

Postgraduate Diploma

Innovation and Technology in the Financial Sector



Postgraduate Diploma Innovation and Technology in the Financial Sector

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Accreditation: 18 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-innovation-technology-financial-sector

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01

Introduction to the Program

The Financial Sector is undergoing a transformation driven by digitalization, artificial intelligence, and the use of big data. These technologies have optimized operational efficiency, security, and accessibility of financial services. According to the World Bank, more than 75% of adults worldwide already use some form of digital financial service, reflecting the impact of innovation on the industry. Automation and the adoption of new technological tools are redefining risk management, decision-making, and the user experience. In this context, TECH presents a 100% online university program that addresses these advances and their application in the financial field.



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Adapt to financial digitalization and discover how digital platforms, neobanks, and new technological trends are redefining the user experience”

Digitalization has completely changed the Financial Sector, driving the development of new tools and business models. Artificial intelligence, data analysis, and automation have optimized operational efficiency and transaction security, transforming risk management, decision-making, and customer relations. In this dynamic environment, understanding technological innovations and their application in Finance is essential to adapt to an increasingly competitive and constantly evolving market.

This university program offers a specialized approach to emerging technologies applied to finance, allowing students to develop essential skills to face the current challenges of the sector. Through the study of innovative models and advanced digital tools, students acquire solid knowledge that facilitates process optimization, the identification of market opportunities, and improved transaction security. Furthermore, this specialization represents a competitive advantage in an environment where digitalization continues to transform financial dynamics at a global level.

Access to flexible and up-to-date learning is a determining factor for those seeking to stay at the forefront of a constantly evolving sector. The online format of this program allows students to balance their studies with their professional activities, providing access to up-to-date content designed by experts in the field. This methodology facilitates the acquisition of knowledge through interactive digital resources such as unique Masterclasses led by internationally recognized Directors.

This **Postgraduate Diploma in Innovation and Technology in the Financial Sector** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The development of case studies presented by experts in Finance and Technology
- ♦ 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
- ♦ Special emphasis on innovative methodologies in Finance and Technology
- ♦ 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



Master the potential of Blockchain and understand how this technology is transforming security in financial services, equipping you with the best knowledge through exclusive Masterclasses"

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You will develop a deep understanding of technological innovation applied to the financial sector, enabling you to implement solutions that optimize processes and organizational efficiency”

The teaching staff includes professionals belonging to the field of Finance, who bring to this program the experience of their work, as well as recognized 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 learning experience designed to prepare for real-life situations.

This program is designed around Problem-Based Learning, whereby the student must try to solve the different professional practice situations that arise throughout the program. For this purpose, the professional will be assisted by an innovative interactive video system created by renowned and experienced experts.

You will manage modern Big Data techniques for the collection, processing, and use of real-time data within the Financial Sector.

You will be able to mitigate risks from digital threats, protecting the integrity of systems and customer trust.



02

Why Study at TECH?

TECH is the world's largest online university. With an impressive catalog of more than 14,000 university programs available in 11 languages, it is positioned as a leader in employability, with a 99% job placement rate. In addition, it relies on an enormous faculty of more than 6,000 professors of the highest international renown.



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*Study at the world's largest online university
and guarantee your professional success.
The future starts at TECH”*

The world's best online university, according to FORBES

The prestigious Forbes magazine, specialized in business and finance, has highlighted TECH as "the best online university in the world" This is what they have recently stated in an article in their digital edition in which they echo the success story of this institution, "thanks to the academic offer it provides, the selection of its teaching staff, and an innovative learning method oriented to form the professionals of the future".

The best top international faculty

TECH's faculty is made up of more than 6,000 professors of the highest international prestige. Professors, researchers and top executives of multinational companies, including Isaiah Covington, performance coach of the Boston Celtics; Magda Romanska, principal investigator at Harvard MetaLAB; Ignacio Wistumba, chairman of the department of translational molecular pathology at MD Anderson Cancer Center; and D.W. Pine, creative director of TIME magazine, among others.

The world's largest online university

TECH is the world's largest online university. We are the largest educational institution, with the best and widest digital educational catalog, one hundred percent online and covering most areas of knowledge. We offer the largest selection of our own degrees and accredited online undergraduate and postgraduate degrees. In total, more than 14,000 university programs, in ten different languages, making us the largest educational institution in the world.



