

Executive Master's Degree

Banking and Financial Markets





Executive Master's Degree Banking and Financial Markets

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Global University
- » Accreditation: 60 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtitude.com/us/school-of-business/executive-master-degree/master-banking-financial-markets

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01

Introduction

In an ever-changing financial environment, marked by market fluctuations, economic crises and political factors, it is crucial for banking and financial professionals to keep abreast of market dynamics. Banking and Financial Markets are fundamental to the success of companies, as they provide the necessary tools to manage risks, access capital and make strategic decisions in an ever-changing global context. Therefore, this academic opportunity, designed and launched by TECH, was created with the essential focus of empowering professionals with the knowledge required to successfully navigate this discipline. Its 100% online methodology allows you to adjust the pace necessary to combine work and academic responsibilities.



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With this fully online program, you will design financial products tailored to the specific needs of clients”

In a globalized environment, the transparency and regulatory compliance offered by these markets help increase investor and business partner confidence, driving growth and innovation. Overall, banking and financial markets are essential for the stability and competitiveness of companies, providing a framework that favors both their development and their long-term sustainability.

The importance of these areas lies in the fact that they are the engine that enables the flow of resources to productive sectors, promotes economic stability and fosters the growth of international markets.

In recent years, these sectors have experienced significant advances driven by digitalization, artificial intelligence. Digitalization has transformed banking services, making transactions faster and more accessible to users, while artificial intelligence has improved the ability to analyze large volumes of data to prevent risks and investment opportunities. These advances have not only optimized the internal operations of financial institutions, but have also opened new doors for financial inclusion and global access to banking services.

In this scenario, TECH launches an innovative program in Banking and Financial Markets. The academic itinerary will delve into the latest technological advances that are transforming the sector. In addition, they will be supported by the largest online university in the world and recognized for its high rate of employability in the financial field.

With a faculty full of experts and leading professionals with extensive international experience, making this program an ideal choice for those looking to advance professionally in an ever-changing financial environment.

In addition, a prestigious International Guest Director will give 10 rigorous Masterclasses.

This **Executive Master's Degree in Banking and Financial Markets** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The development of practical cases presented by experts in Banking and Financial Markets
- ♦ 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 the self-assessment process can be carried out to improve learning
- ♦ Its special emphasis on innovative methodologies in Banking and Financial Markets
- ♦ 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



*A renowned International Guest Director
will offer 10 comprehensive Masterclasses
on the latest developments in Banking and
Financial Markets”*

“*TECH offers you the innovative Relearning methodology, with which you will achieve a much more effective, situated and contextual learning*”

You will design investment portfolios for both individuals and companies, maximizing returns according to the risk profile.

Specialized readings will allow you to further extend the rigorous information provided in this academic option.

The teaching staff includes professionals belonging to the Banking and Financial Markets field, who contribute 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 has a huge faculty of more than 6,000 professors of the highest international prestige.



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Study at the largest online university in the world and ensure your professional success. The future begins 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 eleven 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 curriculum of this program in Banking and Financial Markets is designed to cover all key aspects of the financial sector, from bank management to investment strategies and financial regulation. Students will explore fundamental areas such as the functioning of banking institutions, risk management and capital markets, with a practical approach that will allow them to apply the knowledge acquired in real situations.



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You will analyze an organization's financial statements, interpreting its results and providing strategic recommendations to improve its financial health”

Module 1. The Economic Environment and Financial Markets

- 1.1. Fundamentals of Banking and Finance
 - 1.1.1. Fundamental Variables in Financial Decisions
 - 1.1.2. Financial Activity
 - 1.1.3. Banking Within the Financial System
 - 1.1.4. The Banking Business
- 1.2. Finance Theory
 - 1.2.1. Statistics Applied to the Stock Market
 - 1.2.2. Mathematics of Financial Operations
 - 1.2.3. Financial Transactions
- 1.3. Macroeconomics and Monetary Policy
 - 1.3.1. GDP
 - 1.3.2. Financial Balance
 - 1.3.3. The Role of the Public Sector
 - 1.3.4. Monetary Policy and Fiscal Policy
- 1.4. Measuring Financial Activity
 - 1.4.1. Financial System
 - 1.4.2. Types of Transactions
 - 1.4.3. Financial Instruments
- 1.5. Main Financial Aggregates
 - 1.5.1. Financial Institutions
 - 1.5.2. Financial Versus Non-Financial Investment
 - 1.5.3. Negotiation Levels
- 1.6. Markets and the Control of Financial Flows
 - 1.6.1. Structure of the Financial System
 - 1.6.2. Financial Markets
 - 1.6.3. Nature and Objectives of Monetary Policy
 - 1.6.4. Interest Rates

