

Executive Master's Degree MBA in Advanced Technology Project Management

M B A A T P M



Executive Master's Degree MBA in Advanced Technology Project Management

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Global University
- » Credits: 90 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: University graduates and postgraduates who have completed a degree in computer engineering.

Website: www.techtute.com/us/school-of-business/executive-master-degree/master-mba-advanced-technology-project-management

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01 Welcome

Nowadays, given the voracious digitalization that is taking over almost every process, most companies are forced to include technology project managers among their ranks. This professional profile must have in-depth technical knowledge of the tasks to be performed, as well as the ability to carry out skillful team management in order to maximize value and performance. TECH offers to business professionals programs such as this one to prepare them to perform this function, increasing their economic prospects as well as their professional and personal growth. All of this is based on a syllabus full of complete and up-to-date case studies aimed at fulfilling the needs required by the technological business world.



Executive Master's Degree MBA in Advanced Technology Project Management
TECH Global University



“

Managing technology projects requires a highly specialized and qualified professional who has outstanding management and leadership skills. With this Executive Master's Degree, you will be able to lead the most ambitious and attractive projects in your field”

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 center for intensive managerial skills education.



“

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 balances 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.

+100000

executives prepared each year

+200

different nationalities



Empowerment

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

+500

collaborative agreements with leading companies



Talent

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

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



Multicultural Context

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

TECH students represent more than 200 different nationalities.



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



Analysis

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



Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning method (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational itinerary.



Economy of Scale

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



Learn with the best

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

Teachers representing 20 different nationalities.



At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"

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 education of the highest academic level”

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

01

A Strong Boost to Your Career

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 students achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of the company

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

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

You will 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 fields 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

You will be part of an exclusive community

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

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

04

Objectives

The objective of this program is to strengthen leadership skills in the technology sector, offering the best tools and specialized knowledge to successfully lead any type of project. The program offers both theoretical and business content that takes into account current environments and markets, thereby ensuring an up-to-date education in line with the latest trends.



“

If your goal is to lead large technology projects, TECH gives you the resources you need to be a competent, effective and productive leader”

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

The **Executive Master's Degree MBA in Advanced Technology Project Management** will enable students to:

01

Specialize in the main *Frameworks* to direct and manage of IT projects

04

Determine leadership as a support model with respect to traditional authoritarian methodologies

02

Learn the most appropriate techniques used in people and team management with the objective of favoring well-being and productivity

03

Work with the different analytical method used in strategic decision making

05

Analyze processes and requirements to develop software projects



06

Address the issues involved in data management in terms of protection and security, applying and complying with current regulations

08

Study *Enterprise Resource Planning* and *Customer Relationship Management* to improve decision making

09

Identify the different business intelligence techniques to anticipate potential problems and offer preventive solutions

07

Get to know the fundamental methodologies used for project development such as SDLC, *Agile* or object-oriented programming

10

Investigate the combination of knowledge and techniques from different disciplines in order to propose cross-disciplinary solutions



11

Develop management skills at strategic, organizational and project levels, from value proposition to business transformation strategies design

14

Address the importance of correctly using Scorecards to automate monitoring the achievement of objectives

12

Emphasize the importance of data in project management and understand how analytics can be used to focus team efforts

13

Understand the use of Google Analytics as a key tool in data analysis and learn how to improve decision making based on the data obtained



15

Examine incident management methods to implement them and promote better workflows

16

Study the main regulatory frameworks for data security and protection in order to ensure working methodologies comply with current legislation

17

Analyze the divergent realities in which technology companies operate in the face of changes in society

18

Contemplate emotional intelligence as a basic tool in optimizing business results



05 Skills

Once students have completed the Executive Master's Degree MBA in Advanced Technology Project Management, they will be able to lead work teams in the technology field in an agile and efficient way, applying innovative methodology used for data analysis and project management. This will greatly increase their professional skills, as well as their own possibilities of professional growth by being able to apply for better management positions that require greater specialization and skills.



A grayscale photograph of a hand pointing at a bar chart on a document. The chart has several bars of varying heights. The text 'profit trend' is visible on the document. The image is partially obscured by a dark blue diagonal overlay.

“

You will meet the requirements demanded by large technological companies so you can lead their most demanding projects”

01

Use the main tools on the market to monitor KPIs and control the execution and progress of any project with respect to the strategy set

02

Use *Scrum* and *Kanban* methodology correctly and efficiently in projects

03

Develop the most common enterprise information management systems

04

Determine the importance of quality management in *software* project management and learn to apply the necessary criteria to control it

05

Design a database with process analysis and integrated methodology in project management



06

Learn communication skills, whether verbal or non-verbal, and add quality to the company's interpersonal relationships

08

Determine management systems accessible in real time



09

Define strategies for favorable conflict resolution in the use of innovative negotiation techniques

07

Establish direct communication between company departments and customers or clients

10

Effectively communicate analytics results to technical and non-technical audiences

11

Design control strategies for project and process monitoring

14

Analyze web sites or digital platforms to optimize the way users interact with various functionalities

12

Propose, communicate and elaborate business models or business transformation models justifying their benefits and opportunity for organizations

13

Understand the differences between different data warehousing paradigms: Data Lake, Data Warehouse and Data Mart



15

Apply techniques based on data analysis to improve the overall results of the organization

16

Review and audit new *software* development products and related activities throughout the development cycle

17

Develop techniques to ensure compliance with data protection regulations in project management

18

Apply *coaching* in the business environment to improve educational processes



06

Structure and Content

The Executive Master's Degree MBA in Advanced Technology Project Management is a program that adapts to the needs of its students, and since it is 100% online, they can choose to study when it suits their availability and particular interests. This is a great opportunity to catapult anyone's career to managerial positions in the technology field.



“

TECH guarantees you access to the best syllabus available in Advanced Technology Project Management so you can apply for the highest management positions in the sector”

Syllabus

The Executive Master's Degree MBA in Advanced Technology Project Management offered by TECH Global University is a comprehensive program that trains students for decision making and effective leadership of multidisciplinary teams, emphasizing the importance of the technical knowledge required in the technology field.

The content of the Executive Master's Degree MBA in Advanced Technology Project Management contains the most advanced methodology and techniques used in business leadership, always focused on technology project management.

During the 2,700 hours that make up the program, students will study a multitude of real, practical cases, making the educational experience more immersive in real business situations.

This Executive Master's Degree explores the new perspective of the leader as a figure of trust, moving away from the traditional authoritarian perspective by addressing issues such as work team emotional intelligence or non-verbal communication that seeks to improve relations within the company itself.

A syllabus that prepares students for the most ambitious management positions in the technology industry, helping them to achieve excellence in leadership and business management.

The 15 modules that make up this Executive Master's Degree, taught over 12 months, are as follows:

Module 1	Agile technology project direction and management
Module 2	Requirements Management and Process Analysis in Software Development Projects
Module 3	Business Management: Technologies for Resource and Customer Management
Module 4	IT Project Management and Control Using Business Intelligence
Module 5	IT Project Strategic Monitoring and Control
Module 6	Digital Analytics for Decision-Making in Technology Projects
Module 7	Improving IT Projects and Businesses Using Analytical Techniques
Module 8	Quality in Software Project Management and Implementation
Module 9	Regulatory Compliance for Information Security in Technology Projects
Module 10	Team Management in IT Projects
Module 11	Leadership, Ethics and Social Responsibility in Companies
Module 12	People and Talent Management
Module 13	Economic and Financial Management
Module 14	Commercial Management and Strategic Marketing
Module 15	Executive Management



Where, When and How is it Taught?

