

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
- » Schedule: at your own pace
- » Exams: online
- » Target Group: University graduates who have previously completed any of the qualifications in the field of Administrative and Business Sciences.

Website: www.techtitute.com/us/school-of-business/executive-master-degree/master-executive-mba-ceo-chief-executive-officer

Index

01

Welcome

p. 4

02

Why Study at TECH?

p. 6

03

Why Our Program?

p. 10

04

Objectives

p. 14

05

Skills

p. 20

06

Structure and Content

p. 26

07

Methodology

p. 42

08

Our Students' Profiles

p. 50

09

Course Management

p. 54

10

Impact on Your Career

p. 58

11

Benefits for Your Company

p. 62

12

Certificate

p. 66

01 Welcome

The figure of the CEO represents the rudder of a company, being the driving force behind vision, strategy and organizational success. The importance of these top positions lies in their ability to balance short-term stability with long-term vision, adapting to changing business environments and constantly challenging the status quo, to reach new horizons of development and sustainable success. This TECH program will offer a comprehensive and up-to-date perspective on business strategies, leadership management and decision-making skills. In addition, it will enable executives to acquire tools to address complex business challenges and foster innovation in their organization.



Executive Master's Degree in Executive MBA (CEO, Chief Executive Officer)
TECH Global University



“

This program will enable the CEO to lead with vision, adaptability and a strategic approach in a dynamic and competitive business environment.”

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 Technological 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 Technological University community.

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

04 Objectives

The main objective of this academic degree is to provide comprehensive training in business management, enabling leaders to develop advanced strategic skills. In this way, it will seek to broaden their understanding of the contemporary challenges faced by organizations. At the same time, they will be provided with cutting-edge tools for data-driven decision making, effective leadership and management of multidisciplinary teams. In addition, global vision and the ability to deal with business complexity will be fostered, preparing the CEO to navigate a competitive environment with confidence, adaptability and innovation. Consolidate your leadership



“

Thanks to TECH you will develop the essential competencies to strategically lead your own company"

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

The **Executive Master's Degree 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 for making decisions in a complex and unstable environment

02

Develop the key leadership skills that should define working professionals



03

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

05

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

06

Differentiate the skills required to manage business activities strategically

08

Design innovative strategies and policies to improve management and business efficiency



07

Work more effectively, agile and more aligned with new technologies and current tools

09

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

10

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

11

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

14

Apply information and communication technologies to the different areas within a company

12

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



13

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

15

Carry out the marketing strategy that will allow us to make the product known to the potential customers and generate an adequate image of the company

16

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

18

Create innovative strategies in line with different projects

19

Establish the appropriate guidelines for the company's adaptation to the changing society

17

Address shared resource workload distribution mechanisms across multiple projects

20

Propose a dynamic business model that supports its growth in intangible resources



05 Skills

This university program will equip the CEO, or aspiring Chief Executive Officers, with a diverse range of key competencies necessary to lead successfully in today's business world. In this way, these theoretical-practical skills will range from skills from strategic leadership, advanced financial management, data analytics and evidence-based decision making, to the ability to understand and adapt to complex global business environments. In addition, solid interpersonal methodologies will be acquired, such as effective communication, negotiation and team building, as well as the development of an innovative mindset to address challenges with creativity and long-term vision.



“

You will perfect the necessary skills to lead, innovate and make strategic decisions that drive growth and the sustainable success of your organizations”

01

Resolve business conflicts and problems between workers

02

Apply LEAN management methodologies

03

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

04

Exercise economic and financial control of a company

05

Manage tools and methods for the manipulation and better utilization of data, for the delivery of understandable results to the final recipient



06

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

08

Implement the keys to successful R+D+I management in organizations



09

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

07

Delve into the new business models associated with information systems

10

Develop and lead marketing plans

11

Develop goal achievement metrics associated with a digital marketing strategy and analyze them in digital dashboards

12

Focus on innovation in all processes and areas of the company





13

Lead the different projects of the company, from defining when to prioritize and delay their development within an organization

14

Commit to sustainably developing the company, avoiding environmental impacts

06

Structure and Content

The Executive MBA (CEO, Chief Executive Officer) is an exclusive program that is taught in a 100% online format. In this way, it is possible to personally choose the time and place that best suits different schedules, availability or interests. A program that takes place over 12 months and is intended to be a unique and stimulating experience that lays the foundation for professional success.



“

You will be able to implement the most current corporate strategies, such as Driving Corporate Strategy, Pacing Corporate Strategy and Framing Corporate Strategy”

Syllabus

This curriculum offers a robust and diverse curricular structure, encompassing ten modules essential for executive development. Throughout 1,500 hours of education, the alumni will analyze a multitude of practical cases through individual and team work. It is, therefore, an authentic immersion in real business situations.

First, the crucial role of ethical leadership and corporate responsibility in strategic decision making will be analyzed, and then delve into the formulation and implementation of effective business strategies to maintain competitiveness and sustainable growth. The importance of leading teams, promoting motivation and enhancing human capital as a fundamental driver for organizational success will also be explored in depth.

Likewise, the student will be provided with tools and knowledge for the effective management of financial resources, examining process optimization and the supply chain. Likewise, you will immerse yourself in technological management, business strategy, marketing, corporate communication and market research.

Finally, the Directive Management approach will be reinforced, synthesizing the skills for strategic decision making in challenging and dynamic business environments.

It is a scheme designed to suit the professional goals of the students, oriented towards development and training to excel in the field of business administration and management. The syllabus will be adapted to the needs of entrepreneurs and their companies, offering innovative content that is based on the latest currents, supported by a first-class educational methodology, Relearning, and an exceptional teaching staff.

This Executive MBA takes place over 12 months and is divided into 10 modules:

Module 1	Leadership, Ethics and Social Responsibility in Companies
Module 2	<i>Strategic Management</i> 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, Strategic and Corporate Communications
Module 8	Market Research, Advertising and Commercial Management
Module 9	Innovation and Project Management
Module 10	Executive Management



Where, When and How is it Taught?

