

# Postgraduate Certificate Mergers and Acquisitions Strategy and Planning



## Postgraduate Certificate Mergers and Acquisitions Strategy and Planning

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Accreditation: 6 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: University Graduates who have previously completed any of the degrees in the fields of Social and Legal Sciences, Administrative and Business Sciences.

Website: [www.techtitute.com/us/school-of-business/postgraduate-certificate/mergers-acquisitions-strategy-planning](http://www.techtitute.com/us/school-of-business/postgraduate-certificate/mergers-acquisitions-strategy-planning)

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# 01

# Welcome

Mastering the main planning strategies for the implementation of a merger and acquisition plan has become a highly sought-after skill in today's workplace. Therefore, professionals who perfectly control the analysis of markets and competition, due diligence and human capital management to develop successful projects are much more likely to have access to jobs at the highest level. For this reason, TECH has considered it necessary to design a program that gathers precisely the information necessary to achieve this in less than 6 weeks. This is an innovative, exhaustive and 100% online program with which the graduate will be able to exceed their professional expectations based on specialized activity in the field of strategic planning in mergers and acquisitions.



Postgraduate Certificate in Mergers and Acquisitions Strategy and Planning  
TECH Global University



“

*Access a top-level program that will  
elevate your talent to the top of the  
M&A industry”*

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.





### Learn with the best

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

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"*



### 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 (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 groundbreaking 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

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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

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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

With the launch of this program, TECH and its team of experts in the field of mergers and acquisitions has pursued the goal of making available to its graduates the most innovative content in the current academic market. Therefore, it has combined in 180 hours all the information they need to achieve this in less than 6 weeks, including additional content to make this academic experience the best and most enriching one.





“

*The more demanding your expectations are,  
the more you will be able to get out of this  
Postgraduate Certificate”*

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

The **Postgraduate Certificate in Mergers and Acquisitions Strategy and Planning** will enable students to:

01

Formulate strategies for the merger and acquisition process

02

Identify and evaluate opportunities







03

Conduct due diligence process

04

Build skills in negotiation and deal structuring

05

# Structure and Content

TECH is a pioneer worldwide for the implementation of the Relearning methodology as a pedagogical strategy. Thanks to this, graduates do not have to spend extra hours memorizing. This technique is based on the reiteration of the most important concepts, helping the acquisition of knowledge gradually and naturally, and favoring the memory of the main ideas for a longer period of time. In addition, the 100% online presentation allows students to connect from anywhere, without schedules or face-to-face classes.



“

*In the Virtual Classroom, you will find more than 180 hours of the best content: videos in focus, news, outlines, summaries, practical exercises and much more!”*

## Syllabus

This Postgraduate Certificate in Mergers and Acquisitions Strategy and Planning is an intensive program that prepares graduates to face challenges and make strategic decisions in the business environment. The program is designed to develop managerial skills to make informed decisions in uncertain environments.

Throughout 180 hours of activity, participants analyze numerous case studies through individual and team work. This methodology guarantees authentic immersion in real business situations, providing a deep and practical learning and knowledge updating experience.

The Postgraduate Certificate addresses in depth the preliminary evaluation and due diligence, the most innovative strategies to reach effective merger agreements and the best communication techniques for an efficient integration, among other aspects. It is designed to train professionals who understand mergers and acquisitions from a strategic, international and innovative perspective.

The curriculum is professional-oriented, focused on your expert development and designed to prepare you to achieve excellence in business management. This program understands your needs and those of your company, offering innovative content based on the latest trends, supported by a first-class educational methodology and an exceptional faculty. It will provide you with the necessary skills to solve critical situations creatively and efficiently.

This Postgraduate Certificate is developed over 6 weeks and is divided into 1 module:

### Module 1

### Mergers and Acquisitions Strategy and Planning



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

TECH offers the possibility of developing this Postgraduate Certificate in Mergers and Acquisitions Strategy and Planning completely online. 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 them to self-manage their study time.

