

Postgraduate Diploma Business Economics





Postgraduate Diploma Business Economics

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Target Group: University graduates and professionals in the field of Business Sciences who would like to further their studies in this field.

Website: www.techtute.com/in/school-of-business/postgraduate-diploma/postgraduate-diploma-business-economics

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01 Welcome

Obtaining superior knowledge in economics is indispensable for professionals working in business, as it allows them to acquire a global vision of the field. For this reason, TECH wants to offer these professionals a quality specialization program, which includes an exhaustive analysis of a company's economic operations and their importance in a world of limited resources but infinite opportunities. This knowledge will be very useful for professionals who want to access positions of great responsibility, which demand experts who can perform in-depth economic analysis, both internally and externally.



Postgraduate Diploma in Business Economics.
TECH Technological University



“

In-depth knowledge of business economics will enable you to work for companies in various areas and will help you position yourself as a leading professional in the field”

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

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

The objectives set by the program are based on addressing the additional specialized needs of Business Science professionals in the field of business economics. In this sense, a complete and optimal specialization program has been realistically established to lead students to academic excellence and encourage them to efficiently advance in their professional careers. Thus, the program will be a journey for students toward both personal and professional growth that will lead them to the highest level of performance as experts in business.



“

Completing this program will allow you to acquire an international business vision that will be of great value for your professional development”

Your goals are our goals

We work together to help you achieve them

The Postgraduate Diploma in Business Economics qualifies students to:

01

Know how to correctly administrate and manage companies of all sizes and in all sectors

04

Understand the fundamentals of supply, demand and market preferences

02

Have a global vision of economics at a global scale



03

Thoroughly understand the fundamentals of microeconomics and macroeconomics

05

Adopt a critical view of national and international economic problems

06

Identify the basic variables in microeconomics: public intervention, externalities and public goods, static and dynamic game and theory, etc.

08

Explain the objectives of macroeconomics and the instruments of economic policy

09

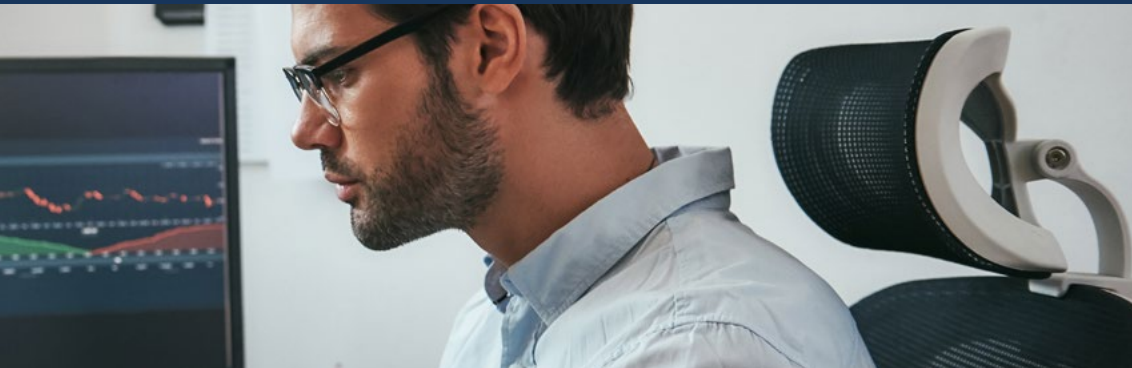
Explain the use and impact of these instruments on goods and financial markets

07

Integrate the effects of microeconomic variables within the business environment

10

Understand changes in domestic and foreign demand



05

Structure and Content

The syllabus for this Postgraduate Diploma has been designed and created by a team of experts in the field to respond specifically to the needs of Business Science professionals. This compendium of content has also been conceived with a focus on applied learning, which will allow professionals to successfully intervene by means of a broader vision of real environments in the profession. Thus, this syllabus will become students' main asset to successfully insert themselves into a labor market that increasingly demands more specialized professionals in business economics.



“

A comprehensive syllabus designed to provide business professionals with a higher qualification in business economics”

Syllabus

The TECH Technological University Postgraduate Diploma in Business Economics is an intensive program that prepares students for decision-making in business areas. The content is designed to develop students' competencies, achieving a higher level of knowledge that will lead them to access positions of greater responsibility within their respective fields.

Over 450 hours, students will analyze a multitude of practical cases to gain a deep and complete understanding that will be very useful in professional practice. It is, therefore, an authentic immersion in real business situations.

