

Executive Master's Degree

MBA in Creative Business Management

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Executive Master's Degree MBA in Creative Business Management

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Global University
- » Credits: 90 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: University graduates who have previously completed a degree in the field of Business Management, Marketing, Communication or Design

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

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01

Welcome

Although the discipline of creative industries management is just beginning to see the light of day, more and more companies are embracing its methodology to foster success in their processes. Its development requires highly informed professionals who are capable of transforming the value of creativity into an economic asset for the company. For this reason, TECH has designed this program in which professionals from different branches will learn to manage the process of ideation and implementation of creative proposals in an efficient way and promoting the financial and monetary growth of the organization. A study plan that is developed over 12 months and that will mean a before and after in the student's professional career and has a Guest Director of the highest international prestige.



MBA in Creative Business Management
TECH Global University



“

Become a leader in Creative Business thanks to the 10 exhaustive Masterclasses that an international expert of wide prestige has contributed to this university degree”

02

Why Study at TECH?

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



“

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

At TECH Global University



Innovation

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

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



The Highest Standards

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

95% | of TECH students successfully complete their studies



Networking

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

+100000 executives prepared each year
+200 different nationalities



Empowerment

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

+500 | collaborative agreements with leading companies



Talent

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

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



Multicultural Context

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

TECH students represent more than 200 different nationalities.



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



Analysis

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



Academic Excellence

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



Economy of Scale

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



Learn with the best

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

Teachers representing 20 different nationalities.



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

03

Why Our Program?

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

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



“

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

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

01

A Strong Boost to Your Career

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

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

02

Develop a strategic and global vision of the company

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

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

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

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

04

You will take on new responsibilities

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

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

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

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

06

Thoroughly develop business projects.

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

20% of our students develop their own business idea.

07

Improve *soft skills* and management skills

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

Improve your communication and leadership skills and enhance your career.

08

You will be part of an exclusive community

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

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

04 Objectives

TECH has designed this MBA program in Creative Business Management with the fundamental objective of helping students acquire the skills, tools and knowledge that will enable them to work in companies of this nature, promoting the generation and implementation of innovative ideas. For this purpose, a complete syllabus has been prepared that will provide a 360° tour of all the singularities of the profession, taught by a teaching staff of excellence.



“

TECH's ultimate goal with this MBA in Creative Business Management is to graduate the most competent and prepared professionals in the market"

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

The **MBA in Creative Business Management** will provide education in the following areas:

01

To acquire and understand the knowledge useful for the formation of the students, providing them with competencies for the development and application of original ideas in their personal and professional work

02

Understand how creativity and innovation have become the drivers of the economy

03

Solve problems in novel environments and in interdisciplinary contexts in the field of creativity management

04

Integrate your own knowledge with that of others, making informed judgments and reasoning on the basis of the information available in each case



05

Know how to manage the process of creation and implementation of novel ideas on a given topic

06

Acquire specific knowledge for the management of companies and organizations in the new context of the creative industries

07

Progressive and constant updating in autonomous training environments

08

Possess the tools to analyze the economic, social and cultural realities in which the creative industries develop and transform today



09

Help students acquire the necessary skills to develop and evolve their professional profile in both business and entrepreneurial environments

10

Gain knowledge to manage companies and organizations in the new context of creative industries

11

Organize and plan tasks using the available resources in order to face them in precise time frames





12

Use new information and communication technologies as tools for training and exchange of experiences in the field of study

13

Develop communication skills, both written and oral, as well as the ability to make effective professional presentations in daily practice

14

Acquire market research skills, strategic vision, digital and co-creation methodologies

05 Skills

After completing this comprehensive program designed by TECH professionals, you will have acquired a series of competencies and skills that will enable you to work in the creative industries management environment with a higher degree of success. An academic experience that, being delivered in a completely online mode, allows the professional to continue to grow his career, without neglecting his work and the rest of his daily obligations. Therefore, you only need an electronic device with internet access to access the most complete and effective knowledge bank on the market.



A grayscale photograph of a hand pointing at a business chart on a document. The chart includes a bar graph and a pie chart. The text 'profit trend' is visible on the document. The image is partially obscured by a dark blue diagonal overlay.

“

Learn about the particularities of the MBA in Creative Business Management and develop the necessary skills to successfully develop in this field”

01

Work in companies in the creative sector knowing how to successfully manage them

02

In-depth knowledge of the functioning and global context of the new creative industries

03

Have in-depth knowledge of all aspects of creative product protection, from intellectual property protection to advertising law

04

Know how to perform a correct economic and financial management of companies in the creative industry



05

Know how to calculate profit, profitability and costs within projects for the creative industry

