

# Postgraduate Certificate Business and International Strategy



## Postgraduate Certificate Business and International Strategy

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Graduates and professionals with demonstrable experience in economic/financial areas.

Website: [www.techtute.com/us/school-of-business/postgraduate-certificate/business-international-strategy](http://www.techtute.com/us/school-of-business/postgraduate-certificate/business-international-strategy)

# Index

01

Welcome

---

*p. 4*

02

Why Study at TECH?

---

*p. 6*

03

Why Our Program?

---

*p. 10*

04

Objectives

---

*p. 14*

05

Structure and Content

---

*p. 18*

06

Methodology

---

*p. 24*

07

Our Students' Profiles

---

*p. 32*

08

Course Management

---

*p. 36*

09

Impact on Your Career

---

*p. 40*

10

Benefits for Your Company

---

*p. 44*

11

Certificate

---

*p. 48*

# 01 Welcome

Making an international leap in the business world requires a global understanding of many concepts such as finance, investments and marketing itself. In financial companies, it is such a sensitive issue that the senior management positions are reserved only for the best candidates. This TECH program delves into all the keys that students require to take a step forward and be able to lead an international finance department, with an innovative and cutting-edge vision adapted to the demands of today's market.



Postgraduate Certificate in Business and International Strategy.  
TECH Technological University



“

*This is the opportunity you've been looking for to make a significant leap forward in your professional career"*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

## At TECH Technological University



### Innovation

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

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



### The Highest Standards

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

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



### Networking

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

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

**200+**  
different nationalities



### Empowerment

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

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



### Talent

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

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



### Multicultural Context

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

TECH students represent more than 200 different nationalities.





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



### Analysis

---

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



### Academic Excellence

---

TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



### Economy of Scale

---

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### Learn with the best

---

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"*

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level"*

This program will provide students with a multitude of professional and personal advantages, particularly the following:

**01**

### A significant career boost

---

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of participants achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of companies

---

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

---

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### Take on new responsibilities

---

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Technological University community.

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

04

# Objectives

The main objective of this program is to train professionals in the financial field in the international environment, with transversal teaching in investments, macroeconomics and global markets that will help them strengthen their applications for managerial positions or globally significant positions.



“

*With your desire and determination to improve, you will only need TECH's financial knowledge to succeed in your field"*

TECH makes the goals of their students their own goals too.

Working together to achieve them.

The Postgraduate Certificate in Business and International Strategy will equip the student to:

01

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

02

Design innovative strategies and policies to improve management and financial efficiency

03

Develop the ability to detect, analyze and solve and problem solving







04

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

05

Design strategies to identify, analyze and develop business opportunities in international markets

06

Implement operations and strategic activities in international business

05

# Structure and Content

The following program was created with the most up-to-date structure and content in the international strategic and financial field, so that the student acquires the knowledge required to meet the demands of a market that is demanding professionals with expertise in this area. Following TECH's revolutionary educational methodology, students are guaranteed to get the most out of all the content that is taught and written by a professional teaching faculty that know their job and know how to improve it.



“

*A promising outlook awaits you as the head of your own international finance department after completing this program”*

## Syllabus

The Postgraduate Certificate in Business and International Strategy is designed for students to develop the managerial skills required in the most demanding areas of international finance.

Over the course of 125 hours, students will analyze a large variety of practical cases in international financial management where they will be provided with contextualized learning on all the contents and techniques that are covered in the program.

Since the financial area is a sector experiencing strong growth, this academic program represents a significant step forward for students in their professional aspirations, placing them at the forefront of the international community.

This course takes place over 6 weeks and consists of 3 modules.

<b>Module 1</b>	International Finance
<b>Module 2</b>	International Finance and Investments
<b>Module 3</b>	International Marketing and Sales



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

TECH offers the possibility of taking this program completely online. During the 6 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow the student to self-manage his or her study time.

