

# Professional Master's Degree

## Industrial Organization Management



## Professional Master's Degree Industrial Organization Management

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/pk/engineering/professional-master-degree/master-industrial-organization-management](http://www.techtute.com/pk/engineering/professional-master-degree/master-industrial-organization-management)

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# 01

# Introduction

In the business world, establishing a bridge between the needs of society, scientific-technological knowledge and the management of production processes is a well-known fact both historically and in the modern era. But to maintain and adapt to the new models and encourage the innovative spirit of entrepreneurship, without neglecting the fundamental aspects of project management, requires the development of specific knowledge for the new leader profile. In this program, the fundamental topics for Industrial Organization Management today are developed in a completely online modality that can be completed in only 12 months.





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*Develop yourself in Industrial Organization Management and incorporate into your professional practice the latest advances in this important area for the market”*

Making the best decisions in the field of organizational management requires a thorough understanding of the current market context, the company's capabilities, its components and its current production process, and foreseeing the risks that may be faced and the limits to be reached. Issues such as perfect competition, transaction costs and governmental or regulatory actions are part of the elements to be evaluated over the course of the program.

This Professional Master's Degree in Industrial Organization Management has a unique and differentiated approach. With the analysis of real situations in business contexts and with a research approach to enhance the profile of new company managers and leaders who are able to design new sustainable production models according to the needs of the industrial organization and its environment.

The fundamental principles in managing the functional areas of a company will be developed: production, investment, financing and marketing, taking into account the current regulatory framework in terms of quality and industrial safety. Providing professionals with all the knowledge surrounding productive unit work dynamics and the interaction between their functions, to understand their importance in achieving efficient results appropriate to the strategic plan proposed.

Therefore, professionals in the field of Business Management will be able to generate value from different perspectives and positions, such as general, financial or commercial management, providing progressive solutions in contexts of innovation and internationalization. It should be noted that the learning process is completely online over the course of 12 months, under a Relearning methodology, which allows professionals to be trained without sacrificing tasks in their daily life, obtaining the quality and flexibility they need.

This **Professional Master's Degree in Industrial Organization Management** contains the most complete and up-to-date scientific program on the market. Its most notable features are:

- ◆ Case studies presented by experts in Industrial Engineering
- ◆ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ◆ Practical exercises where self-assessment can be used to improve learning
- ◆ Its special emphasis on innovative methodologies
- ◆ 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



*Industrial Organization Management is the key to processes in business environments to general value and create wealth"*



*This degree will provide you with the most up-to-date knowledge in product design and innovation management. Enroll now and become an expert in 12 months”*

*Master the design of development and continuous improvement plans for the company's production processes.*

*TECH offers you a 100% online innovative study methodology that will allow you to balance your current activities with your training process.*

The program's teaching staff includes professionals from the sector who contribute their work experience to this training program, as well as renowned specialists from leading societies 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 immersive training programmed to train in real situations

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the academic year. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts



# 02

# Objectives

The main objective of this Professional Master's Degree in Industrial Organization Management is for professionals to understand the fundamental principles in managing the functional areas of a company, such as production, investment, financing and marketing. Taking into account aspects related to sustainability can affect company management and profitability. Given that reality, professionals must provide advanced solutions for the proper functioning and development of any organization.







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*Business environments need professionals trained in management areas to help them embark on paths to success. This is your chance. Start now”*



## General Objectives

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- ◆ Understand company functions and the elements involved
- ◆ Develop new production models and strategies within the company
- ◆ Understand new in company production designs, considering sustainability and product life cycle
- ◆ Comply with regulatory policies in terms of quality and industrial safety
- ◆ Undertake production processes based on quality and problem solving
- ◆ Understand the importance of planning within production processes, production units work dynamics and function interactions
- ◆ Analyze industrial organization needs to design maintenance plans adjusted to current and future contexts
- ◆ Know new business models in entrepreneurship, its components and different value propositions
- ◆ Understand the importance of creativity and innovation in business approaches
- ◆ Analyze the different tools to promote entrepreneurship in the digital era
- ◆ Delve deeper into the operation of logistics and distribution management systems
- ◆ Analyze the influence of information systems on supply chains
- ◆ Understand the methodologies in business project management processes
- ◆ Delve deeper into the prevention of occupational accidents within industrial plants or work sites, the risks and legal frameworks to which to adapt
- ◆ Understand the different organizational strategies to follow to respond to critical situations in the company





## Specific Objectives

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### Module 1. Introduction to Business Organization

- ◆ Identify the main characteristics of international legal frameworks that regulate business
- ◆ Identify the fundamental principles in managing functional areas of the company: production, investment, financing and marketing
- ◆ Explain from sustainability the aspects that can affect company management
- ◆ Identify the concepts of company and organization and their theoretical evolution
- ◆ Propose actions to favor adequate business management, considering competitiveness and strategic direction
- ◆ Explain the relationship between the firm and the market in proposed situations
- ◆ Identify the fundamental aspects of corporate governance and social responsibility
- ◆ Identify the main characteristics of management systems, corporate cultures and organizational power

