

# Postgraduate Certificate Equities





## Postgraduate Certificate Equities

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target group: graduates in Business Administration, Economics and other business-related degrees. As well as company executives and people interested in the business world.

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

# 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

There is an evident risk in equities: the return on investment is not guaranteed. Precisely because of this, the opportunity for high profitability increases. In any case, these risks can be minimized if there is a thorough understanding of the structure and operation of the stock market. For this reason, TECH has developed a program that will help its graduates to invest in equities efficiently. Knowing all types of operations and broker platforms and tracking the evolution of equity indices. Always, in the pursuit of the middle ground between profitability and safety. These contents will be taught in a 100% online modality, without timetables and with the entire syllabus available from the first day. In this way, the student's work and personal balance is ensured.



Postgraduate Certificate in Equities.  
TECH Technological University



“

*At TECH, you will learn how the stock market works. Whether you are going to buy stock or own a publicly traded company”*

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

Through this Postgraduate Certificate in Equities, you will gain a perfect understanding of the environment in which equity products are developed. The structure and operation of the stock market will be analyzed, as well as the different types of operations and the parameters involved in measuring the value of a share or a company.



“

*If you are considering acquiring shares on the stock exchange, you may be interested in the topic TECH has dedicated to the operation and characteristics of fixed price and a book building offering”*

TECH makes the goals of their students their own goals too.  
Working together to achieve them.

This **Postgraduate Certificate in Equities** enables students to:

01

Know the characteristics, structure and operation of equities and the stock market

02

Define the types of stock market transactions

03

Know the main existing orders







04

Monitor equity performance

05

Work within the main brokerage platforms

06

Delve into the parameters that study the value of shares and companies

05

# Structure and Content

TECH works with the Relearning methodology. This means that the most important investment concepts are repeated progressively throughout the syllabus. This allows the student to learn them in a natural way, reducing the number of study hours. In addition, these contents will be available 24 hours a day, making it easier to combine work and personal life.



“

*Enroll and learn about the characteristics of the SIBE as a single stock market in Spain”*

## Syllabus

The most demanding financial reality requires leaders adapted to the new economic paradigms, with up-to-date tools and improved investment skills.

In this sense, the program includes the study of the characteristics and functioning of the stock markets. This includes their main operations and orders, the platforms used for trading and the different parameters used to measure the value of shares and companies.

Nevertheless, the program does not only focus on the theory of economic fundamentals. But also, on the development of transversal competencies and distinctive leadership. Going beyond the basic skills necessary and indispensable in today's labor market.

To this end, a variety of case studies and simulated scenarios are presented.

In which students will develop their managerial and organizational skills to become first-line team managers.

A plan aimed at professionals interested in leading and managing workforces, a unique opportunity to enhance managerial and organizational skills. Understanding the needs of today's market and specializing in exceeding them by far.

This Postgraduate Certificate takes place over six weeks and consists of one module:

### Module 1. Equities



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

TECH offers students the opportunity to take this Postgraduate Certificate in Equities entirely online. Over 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 students to self-manage their study time.

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

## Module 1. Equities

### 1.1. Equity Characteristics

- 1.1.1. Operation
- 1.1.2. Financial Market Profits
- 1.1.3. Evolution Over Time

### 1.2. Stock Market Structure and Operation

- 1.2.1. Spanish Equity Market Structure
- 1.2.2. SIBE
- 1.2.3. Market Schedules and Phases (Auctions and Continuous Trading)

### 1.3. Stock Market Operation Types I

- 1.3.1. OPV
- 1.3.2. OPS
- 1.3.3. Capital Increase and Reduction

### 1.4. Stock Market Operation Types II

- 1.4.1. Splits and CounterSplits
- 1.4.2. Dividends
- 1.4.3. Takeovers

### 1.5. Main Orders

- 1.5.1. To Market
- 1.5.2. Limited and Stop
- 1.5.3. Trails

### 1.6. Equity Performance Monitoring

- 1.6.1. Indices
- 1.6.2. Classification of Indexes
- 1.6.3. Equity Index Utilities

