Postgraduate Diploma

Strategic Management and Regulation in Financial Institutions

tech global university

Postgraduate Diploma
Strategic Management and Regulation in Financial Institutions

- Modality: **online**
- Duration: **6 months**
- Certificate: **TECH Global University**
- Accreditation: **18 ECTS**
- Schedule: **at your own pace**
- Exams: **online**

Website: **www.techtitute.com/us/school-of-business/postgraduate-diploma/strategic-management-regulation-financial-institutions**

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01

Introduction to the Program

The financial sector is constantly evolving due to digitalization, the emergence of new business models, and increasingly stringent regulations. Strategic management and regulatory compliance are key factors in ensuring the stability and growth of Financial Institutions. According to the International Monetary Fund, updating and strengthening financial regulation is essential to mitigate risks and prevent systemic crises. In this context, understanding current regulations and their impact on decision-making has become a necessity for professionals in the sector. In response to this demand, TECH presents an innovative, 100% online university program that addresses these challenges with an up-to-date approach.

Boost your career in the financial sector by acquiring key skills in governance, innovation, and organizational change management"

The financial sector operates in a dynamic environment, where market developments, digital transformation, and regulatory changes require efficient Strategic Management. Financial Institutions must constantly adapt to new regulations that seek to ensure stability, transparency, and security in operations. Understanding these regulatory frameworks and their impact on decision-making is key to optimizing risk management, improving competitiveness, and ensuring compliance with industry requirements.

This university program provides a comprehensive overview of financial regulation and its application in Business Strategy. It allows students to develop skills to interpret and apply regulations, manage risks, and anticipate regulatory challenges that may affect the operations of banks, insurance companies, and other entities in the sector. This knowledge not only improves the ability to adapt to market changes but also opens up new opportunities in key areas such as regulatory compliance, auditing, and financial consulting.

In addition, TECH offers an online modality with a flexible and accessible experience, allowing you to specialize in a high-demand area without interrupting your professional activity. Advanced digital resources and access to updated content guarantee dynamic learning, adapted to the needs of the sector. This methodology facilitates the acquisition of knowledge applicable in real environments, optimizing time and professional development.

This program is an innovative program that responds to the current demands of the Financial Market, combining a strategic approach with in-depth knowledge of current regulations. Its 100% online format provides access to key specialization for those seeking to advance their careers and face the challenges of a constantly evolving sector.

This **Postgraduate Diploma in Strategic Management and Regulation in Financial Institutions** 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 Finance and Economics
- 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
- Special emphasis on innovative methodologies in Finance and Economics
- 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

Anticipate market risks by learning to identify vulnerabilities in emerging economies and implement tools to mitigate financial crises”

Strengthen regulatory compliance with in-depth knowledge of international regulations and strategies to prevent financial crime"

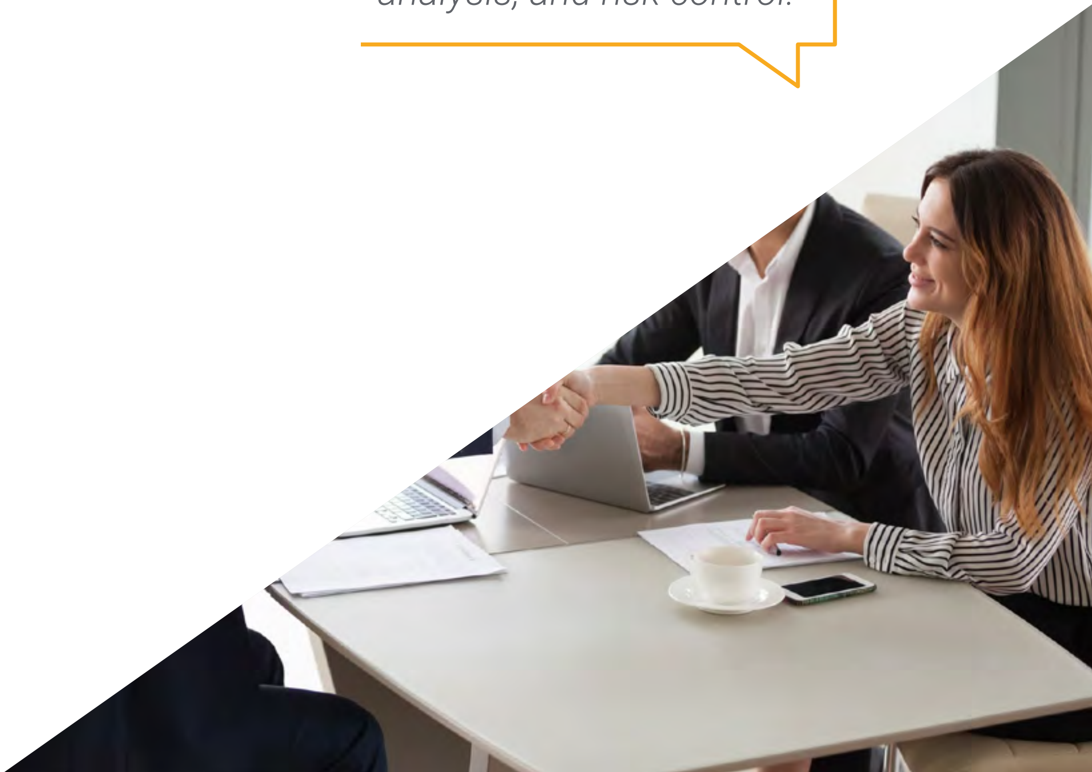
Take advantage of digital transformation and discover how Artificial Intelligence, Blockchain, and digitalization are redefining Financial Management.