- 1.7. Bank Accounting
 - 1.7.1. Financial Statements in Banking
 - 1.7.2. Other Balance Sheet and Income Statement Items
 - 1.7.3. Credit Risk and Insolvency
 - 1.7.4. Business Combinations and Consolidation
- 1.8. The Current Financial Crisis
 - 1.8.1. Failures of the International Financial System
 - 1.8.2. Accounting Standards and Creative Accounting
 - 1.8.3. Bad Banking Practices
 - 1.8.4. Tax Havens

Module 2. Banking Management

- 2.1. Operational Management of Credit Institutions
 - 2.1.1. Analysis of the Income Statement
 - 2.1.2. Main Management Indicators
 - 2.1.3. Management Control of the Banking Business
- 2.2. Management Objectives of Financial Institutions
 - 2.2.1. Solvency Management in Credit Institutions
 - 2.2.2. *Market and Funding Liquidity*
 - 2.2.3. Efficient Banking Management
- 2.3. Interest Rate Risk Management
 - 2.3.1. Risk Management in Credit Institutions
 - 2.3.2. Interest Rate Risk
 - 2.3.3. Interest Risk Valuation Methods
- 2.4. Liquidity Management and Monetary Policy of the ECB
 - 2.4.1. Money and Interbank Markets
 - 2.4.2. Liquidity Management
 - 2.4.3. Coverage of Legal Coefficients
 - 2.4.4. Monetary Policy in the Euro Zone

2.5. Banking Company and Management Models

- 2.5.1. The Financing of Economic Activity
- 2.5.2. Costs and Productivity
- 2.5.3. Margins and Profitability
- 2.5.4. Competition in the Banking Sector

2.6. Banking Regulation

- 2.6.1. The European Central Bank and the Central Banking System
- 2.6.2. Cash Ratio and Eligible Liabilities
- 2.6.3. Solvency Ratios: Basel II
- 2.6.4. Money Laundering

Module 3. Financial Instruments and Markets

3.1. The Financial Markets

- 3.1.1. Financial Markets Characteristics
- 3.1.2. Financial Markets Functions
- 3.1.3. Financial Markets Components

3.2. Types of Financial Markets

- 3.2.1. Financial Markets According to Traded Rights
- 3.2.2. Financial Markets According to the Term of the Assets Traded
- 3.2.3. Financial Markets According to the Time of Issuance of Assets
- 3.2.4. Financial Markets According to Their Organizational Structure
- 3.2.5. Financial Markets According to the Time of Delivery of the Asset

3.3. BORRAR

- 3.3.1. European Central Bank
- 3.3.2. General Directorate of Insurance and Pension Funds
- 3.3.3. National Securities Market Commission

3.4. Stock Markets

- 3.4.1. The Stock Market
- 3.4.2. Futures Market
- 3.4.3. Options Markets

3.5. Fixed Income Market

- 3.5.1. Spot Interest Rates and Forward Interest Rates
- 3.5.2. Public Debt Market
- 3.5.3. AIAF Market

3.6. Equity Market

- 3.6.1. Trading Systems
- 3.6.2. BORRAR
- 3.6.3. Securities and Stock Exchange Operations
- 3.6.4. IPOs

3.7. Futures Market

- 3.7.1. Forward Contracts
- 3.7.2. Futures on Interest
- 3.7.3. Exchange Rate Futures
- 3.7.4. Stock Index Futures

3.8. Options Markets

- 3.8.1. Speculative Operations
- 3.8.2. Continuous Arbitrage Operations
- 3.8.3. The Price of an Option Contract
- 3.8.4. Use of Options in Hedging
- 3.8.5. Characteristics of an Options Portfolio

3.9. OTC Derivative Products

- 3.9.1. FRA Markets
- 3.9.2. Swap
- 3.9.3. Cap, Floor and Collar

3.10. Foreign Exchange Market

- 3.10.1. Operation and Regulatory Agencies
- 3.10.2. Spot Foreign Exchange Transactions
- 3.10.3. Parity Conditions
- 3.10.4. Exchange to Local Currency

3.11. Investment Funds

- 3.11.1. Fixed Income Funds
- 3.11.2. Mixed Fixed Income Funds
- 3.11.3. Mixed Equity Funds
- 3.11.4. Equity Funds

3.12. Liberalization of Financial Markets

- 3.12.1. Eurodollars and Eurobonds
- 3.12.2. New International Titles
- 3.12.3. Globalization