### Module 2. Systems of Production, Procurement and Warehouses

- ◆ Identify the fundamental aspects of production system models and strategies
- ◆ Apply the acquired knowledge of mechanics, materials and manufacturing in an innovative and creative way
- ◆ Identify the phases and operations of manufacturing processes
- ◆ Perform calculations and measurements for the implementation of products and facilities
- ◆ Evaluate industrial infrastructure (facilities and equipment) to ensure optimal conditions of use
- ◆ Design product and facility implementation projects
- ◆ Use multidisciplinary and international teams
- ◆ Identify and design maintenance types and plans

### Module 3. Product Design and Innovation Management

- ◆ Identify the fundamental aspects of production systems design
- ◆ Apply sustainable innovation criteria in product design
- ◆ Analyze product design life cycles and the phases
- ◆ Design management processes for industrial organizations that take innovation and sustainability into account
- ◆ Apply product life cycle criteria in the search for sustainable products
- ◆ Identify the main characteristics of innovation as a business strategy from a sustainable perspective

### Module 4. Quality Management

- ◆ Identify the fundamental aspects of current regulations on quality and industrial safety
- ◆ Identify the main characteristics of the different Quality Management models
- ◆ Apply quality management models in specific industrial environments
- ◆ Analyze quality management from an integral vision of the process
- ◆ Know how to properly use quality assurance tools
- ◆ Plan locality management processes in real contexts
- ◆ Analyze, control and make decisions to continuously improve industrial processes
- ◆ Identify and select process improvement and quality problem solving methods

### Module 5. Production Planning and Control

- ◆ Achieve detailed knowledge production units work dynamics and functionality interaction
- ◆ Address the importance of production planning as a key profitability tool
- ◆ Delve deeper into the fundamentals of *Lean* thinking and the main differences compared to traditional manufacturing processes

- ◆ Analyze and implement the different production planning systems
- ◆ Establish maintenance plans suitable for each industrial organization

### Module 6. Business Creation

- ◆ Identify one's own capabilities and motivations as an entrepreneur
- ◆ Practically identify the basic aspects in business projects to create a company
- ◆ Apply tools to develop creativity individually and in groups
- ◆ Identify the main phases in financing processes
- ◆ Apply the methodology and models of product design and innovation in specific cases proposed
- ◆ Explain the Startup funding cycle, forms of capital and types of investors
- ◆ Identify the key aspects of product and customer life cycles
- ◆ Design a business plan for a real organization

### Module 7. Logistics and Distribution Management

- ◆ Identify the fundamental aspects and principles for logistics functions in the company
- ◆ Explain the strategic value of logistics as a factor of competitive advantage for companies in an increasingly global and digital world
- ◆ Design the supply chain according to the needs of a given business
- ◆ Identify appropriate strategies for planning and managing demand and transport management
- ◆ Propose actions to encourage proper storage and handling management
- ◆ Propose strategies to improve production management in specific contexts
- ◆ Identify tactics to promote purchasing and procurement management

**Module 8. Company Project Management**

- ◆ Introduce students to the management, direction and administration of multidisciplinary company projects
- ◆ Plan, organize, secure and coordinate the organization's resources and people
- ◆ Acquire the ability to apply the knowledge in any type of project and situation
- ◆ Control the timing, budgets and scope of business projects
- ◆ Manage and direct projects in the field of Industrial Organization Engineering

**Module 9. Occupational and Industrial Safety**

- ◆ Comply with current regulations and have the minimum documentation required to develop a correct prevention management system
- ◆ Analyze the operational management in occupational risk prevention to carry out effective risk prevention management
- ◆ Elaborate adequate hazard identification and risk assessment in occupational health and safety
- ◆ Focus the occupational risk prevention management system to minimize occupational accidents and to prioritize constant improvement

**Module 10. Crisis Management in Organizations**

- ◆ Identify different crisis situations in the company and their implications
- ◆ Analyze organization behavior and intervention criteria to efficiently resolve crisis situations
- ◆ Identify the most appropriate techniques to deal with crisis or risk situations using efficient management techniques
- ◆ Formulate communication and negotiation strategies that allow for adaptive and strategic leadership
- ◆ Design positive negotiation and crisis communication management processes for proposed cases



*Delve into the latest advances in Industrial Organization Management and achieve all your professional goals"*

# 03 Skills

Throughout this Professional Master's Degree in Industrial Organization Management, students will be able to develop a series of competencies that will turn them into specialized and updated professionals in this area. They will fully understand companies and their components and will be able to develop in the business environment, managing production and logistics systems as well as designing products, plans and processes; in addition to obtaining a broad knowledge of legal regulations, prevention, safety and crisis management.