TECH offers the possibility of taking this Executive Master's Degree MBA in Advanced Technology Project Management 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. Using Agile in Technology Project Direction and Management

1.1. Project Management

- 1.1.1. Project Management
- 1.1.2. Phases of a Project

1.2. Project Direction According to the Project Management Institute

- 1.2.1. PMI and PMBOK
- 1.2.2. Project, Program and Project Portfolio
- 1.2.3. Evolution and Process Assets at Organizations That Work with Projects

1.3. Process Management according to the Process Management Institute

- 1.3.1. Process Groups and Knowledge Areas
- 1.3.2. Process Matrix

1.4. Agile Methodologies for Project Management

- 1.4.1. Application Motivation
- 1.4.2. Agile Values and Principles in the Agile Manifesto
- 1.4.3. Application Scenarios

1.5. Scrum for Agile Project Management: Framework Description

- 1.5.1. Agile Management Framework
- 1.5.2. Scrum Pillars and Values

1.6. Scrum for Agile Project Management: Implementing Models

- 1.6.1. Framework Implementation
- 1.6.2. People, Roles and Responsibilities on Scrum
- 1.6.3. *Sprint Planning, Daily Scrum, Sprint Review, Sprint Retrospective and Sprint Refinement*

1.7. Scrum for Agile Project Management

- 1.7.1. Product Backlog, Sprint Backlog and Incremental Backlog
- 1.7.2. Scrum Team Agreements
- 1.7.3. Performance Assessment

1.8. KANBAN for Agile Project Management

- 1.8.1. The Model
- 1.8.2. Kanban Method, Elements and Benefits
- 1.8.3. Typical Usage Scenarios

1.9. KANBAN for Agile Project Management: Implementing Models

- 1.9.1. Fundame
- 1.9.2. Application
- 1.9.3. Performance Assessment

1.10. Project Direction Model Selection

- 1.10.1. Criteria for Selecting a Management Model Type
- 1.10.2. Traditional Methods vs. Agile Methods
- 1.10.3. Conclusions

Module 2. Requirements Management and Process Analysis in Software Development Projects

<p>2.1. Systems Analysis</p> <p>2.1.1. Systems Analyst Functions</p> <p>2.1.2. Software Development Cycle: SDLC and OO Agile</p> <p>2.1.3. SDLC, OO and Agile</p>	<p>2.2. Importance of Systems Analysis and Design</p> <p>2.2.1. Information Systems</p> <p>2.2.2. Integrating IT Technologies: HW and Software</p> <p>2.2.3. Methodology Selection</p>	<p>2.3. Software Development Life Cycle</p> <p>2.3.1. Campaigns and Types</p> <p>2.3.2. Redemption and Drive</p> <p>2.3.3. Types of Strategies</p> <p>2.3.4. Digital Marketing Plan</p>	<p>2.4. Systems Model and Design: Integration</p> <p>2.4.1. Dependencies with Other Operating Systems in the Organization</p> <p>2.4.2. Integration Using Project Management Methodologies such as PMBOK</p> <p>2.4.3. Integration with Agile Methodologies</p>
<p>2.5. Requirements</p> <p>2.5.1. Interactive Methods: Interviews, JAD and Questionnaires</p> <p>2.5.2. Non-Interactive Methods: Observation and Revision Documents</p> <p>2.5.3. Sampling Techniques: Sampling</p>	<p>2.6. Processes Analysis: DFDs</p> <p>2.6.1. Multilevel DFD Development</p> <p>2.6.2. Types of DFDs: Physical and Logical, Based on Events</p> <p>2.6.3. Partitioning DFDs</p>	<p>2.7. Processes Analysis: Data Dictionary</p> <p>2.7.1. Creating Data Dictionaries Based on Previous DAFD</p> <p>2.7.2. Data Dictionary Nomenclature</p> <p>2.7.3. XML Creation for Data Exchange with Other Systems</p>	<p>2.8. Processes Analysis: Processes Specifications</p> <p>2.8.1. Structured and Semi-structured Decisions</p> <p>2.8.2. If-The-Else</p> <p>2.8.3. Decision Tables and Trees</p>
<p>2.9. Importance of Design</p> <p>2.9.1. Output Design</p> <p>2.9.2. Input Design</p> <p>2.9.3. Validating Design</p>	<p>2.10. Database Design</p> <p>2.10.1. Normalization of Data</p> <p>2.10.2. E-R Diagrams: One-to-Many and Many-to-Many Relationships</p> <p>2.10.3. Destandardization</p>		

Module 3. Business Management: Technologies for Resource and Customer Management

3.1. Enterprise Information Management and Storage Systems

- 3.1.1. Enterprise Resource Planning
- 3.1.2. Customer Relationship Management
- 3.1.3. Enterprise Resource Planning vs. Customer Relationship Management
- 3.1.4. Enterprise Resource Planning and Customer Relationship Management in Business

3.2. Enterprise Resource Planning

- 3.2.1. Benefits of Enterprise Resource Planning in Companies
- 3.2.2. Implantation and Management
- 3.2.3. Enterprise Resource Planning Day-to-day

3.3. Enterprise Resource Planning and Management

- 3.3.1. ERP Modules
- 3.3.2. Enterprise Resource Planning System Types
- 3.3.3. Tools Available on the Market

3.4. Customer Relationship Management

- 3.4.1. Implementing Customer Relationship Management in Companies
- 3.4.2. Information System Design
- 3.4.3. Customer Relationship Management for Processes Implementation

3.5. Customer Relationship Management for Project Design

- 3.5.1. Current Situation
- 3.5.2. Sales or Loyalty
- 3.5.3. Customer Loyalty Profitability

3.6. Customer Relationship Management. Working with Information

- 3.6.1. Project Marketing and Management
- 3.6.2. Success Factors
- 3.6.3. Strategies

3.7. Customer Relationship Management. Communication Tools

- 3.7.1. Communication
- 3.7.2. The Information
- 3.7.3. Active Listening
- 3.7.4. Investment Strategies in Information Systems

3.8. Customer Relationship Management. Dissatisfied Customer Recovery

- 3.8.1. Detecting Errors in Time
- 3.8.2. Correcting and Remediating Errors
- 3.8.3. Customer Recovery and Continuous Improvement Process Design

3.9. IT Projects

- 3.9.1. Objectives
- 3.9.2. Enterprise Resource Planning and Customer Relationship Management for Customer Acquisition
- 3.9.3. Projects Design
- 3.9.4. Assessing and Recording Results

3.10. Computer Project Development

- 3.10.1. Frequent Errors
- 3.10.2. Methodology
- 3.10.3. Segmentation and Processes
- 3.10.4. Training
- 3.10.5. Actions Design Applied to Customer Relationship Management and Enterprise Resource Planning

Module 4. IT Project Management and Control Using Business Intelligence**4.1. Business Intelligence**

- 4.1.1. Business Intelligence
- 4.1.2. Data Management
- 4.1.3. Data Life Cycle
- 4.1.4. Architecture
- 4.1.5. Applications

4.2. IT Project Management Using Analytical Techniques

- 4.2.1. Business Intelligence Selection
- 4.2.2. Advantages of Using Business Intelligence in Projects
- 4.2.3. Examples and Applications

4.3. Harvesting and Storage

- 4.3.1. Business Models and Data Models
- 4.3.2. Types of Storage
- 4.3.3. Storing Big Data in the Cloud

4.4. Massive Data and Information Processing

- 4.4.1. Types of Data Processing
- 4.4.2. Techniques to Simplify Massive Processing
- 4.4.3. Cloud Processing

4.5. Analytical Techniques

- 4.5.1. Analytical Techniques
- 4.5.2. Predictive Analyses
- 4.5.3. Pattern Analysis and Recommendation
- 4.5.4. Scalable Machine Learning

4.6. Visualization for Decision Making

- 4.6.1. Visualization and Data Analysis
- 4.6.2. Tools
- 4.6.3. Data Analysis Visualization
- 4.6.4. Reports Design

4.7. Business Information Consumption

- 4.7.1. Control Panel
- 4.7.2. KPI Design and Mining
- 4.7.3. Geographic Information

4.8. Security and Governance

- 4.8.1. Security/Safety
- 4.8.2. Governance

4.9. Real Applications to IT Projects

- 4.9.1. From Harvesting to Processing
- 4.9.2. From Analysis to Visualization

4.10. Project Management

- 4.10.1. Project
- 4.10.2. Requirements and Objectives
- 4.10.3. Start-up and Implementation

Module 5. IT Project Strategic Monitoring and Control

5.1. Data and Information in Decision Making and Project Management

- 5.1.1. Business Intelligence
- 5.1.2. Business Intelligence Concept Evolution
- 5.1.3. Data Life Cycle

5.2. Information Analysis Techniques

- 5.2.1. Descriptive Analytics
- 5.2.2. Prescriptive Analytics
- 5.2.3. Predictive Analytics
- 5.2.4. Pattern Analysis and Recommendation
- 5.2.5. Benefits of IT Projects Analysis

