Advanced Master's Degree
Senior Management of Food Companies

tech global university

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Advanced Master's Degree
Senior Management of Food Companies

- Modality: **online**
- Duration: **2 years**
- Certificate: **TECH Global University**
- Accreditation: **120 ECTS**
- Schedule: **at your own pace**
- Exams: **online**

Website: **www.techtitute.com/us/school-of-business/advanced-master-degree/advanced-master-degree-senior-management-food-companies**

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01

Introduction to the Program

Globalization and digital transformation have led to the creation of new business opportunities and driven innovation in products and processes. Therefore, leaders in the food sector now have to address the integration of sustainability strategies, product traceability, food safety and climate change, which requires a deep understanding of the challenges and opportunities of the industry. To facilitate such challenge, TECH has designed this 100% online program, which will lead the professional to raise their skills in the efficiency of business management in this industry, improving financial decision making and business profitability. All this, with the revolutionary Relearning methodology.

You will delve into key aspects of senior management in the food industry, such as innovation, sustainability and efficient resource management, which are fundamental in the food industry"

The Food Industry, essential to global welfare and economic development, faces constant challenges arising from market fluctuations, changing consumer demands and stringent safety and quality regulations. In this context, professionals must be able to manage both day-to-day operations and plan long-term strategies to ensure competitiveness and sustainability.

With the aim of facilitating this work, TECH is launching a pioneering Advanced Master's Degree in Senior Management of Food Companies. Designed by leaders in this area, the curriculum will analyze factors ranging from market research or the fundamentals of management to the evaluation of food safety. As a result, graduates will develop the necessary skills to successfully lead companies in the food industry, applying innovative strategies that integrate sustainability, quality and operational efficiency.

To consolidate all these contents, TECH uses its characteristic learning system: Relearning. This method consists of the progressive reiteration of the key aspects of the syllabus, ensuring that graduates assimilate them in a natural way. Likewise, specialists will enjoy a dynamic teaching process thanks to the educational resources they will find in the Virtual Campus. On this digital platform they will find a library full of multimedia materials, including interactive summaries, specialized readings and case studies.

This **Advanced Master's Degree in Senior Management of Food Companies** contains the most complete and up-to-date educational program on the market. Its most notable features are:

- Development of case studies presented by experts in Senior Management of Food Companies
- 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 in Senior Management of Food Companies
- 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

Evaluate the performance and effectiveness of information systems through metrics and key management indicators"

You will apply strategies to ensure the efficient use of available technological resources, improving productivity and reducing operating costs associated with information systems"

You will identify global trends, optimizing production processes and developing competitive strategies that drive business growth, thanks to an extensive library of multimedia resources.

With the Relearning system you will not have to invest a great amount of study hours and you will focus on the most relevant concepts.

It includes in its teaching staff professionals belonging to the field of Senior Management of Food Companies, who pour into this program the experience of their work, in addition to recognized specialists from reference companies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive learning experience designed to prepare for real-life situations.

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

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Why Study at TECH?

TECH is the world's largest online university. With an impressive catalog of more than 14,000 university programs, available in 11 languages, it is positioned as a leader in employability, with a 99% job placement rate. In addition, it has a huge faculty of more than 6,000 professors of the highest international prestige.

Study at the largest online university in the world and ensure your professional success. The future begins at TECH”

The world's best online university, according to FORBES

The prestigious Forbes magazine, specialized in business and finance, has highlighted TECH as "the best online university in the world" This is what they have recently stated in an article in their digital edition in which they echo the success story of this institution, "thanks to the academic offer it provides, the selection of its teaching staff, and an innovative learning method oriented to form the professionals of the future".

The best top international faculty

TECH's faculty is made up of more than 6,000 professors of the highest international prestige. Professors, researchers and top executives of multinational companies, including Isaiah Covington, performance coach of the Boston Celtics; Magda Romanska, principal investigator at Harvard MetaLAB; Ignacio Wistumba, chairman of the department of translational molecular pathology at MD Anderson Cancer Center; and D.W. Pine, creative director of TIME magazine, among others.

The world's largest online university

TECH is the world's largest online university. We are the largest educational institution, with the best and widest digital educational catalog, one hundred percent online and covering most areas of knowledge. We offer the largest selection of our own degrees and accredited online undergraduate and postgraduate degrees. In total, more than 14,000 university programs, in ten different languages, making us the largest educational institution in the world.

The most complete syllabuses on the university scene

TECH offers the most complete syllabuses on the university scene, with programs that cover fundamental concepts and, at the same time, the main scientific advances in their specific scientific areas. In addition, these programs are continuously updated to guarantee students the academic vanguard and the most demanded professional skills. and the most in-demand professional competencies. In this way, the university's qualifications provide its graduates with a significant advantage to propel their careers to success.

A unique learning method

TECH is the first university to use Relearning in all its programs. This is the best online learning methodology, accredited with international teaching quality certifications, provided by prestigious educational agencies. In addition, this innovative academic model is complemented by the "Case Method", thereby configuring a unique online teaching strategy. Innovative teaching resources are also implemented, including detailed videos, infographics and interactive summaries.

The official online university of the NBA

TECH is the official online university of the NBA. Thanks to our agreement with the biggest league in basketball, we offer our students exclusive university programs, as well as a wide variety of educational resources focused on the business of the league and other areas of the sports industry. Each program is made up of a uniquely designed syllabus and features exceptional guest hosts: professionals with a distinguished sports background who will offer their expertise on the most relevant topics.

Leaders in employability

TECH has become the leading university in employability. Ninety-nine percent of its students obtain jobs in the academic field they have studied within one year of completing any of the university's programs. A similar number achieve immediate career enhancement. All this thanks to a study methodology that bases its effectiveness on the acquisition of practical skills, which are absolutely necessary for professional development.

Google Premier Partner

The American technology giant has awarded TECH the Google Premier Partner badge. This award, which is only available to 3% of the world's companies, highlights the efficient, flexible and tailored experience that this university provides to students. The recognition not only accredits the maximum rigor, performance and investment in TECH's digital infrastructures, but also places this university as one of the world's leading technology companies.

The top-rated university by its students

Students have positioned TECH as the world's top-rated university on the main review websites, with a highest rating of 4.9 out of 5, obtained from more than 1,000 reviews. These results consolidate TECH as the benchmark university institution at an international level, reflecting the excellence and positive impact of its educational model.

03

Syllabus

The university program will address specific areas of the food sector, such as the evaluation of trends in food production and consumption, the importance of hygiene programs in the food chain, and technical advice on products and their development. It will also provide a solid mathematical, statistical and economic preparation, vital for the planning and financial management of companies. Likewise, you will seek to establish a dynamic business model that values intangible resources and allows adaptation to a constantly changing society, ensuring the sustained growth and efficiency of organizations in the food sector.

You will build corporate strategies that boost competitiveness, design innovative policies and manage Human Resources to maximize performance. What are you waiting for to enroll?"

Module 1. Leadership, Ethics and Social Responsibility in Companies

1.1. Globalization and Governance
- 1.1.1. Governance and Corporate Governance
- 1.1.2. The Fundamentals of Corporate Governance in Companies
- 1.1.3. The Role of the Board of Directors in the Corporate Governance Framework

1.2. Leadership
- 1.2.1. Leadership. A Conceptual Approach
- 1.2.2. Leadership in Companies
- 1.2.3. The Importance of Leaders in Business Management

1.3. Cross Cultural Management
- 1.3.1. Cross Cultural Management Concept
- 1.3.2. Contributions to Knowledge of National Cultures
- 1.3.3. Diversity Management

1.4. Management and Leadership Development
- 1.4.1. Concept of Management Development
- 1.4.2. Concept of Leadership
- 1.4.3. Leadership Theories
- 1.4.4. Leadership Styles
- 1.4.5. Intelligence in Leadership
- 1.4.6. The Challenges of Today's Leader

1.5. Business Ethics
- 1.5.1. Ethics and Morality
- 1.5.2. Business Ethics
- 1.5.3. Leadership and Ethics in Companies

1.6. Sustainability
- 1.6.1. Sustainability and Sustainable Development
- 1.6.2. The 2030 Agenda
- 1.6.3. Sustainable Companies

1.7. Corporate Social Responsibility
- 1.7.1. International Dimensions of Corporate Social Responsibility
- 1.7.2. Implementing Corporate Social Responsibility
- 1.7.3. The Impact and Measurement of Corporate Social Responsibility

1.8. Responsible Management Systems and Tools
- 1.8.1. CSR: Corporate Social Responsibility
- 1.8.2. Essential Aspects for Implementing a Responsible Management Strategy
- 1.8.3. Steps for the Implementation of a Corporate Social Responsibility Management System
- 1.8.4. CSR Tools and Standards

1.9. Multinationals and Human Rights
- 1.9.1. Globalization, Multinational Corporations and Human Rights
- 1.9.2. Multinational Corporations and International Law
- 1.9.3. Legal Instruments for Multinationals in the Area of Human Rights

1.10. Legal Environment and Corporate Governance
- 1.10.1. International Rules on Importation and Exportation
- 1.10.2. Intellectual and Industrial Property
- 1.10.3. International Labor Law

Module 2. Strategic Management and Executive Management

2.1. Organizational Analysis and Design
- 2.1.1. Conceptual Framework
- 2.1.2. Key Elements in Organizational Design
- 2.1.3. Basic Organizational Models
- 2.1.4. Organizational Design: Typology

2.2. Corporate Strategy
- 2.2.1. Competitive Corporate Strategy
- 2.2.2. Growth Strategies: Typology
- 2.2.3. Conceptual Framework

2.3. Strategic Planning and Strategy Formulation
- 2.3.1. Conceptual Framework
- 2.3.2. Elements of Strategic Planning
- 2.3.3. Strategy Formulation: Strategic Planning Process

2.4. Strategic Thinking
- 2.4.1. The Company as a System
- 2.4.2. Organization Concept

2.5. Financial Diagnosis
- 2.5.1. Concept of Financial Diagnosis
- 2.5.2. Stages of Financial Diagnosis
- 2.5.3. Assessment Methods for Financial Diagnosis

2.6. Planning and Strategy
- 2.6.1. The Plan from a Strategy
- 2.6.2. Strategic Positioning
- 2.6.3. Strategy in Companies

2.7. Strategy Models and Patterns
- 2.7.1. Conceptual Framework
- 2.7.2. Strategic Models
- 2.7.3. Strategic Patterns: The Five P's of Strategy

2.8. Competitive Strategy
- 2.8.1. The Competitive Advantage
- 2.8.2. Choosing a Competitive Strategy
- 2.8.3. Strategies based on the Strategic Clock Model
- 2.8.4. Types of Strategies According to the Industrial Sector Life Cycle

2.9. Strategic Management
- 2.9.1. The Concept of Strategy
- 2.9.2. The Process of Strategic Management
- 2.9.3. Approaches in Strategic Management

2.10. Strategy Implementation
- 2.10.1. Indicator Systems and Process Approach
- 2.10.2. Strategic Map
- 2.10.3. Strategic Alignment

2.11. Executive Management
- 2.11.1. Conceptual Framework of Executive Management
- 2.11.2. Executive Management. The Role of the Board of Directors and Corporate Management Tools

2.12. Strategic Communication
- 2.12.1. Interpersonal Communication
- 2.12.2. Communication Skills and Influence
- 2.12.3. Internal Communication
- 2.12.4. Barriers to Business Communication

Module 3. Commercial Management, Strategic Marketing and Corporate Communications

3.1. Commercial Management
- 3.1.1. Conceptual Framework of Commercial Management
- 3.1.2. Business Strategy and Planning
- 3.1.3. The Role of Sales Managers

3.2. Marketing
- 3.2.1. The Concept of Marketing
- 3.2.2. The Basic Elements of Marketing
- 3.2.3. Marketing Activities in Companies

3.3. Strategic Marketing Management
- 3.3.1. The Concept of Strategic Marketing
- 3.3.2. Concept of Strategic Marketing Planning
- 3.3.3. Stages in the Process of Strategic Marketing Planning

3.4. Digital Marketing and E-Commerce
- 3.4.1. Digital Marketing and E-Commerce Objectives
- 3.4.2. Digital Marketing and Media Used
- 3.4.3. E-Commerce. General Context
- 3.4.4. Categories of E-Commerce
- 3.4.5. Advantages and Disadvantages of E-Commerce Versus Traditional Commerce

3.5. Managing Digital Business
- 3.5.1. Competitive Strategy in the Face of the Growing Digitalization of the Media
- 3.5.2. Design and Creation of a Digital Marketing Plan
- 3.5.3. ROI Analysis in a Digital Marketing Plan

3.6. Digital Marketing to Reinforce a Brand
- 3.6.1. Online Strategies to Improve Your Brand's Reputation
- 3.6.2. Branded Content and Storytelling

3.7. Digital Marketing Strategy
- 3.7.1. Defining the Digital Marketing Strategy
- 3.7.2. Digital Marketing Strategy Tools

3.8. Digital Marketing to Attract and Retain Customers
- 3.8.1. Loyalty and Engagement Strategies through the Internet
- 3.8.2. Visitor Relationship Management
- 3.8.3. Hypersegmentation

3.9. Managing Digital Campaigns
- 3.9.1. What Is a Digital Advertising Campaign?
- 3.9.2. Steps to Launch an Online Marketing Campaign
- 3.9.3. Mistakes in Digital Advertising Campaigns

