

Executive Master's Degree

MBA in Financial Management (CFO, Chief Financial Officer)



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

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

Website: www.techtute.com/us/school-of-business/executive-master-degree/master-mba-financial-management-cfo-chief-financial-officer

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01

Introduction

Financial Management is a strategic pillar in the business world, ensuring economic stability, optimizing profitability and guiding decision making for sustainable growth. Its work goes beyond budget and cost management, encompassing investment, financing and expansion strategies. In addition, it mitigates financial risks, guarantees regulatory compliance and strengthens relationships with investors and markets. In a competitive environment, its role is key to maximizing return on investment and consolidating the company's position. For this reason, TECH has developed an innovative approach to financial transformation with strategic vision and advanced technology, training professionals capable of driving the future of financial management in a constantly evolving market.



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With this 100% online MBA, you will make strategic financial decisions that align the resources of organizations with their long-term objectives”

Technological advances and constant changes in the economic environment have transformed Financial Management, generating both opportunities and challenges for companies. Among the most significant advances are financial digitization and process automation, which allow for a more precise, agile and strategic analysis of financial data. In addition, the adoption of technologies that are revolutionizing transaction management, data security and global financial operations.

However, these advances also present significant challenges. One of them is cybersecurity, as the increase in digitalization exposes companies to greater risks of fraud and computer attacks. Furthermore, economic and regulatory uncertainty forces directors to develop more flexible and resilient strategies to deal with financial crises, inflation and changes in tax regulations.

Another key challenge is talent management in finance, as digital transformation requires professionals with advanced analytical and technological skills. The growing interconnectivity of markets forces CFOs to make decisions in a more dynamic environment, where factors such as exchange rate volatility, inflation and interest rate fluctuations can significantly impact business profitability. Furthermore, the emergence of models based on the digital economy and sustainability has led companies to integrate ESG (Environmental, Social and Governance) criteria into their financial strategies, which adds new variables to decision making. This is why the MBA in Financial Management (CFO, Chief Financial Officer) is presented as one of the programs with the most up-to-date teaching methodology on the market.

All this is carried out using a 100% online teaching methodology, which allows professionals to continue with their work without any interruptions, since it is completely adapted to their personal circumstances.

This **Executive Master's Degree MBA in Financial Management (CFO, Chief Financial Officer)** 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 Financial Management
- ♦ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ Practical exercises where self-assessment can be used to improve learning
- ♦ Its special emphasis on innovative methodologies in Financial Management (CFO, Chief Financial Officer)
- ♦ 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



You will develop leadership and decision-making skills in complex financial situations, with a focus on maximizing shareholder value”

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You will supervise efficient financial control systems that guarantee the profitability of the company and the correct allocation of resources”

Its teaching staff includes professionals from the field of Financial Management (CFO, Chief Financial Officer), who bring 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 learn through real cases and by solving complex situations in simulated learning environments.

With the Relearning system you will not have to invest a great amount of study hours and you will focus on the most relevant concepts.



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 world's best online university" 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 aimed at educating the professionals of the future"

Forbes
Mejor universidad
online del mundo

Plan
de estudios
más completo

The most complete study plans on the university scene

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

A world-class teaching staff

TECH's teaching staff is made up of more than 6,000 professors with the highest international recognition. 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.

Profesorado
TOP
Internacional

La metodología
más eficaz

A unique learning method

TECH is the first university to use *Relearning* in all its programs. It is the best online learning methodology, accredited with international teaching quality certifications, provided by prestigious educational agencies. In addition, this disruptive educational model is complemented with the "Case Method", thereby setting up 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 online educational catalog, one hundred percent online and covering the vast majority of areas of knowledge. We offer a large selection of our own degrees and accredited online undergraduate and postgraduate degrees. In total, more than 14,000 university degrees, in eleven different languages, make us the largest educational largest in the world.

nº1
Mundial
Mayor universidad
online del mundo

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 managed to become the leading university in employability. 99% 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 to 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 as a Google Premier Partner 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 the Executive Master's Degree MBA in Financial Management (CFO) is carefully designed to offer a comprehensive educational opportunity in strategic financial management within the business environment. It covers key areas such as corporate finance, investment analysis, risk management and capital structuring, merging theoretical knowledge with a practical approach geared towards decision making. In addition, it incorporates essential modules on advanced accounting, tax planning, financial regulations and budgetary control, guaranteeing the economic stability of the company.





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You will lead multidisciplinary work teams in the financial area, promoting collaboration and performance”

Module 1. Strategic Management

- 1.1. Organizational Design
 - 1.1.1. Organizational Culture
 - 1.1.2. Organizational Structure Design
 - 1.1.3. Competitive Advantage in Organizations
- 1.2. Cross-Cultural Management
 - 1.2.1. Cultural Dimension of International Management
 - 1.2.2. Globalization in Business Management
 - 1.2.2. Inter-Cultural Leadership
- 1.3. General Management
 - 1.3.1. Integrating Functional Strategies into the Global Business Strategies
 - 1.3.2. Management Policy and Processes
 - 1.3.3. Society and Enterprise
- 1.4. Strategic Management
 - 1.4.1. Establishing the Strategic Position: Mission, Vision and Values
 - 1.4.2. Developing New Businesses
 - 1.4.3. Growing and Consolidating Companies
- 1.5. Competitive Strategy
 - 1.5.1. Market Analysis
 - 1.5.2. Sustainable Competitive Advantage
 - 1.5.3. Return on Investment
- 1.6. Corporate Strategy
 - 1.6.1. Driving Corporate Strategy
 - 1.6.2. Pacing Corporate Strategy
 - 1.6.3. Framing Corporate Strategy
- 1.7. Planning and Strategy
 - 1.7.1. The Relevance of Strategic Direction in the Management Control Process
 - 1.7.2. Analysis of the Environment and the Organization
 - 1.7.3. Lean Management
- 1.8. Strategy Implementation
 - 1.8.1. Indicator Systems and Process Approach
 - 1.8.2. Strategic Map
 - 1.8.3. Differentiation and Alignment

