

Postgraduate Diploma

Strategic Planning and Financial Management Control





Postgraduate Diploma

Strategic Planning and Financial Management Control

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

Website: www.techtute.com/in/school-of-business/postgraduate-diploma/postgraduate-diploma-strategic-planning-financial-management-control

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01 Welcome

These new times, convulsive at the business level, require leaders who are not only competent in their fields, but who also have exceptional leadership skills with which to accurately manage the financial and strategic management of the company.

As these are highly specific and in-demand skills, professionals who possess them are much more likely to increase their own career prospects, occupying relevant management positions. TECH has prepared this course for all those who want to focus their careers towards the most successful management, with a broad education that qualifies them in multiple aspects of leadership with which to achieve their most ambitious career goals.



Postgraduate Diploma in Strategic Planning and Financial Management Control.
TECH Technological University



“

*New-age managers need to be well-versed
in the strategic and financial knowledge
that will lead their companies to success”*

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 methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



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 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

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 Harvard Business School case studies"

03

Why Our Program?

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

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



“

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

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

01

A significant career boost

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

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

02

Develop a strategic and global vision of companies

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

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

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

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

04

Take on new responsibilities

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

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

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

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

06

Thoroughly develop business projects

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

20% of our students develop their own business idea.

07

Improve soft skills and management skills

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

Improve your communication and leadership skills and enhance your career.

08

Be part of an exclusive community

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

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

04 Objectives

The design of this program is focused on strengthening the management and leadership skills of its students, helping them to develop the necessary skills to take on the management of any business sector with an innovative and practical perspective, applying cutting-edge methodologies in Management and Strategy.



“

This Postgraduate Diploma can be the turning point in your professional career to achieve success. Don't wait any longer and enroll today to start making a difference"

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

Working together to achieve them

The **Postgraduate Diploma in Strategic Planning and Financial Management Control** will enable students to:

01

Define the elements of strategy as the main foundation of strategic management

03

Describe the logic of the strategic management process and the meaning of each of its phases



02

Analyze the strategic behavior of operations at different levels

04

Define the basic relationships of the company with its environment

05

Analyze the influence of stakeholders on the company

07

Develop the ability to detect, analyze and solve problems



06

Identify the different growth paths that companies can choose to pursue

08

Describe the features, problems and human, economic, political-legal and organizational implications of the different modalities of strategic development

05

Structure and Content

This program has been developed taking into account the most avant-garde educational methodology in the market, in order to make the student's study work as efficient as possible. The teaching staff, experts in Strategic Planning and Financial Management Control, guarantee the quality of its contents thanks to their own professional experience, which is reflected throughout the syllabus.



“

Enroll now in this Postgraduate Diploma to lay the essential foundations for your future business leadership"

Syllabus

This program prepares students for the most demanding managerial environment, providing them with the tools and methodologies with which to face the decisions and situations to which they will be exposed once they finish the program.

The syllabus emphasizes the relevance of management skills in communication, team management, negotiation and conflict resolution, as well as the most effective corporate strategies and corporate treasury management.

In addition, over the 375 hours of the course, students will analyze a large number of practical examples and real cases in which they will see in situ the application of methodologies and techniques taught during the program. It is therefore a more useful contextual teaching for the students, as they will be able to start applying the knowledge they have learned even before finishing the program.

This Postgraduate Diploma takes place over 6 months and is divided into 3 modules:

Module 1.	Managerial Skills
Module 2.	Management and Strategy
Module 3.	Strategic Planning and Financial Management Control



Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Diploma in Strategic Planning and Financial Management Control completely online. Over the course of 6 months, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

Module 1. Managerial Skills

1.1. Public Speaking and Spokesperson Education

- 1.1.1. Interpersonal Communication
- 1.1.2. Communication Skills and Influence
- 1.1.3. Communication Barriers

1.2. Communication and Leadership

- 1.2.1. Leadership and Leadership Styles
- 1.2.2. Motivation
- 1.2.3. Skills and Abilities of the Leader 2.0

1.3. Personal Branding

- 1.3.1. Strategies for Personal Brand Development
- 1.3.2. Personal Branding Laws
- 1.3.3. Tools for Creating Personal Brands

