationship Management*
 - 7.8.3. Hypersegmentation
- 7.9. Managing Digital Campaigns
 - 7.9.1. What Is a Digital Advertising Campaign?
 - 7.9.2. Steps in Launching an Online Marketing Campaign
 - 7.9.3. Mistakes in Digital Advertising Campaigns
- 7.10. Online Marketing Plan
 - 7.10.1. What Is an Online Marketing Plan?
 - 7.10.2. Steps in Creating an Online Marketing Plan
 - 7.10.3. Advantages of Having an Online Marketing Plan
- 7.11. *Blended Marketing*
 - 7.11.1. What is Blended Marketing?
 - 7.11.2. Differences Between Online and Offline Marketing
 - 7.11.3. Aspects to be Taken into Account in the Blended Marketing Strategy
 - 7.11.4. Characteristics of a Blended Marketing Strategy
 - 7.11.5. Recommendations in Blended Marketing
 - 7.11.6. Benefits of Blended Marketing
- 7.12. Sales Strategy
 - 7.12.1. Sales Strategy
 - 7.12.2. Sales Methods
- 7.13. Corporate Communication
 - 7.13.1. Concept
 - 7.13.2. The Importance of Communication in the Organization
 - 7.13.3. Type of Communication in the Organization
 - 7.13.4. Functions of Communication in the Organization
 - 7.13.5. Elements of Communication
 - 7.13.6. Communication Problems
 - 7.13.7. Communication Scenarios

- 7.14. Corporate Communication Strategy
 - 7.14.1. Motivational Programs, Social Action, Participation and Training with HR
 - 7.14.2. Internal Communication Support and Tools
 - 7.14.3. Internal Communication Plan
- 7.15. Digital Communication and Reputation
 - 7.15.1. Online Reputation
 - 7.15.2. How to Measure Digital Reputation?
 - 7.15.3. Online Reputation Tools
 - 7.15.4. Online Reputation Report
 - 7.15.5. Online Branding

Module 8. Market Research, Advertising and Commercial Management

- 8.1. Market Research
 - 8.1.1. Market Research: Historical Origin
 - 8.1.2. Analysis and Evolution of the Conceptual Framework of Marketing Research
 - 8.1.3. Key Elements and Value Contribution of Market Research
- 8.2. Quantitative Research Methods and Techniques
 - 8.2.1. Sample Size
 - 8.2.2. Sampling
 - 8.2.3. Types of Quantitative Techniques
- 8.3. Qualitative Research Methods and Techniques
 - 8.3.1. Types of Qualitative Research
 - 8.3.2. Qualitative Research Techniques
- 8.4. Market Segmentation
 - 8.4.1. Market Segmentation Concept
 - 8.4.2. Utility and Segmentation Requirements
 - 8.4.3. Consumer Market Segmentation
 - 8.4.4. Industrial Market Segmentation
 - 8.4.5. Segmentation Strategies
 - 8.4.6. Segmentation Based on Marketing - Mix Criteria
 - 8.4.7. Market Segmentation Methodology





- 8.5. Research Project Management
 - 8.5.1. Market Research as a Process
 - 8.5.2. Planning Stages in Market Research
 - 8.5.3. Execution Stages in Marketing Research
 - 8.5.4. Managing a Research Project
- 8.6. International Market Research
 - 8.6.1. International Market Research
 - 8.6.2. International Market Research Process
 - 8.6.3. The Importance of Secondary Sources in International Market Research
- 8.7. Feasibility Studies
 - 8.7.1. Concept and Usefulness
 - 8.7.2. Outline of a Feasibility Study
 - 8.7.3. Development of a Feasibility Study
- 8.8. Publicity
 - 8.8.1. Historical Background of Advertising
 - 8.8.2. Conceptual Framework of Advertising: Principles, Briefing Concept and Positioning
 - 8.8.3. Advertising Agencies, Media Agencies and Advertising Professionals
 - 8.8.4. Importance of Advertising in Business
 - 8.8.5. Advertising Trends and Challenges
- 8.9. Developing the Marketing Plan
 - 8.9.1. Marketing Plan Concept
 - 8.9.2. Situation Analysis and Diagnosis
 - 8.9.3. Strategic Marketing Decisions
 - 8.9.4. Operating Marketing Decisions
- 8.10. Promotion and Merchandising Strategies
 - 8.10.1. Integrated Marketing Communication
 - 8.10.2. Advertising Communication Plan
 - 8.10.3. Merchandising as a Communication Technique
- 8.11. Media Planning
 - 8.11.1. Origin and Evolution of Media Planning
 - 8.11.2. Media
 - 8.11.3. Media Plan

- 8.12. Fundamentals of Commercial Management
 - 8.12.1. The Role of Commercial Management
 - 8.12.2. Systems of Analysis of the Company/Market Commercial Competitive Situation
 - 8.12.3. Commercial Planning Systems of the Company
 - 8.12.4. Main Competitive Strategies
- 8.13. Commercial Negotiation
 - 8.13.1. Commercial Negotiation
 - 8.13.2. Psychological Issues in Negotiation
 - 8.13.3. Main Negotiation Methods
 - 8.13.4. The Negotiation Process
- 8.14. Decision-Making in Commercial Management
 - 8.14.1. Commercial Strategy and Competitive Strategy
 - 8.14.2. Decision Making Models
 - 8.14.3. Decision-Making Analytics and Tools
 - 8.14.4. Human Behavior in Decision Making
- 8.15. Sales Network Management
 - 8.15.1. Sales Management
 - 8.15.2. Networks Serving Commercial Activity
 - 8.15.3. Salesperson Recruitment and Training Policies
 - 8.15.4. Remuneration Systems for Own and External Commercial Networks
 - 8.15.5. Management of the Commercial Process. Control and Assistance to the Work of the Sales Representatives Based on the Information
- 8.16. Implementing the Commercial Function
 - 8.16.1. Recruitment of Own Sales Representatives and Sales Agents
 - 8.16.2. Controlling Commercial Activity
 - 8.16.3. The Code of Ethics of Sales Personnel
 - 8.16.4. Compliance with Legislation
 - 8.16.5. Generally Accepted Standards of Business Conduct
- 8.17. Key Account Management
 - 8.17.1. Concept of Key Account Management
 - 8.17.2. The Key Account Manager
 - 8.17.3. Key Account Management Strategy

- 8.18. Financial and Budgetary Management
 - 8.18.1. The Break-Even Point
 - 8.18.2. The Sales Budget. Control of Management and of the Annual Sales Plan
 - 8.18.3. Financial Impact of Strategic Sales Decisions
 - 8.18.4. Cycle Management, Turnover, Profitability and Liquidity
 - 8.18.5. Income Statement

Module 9. Innovation and Project Management

- 9.1. Innovation
 - 9.1.1. Introduction to Innovation
 - 9.1.2. Innovation in the Entrepreneurial Ecosystem
 - 9.1.3. Instruments and Tools for the Business Innovation Process
- 9.2. Innovation from Strategy
 - 9.2.1. Strategic Intelligence and Innovation
 - 9.2.2. Innovation from Strategy
- 9.3. Project Management for Startups
 - 9.3.1. Startup Concept
 - 9.3.2. Lean Startup Philosophy
 - 9.3.3. Stages of Startup Development
 - 9.3.4. The Role of a Project Manager in a Startup
- 9.4. Business Model Design and Validation
 - 9.4.1. Conceptual Framework of a Business Model
 - 9.4.2. Business Model Design and Validation
- 9.5. Project Direction and Management
 - 9.5.1. Project Direction and Management: Identification of Opportunities to Develop Corporate Innovation Projects
 - 9.5.2. Main Stages or Phases in the Direction and Management of Innovation Projects
- 9.6. Change Management in Projects: Management of Training
 - 9.6.1. Concept of Change Management
 - 9.6.2. The Change Management Process
 - 9.6.3. Change Implementation