This Postgraduate Diploma deals with the different areas of a company in depth, and it is designed for managers to understand economic management from a strategic, international and innovative perspective.

A plan designed to favor student learning, which focuses on their needs and, therefore, is offered in a 100% online format. That way, the information will be available to access at any time, 24 hours a day. This, undoubtedly, makes it easier for professionals to continue learning while fulfilling their other daily responsibilities.

This program takes place over six months and is structured as follows:

Module 1 Introduction to Economics

Module 2 Microeconomics

Module 3 Macroeconomics



Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Diploma in Business Economics completely online. Over the course of 6 months, 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. Introduction to Economics

1.1. Introduction to Market Supply, Demand, Equilibrium and Changes

- 1.1.1. Economics: Principles and Definitions
 - 1.1.1.1. Economic Principles and Concepts
 - 1.1.1.2. Micro and Macro Economics
 - 1.1.1.3. Resource Scarcity
 - 1.1.1.4. Basic Economic Models
- 1.1.2. Opportunity Cost
 - 1.1.2.1. Analysis
 - 1.1.2.2. Net Present Value
- 1.1.3. The Break-Even Point
 - 1.1.3.1. Concept
 - 1.1.3.2. Type of Costs
 - 1.1.3.3. Calculation and Results

1.2. Market Demand, Supply and Preferences

- 1.2.1. Markets and Market Types
 - 1.2.1.1. The Concept of Market
 - 1.2.1.2. Types of Markets
 - 1.2.1.3. The Nature of Products
- 1.2.2. Market Demand
 - 1.2.2.1. Definition and Conceptualization
 - 1.2.2.2. Determinants of Demand
- 1.2.3. Market Supply
 - 1.2.3.1. Definition and Conceptualization
 - 1.2.3.2. Determination of Supply
 - 1.2.3.3. The Influence of Competition
- 1.2.4. Equilibrium and Statics
 - 1.2.4.1. Comparative Statics
 - 1.2.4.2. Uses of Comparative Statics
 - 1.2.4.3. Economic Equilibrium
 - 1.2.4.4. Dynamic Equilibrium

1.3. Budget Constraints and Consumer Equilibrium

- 1.3.1. Budget Constraints and Shifts
 - 1.3.1.1. Concept
 - 1.3.1.2. Slope of the Equilibrium Line
 - 1.3.1.3. Movements on the Equilibrium Line
- 1.3.2. Optimal Choice
 - 1.3.2.1. Concept
 - 1.3.2.2. Indifference Curve
 - 1.3.2.3. Utility Function
- 1.3.3. Optimal Choice
 - 1.3.3.1. Concept
 - 1.3.3.2. Indifference Curve
 - 1.3.3.3. Utility Function

1.4. Consumer and Producer Surplus. Competitive Equilibrium Efficiency

- 1.4.1. Consumer and Producer Surplus
 - 1.4.1.1. Law of Diminishing Returns
 - 1.4.1.2. Supply and Demand Curve
 - 1.4.1.3. Increasing and Decreasing Marginal Utility
- 1.4.2. Competitive Equilibrium Efficiency
 - 1.4.2.1. Concept
 - 1.4.2.2. The Mathematical Conditions of Short-Run Equilibrium
 - 1.4.2.3. The Mathematical Conditions of Long-Run Competitive Equilibrium

1.5. Maximum and Minimum Prices: The Effect of Indirect Taxation

- 1.5.1. Maximum and Minimum Prices
 - 1.5.1.1. Conceptualization
 - 1.5.1.2. Maximum Price
 - 1.5.1.3. Minimum Price
- 1.5.2. Effects of Indirect Taxes
 - 1.5.2.1. Definition and Major Concepts
 - 1.5.2.2. Legal and Economic Impact
 - 1.5.2.3. Economic Impact Analysis

1.6. Price Elasticity of Demand and Determinants of Elasticity

- 1.6.1. Price Elasticity of Demand
 - 1.6.1.1. Concepts
 - 1.6.1.2. Factors that Determine Price Elasticity of Demand
 - 1.6.1.3. Total Income and Elasticity
- 1.6.2. Summary of the Types of Elasticity
 - 1.6.2.1. Perfectly or Infinitely Elastic
 - 1.6.2.2. Perfectly or Infinitely Inelastic
 - 1.6.2.3. Greater and Less Than 1
 - 1.6.2.4. Equal to 0