TECH offers the possibility of developing this Executive MBA (Chief Executive Officer) 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 Social Responsibility in Companies

1.1. Globalization and Governance

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

1.2. Leadership.

- 1.2.1. Leadership. A Conceptual Approach
- 1.2.2. Leadership in Companies
- 1.2.3. The Importance of the Leader in Company Management

1.3. Cross Cultural Management

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

1.4. Management and Leadership Development

- 1.4.1. Concept of Management Development
- 1.4.2. Concept of Leadership
- 1.4.3. Leadership Theories
- 1.4.4. Leadership Styles

- 1.4.5. Intelligence in Leadership
- 1.4.6. The Challenges of Today's Leader

1.5. Business Ethics

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

1.6. Sustainability

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

1.7. Corporate Social Responsibility

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

1.8. Responsible Management Systems and Tools

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

1.9. Multinationals and Human Rights

- 1.9.1. Globalization, Multinational Corporations and Human Rights
- 1.9.2. Multinational Corporations and International Law
- 1.9.3. Legal Instruments for Multinationals in Human Rights Matters

1.10. Legal Environment and *Corporate Governance*

- 1.10.1. International Rules on Importation and Exportation
- 1.10.2. Intellectual and Industrial Property
- 1.10.3. International Labor Law

Module 2. Strategic Management and Executive
2.1. Organizational Analysis and Design

- 2.1.1. Conceptual Framework
- 2.1.2. Key Elements in Organizational Design
- 2.1.3. Basic Organizational Models
- 2.1.4. Organizational Design: Typologies

2.2. Corporate Strategy

- 2.2.1. Competitive Corporate Strategy
- 2.2.2. Types of Growth Strategies
- 2.2.3. Conceptual Framework

2.3. Strategic Planning and Strategy Formulation

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

2.4. Strategic Thinking

- 2.4.1. The Company as a System
- 2.4.2. Concept of Organization

2.5. Financial Diagnosis

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

2.6. Planning and Strategy

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

2.7. Strategy Models and Patterns

- 2.7.1. Conceptual Framework
- 2.7.2. Strategic Models
- 2.7.3. Strategic Patterns: The Five Ps of Strategy

2.8. Competitive Strategy

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

2.9. Strategic Management

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

2.10. Strategy Implementation

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

2.11. Executive Management

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

2.12. Strategic Communication

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

Module 3. People and Talent Management

3.1. Organizational Behavior

- 3.1.1. Organizational Behavior Conceptual Framework
- 3.1.2. Main Factors of Organizational Behavior

3.2. People in Organizations

- 3.2.1. Quality of Work Life and Psychological Well-Being
- 3.2.2. Work Teams and Meeting Management
- 3.2.3. Coaching and Team Management
- 3.2.4. Managing Equality and Diversity

3.3. Strategic People Management

- 3.3.1. Strategic Human Resources Management
- 3.3.2. Strategic People Management

3.4. Evolution of Resources. An Integrated Vision

- 3.4.1. The Importance of HR
- 3.4.2. A New Environment for People Management and Leadership
- 3.4.3. Strategic HR Management

3.5. Selection, Group Dynamics and HR Recruitment

- 3.5.1. Approach to Recruitment and Selection
- 3.5.2. Recruitment.
- 3.5.3. The Selection Process

3.6. Human Resources Management by Skills

- 3.6.1. Analysis of the Potential
- 3.6.2. Remuneration Policy
- 3.6.3. Career/Succession Planning

3.7. Performance Evaluation and Management

- 3.7.1. Performance Management
- 3.7.2. Performance Management: Objectives and Process

3.8. Training Management

- 3.8.1. Learning Theories
- 3.8.2. Talent Detection and Retention
- 3.8.3. Gamification and Talent Management
- 3.8.4. Training and Professional Obsolescence

3.9. Talent Management

- 3.9.1. Keys for Positive Management
- 3.9.2. Conceptual Origin of Talent and Its Implication in the Company
- 3.9.3. Talent Map of the Organization
- 3.9.4. Cost and Added Value

3.10. Innovation in Talent and People Management

- 3.10.1. Strategic Talent Management Models
- 3.10.2. Identification, Training and Development of Talent
- 3.10.3. Loyalty and Retention
- 3.10.4. Proactivity and Innovation

3.11. Motivation

- 3.11.1. The Nature of Motivation
- 3.11.2. Expectations Theory
- 3.11.3. Needs Theory
- 3.11.4. Motivation and Financial Compensation

3.12. Employer Branding

- 3.12.1. *Employer Branding* in HR.
- 3.12.2. *Personal Branding* for HR Professionals.

3.13. Development of High-Performance Teams

- 3.13.1. High-Performance Teams: Self-Managed Teams
- 3.13.2. Management Methodologies for High-Performance Self-Managed Teams

3.14. Management Skills Development

- 3.14.1. What are Managerial Skills?
- 3.14.2. Skill Elements
- 3.14.3. Knowledge
- 3.14.4. Management Skills
- 3.14.5. Attitudes and Values in Managers
- 3.14.6. Managerial Skills

3.15. Time Management

- 3.15.1. Benefits
- 3.15.2. What Can Be the Causes of Poor Time Management?
- 3.15.3. Time
- 3.15.4. Time Illusions
- 3.15.5. Attention and Memory
- 3.15.6. State of Mind
- 3.15.7. Time Management
- 3.15.8. Being Proactive.
- 3.15.9. Being Clear about the Objective
- 3.15.10. Order
- 3.15.11. Education

3.16. Change Management

- 3.16.1. Change Management
- 3.16.2. Type of Change Management Processes
- 3.16.3. Stages or Phases in Change Management

3.17. Negotiation and Conflict Management

- 3.17.1. Negotiation
- 3.17.2. Conflict Management.
- 3.17.3. Crisis Management

3.18. Executive Communication

- 3.18.1. Internal and External Communication in the Business Environment
- 3.18.2. Communication Departments
- 3.18.3. The Head of Communication of the Company
The Profile of the Dircom

3.19. Human Resources Management and ORP Teams

- 3.19.1. Human Resources Management and Teams
- 3.19.2. Occupational Hazard Prevention