*A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.*

## Module 1. International Finance

### 1.1. Business and International Strategy

- 1.1.1. Internationalisation
- 1.1.2. Globalization
- 1.1.3. Growth & Development in Emerging Markets
- 1.1.4. International Monetary System

### 1.2. Foreign Exchange Market

- 1.2.1. Foreign Exchange Transactions
- 1.2.2. The Forward Foreign Exchange Market
- 1.2.3. Derivative Instruments for Hedging Exchange Rate and Interest Rate Risks
- 1.2.4. Currency Appreciation and Depreciation

### 1.3. International Financial Institutions

- 1.3.1. The Fund for the Internationalization of the Company
- 1.3.2. The World Bank Group
- 1.3.3. The Inter-American Development Bank
- 1.3.4. Caribbean Development Bank

### 1.4. International Stock Market

- 1.4.1. Wall Street Market (New York)
- 1.4.2. Gold Market
- 1.4.3. World External Debt
- 1.4.4. Paris Club
- 1.4.5. ADR and GDR Securities Market

## Module 2. International Finance and Investments

### 2.1. Macroeconomics and Monetary Policy

- 2.1.1. GDP
- 2.1.2. Financial Balance
- 2.1.3. The Role of the Public Sector
- 2.1.4. Monetary Policy and Fiscal Policy

### 2.2. Financing Operations in International Markets

- 2.2.1. Incoterms
- 2.2.2. Derivative Instruments to Hedge Possible Fluctuations in the Price of Raw Materials
- 2.2.3. Export Credits With Official Support
- 2.2.4. Hedging with Swap Contracts
- 2.2.5. The OECD Consensus

## Module 3. International Marketing and Sales

### 3.1. International Market Research

- 3.1.1. Emerging Markets Marketing
- 3.1.2. PES Analysis
- 3.1.3. What, How, and Where to Export?
- 3.1.4. International Marketing-Mix Strategies

### 3.2. Product Strategies in International Markets

- 3.2.1. Product Modification, Adaptation, and Diversification
- 3.2.2. Global Standardized Products
- 3.2.3. The Product Portfolio



# 06

# Methodology

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

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







“

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

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

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

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



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



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

### A learning method that is different and innovative

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

“

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

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

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

## Relearning Methodology

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

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

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

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

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



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

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

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

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

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



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



### Study Material

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

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



### Classes

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

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



### Management Skills Exercises

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



### Additional Reading

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





### Case Studies

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



### Interactive Summaries

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

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



### Testing & Retesting

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



07

# Our Students' Profiles

Students who choose to take this program are primarily from financial and business sectors, although it is also valid for all business professionals who want to gain a new international perspective for their business strategies. In addition, given the broad spectrum of students in the program, students benefit from a unique networking opportunity to strengthen ties with potential clients, suppliers or future partners.







“

*If you don't want to abandon your professional responsibilities while still investing in your future, you've come to the right place"*

