

# Executive Master's Degree

## Executive MBA

(CEO, Chief Executive Officer)

M B A C E O





## Executive Master's Degree Executive MBA (CEO, Chief Executive Officer)

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Executives or middle management with demonstrable experience in managerial fields.

Website: [www.techtitute.com/in/school-of-business/professional-master-degree/master-executive-mba-chief-executive-officer](http://www.techtitute.com/in/school-of-business/professional-master-degree/master-executive-mba-chief-executive-officer)

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# 01 Welcome

Business management is one of the most complex leadership exercises. It is a task that requires professionals to master a range of complex areas of intervention which, moreover, are constantly changing and evolving. Keeping up to date and understanding and mastering cutting-edge techniques in this sector makes the difference between a management exercise and comprehensive leadership that will drive any organisation towards excellence.

This TECH Executive Master's Degree Executive MBA (CEO, Chief Executive Officer) has been designed as a tool for personal and professional growth that will allow you to take a step towards professional excellence, increasing both your own success and that of your company.



**Executive Master's Degree  
Executive MBA CEO (Chief Executive Officer),  
TECH Technological University**



“

*Start preparing today to become a CEO in a prestigious company, with the knowledge that TECH puts at your fingertips"*

02

# Why Study at TECH?

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



“

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

## At TECH Technological University



### Innovation

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

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



### The Highest Standards

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

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



### Networking

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

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

**200+**  
different nationalities



### Empowerment

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

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



### Talent

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

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



### Multicultural Context

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

TECH students represent more than 200 different nationalities.



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



### Analysis

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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

---

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



### Economy of Scale

---

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



### Learn with the best

---

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

Teachers representing 20 different nationalities.



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

03

# Why Our Program?

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

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



“

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

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

**01**

### A significant career boost

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

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

**02**

### Develop a strategic and global vision of companies

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

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

**03**

### Consolidate the student's senior management skills

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

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

**04**

### Take on new responsibilities

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

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

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

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

06

### Thoroughly develop business projects

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

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

07

### Improve soft skills and management skills

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

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

08

### Be part of an exclusive community

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

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

# 04

# Objectives

This program is designed to strengthen management and leadership skills for senior business management, as well as to equip students with new competencies and skills that will be essential for their professional development. After the program, the student will be able to make global decisions with an innovative perspective and in line with an international vision.



“

*One of our fundamental objectives is to help you develop the essential skills to strategically manage a business"*

Your goals are our goals.

We will work together to help you achieve them.

The Executive Master's Degree in Executive MBA (CEO, Chief Executive Officer) enable the student to:

01

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

04

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

02

Develop the key leadership skills befitting working professionals

03

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

05

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





06

Develop the skills required to manage business activities strategically

08

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

09

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

07

Design innovative strategies and policies to improve management and business efficiency

10

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



11

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

12

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

13

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





14

Implement a marketing strategy that makes the product known to potential clients and generates a suitable image for the company

15

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

16

Create innovative strategies in line with company projects

# 05 Skills

Studying this Executive MBA gives students the opportunity to open new avenues of work and professional development in the area of senior business management. Thus, after completing their studies, students will be highly competent and prepared to work more effectively towards successful outcomes, even being able to develop their own business idea in the sector they are most passionate about.



“

*TECH gives you the opportunity to study with an innovative curriculum designed for practical application so that you will know how to put everything you have studied into action”*

01

Resolve business conflicts and problems between workers

02

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

03

Exercise economic and financial control of a company

04

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

05

Explore new business models for information systems



06

Apply the most appropriate strategies to support E-commerce for the company's products

08

Support innovation in all processes and areas of the company

09

Lead different projects in a company

07

Develop and lead marketing plans

10

Commit to sustainably developing the company, reducing environmental impacts



06

# Structure and Content

The Executive MBA is a 100% online program with a high-quality syllabus designed to meet student needs. It will be the students themselves who manage their study time.

It is a program that aims to be a unique and stimulating experience for students, and will lay the foundations for their success as managers and entrepreneurs.





“

*The skills and abilities that you acquire when you undertake a program of this type are fundamental and, for this reason, at TECH, we put all our resources at your disposal"*

## Syllabus

The Executive MBA from TECH Technological University is an intensive program that prepares students to position themselves as CEOs for the largest companies in the world, with the certainty and guarantees that come from having the latest knowledge in the sector. In this way, students will be prepared to face challenges and business decisions with a strategic mindset at both national and international levels.

Thus, the content of the Executive MBA is designed to promote the development of managerial skills that enable high-level management, taking into account the economic, financial and human factors influencing the success of the organization.

Throughout 1,500 hours of study, the student will analyze a multitude of practical cases through individual and teamwork. It is, therefore, an authentic immersion in real business situations.