Module 2. Management and Leadership Development

- 2.1. People in Organizations
 - 2.1.1. Quality of Work Life and Psychological Well-Being
 - 2.1.2. Work Teams and Meeting Management
 - 2.1.3. Coaching and Team Management
 - 2.1.4. Managing Equality and Diversity
- 2.2. Talent Management
 - 2.2.1. Managing Human Capital
 - 2.2.2. Environment, Strategy, and Metrics
 - 2.2.3. Innovation in People Management
- 2.3. Management and Leadership Development
 - 2.3.1. Leadership and Leadership Styles
 - 2.3.2. Motivation
 - 2.3.3. Emotional Intelligence
 - 2.3.4. Skills and Abilities of the Leader 2.0.
 - 2.3.5. Efficient Meetings
- 2.4. Change Management
 - 2.4.1. Performance Analysis
 - 2.4.2. Leading Change. Resistance to Change
 - 2.4.3. Managing Change Processes
 - 2.4.4. Managing Multicultural Teams
- 2.5. Strategic Communication
 - 2.5.1. Interpersonal Communication
 - 2.5.2. Communication Skills and Influence
 - 2.5.3. Internal Communication and Comprehensive Communication Plan
 - 2.5.4. Barriers to Business Communication
- 2.6. Negotiation and Conflict Management
 - 2.6.1. Effective Negotiation Techniques
 - 2.6.2. Interpersonal Conflicts
 - 2.6.3. Intercultural Negotiation

Module 3. Marketing Management and Operations

- 3.1. Marketing Management
 - 3.1.1. The Customer Relationship Cycle
 - 3.1.2. Individualization vs. Standardization
 - 3.1.3. CRM Applications and Data Mining
- 3.2. Strategy and Marketing Plan
 - 3.2.1. Market Research
 - 3.2.2. Digital Marketing and Integrated Communications
 - 3.2.3. Mobile Marketing
- 3.3. Customer Relationship Management
 - 3.3.1. Market Selection Target and Product Positioning
 - 3.3.2. Marketing Plan Creation
 - 3.3.3. Distribution Chain Design and Management
- 3.4. Internationalization Strategies and Global Marketing
 - 3.4.1. The Customer Relationship Cycle
 - 3.4.2. Individualization vs. Standardization
 - 3.4.3. CRM Applications and Data Mining
- 3.5. Commercial and Sales Management
 - 3.5.1. Sales Campaign Planning
 - 3.5.2. Commercial and Sales Team Organization
 - 3.5.3. Salesperson Recruitment and Training Policies
- 3.6. Supply Chain Management
 - 3.6.1. Costs and Efficiency of the Operations Chain
 - 3.6.2. Change in Demand Patterns
 - 3.6.3. Change in Operations Strategy
 - 3.6.4. Logistical Processes
- 3.7. Competing through Operations
 - 3.7.1. Innovation in Operations as a Competitive Advantage in the Company
 - 3.7.2. Emerging Technologies and Sciences
 - 3.7.3. Information Systems in Operations
- 3.8. Business Information Systems
 - 3.8.1. Project Management
 - 3.8.2. Social Media Management and Digital Business
 - 3.8.3. Business Intelligence

Module 4. Financial Accounting

- 4.1. Financial Accounts: Components and Formulation
 - 4.1.1. Balance Sheet, Income Statement and Financial Statement Notes
 - 4.1.2. Statement of Changes in Equity
 - 4.1.3. Cash Flow Statement
 - 4.1.4. Financial Annual Accounts Formulation Rules
 - 4.1.5. Financial Statement Templates
- 4.2. Assessment Criteria
 - 4.2.1. Historical Cost
 - 4.2.2. Fair Value
 - 4.2.3. Net Realizable Value
 - 4.2.4. Utilization Value
 - 4.2.5. Book or Carrying Value
 - 4.2.6. Creative Accounting
- 4.3. Property, Plant and Equipment and Intangible Assets
 - 4.3.1. Regulations and Method of Acquisition
 - 4.3.2. Amortization
 - 4.3.3. Impairment or Disposal Losses
 - 4.3.4. Real Estate Investments
- 4.4. Financial Instruments
 - 4.4.1. Financial Assets
 - 4.4.2. Financial Liabilities
 - 4.4.3. Risk Assessment, Identification and Management
 - 4.4.4. Hedging and Trading
 - 4.4.5. Equity Instruments Accounting
- 4.5. Equity Study and Valuation
 - 4.5.1. Equity on the Balance Sheet
 - 4.5.2. Grants, Donations and Legacies
 - 4.5.3. Equity and Adjustments for Changes in Value
- 4.6. Restructuring Operations
 - 4.6.1. Mergers
 - 4.6.2. Demergers
 - 4.6.3. Non-Monetary Contributions
 - 4.6.4. Value Exchanges

- 4.7. Income Tax
 - 4.7.1. Corporate Income Tax Structure
 - 4.7.2. Calculation and Recording of the Accrued Corporate Income Tax Expense
 - 4.7.3. Permanent and Temporary Differences
- 4.8. Foreign Currency Accounting
 - 4.8.1. Functional and Presentation Currency
 - 4.8.2. Valuation of Monetary and Non-Monetary Items
 - 4.8.3. Temporary Transaction Differences in Foreign Currencies

