

# Executive Master's Degree International MBA

**M B A I**



## Executive Master's Degree International MBA

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Global University
- » Credits: 60 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Graduates and professionals with demonstrable experience in Management.

Website: [www.techtute.com/us/school-of-business/executive-master-degree/master-international-mba](http://www.techtute.com/us/school-of-business/executive-master-degree/master-international-mba)

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# 01 Welcome

Globalization has led to the creation of different highly competitive markets. Companies must adapt to the new environment and invest in internationalization, establishing themselves in foreign markets in order to expand their business. To this end, it is necessary to develop the right skills for proper business management. With this program you will have the opportunity to learn how to be successful in business management and you will master the changes in the financial and strategic field of companies in the process of internationalization.



International MBA.  
TECH Global University



“

*Internationalized companies operate in highly competitive environments, so it is necessary for professionals to have the right qualifications to manage them"*

02

# Why Study at TECH?

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



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

## At TECH Global University



### Innovation

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

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



### The Highest Standards

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

**95%** | of TECH students successfully complete their studies



### Networking

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

**100,000+**  
executives trained each year

**200+**  
different nationalities



### Empowerment

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

**500+** | collaborative agreements with leading companies



### Talent

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

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



### Multicultural Context

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

TECH students represent more than 200 different nationalities





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



### Analysis

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



### Academic Excellence

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



### Economy of Scale

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



### Learn with the best

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

Teachers representing 20 different nationalities



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

03

# Why Our Program?

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

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



“

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

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

**01**

### A significant career boost

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

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

**02**

### Develop a strategic and global vision of companies

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

*Our global vision of companies will improve your strategic vision*

**03**

### Consolidate the student's senior management skills

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

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

**04**

### Take on new responsibilities

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

*45% of graduates are promoted internally*

05

### Access to a powerful network of contacts

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

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

06

### Thoroughly develop business projects

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

*20% of our students develop their own business idea*

07

### Improve soft skills and management skills

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

*Improve your communication and leadership skills and enhance your career*

08

### Be part of an exclusive community

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

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

# 04 Objectives

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



“

*Achieve your work objectives thanks to the advanced knowledge you will be able to acquire with this program”*

Your goals are our goals.

We work together to help you achieve them.

The **International MBA** will enable the student to:

01

Define the fundamental elements that make up Corporate Finance, analyzing the variables involved in investment decision making, in order to maximize the economic value of the organization

02

Explain the importance of the company's financial statements, interpreting the dividend payment policy, types of debt, types of self-financing, etc.

03

Establish the relationships that reflect its situation with Corporate Governance and international Corporate Finance







04

Define the elements of strategy as the main foundation of international strategic management

05

Analyze the strategic behavior of operations at different levels

06

Describe the logic of the strategic management process and the meaning of each of its phases

07

Define the basic relationships of the company with its environment

08

Analyze the influence of stakeholders on the company

09

Develop the ability to detect, analyze and solve and problem solving





10

Identify the different growth paths that companies can choose to pursue

11

Describe the features, problems and human, economic, political-legal and organizational implications of the different modalities of strategic development

12

Know all the financial tools derived for hedging possible fluctuations in the price of raw materials

# 05 Skills

After passing the assessments on the International MBA course, the professional will have acquired the necessary skills for quality and up-to-date practice based on the most innovative teaching methodology.





“

*Acquire the necessary skills to develop successfully in the international market and compete with the best”*

01

Manage strategically in globalized environments, achieving success at a business level

02

Successfully manage an international company and its human resources

03

Focus on innovation and creation for the design of new products

04

Have in-depth knowledge of the distribution and organization of a multinational company

05

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



06

Properly manage and direct all departments of the company

08

Develop Digital Marketing and e-commerce as an indispensable part of the company

09

Manage all the company's processes to control the quality levels of each department

07

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

10

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



06

# Structure and Content

The International MBA is a tailor-made program that is delivered 100% online so that students can choose the time and place that best suits their availability, schedules and interests.

A program that takes place over 12 months and is intended to be a unique and stimulating experience that lays the foundation for your success as an International Business Manager.





“

*A complete syllabus designed for students to be able to guide their own studies, acquiring the most relevant skills to successfully operate in international businesses”*

## Syllabus

The International MBA at TECH Global University is an intensive program that prepares you to face decisions in business management. Its content is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Over the course of 1,500 hours, you will analyze a multitude of practical cases through individual work, achieving intensive learning that will be very useful for your daily work. It is, therefore, an authentic immersion in real business situations.

This program deals extensively with different fields of business and is designed for executives to understand international business management from a strategic and innovative perspective.

A plan designed for professionals, focused on improving their career and preparing them to achieve excellence in the field of business management and administration. A program that understands your needs and those of your company through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the competencies to solve critical situations in a creative and efficient way.