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*Develop the best competencies to become a great business leader thanks to this Professional Master's Degree”*



## General Skills

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- ◆ Generate criteria regarding the importance of business organization to achieve objectives and goals
- ◆ Apply the tools for business planning
- ◆ Develop a leadership profile within business management
- ◆ Understand how a human resources department functions and its importance for the company
- ◆ Master the concepts of marketing and finance for business management
- ◆ Manage the different structures within production systems, their design and operations control
- ◆ Generate new product design models suitable for innovation management
- ◆ Understand the functioning of quality management systems within organizations
- ◆ Apply continuous improvement methodologies to quality management
- ◆ Master the manufacturing planning phases
- ◆ Manage production organization according to the most implemented models in the industry
- ◆ Generate value proposals within the framework of business creation and entrepreneurship
- ◆ Understand logistics and distribution management procedures within the company's production process
- ◆ Develop business projects based on agile methodologies
- ◆ Generate occupational safety and prevention plans according to the risks associated with the company and its production processes
- ◆ Design plans that address different cases presented within the company that may negatively affect it





## Specific Skills

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- ◆ Understand management systems, corporate culture and organizational power
- ◆ Generate actions that favor business management, considering competitiveness and strategic direction
- ◆ Manage multidisciplinary, national and international teams
- ◆ Enable management processes for industrial organizations that take innovation and sustainability into account
- ◆ Act in the face of decision making in continuous improvement management processes
- ◆ Design effective plans for location management processes
- ◆ Implement the different production planning systems
- ◆ Generate a spirit of entrepreneurship for the productive process of the company
- ◆ Design business plans after a case study
- ◆ Understand the principles for logistics functions in the company
- ◆ Manage, direct and administer multidisciplinary company projects
- ◆ Develop and effectively manage a company's risk prevention plan
- ◆ Propose action plans for crisis situations within the company

# 04

# Structure and Content

The contents of this Professional Master's Degree in Industrial Organization Management have been structured in 10 specialized modules, through which students will be able to delve into the fundamental aspects of the business environment, from the creation of the company to the development of security plans and crisis management. The new models for product design, supply chains, methodologies appropriate to each business structure, marketing, finance, mastery of production and logistics systems in national and international environments, are all part of the topics to be developed over 12 months through numerous multimedia resources such as practical exercises, interactive summaries, explanatory videos or lectures, all 100% online.





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*The most updated contents in relation to the creation of companies and productive environments, you have it all in this Professional Master's Degree”*

## Module 1. Introduction to Business Organization

- 1.1. The Company and Its Components
  - 1.1.1. The Concept of a Company
  - 1.1.2. Functions and Classification of Business Objects
  - 1.1.3. The Business Community
  - 1.1.4. Types of Companies
- 1.2. The Company as System
  - 1.2.1. Concepts of the System
  - 1.2.2. Models
  - 1.2.3. Company Subsystems
  - 1.2.4. Values Subsystems
- 1.3. The Business Environment
  - 1.3.1. Environment and Value
  - 1.3.2. General Environment
  - 1.3.3. Specific Environment
  - 1.3.4. Analysis Tools
- 1.4. The Managerial Function
  - 1.4.1. Basic Concepts
  - 1.4.2. What Is Managing?
  - 1.4.3. Decision-Making.
  - 1.4.4. Leadership
- 1.5. Corporate Planning
  - 1.5.1. Corporate Plans
  - 1.5.2. Planning Components
  - 1.5.3. Stages
  - 1.5.4. Planning Tools
- 1.6. Business Control
  - 1.6.1. Concept, Types and Terminology
  - 1.6.2. Management Control
  - 1.6.3. Quality Control
  - 1.6.4. Balanced Scorecard

- 1.7. Business Organization
  - 1.7.1. Basic Concepts
  - 1.7.2. Organizational Structure
  - 1.7.3. Cultural Dimensions
  - 1.7.4. Structural Models
- 1.8. Human Resources Management
  - 1.8.1. Motivation
  - 1.8.2. Recruitment and Selection
  - 1.8.3. Personnel Training
  - 1.8.4. Performance Assessment
- 1.9. Marketing and Financial Components
  - 1.9.1. Concept and Stages
  - 1.9.2. Marketing and Markets
  - 1.9.3. Marketing and Strategy
  - 1.9.4. Relationships and Synergies

## Module 2. Systems of Production, Procurement and Warehouses

- 2.1. Structure and Types of Production
  - 2.1.1. Production Systems and Strategies
  - 2.1.2. Inventory Management System
  - 2.1.3. Production Indicators
- 2.2. Sales Structure, Types and Channels
  - 2.2.1. Sales Structure: Organization, Channels and Sector
  - 2.2.2. Sales Structure: Offices and Sales Groups
  - 2.2.3. Determining a Sales Structure
- 2.3. Structure and Types of Procurement
  - 2.3.1. Function of Procurement
  - 2.3.2. Procurement Management
  - 2.3.3. The Buying Decision Process

