

# Advanced Master's Degree Senior Financial Management

A M D S F M





## Advanced Master's Degree Senior Financial Management

Language: English

Course Modality: Online

Duration: 2 years

Accreditation: TECH Technological University

Official N° of hours: 3,000 h.

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# 01

# Welcome

To achieve success in any company, it is important for the managerial staff to be involved in all areas of the business, since, only by having an updated and global vision of the whole business, will they be able to make the best decisions which will allow for maximum performance. Financial management, on the other hand, is an essential area in any company, because it involves managing all the economic aspects of the company. If you want to achieve the best benefits for your company, don't miss this opportunity to specialize with this high-level academic program.



**Advanced Master's Degree in Senior Financial Management**  
**TECH Technological University**



“

*Companies require managerial staff with extensive experience, but, above all, with broad knowledge of financial management. For this reason, we offer you a high-level program, created by professionals with extensive experience”*

02

# Why Study at TECH?

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



“

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

## At TECH Technological University



### Innovation

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

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



### The Highest Standards

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

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



### Networking

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

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

**200+**  
different nationalities



### Empowerment

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

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



### Talent

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

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



### Multicultural Context

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

TECH students represent more than 200 different nationalities.





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



### Analysis

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



### Academic Excellence

---

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



### Economy of Scale

---

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



### Learn with the best

---

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

Teachers representing 20 different nationalities.



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

03

# Why Our Program?

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

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



“

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

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

**01**

### A significant career boost

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

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

**02**

### Develop a strategic and global vision of companies

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

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

**03**

### Consolidate the student's senior management skills

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

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

**04**

### Take on new responsibilities

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

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

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

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

06

### Thoroughly develop business projects

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

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

07

### Improve soft skills and management skills

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

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

08

### Be part of an exclusive community

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

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

# 04 Objectives

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



“

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

Your goals are our goals.

We work together to help you achieve them.

The **Advanced Master's Degree in Senior Financial Management** will train you to:

01

Define the latest trends in business management, taking into account the globalized environment that governs senior management criteria

04

Develop strategies to carry out decision-making in a complex and unstable environment

02

Develop the key leadership skills that should define working professionals



03

Follow the sustainability criteria set by international standards when developing a business plan

05

Create corporate strategies that set the script for the company to follow in order to be more competitive and achieve its own objectives



06

Develop the skills required to manage business activities strategically

08

Understand the best way to manage the company's human resources, getting greater performance from employees that, in turn, increases the company's profits



09

Acquire the communication skills that a business leader needs in order to ensure that their message is heard and understood by the members of their community

07

Design innovative strategies and policies to improve management and business efficiency

10

Understand the economic environment in which the company operates and develop appropriate strategies to anticipate changes

11

Be able to manage the company's economic and financial plan

14

Carry out the marketing strategy that allows us to make our product known to our potential clients and to generate a suitable image of our company

12

Understand the logistic operations that are necessary in the business environment, so as to manage them appropriately



13

Be able to apply information and communication technologies to the different areas within a business

15

Be able to develop all the phases of a business idea: design, feasibility plan, execution, monitoring

16

Acquire the essential leadership skills to manage teams in the field of finance

18

Develop strategies to make decisions in a complex and unstable environment, evaluating their impact on the business



19

Develop the ability to detect, analyze, and solve problems

17

Develop skills to design financial strategies in line with the business strategy

20

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

21

Develop the essential skills to strategically manage business financial activities

24

Obtain in-depth knowledge in accounting, both financial and managerial

22

Design innovative strategies and policies to improve management and financial efficiency

23

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

25

Understand the financial risks associated with certain operations



26

Carry out competitive strategies to meet the company's objectives

28

Understand the economic environment and the markets within which the company moves



29

Understand the risks of investments and be able to control them

27

Understand and analyze all the financial information of the business

30

Carry out responsible investments, follow business ethics

# 05 Skills

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





“

*Acquire the necessary skills  
to achieve business success”*

01

Manage a company as a whole, applying leadership techniques that influence the employees' performance, in such a way that the company's objectives are achieved

04

Correctly manage teams to improve productivity and, therefore, the company's profits

02

Be part of and lead the company's corporate and competitive strategy

03

Resolve business conflicts and problems between workers

05

Exercise economic and financial control of a company





06

Control the company's logistics processes, as well as purchasing and procurement

08

Apply the most appropriate strategies to support e-commerce of the company's products

09

Develop and lead marketing plans

07

Delve into the new business models associated with information systems

10

Focus on innovation in all processes and areas of the business



11

Lead the different projects in a company

14

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

12

Commit to sustainably developing the company, avoiding environmental impacts

15

Create an appropriate work environment to successfully guide workers, achieving better performance from them

13

Carry out investment plans and analyze their viability

16

Apply negotiation techniques for the resolution of work conflicts

17

Carry out market research in order to design an appropriate marketing plan

20

Specialize in the economic environment and financial markets

18

Gain in-depth knowledge of the different areas of financial accounting

21

Recognize the financial risk and apply techniques to avoid it

19

Make decisions in the field of accountancy management

22

Identify the viability of an investment project

06

# Structure and Content

The Advanced Master's Degree in Senior Financial Management is a customized program that is taught in a 100% online format so that you can choose the time and place that best suits your availability, schedule and interests. A program that takes place over 24 months and is intended to be a unique and stimulating experience that lays the foundation for your success as a manager and entrepreneur.



“

*A syllabus designed by highly qualified professionals so that you can specialize in a high-demand field”*

## Syllabus

The Advanced Master's Degree in Senior Financial Management from TECH Technological University is an intense program that prepares you to face business challenges and decisions both nationally and internationally. Its content is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Throughout 3,000 hours of study, you will analyze a multitude of practical cases through individual work, achieving high quality learning that you will be able to later transfer to your daily practice. It is, therefore, an authentic immersion in real business situations.

This Advanced Master's Degree in Senior Financial Management deals extensively with the main areas of business and is designed to specialize executives who understand senior management from a strategic, international, and innovative perspective.

A plan designed for you, focused on improving your career and preparing you to achieve excellence in leadership and business management. A program that understands both yours and your company's needs through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the skills to solve critical situations, creatively and efficiently.