This Professional Master's Degree takes place over 12 months and is divided into 12 modules:

<b>Module 1</b>	Managerial Skills
<b>Module 2</b>	Organization, People and Organizational Culture
<b>Module 3</b>	Corporate Finance I
<b>Module 4</b>	Corporate Finance II
<b>Module 5</b>	International Finance
<b>Module 6</b>	International People Management and Diversity Management
<b>Module 7</b>	Management of International Operations
<b>Module 8</b>	Marketing and International Sales
<b>Module 9</b>	International Marketing
<b>Module 10</b>	International Taxation
<b>Module 11</b>	Project Planning
<b>Module 12</b>	Business & International Strategy



### Where, When and How is it Taught?

TECH offers the possibility to study this International MBA completely online. Throughout the 12 months of the educational program, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

**Module 1. Managerial Skills**

**1.1. Public Speaking and Spokesperson Education**

- 1.1.1. Interpersonal Communication
- 1.1.2. Communication Skills and Influence
- 1.1.3. Communication Barriers

**1.2. Communication and Leadership**

- 1.2.1. Leadership and Leadership Styles
- 1.2.2. Motivation
- 1.2.3. Skills and Abilities of the Leader 2.0

**1.3. Personal Branding**

- 1.3.1. Strategies for Personal Brand Development
- 1.3.2. Personal Branding Laws
- 1.3.3. Tools for Creating Personal Brands

**1.4. Team Management**

- 1.4.1. Work Teams and Management Meetings
- 1.4.2. Managing Change Processes
- 1.4.3. Managing Multicultural Teams
- 1.4.4. Coaching

**1.5. Negotiation and Conflict Resolution**

- 1.5.1. Effective Negotiation Techniques
- 1.5.2. Interpersonal Conflicts
- 1.5.3. Intercultural Negotiation

**1.6. Emotional Intelligence**

- 1.6.1. Emotional Intelligence and Communication
- 1.6.2. Assertiveness, Empathy, and Active Listening
- 1.6.3. Self-Esteem and Emotional Language

**1.7. Relational Capital: Coworking**

- 1.7.1. Managing Human Capital
- 1.7.2. Performance Analysis
- 1.7.3. Managing Equality and Diversity
- 1.7.4. Innovation in People Management

**1.8. Time Management**

- 1.8.1. Planning, Organisation and Control
- 1.8.2. The Methodology of Time Management
- 1.8.3. Action Plans
- 1.8.4. Tools for Efficient Time Management

**1.9. Game Theory**

**1.10. Strategic Change Management**

**Module 2. Organization, People and Organizational Culture**

**2.1. Organizations, Typology and Key Aspects**

- 2.1.1. Taxonomy of Organizations According to Size/Scale and Functions Large Corporation vs. Medium-Sized Company
- 2.1.2. Individual Case: Start up

**2.2. The Human Resources function**

- 2.2.1. Enclave in the Organization
- 2.2.2. Main HR Function Constraints
  - 2.2.2.1. BORRAR
  - 2.2.2.2. Organizational
  - 2.2.2.3. Talent
- 2.2.3. Main Attributions

**2.3. Internal Departments**

- 2.3.1. Talent Management
- 2.3.2. Performance Management
- 2.3.3. Education and Development
- 2.3.4. Corporate Culture

**2.4. Dimensioning of Departments**

- 2.4.1. Value Chain
- 2.4.2. Gap Analysis People - Positions
- 2.4.3. Scope of Work and Dimensioning
- 2.4.4. Efficiency Levers
  - 2.4.4.1. Redefinition of the Service Catalog
  - 2.4.4.2. Consolidation
  - 2.4.4.3. Automation
  - 2.4.4.4. Outsourcing

**2.5. Productivity, Attraction, Retention and Activation of Talent**

- 2.5.1. Productivity
- 2.5.2. Levers for Productivity
- 2.5.3. Talent Attraction, Retention and Attraction Levers

**2.6. Monetary Compensation Vs. Non-Cash**

- 2.6.1. Wage Band Models
- 2.6.2. Non-cash Compensation Models
  - 2.6.2.1. Working Model
  - 2.6.2.2. Corporate Community
  - 2.6.2.3. Company Image
- 2.6.3. Monetary Compensation Vs. Non-Cash

**2.7. Corporate Culture**

- 2.7.1. Alignment of Culture and Strategic Objectives
- 2.7.2. Structure of a Typical Project
- 2.7.3. Corporate Culture and its Implementation

**2.8. Change Management**

- 2.8.1. Analysis Components in Change Management
- 2.8.2. Importance of Change Management in Complex Projects
- 2.8.3. Structure of a Typical Project

**2.9. Transformation in Complex Corporate Environments**

- 2.9.1. The Transformation
- 2.9.2. Structure of a Typical Project
- 2.9.3. Transformation Enablers

**2.10. Transformation. Change Management**

- 2.10.1. Main Differences in Project
- 2.10.2. Change Manager Role vs. Transformation Manager
- 2.10.3. Management Tools

**Module 3. Corporate Finance I****3.1. Introduction to Corporate Finance**

- 3.1.1. Financial Environment of the Company
  - 3.1.1.1. The Company's Financial Objective
  - 3.1.1.2. The Company's Financial Needs
- 3.1.2. The Role of Financial Management

**3.2. Investments in a Company**

- 3.2.1. Classification of Investments in the Company
- 3.2.2. Phases for Analyzing Investments

**3.3. Assessment of Investments**

- 3.3.1. Investment Appraisal: NPV, IRR and Payback Criteria
  - 3.3.1.1. The Annual Net Present Value (NPV) Criteria
  - 3.3.1.2. The Internal Rate of Return (IRR) Criteria
  - 3.3.1.3. Acceptance and Management of Investment Projects According to NPV and IRR Criteria
  - 3.3.1.4. The Recovery Period Criteria (Recovery)

**3.4. Analysis of the Variables Involved in Investment Decision-Making**

- 3.4.1. Criteria for the Determination of Cash Flows
  - 3.4.1.1. Criteria for the Construction of Cash Flows
  - 3.4.1.2. General Structure for the Construction of Cash Flows
  - 3.4.1.3. Cash Flow Classification
  - 3.4.1.4. Residual or Scrap Value