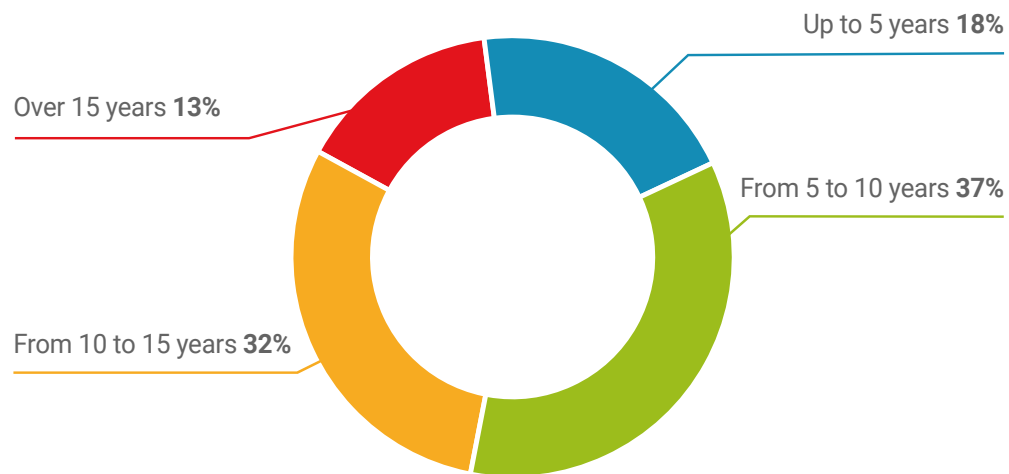
### Average Age

---

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

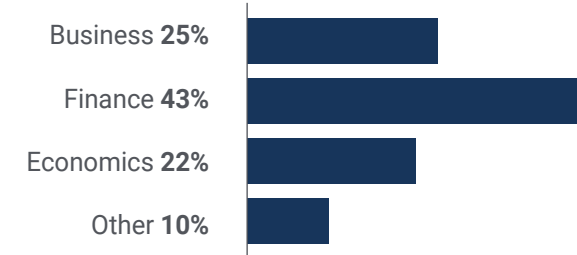
### Years of Experience

---



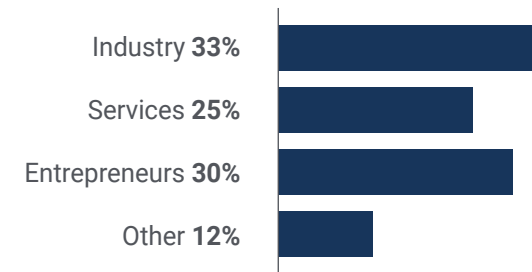
### Training

---



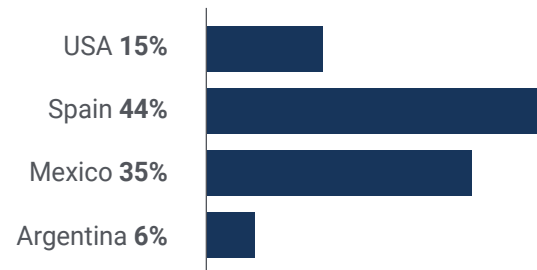
### Academic Profile

---



## Geographical Distribution

---



## Antonio Ruiz

---

Chief Financial Officer

*"The Postgraduate Certificate in Business and International Strategy has allowed me to take the leap that I was looking for in my career. It's an opportunity that I would recommend for all professionals looking to step into the global marketplace"*

08

# Course Management

The program includes in its teaching staff leading experts in auditing accounts, who bring their years of experience to this program. Furthermore, other renowned specialists in related disciplines participate in designing and preparing the course, making it a unique and highly nourishing academic experience for the student.





“

*We have a highly regarded  
international teaching faculty”*

## Management



### Mr. Domingo Folgado, Javier

- ♦ Department of Corporate Development & Investor Relations. WHITE Investing. Valencia Since 2018
- ♦ Founding partner of Relianze. Valencia Since 2014
- ♦ Degree in Economics and Business Administration, Financing and Investment Specialities. University of Economics and Business Administration. Valencia 1995
- ♦ Master's Degree in Portfolio Management Institute of Advanced Finance. Madrid. 1999
- ♦ Specialist University Course in Economic and Financial Management. Comillas Pontifical University ICADE. Madrid. 1996
- ♦ Training in Market Risk Control (VaR) and Credit Risk (Credit Derivatives). Options & Futures Institute. 2000
- ♦ Training in Corporate Finance. School of Applied Finance (AFI). Madrid. 2000
- ♦ Professor at various financial schools in Spain. For 20 years



