

Executive Master's Degree Banking and Financial Markets

Accreditation/Membership

A man in a blue suit and white shirt is shown in profile, pointing his right hand towards a whiteboard. The whiteboard has several charts and graphs on it. The background is a bright, modern office or classroom setting. The image is partially obscured by a large, dark blue diagonal shape on the left side.

tech global
university



Executive Master's Degree Banking and Financial Markets

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

Website: www.techtitute.com/us/school-of-business/executive-master-degree/master-banking-financial-markets

Index

01

Introduction to the Program

p. 4

02

Why Study at TECH?

p. 8

03

Syllabus

p. 12

04

Teaching Objectives

p. 22

05

Career Opportunities

p. 28

06

Software Licenses Included

p. 32

07

Study Methodology

p. 36

08

Teaching Staff

p. 46

09

Certificate

p. 52

01

Introduction to the Program

In a constantly evolving financial environment defined by market fluctuations, banking professionals face numerous challenges such as economic crises. For this reason, it is essential that experts remain at the forefront of the most advanced tools to anticipate risks and optimize the management of assets and liabilities. In doing so, they will be able to design adaptive strategies that ensure the stability and sustainable growth of financial institutions. With the aim of supporting professionals in this task, TECH has developed a pioneering university degree focused on the key skills required to successfully lead in such a dynamic and competitive context. Moreover, it is delivered with the convenience of a fully flexible online format.



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A comprehensive and 100% online program, exclusive to TECH, with an international perspective backed by our membership in the Business Graduates Association”

According to a recent International Monetary Fund (IMF) report, the global banking sector has incurred losses of approximately \$45 billion over the past few years. This reality highlights the vulnerability of financial institutions to abrupt market fluctuations. In addition, the 25% increase in financial regulation has forced executives to rapidly adapt their risk management and compliance policies. For this reason, specialists need to acquire a comprehensive understanding of the key transformations in Banking and Financial Markets, with the objective of strengthening their competencies efficiently.

In response to this demand, TECH presents its innovative Executive Master's Degree in Banking and Financial Markets. Designed by leading experts in the field, this academic pathway provides in-depth knowledge of the fundamental variables that influence economic decision-making. The curriculum explores the foundations of major financial operations, incorporating advanced statistical factors. At the same time, it provides the tools to implement emerging technological solutions that optimize banking management and enable the timely identification of risks such as money laundering. Through this program, students will acquire strategic competencies to successfully lead within the financial sector and develop forward-thinking solutions that enhance both sustainability and profitability across organizations.

Furthermore, TECH leverages its disruptive Relearning methodology, which ensures a natural and progressive assimilation of knowledge. Students only need an internet-connected device to access the Virtual Campus. Additionally, participants will benefit from 10 rigorous Masterclasses delivered by a renowned International Guest Director.

Furthermore, thanks to TECH's membership in the **Business Graduates Association (BGA)**, students will have access to exclusive and up-to-date resources that will strengthen their continuous learning and professional development, as well as discounts on professional events that will facilitate networking with industry experts. Additionally, they will be able to expand their professional network by connecting with specialists from different regions, fostering the exchange of knowledge and new job opportunities.

This **Executive Master's Degree in Banking and Financial Markets** 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 Banking and Financial Markets
- 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 self-assessment can be used to improve learning
- Its special emphasis on innovative methodologies
- 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



A renowned International Guest Director will deliver 10 comprehensive Masterclasses on the latest trends in Banking and Financial Markets management"

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You will gain an in-depth understanding of the technical and regulatory aspects related both to financial products and to the management of common risks”

The teaching staff includes professionals belonging to the Banking and Financial Markets field, 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 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 design and implement effective financial strategies aligned with corporate objectives and current market conditions.

TECH provides you with its disruptive Relearning methodology, ensuring a far more effective, applied, and context-based learning experience.



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".

Forbes

The best online university in the world

The most complete
syllabus

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.

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.

TOP
international faculty

The most effective methodology

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 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.

World's No.1
The World's largest online university

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.



03 Syllabus

The syllabus of this Executive Master's Degree in Banking and Financial Markets is designed to cover all key aspects of the financial sector. Accordingly, the program will address topics ranging from the specificities of banking management and financial regulation to the most sophisticated investment strategies. In line with this, the learning materials will delve into a comprehensive analysis of the different economic variables and the current regulatory frameworks governing the field. In addition, the program will provide cutting-edge tools to enable early risk management and to optimize the strategic planning of financial institutions.





