

# Executive Master's Degree Banking and Financial Markets

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## Executive Master's Degree Banking and Financial Markets

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Global University
- » Credits: 60 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: graduates and professionals with experience in economical-financial fields

Website: [www.techtute.com/us/school-of-business/executive-master-degree/master-banking-financial-markets](http://www.techtute.com/us/school-of-business/executive-master-degree/master-banking-financial-markets)

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# 01 Welcome

Finance moves in a constantly changing world due to market fluctuations, financial crises or even political crises, which also affect this sector. Therefore, it is important for professionals in this field to be aware of the current situation of the financial sector. And, for this, it is essential to commit to educational programs such as this TECH program, which offers high-level academic information to our students, with the aim of specializing them for success and to understand the current needs of the sector.



Executive Master's Degree in Banking and Financial Markets.  
TECH Global University



“

*Companies are looking for highly qualified workers and, for this reason, at TECH we put all our resources at your disposal so that you stand out from the rest of the professionals in the sector”*

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.



A close-up photograph of a hand holding a dark brown pen with gold accents. The hand is positioned over a document that features various charts and graphs, including a pie chart and a bar chart. The background is a dark blue gradient that transitions into a white area where the quote is located.

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*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 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 by studying in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.



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



### Analysis

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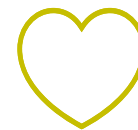
TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

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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

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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

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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 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.



A photograph of a hand holding a black pen with a gold tip, pointing it towards another hand. The background is blurred with warm, bokeh lights. The image is partially obscured by a dark blue diagonal shape in the top right and a white diagonal shape in the bottom left.

“

*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 Global University community.

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

# 04 Objectives

This program is designed to strengthen management and leadership skills of professionals in banking and the financial markets, as well as to develop new skills and abilities that will be essential in professional development. After the program, the student will be able to make global decisions with an innovative perspective and an international vision.



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*International experience, ethical commitment, and business acumen are some of the most sought-after characteristics in executives in the digital age”*

TECH makes the objectives of its students its own.  
Working together to achieve them.

The **Executive Master's Degree in Banking and Financial Markets** allows students to:

01

Evaluate the consequences and effects on the credit institutions involved in a consolidation, as well as the alternative accounting models for integration processes, their derived costs and the adjustments in corporate transactions

04

Define the capital structure and measures to strengthen the solvency of a credit institution considering the new requirements in terms of risk coverage

02

Perform different economic, financial and strategic analyses of an entity and its comparison with the main competitors and new entity models

03

Optimize the exposure and management of interest and liquidity risk, and its funding structure according to regulations

05

Identify the economic-financial profitability and risks of a client, operation or group of operations, activities or businesses



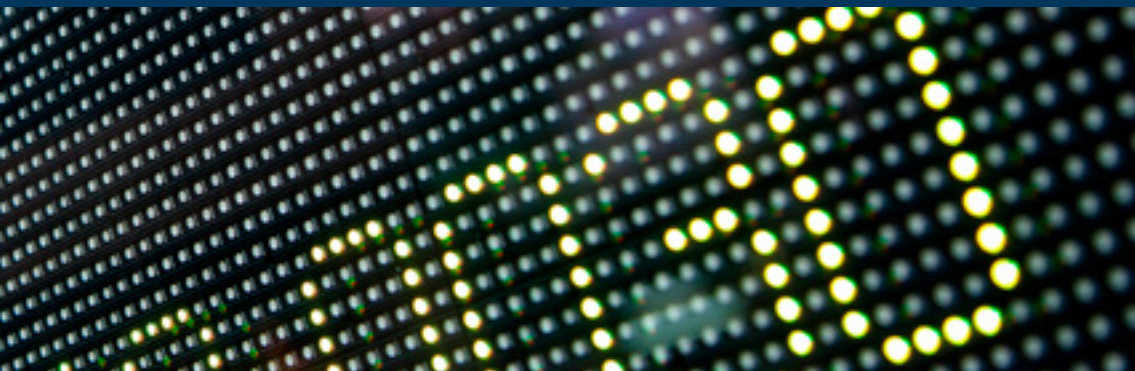


06

Define the management information relevant to the tactical and strategic monitoring of a credit institution

08

Apply ethical values and principles, and good corporate and socially committed practices



09

Gain in-depth knowledge of macroeconomics and monetary policy

07

Perform balance sheet and income statement projections in highly uncertain environments

10

Stay up to date on the current financial crisis

11

Learn the work of banking and financial institutions

13

Learn about the supervisory bodies of the financial markets

12

Understand the different types of financial markets

14

Conduct market research at accounting and financial levels



15

Understand the risks of collective investments

17

Learn about the different international financial institutions



16

Gain knowledge on international markets and the means of collection and payment in these environments

18

Be up to date with the main financial marketing techniques

# 05 Skills

After passing the evaluations of the Executive Master's Degree in Banking and Financial Markets, the professional will have acquired the necessary skills for a quality and up-to-date praxis based on the most innovative teaching methodology.



“

*This program will help you acquire the skills  
you need to excel in your daily work"*

01

Succeed in banking and the financial markets

02

Deepen our understanding of the economic environment and financial markets

03

Carry out financial accounting actions

04

Carry out banking transactions at credit and financial institutions

05

Gain in-depth knowledge of the different types of financial markets

06

Analyze the stock markets

07

Conduct various market research activities, both nationally and internationally

10

Attend to and control the possible risks that may occur at the financial level in the banking sector

08

Manage different financial products

11

Carry out the financing of operations in international markets

09

Carry out the financial management of a company

12

Have thorough knowledge of the international financial institutions that may be related to activity

06

# Structure and Content

The Executive Master's Degree in Banking and Financial Markets is a tailor-made program that is taught in a 100% online format so that you can choose the time and place that best suits your availability, schedule and interests. A program that takes place over 12 months and is intended to be a unique and stimulating experience that will lay the foundations for your success as a financial director in public institutions, corporate finance management, investment projects, etc.







“

*Develop the necessary skills to be successful in your daily work”*

## Syllabus

TECH's Executive Master's Degree in Banking and Financial Markets is an intensive program that prepares you to face the challenges presented by the banking sector and financial markets, both nationally and internationally. Its content is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Over 1,500 hours of study, a multitude of practical cases will be analyzed through individual work, which will allow you to achieve in-depth learning that will be useful for your successful professional development. It is, therefore, an authentic immersion in real business situations

This Executive Master's Degree deals in depth with all financial areas of the

company and is designed for managers to understand finance from a strategic, international and innovative perspective.