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

**Module 1. Mergers and Acquisitions Strategy and Planning**

**1.1. Strategic Objectives of Mergers and Acquisitions**

- 1.1.1. Identification of Corporate Objectives
- 1.2.2. Alignment with Corporate Strategy
- 1.1.3. Examples of Strategic Objectives

**1.2. Market and Competition Analysis**

- 1.2.1. PESTEL, SWOT and PORTER Analysis
- 1.2.2. Competitive Environment Assessment
- 1.2.3. Impact of Antitrust Laws
- 1.2.4. Opportunity and Threat Identification

**1.3. Identification of Candidates for Mergers and Acquisitions**

- 1.3.1. Selection Criteria
- 1.3.2. Sources of Information and Searches
- 1.3.3. Initial Evaluation of Candidates

**1.4. Preliminary Evaluation and Due Diligence**

- 1.4.1. Financial and Legal Due Diligence
- 1.4.2. Operational and Commercial Analysis
- 1.4.3. Evaluation of Potential Synergies

**1.5. Strategies to Reach an Agreement in a Merger**

- 1.5.1. Negotiation Strategies
- 1.5.2. Drafting and Reviewing Agreements
- 1.5.3. Conflict Management and Resolution

**1.6. Communication Strategy in Mergers & Acquisitions**

- 1.6.1. Internal and External Communication
- 1.6.2. Investor Expectation Management
- 1.6.3. Transparency and Financial Reporting

**1.7. Integration Planning**

- 1.7.1. Integration Planning
- 1.7.2. Change Management and Organizational Culture
- 1.7.3. Integration Success Evaluation

**1.8. Managing Human Capital**

- 1.8.1. Talent Management
- 1.8.2. Personnel Restructuring
- 1.8.3. Management of Corporate Culture

**1.9. Technologies and Systems in Mergers and Acquisitions**

- 1.9.1. IT Systems Evaluation
- 1.9.2. Systems and Data Integration
- 1.9.3. Cybersecurity Management

**1.10. Ethics and Responsibility in Mergers and Acquisitions**

- 1.10.1. Ethical Principles in Mergers and Acquisitions
- 1.10.2. Corporate Social Responsibility
- 1.10.3. Impact on Communities and the Environment



“

*You will be able to delve into the benefits of PESTEL and SWOT, getting to know the best techniques to master them”*