1.7. Cross Elasticity of Demand and Analytical Calculation

- 1.7.1. Cross Elasticity
 - 1.7.1.1. Context
 - 1.7.1.2. Concepts and Definitions
 - 1.7.1.3. Substitute Goods and Independent Goods
- 1.7.2. Analytical Calculation
 - 1.7.2.1. Formula
 - 1.7.2.2. Calculations and Examples

1.8. Production Function and Yields

- 1.8.1. Production Function
 - 1.8.1.1. Basic Assumptions
 - 1.8.1.2. Total Production
 - 1.8.1.3. Average Production
 - 1.8.1.4. Marginal Production
- 1.8.2. Law of Diminishing Returns
 - 1.8.2.1. Concept
 - 1.8.2.2. Graph and Interpretations
 - 1.8.2.3. Returns to Scale

1.9. Short-Term and Long-Term Costs

- 1.9.1. Loss Functions
 - 1.9.1.1. Definitions and Concepts
 - 1.9.1.2. Company Costs
 - 1.9.1.3. Formulation and Representations
- 1.9.2. Short-Term Costs
 - 1.9.2.1. Concept and Definitions
 - 1.9.2.2. Types of Short-Term Costs
 - 1.9.2.3. Formulation
- 1.9.3. Long-Term Costs
 - 1.9.3.1. Concept and Definitions
 - 1.9.3.2. Types of Long-Term Costs
 - 1.9.3.3. Formulation

1.10. Basic Economic Magnitudes

- 1.10.1. Economic Activity
 - 1.10.1.1. Conceptualization
 - 1.10.1.2. Economic growth
 - 1.10.1.3. The Public Sector
 - 1.10.1.4. General Objectives
- 1.10.2. Price Indexes and Market Indicators
 - 1.10.2.1. Conceptualization
 - 1.10.2.2. Simple and Complex Indexes
 - 1.10.2.3. Nominal GDP
 - 1.10.2.4. Real GDP
- 1.10.3. Circular Flow of Income
 - 1.10.3.1. Conceptualization
 - 1.10.3.2. Types of Flow: Real and Monetary
 - 1.10.3.3. Public Sector Intervention

1.11. Monetary Policies

- 1.11.1. Money and Circulation
 - 1.11.1.1. Conceptualization and Objectives
 - 1.11.1.2. The Demand for Money
 - 1.11.1.3. Money Circulation
- 1.11.2. Equilibrium in the Money Market and Monetary Policy
 - 1.11.2.1. Market Equilibrium
 - 1.11.2.2. Open Market Transactions
 - 1.11.2.3. Conventional and Unconventional Monetary Policy

1.12. Market Structures and Types

- 1.12.1. Market Structures
 - 1.12.1.1. The Concept of Market
 - 1.12.1.2. Perfect and Imperfect Competition
 - 1.12.1.3. Monopolies
 - 1.12.1.4. Oligopolies and Duopolies
 - 1.12.1.5. Monopsonies
 - 1.12.1.6. Oligopsonies

1.13. Non-Competitive Markets

- 1.13.1. Monopolistic Market Competition
 - 1.13.1.1. The Concept of Monopoly
 - 1.13.1.2. The Social Cost of Monopolies
 - 1.13.1.3. Price Discrimination
- 1.13.2. Oligopoly Market Competition
 - 1.13.2.1. The Concept of Oligopoly
 - 1.13.2.2. Different Types of Oligopolies

1.14. Aggregate Supply and Demand Models

- 1.14.1. Aggregate Demand
 - 1.14.1.1. Concept
 - 1.14.1.2. Calculation Basis
 - 1.14.1.3. Aggregate Demand Curve
- 1.14.2. Keynesian Multipliers
 - 1.14.2.1. Concept
 - 1.14.2.2. The Effects Caused by the Multiplier
 - 1.14.2.3. Calculation Basis
- 1.14.3. Aggregate Supply
 - 1.14.3.1. Concept
 - 1.14.3.2. Factors
 - 1.14.3.3. Variations

1.15. International Economic Relations

- 1.15.1. International Trade
 - 1.15.1.1. Basic Concepts
 - 1.15.1.2. Exchange Rate and Terms of Trade
 - 1.15.1.3. Trade Policy Instruments
- 1.15.2. Balance of Payments and Theories of Exchange Rate
 - 1.15.2.1. Balance of Payments
 - 1.15.2.2. Theories of Exchange Rate