This Executive MBA takes an in-depth look at the main business areas and aims to equip executives with a strategic, international and innovative approach to senior management.

It is a program designed for student growth, focused on their professional development and preparing them to achieve excellence in the field of leadership and business management. It meets students' needs and those of their companies, with innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, all of which will provide the skills needed to resolve critical situation in a creative and efficient way.

This program takes place over 12 months and is divided into 8 modules:

### Module 1

Leadership, Ethics, and CSR

### Module 2

Strategic Direction and Executive Management

### Module 3

People and Talent Management

### Module 4

Economic and Financial Management

### Module 5

Operations and Logistics Management

### Module 6

Information Systems Management

### Module 7

Commercial Management, Marketing, and Corporate Communication

### Module 8

Innovation and Project Management



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

TECH offers the possibility to study this Executive 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. Leadership, Ethics, and CSR

### 1.1. Globalization and Governance

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

### 1.2. Leadership

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

### 1.3. Business Ethics

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

### 1.4. Sustainability

- 1.4.1. Business and Sustainable Development
- 1.4.2. Social, Environmental, and Economic Impact

### 1.5. Corporate Social Responsibility

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

## Module 2. Strategic Direction and Executive Management

### 2.1. Organizational Analysis and Design

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

### 2.2. Corporate Strategy

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

### 2.3. Strategic Planning and Strategy Formulation

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

### 2.4. Strategy Models and Patterns

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

### 2.5. Strategic Management

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

### 2.6. Implantation and Executing Strategy

- 2.6.1. Implantation of the Strategy: Objectives, Actions, and Impacts
- 2.6.2. Supervision and Strategic Alignment
- 2.6.3. Continuous Improvement Approach

### 2.7. Executive Management

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

### 2.8. Analyzing and Solving Cases/ Problems

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

**Module 3. People and Talent Management**
**3.1. Organizational Behavior**

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

**3.2. Strategic People Management**

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

**3.3. Management and Leadership Development**

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

**3.4. Change Management**

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

**3.5. Negotiation and Conflict Management**

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

**3.6. Executive Communication**

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

**3.7. Team and Performance Management**

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

**3.8. Knowledge and Talent Management**

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

**Module 4. Economic and Financial Management**
**4.1. Economic Environment**

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

**4.2. Executive Accounting**

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

**4.3. Budget and Management Control**

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

**4.4. Corporate Tax Responsibility**

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

**4.5. Corporate Control Systems**

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

**4.6. Financial Management**

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

**4.7. Financial Planning**

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

**4.8. Corporate Financial Strategy**

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

**4.9. Macroeconomic Context**

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

**4.10. Strategic Financing**

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

**4.11. Money and Capital Markets**

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

**4.12. Analyzing and Solving Cases/ Problems**

- 4.12.1. Problem Solving Methodology
- 4.12.2. Case Method

**Module 5. Operations and Logistics Management**

**5.1. Operations Management**

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

**5.2. Purchasing Management**

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

**5.3. Supply Chain Management (1)**

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

**5.4. Supply Chain Management (2) Implementation**

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

**5.5. Logistical Processes**

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

**5.6. Logistics and Customers**

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

**5.7. International Logistics**

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

**5.8. Competing through Operations**

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

**Module 6. Information Systems Management**

**6.1. Information Systems Management**

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

**6.2. Information Technology and Business Strategy**

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

**6.3. IS Strategic Planning**

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

**6.4. Information Systems and Business Intelligence**

- 6.4.1. Customer Relationship Management (CRM) and Business Intelligence
- 6.4.2. Business Intelligence Project Management
- 6.4.3. Business Intelligence Architecture

**6.5. New ICT-Based Business Models**

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

**6.6. E-Commerce**

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

**6.7. E-Business Strategies**

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

**6.8. Digital Business**

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

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

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

**7.2. Marketing**

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

**7.3. Strategic Marketing Management**

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

**7.4. Digital Marketing Strategy**

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

**7.5. Sales and Communication Strategy**

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

**7.6. Corporate Communication**

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

**7.7. Corporate Communication Strategy**

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

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

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

**8.2. Innovation Strategy**

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

**8.3. Business Model Design and Validation**

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

**8.4. Project Management**

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

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

Our Executive MBA is a program aimed at graduates in business management, who want to transform their career and orient it towards company management.

This program uses a multidisciplinary approach for students with a diverse set of academic profiles and representing multiple nationalities.