3.20. Productivity, Attraction, Retention and Activation of Talent

- 3.20.1. Productivity
- 3.20.2. Talent Attraction and Retention Levers

3.21. Monetary Compensation Vs. Non-Cash

- 3.21.1. Monetary Compensation Vs. Non-Cash
- 3.21.2. Wage Band Models
- 3.21.3. Non-cash Compensation Models
- 3.21.4. Working Model
- 3.21.5. Corporate Community
- 3.21.6. Company Image
- 3.21.7. Emotional Salary

3.22. Innovation in Talent and People Management

- 3.22.1. Innovation in Organizations
- 3.22.2. New Challenges of the Human Resources Department
- 3.22.3. Innovation Management
- 3.22.4. Tools for Innovation

3.23. Knowledge and Talent Management

- 3.23.1. Knowledge and Talent Management
- 3.23.2. Knowledge Management Implementation

3.24. Transforming Human Resources in the Digital Era

- 3.24.1. The Socioeconomic Context
- 3.24.2. New Forms of Corporate Organization
- 3.24.3. New Methodologies

Module 4. Economic and Financial Management

4.1. Economic Environment

- 4.1.1. Macroeconomic Environment and the National Financial System
- 4.1.2. Financial Institutions
- 4.1.3. Financial Markets
- 4.1.4. Financial Assets
- 4.1.5. Other Financial Sector Entities

4.2. Company Financing

- 4.2.1. Sources of Financing
- 4.2.2. Types of Financing Costs

4.3. Executive Accounting

- 4.3.1. Basic Concepts
- 4.3.2. Company Assets
- 4.3.3. Company Liabilities
- 4.3.4. The Company's Net Worth
- 4.3.5. The Income Statement

4.4. From General Ledger Accounting to Cost Accounting

- 4.4.1. Elements of Cost Calculation
- 4.4.2. Expenses in General Accounting and Cost Accounting
- 4.4.3. Costs Classification

4.5. Information Systems and Business Intelligence

- 4.5.1. Fundamentals and Classification
- 4.5.2. Cost Allocation Phases and Methods
- 4.5.3. Choice of Cost Center and Impact

4.6. Budget and Management Control

- 4.6.1. The Budgetary Model
- 4.6.2. The Capital Budget
- 4.6.3. The Operating Budget
- 4.6.5. The Treasury Budget
- 4.6.6. Budget Monitoring

4.7. Treasury Management

- 4.7.1. Working Capital Fund and Working Capital Requirement
- 4.7.2. Calculation of Operating Cash Requirements
- 4.7.3. *Credit Management*

4.8. Corporate Tax Responsibility

- 4.8.1. Basic Tax Concepts
- 4.8.2. Corporate Income Tax
- 4.8.3. Value Added Tax
- 4.8.4. Other Taxes Related to Commercial Activity
- 4.8.5. The Company as a Facilitator of the State's Work

4.9. Corporate Control Systems

- 4.9.1. Analysis of Financial Statements
- 4.9.2. The Company's Balance Sheet
- 4.9.3. The Profit and Loss Statement
- 4.9.4. Cash Flow Statement
- 4.9.5. Ratio Analysis

4.10. Financial Management

- 4.10.1. The Company's Financial Decisions
- 4.10.2. Financial Department
- 4.10.3. Cash Surpluses
- 4.10.4. Risks Associated with Financial Management
- 4.10.5. Risk Management of Financial Management

4.11. Financial Planning

- 4.11.1. Financial Planning Definition
- 4.11.2. Actions to Be Taken in Financial Planning
- 4.11.3. Creation and Establishment of the Business Strategy
- 4.11.4. The *Cash Flow* Table
- 4.11.5. The Working Capital Table

4.12. Corporate Financial Strategy

- 4.12.1. Corporate Strategy and Sources of Financing
- 4.12.2. Corporate Financing Financial Products

4.13. Macroeconomic Context

- 4.13.1. Macroeconomic Context
- 4.13.2. Relevant Economic Indicators
- 4.13.3. Mechanisms for the Control of Macroeconomic Magnitudes
- 4.13.4. Business Cycles

4.14. Strategic Financing

- 4.14.1. Self-financing
- 4.14.2. Increase in Equity
- 4.14.3. Hybrid Resources
- 4.14.4. Financing through Intermediaries

4.15. Money and Capital Markets

- 4.15.1. Money Market
- 4.15.2. Fixed Income Market
- 4.15.3. Equity Market
- 4.15.4. Foreign Exchange Market
- 4.15.5. Derivatives Markets

4.16. Financial Analysis and Planning

- 4.16.1. Analysis of the Balance Sheet
- 4.16.2. Analysis of the Income Statement
- 4.16.3. Profitability Analysis

4.17. Analyzing and Solving Cases/ Problems

- 4.17.1. Financial Information on Industry of Design and Textile, S.A. (INDITEX)

Module 5. Operations and Logistics Management
5.1. Operations Direction and Management

- 5.1.1. The Function of Operations
- 5.1.2. The Impact of Operations on the Management of Companies
- 5.1.3. Introduction to Operations Strategy
- 5.1.4. Operations Management

5.2. Industrial and Logistic Organization

- 5.2.1. Industrial Organization Department
- 5.2.2. Logistics Department

5.3. Structure and Types of Production (MTS, MTO, ATO, ETO, etc)

- 5.3.1. Production System
- 5.3.2. Production Strategy
- 5.3.3. Inventory Management System
- 5.3.4. Production Indicators

5.4. Structure and Types of Procurement

- 5.4.1. Function of Procurement
- 5.4.2. Procurement Management
- 5.4.3. Type of Purchase
- 5.4.4. Managing a Company's Purchasing Efficiently
- 5.4.5. Stages of The Buying Decision Process

5.5. Economic Control of Purchasing

- 5.5.1. Economic Influence of Purchases
- 5.5.2. Cost Centers
- 5.5.3. Budget
- 5.5.4. Budgeting vs. Actual Expenditure
- 5.5.5. Budgetary Control Tools

5.6. Warehouse Operations Control

- 5.6.1. Inventory Control
- 5.6.2. Location System
- 5.6.3. Stock Management Techniques
- 5.6.4. Storage System

5.7. Strategic Purchasing Management

- 5.7.1. Business Strategy
- 5.7.2. Strategic Planning
- 5.7.3. Purchasing Strategies

5.8. Typologies of the Supply Chain (SCM)

- 5.8.1. Supply Chain
- 5.8.2. Benefits of Supply Chain Management
- 5.8.3. Logistical Management in the Supply Chain

5.9. Supply Chain Management

- 5.9.1. The Concept of Supply Chain Management (SCM)
- 5.9.2. Costs and Efficiency of the Operations Chain
- 5.9.3. Demand Patterns
- 5.9.4. Operations Strategy and Change

5.10. Interactions Between the SCM and All Other Departments

- 5.10.1. Interaction of the Supply Chain
- 5.10.2. Interaction of the Supply Chain. Integration by Parts
- 5.10.3. Integrated Supply Chain Problems.
- 5.10.4. Supply Chain 4.0.