5.3. Types of Data

- 5.3.1. Structured Data
- 5.3.2. Semi-Structured Data
- 5.3.3. Unstructured Data

5.4. Storage and Management

- 5.4.1. Data Lake, Data Warehouse and Data Mart
- 5.4.2. Stages in Data Management: Extraction, Transformation and Loading
- 5.4.3. ETL and ELT Paradigm

5.5. Data Management for Project Implementation

- 5.5.1. Data Use in Project Design
- 5.5.2. Decision Making
- 5.5.3. Benefits

5.6. Business Intelligence Solutions: Power BI

- 5.6.1. Ecosystem
- 5.6.2. Potential Strengths and Weaknesses

5.7. Business Intelligence Solutions: Tableau

- 5.7.1. Ecosystem
- 5.7.2. Strengths and Weaknesses

5.8. Business Intelligence Solutions: Qlik

- 5.8.1. Ecosystem
- 5.8.2. Potential Strengths and Weaknesses

5.9. Business Intelligence Solutions: Prometheus

- 5.9.1. Ecosystem
- 5.9.2. Potential Strengths and Weaknesses

5.10. Future of Business Intelligence

- 5.10.1. Cloud Applications
- 5.10.2. Self-consumption Business Intelligence
- 5.10.3. Integration with Data Science. Value Creation

Module 6. Digital Analytics for Decision-Making in Technology Projects**6.1. Digital Analytics**

- 6.1.1. Digital Analytics
- 6.1.2. Modus Operandi

6.2. Google Analytics: Analysis Tools

- 6.2.1. Google Analytics
- 6.2.2. Quantifying and Qualifying: Metrics and Dimensions
- 6.2.3. Analysis Objectives

6.3. Metrics

- 6.3.1. Basic Metrics.
- 6.3.2. KPI (Key Performance Indicators) or Advanced Metrics
- 6.3.3. The Objective: Conversion

6.4. Dimensions

- 6.4.1. Campaign/Keyword
- 6.4.2. Source/Media
- 6.4.3. Content

6.5. Google Analytics

- 6.5.1. Tool Set-up and Configuration
- 6.5.2. Current Versions: UA/GA4
- 6.5.3. Conversion Objectives: Conversion Funnels

6.6. Google Analytics Structure: Work Areas

- 6.6.1. Accounts
- 6.6.2. Properties
- 6.6.3. Views

6.7. Google Analytics Reports

- 6.7.1. In Real Time
- 6.7.2. Audience
- 6.7.3. Acquisition
- 6.7.4. Behavior
- 6.7.5. Conversions

6.8. Google Analytics Advanced Reports

- 6.8.1. Personalized Reports
- 6.8.2. Panels
- 6.8.3. APIs

6.9. Filtering

- 6.9.1. Filtering and Segmentation: Usability
- 6.9.2. Predefined Segments and Personalized Segments
- 6.9.3. Remarketing Lists

6.10. Digital Analytics Plan

- 6.10.1. Measurement
- 6.10.2. Implementation in the Technological Environment
- 6.10.3. Conclusions

Module 7. Improving IT Projects and Businesses Using Analytical Techniques

7.1. Company Data Analytics

- 7.1.1. Company Data Analytics
- 7.1.2. Value
- 7.1.3. Project Management According to Value

7.2. Digital Marketing

- 7.2.1. Digital Marketing
- 7.2.2. Benefits of Digital Marketing

7.3. Digital Marketing: Preparation

- 7.3.1. Campaigns
- 7.3.2. Implementation and Measurement
- 7.3.3. Digital Strategy Variants
- 7.3.4. Planning

7.4. Digital Marketing: Implementation

- 7.4.1. Applications
- 7.4.2. Integration in Web Environments

7.5. Life Cycle

- 7.5.1. Customer Journey vs. Campaigns
- 7.5.2. Measurement

7.6. Data Management

- 7.6.1. Datawarehouse and Datalab
- 7.6.2. Applications for the Generation of Campaign Bases
- 7.6.3. Drive Options

7.7. Campaign Exclusions

- 7.7.1. Types
- 7.7.2. GDPR and Robinson
- 7.7.3. Data Anonymization

7.8. Control Panels

- 7.8.1. Audience
- 7.8.2. Storytelling
- 7.8.3. Applications

7.9. Value Conclusions in Data Analytics

- 7.9.1. Customer Global Vision
- 7.9.2. Analysis Strategy and Types
- 7.9.3. Applications

7.10. Application in Business Scenarios

- 7.10.1. Wallet Clustering
- 7.10.2. Predictive Risk Models
- 7.10.3. Wallet Customers Characterization
- 7.10.4. Image Processing
- 7.10.5. Bid Proposal Forms

Module 8. Quality in Software Project Management and Implementation

8.1. Software Quality

- 8.1.1. Methodologies and Standards
- 8.1.2. Software Quality Reports: Standish Group CHAOS Report
- 8.1.3. Software Quality Certifications: ISO and AENOR

8.2. Secure Codification

- 8.2.1. Coding: Reasons and Types of Codes
- 8.2.2. Codification Rules

8.3. Data Quality Via Input Validation

- 8.3.1. Efficient Data Capture
- 8.3.2. Data-Entry Models: OCR, Keyboard, RFID, etc.
- 8.3.3. Data Validation Tests

8.4. Total Quality Management: Six Sigma

- 8.4.1. TQM
- 8.4.2. Six Sigma: Methodology and Culture
- 8.4.3. Top-Down Design Systems and Modular Programming
- 8.4.4. Documentation: FOLKLORE Documentation Method

8.5. Tests, Maintenance and Audits

- 8.5.1. Test Processes
- 8.5.2. Using Test Data
- 8.5.3. Audits and External Audits

8.6. Quality of Network Implemented Products

- 8.6.1. Client-Server Technology
- 8.6.2. Cloud Computing Technology

8.7. User Training

- 8.7.1. User Training Strategies
- 8.7.2. Training Guides

8.8. Conversion/Migration to New Systems Strategies

- 8.8.1. Migration Strategies: Parallel and Gradual
- 8.8.2. Migration/Conversion Plans
- 8.8.3. Data Owners Management

8.9. Security/Safety

- 8.9.1. Physical and Logical Security: Document Destruction
- 8.9.2. E-Commerce
- 8.9.3. Disaster-Recovery Plans

8.10. Assessment

- 8.10.1. Quality Assessment Techniques
- 8.10.2. Evaluation in Web Environments

Module 9. Regulatory Compliance for Information Security in Technology Projects

9.1. Data Protection Regulation

- 9.1.1. Regulatory Framework
- 9.1.2. Subjects Obligated to Comply with the Regulations
 - 9.1.2.1. Controllers, Joint Controllers and Processors
- 9.1.3. Data Protection Officer

9.2. Treatment of Personal Data

- 9.2.1. Fairness, Loyalty and Transparency
- 9.2.2. Purpose Limitation
- 9.2.3. Data Minimization, Accuracy and Limitation of Retention Period
- 9.2.4. Integrity and Confidentiality
- 9.2.5. Proactive Responsibility

9.3. Data Protection by Design and by Default

- 9.3.1. Data Pseudonymization
- 9.3.2. Data Minimization
- 9.3.3. Organizational Measures in Accordance with the Purpose of Processing

9.4. Bases of Lawfulness or Legitimacy and Authorizations for Processing: Data Communication

- 9.4.1. Consent
- 9.4.2. Contractual Relationship or Pre-contractual Measures
- 9.4.3. Fulfillment of a Legal Obligation
- 9.4.4. Protection of Vital Interests of the Data Subject or Another Person
- 9.4.5. Public Interest or Exercise of Public Powers
- 9.4.6. Legitimate Interest: Weighing of interests

9.5. Individuals Rights

- 9.5.1. Transparency and Information
- 9.5.2. Access
- 9.5.3. Rectification and Deletion (Right to be Forgotten), Limitation and Portability
- 9.5.4. Opposition and Automated Individual Decisions
- 9.5.5. Limits to Rights

9.6. Risk Analysis and Management of Personal Data Processing

- 9.6.1. Identification of Risks and Threats to the Rights and Freedoms of Individuals
- 9.6.2. Risk Assessment
- 9.6.3. Risk Management Plans

9.7. Techniques to Ensure Data Protection Regulations Compliance

- 9.7.1. Identification of Proactive Accountability Measures
- 9.7.2. Processing Activities Register
- 9.7.3. Security Breach Management
- 9.7.4. Codes of Conduct and Certifications