A plan designed and focused on professional improvement that prepares you to achieve excellence in the field of leadership and business management. A program that understands the needs of professionals and their companies through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide them with the skills to solve critical situations in a creative and efficient way.

This program takes place over 12 months and is divided into three main blocks:

### Block 1

#### *Financial Management*

##### Module 1

The Economic Environment and Financial Markets

##### Module 2

Banking Management

##### Module 3

Financial Instruments and Markets

##### Module 4

Financial Analysis and Planning

### Block 2

#### *Financial Markets and Investment*

##### Module 5

Financial Products and Banking Asset Products

##### Module 6

Collective Investment

##### Module 7

Financial Risk and Corporate Finance

### Block 3

#### *Other Areas in Bank Management*

##### Module 8

International Finance

##### Module 9

Financial Marketing

##### Module 10

Ethical-Legal-Fiscal



### Where, when and how is it taught?

TECH offers the possibility of taking this program completely online. Over the course of the 12 months, the student will be able to access all the contents of this program at any time, allowing them to self-manage their study time.

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

## First Block: Financial Management

### Module 1. The Economic Environment and Financial Markets

#### 1.1. Fundamentals of Banking and Finance

- 1.1.1. Fundamental Variables in Financial Decisions
- 1.1.2. Financial Activity
- 1.1.3. Banking Within the Financial System
- 1.1.4. The Banking Business

#### 1.2. Finance Theory

- 1.2.1. Statistics Applied to the Stock Market
- 1.2.2. Mathematics of Financial Operations
- 1.2.3. Financial Transactions

#### 1.3. Macroeconomics and Monetary Policy

- 1.3.1. GDP
- 1.3.2. Financial Balance
- 1.3.3. The Role of the Public Sector
- 1.3.4. Monetary Policy and Fiscal Policy

#### 1.4. Measuring Financial Activity

- 1.4.1. Financial System
- 1.4.2. Types of Transactions
- 1.4.3. Financial Instruments

#### 1.5. Main Financial Aggregates

- 1.5.1. Financial Institutions
- 1.5.2. Financial Versus Non-Financial Investment
- 1.5.3. Negotiation Levels

#### 1.6. Markets and the Control of Financial Flows

- 1.6.1. Structure of the Financial System
- 1.6.2. Financial Markets
- 1.6.3. Nature and Objectives of Monetary Policy
- 1.6.4. Interest Rates

#### 1.7. Bank Accounting

- 1.7.1. Financial Statements in Banking
- 1.7.2. Other Balance Sheet and Income Statement Items
- 1.7.3. Credit Risk and Insolvency
- 1.7.4. Business Combinations and Consolidation

#### 1.8. The Current Financial Crisis

- 1.8.1. Failures of the International Financial System
- 1.8.2. Accounting Standards and Creative Accounting
- 1.8.3. Bad Banking Practices
- 1.8.4. Tax Havens

### Module 2. Banking Management

#### 2.1. Operational Management of Credit Institutions

- 2.1.1. Income Statement Analysis
- 2.1.2. Main Management Indicators
- 2.1.3. Management Control of the Banking Business

#### 2.2. Management Objectives of Financial Institutions

- 2.2.1. Solvency Management in Credit Institutions
- 2.2.2. Market and Funding Liquidity
- 2.2.3. Efficient Banking Management

#### 2.3. Interest Rate Risk Management

- 2.3.1. Risk Management in Credit Institutions
- 2.3.2. Interest Rate Risk
- 2.3.3. Interest Risk Valuation Methods

#### 2.4. Liquidity Management and Monetary Policy of the ECB

- 2.4.1. Money and Interbank Markets
- 2.4.2. Liquidity Management
- 2.4.3. Coverage of Legal Coefficients
- 2.4.4. Monetary Policy in the Euro Zone

#### 2.5. Banking Company and Management Models

- 2.5.1. The Financing of Economic Activity
- 2.5.2. Costs and Productivity
- 2.5.3. Margins and Profitability
- 2.5.4. Competition in the Banking Sector

#### 2.6. Banking Regulation

- 2.6.1. The European Central Bank and the Central Banking System
- 2.6.2. Cash Ratio and Eligible Liabilities
- 2.6.3. Solvency Ratios: Basel II
- 2.6.4. Money Laundering

**Module 3. Financial Instruments and Markets****3.1. The Financial Markets**

- 3.1.1. Characteristics of Financial Markets
- 3.1.2. Functions of Financial Markets
- 3.1.3. Components of Financial Markets

**3.2. Types of Financial Markets**

- 3.2.1. Financial Markets According to Traded Rights
- 3.2.2. Financial Markets According to the Term of the Assets Traded
- 3.2.3. Financial Markets According to the Time of Issuance of Assets
- 3.2.4. Financial Markets According to Their Organizational Structure
- 3.2.5. Financial Markets According to the Time of Delivery of the Asset

**3.3. Stock Markets**

- 3.3.1. The Stock Market
- 3.3.2. Futures Market
- 3.3.3. Options Markets

**3.4. Fixed Income Market**

- 3.4.1. Spot Interest Rates and Forward Interest Rates
- 3.4.2. Public Debt Market
- 3.4.3. AIAF Market

**3.5. Equity Market**

- 3.5.1. Trading Systems
- 3.5.2. CNMV and Market Regulation
- 3.5.3. Securities and Stock Exchange Operations
- 3.5.4. IPOs

**3.6. Futures Market**

- 3.6.1. Forward Contracts
- 3.6.2. Futures on Interest
- 3.6.3. Exchange Rate Futures
- 3.6.4. Stock Index Futures

**3.7. Options Markets**

- 3.7.1. Speculative Operations
- 3.7.2. Continuous Arbitrage Operations
- 3.7.3. The Price of an Option Contract
- 3.7.4. Use of Options in Hedging
- 3.7.5. Characteristics of an Options Portfolio

**3.8. OTC Derivative Products**

- 3.8.1. FRA Markets
- 3.8.2. Swap
- 3.8.3. Cap, Floor and Collar

**3.9. Foreign Exchange Market**

- 3.9.1. Operation and Regulatory Agencies
- 3.9.2. Spot Foreign Exchange Transactions
- 3.9.3. Parity Conditions
- 3.9.4. Exchange to Local Currency