Module 4. Financial Analysis and Planning

- 4.1. Accounting and Bank Consolidation
 - 4.1.1. Analysis of the Economic Situation
 - 4.1.2. Industry and Company Analysis
 - 4.1.3. Types of Graphs
 - 4.1.4. Main Theories
- 4.2. Fundamental and Technical Analysis
 - 4.2.1. Analysis of the Balance Sheet
 - 4.2.2. Income Statement Analysis
 - 4.2.3. Management Ratios
 - 4.2.4. Selection Criteria for Investing in a Credit Institution
- 4.3. Analysis of Financial Statements
 - 4.3.1. Equity Analysis
 - 4.3.2. Degree of Liquidity of Assets
 - 4.3.3. Efficiency and Profitability of Investments
- 4.4. Financial Prediction
 - 4.4.1. Economic Forecasting Models
 - 4.4.2. Univariate Models
 - 4.4.3. Multivariate Models
 - 4.4.4. Techniques for Estimating Financial Variables
- 4.5. Balance Sheet and Risk Analysis
 - 4.5.1. Risks of Credit Institutions
 - 4.5.2. Information Required for Risk Analysis
 - 4.5.3. Analysis of the Situation and Possible Evolution of the Companies
 - 4.5.4. Short and Long-Term Financing
- 4.6. Solvency Management
 - 4.6.1. Shareholders Equity in the Banking Company and Solvency Ratio
 - 4.6.2. Capital Optimization and Pillar II
 - 4.6.3. Basel III
 - 4.6.4. Internal Control and Pillar III

- 4.7. Profitability Analysis Models
 - 4.7.1. Risk-Adjusted Return Analysis
 - 4.7.2. Asset and Liability Pricing Models
 - 4.7.3. Strategic Map: Definition and Elaboration
 - 4.7.4. Control Panels
- 4.8. Valuation of Credit Institutions
 - 4.8.1. Basic Principles in the Valuation of a Financial Institution
 - 4.8.2. Modeling of a Credit Institution
 - 4.8.3. Methodologies for the Valuation of Financial Institutions

Module 5. Financial Products and Banking Asset Products

- 5.1. BORRAR
 - 5.1.1. Treasury Bills
 - 5.1.2. Government Bonds and Debentures
 - 5.1.3. Debt of the Autonomous Community and Other Public Entities
- 5.2. Equity Assets
 - 5.2.1. The Regulation of Equity Markets
 - 5.2.2. Contracting in Equity Markets
 - 5.2.3. Companies in the Stock Market
 - 5.2.4. Stock Market Information
- 5.3. Derivative Financial Products
 - 5.3.1. Short-Term Derivative Products
 - 5.3.2. Options
 - 5.3.3. Swaps
 - 5.3.4. Credit Derivatives
- 5.4. Structured Financial Products
 - 5.4.1. Structured Interest Rate Swaps
 - 5.4.2. Structured Exchange Rate
 - 5.4.3. Structured Equity Securities
 - 5.4.4. Commodities Structures

- 5.5. Bank Loans to Individuals
 - 5.5.1. Analysis of Effective Rates
 - 5.5.2. Financial Characteristics
 - 5.5.3. Legal Characteristics
- 5.6. Corporate Banking Asset Products
 - 5.6.1. Bank Discount
 - 5.6.2. Credit Policies
 - 5.6.3. Anticipated Credits
- 5.7. Mortgage Loans
 - 5.7.1. Appraisals
 - 5.7.2. Mortgage Subrogation
 - 5.7.3. Mortgage Novations
- 5.8. Working Capital Financing Products
 - 5.8.1. Factoring
 - 5.8.2. Confirming
- 5.9. Insurance Products
 - 5.9.1. Models and Characteristics
 - 5.9.2. Regulation and Tax Treatment of Pension Funds and Plans
 - 5.9.3. Marketing of Insurance Products from Credit Institutions
- 5.10. Liability Products
 - 5.10.1. Remuneration and Profitability
 - 5.10.2. APR
 - 5.10.3. Legal and Tax Aspects
 - 5.10.4. Target Audience

Module 6: Collective Investment

- 6.1. Investment Funds
 - 6.1.1. Manager and Trustee
 - 6.1.2. Investment Funds
 - 6.1.3. Supervision
 - 6.1.4. Characteristics of the Funds

- 6.2. Equity Management
 - 6.2.1. Analysis of Investment Funds
 - 6.2.2. Equity Management Tools
 - 6.2.3. Analysis of a Portfolio of Financial Assets
 - 6.2.4. Reinstatement of Truncated Financial Investments
- 6.3. Asset Allocation
 - 6.3.1. Portfolio Advisory Process
 - 6.3.2. Strategic and Tactical Asset Allocation
 - 6.3.3. Institutional Manager
 - 6.3.4. Strategic Portfolio and Tactical Portfolio
- 6.4. Portfolio Building
 - 6.4.1. Market Risk
 - 6.4.2. International Investment
 - 6.4.3. Asset Classes, Utility Curves and CAMP
 - 6.4.4. Portfolio Formation Strategies
- 6.5. Equity Management Strategies
 - 6.5.1. Markowitz Portfolio Selection Theory
 - 6.5.2. Systematic and Specific Risks
 - 6.5.3. Financial Crisis Management
 - 6.5.4. Portfolio Management in Emerging Markets
- 6.6. Fixed Income Management Strategies
 - 6.6.1. Fixed Income Portfolio Management
 - 6.6.2. Hedging in Fixed Income Portfolios
 - 6.6.3. Securitizations
- 6.7. Insurance
 - 6.7.1. Fundamentals of the Insurance Activity
 - 6.7.2. Unit Linked, Coinsurance and Reinsurance
 - 6.7.3. Insurance Sector Institutions
 - 6.7.4. Insurance Companies and Mutual Insurance Companies
- 6.8. Taxation
 - 6.8.1. Taxation of Financial Products
 - 6.8.2. Taxation of Social Security Products