9.8. Data Protection Impact Assessment (DPIA)

- 9.8.1. EIPD Needs Assessment
- 9.8.2. Evaluation Methodology
- 9.8.3. Identification of Risks and Threats
- 9.8.4. Prior Consultation with the Supervisory Authority

9.9. Information Security

- 9.9.1. Security Regulatory Framework
- 9.9.2. ICT Security Products Assessment and Certification
- 9.9.3. STIC Products and Services Catalog (CPSTIC)

9.10. Control Authorities. Violations and Penalties

- 9.10.1. Violations
- 9.10.2. Fines
- 9.10.3. Penalty Procedure
- 9.10.4. Control Authorities and Cooperation Mechanisms

Module 10. Team Management in IT Projects
10.1. Team Management

- 10.1.1. Management Skills
- 10.1.2. Human Capital Management and Managerial Functions
- 10.1.3. Classification and Types of Management Skills
- 10.1.4. Group Leadership Management in Companies

10.2. Team Building

- 10.2.1. Team Management
- 10.2.2. Performance Evaluation
- 10.2.3. Delegation and Empowerment
- 10.2.4. Commitment Management

10.3. Work Teams

- 10.3.1. Culture: Mission, Vision, Values
- 10.3.2. Planning and Strategy
- 10.3.3. Organization and Monitoring
- 10.3.4. Feedback and Feedforward
- 10.3.5. Results Assessment

10.4. Stages in Team Training

- 10.4.1. Dependence Stage
- 10.4.2. Counter-Dependence Stage
- 10.4.3. Independence Stage
- 10.4.4. Interdependence Stage

10.5. IT Project Organization

- 10.5.1. Company Planning
- 10.5.2. Time Planning
- 10.5.3. Resource Planning
- 10.5.4. Costs Planning

10.6. Talent Management in Companies

- 10.6.1. Talent
- 10.6.2. Talent Management
- 10.6.3. Talent Dimensions
- 10.6.4. Attracting Talent

10.7. Company Communication

- 10.7.1. The Company's Communication Process
 - 10.7.1.1. Internal Relationships and Communication in Companies
 - 10.7.1.2. Relation between Company Organization and Communication: Centralization or Decentralization
 - 10.7.1.3. Internal and External Communication Tools
- 10.7.2. Interpersonal Relations in the Company
 - 10.7.2.1. Interpersonal Communication and Conflicts
 - 10.7.2.2. Communication Filters and Barriers
 - 10.7.2.3. Criticism and Active Listening
 - 10.7.2.4. Active Listening Techniques

10.8. Negotiation Techniques in Companies

- 10.8.1. Negotiation at the Managerial Level in Technology Companies
 - 10.8.1.1. Negotiation
 - 10.8.1.2. Styles of Negotiation
 - 10.8.1.3. Negotiation Phases
- 10.8.2. Negotiation Techniques
 - 10.8.2.1. Negotiation Strategies and Tactics
 - 10.8.2.2. Negotiation Types
- 10.8.3. The Figure of the Negotiator
 - 10.8.3.1. Negotiator Characteristics
 - 10.8.3.2. Types of Negotiators
 - 10.8.3.3. Psychology in Negotiation

10.9. Coaching and Business Management

- 10.9.1. Business Coaching
- 10.9.2. The Practice of Coaching
- 10.9.3. Coaching in Organizations

10.10. Mentoring and Business Management

- 10.10.1. Mentoring
- 10.10.2. The 4 Processes of a Mentoring Program
 - 10.10.2.1. Processes
 - 10.10.2.2. Mentors in Companies
 - 10.10.2.3. Protégés in Technological Companies
- 10.10.3. Benefits of Mentoring in Companies
 - 10.10.3.1. Benefits to the Organization: Mentor and Mentee
- 10.10.4. Differences between Mentoring and Coaching

Module 9. Regulatory Compliance for Information Security in Technology Projects

9.1. Data Protection Regulation

- 9.1.1. Regulatory Framework
- 9.1.2. Subjects Obligated to Comply with the Regulations
 - 9.1.2.1. Controllers, Joint Controllers and Processors
- 9.1.3. Data Protection Officer

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 - 10.10.3.1. Benefits to the Organization: Mentor and Mentee
- 10.10.4. Differences between Mentoring and Coaching

Module 11. Leadership, Ethics and Social Responsibility in Companies

11.1. Globalization and Governance

- 11.1.1. Governance and Corporate Governance
- 11.1.2. The Fundamentals of Corporate Governance in Companies
- 11.1.3. The Role of the Board of Directors in the Corporate Governance Framework

11.2. Leadership

- 11.2.1. Leadership. A Conceptual Approach
- 11.2.2. Leadership in Companies
- 11.2.3. The Importance of Leaders in Business Management

11.3. Cross-Cultural Management

- 11.3.1. Concept of Cross-Cultural Management
- 11.3.2. Contributions to the Knowledge of National Cultures
- 11.3.3. Diversity Management

11.4. Management and Leadership Development

- 11.4.1. Concept of Management Development
- 11.4.2. Concept of Leadership
- 11.4.3. Leadership Theories
- 11.4.4. Leadership Styles
- 11.4.5. Intelligence in Leadership
- 11.4.6. The Challenges of Today's Leader

11.5. Business Ethics

- 11.5.1. Ethics and Morality
- 11.5.2. Business Ethics
- 11.5.3. Leadership and Ethics in Companies

11.6. Sustainability

- 11.6.1. Sustainability and Sustainable Development
- 11.6.2. The 2030 Agenda
- 11.6.3. Sustainable Companies

11.7. Corporate Social Responsibility

- 11.7.1. International Dimensions of Corporate Social Responsibility
- 11.7.2. Implementing Corporate Social Responsibility
- 11.7.3. The Impact and Measurement of Corporate Social Responsibility

11.8. Responsible Management Systems and Tools

- 11.8.1. CSR: Corporate Social Responsibility
- 11.8.2. Essential Aspects for Implementing a Responsible Management Strategy
- 11.8.3. Steps for the Implementation of a Corporate Social Responsibility Management System
- 11.8.4. Tools and Standards of CSR

11.9. Multinationals and Human Rights

- 11.9.1. Globalization, Multinational Corporations and Human Rights
- 11.9.2. Multinational Corporations and International Law
- 11.9.3. Legal Instruments for Multinationals in the Field of Human Rights

11.10. Legal Environment and Corporate Governance

- 11.10.1. International Rules on Importation and Exportation
- 11.10.2. Intellectual and Industrial Property
- 11.10.3. International Labor Law

Module 12. People and Talent Management**12.1. Strategic People Management**

- 12.1.1. Strategic Human Resources Management
- 12.1.2. Strategic People Management

12.2. Human Resources Management by Competencies

- 12.2.1. Analysis of the Potential
- 12.2.2. Remuneration Policy
- 12.2.3. Career/Succession Planning

12.3. Performance Evaluation and Compliance Management

- 12.3.1. Performance Management
- 12.3.2. Performance Management: Objectives and Process

12.4. Innovation in Talent and People Management

- 12.4.1. Strategic Talent Management Models
- 12.4.2. Identification, Training and Development of Talent
- 12.4.3. Loyalty and Retention
- 12.4.4. Proactivity and Innovation

12.5. Motivation

- 12.5.1. The Nature of Motivation
- 12.5.2. Expectations Theory
- 12.5.3. Needs Theory
- 12.5.4. Motivation and Financial Compensation

12.6. Developing High Performance Teams

- 12.6.1. High-Performance Teams: Self-Managing Teams
- 12.6.2. Methodologies for Managing High Performance Self-Managed Teams

12.7. Change Management

- 12.7.1. Change Management
- 12.7.2. Types of Change Management Processes
- 12.7.3. Stages or Phases in Change Management

12.8. Negotiation and Conflict Management

- 12.8.1. Negotiation
- 12.8.2. Conflict Management
- 12.8.3. Crisis Management

12.9. Executive Communication

- 12.9.1. Internal and External Communication in the Business Environment
- 12.9.2. Communication Departments
- 12.9.3. The Head of Communication of the Company. The Profile of the Director

