

# Executive Master's Degree

## MBA in Financial Management (CFO, Chief Financial Officer)

**M B A F M C F O**



## Executive Master's Degree MBA in Financial Management (CFO, Chief Financial Officer)

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Global University
- » Schedule: at your own pace
- » Credits: 90 ECTS
- » Exams: online
- » Target Group: Graduates and professionals with demonstrable experience in economic and financial areas.

Website: [www.techitute.com/us/school-of-business/executive-master-degree/master-mba-financial-management-cfo-chief-financial-officer](http://www.techitute.com/us/school-of-business/executive-master-degree/master-mba-financial-management-cfo-chief-financial-officer)

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# 01 Welcome

The Chief Financial Officer or CFO is a key figure in the organization and management of any company. As the person responsible for the company's economic and financial planning, he or she must ensure the proper functioning of investment and financing at the highest level. It is, therefore, a job that must be carried out with the utmost precision, since a small error can lead to irrecoverable losses. The manager must therefore master issues such as strategic management, financial risk or international development, while keeping abreast of developments and innovations at the economic level. This TECH program focuses on all this knowledge and expands on it, offering the manager a simple and uncomplicated option for directing his or her career towards the position of CFO. All this, in addition, with the advantage of having a 100% online syllabus and a teaching staff highly specialized in the subject.



MBA in Financial Management (CFO, Chief Financial Officer).  
TECH Global University



“

*Assume the position of CFO with complete assurance, perfecting your expertise on financial markets, management skills and international finance”*

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 Global Unicersity



### Innovation

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

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



### The Highest Standards

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

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



### Networking

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

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

**200+**  
different nationalities



### Empowerment

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

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



### Talent

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

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



### Multicultural Context

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

TECH students represent more than 200 different nationalities





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



### Analysis

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



### Academic Excellence

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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



“

*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 Unicersity community

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

# 04

# Objectives

This program is aimed at strengthening the managerial and leadership skills of professionals who want to become key figures in the business world, establishing themselves as respected and capable Chief Financial Officers. Throughout the program, they will develop a variety of skills that are essential for this position, following a syllabus designed specifically for this purpose and created by a highly qualified teaching staff.



“

*International experience, ethical commitment and business vision are highly sought after traits in CFOs: a position that comes with a high level of responsibility, which, through this unique opportunity for professional advancement, you will be able to access”*

Your goals are our goals.

We work together to help you achieve them.

The MBA in Financial Management (CFO, Chief Strategy Officer) will enable the student to:

01

Acquire leadership skills, essential for managing finance teams

02

Define the latest trends and developments in business management

03

Develop skills to design financial strategies aligned with the company's strategy

04

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

05

Develop the ability to detect, analyze and solve problems





06

Provide a global vision of the company and explain the responsibilities and the modern role of CFOs

08

Design innovative strategies and policies to improve financial management and efficiency



09

Formulate and implement financial policies to adequately manage cash flow, investments and tax planning as growth strategies enabling the company to adapt to changes in the international environment

07

Develop the essential skills to strategically manage the company's financial activity

10

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

11

Understand the financial risks associated with certain transactions

12

Oversee competitive strategies to meet the entity's objectives

13

Understand and analyze all the company's financial information





14

Gain knowledge of the economic environment and the markets in which the company operates

15

Understand investment risks and be able to control them

16

Make responsible investments, following business ethics

# 05 Skills

Given the high level of responsibility that comes with the CFO position, their skills must be perfectly honed, as on many occasions they will have to deal with unpredictable or volatile economic scenarios. Therefore, this program focuses not only on the most advanced theoretical and financial content, but also on the business environment in order to contextualize and perfect the skills that the CFO themselves must develop.



A grayscale photograph of a hand pointing at a bar chart on a document. The chart has three bars of increasing height. The text 'Profit Trend' is visible on the document. The image is partially obscured by a dark blue diagonal overlay.

“

*This program will give you the keys skills required to advance to the position of CFO in the most prestigious companies, demonstrating your extensive leadership and management skills”*

01

Implement investment plans and analyze their feasibility

02

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

03

Create an appropriate work environment to successfully guide workers, achieving higher worker performance

04

Apply negotiation techniques for the resolution of labor conflicts

05

Conduct market research to design an appropriate marketing plan



06

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

08

Specialize in the economic environment and financial markets

09

Recognize financial risk and apply techniques to avoid it

07

Make management accounting decisions

10

Study the feasibility of an investment project



06

# Structure and Content

This Executive MBA in Financial Management (CFO, Chief Financial Officer) has been structured following TECH's educational methodology, based on Relearning, allowing executives to optimize their study time. The most important concepts for competent CFOs are acquired naturally throughout the program, saving valuable time and providing the flexibility to delve deeper into the areas of greatest interest to the executive.





“

*Become the CFO of national and multinational companies and enhance your managerial skills thanks to this syllabus”*

## Syllabus

TECH's Executive Master's Degree MBA in Financial Management (CFO, Chief Financial Officer) is a program that is taught online and one that will help students acquire the knowledge they require to work as a CFO in some of the most prestigious national and international companies. As such, after completing the 1500 hours of study, the professional will be prepared to lead the financial and economic management of an organization from a strategic and innovative perspective.

This way, students will not only improve their professional prospects, but will also obtain a considerable salary increase commensurate to the important work they will carry out. Therefore, the executive will become a key factor in the organization's success due to their ability to manage the financial, marketing and accounting departments of their company.

During the course, the future Chief Financial Officer will work individually to analyze a multitude of practical cases, achieving contextual learning that allows them to perfectly understand possible situations that they may face in their daily practice. It is, therefore, an authentic immersion in real business situations.

A plan designed to enable students to achieve excellence in the field of management and business. A program that meets their needs and those of their company through innovative content based on the latest trends supported by the best educational methodology and an exceptional faculty, which will give them skills to face critical situations in a creative and efficient way.

This program takes place over 12 months and is divided into 3 main blocks:

<b>Module 1</b>	Strategic Management
<b>Module 2</b>	Management and Leadership Development
<b>Module 3</b>	Marketing Management and Operations
<b>Module 4</b>	Financial Accounting
<b>Module 5</b>	Executive Accounting
<b>Module 6</b>	Strategic Planning and Management Control
<b>Module 7</b>	Banking and Financial Markets
<b>Module 8</b>	Financial Risk and Corporate Finance
<b>Module 9</b>	Investment Project Feasibility
<b>Module 10</b>	International Finance
<b>Module 11</b>	Startups Creation and Financing
<b>Module 12</b>	Creation and financing of startups
<b>Module 13</b>	Leadership, Ethics and Corporate Social Responsibility.
<b>Module 14</b>	People and Talent Management
<b>Module 15</b>	Executive Management



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

TECH offers the possibility of studying this MBA in Financial Management (CFO, Chief Financial Officer) completely online. Throughout the 12 months of the educational program, 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. Strategic and Executive Management

### 1.1. Organisational Design

- 1.1.1. Organizational Culture
- 1.1.2. Organizational Structure Design
- 1.1.3. Competitive Advantage in Organizations