06

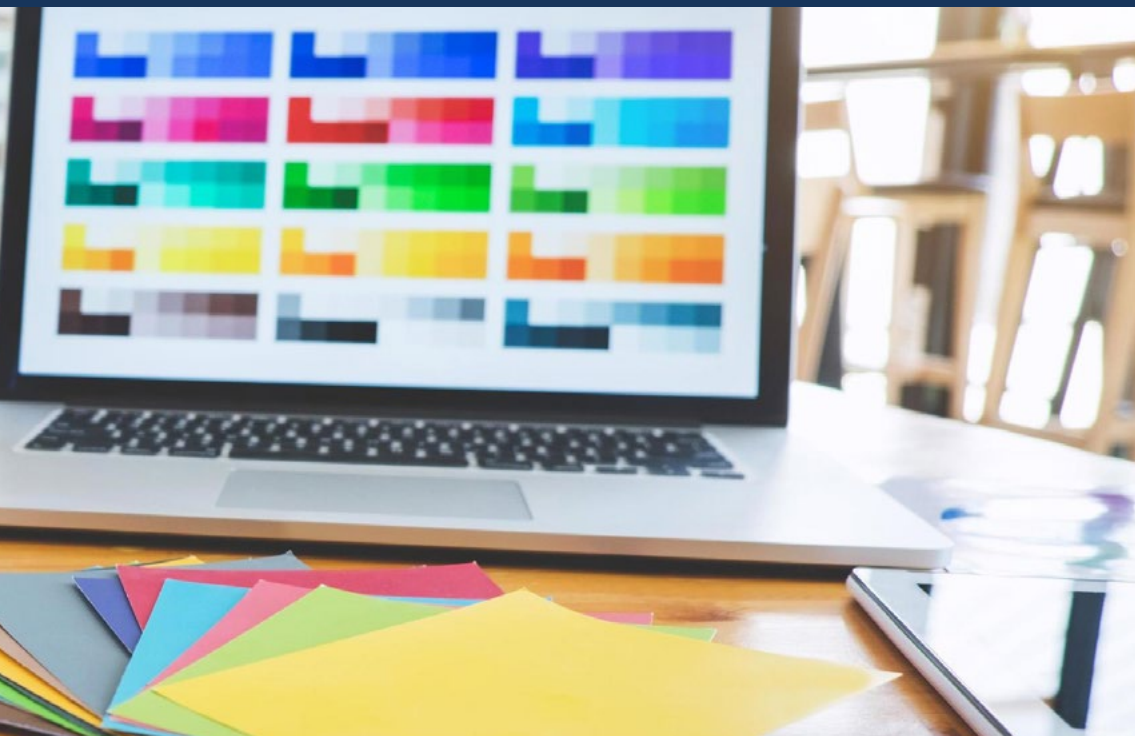
Possess complete competencies in *Future Thinking* in order to be able to apply its benefits in daily work

07

Know how to correctly manage changes and predict the future of creative industry companies

08

Be able to perform efficient consumer management of creative businesses



09

Know how to manage communication at an integral level for companies in the creative industry

10

Be able to be an active part of the branding process in creative companies

11

Have in-depth knowledge that allows the professional to manage the digitalization process in the creative industries





12

Know how to apply innovative digital marketing strategies for creative companies

13

Provide the student with complete knowledge that will allow him/her to become an entrepreneur in the creative industry, making the most of his/her primary idea

14

Help the professional to acquire tools to manage leadership within these industries

06

Structure and Content

The structure and contents of the MBA in Creative Business Management have been conceived and designed by a group of highly prestigious professionals in this area of knowledge, who have poured the experience of their years of work into this up-to-date program. In this way, the syllabus TECH presents for this program is conceived in multimedia format, in order to help the student to internalize the knowledge in the most comfortable and easy way possible.



“

*What you study is very important.
The abilities and skills you acquire are
fundamental. You won't find a more
complete syllabus than this one, believe us..."*

Syllabus

Traditionally, creativity and management have been conceived as antagonistic disciplines. Today, however, creativity and innovation have become the main drivers of economic progress alongside technology. This reality demands new professional profiles capable of harmoniously and efficiently developing these tools in the management of the so-called creative industries.

Through this complete program, the student obtains mastery of all the units necessary for the management of companies and organizations in the new context of the creative industries. The program does not focus solely on arts management, but aims to provide the tools to analyze the economic, social and cultural realities in which the creative industries develop and transform today.

Likewise, this program is designed to be studied with a methodology that promotes the acquisition of skills in the field of market research, strategic vision, digital tools and co-creation.

On the other hand, jobs in this sector are constantly evolving. Therefore, the program aims to provide students with the necessary skills to develop and evolve their professional profile in both business and entrepreneurial environments.

All of this, condensed into an academic program divided into ten didactic modules taught over 12 months, is intended to become a turning point in the student's professional career. In this way, and after completing the program, the student will be able to start working in companies in the creative industry with a higher success rate.

This program takes place over 12 months and is divided into 14 modules:

Module 1	New Creative Industries
Module 2	Protection of Creative and Intangible Products in Today's Marketplace
Module 3	Economic and Financial Management of Creative Companies
Module 4	Futures Thinking: How to Transform Today from Tomorrow?
Module 5	Consumer or User Management in Creative Businesses
Module 6	Creative Branding: Communication and Management of Creative Brands
Module 7	Leadership and Innovation in Creative Industries
Module 8	Digital Transformation in the Creative Industry
Module 9	New Digital Marketing Strategy
Module 10	Entrepreneurship in the Creative Industries
Module 11	Leadership, Ethics and Social Responsibility in Companies
Module 12	People and Talent Management
Module 13	Economic and Financial Management
Module 14	Executive Management



Where, When and How is it Taught?