Module 2. Microeconomics

<p>2.1. Microeconomics: Welfare and Typology of Market Failures</p> <p>2.1.1. Microeconomics 2.1.1.1. Microeconomics Principles and Concepts 2.1.1.2. Production 2.1.1.3. Consumer Sovereignty 2.1.1.4. Economic Agents</p> <p>2.1.2. Welfare and Typology of Failures 2.1.2.1. Concept of Welfare 2.1.2.2. Net Present Value 2.1.2.3. Types of Failures and Market Constraints</p>	<p>2.2. Public Intervention: Externalities and Public Goods</p> <p>2.2.1. Public Intervention 2.2.1.1. The Existence of Public Goods 2.2.1.2. State Intervention</p> <p>2.2.2. Externalities 2.2.2.1. Internal Costs 2.2.2.2. External Costs or Negative Externality 2.2.2.3. External Benefits 2.2.2.4. Environmental Policy</p>	<p>2.3. Simultaneous Games: Normal Representation, Rationality and Information</p> <p>2.3.1. Simultaneous Games 2.3.1.1. Concept 2.3.1.2. Representation 2.3.1.3. Applications</p> <p>2.3.2. Types of Simultaneous Games 2.3.2.1. Symmetrical and Asymmetrical Simultaneous Games 2.3.2.2. Other Types</p> <p>2.3.3. History of Game Theory</p>	<p>2.4. Dynamic Games: Extensive Representation, Perfect and Imperfect Information</p> <p>2.4.1. Extensive Form Representation 2.4.1.1. From Extensive to Normal Form: Strategy</p> <p>2.4.2. Backward Introduction and Sub-Game Perfect Nash Equilibrium 2.4.2.1. Sequential Rationality and Nash Equilibrium 2.4.2.2. Backward Introduction Procedure 2.4.2.3. Sub-Games with Perfect Information</p> <p>2.4.3. Stackelberg's Duopoly Model 2.4.3.1. Concept 2.4.3.2. Applications</p>
<p>2.5. Oligopoly Characteristics and Models</p> <p>2.5.1. Oligopoly Characteristics 2.5.1.1. Conceptualization 2.5.1.2. Difference between Oligopoly and Monopoly 2.5.1.3. Business Interdependence</p> <p>2.5.2. Oligopoly Models 2.5.2.1. Differentiated 2.5.2.2. Concentrated 2.5.2.3. Duopolies</p> <p>2.5.3. Barriers to Market Entry 2.5.3.1. Oligopoly Practices 2.5.3.2. Causes and Consequences</p>	<p>2.6. The Public Sector and Oligopolies</p> <p>2.6.1. Different Models 2.6.1.1. Cournot Competition Model 2.6.1.2. Stackelberg Competition Model</p> <p>2.6.2. The Public Sector 2.6.2.1. Public Sectors and Innovation 2.6.2.2. Sector Failures 2.6.2.3. Oligopolies Worldwide</p>	<p>2.7. Monopolistic Competition</p> <p>2.7.1. The Concept of Monopoly 2.7.1.1. Context 2.7.1.2. Concepts and Definitions</p> <p>2.7.2. Characteristics of Markets 2.7.2.1. Examples of Markets 2.7.2.2. Imperfect Competition</p>	<p>2.8. Differentiation, Equilibrium and Comparison between Perfect and Monopolistic Competition</p> <p>2.8.1. Differentiation 2.8.1.1. Concepts 2.8.1.2. Features 2.8.1.3. Highlights</p> <p>2.8.2. Balance 2.8.2.1. Concept 2.8.2.2. Marginal Cost 2.8.2.3. Producers</p> <p>2.8.3. Comparison</p>
<p>2.9. Consumer Choice Theory</p> <p>2.9.1. Preferences 2.9.1.1. Consumer Choice Theory 2.9.1.2. Basket of Goods 2.9.1.3. Preferences and Restrictions 2.9.1.4. Binary Relation</p> <p>2.9.2. Indifference Curve 2.9.2.1. Concept and Definitions 2.9.2.2. Curve Maps</p>	<p>2.9.3. Utility Function 2.9.3.1. Concept and Definitions 2.9.3.2. U-Level Functions 2.9.3.3. Formulation and Types of Axioms</p>	<p>2.10. Individual Demand Curves</p> <p>2.10.1. Individual Demand 2.10.1.1. Conceptualization 2.10.1.2. Examples</p> <p>2.10.2. Demand Curves 2.10.2.1. Conceptualization 2.10.2.2. Determinants of Demand 2.10.2.3. Change in the Amount of Demand 2.10.2.4. Change in Demand</p>	<p>2.11. Intertemporal Choice</p> <p>2.11.1. Intertemporal Preferences 2.11.1.1. Marginal Rate of Time Preference (MRTP) 2.11.1.2. Decreasing MRTP 2.11.1.3. Current Period and Uncertainty</p> <p>2.11.2. Interest Rate and Discounted Value 2.11.2.1. Real Interest Rate 2.11.2.2. Present Value 2.11.2.3. Budget Constraint</p>

