



# Postgraduate Certificate Fundamental Analysis of Financial Investments



## Postgraduate Certificate Fundamental Analysis of Financial Investments

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Aimed at: University graduates, diploma and degree holders who have previously completed any of the degrees in the field of Social and Legal Sciences, Administration and Business Administration

Website: [www.techtitute.com/in/school-of-business/postgraduate-certificate/fundamental-analysis-financial-investments](http://www.techtitute.com/in/school-of-business/postgraduate-certificate/fundamental-analysis-financial-investments)

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# 01

# Welcome

Successful performance in asset management, investment banking or financial consulting requires mastery of the main tools for analyzing markets and their movements. For this reason, it is essential to master Fundamental Analysis, which complements Technical Analysis and favors more informed decision making, with greater precision and, consequently, the probability of achieving the objectives set. Therefore, this TECH program was created for professionals to obtain in just 6 weeks, the most advanced knowledge on the economic-financial diagnosis of the company, valuation methods, its optimal structure or the investment strategy to be adopted. All this, in addition, with a first level teaching staff in this sector.



Postgraduate Certificate in Fundamental Analysis of Financial Investments  
TECH Global University



“

*In just 6 weeks you will be able to identify investment opportunities and make more accurate long-term decisions"*

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 center for intensive managerial skills education.



“

*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 Global University



### Innovation

The university offers an online learning model that balances 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.

**+100000**

executives prepared 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:



### 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 analyses in academia"*



### Analysis

---

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 (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational 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 ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

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 education of the highest academic level”*

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

**01**

### A Strong Boost to Your Career

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 students achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of the company

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

*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**

### You will 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 fields 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

### You will be part of an exclusive community

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

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

# 04

# Objectives

The portfolio managers who take this university program will obtain the learning required to be able to carry out an integral analysis of a company from a static and dynamic perspective. In this way, they will be able to carry out an objective valuation by calculating its theoretical value, from which the graduates will be able to formulate investment recommendations. All this, in addition, with the best didactic material in the academic field and available 24 hours a day, 7 days a week.



“

*Explore the dynamic methods of company valuation and analyze financial projections with greater rigor”*

**TECH makes the goals of their students their own goals too**  
**Working together to achieve them**

The **Postgraduate Certificate in Fundamental Analysis of Financial Investments** will enable the students to:

01

Establish a consistent and reliable trading strategy

04

Analyze the different types of charts used to represent the price

02

Apply the different indicators to add probability to the operation

03

Develop an optimal mentality to be able to trade





05

Determine how the price of listed assets is formed

06

Develop the phases in which price movements are divided into

07

Analyze any chart, identify market patterns and trends in different financial scenarios

08

Evaluate the impact of different economic and political factors on financial asset prices



05

# Structure and Content

The academic itinerary of this Postgraduate Certificate will lead the graduates to obtain over 180 teaching hours the necessary learning to successfully perform Fundamental Analysis of Financial Investments. For this, TECH provides the most innovative teaching tools, accessible from any digital device, 24 hours a day. A unique university proposal that is at the forefront.



“

*You have at your disposal multimedia didactic material to obtain a learning in Fundamental Analysis of great value for your professional progression"*

## Syllabus

The management and teaching staff of this university program has developed a syllabus focused on providing the most important concepts for the realization and implementation of a Fundamental Analysis. To this end, the graduates will be introduced to an advanced and dynamic syllabus thanks to the multitude of didactic materials that TECH puts at their disposal.

It is therefore a program that will allow students to quickly delve into the economic-financial activity of a company, its diagnosis, Fundamental Analysis by multiples of comparable companies, dynamic valuation methods, as well as the dividend distribution policy.

An update in this field will be possible thanks to the video summaries, the detailed videos, the case studies and the complementary readings that make up the extensive Virtual Library of this course. Likewise, thanks to the Relearning method, based on the continuous reiteration of the key content, students will be able to consolidate them much more easily and reduce the hours of study.

Professionals have a unique opportunity to take a quality university course that is distinguished by its flexibility. The students only need a cell phone, tablet or computer to access the syllabus of this academic option at any time of the day. An ideal methodology to make a Postgraduate Certificate compatible with the most demanding daily responsibilities.

This Postgraduate Certificate program is spread out over 6 weeks and is divided into 1 module:

### Module 1

### Fundamental Analysis



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

TECH offers the possibility of developing this Postgraduate Certificate in Fundamental Analysis of Financial Investments in a totally online way. During the 6 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow the students to self-manage their study time.