**3.10. Investment Funds**

- 3.10.1. Fixed Income Funds
- 3.10.2. Mixed Fixed Income Funds
- 3.10.3. Mixed Equity Funds
- 3.10.4. Equity Funds

**3.11. Liberalization of Financial Markets**

- 3.11.1. Eurodollars and Eurobonds
- 3.11.2. New International Titles
- 3.11.3. Globalization

**Module 4. Market Research****4.1. Accounting and Bank Consolidation**

- 4.1.1. Analysis of the Economic Situation
- 4.1.2. Industry and Company Analysis
- 4.1.3. Types of Graphs
- 4.1.4. Main Theories

**4.2. Fundamental and Technical Analysis**

- 4.2.1. Analysis of the Balance Sheet
- 4.2.2. Income Statement Analysis
- 4.2.3. Management Ratios
- 4.2.4. Selection Criteria for Investing in a Credit Institution

**4.3. Analysis of Financial Statements**

- 4.3.1. Equity Analysis
- 4.3.2. Degree of Liquidity of Assets
- 4.3.3. Efficiency and Profitability of Investments

**4.4. Financial Prediction**

- 4.4.1. Economic Forecasting Models
- 4.4.2. Univariate Models
- 4.4.3. Multivariate Models
- 4.4.4. Techniques for Estimating Financial Variables

**4.5. Balance Sheet and Risk Analysis**

- 4.5.1. Risks of Credit Institutions
- 4.5.2. Information Required for Risk Analysis
- 4.5.3. Analysis of the Situation and Possible Evolution of the Companies
- 4.5.4. Short and Long-Term Financing

**4.6. Solvency Management**

- 4.6.1. Shareholders Equity in the Banking Company and Solvency Ratio
- 4.6.2. Capital Optimization and Pillar II
- 4.6.3. Basel III
- 4.6.4. Internal Control and Pillar III

**4.7. Profitability Analysis Models**

- 4.7.1. Risk-Adjusted Return Analysis
- 4.7.2. Asset and Liability Pricing Models
- 4.7.3. Strategic Map: Definition and Elaboration
- 4.7.4. Balanced Scorecards

**4.8. Valuation of Credit Institutions**

- 4.8.1. Basic Principles in the Valuation of a Financial Institution
- 4.8.2. Modeling of a Credit Institution
- 4.8.3. Methodologies for the Valuation of Financial Institutions

## Second Block: Financial Markets and Investment

### Module 5. Financial Products and Banking Asset Products

#### 5.1. Equity Assets

- 5.1.1. The Regulation of Equity Markets
- 5.1.2. Contracting in Equity Markets
- 5.1.3. Companies in the Stock Market
- 5.1.4. Stock Market Information

#### 5.2. Derivative Financial Products

- 5.2.1. Short-Term Derivative Products
- 5.2.2. Options
- 5.2.3. Swaps
- 5.2.4. Credit Derivatives

#### 5.3. Structured Financial Products

- 5.3.1. Structured Interest Rate Swaps
- 5.3.2. Structured Exchange Rate
- 5.3.3. Structured Equity Securities
- 5.3.4. Commodities Structures

#### 5.4. Bank Loans to Individuals

- 5.4.1. Analysis of Effective Rates
- 5.4.2. Financial Characteristics
- 5.4.3. Legal Characteristics

#### 5.5. Corporate Banking Asset Products

- 5.5.1. Bank Discount
- 5.5.2. Credit Policies
- 5.5.3. Anticipated Credits

#### 5.6. Mortgage Loans

- 5.6.1. Appraisals
- 5.6.2. Mortgage Subrogation
- 5.6.3. Mortgage Novations

#### 5.7. Working Capital Financing Products

- 5.7.1. Factoring
- 5.7.2. Confirming

#### 5.8. Insurance Products

- 5.8.1. Models and Characteristics
- 5.8.2. Regulation and Tax Treatment of Pension Funds and Plans
- 5.8.3. Marketing of Insurance Products from Credit Institutions

#### 5.9. Liability Products

- 5.9.1. Remuneration and Profitability
- 5.9.2. APR
- 5.9.3. Legal and Tax Aspects
- 5.9.4. Target Audience

### Module 6. Collective Investment

#### 6.1. Investment Funds

- 6.1.1. Manager and Trustee
- 6.1.2. Investment Funds
- 6.1.3. Supervision
- 6.1.4. Characteristics of the Funds

#### 6.2. Equity Management

- 6.2.1. Analysis of Investment Funds
- 6.2.2. Equity Management Tools
- 6.2.3. Analysis of a Portfolio of Financial Assets
- 6.2.4. Reinstatement of Truncated Financial Investments

#### 6.3. Asset Allocation

- 6.3.1. Portfolio Advisory Process
- 6.3.2. Strategic and Tactical Asset Allocation
- 6.3.3. Institutional Manager
- 6.3.4. Strategic Portfolio and Tactical Portfolio

#### 6.4. Portfolio Building

- 6.4.1. Market Risk
- 6.4.2. International Investment
- 6.4.3. Asset Classes, Utility Curves and CAMP
- 6.4.4. Portfolio Formation Strategies

#### 6.5. Equity Management Strategies

- 6.5.1. Markowitz Portfolio Selection Theory
- 6.5.2. Systematic and Specific Risks
- 6.5.3. Financial Crisis Management
- 6.5.4. Portfolio Management in Emerging Markets

#### 6.6. Fixed Income Management Strategies

- 6.6.1. Fixed Income Portfolio Management
- 6.6.2. Hedging in Fixed Income Portfolios
- 6.6.3. Securizations

#### 6.7. Insurance

- 6.7.1. Fundamentals of the Insurance Activity
- 6.7.2. Unit Linked, Coinsurance and Reinsurance
- 6.7.3. Insurance Sector Institutions
- 6.7.4. Insurance Companies and Mutual Insurance Companies

#### 6.8. Taxation

- 6.8.1. Taxation of Financial Products
- 6.8.2. Taxation of Social Security Products