The most complete syllabuses on the university scene

TECH offers the most complete syllabuses on the university scene, with programs that cover fundamental concepts and, at the same time, the main scientific advances in their specific scientific areas. In addition, these programs are continuously updated to guarantee students the academic vanguard and the most demanded professional skills. and the most in-demand professional competencies. In this way, the university's qualifications provide its graduates with a significant advantage to propel their careers to success.

A unique learning method

TECH is the first university to use Relearning in all its programs. This is the best online learning methodology, accredited with international teaching quality certifications, provided by prestigious educational agencies. In addition, this innovative academic model is complemented by the "Case Method", thereby configuring a unique online teaching strategy. Innovative teaching resources are also implemented, including detailed videos, infographics and interactive summaries.

The official online university of the NBA

TECH is the official online university of the NBA. Thanks to our agreement with the biggest league in basketball, we offer our students exclusive university programs, as well as a wide variety of educational resources focused on the business of the league and other areas of the sports industry. Each program is made up of a uniquely designed syllabus and features exceptional guest hosts: professionals with a distinguished sports background who will offer their expertise on the most relevant topics.

Leaders in employability

TECH has become the leading university in employability. Ninety-nine percent of its students obtain jobs in the academic field they have studied within one year of completing any of the university's programs. A similar number achieve immediate career enhancement. All this thanks to a study methodology that bases its effectiveness on the acquisition of practical skills, which are absolutely necessary for professional development.



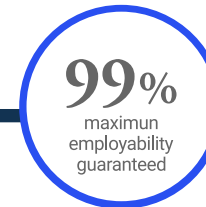
Google Premier Partner

The American technology giant has awarded TECH the Google Premier Partner badge. This award, which is only available to 3% of the world's companies, highlights the efficient, flexible and tailored experience that this university provides to students. The recognition not only accredits the maximum rigor, performance and investment in TECH's digital infrastructures, but also places this university as one of the world's leading technology companies.



The top-rated university by its students

Students have positioned TECH as the world's top-rated university on the main review websites, with a highest rating of 4.9 out of 5, obtained from more than 1,000 reviews. These results consolidate TECH as the benchmark university institution at an international level, reflecting the excellence and positive impact of its educational model.



02 Syllabus

Digitalization and automation have transformed the financial sector, driving the adoption of new technologies and redefining risk management, decision-making, and operational efficiency. In this context, understanding innovations and their application is key to adapting to a highly competitive environment. This syllabus offers a comprehensive approach, combining theory and practice to address the most relevant technological advances. Through a flexible and up-to-date methodology, it allows you to develop essential strategic skills to face market challenges and take advantage of opportunities arising from the evolution of finance.



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You will delve into the integration of emerging technologies such as Blockchain in financial services management, thereby improving competitiveness and customer service”

Module 1. Innovation and Technology in Financial Services

- 1.1. Blockchain and its Application in Financial Services
 - 1.1.1. Fundamental Principles of Blockchain
 - 1.1.2. Use Cases in Banking and International Payments
 - 1.1.3. Impact on Transaction Security and Transparency
 - 1.1.4. Regulatory Challenges of Blockchain
- 1.2. Cryptocurrencies and Digital Assets in the Financial Sector
 - 1.2.1. Bitcoin and Other Relevant Cryptocurrencies
 - 1.2.2. Regulation of Cryptocurrencies in Global Markets
 - 1.2.3. Stablecoins and Their Use in Financial Services
 - 1.2.4. Decentralized Finance (DeFi): Opportunities and Risks
- 1.3. Artificial Intelligence in the Financial Sector
 - 1.3.1. Applications of AI in Banking
 - 1.3.2. Machine Learning for Predictive Analytics
 - 1.3.3. Ethical and Privacy Risks in the Use of AI
 - 1.3.4. Practical Examples of Success in Financial AI
- 1.4. Digitalization of Financial Services
 - 1.4.1. Digital Platforms and Their Impact on Banking
 - 1.4.2. Customer Experience in the Digital Age
 - 1.4.3. Security and Privacy in Digital Environments
 - 1.4.4. New Technology-Based Business Models
- 1.5. Neobanks and Their Growth
 - 1.5.1. Key Differences from Traditional Banking
 - 1.5.2. Neobank Business Models and Strategies
 - 1.5.3. Regulatory Challenges for Neobanks
 - 1.5.4. Success Stories in Global Neobanks
- 1.6. Big Data and Data Analysis in Financial Services
 - 1.6.1. Mass Data Collection and Use
 - 1.6.2. Tools for Real-Time Data Analysis
 - 1.6.3. Impact of Big Data on Decision Making
 - 1.6.4. Risks Related to Data Management