Module 5. Executive Accounting

- 5.1. Fundamentals of Management Accounting
 - 5.1.1. Management Accounting Objectives
 - 5.1.2. Qualitative Characteristics of Accounting Information
 - 5.1.3. Management Accounting Evolution
- 5.2. Management Accounting to Cost Accounting
 - 5.2.1. Elements of Cost Calculation
 - 5.2.2. Stock in General Accounting and Cost Accounting
 - 5.2.3. Expense in General Accounting and Cost Accounting
 - 5.2.4. Costs Classification
- 5.3. Cost-Volume of Operations-Benefit Analysis
 - 5.3.1. Characteristics and Assumptions of the Cost-Volume-Profit Method
 - 5.3.2. Break-Even Point
 - 5.3.3. Safety Margin
 - 5.3.4. Uncertainty Situations in the Cost-Volume-Profit Analysis
- 5.4. Information Systems and Business Intelligence
 - 5.4.1. Fundamentals and Classification
 - 5.4.2. Cost Allocation Phases and Methods
 - 5.4.3. Choice of Cost Center and Impact
- 5.5. Direct Costing
 - 5.5.1. Analytical Results of Direct Costing as a Management Tool
 - 5.5.2. Fixed and Variable Costs: Classification
 - 5.5.3. Semi-Gross Margin for Productivity Study
 - 5.5.4. Analytical Balance Sheet Study

- 5.6. Budget Control
 - 5.6.1. Budget Planning and Control
 - 5.6.2. Operational Budgets
 - 5.6.3. Budgeting Methods
 - 5.6.4. Budget Control and Deviations
- 5.7. Standard Costs
 - 5.7.1. Definition and Types of Standard Costs
 - 5.7.2. Flexible Budgeting of Indirect Costs
 - 5.7.3. Total Cost Center and Full Costs Model
 - 5.7.4. Variances in Standard Costs Approach
- 5.8. Decision-Making in Management Accounting
 - 5.8.1. Production and Costs Organization for Decision Making
 - 5.8.2. Analysis of Economic-Financial Statements and their Impact on Corporate Decisions
 - 5.8.3. Financial Information for Decision-Making in the Short and Long Term
 - 5.8.4. Dealing with Uncertainty in Decision Making
 - 5.8.5. Planning and Cost Analysis for Competitive Advantage

Module 6. Strategic Planning and Management Control

- 6.1. Management Control
 - 6.1.1. Financial Policy and Growth
 - 6.1.2. Information as a Management Control Tool
 - 6.1.3. Management Control as a Planning and Management System
 - 6.1.4. Functions of the Controller
 - 6.1.5. Scope of Management Control
- 6.2. Financial Information and Management Decisions
 - 6.2.1. Financial or Legal Accounting
 - 6.2.2. Analytical or Cost Accounting
 - 6.2.3. Control Accounting
- 6.3. Treasury Management
 - 6.3.1. Accounting Working Capital and Working Capital Requirement
 - 6.3.2. Calculation of Operating Cash Requirements
 - 6.3.3. Credit Management
 - 6.3.4. Fund, Wealth and Family Office Management

- 6.4. Cash Management
 - 6.4.1. Bank Financing of Working Capital
 - 6.4.2. Treasury Department Organization
 - 6.4.3. Centralized Treasury Management
- 6.5. Planning and Control of Responsibility Centers
 - 6.5.1. Design of a Management Control System
 - 6.5.2. Management Control Deviations
- 6.6. The Process of Strategic Formulation and Planning
 - 6.6.1. Formulation and Content of the Strategic Plan
 - 6.6.2. Balanced Scorecard
 - 6.6.3. Terminology and Basic Concepts
- 6.7. Organizational Planning
 - 6.7.1. Business Units and Transfer Pricing
 - 6.7.2. Manufacturing, Production, Support and Sales Centers
 - 6.7.3. Roles and Responsibilities of the Financial Management
- 6.8. Indicators as a Control Tool
 - 6.8.1. Control Panel
 - 6.8.2. Number and Format of Indicators
 - 6.8.3. Strategic Planning

Module 7. Banking and Financial Markets

- 7.1. The Economic Environment and Financial Markets
 - 7.1.1. Measuring Financial Activity
 - 7.1.2. Main Financial Aggregates
 - 7.1.3. Markets and the Control of Financial Flows
 - 7.1.4. The Current Financial Crisis
- 7.2. Banking Management
 - 7.2.1. Securitizations
 - 7.2.2. Derivatives and Structured Products
 - 7.2.3. Syndicated Financing
 - 7.2.4. Study of the Profitability Obtained

- 7.3. Financial Instruments and Markets
 - 7.3.1. Fixed Income. Valuation and Pricing
 - 7.3.2. Equities
 - 7.3.3. Derivatives
 - 7.3.4. Investment Funds
- 7.4. Financial Analysis and Planning
 - 7.4.1. Balance Sheet Analysis
 - 7.4.2. Income Statement Analysis
 - 7.4.3. Profitability Analysis
- 7.5. Financial Products
 - 7.5.1. Public and Mixed Fixed Income Assets
 - 7.5.2. Equity Assets
 - 7.5.3. Derivative Financial Products
 - 7.5.4. Structured Financial Products
- 7.6. Collective Investment
 - 7.6.1. Collective Investment Financial Products
 - 7.6.2. International Collective Investment
- 7.7. Portfolio Management
 - 7.7.1. Portfolio Theory
 - 7.7.2. Fixed Income and Equity Management Styles
 - 7.7.3. Mixed Portfolio Management Styles
 - 7.7.4. Asset Allocation Techniques
- 7.8. Private Banking
 - 7.8.1. Private Banking or Wealth Management
 - 7.8.2. Retail and Institutional Investment
 - 7.8.3. Differential Assets and Structures