2.12. Social Choice under Uncertainty and Risk

- 2.12.1. Risk Description
 - 2.12.1.1. Analysis of Decisions
 - 2.12.1.2. Expected Value
 - 2.12.1.3. Fair Play
 - 2.12.1.4. Variability
 - 2.12.1.5. Deviations
- 2.12.2. Risk Preferences
 - 2.12.2.1. Expected Utility
 - 2.12.2.2. Risk-Averse Individuals
 - 2.12.2.3. Risk-Neutral Individuals
 - 2.12.2.4. Risk-Loving Individuals
 - 2.12.2.5. Risk Premium and Value of Certainty

- 2.12.3. Risk Reduction
 - 2.12.3.1. Diversification
 - 2.12.3.2. Actuarial Justice
 - 2.12.3.3. Reservation Price

2.13. Asymmetric Information

- 2.13.1. Asymmetric Information
 - 2.13.1.1. Adverse Selection
 - 2.13.1.2. Moral Hazard
 - 2.13.1.3. Asymmetric Information Theory

Module 3. Macroeconomics

3.1. From Microeconomics to Macroeconomics. The Objectives of Macroeconomics

- 3.1.1. Differences between Microeconomics
 - 3.1.1.1. Concept and Analysis
 - 3.1.1.2. Fundamental Processes
 - 3.1.1.3. Comparative Analysis
- 3.1.2. Macroeconomic Objectives
 - 3.1.2.1. Objectives
 - 3.1.2.2. Objective Evolution

3.2. Economic Policy Instruments

- 3.2.1. Concept
 - 3.2.1.1. Description
 - 3.2.1.2. Evolution
- 3.2.2. Instruments
 - 3.2.2.1. Institutions
 - 3.2.2.2. Globalization
 - 3.2.2.3. Detailed Analysis
- 3.2.3. International Instruments
 - 3.2.3.1. Concepts and Definition
 - 3.2.3.2. International Management

3.3. Aggregate Production

- 3.3.1. Aggregate Production Theory
 - 3.3.1.1. Concepts
 - 3.3.1.2. Origin of Theory
 - 3.3.1.3. Applications
- 3.3.2. Aggregate Production Function
 - 3.3.2.1. Yields and Constants
 - 3.3.2.2. Production Factors
- 3.3.3. Applications

3.4. Unemployment and Inflation Measurement

- 3.4.1. Unemployment Measurement
 - 3.4.1.1. Concept and Definitions
 - 3.4.1.2. Unemployment Impacts
 - 3.4.1.3. Measurement and Instruments
- 3.4.2. Inflation
 - 3.4.2.1. Demand-Pull Inflation
 - 3.4.2.2. Cost-Push Inflation
 - 3.4.2.3. Structural Inflation

3.5. The Demand for Goods: Consumption, Investment and Public Spending

- 3.5.1. General Concepts
 - 3.5.1.1. Important Definitions
 - 3.5.1.2. The Consumer Market and Total Demand of Goods
- 3.5.2. The Components of GDP
 - 3.5.2.1. Consumption
 - 3.5.2.2. Investments
 - 3.5.2.3. Public Spending

3.6. Determination of Equilibrium Production

- 3.6.1. Concepts
 - 3.6.1.1. Definition and Characteristics
 - 3.6.1.2. Differences between Savings and Investment
- 3.6.2. Profitability
 - 3.6.2.1. Profitability Ratio
 - 3.6.2.2. Stocks, Bonds and Mutual Funds
 - 3.6.2.3. Introduction to Liquidity