5.11. Logistics Costs

- 5.11.1. Logistics Costs
- 5.11.2. Problems with Logistics Costs
- 5.11.3. Optimizing Logistic Costs

5.12. Profitability and Efficiency of Logistics Chains: KPIS

- 5.12.1. Logistics Chain
- 5.12.2. Profitability and Efficiency of Logistics Chains.
- 5.12.3. Indicators of Profitability and Efficiency of Logistics Chains

5.13. Process Management

- 5.13.1. Process Management
- 5.13.2. Process-based Approach: Process Map
- 5.13.3. Process Management Improvements

5.14. Distribution and Transport Logistics

- 5.14.1. Supply Chain Distribution
- 5.14.2. Transport Logistics
- 5.14.3. Geographic Information Systems as a Support to Logistics

5.15. Logistics and Customers

- 5.15.1. Demand Analysis
- 5.15.2. Demand and Sales Forecast
- 5.15.3. Sales and Operations Planning
- 5.15.4. Participatory Planning, Forecasting and Replenishment (CPFR)

5.16. International Logistics

- 5.16.1. Export and Import Processes
- 5.16.2. Customs
- 5.16.3. Methods and Means of International Payment
- 5.16.4. International Logistics Platforms

5.17. Outsourcing of Operations

- 5.17.1. *Outsourcing* and Operations Management
- 5.17.2. Implementation of Outsourcing in Logistics Environments

5.18. Competitiveness in Operations

- 5.18.1. Operations Management
- 5.18.2. Operational Competitiveness
- 5.18.3. Operations Strategy and Competitive Advantages

5.19. Quality Management

- 5.19.1. Internal and External Clients
- 5.19.2. Quality Costs
- 5.19.3. Ongoing Improvement and the Deming Philosophy

Module 6. Information Systems Management

6.1. Technological Environment

- 6.1.1. Technology and Globalization
- 6.1.2. Economic and Technological Environments
- 6.1.3. Technological Environment and Its Impact on Companies

6.2. Information Systems and Technologies in Companies

- 6.2.1. The Evolution of the IT Model
- 6.2.2. Organization and IT Departments
- 6.2.3. Information Technology and Economic Environment

6.3. Corporate Strategy and Technology Strategy

- 6.3.1. Creating Value for Customers and Shareholders
- 6.3.2. Strategic IS/IT Decisions
- 6.3.3. Corporate Strategy vs Technological and Digital Strategy

6.4. Information Systems Management

- 6.4.1. Corporate Governance of Technology and Information Systems
- 6.4.2. Management of Information Systems in the Company
- 6.4.3. Expert Managers in Information Systems: Roles and Functions

6.5. Information Technology Strategic Planning

- 6.5.1. Information Systems and Corporate Strategy
- 6.5.2. Information Technology Strategic Planning
- 6.5.3. Phases for Information Systems Strategic Planning

6.6. Information Systems for Decision-Making

- 6.6.1. *Business Intelligence*
- 6.6.2. *Data Warehouse*
- 6.6.3. Balanced Scorecard (BSC)

6.7. Exploring the Information

- 6.7.1. Relational Database Basic Concepts
- 6.7.2. Networks and Communications
- 6.7.3. Operational System: Standardized Data Templates
- 6.7.4. Strategic System: OLAP, Multidimensional Model and Graphical *Dashboards*
- 6.7.5. Strategic Analysis of BBDD and Report Composition

6.8. Enterprise Business Intelligence

- 6.8.1. The World of Data
- 6.8.2. Relevant Concepts.
- 6.8.3. Main Characteristics
- 6.8.4. Solutions in Today's Market
- 6.8.5. Overall Architecture of a BI Solution
- 6.8.6. Cybersecurity in BI and Data Science

6.9. New Business Concept

- 6.9.1. Why BI
- 6.9.2. Obtaining Information
- 6.9.3. BI in the Different Departments of the Company
- 6.9.4. Reasons to Invest in BI

6.10. BI Tools and Solutions

- 6.10.1. How to Choose the Best Tool
- 6.10.2. Microsoft Power BI, MicroStrategy and Tableau
- 6.10.3. SAP BI, SAS BI and Qlikview
- 6.10.4. Prometheus

6.11. BI Project Planning and Management

- 6.11.1. First Steps to Define a BI Project
- 6.11.2. BI Solution for the Company
- 6.11.3. Requirements and Objectives

6.12. Corporate Management Applications

- 6.12.1. Information Systems and Corporate Management
- 6.12.2. Corporate Management Applications
- 6.12.3. *Enterprise Resource Planning* or ERP Systems

6.13. Digital Transformation

- 6.13.1. Conceptual Framework of Digital Transformation
- 6.13.2. Digital Transformation; Key Elements, Benefits and Drawbacks
- 6.13.3. Digital Transformation in Companies

6.14. Technology and Trends

- 6.14.1. Major Technology Trends that Are Changing Business Models
- 6.14.2. Analysis of the Main Emerging Technologies

6.15. IT Outsourcing

- 6.15.1. Conceptual Framework of Outsourcing
- 6.15.2. IT *Outsourcing* and Its Impact on Business
- 6.15.3. Keys to Implementing Corporate IT *Outsourcing* Projects