12.10. Productivity, Attraction, Retention and Activation of Talent

- 12.10.1. Productivity
- 12.10.2. Talent Attraction and Retention Levers

Module 13. Economic and Financial Management

13.1. Economic Environment

- 13.1.1. Macroeconomic Environment and the National Financial System
- 13.1.2. Financial Institutions
- 13.1.3. Financial Markets
- 13.1.4. Financial Assets
- 13.1.5. Other Financial Sector Entities

13.2. Executive Accounting

- 13.2.1. Basic Concepts
- 13.2.2. The Company's Assets
- 13.2.3. The Company's Liabilities
- 13.2.4. The Company's Net Worth
- 13.2.5. The Income Statement

13.3. Information Systems and Business Intelligence

- 13.3.1. Fundamentals and Classification
- 13.3.2. Cost Allocation Phases and Methods
- 13.3.3. Choice of Cost Center and Impact

13.4. Budget and Management Control

- 13.4.1. The Budgetary Model
- 13.4.2. The Capital Budget
- 13.4.3. The Operating Budget
- 13.4.5. The Cash Budget
- 13.4.6. Budget Monitoring

13.5. Financial Management

- 13.5.1. The Company's Financial Decisions
- 13.5.2. The Financial Department
- 13.5.3. Cash Surpluses
- 13.5.4. Risks Associated with Financial Management
- 13.5.5. Risk Management of the Financial Management

13.6. Financial Planning

- 13.6.1. Definition of Financial Planning
- 13.6.2. Actions to Be Taken in Financial Planning
- 13.6.3. Creation and Establishment of the Business Strategy
- 13.6.4. The Cash Flow Chart
- 13.6.5. The Working Capital Chart

13.7. Corporate Financial Strategy

- 13.7.1. Corporate Strategy and Sources of Financing
- 13.7.2. Corporate Financing Financial Products

13.8. Strategic Financing

- 13.8.1. Self-financing
- 13.8.2. Increase in Shareholder's Equity
- 13.8.3. Hybrid Resources
- 13.8.4. Financing through Intermediaries

13.9. Financial Analysis and Planning

- 13.9.1. Analysis of the Balance Sheet
- 13.9.2. Analysis of the Income Statement
- 13.9.3. Profitability Analysis

13.10. Analyzing and Solving Cases/ Problems

- 13.10.1. Financial Information on Industria de Diseño y Textil, S.A. (INDITEX)

Module 14. Commercial Management and Strategic Marketing
14.1. Commercial Management

- 14.1.1. Conceptual Framework of Commercial Management
- 14.1.2. Commercial Strategy and Planning
- 14.1.3. The Role of Sales Managers

14.2. Marketing

- 14.2.1. The Concept of Marketing
- 14.2.2. The Basic Elements of Marketing
- 14.2.3. Marketing Activities in Companies

14.3. Strategic Marketing Management

- 14.3.1. The Concept of Strategic Marketing
- 14.3.2. Concept of Strategic Marketing Planning
- 14.3.3. Stages in the Process of Strategic Marketing Planning

14.4. Digital Marketing and e-Commerce

- 14.4.1. Objectives of Digital Marketing and e-Commerce
- 14.4.2. Digital Marketing and the Media It Uses
- 14.4.3. E-Commerce. General Context
- 14.4.4. Categories of e-Commerce
- 14.4.5. Advantages and Disadvantages of e-Commerce Compared to Traditional Commerce

14.5. Digital Marketing to Reinforce a Brand

- 14.5.1. Online Strategies to Improve Brand Reputation
- 14.5.2. *Branded Content and Storytelling*

14.6. Digital Marketing to Attract and Retain Customers

- 14.6.1. Loyalty and Engagement Strategies Using the Internet
- 14.6.2. *Visitor Relationship Management*
- 14.6.3. Hypersegmentation

14.7. Digital Campaign Management

- 14.7.1. What Is a Digital Advertising Campaign?
- 14.7.2. Steps to Launch an Online Marketing Campaign
- 14.7.3. Mistakes in Digital Advertising Campaigns

14.8. Sales Strategy

- 14.8.1. Sales Strategy
- 14.8.2. Sales Methods

14.9. Corporate Communication

- 14.9.1. Concept
- 14.9.2. The Importance of Communication in the Organization
- 14.9.3. Type of Communication in the Organization
- 14.9.4. Functions of Communication in the Organization
- 14.9.5. Elements of Communication
- 14.9.6. Problems of Communication
- 14.9.7. Communication Scenarios

14.10. Digital Communication and Reputation

- 14.10.1. Online Reputation
- 14.10.2. How to Measure Digital Reputation?
- 14.10.3. Online Reputation Tools
- 14.10.4. Online Reputation Report
- 14.10.5. Online Branding

Module 15. Executive Management
15.1. General Management

- 15.1.1. The Concept of General Management
- 15.1.2. The Role of the CEO
- 15.1.3. The CEO and their Responsibilities
- 15.1.4. Transforming the Work of Management

15.2. Operations Management

- 15.2.1. Importance of Management
- 15.2.2. Value Chain
- 15.2.3. Quality Management

15.3. Communication in Crisis Situations

- 15.3.1. Crisis
- 15.3.2. Phases of the Crisis
- 15.3.3. Messages: Contents and Moments

15.4. Preparation of a Crisis Plan

- 15.4.1. Analysis of Possible Problems
- 15.4.2. Planning
- 15.4.3. Adequacy of Personnel

15.5. Emotional Intelligence

- 15.5.1. Emotional Intelligence and Communication
- 15.5.2. Assertiveness, Empathy, and Active Listening
- 15.5.3. Self-Esteem and Emotional Communication

15.6. Personal Branding

- 15.6.1. Strategies for Personal Brand Development
- 15.6.2. Personal Branding Laws
- 15.6.3. Tools for Creating Personal Brands

15.7. Leadership and Team Management

- 15.7.1. Leadership and Leadership Styles
- 15.7.2. Leadership Skills and Challenges
- 15.7.3. Managing Change Processes
- 15.7.4. Managing Multicultural Teams

07

Methodology

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

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





“

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

TECH Business School uses the Case Study to contextualize all content

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

“

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



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



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

A learning method that is different and innovative

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

“

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

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

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

Relearning Methodology

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

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

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

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

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



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

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

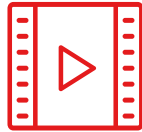
Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