Module 8. Financial Risk and Corporate Finance

- 8.1. Financial Management and Corporate Finance
 - 8.1.1. Business Management and Value Creation
 - 8.1.2. Capital Structure and Financial Leverage
 - 8.1.3. Weighted Average Cost of Capital
 - 8.1.4. Capital Asset Pricing Model and Other Models
- 8.2. Company Valuation Methods
 - 8.2.1. Dividend Discount
 - 8.2.2. Flow Discounting
 - 8.2.3. Comparable Multiples
- 8.3. Corporate Operations
 - 8.3.1. Mergers
 - 8.3.2. Acquisition
 - 8.3.3. *Mergers and Acquisitions*
 - 8.3.4. Tax Regime for Restructuring Operations
- 8.4. Studying Other Types of Companies
 - 8.4.1. Unlisted Companies
 - 8.4.2. SMEs
 - 8.4.3. Family Businesses
 - 8.4.4. Foundations and Non-Profit Organizations
 - 8.4.5. Social Economy Enterprise
- 8.5. Strategy and Risk Control
 - 8.5.1. Management Control Systems
 - 8.5.2. Risks and Internal Control
 - 8.5.3. Review and Audit of the Control System
 - 8.5.4. Financial Risk Management
- 8.6. Risk, Profitability and Indebtedness
 - 8.6.1. Economic Profitability and Financial Profitability
 - 8.6.2. Financial Profitability and Indebtedness
 - 8.6.3. Risk and Profitability

- 8.7. Sources of Financing
 - 8.7.1. Bank Financing
 - 8.7.2. Issuance of Debentures and Securitization of Assets
 - 8.7.3. Private Equity and Venture Capital
 - 8.7.4. Subsidies and Fiscal Support
- 8.8. Corporate Transactions and Bankruptcy
 - 8.8.1. Declaration of Bankruptcy and its Effects
 - 8.8.2. Settlement and Liquidation Phases
 - 8.8.3. International Tender
 - 8.8.4. Scoring the Tender
 - 8.8.5. Conclusion and Reopening of the Tender

Module 9. Feasibility of the Investment Projects

- 9.1. Investments in a Company
 - 9.1.1. Concept and Classification
 - 9.1.2. Stages in Investment Project Analysis
 - 9.1.3. Investment as a Financial Operation
- 9.2. Economic Valuation Methods
 - 9.2.1. Recovery Period
 - 9.2.2. Total and Average Cash Flow per Committed Monetary Unit
 - 9.2.3. Net Present Value and Internal Rate of Return
 - 9.2.4. Discounted Payback Period and Rate of Return
 - 9.2.5. Expected NPV Return
- 9.3. Cost of Capital
 - 9.3.1. Cost of Borrowed Resources
 - 9.3.2. Cost of Preferred Stock
 - 9.3.3. Cost of Equity Calculation
 - 9.3.4. Calculation of the Total Cost of Capital
- 9.4. Investment Diagnosis, Planning and Control
 - 9.4.1. Financial Planning
 - 9.4.2. Real Estate Planning
 - 9.4.3. Tax Planning

- 9.5. Technical Analysis and Fundamental Analysis
 - 9.5.1. Definition and Scope of Application
 - 9.5.2. Study of Graphs and Trends
 - 9.5.3. Sector and Stock Market Research in Fundamental Analysis
 - 9.5.4. Ratios and Fundamental Analysis
 - 9.6. Investment Analysis in a Risky Environment
 - 9.6.1. Discount Rate Adjustment
 - 9.6.2. Reduction of Cash Flows to Certainty Conditions
 - 9.6.3. Scenario Simulation
 - 9.7. Cash Flows in Investment Projects
 - 9.7.1. Financial Modeling
 - 9.7.2. Discounted Cash Flows
 - 9.7.3. Analysis of Working Capital Cash Flows
 - 9.7.4. Taxes and Inflation
 - 9.8. Stock Markets
 - 9.8.1. Companies' Access to the Stock Exchange
 - 9.8.2. International Stock Exchanges Operation
 - 9.8.3. Stock Market Indexes
- Module 10. International Finance**
- 10.1. Business and International Strategy
 - 10.1.1. Internationalization
 - 10.1.2. Globalization
 - 10.1.3. Growth & Development in Emerging Markets
 - 10.1.4. International Monetary System
 - 10.2. Foreign Exchange Market
 - 10.2.1. Foreign Exchange Transactions
 - 10.2.2. The Forward Foreign Exchange Market
 - 10.2.3. Derivative Instruments for Hedging Exchange Rate and Interest Rate Risks
 - 10.2.4. Currency Appreciation and Depreciation
 - 10.3. International Payment and Collection Methods
 - 10.3.1. Bills, Personal Check and Bank Check
 - 10.3.2. Transfer, Payment Order and Remittance
 - 10.3.3. Documentary Clauses and Credits
 - 10.3.4. Factoring, International Swap and Other Means
 - 10.4. Financing Operations in International Markets
 - 10.4.1. Incoterms
 - 10.4.2. Derivative Instruments to Hedge Possible Fluctuations in the Price of Raw Materials
 - 10.4.3. Export Credits With Official Support
 - 10.4.4. Hedging with Swap Contracts
 - 10.4.5. The OECD Consensus
 - 10.5. International Financial Institutions
 - 10.5.1. The Fund for the Internationalization of the Company
 - 10.5.2. The World Bank Group
 - 10.5.3. The Inter-American Development Bank
 - 10.5.4. Caribbean Development Bank
 - 10.6. Formation of Exchange Rates
 - 10.6.1. Interest Rate Parity Theory
 - 10.6.2. Theory of Exchange Rate Expectations
 - 10.6.3. Purchasing Power Parity (PPP) Theory
 - 10.6.4. Capital Market Balance
 - 10.7. Debt Conversion Programs
 - 10.7.1. Legal Framework
 - 10.7.2. Operation
 - 10.7.3. Conversion of Debt into Public Investments
 - 10.7.4. Conversion of Debt into Private Investments
 - 10.8. International Stock Market
 - 10.8.1. Wall Street Market (New York)
 - 10.8.2. Gold Market
 - 10.8.3. World External Debt
 - 10.8.4. Paris Club
 - 10.8.5. ADR and GDR Securities Market