### 1.7. Broker Platforms (CMC and IB)

- 1.7.1. Broker Types
- 1.7.2. CMCs
- 1.7.3. Interactive Brokers

### 1.8. Fundamental Analysis

- 1.8.1. Macroeconomic Analysis
- 1.8.2. Stock Market Valuation Ratios
- 1.8.3. Cycle Theory

### 1.9. Valuation of Companies

- 1.9.1. VCP, VCA, VL and VS
- 1.9.2. Gordon-Shapiro
- 1.9.3. Flow Discounts

### 1.10. Technical Analysis

- 1.10.1. Chartism
- 1.10.2. Indicators
- 1.10.3. Oscillators



“

*At TECH, you will learn how to use the Gordon-Shapiro model to determine the value of stocks or companies”*

# 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

The variety of professional profiles attracted by this Postgraduate Certificate in Equities is an excellent opportunity to do Networking. Students will meet not only managers and professionals from the world of finance, but also entrepreneurs and people with whom to share ambitions and goals. Therefore, the program is also a place to meet potential business partners, customers or suppliers.





“

*Enroll and learn how to work with CMC, one of the leading financial services platforms”*

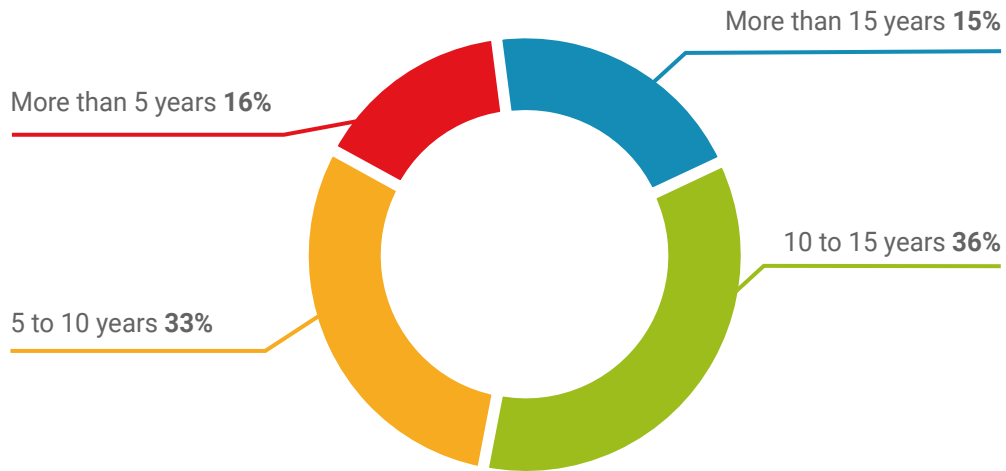
### Average Age

---

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

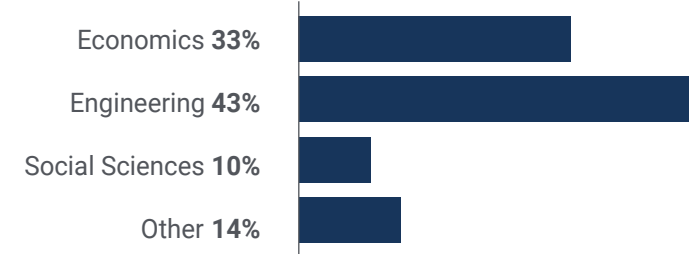
### Years of Experience

---



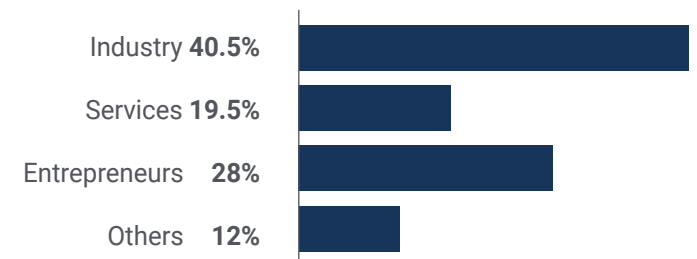
### Training

---



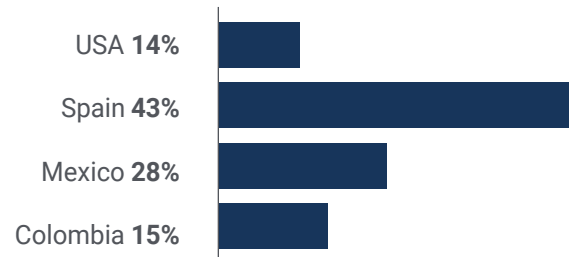
### Academic Profile

---



## Geographical Distribution

---



## Andrea García Barros

---

CEO

*"Before taking our company public, I wanted to make sure there were no loose ends. I enrolled in this Postgraduate Certificate, and during six weeks I delved into a wide range of content related to variable income. In addition, I told the professors and they provided me with advice based on their experience in the stock market. The truth is that I am truly delighted"*

08

# Course Management

TECH has selected a teaching staff with extensive educational backgrounds. In addition to experience in prestigious companies. Therefore, they are professionals who have mastered the concept of equities. In this way, the student will be supported throughout the learning process and will receive answers to the most specific doubts that may arise.



“

*Learn, from TECH's teaching staff, the parts of the capital increase or reduction process, so that you can carry it out in your company”*

## Management



### Mr. Olivares Pont, Manuel

- ◆ Wealth Manager at GPM
- ◆ Wealth Manager at Andbank Spain
- ◆ Wealth Manager at Esfera Capital A.V
- ◆ Wealth Manager at Q-Renta AV
- ◆ Managing Partner of ARBD Consulting
- ◆ Personal Banking Consultant and Financial Advisor at Banco Mediolanum
- ◆ Consultant of EFA Certification and Financial Instruments for Commercial Networks at ISEFI, SANFI and Praxis MMT
- ◆ Degree in Business Administration from Universidad Complutense de Madrid