Module 7. Financial Risk and Corporate Finance

- 7.1. Financial Management and Corporate Finance
 - 7.1.1. Business Management and Value Creation
 - 7.1.2. Capital Structure and Financial Leverage
 - 7.1.3. Weighted Average Cost of Capital
 - 7.1.4. Capital Asset Pricing Model and Other Models
- 7.2. Company Valuation Methods
 - 7.2.1. Dividend Discount
 - 7.2.2. Flow Discounting
 - 7.2.3. Comparable Multiples
- 7.3. Corporate Operations
 - 7.3.1. Mergers
 - 7.3.2. Acquisition
 - 7.3.3. *Mergers and Acquisitions*
 - 7.3.4. Tax Regime for Restructuring Operations
- 7.4. Studying Other Types of Companies
 - 7.4.1. Unlisted Companies
 - 7.4.2. SMEs
 - 7.4.3. Family Businesses
 - 7.4.4. Foundations and Non-Profit Organizations
 - 7.4.5. Social Economy Enterprise
- 7.5. Strategy and Risk Control
 - 7.5.1. Management Control Systems
 - 7.5.2. Risks and Internal Control
 - 7.5.3. Review and Audit of the Control System
 - 7.5.4. Financial Risk Management

- 7.6. Risk, Profitability and Indebtedness
 - 7.6.1. Economic Profitability and Financial Profitability
 - 7.6.2. Financial Profitability and Indebtedness
 - 7.6.3. Risk and Profitability
- 7.7. Sources of Financing
 - 7.7.1. Bank Financing
 - 7.7.2. Issuance of Debentures and Securitization of Assets
 - 7.7.3. Private Equity and Venture Capital
 - 7.7.4. Subsidies and Fiscal Support
- 7.8. Corporate Transactions and Bankruptcy
 - 7.8.1. Declaration of Bankruptcy and Its Effects
 - 7.8.2. Settlement and Liquidation Phases
 - 7.8.3. International Tender
 - 7.8.4. Scoring the Tender
 - 7.8.5. Conclusion and Reopening of the Tender

Module 8. International Finance

- 8.1. International Payment and Collection Methods
 - 8.1.1. Bills, Personal Check and Bank Check
 - 8.1.2. Transfer, Payment Order and Remittance
 - 8.1.3. Documentary Clauses and Credits
 - 8.1.4. Factoring, International Swap and Other Means
- 8.2. Financing Operations in International Markets
 - 8.2.1. Incoterms
 - 8.2.2. Derivative Instruments to Hedge Possible Fluctuations in the Price of Raw Materials
 - 8.2.3. Export Credits With Official Support
 - 8.2.4. Hedging with Swap Contracts
 - 8.2.5. The OECD Consensus



- 8.3. International Financial Institutions
 - 8.3.1. The Fund for the Internationalization of the Company
 - 8.3.2. The World Bank Group
 - 8.3.3. The Inter-American Development Bank
 - 8.3.4. Caribbean Development Bank
- 8.4. Formation of Exchange Rates
 - 8.4.1. Interest Rate Parity Theory
 - 8.4.2. Theory of Exchange Rate Expectations
 - 8.4.3. Purchasing Power Parity (PPP) Theory
 - 8.4.4. Capital Market Balance
- 8.5. Debt Conversion Programs
 - 8.5.1. BORRAR
 - 8.5.2. Operation
 - 8.5.3. Conversion of Debt into Public Investments
 - 8.5.4. Conversion of Debt into Private Investments
- 8.6. International Stock Market
 - 8.6.1. Wall Street Market (New York)
 - 8.6.2. Gold Market
 - 8.6.3. World External Debt
 - 8.6.4. Paris Club
 - 8.6.5. ADR and GDR Securities Market

Module 9. Financial Marketing

- 9.1. Bank Office Market Research
 - 9.1.1. Specific Aspects of Financial Services Marketing
 - 9.1.2. Determining Factors When Choosing a Bank
 - 9.1.3. Development of New Banking Products and Services
 - 9.1.4. Tools for Bank Marketing Research
- 9.2. Sales and Communication Techniques
 - 9.2.1. Notions of Psychology Applied to Sales
 - 9.2.2. Techniques to Improve Verbal and Non-Verbal Communication
 - 9.2.3. Negotiation Tactics
 - 9.2.4. Closing and Customer Commitment
- 9.3. Financial Marketing Plan
 - 9.3.1. Pricing of Banking Products
 - 9.3.2. Product Promotion and Advertising Campaigns
 - 9.3.3. Distribution Systems Used in Financial Services Marketing
 - 9.3.4. Segmentation, Targeting and Positioning
- 9.4. New Strategies for Sales Growth and Cost Savings
 - 9.4.1. Electronic Banking
 - 9.4.2. CRM (Customer Relationship Management)
 - 9.4.3. *Cross-Selling and Up-Selling*
- 9.5. Relationship Marketing
 - 9.5.1. Customer Development and Loyalty
 - 9.5.2. Marketing Tools for Customer Loyalty and Retention
 - 9.5.3. Customer Retention Strategies