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

- 7.1.1. Conceptual Framework of Commercial Management
- 7.1.2. Commercial Strategy and Planning
- 7.1.3. The Role of Commercial Managers

7.2. Marketing

- 7.2.1. The Concept of Marketing
- 7.2.2. The Basic Elements of Marketing
- 7.2.3. Marketing Activities in Companies

7.3. Strategic Marketing Management

- 7.3.1. The Concept of Strategic Marketing
- 7.3.2. Concept of Strategic Marketing Planning
- 7.3.3. Stages in the Process of Strategic Marketing Planning

7.4. Digital Marketing and e-Commerce

- 7.4.1. Objectives of Digital Marketing and e-Commerce
- 7.4.2. Digital Marketing and Media Employed
- 7.4.3. E-Commerce General Context
- 7.4.4. e-Commerce Categories
- 7.4.5. Advantages and Disadvantages of E-Commerce versus Traditional Commerce

7.5. Managing Digital Business

- 7.5.1. Competitive Strategy in the Face of the Growing Digitalization of the Media
- 7.5.2. Design and Creation of a Digital Marketing Plan
- 7.5.3. ROI Analysis in a Digital Marketing Plan

7.6. Digital Marketing to Reinforce a Brand

- 7.6.1. Online Strategies to Improve Brand Reputation
- 7.6.2. *Branded Content and Storytelling*

7.7. Digital Marketing Strategy

- 7.7.1. Defining the Digital Marketing Strategy
- 7.7.2. Tools of Digital Marketing Strategy

7.8. Digital Marketing to Attract and Retain Customers

- 7.8.1. Loyalty and Engagement Strategies using the Internet
- 7.8.2. *Visitor Relationship Management*
- 7.8.3. Hypersegmentation

7.9. Managing Digital Campaigns

- 7.9.1. What is a Digital Advertising Campaign?
- 7.9.2. Steps to Launch an Online Marketing Campaign
- 7.9.3. Mistakes in Digital Advertising Campaigns

7.10. Online Marketing Plan

- 7.10.1. What is an Online Marketing Plan?
- 7.10.2. Steps to Create an Online Marketing Plan
- 7.10.3. Advantages of Having an Online Marketing Plan

7.11. Blended Marketing

- 7.11.1. What is *Inbound* Marketing?
- 7.11.2. Differences between Online and Offline Marketing
- 7.11.3. Aspects to Consider in the *Blended* Marketing Strategy
- 7.11.4. Features of a *Blended* Marketing Strategy
- 7.11.5. Recommendations in *Blended* Marketing
- 7.11.6. The Benefits of *Blended* Marketing

7.12. Sales Strategy

- 7.12.1. Sales Strategy
- 7.12.2. Sales Methods

7.13. Corporate Communication

- 7.13.1. Concept
- 7.13.2. The Importance of Communication in The Organization
- 7.13.3. Type of Communication in the Organization
- 7.13.4. Function of Communication in the Organization
- 7.13.5. Elements of Communication
- 7.13.6. Communication Problems
- 7.13.7. Communication Scenarios

7.14. Corporate Communication Strategy

- 7.14.1. Motivational Programs, Social Action, Participation and Training with HR
- 7.14.2. Internal Communication Support and Tools
- 7.14.3. Internal Communication Plan

7.15. Digital Communication and Reputation

- 7.15.1. Online Reputation
- 7.15.2. How to Measure the Digital Reputation
- 7.15.3. Online Reputation Tools
- 7.15.4. Online Reputation Report
- 7.15.5. Online *Branding*

Module 8. Market Research, Advertising and Commercial Management

8.1. Market Research

- 8.1.1. Market Research: Historical Origin
- 8.1.2. Analysis and Evolution of the Conceptual Framework of Market Research
- 8.1.3. Key Elements and Value Contribution of Market Research

8.2. Quantitative Research Methods and Techniques

- 8.2.1. Sample Size
- 8.2.2. Sampling
- 8.2.3. Types of Quantitative Techniques

8.3. Qualitative Research Methods and Techniques

- 8.3.1. Types of Qualitative Research
- 8.3.2. Qualitative Research Techniques

8.4. Market Segmentation

- 8.4.1. Market Segmentation Concept
- 8.4.2. Utility and Segmentation Requirements
- 8.4.3. Consumer Market Segmentation
- 8.4.4. Industrial Market Segmentation
- 8.4.5. Segmentation Strategies
- 8.4.6. Segmentation Based on Marketing - Mix Criteria
- 8.4.7. Market Segmentation Methodology

8.5. Research Project Management

- 8.5.1. Market Research as a Process
- 8.5.2. Planning Stages in Market Research
- 8.5.3. Stages of Market Research Implementation
- 8.5.4. Managing a Research Project

8.6. International Market Research

- 8.6.1. International Market Research
- 8.6.2. International Market Research Process
- 8.6.3. The Importance of Secondary Sources in Market International Research

8.7. Feasibility Studies

- 8.7.1. Concept and Usefulness
- 8.7.2. Layout of Viability Study
- 8.7.3. Development of Viability Study

8.8. Advertising

- 8.8.1. Historical Antecedents of Advertising
- 8.8.2. Conceptual Framework of Advertising; Principles, Concept of Briefing and Positioning
- 8.8.3. Advertising Agencies, Media Agencies and Advertising Professionals
- 8.8.4. Importance of Advertising in Business
- 8.8.5. Trends and Challenges of Advertising

8.9. Developing the Marketing Plan

- 8.9.1. Marketing Plan Concept
- 8.9.2. Situation Analysis and Diagnosis
- 8.9.3. Strategic Marketing Decisions
- 8.9.4. Operational Marketing Decisions

8.10. Promotion and Merchandising Strategies

- 8.10.1. Integrated Marketing Communication
- 8.10.2. Advertising Communication Plan
- 8.10.3. *Merchandising* as a Communication Technique

8.11. Media Planning

- 8.11.1. Origin and Evolution of Media Planning
- 8.11.2. Media
- 8.11.3. Media Plan

8.12. Fundamentals of Commercial Management

- 8.12.1. The Function of Commercial Management
- 8.12.2. Systems for Analyzing the Commercial Competitive Situation of the Company/Market
- 8.12.3. Commercial Planning Systems of the Company
- 8.12.4. Main Competitive Strategies