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

**Module 1. Fundamental Analysis**

**1.1. Economic and Financial Diagnosis of the Company**

- 1.1.1. The Company's Economic-Financial Activity
- 1.1.2. Equity Analysis
- 1.1.3. Economic Analysis
- 1.1.4. Financial Analysis
- 1.1.5. Dimensional Analysis
- 1.1.6. Practical Applications

**1.2. Fundamental Analysis by Multiples of Comparable Companies**

- 1.2.1. Description of the Method
- 1.2.2. Selection of Comparable Companies
- 1.2.3. Corrections to be Made by the Analyst

**1.3. Valuation of Companies by Multiples**

- 1.3.1. Multiples Based on the Share Price
- 1.3.2. Multiples Based on the Company's Market Value
- 1.3.3. Multiples Based on Company Performance
- 1.3.4. Dynamic Multiples
- 1.3.5. Practical Application

**1.4. Dynamic Methods of Company Valuation**

- 1.4.1. Investment Selection Methods Applied to Fundamental Analysis
- 1.4.2. The Discount Rate
- 1.4.3. Financial Projections

**1.5. Estimation of the Company's Cost of Financing**

- 1.5.1. The Cost of Equity
- 1.5.2. The Cost of Debts
- 1.5.3. Weighted Average Cost of Capital
- 1.5.4. Practical Application

**1.6. Optimal Financial Structure of the Company**

- 1.6.1. Existing Theories
- 1.6.2. The Traditional Thesis
- 1.6.3. Estimation of the Optimal Financial Structure
- 1.6.4. Practical Application

**1.7. Valuation of Companies by the Dividend Discount Method**

- 1.7.1. Description of the Method
- 1.7.2. Analysis with Constant Dividends
- 1.7.3. Analysis with Increasing Dividends
- 1.7.4. Practical Application

**1.8. The Optimum Dividend Policy**

- 1.8.1. Dividend Payout Options
- 1.8.2. Dividend Payout Policies
- 1.8.3. Payout and Profit Reinvestment Yields
- 1.8.4. Choosing the Optimal Dividend Payout Policy
- 1.8.5. Practical Application

**1.9. Valuation of Companies by the Discounted Cash Flow Method**

- 1.9.1. Description of the Method
- 1.9.2. Calculation of the Residual Value by Multiples
- 1.9.3. The Calculation of the Residual Value by the Perpetual Growth Method
- 1.9.4. Practical Application

**1.10. Implementation of Fundamental Analysis**

- 1.10.1. Stages of Fundamental Analysis
- 1.10.2. Investment Recommendations
- 1.10.3. Market Consensus
- 1.10.4. Investment Strategies Based on Fundamental Analysis



“

*If you have a cell phone with an Internet connection you will be able to access the most complete courseware on Fundamental Analysis of Financial Investments at any time"*

# 05 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.



07

# Our Students' Profiles

The Postgraduate Certificate is aimed at University Graduates who have previously completed any of the following degrees in the field of Social and Legal Sciences, Administration and Economics.

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

Professionals who, being university graduates in any area, have a two-year work experience in the field of finance can also do the Postgraduate Certificate.







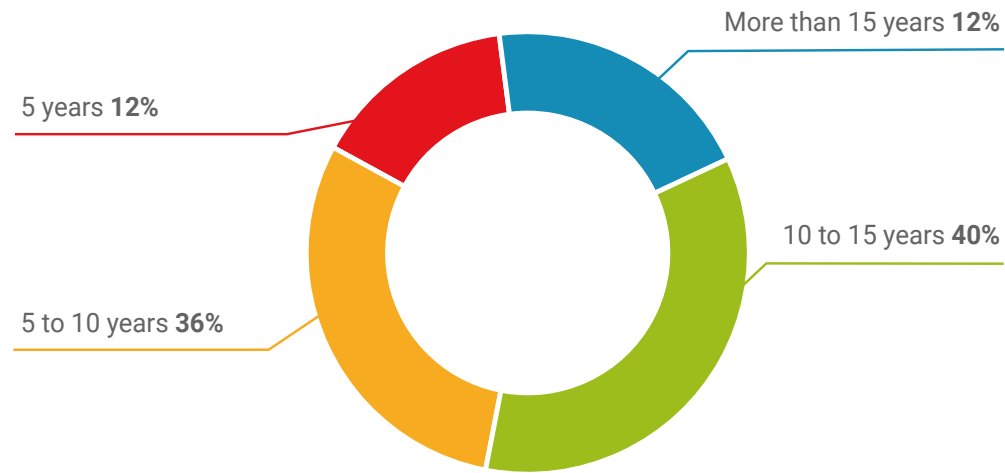
“

*In only 6 weeks you will increase your chances of action in the Trading sector”*