- 1.7. Cybersecurity in the Financial Sector
 - 1.7.1. Cybersecurity Threats in the Financial Sector
 - 1.7.2. Technologies to Mitigate Cyber Risks
 - 1.7.3. International Regulation in Financial Cybersecurity
 - 1.7.4. Strategies to Protect Customers and Entities
- 1.8. Automation and Robo-Advisors in the Financial Sector
 - 1.8.1. Robo-Advisors
 - 1.8.2. Benefits of Automation in Financial Advice
 - 1.8.3. Limitations and Risks of Robo-Advisors
 - 1.8.4. Successful Implementation Cases
- 1.9. Emerging Technologies and Their Impact on the Financial Sector
 - 1.9.1. Quantum Computing in Finance
 - 1.9.2. Augmented and Virtual Reality in the Financial Sector
 - 1.9.3. Use of IoT (Internet of Things) in Banking
 - 1.9.4. Opportunities for Innovation in Services
- 1.10. The Future of Technological Innovation in Finance
 - 1.10.1. Technological Trends in Financial Services
 - 1.10.2. Integration of Technologies in Emerging Markets
 - 1.10.3. Disruptive Innovations in the Industry
 - 1.10.4. Long-Term Challenges and Opportunities
- 2.3. Abuse of Dominant Position in the Financial Sector
 - 2.3.1. Definition and Regulator Criteria
 - 2.3.2. Economic Impact of Abusive Practices
 - 2.3.3. Relevant Cases in the Financial Sector
 - 2.3.4. Tools to Mitigate Abuses of Market Power
- 2.4. Control of Concentrations in Financial Markets
 - 2.4.1. Notification and Analysis Process for Concentrations
 - 2.4.2. Assessment of Competitive Impact
 - 2.4.3. Remedies in Authorized Concentrations
 - 2.4.4. Case Studies of Success and Failure
- 2.5. State Aid in Financial Markets
 - 2.5.1. Economic Impact and Competition Distortion
 - 2.5.2. Examples of Public Financial Interventions
 - 2.5.3. Strategies to Balance Aid and Fair Competition
- 2.6. Role of Competition Authorities in the Financial Sector
 - 2.6.1. Oversight Role and Tools
 - 2.6.2. International Collaboration Among Regulatory Authorities
 - 2.6.3. Resolution of Cross-Border Conflicts
 - 2.6.4. Examples of Successful Interventions
- 2.7. Regulatory Risk Management in the Financial Sector
 - 2.7.1. Identification of Regulatory Risks
 - 2.7.2. Design of Effective Compliance Programs
 - 2.7.3. Monitoring Financial and Regulatory Risks
 - 2.7.4. Consequences of Violating Competition Law

Module 2. Competition Oversight in the Financial Sector

- 2.1. Competition Law in the Financial Sector
 - 2.1.1. Competition Law: Fundamental Principles and Objectives
 - 2.1.2. History and Evolution of the Global Regulatory Framework
 - 2.1.3. Relationship between Competition and Financial Stability
 - 2.1.4. Relevance of Competition Law in Financial Markets
- 2.2. Collusive Practices in Financial Markets
 - 2.2.1. Types and Examples of Collusive Practices
 - 2.2.2. Impact on Consumers and Markets
 - 2.2.3. Strategies for Detecting Cartels
 - 2.2.4. Sanctions and Preventive Measures

- 2.9. Technological Innovation and Competition in the Financial Sector
 - 2.9.1. Impact of Fintech on Market Structure
 - 2.9.2. Regulation of New Financial Technologies
 - 2.9.3. Challenges to Ensuring Fair Competition
 - 2.9.4. Examples of Innovation and Balanced Regulation
- 2.10. Future Prospects for Competition Law in the Financial Sector
 - 2.10.1. Adapting Competition Rules to New Technologies
 - 2.10.2. Regulatory Innovations in Response to Global Challenges
 - 2.10.3. Opportunities to Strengthen Market Stability and Fairness