### 1.2. Cross-Cultural Management

- 1.2.1. Cultural Dimension of International Management
- 1.2.2. Globalization in Business Management
- 1.2.3. Intercultural Leadership

### 1.3. General Management

- 1.3.1. Integrating Functional Strategies into the Global Business Strategies
- 1.3.2. Management Policy and Processes
- 1.3.3. Society and Enterprise

### 1.4. Strategic Management

- 1.4.1. Establish the Strategic Position: Mission, Vision and Values
- 1.4.2. Developing New Businesses
- 1.4.3. Growth and Consolidation of the Company

### 1.5. Competitive Strategy

- 1.5.1. Market Analysis
- 1.5.2. Sustainable Competitive Advantage
- 1.5.3. Return on Investment

### 1.6. Corporate Strategy

- 1.6.1. Driving Corporate Strategy
- 1.6.2. Pacing Corporate Strategy
- 1.6.3. Framing Corporate Strategy

### 1.7. Planning and Strategy

- 1.7.1. The Relevance of Strategic Direction in the Management Control Process
- 1.7.2. Analysis of the Environment and the Organization
- 1.7.3. Lean Management

### 1.8. Strategy Implementation

- 1.8.1. Indicator Systems and Process Approach
- 1.8.2. Strategic Map
- 1.8.3. Differentiation and Alignment

## Module 2. Management and Leadership Development

### 2.1. People in Organizations.

- 2.1.1. Quality of Work Life and Psychological Well-Being
- 2.1.2. Work Teams and Meeting Management
- 2.1.3. Coaching and Team Management
- 2.1.4. Managing Equality and Diversity

### 2.2. Talent Management

- 2.2.1. Managing Human Capital
- 2.2.2. Environment, Strategy, and Metrics
- 2.2.3. Innovation in People Management

### 2.3. Management and Leadership Development

- 2.3.1. Leadership and Leadership Styles
- 2.3.2. Motivation
- 2.3.3. Emotional Intelligence
- 2.3.4. Skills and Abilities of the Leader 2.0
- 2.3.5. Efficient Meetings

### 2.4. Change Management

- 2.4.1. Performance Analysis
- 2.4.2. Leading change: Resistance to Change
- 2.4.3. Managing Change Processes
- 2.4.4. Managing Multicultural Teams

### 2.5. Strategic Communication

- 2.5.1. Interpersonal Communication
- 2.5.2. Communication Skills and Influence
- 2.5.3. Internal Communication and Comprehensive Communication Plan
- 2.5.4. Barriers to Business Communication

### 2.6. Negotiation and Conflict Management

- 2.6.1. Effective Negotiation Techniques
- 2.6.2. Interpersonal Conflicts
- 2.6.3. Intercultural Negotiation

**Module 3. Marketing Management and Operations****3.1. Marketing Management**

- 3.1.1. The Customer Relationship Cycle
- 3.1.2. Individualization vs. Standardization
- 3.1.3. CRM Applications and Data Mining

**3.2. Strategy and Marketing Plan**

- 3.2.1. Market Research
- 3.2.2. Digital Marketing and Integrated Communications
- 3.2.3. Mobile Marketing

**3.3. Customer Relationship Management**

- 3.3.1. Market Selection, Target and Product Positioning
- 3.3.2. Marketing Plan Creation
- 3.3.3. Distribution Chain Design and Management

**3.4. Internationalization Strategies and Global Marketing**

- 3.4.1. The Customer Relationship Cycle
- 3.4.2. Individualization vs. Standardization
- 3.4.3. CRM Applications and Data Mining

**3.5. Commercial and Sales Management**

- 3.5.1. Sales Campaign Planning
- 3.5.2. Commercial and Sales Team Organization
- 3.5.3. Salesperson Recruitment and Training Policies

**3.6. Supply Chain Management**

- 3.6.1. Costs and Efficiency of the Operations Chain
- 3.6.2. Change in Demand Patterns
- 3.6.3. Change in Operations Strategy
- 3.6.4. Logistical Processes

**3.7. Competing through Operations**

- 3.7.1. Innovation in Operations as a Competitive Advantage in the Company
- 3.7.2. Emerging Technologies and Sciences
- 3.7.3. Information Systems in Operations

**3.8. Business Information Systems**

- 3.8.1. Project Management
- 3.8.2. Social Media Management and Digital Business
- 3.8.3. Business Intelligence

**Module 4. Financial Accounting****4.1. Financial Accounts: Components and Formulation**

- 4.1.1. Balance Sheet, Income Statement and Financial Statement Notes
- 4.1.2. Statement of Changes in Equity
- 4.1.3. Cash Flow Statement
- 4.1.4. Financial Annual Accounts Formulation Rules
- 4.1.5. Financial Statement Templates

**4.2. Assessment Criteria**

- 4.2.1. Historical Cost
- 4.2.2. Fair Value
- 4.2.3. Net Realizable Value
- 4.2.4. Utilization Value
- 4.2.5. Book or Carrying Value
- 4.2.6. Creative Accounting

**4.3. Property, Plant and Equipment and Intangible Assets**

- 4.3.1. Regulations and Method of Acquisition
- 4.3.2. Amortization
- 4.3.3. Impairment or Loss on Disposal
- 4.3.4. Real Estate Investments

**4.4. Financial Instruments**

- 4.4.1. Financial Assets
- 4.4.2. Financial Liabilities
- 4.4.3. Risk Assessment, Identification and Management
- 4.4.4. Hedging and Trading
- 4.4.5. Equity Instruments Accounting

**4.5. Equity Study and Valuation**

- 4.5.1. Equity on the Balance Sheet
- 4.5.2. Grants, Donations and Legacies
- 4.5.3. Equity and Adjustments for Changes in Value

**4.6. Operational Restructuring**

- 4.6.1. Mergers
- 4.6.2. Demergers
- 4.6.3. Non-Monetary Contributions
- 4.6.4. Value Exchanges

**4.7. Income Tax**

- 4.7.1. Corporate Income Tax Structure
- 4.7.2. Calculation and Recording of the Accrued Corporate Income Tax Expense
- 4.7.3. Permanent and Temporary Differences

**4.8. Foreign Currency Accounting**

- 4.8.1. Functional and Presentation Currency
- 4.8.2. Valuation of Monetary and Non-Monetary Items
- 4.8.3. Temporary Transaction Differences in Foreign Currencies

**Module 5. Management Accounting**

**5.1. Fundamentals of Management Accounting**

- 5.1.1. Management Accounting Objectives
- 5.1.2. Qualitative Characteristics of Accounting Information
- 5.1.3. Management Accounting Evolution

**5.2. Management Accounting to Cost Accounting**

- 5.2.1. Elements of Cost Calculation
- 5.2.2. Stock in General Accounting and Cost Accounting
- 5.2.3. Expense in General Accounting and Cost Accounting
- 5.2.4. Costs Classification

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

- 5.3.1. Characteristics and Assumptions of the Cost-Volume-Profit Method
- 5.3.2. Break-Even Point
- 5.3.3. Safety Margin
- 5.3.4. Uncertainty Situations in the Cost-Volume-Profit Analysis