You will develop advanced competencies to identify, assess, and mitigate financial risks, including economic fraud”

Module 1. The Economic Environment and Financial Markets

- 1.1. Fundamentals of Banking and Finance
 - 1.1.1. Fundamental Variables in Financial Decisions
 - 1.1.2. Financial Activity
 - 1.1.3. Banking Within the Financial System
 - 1.1.4. The Banking Business
- 1.2. Finance Theory
 - 1.2.1. Statistics Applied to the Stock Market
 - 1.2.2. Mathematics of Financial Operations
 - 1.2.3. Financial Transactions
- 1.3. Macroeconomics and Monetary Policy
 - 1.3.1. GDP
 - 1.3.2. Financial Balance
 - 1.3.3. The Role of the Public Sector
 - 1.3.4. Monetary Policy and Fiscal Policy
- 1.4. Measuring Financial Activity
 - 1.4.1. Financial System
 - 1.4.2. Types of Transactions
 - 1.4.3. Financial Tools
- 1.5. Main Financial Aggregates
 - 1.5.1. Financial Institutions
 - 1.5.2. Financial Versus Non-Financial Investment
 - 1.5.3. Negotiation Levels
- 1.6. Markets and the Control of Financial Flows
 - 1.6.1. Structure of the Financial System
 - 1.6.2. Financial Markets
 - 1.6.3. Nature and Objectives of Monetary Policy
 - 1.6.4. Interest Rates

- 1.7. Bank Accounting
 - 1.7.1. Financial Statements in Banking
 - 1.7.2. Other Balance Sheet and Income Statement Items
 - 1.7.3. Credit Risk and Insolvency
 - 1.7.4. Business Combinations and Consolidation
- 1.8. The Current Financial Crisis
 - 1.8.1. Failures of the International Financial System
 - 1.8.2. Accounting Standards and Creative Accounting
 - 1.8.3. Bad Banking Practices
 - 1.8.4. Tax Havens

Module 2. Banking Management

- 2.1. Operational Management of Credit Institutions
 - 2.1.1. Income Statement Analysis
 - 2.1.2. Main Management Indicators
 - 2.1.3. Management Control of the Banking Business
- 2.2. Management Objectives of Financial Institutions
 - 2.2.1. Solvency Management in Credit Institutions
 - 2.2.2. *Market and Funding Liquidity*
 - 2.2.3. Efficient Banking Management
- 2.3. Interest Rate Risk Management
 - 2.3.1. Risk Management in Credit Institutions
 - 2.3.2. Interest Rate Risk
 - 2.3.3. Interest Risk Valuation Methods
- 2.4. Liquidity Management and ECB Monetary Policy
 - 2.4.1. Money and Interbank Markets
 - 2.4.2. Liquidity Management
 - 2.4.3. Coverage of Legal Coefficients
 - 2.4.4. Monetary Policy in the Euro Zone

2.5. Banking Company and Management Models

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

2.6. Banking Regulation

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

Module 3. Financial Instruments and Markets

3.1. The Financial Markets

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

3.2. Types of Financial Markets

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

3.3. Stock Markets

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

3.4. Fixed Income Market

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

3.5. Equity Market

- 3.5.1. Trading Systems
- 3.5.2. Securities and Stock Exchange Operations
- 3.5.3. IPOs

3.6. Futures Market

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

3.7. Options Markets

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

3.8. OTC Derivative Products

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

3.9. Foreign Exchange Market

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

3.10. Investment Funds

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

3.11. Liberalization of Financial Markets

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

Module 4. Financial Analysis and Planning

- 4.1. Accounting and Bank Consolidation
 - 4.1.1. Analysis of the Economic Situation
 - 4.1.2. Industry and Company Analysis
 - 4.1.3. Types of Graphs
 - 4.1.4. Main Theories
- 4.2. Fundamental and Technical Analysis
 - 4.2.1. Analysis of the Balance Sheet
 - 4.2.2. Income Statement Analysis
 - 4.2.3. Management Ratios
 - 4.2.4. Selection Criteria for Investing in a Credit Institution
- 4.3. Analysis of Financial Statements
 - 4.3.1. Equity Analysis
 - 4.3.2. Degree of Liquidity of Assets
 - 4.3.3. Efficiency and Profitability of Investments
- 4.4. Financial Prediction
 - 4.4.1. Economic Forecasting Models
 - 4.4.2. Univariate Models
 - 4.4.3. Multivariate Models
 - 4.4.4. Techniques for Estimating Financial Variables
- 4.5. Balance Sheet and Risk Analysis
 - 4.5.1. Risks of Credit Institutions
 - 4.5.2. Information Required for Risk Analysis
 - 4.5.3. Analysis of the Situation and Possible Evolution of the Companies
 - 4.5.4. Short and Long-Term Financing