- 2.4. Design of Production Plants
  - 2.4.1. Industrial Architecture and Plant Layout
  - 2.4.2. Basic Types of Plant Layout
  - 2.4.3. Characteristics for an Appropriate Plant Distribution
- 2.5. Warehouse Design
  - 2.5.1. Advanced Warehouse Design
  - 2.5.2. Collecting and Sorting
  - 2.5.3. Material Flow Control
- 2.6. Process Design
  - 2.6.1. Definition of Process Design
  - 2.6.2. Principles of Process Design
  - 2.6.3. Process Modeling
- 2.7. Resource Allocation
  - 2.7.1. Introduction to Resource Allocation
  - 2.7.2. Project Management
  - 2.7.3. Resource Distribution
- 2.8. Industrial Operations Control
  - 2.8.1. Process Control and its Characteristics
  - 2.8.2. Examples of Industrial Processes
  - 2.8.3. Industrial Controls
- 2.9. Warehouse Operations Control
  - 2.9.1. Warehouse Operations
  - 2.9.2. Inventory Control and Location Systems
  - 2.9.3. Storage Management Techniques
- 2.10. Maintenance Operations
  - 2.10.1. Industrial Maintenance and Typology
  - 2.10.2. Maintenance Planning
  - 2.10.3. Management of Computer-Assisted Maintenance

### Module 3. Product Design and Innovation Management

- 3.1. QFD Product Design and Development (*Quality Function Deployment*)
  - 3.1.1. From Customers to Technical Requirements
  - 3.1.2. The House of Quality: Implementation Phases
  - 3.1.3. Advantages and Limitations
- 3.2. *Design Thinking*
  - 3.2.1. Design, Need, Technology and Strategy
  - 3.2.2. Stages of the Process
  - 3.2.3. Tools and Techniques Used
- 3.3. Concurrent Engineering
  - 3.3.1. Concurrent Engineering Fundamentals
  - 3.3.2. Concurrent Engineering Methodologies
  - 3.3.3. Tools Used
- 3.4. Program: Planning and Definition
  - 3.4.1. Requirements. Quality Management
  - 3.4.2. Developmental Phases: Time Management
  - 3.4.3. Materials, Feasibility, Processes: Cost Management
  - 3.4.4. Project Team: Human Resource Management
  - 3.4.5. Information. Managing Complaints
  - 3.4.6. Risk Analysis: Risk Management
- 3.5. Products: Design (CAD) and Development
  - 3.5.1. Information Management: PLM: Product Life Cycle
  - 3.5.2. Product Failure Modes and Effects
  - 3.5.3. CAD Construction: Review
  - 3.5.4. Product and Manufacturing Plans
  - 3.5.5. Design Verification
- 3.6. Prototypes: Development
  - 3.6.1. Rapid Prototyping
  - 3.6.2. Control Plan
  - 3.6.3. Experiment Design
  - 3.6.4. Types of Measurement Systems

- 3.7. Productive Process: Design and Development
  - 3.7.1. Process Failure Modes and Effects
  - 3.7.2. Design and Construction of Manufacturing Tooling
  - 3.7.3. Design and Construction of Control Tooling (Gauges)
  - 3.7.4. Adjustment Phase
  - 3.7.5. Production Start-up
  - 3.7.6. Initial Process Assessment
- 3.8. Product and Process: Validation
  - 3.8.1. Measuring Systems Assessment
  - 3.8.2. Validation Trials
  - 3.8.3. Statistical Process Control (SPC)
  - 3.8.4. Product Certification
- 3.9. Change Management: Improvement and Corrective Measures
  - 3.9.1. Type of Change
  - 3.9.2. Variability Analysis, Improvement
  - 3.9.3. Lessons Learned and Tested Practices
  - 3.9.4. Process of Change
- 3.10. Innovation and Transfer Technologies
  - 3.10.1. Intellectual Property
  - 3.10.2. Innovation
  - 3.10.3. Transfer Technologies

## Module 4. Quality Management

- 4.1. Total Quality
  - 4.1.1. Total Quality Management
  - 4.1.2. External and Internal Customers
  - 4.1.3. Quality Costs
  - 4.1.4. Continuous Improvement and the Deming Philosophy
- 4.2. ISO 9001:15 Quality Management System
  - 4.2.1. ISO 9001:15 Quality Management 7 Principle
  - 4.2.2. Process Approach
  - 4.2.3. ISO 9001: 9001 Requirements
  - 4.2.4. Implementation Stages and Recommendations
  - 4.2.5. Deployment Objectives in a Hoshin-Kanri-type Model
  - 4.2.6. Audit Certification
- 4.3. Integrated Management Systems
  - 4.3.1. Environmental Management Systems: ISO Business School 14000
  - 4.3.2. Occupational Risk Management System: ISO Business School 45001
  - 4.3.3. Integrating Management Systems
- 4.4. Excellence in Management: EFQM Model
  - 4.4.1. EFQM Model: Principles and Fundamentals
  - 4.4.2. New EFQM Model Criteria
  - 4.4.3. EFQM Diagnostic Tool: REDER Matrices
- 4.5. Quality Tools
  - 4.5.1. Basic Tools
  - 4.5.2. Statistical Process Control (SPC)
  - 4.5.3. Control Plan and Guidelines for Product Quality Management
- 4.6. Advanced Tools and Troubleshooting Tools
  - 4.6.1. FMEA
  - 4.6.2. 8D Report
  - 4.6.3. Five Whys
  - 4.6.4. 5W + 2H
  - 4.6.5. *Benchmarking*
- 4.7. Continuous Improvement Methodology I: PDCA
  - 4.7.1. PDCA Cycle and Stages
  - 4.7.2. Applying PDCA Cycle to *Lean Manufacturing Development*
  - 4.7.3. Keys to Success in PDCA Projects