- 9.7. Project Communication Management
 - 9.7.1. Project Communications Management
 - 9.7.2. Key Concepts for Project Communications Management
 - 9.7.3. Emerging Trends
 - 9.7.4. Adaptations to Equipment
 - 9.7.5. Planning Communications Management
 - 9.7.6. Managing Communications
 - 9.7.7. Monitoring Communications
 - 9.8. Traditional and Innovative Methodologies
 - 9.8.1. Innovative Methodologies
 - 9.8.2. Basic Principles of Scrum
 - 9.8.3. Differences between the Main Aspects of Scrum and Traditional Methodologies
 - 9.9. Creation of a Startup
 - 9.9.1. Creation of a Startup
 - 9.9.2. Organization and Culture
 - 9.9.3. Top Ten Reasons Why Startups Fail
 - 9.9.4. BORRAR
 - 9.10. Project Risk Management Planning
 - 9.10.1. Risk Planning
 - 9.10.2. Elements for Creating a Risk Management Plan
 - 9.10.3. Tools for Creating a Risk Management Plan
 - 9.10.4. Content of the Risk Management Plan
- Module 10. Executive Management**
- 10.1. *General Management*
 - 10.1.1. The Concept of General Management
 - 10.1.2. The General Manager's Action
 - 10.1.3. The CEO and Their Responsibilities
 - 10.1.4. Transforming the Work of Management
 - 10.2. Manager Functions: Organizational Culture and Approaches
 - 10.2.1. Manager Functions: Organizational Culture and Approaches
 - 10.3. Operations Management
 - 10.3.1. The Importance of Management
 - 10.3.2. Value Chain
 - 10.3.3. Quality Management
 - 10.4. Public Speaking and Spokesperson Education
 - 10.4.1. Interpersonal Communication
 - 10.4.2. Communication Skills and Influence
 - 10.4.3. Communication Barriers
 - 10.5. Personal and Organizational Communications Tools
 - 10.5.1. Interpersonal Communication
 - 10.5.2. Interpersonal Communication Tools
 - 10.5.3. Communication in the Organization
 - 10.5.4. Tools in the Organization
 - 10.6. Communication in Crisis Situations
 - 10.6.1. Crisis
 - 10.6.2. Phases of the Crisis
 - 10.6.3. Messages: Contents and Moments
 - 10.7. Preparation of a Crisis Plan
 - 10.7.1. Analysis of Possible Problems
 - 10.7.2. Planning
 - 10.7.3. Adequacy of Personnel
 - 10.8. Emotional Intelligence
 - 10.8.1. Emotional Intelligence and Communication
 - 10.8.2. Assertiveness, Empathy and Active Listening
 - 10.8.3. Self-Esteem and Emotional Communication
 - 10.9. Personal Branding
 - 10.9.1. Strategies for Personal Brand Development

- 10.9.2. Personal Branding Laws
- 10.9.3. Tools for Creating Personal Brands
- 10.10. Leadership and Team Management
 - 10.10.1. Leadership and Leadership Styles
 - 10.10.2. Leader Capabilities and Challenges
 - 10.10.3. Managing Change Processes
 - 10.10.4. Managing Multicultural Teams

Module 11. Strategic Planning and Management Control

- 11.1. Management Control
 - 11.1.1. Financial Policy and Growth
 - 11.1.2. Information as a Management Control Tool
 - 11.1.3. Management Control as a Planning and Management System
 - 11.1.4. Functions of the Controller
 - 11.1.5. Scope of Management Control
- 11.2. Financial Information and Management Decisions
 - 11.2.1. Financial or Legal Accounting
 - 11.2.2. Analytical or Cost Accounting
 - 11.2.3. Control Accounting
- 11.3. Treasury Management
 - 11.3.1. Accounting Working Capital and Required Working Capital
 - 11.3.2. Calculation of Operating Cash Requirements
 - 11.3.3. *Credit Management*
 - 11.3.4. Fund, Wealth and Family Office Management
- 11.4. *Cash Management*
 - 11.4.1. Bank Financing of Working Capital
 - 11.4.2. Treasury Department Organization
 - 11.4.3. Centralized Treasury Management
- 11.5. Planning and Control of Responsibility Centers
 - 11.5.1. Design of a Management Control System
 - 11.5.2. Management Control Deviations
- 11.6. The Process of Strategic Formulation and Planning
 - 11.6.1. Formulation and Content of the Strategic Plan
 - 11.6.2. *Balanced Scorecard*

- 11.6.3. Terminology and Basic Concepts
- 11.7. Organizational Planning
 - 11.7.1. Business Units and Transfer Pricing
 - 11.7.2. Manufacturing, Production, Support and Sales Centers
 - 11.7.3. Roles and Responsibilities of Financial Management
- 11.8. Indicators as a Control Tool
 - 11.8.1. Control Panel
 - 11.8.2. Number and Format of Indicators
 - 11.8.3. Strategic Planning

Module 12. Financial Risk and Corporate Finance

- 12.1. Financial Management and Corporate Finance
 - 12.1.1. Business Management and Value Creation
 - 12.1.2. Capital Structure and Financial Leverage
 - 12.1.3. Weighted Average Cost of Capital
 - 12.1.4. Capital Asset Pricing Model and Other Models
- 12.2. Company Valuation Methods
 - 12.2.1. Dividend Discount
 - 12.2.2. Flow Discounting
 - 12.2.3. Comparable Multiples
- 12.3. Corporate Operations
 - 12.3.1. Mergers
 - 12.3.2. Acquisition
 - 12.3.3. *Mergers and Acquisitions*
 - 12.3.4. Tax Regime for Restructuring Operations
- 12.4. Studying Other Types of Companies
 - 12.4.1. Unlisted Companies
 - 12.4.2. SMEs
 - 12.4.3. Family Businesses
 - 12.4.4. Foundations and Non-Profit Organizations
 - 12.4.5. Social Economy Enterprise

- 12.5. Strategy and Risk Control
 - 12.5.1. Management Control Systems
 - 12.5.2. Risks and Internal Control
 - 12.5.3. Review and Audit of the Control System
 - 12.5.4. Financial Risk Management
- 12.6. Risk, Profitability and Indebtedness
 - 12.6.1. Economic Profitability and Financial Profitability
 - 12.6.2. Financial Profitability and Indebtedness
 - 12.6.3. Risk and Profitability
- 12.7. Sources of Financing
 - 12.7.1. Bank Financing
 - 12.7.2. Issuance of Debentures and Securitization of Assets
 - 12.7.3. Private Equity and Venture Capital
 - 12.7.4. Subsidies and Fiscal Support
- 12.8. Corporate Transactions and Bankruptcy
 - 12.8.1. Declaration of Bankruptcy and Its Effects
 - 12.8.2. Settlement and Liquidation Phases
 - 12.8.3. International Tender
 - 12.8.4. Scoring the Tender
 - 12.8.5. Conclusion and Reopening of the Tender

Module 13. Feasibility of Investment Projects

- 13.1. Investments in a Company
 - 13.1.1. Concept and Classification
 - 13.1.2. Stages in Investment Project Analysis
 - 13.1.3. Investment as a Financial Operation
- 13.2. Economic Valuation Methods
 - 13.2.1. Recovery Period
 - 13.2.2. Total and Average Cash Flow per Committed Monetary Unit
 - 13.2.3. Net Present Value and Internal Rate of Return
 - 13.2.4. Discounted Payback Period and Rate of Return
 - 13.2.5. Expected NPV Return

- 13.3. Cost of Capital
 - 13.3.1. Cost of Borrowed Resources
 - 13.3.2. Cost of Preferred Stock
 - 13.3.3. Cost of Equity Calculation
 - 13.3.4. Calculation of the Total Cost of Capital
- 13.4. Investment Diagnosis, Planning and Control
 - 13.4.1. Financial Planning
 - 13.4.2. Real Estate Planning
 - 13.4.3. Tax Planning
- 13.5. Technical Analysis and Fundamental Analysis
 - 13.5.1. Definition and Scope of Application
 - 13.5.2. Study of Graphs and Trends
 - 13.5.3. Sector and Stock Market Research in Fundamental Analysis
 - 13.5.4. Ratios and Fundamental Analysis
- 13.6. Investment Analysis in a Risky Environment
 - 13.6.1. Discount Rate Adjustment
 - 13.6.2. Reduction of Cash Flows to Certainty Conditions
 - 13.6.3. Scenario Simulation
- 13.7. Cash Flows in Investment Projects
 - 13.7.1. Financial Modeling
 - 13.7.2. Discounted Cash Flows
 - 13.7.3. Analysis of Working Capital Cash Flows
 - 13.7.4. Taxes and Inflation
- 13.8. Stock Markets
 - 13.8.1. Companies' Access to the Stock Exchange
 - 13.8.2. International Stock Exchanges Operation
 - 13.8.3. Stock Market Indexes
 - 13.8.4. BORRAR

Module 14. The Economic Environment and Financial Markets

- 14.1. Fundamentals of Banking and Finance
 - 14.1.1. Fundamental Variables in Financial Decisions
 - 14.1.2. Financial Activity
 - 14.1.3. Banking Within the Financial System

