

Advanced Master's Degree Senior International Management

A M D S I M



Advanced Master's Degree Senior International Management

Language: English

Course Modality: Online

Duration: 2 years

Accreditation: TECH Technological University

Official N° of hours: 3,000 h.

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01 Welcome

Globalization has allowed businesses to become internationalized in an agile and competitive manner, favoring their expansion into foreign markets and achieving greater benefits for companies. In this context, the figure of the manager is essential in order to achieve a strategic management that allows the company to adapt to new environments. In order to increase the competitiveness of these professionals, we have created this Advanced Master's Degree in Senior International Management, with which they will be able to improve their skills and direct their aspirations towards the international market.



Advanced Master's Degree in Senior International Management
TECH Technological University



“

Companies are demanding a new managerial profile that is more in line with new trends and that stands out for having technological knowledge, practicing active listening with their workers and being self-critical of their work”

02

Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.



“

TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success”

At TECH Technological University



Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

95% | of TECH students successfully complete their studies



Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

100,000+

executives trained each year

200+

different nationalities



Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

500+

collaborative agreements with leading companies



Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.



TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



Analysis

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



Learn with the best

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"

03

Why Our Program?

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

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



“

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

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

01

A significant career boost

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

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

02

Develop a strategic and global vision of companies

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

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

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

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

04

Take on new responsibilities

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

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

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

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

06

Thoroughly develop business projects

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

20% of our students develop their own business idea.

07

Improve soft skills and management skills

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

Improve your communication and leadership skills and enhance your career.

08

Be part of an exclusive community

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

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

04

Objectives

This program is designed to strengthen management and leadership skills, as well as to develop new skills and abilities that will be essential in professional development. After the program, students will be equipped to make global decisions with an innovative perspective and an international vision.



“

This program will help you to specialize in international business management so that you can be more competitive in your daily practice”

**TECH makes the goals of their students their own goals too.
Working together to achieve them.**

The **Advanced Master's Degree in Senior International Management** qualifies students to:

01

Define the latest trends in business management, taking into account the globalized environment that governs senior management criteria

04

Develop strategies to carry out decision-making in a complex and unstable environment

02

Develop the key leadership skills that should define working professionals

05

Create corporate strategies that set the script for the company to follow in order to be more competitive and achieve its own objectives

03

Follow the sustainability criteria set by international standards when developing a business plan

06

Develop the skills required to manage business activities strategically

07

Design innovative strategies and policies to improve management and business efficiency

10

Understand the economic environment in which the company operates and develop appropriate strategies to anticipate changes

08

Understand the best way to manage the company's human resources, getting greater performance from employees that, in turn, increases the company's profits

11

Be able to manage the company's economic and financial plan

09

Acquire the communication skills that a business leader needs in order to ensure that their message is heard and understood by the members of their community

12

Understand the logistic operations that are necessary in the business environment, so as to manage them appropriately

13

Be able to apply information and communication technologies to the different areas within a business

16

Create innovative strategies in line with our projects

14

Carry out the marketing strategy that allows us to make our product known to our potential clients and to generate a suitable image of our company

17

Design strategies to identify, analyze and develop business opportunities in international markets

15

Be able to develop all the phases of a business idea: design, feasibility plan, execution, monitoring

18

Implement operations and strategic actions in International Business

19

Structure and manage international businesses

22

Design strategies for human resource management in a diverse and international environment

20

Implement technology and information systems in order to obtain a competitive advantage

23

Analyze the political, economic, legal and cultural aspects of the international environment and its consequences in the success of a business

21

Develop the necessary skills to create and manage multinational projects

24

Identify the financial risks as well as opportunities that international businesses can bring

25

Gain in-depth knowledge of the Foreign Exchange Market

26

Be capable of successfully participating in the financing of operations in international markets

27

Have broad knowledge of international financial organizations





28

Know how to identify talent in international companies

29

Apply marketing tools that are of great use in improving the image and reputation of a company on an international level

30

Have in-depth knowledge of the legal regime of international trade

05 Skills

After passing the evaluations of the Advanced Master's Degree in Senior International Management, the professional will have acquired the necessary skills for a quality and up-to-date practice based on the most innovative teaching methodology.





“

Acquire the necessary skills to develop successfully in International Business Management”

01

Manage a company as a whole, applying leadership techniques that influence the employees' performance, to ensure that the company's objectives are achieved

02

Be part of and lead the company's corporate and competitive strategy

03

Resolve business conflicts and problems between workers

04

Correctly manage teams to improve productivity and, therefore, the company's profits

05

Exercise economic and financial control of a company

06

Control the company's logistics processes, as well as purchasing and procurement

07

Delve into the new business models associated with information systems

10

Focus on innovation in all processes and areas of the business

08

Apply the most appropriate strategies to support e-commerce of the company's products

11

Lead the different projects in a company

09

Develop and lead marketing plans

12

Commit to sustainably developing the company, avoiding environmental impacts

13

Strategically manage globalized environments, achieving success at a business level

14

Successfully manage an international business and its human resources

15

Focus on innovation and creation for the design of new products

16

Know in-depth the distribution and organization of a multinational company

17

Make international investments that are of great value to the company's profits



18

Properly manage and direct all departments of the company

20

Develop digital marketing and e-commerce as an indispensable part of the company

21

Manage all the processes of the company in order to control the departmental quality levels

19

Know the international taxation that will be applicable to the company, due to its participation in globalized markets

22

Have in-depth knowledge of the international regulations that must be taken into account when conducting international business



06

Structure and Content

The Advanced Master's Degree in Senior International Management is a customized program that is taught in a 100% online format so that you can choose the time and place that best suits your availability, schedule and interests. A program that takes place over 2 years and is intended to be a unique and stimulating experience that lays the foundation for your success as a manager and entrepreneur.