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

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

Module 1. New Creative Industries

1.1. New Creative Industries

- 1.1.1. From the Cultural Industry to the Creative Industry
- 1.1.2. Today's Creative Industries
- 1.1.3. Activities and Sectors that make up the Creative Industries

1.2. Economic Importance of the Creative Industries Today

- 1.2.1. Contribution
- 1.2.2. Drivers of Growth and Change
- 1.2.3. Job outlook in the Creative Industries

1.3. New Global Context of the Creative Industries

- 1.3.1. Radiography of the Creative Industries in the World
- 1.3.2. Sources of Financing for the Creative Industries in each Country
- 1.3.3. Case Studies: Management Models and Public Policies

1.4. Natural and Cultural Heritage

- 1.4.1. Historical and Cultural Heritage
- 1.4.2. By-products and Services for Museum, Archaeological and Historical Sites and Cultural Landscapes
- 1.4.3. Intangible Cultural Heritage

1.5. Visual Arts

- 1.5.1. Plastic Arts
- 1.5.2. Photography
- 1.5.3. Crafts

1.6. Performing Arts

- 1.6.1. Theater and Dance
- 1.6.2. Music and Festivals
- 1.6.3. Fairs and Circuses

1.7. Audiovisual Media

- 1.7.1. Movies, TV and Audiovisual Content
- 1.7.2. Radio, Podcasts and Audio Content
- 1.7.3. Video Games

1.8. Current Publications

- 1.8.1. Literature, Essays and Poetry
- 1.8.2. Publishers
- 1.8.3. Press

1.9. Creative Services

- 1.9.1. Design and Fashion
- 1.9.2. Architecture and Landscaping
- 1.9.3. Advertising

1.10. Connections of the Creative Economy or Orange Economy

- 1.10.1. Cascade Model and Concentric Circles
- 1.10.2. Creative, Production and Knowledge Spillovers
- 1.10.3. Culture at the Service of the Creative Economy

Module 2. Protection of Creative and Intangible Products in Today's Marketplace

2.1. Legal Protection of Intangible Assets

2.2. Intellectual Property I

2.3. Intellectual Property II

2.4. Intellectual Property III

2.5. Industrial Property I: Branding.

2.6. Industrial Property II: Industrial Designs

2.7. Industrial Property III: Patents and Utility Models

2.8. Intellectual and Industrial Property: Practice

2.9. Advertising Law I

2.10. Advertising Law II

Module 3. Economic and Financial Management of Creative Companies

3.1. The Necessary Economic Sustainability 3.1.1. The Financial Structure of a Creative Company 3.1.2. Accounting in a Creative Company 3.1.3. Triple Balance	3.2. Revenues and Expenses of Today's Creative Businesses 3.2.1. Accounting of Costs 3.2.2. Type of Costs 3.2.3. Cost Allocation	3.3. Types of Profit in the Company 3.3.1. Contribution Margin 3.3.2. Break-even Point 3.3.3. Evaluation of Alternatives	3.4. Investment in the Creative Sector 3.4.1. Investment in the Creative Industry 3.4.2. Investment Appraisal 3.4.3. The NPV Method: Net Present Value
3.5. Profitability in the Creative Industry 3.5.1. Economic Profitability 3.5.2. Time Profitability 3.5.3. Financial Profitability	3.6. Cash Flow: Liquidity and Solvency 3.6.1. Cash Flow 3.6.2. Balance Sheet and Income Statement 3.6.3. Settlement and Leverage	3.7. Financing Formulas Currently on the Creative Market 3.7.1. Venture Capital Funds 3.7.2. Business Angels 3.7.3. Calls for Proposals and Grants	3.8. Product Pricing in the Creative Industry 3.8.1. Pricing 3.8.2. Profit vs. Competition 3.8.3. Pricing Strategy
3.9. Pricing Strategy in the Creative Sector 3.9.1. Types of Pricing Strategies 3.9.2. Advantages 3.9.3. Disadvantages	3.10. Operational Budgets 3.10.1. Tools of Strategic Planning 3.10.2. Elements Included in the Operational Budget 3.10.3. Development and Execution of the Operational Budget		

Module 4. Future Thinking: How to Transform Today from Tomorrow?

4.1. Future Thinking Methodology 4.1.1. Futures Thinking 4.1.2. Benefits of using this Methodology 4.1.3. The Role of the "Futurist" in the Creative Enterprise	4.2. Signs of Change 4.2.1. The Sign of Change 4.2.2. Identification of the Signs of Change 4.2.3. Interpretation of the Signs	4.3. Types of Futures 4.3.1. Journey to the Past 4.3.2. The Four Types of Futures 4.3.3. Application of the Future Thinking Methodology in the Workplace	4.4. Future Forecasting 4.4.1. Searching for Drivers 4.4.2. How to Create a Forecast for the Future? 4.4.3. How to Design a Future Scenario?
4.5. Mental Stimulation Techniques 4.5.1. Past, Future and Empathy 4.5.2. Facts vs. Experience 4.5.3. Alternative Routes	4.6. Collaborative Forecasting 4.6.1. The Future as a Game 4.6.2. <i>Future Wheel</i> 4.6.3. The Future from Different Approaches	4.7. Epic Victories 4.7.1. From Discovery to the Innovation Proposal 4.7.2. The Epic Victory 4.7.3. Fairness in the Game of the Future	4.8. Preferred Futures 4.8.1. The Preferred Future 4.8.2. Techniques 4.8.3. Working Backwards from the Future
4.9. From Prediction to Action 4.9.1. Images of the Future 4.9.2. Artifacts of the Future 4.9.3. Roadmap	4.10. ODS. A Global and Multidisciplinary Vision of the Future ODS 4.10.1. Sustainable Development as a Global Goal 4.10.2. Human Management in Nature 4.10.3. Social Sustainability		