Develop innovative strategies for Financial Institution Management, integrating planning, competitive analysis, and risk control.

The teaching staff includes professionals from the fields of Finance and Economics, 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.



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.

Study at the world's largest online university and guarantee your professional success. The future starts at TECH"

The world's best online university, according to FORBES

The prestigious Forbes magazine, specialized in business and finance, has highlighted TECH as "the best online university in the world" This is what they have recently stated in an article in their digital edition in which they echo the success story of this institution, "thanks to the academic offer it provides, the selection of its teaching staff, and an innovative learning method oriented to form the professionals of the future".

The best top international faculty

TECH's faculty is made up of more than 6,000 professors of the highest international prestige. Professors, researchers and top executives of multinational companies, including Isaiah Covington, performance coach of the Boston Celtics; Magda Romanska, principal investigator at Harvard MetaLAB; Ignacio Wistumba, chairman of the department of translational molecular pathology at MD Anderson Cancer Center; and D.W. Pine, creative director of TIME magazine, among others.

The world's largest online university

TECH is the world's largest online university. We are the largest educational institution, with the best and widest digital educational catalog, one hundred percent online and covering most areas of knowledge. We offer the largest selection of our own degrees and accredited online undergraduate and postgraduate degrees. In total, more than 14,000 university programs, in ten different languages, making us the largest educational institution in the world.

The most complete syllabuses on the university scene

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

A unique learning method

TECH is the first university to use Relearning in all its programs. This is the best online learning methodology, accredited with international teaching quality certifications, provided by prestigious educational agencies. In addition, this innovative academic model is complemented by the "Case Method", thereby configuring a unique online teaching strategy. Innovative teaching resources are also implemented, including detailed videos, infographics and interactive summaries.

The official online university of the NBA

TECH is the official online university of the NBA. Thanks to our agreement with the biggest league in basketball, we offer our students exclusive university programs, as well as a wide variety of educational resources focused on the business of the league and other areas of the sports industry. Each program is made up of a uniquely designed syllabus and features exceptional guest hosts: professionals with a distinguished sports background who will offer their expertise on the most relevant topics.

Leaders in employability

TECH has become the leading university in employability. Ninety-nine percent of its students obtain jobs in the academic field they have studied within one year of completing any of the university's programs. A similar number achieve immediate career enhancement. All this thanks to a study methodology that bases its effectiveness on the acquisition of practical skills, which are absolutely necessary for professional development.

Google Premier Partner

The American technology giant has awarded TECH the Google Premier Partner badge. This award, which is only available to 3% of the world's companies, highlights the efficient, flexible and tailored experience that this university provides to students. The recognition not only accredits the maximum rigor, performance and investment in TECH's digital infrastructures, but also places this university as one of the world's leading technology companies.

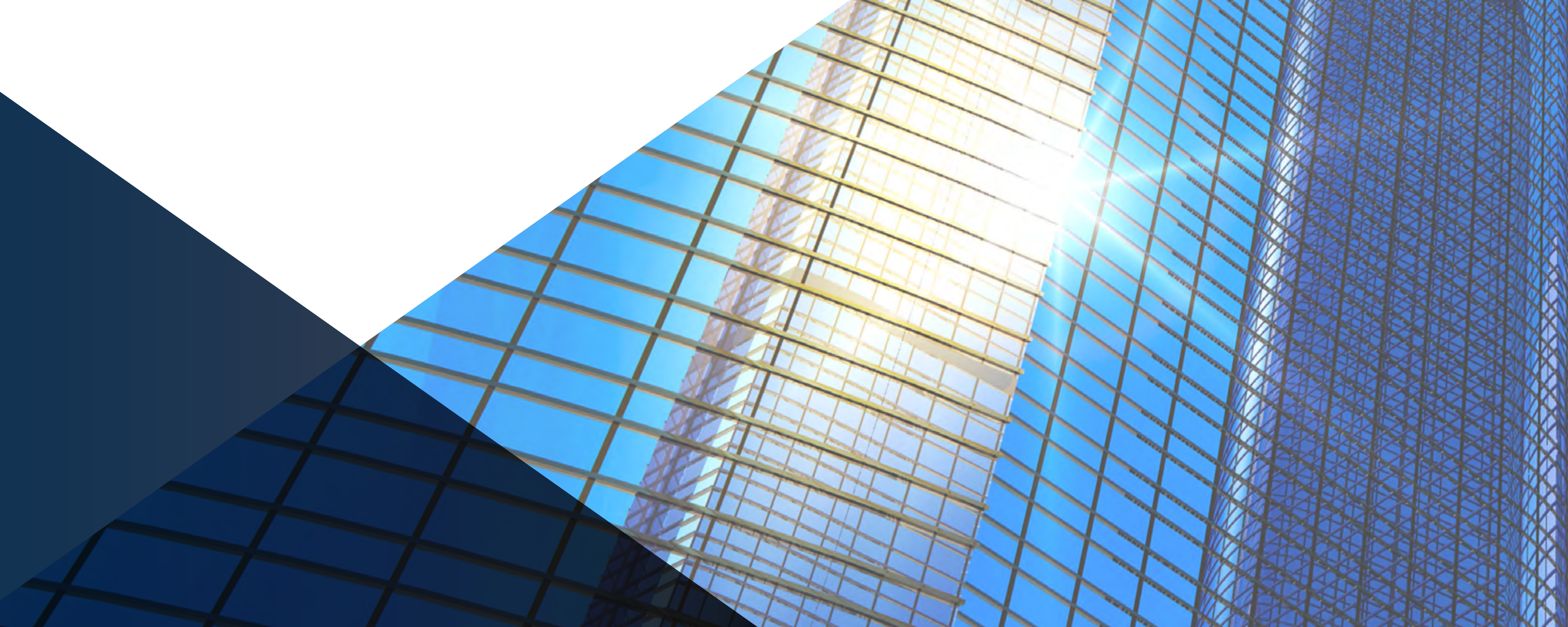
The top-rated university by its students