**5.4. Information Systems and Business Intelligence**

- 5.4.1. Fundamentals and Classification
- 5.4.2. Cost Allocation Phases and Methods
- 5.4.3. Choice of Cost Center and Impact

**5.5. Direct Costing**

- 5.5.1. Analytical Results of Direct Costing as a Management Tool
- 5.5.2. Fixed and Variable Costs: Classification
- 5.5.3. Semi-Gross Margin for Productivity Study
- 5.5.4. Analytical Balance Sheet Study

**5.6. Budget Control**

- 5.6.1. Budget Planning and Control
- 5.6.2. Operational Budgets
- 5.6.3. Budgeting Methods
- 5.6.4. Budget Control and Deviations

**5.7. Standard Costs**

- 5.7.1. Definition and Types of Standard Costs
- 5.7.2. Flexible Budgeting of Indirect Costs
- 5.7.3. Total Cost Center and Full Costs Model
- 5.7.4. Variances in Standard Costs Approach

**5.8. Decision-Making in Management Accounting**

- 5.8.1. Production and Costs Organization for Decision Making
- 5.8.2. Analysis of Economic-Financial Statements and their Impact on Corporate Decisions
- 5.8.3. Financial Information for Decision-Making in the Short and Long Term
- 5.8.4. Dealing with Uncertainty in Decision-Making
- 5.8.5. Planning and Cost Analysis for Competitive Advantage

**Module 6. Strategic Planning and Management Control**

**6.1. Management Control**

- 6.1.1. Financial Policy and Growth
- 6.1.2. Information as a Management Control Tool
- 6.1.3. Management Control as a Planning and Management System
- 6.1.4. Duties of the Financial Controller
- 6.1.5. Scope of Management Control

**6.2. Financial Information and Management Decisions**

- 6.2.1. Financial or Legal Accounting
- 6.2.2. Analytical or Cost Accounting
- 6.2.3. Control Accounting

**6.3. Treasury Management**

- 6.3.1. Available Working Capital and Working Capital Requirement
- 6.3.2. Calculation of Operating Cash Requirements
- 6.3.3. Credit Management
- 6.3.4. Management of Funds, Wealth and Family Offices

**6.4. Cash Management**

- 6.4.1. Bank Financing of Working Capital
- 6.4.2. Treasury Department Organization
- 6.4.3. Centralized Treasury Management

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

- 6.5.1. Design of a Management Control System
- 6.5.2. Management Control Deviations

**6.6. The Process of Strategic Formulation and Planning**

- 6.6.1. Formulation and Content of the Strategic Plan
- 6.6.2. Balanced Scorecard
- 6.6.3. Terminology and Basic Concepts

**6.7. Organizational Planning**

- 6.7.1. Business Units and Transfer Pricing
- 6.7.2. Manufacturing, Production, Support and Sales Centers
- 6.7.3. Roles and Responsibilities of Financial Management

**6.8. Indicators as a Control Tool**

- 6.8.1. Control Panel
- 6.8.2. Number and Format of Indicators
- 6.8.3. Strategic Planning

**Module 7. Banking and Financial Markets****7.1. The Economic Environment and Financial Markets**

- 7.1.1. Measuring Financial Activity
- 7.1.2. Main Financial Aggregates
- 7.1.3. Markets and the Control of Financial Flows
- 7.1.4. The Current Financial Crisis

**7.2. Banking Management**

- 7.2.1. Securitizations
- 7.2.2. Derivatives and Structured Products
- 7.2.3. Syndicated Financing
- 7.2.4. Study of the Profitability Obtained

**7.3. Financial Instruments and Markets**

- 7.3.1. Fixed Income: Valuation and Pricing
- 7.3.2. Equities
- 7.3.3. Derivatives
- 7.3.4. Investment Funds

**7.4. Financial Analysis and Planning**

- 7.4.1. Analysis of the Balance Sheet
- 7.4.2. Income Statement Analysis
- 7.4.3. Profitability Analysis

**7.5. Financial Products**

- 7.5.1. Public and Mixed Fixed Income Assets
- 7.5.2. Equity Assets
- 7.5.3. Derivative Financial Products
- 7.5.4. Structured Financial Products

**7.6. Collective Investment**

- 7.6.1. Collective Investment Financial Products
- 7.6.2. International Collective Investment

**7.7. Portfolio Management**

- 7.7.1. Portfolio Theory
- 7.7.2. Fixed Income and Equity Management Styles
- 7.7.3. Mixed Portfolio Management Styles
- 7.7.4. Asset Allocation Techniques

**7.8. Private Banking**

- 7.8.1. Private Banking or Wealth Management
- 7.8.2. Retail and Institutional Investment
- 7.8.3. Differential Assets and Structures

**Module 8. Financial Risk and Corporate Finance****8.1. Financial Management and Corporate Finance**

- 8.1.1. Business Management and Value Creation
- 8.1.2. Capital Structure and Financial Leverage
- 8.1.3. Weighted Average Cost of Capital
- 8.1.4. Capital Asset Pricing Model and Other Models

**8.2. Company Valuation Methods**

- 8.2.1. Dividend Discount
- 8.2.2. Flow Discounting
- 8.2.3. Comparable Multiples

**8.3. Corporate Operations**

- 8.3.1. Mergers
- 8.3.2. Acquisition
- 8.3.3. Mergers and Acquisitions
- 8.3.4. Tax Regime for Restructuring Operations

**8.4. Studying Other Types of Companies**

- 8.4.1. Unlisted Companies
- 8.4.2. SMEs
- 8.4.3. Family Businesses
- 8.4.4. Foundations and Non-Profit Organizations
- 8.4.5. Social Economy Enterprise

**8.5. Strategy and Risk Control**

- 8.5.1. Management Control Systems
- 8.5.2. Risks and Internal Control
- 8.5.3. Review and Audit of the Control System
- 8.5.4. Financial Risk Management

**8.6. Risk, Profitability and Indebtedness**

- 8.6.1. Economic Profitability and Financial Profitability
- 8.6.2. Financial Profitability and Indebtedness
- 8.6.3. Risk and Profitability

**8.7. Sources of Financing**

- 8.7.1. Bank Financing
- 8.7.2. Issuance of Debentures and Securitization of Assets
- 8.7.3. Private Equity y Venture Capital
- 8.7.4. Subsidies and Fiscal Support

**8.8. Corporate Transactions and Bankruptcy**

- 8.8.1. Declaration of Bankruptcy and its Effects
- 8.8.2. Settlement and Liquidation Phases
- 8.8.3. International Tender
- 8.8.4. Scoring the Tender
- 8.8.5. Conclusion and Reopening of the Tender

**Module 9. Investment Project Feasibility**

**9.1. Investments in a Company**

- 9.1.1. Concept and Classification
- 9.1.2. Stages in Investment Project Analysis
- 9.1.3. Investment as a Financial Operation

**9.2. Economic Valuation Methods**

- 9.2.1. Recovery Period
- 9.2.2. Total and Average Cash Flow per Committed Monetary Unit
- 9.2.3. Net Present Value and Internal Rate of Return
- 9.2.4. Discounted Payback Period and Rate of Return
- 9.2.5. Expected NPV Return