Module 5. Consumer or User Management in Creative Businesses

5.1. The User in the Current Context

- 5.1.1. Consumer Change in Recent Times
- 5.1.2. The Importance of Research
- 5.1.3. Trend Analysis

5.2. Strategy with the Focus on the Individual

- 5.2.1. Human Centric Strategy
- 5.2.2. Keys and Benefits of Being Human Centric
- 5.2.3. Success Stories

5.3. Data on the Human Centric Strategy

- 5.3.1. Data on the Human Centric Strategy
- 5.3.2. The Value of the Data
- 5.3.3. 360° View of the Customer

5.4. Implementation of the Human Centric Strategy in the Creative Industry

- 5.4.1. Transformation of Dispersed Information into Customer Knowledge
- 5.4.2. Opportunity Analysis
- 5.4.3. Maximization Strategies and Initiatives

5.5. Human Centric Methodology

- 5.5.1. From Research to Prototyping
- 5.5.2. Double Diamond Model: Process and Phases
- 5.5.3. Tools

5.6. Design Thinking

- 5.6.1. Design Thinking
- 5.6.2. Methodology
- 5.6.3. The Techniques and Tools of Design Thinking

5.7. Brand Positioning in the User's Mind

- 5.7.1. Positioning Analysis
- 5.7.2. Typology
- 5.7.3. Methodology and Tools

5.8. User Insights in Creative Businesses

- 5.8.1. Insights and their Importance
- 5.8.2. Customer Journey and the Relevance of the Journey Map
- 5.8.3. Research Techniques

5.9. User Profiling (Archetypes and Buyer Persona)

- 5.9.1. Archetypes
- 5.9.2. Buyer Persona
- 5.9.3. Methodology of Analysis

5.10. Research Resources and Techniques

- 5.10.1. Techniques in Context
- 5.10.2. Visualization and Creation Techniques
- 5.10.3. Voice Contrast Techniques

Module 6. Creative Branding: Communication and Management of Creative Brands

6.1. Brands and Branding

- 6.1.1. The Brands
- 6.1.2. The Evolution of Branding
- 6.1.3. Positioning, Brand Personality, Notoriety

6.2. Brand Building

- 6.2.1. Marketing Mix
- 6.2.2. Brand Architecture
- 6.2.3. Brand Identity

6.3. Brand Expression

- 6.3.1. Graphic Identity
- 6.3.2. Visual Expression
- 6.3.3. Other Elements that Reflect the Brand

6.4. Communication

- 6.4.1. Focuses
- 6.4.2. *Brand Touchpoints*
- 6.4.3. Communication Techniques and Tools

6.5. Branded Content

- 6.5.1. From Brands to Entertainment Platforms
- 6.5.2. The Rise of Branded Content
- 6.5.3. Connecting with the Audience through Unique Storytelling

6.6. Visual Storytelling

- 6.6.1. Brand Analysis
- 6.6.2. Creative Advertising Concepts
- 6.6.3. The Creative Fan

6.7. Customer Experience

- 6.7.1. Customer Experience (CX)
- 6.7.2. *Customer Journey*
- 6.7.3. Brand Alignment and CX

6.8. Strategic Planning

- 6.8.1. Objectives
- 6.8.2. Identification of Audiences and Insights
- 6.8.3. Designing the Corporate Strategy

6.9. Performance

- 6.9.1. Briefing
- 6.9.2. Tactics
- 6.9.3. Production Plan

6.10. Assessment

- 6.10.1. What to Assess?
- 6.10.2. How to Assess it? (Measuring Tools)
- 6.10.3. Results Reports

Module 7. Leadership and Innovation in Creative Industries
7.1. Creativity Applied to Industry

- 7.1.1. Creative Expression
- 7.1.2. Creative Resources
- 7.1.3. Creative Techniques

7.2. The New Innovative Culture

- 7.2.1. The Context of the Innovation
- 7.2.2. Why does Innovation Fail?
- 7.2.3. Academic Theories

7.3. Innovation Dimensions and Levers

- 7.3.1. The Plans or Dimensions of Innovation
- 7.3.2. Attitudes for Innovation
- 7.3.3. Intrapreneurship and Technology

7.4. Constraints and Obstacles to Innovation in the Creative Industry

- 7.4.1. Personal and Group Restrictions
- 7.4.2. Social Constraints and Organizations
- 7.4.3. Industrial and Technological Restrictions

7.5. Closed Innovation and Open Innovation

- 7.5.1. From Closed Innovation to Open Innovation
- 7.5.2. Practical Classes to Implement Open Innovation
- 7.5.3. Experiences of Open Innovation in Companies

7.6. Innovative Business Models in Creative Industries

- 7.6.1. Business Trends in the Creative Economy
- 7.6.2. Study Cases
- 7.6.3. Sector Revolution