This Advanced Master's Degree takes place over 24 months and is divided into 20 modules:

<b>Module 1</b>	Leadership, Ethics, and CSR.
<b>Module 2</b>	Strategic Direction and Executive Management
<b>Module 3</b>	People and Talent Management
<b>Module 4</b>	Economic and Financial Management
<b>Module 5</b>	Operations and Logistics Management
<b>Module 6</b>	Information Systems Management
<b>Module 7</b>	Commercial Management, Marketing and Corporate Communications
<b>Module 8</b>	Innovation and Project Management
<b>Module 9</b>	Strategic Management
<b>Module 10</b>	Management and Leadership Development
<b>Module 11</b>	Marketing Management and Operations
<b>Module 12</b>	Financial Accounting
<b>Module 13</b>	Executive Accounting
<b>Module 14</b>	Strategic Planning and Management Control
<b>Module 15</b>	Banking and Financial Markets
<b>Module 16</b>	Financial Risk and Corporate Finance
<b>Module 17</b>	Feasibility of the Research Project
<b>Module 18</b>	Ethical-Legal-Fiscal
<b>Module 19</b>	International Finance
<b>Module 20</b>	Creating and Financing Start-ups



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

TECH offers students the possibility of taking this program completely online. Throughout the 24 months of training, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

## Module 1. Leadership, Ethics, and CSR

### 1.1. Globalization and Governance

- 1.1.1. Globalization and Trends: Internationalization of Markets
- 1.1.2. Economic Environment and Corporate Governance
- 1.1.3. Accountability or Accounts Performance

### 1.2. Leadership

- 1.2.1. Intercultural Environment
- 1.2.2. Leadership and Business Management
- 1.2.3. Management Roles and Responsibilities

### 1.3. Business ethics

- 1.3.1. Ethics and Integrity
- 1.3.2. Ethical Behavior in Companies
- 1.3.3. Deontology, Codes of Ethics and Codes of Conduct
- 1.3.4. Fraud and Corruption Prevention

### 1.4. Sustainability

- 1.4.1. Business and Sustainable Development
- 1.4.2. Social, Environmental, and Economic Impact
- 1.4.3. The 2030 Agenda and the SDGs

### 1.5. Corporate Social Responsibility

- 1.5.1. Corporate Social Responsibility
- 1.5.2. Roles and Responsibilities
- 1.5.3. Implementing Corporate Social Responsibility

## Module 2. Strategic Direction and Executive Management

### 2.1. Organizational Analysis and Design

- 2.1.1. Organizational Culture
- 2.1.2. Organisational analysis
- 2.1.3. Designing the Organizational Structure

### 2.2. Corporate Strategy

- 2.2.1. Corporate-Level Strategy
- 2.2.2. Types of Corporate-Level Strategies
- 2.2.3. Determining the Corporate Strategy
- 2.2.4. Corporate Strategy and Reputational Image

### 2.3. Strategic Planning and Strategy Formulation

- 2.3.1. Strategic Thinking
- 2.3.2. Strategic Planning and Formulation
- 2.3.3. Sustainability and Corporate Strategy

### 2.4. Strategy Models and Patterns

- 2.4.1. Wealth, Value, and Return on Investments
- 2.4.2. Competitive Corporate Strategy
- 2.4.3. Growing and Consolidating the Corporate Strategy

### 2.5. Strategic Management

- 2.5.1. Strategic Mission, Vision, and Values
- 2.5.2. The Balanced Scorecard
- 2.5.3. Analyzing, Monitoring, and Evaluating the Corporate Strategy
- 2.5.4. Strategic Management and Reporting

### 2.6. Implementing and Executing Strategy

- 2.6.1. Strategic Implementation: Objectives, Actions and Impacts
- 2.6.2. Strategic Alignment and Supervision
- 2.6.3. Continuous Improvement Approach

### 2.7. Executive Management

- 2.7.1. Integrating Functional Strategies into the Global Business Strategies
- 2.7.2. Management Policy and Processes
- 2.7.3. Knowledge Management

### 2.8. Analyzing and Solving Cases/ Problems

- 2.8.1. Problem Solving Methodology
- 2.8.2. Case Method
- 2.8.3. Positioning and Decision-Making



**Module 3. People and Talent Management**
**3.1. Organizational Behavior**

- 3.1.1. Organizational Theory
- 3.1.2. Key Factors for Change in Organizations
- 3.1.3. Corporate Strategies, Types, and Knowledge Management

**3.2. Strategic People Management**

- 3.2.1. Job Design, Recruitment, and Selection
- 3.2.2. Human Resources Strategic Plan: Design and Implementation
- 3.2.3. Job Analysis: Design and Selection of People
- 3.2.4. Training and Professional Development

**3.3. Management and Leadership Development**

- 3.3.1. Managerial Skills: 21st Century Skills and Abilities
- 3.3.2. Non-Managerial Skills
- 3.3.3. Map of Skills and Abilities
- 3.3.4. Leadership and People Management

**3.4. Change Management**

- 3.4.1. Performance Analysis
- 3.4.2. Strategic Approach
- 3.4.3. Change Management: Key Factors, Process Design and Management
- 3.4.4. Continuous Improvement Approach

**3.5. Negotiation and Conflict Management**

- 3.5.1. Negotiation Objectives: Differentiating Elements
- 3.5.2. Effective Negotiation Techniques
- 3.5.3. Conflicts: Factors and Types
- 3.5.4. Efficient Conflict Management: Negotiation and Communication

**3.6. Executive Communication**

- 3.6.1. Performance Analysis
- 3.6.2. Leading Change Resistance to Change
- 3.6.3. Managing Change Processes
- 3.6.4. Managing Multicultural Teams

**3.7. Team Management and People Performance**

- 3.7.1. Multicultural and Multidisciplinary Environment
- 3.7.2. Team and People Management
- 3.7.3. Coaching and People Performance
- 3.7.4. Managerial Meetings: Planning and Time Management

**3.8. Knowledge and Talent Management**

- 3.8.1. Identifying Knowledge and Talent in Organizations
- 3.8.2. Corporate Knowledge and Talent Management Models
- 3.8.3. Creativity and Innovation

**Module 4. Economic and Financial Management**
**4.1. Economic Environment**

- 4.1.1. Organizational Theory
- 4.1.2. Key Factors for Change in Organizations
- 4.1.3. Corporate Strategies, Types, and Knowledge Management

