

# Postgraduate Certificate

## Corporate Finance: An Economic-Financial Approach in Industrial Companies



## Postgraduate Certificate Corporate Finance: An Economic-Financial Approach in Industrial Companies

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

Website: [www.techtute.com/us/engineering/postgraduate-certificate/corporate-finance-economic-financial-approach-industrial-companies](http://www.techtute.com/us/engineering/postgraduate-certificate/corporate-finance-economic-financial-approach-industrial-companies)

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# 01

# Introduction

Successfully managing the finances of an industrial company is an arduous task, since these companies operate in a globalized and changing environment, where it is necessary to constantly adapt to market needs. Undoubtedly, developing the right skills to manage the finance department requires extensive experience, but, above all, a high qualification that allows professionals to keep abreast of the main developments. This TECH Technological University program has been designed precisely with this need for higher qualification of the students in mind, so that they acquire the necessary tools for their professional development in a short period of time.



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*Managing the financial department of a company requires a high level of experience and, above all, qualifications. Therefore, you should not miss the opportunity to improve your competitiveness in this field thanks to this TECH Postgraduate Certificate”*

In the globalized, competitive, dynamic, changing and demanding environment in which we which companies operate, accurate, reliable and quality economic-financial management becomes indispensable. In this way, the forecasting and preparation of the company's budgets and investment plans and their subsequent analysis from the actual results becomes very important in order to identify and, if necessary, implement corrective measures for deviations that may have a negative impact on the evolution of margins and profitability of the business. Likewise, it is important to analyze and monitor the balance sheet in order to identify future solvency, liquidity or viability risks.

Therefore, there is no doubt that the work of those responsible for the financial department has a great weight within the company, since any small error at the economic level can lead to the failure of the business. In this regard, it is necessary for professionals in this field to constantly update their knowledge in order to be increasingly effective and efficient in their daily work.

In order to achieve this updating objective, TECH Technological University has designed a program, whose content combines theoretical aspects and an eminently practical approach that provides engineers with the acquisition of a comprehensive knowledge of the reality of the digital company. In this way, this Postgraduate Diploma will provide the professional with the capacity and tools necessary to efficiently manage all aspects related to industrial management in order to be able to compete adequately both in the present and in a future full of challenges, opportunities and changes. In this way, this fully online program will bring a renewal of knowledge to engineering professionals, which will place them at the forefront of the latest developments in each of the areas of knowledge.

The **Postgraduate Certificate in Corporate Finance: An Economic-Financial Approach in Industrial Companies** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The development of practical cases presented by experts in *Industrial Management*
- ♦ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ Its special emphasis on innovative methodologies in *Industrial Management*
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



*Control the finances of your company will allow you to strategically direct the tasks towards the achievement of the objectives”*

“*Advanced expertise for financial management professionals will be critical to their daily work*”

Its teaching staff includes professionals from the field of engineering, who contribute their work experience to this program, as well as renowned specialists from leading companies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive educational experience designed to prepare students for real-life situations.

This program is designed around Problem-Based Learning, whereby the Engineer must try to solve the different professional practice situations that arise during the academic year. For this purpose, the professional will be assisted by an innovative system of interactive videos made by renowned experts.

*This program will give you the opportunity to successfully manage the financial management of industrial companies.*

*A 100% online program that will allow you to study from anywhere in the world.*



# 02 Objectives

The objective of this TECH program is to provide students with superior knowledge of corporate finance, which will enable them to manage the economic and financial aspects of the companies in which they work, mainly in the industrial sector. A target that is achieved thanks to a high-quality syllabus and first-class teaching staff, making the completion of this Postgraduate Certificate indispensable for these professionals.





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*Develop the necessary skill to appropriately manage communication in your business within the digital environment”*



## General Objectives

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- ◆ Apply the main strategic keys to better compete in current and future times
- ◆ Master the tools to achieve excellence in the sector
- ◆ Define business strategies and deployment in an organization, process management, and structural typology to better adapt to changes
- ◆ Manage the projects presented with both conventional and agile methodologies
- ◆ Interpret the economic and financial data of the company, while being able to use and develop the necessary tools for a better management of all aspects related to business finances
- ◆ Better manage all the necessary steps and phases in the design and development of new products
- ◆ Perform production planning and control with the objective of optimizing resources and adapting to demand as well as possible
- ◆ Manage quality throughout the organization and apply the most important tools for continuous improvement of products and processes