## Module 7. Financial Risk and Corporate Finance

<b>7.1. Financial Management and Corporate Finance</b> 7.1.1. Business Management and Value Creation 7.1.2. Capital Structure and Financial Leverage 7.1.3. Weighted Average Cost of Capital 7.1.4. Capital Asset Pricing Model and Other Models	<b>7.2. Company Valuation Methods</b> 7.2.1. Dividend Discount 7.2.2. Flow Discounting 7.2.3. Comparable Multiples	<b>7.3. Corporate Operations</b> 7.3.1. Mergers. 7.3.2. Acquisition 7.3.3. Mergers and Acquisitions 7.3.4. Tax Regime for Restructuring Operations	<b>7.4. Studying Other Types of Companies</b> 7.4.1. Unlisted Companies 7.4.2. SMEs 7.4.3. Family Businesses 7.4.4. Foundations and Non-Profit Organizations 7.4.5. Social Economy Enterprise
<b>7.5. Strategy and Risk Control</b> 7.5.1. Management Control Systems 7.5.2. Risks and Internal Control 7.5.3. Review and Audit of the Control System 7.5.4. Financial Risk Management	<b>7.6. Risk, Profitability and Indebtedness</b> 7.6.1. Economic Profitability and Financial Profitability 7.6.2. Financial Profitability and Indebtedness 7.6.3. Risk and Profitability	<b>7.7. Sources of Financing</b> 7.7.1. Bank Financing 7.7.2. Issuance of Debentures and Securitization of Assets 7.7.3. Private Equity and Venture Capital 7.7.4. Subsidies and Fiscal Support	<b>7.8. Corporate Transactions and Bankruptcy</b> 7.8.1. Declaration of Bankruptcy and its Effects 7.8.2. Settlement and Liquidation Phases 7.8.3. International Tender 7.8.4. Scoring the Tender 7.8.5. Conclusion and Reopening of the Tender

## Third Block: Other Areas in Bank Management

### Module 8. International Finance

<b>8.1. International Payment and Collection Methods</b> 8.1.1. Bills, Personal Check and Bank Check 8.1.2. Transfer, Payment Order and Remittance 8.1.3. Documentary Clauses and Credits 8.1.4. Factoring, International Swap and Other Means	<b>8.2. Financing Operations in International Markets</b> 8.2.1. Incoterms 8.2.2. Derivative Instruments to Hedge Possible Fluctuations in the Price of Raw Materials 8.2.3. Export Credits With Official Support 8.2.4. Hedging with Swap Contracts 8.2.5. The OECD Consensus	<b>8.3. International Financial Institutions</b> 8.3.1. The Fund for the Internationalization of the Company 8.3.2. The World Bank Group 8.3.3. The Inter-American Development Bank 8.3.4. Caribbean Development Bank	<b>8.4. Formation of Exchange Rates</b> 8.4.1. Interest Rate Parity Theory 8.4.2. Theory of Exchange Rate Expectations 8.4.3. Purchasing Power Parity (PPP) Theory 8.4.4. Capital Market Balance
<b>8.5. Debt Conversion Programs</b> 8.5.1. Legal Framework 8.5.2. Operation 8.5.3. Conversion of Debt into Public Investments 8.5.4. Conversion of Debt into Private Investments	<b>8.6. International Stock Market</b> 8.6.1. Wall Street Market (New York) 8.6.2. Gold Market 8.6.3. World External Debt 8.6.4. Paris Club 8.6.5. ADR and GDR Securities Market		

**Module 9. Financial Marketing**

**9.1. Bank Office Market Research**

- 9.1.1. Specific Aspects of Financial Services Marketing
- 9.1.2. Determining Factors When Choosing a Bank
- 9.1.3. Development of New Banking Products and Services
- 9.1.4. Tools for Bank Marketing Research

**9.2. Sales and Communication Techniques**

- 9.2.1. Notions of Psychology Applied to Sales
- 9.2.2. Techniques to Improve Verbal and Non-Verbal Communication
- 9.2.3. Negotiation Tactics
- 9.2.4. Closing and Customer Commitment

**9.3. Financial Marketing Plan**

- 9.3.1. Pricing of Banking Products
- 9.3.2. Product Promotion and Advertising Campaigns
- 9.3.3. Distribution Systems Used in Financial Services Marketing
- 9.3.4. Segmentation, Targeting and Positioning

**9.4. New Strategies for Sales Growth and Cost Savings**

- 9.4.1. Electronic Banking
- 9.4.2. CRM (Customer Relationship Management)
- 9.4.3. Cross-Selling and Up-Selling

**9.5. Relationship Marketing**

- 9.5.1. Customer Development and Loyalty
- 9.5.2. Marketing Tools for Customer Loyalty and Retention
- 9.5.3. Customer Retention Strategies

**9.6. Inbound Marketing in the Banking Sector**

- 9.6.1. Effective Inbound Marketing
- 9.6.2. The Benefits of Inbound Marketing
- 9.6.3. Measuring the Success of Inbound Marketing

**9.7. Developing E-Mail Campaigns**

- 9.7.1. Designing e-Mail Marketing Campaigns
- 9.7.2. e-Mail Marketing
- 9.7.3. Lists of Subscribers, Leads, and Customers

**9.8. Corporate Branding**

- 9.8.1. Brand Evolution
- 9.8.2. Creating and Developing a Successful Brand
- 9.8.3. Brand Equity

**Module 10. Ethical-Legal-Fiscal**

**10.1. Corporate Practice**

- 10.1.1. Structural Corporate Modifications
- 10.1.2. Dissolution, Liquidation and Insolvency Proceedings
- 10.1.3. General Meeting and Board of Directors

**10.2. Tax Practice**

- 10.2.1. Analysis of Corporate Tax Obligations
- 10.2.2. General Tax Legal Framework
- 10.2.3. Reports on the Review of Administrative Acts

**10.3. Labor Relations Practice**

- 10.3.1. Hiring Policy and Compensation Policy
- 10.3.2. Corporate Restructuring and Succession
- 10.3.3. Dismissals and Severance Payments
- 10.3.4. Social and Labor Non-Compliance
- 10.3.5. Collective Bargaining

**10.4. Corporate Income Tax**

- 10.4.1. Applicable Regulations
- 10.4.2. Discrepancies Between Accounting and Tax Regulations
- 10.4.3. Special Regimes

**10.5. Value Added Tax**

- 10.5.1. Applicable Regulations
- 10.5.2. Place of Realization of the Taxable Event, Accrual and Taxable Base
- 10.5.3. Tax Rates
- 10.5.4. Special Regimes