**4.2. Executive Accounting**

- 4.2.1. International Accounting Framework
- 4.2.2. Introduction to the Accounting Cycle
- 4.2.3. Company Financial Statements
- 4.2.4. Analysis of Financial Statements: Decision-Making

**4.3. Budget and Management Control**

- 4.3.1. Budgetary Planning
- 4.3.2. Management Control: Design and Objectives
- 4.3.3. Supervision and Reporting

**4.4. Corporate Tax Responsibility**

- 4.4.1. Corporate Tax Responsibility
- 4.4.2. Tax Procedure: A Country-Case Approach

**4.5. Corporate Control Systems**

- 4.5.1. Types of Control
- 4.5.2. Regulatory Compliance
- 4.5.3. Internal Auditing
- 4.5.4. External Auditing

**4.6. Financial Management**

- 4.6.1. Introduction to Financial Management
- 4.6.2. Financial Management and Corporate Strategy
- 4.6.3. Chief Financial Officer (CFO): Managerial Skills

**4.7. Financial Planning**

- 4.7.1. Business Models and Financing Needs
- 4.7.2. Financial Analysis Tools
- 4.7.3. Short-Term Financial Planning
- 4.7.4. Long-Term Financial Planning

**4.8. Corporate Financial Strategy**

- 4.8.1. Corporate Financial Investments
- 4.8.2. Strategic Growth: Types

**4.9. Macroeconomic Context**

- 4.9.1. Macroeconomic Analysis
- 4.9.2. Economic Indicators
- 4.9.3. Economic Cycle

**4.10. Strategic Financing**

- 4.10.1. The Banking Business: Current Environment
- 4.10.2. Risk Analysis and Management

**4.11. Money and Capital Markets**

- 4.11.1. Fixed Income Market
- 4.11.2. Equity Market
- 4.11.3. Valuation of Companies

**4.12. Analyzing and Solving Cases/ Problems**

- 4.12.1. Problem Solving Methodology
- 4.12.2. Case Method

**Module 5. Operations and Logistics Management**

**5.1. Operations Management**

- 5.1.1. Define the Operations Strategy
- 5.1.2. Supply Chain Planning and Control
- 5.1.3. Indicator Systems

**5.2. Purchasing Management**

- 5.2.1. Stocks Management
- 5.2.2. Warehouse Management
- 5.2.3. Purchasing and Procurement Management

**5.3. Supply Chain Management I**

- 5.3.1. Costs and Efficiency of the Operations Chain
- 5.3.2. Change in Demand Patterns
- 5.3.3. Change in Operations Strategy

**5.4. Supply Chain Management II Implementation**

- 5.4.1. Lean Manufacturing/Lean Thinking
- 5.4.2. Logistics Management
- 5.4.3. Purchasing

**5.5. Logistical Processes**

- 5.5.1. Organization and Management by Processes
- 5.5.2. Procurement, Production, Distribution
- 5.5.3. Quality, Quality Costs and Tools
- 5.5.4. After-Sales Service

**5.6. Logistics and Customers**

- 5.6.1. Demand Analysis and Forecasting
- 5.6.2. Sales Forecasting and Planning
- 5.6.3. Collaborative Planning, Forecasting and Replacement

**5.7. International Logistics**

- 5.7.1. Customs, Export and Import processes
- 5.7.2. Methods and Means of International Payment
- 5.7.3. International Logistics Platforms

**5.8. Competing through Operations**

- 5.8.1. Innovation in Operations as a Competitive Advantage in the Company
- 5.8.2. Emerging Technologies and Sciences
- 5.8.3. Information Systems in Operations

**Module 6. Information Systems Management**

**6.1. Information Systems Management**

- 6.1.1. Business Information Systems
- 6.1.2. Strategic Decisions
- 6.1.3. The Role of the CIO

**6.2. Information Technology and Business Strategy**

- 6.2.1. Company and Industry Sector Analysis
- 6.2.2. Online Business Models
- 6.2.3. The Value of IT in a Company

**6.3. IS Strategic Planning**

- 6.3.1. The Process of Strategic Planning
- 6.3.2. Formulating the IS Strategy
- 6.3.3. Strategy Implementation Plan

**6.4. Information Systems and Business Intelligence**

- 6.4.1. CRM and Business Intelligence
- 6.4.2. Business Intelligence Project Management
- 6.4.3. Business Intelligence Architecture

**6.5. New ICT-Based Business Models**

- 6.5.1. Technology-Based Business Models
- 6.5.2. Innovation Abilities
- 6.5.3. Redesigning the Value Chain Processes

**6.6. E-Commerce**

- 6.6.1. E-Commerce Strategic Plan
- 6.6.2. Logistics Management and Customer Service in E-Commerce
- 6.6.3. E-Commerce as an Opportunity for Internationalization

**6.7. E-Business Strategies**

- 6.7.1. Social Media Strategies
- 6.7.2. Optimizing Service Channels and Customer Support
- 6.7.3. Digital Regulation

**6.8. Digital Business**

- 6.8.1. Mobile E-Commerce
- 6.8.2. Design and Usability
- 6.8.3. E-Commerce Operations

## Module 7. Commercial Management, Marketing and Corporate Communications

### 7.1. Commercial Management

- 7.1.1. Sales Management
- 7.1.2. Commercial Strategy
- 7.1.3. Sales and Negotiation Techniques
- 7.1.4. Management of Sales Teams

### 7.2. Marketing

- 7.2.1. Marketing and the Impact on the Company
- 7.2.2. Basic Marketing Variables
- 7.2.3. Marketing Plan

### 7.3. Strategic Marketing Management

- 7.3.1. Sources of Innovation
- 7.3.2. Current Trends in Marketing
- 7.3.3. Marketing Tools
- 7.3.4. Marketing Strategy and Communication with Customers

### 7.4. Digital Marketing Strategy

- 7.4.1. Approach to Digital Marketing
- 7.4.2. Digital Marketing Tools
- 7.4.3. Inbound Marketing and the Evolution of Digital Marketing

### 7.5. Sales and Communication Strategy

- 7.5.1. Positioning and Promotion
- 7.5.2. Public Relations
- 7.5.3. Sales and Communication Strategy