“

A very well-structured program, thanks to which, you will be able to take study the most innovative concepts in international business management”

Syllabus

The Advanced Master's Degree in Senior International Management from TECH Technological University is an intense program that prepares you to face business challenges and decisions both nationally and internationally. Its content is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Throughout 3,000 hours of study, the student will analyze a multitude of practical cases through individual and teamwork. It is, therefore, an authentic immersion in real business situations.

This Advanced Master's Degree in Senior International Management deals extensively with the main areas of business and is designed to educate executives in understanding senior management from a strategic, international, and innovative perspective.

A plan designed for you, focused on improving your career and preparing you to achieve excellence in leadership and business management. A program that understands both your and your company's needs through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the skills to solve critical situations, creatively and efficiently.

This Advanced Master's Degree takes place over 24 months and is divided into 17 modules:

Module 1	Leadership, Ethics, and CSR
Module 2	Strategic Management and Executive Management
Module 3	People and Talent Management
Module 4	Economic and Financial Management
Module 5	Operations and Logistics Management
Module 6	Information Systems Management
Module 7	Commercial Management, Marketing and Corporate Communications
Module 8	Innovation and Project Management
Module 9	Management and Administration in International Businesses
Module 10	International Finances and Investments I
Module 11	International Finances and Investments II
Module 12	International People Management and Diversity Management
Module 13	International Operations Application of Lean Logistics
Module 14	Marketing and International Sales
Module 15	International Law and Taxation
Module 16	Digital Marketing and E-Commerce
Module 17	Innovation and Development in the International Field



Where, When and How is it Taught?

TECH offers the possibility of developing this Advanced Master's Degree in Senior International Management completely online. Over the course of 24 months, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

Module 1. Leadership, Ethics, and CSR

1.1. Globalization and Governance

- 1.1.1. Globalization and Trends: Market Internationalization
- 1.1.2. Economic Environment and Corporate Governance
- 1.1.3. Accountability or Accounts Performance

1.2. Leadership

- 1.2.1. Intercultural Environment
- 1.2.2. Leadership and Business Management
- 1.2.3. Management Roles and Responsibilities

1.3. Business Ethics

- 1.3.1. Ethics and Integrity
- 1.3.2. Ethical Behavior in Companies
- 1.3.3. Deontology, Codes of Ethics and Codes of Conduct
- 1.3.4. Fraud and Corruption Prevention

1.4. Sustainability

- 1.4.1. Business and Sustainable Development
- 1.4.2. Social, Environmental, and Economic Impact
- 1.4.3. The 2030 Agenda and the SDGs

1.5. Corporate Social Responsibility

- 1.5.1. Corporate Social Responsibility
- 1.5.2. Roles and Responsibilities
- 1.5.3. Implementing Corporate Social Responsibility

Module 2. Strategic Management and Executive Management

2.1. Organizational Analysis and Design

- 2.1.1. Organizational Culture
- 2.1.2. Organizational Analysis
- 2.1.3. Designing the Organizational Structure

2.2. Corporate Strategy

- 2.2.1. Corporate-Level Strategy
- 2.2.2. Types of Corporate-Level Strategies
- 2.2.3. Determining the Corporate Strategy
- 2.2.4. Corporate Strategy and Image Reputation

2.3. Strategic Planning and Formulation

- 2.3.1. Strategic Thinking
- 2.3.2. Strategic Planning and Formulation
- 2.3.3. Sustainability and Corporate Strategy

2.4. Strategy Models and Patterns

- 2.4.1. Wealth, Value, and Return on Investments
- 2.4.2. Competitive Corporate Strategy
- 2.4.3. Growing and Consolidating the Corporate Strategy

2.5. Strategic Management

- 2.5.1. Strategic Mission, Vision, and Values
- 2.5.2. The Balanced Scorecard
- 2.5.3. Analyzing, Monitoring, and Evaluating the Corporate Strategy
- 2.5.4. Strategic Management and Reporting

2.6. Implementing and Executing Strategy

- 2.6.1. Strategic Implementation: Objectives, Actions and Impacts
- 2.6.2. Strategic Alignment and Supervision
- 2.6.3. Continuous Improvement Approach

2.7. Executive Management

- 2.7.1. Integrating Functional Strategies into the Global Business Strategies
- 2.7.2. Management Policy and Processes
- 2.7.3. Knowledge Management

2.8. Analyzing and Solving Cases/ Problems

- 2.8.1. Problem Solving Methodology
- 2.8.2. Case Method
- 2.8.3. Positioning and Decision-Making

Module 3. People and Talent Management
3.1. Organizational Behavior

- 3.1.1. Organizational Theory
- 3.1.2. Key Factors for Change in Organizations
- 3.1.3. Corporate Strategies, Types, and Knowledge Management

3.2. Strategic People Management

- 3.2.1. Job Design, Recruitment, and Selection
- 3.2.2. Human Resources Strategic Plan: Design and Implementation
- 3.2.3. Job Analysis: Design and Selection of People
- 3.2.4. Training and Professional Development

3.3. Management and Leadership Development

- 3.3.1. Managerial Skills: 21st Century Skills and Abilities
- 3.3.2. Non-Managerial Skills
- 3.3.3. Map of Skills and Abilities
- 3.3.4. Leadership and People Management