- 14.1.4. The Banking Business
- 14.2. Finance Theory
 - 14.2.1. Statistics Applied to the Stock Market
 - 14.2.2. Mathematics of Financial Operations
 - 14.2.3. Financial Transactions
- 14.3. Macroeconomics and Monetary Policy
 - 14.3.1. GDP
 - 14.3.2. Financial Balance
 - 14.3.3. The Role of the Public Sector
 - 14.3.4. Monetary Policy and Fiscal Policy
- 14.4. Measuring Financial Activity
 - 14.4.1. Financial System
 - 14.4.2. Types of Transactions
 - 14.4.3. Financial Instruments
- 14.5. Main Financial Aggregates
 - 14.5.1. Financial Institutions
 - 14.5.2. Financial Versus Non-Financial Investment
 - 14.5.3. Negotiation Levels
- 14.6. Markets and the Control of Financial Flows
 - 14.6.1. Structure of the Financial System
 - 14.6.2. Financial Markets
 - 14.6.3. Nature and Objectives of Monetary Policy
 - 14.6.4. Interest Rates
- 14.7. Bank Accounting
 - 14.7.1. Financial Statements in Banking
 - 14.7.2. Other Balance Sheet and Income Statement Items
 - 14.7.3. Credit Risk and Insolvency
 - 14.7.4. Business Combinations and Consolidation
- 14.8. The Current Financial Crisis
 - 14.8.1. Failures of the International Financial System
 - 14.8.2. Accounting Standards and Creative Accounting
 - 14.8.3. Bad Banking Practices
 - 14.8.4. Tax Havens

Module 15. Banking Management

- 15.1. Operational Management of Credit Institutions
 - 15.1.1. Income Statement Analysis
 - 15.1.2. Main Management Indicators
 - 15.1.3. Management Control of the Banking Business
- 15.2. Management Objectives of Financial Institutions
 - 15.2.1. Solvency Management in Credit Institutions
 - 15.2.2. *Market and Funding Liquidity*
 - 15.2.3. Efficient Banking Management
- 15.3. Interest Rate Risk Management
 - 15.3.1. Risk Management in Credit Institutions
 - 15.3.2. Interest Rate Risk
 - 15.3.3. Interest Risk Valuation Methods
- 15.4. Liquidity Management and Monetary Policy of the ECB
 - 15.4.1. Money and Interbank Markets
 - 15.4.2. Liquidity Management
 - 15.4.3. Coverage of Legal Coefficients
 - 15.4.4. Monetary Policy in the Euro Zone
- 15.5. Banking Company and Management Models
 - 15.5.1. The Financing of Economic Activity
 - 15.5.2. Costs and Productivity
 - 15.5.3. Margins and Profitability
 - 15.5.4. Competition in the Banking Sector
- 15.6. Banking Regulation
 - 15.6.1. The European Central Bank and the Central Banking System
 - 15.6.2. Cash Ratio and Eligible Liabilities
 - 15.6.3. Solvency Ratios: Basel II
 - 15.6.4. Money Laundering

Module 16. Financial Instruments and Markets

- 16.1. The Financial Markets
 - 16.1.1. Characteristics of Financial Markets
 - 16.1.2. Functions of Financial Markets
 - 16.1.3. Components of Financial Markets

- 16.2. Types of Financial Markets
 - 16.2.1. Financial Markets According to Traded Rights
 - 16.2.2. Financial Markets According to the Term of the Assets Traded
 - 16.2.3. Financial Markets According to the Time of Issuance of Assets
 - 16.2.4. Financial Markets According to Their Organizational Structure
 - 16.2.5. Financial Markets According to the Time of Delivery of the Asset
- 16.3. Financial Market Supervisory Bodies
 - 16.3.1. European Central Bank
 - 16.3.2. General Directorate of Insurance and Pension Funds
 - 16.3.3. National Securities Market Commission
- 16.4. Stock Markets
 - 16.4.1. The Stock Market
 - 16.4.2. Futures Market
 - 16.4.3. Options Markets
- 16.5. Fixed Income Market
 - 16.5.1. Spot Interest Rates and Forward Interest Rates
 - 16.5.2. Public Debt Market
 - 16.5.3. AIAF Market
- 16.6. Equity Market
 - 16.6.1. Trading Systems
 - 16.6.2. CNMV and Market Regulation
 - 16.6.3. Securities and Stock Exchange Operations
 - 16.6.4. IPOs
- 16.7. Futures Market
 - 16.7.1. Forward Contracts
 - 16.7.2. Futures on Interest
 - 16.7.3. Exchange Rate Futures
 - 16.7.4. Stock Index Futures
- 16.8. Options Markets
 - 16.8.1. Speculative Operations
 - 16.8.2. Continuous Arbitrage Operations
 - 16.8.3. The Price of an Option Contract
 - 16.8.4. Use of Options in Hedging
 - 16.8.5. Characteristics of an Options Portfolio

- 16.9. OTC Derivative Products
 - 16.9.1. FRA Markets
 - 16.9.2. *Swap*
 - 16.9.3. Cap, Floor and Collar
- 16.10. Foreign Exchange Market
 - 16.10.1. Operation and Regulatory Agencies
 - 16.10.2. Spot Foreign Exchange Transactions
 - 16.10.3. Parity Conditions
 - 16.10.4. Exchange to Local Currency
- 16.11. Investment Funds
 - 16.11.1. Fixed Income Funds
 - 16.11.2. Mixed Fixed Income Funds
 - 16.11.3. Mixed Equity Funds
 - 16.11.4. Equity Funds
- 16.12. Liberalization of Financial Markets
 - 16.12.1. Eurodollars and Eurobonds
 - 16.12.2. New International Titles
 - 16.12.3. Globalization

Module 17. Financial Analysis and Planning

- 17.1. Accounting and Bank Consolidation
 - 17.1.1. Analysis of the Economic Situation
 - 17.1.2. Industry and Company Analysis
 - 17.1.3. Types of Graphs
 - 17.1.4. Main Theories
- 17.2. Fundamental and Technical Analysis
 - 17.2.1. Analysis of the Balance Sheet
 - 17.2.2. Income Statement Analysis
 - 17.2.3. Management Ratios
 - 17.2.4. Selection Criteria for Investing in a Credit Institution
- 17.3. Analysis of Financial Statements

- 17.3.1. Equity Analysis
- 17.3.2. Degree of Liquidity of Assets
- 17.3.3. Efficiency and Profitability of Investments
- 17.4. Financial Prediction
 - 17.4.1. Economic Forecasting Models
 - 17.4.2. Univariate Models
 - 17.4.3. Multivariate Models
 - 17.4.4. Techniques for Estimating Financial Variables
- 17.5. Balance Sheet and Risk Analysis
 - 17.5.1. Risks of Credit Institutions
 - 17.5.2. Information Required for Risk Analysis
 - 17.5.3. Analysis of the Situation and Possible Evolution of the Companies
 - 17.5.4. Short and Long-Term Financing
- 17.6. Solvency Management
 - 17.6.1. Shareholders Equity in the Banking Company and Solvency Ratio
 - 17.6.2. Capital Optimization and Pillar II
 - 17.6.3. Basel III
 - 17.6.4. Internal Control and Pillar III
- 17.7. Profitability Analysis Models
 - 17.7.1. Risk-Adjusted Return Analysis
 - 17.7.2. Asset and Liability Pricing Models
 - 17.7.3. Strategic Map: Definition and Elaboration
 - 17.7.4. Control Panels
- 17.8. Valuation of Credit Institutions
 - 17.8.1. Basic Principles in the Valuation of a Financial Institution
 - 17.8.2. Modeling of a Credit Institution
 - 17.8.3. Methodologies for the Valuation of Financial Institutions

Module 18. Financial Products and Banking Asset Products

- 18.1. Public Fixed Income Assets
 - 18.1.1. Treasury Bills
 - 18.1.2. Government Bonds and Debentures
 - 18.1.3. Debt of the Autonomous Community and Other Public Entities
- 18.2. Equity Assets
 - 18.2.1. The Regulation of Equity Markets
 - 18.2.2. Contracting in Equity Markets
 - 18.2.3. Companies in the Stock Market
 - 18.2.4. Stock Market Information
- 18.3. Derivative Financial Products
 - 18.3.1. Short-Term Derivative Products
 - 18.3.2. Options
 - 18.3.3. *Swaps*
 - 18.3.4. Credit Derivatives
- 18.4. Structured Financial Products
 - 18.4.1. Structured Interest Rate Swaps
 - 18.4.2. Structured Exchange Rate
 - 18.4.3. Structured Equity Securities
 - 18.4.4. Commodities Structures
- 18.5. Bank Loans to Individuals
 - 18.5.1. Analysis of Effective Rates
 - 18.5.2. Financial Characteristics
 - 18.5.3. Legal Characteristics
- 18.6. Corporate Banking Asset Products
 - 18.6.1. Bank Discount
 - 18.6.2. Credit Policies
 - 18.6.3. Anticipated Credits
- 18.7. Mortgage Loans
 - 18.7.1. Appraisals
 - 18.7.2. Mortgage Subrogation
 - 18.7.3. Mortgage Novations
- 18.8. Working Capital Financing Products
 - 18.8.1. *Factoring*
 - 18.8.2. *Confirming*
- 18.9. Insurance Products
 - 18.9.1. Models and Characteristics

- 18.9.2. Regulation and Tax Treatment of Pension Funds and Plans
- 18.9.3. Marketing of Insurance Products from Credit Institutions
- 18.10. Liability Products
 - 18.10.1. Remuneration and Profitability
 - 18.10.2. APR
 - 18.10.3. Legal and Tax Aspects
 - 18.10.4. Target Audience