# 06

# Methodology

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

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







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

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

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

“

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



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



## A learning method that is different and innovative

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

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

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

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

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

## Relearning Methodology

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

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

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

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

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



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

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

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

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

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



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



### Study Material

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

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



### Classes

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

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



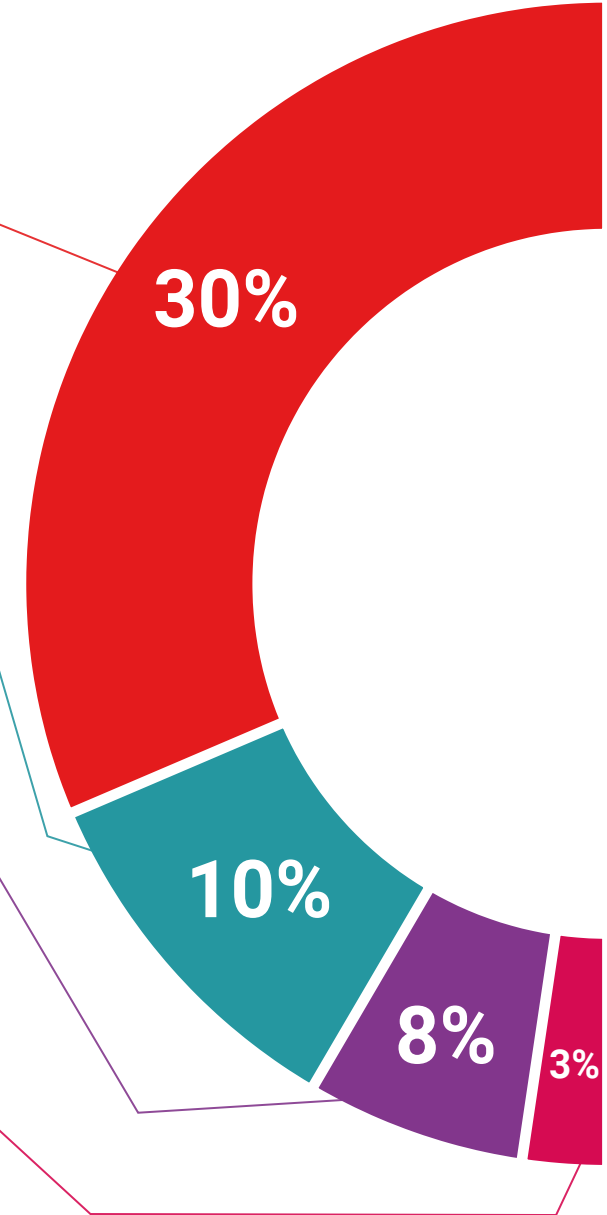
### Management Skills Exercises

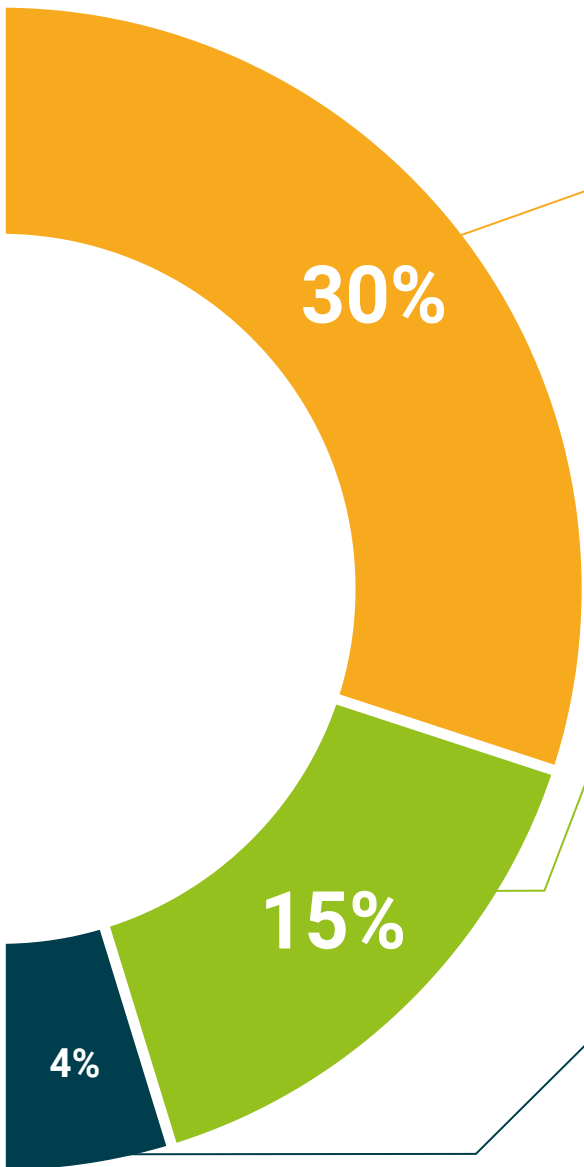
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### Additional Reading

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





**Case Studies**

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



**Interactive Summaries**

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

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



**Testing & Retesting**

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



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.

The diversity of participants with different educational profiles and from multiple nationalities makes up the multidisciplinary approach of this program. The Postgraduate Certificate may also be taken by professionals who, being university graduates in any area, have two years of work experience in the field of Mergers and Acquisitions.