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

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



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



Study Material

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

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



Classes

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

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



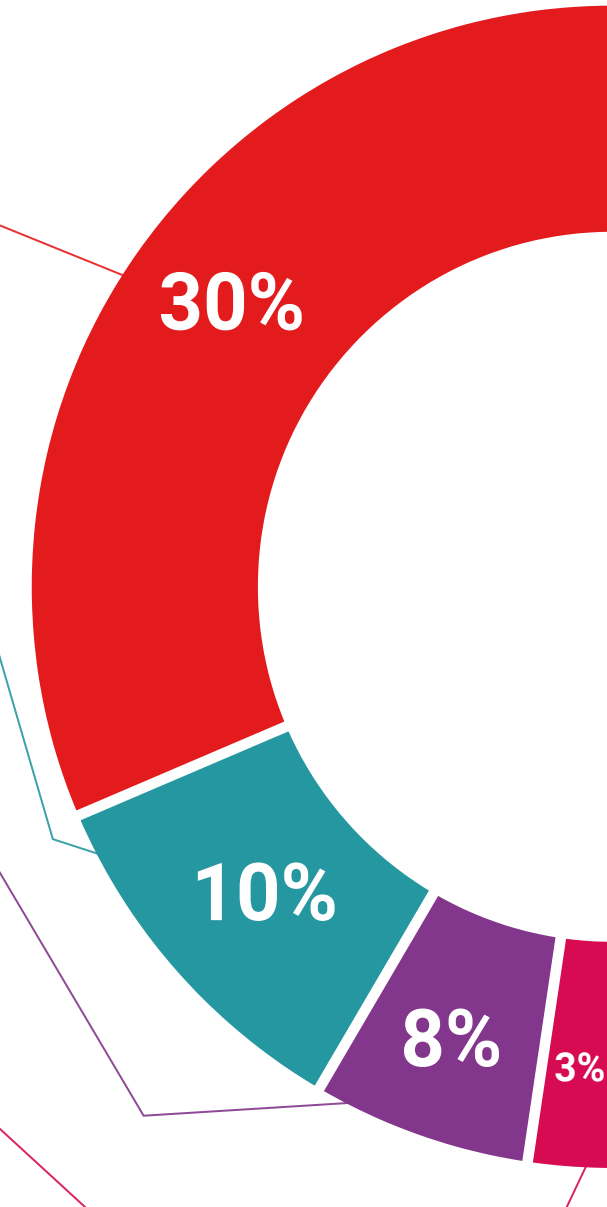
Management Skills Exercises

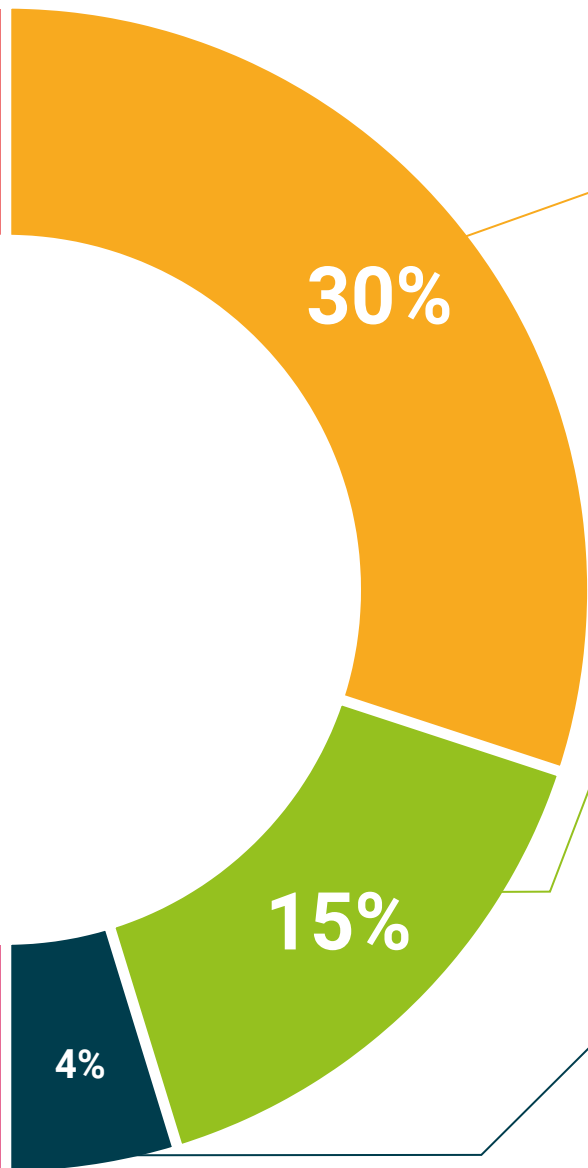
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



Additional Reading

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





Case Studies

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



Interactive Summaries

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

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



Testing & Retesting

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



08

Our Students' Profiles

This Executive Master's Degree MBA in Advanced Technology Project Management is aimed at professionals in the technology field who want to focus their career on the direction and management of work teams, including the advanced knowledge that is also required in the field. For this purpose, students are provided with the best methodologies, work tools and theoretical knowledge of the subject, in order to prepare them in the best possible way to face responsibilities and higher positions.





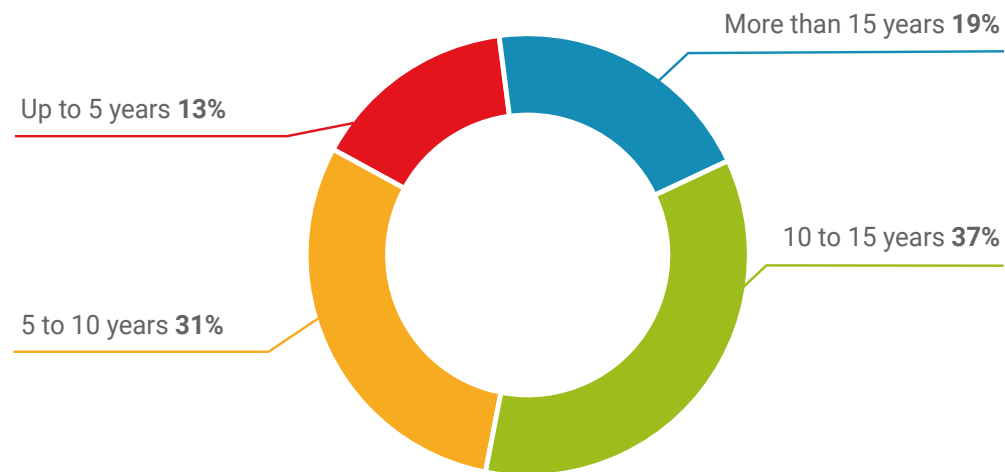
“

The best jobs are reserved for those who are best prepared. Take the leap that your professional career needs by taking this Executive Master's Degree MBA in Advanced Technology Project Management”

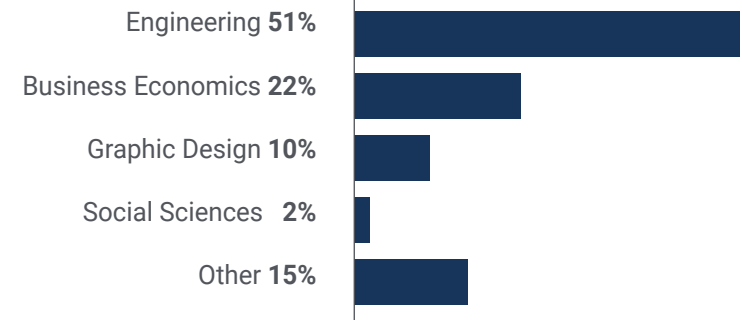
Average Age

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

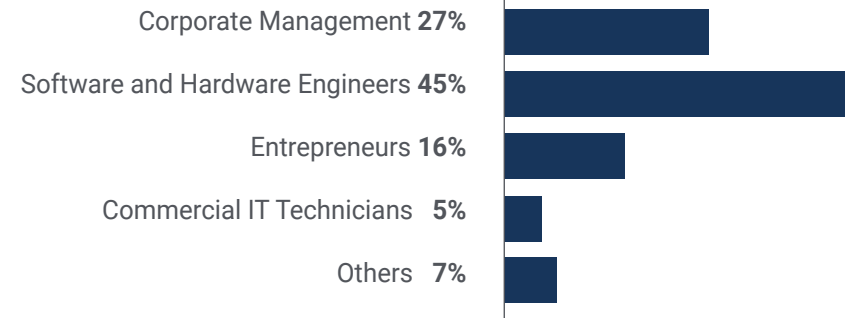
Years of Experience



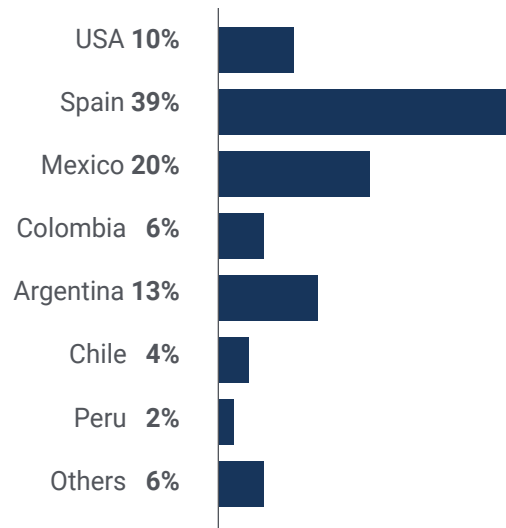
Training



Educational Profile



Geographical Distribution



Miguel Valero Bautista

Technology Project Manager

"I'd been stuck in my career for a long time, but thanks to TECH's Advanced Technology Project Management program, I was able to start applying for more and more important job offers and take on more responsibilities in my field. Without a doubt, this program launched my career to another level"

09

Course Management

TECH has brought together for this Executive Master's Degree the best professors in each field of action in technology projects, to ensure students receive the best possible education in the field. The highly qualified professionals who make up the teaching staff will contribute their professional experience and *know-how* to help students continue to achieve the professional success they have made so far by acquiring the qualifications required to access management positions.



“

You will be among the elite of top technology management thanks to the support offered by the experts TECH has brought together for this Executive Master's Degree”

International Guest Director

With over 20 years of experience in designing and leading global **talent acquisition teams**, Jennifer Dove is an expert in **technology recruitment and strategy**. Throughout her career, she has held senior positions in several technology organizations within Fortune 50 companies such as NBC Universal 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 HR 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 is now a graduate of the University of Miami.