Module 19. Collective Investment

- 19.1. Investment Funds
 - 19.1.1. Manager and Trustee
 - 19.1.2. Investment Funds
 - 19.1.3. Supervision
 - 19.1.4. Characteristics of the Funds
- 19.2. Equity Management
 - 19.2.1. Analysis of Investment Funds
 - 19.2.2. Equity Management Tools
 - 19.2.3. Analysis of a Portfolio of Financial Assets
 - 19.2.4. Reinstatement of Truncated Financial Investments
- 19.3. Asset Allocation
 - 19.3.1. Portfolio Advisory Process
 - 19.3.2. Strategic and Tactical Asset Allocation
 - 19.3.3. Institutional Manager
 - 19.3.4. Strategic Portfolio and Tactical Portfolio
- 19.4. Portfolio Building
 - 19.4.1. Market Risk
 - 19.4.2. International Investment
 - 19.4.3. Asset Classes, Utility Curves and CAMP
 - 19.4.4. Portfolio Formation Strategies
- 19.5. Equity Management Strategies
 - 19.5.1. Markowitz Portfolio Selection Theory
 - 19.5.2. Systematic and Specific Risks
 - 19.5.3. Financial Crisis Management
 - 19.5.4. Portfolio Management in Emerging Markets

- 19.6. Fixed Income Management Strategies
 - 19.6.1. Fixed Income Portfolio Management
 - 19.6.2. Hedging in Fixed Income Portfolios
 - 19.6.3. Securitizations
- 19.7. Insurance
 - 19.7.1. Fundamentals of the Insurance Activity
 - 19.7.2. Unit Linked, Coinsurance and Reinsurance
 - 19.7.3. Insurance Sector Institutions
 - 19.7.4. Insurance Companies and Mutual Insurance Companies
- 19.8. Taxation
 - 19.8.1. Taxation of Financial Products
 - 19.8.2. Taxation of Social Security Products
 - 19.8.3. BORRAR

Module 20. Financial Marketing

- 20.1. Bank Office Market Research
 - 20.1.1. Specific Aspects of Financial Services Marketing
 - 20.1.2. Determining Factors When Choosing a Bank
 - 20.1.3. Development of New Banking Products and Services
 - 20.1.4. Tools for Bank Marketing Research
- 20.2. Sales and Communication Techniques
 - 20.2.1. Notions of Psychology Applied to Sales
 - 20.2.2. Techniques to Improve Verbal and Non-Verbal Communication
 - 20.2.3. Negotiation Tactics
 - 20.2.4. Closing and Customer Commitment
- 20.3. Financial Marketing Plan
 - 20.3.1. Pricing of Banking Products
 - 20.3.2. Product Promotion and Advertising Campaigns
 - 20.3.3. Distribution Systems Used in Financial Services Marketing
 - 20.3.4. Segmentation, Targeting and Positioning

- 20.4. New Strategies for Sales Growth and Cost Savings
 - 20.4.1. Electronic Banking
 - 20.4.2. CRM (Customer Relationship Management)
 - 20.4.3. Cross-Selling and Up-Selling
- 20.5. Relationship Marketing
 - 20.5.1. Customer Development and Loyalty
 - 20.5.2. Marketing Tools for Customer Loyalty and Retention
 - 20.5.3. Customer Retention Strategies
- 20.6. Inbound Marketing in the Banking Sector
 - 20.6.1. Effective Inbound Marketing
 - 20.6.2. The Benefits of Inbound Marketing
 - 20.6.3. Measuring the Success of Inbound Marketing
- 20.7. Developing E-Mail Campaigns
 - 20.7.1. Designing E-Mail Marketing Campaigns
 - 20.7.2. *E-mail Marketing*
 - 20.7.3. Lists of Subscribers, Leads and Customers
- 20.8. Corporate Branding
 - 20.8.1. *Brand Evolution*
 - 20.8.2. Creating and Developing a Successful Brand
 - 20.8.3. *Brand Equity*

Module 21. Startup Creation and Financing

- 21.1. Creation of a Startup
 - 21.1.1. From the Idea to the Business Model
 - 21.1.2. Partners
 - 21.1.3. Legal Considerations
 - 21.1.4. Organization and Culture
 - 21.1.5. Venture Capital and Entrepreneurial Management
- 21.2. Startup Financial Management and Administration
 - 21.2.1. Introduction to Financial Management in Startup Companies
 - 21.2.2. Financial Metrics for Startups
 - 21.2.3. Financial Planning: Projection Models and Their Interpretation
 - 21.2.4. Valuation Methods

- 21.2.5. BORRAR
- 21.3. The Business Plan
 - 21.3.1. Content
 - 21.3.2. Introduction
 - 21.3.3. SWOT
 - 21.3.4. The Canvas Model
- 21.4. Growth Phases in Startup Companies
 - 21.4.1. Seed Phase
 - 21.4.2. Startup Phase
 - 21.4.3. Growth Phase
 - 21.4.4. Consolidation Phase
- 21.5. Financing Startups
 - 21.5.1. Bank Financing
 - 21.5.2. Subsidies
 - 21.5.3. Seed Capital and Accelerators. *Business Angels*
 - 21.5.4. Venture Capital. IPO
 - 21.5.5. *Public to Private Partnership*
- 21.6. International Venture Capital and Seed Capital Entities
 - 21.6.1. BORRAR BORRAR
 - 21.6.2. International Venture Capital Entities
 - 21.6.3. Private Investors: Caixa Capital Risc. Bstartup
 - 21.6.4. FOND-ICO Global
 - 21.6.5. Accelerators: Wayra, Lanzadera and Plug & Play

Module 22. Research in Social Sciences

- 22.1. Introduction to Investigative Methodology
- 22.2. Methodologies in Economics and Management
- 22.3. Data Sources
- 22.4. Fundamentals of Statistics
- 22.5. Research in Economics
- 22.6. Management Research
- 22.7. Design of a Market Study
- 22.8. History of Economics and Business

- 22.9. Philosophical Currents in Business and Economics
- 22.10. New Trends

Module 23. Research Tools

- 23.1. Thesis and Report Writing
- 23.2. Use of Database Managers
- 23.3. Scientometrics and Scientific Databases
- 23.4. Spreadsheet for Economics and Finance
- 23.5. Bibliographic Sources
- 23.6. Advanced Internet Searching
- 23.7. Statistical Packages
- 23.8. Data Analysis Tools
- 23.9. Algorithm Fundamentals
- 23.10. New Trends

Module 24. Behavioral Economics

- 24.1. Introduction to Behavioral Economics Research
- 24.2. Fundamentals of Behavioral Economics
- 24.3. Psychology of Economics
- 24.4. Choice in Economics
- 24.5. Decision-Making Process
- 24.6. Frames
- 24.7. Behavioral Finance
- 24.8. General Applications
- 24.9. Criticism of Behavioral Economics
- 24.10. Future Trends

Module 25. International Trade Economics

- 25.1. Introduction to Research in International Economics
- 25.2. Fundamentals of International Economics
- 25.3. History of the International Economy

- 25.4. International Economic Institutions and Organizations
- 25.5. Economic Diplomacy
- 25.6. Country Analysis
- 25.7. Economic Globalism
- 25.8. International Taxation
- 25.9. Economic Blocks and International Relations
- 25.10. Future Trends

Module 26. Industrial Economics

- 26.1. Introduction to Research in Industrial Economics
- 26.2. Fundamentals of Industrial Economy
- 26.3. Economics, Markets and Efficiency
- 26.4. Economics and Innovation
- 26.5. Economics of Services
- 26.6. Internet Economy
- 26.7. Sharing Economy and Platform Economy
- 26.8. Industrial Crisis and Creative Destruction
- 26.9. Public Companies and Market
- 26.10. Future Trends



You will have access to a library full of multimedia support resources in formats such as explanatory videos, interactive summaries or specialized readings”

04

Teaching Objectives

Through this unique TECH undergraduate program, students will excel in their holistic knowledge of corporate financial management. At the same time, experts will develop advanced leadership skills that will enable them to improve informed strategic decision making to ensure the success of financial operations and the long-term sustainability of institutions. Also, professionals will master cutting-edge technological tools to automate routine complex tasks such as budgeting, financial statement analysis and even the identification of potential risks.