- 4.6. Solvency Management
 - 4.6.1. Shareholders Equity in the Banking Company and Solvency Ratio
 - 4.6.2. Capital Optimization and Pillar II
 - 4.6.3. Basel III
 - 4.6.4. Internal Control and Pillar III
- 4.7. Profitability Analysis Models
 - 4.7.1. Risk-Adjusted Return Analysis
 - 4.7.2. Asset and Liability Pricing Models
 - 4.7.3. Strategic Map: Definition and Elaboration
 - 4.7.4. Control Panels
- 4.8. Valuation of Credit Institutions
 - 4.8.1. Basic Principles in the Valuation of a Financial Institution
 - 4.8.2. Modeling of a Credit Institution
 - 4.8.3. Methodologies for the Valuation of Financial Institutions

Module 5. Financial Products and Banking Assets

- 5.1. Equity Assets
 - 5.1.1. The Regulation of Equity Markets
 - 5.1.2. Trading in Equity Markets
 - 5.1.3. Publicly Listed Companies
 - 5.1.4. Stock Market Information
- 5.2. Derivative Financial Products
 - 5.2.1. Short-Term Derivative Products
 - 5.2.2. Options
 - 5.2.3. Swaps
 - 5.2.4. Credit Derivatives

- 5.3. Structured Financial Products
 - 5.3.1. Structured Interest Rate Swaps
 - 5.3.2. Structured Exchange Rate
 - 5.3.3. Structured Equity Securities
 - 5.3.4. Commodities Structured Products
- 5.4. Consumer Bank Loans
 - 5.4.1. Analysis of Effective Interest Rates
 - 5.4.2. Financial Characteristics
 - 5.4.3. Legal Characteristics
- 5.5. Corporate Banking Asset Products
 - 5.5.1. Bank Discounting
 - 5.5.2. Credit Facilities
 - 5.5.3. Credit Advances
- 5.6. Mortgage Loans
 - 5.6.1. Appraisals
 - 5.6.2. Mortgage Subrogation
 - 5.6.3. Mortgage Novations
- 5.7. Working Capital Financing Products
 - 5.7.1. *Factoring*
 - 5.7.2. *Confirming*
- 5.8. Insurance Products
 - 5.8.1. Models and Characteristics
 - 5.8.2. Regulation and Tax Treatment of Pension Funds and Plans
 - 5.8.3. Marketing of Insurance Products from Credit Institutions
- 5.9. Liability Products
 - 5.9.1. Remuneration and Profitability
 - 5.9.2. APR
 - 5.9.3. Legal and Tax Aspects
 - 5.9.4. Target Audience

Module 6. Collective Investment

- 6.1. Investment Funds
 - 6.1.1. Manager and Trustee
 - 6.1.2. Investment Funds
 - 6.1.3. Supervision
 - 6.1.4. Characteristics of the Funds
- 6.2. Equity Management
 - 6.2.1. Analysis of Investment Funds
 - 6.2.2. Equity Management Tools
 - 6.2.3. Analysis of a Portfolio of Financial Assets
 - 6.2.4. Reinstatement of Truncated Financial Investments
- 6.3. Asset Allocation
 - 6.3.1. Portfolio Advisory Process
 - 6.3.2. Strategic and Tactical Asset Allocation
 - 6.3.3. Institutional Manager
 - 6.3.4. Strategic Portfolio and Tactical Portfolio
- 6.4. Portfolio Building
 - 6.4.1. Market Risk
 - 6.4.2. International Investment
 - 6.4.3. Asset Classes, Utility Curves and CAMP
 - 6.4.4. Portfolio Formation Strategies
- 6.5. Equity Management Strategies
 - 6.5.1. Markowitz Portfolio Selection Theory
 - 6.5.2. Systematic and Specific Risks
 - 6.5.3. Financial Crisis Management
 - 6.5.4. Portfolio Management in Emerging Markets