**3.5. Company Financing**

- 3.5.1. Sources of Financing
- 3.5.2. Types of Financing Costs
  - 3.5.2.1. Equity Cost of Capital
  - 3.5.2.2. Cost of Debt
  - 3.5.2.3. The Weighted Average Cost of Capital (WACC) in the Valuation of Investment Projects

**3.6. The Capital Structure**

- 3.6.1. Optimal Capital, Shareholders and Taxes
  - 3.6.1.1. Capital Structure: Theories and Concepts
  - 3.6.1.2. Maximizing Firm Value Versus Maximizing Shareholder Interests
  - 3.6.1.3. The Influence of Taxes on Capital Structure Decisions
  - 3.6.1.4. Limits on the Use of Debt

**3.7. Bond Valuation**

- 3.7.1. Bond Investment Strategies
  - 3.7.1.1. Bond Investment Concepts, Classification and Strategies.
  - 3.7.1.2. Market Interest Rate Behavior
  - 3.7.1.3. Basic Bond Valuation Model
  - 3.7.1.4. Yield and Return Measures

**3.8. Stock Valuation**

- 3.8.1. Stock Market
- 3.8.2. Stock Valuation

**3.9. Investments at Risk**

- 3.9.1. Risk Classification
- 3.9.2. The Markowitz Optimal Investment Portfolio
- 3.9.3. Risk and Return. The CAPM Model

**Module 4. Corporate Finance II**

**4.1. The Strategic Vision of Corporate Finance**

- 4.1.1. Corporate Finance Strategies in a Globalized World
- 4.1.2. Operating Leverage and Operating Leverage
  - 4.1.2.1. Operating Leverage
  - 4.1.2.2. Financial Leverage

**4.2. Dividends Payment Policy**

- 4.2.1. Dividends Policy

**4.3. Types of Debt**

- 4.3.1. Internal Financing
  - 4.3.1.1. Short-Term
  - 4.3.1.2. In the Long Term
- 4.3.2. External Financing
  - 4.3.2.1. Short-Term
  - 4.3.2.2. In the Long Term

**4.4. Self-Financing in the Company**

- 4.4.1. Types of Self-Financing
  - 4.4.1.1. Self-Financing for Maintenance or Replenishment
  - 4.4.1.2. Self-Financing by Enrichment
  - 4.4.1.3. Advantages and Disadvantages of Self-Financing
  - 4.4.1.4. The Multiplier Effect of Self-Financing

**4.5. Financial Statements and Use of Financial Ratios**

- 4.5.1. Importance of Financial Statements
  - 4.5.1.1. The Report to the Shareholders
  - 4.5.1.2. The Use of Financial Ratios
    - 4.5.1.2.1. Liquidity Ratios
    - 4.5.1.2.2. Activity Ratios
    - 4.5.1.2.3. Debt Ratios
    - 4.5.1.2.4. Profitability Ratios
    - 4.5.1.2.5. Market Ratios

**4.6. Investments at Risk**

- 4.6.1. Risk Classification
  - 4.6.1.1. Measurement and Classification of Risk
  - 4.6.1.2. Beta
  - 4.6.1.3. Markowitz Portfolio Theory
  - 4.6.1.4. The Sharpe Ratio
  - 4.6.1.5. Risk and Return. The CAPM Model

**4.7. Mergers and Acquisitions**

- 4.7.1. Motivations for Mergers and Acquisitions
- 4.7.2. Financial Formulas for the Acquisition of Companies
  - 4.7.2.1. The Acquisition Process
  - 4.7.2.2. The Merger Process

**4.8. Corporate Governance**

- 4.8.1. Corporate Governance Objective and Functions
  - 4.8.1.1. Corporate Governance and Agency Costs
  - 4.8.1.2. Oversight by the Board of Directors
  - 4.8.1.3. Compensation Policies
  - 4.8.1.4. Agency Conflict Management

**4.9. International Corporate Finance**

- 4.9.1. Capital Markets
  - 4.9.1.1. Internationally Integrated
  - 4.9.1.2. Segmented Internationally
- 4.9.2. Exchange Rate Risk
- 4.9.3. Valuation and International Levies

**Module 5. International Finance****5.1. Business & International Strategy**

- 5.1.1. Internationalization
- 5.1.2. Globalization
- 5.1.3. Growth & Development in Emerging Markets
- 5.1.4. International Monetary System

**5.2. Foreign Exchange Market**

- 5.2.1. Foreign Exchange Transactions
- 5.2.2. The Forward Foreign Exchange Market
- 5.2.3. Derivative Instruments for Hedging Exchange Rate and Interest Rate Risks
- 5.2.4. Currency Appreciation and Depreciation

**5.3. International Payment and Collection Methods**

- 5.3.1. Bills, Personal Check and Bank Check
- 5.3.2. Transfer, Payment Order and Remittance
- 5.3.3. Documentary Clauses and Credits
- 5.3.4. Factoring, International Swap and Other Means

**5.4. Financing Operations in International Markets**

- 5.4.1. Incoterms
- 5.4.2. Derivative Instruments to Hedge Possible Fluctuations in the Price of Raw Materials
- 5.4.3. Export Credits With Official Support
- 5.4.4. Hedging with Swap Contracts
- 5.4.5. The OECD Consensus