Module 11. Startups Creation and Financing

- 11.1. Creation of a Startup
 - 11.1.1. From the Idea to the Business Model
 - 11.1.2. Partners
 - 11.1.3. Legal Considerations
 - 11.1.4. Organization and Culture
 - 11.1.5. Venture Capital and Entrepreneurial Management
- 11.2. Startup Financial Management and Administration
 - 11.2.1. Introduction to Financial Management in Startup Companies
 - 11.2.2. Financial Metrics for Startups
 - 11.2.3. Financial Planning: Projection Models and their Interpretation
 - 11.2.4. Valuation Methods
 - 11.2.5. Legal Aspects
- 11.3. The Business Plan
 - 11.3.1. Content
 - 11.3.2. Introduction
 - 11.3.3. SWOT
 - 11.3.4. The Canvas Model
- 11.4. Growth Phases in Startup Companies
 - 11.4.1. Seed Phase
 - 11.4.2. Startup Phase
 - 11.4.3. Growth Phase
 - 11.4.4. Consolidation Phase
- 11.5. Financing Startups
 - 11.5.1. Bank Financing
 - 11.5.2. Subsidies
 - 11.5.3. Seed Capital and Accelerators. Business Angels
 - 11.5.4. Venture Capital. IPO
 - 11.5.5. Public to Private Partnership
- 11.6. National and International Venture Capital and Seed Capital Entities
 - 11.6.1. International Venture Capital Entities
 - 11.6.2. Private Investors: Caixa Capital Risc. Bstartup
 - 11.6.3. FOND-ICO Global
 - 11.6.4. Accelerators: Wayra, Lanzadera and Plug & Play

Module 12. Leadership, Ethics and Social Responsibility in Companies

- 12.1. Globalization and Governance
 - 12.1.1. Governance and Corporate Governance
 - 12.1.2. The Fundamentals of Corporate Governance in Companies
 - 12.1.3. The Role of the Board of Directors in the Corporate Governance Framework
- 12.2. Leadership
 - 12.2.1. Leadership. A Conceptual Approach
 - 12.2.2. Leadership in Companies
 - 12.2.3. The Importance of Leaders in Business Management
- 12.3. *Cross-Cultural Management*
 - 12.3.1. Cross-Cultural Management Concept
 - 12.3.2. Contributions to Knowledge of National Cultures
 - 12.3.3. Diversity Management
- 12.4. Sustainability
 - 12.4.1. Sustainability and Sustainable Development
 - 12.4.2. The 2030 Agenda
 - 12.4.3. Sustainable Companies
- 12.5. Corporate Social Responsibility
 - 12.5.1. International Dimensions of Corporate Social Responsibility
 - 12.5.2. Implementing Corporate Social Responsibility
 - 12.5.3. The Impact and Measurement of Corporate Social Responsibility
- 12.6. Responsible Management Systems and Tools
 - 12.6.1. CSR: The Corporate Social Responsibility
 - 12.6.2. Essential Aspects for Implementing a Responsible Management Strategy
 - 12.6.3. Steps for the Implementation of a Corporate Social Responsibility Management System
 - 12.6.4. CSR Tools and Standards
- 12.7. Multinationals and Human Rights
 - 12.7.1. Globalization, Multinational Companies and Human Rights
 - 12.7.2. Multinational Corporations and International Law
 - 12.7.3. Legal Instruments for Multinationals in the Area of Human Rights

Module 13. People and Talent Management

- 13.1. Strategic People Management
 - 13.1.1. Strategic Human Resources Management
 - 13.1.2. Strategic People Management
- 13.2. Human Resources Management by Competencies
 - 13.2.1. Analysis of the Potential
 - 13.2.2. Remuneration Policy
 - 13.2.3. Career/Succession Planning
- 13.3. Performance Evaluation and Performance Management
 - 13.3.1. Performance Management
 - 13.3.2. Performance Management: Objectives and Process
- 13.4. Innovation in Talent and People Management
 - 13.4.1. Strategic Talent Management Models
 - 13.4.2. Talent Identification, Training and Development
 - 13.4.3. Loyalty and Retention
 - 13.4.4. Proactivity and Innovation
- 13.5. Motivation
 - 13.5.1. The Nature of Motivation
 - 13.5.2. Expectations Theory
 - 13.5.3. Needs Theory
 - 13.5.4. Motivation and Financial Compensation
- 13.6. Developing High-Performance Teams
 - 13.6.1. High-Performance Teams: Self-Managed Teams
 - 13.6.2. Methodologies for the Management of High-Performance Self-Managed Teams
- 13.7. Executive Communication
 - 13.7.1. Internal and External Communication in the Corporate Environment
 - 13.7.2. Communication Departments
 - 13.7.3. The Person in Charge of Communication of the Company. The Profile of the Dircom
- 13.8. Productivity, Attraction, Retention and Activation of Talent
 - 13.8.1. Productivity
 - 13.8.2. Talent Attraction and Retention Levers

Module 14. Executive Management

- 14.1. Manager Functions. Organizational Culture and Approaches
 - 14.1.1. Manager Functions. Organizational Culture and Approaches
- 14.2. Operations Management
 - 14.2.1. The Importance of Management
 - 14.2.2. Value Chain
 - 14.2.3. Quality Management
- 14.3. Public Speaking and Spokesperson Training
 - 14.3.1. Interpersonal Communication
 - 14.3.2. Communication Skills and Influence
 - 14.3.3. Communication Barriers
- 14.4. Personal and Organizational Communications Tools
 - 14.4.1. Interpersonal Communication
 - 14.4.2. Interpersonal Communication Tools
 - 14.4.3. Communication in the Organization
 - 14.4.4. Tools in the Organization
- 14.5. Communication in Crisis Situations
 - 14.5.1. Crisis
 - 14.5.2. Phases of the Crisis
 - 14.5.3. Messages: Contents and Moments
- 14.6. Preparation of a Crisis Plan
 - 14.6.1. Analysis of Possible Problems
 - 14.6.2. Planning
 - 14.6.3. Adequacy of Personnel
- 14.7. Emotional Intelligence
 - 14.7.1. Emotional Intelligence and Communication
 - 14.7.2. Assertiveness, Empathy, and Active Listening
 - 14.7.3. Self-Esteem and Emotional Communication