- 6.6. Fixed Income Management Strategies
 - 6.6.1. Fixed Income Portfolio Management
 - 6.6.2. Hedging in Fixed Income Portfolios
 - 6.6.3. Securitizations
- 6.7. Insurance
 - 6.7.1. Fundamentals of the Insurance Activity
 - 6.7.2. Unit Linked, Coinsurance and Reinsurance
 - 6.7.3. Insurance Sector Institutions
 - 6.7.4. Insurance Companies and Mutual Insurance Companies
- 6.8. Taxation
 - 6.8.1. Taxation of Financial Products
 - 6.8.2. Taxation of Social Security Products

Module 7. Financial Risk and Corporate Finance

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

Module 8. International Finance


- 8.1. International Payment and Collection Methods
 - 8.1.1. Bills, Personal Check and Bank Check
 - 8.1.2. Transfer, Payment Order and Remittance
 - 8.1.3. Documentary Clauses and Credits
 - 8.1.4. Factoring, International Swap and Other Means
- 8.2. Financing of International Market Operations
 - 8.2.1. *Incoterms*
 - 8.2.2. Derivative Instruments to Hedge Possible Fluctuations in the Price of Raw Materials
 - 8.2.3. Export Credits With Official Support
 - 8.2.4. Hedging with Swap Contracts
 - 8.2.5. The OECD Consensus
- 8.3. International Financial Institutions
 - 8.3.1. The Fund for the Internationalization of the Company
 - 8.3.2. The World Bank Group
 - 8.3.3. The Inter-American Development Bank
 - 8.3.4. Caribbean Development Bank
- 8.4. Formation of Exchange Rates
 - 8.4.1. Interest Rate Parity Theory
 - 8.4.2. Theory of Exchange Rate Expectations
 - 8.4.3. Purchasing Power Parity (PPP) Theory
 - 8.4.4. Capital Market Balance

- 8.5. Debt Conversion Programs
 - 8.5.1. Operation
 - 8.5.2. Conversion of Debt into Public Investments
 - 8.5.3. Conversion of Debt into Private Investments
- 8.6. International Stock Market
 - 8.6.1. Wall Street Market (New York)
 - 8.6.2. Gold Market
 - 8.6.3. World External Debt
 - 8.6.4. Paris Club
 - 8.6.5. ADR and GDR Securities Market

Module 9. Financial Marketing

- 9.1. Bank Office Market Research
 - 9.1.1. Specific Aspects of Financial Services Marketing
 - 9.1.2. Determining Factors When Choosing a Bank
 - 9.1.3. Development of New Banking Products and Services
 - 9.1.4. Tools for Bank Marketing Research
- 9.2. Sales and Communication Techniques
 - 9.2.1. Notions of Psychology Applied to Sales
 - 9.2.2. Techniques to Improve Verbal and Non-Verbal Communication
 - 9.2.3. Negotiation Tactics
 - 9.2.4. Closing and Customer Commitment
- 9.3. Financial Marketing Plan
 - 9.3.1. Pricing of Banking Products
 - 9.3.2. Product Promotion and Advertising Campaigns
 - 9.3.3. Distribution Systems Used in Financial Services Marketing
 - 9.3.4. Segmentation, Targeting and Positioning



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- 9.4. New Strategies for Sales Growth and Cost Savings
 - 9.4.1. Electronic Banking
 - 9.4.2. CRM (Customer Relationship Management)
 - 9.4.3. Cross-Selling and Up-Selling
 - 9.5. Relationship Marketing
 - 9.5.1. Customer Development and Loyalty
 - 9.5.2. Marketing Tools for Customer Loyalty and Retention
 - 9.5.3. Customer Retention Strategies
 - 9.6. Inbound Marketing in the Banking Sector
 - 9.6.1. Effective Inbound Marketing
 - 9.6.2. The Benefits of Inbound Marketing
 - 9.6.3. Measuring the Success of Inbound Marketing
 - 9.7. Development of Email Campaigns
 - 9.7.1. Design of Email Marketing Campaigns
 - 9.7.2. Email Marketing
 - 9.7.3. Lists of Subscribers, Leads, and Customers
 - 9.8. Corporate Branding
 - 9.8.1. *Brand Evolution*
 - 9.8.2. Creation and Development of Successful Brand
 - 9.8.3. *Brand Equity*

04

Teaching Objectives

This Executive Master's Degree in Banking and Financial Markets will provide students with a comprehensive understanding of the functioning of the economic market. At the same time, professionals will develop advanced skills to manage complex risks and optimize investment portfolios. In this regard, they will apply innovative technologies that enable the early detection of fraud, such as money laundering. In doing so, experts will be able to make strategic, data-driven decisions to maximize the long-term profitability and sustainability of their financial institutions.