7.7. Leading and Managing an Innovation Strategy

- 7.7.1. Boosting Adoption
- 7.7.2. Leading the Process
- 7.7.3. Portfolio Maps

7.8. Financing Innovation

- 7.8.1. CFO: Venture Capital Investor
- 7.8.2. Dynamic Financing
- 7.8.3. Response to the Challenges

7.9. Hybridization: Innovating in the Creative Economy

- 7.9.1. Intersection of Sectors
- 7.9.2. Generation of Disruptive Solutions
- 7.9.3. The Medici Effect

7.10. New Creative and Innovative Ecosystems

- 7.10.1. Generation of Innovative Environments
- 7.10.2. Creativity as a Lifestyle
- 7.10.3. Ecosystems

Module 8. Digital Transformation in the Creative Industry
8.1. Digital Future of the Creative Industry

- 8.1.1. Digital Transformation
- 8.1.2. Situation of the Sector and its Comparison
- 8.1.3. Future Challenges

8.2. Fourth Industrial Revolution

- 8.2.1. Industrial Revolution
- 8.2.2. Application
- 8.2.3. Impacts

8.3. Digital Enablers for Growth

- 8.3.1. Operational Effectiveness, Acceleration and Improvement
- 8.3.2. Continuous Digital Transformation
- 8.3.3. Solutions and Services for the Creative Industries

8.4. The Application of Big Data to the Enterprise

- 8.4.1. Data Value
- 8.4.2. Data in Decision-Making
- 8.4.3. *Data Driven Company*

8.5. Cognitive Technology

- 8.5.1. AI and Digital Interaction
- 8.5.2. IoT and Robotics
- 8.5.3. Other Digital Training

8.6. Uses and Applications of Blockchain Technology

- 8.6.1. *Blockchain*
- 8.6.2. Value for the Creative Industry Sector
- 8.6.3. Transaction Versatility

8.7. Omnichannel and Transmedia Development

- 8.7.1. Impacts in the Sector
- 8.7.2. Challenge Analysis
- 8.7.3. Evolution

8.8. Entrepreneurship Ecosystems

- 8.8.1. The Role of Innovation and Venture Capital
- 8.8.2. The Start-up Ecosystem and the Agents that Comprise it
- 8.8.3. How to Maximize the Relationship between the Creative Agent and the Start-up

8.9. New Disruptive Business Models.

- 8.9.1. Marketing-based (Platforms and Marketplaces)
- 8.9.2. Service-based (freemium, Premium or Subscription models)
- 8.9.3. Community-Based (from Crowdfunding, Social Networking or Blogging)

8.10. Methodologies to Promote a Culture of Innovation in the Creative Industries

- 8.10.1. Blue Ocean Innovation Strategy
- 8.10.2. Lean Start-up Innovation Strategy
- 8.10.3. Agile Innovation Strategy

Module 9. New Digital Marketing Strategies

9.1. Technology and Audiences

- 9.1.1. Digital Strategy and Differences between User Types
- 9.1.2. Target Audience, Exclusionary Factors and Generations
- 9.1.3. The Ideal Customer Profile (ICP) and Buyer Persona

9.2. Digital Analytics for Diagnostics

- 9.2.1. Analytics prior to the Digital Strategy
- 9.2.2. Moment 0
- 9.2.3. KPIs and Metrics, Typologies, Classification according to Methodologies

9.3. E-Entertainment: The Impact of E-Commerce in the Entertainment Industry

- 9.3.1. E-commerce, Typologies and Platforms
- 9.3.2. The Importance of Web Design: UX and UI
- 9.3.3. Optimization of Online Space: Minimum Requirements

9.4. Social Media and E-Influencer Marketing

- 9.4.1. Impact and Evolution of Network Marketing
- 9.4.2. Persuasion, Keys to Content and Viral Actions
- 9.4.3. Planning Campaigns for Social Marketing and Influencer Marketing

9.5. Mobile Marketing

- 9.5.1. Mobile User
- 9.5.2. Mobile Web and Apps
- 9.5.3. Mobile Marketing Actions

9.6. Advertising in Online Environments

- 9.6.1. Advertising in RRSS and Objectives of the Social Ads
- 9.6.2. The Conversion Funnel or Purchase Funnel: Categories
- 9.6.3. Social Ads Platforms

9.7. The Inbound Marketing Methodology

- 9.7.1. Social Selling, Key Pillars and Strategy
- 9.7.2. The CRM Platform in a Digital Strategy
- 9.7.3. Inbound Marketing or Attraction Marketing: Actions and SEO

9.8. Automization of Marketing

- 9.8.1. Email Marketing and Email Typology
- 9.8.2. Email Marketing Automation, Applications, Platforms and Advantages
- 9.8.3. The Emergence of Bot & Chatbot Marketing: Typology and Platforms

9.9. Data Management Tools

- 9.9.1. CRM in Digital Strategy, Typologies and Applications, Platforms and Trends
- 9.9.2. Big Data: Big Data, Business Analytics and Business Intelligence
- 9.9.3. Big Data, Artificial Intelligence and Data Science

9.10. Measuring Profitability

- 9.10.1. ROI: the Definition of Return on Investment and ROI vs. ROAS
- 9.10.2. ROI Optimization
- 9.10.3. Key Metrics