Module 3. Advanced Strategies in Financial Markets and Securities Company Management

- 3.1. Advanced Trading Strategies
 - 3.1.1. Quantitative Trading and Algorithms
 - 3.1.2. Arbitrage Strategies in International Markets
 - 3.1.3. High Frequency Trading (HFT): Benefits and Risks
 - 3.1.4. Case Studies of Successful Strategies
- 3.2. Innovations in Financial Products
 - 3.2.1. Thematic ETFs and Their Impact on the Market
 - 3.2.2. Structured Derivatives and Exotic Options
 - 3.2.3. Sustainable Financial Instruments (ESG)
 - 3.2.4. Examples of Innovative Financial Products
- 3.3. Operational and Financial Risk Management
 - 3.3.1. Identification and Assessment of Key Risks
 - 3.3.2. Technology Tools for Risk Mitigation
 - 3.3.3. Supervision of Regulatory Risks
 - 3.3.4. Case Studies of Effective Risk Management
- 3.4. Technology and Digitalization in Securities Companies
 - 3.4.1. Digital Platforms and Their Impact on Intermediation
 - 3.4.2. Automation of Operational Processes and Trading
 - 3.4.3. Cybersecurity in Financial Operations
 - 3.4.4. Technological Challenges and Opportunities



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- 3.5. Advanced International Regulation and Compliance for Securities Companies
 - 3.5.1. Supervision in International Markets
 - 3.5.2. Consequences of Regulatory Non-Compliance
 - 3.5.3. Tools to Ensure Compliance
 - 3.6. Trends in the Globalization of Financial Markets
 - 3.6.1. Integration of Global and Local Markets
 - 3.6.2. Adaptation to Geopolitical Changes
 - 3.6.3. Opportunities in Emerging Markets
 - 3.6.4. Impact of Globalization on Securities Companies
 - 3.7. Fintech and its Impact on Securities Companies
 - 3.7.1. Use of Blockchain Technologies in Trading
 - 3.7.2. Digital Investment Platforms
 - 3.7.3. Collaboration between Fintechs and Securities Companies
 - 3.7.4. Regulatory Challenges for Fintech
 - 3.8. Case Studies in Securities Companies
 - 3.8.1. Example of the Implementation of Technological Strategies
 - 3.8.2. Risk Management in Highly Volatile Scenarios
 - 3.8.3. Innovations in Sustainable Investment Products
 - 3.8.4. Lessons Learned from Real Cases
 - 3.9. Competition and Differentiation in Securities Companies
 - 3.9.1. Strategies for Attracting and Retaining Customers
 - 3.9.2. Differentiation Through Technology
 - 3.9.3. Impact of Economies of Scale
 - 3.9.4. Measuring Success in Company Management
 - 3.10. Future Outlook for Financial Markets and Securities Companies
 - 3.10.1. Expected Innovations in Trading and Technology
 - 3.10.2. Regulatory Changes and Their Impact
 - 3.10.3. Projections for Securities Companies in New Markets
 - 3.10.4. Challenges and Opportunities for Sustainability in the Sector

04

Teaching Objectives

This program aims to provide comprehensive knowledge about innovation and technology in the Financial Sector, addressing key tools such as blockchain, artificial intelligence, big data, and automation. It also seeks to analyze their impact on operational efficiency, security, and strategic decision-making. Through a practical approach, it allows participants to understand market developments and the associated regulatory challenges. It also fosters the development of skills to apply these technologies in different financial environments, optimizing processes and promoting competitiveness in a context of constant digital transformation.