3.4. Change Management

- 3.4.1. Performance Analysis
- 3.4.2. Strategic Approach
- 3.4.3. Change Management: Key Factors, Process Design and Management
- 3.4.4. Continuous Improvement Approach

3.5. Negotiation and Conflict Management

- 3.5.1. Negotiation Objectives: Differentiating Elements
- 3.5.2. Effective Negotiation Techniques
- 3.5.3. Conflicts: Factors and Types
- 3.5.4. Efficient Conflict Management: Negotiation and Communication

3.6. Executive Communication

- 3.6.1. Performance Analysis
- 3.6.2. Leading Change Resistance to Change
- 3.6.3. Managing Change Processes
- 3.6.4. Managing Multicultural Teams

3.7. Team Management and People Performance

- 3.7.1. Multicultural and Multidisciplinary Environment
- 3.7.2. Team and People Management
- 3.7.3. Coaching and People Performance
- 3.7.4. Managerial Meetings: Planning and Time Management

3.8. Knowledge and Talent Management

- 3.8.1. Identifying Knowledge and Talent in Organizations
- 3.8.2. Corporate Knowledge and Talent Management Models
- 3.8.3. Creativity and Innovation

Module 4. Economic and Financial Management
4.1. Economic Environment

- 4.1.1. Organizational Theory
- 4.1.2. Key Factors for Change in Organizations
- 4.1.3. Corporate Strategies, Types, and Knowledge Management

4.2. Executive Accounting

- 4.2.1. International Accounting Framework
- 4.2.2. Introduction to the Accounting Cycle
- 4.2.3. Company Financial Statements
- 4.2.4. Analysis of Financial Statements: Decision Making

4.3. Budget and Management Control

- 4.3.1. Budgetary Planning
- 4.3.2. Management Control: Design and Objectives
- 4.3.3. Supervision and Reporting

4.4. Corporate Tax Responsibility

- 4.4.1. Corporate Tax Responsibility
- 4.4.2. Tax Procedure: A Country-Case Approach

4.5. Corporate Control Systems

- 4.5.1. Types of Control
- 4.5.2. Regulatory Compliance
- 4.5.3. Internal Auditing
- 4.5.4. External Auditing

4.6. Financial Management

- 4.6.1. Introduction to Financial Management
- 4.6.2. Financial Management and Corporate Strategy
- 4.6.3. Chief Financial Officer (CFO): Managerial Skills

4.7. Financial Planning

- 4.7.1. Business Models and Financing Needs
- 4.7.2. Financial Analysis Tools
- 4.7.3. Short-Term Financial Planning
- 4.7.4. Long-Term Financial Planning

4.8. Corporate Financial Strategy

- 4.8.1. Corporate Financial Investments
- 4.8.2. Strategic Growth: Types

4.9. Macroeconomic Context

- 4.9.1. Macroeconomic Analysis
- 4.9.2. Economic Indicators
- 4.9.3. Economic Cycle

4.10. Strategic Financing

- 4.10.1. Banking Business: Current Environment
- 4.10.2. Risk Analysis and Management

4.11. Money and Capital Markets

- 4.11.1. Fixed Income Market
- 4.11.2. Equity Market
- 4.11.3. Valuation of Companies

4.12. Analyzing and Solving Cases/ Problems

- 4.12.1. Problem Solving Methodology
- 4.12.2. Case Method

Module 5. Operations and Logistics Management

5.1. Operations Management

- 5.1.1. Define the Operations Strategy
- 5.1.2. Supply Chain Planning and Control
- 5.1.3. Indicator Systems

5.2. Purchasing Management

- 5.2.1. Stocks Management
- 5.2.2. Warehouse Management
- 5.2.3. Purchasing and Procurement Management

5.3. Supply Chain Management (1)

- 5.3.1. Costs and Efficiency of the Operations Chain
- 5.3.2. Change in Demand Patterns
- 5.3.3. Change in Operations Strategy

5.4. Supply Chain Management (2) - Implementation

- 5.4.1. Lean Manufacturing/Lean Thinking
- 5.4.2. Logistics Management
- 5.4.3. Purchasing

5.5. Logistical Processes

- 5.5.1. Organization and Management by Processes
- 5.5.2. Procurement, Production, Distribution
- 5.5.3. Quality, Quality Costs and Tools
- 5.5.4. After-Sales Service

5.6. Logistics and Customers

- 5.6.1. Demand Analysis and Forecasting
- 5.6.2. Sales Forecasting and Planning
- 5.6.3. Collaborative Planning, Forecasting and Replacement

5.7. International Logistics

- 5.7.1. Customs, Export and Import processes
- 5.7.2. Methods and Means of International Payment
- 5.7.3. International Logistics Platforms

5.8. Competing through Operations

- 5.8.1. Innovation in Operations as a Competitive Advantage in the Company
- 5.8.2. Emerging Technologies and Sciences
- 5.8.3. Information Systems in Operations

Module 6. Information Systems Management

6.1. Information Systems Management

- 6.1.1. Business Information Systems
- 6.1.2. Strategic Decisions
- 6.1.3. The Role of the CIO

6.2. Information Technology and Business Strategy

- 6.2.1. Company and Industry Sector Analysis
- 6.2.2. Online Business Models
- 6.2.3. The Value of IT in a Company

6.3. IS Strategic Planning

- 6.3.1. The Process of Strategic Planning
- 6.3.2. Formulating the IS Strategy
- 6.3.3. Strategy Implementation Plan

