

# Postgraduate Certificate Equity Assets



## Postgraduate Certificate Equity Assets

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Schedule: at your own pace
- » Exams: online
- » Target Group: University Graduates who have previously completed any of the degrees in the fields of Social and Legal Sciences, Administrative and Business Sciences

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

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# 01

# Welcome

As an immediate investment, Equity Assets offer the potential for high returns. However, this feature is associated with high risk, so it is necessary to master the most advanced analytical tools to carry out investments that allow short and medium-term profitability. In this sense, stocks are the most common and popular type of equity asset, and through this TECH academic program, the professionals will be able to incorporate into their work the most effective strategies to operate with this type of financial instrument. This 100% online program becomes a great opportunity to achieve success in markets such as the stock market.



Postgraduate Certificate in Equity Assets  
TECH Technological University



“

*Thanks to this program you will be able to make strategic financial decisions with Equity Assets, generating great short-term benefits"*

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 center for intensive managerial skills education.



“

*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 balances 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.

**+100000**

executives prepared 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

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



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the Relearning method (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational itinerary.



### Economy of Scale

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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 ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### Learn with the best

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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 analyses in academia"*

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 education of the highest academic level”*

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

**01**

### A Strong Boost to Your Career

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 students achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of the company

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

*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**

### You will 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 fields 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

### You will be part of an exclusive community

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

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

# 04 Objectives

One of TECH's main objectives when it comes to the development of a program is the selection of topics that allow the enhancement of skills and broadening of knowledge. In this sense, those who wish to take this Postgraduate Certificate will learn about Equity Assets, understanding how they work and their investment model. Once graduated, the students will be able to put into practice what they have learned immediately, standing out in a sector with expectations of great economic benefits.



“

*You will become an outstanding professional with extensive knowledge of the stock market”*



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

This **Postgraduate Certificate in Equity Assets** will enable students to:

01

Analyze the international monetary system and the determination of the exchange rate in the foreign exchange market

04

Develop a methodology for the analysis and selection of financial assets and products

02

Understand the effect that international activity has on financing and investment decisions

03

Establish measures to assess the quality of the market: liquidity, volatility and efficiency





05

Develop an optimal mentality to be able to operate in the stock market

06

Distinguish the classification of fixed-income financial assets

07

Delve into the management, planning and marketing of financial products

08

In-depth knowledge of the tools used to analyze and manage investments or control risks



05

# Structure and Content

Having identified the demands and needs of the labor field, TECH together with its team of specialists have designed the syllabus of this program. It is an academic compendium of great impact that presents updated information on Equity Assets and their different investment models in the current market. This knowledge will be taught in 6 weeks, enough time for the students to be trained in a correct way through a 100% online format.



“

*You will stand out in a booming sector with great projection towards the future and with great opportunities at an international level"*

## Syllabus

This Postgraduate Certificate in Equity Assets from TECH is a highly specialized program that prepares students to face the challenges and make business decisions in an increasingly complex environment. In this sense, it presents updated and rigorous information on current business models, as well as their relationship with markets and investments.

In addition, it focuses on the digital world, including elements such as Trading and digital markets. Also, it is designed to train professionals who understand Equity Assets from a strategic, international and innovative perspective.

Therefore, during a period of 6 weeks, updated and rigorous information will be presented to those who wish to enroll, satisfying their academic needs through informative conglomerates and real cases and simulations, using the *Relearning* methodology. It should be noted that the program has the participation of experts and specialists, making it an exclusive and high-impact Postgraduate Certificate.

This Postgraduate Certificate takes place over 6 weeks and is divided into 1 module:

### Module 1

### Investing in Equity Assets



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

TECH offers the possibility of developing this Postgraduate Certificate in Equity Assets 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 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. Investing in Equity Assets**

**1.1. IPO Process. Key Aspects**

- 1.1.1. Characteristics of Equity Assets
- 1.1.2. Market Members
- 1.1.3. Requirements
- 1.1.4. Stock Exchange Transactions: IPOs, IPOs, Takeover Bids, Capital Increases and Capital Reductions
- 1.1.5. Market Operation: Hours of Operation
- 1.1.6. Stock Exchange Sectors

**1.2. Advantages of Listing on the Stock Exchange**

- 1.2.1. Company Financing
- 1.2.2. Objective Assessment
- 1.2.3. Shareholder Liquidity
- 1.2.4. Prestige

**1.3. Stock Markets**

- 1.3.1. Trading and Settlement Systems
- 1.3.2. Stock Market Operations
- 1.3.3. Types of Orders and Fixing Modality
- 1.3.4. Trading Platforms