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You will promote technological risk and cybersecurity management in the financial sector, ensuring the integrity of digital systems in Financial Institutions”



General Objectives

- ♦ Understand the key principles of financial management and the structure of global markets in order to make informed decisions
- ♦ Develop strategic skills to address complex and highly uncertain situations in the financial field
- ♦ Acquire leadership skills to manage and coordinate multidisciplinary teams in the financial sector
- ♦ Analyze emerging trends, such as digitalization and new regulations, that are transforming the financial industry
- ♦ Develop the ability to identify, assess, and mitigate financial risks in diverse market environments
- ♦ Implement innovative technological solutions that optimize financial management and improve organizational competitiveness
- ♦ Promote an ethical and responsible approach to financial management, incorporating sustainability into business decisions
- ♦ Effectively manage investments in international markets, considering economic, political, and social factors
- ♦ Apply advanced analytical tools to make strategic decisions based on objective financial data
- ♦ Prepare to take on leadership roles in the financial sector with an ethical and responsible approach to sustainable growth





Specific Objectives

Module 1. Innovation and Technology in Financial Services

- ♦ Explore the impact of fintech on the transformation of traditional financial services
- ♦ Study the use of artificial intelligence, blockchain, and big data in improving financial processes
- ♦ Develop skills in integrating new technologies into financial institutions
- ♦ Assess the challenges and opportunities of technological innovation in the financial industry

Module 2. Competition Oversight in the Financial Sector

- ♦ Analyze the methods and tools used to monitor competition in the financial sector
- ♦ Study competition policies and their application in the financial sector to prevent monopolistic practices
- ♦ Assess the impact of competition regulation on the development of the financial market
- ♦ Develop strategies to improve the competitiveness of financial institutions in a regulated environment

Module 3. Advanced Strategies in Financial Markets and Securities Company Management

- ♦ Develop advanced investment strategies in global financial markets
- ♦ Analyze the functioning of securities companies and their impact on the financial economy
- ♦ Apply technical and fundamental analysis techniques in investment decision-making
- ♦ Assess the implications of monetary and fiscal policies on financial markets

05

Career Opportunities

Advances in technology have redefined the financial landscape, driving demand for professionals capable of integrating innovation into this sector. In this context, job opportunities are expanding into areas such as digital banking, fintech, technology transformation consulting, and financial risk management. In addition, mastery of tools such as blockchain, artificial intelligence, and big data opens doors in investment firms, insurance companies, and regulatory agencies. Thanks to this specialization, it is possible to access strategic positions, lead innovation projects, and contribute to the evolution of financial services in a highly competitive environment.



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*Develop skills in financial data analysis,
applying Artificial Intelligence techniques
to optimize strategic decision-making in
the Financial Sector”*

Graduate Profile

This program allows you to develop a highly competitive profile in the financial sector, combining advanced knowledge of technology with strategic decision-making skills. Throughout the program, you will enhance your skills in data analysis, risk management, digital process optimization, and the application of innovative tools such as artificial intelligence and blockchain. In addition, you will develop a critical and adaptive approach to regulatory challenges and new market trends. Thanks to this specialization, graduates will be prepared to lead the digital transformation in the sector and design innovative solutions in a constantly evolving financial environment.

You will become a true specialist in Fintech and Digital Banking, opening up opportunities in neobanks, technology startups, and financial services companies.

- ♦ **Critical-Thinking and Problem-Solving:** Ability to analyze complex challenges in the financial sector and propose innovative solutions based on Technology
- ♦ **Adaptability and Continuous Learning:** Ability to stay up to date with technological advances and regulatory changes that impact the financial ecosystem
- ♦ **Strategic Decision-Making:** Development of an analytical approach to assess risks, opportunities, and trends in digital and traditional markets
- ♦ **Digital Communication and Leadership:** Competence in managing multidisciplinary teams, presenting ideas effectively, and leading transformation projects in the Financial Sector



After completing the program, you will be able to use your knowledge and skills in the following positions:

- 1. Financial Innovation Analyst:** Designs and evaluates the implementation of new technologies in financial products and services to improve efficiency and competitiveness.
- 2. Blockchain and Cryptocurrency Specialist:** Manages the adoption of decentralized technologies in the financial sector, ensuring regulatory compliance and transaction security.
- 3. Financial Digital Transformation Consultant:** Advises banks, fintechs, and insurance companies on the digitization of processes and the implementation of advanced technological tools.
- 4. Technology Risk Manager:** Oversees cybersecurity and the integrity of digital systems, minimizing threats in the financial sector.
- 5. Financial Data Analyst:** Uses big data and artificial intelligence to interpret market trends and optimize strategic decision-making.
- 6. Fintech Project Leader:** Leads the development and implementation of innovative solutions in startups and technology companies applied to finance.
- 7. Technology Regulation and Compliance Specialist:** Ensures regulatory compliance in the adoption of new technologies within the financial sector.
- 8. Product Manager in Digital Financial Services:** Design and manage innovative digital products, improving user experience and operational efficiency.