6.4. Information Systems and Business Intelligence

- 6.4.1. CRM and Business Intelligence
- 6.4.2. Business Intelligence Project Management
- 6.4.3. Business Intelligence Architecture

6.5. New ICT-Based Business Models

- 6.5.1. Technology-Based Business Models
- 6.5.2. Innovation Abilities
- 6.5.3. Redesigning the Value Chain Processes

6.6. E-Commerce

- 6.6.1. E-Commerce Strategic Plan
- 6.6.2. Logistics Management and Customer Service in E-Commerce
- 6.6.3. E-Commerce as an Opportunity for Internationalization

6.7. E-Business Strategies

- 6.7.1. Social Media Strategies
- 6.7.2. Optimizing Service Channels and Customer Support
- 6.7.3. Digital Regulation

6.8. Digital Business

- 6.8.1. Mobile E-Commerce
- 6.8.2. Design and Usability
- 6.8.3. E-Commerce Operations

Module 7. Commercial Management, Marketing and Corporate Communications**7.1. Commercial Management**

- 7.1.1. Sales Management
- 7.1.2. Commercial Strategy
- 7.1.3. Sales and Negotiation Techniques
- 7.1.4. Management of Sales Teams

7.2. Marketing

- 7.2.1. Marketing and the Impact on the Company
- 7.2.2. Basic Marketing Variables
- 7.2.3. Marketing Plan

7.3. Strategic Marketing Management

- 7.3.1. Sources of Innovation
- 7.3.2. Current Trends in Marketing
- 7.3.3. Marketing Tools
- 7.3.4. Marketing Strategy and Communication with Customers

7.4. Digital Marketing Strategy

- 7.4.1. Approach to Digital Marketing
- 7.4.2. Digital Marketing Tools
- 7.4.3. Inbound Marketing and the Evolution of Digital Marketing

7.5. Sales and Communication Strategy

- 7.5.1. Positioning and Promotion
- 7.5.2. Public Relations
- 7.5.3. Sales and Communication Strategy

7.6. Corporate Communication

- 7.6.1. Internal and External Communication
- 7.6.2. Communication Departments
- 7.6.3. Communication Managers: Managerial Skills and Responsibilities

7.7. Corporate Communication Strategy

- 7.7.1. Corporate Communication Strategy
- 7.7.2. Communication Plan
- 7.7.3. Press Release/Clipping/Publicity

Module 8. Innovation and Project Management**8.1. Innovation**

- 8.1.1. Macro Concept of Innovation
- 8.1.2. Types of Innovation
- 8.1.3. Continuous and Discontinuous Innovation
- 8.1.4. Training and Innovation

8.2. Innovation Strategy

- 8.2.1. Innovation and Corporate Strategy
- 8.2.2. Global Innovation Project: Design and Management
- 8.2.3. Innovation Workshops

8.3. Business Model Design and Validation

- 8.3.1. The Lean Start-Up Methodology
- 8.3.2. Innovative Business Initiative: Stages
- 8.3.3. Financing Arrangements
- 8.3.4. Model Tools: Empathy Map, Canvas Model, and Metrics
- 8.3.5. Growth and Loyalty

8.4. Project Management

- 8.4.1. Innovation Opportunities
- 8.4.2. Feasibility Study and Proposal Specification
- 8.4.3. Project Definition and Design
- 8.4.4. Project Execution
- 8.4.5. Project Closure

Module 9. Management and Administration in International Businesses

9.1. Cross-Cultural Management

- 9.1.1. Cultural Dimension of International Management
- 9.1.2. Globalization in Business Management
- 9.1.3. Intercultural Leadership
- 9.1.4. Business, Government and Society

9.2. Management Control

- 9.2.1. Strategic Plan
- 9.2.2. The Process of Management Control
- 9.2.3. Budgeting and Measuring Results

9.3. Strategic Management of International Businesses

- 9.3.1. Internationalization in the New World Order
- 9.3.2. Influence of the Culture on International Businesses
- 9.3.3. Selection of Markets and Countries
- 9.3.4. Delocalization and Offshoring

9.4. Internationalization Strategies

- 9.4.1. Reasons and Requirements for Entering Foreign Markets
- 9.4.2. Strategic Partnerships in the Process of International Expansion
- 9.4.3. Ways to Enter International Markets

9.5. Internationalization Decisions

- 9.5.1. Market Studies and Decision-Making
- 9.5.2. Choice of Location and Mode of Operation
- 9.5.3. Choice of the Appropriate Legal Form

9.6. Stages of the Internationalization Process

- 9.6.1. International Demand Analysis
- 9.6.2. Diagnosis of the Potential of Exportation
- 9.6.3. Internationalization Planning
- 9.6.4. Exportation Stages

9.7. Internationalization According to Type of Business

- 9.7.1. Product Businesses and Service Businesses
- 9.7.2. Internationalized Companies and Multinational Companies
- 9.7.3. The SME and its Internationalization Model

9.8. Obstacles in Internationalization

- 9.8.1. Legal Restrictions
- 9.8.2. Logistic, Financial and Commercial Obstacles
- 9.8.3. Obstacles in Direct Investment

Module 10. International Finances and Investments I

10.1. Business & International Strategy

- 10.1.1. Internationalization
- 10.1.2. Growth & Development in Emerging Markets
- 10.1.3. International Monetary System

10.2. Macroeconomics and Monetary Policy

- 10.2.1. GDP
- 10.2.2. Financial Balance
- 10.2.3. The Role of the Public Sector
- 10.2.4. Monetary Policy and Fiscal Policy

