

# 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 4 different 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 an optional Study Tour in New York, which incorporates simulation training by ProBanker (it accounts as an elective course); 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, 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 specialize in finance or in management.



### 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 350 hrs. of financial/managerial training



16 modules



1 International  
Study Tour



144 conceptual - practical  
sessions

### CERTIFICATIONS

- **International Board for Quality Assurance and Accreditation of Executive Financial Education (IBQA)**
- **American Academy of Financial Management (AAFM).**

## Program directors

- **Prof.dr. Jaap (Jacob) Spronk** is the Director of the **GEMFM** Global Network. He is Full Professor of Finance and until recently Academic Dean of MBA Programs at Rotterdam School of Management (The Netherlands).
- **Dr. Karen Watkins** is Academic Director for the **GEMFM** Mexico Program. 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 16 modules (of which 6 are electives). It is delivered in a balanced combination of in-class and online elements.
- The final component of the GEMFM program requires the participants to complete a capstone project.

The program includes a 5-days optional 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

- **Introduction to Finance** – Jaap Spronk
- **Leadership and Corporate Social Responsibility** – Laurence Berlie(\*)
- **Financial Reporting & Analysis** – Dennis Jullens
- **Introduction to Derivatives** – Anoop Rai
- **Risk Management** – Goran Persson
- **Fixed Income and Asset Allocation** – Ghassan Chammas(\*)
- **Corporate Finance** – Herberto Rodríguez(\*)
- **Portfolio & Market Theory** – Onno Steenbeek
- **Empirical Finance** – Karen Watkins(\*)
- **Computational Finance** – Alfonso Mendoza(\*)

## FINANCE SPECIALIZATION ELECTIVES

- **NY Study Tour – Simulation of Bank Management Strategies (ProBanker)** – Anoop Rai
- **Strategic Finance** – Herberto Rodríguez(\*)
- **Corporate Governance and Financial Performance** – Karen Watkins(\*)
- **Financial Risk Forecasting** – Javier Ordóñez(\*)
- **FINTECH** – Francisco Mochón(\*)
- **International Finance and Risk Management in Emerging Markets** – Alfonso Mendoza(\*)
- **Islamic Investment** – Ghassan Chammas(\*)
- **Regulatory Compliance** – Noemi Tambe(\*)

## MANAGEMENT SPECIALIZATION ELECTIVES

- **Corporate Governance and Board Members Development** – Alfredo Miranda (\*)
- **Microeconomics of Competitiveness** – Alfredo Miranda (\*)
- **Strategy, Planning and Execution** – Gonzalo Horteiga
- **Enterprise Politics. A Model of Humanistic Management & Governance** – Alfredo Miranda(\*)
- **Sustainable Development** – Gabriela Sánchez
- **Strategic Marketing** – Richard Halbinger (\*)
- **Economic Environment of Business** – Javier Ordóñez(\*)
- **Leadership and Communication** – Laurence Berlie (\*)

(\*) English and Spanish



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LEARNING BUSINESS  
COMMUNITY *for the  
common good.*

**10 core courses - 6 elective courses - 2 specializations to choose**

Investment: **13,000 USD**

Duration: **18 months**

Start: **January 2021**

Schedule: **Tuesday and Thursday 18:00 to 21:00 hrs.**

**Or 8:00 to 11:00 hrs. (If the professor is in Europe or Middle East)**

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.**

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