### 7.6. Corporate Communication

- 7.6.1. Internal and External Communication
- 7.6.2. Communication Departments
- 7.6.3. Communication Managers: Managerial Skills and Responsibilities

### 7.7. Corporate Communication Strategy

- 7.7.1. Corporate Communication Strategy
- 7.7.2. Communication Plan
- 7.7.3. Press Release/Clipping/Publicity Writing

## Module 8. Innovation and Project Management

### 8.1. Innovation

- 8.1.1. Macro Concept of Innovation
- 8.1.2. Types of Innovation
- 8.1.3. Continuous and Discontinuous Innovation
- 8.1.4. Training and Innovation

### 8.2. Innovation Strategy

- 8.2.1. Innovation and Corporate Strategy
- 8.2.2. Global Innovation Project: Design and Management
- 8.2.3. Innovation Workshops

### 8.3. Business Model Design and Validation

- 8.3.1. The Lean Startup Methodology
- 8.3.2. Innovative Business Initiative: Stages
- 8.3.3. Financing Arrangements
- 8.3.4. Model Tools: Empathy Map, Canvas Model, and Metrics
- 8.3.5. Growth and Loyalty

### 8.4. Project Management

- 8.4.1. Innovation Opportunities
- 8.4.2. Feasibility Study and Proposal Specification
- 8.4.3. Project Definition and Design
- 8.4.4. Project Execution
- 8.4.5. Project Closure

**Module 9. Strategic Direction and Executive Management**

**9.1. Organisational Design**

- 9.1.1. Organizational Culture
- 9.1.2. Designing the Organizational Structure
- 9.1.3. Competitive Advantage in Organizations

**9.2. Cross-Cultural Management**

- 9.2.1. Cultural Dimension of International Management
- 9.2.2. Globalization in Business Management
- 9.2.3. Intercultural Leadership

**9.3. General Management**

- 9.3.1. Integrating Functional Strategies into the Global Business Strategies
- 9.3.2. Management Policy and Processes
- 9.3.3. Society and Enterprise

**9.4. Strategic Management**

- 9.4.1. Establishing the Strategic Position: Mission, Vision, and Values
- 9.4.2. Developing New Businesses
- 9.4.3. Growing and Consolidating Companies

**9.5. Competitive Strategy**

- 9.5.1. Market Analysis
- 9.5.2. Sustainable Competitive Advantage
- 9.5.3. Return on Investment

**9.6. Corporate Strategy**

- 9.6.1. Driving Corporate Strategy
- 9.6.2. Pacing Corporate Strategy
- 9.6.3. Framing Corporate Strategy

**9.7. Planning and Strategy**

- 9.7.1. The Relevance of Strategic Direction in the Management Control Process
- 9.7.2. Analysis of the Environment and the Organization
- 9.7.3. Lean Management

**9.8. Strategy Implementation**

- 9.8.1. Indicator Systems and Process Approach
- 9.8.2. Strategic Mapping
- 9.8.3. Differentiation and Alignment

**Module 10. Management and Leadership Development**

**10.1. People in Organizations**

- 10.1.1. Quality of Work Life and Psychological Well-Being
- 10.1.2. Work Teams and Management Meeting
- 10.1.3. Coaching and Team Management
- 10.1.4. Managing Equality and Diversity

**10.2. Talent Management**

- 10.2.1. Managing Human Capital
- 10.2.2. Environment, Strategy and Metrics
- 10.2.3. Innovation in People Management

**10.3. Management and Leadership Development**

- 10.3.1. Leadership and Leadership Styles
- 10.3.2. Motivation
- 10.3.3. Emotional Intelligence
- 10.3.4. Skills and Abilities of the Leader 2.0
- 10.3.5. Efficient Meetings

**10.4. Strategic Communication**

- 10.4.1. Interpersonal Communication
- 10.4.2. Communication Skills and Influence
- 10.4.3. Internal Communication and Integrated Communication Plan
- 10.4.4. Barriers to Business Communication

**10.5. Negotiation and Conflict Management**

- 10.5.1. Effective Negotiation Techniques
- 10.5.2. Interpersonal Conflicts
- 10.5.3. Intercultural Negotiation

## Module 11. Marketing Management and Operations

### 11.1. Marketing Management

- 11.1.1. The Customer Relationship Cycle
- 11.1.2. Individualization vs. Standardization
- 11.1.3. CRM Applications and Data Mining

### 11.2. Customer Relationship Management

- 11.2.1. Target Market Selection and Product Positioning
- 11.2.2. Creating a Marketing Plan
- 11.2.3. Supply Chain Design and Management

### 11.3. Internalization Strategies and Global Marketing

- 11.3.1. The Customer Relationship Cycle
- 11.3.2. Individualization vs. Standardization
- 11.3.3. CRM Applications and Data Mining

### 11.4. Supply Chain Management

- 11.4.1. Costs and Efficiency of the Operations Chain
- 11.4.2. Change in Demand Patterns
- 11.4.3. Change in Operations Strategy
- 11.4.4. Logistical Processes

### 11.5. Competing through Operations

- 11.5.1. Innovation in Operations as a Competitive Advantage in the Company
- 11.5.2. Emerging Technologies and Sciences
- 11.5.3. Information Systems in Operations

### 11.6. Business Information Systems

- 11.6.1. Project Management
- 11.6.2. Social Media Management y Digital Business
- 11.6.3. Business Intelligence

## Module 12. Financial Accounting

### 12.1. Elements and Formulation of Financial Statements

- 12.1.1. Balance Sheet, Profit and Loss Statement and Annual Report
- 12.1.2. Statement of Changes in Shareholders' Equity
- 12.1.3. Cash Flow Statement
- 12.1.4. Rules for the Formulation of Financial Statements
- 12.1.5. Financial Statement Models

### 12.2. Assessment Criteria

- 12.2.1. Cost History
- 12.2.2. Reasonable Value
- 12.2.3. Net Realizable Value
- 12.2.4. Value in Use
- 12.2.5. Book or Carrying Value
- 12.2.6. Creative Accounting

### 12.3. Property, Plant and Equipment and Intangible Assets

- 12.3.1. Regulations and Forms of Acquisition
- 12.3.2. Amortizations
- 12.3.3. Impairment or Disposal Losses
- 12.3.4. Real Estate Investments