- 9.6. Inbound Marketing in the Banking Sector
 - 9.6.1. Effective Inbound Marketing
 - 9.6.2. The Benefits of Inbound Marketing
 - 9.6.3. Measuring the Success of Inbound Marketing
- 9.7. Developing E-Mail Campaigns
 - 9.7.1. Designing E-Mail Marketing Campaigns
 - 9.7.2. E-Mail Marketing
 - 9.7.3. Lists of Subscribers, Leads and Customers
- 9.8. Corporate Branding
 - 9.8.1. *Brand Evolution*
 - 9.8.2. Creating and Developing a Successful Brand
 - 9.8.3. *Brand Equity*

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You will implement compliance policies that ensure adherence to financial laws, preventing fraud and money laundering”

04 Teaching Objectives

The main objective of the Banking and Financial Markets program is to provide students with a comprehensive understanding of the main aspects of the financial sector, preparing them to address the challenges and take advantage of the opportunities of an ever-changing environment. At the end, graduates will acquire theoretical and practical knowledge that will enable them to develop key skills to manage risks, optimize investments, understand the new technologies that are revolutionizing the sector, and make informed strategic decisions in the global financial arena.





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You will be able to operate in securities markets, manage transactions and analyze the fluctuations of instruments such as bonds”



General Objectives

- ♦ Acquire an in-depth understanding of how banking institutions, capital markets and investment strategies work
- ♦ Develop skills in risk management and the application of advanced technological tools, such as artificial intelligence and blockchain, in the financial arena
- ♦ Prepare graduates to successfully manage corporate finance and make key strategic decisions in a globalized financial environment
- ♦ Instruct professionals capable of analyzing and evaluating financial regulation and economic policies in emerging and developed markets



Apply strategies that optimize the performance of a financial institution, maximizing its profitability and operational efficiency"





Specific Objectives

Module 1. The Economic Environment and Financial Markets

- ♦ Analyze the main factors influencing the global economy and how they affect Financial Markets
- ♦ Examine the different types of markets (capital, foreign exchange, derivatives, among others) and their economic impact

Module 2. Banking Management

- ♦ Understand the national and international regulations governing the banking activity
- ♦ Develop skills to improve profitability and efficiency in banking management

Module 3. Financial Instruments and Markets

- ♦ Delve into the different financial instruments (stocks, bonds, derivatives, etc.) and how they work
- ♦ Examine how Financial Markets operate and the different types of instruments available

Module 4. Financial Analysis and Planning

- ♦ Apply financial analysis methods and techniques to evaluate the health of a company
- ♦ Manage financial evaluation tools to determine the viability and risk of investment projects

Module 5. Financial Products and Banking Asset Products

- ♦ Know the different financial products offered by banks and other financial institutions
- ♦ Design and market financial products adapted to the needs of clients

Module 6. Collective Investment

- ♦ Evaluate fund performance and the risks associated with collective investments
- ♦ Delve into how to manage a mutual fund and make collective investment decisions

Module 7. Financial Risk and Corporate Finance

- ♦ Develop skills to manage risks within the corporate context
- ♦ Implement strategies and tools to reduce the impact of financial risks in organizations

Module 8. International Finance

- ♦ Analyze global financial markets and how they interact with each other
- ♦ Evaluate how globalization affects international finance and markets, as well as strategies for adaptation

Module 9. Financial Marketing

- ♦ Analyze consumer preferences and behaviors in the financial sector
- ♦ Apply techniques to strengthen a financial institution's reputation and presence in the marketplace

Module 10. Ethical-Legal-Fiscal

- ♦ Develop skills to make financial decisions that are aligned with ethical and legal principles
- ♦ Analyze how financial institutions can contribute to social and economic well-being while respecting legal frameworks

05

Career Opportunities

Upon completion of the Banking and Financial Markets program, graduates will be perfectly prepared to play key roles in various financial institutions, both nationally and internationally. They will have access to job opportunities in commercial banks, investment banks, financial consulting firms, investment funds, financial advisors and regulatory entities. Graduates will be able to occupy positions of high responsibility in areas such as risk management, financial planning, portfolio management, financial analysis and investment strategies.



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You will manage long-term relationships with clients in the banking sector, providing customized solutions that meet their financial needs”

Graduate Profile

Graduates of the Banking and Financial Markets program will be highly trained professionals with a comprehensive vision of the financial sector. They will also develop knowledge in risk management, investment analysis, and financial strategy, as well as a deep understanding of the emerging technologies that are transforming banking. In addition, you will be able to make strategic decisions based on financial data analysis and an understanding of global market dynamics.