**5.5. International Financial Institutions**

- 5.5.1. The Fund for the Internationalization of the Company
- 5.5.2. The World Bank Group
- 5.5.3. The Inter-American Development Bank
- 5.5.4. Caribbean Development Bank

**5.6. Formation of Exchange Rates**

- 5.6.1. Interest Rate Parity Theory
- 5.6.2. Theory of Exchange Rate Expectations
- 5.6.3. Purchasing Power Parity (PPP) Theory
- 5.6.4. Capital Market Balance

**5.7. Debt Conversion Programs**

- 5.7.1. Operation
- 5.7.2. Conversion of Debt into Public Investments
- 5.7.3. Conversion of Debt into Private Investments

**5.8. International Stock Market**

- 5.8.1. Wall Street Market (New York)
- 5.8.2. Gold Market
- 5.8.3. World External Debt
- 5.8.4. Paris Club
- 5.8.5. ADR and GDR Securities Market

**Module 6. International People Management and Diversity Management****6.1. Talent Management in International Companies**

- 6.1.1. Global Vision of Talent Management
- 6.1.2. Talent Map of an Organization
- 6.1.3. Cultural Trends and Internationalization
- 6.1.4. Internationalization of Talent Management

**6.2. International Career Management**

- 6.2.1. International Professional Profile
- 6.2.2. Global Mobility
- 6.2.3. Expatriate Management

**6.3. Diversity Management**

- 6.3.1. Working With Diversity
- 6.3.2. Diversity, CSR and Coaching
- 6.3.3. Managing Equality and Diversity
- 6.3.4. Managing Multicultural Teams

**6.4. New Industrial Relations Framework**

- 6.4.1. Industrial Reform
- 6.4.2. Negotiation of the Collective Bargaining Agreement
- 6.4.3. Strategic Relations With the Syndicates
- 6.4.4. Industrial Relations and Business Restructures

**6.5. HR Marketing: An International Vision**

- 6.5.1. Employer Branding
- 6.5.2. HR Customer Experience

**6.6. Multinationals and Human Rights**

- 6.6.1. Globalization, Human Rights and Multinational Companies
- 6.6.2. Multinational Companies and International Law
- 6.6.3. Specific Legal Instruments

**6.7. Expatriate Management**

- 6.7.1. Managing the Expatriation Process
- 6.7.2. Repatriation
- 6.7.3. Individual Skills for Success in International Destinations

**6.8. Expatriate Compensation**

- 6.8.1. Economic Compensation
- 6.8.2. Place and Currency of Payment
- 6.8.3. Tax Policies

**Module 7. Management of International Operations**

7.1. Overview. International Trade	7.3. Focus on Foreign Market Presence and E-Commerce	7.4. Trade Protectionism: Customs and Tariff Measures	7.6. Contractual Formulas
7.2. International Market Analysis		7.5. International Cooperation on Non-Management	
7.7. Foreign Direct Investment Flows	7.8. Analysis of ICC INCOTERMS	7.10. International Marketing	
	7.9. International Supply Chain		

**Module 8. Marketing and International Sales**

<p><b>8.1. International Sales and Marketing Function</b></p> <p>8.1.1. Marketing and Positioning 8.1.2. Relationship Between Marketing and Sales 8.1.3. Selling in Consulting</p>	<p><b>8.2. Turning an Idea into a Market Proposition</b></p> <p>8.2.1. The Process 8.2.2. The Offer 8.2.3. Validation and Feasibility 8.2.4. Market Size: TAM, SAM, SOM 8.2.5. The Target Customer 8.2.6. Market Case</p>	<p><b>8.3. Structuring the Sales Process</b></p> <p>8.3.1. The General Structure in the Sales Process 8.3.2. The Sales Funnel 8.3.3. Phases and Milestones of Each Part of the Process</p>	<p><b>8.4. The Origination Process</b></p> <p>8.4.1. Sources of Origination 8.4.2. The Opportunity 8.4.3. Next Steps</p>
<p><b>8.5. Qualifying Opportunities</b></p> <p>8.5.1. Your Customer's Business 8.5.2. Opportunity Qualification: Process and Criteria 8.5.3. The Importance of Generating Value</p>	<p><b>8.6. Interaction with Different Stakeholders</b></p> <p>8.6.1. The Buyer and the Rest of the Intervening Parties 8.6.2. Interaction With Them: Strategies 8.6.3. Human Interaction Profiles: The Importance of Tailoring the Message to the Audience</p>	<p><b>8.7. Key Components of a Proposal</b></p> <p>8.7.1. Structure and Minimum Content 8.7.2. Executive Summary 8.7.3. Scope and Risk Management</p>	<p><b>8.8. The Importance of Value Generation in a Market Proposal</b></p> <p>8.8.1. How to Talk about Value? 8.8.2. Difference Between Value and Price 8.8.3. Different Pricing Models: Implications and Risks</p>
<p><b>8.9. Negotiation and Closing Process</b></p> <p>8.9.1. Usual Steps in a Negotiation 8.9.2. The Importance of Generating Alternatives 8.9.3. Risk and Contract Management</p>	<p><b>8.10. Leading a Sales Process</b></p> <p>8.10.1. Duration and Management of the Sales Process 8.10.2. Technology in the Sales Process 8.10.3. Monitoring of the Process 8.10.4. The Importance of Feedback</p>		



**Module 9. International Marketing**

9.1. International Market Research	9.3. International Positioning	9.4. Product Strategies in International Markets	9.5. Prices and Exports
9.2. International Segmentation			
9.6. Quality in International Marketing	9.7. International Promotion	9.8. Distribution through International Channels	