- 14.8. Personal Branding
 - 14.8.1. Strategies for Personal Brand Development
 - 14.8.2. Personal Branding Laws
 - 14.8.3. Tools for Creating Personal Brands
- 14.9. Leadership and Team Management
 - 14.9.1. Leadership and Leadership Styles
 - 14.9.2. Leader Capabilities and Challenges
 - 14.9.3. Managing Change Processes
 - 14.9.4. Managing Multicultural Teams





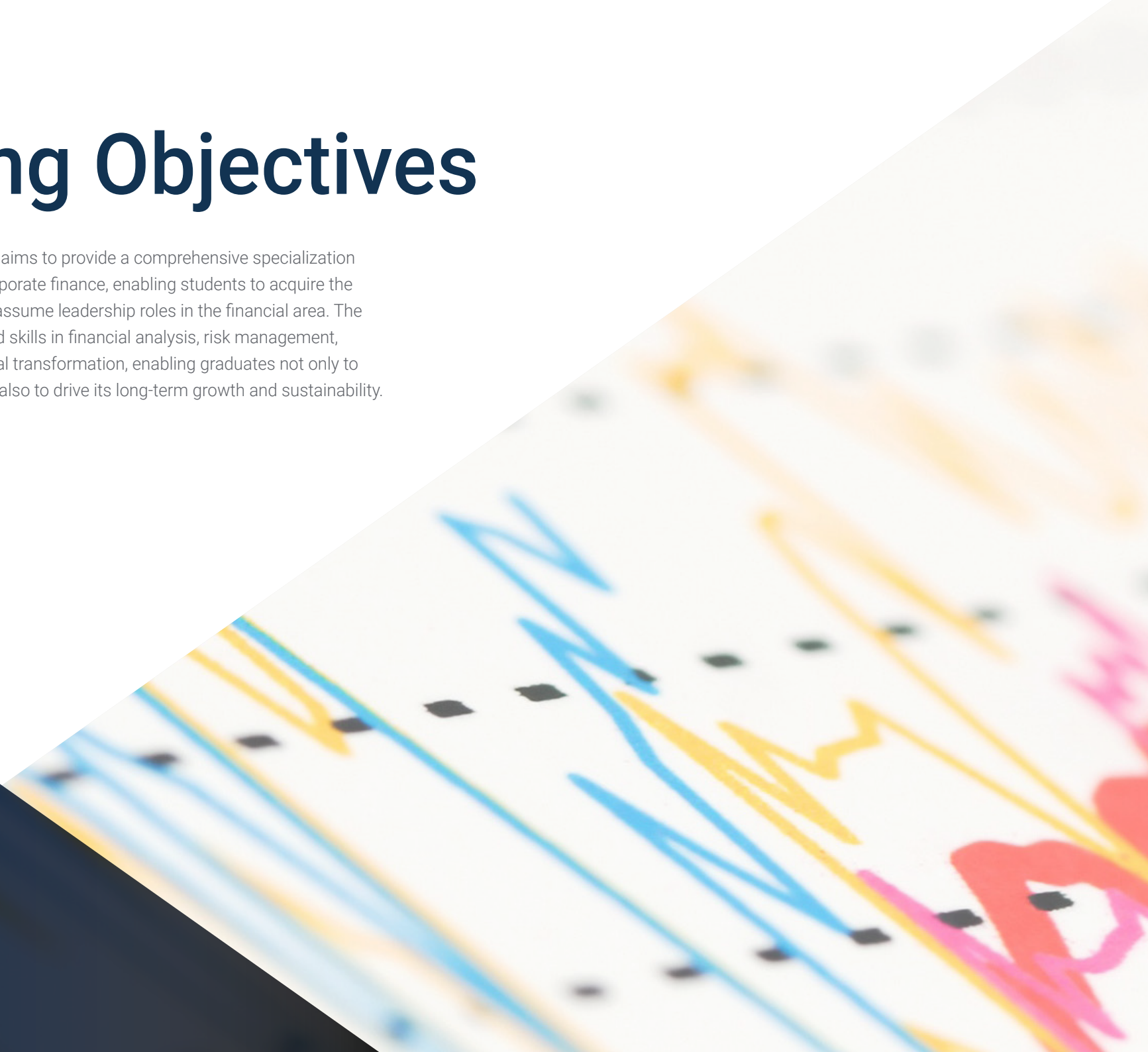
“

You will learn valuable lessons through real cases in simulated learning environments”

04

Teaching Objectives

The MBA in Financial Management aims to provide a comprehensive specialization in the strategic management of corporate finance, enabling students to acquire the knowledge and skills necessary to assume leadership roles in the financial area. The program seeks to develop advanced skills in financial analysis, risk management, strategic decision making and digital transformation, enabling graduates not only to manage a company's finances, but also to drive its long-term growth and sustainability.