**10.6. Responsible Finance and Investment**

- 10.6.1. Financial Inclusion.
- 10.6.2. Sustainability and the CFO's Responsibility
- 10.6.3. Transparency in Information
- 10.6.4. Finance and Responsible Investment
- 10.6.5. Social Economy, Cooperativity and Corporate Social Responsibility

**10.7. Business ethics**

- 10.7.1. Ethical Behavior in Companies
- 10.7.2. Deontology and Ethical Codes
- 10.7.3. Fraud and Conflicts of Interest

**10.8. Legal Environment and Corporate Governance**

- 10.8.1. International Rules on Importation and Exportation
- 10.8.2. Intellectual and Industrial Property
- 10.8.3. International Labor Law





07

# Methodology

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

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





“

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

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

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

“

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



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



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

### A learning method that is different and innovative

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

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

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

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

## Relearning Methodology

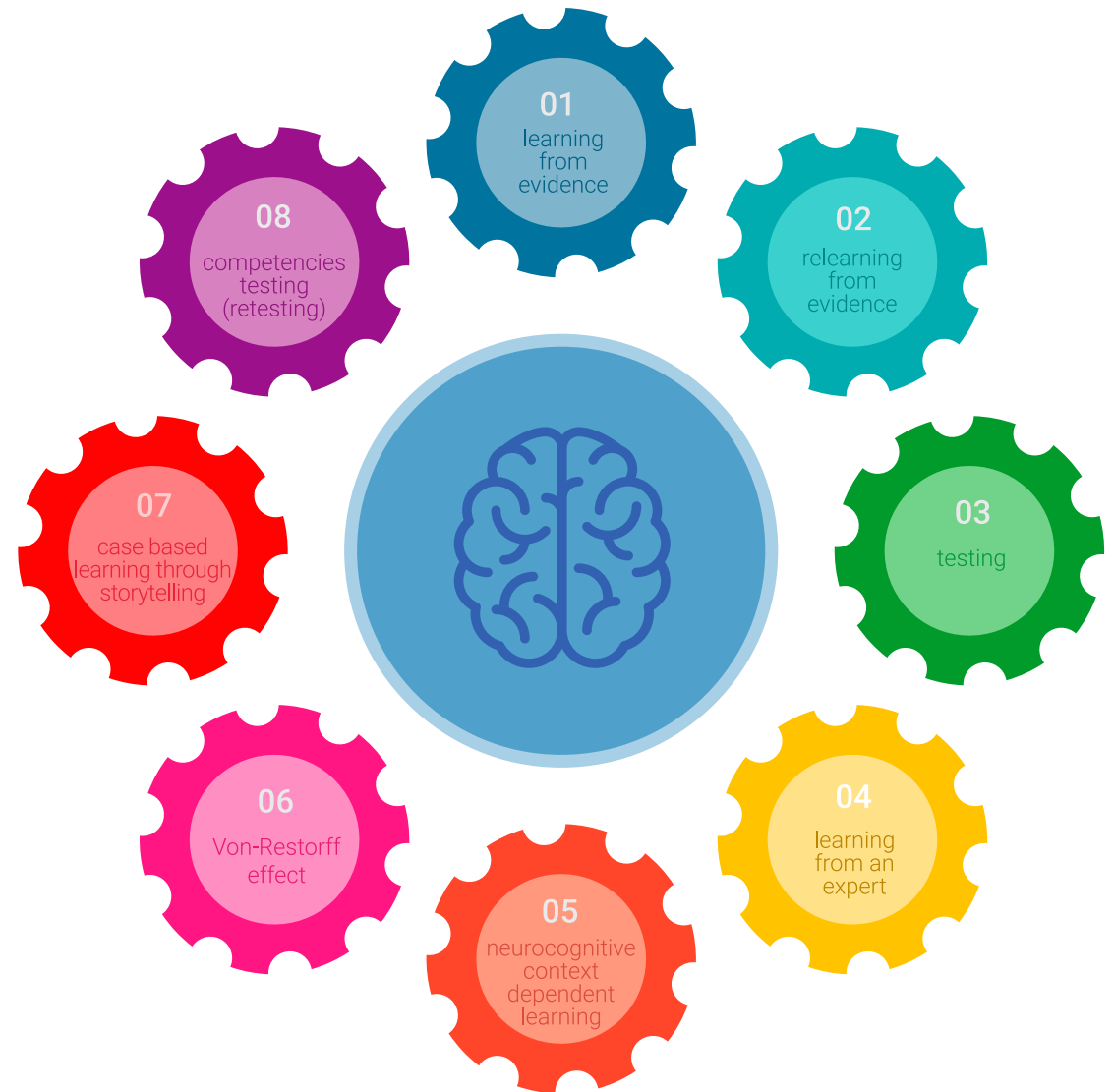
TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

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

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

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

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



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and relearn). 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 elearning, the different elements in our program are connected to the context where the individual carries out their professional activity.



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

### Study Material

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

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

### Classes

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

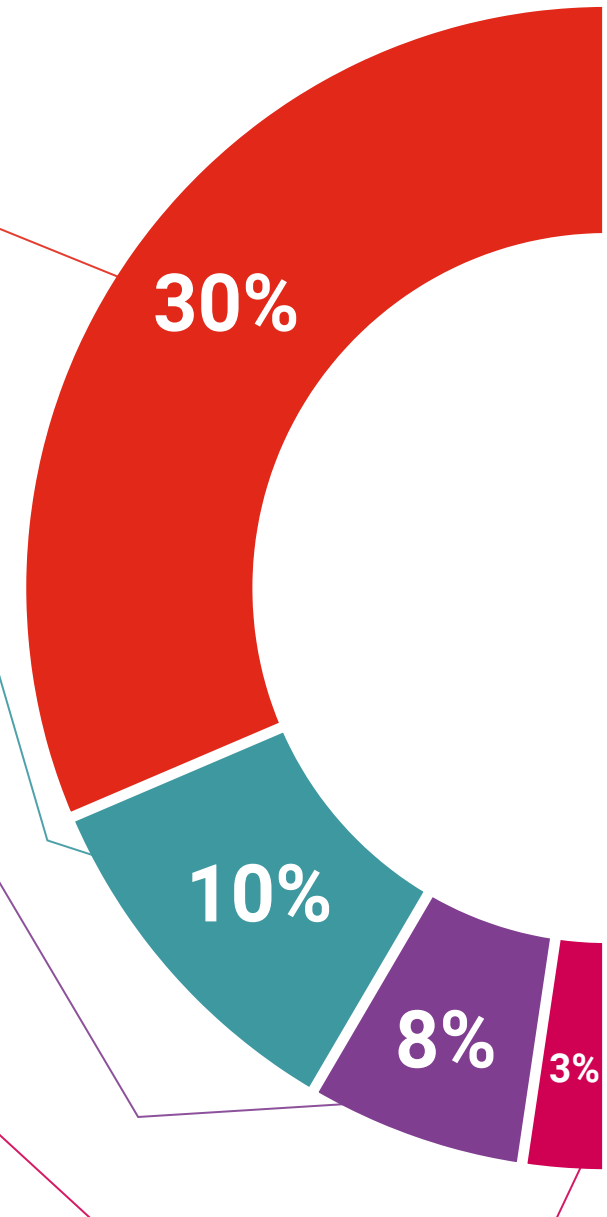
Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