3.7. Money, Demand, Banking Systems and Money Supply

- 3.7.1. Money
 - 3.7.1.1. Functions
 - 3.7.1.2. History and Evolution
 - 3.7.1.3. Legal Tender
- 3.7.2. Money Creation Process
 - 3.7.2.1. Money Supply
 - 3.7.2.2. Liquid Assets

3.8. Money Market Equilibrium: Determination of the Interest Rate

- 3.8.1. Monetary Base
 - 3.8.1.1. Money Creation
 - 3.8.1.2. Money Destruction
- 3.8.2. Central Banks
 - 3.8.2.1. Types of Rediscount
 - 3.8.2.2. Open Market Operations
 - 3.8.2.3. Monetary Policies
- 3.8.3. Market Equilibrium
 - 3.8.3.1. The Keynesian and Neoclassical Schools of Thought
 - 3.8.3.2. LM (Liquidity-Money) Curve
 - 3.8.3.3. Curve Displacements

3.9. The Goods Market and the IS (Investment-Savings) Relationship, Financial Markets and the LM (Liquidity-Money) Relationship, the IS-LM Model.

- 3.9.1. The Goods Market and the IS Relationship
 - 3.9.1.1. Concepts and Definitions
 - 3.9.1.2. Basic Model
 - 3.9.1.3. Sales Level and Interest Rate
- 3.9.2. Financial Market and the LM Relationship
 - 3.9.2.1. Determination of Interest Rate
 - 3.9.2.2. The LM Relationship and LM Curve
 - 3.9.2.3. IS-LM Set Analysis

3.10. Fiscal Policy and Monetary Policy

- 3.10.1. Fiscal Policies
 - 3.10.1.1. Restrictive Policies
 - 3.10.1.2. Expansive Policies
 - 3.10.1.3. IS Curve Conditions
- 3.10.2. Monetary Policies
 - 3.10.2.1. Restrictive and Expansive Policies
 - 3.10.2.2. LM Curve Conditions

3.11. The Goods Market Opening: Exports, Imports and Exchange Rates

- 3.11.1. Situation and Outlook
 - 3.11.1.1. Definition and Concepts
 - 3.11.1.2. Outlook Update
- 3.11.2. Tools and Means
 - 3.11.2.1. Analysis Types and Structure
 - 3.11.2.2. Growth Indicators
 - 3.11.2.3. IMF Interventions

3.12. Financial Market Opening: Balance of Payments, the Relationship between Interest Rate and Exchange Rate

- 3.12.1. Balance of Payments
 - 3.12.1.1. Balance of Capital
 - 3.12.1.2. Balance of Trade and Services
- 3.12.2. Type of Change
 - 3.12.2.1. Supply and Demand of Foreign Currencies
 - 3.12.2.2. Exchange Rate Regimes
- 3.12.3. Sterilization Policies
 - 3.12.3.1. International Monetary Market
 - 3.12.3.2. Covered Interest Rate Parity

3.13. Equilibrium in Goods Market, Financial Markets and Aggregates in an Open Economy

- 3.13.1. IS Curve
 - 3.13.1.1. Part of the Economic Analysis
 - 3.13.1.2. Equilibrium
- 3.13.2. LM Curve
 - 3.13.2.1. Part of the Economic Analysis
 - 3.13.2.2. Equilibrium

3.14. Changes in Domestic and Foreign Demand

- 3.14.1. Components
 - 3.14.1.1. Definitions
 - 3.14.1.2. Types of Demand
 - 3.14.1.3. Compensation Measures
- 3.14.2. Macro-Compensation Components

3.15. The Effects of Fiscal Policy in an Open Economy

- 3.15.1. Open Economy Models
 - 3.15.1.1. Exports
 - 3.15.1.2. Imports
 - 3.15.1.3. Demand for Financial Assets
- 3.15.2. Foreign Exchange and Goods Market
 - 3.15.2.1. Definitions
 - 3.15.2.2. Global Effects in Economics



“

*Study business economics in depth
and achieve the level of competence
that all companies require”*

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.



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 program is aimed at Business Science professionals who want to update their knowledge in the field of business economics, and advance in their professional career towards a promising future in the field. The compendium of knowledge they will acquire after completing this comprehensive program will enable them to practice in the field with guarantees of success and to position themselves as experts in business.