**1.4. International Equity Indices. Developed Countries**

- 1.4.1. Features
- 1.4.2. European Indexes
- 1.4.3. US Indices
- 1.4.4. Global Indices

**1.5. International Equity Indices. Emerging Countries**

- 1.5.1. Asian Indices
- 1.5.2. Latin American Indices
- 1.5.3. Other Indices
- 1.5.4. ADRs

**1.6. Trading Platforms**

- 1.6.1. Main Trading Platforms
- 1.6.2. Trading Platforms Requirements
- 1.6.3. Classification of Platforms according to Assets
- 1.6.4. Brokers

**1.7. Market Quality Measures**

- 1.7.1. Liquidity
- 1.7.2. Volatility
- 1.7.3. Efficiency

**1.8. Investment Schools I. Value Investors**

- 1.8.1. Value Investing
- 1.8.2. Value and Price: A Fundamental Distinction
- 1.8.3. Value Investors

**1.9. Investment Schools II. Growth and Quality Investing**

- 1.9.1. Growth Investing
- 1.9.2. Quality Investing
- 1.9.3. Investors

**1.10. Investment Decisions**

- 1.10.1. Intrinsic Valuation: Discounted Cash Flows
- 1.10.2. Relative Valuation: Comparable Multiples
- 1.10.3. Listing the Company at an Attractive Price





“

*A first class academic compendium,  
specially designed to train you in a  
field with high professional demand"*

# 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.*





## 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.

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

## 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 Postgraduate Certificate is aimed at University Graduates who have previously completed any of the following degrees in the field of Social and Legal Sciences, Administration and Economics.

The diversity of participants with different educational profiles and from multiple nationalities makes up the multidisciplinary approach of this program.

The Postgraduate Certificate may also be taken by professionals who, being university graduates in any area, have two years of work experience in the field of Finance and Equities.







“

*This program is an opportunity to update your knowledge in this area of digital models"*

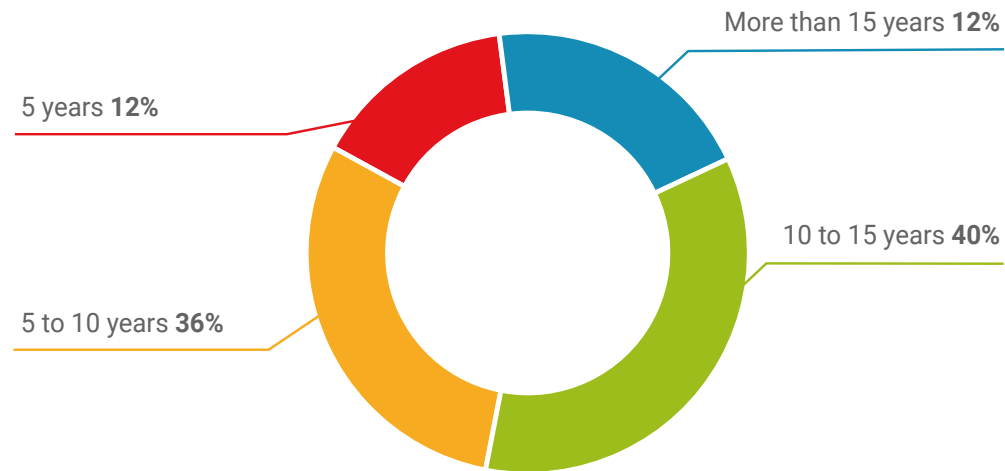
### Average Age

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

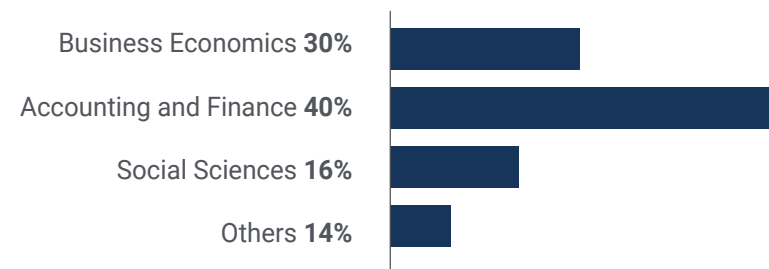
### Years of Experience

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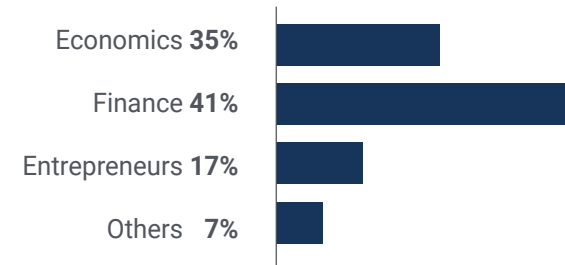
### Training