3.10. Online Marketing Plan
- 3.10.1. What Is an Online Marketing Plan?
- 3.10.2. Steps to Create an Online Marketing Plan
- 3.10.3. Advantages of Having an Online Marketing Plan

3.11. Blended Marketing
- 3.11.1. What Is Blended Marketing?
- 3.11.2. Differences Between Online and Offline Marketing
- 3.11.3. Aspects to Be Taken into Account in the Blended Marketing Strategy
- 3.11.4. Characteristics of a Blended Marketing Strategy
- 3.11.5. Recommendations in Blended Marketing
- 3.11.6. Benefits of Blended Marketing

3.12. Sales Strategy
- 3.12.1. Sales Strategy
- 3.12.2. Sales Methods

3.13. Corporate Communication
- 3.13.1. Concept
- 3.13.2. The Importance of Communication in the Organization
- 3.13.3. Type of Communication in the Organization
- 3.13.4. Functions of Communication in the Organization
- 3.13.5. Elements of Communication
- 3.13.6. Communication Problems
- 3.13.7. Communication Scenarios

3.14. Corporate Communication Strategy
- 3.14.1. Motivational Programs, Social Action, Participation and Training with HR
- 3.14.2. Internal Communication Support and Tools
- 3.14.3. Internal Communication Plan

3.15. Digital Communication and Reputation
- 3.15.1. Online Reputation
- 3.15.2. How to Measure Digital Reputation?
- 3.15.3. Online Reputation Tools
- 3.15.4. Online Reputation Report
- 3.15.5. Online Branding

Module 4. Marketing and Consumer Behavior

4.1. Concept and Function of Marketing in the Company
- 4.1.1. Concept and Nature of Marketing
- 4.1.2. The Marketing Process
- 4.1.3. Energy Markets
- 4.1.4. Evolution of Business Approaches to the Marketplace
- 4.1.5. Evolution and Current Trends in Marketing

4.2. Consumer Behavior in Relation to Food
- 4.2.1. Nature and Range of the Study of Consumer Behavior
- 4.2.2. Factors Influencing Consumer Behavior
- 4.2.3. The Process in Purchasing Decisions
- 4.2.4. The Organizational Purchasing Process

4.3. Food Market Research
- 4.3.1. Concept, Objectives and Types of Marketing Research
- 4.3.2. Sources of Marketing Information
- 4.3.3. The Commercial Research Process
- 4.3.4. Commercial Research Tools
- 4.3.5. Market and Customers: Segmentation

4.4. Marketing Decisions Related to Food as a Commercial Product
- 4.4.1. Food as Products, Characteristics, and Classification
- 4.4.2. Decisions on Food Products
- 4.4.3. Brand Decisions

4.5. Development and Commercialization of New Foods
- 4.5.1. New Product Strategy Development
- 4.5.2. New Product Development Stages
- 4.5.3. Management of a New Product
- 4.5.4. Marketing Policies throughout the Product Life Cycle

4.6. Administration and Pricing Policies
- 4.6.1. Pricing, Approach to the Concept
- 4.6.2. Pricing Policies
- 4.6.3. New Product Pricing Strategies
- 4.6.4. Pricing a Mix/Portfolio of Products
- 4.6.5. Price Adjustment Strategies

4.7. Communication With the Market
- 4.7.1. The Role of Marketing Communications
- 4.7.2. Communication Tools
- 4.7.3. Development of Effective Communication
- 4.7.4. Factors in Establishing the Communication Mix

4.8. Food Distribution
- 4.8.1. Introduction
- 4.8.2. Channel Design Decisions
- 4.8.3. Channel Management Decisions
- 4.8.4. Integration and Channel Systems
- 4.8.5. Changes in Channel Organization

4.9. Consumer Decision Process
- 4.9.1. Stimulus and Market Characteristics and Their Relationship to the Consumer Decision
  - 4.9.1.1. Extensive, Limited and Routine Purchasing Decisions
  - 4.9.1.2. High-Involvement and Low-Involvement Purchase Decisions
  - 4.9.1.3. Buyer Typology
- 4.9.2. Recognition of the Problem: Concept and Influencing Factors
- 4.9.3. Information Search: Information Search: Concept, Types, Dimensions and Determinants of the Search Process
- 4.9.4. The Evaluation of Information: Evaluation Criteria and Evaluation Strategies or Decision Rules
- 4.9.5. General Aspects of Branding Choice
  - 4.9.5.1. The Choice of the Establishment
  - 4.9.5.2. Post-Purchase Processes

4.10. The Social Dimension in the Consumer Buying Process
- 4.10.1. Culture and Its Influence on Consumers: Dimensions, Concept and Characteristic Aspects of Culture
- 4.10.2. The Value of Consumption in Western Cultures
  - 4.10.2.1. Social Strata and Consumer Behavior: Concept, Characteristics and Measurement Procedures
  - 4.10.2.3. Lifestyles
- 4.10.3. Groups: Concept, Characteristics and Types of Groups
  - 4.10.3.1. The Influence of Families on Shopping Decision
  - 4.10.3.2. Types of Family Purchasing Decisions and Factors Influencing the Family Decision Process
  - 4.10.3.3. Family Life Cycle

Module 5. Food Business and Economics

5.1. Basic Concepts of Economy
- 5.1.1. Economics and the Need for Choice
- 5.1.2. The Production Possibility Frontier and Its Applications in Production
- 5.1.3. The Operation of a Market Economy
- 5.1.4. The Limitations of the Market Economy System and Mixed Economies

5.2. Demand and Supply Curves
- 5.2.1. Participant Agents in the Market Demand and Supply
- 5.2.2. Market Balance
- 5.2.3. Shifts in Supply and Demand Curves

5.3. Applications of Supply and Demand Analysis
- 5.3.1. The Decline in Agricultural Prices
- 5.3.2. Price Ceilings and Floors
- 5.3.3. Establishment of Subsidized or Support Prices
- 5.3.4. Main Systems used to Assist Farmers

5.4. Demand for Goods
- 5.4.1. Consumer Demand and Utility
- 5.4.2. Market Demand
- 5.4.3. Demand and the Concept of Elasticity
- 5.4.4. The Elasticity of Demand and Total Income
- 5.4.5. Other Elasticities

5.5. Production in the Company and Production Costs
- 5.5.1. Short-Term Production
- 5.5.2. Long-Term Production
- 5.5.3. The Company's Short-Term Costs
- 5.5.4. Long-Term Costs and Returns to Scale
- 5.5.5. The Company's Production Decisions and Profit Maximization

5.6. Market Typologies
- 5.6.1. Competition Forms
- 5.6.2. Perfect Competition Markets
- 5.6.3. The Company Competitive Games and Investment Decisions
- 5.6.4. Basic Characteristics of Imperfect Competition
- 5.6.5. Monopoly, Oligopoly and Monopolistic Competition

5.7. Economic Macromagnitudes
- 5.7.1. Gross Domestic Product and General Price Index
- 5.7.2. Public Income and Investment
- 5.7.3. Agricultural Macro-Magnitudes

5.8. The Company's Organizational Structure. Types of Businesses
- 5.8.1. Individual Entrepreneur
- 5.8.2. Unincorporated Company
- 5.8.3. Legal Entity
- 5.8.4. Corporate Social Responsibility
- 5.8.5. Legal and Tax Environment

5.9. Company's Functional Areas
- 5.9.1. Company Financing: Borrowed and Equity Funds
- 5.9.2. Production in the Company
- 5.9.3. Procurement Area and Inventory Management Methods
- 5.9.4. Human Resources

5.10. Analysis of Company's Financial Statements
- 5.10.1. Equity Analysis
- 5.10.2. Financial Analysis
- 5.10.3. Economic Analysis

Module 6. Food and Public Health

6.1. Human Nutrition and Historical Evolution
- 6.1.1. The Natural Element and the Cultural Element. Biological Evolution, Tool Handling and Making
- 6.1.2. The Use of Fire, Hunter-Gatherer Profiles. Butcher or Vegetarian
- 6.1.3. Biological, Genetic, Chemical and Mechanical Technologies Involved in Food Processing and Preservation
- 6.1.4. Food in Roman Times
- 6.1.5. Influence of the Discovery of America
- 6.1.6. Food in Developed Countries
  - 6.1.6.1. Food Distribution Chains and Networks
  - 6.1.6.2. The Global Trade "Network" and Small Businesses

6.2. Socio-Cultural Significance of Food
- 6.2.1. Food and Social Communication. Social and Individual Relationships
- 6.2.2. Emotional Influence of Foods. Parties and Celebrations
- 6.2.3. Relationships Between Diets and Religious Precepts. Food and Christianity, Hinduism, Buddhism, Judaism, Islam
- 6.2.4. Natural Foods, Ecological Foods, and Organic Foods
- 6.2.5. Typology of Diets: The Standard Diet, Slimming Diets, Curative Diets, Magical Diets and Absurd Diets
- 6.2.6. Food Reality and Food Perception. Protocol for Family and Institutional Meals

6.3. Communication and Eating Behavior
- 6.3.1. Written Media: Specialist Magazines. Dissemination and Professional Magazines
- 6.3.2. Audiovisual Media: Radio, Television, Internet. Packaging. Advertising
- 6.3.3. Eating Behavior. Motivation and Intake
- 6.3.4. Food Labeling and Consumption. Development of Likes and Dislikes
- 6.3.5. Sources of Variation in Food Preferences and Attitudes

6.4. Concept of Health and Diseases and Epidemiology
- 6.4.1. Health Promotion and Disease Prevention
- 6.4.2. Prevention Levels. Laws of Public Health
- 6.4.3. Food Characteristics. Food as a Vehicle for Disease
- 6.4.4. Epidemiological Methods: Descriptive, Analytical, Experimental, Predictive

6.5. Sanitary, Social and Economic Significance of Zoonosis
- 6.5.1. Zoonosis Classification
- 6.5.2. Factors
- 6.5.3. Assessment Criteria
- 6.5.4. Action Plans

6.6. Epidemiology and Prevention of Diseases Transmitted by Meat and Meat By-Products and Fish and Fish By-Products
- 6.6.1. Introduction. Epidemiological Factors of Meat-Borne Diseases
- 6.6.2. Consumption-Based Diseases
- 6.6.3. Preventive Measures for Diseases Transmitted by Meat Products
- 6.6.4. Introduction. Epidemiological Factors of Fish-Borne Diseases
- 6.6.5. Consumption-Based Diseases
- 6.6.6. Prevention

6.7. Epidemiology and Prevention of Diseases Transmitted by Milk and Milk By-Products
- 6.7.1. Introduction. Epidemiological Factors of Meat-Borne Diseases
- 6.7.2. Consumption-Based Diseases
- 6.7.3. Preventive Measures for Diseases Transmitted by Dairy Products

6.8. Epidemiology and Prevention of Diseases Transmitted by Bread, Pastries, Confections and Cakes
- 6.8.1. Introduction. Epidemiological Factors
- 6.8.2. Consumption-Based Diseases
- 6.8.3. Prevention

6.9. Epidemiology and Prevention of Diseases Transmitted by Preserved and Semi-Preserved Foods, and by Edible Vegetables and Mushrooms
- 6.9.1. Introduction. Epidemiological Aspects of Preserved and Semi-Preserved Foods
- 6.9.2. Diseases Caused by Consumption of Canned and Semi-Canned Foods
- 6.9.3. Sanitary Prevention of Diseases Transmitted by Preserved and Semi-Preserved Foods
- 6.9.4. Introduction. Epidemiological Factors in Vegetables and Mushrooms
- 6.9.5. Diseases Caused by Consumption of Vegetables and Mushrooms
- 6.9.6. Sanitary Prevention of Diseases Transmitted by Vegetables and Mushrooms

6.10. Health Problems Arising from the Use of Additives, the Source of Food Poisoning
- 6.10.1. Toxins of Natural Origin in Food
- 6.10.2. Toxins due to Incorrect Handling
- 6.10.3. Use of Food Additives

Module 7. People and Talent Management

7.1. Organizational Behavior
- 7.1.1. Organizational Behavior. Conceptual Framework
- 7.1.2. Main Factors of Organizational Behavior

7.2. People in Organizations
- 7.2.1. Quality of Work Life and Psychological Well-Being
- 7.2.2. Work Teams and Meeting Management
- 7.2.3. Coaching and Team Management
- 7.2.4. Managing Equality and Diversity

7.3. Strategic People Management
- 7.3.1. Strategic Human Resources Management
- 7.3.2. Strategic People Management

7.4. Evolution of Resources. An Integrated Vision
- 7.4.1. The Importance of HR
- 7.4.2. A New Environment for People Management and Leadership
- 7.4.3. Strategic Human Resources Management

7.5. Selection, Group Dynamics and HR Recruitment
- 7.5.1. Approach to Recruitment and Selection
- 7.5.2. Recruitment
- 7.5.3. The Selection Process

7.6. Human Resources Management by Competencies
- 7.6.1. Analysis of the Potential
- 7.6.2. Remuneration Policy
- 7.6.3. Career/Succession Planning

7.7. Performance Evaluation and Performance Management
- 7.7.1. Performance Management
- 7.7.2. Performance Management: Objectives and Process

7.8. Management of Training
- 7.8.1. Learning Theories
- 7.8.2. Talent Detection and Retention
- 7.8.3. Gamification and Talent Management
- 7.8.4. Training and Professional Obsolescence