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You will be able to operate in securities markets, manage transactions and analyze the fluctuations of instruments such as bonds”



General Objectives

- ◆ Acquire a comprehensive and strategic understanding of both the banking sector and today's financial markets
- ◆ Develop the skills needed for the strategic management of financial institutions in dynamic and regulated environments
- ◆ Gain the ability to identify, assess, and mitigate complex financial risks
- ◆ Master modern technological and analytical tools applied to Banking and Financial Markets
- ◆ Strengthen data-driven decision-making with a focus on profitability and sustainability
- ◆ Enhance leadership competencies to manage multidisciplinary teams and drive organizational change
- ◆ Achieve mastery in regulatory compliance, including ethical and social responsibility aspects
- ◆ Build a solid understanding of international regulation and its impact on banking operations
- ◆ Be prepared to confront financial crises and adverse economic scenarios with solvency and resilience





Specific Objectives

Module 1. The Economic Environment and Financial Markets

- ♦ Analyze the economic fundamentals that affect the functioning of financial markets
- ♦ Interpret key macroeconomic variables and their direct impact on banking
- ♦ Understand the structure and dynamics of the financial system, including its main aggregates
- ♦ Assess the influence of monetary and fiscal policy on the financial sector with precision
- ♦ Diagnose the effects of financial crises and failures of the international banking system

Module 2. Banking Management

- ♦ Apply innovative financial analysis techniques for the efficient management of credit institutions
- ♦ Use key indicators of profitability, solvency, and banking liquidity
- ♦ Design effective risk management strategies, such as those related to liquidity or interest rate exposure
- ♦ Implement successful regulatory compliance and internal control policies
- ♦ Optimize operational flows to enhance banking productivity and competitiveness

Module 3. Financial Instruments and Markets

- ♦ Deepen understanding of the different types of financial markets and their respective functions
- ♦ Examine in detail the regulation and supervision of national and international financial markets
- ♦ Manage key financial instruments effectively, including derivatives and structured products
- ♦ Understand the functioning of stock, futures, options, and foreign exchange markets
- ♦ Apply advanced techniques for management and hedging in complex financial markets

Module 4. Financial Analysis and Planning

- ♦ Conduct rigorous and technical analyses of banking financial statements
- ♦ Interpret financial ratios to optimize strategic decision-making
- ♦ Develop sophisticated models for economic and financial forecasting
- ♦ Assess risk-adjusted profitability and conduct valuations of credit institutions
- ♦ Formulate coherent financial plans aligned with the organization's strategic objectives

Module 5. Financial Products and Banking Assets

- ♦ Address the structure and risks associated with both derivative and structured products
- ♦ Evaluate mortgage credit products and other banking assets
- ♦ Design tailored financial solutions to meet the needs of individual clients and corporations
- ♦ Interpret with precision the tax and legal aspects related to financial products

Module 6. Collective Investment

- Understand the specific features of fund and wealth management
- Analyze modern strategies for asset allocation and diversified portfolio construction
- Apply cutting-edge models for portfolio selection and management across various markets
- Identify the most relevant tax and legal aspects of collective investment

Module 7. Financial Risk and Corporate Finance

- Manage financial risks associated with capital structure and leverage
- Apply advanced methods for company and financial asset valuation
- Examine corporate operations such as mergers, acquisitions, and restructurings
- Design control and audit systems for comprehensive risk management
- Explore multiple sources of financing and their impact on business solvency

Module 8. International Finance

- Acquire a solid understanding of global payment and collection mechanisms
- Evaluate financing options and risks in international operations
- Analyze the generation and fluctuation of exchange rates
- Interpret the regulation and functioning of international financial institutions
- Manage exposure to foreign exchange risks through derivative instruments





Module 9. Financial Marketing

- ◆ Apply market research techniques specific to financial services
- ◆ Develop strategies for sales, communication, and customer loyalty in the banking sector
- ◆ Implement digital marketing campaigns targeted at financial clients
- ◆ Analyze consumer behavior in financial services and its impact on product offerings
- ◆ Use emerging technological tools to optimize financial marketing strategies