On the other hand, it has been recognized for its ability to lead organizational transformations, **integrate technologies into recruitment processes** and develop leadership programs that prepare institutions for future challenges. She has also successfully implemented **wellness programs** that have significantly increased employee satisfaction and retention.



Ms. Dove, Jennifer

- Vice President, Talent Acquisition, Mastercard, New York, USA
- 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, Sales Division at Ardor NY Real Estate
- Director of Recruitment at Valerie August & Associates
- Account Executive at BNC
- Account Executive at Vault
- Graduated 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 clouds 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 has 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 - Amazon, Seattle , USA
- Senior Program Manager at Amazon
- Vice President, 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
- B.S. in Environmental Studies from The Evergreen State College

“

Take the opportunity to learn about the latest advances in this field in order to apply it to your daily practice”

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**. Thus, 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

- Chief Digital Officer (CDO) at Shell Energy Corporation, London, United Kingdom
- Global Head of eCommerce and Customer Service at Shell Energy Corporation
- National Key Account Manager (Automotive OEM and Retail) for Shell in Kuala Lumpur, Malaysia
- Senior Management Consultant (Financial Services Sector) for Accenture from Singapore
- Graduate of the University of Leeds
- Postgraduate Diploma in Business Applications of AI for Senior Executives from London Business School
- CCXP Customer Experience Professional Certification
- Executive Digital Transformation Course by IMD

“

Do you want to update your knowledge with the highest educational quality? TECH offers you the most updated content in the academic market, designed by authentic experts of international prestige"

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 improvements in vendor risk assessment, resulting in process improvements and workflow management that have resulted in significant cost savings.

With more than a decade of work providing digital solutions 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, 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 - Google, USA
- Sales Director - Google, Ireland
- Senior Industry Analyst - Google, Germany
- Accounts Manager - Google, Ireland
- Accounts Payable at Eaton, UK
- Supply Chain Manager at Airbus, Germany

“

Bet on TECH! You will have access to the best teaching materials, at the forefront of technology and education, implemented by internationally renowned specialists in the field"

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 **Products, Merchandising and Communication**. All of this linked to with 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 adaptability 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 La Sala has also been responsible for shaping the commercialization of products in different markets, acting as **team leader in the Design, Communication and Sales departments**.

On the other hand, in companies such as **Calvin Klein or Gruppo Coin**, he has undertaken projects to **boost the structure, and development of different collections**. 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 and Merchandising Director 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
- Graduate of Business and Economics at the Università degli Studi del Piemonte Orientale

“

The most qualified and experienced international professionals are waiting for you at TECH to offer you a first class education, updated and based on the latest scientific evidence. What are you waiting for to enroll?"

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 Cafe platform**, the largest of its kind in the world that is anchored in the cloud aimed at **Big Dataanalysis**. 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 Luminare'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 competencies. Thus, 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

“

Study at the world's best online university according to Forbes! In this MBA you will have access to an extensive library of multimedia resources, developed by internationally renowned professors"

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 fundamental role in **overseeing logistics and creative workflows** across various digital platforms, including social media, search, display and linear media.

This executive's leadership has been crucial in driving in production **strategies in paid media**, resulting in a **marked improvement** which has resulted in **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**.

In addition, he 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 proficiency 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

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

“

Achieve your academic and professional goals with the best qualified experts in the world! The teachers of this MBA will guide you throughout the learning process”

International Guest Director

Eric Nyquist, Ph.D., is a leading **international sports professional** who has built an impressive career, noted for his **strategic leadership** and ability to drive change and **innovation in world-class** sports organizations.

In fact, he has held senior roles such as **Director of Communications and Impact at NASCAR**, based in **Florida, USA**. With many years of experience behind him at NASCAR, Dr. Nyquist has also held several leadership positions, including **Senior Vice President of Strategic Development and General Manager of Business Affairs**, managing more than a dozen disciplines ranging from **strategic development to entertainment marketing**.

Nyquist has also made a significant mark on Chicago's top sports franchises. As **Executive Vice President of the Chicago Bulls and Chicago White Sox** franchises, he has demonstrated his ability to drive **business and strategic success** in the world of **professional sports**.

Finally, it is worth noting that he began his career in sports while working in **New York** as a **senior strategic analyst** for **Roger Goodell** in the **National Football League (NFL)** and, prior to that, as a **Legal Intern** with the **United States Football Federation**.



Mr. Nyquist, Eric

- Director of Communications and Impact, NASCAR, Florida, United States
- Senior Vice President, Strategic Development, NASCAR
- Vice President, Strategic Planning, NASCAR
- Senior Director of Business Affairs at NASCAR
- Executive Vice President, Chicago White Sox Franchises
- Executive Vice President, Chicago Bulls Franchises
- Manager of Business Planning at the National Football League (NFL)
- Business Affairs/Legal Intern with the United States Soccer Federation
- Law Degree from the University of Chicago
- Master of Business Administration-MBA from the University of Chicago Booth School of Business
- Bachelor's Degree in International Economics from Carleton College



Thanks to this 100% online university degree, you will be able to combine your studies with your daily obligations, under the guidance of the leading international experts in the field of your interest. Enroll now!"

Management



Dr. Peralta Martín-Palomino, Arturo

- ♦ CEO and CTO at Prometheus Global Solutions
- ♦ CTO en Corporate Technologies in Corporate Technologies
- ♦ CTO in AI Shephers GmbH
- ♦ Doctorate in Psychology from the University of Castilla la Mancha
- ♦ PhD in Economics, Business and Finance from the Camilo José Cela University. Outstanding Award in her PhD
- ♦ PhD in Psychology, University of CastillaLa Mancha
- ♦ Master's Degree in Advanced Information Technologies from the University of Castilla la Mancha
- ♦ Master MBA+E (Master's Degree in Business Administration and Organizational Engineering) from the University of Castilla la Mancha
- ♦ Associate professor, teaching undergraduate and master's degrees in Computer Engineering at the University of Castilla la Mancha
- ♦ Professor of the Master in Big Data and Data Science at the International University of Valencia
- ♦ Professor of the Master's Degree in Industry 4.0 and the Master's Degree in Industrial Design and Product Development.
- ♦ Member of the SMILE Research Group of the University of Castilla la Mancha

Professors

Mr. Gómez Esteban, Enrique

- ♦ Oracle database administrator at NATO, Alten, ViewNext, Everis and Psa Group (Peugeot)
- ♦ Project Manager at Telefónica
- ♦ Head of Safety at FNMT
- ♦ Technical Advisor at IBM Sterling and IBM Aspera
- ♦ *Software* Engineer at NCR Corporation
- ♦ Computer Expertise in Commercial/Civil, Criminal and Extrajudicial areas in the Community of Madrid
- ♦ Computer Engineer, Polytechnical University of Madrid
- ♦ Postgraduate Master's Degree in Computer Security and Communications from Universidad Politécnica de Madrid

Mr. Fondón Alcalde, Rubén

- ♦ Customer Value Management Business Analyst at Vodafone Spain
- ♦ Head of Service Integration at Entelgy for Telefónica Global Solutions
- ♦ Online account manager for clone servers at EDM Electronics
- ♦ Business Analyst for Southern Europe at Vodafone Global Enterprise
- ♦ Telecommunications Engineer from the European University of Madrid
- ♦ Master's Degree in *Big Data* and *Analytics*, International University of Valencia

Mr. Tato Sánchez, Rafael

- ♦ Project Management and CTO at Indra Sistemas
- ♦ Head of the Control Center and Traffic Management in the Directorate General for Traffic in Madrid
- ♦ Systems Engineer in ENA Tráfico
- ♦ Degree in Industrial Electronics and Automation Engineering from the European University of Madrid.
- ♦ Industrial Technical Engineer in Electricity from the Polytechnic University Madrid
- ♦ Master's Degree in Industry 4.0 from the International University of La Rioja