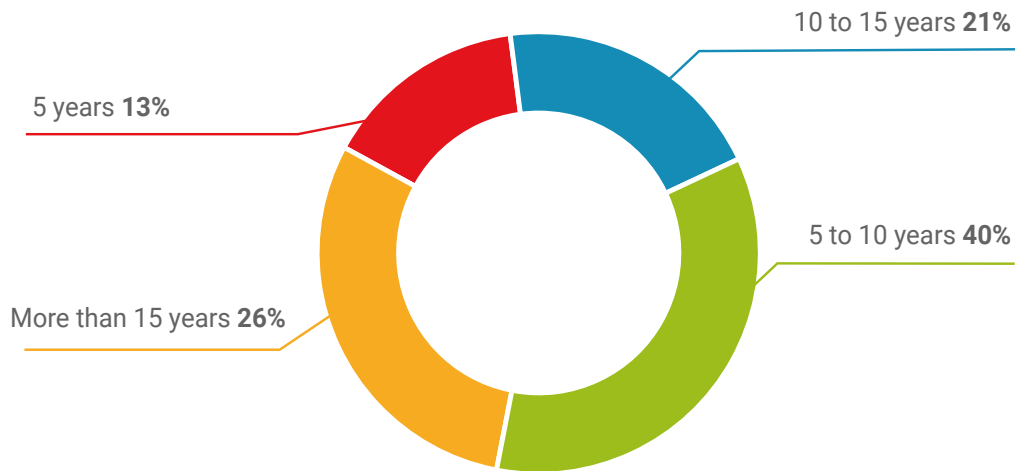
“

*A multidisciplinary academic experience with which you will achieve excellence from home: no schedules or on-site classes”*

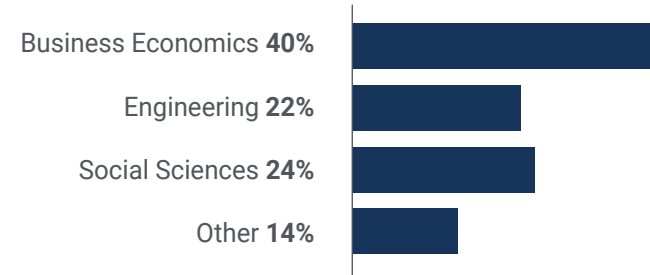
### Average Age

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

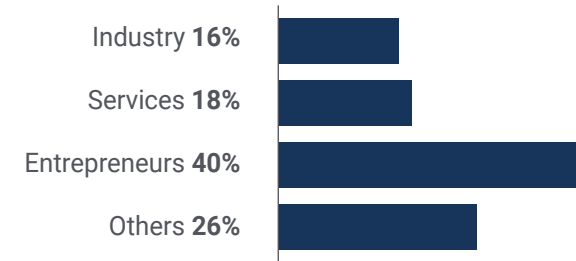
### Years of Experience



### Training

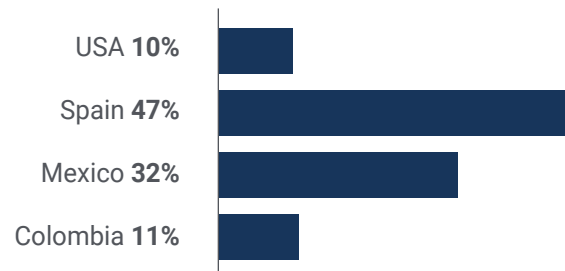


### Educational Profile



## Geographical Distribution

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## Rodrigo Salinas

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Post-Acquisition Integration Specialist

*"I have completed the Mergers and Acquisitions Strategy and Planning course with TECH Global University and it was an extremely valuable experience. The course provided in-depth insight on how to design and execute effective M&A strategies. Through detailed case studies and analysis, I gained essential skills to evaluate opportunities, manage risks and ensure a successful integration"*

08

# Course Management

TECH always prioritizes the creation of the best teaching teams. The reason for this is that it believes that only the most experienced experts in the area of study will be able to create a top-level syllabus adapted to the academic needs of graduates and the demands of today's labor market. Therefore, all professionals are active, another argument in favor, since they know in detail what happens in the business context and know how to prioritize what is really important to master the planning of strategies in mergers and acquisitions.