“

You will acquire a holistic understanding of financial regulation and regulatory compliance, ensuring responsible practices”

05

Career Opportunities

This Executive Master's Degree in Banking and Financial Markets from TECH offers professionals in the sector an in-depth update in key competencies and innovative tools. In this way, graduates will master the most innovative techniques for risk management and financial analysis. Accordingly, they will gain proficiency in using cutting-edge technological tools to optimize strategic decision-making and ensure both the sustainability and long-term viability of financial institutions.





“

You will manage client loyalty relationships in the banking sector, providing personalized solutions that meet their financial needs”

Graduate Profile

Graduates of this university degree will be highly qualified professionals with a comprehensive vision of the financial sector. They will also possess extensive knowledge in risk management, investment analysis, and financial strategy. In line with this, they will use state-of-the-art technological tools to optimize processes, improve decision-making, and anticipate complex economic scenarios. In this way, these specialists will be able to successfully lead multidisciplinary teams, adapt to market transformations, and contribute to the solid and responsible development of the global financial system.

You will be highly prepared to lead multidisciplinary teams and manage complex financial projects.

- ♦ **Strategic Investment Management:** Ability to make informed decisions on the best investment opportunities, evaluating risks and returns in different Financial Markets
- ♦ **Advanced Financial Analysis:** Ability to perform detailed analysis of financial statements, identify trends and evaluate the economic performance of financial institutions and companies
- ♦ **Financial Risk Management:** Ability to identify, assess and manage risks associated with Financial Markets, using advanced tools such as hedging and derivatives
- ♦ **Regulatory and Ethical Compliance:** Ability to ensure compliance with international regulations in the financial sector, promoting transparency, ethics and sustainability within organizations



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

1. **Financial Risk Management Consultant:** Specialist in designing policies to mitigate credit, market, and operational risks, ensuring the financial stability of banking institutions and investment funds.
2. **Investment Portfolio Manager:** Manages diversified portfolios, applying quantitative methodologies to optimize profitability and control risks while adapting to changing market conditions.
3. **Financial Market Analysis Technician:** Responsible for conducting detailed studies on the evolution of stock and derivatives markets, providing data and reports that support investment decision-making.
4. **Regulatory and Compliance Advisor:** Guides financial institutions in implementing policies that ensure compliance with national and international regulations, promoting ethical and transparent practices.

“

You will supervise the identification and control of operational risks in financial companies, ensuring the minimization of losses”

06

Software Licenses Included

TECH is a leading reference in the academic world for combining the latest technology with teaching methodologies to enhance the teaching-learning process. To achieve this, it has established a network of alliances that allows it to access the most advanced software tools used in the professional world.



“

Upon enrolling, you will receive, completely free of charge, academic credentials for the following professional software applications”

TECH has established a network of professional alliances with the leading providers of software applied to various professional fields. These alliances allow TECH to access hundreds of software applications and licenses, making them available to its students.

The academic software licenses will allow students to use the most advanced applications in their professional field, so they can become familiar with them and master their use without incurring additional costs. TECH will manage the contracting process so that students can use these applications unlimitedly during their studies in the Executive Master's Degree in Banking and Financial Markets, and they will have access to them completely free of charge.

TECH will provide free access to the following software applications:



Interactive Brokers

Professionals enrolled in this university program will receive **free access** to an educational account with **Interactive Brokers**, one of the most renowned trading platforms worldwide. This license will remain active only during the academic period at TECH, providing a valuable opportunity for applied training in financial markets.

Interactive Brokers is known for its robust technology, high reliability, and access to over 150 international markets. Through this platform, participants can become familiar with the most widely used investment systems in the world. The simulation environment offers an exceptional academic experience aimed at developing strategic and analytical skills.

Key Features:

- ♦ **Real-Time Trading Simulation:** Live prices, quotes, and market movements
- ♦ **Technical and Fundamental Analysis:** Advanced charts, indicators, and in-depth analytical tools
- ♦ **Diversified Portfolio Management:** Design portfolios with multiple assets and monitor them strategically
- ♦ **Access to Global Assets:** Stocks, ETFs, futures, options, currencies, and more
- ♦ **Comprehensive Professional Environment:** Practice with the same tools used by active traders and institutional investors

In short, access to **Interactive Brokers** adds high-impact value, enabling learners to apply knowledge in a real-world context, make data-driven decisions, and prepare to lead confidently in financial environments.