**Module 10. International Taxation**

<b>10.1. Basic Principles of International Taxation</b>	<b>10.2. Description of Methods to Avoid Double Taxation</b>
10.1.1. Introduction to International Taxation	10.2.1. Introduction
10.1.2. Residence Principle vs. Source	10.2.2. Exemption Method
10.1.3. International Double Taxation, Concepts, Types and Solutions	10.2.3. Imputation Method
	10.2.4. Methods to Avoid Double Taxation under Spanish Law

**Module 11. Project Planning**

**11.1. The Project and its Relationship with Management**

- 11.1.1. The Project and Project Management
  - 11.1.1.1. The Project
  - 11.1.1.2. Management
  - 11.1.1.3. The Lifecycle
  - 11.1.1.4. Roles in Project Management
  - 11.1.1.5. Benefits of Project Management

- 11.1.2. Types of Projects
  - 11.1.2.1. Processes
  - 11.1.2.2. Integration and Technology
  - 11.1.2.3. Strategy
- 11.1.3. Project Organization

**1.1.2. Relevant Considerations in Project Management**

- 11.2.1. PMBOK
  - 11.2.1.1. Relevant Aspects
  - 11.2.1.2. Main Benefits
- 11.2.2. Value Realization Office
  - 11.2.2.1. Relevant Aspects
  - 11.2.2.2. Main Benefits

- 11.2.3. Waterfall
  - 11.2.3.1. Relevant Aspects
  - 11.2.3.2. Main Projects for Which this Methodology is Intended
  - 11.2.3.3. Main Benefits
- 11.2.4. AGILE
  - 11.2.4.1. Relevant Aspects
  - 11.2.4.2. Main Projects for Which this Methodology is Intended
  - 11.2.4.3. Main Benefits

**11.3. Scope and Expectation Management**

- 11.3.1. Scope Management Plan
  - 11.3.1.1. The Scope
  - 11.3.1.2. Main Features
  - 11.3.1.3. Verify the Scope
- 11.3.2. Expectation Management
  - 11.3.2.1. Identify Customer Expectations
  - 11.3.2.2. Scope Vs. Expectations
  - 11.3.2.3. Verify and Close the Final Scope
- 11.3.3. Risks and Benefits

**11.4. Project Planning**

- 11.4.1. Planning a Project
  - 11.4.1.1. Planning of Objectives, Activities and Major Milestones
  - 11.4.1.2. Planning of Key Deliverables
  - 11.4.1.3. Planning Tools (Dashboard)
- 11.4.2. Equipment Planning
  - 11.4.2.1. Resource Estimation Techniques and Tools (Top-down, Bottom-up, Delphi Estimation, Parametric Estimation, Etc.)
  - 11.4.2.2. Estimation of Resources: Roles, Responsibilities and Costs
  - 11.4.2.3. Service Continuity Plan
- 11.4.3. Time Planning
  - 11.4.3.1. Sequencing of Activities
  - 11.4.3.2. Development of the Work Schedule
  - 11.4.3.3. Control of the Work Schedule

**11.5. Team Management (HR)**

- 11.5.1. Team Plan
  - 11.5.1.1. People Plan
  - 11.5.1.2. Selection of the Project Team
  - 11.5.1.3. Performance Evaluation Systems
- 11.5.2. Develop the Project Team
  - 11.5.2.1. Acquisition of Equipment
  - 11.5.2.2. Assigning the Team to the Project
- 11.5.3. Project Team Management
  - 11.5.3.1. Need to Coordinate and Lead the Team Effectively
  - 11.5.3.2. Collaborative Teamwork Management Tools
  - 11.5.3.3. Conflict Management
  - 11.5.3.4. Service Continuity Plan
  - 11.5.3.5. Feedback and Assessment of Team Performance

**11.6. Cost Management**

- 11.6.1. Cost Estimates
  - 11.6.1.1. Cost Management Plan
  - 11.6.1.2. Project Cost Estimation
  - 11.6.1.3. Cost Management Techniques and Tools
- 11.6.2. The Budget
  - 11.6.2.1. Determination of the Budget
  - 11.6.2.2. Budget Selection Methodologies
  - 11.6.2.3. Techniques and Tools for Budget Definition
- 11.6.3. Cost Control
  - 11.6.3.1. Cost Control Objectives
  - 11.6.3.2. Measuring the Progress of Project Posts
  - 11.6.3.3. Cost Control Techniques and Tools

**11.7. Communications Management Communication**

- 11.7.1. Stakeholder Identification
  - 11.7.1.1. Identification of Internal and External Agents
  - 11.7.1.2. Identification of Stakeholder Expectations
  - 11.7.1.3. Techniques and Tools for Stakeholder Identification and Categorization
- 11.7.2. The Communication Plan
  - 11.7.2.1. Identification of Main Messages for Each Agent Typology
  - 11.7.2.2. Identification and Definition of the Main Communication Channels
  - 11.7.2.3. Analysis of Communication Requirements
  - 11.7.2.4. Communication Typology: Verbal-Written / Formal-Informal
  - 11.7.2.5. Communication Techniques and Tools

- 11.7.3. Control of Communication Actions
  - 11.7.3.1. Action Planning (Timeline, Resources, Deadlines, Expected Results, Etc.)
  - 11.7.3.2. Communication Actions Control Tools
  - 11.7.3.3. Measuring the Results of Communication Actions