8.13. Commercial Negotiation

- 8.13.1. Commercial Negotiation
- 8.13.2. Psychological Issues in Negotiation
- 8.13.3. Main Negotiation Methods
- 8.13.4. The Negotiation Process

8.14. Decision-Making in Commercial Management

- 8.14.1. Commercial Strategy and Competitive Strategy
- 8.14.2. Decision Making Models
- 8.14.3. Analytics and Decision-Making Tools
- 8.14.4. Human Behavior in Decision-Making

8.15. Direction and Management of the Sales Network

- 8.15.1. Sales Management. Sales Direction
- 8.15.2. Networks Serving Commercial Activity
- 8.15.3. Salesperson Recruitment and Training Policies
- 8.15.4. Remuneration Systems for Own and External Commercial Networks
- 8.15.5. Commercial Process Management. Control and Assistance to the Work of the Sales Representatives Based on the Information

8.16. Implementing the Commercial Function

- 8.16.1. Hiring of Own Sales Representatives and Commercial Agents
- 8.16.2. Controlling Commercial Activity
- 8.16.3. The Code of Ethics of Commercial Personnel
- 8.16.4. Compliance with Legislation
- 8.16.5. Generally Accepted Standards of Business Conduct

8.17. Key Account Management

- 8.17.1. Concept of Key Account Management
- 8.17.2. *Key Account Manager*
- 8.17.3. Key Account Management Strategy

8.18. Financial and Budgetary Management

- 8.18.1. The Breakeven Point
- 8.18.2. Sales Budget Management Control and the Annual Sales Plan
- 8.18.3. Financial Impact of Strategic Sales Decisions
- 8.18.4. Cycle Management, Turnover, Profitability and Liquidity
- 8.18.5. Income Statement

Module 9. Innovation and Project Management

9.1. Innovation

- 9.1.1. Introduction to Innovation
- 9.1.2. Innovation in the Entrepreneurial Ecosystem
- 9.1.3. Instruments and Tools for the Business Innovation Process

9.2. Innovation Strategy

- 9.2.1. Strategic Innovation Intelligence
- 9.2.2. Innovation from Strategy

9.3. Project Management for Startups

- 9.3.1. *Startup* Concept
- 9.3.2. *Lean Startup* Philosophy
- 9.3.3. Stages of Development of *Startups*
- 9.3.4. The Role of the Project Manager in a *Startup*

9.4. Business Model Design and Validation

- 9.4.1. Conceptual Framework of a Business Model
- 9.4.2. Design Validation of Business Models

9.5. Project Management

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

9.6. Project Change Management: Training Management

- 9.6.1. The Concept of Change Management
- 9.6.2. Change Management Process
- 9.6.3. The Implementation of Change

9.7. Project Communication Management

- 9.7.1. Project Communications Management
- 9.7.2. Key Concepts for Communications Management
- 9.7.3. Emerging Trends
- 9.7.4. Team Adaptations
- 9.7.5. Planning Communications Management
- 9.7.6. Manage Communications
- 9.7.7. Monitoring Communications

9.8. Traditional and Innovative Methodologies

- 9.8.1. Innovative Methodologies
- 9.8.2. Basic Principles of the Scrum
- 9.8.3. Differences between the Main Aspects of Scrum and Traditional Methodologies

9.9. Creation of a *Startup*

- 9.3.1. Creation of a *Startup*
- 9.3.2. Organization and Culture
- 9.3.3. The 10 Main Reasons Why *Startups* Fail
- 9.3.4. Legal Aspects

9.10. Project Risk Management Planning

- 9.10.1. Risk Planning
- 9.10.2. Elements for Creating a Risk Management Plan
- 9.10.3. Tools for Creating a Risk Management Plan
- 9.10.4. Risk Management Plan Contents

Module 10. Executive Management

10.1. General Management

- 10.1.1. The Concept of General Management
- 10.1.2. The Role of the CEO
- 10.1.3. The CEO and their Responsibilities
- 10.1.4. Transforming the Work of Management

10.2. Manager Functions: Organizational Culture and Approaches

- 10.2.1. Manager Functions: Organizational Culture and Approaches

10.3. Operations Management

- 10.3.1. The Importance of Management
- 10.3.2. Value Chain
- 10.3.3. Quality Management

10.4. Public Speaking and Spokesperson Education

- 10.4.1. Interpersonal Communication
- 10.4.2. Communication Skills and Influence
- 10.4.3. Communication Barriers

10.5. Personal and Organizational Communications Tools

- 10.5.1. Interpersonal Communication
- 10.5.2. Interpersonal Communication Tools
- 10.5.3. Communication in Organizations
- 10.5.4. Tools in the Organization

10.6. Communication in Crisis Situations

- 10.6.1. Crisis
- 10.6.2. Phases of the Crisis
- 10.6.3. Messages: Contents and Moments

10.7. Preparation of a Crisis Plan

- 10.7.1. Analysis of Possible Problems
- 10.7.2. Education
- 10.7.3. Adequacy of Personnel

10.8. Emotional Intelligence

- 10.8.1. Emotional Intelligence and Communication
- 10.8.2. Assertiveness, Empathy, and Active Listening
- 10.8.3. Emotional Communication and Self-esteem

10.9. Personal Branding

- 10.9.1. Strategies to Develop Personal Branding
- 10.9.2. Personal Branding Laws
- 10.9.3. Tools for Creating Personal Brands

10.10. Leadership and Team Management

- 10.10.1. Leadership and Leadership Styles
- 10.10.2. Capacities and Challenges of the Leader
- 10.10.3. Managing Change Processes
- 10.10.4. 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.



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.