**9.3. Cost of Capital**

- 9.3.1. Cost of Borrowed Resources
- 9.3.2. Cost of Preferred Stock
- 9.3.3. Cost of Equity Calculation
- 9.3.4. Calculation of the Total Cost of Capital

**9.4. Investment Diagnosis, Planning and Control**

- 9.4.1. Financial Planning
- 9.4.2. Real Estate Planning
- 9.4.3. Tax Planning

**9.5. Technical Analysis and Fundamental Analysis**

- 9.5.1. Definition and Scope of Application
- 9.5.2. Study of Graphs and Trends
- 9.5.3. Sector and Stock Market Research in Fundamental Analysis
- 9.5.4. Ratios and Fundamental Analysis

**9.6. Investment Analysis in a Risky Environment**

- 9.6.1. Discount Rate Adjustment
- 9.6.2. Reduction of Cash Flows to Certainty Conditions
- 9.6.3. Scenario Simulation

**9.7. Cash Flows in Investment Projects**

- 9.7.1. Financial Modeling
- 9.7.2. Discounted Cash Flows
- 9.7.3. Analysis of Working Capital Cash Flows
- 9.7.4. Taxes and Inflation

**9.8. Stock Markets**

- 9.8.1. Companies' Access to the Stock Exchange
- 9.8.2. International Stock Exchanges Operation
- 9.8.3. Stock Market Indices

**Module 9. Investment Project Feasibility**

**9.1. Investments in a Company**

- 9.1.1. Concept and Classification
- 9.1.2. Stages in Investment Project Analysis
- 9.1.3. Investment as a Financial Operation

**9.2. Economic Valuation Methods**

- 9.2.1. Recovery Period
- 9.2.2. Total and Average Cash Flow per Committed Monetary Unit
- 9.2.3. Net Present Value and Internal Rate of Return
- 9.2.4. Discounted Payback Period and Rate of Return
- 9.2.5. Expected NPV Return

**9.3. Cost of Capital**

- 9.3.1. Cost of Borrowed Resources
- 9.3.2. Cost of Preferred Stock
- 9.3.3. Cost of Equity Calculation
- 9.3.4. Calculation of the Total Cost of Capital

**9.4. Investment Diagnosis, Planning and Control**

- 9.4.1. Financial Planning
- 9.4.2. Real Estate Planning
- 9.4.3. Tax Planning

**9.5. Technical Analysis and Fundamental Analysis**

- 9.5.1. Definition and Scope of Application
- 9.5.2. Study of Graphs and Trends
- 9.5.3. Sector and Stock Market Research in Fundamental Analysis
- 9.5.4. Ratios and Fundamental Analysis

**9.6. Investment Analysis in a Risky Environment**

- 9.6.1. Discount Rate Adjustment
- 9.6.2. Reduction of Cash Flows to Certainty Conditions
- 9.6.3. Scenario Simulation

**9.7. Cash Flows in Investment Projects**

- 9.7.1. Financial Modeling
- 9.7.2. Discounted Cash Flows
- 9.7.3. Analysis of Working Capital Cash Flows
- 9.7.4. Taxes and Inflation

**9.8. Stock Markets**

- 9.8.1. Companies' Access to the Stock Exchange
- 9.8.2. International Stock Exchanges Operation
- 9.8.3. Stock Market Indices



## Module 10. International Finance

### 10.1. Business & International Strategy

- 10.1.1. Internationalisation
- 10.1.2. Globalization
- 10.1.3. Growth & Development in Emerging Markets
- 10.1.4. International Monetary System

### 10.2. Foreign Exchange Market

- 10.2.1. Foreign Exchange Transactions
- 10.2.2. The Forward Foreign Exchange Market
- 10.2.3. Derivative Instruments for Hedging Exchange Rate and Interest Rate Risks
- 10.2.4. Currency Appreciation and Depreciation

### 10.3. International Payment and Collection Methods

- 10.3.1. Bills, Personal Check and Bank Check
- 10.3.2. Transfer, Payment Order and Remittance
- 10.3.3. Documentary Clauses and Credits
- 10.3.4. Factoring, International Swap and Other Means

### 10.4. Financing Operations in International Markets

- 10.4.1. Incoterms
- 10.4.2. Derivative Instruments to Hedge Possible Fluctuations in the Price of Raw Materials
- 10.4.3. Export Credits With Official Support
- 10.4.4. Hedging with Swap Contracts
- 10.4.5. The OECD Consensus

### 10.5. International Financial Institutions

- 10.5.1. The Fund for the Internationalization of the Company
- 10.5.2. The World Bank Group
- 10.5.3. The Inter-American Development Bank
- 10.5.4. Caribbean Development Bank

### 10.6. Study of Exchange Rates

- 10.6.1. Interest Rate Parity Theory
- 10.6.2. Theory of Exchange Rate Expectations
- 10.6.3. Purchasing Power Parity (PPP) Theory
- 10.6.4. Capital Market Balance

### 10.7. Debt Conversion Programs

- 10.7.1. Operation
- 10.7.2. Conversion of Debt into Public Investments
- 10.7.3. Conversion of Debt into Private Investments

### 10.8. International Stock Market

- 10.8.1. Wall Street Market (New York)
- 10.8.2. Gold Market
- 10.8.3. World External Debt
- 10.8.4. Paris Club
- 10.8.5. ADR and GDR Securities Market

## Module 11. Startup Creation and Financing

### 11.1. Creation of a Startup

- 11.1.1. From the Idea to the Business Model
- 11.1.2. Partners
- 11.1.3. Legal Considerations
- 11.1.4. Organization and Culture
- 11.1.5. Venture Capital and Entrepreneurial Management

### 11.2. Startup Financial Management and Administration

- 11.2.1. Introduction to Financial Management in Startup Companies
- 11.2.2. Financial Metrics for Startups
- 11.2.3. Financial Planning: Projection Models and their Interpretation
- 11.2.4. Valuation Methods
- 11.2.5. Legal Aspects

### 11.3. The Business Plan.

- 11.3.1. Contents
- 11.3.2. Introduction
- 11.3.3. SWOT
- 11.3.4. The Canvas Model

### 11.4. Growth Phases in Startup Companies

- 11.4.1. Seed Phase
- 11.4.2. Startup Phase
- 11.4.3. Growth Phase
- 11.4.4. Consolidation Phase

### 11.5. Startup Financing

- 11.5.1. Bank Financing
- 11.5.2. Subsidies
- 11.5.3. Seed Capital and Accelerators: Business Angels
- 11.5.4. Venture Capital. IPO
- 11.5.5. Public to Private Partnership

### 11.6. International Venture Capital and Seed Capital Entities

- 11.6.1. Private Investors: Caixa Capital Risc. Bstartup
- 11.6.2. FOND-ICO Global
- 11.6.3. Accelerators: Wayra, Lanzadera and Plug & Play

## Module 12. Startup Creation and Financing

### 12.1. Creation of a Startup

- 12.1.1. From the Idea to the Business Model
- 12.1.2. Partners
- 12.1.3. Legal Considerations
- 12.1.4. Organization and Culture
- 12.1.5. Venture Capital and Entrepreneurial Management