Module 10. Entrepreneurship in the Creative Industries
10.1. The Entrepreneurial Project

- 10.1.1. Entrepreneurship, Types and Life Cycle
- 10.1.2. Entrepreneur Profile
- 10.1.3. Topics of Interest for Entrepreneurship

10.2. Personal Leadership

- 10.2.1. Self-Knowledge
- 10.2.2. Entrepreneurial Skills
- 10.2.3. Development of Entrepreneurial Leadership Skills and Abilities

10.3. Identification of Innovative and Entrepreneurial Opportunities

- 10.3.1. Analysis of Megatrends and Competitive Forces
- 10.3.2. Consumer Behavior and Demand Estimation
- 10.3.3. Evaluation of Business Opportunities

10.4. Business Idea Generation in the Creative Industry

- 10.4.1. Tools for the Generation of Ideas: Brainstorming, Mind Maps, Drawstorming, etc.
- 10.4.2. Value Proposition Design: Canvas, 5 W
- 10.4.3. Development of the Value Proposition

10.5. Prototyping and Validation

- 10.5.1. Prototype Development
- 10.5.2. Validation
- 10.5.3. Prototyping Adjustments

10.6. Business Model Design

- 10.6.1. The Business Model
- 10.6.2. Methodologies for the Creation of Business Models
- 10.6.3. Business Model Design for Proposed Idea

10.7. Team Leadership

- 10.7.1. Team Profiles according to Temperaments and Personality
- 10.7.2. Team Leadership Skills
- 10.7.3. Teamwork Methods

10.8. Cultural Markets

- 10.8.1. Nature of Cultural Markets
- 10.8.2. Types of Cultural Markets
- 10.8.3. Identification of Local Cultural Markets

10.9. Marketing Plan and Personal Branding

- 10.9.1. Projection of the Personal and Entrepreneurial Project
- 10.9.2. Short- and Medium-Term Strategic Plan
- 10.9.3. Variables for Measuring Success

10.10. Sales Pitch

- 10.10.1. Project Presentation for Investors
- 10.10.2. Development of Attractive Presentations
- 10.10.3. Development of Effective Communication Skills

Module 11. Leadership, Ethics and Social Responsibility in Companies

11.1. Globalization and Governance

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

11.2. Leadership

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

11.3. Cross-Cultural Management

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

11.4. Management and Leadership Development

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

11.5. Business Ethics

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

11.6. Sustainability

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

11.7. Corporate Social Responsibility

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

11.8. Responsible Management Systems and Tools

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

11.9. Multinationals and Human Rights

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

11.10. Legal Environment and Corporate Governance

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

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

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

12.2. Human Resources Management by Competencies

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

12.3. Performance Evaluation and Performance Management

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

12.4. Innovation in Talent and People Management

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

12.5. Motivation

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

12.6. Developing High Performance Teams

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

12.7. Change Management

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

12.8. Negotiation and Conflict Management

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

12.9. Executive Communication

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

12.10. Productivity, Attraction, Retention and Activation of Talent

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

Module 13. Economic and Financial Management

13.1. Economic Environment

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

13.2. Executive Accounting

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

13.3. Information Systems and *Business Intelligence*

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

13.4. Budget and Management Control

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

13.5. Financial Management

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

13.6. Financial Planning

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

13.7. Corporate Financial Strategy

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

13.8. Strategic Financing

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

13.9. Financial Analysis and Planning

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

13.10. Analyzing and Solving Cases/ Problems

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

Module 14. Executive Management

14.1. General Management

- 14.1.1. The Concept of General Management
- 14.1.2. The Role of the CEO
- 14.1.3. The CEO and their Responsibilities
- 14.1.4. Transforming the Work of Management

14.2. Manager Functions: Organizational Culture and Approaches

- 14.2.1. Manager Functions: Organizational Culture and Approaches

14.3. Operations Management

- 14.3.1. The Importance of Management
- 14.3.2. Value Chain
- 14.3.3. Quality Management

14.4. Public Speaking and Spokesperson Education

- 14.4.1. Interpersonal Communication
- 14.4.2. Communication Skills and Influence
- 14.4.3. Communication Barriers

14.5. Personal and Organizational Communication Tools

- 14.5.1. Interpersonal Communication
- 14.5.2. Interpersonal Communication Tools
- 14.5.3. Communication in the Organization
- 14.5.4. Tools in the Organization

14.6. Communication in Crisis Situations

- 14.6.1. Crisis
- 14.6.2. Phases of the Crisis
- 14.6.3. Messages: Contents and Moments

14.7. Preparation of a Crisis Plan

- 14.7.1. Analysis of Possible Problems
- 14.7.2. Planning
- 14.7.3. Adequacy of Personnel

14.8. Emotional Intelligence

- 14.8.1. Emotional Intelligence and Communication
- 14.8.2. Assertiveness, Empathy, and Active Listening
- 14.8.3. Self- Esteem and Emotional Communication

14.9. Personal Branding

- 14.9.1. Strategies for Personal Brand Development
- 14.9.2. Personal Branding Laws
- 14.9.3. Tools for Creating Personal Brands

14.10. Leadership and Team Management

- 14.10.1. Leadership and Leadership Styles
- 14.10.2. Leadership Skills and Challenges
- 14.10.3. Managing Change Processes
- 14.10.4. 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.