“

You will implement Accounting Systems to optimize the operational efficiency of entities and increase accuracy in financial reporting”



General Objectives

- ♦ Design innovative strategies and policies to improve management and financial efficiency
- ♦ Formulate and implement financial policies to adequately manage cash flow, investments and tax planning as growth strategies to adapt the company to changes in the national and international environment
- ♦ 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
- ♦ Optimize the exposure and management of interest and liquidity risk and its financing structure according to regulations
- ♦ Define the capital structure and measures to strengthen the solvency of a credit institution considering the new risk coverage requirements
- ♦ Identify the economic-financial profitability and risks of a client, operation or group of operations, activities or businesses
- ♦ Define the management information relevant to the tactical and strategic monitoring of a credit institution
- ♦ Perform balance sheet and income statement projections in highly uncertain environments
- ♦ Approach to the fundamentals of economics and opportunity cost
- ♦ Know the methodological bases of research in economics.
- ♦ Learn what are and how to use the different tools necessary for research in economic sciences
- ♦ Learn what behavioral economics is





Specific Objectives

Module 1. Leadership, Ethics and Social Responsibility in Companies

- ♦ Analyze the importance of corporate social responsibility in the current business context
- ♦ Develop advanced skills of effective leadership, aligned with ethical principles and current legal regulations

Module 2. Strategic Management and Executive Management

- ♦ Delve into the fundamentals of strategic management in the formulation and execution of organizational plans
- ♦ Evaluate different management models and their impact on institutional performance

Module 3. People and Talent Management

- ♦ Design innovative strategies to promote the attraction, development and retention of human talent
- ♦ Implement cutting-edge team management techniques that foster collaboration and performance among employees

Module 4. Economic and Financial Management

- ♦ Be able to interpret financial statements correctly to optimize informed strategic decision making
- ♦ Apply financial analysis techniques to evaluate the economic health of an organization

Module 5. Operations and Logistics Management

- ♦ Analyze key processes in the supply chain to optimize operational efficiency
- ♦ Design a logistics plan for efficient distribution of products and services

Module 6. Information Systems Management

- ♦ Implement emerging technologies that improve data management and internal communication
- ♦ Develop an information management plan that ensures data security and privacy

Module 7. Commercial Management, Strategic Marketing and Corporate Communication

- ♦ Create a strategic marketing plan that responds to the needs of the target market
- ♦ Implement business management techniques that increase customer satisfaction and long-term brand loyalty

Module 8. Market Research, Advertising and Commercial Management

- ♦ Analyze the impact of advertising on consumer behavior
- ♦ Design commercial strategies based on data analysis and market trends

Module 9. Innovation and Project Management

- ♦ Plan and manage projects efficiently, using agile methodologies
- ♦ Evaluate project success through performance and results metrics

Module 10. Executive Management

- ♦ Analyze the role of the manager in the creation of business value and sustainability
- ♦ Implement coaching and mentoring techniques for the development of high performance teams

Module 11. Strategic Planning and Management Control

- ♦ Design a strategic planning system that aligns organizational objectives with actions
- ♦ Implement effective management controls to monitor performance and results

Module 12. Financial Risk and Corporate Finance

- ♦ Analyze the sources of financing and their impact on the capital structure
- ♦ Develop financial risk mitigation strategies for organizational decision making

Module 13. Feasibility of the Investment Projects

- ♦ Apply methods of analysis for informed investment decisions
- ♦ Develop reports that present project evaluation results to stakeholders

Module 14. The Economic Environment and Financial Markets

- ♦ Evaluate the functioning of financial markets and their relationship with the global economy
- ♦ Develop skills to interpret economic and financial indicators

Module 15. Banking Management

- ♦ Evaluate the impact of bank management on the financial health of companies
- ♦ Develop strategies to optimize the relationship with banking institutions

Module 16. Financial Instruments and Markets

- ♦ Address the different financial instruments and their use in business management
- ♦ Evaluate the risks and rewards associated with financial markets

Module 17. Financial Analysis and Planning

- ♦ Implement financial planning techniques to optimize the company's resources
- ♦ Evaluate the effectiveness of different investment and financing strategies

Module 18. Financial Products and Banking Asset Products

- ♦ Understand the various types of financial products and their role in business management
- ♦ Evaluate the suitability of banking asset products to the needs of the company

Module 19. Collective Investment

- ♦ Delve into the variety of types of financial products and their role in business management
- ♦ Evaluate the suitability of banking asset products to the needs of the company

Module 20. Financial Marketing

- ♦ Develop skills to effectively communicate the value of financial products
- ♦ Design and implement marketing strategies for various types of financial products and services

Module 21. Start-Up Creation and Financing

- ♦ Analyze the startup creation process and associated challenges
- ♦ Develop a solid business plan that includes financing and growth strategy

Module 22. Research in Social Sciences

- ♦ Develop skills to conduct research in the field of Social Sciences
- ♦ Evaluate appropriate research methodology for different types of studies

Module 23. Research Tools

- ♦ Obtain advanced skills for data analysis and interpretation of results
- ♦ Implement digital tools that facilitate the research process

Module 24. Behavioral Economics

- ♦ Analyze the impact of psychology on economic decision making
- ♦ Develop strategies that consider the principles of behavioral economics in the design of policies and products

Module 25. International Trade Economics

- ♦ Analyze the dynamics of international trade and its influence on companies
- ♦ Develop strategies for business internationalization considering the global environment

Module 26. Industrial Economics

- ♦ Assess the impact of government policies on the industrial economy
- ♦ Develop strategies for the improvement of industrial performance and innovation

05

Career Opportunities

Upon completion of this Advanced Master's Degree in Finance, professionals will have a deep understanding of advanced financial strategies and risk management. Graduates will be able to design and implement effective financial plans, optimize investments and improve the profitability of organizations. In addition, they will develop skills in financial analysis, international markets and emerging financial technologies. In this way, experts will expand their career opportunities and assume key roles as financial directors, investment analysts or financial consultants.



“

You will serve as Treasury Director, ensuring that companies have adequate and efficient cash flow”

Graduate Profile

Graduates of the Advanced Master's Degree in Finance are highly qualified to manage and optimize the financial resources of organizations. In addition, they have deep knowledge of investment strategies, risk analysis and international markets. In addition, they have mastered advanced financial tools and emerging technologies, allowing them to design and execute effective financial plans. In addition, they are prepared to collaborate with multidisciplinary teams, advise senior management and foster economic sustainability, promoting business competitiveness.

You will provide guidance to individuals to manage their personal Finances, including investment or savings techniques.

- **Financial Analysis Skills:** Professionals develop skills to interpret financial statements, evaluate economic performance, and perform detailed analyses that support strategic decision making
- **Risk Management:** A core competency is the ability to identify, assess and mitigate financial risks, ensuring the economic stability and sustainability of organizations
- **Strategic Thinking:** Graduates apply strategic thinking to design and implement financial plans aligned with business objectives, promoting growth and competitiveness
- **Digital Financial Competence:** In the current context, it is essential to handle digital tools and advanced financial technologies, from analysis software to investment management platforms and blockchain



After completing the Advanced Master's Degree, you will be able to apply your knowledge and skills in the following positions:

1. **Chief Financial Officer:** Expert in the management and direction of a company's finances, supervising budgets, investments and financial strategies.
2. **Investment Analyst:** Professional in charge of evaluating investment opportunities and advising on portfolio management to maximize returns.
3. **Financial Consultant:** Provides advice to companies or individuals on financial planning, investments and risk management.
4. **Risk Manager:** in charge of identifying, assessing and mitigating financial risks within an organization to ensure its economic stability.
5. **Financial Auditor:** In charge of reviewing and verifying the accuracy of a company's financial records, ensuring compliance with regulations and standards.
6. **Treasury Director:** Manages the day-to-day liquidity and finances of a company, ensuring adequate cash flow.
7. **Corporate Finance Specialist:** Focused on corporate finance, including mergers, acquisitions and financial restructurings.
8. **Personal Finance Advisor:** Provides guidance to individuals in managing their personal finances, including investments, savings and tax planning.
9. **Financial Economist:** Analyzes economic trends and their impact on financial markets and business strategies.
10. **Fund Manager:** Manages investment funds, making decisions about where and how to invest clients' capital to maximize returns.



You will be able to analyze economic trends and their impact on financial markets”

06

Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.