Ms. Martínez Cerrato, Yésica

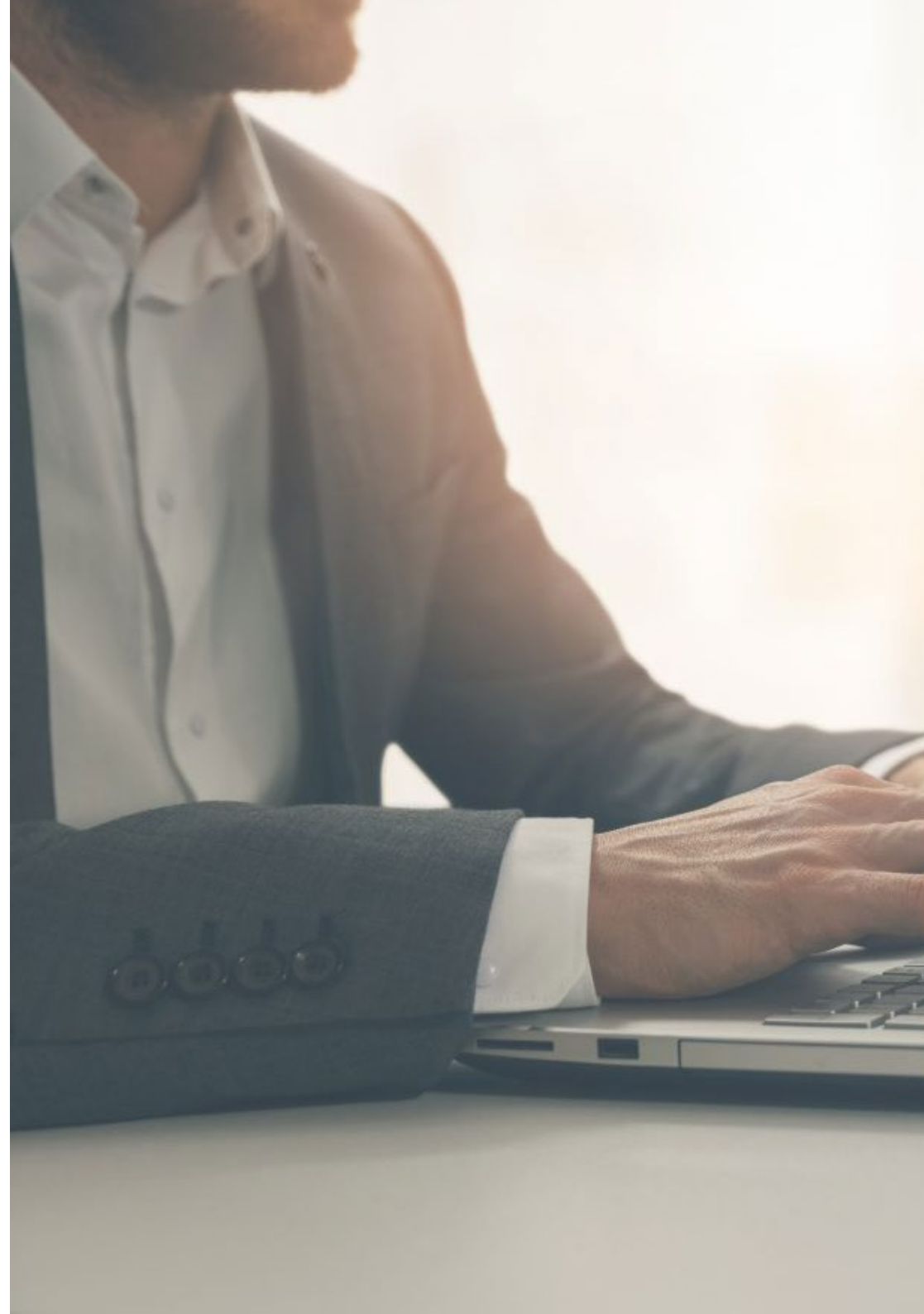
- ♦ Project Manager in the area of Key Account Integration at the Spanish Postal Service
- ♦ Computer Technician - Responsible for computer classrooms OTEC at the University of Alcalá
- ♦ Electronic Security Product Technician at Securitas Security Spain
- ♦ Digital Transformation Manager and Business Intelligence Analyst at Ricopia Technologies
- ♦ Computer classes professor in ASALUMA Association
- ♦ Degree in Electronic Communications Engineering at the University of Alcalá, Spain

Mr. García Niño, Pedro

- ♦ Specialist in Web Positioning and SEO/Google Ads
- ♦ SEO On-Page / Off-Page Specialist
- ♦ Google Ads Specialist (SEM / PPC), Official Certification
- ♦ Specialist in Google Analytics/Digital Marketing Analytics and Performance Measurement
- ♦ Specialist in Digital Marketing and RRSS
- ♦ IT Services Sales Manager
- ♦ Computer Equipment Technician Hardware/Software Specialist

Ms. García La O, Marta

- ♦ Management, administration and *account management* at Think Planning and Development
- ♦ Organisation, supervision and mentoring of senior management training courses in Think Planning and Development
- ♦ Administrative Accountant, Tabacos Santiago y Zeraiche-Stan Roller
- ♦ Marketing Specialist at Versas Consultores
- ♦ Diploma in Business Studies from the University of Murcia.
- ♦ Master's Degree in Sales and Marketing Management from Fundesem Business School





Ms. Palomino Dávila, Cristina

- Consultant and Senior GRC Auditor at Oesía Networks
- Audit Sub-Directorate - General Secretariat in Compañía Logística de Hidrocarburos CLH
- Senior consultant and auditor in the field of Personal Data Protection and information society services at Helas Consultores.
- Graduate in Law from the University of Castilla La Mancha.
- Master's Degree in Legal Consultancy for Businesses from the Instituto de Empresa
- Advanced Course in Digital Security and Crisis Management, University of Alcalá and the Spanish Security and Crisis Alliance (AESYC)

10

Impact on Your Career

By studying the Executive Master's Degree MBA in Advanced Technology Project Management, students are ensured to make a positive impact on their professional career. That will be thanks to the skills and knowledge acquired during the program, which are the most demanded by technology companies seeking to recruit effective managers in their staff. Students will stand out for having a complete and updated curriculum of knowledge of the new technological and market realities.



“

TECH is 100% committed to elevating its students' professional careers to the best management positions”

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

TECH's Executive Master's Degree MBA in Advanced Technology Project Management is an intensive program that prepares students to face challenges and business decisions in technology management. The main objective is to promote your personal and professional growth, helping you achieve success.

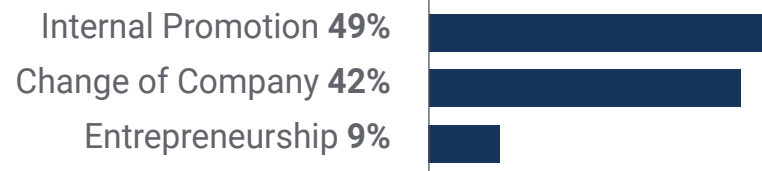
Do not miss the opportunity to pursue your professional goal and watch yourself reach the top with TECH.

You will improve your salary expectations by managing relevant technology projects thanks to this Executive Master's Degree MBA in Advanced Technology Project Management.

Time of Change



Type of change



Salary increase

This program represents a salary increase of more than **30.68%** for our students.



11

Benefits for Your Company

The Executive Master's Degree MBA in Advanced Technology Project Management contributes to elevate the organization's talent to its maximum potential by training high-level leaders, capable of assuming the leadership of highly specialized work teams. Participating in this Executive Master's Degree is a unique opportunity to access a powerful network of contacts of future professional partners, customers or suppliers.





“

In the midst of thousands of companies undertaking digital transformation, this Executive Master's Degree MBA in Advanced Technology Project Management will make you much more visible compared to other candidates who do not have the same projection or specialization to lead projects”

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

01

Growth of talent and intellectual capital

The professional 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 professional and opens new avenues for professional growth within the company.

03

Building agents of change

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

04

Increased international expansion possibilities

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



05

Project Development

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

06

Increased competitiveness

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

12 Certificate

The Executive Master's Degree MBA in Advanced Technology Project Management guarantees students, in addition to the most rigorous and up-to-date education, access to an Executive Master's Degree diploma 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 an **MBA in Advanced Technology Project Management** 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: **Executive Master's Degree in MBA in Advanced Technology Project Management**

Modality: **Online**

Duration: **12 months.**

Accreditation: **90 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

MBA in Advanced Technology Project Management

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Global University**
- » Credits: **90 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Executive Master's Degree

MBA in Advanced Technology Project Management