### 12.4. Financial Instruments

- 12.4.1. Financial Assets
- 12.4.2. Financial Liabilities
- 12.4.3. Risk Assessment, Identification and Management
- 12.4.4. Hedging and Trading Operations
- 12.4.5. Accounting for Equity Instruments

### 12.5. Study and Valuation of Shareholders' Equity

- 12.5.1. Equity in the Balance Sheet
- 12.5.2. Grants, Donations and Legacies
- 12.5.3. Shareholders' Equity and Adjustments for Changes in Value

### 12.6. Restructuring Operations

- 12.6.1. Mergers
- 12.6.2. De-mergers
- 12.6.3. Non-Cash Contributions
- 12.6.4. Value Exchanges

### 12.7. Tax on Profits

- 12.7.1. Corporate Income Tax Structure
- 12.7.2. Calculation and Recording of the Accrued Corporate Income Tax Expense
- 12.7.3. Permanent and Temporary Differences

### 12.8. Foreign Currency Accounting

- 12.8.1. Functional and Presentation Currency
- 12.8.2. Valuation of Monetary and Non-Monetary Items
- 12.8.3. Temporary Differences in Operations Carried Out in Foreign Currency

**Module 13. Executive Accounting**

**13.1. Fundamentals of Executive Accounting**

- 13.1.1. Objectives of Executive Accounting
- 13.1.2. Qualitative Features of Accounting Information
- 13.1.3. Evolution of Executive Accounting

**13.2. From General Accounting to Cost Accounting**

- 13.2.1. Elements of Cost Calculation
- 13.2.2. Stock in General Accounting and Cost Accounting
- 13.2.3. Expense in General Accounting and Cost Accounting
- 13.2.4. Classification of Costs

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

- 13.3.1. Characteristics and Assumptions of the Cost-Volume-Benefit Method
- 13.3.2. Break-Even Point
- 13.3.3. Margin of Safety
- 13.3.4. Situations of Uncertainty in the Cost-Volume-Benefit Analysis

**13.4. Information Systems and Business Intelligence**

- 13.4.1. Fundamentals and Classification
- 13.4.2. Cost Apportionment Phases and Methods
- 13.4.3. Choice of Cost Center and Bill of Exchange

**13.5. Direct costing**

- 13.5.1. Analytical Results of Direct Costing as a Management Tool
- 13.5.2. Fixed and Variable Costs: Classification
- 13.5.3. Semi-Gross Margin for Productivity Study
- 13.5.4. Analytical Balance Sheet Study

**13.6. Budget Control**

- 13.6.1. Planning and Budgetary Control
- 13.6.2. Operational Budgets
- 13.6.3. Budgeting Methods
- 13.6.4. Budget Control and Deviations

**13.7. Standard Costs**

- 13.7.1. Definition and Types of Standard Costs
- 13.7.2. Flexible Budgeting of Indirect Costs
- 13.7.3. Full Cost Center and Full Cost Model
- 13.7.4. Variances in Standard Cost Accounting

**13.8. Decision-Making in Executive Accounting**

- 13.8.1. Organization of Production and Costs for Decision-Making
- 13.8.2. Analysis of Economic-Financial Statements and their Impact on Corporate Decisions
- 13.8.3. Financial Information for Short- and Long-Term Decision-Making
- 13.8.4. Dealing with Uncertainty in Decision-Making
- 13.8.5. Planning and Cost Analysis for Competitive Advantage

**Module 14. Strategic Planning and Management Control**

**14.1. Management Control**

- 14.1.1. Financial Policy and Growth
- 14.1.2. Information as a Tool in Management Control
- 14.1.3. Management Control as a Planning and Management System
- 14.1.4. Functions of the Controller
- 14.1.5. Field of Application of Management Control

**14.2. Financial Information and Decision Management**

- 14.2.1. Financial or Legal Accounting
- 14.2.2. Analytical or Cost Accounting
- 14.2.3. Control Accounting

**14.3. Treasury Management**

- 14.3.1. Accounting Working Capital and Necessary Working Capital
- 14.3.2. Calculation of Operating Cash Requirements
- 14.3.3. Credit Management
- 14.3.4. Fund, Asset and Family Offices Management

**14.4. Cash Management**

- 14.4.1. Bank Financing of Working Capital
- 14.4.2. Organization of the Treasury Department
- 14.4.3. Centralized Management of the Treasury

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

- 14.5.1. Design of a Management Control System
- 14.5.2. Deviations in Management Control

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

- 14.6.1. Formulation and Content of the Strategic Plan
- 14.6.2. Balanced Scorecard
- 14.6.3. Terminology and Basic Concepts

**14.7. Organizational Planning**

- 14.7.1. Business Units and Transfer Pricing
- 14.7.2. Manufacturing, Production, Support and Sales Centers
- 14.7.3. Roles and Responsibilities of the Financial Management

**14.8. Indicators as a Control Tool**

- 14.8.1. Control Panel
- 14.8.2. Number and Format of the Indicators
- 14.8.3. Strategic Planning

**Module 15. Banking and Financial Markets**
**15.1. The Economic Environment and Financial Markets**

- 15.1.1. Measuring Financial Activity
- 15.1.2. Main Financial Aggregates
- 15.1.3. Markets and the Control of Financial Flows
- 15.1.4. The Current Financial Crisis

**15.2. Banking Management**

- 15.2.1. Securitizations
- 15.2.2. Derivatives and Structured Products
- 15.2.3. Syndicated Financing
- 15.2.4. Study of the Profitability Obtained

**15.3. Financial Instruments and Markets**

- 15.3.1. Fixed Rent Valuation and Pricing
- 15.3.2. Variable Rent
- 15.3.3. Derivatives
- 15.3.4. Investment Funds

**15.4. Financial Analysis and Planning**

- 15.4.1. Analysis of the Balance Sheet
- 15.4.2. Analysis of the Income Statement
- 15.4.3. Profitability Analysis

**15.5. Financial Products**

- 15.5.1. Public Fixed and Varied Income Assets
- 15.5.2. Equity Assets
- 15.5.3. Derivative Financial Products
- 15.5.4. Structured Financial Products

**15.6. Collective Investment**

- 15.6.1. Collective Investment Financial Products
- 15.6.2. Collective Investment on an International Level