This program is the path to developing a solid, strategic and innovative career in an industry that is redefining the future.

- ♦ **Strategic Investment Management:** Ability to make informed decisions on the best investment opportunities, evaluating risks and returns in different Financial Markets
- ♦ **Advanced Financial Analysis:** Ability to perform detailed analysis of financial statements, identify trends and evaluate the economic performance of financial institutions and companies
- ♦ **Financial Risk Management:** Ability to identify, assess and manage risks associated with Financial Markets, using advanced tools such as hedging and derivatives
- ♦ **Regulatory and Ethical Compliance:** Ability to ensure compliance with international regulations in the financial sector, promoting transparency, ethics and sustainability within organizations



After completing the program, you will be able to use your knowledge and skills in the following positions:

- 1. Investment Portfolio Manager:** Responsible for designing, managing and optimizing investment portfolios, utilizing advanced financial analysis and risk management tools to maximize returns and minimize risk
- 2. Senior Financial Analyst:** Responsible for conducting detailed analysis on Financial Markets, institutions and assets, providing strategic recommendations for investors and high-level decision making
- 3. Financial Risk Manager:** Responsible for identifying, assessing and managing risks inherent in investments and banking operations, implementing strategies to mitigate negative impacts on financial portfolios
- 4. Digital Banking and Fintech Consultant:** Leader in the implementation of innovative technology solutions within financial institutions, focusing on the optimization of banking services through the use of blockchain, artificial intelligence and other emerging technologies
- 5. Director of Financial Strategy:** Responsible for developing and executing financial strategies at the corporate level, aligning the organization's objectives with global financial market trends and opportunities
- 6. Director of Regulatory Compliance and Financial Regulation:** Responsible for ensuring that financial institutions comply with local and international rules and regulations, overseeing the implementation of governance and ethical compliance policies
- 7. Chief Financial Officer:** Executive responsible for managing the financial health of the company, overseeing corporate finance, liquidity management, budgets and long-term investment strategies
- 8. Financial Services Innovation Leader:** Responsible for identifying and developing new business opportunities within the banking and financial sector, using emerging technologies to deliver innovative financial products and services
- 9. Investment Fund Manager:** Responsible for managing and directing investment funds, overseeing asset purchase and sale decisions, as well as risk and return analysis based on the fund's objectives
- 10. International Markets Strategist:** Specialist in the analysis of global financial markets, advising on investment strategies in emerging and developed markets, and managing the risks associated with global economic volatility



You will make informed financial decisions, analyzing economic, financial and market data"

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.

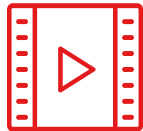
The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution became the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

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

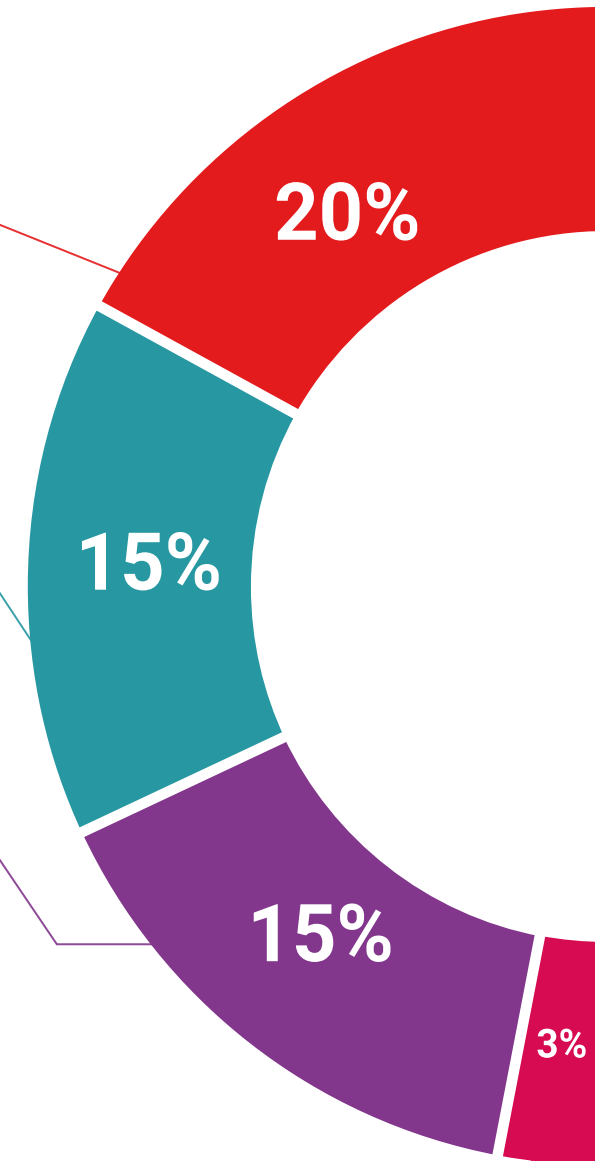
We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