7.9. Talent Management
- 7.9.1. Keys for Positive Management
- 7.9.2. Conceptual Origin of Talent and Its Implication in the Company
- 7.9.3. Map of Talent in the Organization
- 7.9.4. Cost and Added Value

7.10. Innovation in Talent and People Management
- 7.10.1. Strategic Talent Management Models
- 7.10.2. Talent Identification, Training and Development
- 7.10.3. Loyalty and Retention
- 7.10.4. Proactivity and Innovation

7.11. Motivation
- 7.11.1. The Nature of Motivation
- 7.11.2. Expectations Theory
- 7.11.3. Needs Theory
- 7.11.4. Motivation and Financial Compensation

7.12. Employer Branding
- 7.12.1. Employer Branding in HR
- 7.12.2. Personal Branding for HR Professionals

7.13. Developing High-Performance Teams
- 7.13.1. High-Performance Teams: Self-Managed Teams
- 7.13.2. Methodologies for the Management of High-Performance Self-Managed Teams

7.14. Management Skills Development
- 7.14.1. What Are Manager Competencies?
- 7.14.2. Elements of Competencies
- 7.14.3. Knowledge
- 7.14.4. Management Skills
- 7.14.5. Attitudes and Values in Managers
- 7.14.6. Managerial Skills

7.15. Time Management
- 7.15.1. Benefits
- 7.15.2. What Can Be the Causes of Poor Time Management?
- 7.15.3. Time
- 7.15.4. Time Illusions
- 7.15.5. Attention and Memory
- 7.15.6. State of Mind
- 7.15.7. Time Management
- 7.15.8. Being Proactive
- 7.15.9. Being Clear About the Objective
- 7.15.10. Order
- 7.15.11. Planning

7.16. Change Management
- 7.16.1. Change Management
- 7.16.2. Type of Change Management Processes
- 7.16.3. Stages or Phases in the Change Management Process

7.17. Negotiation and Conflict Management
- 7.17.1. Negotiation
- 7.17.2. Conflict Management
- 7.17.3. Crisis Management

7.18. Executive Communication
- 7.18.1. Internal and External Communication in the Corporate Environment
- 7.18.2. Communication Departments
- 7.18.3. The Person in Charge of Communication of the Company. The Profile of the Dircom

7.19. Human Resources Management and Occupational Risk Prevention Teams
- 7.19.1. Management of Human Resources and Teams
- 7.19.2. Occupational Risk Prevention

7.20. Productivity, Attraction, Retention and Activation of Talent
- 7.20.1. Productivity
- 7.20.2. Talent Attraction and Retention Levers

7.21. Monetary Compensation vs. Non-Cash
- 7.21.1. Monetary Compensation vs. Non-Cash
- 7.21.2. Wage Band Models
- 7.21.3. Non-Cash Compensation Models
- 7.21.4. Working Model
- 7.21.5. Corporate Community
- 7.21.6. Company Image
- 7.21.7. Emotional Salary

7.22. Innovation in Talent and People Management
- 7.22.1. Innovation in Organizations
- 7.22.2. New Challenges in the Human Resources Department
- 7.22.3. Innovation Management
- 7.22.4. Tools for Innovation

7.23. Knowledge and Talent Management
- 7.23.1. Knowledge and Talent Management
- 7.23.2. Knowledge Management Implementation

7.24. Transforming Human Resources in the Digital Era
- 7.24.1. The Socioeconomic Context
- 7.24.2. New Forms of Corporate Organization
- 7.24.3. New Methodologies

Module 8. Economic and Financial Management

8.1. Economic Environment
- 8.1.1. Macroeconomic Environment and the National Financial System
- 8.1.2. Financial Institutions
- 8.1.3. Financial Markets
- 8.1.4. Financial Assets
- 8.1.5. Other Financial Sector Entities

8.2. Company Financing
- 8.2.1. Sources of Financing
- 8.2.2. Types of Financing Costs

8.3. Executive Accounting
- 8.3.1. Basic Concepts
- 8.3.2. The Company's Assets
- 8.3.3. The Company's Liabilities
- 8.3.4. The Company's Net Worth
- 8.3.5. The Income Statement

8.4. Management Accounting to Cost Accounting
- 8.4.1. Elements of Cost Calculation
- 8.4.2. Expenses in General Accounting and Cost Accounting
- 8.4.3. Costs Classification

8.5. Information Systems and Business Intelligence
- 8.5.1. Fundamentals and Classification
- 8.5.2. Cost Allocation Phases and Methods
- 8.5.3. Choice of Cost Center and Impact

8.6. Budget and Management Control
- 8.6.1. The Budget Model
- 8.6.2. The Capital Budget
- 8.6.3. The Operating Budget
- 8.6.4. Treasury Budget
- 8.6.5. Budget Monitoring

8.7. Treasury Management
- 8.7.1. Accounting Working Capital and Necessary Working Capital
- 8.7.2. Calculation of Operating Cash Requirements
- 8.7.3. Credit Management

8.8. Corporate Tax Responsibility
- 8.8.1. Basic Tax Concepts
- 8.8.2. Corporate Income Tax
- 8.8.3. Value Added Tax
- 8.8.4. Other Taxes Related to Commercial Activity
- 8.8.5. The Company as a Facilitator of the Work of the State

8.9. Corporate Control Systems
- 8.9.1. Analysis of Financial Statements
- 8.9.2. The Company's Balance Sheet
- 8.9.3. The Profit and Loss Statement
- 8.9.4. The Statement of Cash Flows
- 8.9.5. Ratio Analysis

8.10. Financial Management
- 8.10.1. The Company's Financial Decisions
- 8.10.2. Financial Department
- 8.10.3. Cash Surpluses
- 8.10.4. Risks Associated with Financial Management
- 8.10.5. Financial Administration Risk Management

8.11. Financial Planning
- 8.11.1. Definition of Financial Planning
- 8.11.2. Actions to Be Taken in Financial Planning
- 8.11.3. Creation and Establishment of the Business Strategy
- 8.11.4. The Cash Flow Table
- 8.11.5. The Working Capital Table

8.12. Corporate Financial Strategy
- 8.12.1. Corporate Strategy and Sources of Financing
- 8.21.2. Financial Products for Corporate Financing

8.13. Macroeconomic Context
- 8.13.1. Macroeconomic Context
- 8.13.2. Relevant Economic Indicators
- 8.13.3. Mechanisms for the Control of Macroeconomic Magnitudes
- 8.13.4. Economic Cycles

8.14. Strategic Financing
- 8.14.1. Self-Financing
- 8.14.2. Increase in Equity
- 8.14.3. Hybrid Resources
- 8.14.4. Financing Through Intermediaries

8.15. Money and Capital Markets
- 8.15.1. The Money Market
- 8.15.2. The Fixed Income Market
- 8.15.3. The Equity Market
- 8.15.4. The Foreign Exchange Market
- 8.15.5. The Derivatives Market

8.16. Financial Analysis and Planning
- 8.16.1. Analysis of the Balance Sheet
- 8.16.2. Analysis of the Income Statement
- 8.16.3. Profitability Analysis

8.17. Analyzing and Solving Cases/Problems
- 8.17.1. Financial Information on Industria de Diseño y Textil, S.A. (INDITEX)

Module 9. Operations and Logistics Management

9.1. Operations Direction and Management
- 9.1.1. The Role of Operations
- 9.1.2. The Impact of Operations on the Management of Companies
- 9.1.3. Introduction to Operations Strategy
- 9.1.4. Introduction to Operations Strategy

9.2. Industrial Organization and Logistics
- 9.2.1. Industrial Organization Department
- 9.2.2. Industrial Organization Department

9.3. Structure and Types of Production (MTS, MTO, ATO, ETO...)
- 9.3.1. Production System
- 9.3.2. Production Strategy
- 9.3.3. Inventory Management System
- 9.3.4. Production Indicators

9.4. Structure and Types of Procurement
- 9.4.1. Function of Procurement
- 9.4.2. Procurement Management
- 9.4.3. Types of Purchases
- 9.4.4. Efficient Purchasing Management of a Company
- 9.4.5. Stages of the Purchase Decision Process

9.5. Economic Control of Purchasing
- 9.5.1. Economic Influence of Purchases
- 9.5.2. Cost Centers
- 9.5.3. Budget
- 9.5.4. Budgeting vs. Actual Expenditure
- 9.5.5. Budgetary Control Tools

9.6. Warehouse Operations Control
- 9.6.1. Inventory Control
- 9.6.2. Location Systems
- 9.6.3. Stock Management Techniques
- 9.6.4. Storage Systems

9.7. Strategic Purchasing Management
- 9.7.1. Business Strategy
- 9.7.2. Strategic Planning
- 9.7.3. Purchasing Strategies

9.8. Typologies of the Supply Chain (SCM)
- 9.8.1. Supply Chain
- 9.8.2. Benefits of Supply Chain Management
- 9.8.3. Logistical Management in the Supply Chain

9.9. Supply Chain Management
- 9.9.1. The Concept of Supply Chain Management (SCM)
- 9.9.2. Costs and Efficiency of the Operations Chain
- 9.9.3. Demand Patterns
- 9.9.4. Operations Strategy and Change

9.10. Interactions Between the SCM and All Other Departments
- 9.10.1. Interaction of the Supply Chain
- 9.10.2. Interaction of the Supply Chain. Integration by Parts
- 9.10.3. Supply Chain Integration Problems
- 9.10.4. Supply Chain

9.11. Logistics Costs
- 9.11.1. Logistics Costs
- 9.11.2. Problems with Logistics Costs
- 9.11.3. Optimizing Logistic Costs

9.12. Profitability and Efficiency of Logistics Chains: KPIs
- 9.12.1. Logistics Chain
- 9.12.2. Profitability and Efficiency of the Logistics Chain
- 9.12.3. Indicators of Profitability and Efficiency of the Supply Chain

9.13. Process Management
- 9.13.1. Process Management
- 9.13.2. Process-Based Approach: Process Mapping
- 9.13.3. Improvements in Process Management

9.14. Distribution and Transportation Logistics
- 9.14.1. Distribution in the Supply Chain
- 9.14.2. Transportation Logistics
- 9.14.3. Geographic Information Systems as a Support for Logistics

9.15. Logistics and Customers
- 9.15.1. Demand Analysis
- 9.15.2. Demand and Sales Forecast
- 9.15.3. Sales and Operations Planning
- 9.15.4. Collaborative Planning, Forecasting and Replenishment (CPFR)

9.16. International Logistics
- 9.16.1. Export and Import Processes
- 9.16.2. Customs
- 9.16.3. Methods and Means of International Payment
- 9.16.4. International Logistics Platforms

9.17. Outsourcing of Operations
- 9.17.1. Operations Management and Outsourcing
- 9.17.2. Outsourcing Implementation in Logistics Environments

9.18. Competitiveness in Operations
- 9.18.1. Operations Management
- 9.18.2. Operational Competitiveness
- 9.18.3. Operations Strategy and Competitive Advantages

9.19. Quality Management
- 9.19.1. Internal and External Customers
- 9.19.2. Quality Costs
- 9.19.3. Ongoing Improvement and the Deming Philosophy

Module 10. Information Systems Management

10.1. Technological Environment
- 10.1.1. Technology and Globalization
- 10.1.2. Economic Environment and Technology
- 10.1.3. Technological Environment and Its Impact on Companies

10.2. Information Systems in Companies
- 10.2.1. The Evolution of the IT Model
- 10.2.2. Organization and IT Departments
- 10.2.3. Information Technology and Economic Environment

10.3. Corporate Strategy and Technology Strategy
- 10.3.1. Creating Value for Customers and Shareholders
- 10.3.2. Strategic IS/IT Decisions
- 10.3.3. Corporate Strategy vs. Technological and Digital Strategy

10.4. Information Systems Management
- 10.4.1. Corporate Governance of Technology and Information Systems
- 10.4.2. Management of Information Systems in Companies
- 10.4.3. Expert Managers in Information Systems: Roles and Functions

10.5. Information Technology Strategic Planning
- 10.5.1. Information Technology Strategic Planning
- 10.5.2. Strategic Planning of Information Systems
- 10.5.3. Phases of Information Systems Strategic Planning

10.6. Information Systems for Decision-Making
- 10.6.1. Business Intelligence
- 10.6.2. Data Warehouse
- 10.6.3. BSC or Balanced Scorecard

10.7. Exploring the Information
- 10.7.1. SQL: Relational Databases. Basic Concepts
- 10.7.2. Networks and Communications
- 10.7.3. Operational System: Standardized Data Models
- 10.7.4. Strategic System: OLAP, Multidimensional Model and Graphical Dashboards
- 10.7.5. Strategic DB Analysis and Report Composition

10.8. Corporate Business Intelligence
- 10.8.1. The World of Data
- 10.8.2. Relevant Concepts
- 10.8.3. Main Characteristics
- 10.8.4. Solutions in Today's Market
- 10.8.5. Overall Architecture of a BI Solution
- 10.8.6. Cybersecurity in BI and Data Science

10.9. New Business Concept
- 10.9.1. Why BI?
- 10.9.2. Obtaining Information
- 10.9.3. Obtaining Information
- 10.9.4. Reasons to Invest in BI