- 4.8. Continuous Improvement Methodology II: *Six Sigma*
  - 4.8.1. *Six Sigma* Description
  - 4.8.2. *Six Sigma* Principles
  - 4.8.3. *Six Sigma* Project Selection
  - 4.8.4. *Six Sigma* Project Stages: DMAIC Methodology
  - 4.8.5. *Six Sigma* Roles
  - 4.8.6. *Six Sigma* and Lean Manufacturing
- 4.9. Quality Suppliers: Audits Trials and Laboratory
  - 4.9.1. Reception Quality: Agreed Quality
  - 4.9.2. Management System Internal Audits
  - 4.9.3. Product and Process Audits
  - 4.9.4. Phases to Doing Audits
  - 4.9.5. Auditor Profile
  - 4.9.6. Testing, Laboratory and Metrology
- 4.10. Organization Aspects in Quality Management
  - 4.10.1. The Role of Administration in Quality Management
  - 4.10.2. Quality Area Organization and the Relationship with Other Areas
  - 4.10.3. Quality Circles

## Module 5. Production Planning and Control

- 5.1. Manufacturing Planning Phases
  - 5.1.1. Advanced Planning
  - 5.1.2. Sales Projections and Methods
  - 5.1.3. Definition of *Takt Time*
  - 5.1.4. Materials Plan: MRP *Minimum Stock*
  - 5.1.5. Staff Plan
  - 5.1.6. Need for Equipment
- 5.2. Production Plan
  - 5.2.1. Factors to Consider
  - 5.2.2. *Push* Planning
  - 5.2.3. *Pull* Planning
  - 5.2.4. Mixed Systems
- 5.3. *Kanban*
  - 5.3.1. Types of *Kanban*
  - 5.3.2. Uses for *Kanban*
  - 5.3.3. Autonomous Planning: 2-bin *Kanban*
- 5.4. Production Control
  - 5.4.1. Production Planning Variances and Reporting
  - 5.4.2. Production Performance Monitoring: Overall Equipment Effectiveness (OEE)
  - 5.4.3. Total Capacity Monitoring: Total Effective Equipment Performance (TEEP)
- 5.5. Production Organization
  - 5.5.1. Production Team
  - 5.5.2. Process Engineering
  - 5.5.3. Maintenance
  - 5.5.4. Materials Control
- 5.6. Total Productive Maintenance (TPM)
  - 5.6.1. Corrective Maintenance
  - 5.6.2. Autonomous Maintenance
  - 5.6.3. Preventative Maintenance
  - 5.6.4. Predictive Maintenance
  - 5.6.5. Maintenance Efficiency Indicators MTBF - MTTR
- 5.7. Plant Layout
  - 5.7.1. Conditioning Factors
  - 5.7.2. In-line Production
  - 5.7.3. Work Cell Production
  - 5.7.4. Applications
  - 5.7.5. SLP Methodology
- 5.8. Just In Time (JIT)
  - 5.8.1. JIT Description and Origin
  - 5.8.2. Objectives
  - 5.8.3. Applying JIT: Product Sequencing

- 5.9. Theory of Constraints (TOC)
  - 5.9.1. Fundamental Principles
  - 5.9.2. Five Steps in TOC and Implementation
  - 5.9.3. Advantages and Disadvantages
- 5.10. *Quick Response Manufacturing (QRM)*
  - 5.10.1. Description
  - 5.10.2. Key Structuring Points
  - 5.10.3. QRM Implementation

## Module 6. Business Creation

- 6.1. Entrepreneurial Spirit
  - 6.1.1. Entrepreneur
  - 6.1.2. Entrepreneur Characteristics
  - 6.1.3. Types of Entrepreneurs
- 6.2. Entrepreneurship and Teamwork
  - 6.2.1. Teamwork
  - 6.2.2. Characteristics of Teamwork
  - 6.2.3. Advantages and Disadvantages of Teamwork
- 6.3. Creation of a Company
  - 6.3.1. Being an Entrepreneur
  - 6.3.2. Company Concept and Model
  - 6.3.3. Stages of the Business Creation Process
- 6.4. Basic Components of a Company
  - 6.4.1. Different Approaches
  - 6.4.2. The 8 Components of a Company
    - 6.4.2.1. Customers:
    - 6.4.2.2. Environment.
    - 6.4.2.3. Technology
    - 6.4.2.4. Material Resources