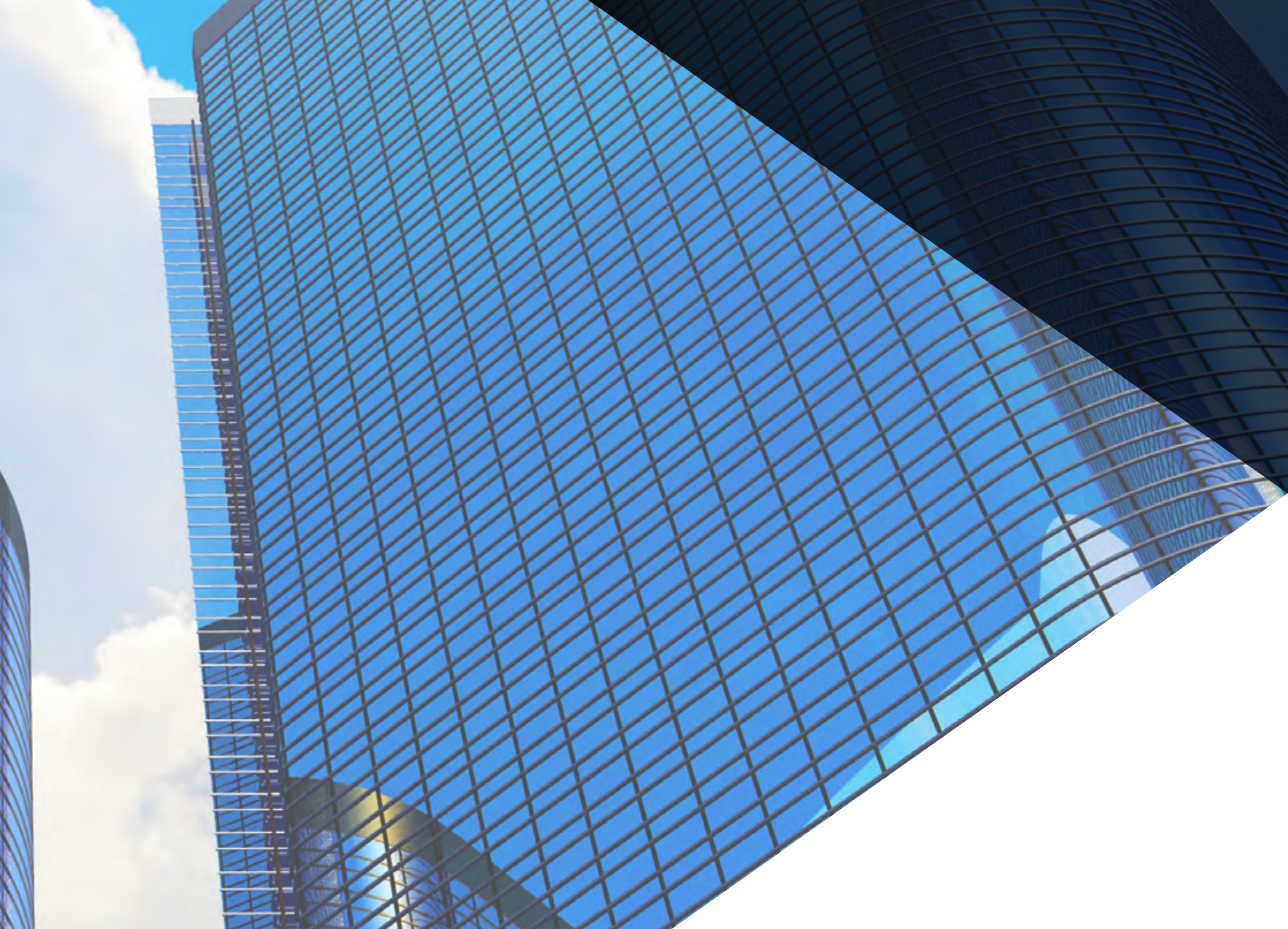
Students have positioned TECH as the world's top-rated university on the main review websites, with a highest rating of 4.9 out of 5, obtained from more than 1,000 reviews. These results consolidate TECH as the benchmark university institution at an international level, reflecting the excellence and positive impact of its educational model.