### 12.2. Startup Financial Management and Administration

- 12.2.1. Introduction to Financial Management in Startup Companies
- 12.2.2. Financial Metrics for Startups
- 12.2.3. Financial Planning: Projection Models and their Interpretation
- 12.2.4. Valuation Methods
- 12.2.5. Legal Aspects

### 12.3. The Business Plan

- 12.3.1. Contents
- 12.3.2. Introduction
- 12.3.3. SWOT
- 12.3.4. The Canvas Model

### 12.4. Growth Phases in Startup Companies

- 12.4.1. Seed Phase
- 12.4.2. Startup Phase
- 12.4.3. Growth Phase
- 12.4.4. Consolidation Phase

### 12.5. Startup Financing

- 12.5.1. Bank Financing
- 12.5.2. Subsidies
- 12.5.3. Seed Capital and Accelerators: Business Angels
- 12.5.4. Venture Capital. IPO
- 12.5.5. Public to Private Partnership

### 12.6. International Venture Capital and Seed Capital Entities

- 12.6.1. Private Investors: Caixa Capital Risc. Bstartup
- 12.6.2. FOND-ICO Global
- 12.6.3. Accelerators: Wayra, Lanzadera and Plug & Play

## Module 13. Leadership, Ethics and Corporate Social Responsibility

### 13.1. Globalization and Governance

- 13.1.1. Governance and Corporate Governance
- 13.1.2. Fundamentals of Corporate Governance in Businesses

### 13.2. Leadership

- 13.2.1. Leadership. A conceptual approach
- 13.2.2. Leadership in companies
- 13.2.3. The importance of the leader in the management of companies

### 13.3. Cross Cultural Management

- 13.3.1. Concept of Cross Cultural Management
- 13.3.2. Contributions to the Knowledge of National Cultures
- 13.3.3. Diversity Management

### 13.4. Sustainability

- 13.4.1. Sustainability and sustainable development
- 13.4.2. Agenda 2030
- 13.4.3. Sustainable businesses

### 13.5. Corporate Social Responsibility

- 13.5.1. International dimension of Corporate Social Responsibility
- 13.5.2. Implementation of Corporate Social Responsibility
- 13.5.3. Impact and measurement of Corporate Social Responsibility.

### 13.6. Responsible Management Systems and Tools

- 13.6.1. CSR: Corporate Social Responsibility
- 13.6.2. Essential aspects for implementing a responsible management strategy
- 13.6.3. Steps for the implementation of a corporate social responsibility management system
- 13.6.4. CSR tools and standards

### 13.7. Multinationals and human rights

- 13.7.1. Globalization, multinational companies and human rights
- 13.7.2. Multinational companies and international law
- 13.7.3. Legal Instruments for Multinationals in the field of Human Rights

## Module 14. People Management and Talent Management

### 14.1. Strategic People Management

14.1.1. Strategic Management and human resources

14.1.2. Strategic People Management

### 14.2. Competency-based Human Resources Management

14.2.1. Potential analysis

14.2.2. Remuneration policy

14.2.3. Career/succession plans

### 14.3. Performance evaluation and performance management

14.3.1. Performance Management

14.3.2. Performance management: objectives and process 14.4.

### 14.4. Innovation in talent and people management

14.4.1. Models of strategic talent management

14.4.2. Identification, training and development of talent

14.4.3. Loyalty and retention

14.4.4. Proactivity and innovation

### 14.5. Motivation

14.5.1. The nature of motivation

14.5.2. The theory of expectations

14.5.3. Theories of needs

14.5.4. Motivation and financial rewards

### 14.6. Development of high performance teams

14.6.1. High performance teams: self-managed teams

14.6.2. Management methodologies for high performance self-managed teams

### 14.7. Managerial communication

14.7.1. Internal and external communication in the business environment

14.7.2. Communication Departments

14.7.3. The person in charge of communication in the company. The profile of the Dircom

### 14.8. Productivity, attraction, retention and activation of talent

14.8.1. Productivity

14.8.2. Levers of talent attraction and retention

## Module 15. Executive Management

### 15.1. The manager and his functions. Organizational culture and its approaches

15.1.1. The manager and his functions. Organizational culture and its approaches

### 15.2. Operations management

15.2.1. Importance of management

15.2.2. The value chain

15.2.3. Quality management

### 15.3. Public speaking and training of spokespersons

15.3.1. Interpersonal communication

15.3.2. Communication skills and influencing

15.3.3. Communication skills and influence

### 15.4. Personal and organizational communication tools

15.4.1. Interpersonal communication

15.4.2. Tools of interpersonal communication

15.4.3. Communication in the organization

15.4.4. Tools in the organization

### 15.5. Communication in crisis situations

15.5.1. Crisis

15.5.2. Crisis phases

15.5.3. Messages: contents and moments

### 15.6. Preparation of a crisis plan

15.6.1. Analysis of possible problems

15.6.2. Planning

15.6.3. Staff adequacy

### 15.7. Emotional intelligence

15.7.1. Emotional intelligence and communication

15.7.2. Assertiveness, empathy and active listening

15.7.3. Self-esteem and emotional communication

### 15.8. Personal branding

15.8.1. Strategies to develop personal branding

15.8.2. Laws of personal branding

15.8.3. Tools for building personal brands

### 15.9. Leadership and team management

15.9.1. Leadership and leadership styles

15.9.2. Leader's capabilities and challenges

15.9.3. Change Process Management.

15.9.4. Management of Multicultural Teams

07

# Methodology

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

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





“

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

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

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

“

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



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



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

### A learning method that is different and innovative

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

“

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

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

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

## Relearning Methodology

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

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

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

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

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





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

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

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

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

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



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



### Study Material

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

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



### Classes

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

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



### Management Skills Exercises

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



### Additional Reading

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





### Case Studies

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



### Interactive Summaries

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

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



### Testing & Retesting

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



08

# Our Students' Profiles

The Executive MBA in Financial Management (CFO, Chief Technical Officer) is a program aimed at finance professionals who want to update their knowledge, discover new means of financial management and advance in their professional career. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.