“

TECH will prepare you to face new challenges in uncertain environments and achieve success in your career”

The student: the priority of all TECH programs

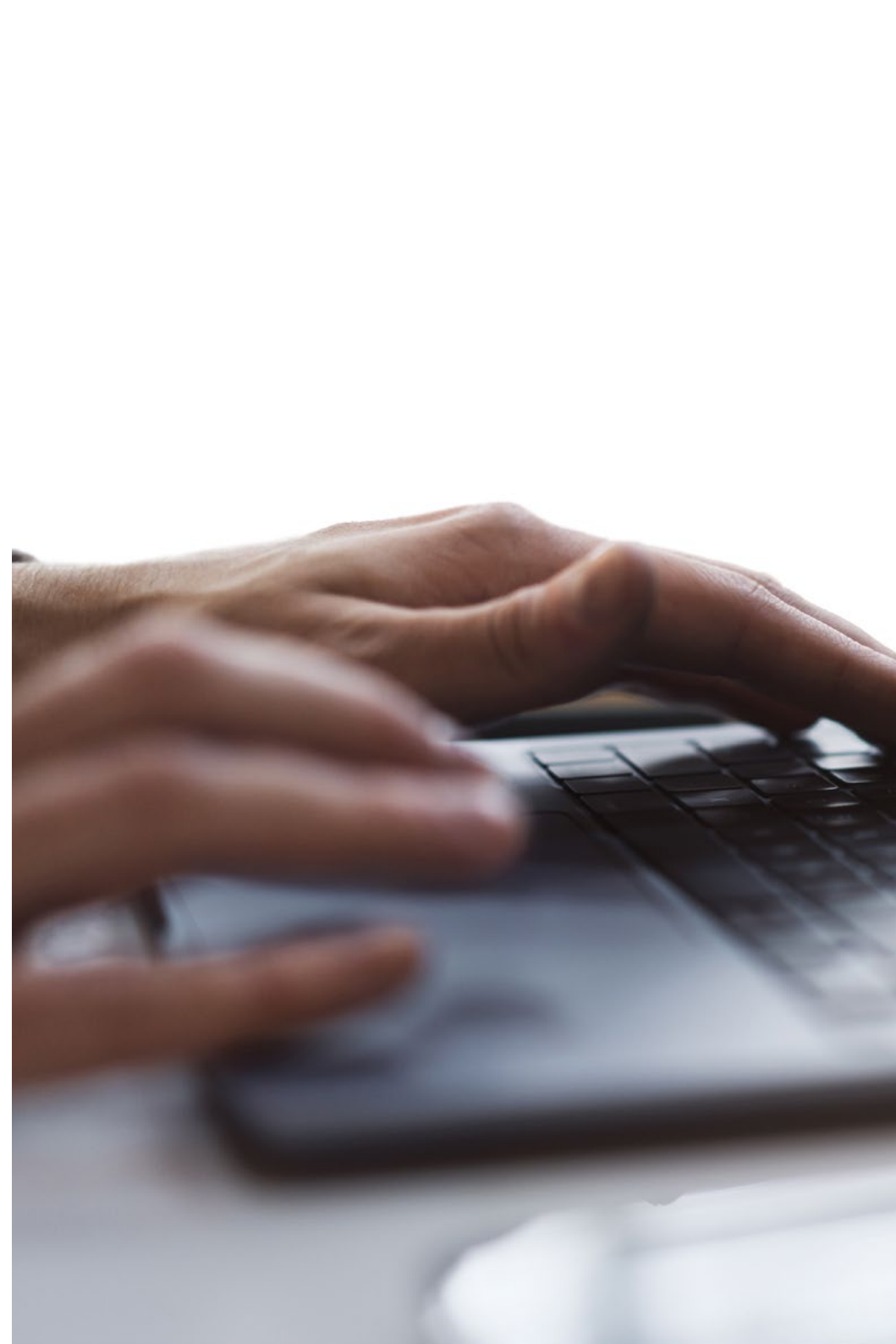
In TECH's study methodology, the student is the main protagonist.

The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

“

*At TECH you will NOT have live classes
(which you might not be able to attend)”*



The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

“*TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want*”

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.



Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

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.



A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.



The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule”

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the quality of teaching, quality of materials, course structure and objectives is excellent. Not surprisingly, the institution became the best rated university by its students on the Trustpilot review platform, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.



As such, the best educational materials, thoroughly prepared, will be available in this program:



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.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.



Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.



Interactive Summaries

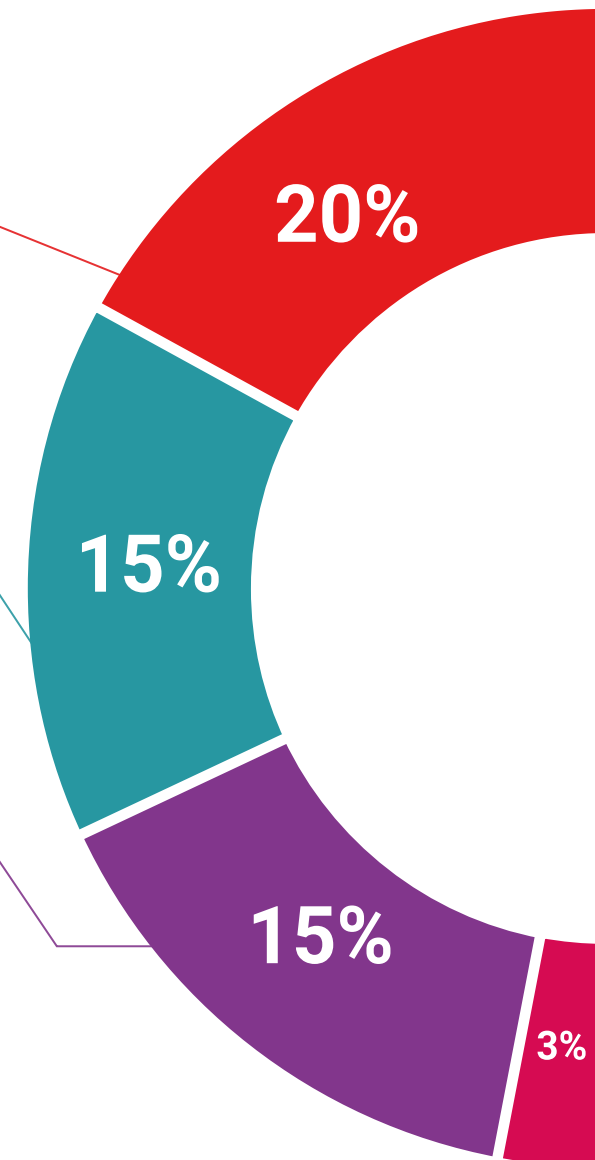
We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

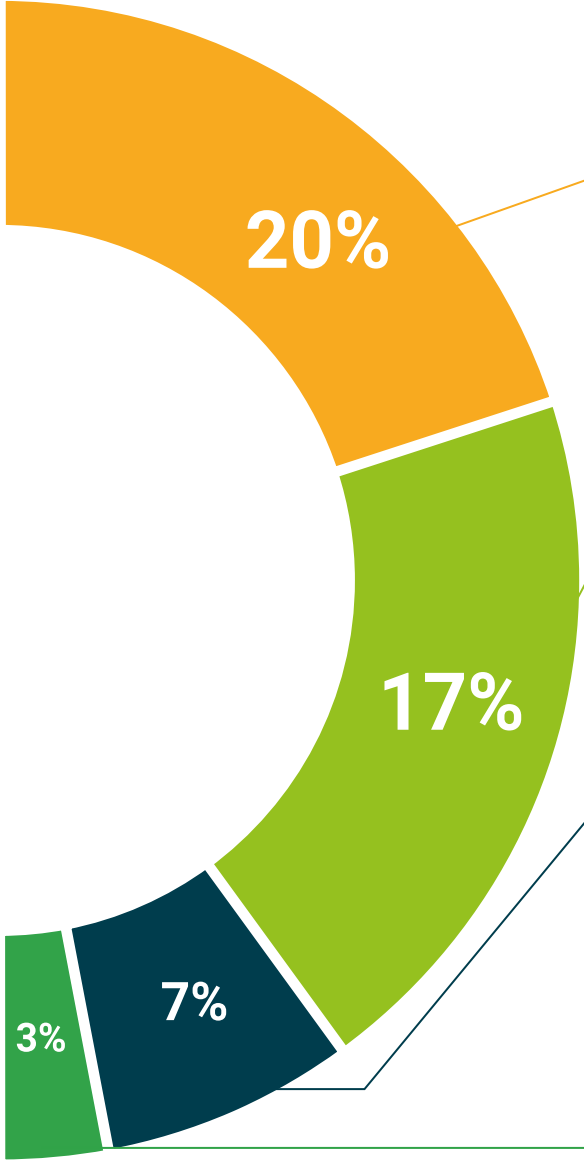
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.





Case Studies

Students will complete a selection of the best case studies in the field. Cases that are presented, analyzed, and supervised by the best specialists in the world.



Testing & Retesting

We periodically assess and re-assess your knowledge throughout the program. We do this on 3 of the 4 levels of Miller's Pyramid.



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 for future difficult decisions.



Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical and effective way to help students progress in their learning.



07

Teaching Staff

TECH's philosophy is to offer the most updated and complete university programs in the academic panorama. Therefore, it carries out a meticulous process to form their respective teaching staff. As a result, this Advanced Master's Degree has the participation of recognized experts in the field of Finance. In this way, they have developed a myriad of didactic contents that stand out both for their high quality and for adapting to the demands of today's labor market. Therefore, graduates have the guarantees they demand to access an immersive experience that will significantly broaden their employment horizons.