10.10. BI Tools and Solutions
- 10.10.1. How to Choose the Best Tool?
- 10.10.2. Microsoft Power BI, MicroStrategy and Tableau
- 10.10.3. SAP BI, SAS BI and Qlikview
- 10.10.4. Prometheus

10.11. BI Project Planning and Management
- 10.11.1. First Steps to Define a BI Project
- 10.11.2. BI Solution for the Company
- 10.11.3. Requirements and Objectives

10.12. Corporate Management Applications
- 10.12.1. Information Systems and Corporate Management
- 10.12.2. Applications for Corporate Management
- 10.12.3. Enterprise Resource Planning or ERP Systems

10.13. Digital Transformation
- 10.13.1. Conceptual Framework of Digital Transformation
- 10.13.2. Digital Transformation: Key Elements, Benefits and Drawbacks
- 10.13.3. Digital Transformation in Companies

10.14. Technology and Trends
- 10.14.1. Main Trends in the Field of Technology that Are Changing Business Models
- 10.14.2. Analysis of the Main Emerging Technologies

10.15. IT Outsourcing
- 10.15.1. Conceptual Framework of Outsourcing
- 10.15.2. IT Outsourcing and Its Impact on the Business
- 10.15.3. Keys to Implement Corporate IT Outsourcing Projects

Module 11. Market Research, Advertising and Commercial Management

11.1. Market Research
- 11.1.1. Market Research: Historical Origin
- 11.1.2. Analysis and Evolution of the Conceptual Framework of Marketing Research
- 11.1.3. Key Elements and Value Contribution of Market Research

11.2. Quantitative Research Methods and Techniques
- 11.2.1. Sample Size
- 11.2.2. Sampling
- 11.2.3. Types of Quantitative Techniques

11.3. Qualitative Research Methods and Techniques
- 11.3.1. Types of Qualitative Research
- 11.3.2. Qualitative Research Techniques

11.4. Market Segmentation
- 11.4.1. Market Segmentation Concept
- 11.4.2. Utility and Segmentation Requirements
- 11.4.3. Consumer Market Segmentation
- 11.4.4. Industrial Market Segmentation
- 11.4.5. Segmentation Strategies
- 11.4.6. Segmentation Based on Marketing Mix Criteria
- 11.4.7. Market Segmentation Methodology

11.5. Research Project Management
- 11.5.1. Market Research as a Process
- 11.5.2. Planning Stages in Market Research
- 11.5.3. Stages of Market Research Implementation
- 11.5.4. Managing a Research Project

11.6. International Market Research
- 11.6.1. International Market Research
- 11.6.2. International Market Research Process
- 11.6.3. The Importance of Secondary Sources in International Market Research

11.7. Feasibility Studies
- 11.7.1. Concept and Usefulness
- 11.7.2. Outline of a Feasibility Study
- 11.7.3. Development of a Feasibility Study

11.8. Publicity
- 11.8.1. Historical Background of Advertising
- 11.8.2. Conceptual Framework of Advertising: Principles, Briefing Concept and Positioning
- 11.8.3. Advertising Agencies, Media Agencies and Advertising Professionals
- 11.8.4. Importance of Advertising in Business
- 11.8.5. Advertising Trends and Challenges

11.9. Developing the Marketing Plan
- 11.9.1. Marketing Plan Concept
- 11.9.2. Situation Analysis and Diagnosis
- 11.9.3. Strategic Marketing Decisions
- 11.9.4. Operational Marketing Decisions

11.10. Promotion and Merchandising Strategies
- 11.10.1. Integrated Marketing Communication
- 11.10.2. Advertising Communication Plan
- 11.10.3. Merchandising as a Communication Technique

11.11. Media Planning
- 11.11.1. Origin and Evolution of Media Planning
- 11.11.2. Media
- 11.11.3. Media Plan

11.12. Fundamentals of Commercial Management
- 11.12.1. The Role of Commercial Management
- 11.12.2. Systems of Analysis of the Company/Market Commercial Competitive Situation
- 11.12.3. Commercial Planning Systems of the Company
- 11.12.4. Main Competitive Strategies

11.13. Commercial Negotiation
- 11.13.1. Commercial Negotiation
- 11.13.2. Psychological Issues in Negotiation
- 11.13.3. Main Negotiation Methods
- 11.13.4. The Negotiation Process

11.14. Decision-Making in Commercial Management
- 11.14.1. Commercial Strategy and Competitive Strategy
- 11.14.2. Decision Making Models
- 11.14.3. Decision-Making Analytics and Tools
- 11.14.4. Human Behavior in Decision Making

11.15. Sales Network Management
- 11.15.1. Sales Management
- 11.15.2. Networks Serving Commercial Activity
- 11.15.3. Salesperson Recruitment and Training Policies
- 11.15.4. Remuneration Systems for Own and External Commercial Networks
- 11.15.5. Management of the Commercial Process. Control and Assistance to the Work of the Sales Representatives Based on the Information

11.16. Implementing the Commercial Function
- 11.16.1. Recruitment of Own Sales Representatives and Sales Agents
- 11.16.2. Controlling Commercial Activity
- 11.16.3. The Code of Ethics of Sales Personnel
- 11.16.4. Compliance with Legislation
- 11.16.5. Generally Accepted Standards of Business Conduct

11.17. Key Account Management
- 11.17.1. Concept of Key Account Management
- 11.17.2. The Key Account Manager
- 11.17.3. Key Account Management Strategy

11.18. Financial and Budgetary Management
- 11.18.1. The Break-Even Point
- 11.18.2. The Sales Budget. Control of Management and of the Annual Sales Plan
- 11.18.3. Financial Impact of Strategic Sales Decisions
- 11.18.4. Cycle Management, Turnover, Profitability and Liquidity
- 11.18.5. Income Statement

Module 12. Innovation and Project Management

12.1. Innovation
- 12.1.1. Introduction to Innovation
- 12.1.2. Innovation in the Entrepreneurial Ecosystem
- 12.1.3. Instruments and Tools for the Business Innovation Process

12.2. Innovation Strategy
- 12.2.1. Strategic Intelligence and Innovation
- 12.2.2. Innovation from Strategy

12.3. Project Management for Startups
- 12.3.1. Startup Concept
- 12.3.2. Lean Startup Philosophy
- 12.3.3. Stages of Startup Development
- 12.3.4. The Role of a Project Manager in a Startup

12.4. Business Model Design and Validation
- 12.4.1. Conceptual Framework of a Business Model
- 12.4.2. Business Model Design and Validation

12.5. Project Management
- 12.5.1. Project Management and Direction: Identification of Opportunities to Develop Corporate Innovation Projects
- 12.5.2. Main Stages or Phases in the Direction and Management of Innovation Projects

12.6. Change Management in Projects: Management of Training
- 12.6.1. Concept of Change Management
- 12.6.2. The Change Management Process
- 12.6.3. Change Implementation

12.7. Project Communication Management
- 12.7.1. Project Communications Management
- 12.7.2. Key Concepts for Project Communications Management
- 12.7.3. Emerging Trends
- 12.7.4. Adaptations to Equipment
- 12.7.5. Planning Communications Management
- 12.7.6. Managing Communications
- 12.7.7. Monitoring Communications

12.8. Traditional and Innovative Methodologies
- 12.8.1. Innovative Methodologies
- 12.8.2. Basic Principles of Scrum
- 12.8.3. Differences between the Main Aspects of Scrum and Traditional Methodologies

12.9. Creation of a Startup
- 12.9.1. Creation of a Startup
- 12.9.2. Organization and Culture
- 12.9.3. Top Ten Reasons Why Startups Fail
- 12.9.4. Legal Aspects

12.10. Project Risk Management Planning
- 12.10.1. Risk Planning
- 12.10.2. Elements for Creating a Risk Management Plan
- 12.10.3. Tools for Creating a Risk Management Plan
- 12.10.4. Content of the Risk Management Plan

Module 13. Executive Management

13.1. General Management
- 13.1.1. The Concept of General Management
- 13.1.2. The Role of the CEO
- 13.1.3. The CEO and Their Responsibilities
- 13.1.4. Transforming the Work of Management

13.2. Manager Functions: Organizational Culture and Approaches
- 13.2.1. Manager Functions: Organizational Culture and Approaches

13.3. Operations Management
- 13.3.1. The Importance of Management
- 13.3.2. Value Chain
- 13.3.3. Quality Management

13.4. Public Speaking and Spokesperson Education
- 13.4.1. Interpersonal Communication
- 13.4.2. Communication Skills and Influence
- 13.4.3. Communication Barriers

13.5. Personal and Organizational Communications Tools
- 13.5.1. Interpersonal Communication
- 13.5.2. Interpersonal Communication Tools
- 13.5.3. Communication in the Organization
- 13.5.4. Tools in the Organization

13.6. Communication in Crisis Situations
- 13.6.1. Crisis
- 13.6.2. Phases of the Crisis
- 13.6.3. Messages: Contents and Moments

13.7. Preparation of a Crisis Plan
- 13.7.1. Analysis of Possible Problems
- 13.7.2. Planning
- 13.7.3. Adequacy of Personnel

13.8. Emotional Intelligence
- 13.8.1. Emotional Intelligence and Communication
- 13.8.2. Assertiveness, Empathy and Active Listening
- 13.8.3. Self-Esteem and Emotional Communication

13.9. Personal Branding
- 13.9.1. Strategies for Personal Brand Development
- 13.9.2. Personal Branding Laws
- 13.9.3. Tools for Creating Personal Brands

13.10. Leadership and Team Management
- 13.10.1. Leadership and Leadership Styles
- 13.10.2. Leader Capabilities and Challenges
- 13.10.3. Managing Change Processes
- 13.10.4. Managing Multicultural Teams

Module 14. Food, Technology and Culture

14.1. Introduction to Food Culture
- 14.1.1. Food and Nutrition: Man as an Omnivorous Animal
- 14.1.2. Concept of Culture and Eating Behavior
- 14.1.3. Human Nutrition in Different Types of Societies
- 14.1.4. Concept of Dietary Adaptation: Examples of Dietary Adaptation

14.2. Factors that Influence Diet
- 14.2.1. Ideological Meaning of Food
- 14.2.2. Diet and Gender
- 14.2.3. Patterns of Commensality in Different Cultures: Production, Consumption and Behavior

14.3. Religion and Food
- 14.3.1. Permitted and Prohibited Foods
- 14.3.2. Relationship Between Food and Religious Rituals
- 14.3.3. Religion-Related Dietary Practices and Behaviors

14.4. Historical Basis of Food
- 14.4.1. Major Changes in Human Nutrition at Different Stages of History
- 14.4.2. Prehistory
- 14.4.3. The Ancient Age
- 14.4.4. Middle Ages
- 14.4.5. Impact of the Discovery of America on European Food and The New World
- 14.4.6. The Modern Age

14.5. Scientific Advances and Food
- 14.5.1. The Industrial Revolution
- 14.5.2. Impact of Scientific Discoveries and Technological Development in the Food Industry

14.6. Contemporary Food I
- 14.6.1. Socio-Economic and Demographic Factors that Condition the Current Diet
- 14.6.2. Food and Immigration
- 14.6.3. Man and Abundance in the World, Myths and Facts

14.7. Contemporary Food II
- 14.7.1. New Food Trends
- 14.7.2. Rise of Mass Catering and Fast Food
- 14.7.3. Interest in Diet and Health

14.8. Food Acceptability
- 14.8.1. Physiological and Psychological Conditions
- 14.8.2. Food Quality Concept
- 14.8.3. Evaluation of Food Acceptability

14.9. Communication Techniques
- 14.9.1. Food Marketing
- 14.9.2. Marketing Elements
- 14.9.3. Food Advertising Resources
- 14.9.4. Influence of Advertising on Eating Behavior

14.10. Sociocultural Factors of Nutrition
- 14.10.1. Social Relations
- 14.10.2. Expression of Feelings, Prestige and Power
- 14.10.3. Neolithic and Paleolithic Social Groups

Module 15. The Food Industry

15.1. Cereals and By-Products I
- 15.1.1. Cereals: Production and Consumption
  - 15.1.1.1. Cereal Classification
  - 15.1.1.2. Current State of Research and Industry Situation
- 15.1.2. Basic Concepts of Cereal Grains
  - 15.1.2.1. Methods and Equipment for the Characterization of Flours and Bread Doughs
  - 15.1.2.2. Rheological Properties During Kneading, Proofing and Baking
- 15.1.3. Cereal Products: Ingredients, Additives and Adjuvants. Classification and Effects

15.2. Cereals and By-Products II
- 15.2.1. Baking Process: Stages, Changes Produced and Equipment Used
- 15.2.2. Instrumental, Sensory and Nutritional Characterization of Cereal-Derived Products
- 15.2.3. Application of Cold in Bakery. Frozen Pre-Baked Breads. Process and Product Quality
- 15.2.4. Gluten-Free Products Derived From Cereals. Formulation, Process and Quality Characteristics
- 15.2.5. Food Pastas. Ingredients and Process. Types of Pasta
- 15.2.6. Innovation in Bakery Products. Trends in Product Design