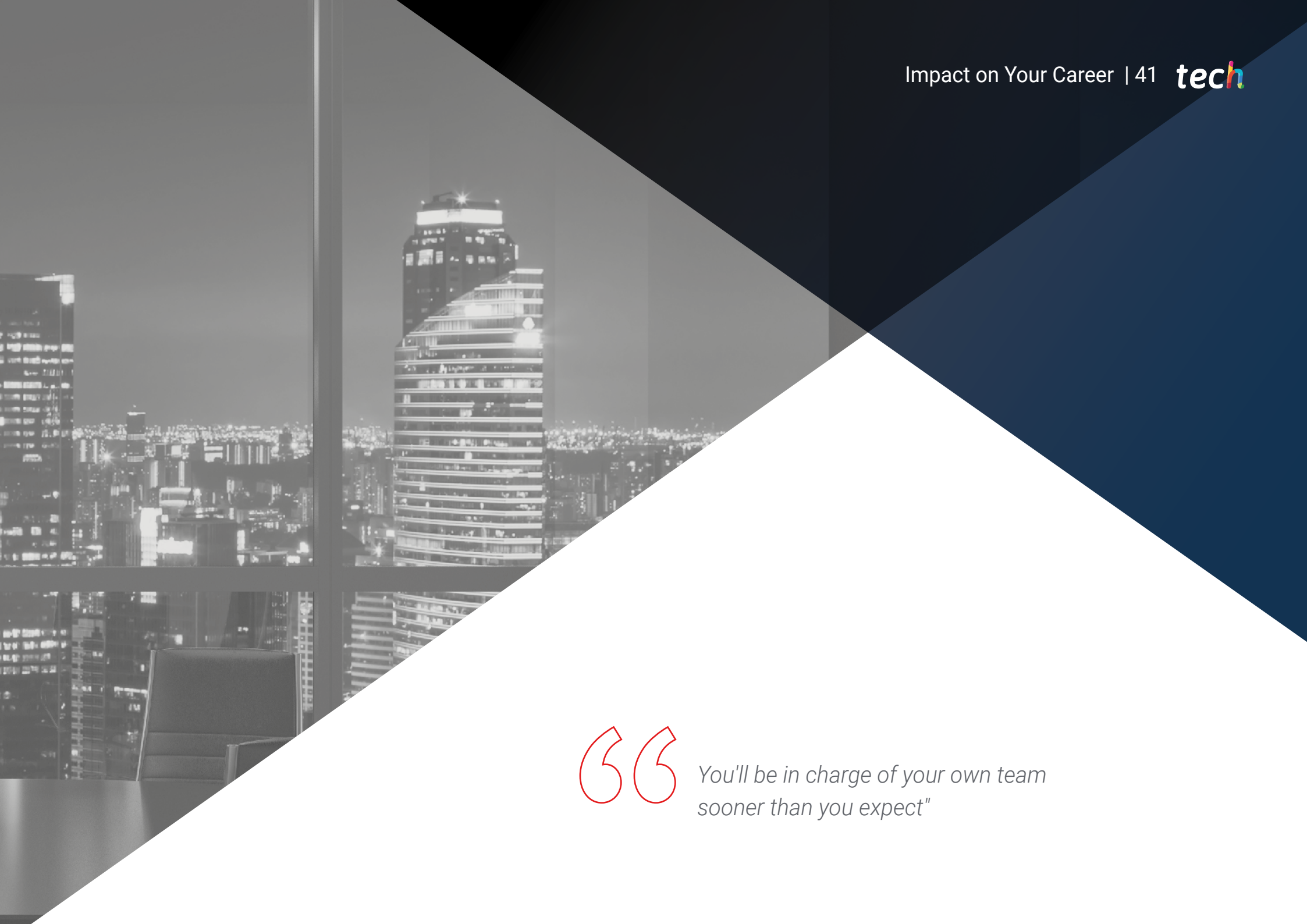
09

# Impact on Your Career

This program guarantees a positive impact on the students' careers, as the knowledge acquired will enable them to improve in the field of finance in a very short period of time. Thanks to the TECH method, most graduates obtain employment results within the first year after completing their studies.







“

*You'll be in charge of your own team  
sooner than you expect"*

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

The Postgraduate Certificate in Business and International Strategy prepares students for the main business challenges they will face in the field of international finance, demanding the best of themselves to put all their knowledge to the test.

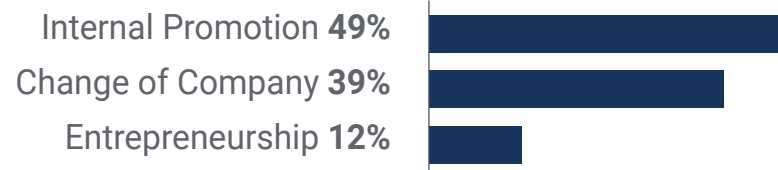
*Don't miss the opportunity to relaunch your financial career into a new environment.*

*This is your best opportunity to gain the international business strategies that will help you achieve great success.*

### When the change occurs



### Type of change



### Salary increase

---

This program represents a salary increase of more than **25%** for our students.



10

# Benefits for Your Company

The Postgraduate Certificate in Business and International Strategy also benefits companies by incorporating executives with a unique set of skills in the market. As highly skilled professionals, they will be able to guide the company towards better results, especially in the field of international financing.





“

*In an increasingly global world, professionals with international qualifications are much more likely to succeed"*

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

01

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

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

---

02

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

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

03

### **Building agents of change**

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

---

04

### **Increased international expansion possibilities**

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



05

### **Project Development**

The manager can work on a current project or develop new projects in the field of R&D or Business Development within their company.

---

06

### **Increased competitiveness**

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

# 11 Certificate

The Postgraduate Certificate in Business and International Strategy guarantees you, in addition to the most rigorous and updated training, access to a Postgraduate Certificate issued by TECH Technological University.





“

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

This **Postgraduate Certificate in Business and International Strategy** contains the most complete and updated program on the market.

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

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

Title: **Postgraduate Certificate in Business and International Strategy**

Official N° of Hours: **150 h.**



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



## Postgraduate Certificate Business and International Strategy

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

# Postgraduate Certificate Business and International Strategy