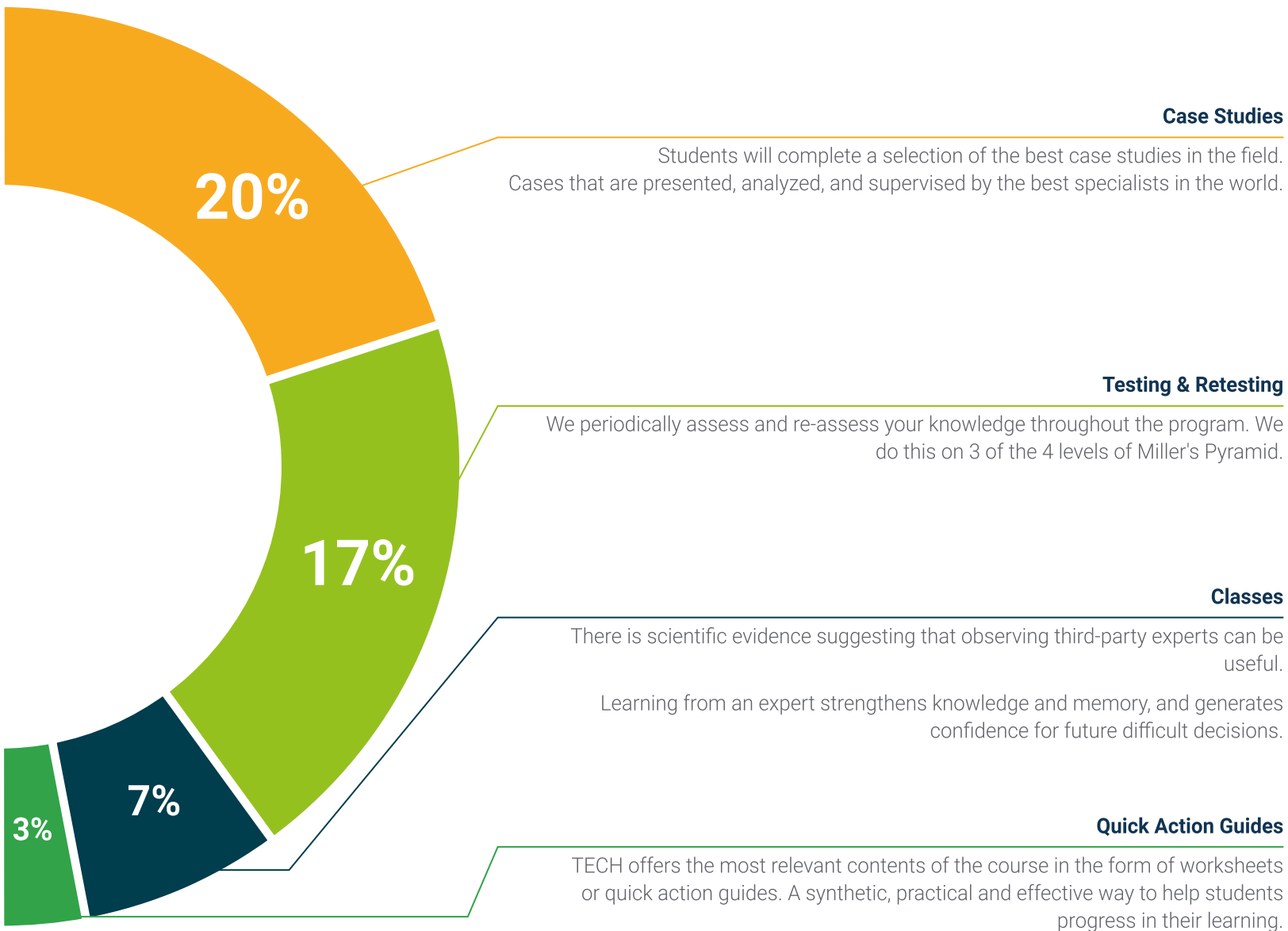
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.





07

Teaching Staff

The program includes in its teaching staff 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 students.



“

You will enjoy a curriculum developed by real experts in Banking and Financial Markets”

International Guest Director

Erdi Karaca is a prominent leader in **banking** and **financial product** development, specialized in **digital strategies**, **data** and **Artificial Intelligence**. With a focus on creating innovative solutions, he has contributed to the advancement of **digital banking** and the implementation of **emerging technologies** in the **financial sector**. In fact, his interests include the integration of **AI** to improve **customer experience** and the optimization of **banking processes**, as well as the design of strategies for **banking products**.