15.3. Milk and Dairy Products. Eggs and Egg Products I
- 15.3.1. Hygienic-Sanitary Milk Quality
  - 15.3.1.1. Origin and Levels of Contamination. Initial and Contaminating Microbiota
  - 15.3.1.2. Presence of Chemical Contaminants: Residues and Contaminants
  - 15.3.1.3. Hygiene Influence in the Milk Production and Marketing Chain
- 15.3.2. Milk Production. Milk Synthesis
  - 15.3.2.1. Factors Influencing the Composition of the Milk: Extrinsic and Intrinsic
  - 15.3.2.2. Milking: Good Process Practices
- 15.3.3. Pre-Treatment of Milk on Farm: Filtration, Refrigeration and Alternative Methods of Preservation
- 15.3.4. Treatments in the Dairy Industry: Clarification and Cactofugation, Skimming, Standardization, Homogenization, De-Aeration. Pasteurization. Definition. Procedures, Treatment Temperatures and Limiting Factors
  - 15.3.4.1. Types of Pasteurizers. Packaging. Quality Control.Sterilization. Definition
  - 15.3.4.2. Methods: Conventional, UHT, Other Systems. Packaging. Quality Control Manufacturing Defects
  - 15.3.4.3. Types of Pasteurized and Sterilized Milk. Selection of Milk. Milkshakes and Flavored Milks. Mixing Process. Enriched Milks. Enrichment Process
  - 15.3.4.4. Evaporated Milk. Condensed Milk
- 15.3.5. Preservation and Packaging Systems
- 15.3.6. Quality Control of Powdered Milk
- 15.3.7. Milk Packaging Systems and Quality Control

15.4. Milk and Dairy Products. Eggs and Egg Products I
- 15.4.1. Dairy Products. Creams and Butters
- 15.4.2. Manufacturing Process. Continuous Manufacturing Methods. Packaging and Preservation. Manufacturing Defects and Alterations.
- 15.4.3. Fermented Milk. Yogurt. Milk Preparatory Treatments. Processes and Elaboration Systems
  - 15.4.3.1. Types of Yogurt. Problems in the Elaboration. Quality Control
  - 15.4.3.2. BIO Products and Other Acidophilic Milks
- 15.4.4. Cheese Making Technology: Preparatory Milk Treatments
  - 15.4.4.1. Obtaining the Curd: Syneresis. Pressed. Salted
  - 15.4.4.2. Water Activity in Cheese. Brine Control and Conservation
  - 15.4.4.3. Cheese Ripening: Agents Involved. Factors that Determine Ripening. Effects of Contaminating Biota
  - 15.4.4.4. Toxicological Problems of Cheese
- 15.4.5. Additives and Antifungal Treatments
- 15.4.6. Ice Cream. Features. Types of Ice Cream. Manufacturing Process
- 15.4.7. Eggs and Egg Products
  - 15.4.7.1. Fresh Eggs: Treatment of Fresh Eggs as Raw Material for the Production of Egg Derivatives
  - 15.4.7.2. Egg Products: Liquid, Frozen and Dehydrated

15.5. Vegetable Products I
- 15.5.1. Physiology and Post-Harvest Technology. Introduction
- 15.5.2. Fruit and Vegetable Production, the Need for Post-Harvest Conservation
- 15.5.3. Respiration: Respiratory Metabolism and Its Influence on Post-Harvest Preservation and Deterioration of Vegetables
- 15.5.4. Ethylene: Synthesis and Metabolism. Implication of Ethylene in the Regulation of Fruit Ripening.
- 15.5.5. Fruit Ripening: The Ripening Process, Generalities and Its Control
  - 15.5.5.1. Climacteric and Non-Climacteric Ripening
  - 15.5.5.2. Compositional Changes: Physiological and Biochemical Changes during Ripening and Preservation of Fruits and Vegetables

15.6. Vegetable Products II
- 15.6.1. Principle of Fruit and Vegetable Preservation by the Control of Environmental Gases. Mode of Action and Its Applications in the Preservation of Fruits and Vegetables
- 15.6.2. Refrigerated Storage. Temperature Control in the Preservation of Fruits and Vegetables
  - 15.6.2.1. Technological Methods and Applications
  - 15.6.2.2. Cold Damage and Its Control
- 15.6.3. Transpiration: Control of Water Loss in Fruit and Vegetable Preservation
  - 15.6.3.1. Physical Principles. Control Systems
- 15.6.4. Post-Harvest Pathology: Main Deteriorations and Rotting during the Preservation of Fruits and Vegetables. Control Systems and Methods
- 15.6.5. IV Gamma Products
  - 15.6.5.1. Physiology of Plant Products: Handling and Preservation Technologies

15.7. Vegetable Products III
- 15.7.1. Processing of Canned Vegetables: General Description of a Typical Vegetable Canning Line
  - 15.7.1.1. Examples of the Main Types of Canned Vegetables and Pulses
  - 15.7.1.2. New Products of Vegetable Origin: Cold Soups
  - 15.7.1.3. General Description of a Typical Fruit Packaging Line
- 15.7.2. Juice and Nectar Processing: Juice Extraction and Juice Treatments
  - 15.7.2.1. Aseptic Processing, Storage and Packaging Systems
  - 15.7.2.2. Production Line Examples of the Main Types of Juices
  - 15.7.2.3. Obtaining and Preserving Semi-Finished Products: Cremogenates
- 15.7.3. Production of Jams, Jellies and Marmalades: Process of Elaboration and Packaging
  - 15.7.3.1. Examples of Characteristic Processing Lines
  - 15.7.3.2. Additives Used in the Manufacture of Jams and Marmalades

15.8. Alcoholic Beverages and Oils
- 15.8.1. Alcoholic Beverages: Wine. Manufacturing Process
  - 15.8.1.1. Beer: Manufacturing Process. Types
  - 15.8.1.2. Spirits and Liquors: Elaboration Processes and Types
- 15.8.2. Fats and Oils: Introduction
  - 15.8.2.1. Olive Oil: Olive Oil Extraction System
  - 15.8.2.2. Seed Oils. Extraction
- 15.8.3. Animal Fats: Refining of Fats and Oils

15.9. Meat and Meat By-Products
- 15.9.1. Meat Industry: Production and Consumption
- 15.9.2. Classification and Functional Properties of Muscle Proteins: Myofibrillar, Sarcoplasmic and Stromal Proteins
  - 15.9.2.1. Conversion of Muscle to Meat: Porcine Stress Syndrome
- 15.9.3. Meat Maturation. Factors Affecting the Quality of Meat for Direct Consumption and Industrialization
- 15.9.4. Curing Chemistry: Ingredients, Additives and Curing Adjuvants
  - 15.9.4.1. Industrial Curing Processes: Dry and Wet Curing
  - 15.9.4.2. Nitrite Alternatives
- 15.9.5. Raw and Raw Marinated Meat Products: Fundamentals and Problems in Their Preservation. Characteristics of Raw Materials
  - 15.9.5.1. Types of Products. Manufacturing Operations
  - 15.9.5.2. Alterations and Defects
- 15.9.6. Cooked Sausages and Hams: Basic Principles of the Preparation of Meat Emulsions. Characteristics and Selection of Raw Materials
  - 15.9.6.1. Technological Manufacturing Operations. Industrial Systems
  - 15.9.6.2. Alterations and Defects

15.10. Seafood
- 15.10.1. Fish and Shellfish. Characteristics of Technological Interest
- 15.10.2. Main Industrial Fishing and Shellfishing Gear
  - 15.10.2.1. Unit Operations in Fish Technology
  - 15.10.2.2. Fish Cold Preservation
- 15.10.3. Salting, Pickling, Drying and Smoking: Technological Aspects of Manufacture
- 15.10.4. Marketing

Module 16. Food Hygiene and Safety

16.1. Introduction to Food Safety
- 16.1.1. Food Hygiene and Safety Concept
  - 16.1.1.1. Historical Development. Current Importance
  - 16.1.1.2. Global Food Security Policy Objectives and Strategies
- 16.1.2. Specific Food Quality Assurance Programs of Food Quality
- 16.1.3. Food Safety at the Consumer Level
- 16.1.4. Traceability. Concept and Application in the Food Industry

16.2. Self-Control Systems in the Food Sector
- 16.2.1. General Hygiene Plans (GHP)
  - 16.2.1.1. Objectives and Current Importance
  - 16.2.1.2. Basic Principles and Basis for Their Implementation in Food Companies
- 16.2.2. Food Handling
- 16.2.3. Preventive Measures and Process Hygiene in the Food Industry and in Catering

16.3. Hazard Analysis and Critical Control Point System (HACCP)
- 16.3.1. General Principles of the HACCP System
- 16.3.2. Flowchart Design and Verification
- 16.3.3. Risk Evaluation Systems and Hazard Assessment Systems
- 16.3.4. Implementation of Control Systems, Critical Limits, Corrective Measures and Verification Systems
- 16.3.5. Development of a Management Chart and Its Application in the Food Industry

16.4. Specific Plans in the Food Industry
- 16.4.1. Training Plan for Handlers
  - 16.4.1.1. Execution of the Training Plan. Types of Training Activities
  - 16.4.1.2. Training Methodology
  - 16.4.1.3. Monitoring, Surveillance and Corrective Actions
  - 16.4.1.4. Plan Verification
- 16.4.2. Supplier Approval Plan
  - 16.4.2.1. Control Procedures, Verification and Corrective Actions of an Approval Plan
  - 16.4.2.2. Hygiene in the Transport of Goods
  - 16.4.2.3. Hygiene Standards for the Reception of Fresh, Manufactured, Non-Perishable, Packaged and Other Foods
- 16.4.3. Cleaning and Disinfection Plan
  - 16.4.3.1. Biofilms and Their Impact on Food Safety
  - 16.4.3.2. Cleaning and Disinfection Methods
  - 16.4.3.3. Types of Detergents and Disinfection
  - 16.4.3.4. Cleaning and Disinfection Plan Control and Verification Systems

16.5. Traceability in the Food Industry
- 16.5.1. Introduction to Traceability
  - 16.5.1.1. Background to the Traceability System
  - 16.5.1.2. Traceability Concept
  - 16.5.1.3. Types of Traceability
  - 16.5.1.4. Advantages of Traceability
- 16.5.2. Implementation of the Traceability Plan
  - 16.5.2.1. Introduction
  - 16.5.2.2. Previous Stages
  - 16.5.2.3. Traceability Plan
  - 16.5.2.4. Product Identification System
  - 16.5.2.5. System Test Methods
- 16.5.3. Product Identification Tools
  - 16.5.3.1. Manual Tools
  - 16.5.3.2. Automated Tools
  - 16.5.3.2.1. EAN Bar Code
  - 16.5.3.2.2. RFID/// EPC
- 16.5.4. Records
  - 16.5.4.1. Registration Identification of Raw Materials and Other Materials
  - 16.5.4.2. Registration of Food Processing
  - 16.5.4.3. Final Product Identification Record
  - 16.5.4.4. Recording of the Results of Checks Performed
  - 16.5.4.5. Record Keeping Period
- 16.5.5. Incident Management, Product Recall and Recovery, and Customer Complaints

16.6. Storage of Goods and Packaged Products Control
- 16.6.1. Hygiene Standards for Dry Storage of Products
- 16.6.2. Hot Holding: Cooking and Reheating Policies and Hygiene Standards
- 16.6.3. Validation Records of Thermometer Storage and Calibration
- 16.6.4. Food Packaging and its Application to Food Safety
  - 16.6.4.1. Sanitary Guarantees and Durability of Food Under Optimum Conditions According to Packaging Technology
  - 16.6.4.2. Food Packaging and Environmental Contamination

16.7. Analytical and Instrumental Techniques in Process and Product Quality Control
- 16.7.1. Food Laboratory
- 16.7.2. Official Control of the Agri-Food Chain
  - 16.7.2.1. PNCPA of the Agri-Food Chain
  - 16.7.2.2. Competent Authorities
- 16.7.3. Food Analysis Methods
  - 16.7.3.1. Cereals Analysis Methods
  - 16.7.3.2. Methods of Analysis of Fertilizers, Residues of Phytosanitary and Veterinary Products
  - 16.7.3.3. Food Products Analysis Methods
  - 16.7.3.4. Meat Products Analysis Methods
  - 16.7.3.5. Fat Analysis Methods
  - 16.7.3.6. Dairy Products Analysis Methods
  - 16.7.3.7. Methods of Analysis of Wines, Juices and Musts
  - 16.7.3.8. Fishery Products Analysis Methods
- 16.7.4. Nutritional Analysis Techniques
  - 16.7.4.1. Determination of Proteins
  - 16.7.4.2. Determination of Carbohydrates
  - 16.7.4.3. Determination of Fats
  - 16.7.4.4. Determination of Ashes

16.8. Food Safety Management
- 16.8.1. Food Safety Principles and Management
  - 16.8.1.1. The Concept of Danger
  - 16.8.1.2. The Concept of Risk
  - 16.8.1.3. Risk Evaluation
- 16.8.2. Physical Dangers
  - 16.8.2.1. Concepts and Considerations on Physical Hazards in Foods
  - 16.8.2.2. Physical Hazard Control Methods
- 16.8.3. Chemical Hazards
  - 16.8.3.1. Concepts and Considerations on Chemical Hazards in Foods
  - 16.8.3.2. Chemical Hazards Naturally Occurring in Food
  - 16.8.3.3. Hazards Associated with Chemicals Intentionally Added to Foods
  - 16.8.3.4. Incidentally or Unintentionally Added Chemical Hazards
  - 16.8.3.5. Chemical Hazard Control Methods
  - 16.8.3.6. Allergens in Food
- 16.8.4. Concepts and Considerations of Biological Hazards in Foods
  - 16.8.4.2. Microbial Hazards
  - 16.8.4.3. Non-Microbial Biological Hazards
  - 16.8.4.4. Biological Hazard Control Methods
- 16.8.5. Good Manufacturing Practices (GMP)
  - 16.8.5.1. Background
  - 16.8.5.2. Scope
  - 16.8.5.3. GMPs in a Safety Management System