06

Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.



“

TECH will prepare you to face new challenges in uncertain environments and achieve success in your career”

The student: the priority of all TECH programs

In TECH's study methodology, the student is the main protagonist.

The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

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*At TECH you will NOT have live classes
(which you might not be able to attend)”*



The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

“*TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want*”

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.



Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

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.



A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.



The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule"

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution became the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.



As such, the best educational materials, thoroughly prepared, will be available in this program:



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.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.



Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.



Interactive Summaries

We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

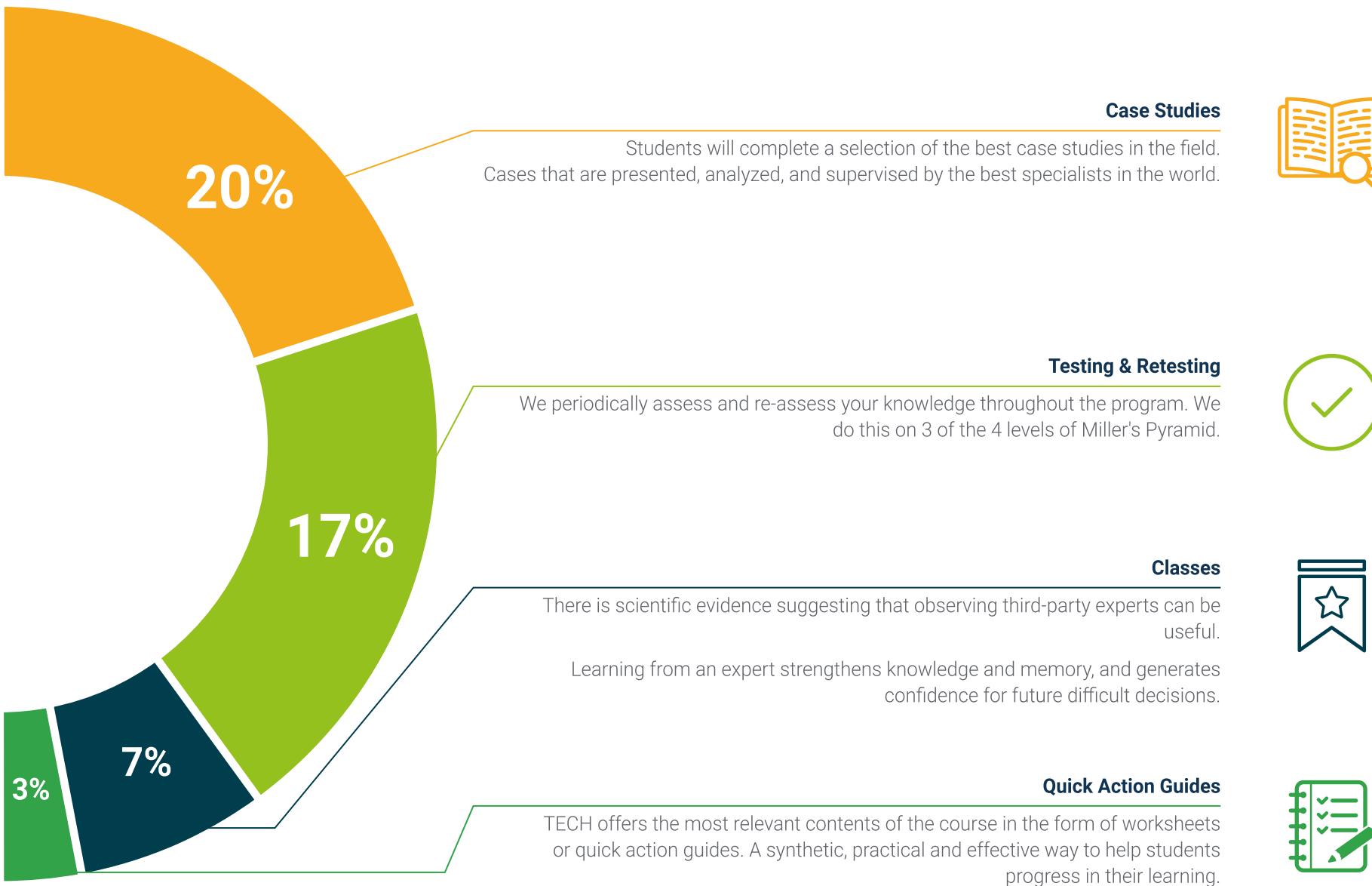
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.