“

*You will master integration planning thanks to practical advice from the best experts”*

## Management



### Dr. Gómez Martínez, Raúl

- ♦ Founding Partner and CEO of Open 4 Blockchain Fintech
- ♦ Founding Partner of InvestMood Fintech
- ♦ Apará'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
- ♦ Master's Degree in Economic Analysis and Financial Economics, Complutense University of Madrid



### Dr. García Costa, Beatriz

- ♦ Client manager at Banco Santander
- ♦ Lecturer in undergraduate studies
- ♦ Author of academic publications
- ♦ PhD in Business Economics from Rey Juan Carlos University
- ♦ Master's Degree in Financial Planning and Advisory Services from the Rey Juan Carlos University
- ♦ Degree in Business Administration and Management from University of Alcalá



### **Dr. García Costa, Laura**

- ♦ Finance Specialist at Just Eat
- ♦ Client Manager at Cetelem Bank
- ♦ Lecturer in undergraduate studies
- ♦ Author of several publications and articles
- ♦ PhD in Business Economics from Rey Juan Carlos University
- ♦ Master's Degree in Financial Planning and Advisory Services from the Rey Juan Carlos University
- ♦ Degree in Business Administration and Management from University of Alcalá

## **Professors**

### **Mr. Segura Pacho, Felipe Marcelo**

- ♦ Back Office at Indra BPO Services SLU
- ♦ Accountant at JC Segura Construcciones SA
- ♦ Specialist in Corporate Finance at the Catholic University of Salta
- ♦ Master's Degree in Financial Planning and Advice, Rey Juan Carlos University
- ♦ Master's Degree in Business Management from the Public University of Navarra
- ♦ Collaborator of the project "Trading in Stock Exchange and Financial Markets"

09

# Impact on Your Career

In the job market there is more and more competition, so companies are always looking for the best resumes. Based on this, including this program or any of those offered by TECH is synonymous with excellence, based on the recognition of Forbes as “the best online university in the world.” It is, therefore, a unique opportunity to make a difference with a complete, comprehensive and dynamic program that also brings prestige and level.





“

*A program with which you will make a difference thanks to the excellent level you will acquire with TECH”*

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

TECH's Mergers and Acquisitions Postgraduate Certificate is an intensive program that prepares you to face business challenges and decisions in the administrative and fiscal areas. Its main objective is to promote your personal and professional growth. Helping them achieve success.

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

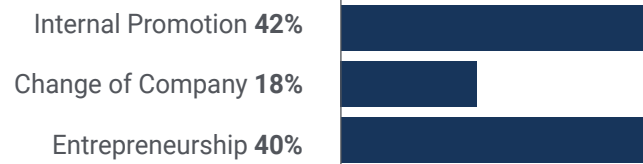
*You will work on ethics and responsibility in mergers and acquisitions, so that your activity is always fair and effective.*

*Thousands of students choose TECH every year and end up getting the job of their dreams. Do you want to be one of them?*

#### Time of Change



#### Type of change



## Salary increase

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This program represents a salary increase of more than **27%** for our students



10

# Benefits for Your Company

TECH designs each of its programs thinking not only about its graduates, but also about what they will be able to contribute to companies when they finish their studies. For this reason, TECH carries out a detailed study of the current situation, including in its programs all the information necessary to resolve the critical situations that arise in the current environment. Thanks to this, students can improve, among other things, their problem-solving skills, enhancing the talent of the human capital of the organization of which they form part.



“

*Raise your company's talent to the highest level by taking an academic program at the best university in the world”*

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 Mergers and Acquisitions Strategy and Planning guarantees, in addition to the most accurate 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 private qualification will allow you to obtain a **Postgraduate Certificate in Mergers and Acquisitions Strategy and Planning** 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** private qualification 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 Mergers and Acquisitions Strategy and Planning**

Modality: **Online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



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



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