03

Syllabus

The financial sector faces constant challenges due to market developments and increasing regulatory requirements. To ensure the stability and competitiveness of institutions, Strategic Management is essential to comply with current regulations and optimize decision-making. This syllabus offers a comprehensive approach to financial Regulation and Management, addressing key aspects such as risk control and regulatory compliance. Its up-to-date, practice-oriented structure provides the tools needed to meet the challenges of the sector and improve efficiency in a highly competitive environment.





Master the global financial environment and understand the impact of key regulatory bodies on both economic stability and strategic decision-making"

Module 1. Global Financial Environment

1.1. International Regulators and Their Global Impact
    1.1.1. Main Regulatory Bodies: IMF, World Bank, BIS
    1.1.2. International Cooperation Among Regulators
    1.1.3. Impact on Global Financial Policies
    1.1.4. Role of Central Banks in the Global System
1.2. Global Financial Stability
    1.2.1. Key Factors for Economic Stability
    1.2.2. Macroprudential vs. Microprudential Supervision
    1.2.3. Lessons Learned from Previous Financial Crises
    1.2.4. Tools for Preventing Systemic Risks
1.3. Emerging Markets: Risks and Opportunities
    1.3.1. Characteristics of Emerging Economies
    1.3.2. Growth and Vulnerability Factors
    1.3.3. Examples of Success in Emerging Markets
    1.3.4. Political, Social, and Economic Risks
1.4. Global Governance and Multilateral Policies
    1.4.1. Role of International Financial Alliances
    1.4.2. Coordination Among Regulatory Agencies
    1.4.3. Resolution of Regulatory Conflicts
    1.4.4. Impact of Multilateral Policies on Financial Stability
1.5. Regulatory Trends in Global Markets
    1.5.1. Post-crisis Regulatory Changes
    1.5.2. ESG Standards: Environmental, Social, and Governance
    1.5.3. Technological Regulation in Fintech
    1.5.4. Supervision of Cryptocurrencies and Digital Assets
1.6. Impact of Technologies on the Financial System
    1.6.1. Digitalization of Financial Services
    1.6.2. Artificial Intelligence applied to Finance
    1.6.3. Blockchain and its Role in Global Trade
    1.6.4. Cybersecurity Risks in a Globalized Environment

1.7. Financial Crises and their Global Impact
- 1.7.1. Analysis of the Main Financial Crises of the 21st Century
- 1.7.2. Global Repercussions on Developed and Emerging Markets
- 1.7.3. International Responses and Recovery Policies
- 1.7.4. Lessons to Avoid Future Crises

1.8. Global Risks in Financial Markets
- 1.8.1. Geopolitical Risks and Their Impact on the Economy
- 1.8.2. Climate Threats and Associated Financial Risks
- 1.8.3. Technological and Cyber Vulnerabilities
- 1.8.4. Impact of Global Trade on Financial Risks

1.9. Global Economic Growth Outlook
- 1.9.1. Short- and Long-Term Economic Projections
- 1.9.2. Global Investment Trends
- 1.9.3. Innovation as an Engine of Financial Growth
- 1.9.4. Outlook for Emerging Markets

1.10. Future Challenges in the Global Financial Environment
- 1.10.1. Adaptation of Financial Institutions to Regulatory Changes
- 1.10.2. Sustainable Development in Global Economies
- 1.10.3. Innovation and Technology in the Financial Sector
- 1.10.4. Political and Social Challenges in Global Governance

Module 2. Strategic Management of Financial Institutions

2.1. Strategic Management in Financial Institutions
- 2.1.1. Strategic Fundamentals applied to Financial Institutions
- 2.1.2. Types of Strategies
- 2.1.3. Nature and Scope of Strategic Decisions in Financial Institutions

2.2. Strategic Planning in Financial Institution Management
- 2.2.1. Complete Strategy Development and Implementation Process
- 2.2.2. Shared Beliefs and Trends: Their Impact on Strategic Management
- 2.2.3. Mission, Vision, and Values as Strategic Pillars
- 2.2.4. Definition of a Strategic Plan: Practical Tools and Methodologies

2.3. Decision-Making in Financial Institution Management. Tools and Methods
- 2.3.1. Internal and External Analysis Based on Real Cases
- 2.3.2. Analysis of the Competitive Environment with Real Cases
- 2.3.3. Customer Journey Management: Mapping, Design and Optimization

2.4. Strategy Implementation and Control in Financial Institution Management
- 2.4.1. Strategic Performance Monitoring and Evaluation: Key Metrics and Indicators or KPIs
- 2.4.2. Adjustments in Response to Strategic Deviations
- 2.4.3. Tools for Strategic Control Management
- 2.4.4. Project Portfolio Management in Financial Institutions
  - 2.4.4.1. Project Portfolio Management
  - 2.4.4.2. Project Prioritization and Selection
  - 2.4.4.3. Methodologies for Portfolio Management
  - 2.4.4.4. Portfolio Performance Monitoring and Assessment

2.5. Analysis of Competitors in the Financial Sector
- 2.5.1. Identification and Categorization of Competitors in the Financial Sector
- 2.5.2. Benchmarking: Comparative Assessment and Opportunities for Differentiation
- 2.5.3. Strategic Response to Competitor Moves

2.6. Product Strategy and Ecosystem Creation in the Financial Sector
- 2.6.1. Development and Positioning of Financial Products
- 2.6.2. Segmentation and Customization of Products for Different Markets
- 2.6.3. Product Ecosystems: Differentiating Factors and How to Create Them