## Specific Objectives

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- ◆ Conduct a comprehensive analysis of the current business environment
- ◆ Interpret a balance sheet to avoid future risks
- ◆ Prepare, analyze and report income statements to the management team to facilitate decision-making
- ◆ Reliably forecast, manage and monitor the cash flow of a business
- ◆ Knowledge of S/T and L/T financing instruments
- ◆ Effectively manage our relationships with the banking sector
- ◆ Manage and optimize our organization's costs
- ◆ Analyze, evaluate and choose the best investment options for our business
- ◆ Master the accounting perspective of corporate transactions between companies
- ◆ Delve into our focus on foreign markets to diversify our business geographically



*An essential program for you to successfully manage the economic-financial management of the company”*

# 03

# Course Management

This program has been developed by a high-level teaching team. Professionals with great prestige in the sector who understand the importance of pursuing higher education to improve their qualifications and, therefore, be more effective in their daily practice. The faculty has selected the most relevant information on corporate finance so that students can apply it to their work in the industrial company.



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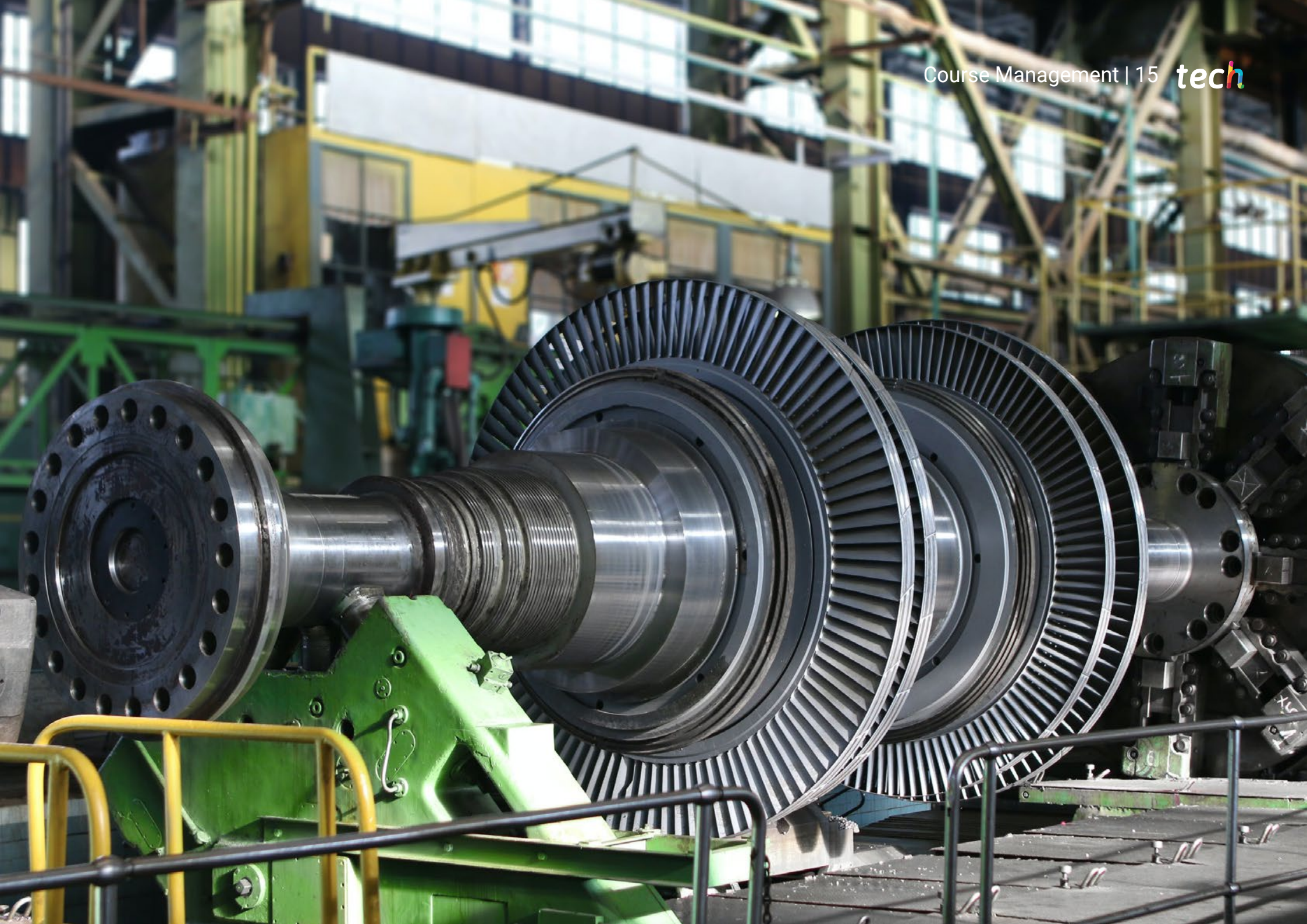
*Highly experienced professors will show you the keys to understand business finance”*