1.4. Team Management

- 1.4.1. Work Teams and Management Meetings
- 1.4.2. Managing Change Processes
- 1.4.3. Managing Multicultural Teams
- 1.4.4. Coaching

1.5. Negotiation and Conflict Resolution

- 1.5.1. Effective Negotiation Techniques
- 1.5.2. Interpersonal Conflicts
- 1.5.3. Intercultural Negotiation

1.6. Emotional Intelligence

- 1.6.1. Emotional Intelligence and Communication
- 1.6.2. Assertiveness, Empathy, and Active Listening
- 1.6.3. Self-Esteem and Emotional Language

1.7. Relational Capital: Coworking

- 1.7.1. Managing Human Capital
- 1.7.2. Performance Analysis
- 1.7.3. Managing Equality and Diversity
- 1.7.4. Innovation in People Management

1.8. Time Management

- 1.8.1. Planning, Organisation and Control
- 1.8.2. The Methodology of Time Management
- 1.8.3. Action Plans
- 1.8.4. Tools for Efficient Time Management

Module 2. Management and Strategy

2.1. Strategic Thinking

- 2.1.1. The Strategy and its Purpose
- 2.1.2. Strategic Thinking and Strategist Skills
- 2.1.3. Lateral Thinking and Blue Ocean Strategy
- 2.1.4. Neuroscience Applied to Strategy

2.2. Strategic Decisions and Decision Makers

- 2.2.1. Corporate Governance
- 2.2.2. Management Teams
- 2.2.3. Creating Value

2.3. Competitive Strategy

- 2.3.1. Market Analysis
- 2.3.2. Sustainable Competitive Advantage
- 2.3.3. Return on Investment

2.4. Corporate Strategy

- 2.4.1. Driving Corporate Strategy
- 2.4.2. Pacing Corporate Strategy
- 2.4.3. Framing Corporate Strategy

2.5. Planning and Strategy

- 2.5.1. The Relevance of Strategic Direction in the Management Control Process
- 2.5.2. Analysis of the Environment and the Organization

2.6. Strategy Implementation

- 2.6.1. Indicator Systems and Process Approach
- 2.6.2. Strategic Map
- 2.6.3. Differentiation and Alignment

2.7. Strategic Analysis Models

- 2.7.1. Internal Analysis
- 2.7.2. External Analysis
 - 2.7.2.1. Sources of Competitive Advantage in the Sector
 - 2.7.2.2. Advantages, Disadvantages and Effectiveness of Strategic Analysis

2.8. Total Quality Management and Advanced Project Management

- 2.8.1. TQM (Total Quality Management)
- 2.8.2. Six Sigma as a Business Management System
- 2.8.3. EFQM Model

2.9. Lean Management

- 2.9.1. The Basic Principles of Lean Management
- 2.9.2. Improvement and Problem-Solving Groups
- 2.9.3. New Forms of Maintenance and Quality Management

2.10. Ethics and Strategic Management

- 2.10.1. Integration of Ethics and Strategy
- 2.10.2. Human Motivation and Ethics
- 2.10.3. Ethical Quality of Organizations

Module 3. Strategic Planning and Financial Management Control

3.1. Management Control

- 3.1.1. Financial Policy and Growth
- 3.1.2. Information as a Management Control Tool
- 3.1.3. Management Control as a Planning and Management System
- 3.1.4. Duties of the Financial Controller
- 3.1.5. Scope of Management Control

3.2. Financial Information and Management Decisions

- 3.2.1. Financial or Legal Accounting
- 3.2.2. Analytical or Cost Accounting
- 3.2.3. Control Accounting

3.3. Treasury Management

- 3.3.1. Accounting Working Capital and Working Capital Requirement
- 3.3.2. Calculation of Operating Cash Requirements
- 3.3.3. Credit Management
- 3.3.4. Management of Funds, Wealth and Family Offices

3.4. Cash Management

- 3.4.1. Bank Financing of Working Capital
- 3.4.2. Treasury Department Organization
- 3.4.3. Centralized Treasury Management

3.5. Planning and Control of Responsibility Centers

- 3.5.1. Design of a Management Control System
- 3.5.2. Management Control Deviations

3.6. The Process of Strategic Formulation and Planning

- 3.6.1. Formulation and Content of the Strategic Plan
- 3.6.2. Balanced Scorecard
- 3.6.3. Terminology and Basic Concepts

3.7. Organizational Planning

- 3.7.1. Business Units and Transfer Pricing
- 3.7.2. Manufacturing, Production, Support and Sales Centers
- 3.7.3. Roles and Responsibilities of Financial Management

3.8. Indicators as a Control Tool

- 3.8.1. Control Panel
- 3.8.2. Number and Format of Indicators
- 3.8.3. Strategic Planning



Give the ultimate professional touch to your knowledge curriculum and learn the techniques used by the world's most successful entrepreneurs"

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.