07

Teaching Staff

The teaching staff for this program is made up of experts with solid experience in the financial and technology sectors, ensuring a practical and up-to-date approach. Through their experience in banking, fintech, consulting, and regulation, they provide a comprehensive view of the challenges and opportunities presented by digitalization in finance. In addition, they combine academic knowledge with real-world cases, enabling dynamic and applicable learning. Thanks to this team of specialists, you will acquire the skills necessary to face market changes and lead digital transformation in a highly competitive financial environment.



“

TECH boasts a prestigious teaching staff! You will learn from experts with extensive experience in the Financial and Technology Sector”

International Guest Director

With over 20 years of experience in designing and leading global **talent acquisition teams**, Jennifer Dove is an expert in **technology recruitment** and **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 by actively participating in networks of **Human Resources** professionals and contributing to the onboarding of numerous employees at different companies. After earning her bachelor's degree in **Organizational Communication** from the University of Miami, she has held management positions in recruitment for companies in various areas.

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



Ms. Dove, Jennifer

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

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International Guest Director

A technology leader with decades of experience in major technology multinationals, Rick Gauthier has developed prominently in the field of cloud services and end-to-end process improvement. He has been recognized as a leader and manager of highly efficient teams, showing a natural talent for ensuring a high level of engagement among his employees.

He possesses innate gifts in strategy and executive innovation, developing new ideas and backing his success with quality data. His background at Amazon has allowed him to manage and integrate the company's IT services in the United States. At Microsoft he led a team of 104 people, responsible for providing corporate-wide IT infrastructure and supporting product engineering departments across the company.

This experience has allowed him to stand out as a high-impact manager with remarkable abilities to increase efficiency, productivity and overall customer satisfaction.



Mr. Gauthier, Rick

- Regional IT Director at Amazon, Seattle, United States
- Senior Program Manager at Amazon
- Vice President of Wimmer Solutions
- Senior Director of Productive Engineering Services at Microsoft
- Degree in Cybersecurity from Western Governors University
- Technical Certificate in Commercial Diving from Divers Institute of Technology
- Degree in Environmental Studies from The Evergreen State College

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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 latent 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.

Also, in his professional career, he has nurtured and **led high-performance teams** that have even received awards for their **transformational potential**. With Shell, specifically, the executive has always set out to overcome three challenges: meeting **customers'** complex **decarbonization** demands **supporting a “cost-effective decarbonization”** and **overhauling** a fragmented **data, digital and technology** landscape. Therefore, his efforts have shown 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.

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



Mr. Arman, Romi

- Digital Transformation Director (CDO) at Shell Energy Corporation, London, UK
- Global Director of E-Commerce and Customer Service at Shell Energy Corporation
- National Key Account Manager (OEM and automotive retailers) for Shell in Kuala Lumpur, Malaysia
- Senior Management Consultant (Financial Services Sector) for Accenture based in Singapore
- Bachelor's Degree from the University of Leeds
- Postgraduate Degree in Business Applications of AI for Senior Executives from the 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 purchasing manager** in Google's Technical Infrastructure and Data Center division, where he has spent most of his professional 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 improvements in vendor risk assessment, resulting in process improvements and workflow management 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 a number of accolades for his work, including the **BIM Leadership Award**, the **Search Leadership Award**, the **Lead Generation Export Program Award** and the **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**, in Hamburg, Germany, creating storylines for over 150 clients using internal and third party tools to support analysis. He 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 management and supply chain 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.



Mr. Arens, Manuel

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

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International Guest Director

Andrea La Sala is an experienced **Marketing executive** whose projects have had a **significant impact** on the **Fashion environment**. Throughout his successful career he has developed different tasks related to **Product, Merchandising and Communication**. All of 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 **adaptability 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 the **retail environment** and **consumer needs and behavior**. In this role, La Sala has also been responsible for shaping the commercialization of products in different markets, acting as **team leader** in the **Design, Communication and Sales departments..**

Furthermore, in companies such as **Calvin Klein** or **Gruppo Coin**, he has undertaken projects to boost the **structure**, and **development 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 (KPIs).



