

IESDE

SCHOOL
OF
MANAGEMENT



GLOBAL EXECUTIVE
**MASTERS IN
FINANCIAL
MANAGEMENT**

iesde.mx

The Global Executive Masters in Financial Management is a part-time executive program with a global reach, offered by IESDE School of Management. It has been designed and developed by the GEMFM Global Network, an organization of financial professionals and educational experts from all 5 continents.



The **GEMFM** program enables its participants to make better, well-informed decisions to address financial problems. The **GEMFM** offers executives working in the financial sector or in other environments in which finance plays a crucial role an outstanding program to keep track with the latest developments in financial management.

Aim



- To provide participants with an up-to-date view on both theory and practice.
- To strengthen the participants' ability to keep pace with future developments.
- To make participants acquainted and familiar with the most important tools for problem analysis and decision support.
- To promote a problem-oriented approach to financial management, in which finding an approximate solution to the precise problem is preferred to finding an exact solution to some approximate problem.
- To promote awareness for the international aspects of and contingencies within the financial world.
- To provide participants with skills for communication within both the national and international financial world, skills for 'getting things done'.
- To provide participants with an understanding of the legal, social and ethical aspects of financial management.

GEMFM

WHAT YOU SEE IS what you get

BENEFITS



- The GEMFM program is accredited by The International Board for Quality Assurance and Accreditation of Executive Financial Education (IBQA), and the American Academy of Financial Management (AAFM). In addition, it is certified by the Mexican educational authority (SEP - RVOE).
 - The Global Executive Masters in Financial Management program includes a Study Tour in New York, which incorporates simulation training by ProBanker; student and staff exchanges, and integrated curriculum.
 - The sessions are offered by lecturers with extensive experience in executive education from top universities in Europe, the U.S., Middle East, Australia, and Mexico, among others.
 - The program goes into the principles, core concepts and results of corporate financial management, investments, and financial markets. These topics are approached with a multi-dimensional and interactive focus, including topics like leadership and decision making, bridging the gap between theory and practice.
 - The program approaches financial decision making and analysis from a managerial perspective (with an eye for context and successful action), taking account of the (more general) insights and evidence from the study of finance.
 - It is designed to maximize knowledge sharing; dialogue-driven lessons engage students in cross-cultural discussions with educators and peers.
 - During the elective courses, the program provides the opportunity for participants to complete a recommended track (Risk Management and Asset Management) or any other combination from a list of several possible modules.
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WHY ATTEND

This program has been designed for professionals working in/with finance, with a balance between Corporate Finance, Investment, and Financial Markets subjects. As a part-time executive program, participants can use the knowledge learned immediately on their jobs.

More than 200 hrs. of financial training.



1 Pre Masters
Module



8 core courses and
2 elective courses



1 International
Study Tour

CERTIFICATIONS



IBQA

International Board for
Quality Assurance and
Accreditation of
Executive Financial Education

Program director

- **Dr. Karen Watkins** is the Director of the **GEMFM** Global Network. She is affiliated to the Business and Communication Faculty at Universidad Internacional de La Rioja (UNIR), Spain.

Program Structure

- Teaching methods include simulations, workshops, business cases, team as well as independent work, and coverage of actual financial topics in the news.
- The Global Executive Masters in Financial Management program consists of 10 courses (of which 2 are electives).
- The final component of the GEMFM program requires the participants to complete a capstone project.

The program includes a 5-days study trip to New York City. It consists of an intense and competitive simulation of bank management strategies, together with lectures and visits to financial institutions.

CORE COURSES

- 1. Financial Reporting & Analysis**
- 2. Corporate Finance**
- 3. Investments**
- 4. Empirical Finance**
- 5. New York Study Tour: Analytical and Competitive Strategy in Bank Management**
- 6. Derivatives**
- 7. Fixed Income**
- 8. Leadership and Corporate Governance**

ELECTIVE COURSES

RECOMMENDED TRACKS

Track 1: Risk Management

- a. Derivatives**
- b. Enterprise Risk Management**
- c. Financial Institutions Risk Management**

Track 2: Asset Management

- a. Fixed Income**
- b. Institutional Asset Management**
- c. Advanced Portfolio Management**

Other possible electives are: Entrepreneurial Finance, Behavioral Finance, Digital Financial Innovation, Health Finance, International Finance, and Real Estate Investment.

GEMFM FACULTY

- 38 Faculty Members, from all 5 continents and 18 different countries.
- Recruited with the following criteria:
a) sound academic background, b) research record, c) inspirational lecturing skills; d) knowledge and experience with businesses practices, e) professional delivery, and f) affiliated with well-respected business schools.

COLLABORATIONS

- Several professional associations collaborate with GEMFM Global Network, through accreditations, faculty and student exchanges, and other academic products and services.
- These include ProBanker, Oxyor, American Academy of Financial Management, International Board for Quality Assurance and Accreditation, Euro Working Group for Commodities and Financial Modelling, and Santander Chair in Family Business at University of Granada.

QUALITY CONTROL

- The GEMFM program follows a rigorous process of quality control, both external and internal, based on the following criteria: 1. content which is up-to-date and of high standards; 2. practical relevance; 3. effective communication and interaction; 4. professional delivery; and 5. corporate/ social responsibility
- It is certified by the local educational authorities in each location where it is offered
- Advisory Board Members: Anoop Rai, Rita D´Ecclesia, Onno Steenbeek, and Karen Watkins



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LEARNING BUSINESS
COMMUNITY *for the
common good.*

8 core courses - 2 elective courses

Schedule

One Module per month

(24 hours per module;
15 in class and 9 online)

Investment: **17,000 USD**

Duration: **12 months**

Start: **August 2022**

Wednesday (Week 1) 19:00 to 22:00 (videoconference)

Wednesday (Week 2) 16:00 to 19:00 (in class)

Thursday (Week 2) 10:00 to 14:00; 15:00 to 19:00 (in class)

Friday (Week 2) 10:00 to 14:00 (in class)

Wednesday (Week 3) 19:00 to 22:00 (videoconference)

Thursday (Week 3) 19:00 to 22:00 (videoconference)

It is delivered in a balanced combination of in-class and online elements

**Instituto de Estudios Superiores
en Dirección de Empresas
de México A. C.**

**Registro de Validez Oficial
de Estudios (RVOE)
SEP-SES/21/114/01/1465/2016**

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