“

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

### Average Age

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

### Years of Experience

+ 14 years 8,5%

12 - 13 years 13.8%

10 - 11 years 19.2%

8 - 9 years 27.7%

5 years 7,7%

6 - 7 years 23.1%



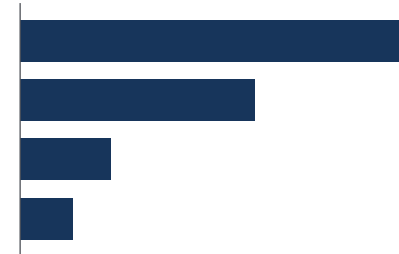
### Training

Business 50%

Economics 31%

Engineering 12%

Social Sciences 7%



### Academic Profile

Operations 19%

Sales and Marketing 17%

Finance 16%

General Management 14%

Project Management 14%

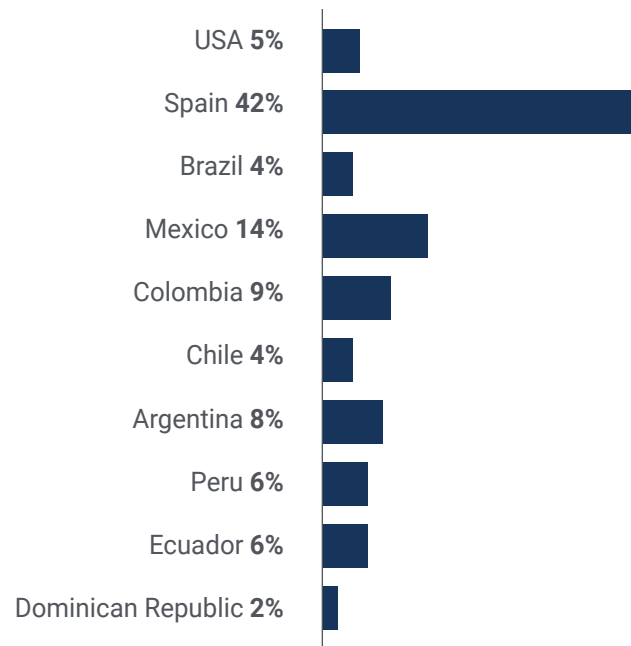
Consulting 11%

Planning and Accounting 6%



## Geographical Distribution

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## María Mendoza

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Director of a multinational company

*"Completing an Executive MBA program like this is no easy task; Especially when you have to balance your study time with the rest of your daily responsibilities, whether personal or professional. However, at TECH I found the opportunity I was looking for and, after completing this program, I have been able to further my career, rising to a senior position in a short time. In short, I have achieved the professional change that I had been seeking for a long time".*

09

# Course Management

The teaching staff selected to develop this program consists of a group of highly qualified professionals who understand the need to prepare students to increase their competitiveness in the labor market. Therefore, they combine their many years of experience for the collective benefit of students interested in enhancing their leadership and management skills.



“

*In this MBA TECH brings you closer to working professionals who will share the experience gained during years at the head of prestigious companies”*

## Management



### Mr. Ledesma Carrillo, Carlos Atxoña

- Responsible for the International / Legal Area at Transporte Interurbanos de Tenerife S.A.U
- Legal manager in Avalon Biz Consulting
- Rgpd trainer at ESFOCC (Canary Islands Superior School of Training and Qualification)
- Legal Advisor in Interurban Transports of Tenerife S.A.U
- Law degree at La Laguna University. Santa Cruz de Tenerife, Tenerife
- Integrated management of quality, environment and occupational safety - School of business Fyde Caja Canarias. Santa Cruz de Tenerife, Tenerife
- Strategic business planning - Connect Americas. Washington, United States
- Expert degree in labor management - European School of Management and Business, Madrid
- Diploma in knowledge management in the company - Training without barriers and Rey Juan Carlos I University. Madrid, Spain
- MBA - Master in Business Administration and Management at the European University of the Canary Islands, La Orotava, Tenerife



## Professors

### Ms. González, Mónica

- Financial Director of the bank Cajasieta , in Tenerife, Canary Islands
- Co-founder of the Stock Market Investment Club of the Business School
- Degree in Business Management and Administration from the University of Las Palmas de Gran Canaria, having completed the Specialization in Finance
- Diploma in Business Studies from Las Palmas de Gran Canaria University
- Member No. 1554 of the College of Economists of Santa Cruz de Tenerife
- Master's Degree in Taxation and Tax Consultancy by the Centro de Estudios Financieros in collaboration with the Spanish Association of Tax Advisors
- Executive Master's Degree in Financial Management and Advanced Finance from the Higher Institute of Banking Techniques and Practices with an outstanding qualification
- Expert Program in Financial Planning and Management Control in Banking by International Financial Analysts (AFI)
- Business Angels training program organized by the Technological and Scientific Park of Tenerife
- Executive Development Program in Portfolio Management by International Financial Analysts

10

# Impact on Your Career

in TECH is 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. Studying at this University, the student has a greater chance of achieving it. Don't miss this opportunity offered by TECH to specialize with the best team in this highly demanded professional field.