SAS on Demand for Academics

SAS OnDemand for Academics is a cloud-based environment designed for advanced data analysis, statistical modeling, and machine learning in sectors such as healthcare, finance, and retail. Valued at over **1,000 euros** annually, TECH integrates it **for free** into the university program, allowing students to master tools used by leading companies.

This platform operates entirely in the cloud and does not require local installation. It allows for scalable projects involving large data volumes and the ability to visualize results in multiple formats. Its web-based interface, powered by SAS Studio, provides a flexible environment to create predictive models, automate workflows, and generate executive reports quickly.

Key Features:

- ♦ **Virtual Environments:** Project setup using SAS Studio without local installations
- ♦ **Data Mining:** Pattern identification with drag-and-drop nodes
- ♦ **Workflow Automation:** Visual programming for ETL and dataset cleaning
- ♦ **Predictive Models:** Algorithms for forecasting and supervised classification
- ♦ **Dynamic Reporting:** Export results in PDF, Excel, or HTML with just one click

In conclusion, **SAS OnDemand for Academics** equips users with in-demand skills in business intelligence and predictive analytics, supported by recognized certifications, positioning them effectively in the job market.

SAS Viya for Learners

SAS Viya for Learners is an advanced analytics platform for Artificial Intelligence and business intelligence, valued at **1,200 euros** annually. It is offered **free of charge** during the university program at TECH, allowing users to master Big Data techniques with professional tools.

This platform simplifies the processing of massive data through AI, combining automation with personalization. It supports everything from basic operations to complex predictive models in cloud environments.

Key Features:

- ♦ **Advanced Analysis:** Data exploration and modeling with drag-and-drop functionality
- ♦ **Automated Machine Learning:** Development of algorithms without code through guided assistants
- ♦ **Dynamic Visualization:** Design of interactive charts and customizable dashboards
- ♦ **Cloud Collaboration:** Teamwork with remote access and version control
- ♦ **Multilingual Support:** Execution of Python, R, and SAS scripts within the same environment

In conclusion, **SAS Viya for Learners** drives the transition to the digital economy, empowering users to solve real-world challenges in sectors such as finance, healthcare, and retail with analytical agility.

07

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.

“

*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.

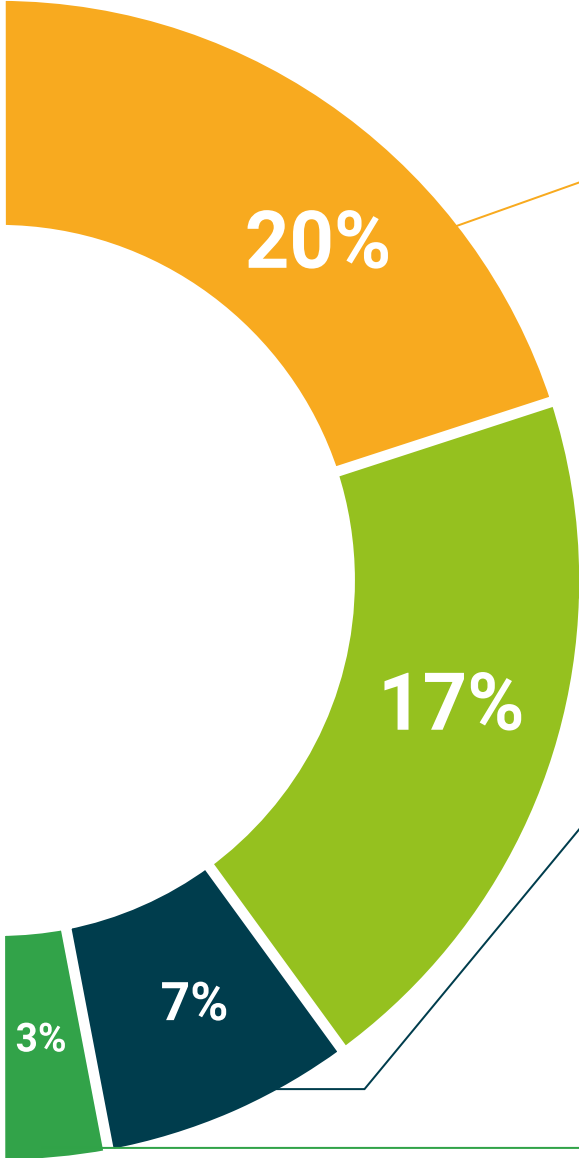
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

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





Case Studies

Students will complete a selection of the best case studies in the field. Cases that are presented, analyzed, and supervised by the best specialists in the world.