2.7. Organizational Change Management in Financial Institutions
- 2.7.1. Organizational Change Models: Kotter, ADKAR, and PROSCI
- 2.7.2. Identifying Resistance to Change and Strategies to Overcome It
- 2.7.3. Effectively Communicating Change to Stakeholders

2.8. Communicating Strategy in Financial Institutions
- 2.8.1. Development of an Internal and External Strategic Communication Plan
- 2.8.2. Practical Examples of Using Narratives to Mobilize Teams Toward Strategic Objectives
- 2.8.3. Digital and Traditional Tools for Disseminating the Strategy

2.9. Innovation in Financial Institutions
 2.9.1. Promoting a Culture of Innovation in Financial Institutions
 2.9.2. Innovation Management: Agile Methodologies and Design Thinking
 2.9.3. Incorporation of Fintech and Innovative Solutions into Strategy
2.10. Digital Transformation in the Financial Sector
 2.10.1. Principles of Digitalization in the Financial Sector
 2.10.2. Use of Big Data, Artificial Intelligence, and Blockchain Technologies as Drivers of Change
 2.10.3. Management of Cultural Change Toward Digitalization in Teams and Processes

Module 3. Regulatory Compliance in the Financial Sector

3.1. International Regulatory Compliance in the Financial Sector
 3.1.1. Definition and Objectives of Regulatory Compliance
 3.1.2. Importance of Regulatory Compliance in the Financial Sector
 3.1.3. Supervisory Authorities
3.2. International Regulatory Framework in the Financial Sector
 3.2.1. Basel Committee
 3.2.2. International Organization of Securities Commissions (IOSCO)
 3.2.3. Other Relevant International Bodies
3.3. Prevention of Money Laundering and Terrorist Financing
 3.3.1. Recommendations of the Financial Action Task Force (FATF)
 3.3.2. Know Your Customer (KYC) Policies and Procedures
 3.3.3. Requirements and Common Practices in this Area
3.4. Financial Consumer Protection
 3.4.1. Principles of Financial Consumer Protection
 3.4.2. Regulations on Transparency and Disclosure
 3.4.3. Dispute Resolution and Complaint Mechanisms
3.5. Risk Management and Internal Control in the Financial Sector
 3.5.1. Internal Governance
 3.5.2. Risk Mitigation Strategies
 3.5.3. Implementation of Effective Internal Controls

3.6. Compliance in the Financial Sector
- 3.6.1. Financial Market Integrity
- 3.6.2. Regulations on Market Abuse and Manipulation
- 3.6.3. Disclosure and Transparency Requirements in Securities Markets

3.7. Supervisory Powers and Sanctions in the Financial Institution
- 3.7.1. Supervision and Resolution of Entities
- 3.7.2. Inspection and Sanction Procedures
- 3.7.3. Sanctions in the Financial Market

3.8. Ethics and Corporate Responsibility in the Financial Sector
- 3.8.1. Ethical Principles in the Financial Sector
- 3.8.2. Corporate Social Responsibility and Sustainability
- 3.8.3. Ethical Compliance and Training Programs

3.9. Technology and International Regulatory Compliance in the Financial Sector
- 3.9.1. Impact of Technology on Regulatory Compliance
- 3.9.2. Use of RegTech to Improve Compliance
- 3.9.3. Challenges and Opportunities of Digitalization in Regulatory Compliance

3.10. Future Trends and Challenges in Regulatory Compliance in the Financial Sector
- 3.10.1. Evolution of Global Financial Regulations
- 3.10.2. Emerging Challenges in Regulatory Compliance
- 3.10.3. Strategies for Adapting to a Constantly Changing Regulatory Environment

“Understand the impact of global governance and analyze how multilateral policies influence the stability of the Financial System”

04

Teaching Objectives

This program aims to provide specialized knowledge in Strategic Management and Financial Regulation, addressing the main regulatory frameworks and their impact on economic stability. In addition, it allows participants to develop analytical skills to anticipate risks and optimize decision-making in a complex financial environment. Emerging trends such as digitalization, sustainability, and the regulation of new technologies are included, ensuring an up-to-date view of the sector. This facilitates adaptation to constant market changes, boosting the efficiency and competitiveness of financial institutions in an evolving global context.

Optimize strategic decision-making by applying advanced methodologies for planning, competitive environment analysis, and project portfolio management"

General Objectives

- Understand the key principles of financial management and the structure of global markets in order to make informed decisions
- Develop strategic skills to address complex and highly uncertain situations in the financial field
- Acquire leadership skills to manage and coordinate multidisciplinary teams in the financial sector
- Analyze emerging trends, such as digitalization and new regulations, that are transforming the financial industry
- Develop the ability to identify, assess, and mitigate financial risks in diverse market environments
- Implement innovative technological solutions that optimize financial management and improve organizational competitiveness
- Promote an ethical and responsible approach to financial management, incorporating sustainability into business decisions
- Effectively manage investments in international markets, considering economic, political, and social factors
- Apply advanced analytical tools to make strategic decisions based on objective financial data
- Prepare to take on leadership roles in the financial sector with an ethical and responsible approach to sustainable growth