“

*Our challenge 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 Executive MBA from TECH Technological University is an intense program that prepares students to face challenges and business decisions both on a national and international level. Its main objective is to promote the student's personal and professional growth. It will help students achieve success.

If students seek self-improvement, a positive professional change and the opportunity to interact with the best, this is the place for them.

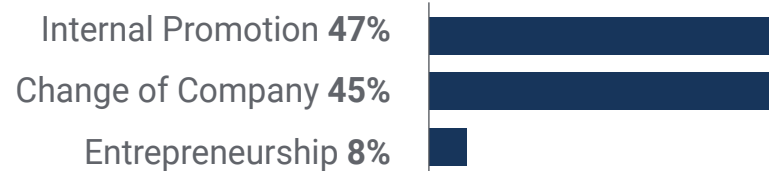
*Obtain professional advancement in a short period of time after completing this program.*

*If you want to make a positive change in your career, the Executive MBA will help you achieve it.*

### 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



11

# Benefits for Your Company

The Executive MBA helps to optimize the organization's talent by training high-level leaders. Therefore, participating in this program is a unique opportunity to acquire the necessary skills to progress in senior management, but also to access a powerful network of contacts in which to find future professional partners, customers or suppliers.



“

*Upon completion of our Executive MBA, you will bring the company fresh concepts, strategies and perspectives that can lead to significant organizational change"*

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

01

### **Intellectual Capital and Talent Growth**

Bring new concepts, strategies and perspectives to the company that can bring about relevant changes in the organization.

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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 student will be able to make decisions in times of uncertainty and crisis, helping the organization to 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**

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

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06

### **Increased Competitiveness**

This Executive MBA (Chief Executive Officer) will equip students with the skills to take on new challenges and drive the organization forward.

# 12 Certificate

The Executive Master's Degree Executive MBA (CEO, Chief Executive Officer) guarantees you, in addition to the most rigorous and up-to-date training, access to a Executive Master's Degree issued by TECH Technological University.







“

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

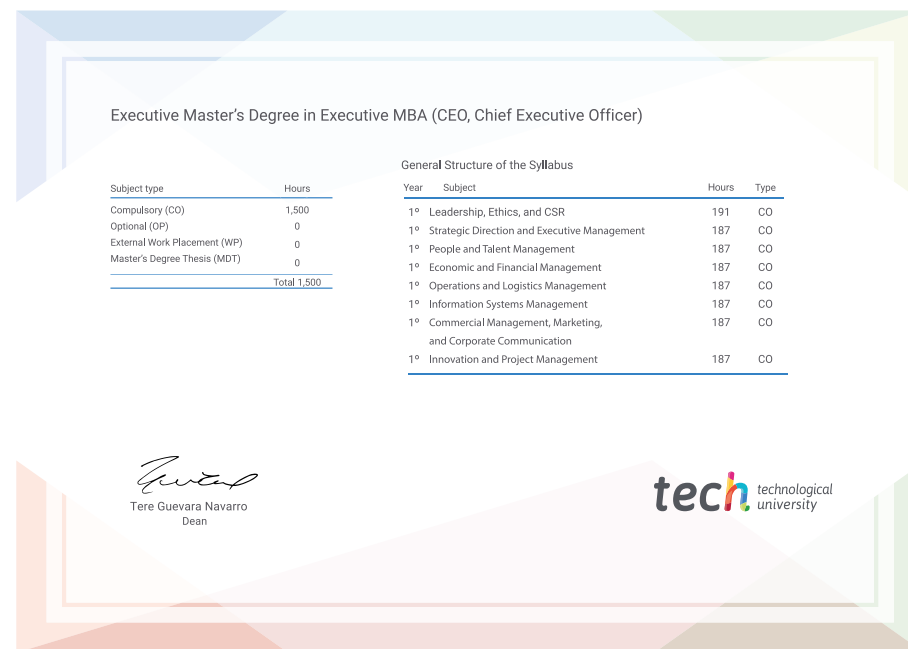
This **Executive Master's Degree in Executive MBA (CEO, Chief Executive Officer)** contains the most complete and up-to-date program on the market.

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

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

Title: **Executive Master's Degree in Executive MBA (CEO, Chief Executive Officer)**

Official N° of hours: **1,500 h.**



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



## Executive Master's Degree Executive MBA (CEO, Chief Executive Officer)

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

Executive Master's Degree  
Executive MBA  
(CEO, Chief Executive Officer)