- 6.4.2.5. Human Resources.
- 6.4.2.6. Finances
- 6.4.2.7. Enterprise Networks
- 6.4.2.8. Opportunity
- 6.5. Value proposition
  - 6.5.1. Value Proposition
  - 6.5.2. Ideas Generation
  - 6.5.3. General Recommendations for Value Propositions
- 6.6. Support Tools for the Entrepreneur
  - 6.6.1. *Lean Start-up*
  - 6.6.2. *Design Thinking*
  - 6.6.3. *Open Innovation*
- 6.7. *Lean Start-ups*
  - 6.7.1. *Lean Start-up*
  - 6.7.2. *Lean Start-up* Methodology
  - 6.7.3. Phases a *Start-up* Goes Through
- 6.8. Business Approach Sequence
  - 6.8.1. Validate Hypotheses
  - 6.8.2. MVP: Minimum Viable Products
  - 6.8.3. Measure: *Lean Analytics*
  - 6.8.4. Pivot or Persevere
- 6.9. Innovate
  - 6.9.1. Innovation
  - 6.9.2. The Ability to Innovate, Creativity and Growth
  - 6.9.3. Innovation Cycle
- 6.10. Creativity
  - 6.10.1. Creativity as a Skill
  - 6.10.2. Creativity Process
  - 6.10.3. Types of Creativity

## Module 7. Logistics and Distribution Management

- 7.1. Introduction to Logistics Systems
  - 7.1.1. Introduction to Logistics Systems
  - 7.1.2. Design of Logistics Systems
  - 7.1.3. Logistics Information Systems
- 7.2. Typology of the Supply Chain (SCM)
  - 7.2.1. Supply Chain
  - 7.2.2. Benefits of Supply Chain Management
  - 7.2.3. Logistical Management in the Supply Chain
- 7.3. Internal Logistics
  - 7.3.1. Calculating Requirements
  - 7.3.2. Warehouses Typology in a JIT System
  - 7.3.3. *Douki Seisan* Manufacturing Supplies
  - 7.3.4. Adjusted Materials Manipulation
- 7.4. Distribution and Transport
  - 7.4.1. Functions of Distribution and Transport
  - 7.4.2. Types of Distribution Networks
  - 7.4.3. Design of Distribution Networks
- 7.5. Logistical Operations Control
  - 7.5.1. Logistical System
  - 7.5.2. Benefits of Logistical Operations Control
  - 7.5.3. Logistics Operations Dashboard
- 7.6. Interactions between the Supply Chain and All Other Departments
  - 7.6.1. Areas to Consider in the Interaction
  - 7.6.2. Supply Chain Interrelationships (SCM)
  - 7.6.3. Supply Chain Management (SCM) Integration Issues

- 7.7. Logistics Costs
  - 7.7.1. Costs to Consider According to Each Area
  - 7.7.2. Problems with Logistics Costs
  - 7.7.3. Optimizing Logistic Costs
- 7.8. Information Systems
  - 7.8.1. Map of Base Systems
  - 7.8.2. Typology of Information Systems
  - 7.8.3. Information Systems in the Supply Chain

## Module 8. Company Project Management

- 8.1. The Project
  - 8.1.1. Fundamental Project Components
  - 8.1.2. Project Director
  - 8.1.3. Project Environment
- 8.2. Project Scope Management
  - 8.2.1. Scope Analysis
  - 8.2.2. Project Scope Planning
  - 8.2.3. Project Scope Control
- 8.3. Schedule Management
  - 8.3.1. Importance of Planning
  - 8.3.2. Project Planning Management: *Project Schedule*
  - 8.3.3. Trends in Time Management
- 8.4. Cost Management
  - 8.4.1. Project Cost Analysis
  - 8.4.2. Financial Project Selection
  - 8.4.3. Project Cost Planning
  - 8.4.4. Project Cost Control

- 8.5. Quality, Resources and Procurement
  - 8.5.1. Total Quality and Project Direction
  - 8.5.2. Project Resources
  - 8.5.3. Acquisition. Recruitment System
- 8.6. Project Stakeholders and Communications
  - 8.6.1. Importance of *Stakeholders*
  - 8.6.2. Project Stakeholders Management
  - 8.6.3. Project Communication
- 8.7. Project Risk Management
  - 8.7.1. Fundamental Principles in Risk Management
  - 8.7.2. Process Management for Project Risk Management
  - 8.7.3. Trends in Risk Management
- 8.8. Integrated Project Management
  - 8.8.1. Strategic Planning and Project Management
  - 8.8.2. Project Direction Plan
  - 8.8.3. Implementation and Control Processes
  - 8.8.4. Project Closure
- 8.9. Agile Methodologies I: *Scrum*
  - 8.9.1. Principles in Agile and *Scrum*
  - 8.9.2. *Scrum* Team
  - 8.9.3. **Scrum** Events
  - 8.9.4. *Scrum* Artifacts
- 8.10. Agile Methodologies II: *Kanban*
  - 8.10.1. *Kanban* Principles
  - 8.10.2. *Kanban and Scrumban*
  - 8.10.3. Certifications