Specific Objectives

Module 1. Global Financial Environment

- Analyze the main macroeconomic trends affecting global financial markets
- Study the impact of international economic policies on financial institutions
- Assess the interconnection of financial markets and their influence on global economic stability
- Understand the dynamics of emerging economies and their integration into international markets

Module 2. Strategic Management of Financial Institutions

- Develop skills to design and implement financial strategies in the context of changing markets
- Assess the impact of strategic decisions on the growth and sustainability of financial institutions
- Effectively manage the resources of a financial institution to optimize its performance
- Identify opportunities for growth and diversification within the financial sector

Module 3. Regulatory Compliance in the Financial Sector

- Understand the main national and international regulations governing the financial sector
- Analyze the legal implications of regulatory compliance in financial operations
- Assess the risks arising from regulatory non-compliance and how to mitigate them
- Develop effective regulatory compliance plans to ensure the stability and reputation of financial institutions

05

Career Opportunities

This program provides access to key roles within the financial sector, such as Risk Manager, Regulatory Compliance Analyst, or Financial Regulation Consultant. It also opens up opportunities in internal audit, banking supervision, and financial control departments in international institutions. In addition, profiles such as money laundering prevention specialist or regulator in government agencies are in high demand. With the rise of fintech, new positions are emerging in Technology Regulation and Digital Compliance. On the other hand, Strategic Financial Management allows you to work as an investment advisor or strategy director in banks and consulting firms.

Integrate sustainability into Financial Management by aligning strategies with ESG regulations and promoting responsible growth"

Graduate Profile

The growing complexity of the financial environment has driven demand for professionals specializing in Regulation and Strategic Management. Banks, investment firms, and consulting companies require experts capable of interpreting regulations and designing strategies to ensure market stability. Likewise, regulatory bodies and supervisory agencies seek candidates with analytical vision to assess risks and develop effective financial policies. On the other hand, the rise of fintech and digitalization has created new opportunities in regulatory compliance and technology regulation, consolidating these specialists as key players in a constantly evolving sector.

You will promote the integration of good governance practices and professional ethics in financial management, ensuring transparency in all operations.

- **Risk management and strategic decision-making:** Ability to identify, assess, and mitigate financial risks within a regulatory framework
- **Teamwork and Collaboration:** Ability to coordinate with different areas within a financial institution and with regulatory bodies
- **Global vision and strategic thinking:** Understanding of the impact of international regulations and trends on financial markets
- **Professional ethics and corporate responsibility:** Commitment to transparency, regulatory compliance, and best practices in the financial sector

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

1. **Financial Risk Manager:** Responsible for identifying, assessing, and mitigating risks in banking and investment institutions to ensure financial stability.
2. **Regulatory Compliance Analyst:** Responsible for ensuring that financial operations comply with current national and international regulations.
3. **Financial Regulation Consultant:** Specialist in advising companies and institutions on regulations, compliance policies, and regulatory risk management.
4. **Financial Auditor:** Professional who reviews and analyzes financial statements to detect irregularities and ensure regulatory compliance.
5. **Money Laundering Prevention Specialist:** Responsible for designing and implementing policies to prevent money laundering and illicit financing.
6. **Financial Regulator:** Supervises financial institutions and enforces regulations to maintain transparency and stability in the sector.
7. **Compliance Director:** Focuses on designing and supervising regulatory compliance strategies in financial institutions.
8. **Fintech and Technology Regulation Advisor:** Professional who guides technology companies in adapting to financial regulations and digital standards.

Enhance financial supervision and delve into macroprudential and microprudential models to ensure the stability of the system"

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.