## Management



### Dr. Asensi, Francisco Andrés

- ♦ Business consultant and specialist in Industrial Management and Digital Transformation
- ♦ Production and Logistics Coordinator at IDAI NATURE
- ♦ Coach in Strategic Coaching
- ♦ Organization Manager for Talleres Lemar
- ♦ Organization and Management of companies for Lab Radio SA
- ♦ PhD in Industrial Engineering in Business Organization from the University of Castilla la Mancha
- ♦ Degree Industrial in Industrial Organization Engineer from the University Polytechnic of Valencia



# 04

# Structure and Content

The syllabus of this Postgraduate Certificate in Corporate Finance: An Economic-Financial Approach in Industrial Companies has been designed following the current quality criteria demanded by students. In this way, the program includes the latest information that should be taken into account by those who develop professionally in the industrial field and must manage the finances of the company. Undoubtedly, a high-level syllabus designed to improve students' skills in this field.







“A high-quality syllabus and designed to improve your skills in business finance”

**Module 1.** Corporate Finance. An Economic-Financial Approach to the Industrial Companies

- 1.1. The Company in Our Environment
  - 1.1.1. Production Costs
  - 1.1.2. The Company in Competitive Markets
  - 1.1.3. Monopolistic Competition
- 1.2. Analyzing Financial Statements I: Balance Sheets
  - 1.2.1. Assets. CP and LP Resources
  - 1.2.2. Liabilities. Obligations to CP and LP
  - 1.2.3. Shareholders' Equity. Shareholder Returns
- 1.3. Analyzing Financial Statements II: Income Statements
  - 1.3.1. The Structure of an Income Statement. Revenues, Costs, Expenses and Result
  - 1.3.2. Main Ratios to Analyze the Income Statement
  - 1.3.3. Profitability Analysis
- 1.4. Treasury Management
  - 1.4.1. Income and Payments. *Cash-Forecast*
  - 1.4.2. Impact and Management of Cash Deficits/Surplus. Corrective Actions
  - 1.4.3. Analysis of Cash Flow
  - 1.4.4. Management and Impact of Debt Portfolio
- 1.5. Sources of Financing to CP and LP
  - 1.5.1. Financing to CP, Tools
  - 1.5.2. Financing to LP, Tools
  - 1.5.3. Types of interest and Their Structure
- 1.6. Interaction between the Company and the Bank
  - 1.6.1. The Financial System and the Banking Business
  - 1.6.2. Banking Products for the Company
  - 1.6.3. The Company Analyzed by the Bank



- 1.7. Analytical or Cost Accounting
  - 1.7.1. Types of Costs Decisions Based on Costs
  - 1.7.2. *Full Costing*
  - 1.7.3. *Direct Costing*
  - 1.7.4. Cost Model Based on Centers and Activities
- 1.8. Investment Analysis and Valuation
  - 1.8.1. The Company and Investment Decisions. Scenarios and Situations
  - 1.8.2. Investment Valuation
  - 1.8.3. Valuation of Companies
- 1.9. Corporate Accounting
  - 1.9.1. Capital Increase and Reduction
  - 1.9.2. Dissolution, Liquidation and Transformation of Companies
  - 1.9.3. Combinations of Companies: Mergers and Acquisitions
- 1.10. Foreign Trade Finance
  - 1.10.1. Foreign Markets: The Decision to Export
  - 1.10.2. The Foreign Exchange Market
  - 1.10.3. International Payment and Collection Methods
  - 1.10.4. Transportation, Incoterms and Insurance

“ *In this program you will find the right resources to successfully manage your business finances”*