10.3. The Current Financial Crisis

- 10.3.1. Failures of the International Financial System
- 10.3.2. Accounting Standards and Creative Accounting
- 10.3.3. Bad Banking Practices
- 10.3.4. Tax Havens

10.4. Foreign Exchange Market

- 10.4.1. Foreign Exchange Transactions
- 10.4.2. The Forward Foreign Exchange Market
- 10.4.3. Derivative Instruments for Hedging Foreign Exchange and Interest Rate Risks
- 10.4.4. Currency Appreciation and Depreciation

10.5. Liberalization of Financial Markets

- 10.5.1. Eurodollars and Eurobonds
- 10.5.2. New International Titles
- 10.5.3. Globalization

10.6. The Financial Markets

- 10.6.1. Characteristics of Financial Markets
- 10.6.2. Functions of Financial Markets
- 10.6.3. Components of Financial Markets

10.7. International Payment and Collection Methods

- 10.7.1. Bills, Personal Check and Bank Check
- 10.7.2. Transfer, Payment Order and Remittance
- 10.7.3. Documentary Clauses and Credits
- 10.7.4. Factoring, International Swap and Other Means

10.8. Financing Operations in International Markets

- 10.8.1. Incoterms
- 10.8.2. Derivative Instruments to Hedge Possible Fluctuations in the Price of Raw Materials
- 10.8.3. Export Credits With Official Support
- 10.8.4. Hedging with Exchange (Swap) Contracts
- 10.8.5. The OECD Consensus

Module 11. International Finances and Investments II
11.1. International Financial Institutions

- 11.1.1. The Fund for the Internationalization of the Company
- 11.1.2. The World Bank Group
- 11.1.3. The Inter-American Development Bank
- 11.1.4. The Caribbean Development Bank

11.2. Formation of Exchange Rates

- 11.2.1. Interest Rate Parity Theory
- 11.2.2. Theory of Exchange Rate Expectations
- 11.2.3. Purchasing Power Parity (PPP) Theory
- 11.2.4. Capital Market Balance

11.3. Debt Conversion Programs

- 11.3.1. Legal Framework
- 11.3.2. Operation
- 11.3.3. Conversion of Debt into Public Investments
- 11.3.4. Conversion of Debt into Private Investments

11.4. Investments in Companies

- 11.4.1. Concept and Classification
- 11.4.2. Stages of the Study in Investment Projects
- 11.4.3. Investment as a Financial Transaction

11.5. Economic Valuation Methods

- 11.5.1. Payback Period
- 11.5.2. Total and Average Cash Flow per Committed Monetary Unit
- 11.5.3. Net Present Value and Internal Rate of Return
- 11.5.4. Discounted Payback Period and Rate of Return
- 11.5.5. Expected NPV return

11.6. Technical and Fundamental Analysis

- 11.6.1. Definition and Scope of Application
- 11.6.2. Study of Graphics and Trends
- 11.6.3. Sector and Stock Market Research in Fundamental Analysis
- 11.6.4. Ratios and Fundamental Analysis

11.7. Investment Analysis in a Risk Environment

- 11.7.1. Adjustment of the Discount Rate
- 11.7.2. Reduction of Cash Flows to Certainty Conditions
- 11.7.3. Scenario Simulation

11.8. International Stock Market

- 11.8.1. Wall Street Market (New York)
- 11.8.2. Gold Market
- 11.8.3. World External Debt
- 11.8.4. Paris Club
- 11.8.5. ADR and GDR Securities Market

Module 12. International People Management and Diversity Management
12.1. Talent Management in International Companies

- 12.1.1. Global Vision of Talent Management
- 12.1.2. Talent Map of an Organization
- 12.1.3. Cultural Trends and Internationalization
- 12.1.4. Internationalization of Talent Management

12.2. International Career Management

- 12.2.1. International Professional Profile
- 12.2.2. Global Mobility
- 12.2.3. Expatriates Management

12.3. Diversity Management

- 12.3.1. Working With Diversity
- 12.3.2. Diversity, CSR and Coaching
- 12.3.3. Managing Equality and Diversity
- 12.3.4. Managing Multicultural Teams

12.4. New Labor Relations Framework

- 12.4.1. Labor Reform
- 12.4.2. Collective Bargaining Agreement
- 12.4.3. Strategic Relations with Syndicates
- 12.4.4. Labor Relations and Corporate Restructuring

12.5. HR Marketing: An International Vision

- 12.5.1. Employer Branding
- 12.5.2. HR Customer Experience

12.6. Multinational Companies and Human Rights

- 12.6.1. Globalization, Human Rights and Multinational Companies
- 12.6.2. Multinational Companies and International Law
- 12.6.3. Specific Legal Instruments

12.7. Expatriation Management

- 12.7.1. Management of the Expatriation Process
- 12.7.2. Repatriation
- 12.7.3. Individual Competencies for Success in International Destinations

12.8. Expatriate Compensation

- 12.8.1. Economic Compensation
- 12.8.2. Place and Currency of Payment
- 12.8.3. Tax Policies

Module 13. International Operations Application of Lean Logistics

13.1. Global Supply Chain

- 13.1.1. Global Supply Chain Planning
- 13.1.2. Global Management of the Supply Chain: Logistics and International Markets
- 13.1.3. The Triple Bottom Line of the Supply Chain

13.2. Import Management

- 13.2.1. Customs, Export and Import processes
- 13.2.2. International Commerce Institutions and Agreements
- 13.2.3. Customs Legislation
- 13.2.4. Plant Management and International Purchasing