**15.7. Portfolio Management**

- 15.7.1. Portfolio Theory
- 15.7.2. Management Styles for Fixed and Variable Rent
- 15.7.3. Mixed Portfolio Management Styles
- 15.7.4. Asset Allocation Techniques

**15.8. Private Bank**

- 15.8.1. Private Banking or Wealth Management
- 15.8.2. Retail Investment or Institutional Investment
- 15.8.3. Differential Assets and Structures

**Module 16. Financial Risk and Corporate Finance**
**16.1. Financial Management and Corporate Finance**

- 16.1.1. Business Management and Value Creation
- 16.1.2. Capital Structure and Financial Leverage
- 16.1.3. Weighted Average Cost of Capital
- 16.1.4. Capital Asset Pricing Model and Other Models

**16.2. Company Valuation Methods**

- 16.2.1. Dividend Discount
- 16.2.2. Flow Discounting
- 16.2.3. Comparable Multiples

**16.3. Corporate Operations**

- 16.3.1. Mergers
- 16.3.2. Acquisition
- 16.3.3. Mergers and Acquisitions
- 16.3.4. Tax Regime for Restructuring Operations

**16.4. Studying Other Types of Companies**

- 16.4.1. Unlisted Companies
- 16.4.2. SMEs
- 16.4.3. Family Businesses
- 16.4.4. Foundations and Non-Profit Organizations
- 16.4.5. Social Economy Enterprise

**16.5. Strategy and Risk Control**

- 16.5.1. Management Control Systems
- 16.5.2. Risks and Internal Control
- 16.5.3. Review and Audit of the Control System
- 16.5.4. Financial Risk Management

**16.6. Risk, Profitability and Indebtedness**

- 16.6.1. Economic Profitability and Financial Profitability
- 16.6.2. Financial Profitability and Indebtedness
- 16.6.3. Risk and Profitability

**16.7. Sources of Financing**

- 16.7.1. Bank Financing
- 16.7.2. Issuance of Debentures and Securitization of Assets
- 16.7.3. Private Equity and Venture Capital
- 16.7.4. Subsidies and Fiscal Support

**16.8. Corporate Transactions and Bankruptcy**

- 16.8.1. Declaration of Bankruptcy and its Effects
- 16.8.2. Settlement and Liquidation Phases
- 16.8.3. The International Tender
- 16.8.4. Scoring the Tender
- 16.8.5. Conclusion and Reopening of the Tender

## Module 17. Feasibility of the Research Project

### 17.1. Investments in Companies

- 17.1.1. Concept and Classification
- 17.1.2. Stages of the Study in Investment Projects
- 17.1.3. Investment as a Financial Transaction

### 17.2. Economic Valuation Methods

- 17.2.1. Payback Period
- 17.2.2. Total and Average Cash Flow per Committed Monetary Unit
- 17.2.3. Net Present Value and Internal Rate of Return
- 17.2.4. Discounted Payback Period and Rate of Return
- 17.2.5. Expected NPV return

### 17.3. Cost of Capital

- 17.3.1. Cost of External Resources
- 17.3.2. Cost of Preferred Stock
- 17.3.3. Calculation of the Cost of Equity
- 17.3.4. Calculation of the Total Cost of Capital

### 17.4. Investment Diagnosis, Planning and Control

- 17.4.1. Financial Planning
- 17.4.2. Real Estate Planning
- 17.4.3. Tax Planning

### 17.5. Technical and Fundamental Analysis

- 17.5.1. Definition and Scope of Application
- 17.5.2. Study of Graphics and Trends
- 17.5.3. Sector and Stock Market Research in Fundamental Analysis
- 17.5.4. Ratios and Fundamental Analysis

### 17.6. Investment Analysis in a Risk Environment

- 17.6.1. Adjustment of the Discount Rate
- 17.6.2. Reduction of Cash Flows to Certainty Conditions
- 17.6.3. Scenario Simulation

### 17.7. Cash Flows in Investment Projects

- 17.7.1. Financial Modeling
- 17.7.2. Creating Cash Flows
- 17.7.3. Analysis of Working Capital Cash Flows
- 17.7.4. Tax and Inflation

### 17.8. Stock Market

- 17.8.1. Companies' Access to the Stock Market
- 17.8.2. The Functioning of International Stock Exchanges
- 17.8.3. Stock Market Indexes

## Module 18. Ethical-Legal-Fiscal

### 18.1. Corporate Practice

- 18.1.1. Structural Corporate Modifications
- 18.1.2. Dissolution, Liquidation and Insolvency Proceedings
- 18.1.3. General Meeting and Board of Directors

### 18.2. Tax Practice

- 18.2.1. Analysis of Corporate Tax Obligations
- 18.2.2. General Tax Legal Framework
- 18.2.3. Reports on the Review of Administrative Acts

### 18.3. Labor Relations Practice

- 18.3.1. Hiring Policy and Compensation Policy
- 18.3.2. Corporate Restructuring and Succession
- 18.3.3. Dismissals and Severance Payments
- 18.3.4. Social and Occupational Non-Compliance
- 18.3.5. Collective Bargaining

### 18.4. Corporate Income Tax

- 18.4.1. Applicable Regulations
- 18.4.2. Discrepancies Between Accounting and Tax Regulations
- 18.4.3. Special Regimes

### 18.5. Value Added Tax

- 18.5.1. Applicable Regulations
- 18.5.2. Place of Realization of the Taxable Event, Accrual and Taxable Base
- 18.5.3. Tax Rates
- 18.5.4. Special Regimes

### 18.6. Finance and Responsible Investment

- 18.6.1. Financial Inclusion
- 18.6.2. Sustainability and the CFO's Responsibility
- 18.6.3. Transparency in Information
- 18.6.4. Responsible Financing and Investment
- 18.6.5. Social Economy, Cooperativity and Corporate Social Responsibility

### 18.7. Business Ethics

- 18.7.1. Ethical Behavior in Companies
- 18.7.2. Deontology and Ethical Codes
- 18.7.3. Fraud and Conflicts of Interest

### 18.8. Legal Environment and Corporate Governance

- 18.8.1. International Import and Export Standards
- 18.8.2. Intellectual and Industrial Property
- 18.8.3. International Labor Law