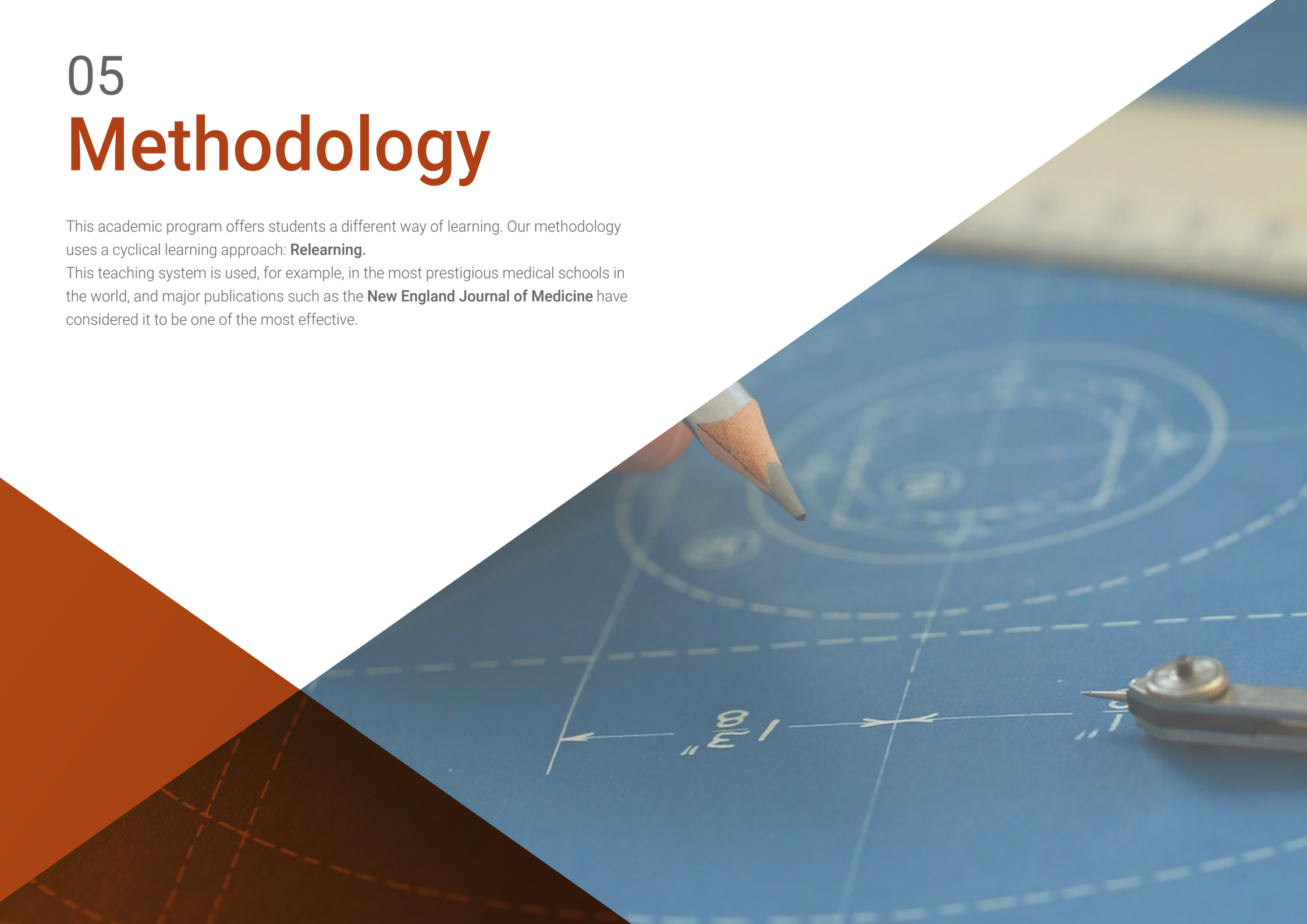


05

# Methodology

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

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





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

## 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.

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



*You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.*



*The student will learn to solve complex situations in real business environments through collaborative activities and real cases.*

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. 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 professional reality is taken into account.

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

The case method is the most widely used learning system in the best faculties in the world. 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 that you are presented with in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and 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 8 different teaching elements in each lesson.

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

*In 2019, we obtained the best learning results of all online universities in the world.*

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 university is the only one in the world authorized to employ 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.

This methodology has 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, and financial markets and 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 training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for 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.



### Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### 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 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.



06

# Certificate

The Postgraduate Certificate in Corporate Finance: An Economic-Financial Approach in Industrial Companies guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



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

The **Postgraduate Certificate in Corporate Finance: An Economic-Financial Approach in Industrial Companies** contains the most complete and up-to-date program on the market.

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

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

Title: **Postgraduate Certificate in Corporate Finance: An Economic-Financial Approach in Industrial Companies**

Official N° of Hours: **150 h.**



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

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge preservation  
online training  
development languages  
classroom



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