16.9. Validation of New Methods and Technology
- 16.9.1. Process and Method Validation
  - 16.9.1.1. Documentary Support
  - 16.9.1.2. Validation of Analytical Techniques
  - 16.9.1.3. Validation Sampling Plan
  - 16.9.1.4. Method Bias and Accuracy
  - 16.9.1.5. Determining Uncertainty
- 16.9.2. Validation Methods
  - 16.9.2.1. Method Validation Stages
  - 16.9.2.2. Types of Validation Processes, Approaches
  - 16.9.2.3. Validation Reports, Summary of Data Obtained
- 16.9.3. Cause Analysis
  - 16.9.3.1. Qualitative Methods: Cause-Effect and Root-Cause Tree
  - 16.9.3.2. Quantitative Methods Pareto Diagram and Scatter Plots

16.9.4. Internal Audits of the Self-Control System
16.9.4.1. Competent Auditors
16.9.4.2. Audit Program and Plan
16.9.4.3. Scope of the Audit
16.9.4.4. Reference Documents
16.10. Maintaining the Cold Chain
16.10.1. The Cold Line and Its Impact on Food Safety
16.10.2. Guidelines in a Catering Service for the Design, Implementation and Maintenance of a HACCP System in the Complete Cold Line
16.10.3. Identification of Hazards Associated with the Cold Line

Module 17. Food Quality and Management

17.1. Food Safety and Consumer Protection
17.1.1. Definition and Basic Concepts
17.1.2. Evolution of Food Quality and Safety
17.1.3. Situation in Developing and Developed Countries
17.1.4. Key Agencies and Authorities for Food Safety: Structures and Functions
17.1.5. Food Fraud and Food Hoaxes: Role of the Media
17.2. Facilities, Premises and Equipment
17.2.1. Site Selection: Design and Construction and Materials
17.2.2. Maintenance Plan for Premises, Facilities and Equipment
17.2.3. Applicable Regulations
17.3. Cleaning and Disinfection Plan
17.3.1. Dirt Components
17.3.2. Detergents and Disinfectants: Composition and Functions
17.3.3. Stages of Cleaning and Disinfection
17.3.4. Cleaning and Disinfection Program
17.3.5. Current Regulations
17.4. Pest Control
17.4.1. The Pest Control Plan
17.4.2. Pests Associated with the Food Chain
17.4.3. Preventive Measures for Pest Control
17.4.3.1. Traps and Snares for Mammals and Ground Insects
17.4.3.2. Traps and Snares for Flying Insects
17.5. Traceability and Good Handling Practices Plan (GHP)
17.5.1. Structure of a Traceability Plan
17.5.2. Current Regulations Associated with Traceability
17.5.3. GHP Associated with Food Processing
17.5.3.1. Food Handlers
17.5.3.2. Requirements to Be Fulfilled
17.5.3.4. Hygiene Training Plans
17.6. Elements in Food Safety Management
17.6.1. Water as an Essential Element in the Food Chain
17.6.2. Biological and Chemical Agents Associated with Water
17.6.3. Quantifiable Elements of Quality, Safety and Use of Water
17.6.4. Approval of Suppliers
17.6.4.1. Supplier Control Plan
17.6.4.2. Associated Current Regulations
17.6.5. Food Labeling
17.6.5.1. Consumer Information and Allergen Labeling
17.6.5.2. Labeling of Genetically Modified Organisms
17.7. Food Crisis and Associated Policies
17.7.1. Triggering Factors of a Food Crisis
17.7.2. Scope, Management and Response to the Food Security Crisis
17.7.3. Alert Communication Systems
17.7.4. Policies and Strategies for Improving Food Quality and Safety

17.8. Design of the Hazard Analysis Critical Control Point (HACCP) Plan
- 17.8.1. General Guidelines to Be Followed for Its Implementation: Principles on which It Is Based and Prerequisite Program
- 17.8.2. Management Commitment
- 17.8.3. Configuration of HACCP Resources
- 17.8.4. Description of the Product and Identification of Its Intended Use
- 17.8.5. Flow Diagrams

17.9. Development of the HACCP Plan
- 17.9.1. Characterization of Critical Control Points (CCP)
- 17.9.2. The Seven Basic Principles of the HACCP Plan
  - 17.9.2.1. Hazard Identification and Analysis
  - 17.9.2.2. Establishment of Control Measures for Identified Hazards
  - 17.9.2.3. Determination of Critical Control Points (CCP)
  - 17.9.2.4. Characterization of Critical Control Points
  - 17.9.2.5. Establishment of Critical Limits
  - 17.9.2.6. Determination of Corrective Actions
  - 17.9.2.7. HACCP System Checks

17.10. ISO 22000
- 17.10.1. ISO 22000 Principles
- 17.10.2. Purpose and Field of Application
- 17.10.3. Market Situation and Position in Relation to Other Applicable Standards in the Food Chain
- 17.10.4. Application Requirements
- 17.10.5. Food Safety Management Policy

Module 18. Food Safety Assessment

18.1. Evaluation of Food Safety
- 18.1.1. Definition of Terms. Main Related Concepts
- 18.1.2. Historical Background of Food Security
- 18.1.3. Agencies in Charge of Managing Food Safety

18.2. HACCP Plan
- 18.2.1. Requirements Prior to Implementation
- 18.2.2. HACCP System Components
  - 18.2.2.1. Hazard Analysis
  - 18.2.2.2. Identification of Critical Points
  - 18.2.2.3. Specification of Control Criteria. Monitoring
  - 18.2.2.4. Corrective Actions
  - 18.2.2.5. Plan Verification
  - 18.2.2.6. Data Logging

18.3. Hygiene of Meat and Meat Products
- 18.3.1. Fresh Meat Products
- 18.3.2. Raw Cured Meat Products
- 18.3.3. Heat-Treated Meat Products
- 18.3.4. Application of HACCP Systems

18.4. Hygiene of Fish and Fish Products
- 18.4.1. Fish, Mollusks and Crustaceans
- 18.4.2. Processed Fish Products
- 18.4.3. Application of HACCP Systems

18.5. Hygienic Characteristics of Milk and Dairy Derivatives
- 18.5.1. Hygienic Characteristics of Raw and Heat-Treated Milk
- 18.5.2. Hygienic Characteristics of Concentrated and Dehydrated Milk
- 18.5.3. Hygienic Characteristics of Dairy Products
- 18.5.4. Application of HACCP Systems

18.6. Hygienic Characteristics of Other Products of Animal Origin
- 18.6.1. Eggs and Egg Products
- 18.6.2. Honey
- 18.6.3. Fats and Oils
- 18.6.4. HACCP System Application.

18.7. Hygienic Characteristics of Fruit and Vegetables
- 18.7.1. Fresh Fruits and Vegetables, Fruit and Vegetable Derivatives
- 18.7.2. Dried Fruit
- 18.7.3. Vegetable Oils
- 18.7.4. Application of HACCP Systems

18.8. Hygienic Characteristics of Legumes and Cereals
- 18.8.1. Legumes and Cereals
- 18.8.2. Products Derived from Pulses: Flour, Bread, Pasta
- 18.8.3. Application of HACCP Systems

18.9. Hygienic Characteristics of Water and Beverages
- 18.9.1. Potable Water and Soft Drinks
- 18.9.2. Stimulating Drinks
- 18.9.3. Alcoholic Beverages
- 18.9.4. Application of HACCP Systems

18.10. Hygienic Characteristics of Other Food Products
- 18.10.1. Nougats
- 18.10.2. Prepared Dishes
- 18.10.3. Food Intended for the Child Population
- 18.10.4. Application of HACCP Systems

You will develop advanced communication skills, essential to convey clear and persuasive messages, both to internal teams and to the business community and other stakeholders"

04

Teaching Objectives

The main objective of this academic program is to train entrepreneurs to lead their organizations strategically and competitively in a globalized and constantly evolving environment. Through a comprehensive preparation, they will develop advanced leadership skills, design innovative corporate strategies, optimize resource management and enhance the use of emerging technologies in their companies. In addition, the understanding of sustainability standards, efficiency in logistics operations, and the analysis of trends in food production and consumption will be promoted.

You will work on key aspects such as marketing strategy, the design of business ideas and the use of Information and Communication Technologies (ICT) to optimize your business operations"

General Objectives

- Define the latest trends in business management, taking into account the globalized environment that governs senior management criteria
- Develop the key leadership skills that should define working professionals
- Delve into the the sustainability criteria set by international standards when developing a business plan
- Encourage the creation of corporate strategies that set the script for the company to follow in order to be more competitive and achieve its own objectives
- Differentiate the skills required to manage business activities strategically
- Work more effectively, agilely and aligned with today's new technologies and tools
- Design innovative strategies and policies to improve management and business efficiency
- Define the best way to manage the company's Human Resources, achieving better performance
- 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
- Clarify the economic environment in which the company operates and develop appropriate strategies to anticipate changes

Specific Objectives

Module 1. Leadership, Ethics and Social Responsibility in Companies

- Develop ethical leadership skills that integrate corporate social responsibility principles in decision making
- Train in the implementation of social responsibility policies that generate a positive impact on the community and the environment

Module 2. Strategic Management and Executive Management

- Delve into the formulation and execution of effective business strategies
- Obtain skills in the management of management teams to improve organizational performance

Module 3. People and Talent Management

- Delve into the effective management of human talent, focusing on the attraction, development and retention of key employees
- Be able to create and manage high-performance teams aligned with organizational objectives

Module 4. Economic and Financial Management

- Manage innovative tools for making strategic financial decisions that optimize resources and ensure the company's profitability
- Train in the preparation and management of budgets, financial reports and project feasibility analysis

Module 5. Operations and Logistics Management

- Develop skills in the planning, coordination and control of logistics operations within the supply chain
- Optimize operational processes and reduce costs associated with business logistics

Module 6. Information Systems Management

- Optimize information systems management to improve organizational efficiency
- Develop skills to make decisions on the implementation of information systems aligned to business objectives

Module 7. Commercial Management, Strategic Marketing and Corporate Communication

- Train in the creation and execution of commercial and marketing strategies that align the business offer with market demands
- Develop skills in corporate communication management to strengthen brand image

Module 8. Market Research, Advertising and Commercial Management

- Master the use of tools and methodologies to conduct market research to identify business opportunities
- Manage effective advertising campaigns and make strategic decisions in commercial management

Module 9. Innovation and Project Management

- Develop the ability to manage innovative projects that add value and differentiate the company in the market
- Develop skills in the planning, execution and control of projects with a focus on innovation and sustainability

Module 10. Information Systems Management

- Develop skills to plan, implement and manage robust technological infrastructures that support the organization's information systems
- Acquire knowledge of best practices in information security, ensuring the protection of sensitive data and compliance with legal regulations

Module 11. Market Research, Advertising and Commercial Management

- Develop skills in market research to understand consumer needs and behaviors, applying this knowledge in the creation of effective business strategies
- Apply advanced advertising techniques to improve brand positioning and attract target audiences

Module 12. Innovation and Project Management

- Foster creativity within teams and apply project management tools to ensure efficient delivery of expected results
- Integrate innovation into project management, ensuring that solutions are viable, scalable and aligned with the organization's strategic goals

Module 13. Executive Management

- Obtain skills to lead management teams in dynamic and globalized business environments
- Train to make strategic decisions that optimize resources and improve organizational performance

Module 14. Food, Technology and Culture

- Understand the impact of new technologies in food production and distribution, as well as their influence on cultural and gastronomic habits
- Develop skills to apply innovative technologies to improve food quality, sustainability and safety

Module 15. The Food Industry

- Identify the main challenges and opportunities within the food industry, such as globalization, safety regulations and consumer demands for healthier and more sustainable products
- Apply efficient management strategies to optimize the production, distribution and marketing of food products

Module 16. Food Hygiene and Safety

- Identify potential risks in the food chain and develop preventive procedures to minimize negative impacts on public health
- Manage food safety training programs to ensure that all personnel comply with regulatory requirements and maintain a safe working environment

Module 17. Food Quality and Management

- Implement quality control techniques to improve food production and distribution, ensuring consistency and safety
- Continually evaluate internal quality processes and implement continuous improvements to optimize organizational results

Module 18. Food Safety Assessment

- Apply risk assessment methodologies to identify and mitigate food safety hazards, ensuring wholesome products for consumers
- Implement internal and external audits to ensure compliance with food safety regulations and continuously improve processes

TECH will offer you a program designed by experts, with an updated agenda and multimedia content. Take your career to the next level!"

05

Career Opportunities

Professionals will be able to lead companies in the sector in senior management positions, manage strategic projects, and direct key areas such as operations, marketing, finance, innovation and human resources. In addition, they will be able to work as specialized consultants, designing sustainable and competitive business plans, or as entrepreneurs, developing innovative business ideas adapted to current market trends. They will also be prepared to assume leadership roles in international organizations, taking advantage of their knowledge of the globalized environment and the latest technological tools applied to the sector.