### Management Skills Exercises

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

### Additional Reading

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







### Case Studies

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



### Interactive Summaries

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

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



### Testing & Retesting

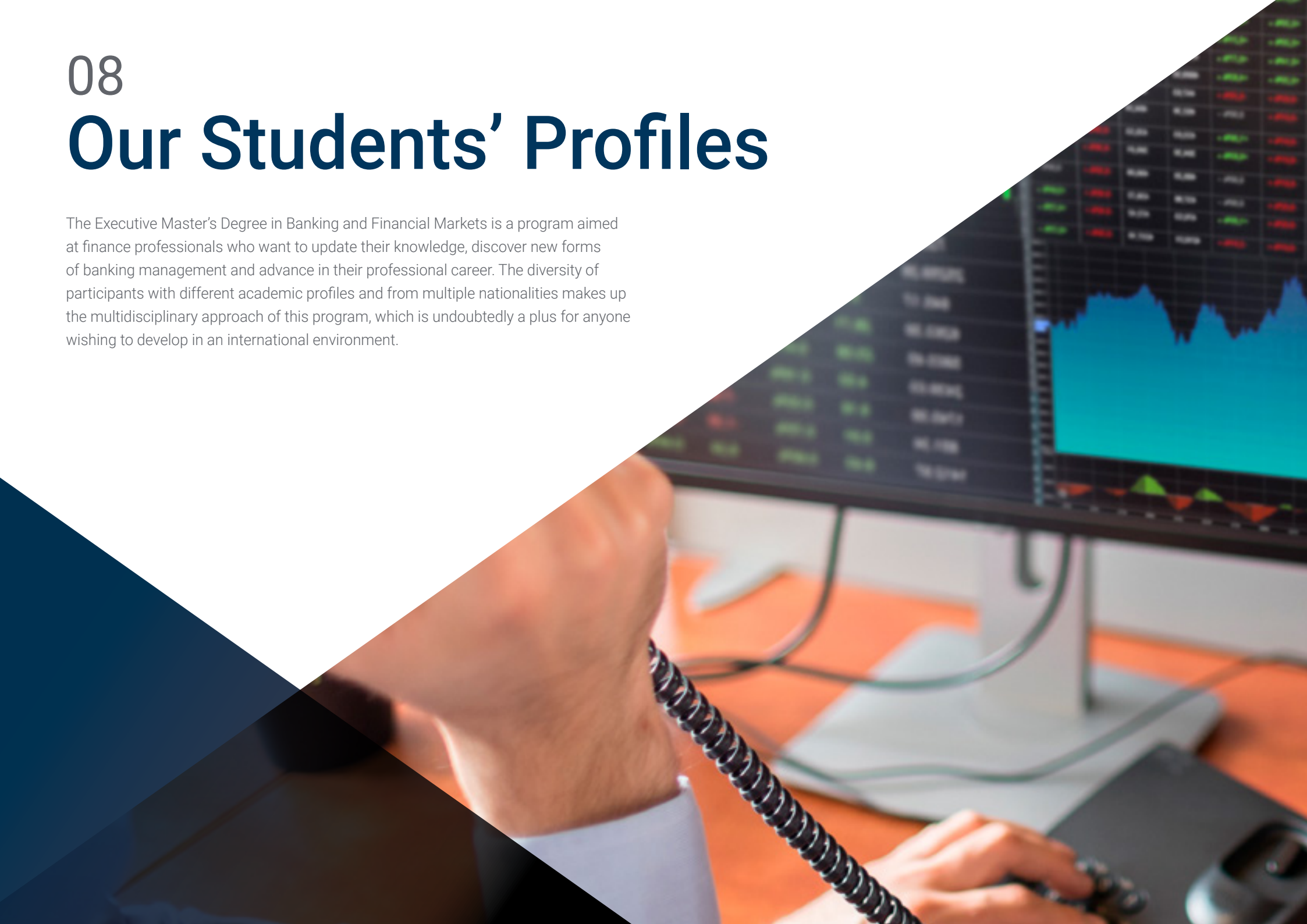
We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



08

# Our Students' Profiles

The Executive Master's Degree in Banking and Financial Markets is a program aimed at finance professionals who want to update their knowledge, discover new forms of banking management and advance in their professional career. The diversity of participants with different academic profiles and from multiple nationalities makes up the multidisciplinary approach of this program, which is undoubtedly a plus for anyone wishing to develop in an international environment.