“

You will have the full support of the teaching team, made up of prestigious specialists in the Finance sector”

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 Corporate Banking**, where he has led teams in the development of **HSBC Kinetic** and **mobile services** for **corporate 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

- Head of Mobile Banking at HSBC Kinetic, London, United Kingdom
- Co-Head of Corporate Banking at HSBC Kinetic
- Head of Banking and Beyond Banking at HSBC Kinetic
- CDO (Chief Data Officer) 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's Degree 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's Degree in Social Sciences from Oxford Technical College

“

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 on the international scene with her innovative and visionary work. With extensive experience in advising government and international organizations, she has been noted for her focus 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. Her 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 País*, *The Guardian* and *Le Monde*. Also, as a respected voice in the media, she contributes as a regular commentator on renowned channels such as *CNN*, *Sky* and *BBC*, extending her influence beyond print.

Adding to her prolific career as an author and analyst, she shares her knowledge in academic settings, teaching 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 actively participated in the feminist movement and was 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, obtained at 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* of 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

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

“

A unique, key, and decisive educational experience to boost your professional development”

International Guest Director

With over 20 years of experience in designing and leading global **talent acquisition teams**, Jennifer Dove is an expert in **technology recruitment** and **strategy**. Throughout her career, she has held senior positions in several technology organizations within *Fortune 50* companies such as **NBCUniversal** and **Comcast**. Her track record has allowed her to excel in competitive, high-growth environments.

As **Vice President of Talent Acquisition** at **Mastercard** she is responsible for overseeing talent onboarding strategy and execution, collaborating with business leaders and **HR Managers** to meet operational and strategic hiring objectives. In particular, she aims to **build diverse, inclusive and high-performing teams** that drive innovation and growth of the company's products and services. In addition, she is adept at using tools to attract and retain the best people from around the world. She is also responsible for **amplifying** Mastercard's **employer brand** and **value proposition** through publications, events and social media.

Jennifer Dove has demonstrated her commitment to continuous professional development by actively participating in networks of **Human Resources** professionals and contributing to the onboarding of numerous employees at different companies. After earning her bachelor's degree in **Organizational Communication** from the University of Miami, she has held management positions in recruitment for companies in various areas.

On the other hand, it has been recognized for its ability to lead organizational transformations, **integrate technologies** into **recruitment processes** and develop leadership programs that prepare institutions for future challenges. She has also successfully implemented **wellness programs** that have significantly increased employee satisfaction and retention.



Ms. Dove, Jennifer

- Vice President of Talent Acquisition at Mastercard, New York, United States
- Director of Talent Acquisition at NBCUniversal Media, New York, USA
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory, New York, USA
- Executive Vice President of the Sales Division at Ardor NY Real Estate
- Director of Recruitment at Valerie August & Associates
- Account Executive at BNC
- Account Executive at Vault
- Degree in Organizational Communication from the University of Miami

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International Guest Director

A technology leader with decades of experience in major technology multinationals, Rick Gauthier has developed prominently in the field of cloud services and end-to-end process improvement. He has been recognized as a leader and manager of highly efficient teams, showing a natural talent for ensuring a high level of engagement among his employees.

He possesses innate gifts in strategy and executive innovation, developing new ideas and backing his success with quality data. His background at Amazon has allowed him to manage and integrate the company's IT services in the United States. At Microsoft he led a team of 104 people, responsible for providing corporate-wide IT infrastructure and supporting product engineering departments across the company.

This experience has allowed him to stand out as a high-impact manager with remarkable abilities to increase efficiency, productivity and overall customer satisfaction.



Mr. Gauthier, Rick

- Regional IT Director at Amazon, Seattle, United States
- Senior Program Manager at Amazon
- Vice President of Wimmer Solutions
- Senior Director of Productive Engineering Services at Microsoft
- Degree in Cybersecurity from Western Governors University
- Technical Certificate in Commercial Diving from Divers Institute of Technology
- Degree in Environmental Studies from The Evergreen State College

“

Take the opportunity to learn about the latest advances in this field to apply it to your daily practice”

International Guest Director

Romi Arman is a renowned international expert with more than two decades of experience in **Digital Transformation, Marketing, Strategy and Consulting**. Through that extended trajectory, he has taken different risks and is a permanent **advocate for innovation and change** in the business environment. With that expertise, he has collaborated with CEOs and corporate organizations from all over the world, pushing them to move away from traditional business models. In this way, he has helped companies such as Shell Energy become **true market leaders**, focused on their **customers** and the **digital world**.

The strategies designed by Arman have a latent impact, as they have enabled several corporations **to improve the experiences of consumers, staff and shareholders** alike. The success of this expert is quantifiable through tangible metrics such as **CSAT, employee engagement** in the institutions where he has practiced and the growth of the **EBITDA financial indicator** in each of them.

Also, in his professional career, he has nurtured and **led high-performance teams** that have even received awards for their **transformational potential**. With Shell, specifically, the executive has always set out to overcome three challenges: meeting **customers'** complex **decarbonization** demands **supporting a "cost-effective decarbonization"** and **overhauling** a fragmented **data, digital and technology** landscape. Therefore, his efforts have shown that in order to achieve sustainable success, it is essential to start from the needs of consumers and lay the foundations for the transformation of processes, data, technology and culture.

In addition, the executive stands out for his mastery of the **business applications of Artificial Intelligence**, a subject in which he holds a postgraduate degree from the London Business School. At the same time, he has accumulated experience in **IoT and Salesforce**.



Mr. Arman, Romi

- ♦ Digital Transformation Director (CDO) at Shell Energy Corporation, London, UK
- ♦ Global Director of E-Commerce and Customer Service at Shell Energy Corporation
- ♦ National Key Account Manager (OEM and automotive retailers) for Shell in Kuala Lumpur, Malaysia
- ♦ Senior Management Consultant (Financial Services Sector) for Accenture based in Singapore
- ♦ Bachelor's Degree from the University of Leeds
- ♦ Postgraduate Degree in Business Applications of AI for Senior Executives from the London Business School
- ♦ CCXP Customer Experience Professional Certification
- ♦ Executive Digital Transformation Course by IMD



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International Guest Director

Manuel Arens is an experienced data management professional and leader of a highly qualified team. In fact, Arens holds the position of **global purchasing manager** in Google's Technical Infrastructure and Data Center division, where he has spent most of his professional career. Based in Mountain View, California, he has provided solutions for the tech giant's operational challenges, such as **master data integrity**, **vendor data updates** and **vendor prioritization**. He has led data center supply chain planning and vendor risk assessment, generating process and workflow management improvements that have resulted in significant cost savings.

With more than a decade of work providing digital solutions and leadership for companies in diverse industries, he has extensive experience in all aspects of strategic solution delivery, including **Marketing**, **media analytics**, **measurement** and **attribution**. In fact, he has received a number of accolades for his work, including the **BIM Leadership Award**, the **Search Leadership Award**, the **Lead Generation Export Program Award** and the **Export Lead Generation Program Award** and the **EMEA Best Sales Model Award**.

Arens also served as **Sales Manager** in Dublin, Ireland. In this role, he built a team of 4 to 14 members over three years and led the sales team to achieve results and collaborate well with each other and cross-functional teams. He also served as **Senior Industry Analyst**, in Hamburg, Germany, creating storylines for over 150 clients using internal and third party tools to support analysis. He developed and wrote in-depth reports to demonstrate his mastery of the subject matter, including understanding the macroeconomic and political/regulatory factors affecting technology adoption and diffusion.

He has also led teams at companies such as Eaton, Airbus and Siemens, where he gained valuable account management and supply chain experience. He is particularly noted for continually exceeding expectations by **building valuable customer relationships** and **working seamlessly with people at all levels of an organization**, including stakeholders, management, team members and customers. His data-driven approach and ability to develop innovative and scalable solutions to industry challenges have made him a prominent leader in his field.



Mr. Arens, Manuel

- Global Procurement Manager at Google, Mountain View, USA
- Senior Manager, B2B Analytics and Technology, Google, USA
- Sales Director at Google, Ireland
- Senior Industry Analyst at Google, Germany
- Accounts Manager at Google, Ireland
- Accounts Payable at Eaton, UK
- Supply Chain Manager at Airbus, Germany

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International Guest Director

Andrea La Sala is an experienced Marketing executive whose projects have had a significant impact on the Fashion environment. Throughout his successful career he has developed different tasks related to Product, Merchandising and Communication. All of this linked to prestigious brands such as Giorgio Armani, Dolce&Gabbana, Calvin Klein, among others.

The results of this high-profile international executive have been linked to his proven ability to synthesize information in clear frameworks and execute concrete actions aligned to specific business objectives. In addition, he is recognized for his proactivity and adaptability to fast-paced work rhythms. To all this, this expert adds a strong commercial awareness, market vision and a genuine passion for products.

As Global Brand and Merchandising Director at Giorgio Armani, he has overseen a variety of Marketing strategies for apparel and accessories. His tactics have also focused on the retail environment and consumer needs and behavior. In this position, La Sala has also been responsible for shaping the commercialization of products in different markets, acting as team leader in the Design, Communication and Sales departments..