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

Relearning Methodology

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

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

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

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

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



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

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

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

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

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



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



Study Material

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

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



Classes

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

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



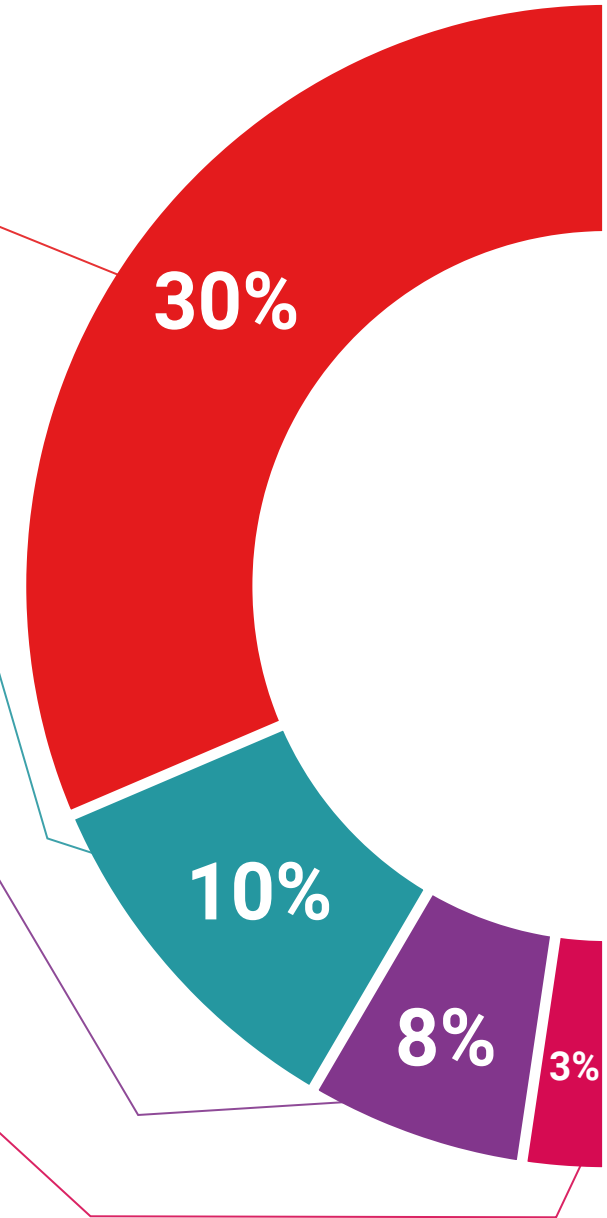
Management Skills Exercises

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



Additional Reading

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





Case Studies

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



Interactive Summaries

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

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



Testing & Retesting

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



08

Our Students' Profiles

The Executive MBA (CEO, Chief Executive Officer) is aimed at University Graduates who have previously completed any of the following degrees in the field of Sciences Administrative and Economic Sciences.

The diversity of participants with different educational profiles and from multiple nationalities makes up the multidisciplinary approach of this program.

This program is also open to professionals who, being university graduates in any field, have two years of work experience in the field Chief Executive Officer.





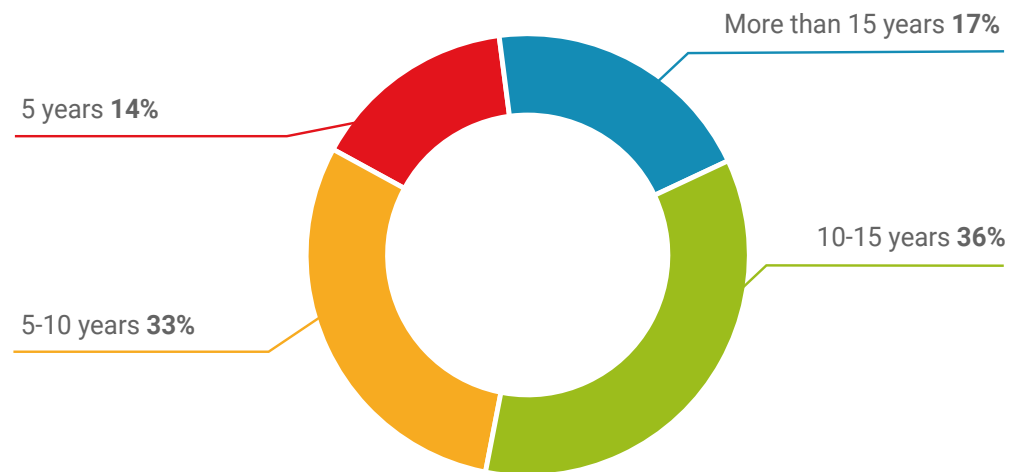
“

If you have experience as a Chief Executive Officer and are looking to improve your career path, this is the program for you"

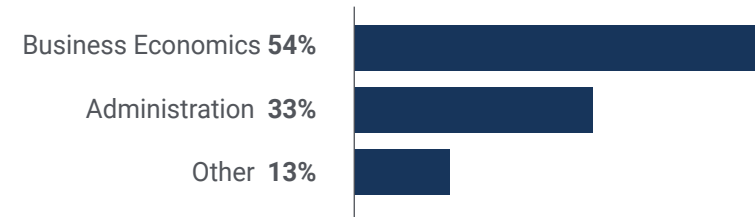
Average Age

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

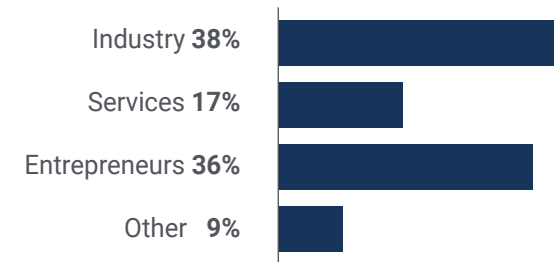
Years of Experience



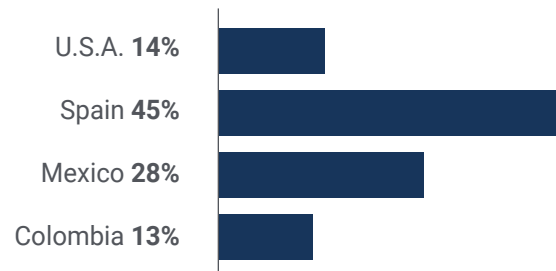
Training



Academic Profile



Geographical Distribution



Ignacio Fernandez

CEO

"My experience in this Executive MBA has been transformative. Prior to entering the program, I was in a leadership position in my company, but I felt I was missing something to take my vision to the next level. The program broadened my understanding in critical areas of business, such as strategy, finance and leadership. In addition, the access to exclusive resources has been invaluable. Today, as a CEO, I can say that the MBA not only boosted my career, but also positively impacted our company. I would recommend this program to anyone aspiring for significant professional growth."