13.3. International Logistics Distribution

- 13.3.1. International Transport Operator
- 13.3.2. Hubs and Distribution

13.4. Incoterms and International Document Management

- 13.4.1. Exportation or Implantation
- 13.4.2. Agency, Distribution and International Sales and Purchase Agreements
- 13.4.3. Industrial and Intellectual Property
- 13.4.4. Taxes and Tariffs Classification

13.5. Methods and Means of International Payment

- 13.5.1. Payment Method Selection
- 13.5.2. Documentary Credit
- 13.5.3. Bank Guarantee and Documentary Credit

13.6. International Lean Logistics

- 13.6.1. Lean Basis with Application in International Logistics
- 13.6.2. Logistics Waste Elimination Strategies
- 13.6.3. Main Implications and Requirements
- 13.6.4. Other Methodologies to Improve the Process

13.7. Lean Operation

- 13.7.1. Lean Decisions
- 13.7.2. Lean Tools
- 13.7.3. Lean and Continuing Improvement in SCM

13.8. Creating Value

- 13.8.1. Definition of International Logistics Strategies
- 13.8.2. Economic Value Added
- 13.8.3. International Projects

Module 14. Marketing and International Sales

14.1. International Market Research

- 14.1.1. Emerging Markets Marketing
- 14.1.2. PES Analysis
- 14.1.3. What, How, and Where to Export
- 14.1.4. International Marketing-Mix Strategies

14.2. International Segmentation

- 14.2.1. Criteria for Market Segmentation at the International Level
- 14.2.2. Market Niches
- 14.2.3. International Segmentation Strategies

14.3. International Positioning

- 14.3.1. Branding in International Markets
- 14.3.2. Positioning Strategies in International Markets
- 14.3.3. Global, Regional, and Local Brands

14.4. Product Strategies in International Markets

- 14.4.1. Product Modification, Adaptation, and Diversification
- 14.4.2. Global Standardized Products
- 14.4.3. The Product Portfolio

14.5. Prices and Exports

- 14.5.1. Export Prices Calculation
- 14.5.2. Incoterms
- 14.5.3. International Price Strategy

14.6. Quality in International Marketing

- 14.6.1. Quality and International Marketing
- 14.6.2. Standards and Certifications
- 14.6.3. CE Marking

14.7. International Promotion

- 14.7.1. The International Promotion MIX
- 14.7.2. Advertising
- 14.7.3. International Fairs
- 14.7.4. Country Branding

14.8. Distribution through International Channels

- 14.8.1. Channel and Trade Marketing
- 14.8.2. Export Consortiums
- 14.8.3. Types of Exports and Foreign Trade

Module 15. International Law and Taxation**15.1. Legal Regime of International Trade**

- 15.1.1. International Business Law
- 15.1.2. Regulation of Transnational Trade Relationships
- 15.1.3. Market Self-Regulation
- 15.1.4. Scope of Soft Law in Transnational Business Law

15.2. Rights of Industrial Property and International Trade

- 15.2.1. International Registration and Cooperation Mechanisms
- 15.2.2. International Regulations and Impact of Global Trade Management
- 15.2.3. Supranational Rights

15.3. Intellectual Property and Unfair Competition

- 15.3.1. Object and Content of Rights
- 15.3.2. Cross-Border Intellectual Property Enforcement
- 15.3.3. Unfair Competition and Internal Market
- 15.3.4. Defence of Competition Law

15.4. Societies in the International Field

- 15.4.1. Constitution of Societies
- 15.4.2. Establishment of Societies Outside of the State of Constitution
- 15.4.3. Mobility and Transformation of Societies
- 15.4.4. Rights of Societies and the European Union

15.5. International Commercial Contracting

- 15.5.1. International Business and the Meaning of Contract Law
- 15.5.2. Training and Content of the Contract
- 15.5.3. Determination of the Legal Regime

15.6. International Sale and Purchase and Auxiliary Contracts

- 15.6.1. International Sale and Purchase of Goods
- 15.6.2. Contracts for the International Transport of Goods
- 15.6.3. Means of Payment
- 15.6.4. Insurance, Guarantee and Financing Contracts

15.7. Collaboration Contracts

- 15.7.1. Commercial Distribution
- 15.7.2. Technology and Industrial Property Transfer
- 15.7.3. E-Commerce and Telecommunications Networks

15.8. Bankruptcy Law and International Commercial Arbitration

- 15.8.1. Budgets and Development of the Competition
- 15.8.2. Extraterritorial Effectiveness of Insolvency Proceedings and Coordination between Proceedings
- 15.8.3. Configuration of the International Arbitration Activity and Arbitration Agreement
- 15.8.4. Arbitration Proceedings and Judicial Intervention
- 15.8.5. Jurisdictional Control of the Arbitration Award

15.9. International Tax Planning

- 15.9.1. Hybrid Financial Instruments
- 15.9.2. Foreign Investment Planning
- 15.9.3. Taxation of International Real Estate Transactions
- 15.9.4. Transfer Pricing

15.10. International Tax Obligations

- 15.10.1. Taxation in Certain Countries
- 15.10.2. International Mobility Policies
- 15.10.3. Income Tax Withholding Obligations
- 15.10.4. Anti-Evasion Measures in Double Taxation Treaties