“

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

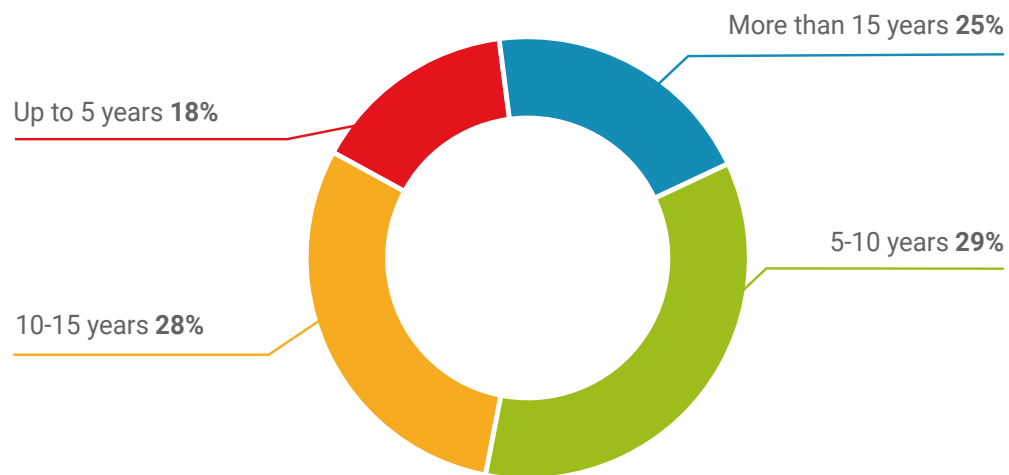
### Average Age

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

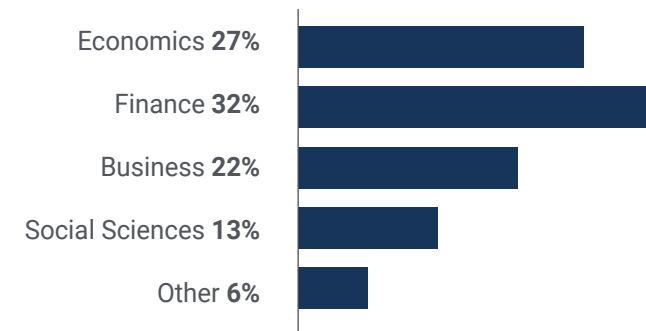
### Years of Experience

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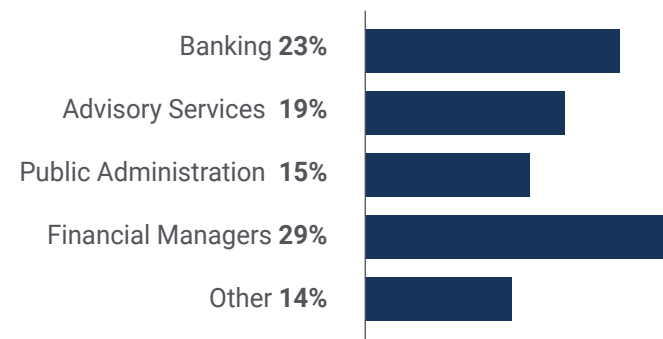
### Training

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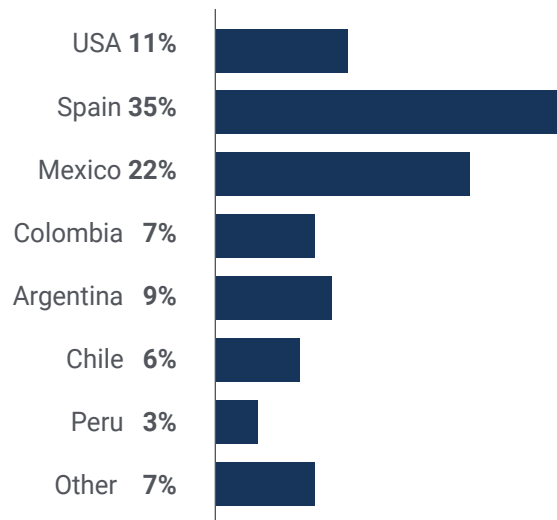
### Academic Profile

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## Geographical Distribution

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## Miriam Garrido

### Chief Financial Officer

*"Thanks to t this MBA in Financial Management (CFO, Chief Financial Officer), I have finally achieved the professional growth that I had been seeking for a long time. Without a doubt, it has been a unique opportunity to improve my knowledge and, of course, at a professional level. For this reason, I would recommend that everyone who is interested in expanding their training in the financial field, take this program"*

09

# Course Management

The executive will find a series of contents carefully created by a teaching team dedicated to senior Financial Management. Thanks to them, the theory is complemented with essential practical knowledge, through which the future CFO will acquire the most effective strategic techniques to overcome real situations with skills and approaches suited to the most demanding work.







“

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

## International Guest Director

With over 20 years of experience in designing and leading global talent acquisition teams, Jennifer Dove is an expert in recruitment and technology strategy. Throughout her career, she has held senior positions in several technology organizations within Fortune 50 companies such as NBCUniversal and Comcast. Her track record has allowed her to excel in competitive, high-growth environments.

As Vice President of Talent Acquisition at Mastercard, she is responsible for overseeing talent onboarding strategy and execution, collaborating with business leaders and HR managers to meet operational and strategic hiring objectives. In particular, she aims to build diverse, inclusive and high-performing teams that drive innovation and growth of the company's products and services. In addition, she is adept at using tools to attract and retain the best people from around the world. She is also responsible for amplifying Mastercard's employer brand and value proposition through publications, events and social media.

Jennifer Dove has demonstrated her commitment to continuous professional development, actively participating in networks of Human Resources professionals and contributing to the incorporation of numerous workers in different companies. After earning her bachelor's degree in Organizational Communication from the University of Miami, she has held senior recruiting positions at companies in a variety of fields.

On the other hand, she has been recognized for her ability to lead organizational transformations, integrate technologies in recruitment processes and develop leadership programs that prepare institutions for future challenges. She has also successfully implemented occupational wellness programs that have significantly increased employee satisfaction and retention.



## Dña. Dove, Jennifer

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- Vice President, Talent Acquisition, Mastercard, New York, USA
- Director of Talent Acquisition, NBCUniversal, New York, USA
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory, New York, USA
- Executive Vice President, Sales Division at Ardor NY Real Estate
- Director of Recruitment at Valerie August & Associates
- Account Executive at BNC
- Account Executive at Vault
- Graduated in Organizational Communication from the University of Miami

“

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

## International Guest Director

Romi Arman is a renowned international expert with more than two decades of experience in Digital Transformation, Marketing, Strategy and Consulting. Through that extended trajectory, he has taken different risks and is a permanent advocate for innovation and change in the business environment. With that expertise, he has collaborated with CEOs and corporate organizations from all over the world, pushing them to move away from traditional business models. In this way, he has helped companies such as Shell Energy become true market leaders, focused on their customers and the digital world.

The strategies designed by Arman have a real impact, as they have enabled several corporations to improve the experiences of consumers, staff and shareholders alike. The success of this expert is quantifiable through tangible metrics such as CSAT, employee engagement in the institutions where he has practiced and the growth of the EBITDA financial indicator in each of them.

He has also nurtured and led high-performing teams throughout his career that have received awards for their transformational potential. With Shell, specifically, the executive has always set out to overcome three challenges: meeting the complex decarbonization demands of customers, supporting “cost-effective decarbonization” and overhauling a fragmented data, digital and technology landscape. In this way, his efforts have evidenced that in order to achieve sustainable success, it is essential to start from the needs of consumers and lay the foundations for the transformation of processes, data, technology and culture.

On the other hand, the executive stands out for his mastery of the business applications of Artificial Intelligence, a subject in which he has a postgraduate degree from the London Business School. At the same time, he has accumulated experience in IoT and Salesforce.