**11.8. Quality Management**

- 11.8.1. Quality Analysis and Quality Control (Quality Analysis - QA)
  - 11.8.1.1. Quality Management
  - 11.8.1.2. Expected Achievements
  - 11.8.1.3. Quality Measurement Indicators (Standards)
- 11.8.2. Quality Assurance Actions
  - 11.8.2.1. Planning of Review Activities: Monthly and Annual Reports, etc.
  - 11.8.2.2. Quality Audits
  - 11.8.2.3. Continuous Improvement
- 11.8.3. Project Quality Control
  - 11.8.3.1. Quality Feedback Tools for Deliverables Quality
  - 11.8.3.2. Management of Conformities and Non-Conformities of Deliverables
  - 11.8.3.3. Peer Review and its Main Benefits
  - 11.8.3.4. Measuring the Quality of Deliverables

**11.9. Risk Management**

- 11.9.1. Risk Planning
  - 11.9.1.1. Risk Management Planning
  - 11.9.1.2. Identification of Risks
  - 11.9.1.3. Risk Categorization Tools
- 11.9.2. Monitoring of the Contingency Plan
  - 11.9.2.1. Quantitative and Qualitative Risk Analysis
  - 11.9.2.2. Probability and Impact Assessment
  - 11.9.2.3. Monitoring Tools
- 11.9.3. Risk Monitoring and Control
  - 11.9.3.1. Risk Register: Owners, Actions, Symptoms, Risk Levels
  - 11.9.3.2. Mitigation Action Planning
  - 11.9.3.3. Audit and Monitoring of Risks
  - 11.9.3.4. Monitoring of the Results of the Implemented Action Plans
  - 11.9.3.5. Re-Evaluation of Risk

**11.10. Project Closure and Change Management**

- 11.10.1. Change Management
  - 11.10.1.1. Knowledge Transfer
  - 11.10.1.2. Phases of Knowledge Transfer
  - 11.10.1.3. Knowledge Transfer Planning: Training, Materials, etc.
- 11.10.2. Project Closure
  - 11.10.2.1. Collection of Information
  - 11.10.2.2. Final Analysis and Main Conclusions
  - 11.10.2.3. The Closing Meeting
  - 11.10.2.4. Analysis of the Following Steps

- 11.10.3. The Impact of the Project
  - 11.10.3.1. The Importance of Measuring the Impacts Obtained
  - 11.10.3.2. Impact Within the Organization
  - 11.10.3.3. Customer Impact Management

**Module 12. Business & International Strategy**

**12.1. Business & International Strategy**

- 12.1.1. Internationalization
- 12.1.2. Growth & Development in Emerging Markets
- 12.1.3. International Monetary System

**12.2. Strategic Management of International Business**

- 12.2.1. Internationalization in the New World Order
- 12.2.2. The Influence of Culture on International Business
- 12.2.3. Market and Country Selection
- 12.2.4. Offshoring

**12.3. Internationalization Strategies**

- 12.3.1. Reasons and Requirements for Foreign Market Expansion
- 12.3.2. Strategic Partnerships in the International Expansion Process
- 12.3.3. Ways to Enter New International Markets

**12.4. Internationalization Decisions**

- 12.4.1. Market Research and Decision-Making
- 12.4.2. Choice of Location and Mode of Operation
- 12.4.3. Choice of the Appropriate Legal Form

**12.5. Stages of the Internationalization Process**

- 12.5.1. International Demand Analysis
- 12.5.2. Export Potential Diagnosis
- 12.5.3. Internationalization Planning
- 12.5.4. Export Stages

**12.6. Internationalization by Type of Company**

- 12.6.1. Product Companies and Service Companies
- 12.6.2. Internationalized Companies and Multinational Corporations
- 12.6.3. SMEs and their Internationalization Model

**12.7. Obstacles to Internationalization**

- 12.7.1. Legal Restrictions
- 12.7.2. Logistical, Financial and Commercial Obstacles
- 12.7.3. Obstacles to Direct Investment

**12.8. Cross-cultural Management**

- 12.8.1. Cultural Dimension of International Management
- 12.8.2. Globalization in Business Management
- 12.8.3. Intercultural Leadership

07

# Methodology

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

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





“

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

## TECH Business School uses the Case Study to contextualize all content

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

“

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



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



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

### A learning method that is different and innovative

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

“

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

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

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

## Relearning Methodology

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

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

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

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

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





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

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

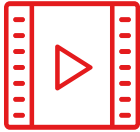
*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success*