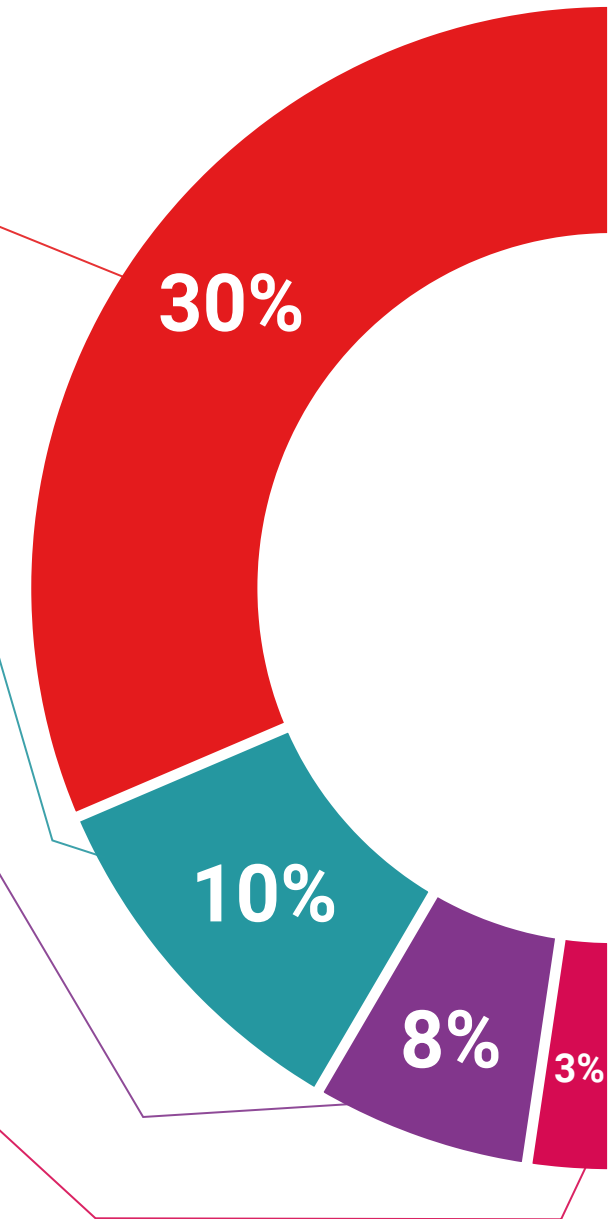
Management Skills Exercises

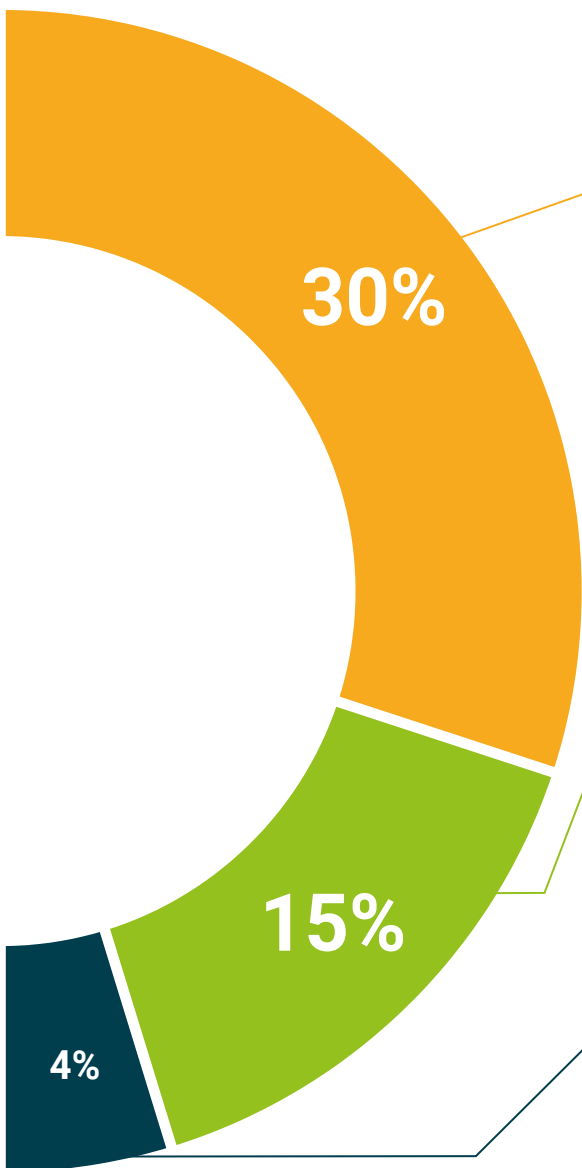
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



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 profile of the students who take this Postgraduate Diploma in Strategic Planning and Financial Management Control is varied, as they come from multiple areas