This Advanced Master's Degree will open up a wide range of career opportunities for entrepreneurs and managers who wish to enhance their careers in the competitive world of the food industry"

Graduate Profile

Graduates will be characterized as strategic leaders, capable of managing companies in the sector with a global, innovative and sustainable vision. In fact, they will possess advanced skills in business management, including financial planning, the design of competitive strategies and the optimization of logistics operations. In addition, this professional will stand out for his or her ability to integrate emerging technologies into business processes and adapt quickly to market changes. They will also have solid skills in leadership, communication and team management, fostering high-performance environments aligned with organizational objectives.

You will analyze the strategic criteria governing senior management, fostering your ability to understand and anticipate economic, technological and logistical changes in your organization"

- **Strategic Leadership:** Lead teams and organizations with a long-term vision, making decisions based on critical analysis and aligned with corporate objectives and global market trends
- **Change Management and Adaptation:** Identify and anticipate transformations in the business environment, implementing strategies that enable the organization to adapt in an agile and competitive manner to new realities
- **Effective Communication:** Convey clear and persuasive messages, promoting collaboration, understanding and commitment within work teams and among strategic partners
- **Innovation and Sustainability:** Integrate innovative and sustainable practices into business processes, optimizing resources, respecting international standards and ensuring the long-term viability of the organization

After completing the Advanced Master's Degree, you will be able to perform your knowledge and skills in the following positions:

1. **General Manager:** Maximum leader of the organization, in charge of defining the strategic vision, supervising the fulfillment of objectives and coordinating the different functional areas of the food company
2. **Operations Director:** Responsible for planning, directing and optimizing production, logistics and distribution processes to ensure operational efficiency and quality throughout the food chain.
3. **Marketing and Sales Director:** Specialist in designing and implementing Marketing strategies to position products in the market, attract potential customers and strengthen the company's corporate image.
4. **Innovation Director:** Responsible for leading projects related to the development of new products and services, incorporating advanced technologies and consumer trends to maintain competitiveness.
5. **Finance Director:** Responsible for managing the company's economic resources, developing sustainable financial plans, and making strategic decisions to maximize profitability.
6. **Business Consultant:** Advisor specialized in offering strategic solutions to improve the management and performance of companies in the food sector, addressing specific market challenges.
7. **Human Resources Manager:** Leader in talent management, in charge of developing strategies to attract, train and retain the best professionals, fostering a productive and motivating work environment.
8. **Sustainability Manager:** Expert in integrating sustainable practices in all areas of the company, ensuring compliance with international regulations and promoting a positive impact on the environment.
9. **Logistics Project Manager:** Professional in charge of planning and optimizing supply chain operations, ensuring that products arrive on time and in optimal condition at their destination.
10. **Entrepreneur in the Food Sector:** Leader of their own business, with skills to develop innovative ideas, create feasibility plans and execute projects aligned with the demands and trends of the food market.

06

Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.

TECH will prepare you to face new challenges in uncertain environments and achieve success in your career"

The student: the priority of all TECH programs

In TECH's study methodology, the student is the main protagonist.
The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

"At TECH you will NOT have live classes (which you might not be able to attend)"

The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want"

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.

Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

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

A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.

The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule"

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

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

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.

As such, the best educational materials, thoroughly prepared, will be available in this program:

Study Material

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

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.

Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.

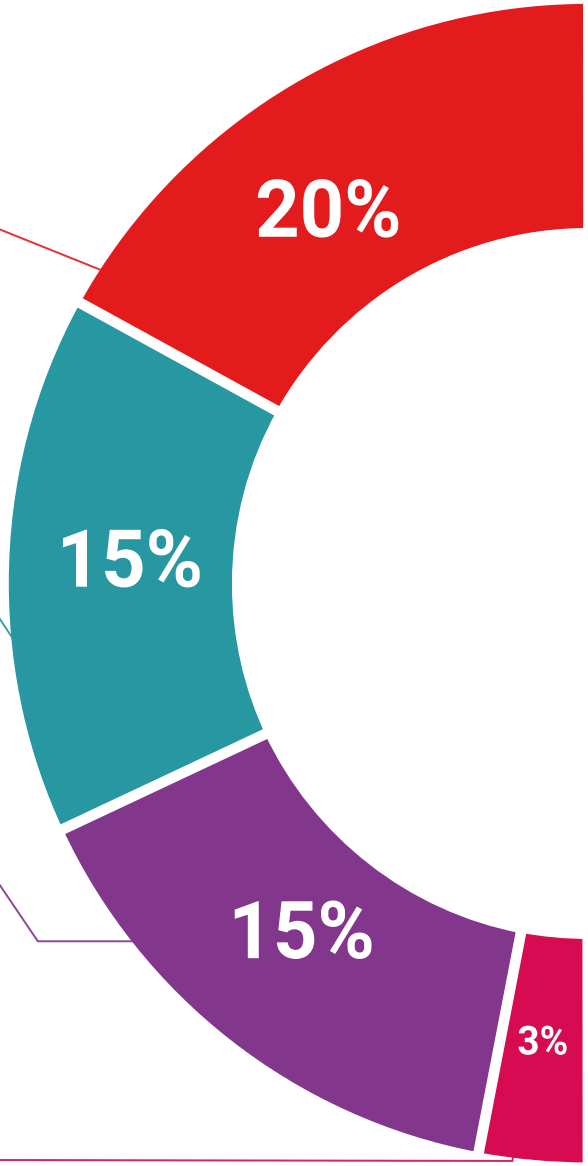
Interactive Summaries

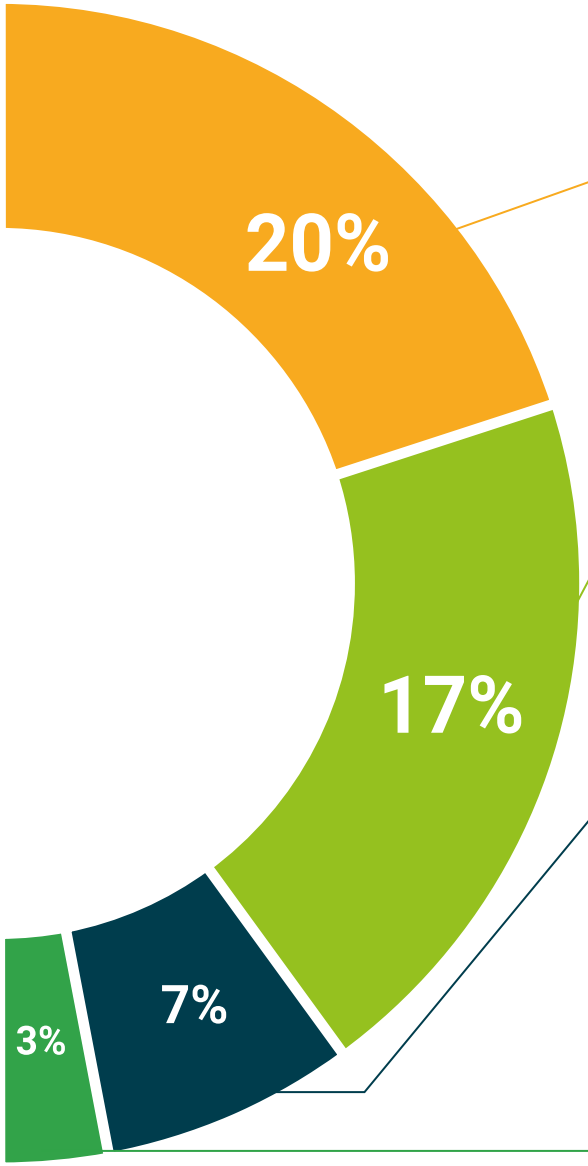
We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

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

Additional Reading

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





Case Studies

Students will complete a selection of the best case studies in the field. Cases that are presented, analyzed, and supervised by the best specialists in the world.

Testing & Retesting

We periodically assess and re-assess your knowledge throughout the program. We do this on 3 of the 4 levels of Miller's Pyramid.

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 for future difficult decisions.

Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical and effective way to help students progress in their learning.

07

Teaching Staff

The teaching staff is composed of a team of renowned experts, who combine a solid academic background with extensive practical experience in the sector. In fact, they include high-level managers, specialized consultants and academics with international backgrounds, who will provide up-to-date knowledge and real success stories. As a result, this multidisciplinary approach will ensure that graduates receive enriching training, with direct access to the latest management trends and the most innovative tools in the food business field.

The faculty's approach will guarantee you a comprehensive training, oriented to enhance your strategic, managerial and technical capabilities, to successfully face the challenges of the global market"

International Guest Director

With over 20 years of experience in designing and leading global talent acquisition teams, Jennifer Dove is an expert in recruitment and technology strategy. Throughout her career, she has held senior positions in several technology organizations within ***Fortune 50*** companies such as **NBCUniversal** and Comcast. Her track record has allowed her to excel in competitive, high-growth environments. As **Vice President** of Talent Acquisition at **Mastercard,** she is responsible for overseeing talent onboarding strategy and execution, collaborating with business leaders and HR managers to meet operational and strategic hiring objectives. In particular, she aims to **build diverse, inclusive and high-performing teams** that drive innovation and growth of the company's products and services. In addition, she is adept at using tools to attract and retain the best people from around the world. She is also responsible for **amplifying** Mastercard's **employer brand** and value proposition through publications, events and social media. Jennifer Dove has demonstrated her commitment to continuous professional development by actively participating in networks of **Human Resources** professionals and contributing to the onboarding of numerous employees at different companies. After earning her bachelor's degree in Organizational Communication from the University of **Miami**, she has held senior recruiting positions at companies in a variety of fields. On the other hand, she has been recognized for her ability to lead organizational transformations, **integrate technologies** in recruitment processes and develop leadership programs that prepare institutions for future challenges. She has also successfully implemented **occupational wellness** programs that have significantly increased employee satisfaction and retention.

Ms. Dove, Jennifer

- Vice President of Talent Acquisition at Mastercard, New York, United States
- Director of Talent Acquisition, NBCUniversal Media, New York, USA
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory, New York, USA
- Executive Vice President of the Sales Division at Ardor NY Real Estate
- Director of Recruitment at Valerie August & Associates
- Account Executive at BNC
- Account Executive at Vault
- Degree in Organizational Communication from the University of Miami

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

International Guest Director

A technology leader with decades of experience in **major technology multinationals**, Rick Gauthier has developed prominently in the field of **cloud** services **and** end-to-end process improvement. He has been recognized as a leader and manager of highly efficient teams, showing a natural talent for ensuring a high level of engagement among his employees. He possesses innate gifts in strategy and executive innovation, developing new ideas and backing his success with quality data. His background at **Amazon** has allowed him to manage and integrate the company's IT services in the United States. At **Microsoft** he led a team of 104 people, responsible for providing corporate-wide IT infrastructure and supporting product engineering departments across the company.

This experience has allowed him to stand out as a high-impact manager with remarkable abilities to increase efficiency, productivity and overall customer satisfaction.

Mr. Gauthier, Rick

- Regional IT Director at Amazon, Seattle, United States
- Senior Program Manager at Amazon
- Vice President of Wimmer Solutions
- Senior Director of Productive Engineering Services at Microsoft
- Degree in Cybersecurity from Western Governors University
- Technical Certificate in Commercial Diving from Divers Institute of Technology
- Degree in Environmental Studies from The Evergreen State College

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

International Guest Director

Romi Arman is a renowned international expert with more than two decades of experience in Digital Transformation, Marketing, Strategy and **Consulting**. Through that extended trajectory, he has taken different risks and is a permanent **advocate** for **innovation** and **change** in the business environment. With that expertise, he has collaborated with CEOs and corporate organizations from all over the world, pushing them to move away from traditional business models. In this way, he has helped companies such as Shell Energy become **true market leaders**, focused on their **customers** and the **digital world**. The strategies designed by Arman have a latent impact, as they have enabled several corporations to improve the experiences of consumers, staff and **shareholders** alike. The success of this expert is quantifiable through tangible metrics such as **CSAT**, **employee engagement** in the institutions where he has practiced and the growth of the **EBITDA financial indicator** in each of them. Also, in his professional career, he has nurtured and **led high-performance teams** that have even received awards for their **transformational potential**. With Shell, specifically, the executive has always set out to overcome three challenges: meeting **customers**' complex **decarbonization** demands **supporting** a "**cost-effective decarbonization**" and **overhauling** a fragmented **data**, digital and technology landscape. Therefore, his efforts have shown that in order to achieve sustainable success, it is essential to start from the needs of consumers and lay the foundations for the transformation of processes, data, technology and culture. In addition, the executive stands out for his mastery of the **business applications** of Artificial Intelligence, a subject in which he holds a postgraduate degree from the London Business School. At the same time, he has accumulated experience in ***IoT*** and **Salesforce.**

Mr. Arman, Romi

- Digital Transformation Director (CDO) at Shell Energy Corporation, London, UK
- Global Director of E-Commerce and Customer Service at Shell Energy Corporation
- National Key Account Manager (OEM and automotive retailers) for Shell in Kuala Lumpur, Malaysia
- Senior Management Consultant (Financial Services Sector) for Accenture based in Singapore
- Bachelor's Degree from the University of Leeds
  Postgraduate Degree in Business Applications of AI for Senior Executives from the London Business School
- CCXP Customer Experience Professional Certification
- Executive Digital Transformation Course by IMD

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International Guest Director

Manuel Arens is an **experienced data management professional** and leader of a highly qualified team. In fact, Arens holds the position of **global purchasing manager** in Google's Technical Infrastructure and Data Center division, where he has spent most of his professional career. Based in Mountain View, California, he has provided solutions for the tech giant's operational challenges, such as **master data integrity, vendor data updates** and vendor **prioritization**. He has led data center supply chain planning and vendor risk assessment, generating process and workflow management improvements that have resulted in significant cost savings. With more than a decade of work providing digital solutions es and leadership for companies in diverse industries, he has extensive experience in all aspects of strategic solution delivery, including **marketing, media analytics, measurement** and **attribution.** In fact, he has received a number of accolades for his work, including the **BIM Leadership Award**, the **Search Leadership Award**, the **Lead Generation Export Program Award** and the **Export Lead Generation Program Award and the EMEA Best Sales Model Award.** Arens also served as **Sales Manager** in Dublin, Ireland. In this role, he built a team of 4 to 14 members over three years and led the sales team to achieve results and collaborate well with each other and cross-functional teams. He also served as **Senior Industry Analyst,** in Hamburg, Germany, creating storylines for over 150 clients using internal and third party tools to support analysis. He developed and wrote in-depth reports to demonstrate his mastery of the subject matter, including understanding the **macroeconomic** and **political/regulatory factors** affecting technology adoption and diffusion. He has also led teams at companies such as **Eaton, Airbus** and **Siemens**, where he gained valuable account management and supply chain experience. He is particularly noted for continually exceeding expectations by **building valuable customer relationships** and working seamlessly with people at all levels of an organization, including stakeholders, management, team members and customers. His data-driven approach and ability to develop innovative and scalable solutions to industry challenges have made him a prominent leader in his field.