## Module 19. International Finance

### 19.1. Business & International Strategy

- 19.1.1. Internationalisation
- 19.1.2. Globalization
- 19.1.3. Growth & Development in Emerging Markets
- 19.1.4. International Monetary System

### 19.2. Foreign Exchange Market

- 19.2.1. Foreign Exchange Transactions
- 19.2.2. The Forward Foreign Exchange Market
- 19.2.3. Derivative Instruments for Hedging Foreign Exchange and Interest Rate Risks
- 19.2.4. Currency Appreciation and Depreciation

### 19.3. International Payment and Collection Methods

- 19.3.1. Bills, Personal Check and Bank Check
- 19.3.2. Transfer, Payment Order and Remittance
- 19.3.3. Documentary Clauses and Credits
- 19.3.4. Factoring, International Swap and Other Means

### 19.4. Financing Operations in International Markets

- 19.4.1. Incoterms
- 19.4.2. Derivative Instruments to Hedge Possible Fluctuations in the Price of Raw Materials
- 19.4.3. Export Credits with Official Support
- 19.4.4. Hedging with Swap Contracts
- 19.4.5. The OECD Consensus

### 19.5. International Financial Institutions

- 19.5.1. The Fund for the Internationalization of the Company
- 19.5.2. The World Bank Group
- 19.5.3. The Inter-American Development Bank
- 19.5.4. The Caribbean Development Bank

### 19.6. Formation of Exchange Rates

- 19.6.1. Interest Rate Parity Theory
- 19.6.2. Theory of Exchange Rate Expectations
- 19.6.3. Purchasing Power Parity (PPP) Theory
- 19.6.4. Capital Market Balance

### 19.7. Debt Conversion Programs

- 19.7.1. Legal Framework
- 19.7.2. Operation
- 19.7.3. Conversion of Debt into Public Investments
- 19.7.4. Conversion of Debt into Private Investments

### 19.8. International Stock Market

- 19.8.1. Wall Street Market (New York)
- 19.8.2. Gold Market
- 19.8.3. World External Debt
- 19.8.4. Paris Club
- 19.8.5. ADR and GDR Securities Market

## Module 20. Creating and Financing Start-ups

### 20.1. Creation of a Start-up

- 20.1.1. From the Idea to the Business Model
- 20.1.2. Partners
- 20.1.3. Legal Considerations
- 20.1.4. Organization and Culture
- 20.1.5. Venture Capital and Entrepreneurial Management

### 20.2. Financial Management and Administration of Start-ups

- 20.2.1. Introduction to Financial Management in Start-up Companies
- 20.2.2. Financial Metrics for Start-ups
- 20.2.3. Financial Planning: Projection Models and Their Interpretation
- 20.2.4. Valuation Methods
- 20.2.5. Legal Aspects

### 20.3. The Business Plan

- 20.3.1. Contents
- 20.3.2. Introduction
- 20.3.3. SWOT
- 20.3.4. The Canvas Model

### 20.4. Growth Phases in Start-up Companies

- 20.4.1. Seed Phase
- 20.4.2. Start-up Phase
- 20.4.3. Growth Phase
- 20.4.4. Consolidation Phase

### 20.5. Financing Start-ups

- 20.5.1. Bank Financing
- 20.5.2. Subsidies
- 20.5.3. Seed Capital and Accelerators Business Angels
- 20.5.4. Venture Capital. IPO
- 20.5.5. Public to Private Partnership

### 20.6. National and International Venture Capital and Seed Capital Entities

- 20.6.1. National and International Venture Capital Entities
- 20.6.2. Private Investors: Caixa Capital Risc. Bstartup
- 20.6.3. FOND-ICO Global
- 20.6.4. Accelerators: Wayra, Lanzadera and Plug & Play

07

# Methodology

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

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





“

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

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

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

“

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



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



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

### A learning method that is different and innovative

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

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

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

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

## Relearning Methodology

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

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

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

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

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



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

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

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

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

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



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



### Study Material

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

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



### Classes

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

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



### Management Skills Exercises

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



### Additional Reading

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







### Case Studies

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



### Interactive Summaries

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

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



### Testing & Retesting

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



08

# Our Students' Profiles

The Advanced Master's Degree in Senior Financial Management is a program aimed at experienced professionals who wish to update their knowledge and advance in their professional career. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.





“

*If you have leadership and management experience, and are looking for an interesting career boost while continuing to work, then this is the program for you"*