## Module 9. Occupational and Industrial Safety

- 9.1. Work and Health: Occupational Hazards: Risk factors
  - 9.1.1. Prevention Management
  - 9.1.2. The Work
  - 9.1.3. Professionals Health
  - 9.1.4. Risk Factors Inherent to Work
  - 9.1.5. Influence of Working Conditions on Prevention Management
  - 9.1.6. Prevention Techniques and Protection Techniques
  - 9.1.7. Personal Protective Equipment: Functions, Usefulness and Selection for Each Occupational Activity
- 9.2. Damages Derived from Work: Occupational Accidents and Occupational Diseases
  - 9.2.1. Health Damages: Occupational Accidents and Professional Diseases
  - 9.2.2. Occupational Accidents Types
  - 9.2.3. Accident/Incident Ratio Rule
  - 9.2.4. Occupational Accident Repercussions
  - 9.2.5. Professional Diseases: How to Face them Equitably and Sustainably
- 9.3. Basic Legislative and Regulatory Framework for Occupational Risk Prevention
  - 9.3.1. Historical Evolution of the Legislative Framework in Preventive Matters
  - 9.3.2. International Legislation and Regulations: European Union Regulations
  - 9.3.3. National Regulations
  - 9.3.4. Specific Regulations
  - 9.3.5. Business and Obligations Derived from the Prevention of Occupational Hazards
  - 9.3.6. Responsibilities and Sanctions: Workers' Rights and Responsibilities
  - 9.3.7. Prevention Delegates
  - 9.3.8. Safety and Health Committee
- 9.4. Public Bodies Related to Occupational Safety and Health
  - 9.4.1. Public Agencies
  - 9.4.2. European Agencies
  - 9.4.3. National Agencies

- 9.5. PRL Management Systems: Law Model 31/1995
  - 9.5.1. Prevention Management According to the ORP Law
  - 9.5.2. Prevention Plans
  - 9.5.3. Risk Assessment
  - 9.5.4. Risk Planning or Preventive Activities Planning
  - 9.5.5. Health Surveillance
  - 9.5.6. Information and Training
  - 9.5.7. Emergency Measures
  - 9.5.8. Preparing Annual Financial Statements
  - 9.5.9. Labor Activity Audits Based on Current Legislation
- 9.6. Risk Prevention Documentation: Collection, Preparation and Archiving
  - 9.6.1. Processing the Information Obtained
  - 9.6.2. Actions Based on the Information Collected
- 9.7. Operational Management for the Prevention of Occupational Risks
  - 9.7.1. Operational Risk Planning and Management
  - 9.7.2. Implementing Prevention Processes
  - 9.7.3. Controlling and Adjusting Processes
  - 9.7.4. Prevention System Audits
  - 9.7.5. Occupational Accident Costs: Contingency, Benefits and Disability
- 9.8. Risks Associated with Safety and Hygiene Conditions: How to Minimize Them
  - 9.8.1. Bad Lighting
  - 9.8.2. Contaminating Substance Exposure
  - 9.8.3. Noise Exposure
- 9.9. Risks Associated with the Workplace Environment: How to Minimize Them
  - 9.9.1. Ionizing Radiation
  - 9.9.2. Electrical and Magnetic Fields
  - 9.9.3. Optical Radiation
- 9.10. Risks Associated with Psycho-sociology Applied to Work: How to Minimize Them
  - 9.10.1. Work Content, Load, Pace and Time
  - 9.10.2. Work Activity Participation and Control
  - 9.10.3. Organizational Culture: Influence on Risk Management and Prevention

## Module 10. Crisis Management in Organizations

- 10.1. Organizational Design
  - 10.1.1. Concept of Organizational Design
  - 10.1.2. Organizational Structures
  - 10.1.3. Types of Organizational Design
- 10.2. Organizational Structure
  - 10.2.1. Main Coordination Mechanisms
  - 10.2.2. Departments and Organization Charts
  - 10.2.3. Authority and Responsibility
  - 10.2.4. *Empowerment*
- 10.3. Corporate Social Responsibility
  - 10.3.1. Social Commitment
  - 10.3.2. Sustainable Organizations
  - 10.3.3. Ethics in Organizations
- 10.4. Social Responsibility in Organizations
  - 10.4.1. RSC Management in Organizations
  - 10.4.2. RSC Applied to Employees
  - 10.4.3. Sustainable Action
- 10.5. Reputation Management
  - 10.5.1. Corporate Reputation Management
  - 10.5.2. Focus on Brand Reputation
  - 10.5.3. Leadership Reputation Management
- 10.6. Reputation Risk and Crisis Management
  - 10.6.1. Listening to and Managing Feedback
  - 10.6.2. Procedures, Crisis Manual and Contingency Plans
  - 10.6.3. Spokesperson Training in Emergency Situations
- 10.7. Conflict in Organizations
  - 10.7.1. Interpersonal Conflicts
  - 10.7.2. Conflict Conditions
  - 10.7.3. Conflict Consequences



- 10.8. *Lobbies and Pressure Groups*
  - 10.8.1. Opinion Groups and Their Actions in Businesses and Institutions
  - 10.8.2. Institutional Relations and *Lobbying*
  - 10.8.3. Areas of Intervention, Regulatory Instruments, Diffusion Strategies and Media
- 10.9. Negotiation
  - 10.9.1. Intercultural Negotiation
  - 10.9.2. Negotiation Focuses
  - 10.9.3. Effective Negotiation Techniques
  - 10.9.4. Restructuring
- 10.10. Corporate Brand Strategy
  - 10.10.1. Public Image and *Stakeholders*
  - 10.10.2. *Corporate Branding* Strategy and Management
  - 10.10.3. Corporate Communication Strategy in Line with Brand Identity