Mr. Arens, Manuel

- Global Procurement Manager at Google, California, United States
  Senior Manager, B2B Analytics and Technology at Google, United States
- Sales Director at Google, Ireland
- Senior Industry Analyst at Google, Germany
- Accounts Manager at Google, Ireland
- Accounts Payable at Eaton, UK
- Supply Chain Manager at Airbus, Germany

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International Guest Director

Andrea La Sala is an **experienced Marketing executive** whose projects have had a **significant impact** on the **Fashion environment**. Throughout his successful career he has developed different tasks related to **Product**, Merchandising and **Communication**. All this linked to prestigious brands such as **Giorgio Armani, Dolce&Gabbana, Calvin Klein**, among others. The results of this **high-profile international executive** have been linked to his proven ability to **synthesize information** in clear frameworks and execute **concrete actions** aligned to **specific business** objectives. In addition, he is recognized for his **proactivity and adaptation to fast-paced** work rhythms. To all this, this expert adds a strong commercial awareness, **market vision** and a **genuine passion** for **products**. As Global Brand and Merchandising Director at **Giorgio Armani**, he has overseen a variety of **marketing strategies** for **apparel and accessories**. His tactics have also focused on the **retail environment** and **consumer needs** and **behavior**. In this role, La Sala has also been responsible for shaping the marketing of products in different markets, acting as **team leader** in the **Design, Communication and Sales departments.** Furthermore, in companies such as Calvin Klein or **Gruppo Coin**, he has undertaken projects to boost the **structure**, and **development** of **different collections**. In turn, he has been in charge of creating **effective calendars** for buying and selling **campaigns.** He has also been in charge of the **terms, costs, processes and delivery times** of different operations. These experiences have made Andrea La Sala one of the main and most qualified **corporate leaders** in **Fashion** and **Luxury.** A high managerial capacity with which he has managed to effectively **implement the positive positioning** of **different brands** and redefine their key performance indicators (KPIs).

Mr. La Sala, Andrea

- Global Brand & Merchandising Director of Armani Exchange at Giorgio Armani, Milan, Italy
- Merchandising Director at Calvin Klein
- Brand Manager at Gruppo Coin
- Brand Manager at Dolce&Gabbana
- Brand Manager at Sergio Tacchini S.p.A.
- Market Analyst at Fastweb
- Degree in Business and Economics from the University of Eastern Piedmont

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

International Guest Director

Mick Gram is synonymous with innovation and excellence in the field of **Business Intelligence** internationally. His successful career is linked to leadership positions in multinationals such as **Walmart** and Red Bull. Likewise, this expert stands out for his vision to **identify emerging technologies** that, in the long term, achieve an everlasting impact in the corporate environment. On the other hand, the executive is considered a **pioneer** in the **use of data visualization techniques** that simplified complex sets, making them accessible and facilitating decision making. This ability became the pillar of his professional profile, transforming him into a desired asset for many organizations that bet on gathering information and generating concrete actions from them.

One of his most outstanding projects in recent years has been the Walmart Data Café platform, the largest of its kind in the world that is anchored in the cloud aimed at **Big Data** analysis. In addition, he has held the position of Director of **Business Intelligence** at Red Bull, covering areas such as Sales, Distribution, Marketing and Supply Chain Operations. His team was recently recognized for its constant innovation regarding the use of Walmart Luminate's new API for Shopper and Channel insights.

As for his training, the executive has several Masters and postgraduate studies at prestigious centers such as the University of Berkeley, in the United States, and the University of Copenhagen, in Denmark Through this continuous updating, the expert has attained cutting-edge skill. Because of this, he has come to be considered a born leader of the new global economy, centered on the drive for data and its infinite possibilities.

Mr. Gram, Mick

- Director of Business Intelligence and Analytics at Red Bull, Los Angeles, United States
- Business Intelligence Solutions Architect for Walmart Data Café
- Independent Business Intelligence and Data Science Consultant
- Business Intelligence Director at Capgemini
- Chief Analyst at Nordea
- Chief Business Intelligence Consultant for SAS
- Executive Education in AI and Machine Learning at UC Berkeley College of Engineering
- Executive MBA in e-Commerce at the University of Copenhagen
- Bachelor's Degree and Master's Degree in Mathematics and Statistics at the University of Copenhagen

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International Guest Director

Scott Stevenson is a distinguished expert in the **Digital Marketing** sector who, for more than 19 years, has been linked to one of the most powerful companies in the entertainment industry, **Warner Bros. Discovery.** In this role, he has played a crucial role in **overseeing logistics** and **creative workflows** across a variety of **digital** platforms, including social media, search, display and linear media.

This executive's leadership has been crucial in driving **paid media production strategies**, resulting in a marked **improvement** in his company's **conversion rates**. At the same time, he has assumed other roles, such as Director of Marketing Services and Traffic Manager at the same multinational during his former management.

Stevenson has also been involved in the global distribution of video games and digital **property campaigns**. He was also responsible for introducing operational strategies related to the formation, completion and delivery of sound and image content for **television commercials** and **trailers.**

On the other hand, the expert holds a Bachelor's Degree in Telecommunications from the University of Florida and a Master's Degree in Creative Writing from the University of California, which demonstrates his skills in **communication** and **storytelling**. In addition, he has participated at Harvard University's School of Professional Development in cutting-edge programs on the use of **Artificial Intelligence** in **business.** Therefore, his professional profile stands as one of the most relevant in the current field of **Marketing** and **Digital Media.**

Mr. Stevenson, Scott

- Director of Digital Marketing at Warner Bros. Discovery, Burbank, United States
- Traffic Manager at Warner Bros. Entertainment
- Master's Degree in Creative Writing from the University of California
- Bachelor's Degree in Telecommunications from the University of Florida

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

International Guest Director

Awarded with the "International Content Marketing Awards" for her creativity, leadership and quality of her informative contents, Wendy Thole-Muir is a recognized **Communication Director** highly specialized in the field of **Reputation Management.**

In this sense, she has developed a solid professional career of more than two decades in this field, which has led her to be part of prestigious international reference entities such as **Coca-Cola**. Her role involves the supervision and management of corporate communication, as well as the control of the organizational image. Among her main contributions, she has led the implementation of the Yammer **internal interaction platform**. Thanks to this, employees increased their commitment to the brand and created a community that significantly improved the transmission of information. On the other hand, she has been in charge of managing the communication of the companies' **strategic investments** in different African countries. An example of this is that she has managed dialogues around significant investments in Kenya, demonstrating the commitment of the entities to the economic and social development of the country. At the same time, she has achieved numerous **recognitions** for her ability to manage the perception of the firms in all the markets in which it operates. In this way, she has ensured that companies maintain a high profile and consumers associate them with high quality. In addition, in her firm commitment to excellence, she has actively participated in renowned global **Congresses and Symposiums** with the objective of helping information professionals to stay at the forefront of the most sophisticated techniques to **develop successful strategic communication plans**. In this way, she has helped numerous experts to anticipate institutional crisis situations and to manage adverse events in an effective manner.

Ms. Thole-Muir, Wendy

- Director of Strategic Communications and Corporate Reputation at Coca-Cola, South Africa
- Head of Corporate Reputation and Communications at ABI at SABMiller de Lovania, Belgium
- Communications Consultant at ABI, Belgium
- Reputation and Communications Consultant at Third Door in Gauteng, South Africa
- Master's Degree in Social Behavioral Studies, University of South Africa
- Master's Degree in Sociology and Psychology, University of South Africa
- Bachelor of Arts in Political Science and Industrial Sociology from the University of KwaZulu-Natal, South Africa
- Bachelor of Arts in Psychology from the University of South Africa

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

08

Certificate

The Advanced Master's Degree in Senior Management of Food Companies guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.

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

This private qualification will allow you to obtain a **Advanced Master's Degree in Senior Management of Food Companies** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University is an official European University publicly recognized by the Government of Andorra (***official bulletin***). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

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

Title: **Advanced Master's Degree in Senior Management of Food Companies**

Modality: **Online**

Duration: **2 years**

Accreditation: **120 ECTS**


tech global university

Mr./Ms. _____, with identification document _____
has successfully passed and obtained the title of:

Advanced Master's Degree in Senior Management of Food Companies

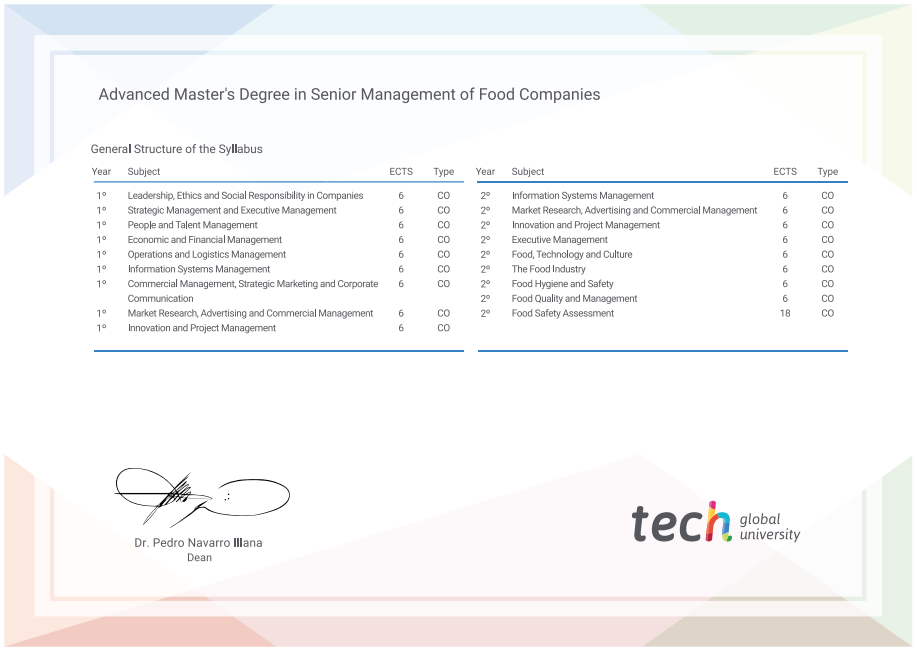
This is a private qualification of 3,600 hours of duration equivalent to 120 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Dean

Unique TECH Code: AFWORD23S techtitute.com/certificates


Advanced Master's Degree in Senior Management of Food Companies

General Structure of the Syllabus

Year	Subject	ECTS	Type
1º	Leadership, Ethics and Social Responsibility in Companies	6	CO
1º	Strategic Management and Executive Management	6	CO
1º	People and Talent Management	6	CO
1º	Economic and Financial Management	6	CO
1º	Operations and Logistics Management	6	CO
1º	Information Systems Management	6	CO
1º	Commercial Management, Strategic Marketing and Corporate Communication	6	CO
1º	Market Research, Advertising and Commercial Management	6	CO
1º	Innovation and Project Management	6	CO
2º	Information Systems Management	6	CO
2º	Market Research, Advertising and Commercial Management	6	CO
2º	Innovation and Project Management	6	CO
2º	Executive Management	6	CO
2º	Food, Technology and Culture	6	CO
2º	The Food Industry	6	CO
2º	Food Hygiene and Safety	6	CO
2º	Food Quality and Management	6	CO
2º	Food Safety Assessment	18	CO

Dr. Pedro Navarro Illana
Dean

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

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Advanced Master's Degree
Senior Management of Food Companies

- Modality: **online**
- Duration: **2 years**
- Certificate: **TECH Global University**
- Accreditation: **120 ECTS**
- Schedule: **at your own pace**
- Exams: **online**

Advanced Master's Degree
Senior Management of Food Companies

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