## Professors

### Mr. García Bahillo, Luis Miguel

- ◆ Investment Manager at GPRA Capital
- ◆ Wealth Manager at GPM SV
- ◆ Lecturer of Courses related to Financial Advisory
- ◆ Graduate in Economics from the Complutense University of Madrid



09

# Impact on Your Career

TECH seeks the greatest positive impact on students' professional career path. Therefore, not only are you provided with the most up-to-date knowledge in equities, but also all this theory is complemented with the most important competencies that a leader currently should have. As a result, the graduate will be able to position themselves as a top-level manager.





“

*The study plan foresees the valuation of a company based on its ability to generate free cash flows through discounted cash flows”*

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

TECH's Postgraduate Certificate in Equities is an intensive program that prepares students to face challenges and decisions in the field global economy. Its primary objective is to promote personal and professional growth and help you achieve success.

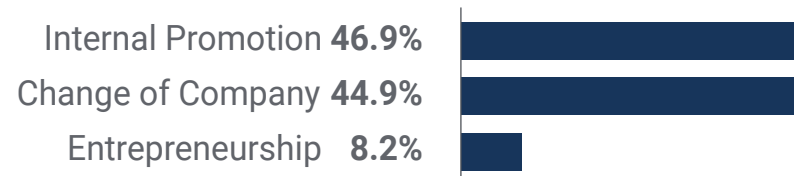
*TECH's professors will provide you with all the keys you need to set up a takeover bid.*

*This Postgraduate Certificate offers you the tools you need to take your company to the stock market and make it grow exponentially.*

#### When the change occurs



#### Type of change



## Salary increase

---

This program represents a salary increase of more than **24.5%** for our students.



10

# Benefits for Your Company

Graduates will be prepared to immediately incorporate all their knowledge into daily practice. This implies that companies will benefit, since the management and investment planning capacity of their executives will be improved.



“

*TECH teachers will provide you with a series of very effective stock market tricks that you can implement in your business”*

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 managers Avoiding talent drain**

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

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 come into contact with the main markets in the world economy.



05

### **Project Development**

The professional can work on a real project or develop new projects in the field of R&D or Business Development of your 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 Equities guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.





“

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

This **Postgraduate Certificate in Equities** contains the most complete and up-to-date program on the market.

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

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

Program: **Postgraduate Certificate in Equities**

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 Equities

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

# Postgraduate Certificate Equities