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.

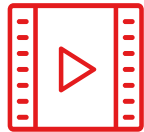
Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

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.



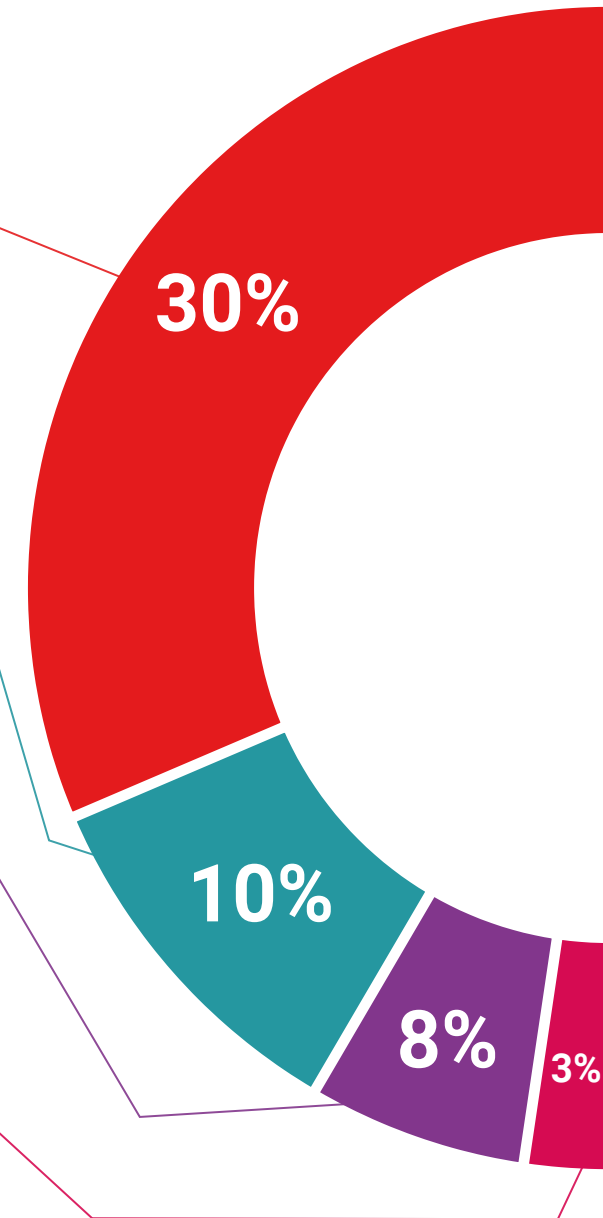
Management Skills Exercises

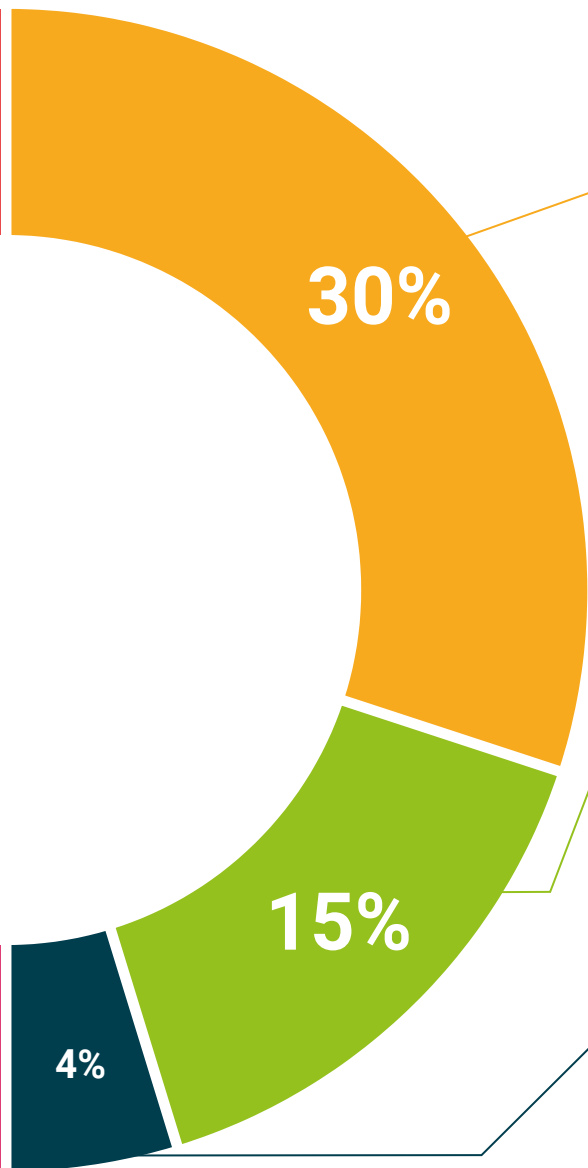
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



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

The university graduates who have previously completed any of the following degrees in the field of business administration, marketing, design or communication.

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

The program is also open to professionals who, being university graduates in any field, have two years of work experience in the field of creative business management.