“

You will manage an organization's capital structure, optimizing the use of financial resources and leverage strategy”



General Objectives

- Provide an in-depth understanding of corporate finance and its impact on the strategic decisions of a company
- Develop the leadership and management skills necessary to take on the role of CFO or positions of high responsibility in the financial area





Specific Objectives

Module 1. Strategic Management

- ♦ Develop skills to design and implement business strategies that boost the growth and competitiveness of the organization
- ♦ Understand the key elements of strategic management and their application in corporate decision making

Module 2. Management and Leadership Development

- ♦ Foster the leadership skills necessary to lead teams and manage organizational change
- ♦ Develop the capacity for effective communication to influence and motivate employees to achieve the company's objectives

Module 3. Marketing Management and Operations

- ♦ Understand the concepts of operations management and their impact on the creation of value for the client
- ♦ Implement marketing strategies that align the company's operations with the client's needs

Module 4. Financial Accounting

- ♦ Develop skills in financial accounting management to make informed decisions that affect the profitability of the company
- ♦ Get qualified in the interpretation of financial statements for the evaluation of the financial health of an organization

Module 5. Executive Accounting

- ♦ Use management accounting as a tool for strategic decision making
- ♦ Become skilled in planning and cost control, profitability analysis and evaluation of operational efficiency within the company

Module 6. Strategic Planning and Management Control

- ♦ Become proficient in the implementation of management control systems that allow for the measurement and evaluation of organizational performance
- ♦ Develop skills to adjust strategies according to deviations from initial plans and the results obtained

Module 7. Banking and Financial Markets

- ♦ Obtain expertise in strategic decision making in banking and financial environments, using risk and profitability analysis
- ♦ Analyze the impact of financial markets on the global economy and on business operations

Module 8. Financial Risk and Corporate Finance

- ♦ Evaluate the impact of financial risk on corporate decisions
- ♦ Develop skills to manage corporate finances efficiently, optimizing profitability and minimizing risk

Module 9. Feasibility of the Investment Projects

- ♦ Develop skills in strategic decision making for investment in short- and long-term projects
- ♦ Develop skills to evaluate and select investment projects that maximize value creation for the company

Module 10. International Finance

- ♦ Develop the ability to make global financial decisions, understanding the risks and opportunities presented by international markets
- ♦ Become skilled in the management of finances in a globalized environment, applying knowledge of exchange rates, international investments and cross-border finance

Module 11. Startups Creation and Financing

- ♦ Acquire skills for creating and managing a startup, from the conception of the idea to the execution and scalability of the business
- ♦ Learn how to obtain funding for startups through venture capital, angel investors and crowdfunding

Module 12. Leadership, Ethics and Social Responsibility in Companies

- ♦ Build ethical leadership and social responsibility skills in business management
- ♦ Learn to incorporate ethical principles into business decisions, guaranteeing social and environmental well-being

Module 13. People and Talent Management

- ♦ Provide tools for managing work teams, developing talent and promoting a performance-oriented organizational culture
- ♦ Learn how to implement human resources policies that favor the attraction, retention and development of talent within the organization

Module 14. Executive Management

- ♦ Develop skills to lead effectively, managing organizational change and optimizing operational processes
- ♦ Learn to manage multicultural teams and communicate effectively in the business environment



“

TECH gives you the vision to lead financial planning, risk management and digital innovation. Join now!”

05

Career Opportunities

On completion, graduates will be prepared to perform in a wide variety of key roles within the business world. They will be able to access positions of high responsibility. In addition, the skills acquired in the area of risk management, financial strategy and digital transformation will position them as leaders capable of assuming management positions in companies of all sizes and industries. You will also be able to work in the Fintech field or as a mergers and acquisitions advisor, as well as in the financial management of multinational companies.





“

You will manage complex accounting principles and conduct internal audits to ensure the transparency of financial statements”

Graduate Profile

Graduates will be professionals with a solid background in finance and strategic management, capable of leading the financial management of a company with a global vision and adapted to the challenges of the current economic environment. These professionals will have advanced skills in financial decision making, risk management and strategic planning. In addition, they will be able to manage both corporate finance and growth strategy, considering factors such as sustainability, social responsibility and international regulations.

With this MBA you will build the foundations to make decisions that will define the direction of companies.

- ♦ **Strategic Finance Management:** Ability to develop and apply financial strategies that optimize the performance and growth of companies in a globalized economic environment
- ♦ **Financial Analysis and Decision Making:** Ability to interpret and analyze complex financial statements, making informed decisions that favor the profitability and stability of the organization
- ♦ **Financial Risk Management:** Competence in identifying, evaluating and mitigating financial risks, ensuring the long-term sustainability of the company
- ♦ **Leadership and Financial Management:** Ability to lead financial teams, effectively managing resources and collaborating closely with other departments to achieve organizational objectives
- ♦ **Regulatory Compliance and Social Responsibility:** Ability to guarantee that financial decisions comply with local and international regulations, applying ethical and sustainable principles in business strategies



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

1. **CFO (Chief Financial Officer):** Responsible for managing all the company's financial activities, ensuring the alignment of the financial strategy with the global objectives and leading the key decision making for the sustainable growth of the organization
2. **Corporate Finance Director:** Leads the company's global financial strategy, overseeing the analysis, planning and management of economic resources to maximize profitability and minimize risk.
3. **Financial Controller:** Responsible for ensuring the accuracy of financial reports, overseeing accounting and assisting in the preparation of budgets and financial forecasts for the organization.
4. **Treasury Director:** Responsible for managing cash flow, optimizing working capital and developing short- and long-term financing strategies to ensure the company's liquidity
5. **Strategic Financial Consultant:** Advises companies on how to improve their financial health, optimize risk management and develop strategic plans that favor growth and economic stability
6. **Director of Financial Planning and Analysis:** Responsible for supervising long-term financial planning, carrying out detailed analyses of financial results to support strategic decisions by senior management
7. **Financial Risk Manager:** Leads the identification, evaluation and management of financial risks that may affect the organization, implementing strategies to mitigate possible negative impacts
8. **Director for International Finance:** Responsible for managing the finances of multinational companies, overseeing tax optimization and strategic decision making in international markets
9. **Mergers and Acquisitions Advisor:** Specialist in the evaluation and execution of mergers, acquisitions and strategic alliances, providing the necessary financial advice to maximize the value of transactions
10. **Corporate Investment Manager:** Responsible for the company's investment strategy, evaluating new opportunities and managing the risks associated with long-term investment decisions



You will use state-of-the-art technological tools to optimize precision in different financial operations”

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.