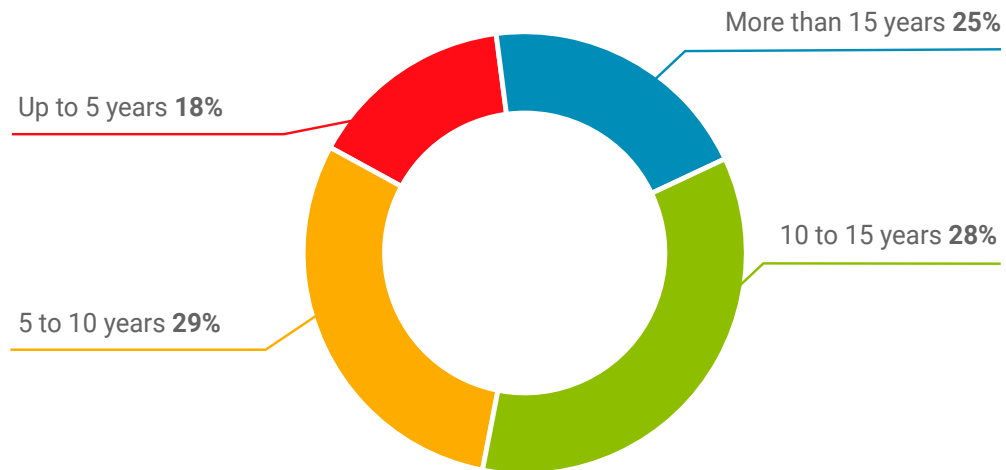
“

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

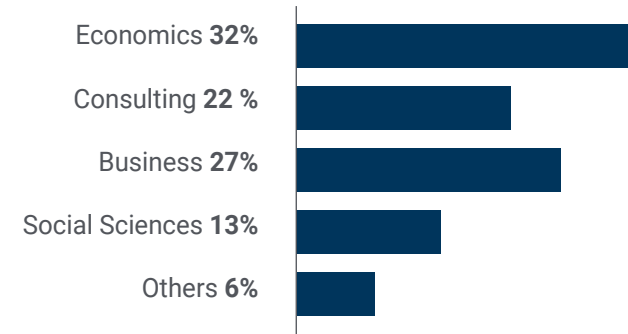
### Average Age

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

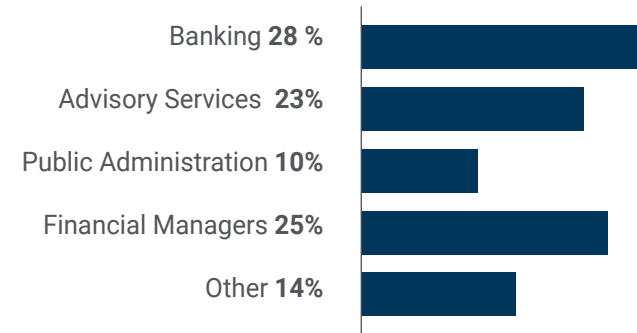
### Years of Experience



### Training

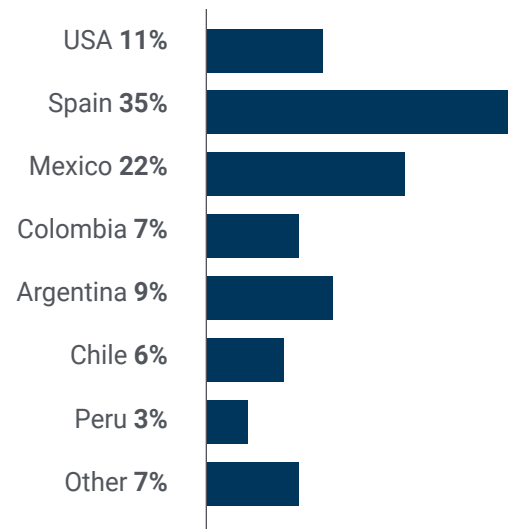


### Academic Profile



## Geographical Distribution

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## Paula Giménez

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**Strategic financial consultant**

*This Executive Master's Degree in Banking and Financial Markets has given me the opportunity to acquire superior training in a subject in which I usually work due to my profession. I highly value the quality of the contents and of the teaching staff, who have selected the latest information to offer a complete and rigorous syllabus"*

09

# Course Management

The program's faculty includes leading experts in Banking and Financial Markets who bring to this program the experience of their years of work. Furthermore, other renowned specialists in related disciplines participate in designing and preparing the course, making it a unique and highly nourishing educational experience for the student.





“

*A high-level faculty to teach professionals who seek excellence”*

## International Guest Director

Erdi Karaca is a prominent leader in banking and financial product development, specialized in digital strategies, data and Artificial Intelligence. With a focus on creating innovative solutions, he has contributed to the advancement of digital banking and the implementation of emerging technologies in the financial sector. In fact, his interests include the integration of AI to improve customer experience and the optimization of banking processes, as well as the design of strategies for banking products.

Throughout his career, he has held leadership positions in global institutions such as HSBC Kinetic, where he has worked as Head of Mobile Banking and Co-Head of Business Banking, where he has led teams in the development of HSBC Kinetic and mobile services for business banking in the United Kingdom. In addition, his management has focused on the creation of innovative digital products, such as payment solutions, cards, loans and financial management tools. He has also been Head of Banking and Beyond Banking, where he has overseen projects that have transformed SME banking through digital products.

Internationally, Erdi Karaca has been recognized for his ability to lead complex teams and develop strategies that have driven innovation in digital banking. He has led global programs that have promoted smart banking and technology integration in diverse markets. His work has been instrumental in the implementation of AI-driven smart banking solutions and in the management of financial products for business customers globally. He has also contributed to the research of multiple products for the financial sector, publishing articles on the implementation of AI in banking, as well as presenting his work at international conferences.





## Mr. Karaca, Erdi

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- Head of Mobile Banking at HSBC Kinetic, London, United Kingdom
- Co-Head of Enterprise Banking at HSBC Kinetic
- Head of Banking and Beyond Banking at HSBC Kinetic
- CDO of Global Commercial Banking at HSBC Kinetic Innovation, Strategy and
- Innovation in Commercial Banking at NatWest Group
- Digital Strategy and Product Development Manager at NatWest Group
- Master in Business from Oxford University
- Course in Artificial Intelligence: Implications for Business Strategy from the MIT Sloan School of Management
- Master's Degree in International Politics from the University of Surrey
- Bachelor of Arts in Social Sciences from Oxford Technical College

“

*Thanks to TECH, you will be able to learn with the best professionals in the world”*

## Management



### **Dr. Domingo, Javier**

- ♦ Director of Corporate Development & Investor Relations. White Investing.
- ♦ Head of the Analysis Department. AZNAR Equity
- ♦ Founding Director. Relianze
- ♦ Director of Private Banking PrivatBank Degroof
- ♦ PhD in Advanced Mathematics applied to Economics
- ♦ Master's Degree in Portfolio Management Institute of Advanced Finance



# 10

# Impact on Your Career

TECH is aware that studying a program like this entails great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth.

And, to this end, the latest information on this field is offered, so that the professional acquires the necessary skills to work with ease in a field as uncertain as that of Banking and Financial Markets.





“

*Our main challenge is to help you generate a positive change in your career path”*

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

TECH's Executive Master's Degree in Banking and Financial Markets is an intensive program that prepares to face the challenges presented by the banking sector and financial markets, both nationally and internationally. Its main objective is to promote your personal and professional growth Helping to achieve success.