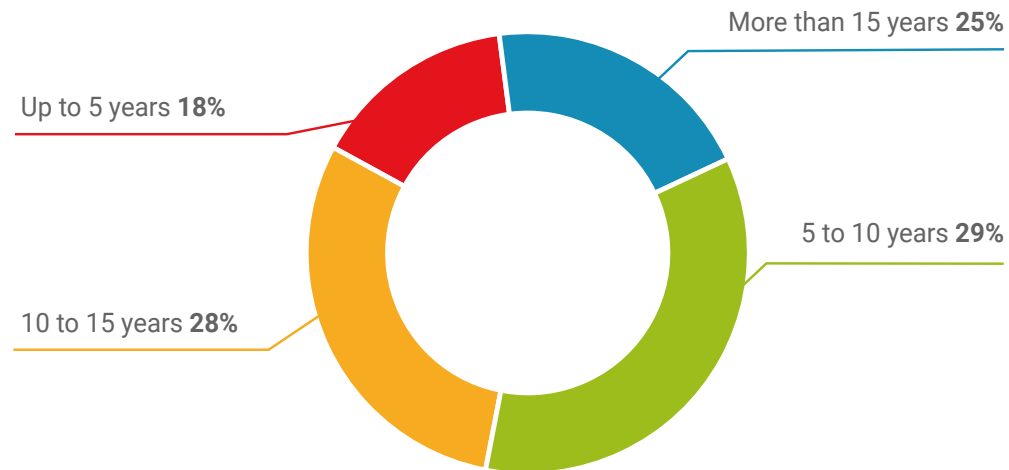
### Average Age

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

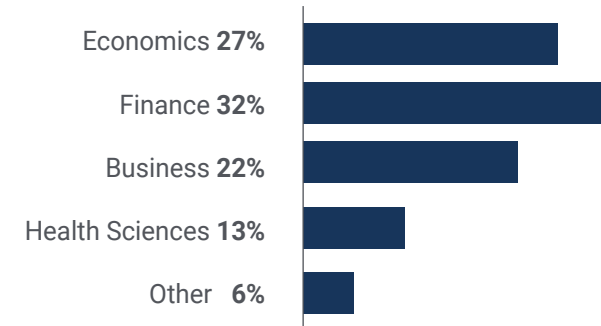
### Years of Experience

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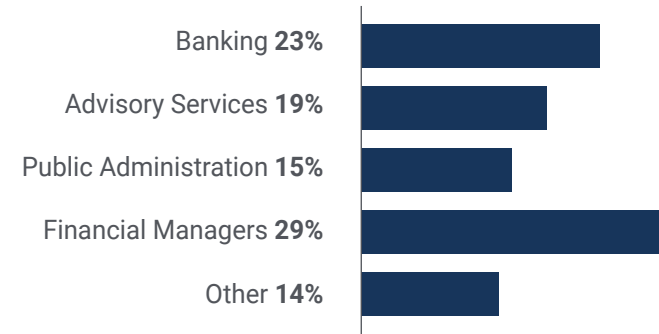
### Training

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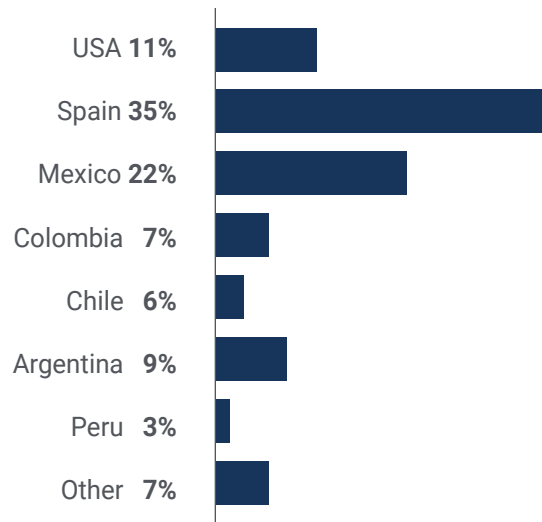
### Academic Profile

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## Geographical Distribution

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## Pedro García

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Managing director of a multinational company

*"I have been working in Financial Management for many years. However, recently I felt the need to update my knowledge in this field and, for this reason, I enrolled in this TECH Advanced Master's Degree. Its online methodology and the quality of the content have been essential in improving my training and helping me to have more confidence in my daily practice"*

09

# Course Management

At TECH we have specialist professionals in each area of knowledge, who bring their years of work experience to our training programs. A multidisciplinary team with prestigious recognition that have joined together to offer you all their knowledge on this subject.





“

*A unique team that will help you  
to achieve professional success”*

## Management



### **Mr. Domingo Folgado, Javier**

- ♦ Director of the Corporate Development & Investor Relations Department WHITE Investing Valencia Since 2018
- ♦ Founding Partner of Relianze Valencia Since 2014
- ♦ Degree in Economics and Business Administration, with a Major in Finance and Investment University of Economics and Business Administration Valencia 1995
- ♦ Master's Degree in Portfolio Management Advanced Finance Institute Madrid 1999
- ♦ Specialist Postgraduate Certificate in Economic and Financial Management Pontific University of Comillas ICADE Madrid 1996
- ♦ Training in Market Risk Control (VaR) and Credit Risk (Credit Derivatives) Options & Futures Institute 2000
- ♦ Training in Corporate Finance School of Applied Finance (AFI) Madrid 2000
- ♦ Professor in Various Finance Schools in Spain For 20 years





10

# Impact on Your Career

At TECH, we are aware that studying a program like this entails great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. And, therefore, we put all our efforts and tools at your disposal so that you acquire the necessary skills and abilities that will allow you to achieve this change.





“

*We are fully committed to helping you achieve the professional change you want"*

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

The Advanced Master's Degree in Senior Financial Management from TECH Technological University is an intense program that prepares you to face business challenges and decisions both nationally and internationally. The main objective is to promote your personal and professional growth. Helping you achieve success.

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

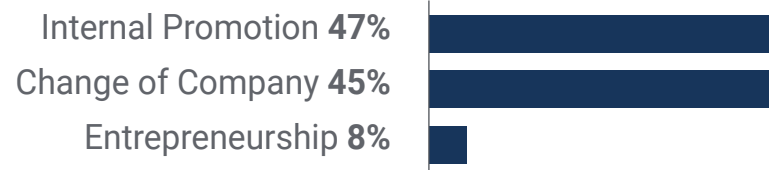
*Achieve the career development you need after completing this Advanced Master's Degree.*

*A unique, high-quality program for professionals who are looking for academic excellence.*

### When the change occurs



### Type of change



## Salary increase

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



11

# Benefits for Your Company

The Advanced Master's Degree in Senior Financial Management contributes to raising the organization's talent to its maximum potential through the specialization of high-level leaders. Therefore, participating in this academic program will not only bring improvement on a personal level, but, above all, on a professional level, enhancing the training and improving the managerial skills of our students. Additionally, joining TECH's educational community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, clients, or suppliers.





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*Get the training you need to bring a new business vision to your company"*

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

01

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

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

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02

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

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

03

### **Building Agents of Change**

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

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04

### **Increased International Expansion Possibilities**

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





05

### **Project Development**

You will be able to work on a current project or develop new projects in the field of R&D or Business Development within your company.

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06

### **Increased Competitiveness**

This program will equip students with the skills to take on new challenges and drive the organization forward.

# 12 Certificate

The Advanced Master's Degree in Senior Financial Management guarantees you, in addition to the most rigorous and updated training, access to a Advanced Master's Degree issued by TECH Technological University.



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

This **Advanced Master's Degree in Senior Financial Management** contains the most complete and up-da-ted program on the market.

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

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

Title: **Advanced Master's Degree in Senior Financial Management**

Official N° of hours: **3,000 h.**



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



**Advanced Master's  
Degree  
Senior Financial  
Management**

Language: English

Course Modality: Online

Duration: 2 years

Accreditation: TECH Technological University

Official N° of hours: 3,000 h.

# Advanced Master's Degree Senior Financial Management