“

*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

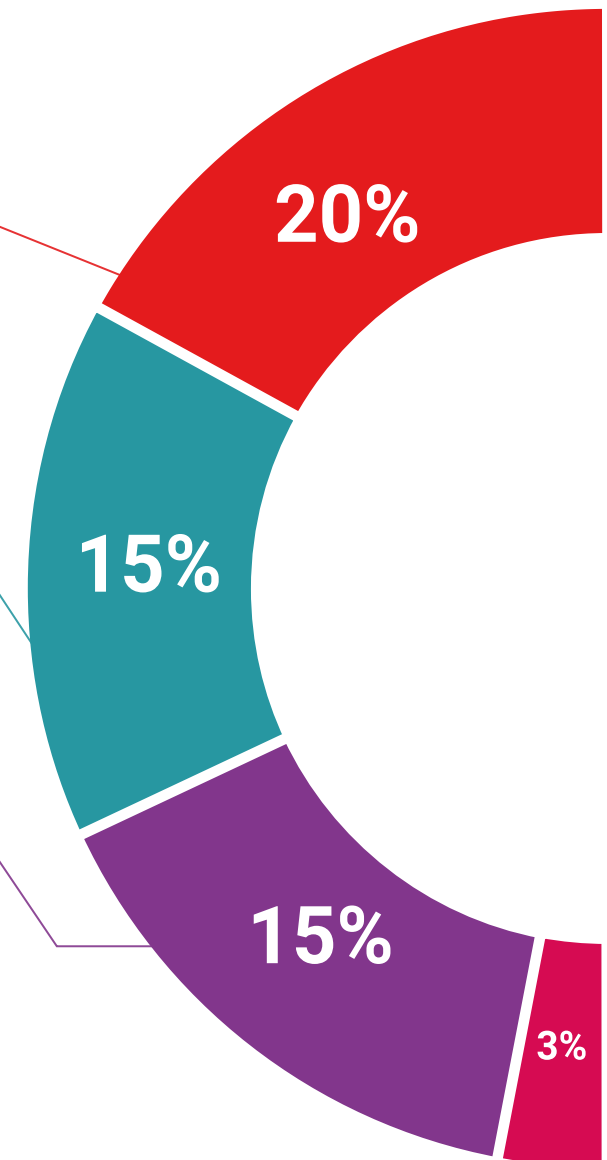
We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

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.



07

Teaching Staff

TECH's philosophy is based on offering the most comprehensive and up-to-date university programs on the educational scene, which is why it carefully selects its teaching staff. For the teaching of this Executive Master's Degree, the company has secured the services of true leaders in Financial Management. In this way, they have prepared teaching materials that stand out both for their quality and for their full applicability to the demands of the labor market. In this way, students will enjoy a high-intensity experience that will broaden their professional horizons.





“

The teaching team of this university program is made up of professionals specialized in Financial Management, to offer you the knowledge with the greatest professional applicability in this area”

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, New York, USA
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory, New York, United States
- 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
- Graduated in Organizational Communication from the University of Miami.

“

A unique, key, and decisive educational experience to boost your professional development”

International Guest Director

A technology leader with decades of experience in major technology multinationals, Rick Gauthier has developed prominently in the field of clouds 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 has 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, USA
- 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
- B.S. in Environmental Studies from The Evergreen State College

“

Take this opportunity to learn about the latest advances in this field in order to apply it to your daily practice”

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**. As such, 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, United Kingdom
- ♦ 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
- ♦ Graduate of the University of Leeds
- ♦ Graduate Diploma in Business Applications of AI for Senior Executives from London Business School
- ♦ CCXP Customer Experience Professional Certification
- ♦ IMD Executive Digital Transformation Course

“

Do you want to update your knowledge with the highest educational quality? TECH offers you the most updated content in the academic market, designed by authentic experts of international prestige"

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**, 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, United States
- Senior Manager, B2B Analytics and Technology, Google, United States
- Sales Director - Google, Ireland
- Senior Industry Analyst at Google, Germany
- Accounts Manager - Google, Ireland
- Accounts Payable at Eaton, United Kingdom
- Supply Chain Manager at Airbus, Germany

“

Bet on TECH! You will have access to the best teaching materials, at the forefront of technology and education, implemented by internationally renowned specialists in the field"

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 Products, Merchandising and Communication. All of this linked to with 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 accesories. His tactics have also focused on the retail environment and consumer needs and behavior. From this position, 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..

On the other hand, in companies such as Calvin Klein or Gruppo Coin, he has undertaken projects to boost the structure, and development of different collections. He has been in charge of creating effective calendars for buying and selling campaings.

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 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
- ♦ Graduate of Business and Economics at Università degli Studi del Piemonte Orientale

“

The most qualified and experienced professionals at international level are waiting for you at TECH to offer you a first class teaching, updated and based on the latest scientific evidence. What are you waiting for to enroll?"

International Guest Director

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

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

One of his most outstanding projects in recent years has been the **Walmart Data Cafe platform**, the largest of its kind in the world that is anchored in the **cloud** aimed at **Big Data** analysis. In addition, he has held the position of **Director of Business Intelligence** at **Red Bull**, covering areas such as **Sales, Distribution, Marketing** and **Supply Chain Operations**. His team was recently recognized for its constant innovation regarding the use of Walmart Luminize'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 competencies. Thereby, 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 Cafe
- ♦ Independent Business Intelligence and Data Science Consultant
- ♦ Director of Business Intelligence at Capgemini
- ♦ Senior 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
- ♦ B.Sc. and M.Sc. 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's Degree in Political Science and Industrial Sociology from the University of KwaZulu-Natal
- ♦ Bachelor's Degree in Psychology from the University of South Africa

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Management



Mr. Domingo Folgado, Javier

- ♦ Director of Corporate Development & Investor Relations
- ♦ 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
- ♦ PhD in Advanced Mathematics Applied to Economics from the 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



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- » Exams: **online**

Executive Master's Degree

MBA in Financial Management (CFO,
Chief Financial Officer)