09

Course Management

The faculty of this Executive MBA (CEO, Chief Executive Officer) is made up of highly qualified and experienced professionals in various business fields. The faculty members not only have a solid academic background, but also extensive practical experience in the business world, often coming from executive roles or business consulting. In addition, their approach is not only based on theory, but also on the practical application of business concepts, providing students with comprehensive training that is directly applicable to today's business environment.





“

Rely on a teaching staff with experience in senior business management, with topics dedicated to business strategies, global trends, innovation and effective leadership"

Management



Mr. Ledesma Carrillo, Carlos Atxoña

- ♦ Expert in international business and legal advice for companies
- ♦ Responsible for the International Area at Transporte Interurbanos de Tenerife S.A.
- ♦ Legal Advisor at Transporte Interurbanos de Tenerife SA.
- ♦ Legal Manager at AvalonBiz Consulting Group SL
- ♦ Course trainer oriented to Data Protection
- ♦ PhD in Regional Development from the University of La Laguna
- ♦ Degree in Law from the University of La Laguna
- ♦ Project Management Diploma, Universidad Rey Juan Carlos
- ♦ MBA in Business Administration and Management at the European University of the Canary Islands



Professors

Mr Alexis José González Peña

- ◆ Financial Department Director at CajaSiete Caja Rural
- ◆ Senior Internal Auditor at Bankia
- ◆ Senior Internal Auditor at Caja Insular de Ahorros de Canarias
- ◆ Senior auditor experience at Deloitte
- ◆ Degree in Business Administration by Las Palmas de Gran Canaria University.
- ◆ Master's Degree in Taxation and Tax Consultancy by the Centro de Estudios Financieros
- ◆ Executive Master's Degree in Financial Management and Advanced Finance from the Higher School of Banking Techniques and Practices
- ◆ Expert in Financial Planning and Management Control in Banking by Financial International Analysts
- ◆ Management Development Expert in Portfolio Management by International Financial Analysts

10

Impact on Your Career

We are aware that studying a program like this entails great economic, professional and, of course, personal investment.

The ultimate goal of this great effort should be to achieve professional growth.





“

Our challenge is to generate a positive change in your professional career. We are fully committed to helping you achieve it"

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

TECH's Executive MBA (CEO, Chief Executive Officer) is an intensive program that prepares you to face challenges and business decisions in the field of CEO. The main objective is to promote your personal and professional growth. Helping you achieve success.

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

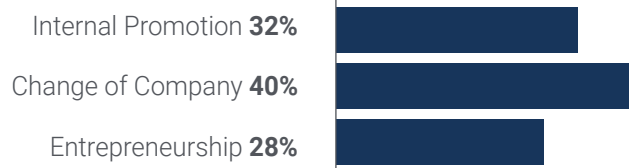
Don't miss this unique opportunity and enroll now in this Executive MBA (CEO, Chief Executive Officer) and boost your professional career.

You will have at your disposal an extensive library with the most innovative multimedia resources! At TECH, you will find everything you are looking for to grow and excel.

When the change occurs



Type of change



Salary increase

This program represents a salary increase of more than **26.24%** for our students



11

Benefits for Your Company

This program contributes to elevating the organization's talent to its maximum potential through the instruction of high-level leaders.

In addition, participating in this university option is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.



“

In the digital era, managers must integrate new processes and strategies that bring about significant changes and organizational development. This is only possible through learning and university updating"

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



“

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

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

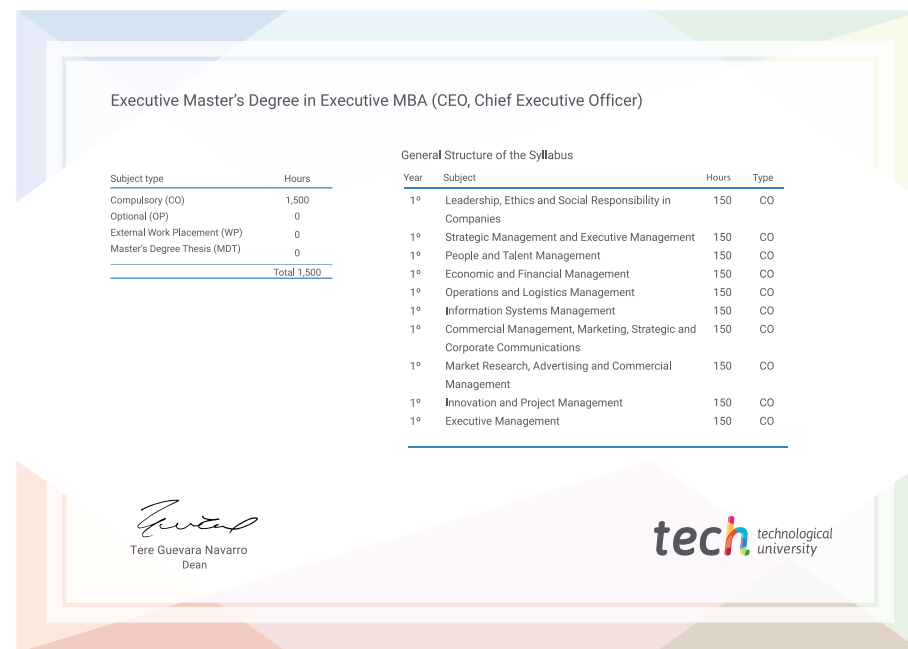
After the student has passed the assessments, they will receive their corresponding Executive Master's Degree issued by **TECH Technological University** via tracked delivery*.

The diploma 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)**

Modality: **online**

Duration: **12 months**



*Apostille Convention. In the event that the student wishes to have their paper diploma 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
- » Schedule: at your own pace
- » Exams: online

Executive Master's Degree

Executive MBA (CEO, Chief Executive Officer)