Furthermore, in companies such as Calvin Klein or Gruppo Coin, he has undertaken projects to boost the structure, and development of different collections. He has been in charge of creating effective calendars for buying and selling campaigns.

He has also been in charge of the terms, costs, processes and delivery times of different operations.

These experiences have made Andrea La Sala one of the main and most qualified corporate leaders in Fashion and Luxury. A high managerial capacity with which he has managed to effectively implement the positive positioning of different brands and redefine their key performance indicators (KPIs).



Mr. La Sala, Andrea

- Global Brand & Merchandising Director Armani Exchange at Giorgio Armani, Milan, Italy
- Merchandising Director at Calvin Klein
- Brand Manager at Gruppo Coin
- Brand Manager at Dolce&Gabbana
- Brand Manager at Sergio Tacchini S.p.A.
- Market Analyst at Fastweb
- Degree in Business and Economics from the University of Eastern Piedmont

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International Guest Director

Mick Gram is synonymous with innovation and excellence in the field of **Business Intelligence** internationally. His successful career is linked to leadership positions in multinationals such as **Walmart** and **Red Bull**. Likewise, this expert stands out for his vision to **identify emerging technologies** that, in the long term, achieve an everlasting impact in the corporate environment.

On the other hand, the executive is considered a **pioneer in the use of data visualization techniques** that simplified complex sets, making them accessible and facilitating decision making. This ability became the pillar of his professional profile, transforming him into a desired asset for many organizations that bet on **gathering information** and **generating concrete actions** from them.

One of his most outstanding projects in recent years has been the **Walmart Data Café platform**, the largest of its kind in the world that is anchored in the **cloud** aimed at **Big Data** analysis. In addition, he has held the position of **Director of Business Intelligence** at **Red Bull**, covering areas such as **Sales, Distribution, Marketing** and **Supply Chain Operations**. His team was recently recognized for its constant innovation regarding the use of Walmart Luminare's new API for Shopper and Channel insights.

As for his training, the executive has several Masters and postgraduate studies at prestigious centers such as the **University of Berkeley**, in the United States, and the **University of Copenhagen**, in Denmark. Through this continuous updating, the expert has attained cutting-edge competencies. Because of this, he has come to be considered a **born leader of the new global economy**, centered on the drive for data and its infinite possibilities.



Mr. Gram, Mick

- Director of Business Intelligence and Analytics at Red Bull, Los Angeles, United States
- Business Intelligence Solutions Architect for Walmart Data Café
- Independent Business Intelligence and Data Science Consultant
- Director of Business Intelligence at Capgemini
- Senior Analyst at Nordea
- Senior Business Intelligence Consultant at SAS
- Executive Education in AI and Machine Learning at UC Berkeley College of Engineering
- Executive MBA in e-Commerce at the University of Copenhagen
- Bachelor's Degree and Master's Degree in Mathematics and Statistics at the University of Copenhagen

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International Guest Director

Scott Stevenson is a distinguished expert in the **Digital Marketing** sector who, for more than 19 years, has been linked to one of the most powerful companies in the entertainment industry, **Warner Bros. Discovery**. In this role, he has played a fundamental role in **overseeing logistics and creative workflows** across various digital platforms, including social media, search, display and linear media.

This executive's leadership has been crucial in driving in **production strategies in paid media**, resulting in a **marked improvement** which has resulted in **company's conversion rates**. At the same time, he has assumed other roles, such as Director of Marketing Services and Traffic Manager at the same multinational during his former management.

Stevenson has also been involved in the global distribution of video games and **digital property campaigns**. He was also responsible for introducing operational strategies related to the formation, completion and delivery of sound and image content for **television commercials and trailers**.

In addition, he holds a Bachelor's degree in Telecommunications from the University of Florida and a Master's Degree in Creative Writing from the University of California, which demonstrates his proficiency in **communication and storytelling**. In addition, he has participated at Harvard University's School of Professional Development in cutting-edge programs on the use of **Artificial Intelligence in business**. Therefore, his professional profile stands as one of the most relevant in the current field of **Marketing and Digital Media**.



Mr. Stevenson, Scott

- Director of Digital Marketing at Warner Bros. Discovery, Burbank, United States
- Traffic Manager at Warner Bros. Entertainment
- Master's Degree in Creative Writing from the University of California
- Bachelor's Degree in Telecommunications from the University of Florida

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International Guest Director

Awarded with the "*International Content Marketing Awards*" for her creativity, leadership and quality of her informative contents, Wendy Thole-Muir is a recognized Communication Director highly specialized in the field of Reputation Management.

In this sense, she has developed a solid professional career of more than two decades in this field, which has led her to be part of prestigious international reference entities such as Coca-Cola. Her role involves the supervision and management of corporate communication, as well as the control of the organizational image. **Among her main contributions, she has led the implementation of the Yammer** internal interaction platform. Thanks to this, employees increased their commitment to the brand and created a community that significantly improved the transmission of information.

On the other hand, she has been in charge of managing the communication of the companies' strategic investments in different African countries. An example of this is that she has managed dialogues around significant investments in Kenya, demonstrating the commitment of the entities to the economic and social development of the country. **At the same time, she has achieved numerous recognitions for her ability to manage the perception of the firms in all the markets in which it operates.** In this way, she has ensured that companies maintain a high profile and consumers associate them with high quality.

In addition, in her firm commitment to excellence, she has actively participated in renowned global Congresses and Symposiums with the objective of helping information professionals to stay at the forefront of the most sophisticated techniques to develop successful strategic communication plans. In this way, she has helped numerous experts to anticipate institutional crisis situations and to manage adverse events in an effective manner.



Ms. Thole-Muir, Wendy

- Director of Strategic Communications and Corporate Reputation at Coca-Cola, South Africa
- Head of Corporate Reputation and Communications at ABI at SABMiller de Lovania, Belgium
- Communications Consultant at ABI, Belgium
- Reputation and Communications Consultant at Third Door in Gauteng, South Africa
- Master's Degree in Social Behavioral Studies, University of South Africa
- Master's Degree in Sociology and Psychology, University of South Africa
- Bachelor of Arts in Political Science and Industrial Sociology from the University of KwaZulu-Natal, South Africa
- Bachelor of Arts in Psychology from the University of South Africa



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Management



Dr. Domingo Folgado, Javier

- ♦ Head of Corporate Development & Investor Relations at White Investing
- ♦ Founding Director of Relianze
- ♦ Head of the Analysis Department at Aznar Patrimonio
- ♦ *Founding Partner at Finance Business School*
- ♦ Head of Private Banking at Degroof Petercam
- ♦ Doctorate in Advanced Mathematics Applied to Economics from UNED
- ♦ Bachelor's Degree in Economics and Business Administration from the University of Valencia
- ♦ Master's Degree in Portfolio Management from the Institute of Advanced Finance



08

Certificate

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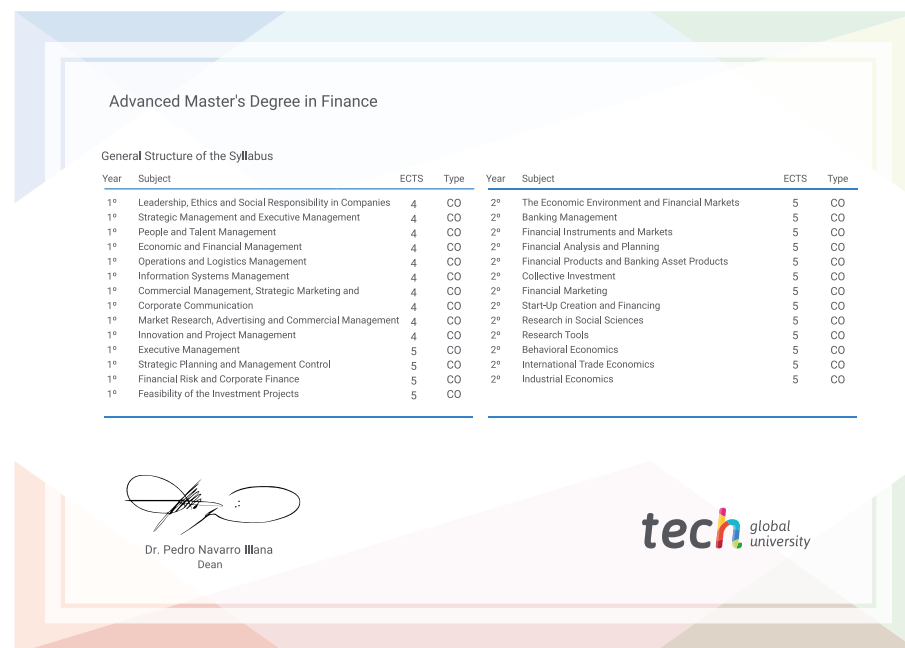
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