Module 16. Digital Marketing and E-Commerce

16.1. Digital Marketing Strategy

- 16.1.1. Segmentation and Positioning in the Competitive Context
- 16.1.2. New Marketing Strategies for Products and Services
- 16.1.3. From Innovation to Cash Flow

16.2. Technology Strategy

- 16.2.1. Basic Concepts of Web Development
- 16.2.2. Hosting and Cloud Computing
- 16.2.3. Content Management Systems (CMS)
- 16.2.4. Formats and Digital Media
- 16.2.5. Technological E-Commerce Platforms

16.3. Digital Regulation

- 16.3.1. Privacy Policy and Personal Data Protection Act
- 16.3.2. Fake Profiles and Fake Followers
- 16.3.3. Legal Aspects of Marketing, Advertising, and Digital Content

16.4. Online Market Research

- 16.4.1. Quantitative Research Tools in Online Markets
- 16.4.2. Dynamic Qualitative Customer Research Tools

16.5. Digital E-Commerce Management

- 16.5.1. New E-Commerce Business Models
- 16.5.2. Planning and Developing an E-Commerce Strategic Plan
- 16.5.3. Technological Structure in E-Commerce

16.6. E-Commerce Operations and Logistics

- 16.6.1. How to Manage Fulfillment
- 16.6.2. Digital Point-of-Sale Management
- 16.6.3. Contact Center Management
- 16.6.4. Automation in Management and Monitoring Processes

16.7. Implementing E-Commerce Techniques

- 16.7.1. Social Media and Integration in the E-Commerce Plan
- 16.7.2. Multichannel Strategy
- 16.7.3. Personalizing Dashboards

16.8. Digital Pricing

- 16.8.1. Online Payment Methods and Payment Gateways
- 16.8.2. Electronic Promotions
- 16.8.3. Digital Price Timing
- 16.8.4. E-Auctions

16.9. Social Media Strategies

- 16.9.1. Corporate Communication Plan 2.0
- 16.9.2. Corporate PR and Social Media
- 16.9.3. Analysis and Evaluation of Results

16.10. Community Management

- 16.10.1. Functions, Duties, and Responsibilities of the Community Manager
- 16.10.2. Social Media Manager
- 16.10.3. Social Media Strategist

Module 17. Innovation and Development in the International Field

17.1. Creative Thinking: Innovation

- 17.1.1. Innovation in the Technological Business
- 17.1.2. Creativity Promotion Techniques
- 17.1.3. Innovative Idea Conception Process

17.2. Industrial and Intellectual Property

- 17.2.1. Industrial Property
- 17.2.2. Domain Names and Brands
- 17.2.3. Intellectual Property

17.3. Processes Engineering

- 17.3.1. Innovation Strategies
- 17.3.2. Open Innovation
- 17.3.3. Innovative Organization and Culture
- 17.3.4. Multifunctional Teams

17.4. Innovation and Product Engineering

- 17.4.1. Product Development Techniques
- 17.4.2. Prototypes

17.5. Launch and Industrialization of New Products

- 17.5.1. Design of New Products
- 17.5.2. Lean Design
- 17.5.3. Industrialization of New Products
- 17.5.4. Manufacture and Assembly

17.6. Reengineering for the Radical Innovation of the Company's Business Processes

- 17.6.1. Origins and Evolution of the Reengineering Processes
- 17.6.2. Objectives of Reengineering
- 17.6.3. Correct Focus of Reengineering

17.7. Project Management

- 17.7.1. Agile Development
- 17.7.2. Lean Management in Start-Ups
- 17.7.3. Project Tracking and Project Steering

17.8. Total Quality Management and Advanced Project Management

- 17.8.1. TQM (Total Quality Management)
- 17.8.2. Six Sigma as a Business Management System
- 17.8.3. EFQM Model



07

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





“

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization”

TECH Business School uses the Case Study to contextualize all content

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

“

At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”



This program prepares you to face business challenges in uncertain environments and achieve business success.



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

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“ *You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



Management Skills Exercises

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



Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

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



Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



08

Our Students' Profiles

The Advanced Master's Degree in Senior International Management is a program aimed at experienced professionals who wish to update their knowledge and advance in their professional career. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.





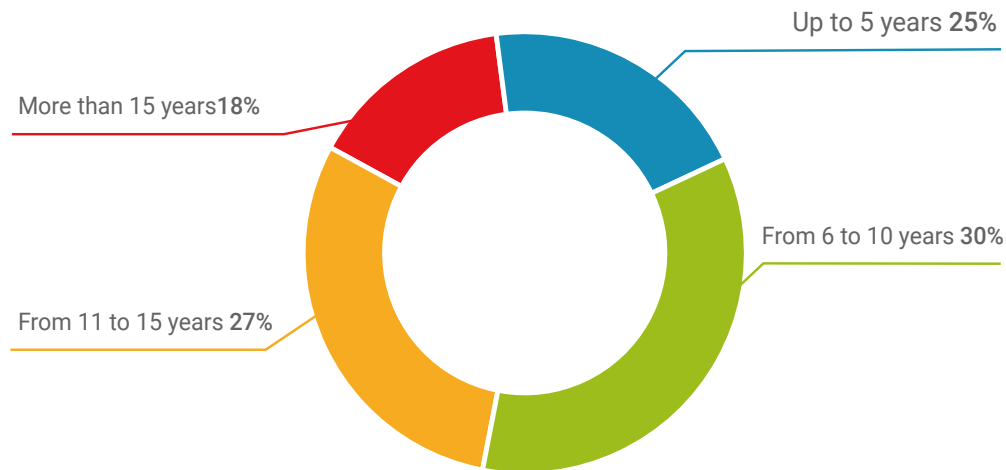
“

If you have leadership and management experience, and are looking for an interesting career boost while continuing to work, then this is the program for you”