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*You will learn the most useful tools to help entrepreneurs generate unique value propositions. Don't miss this opportunity. Now is the time”*

05

# 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"*

### At TECH we use the Case Method

Our program offers a revolutionary method of skills and knowledge development. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*At TECH, you will experience a way of learning that is shaking the foundations of traditional universities around the world"*



*We are the first online university to combine Harvard Business School case studies with a 100% online learning system based on repetition.*





*The student will learn, through collaborative activities and real cases, how to solve complex situations in real business environments.*

### A learning method that is different and innovative

This intensive Engineering program at TECH Technological University prepares you to face all the challenges in this field, both nationally and internationally. We are committed to promoting your personal and professional growth, the best way to strive for success, that is why at TECH Technological University you will use Harvard *case studies*, with which we have a strategic agreement that allows us, to offer you material from the best university in the world.

“*Our program prepares you to face new challenges in uncertain environments and achieve success in your career”*

The case method is the most widely used learning system by the best faculties in the world. 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 that you are presented with in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

## Relearning Methodology

TECH is the first university in the world to combine Harvard University case studies with a 100% online learning system based on repetition, which combines 8 different didactic elements in each lesson.

We enhance Harvard case studies with the best 100% online teaching method: Relearning.

*In 2019, we obtained the best learning results of all online universities in the world.*

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 university is the only university in the world authorized to employ 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.

This methodology has 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, and financial markets and 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 training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for 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.



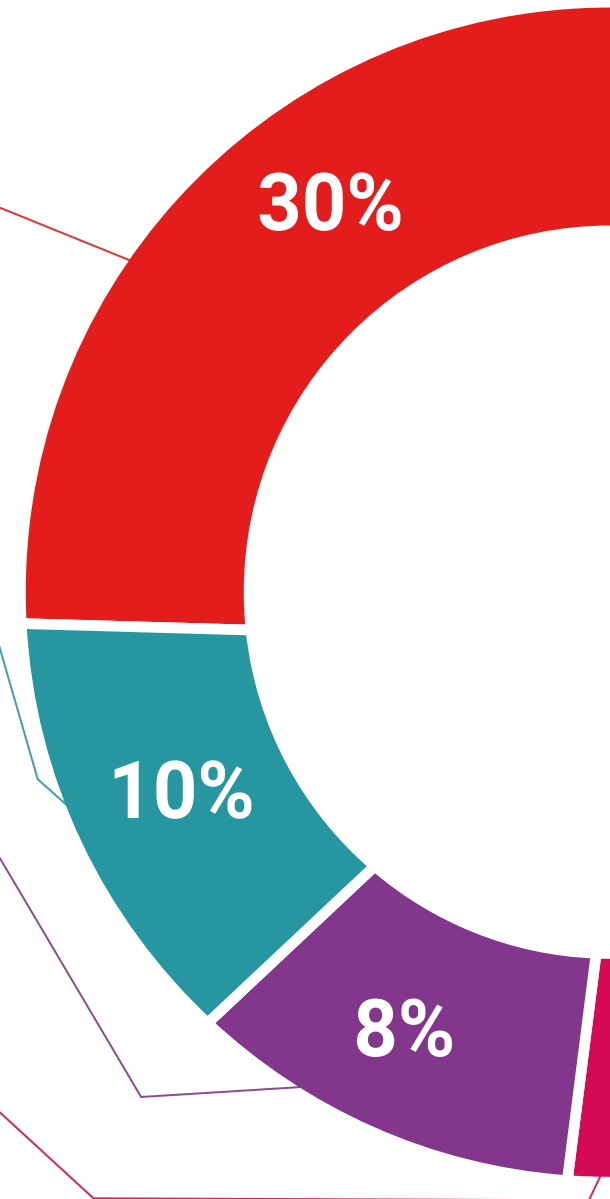
#### Practicing Skills and Abilities

They will carry out activities to develop specific competencies and skills in each thematic area. Exercises and activities to acquire and develop the skills and abilities that a specialist 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**

They will complete a selection of the best case studies in the field used at Harvard. 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 multimedia content presentation training Exclusive system 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 your goals.



06

# Certificate

The Professional Master's Degree in Industrial Organization Management guarantees, in addition to the most rigorous and up-to-date training, access to a qualification issued by TECH Technological University.



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*Successfully complete this training program and receive your university certificate without travel or laborious paperwork”*

This **Professional Master's Degree in Industrial Organization Management** contains the most complete and up-to-date scientific program on the market.

After the student has passed the assessments, they will receive their corresponding **Professional Master's Degree** issued by **TECH Technological University** via tracked delivery\*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Professional Master's Degree, and meets the requirements commonly demanded by job exchanges, competitive examinations and professional career evaluation committees.

Title: **Professional Master's Degree in Industrial Organization Management**  
 Official N° of Hours: **1,500 h.**



\*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
online training  
development languages  
virtual classroom



## Professional Master's Degree Industrial Organization Management

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

# Professional Master's Degree Industrial Organization Management