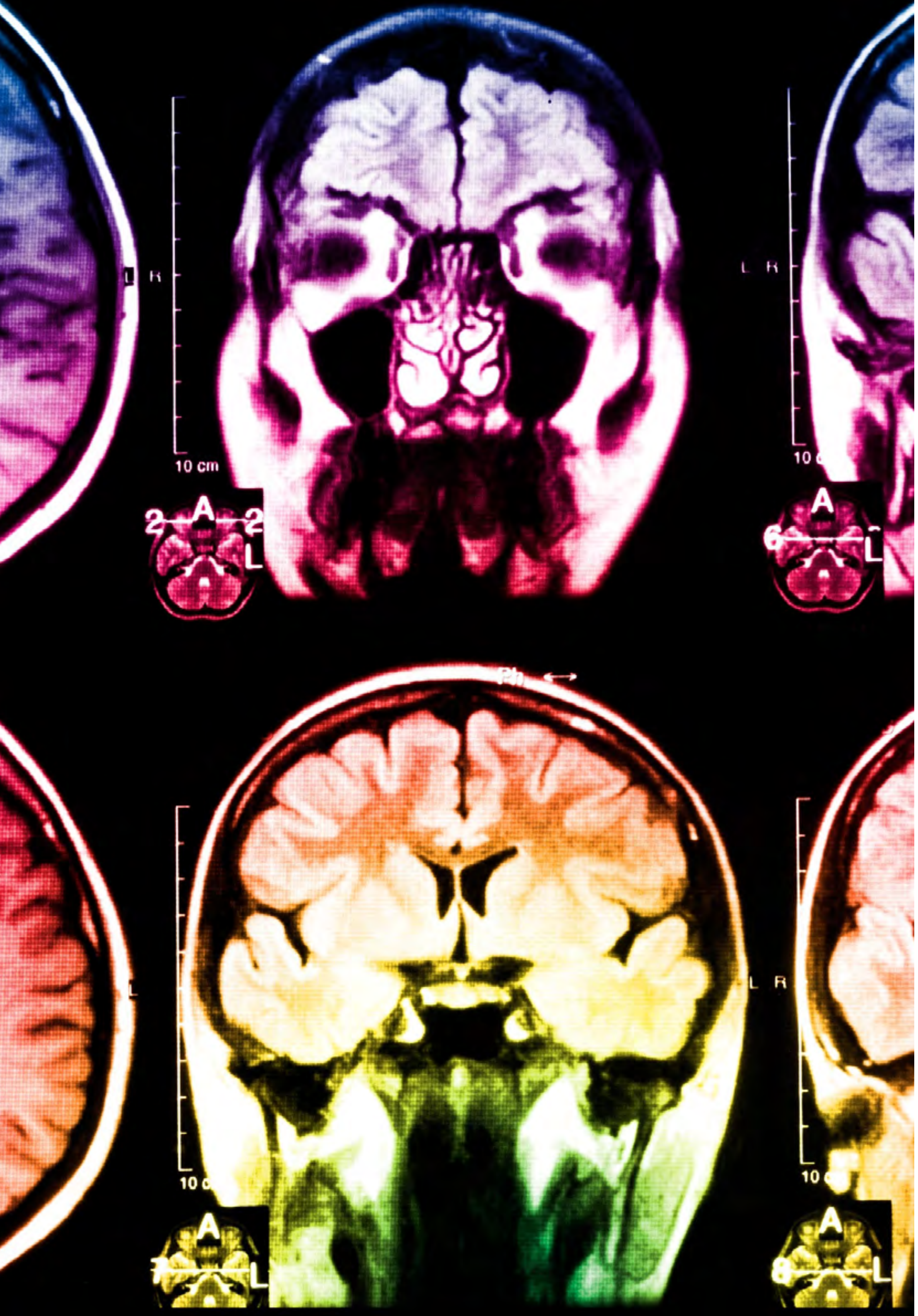
In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

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

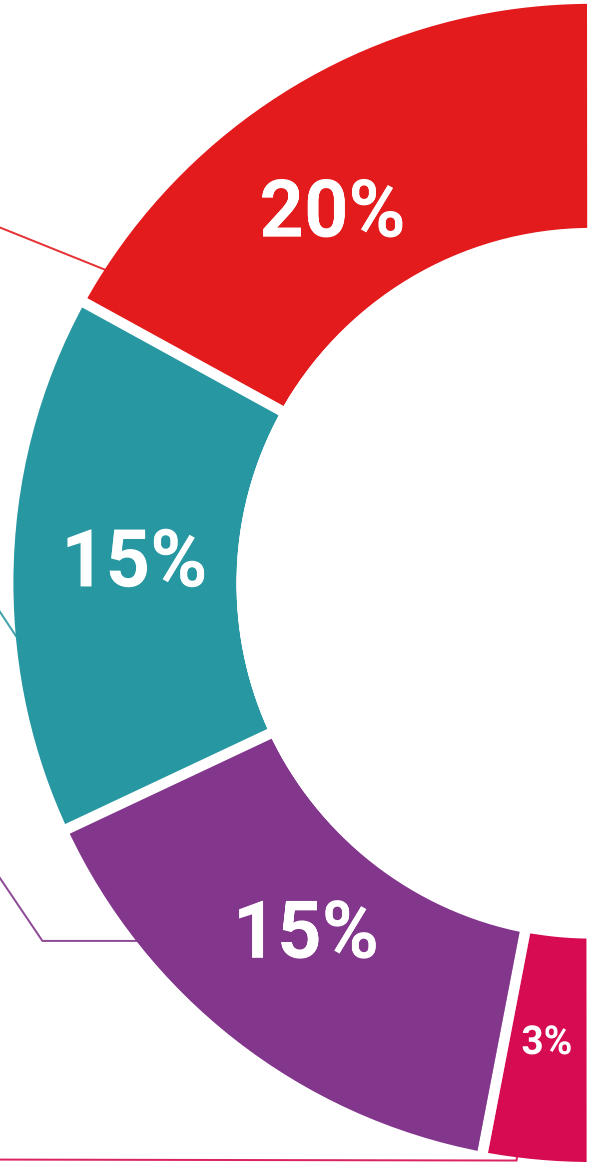
The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

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.