## D. Arman, Romi

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- Chief Digital Officer (CDO) at Shell Energy Corporation, London, United Kingdom
- Global Head of eCommerce and Customer Service at Shell Energy Corporation
- National Key Account Manager (Automotive OEM and Retail) for Shell in Kuala Lumpur, Malaysia
- Senior Management Consultant (Financial Services Sector) for Accenture from Singapore
- Graduate of the University of Leeds
- Postgraduate Diploma in Business Applications of AI for Senior Executives from London Business School
- CCXP Customer Experience Professional Certification
- Executive Digital Transformation Course by IMD



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## International Guest Director

Manuel Arens is an experienced data management professional and leader of a highly qualified team. In fact, Arens holds the position of global procurement manager in Google's Technical Infrastructure and Data Center division, where he has spent most of his career. Based in Mountain View, California, he has provided solutions for the tech giant's operational challenges, such as master data integrity, vendor data updates and vendor prioritization. He has led data center supply chain planning and vendor risk assessment, generating process and workflow management improvements that have resulted in significant cost savings.

With more than a decade of work providing digital solutions and leadership for companies in diverse industries, he has extensive experience in all aspects of strategic solution delivery, including marketing, media analytics, measurement and attribution. In fact, he has received several awards for his work, including the BIM Leadership Award, the Search Leadership Award, Export Lead Generation Program Award and the EMEA Best Sales Model Award.

Arens also served as Sales Manager in Dublin, Ireland. In this role, he built a team of 4 to 14 members over three years and led the sales team to achieve results and collaborate well with each other and cross-functional teams. He also served as Senior Industry Analyst, Hamburg, Germany, creating storylines for over 150 clients using internal and third party tools to support analysis. Developed and wrote in-depth reports to demonstrate his mastery of the subject matter, including understanding the macroeconomic and political/regulatory factors affecting technology adoption and diffusion.

He has also led teams at companies such as Eaton, Airbus and Siemens, where he gained valuable account and supply chain management experience. He is particularly noted for continually exceeding expectations by building valuable customer relationships and working seamlessly with people at all levels of an organization, including stakeholders, management, team members and customers. His data-driven approach and ability to develop innovative and scalable solutions to industry challenges have made him a prominent leader in his field.



## D. Arens, Manuel

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- Senior Manager, B2B Analytics and Technology at Google, USA
- Sales Director at Google, Ireland
- Senior Industry Analyst at Google, Germany
- Account Manager at Google, Ireland
- Accounts Payable at Eaton, UK
- Supply Chain Manager at Airbus, Germany

“

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

## International Guest Director

Andrea La Sala is an experienced Marketing executive whose projects have had a significant impact on the Fashion sector. Throughout his successful career he has developed different tasks related to Product, Merchandising and Communication. All this linked to prestigious brands such as Giorgio Armani, Dolce&Gabbana, Calvin Klein, among others.

The results of this high-profile international executive have been linked to his proven ability to synthesize information in clear frameworks and execute concrete actions aligned to specific business objectives. In addition, he is recognized for his proactivity and adaptation to fast-paced work rhythms. To all this, this expert adds a strong commercial awareness, market vision and a genuine passion for products.

As Global Brand and Merchandising Director at Giorgio Armani, he has overseen a variety of marketing strategies for apparel and accessories. His tactics have also focused on retail and consumer needs and behavior. In this role, La Sala has also been responsible for shaping the marketing of products in different markets, acting as team leader in the Design, Communication and Sales departments.

On the other hand, in companies such as Calvin Klein or Gruppo Coin, he has undertaken projects to boost the structure, development and marketing of different collections. In turn, he has been in charge of creating effective calendars for buying and selling campaigns. He has also been in charge of the terms, costs, processes and delivery times of different operations.

These experiences have made Andrea La Sala one of the main and most qualified corporate leaders in Fashion and Luxury. A high managerial capacity with which he has managed to effectively implement the positive positioning of different brands and redefine their key performance indicators (KPI).





## D. La Sala, Andrea

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- Global Brand and Merchandising Director at Giorgio Armani
- Merchandising Director at Calvin Klein
- Brand Manager at Gruppo Coin
- Brand Manager at Dolce & Gabbana
- Brand Manager at Sergio Tacchini S.p.A
- Market Analyst at Fastweb
- Graduate of Business and Economics at the Università degli Studi del Piemonte Orientale

“

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

## International Guest Director

Mick Gram is synonymous with innovation and excellence in the field of Business Intelligence internationally. His successful career is linked to leadership positions in multinationals such as Walmart and Red Bull. Likewise, this expert stands out for his vision to identify emerging technologies that, in the long term, achieve an everlasting impact in the corporate environment.

On the other hand, the executive is considered a pioneer in the use of data visualization techniques that simplified complex sets, making them accessible and facilitating decision making. This ability became the pillar of his professional profile, transforming him into a desired asset for many organizations that bet on gathering information and generating concrete actions from them.

One of his most outstanding projects in recent years has been the Walmart Data Cafe platform, the largest of its kind in the world that is anchored in the cloud aimed at Big Data analysis. In addition, he has held the position of Director of Business Intelligence at Red Bull, covering areas such as Sales, Distribution, Marketing and Supply Chain Operations. His team was recently recognized for its constant innovation regarding the use of Walmart Luminare's new API for Shopper and Channel insights.

In terms of education, the executive has several Master's degrees and postgraduate studies at prestigious centers such as the University of Berkeley, in the United States, and the University of Copenhagen, in Denmark. Through this continuous updating, the Postgraduate Diploma has achieved cutting-edge competencies. Thus, he has come to be considered a born leader of the new global economy, centered on the impulse of data and its infinite possibilities.



## D. Gram, Mick

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- Business Intelligence Solutions Architect for Walmart Data Café
- Independent Business Intelligence and Data Science Consultant
- Business Intelligence Director at Capgemini
- Chief Analyst at Nordea
- Chief Business Intelligence Consultant for SAS
- Executive Education in AI and Machine Learning at UC Berkeley College of Engineering
- Executive MBA in e-commerce at the University of Copenhagen
- Bachelor's Degree and Professional Master's Degree in Mathematics and Statistics at the University of Copenhagen

“

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## International Guest Director

Scott Stevenson is a distinguished Digital Marketing industry expert who, for over 19 years, has been associated with one of the most powerful companies in the entertainment industry, Warner Bros. Discovery. In this role, he has played a crucial role in overseeing logistics and creative workflows across a variety of digital platforms, including social media, search, display and linear media.

This executive's leadership has been crucial in driving paid media production strategies, resulting in a marked improvement in his company's conversion rates. At the same time, he has assumed other roles, such as Director of Marketing Services and Traffic Manager at the same multinational during his former management.

Stevenson has also been involved in the global distribution of video games and digital property campaigns. He was also responsible for introducing operational strategies related to the formation, completion and delivery of sound and image content for television commercials and trailers.

On the other hand, the expert holds a Bachelor's Degree in Telecommunications from the University of Florida and a Master's Degree in Creative Writing from the University of California, which demonstrates his skills in communication and storytelling. In addition, he has participated in Harvard University's School of Professional Development in cutting-edge programs on the use of Artificial Intelligence in business. As such, his professional profile stands as one of the most relevant in the current field of Marketing and Digital Media.