of the business world. However, they all share a common objective: to obtain a significant professional improvement thanks to advanced and distinctive knowledge in the management area.



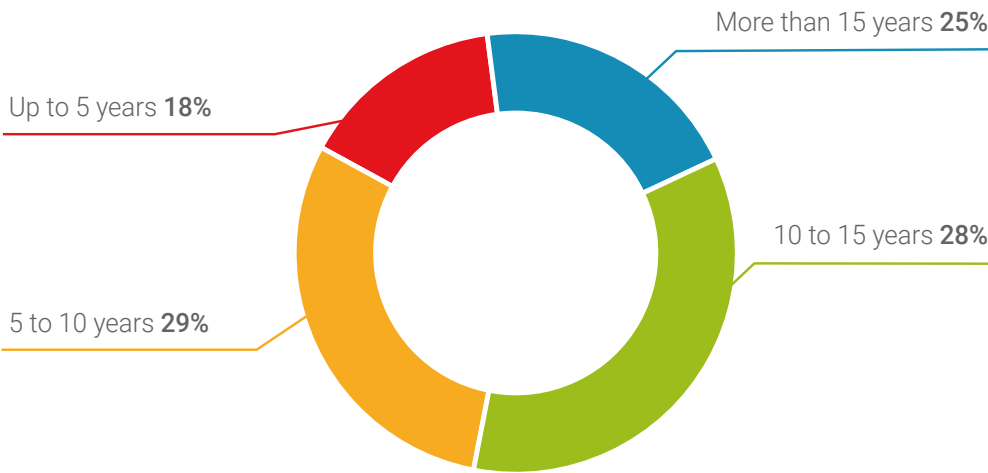
“

If your career aspirations include managing diverse and complex workgroups, you are in the right place to strengthen your professional future"