If you want to improve yourself, make a positive change professionally and interact with the best, this is the program for you.

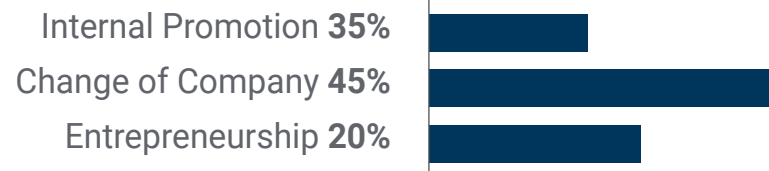
*A unique program with which you can update your knowledge in banking and financial markets.*

*Finance moves in uncertain environments and, therefore, your advanced training will be of great use in your daily practice.*

### When the change occurs



### Type of change



## Salary increase

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



11

# Benefits for Your Company

The Executive Master's Degree in Banking and Financial Markets contributes to raising the organization's talent to its maximum potential through the specialization of high-level leaders. Participating in this program is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.







“

*After studying with us you will be able to bring a new business vision to your daily practice”*

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

**01**

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

Bring new concepts, strategies and perspectives to the company that can bring about relevant changes in the organization.

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**02**

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

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

**03**

### **Building agents of change**

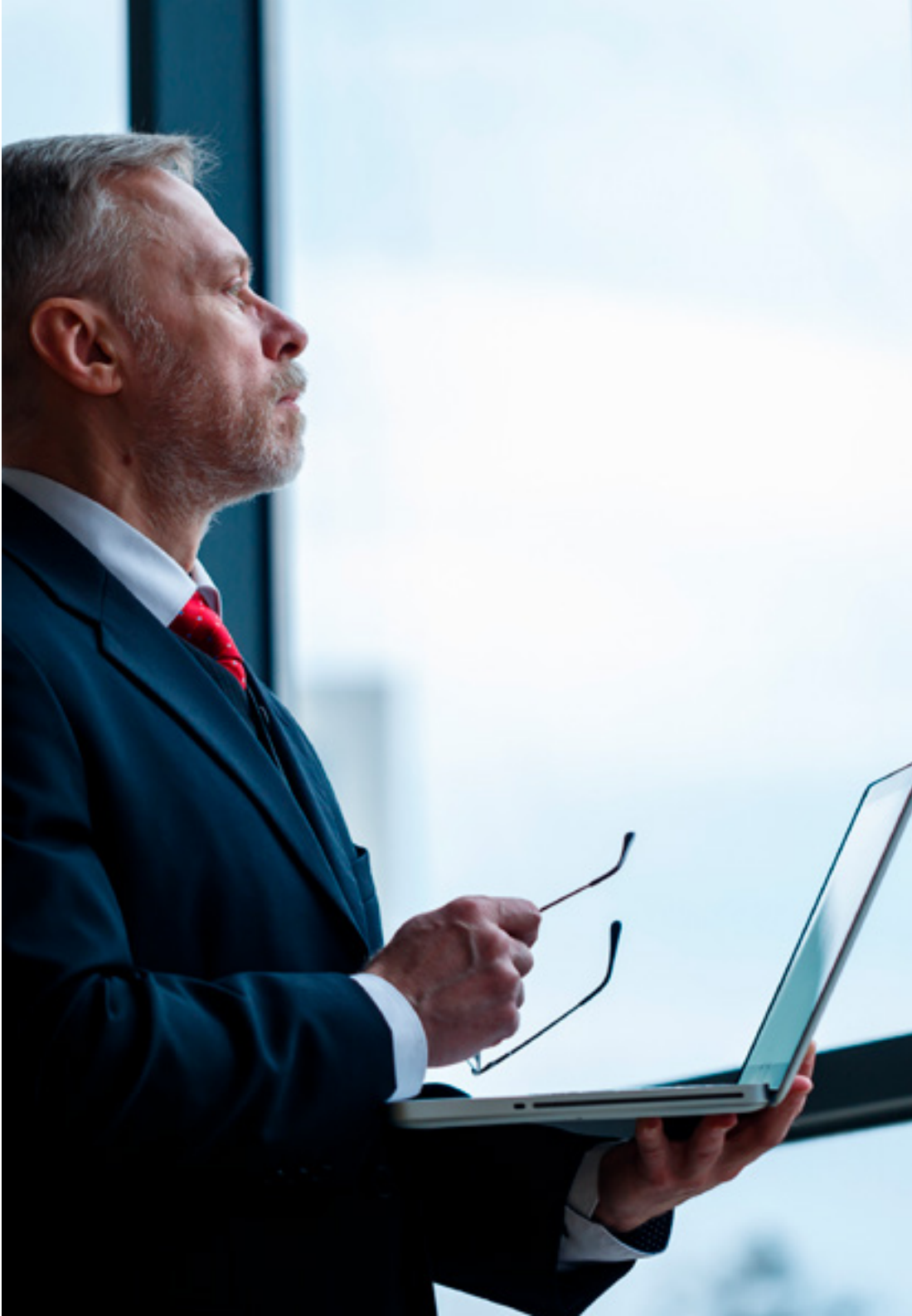
Be able to make decisions in times of uncertainty and crisis, helping the organization to overcome obstacles.

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**04**

### **Increased international expansion possibilities**

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



05

### **Project Development**

Be able to work on a real project or develop new projects in the R+D or Business Development area of your company.

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06

### **Increased competitiveness**

Equip students with the skills to take on new challenges and drive the organization forward.

# 12 Certificate

The Professional Master's Degree in Banking and Financial Markets guarantees you, in addition to the most rigorous and updated training, access to a Executive Master's Degree issued by TECH Global University.



The image features two black graduation caps (mortarboards) against a bright blue sky with light, wispy clouds. The caps are positioned diagonally, with one in the foreground and another slightly behind it. The background is split into a white triangular area on the bottom right and a dark blue area on the top right.

“

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

This program will allow you to obtain your **Professional Master's Degree diploma in Banking and Financial Markets** 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: **Professional Master's Degree in Banking and Financial Markets**

Modality: **online**

Duration: **12 months**

Accreditation: **60 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.



## Executive Master's Degree Banking and Financial Markets

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Global University
- » Credits: 60 ECTS
- » Schedule: at your own pace
- » Exams: online

# Professional Master's Degree Banking and Financial Markets

M B F M