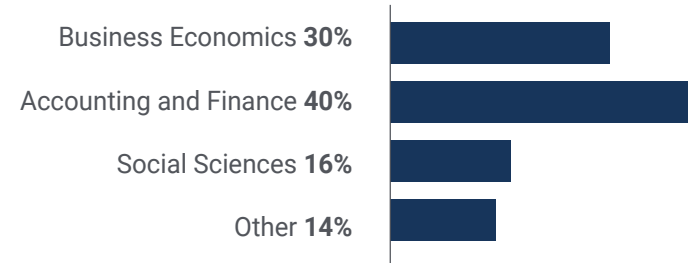
### Average Age

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

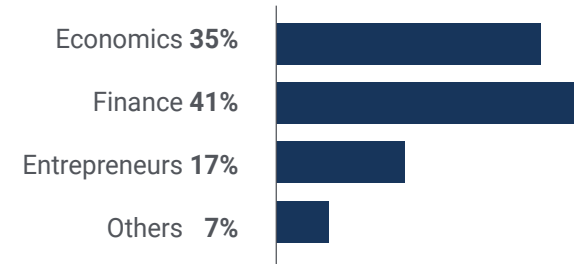
### Years of Experience



### Training

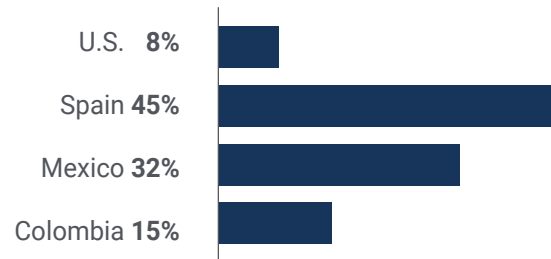


### Academic Profile



## Geographical Distribution

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## Sergio Alcaraz

Securities analyst for financial institutions

*"I started this Postgraduate Certificate with the objective of surpassing my professional goals. Mastering everything surrounding Fundamental Analysis was what I needed. So, I managed to take a step further in my career in an extremely competitive industry"*

08

# Course Management

Students who take this university program have at their disposal an excellent syllabus prepared by real experts in Financial Markets, company management and investment products. Their extensive experience in this field gives the graduates a guarantee of obtaining the most accurate and rigorous information from real experts. Likewise, thanks to their proximity, you will be able to resolve any doubts you may have about the content of this program.





“

*Improve your skills as a chart technician thanks to the high level of trading experience of the faculty teaching this course"*

## Management



### Ms. Medrano García, María Luisa

- ◆ Director of university graduate programs
- ◆ Technical advisor for public institutions
- ◆ Professor in university degrees, courses and postgraduate programs
- ◆ PhD in Senior Management from the University Rey Juan Carlos
- ◆ Degree in Business Administration from Complutense University of Madrid
- ◆ Economic and Social Council of the Community of Madrid Research Award

## Professors

### Mr. Gratacós Sánchez de Rivera, Ignacio

- ◆ Image Personnel Coordinator at ATRESMEDIA
- ◆ Events staff coordinator at Alternativa Eventos
- ◆ Double Degree in Law and Business Administration from the Rey Juan Carlos University
- ◆ Postgraduate Diploma in E-Commerce, Rey Juan Carlos University
- ◆ Postgraduate Diploma in Digital Marketing from the Rey Juan Carlos University

### Mr. Saiz De Pedro, Marcos Manuel

- ◆ Responsible for data collection at Magnum & Partners
- ◆ Double Degree in Law and Business Administration
- ◆ Degree in Business Administration and Management from Ludwig Maximilians Universität
- ◆ Degree in Telecommunication Technologies and Services from the Polytechnic University of Madrid

**Mr. González Serradilla, Miguel Ángel**

- ◆ General Coordinator of IURIS at Rey Juan Carlos University
- ◆ Member of the Faculty of Economics and Business Sciences
- ◆ Delegate of the Degree in Law at Rey Juan Carlos University
- ◆ Delegate of the Degree in Business Administration and Management at Rey Juan Carlos University
- ◆ Member of the National Council of Law Students

**Mr. Mateo Castro, Manuel**

- ◆ Blockchain and Cryptocurrency Specialist
- ◆ Management of metrics development for the analysis of results in Ospina Abogados
- ◆ Billing Management at FACE S.L
- ◆ Degree in Business Administration and Management from the Business & Marketing School
- ◆ Postgraduate Diploma in Global Marketing Management by Business & Marketing School