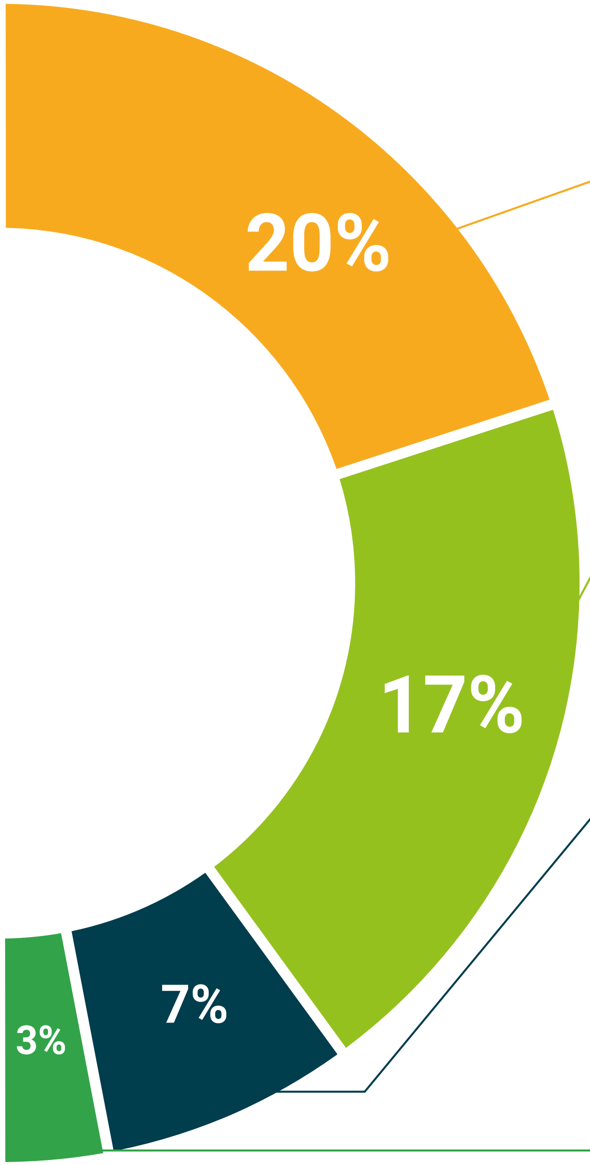
Interactive Summaries

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

Success in the financial sector depends largely on up-to-date knowledge and practical experience. That is why this program has a faculty made up of prestigious professionals who combine their experience in financial institutions, regulatory bodies, and high-level consulting firms. In addition, its practical approach allows the real challenges of the sector to be transferred to the academic field, offering a strategic and global vision. Thanks to their experience and teaching skills, they provide key tools for decision-making and effective management in regulated environments. All of this guarantees comprehensive training aligned with the demands of the financial market.

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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 Media, New York, USA
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory, New York, USA
- 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
- Degree in Organizational Communication from the University of Miami

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

International Guest Director

A technology leader with decades of experience in **major technology multinationals**, Rick Gauthier has developed prominently in the field of **cloud** 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 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, United States
- 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
- Degree in Environmental Studies from The Evergreen State College

“Take the opportunity to learn about the latest advances in this field 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. Therefore, 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, UK
- 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
- Bachelor's Degree from the University of Leeds
- Postgraduate Degree in Business Applications of AI for Senior Executives from the London Business School
- CCXP Customer Experience Professional Certification
- Executive Digital Transformation Course by IMD

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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,** in 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, USA
- Senior Manager, B2B Analytics and Technology, Google, USA
- Sales Director at Google, Ireland
- Senior Industry Analyst at Google, Germany
- Accounts Manager at Google, Ireland
- Accounts Payable at Eaton, UK
- Supply Chain Manager at Airbus, Germany

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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 **Product**, **Merchandising** and **Communication**. All of this linked to 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 **accessories**. His tactics have also focused on the **retail environment** and **consumer needs** and **behavior**. In this role, 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.**.

Furthermore, in companies such as **Calvin Klein** or **Gruppo Coin**, he has undertaken projects to boost the **structure**, and **development** of **different collections**. In turn, he has been in charge of creating **effective calendars** for buying and selling **campaigns.**
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 of 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
- Degree in Business and Economics from the University of Eastern Piedmont

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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 Café 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 Luminate'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 skill. Because of this, 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 Café
- Independent Business Intelligence and Data Science Consultant
- Director of Business Intelligence at Capgemini
- Chief 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
- Bachelor's and Master's Degree 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 t**elevision 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 of Arts in Political Science and Industrial Sociology from the University of KwaZulu-Natal, South Africa
- Bachelor of Arts in Psychology from the University of South Africa

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Management

Mr. Alegre Zalve, Joaquín

- Partner in charge of Banking & Finance at Crowe Legal y Tributario
- Director of Banking & Finance at Andersen
- Senior Manager of Banking and Financial Regulation at PwC
- Lawyer at Cuatrecasas
- Legal Specialist at Credit Suisse
- Master's Degree in Business Valuation and Accounting from Pompeu Fabra University
- Law Degree from the University of Valencia

Professors

Mr. Calatayud García, Carlos

- Head of the Strategic Development Team at Mercedes-Benz Mobility in Germany
- Head of the Strategic Development Team at Mercedes-Benz Mobility in Germany
- Coordinator of Digital Strategy and Transformation at Mercedes-Benz Mobility in Germany
- Head of the Project Office and CEO's Office at Mercedes-Benz Financial Services Spain
- Bachelor's Degree in Business Administration/Business Management from the University of Portsmouth and Antonio de Nebrija University

Mr. Sánchez Monjo, Miguel

- Partner at Cuatrecasas Financial Services and Fund Formation
- Specialist in financial regulation for national, international, and fintech financial institutions
- Specialist in the incorporation of domestic and foreign collective investment vehicles UCITS, hedge funds, venture capital, direct lending
- Advisor on transactions with a strong sectoral focus
- Law degree from Carlos III University
- Degree in Business Administration and Management from Carlos III University

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08
Certificate

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

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Modality: **online**

Duration: **6 months**

Accreditation: **18 ECTS**


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TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
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