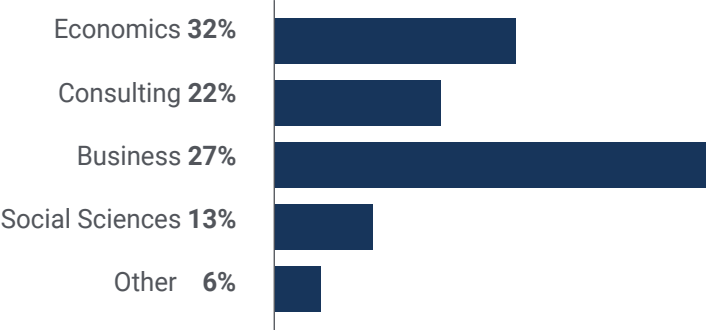
Average Age

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

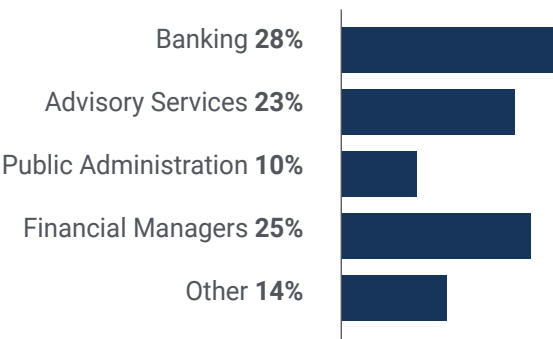
Years of Experience



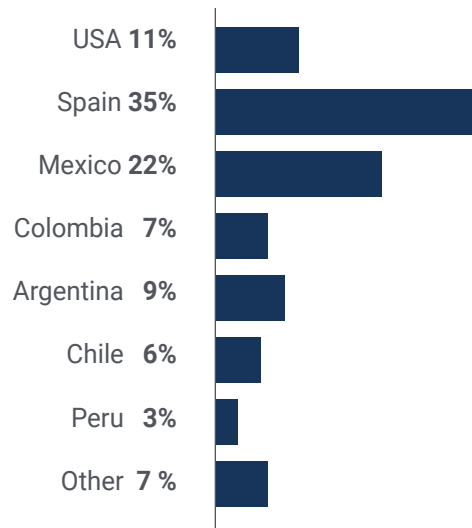
Training



Educational Profile



Geographical Distribution



Paula Giménez

Strategic financial consultant

"The contents of this Postgraduate Diploma have been crucial in demonstrating my professional worth. Thanks to my determination and effort I got a job promotion after completing this program, so I recommend it to all those who want to boost their career"

08

Course Management

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



“

A high-level teaching staff to teach professionals who seek excellence"

Management



Mr. Domingo Folgado, Javier

- Director of Corporate Development & Investor Relations. WHITE INVESTING
- Head of the Analysis Department. AZNAR Equity
- Founding Director. RELIANZE
- Director of Private Banking PrivatBank DEGROOF
- PhD in Advanced Mathematics applied to Economics
- Master's Degree in Portfolio Management, Institute of Advanced Finance



09

Impact on Your Career

TECH is aware of the difficulties that students may face in pursuing a program of these characteristics, so in addition to offering the facility of being able to study it completely online, it ensures that all the content taught is of quality and is up to date to the current market demands, bringing together the best professionals in financial management and control for it.





“

*Your challenge is to reach the top of your career.
TECH's is to ensure that you achieve this by providing
you with the best possible tools and knowledge"*

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

The Postgraduate Diploma in Strategic Planning and Financial Management Control prepares the student for the most challenging challenges at the head of work departments, where precise skills in efficient leadership and cost control are necessary to achieve better business results.

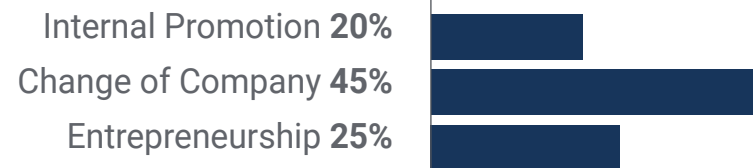
A unique program with which you can update your knowledge in banking and financial markets.

Finance moves in uncertain environments and, therefore, your advanced training will be of great use in your daily practice.

Time of change



Type of change



Salary increase

This program represents a salary increase of more than **25.22%** for our students.



10

Benefits for Your Company

The incorporation of professionals with high skills in strategic planning and financial management control brings numerous benefits to companies, as they are leaders with a qualification adapted to the new economic trends. Thanks to this knowledge, they will be able to overcome the obstacles they face, managing large work teams and important business projects in a much better way.



“

Your own professional projects will benefit from the high-level skills you will acquire in this Postgraduate Diploma”

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

01

Intellectual Capital and Talent Growth

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

02

Retaining high-potential executives to avoid talent drain

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

03

Building agents of change

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

04

Increased international expansion possibilities

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



05

Project Development

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

06

Increased competitiveness

This Postgraduate Diploma will equip executives with the skills to take on new challenges and thus drive the organization forward.

11 Certificate

The Postgraduate Diploma in Strategic Planning and Financial Management Control guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma 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 Diploma in Strategic Planning and Financial Management Control** 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 Diploma issued by **TECH Technological University** via tracked delivery*.

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

Title: **Postgraduate Diploma in Strategic Planning and Financial Management Control**

Official N°of Hours: **375 h.**





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