**Dr. Gómez Martínez, Raúl**

- ◆ Founding Partner and CEO of Open 4 Blockchain Fintech
- ◆ Founding Partner of *InvestMood Fintech*
- ◆ Apara's CEO
- ◆ PhD in Business Economics and Finance from Universidad Rey Juan Carlos de Madrid
- ◆ Bachelor's Degree in Economics and Business Administration, Complutense University of Madrid
- ◆ Professional Master's Degree in Economic Analysis and Financial Economics, Complutense University of Madrid

09

# Impact on Your Career

Thanks to the completion of this university program, the graduates will have the opportunity to increase their chances of progression in the financial sector. An impact that will be noticeable by mastering the essential tools and techniques used in Fundamental Analysis of Financial Investments. All this, moreover, in a short time and thanks to an excellent teaching team expert in this sector.





“

*Become a top portfolio manager  
and financial analyst thanks to TECH”*

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

TECH's Postgraduate Certificate in Technical Analysis of Financial Investments is an intensive program that prepares you to face challenges and business decisions in the field of financial investments. 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.

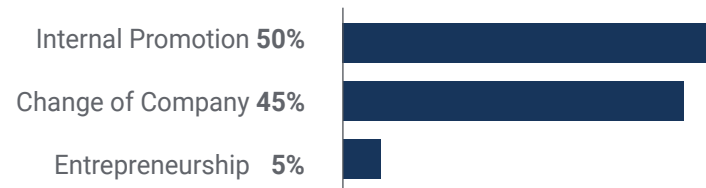
*Improve the financial planning of companies and your career progression with TECH"*

*Increase your chances of salary progression after completing this Postgraduate Certificate"*

#### 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



10

# Benefits for Your Company

Financial institutions and companies that have professionals specialized in Fundamental Analysis on their staff increase their performance value when making financial investment decisions. In this way, qualified portfolio managers give a higher reputation to the entities they work for, given their management skills in the face of financial market movements.





“

*Adopt more accurate investment strategies with Fundamental Analysis and grow your client portfolio"*

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

01

### **Growth of talent and intellectual capital**

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

---

02

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

This program strengthens the link between the company and the professional 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.

---

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**

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

---

06

### **Increased competitiveness**

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

# 11

# Certificate

The Postgraduate Certificate in Fundamental Analysis of Financial Investments guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.





“

*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”*

This program will allow you to obtain your **Postgraduate Certificate in Fundamental Analysis of Financial Investments** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University** is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

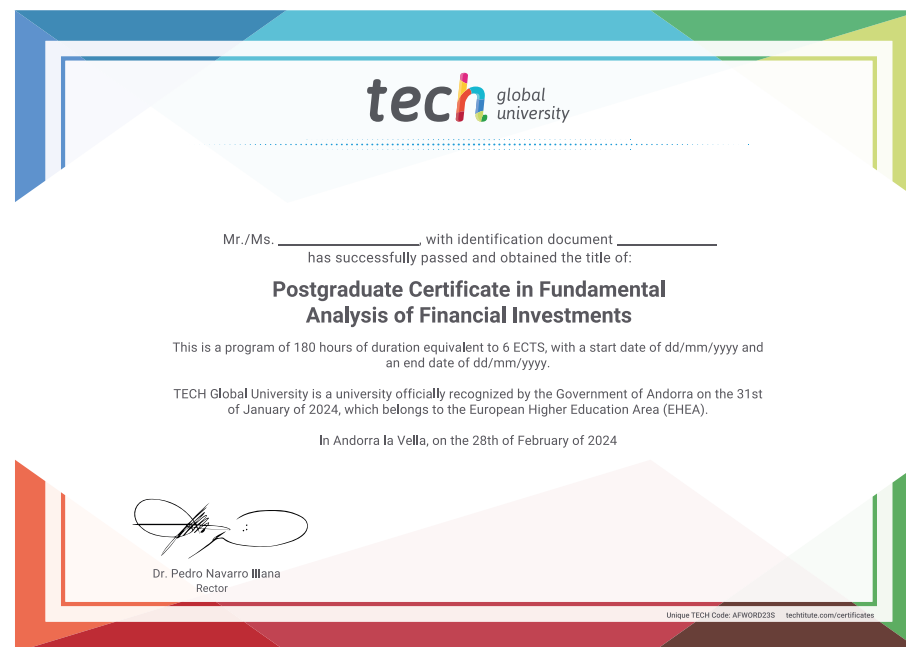
This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Fundamental Analysis of Financial Investments**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



future

health confidence people

education information tutors

guarantee accreditation teaching

institutions technology learning

community commitment

personalized service innovation

knowledge present

development language

virtual classroom

**tech** global  
university

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