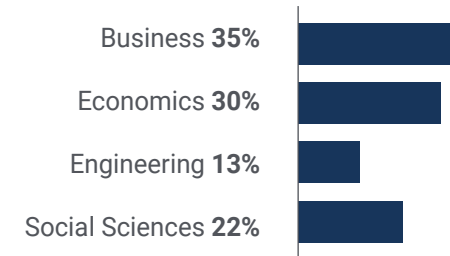
Average Age

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

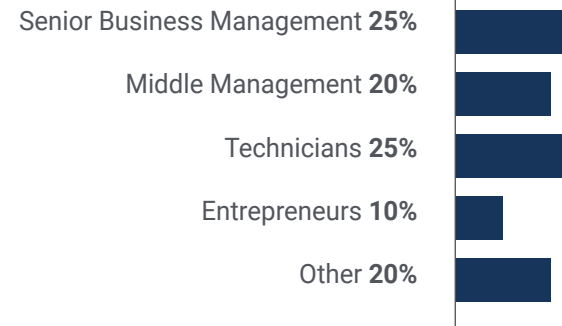
Years of Experience



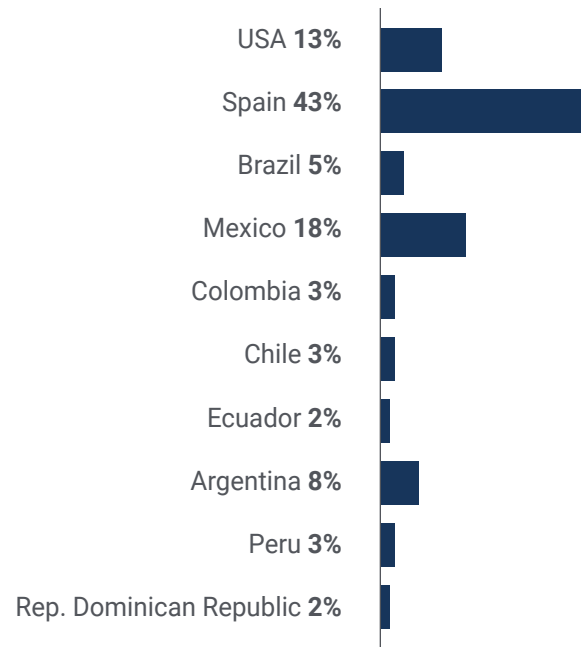
Training



Academic Profile



Geographical Distribution



Mónica Martínez

Managing director of a multinational company

"Studying this Advanced Master's Degree has allowed me to move up in my profession to become the director of the company where I have been working for years. Without a doubt it is a professional success that I wouldn't have achieved had it not been for this high-quality specialization that TECH offers"

09

Impact on Your Career

At TECH, we are aware that studying a program like this entails great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. And, therefore, we put all our efforts and tools at your disposal so that you acquire the necessary skills and abilities that will allow you to achieve this change.



“

At TECH we are fully committed to helping you achieve the professional change you want"

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

The Advanced Master's Degree in Senior International Management from TECH Technological University is an intense program that prepares you to face business challenges and decisions both nationally and internationally. The main objective is to promote your personal and professional growth, helping you achieve success.

If you want to improve yourself, make a positive change at a professional level, and network with the best, then this is the place for you.

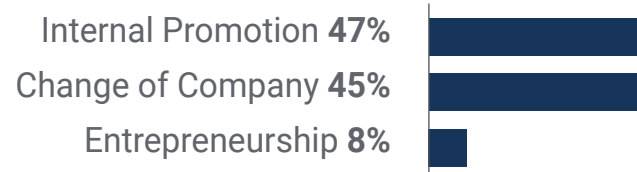
A large percentage of our students achieve success in their careers after studying with us.

If you want to achieve a positive change in your profession, don't miss this opportunity to specialize with TECH.

When the change occurs



Type of change



Salary increase

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



10

Benefits for Your Company

The Advanced Master's Degree in Senior International Management contributes to raising the organization's talent to its maximum potential through the specialization of high-level leaders. Therefore, participating in this academic program will not only bring improvement on a personal level, but, above all, on a professional level, enhancing the knowledge and improving the managerial skills of our students. Additionally, joining TECH's educational community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, clients, or suppliers.





“

Get the education you need to bring a new business vision to your company"

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

01

Intellectual Capital and Talent Growth

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

02

Retaining High-Potential Executives to Avoid Talent Drain

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

03

Building Agents of Change

Be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

04

Increased International Expansion Possibilities

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



05

Project Development

You will be able to work on a current project or develop new projects in the field of R&D or Business Development within your company.

06

Increased Competitiveness

This program will equip students with the skills to take on new challenges and drive the organization forward.

11

Certificate

The Advanced Master's Degree in Senior International Management guarantees you, in addition to the most rigorous and up-to-date training, access to a Advanced Master's Degree issued by TECH Technological University.



“

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

This **Advanced Master's Degree in Senior International Management** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Advanced 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 Advanced Master's Degree, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Advanced Master's Degree in Senior International Management**

Official N° of hours: **3,000 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.



**Advanced Master's
Degree**
Senior International
Management

Language: English

Course Modality: Online

Duration: 2 years

Accreditation: TECH Technological University

Official N° of hours: 3,000 h.

Advanced Master's Degree Senior International Management