## D. Stevenson, Scott

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- Digital Marketing Director at Warner Bros. Discovery, Burbank, United States
- Traffic Manager at Warner Bros. Entertainment
- Master's Degree in Creative Writing from the University of California, USA
- Bachelor's Degree in Telecommunications from the University of Florida

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

## International Guest Director

Doctor Eric Nyquist is an outstanding professional in the international sports field, who has built an impressive career, standing out for his strategic leadership and his ability to drive change and innovation in top-level sports organizations.

In fact, he has held senior roles such as Director of Communications and Impact at NASCAR, based in Florida, United States. With many years of experience behind him at NASCAR, Dr. Nyquist has also held several leadership positions, including Senior Vice President of Strategic Development and General Manager of Business Affairs, managing more than a dozen disciplines ranging from strategic development to entertainment marketing.

Nyquist has also made a significant mark on Chicago's top sports franchises. As Executive Vice President of the Chicago Bulls and Chicago White Sox franchises, he has demonstrated his ability to drive business and strategic success in the world of professional sports.

Finally, it is worth noting that he began his career in sports while working in New York as a senior strategic analyst for Roger Goodell in the National Football League (NFL) and, prior to that, as a Legal Intern with the United States Soccer Federation.



## D. Nyquist, Eric

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- Director of Communications and Impact, NASCAR, Florida, United States
- Senior Vice President, Strategic Development, NASCAR, United States
- Vice President, Strategic Planning, NASCAR
- Senior Director of Business Affairs at NASCAR
- Executive Vice President, Chicago White Sox Franchises
- Executive Vice President, Chicago Bulls Franchises
- Manager of Business Planning at the National Football League (NFL)
- Business Affairs/Legal Intern with the United States Soccer Federation
- Juris Doctor from the University of Chicago
- Master of Business Administration-MBA from the University of Chicago Booth School of Business
- Bachelor's Degree in International Economics from Carleton College



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

## Management



### Mr. Domingo Folgado, Javier

- ◆ Department of Corporate Development & Investor Relations, WHITE Investing, Valencia
- ◆ Founding partner of Relianze. Valencia
- ◆ Degree in Economics and Business Administration, Specializing in Financing and Investment, University of Economics and Business Administration, Valencia
- ◆ Master's Degree in Portfolio Management Institute of Advanced Finance, Madrid
- ◆ Specialist Postgraduate Certificate in Economic and Financial Management Comillas Pontifical University ICADE, Madrid
- ◆ Training in Market Risk Control (VaR) and Credit Risk (Credit Derivatives). Options & Futures Institute
- ◆ Training in Corporate Finance. School of Applied Finance (AFI), Madrid
- ◆ Professor at various finance schools in Spain





# 10

# Impact on Your Career

We are aware that studying a program like this entails great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. And that's why TECH provides you with a series of teaching resources that will be very useful for your professional development.





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*Our main objective is to generate a positive change in your professional career and we are fully committed helping you to achieve it”*

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

TECH's MBA in Financial Management (CFO, Chief Financial Officer) is an intensive program that prepares students to face financial business challenges, both nationally and internationally. The main objective is to promote your personal and professional growth. Helping you achieve success.

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

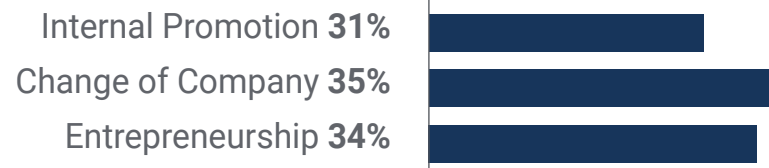
*If you are looking for professional improvement in the field of Financial Management, enroll on our Executive Master's Degree and study with the best program on the market.*

*To improve your future career, you need to invest in high-quality specialization. At TECH we give you the opportunity to study with the best.*

### 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 MBA in Financial Management (CFO) helps to optimize organizational talent to through the development 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.





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*You will have the opportunity to bring a new business vision to your company”*

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

01

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

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

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02

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

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

03

### **Building agents of change**

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

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04

### **Increased international expansion possibilities**

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





05

### **Project Development**

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

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06

### **Increased competitiveness**

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

# 12 Certificate

The Executive Master's Degree in MBA in Financial Management (CFO, Chief Financial Officer) guarantees students, in addition to the most rigorous and up-to-date education, access to a Executive Master's Degree issued by TECH Global University..



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

This program will allow you to obtain your **Executive Master's Degree diploma in MBA in Financial Management (CFO, Chief Financial Officer)** endorsed by **TECH Global University**, the world's largest online university.

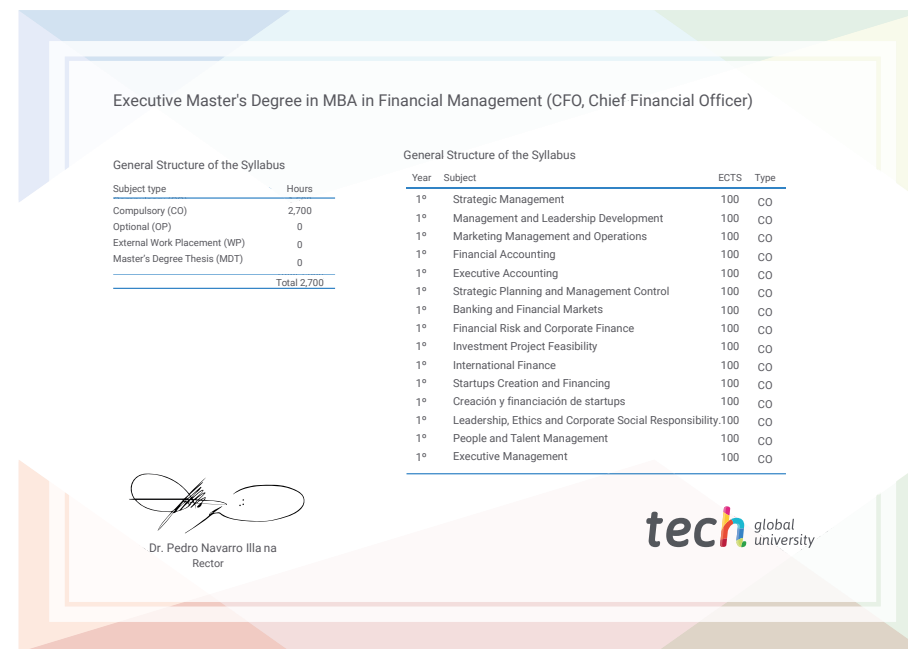
**TECH Global University** is an official European University publicly recognized by the Government of Andorra (*official bulletin*). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international 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: **Executive Master's Degree in MBA in Financial Management (CFO, Chief Financial Officer)**

ECTS: **60**

Official N° of Hours: **2,700 h.**



\*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 MBA in Financial Management (CFO, Chief Financial Officer)

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Global University**
- » Schedule: **at your own pace**
- » Credits: **90 ECTS**
- » Exams: **online**

# Executive Master's Degree

MBA in Financial Management  
(CFO, Chief Financial Officer)