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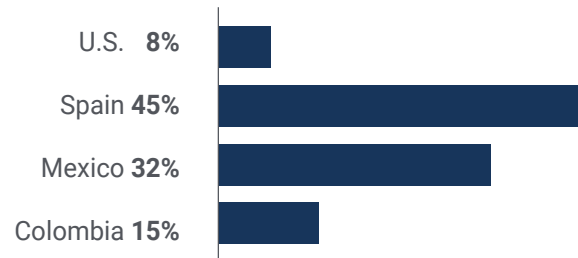
### Educational Profile

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## Geographical Distribution

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## Laura Rodríguez Salamanca

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Digital entrepreneur

*"The Postgraduate Certificate in Equity Assets at TECH Technological University was an enriching experience that allowed me to develop skills to make strategic decisions in the business world. I learned to manage equity assets effectively and to understand the financial market with an innovative and international perspective"*

08

# Course Management

To ensure rigorous training and great results, TECH has selected an experienced and professionally active teaching staff to lead the program. They are experts and specialists in Equity Assets, who in turn have excelled in digital business models in recent years. Therefore, they have contributed to the realization of the study material, sharing their knowledge and experience.



A black and white photograph showing three people from a different perspective, looking down at a screen. The image is partially obscured by a dark blue diagonal shape that separates it from the white background containing the quote.

“

*The best professionals in the field are ready to offer you the keys to Equity Assets and their digital investment models so that you can become an expert professional"*

## Management



### Ms. Medrano García, María Luisa

- ◆ Director of university graduate programs
- ◆ Technical advisor for public institutions
- ◆ Professor in university degrees, courses and postgraduate programs
- ◆ PhD in Senior Management from the University Rey Juan Carlos
- ◆ Degree in Business Administration from Complutense University of Madrid
- ◆ Economic and Social Council of the Community of Madrid Research Award

## Professors

### Mr. Floro Soler, Rodrigo Martín

- ◆ Macroeconomic and Investment Analyst
- ◆ Macroeconomic analyst at Intermoney
- ◆ Investment analyst at D'Ella Capital
- ◆ Collaborating professor in undergraduate studies
- ◆ Professional Master's Degree in Financial Institutions and Markets from CUNEF
- ◆ Graduate in Economics and Financial and Actuarial Economics from the Rey Juan Carlos University







09

# Impact on Your Career

Studying this program will allow you to quickly join a sector with great demand. In addition, you will have extensive knowledge that will allow you to excel in the management of investments and business models, previously analyzing Equity Assets.







“

*This program is a quality leap in your professional career. Don't wait any longer and get access to the best financial program in the market".*

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

TECH's Postgraduate Certificate in Equity Assets is an intensive program that prepares you to face challenges and business decisions in the field of equities. The main objective is to promote your personal and professional growth. Helping you achieve success.

If you want to improve yourself, make a positive change at a professional level and interact with the best, this is the place for you"

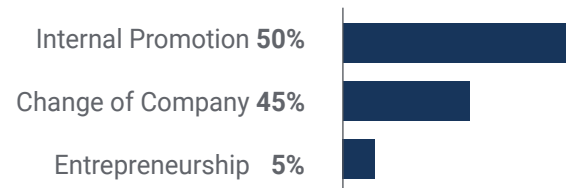
*You will achieve your goals thanks to the academic tools TECH has for you.*

*The knowledge developed here has an immediate applicability in the work field, which will allow you to access better opportunities within the financial field.*

#### Time of Change



#### Type of change



## Salary increase

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



10

# Benefits for Your Company

Companies that have professionals specialized in Equity Assets have a competitive advantage in today's market. A specialist trained in this area is capable of making rigorous and strategic financial decisions, which translates into better asset management and greater profitability in the short and long term.



“

*Knowledge of Equity Assets will increase your chances of joining an international company"*



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

01

### **Growth of talent and intellectual capital**

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

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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.

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 Equity Assets 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 Equity Assets** contains the most complete and up-to-date program on the market.

After the student 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.

Title: **Postgraduate Certificate in Equity Assets**

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 Equity Assets

- » Modality: **online**
- » Duration: **6 weeks**
- » Certificate: **TECH Technological University**
- » Schedule: **at your own pace**
- » Exams: **online**

# Postgraduate Certificate Equity Assets