Mr. La Sala, Andrea

- Global Brand & Merchandising Director of Armani Exchange at Giorgio Armani, Milan, Italy
- 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
- Degree in Business and Economics from the University of Eastern Piedmont

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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 Café 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 Luminate's new API for Shopper and Channel insights.

As for his training, the executive has several Masters 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 expert has attained cutting-edge skill. Because of this, he has come to be considered a **born leader** of the **new global economy**, centered on the drive for data and its infinite possibilities.



Mr. Gram, Mick

- Director of Business Intelligence and Analytics at Red Bull, Los Angeles, United States
- Business Intelligence Solutions Architect for Walmart Data Café
- Independent Business Intelligence and Data Science Consultant
- Director of Business Intelligence at Capgemini
- Chief Analyst at Nordea
- Senior Business Intelligence Consultant at 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 and Master's Degree in Mathematics and Statistics at the University of Copenhagen

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International Guest Director

Scott Stevenson is a distinguished expert in the **Digital Marketing** sector who, for more than 19 years, has been linked to one of the most powerful companies in the entertainment industry, **Warner Bros. Discovery**. In this role, he has played a fundamental role in **overseeing logistics** and **creative workflows** across various digital platforms, including social media, search, display and linear media.

This executive's leadership has been crucial in driving in **production strategies** in **paid media**, resulting in a **marked improvement** which has resulted in **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*.

In addition, he 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 proficiency in **communication** and **storytelling**. In addition, he has participated at Harvard University's School of Professional Development in cutting-edge programs on the use of **Artificial Intelligence** in **business**. Therefore, his professional profile stands as one of the most relevant in the current field of **Marketing** and **Digital Media**.



Mr. Stevenson, Scott

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

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International Guest Director

Awarded with the "International Content Marketing Awards" for her creativity, leadership and quality of her informative contents, Wendy Thole-Muir is a recognized **Communication Director** highly specialized in the field of **Reputation Management**.

In this sense, she has developed a solid professional career of more than two decades in this field, which has led her to be part of prestigious international reference entities such as **Coca-Cola**. Her role involves the supervision and management of corporate communication, as well as the control of the organizational image. Among her main contributions, she has led the implementation of the Yammer **internal interaction platform**. Thanks to this, employees increased their commitment to the brand and created a community that significantly improved the transmission of information.

On the other hand, she has been in charge of managing the communication of the companies' **strategic investments** in different African countries. An example of this is that she has managed dialogues around significant investments in Kenya, demonstrating the commitment of the entities to the economic and social development of the country. At the same time, she has achieved numerous **recognitions** for her ability to manage the perception of the firms in all the markets in which it operates. In this way, she has ensured that companies maintain a high profile and consumers associate them with high quality.

In addition, in her firm commitment to excellence, she has actively participated in renowned global **Congresses and Symposiums** with the objective of helping information professionals to stay at the forefront of the most sophisticated techniques to **develop successful strategic communication plans**. In this way, she has helped numerous experts to anticipate institutional crisis situations and to manage adverse events in an effective manner.



Ms. Thole-Muir, Wendy

- Director of Strategic Communications and Corporate Reputation at Coca-Cola, South Africa
- Head of Corporate Reputation and Communications at ABI at SABMiller de Lovania, Belgium
- Communications Consultant at ABI, Belgium
- Reputation and Communications Consultant at Third Door in Gauteng, South Africa
- Master's Degree in Social Behavioral Studies, University of South Africa
- Master's Degree in Sociology and Psychology, University of South Africa
- Bachelor of Arts in Political Science and Industrial Sociology from the University of KwaZulu-Natal, South Africa
- Bachelor of Arts in Psychology from the University of South Africa

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Mr. Alegre Zalve, Joaquín

- ♦ Partner in charge of Banking & Finance at Crowe Legal y Tributario
- ♦ Director of Banking & Finance at Andersen
- ♦ Senior Manager of Banking and Financial Regulation at PwC
- ♦ Lawyer at Cuatrecasas
- ♦ Legal Specialist at Credit Suisse
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