“

Students are mostly professionals with experience in the field who want to expand their knowledge to achieve professional success”

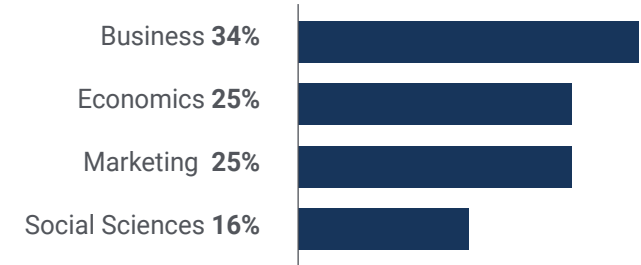
Average Age

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

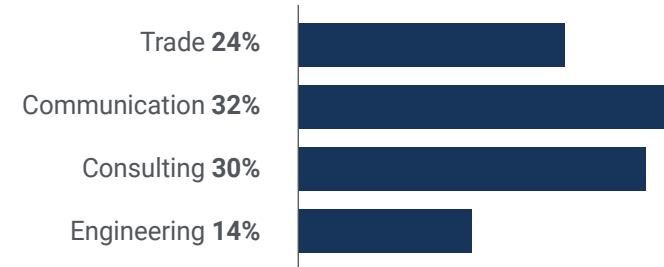
Years of Experience



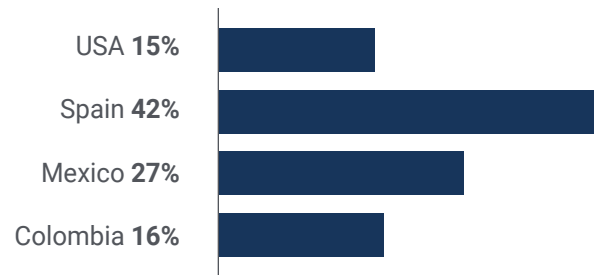
Training



Academic Profile



Geographical Distribution



Santiago López

Administration Chief

"This very complete TECH program has allowed me to climb in my career as head of the Administration department. The best of all was being able to study online, not having to commute or leave aside my work and family responsibilities"

08

Impact on Your Career

This program has been designed with the main objective of favoring the professional growth of our students. Therefore, it has a completely new syllabus and the necessary teaching resources so they can learn at their own pace and, in a short period of time, achieve the professional improvement they want so badly. Undoubtedly, a first-class opportunity to give a radical turn to their careers, gaining access to positions of greater responsibility in the process.



“

This program will allow you to improve at a professional level, achieving the positive change in your career that you have wanted for so long”

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

With this program you will be able to drastically advance in your career, although there is no doubt that, in order to do so, you will have to make an investment in different areas, such as economic, professional and personal. However, the goal is to improve in your professional life and, to do so, it is necessary to fight.

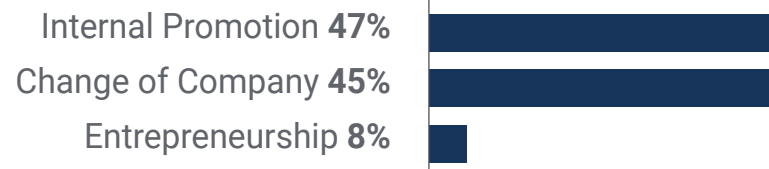
After completing the program, you will receive a large number of job offers to start off your professional growth.

Turn your career around by acquiring the skills you need to become more competent in your daily practice.

When the change occurs



Type of change



Salary increase

This program represents a salary increase of more than **25.22%** for our students.



09

Benefits for Your Company

The Postgraduate Diploma in Business Economics contributes to elevate an organization's talent to its maximum potential by creating high-level leaders. In this way, not only will students grow personally and professionally, but they will also improve their performance and, with it, that of the company. Thus, this program will be advantageous for both students and the companies that hire them.





“

You will be able to provide your company with a new business vision, adapted to the needs of the 21st century”

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

01

Intellectual Capital and Talent Growth

The executive 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 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.

04

Increased international expansion possibilities

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



05

Project Development

Students will be able to work on a real project or develop new projects.

06

Increased competitiveness

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

10 Certificate

The Postgraduate Diploma in Business Economics guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University.





“

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

This **Postgraduate Diploma in Business Economics** contains the most complete and up-to-date educational program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Diploma** issued by **TECH Technological University** via tracked delivery*.

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

Title: **Postgraduate Diploma in Business Economics**

Official N° of Hours: **450 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.



Postgraduate Diploma Business Economics

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Postgraduate Diploma Business Economics