Testing & Retesting

We periodically assess and re-assess your knowledge throughout the program. We do this on 3 of the 4 levels of Miller's Pyramid.



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 for future difficult decisions.



Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical and effective way to help students progress in their learning.



08

Teaching Staff

The core premise of TECH is to make the most comprehensive and up-to-date university programs in the academic landscape available to everyone. For this reason, it carries out a meticulous process in the selection of its teaching faculty. As a result, this Executive Master's Degree features the participation of renowned specialists in the field of Banking and Financial Markets. In this way, they have developed a wealth of didactic content distinguished by its high quality and alignment with the demands of today's labor market. Without a doubt, students will enjoy an immersive experience that will significantly broaden their professional horizons.





“

You will benefit from a curriculum designed by true leaders in the field of Banking and Financial Markets”

International Guest Director

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

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

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



Mr. Karaca, Erdi

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

“

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

Management



Dr. Domingo Folgado, Javier

- ♦ Head of Corporate Development & Investor Relations at White Investing
- ♦ Founding Director of Relianze
- ♦ Head of the Analysis Department at Aznar Patrimonio
- ♦ Founding Partner at Finance Business School
- ♦ Head of Private Banking at Degroof Petercam
- ♦ Doctorate in Advanced Mathematics Applied to Economics from UNED
- ♦ Bachelor's Degree in Economics and Business Administration from the University of Valencia
- ♦ Master's Degree in Portfolio Management from the Institute of Advanced Finance



“

A unique, essential and decisive learning experience to boost your professional development”

09

Certificate

This Executive Master's Degree in Banking and Financial Markets guarantees students, in addition to the most rigorous and up-to-date education, access to a diploma for the Executive Master's Degree issued by TECH Global University.





“

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

This private qualification will allow you to obtain a diploma for the **Executive Master's Degree in Banking and Financial Markets** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University, is an official European University publicly recognized by the Government of Andorra (**official bulletin**). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This private qualification from **TECH Global University** is a European continuing education and professional development program that guarantees the acquisition of competencies in its area of expertise, providing significant curricular value to the student who successfully completes the program.

TECH is a member of the **Business Graduates Association (BGA)**, the international network that brings together the most prestigious business schools in the world. This distinction reaffirms its commitment to excellence in responsible management and executive training.

Accreditation/Membership

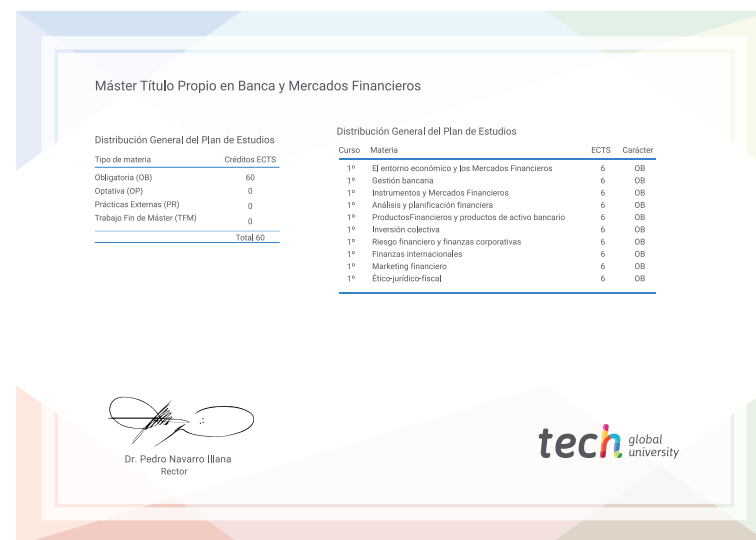


Title: **Master's Degree in Banking and Financial Markets**

Modality: **online**

Duration: **12 months**

Accreditation: **60 ECTS**



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



Executive Master's Degree Banking and Financial Markets

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

Executive Master's Degree Banking and Financial Markets

Accreditation/Membership