Throughout his career, he has held leadership positions in global institutions such as **HSBC Kinetic**, where he has worked as **Head of Mobile Banking** and **Co-Head of Corporate Banking**, where he has led teams in the development of **HSBC Kinetic** and **mobile services** for **corporate banking** in the **United Kingdom**. In addition, his management has focused on the creation of innovative **digital products**, such as **payment solutions**, **cards**, **loans** and **financial management tools**. He has also been **Head of Banking and Beyond Banking**, where he has overseen projects that have transformed **SME banking** through **digital products**.

Internationally, Erdi Karaca has been recognized for his ability to lead complex teams and develop strategies that have driven innovation in **digital banking**. He has led global programs that have promoted **smart banking** and **technology** integration in diverse markets. His work has been instrumental in the implementation of **AI-driven smart banking solutions** and in the management of **financial products** for business customers globally. He has also contributed to the **research** of multiple products for the financial sector, publishing **articles** on the implementation of **AI** in **banking**, as well as presenting his work at **international conferences**.



Mr. Karaca, Erdi

- Head of Mobile Banking at HSBC Kinetic, London, United Kingdom
- Co-Head of Corporate Banking at HSBC Kinetic
- Head of Banking and Beyond Banking at HSBC Kinetic
- CDO (Chief Data Officer) of Global Commercial Banking at HSBC Kinetic
- Innovation, Strategy and Innovation in Commercial Banking at NatWest Group
- Digital Strategy and Product Development Manager at NatWest Group
- Master's Degree in Business from Oxford University
- Course in Artificial Intelligence: Implications for Business Strategy from the MIT Sloan School of Management
- Master's Degree in International Politics from the University of Surrey
- Bachelor's Degree in Social Sciences from Oxford Technical College

“

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

Management



Dr. Domingo Folgado, Javier

- ♦ Head of Corporate Development & Investor Relations at White Investing
- ♦ Founding Director of Relianze
- ♦ Head of the Analysis Department at Aznar Patrimonio
- ♦ Founding Partner at Finance Business School
- ♦ Head of Private Banking at Degroof Petercam
- ♦ Doctorate in Advanced Mathematics Applied to Economics from UNED
- ♦ Bachelor's Degree in Economics and Business Administration from the University of Valencia
- ♦ Master's Degree in Portfolio Management from the Institute of Advanced Finance



“

A unique, crucial and decisive learning experience to boost your professional development"

08 Certificate

The Executive Master's Degree in Banking and Financial Markets guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.



“

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

This private qualification will allow you to obtain a **Executive Master's Degree in Banking and Financial Markets** endorsed by **TECH Global University**, the world's largest online university.

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.

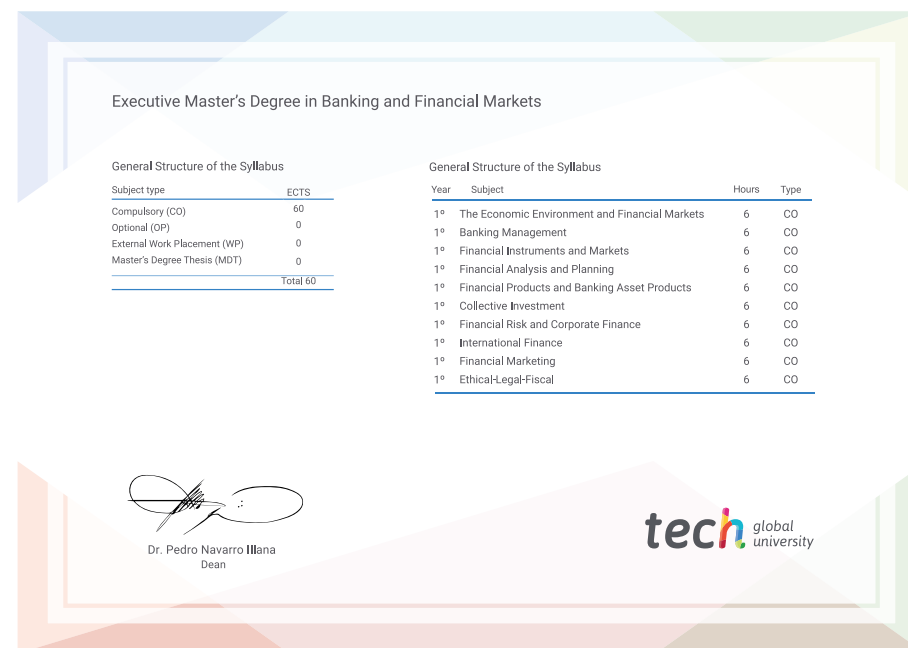
This **TECH Global University** private qualification is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Executive Master's Degree in Banking and Financial Markets**

Modality: **online**

Duration: **12 months.**

Accreditation: **60 ECTS**





Executive Master's Degree Banking and Financial Markets

- » Modality: online
- » Duration: 12 months.
- » Certificate: TECH Global University
- » Accreditation: 60 ECTS
- » Schedule: at your own pace
- » Exams: online

Executive Master's Degree

Banking and Financial Markets