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

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



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



### Study Material

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

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



### Classes

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

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



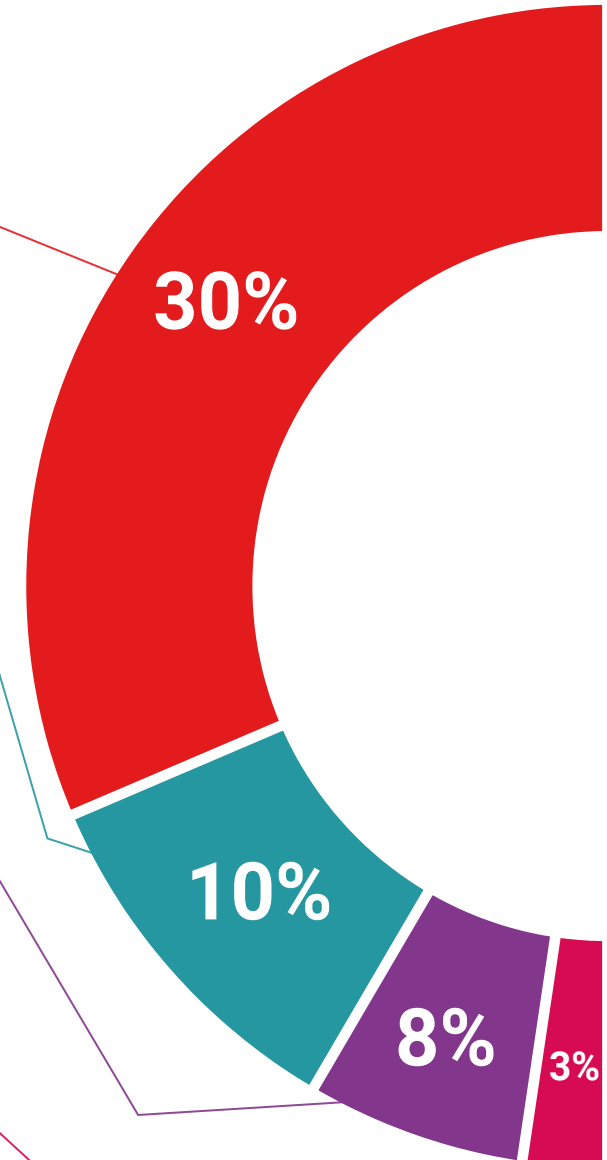
### Management Skills Exercises

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



### Additional Reading

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





### Case Studies

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



### Interactive Summaries

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

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



### Testing & Retesting

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



08

# Our Students' Profiles

Our International MBA is a program aimed at professionals in the field of international business who want to update their knowledge, discover new ways of managing their businesses and advance in their professional career. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.





“

*Our students are experienced professionals who are looking for a better job”*

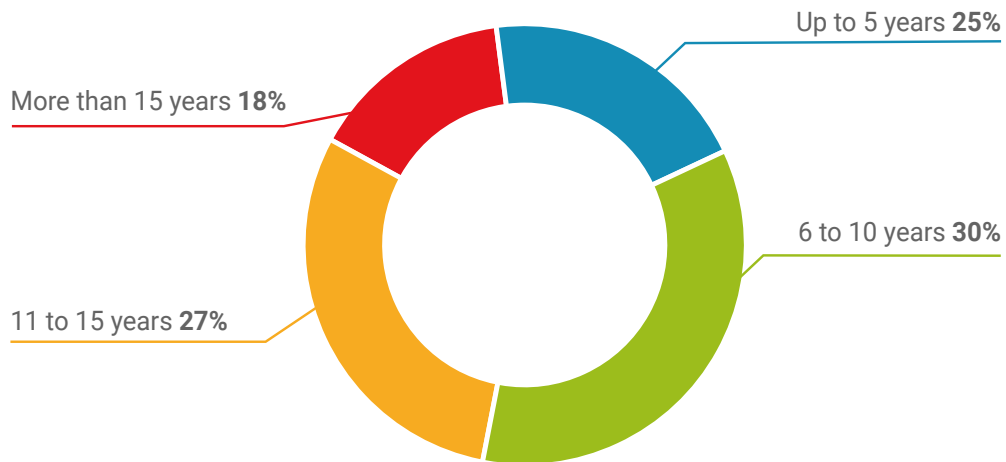
### Average Age

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

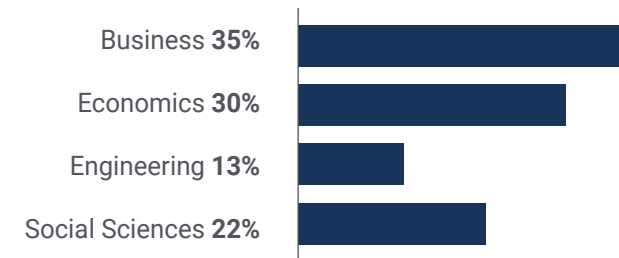
### Years of Experience

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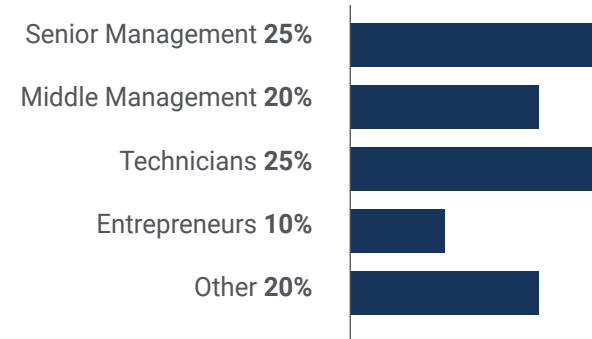
### Training

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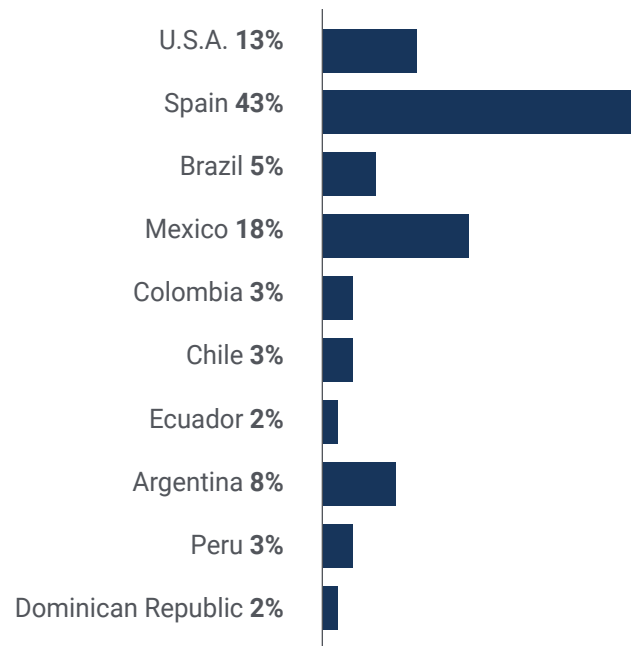
### Academic Profile

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## Geographical Distribution

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## Héctor Albereda

Business Manager in the USA and Asia

*"International business requires extensive specialization and knowledge of finance and globalized markets. Therefore, gaining up-to-date knowledge is essential, as the work is in a highly competitive and constantly changing environment. Luckily, at TECH I found this program that I would recommend to anyone who wants to specialize in this field"*

09

# Impact on Your Career

We are aware that studying a program like this entails great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth and with this Executive Master's Degree you have a great chance of achieving it. Therefore, you should take advantage of the opportunity that TECH offers you to specialize with the best team in this highly demanded professional field.







“

*Our goal is to generate a positive change in your professional career, and we are fully committed to helping you achieve it”*

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

The International MBA at TECH is an intensive program that prepares its students to face challenges and business decisions on an international level. The main objective is to promote personal and professional growth. Helping students achieve success.

Therefore, those who wish to improve themselves, achieve a positive change at a professional level and interact with the best, will find their place at TECH.

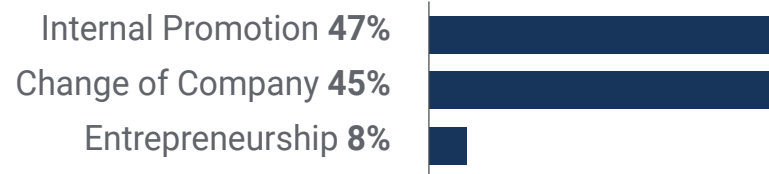
*Successfully handle yourself in international business and achieve your company's objectives.*

*Achieve a positive change in your career thanks to the completing this comprehensive program.*

### When the change occurs



### Type of change



### Salary increase

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



10

# Benefits for Your Company

The International MBA helps raise the organization's talent to its maximum potential by preparing high-level leaders. Therefore, participating in this academic program is a unique opportunity to acquire the necessary skills to develop in senior management, as well as a powerful network of contacts where you can find future professional partners, customers, or suppliers.





“

*After studying at TECH you will introduce the company to a new business vision and bring about relevant changes in the organization"*

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

01

### Intellectual Capital and Talent Growth

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

---

02

### Retaining high-potential executives to avoid talent drain

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

03

### Building agents of change

The manager will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

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04

### Increased international expansion possibilities

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



05

### **Project Development**

The manager will be work on a current project or develop new projects in the field of R&D or Business Development within their company.

---

06

### **Increased competitiveness**

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

11

# Certificate

The International MBA guarantees you, in addition to the most rigorous and updated training, access to a Professional Master's Degree issued by TECH Global University.







This program will allow you to obtain your **Professional Master's Degree diploma in International MBA** 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.

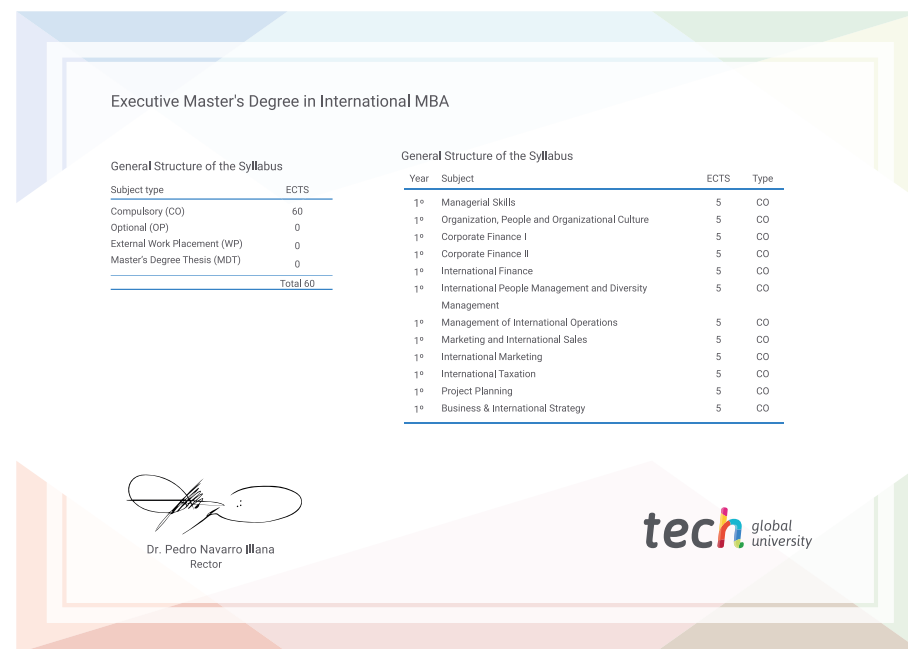
This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Professional Master's Degree in International MBA**

Modality: **online**

Duration: **12 months**

Accreditation: **60 ECTS**



\*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.



## Executive Master's Degree International MBA

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Global University**
- » Credits: **60 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

# Executive Master's Degree International MBA