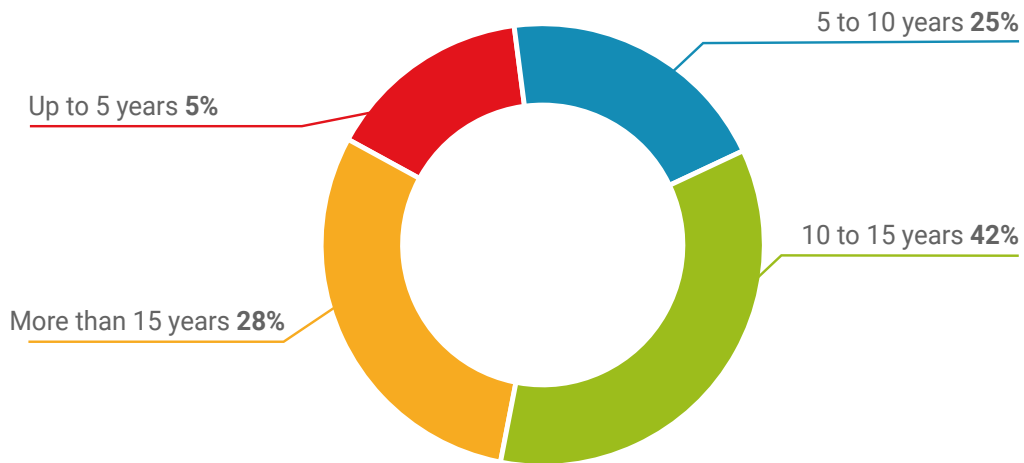
“

If you want to be part of our select group of alumni, and multiply your professional opportunities then this program is for you"

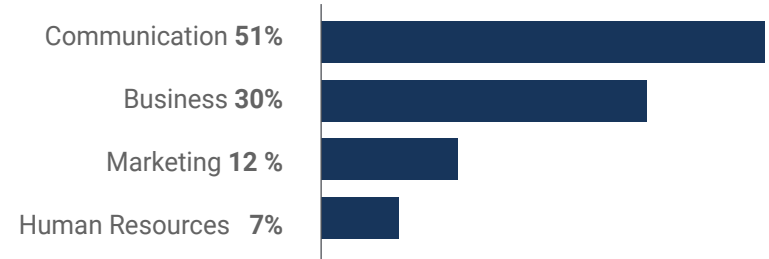
Average Age

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

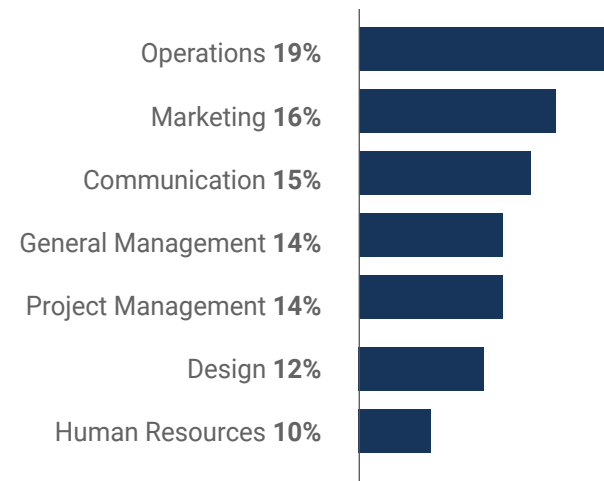
Years of Experience



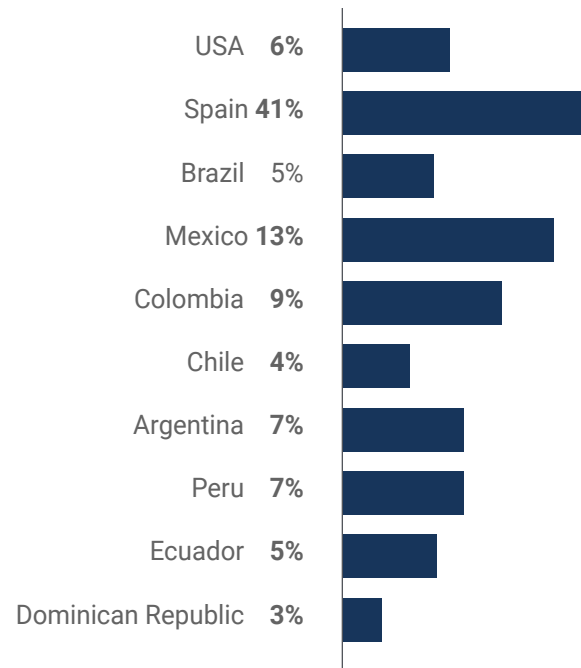
Training



Educational Profile



Geographical Distribution



Ariadna González Suárez

CEO of a Textile Company

"Without a doubt studying at TECH has been a great discovery for me. I was looking for a program that would help me to promote creativity in my company and with this program I got it. In addition, I am taking with me an array of excellent contacts that I have acquired during the program"

09

Course Management

In its search for a quality education that lays the foundations for students' professional growth, Tech has brought together the most complete and specialized group of working professionals on the international scene for this Executive Master's Degree. This will ensure that students who update their knowledge at this University will have the certainty of having the most complete and effective knowledge on the market, thereby being able to work in the creative sector industries with a higher success rate.



“

We have a teaching team with extensive experience that will help you to specialize in this sector"

International Guest Director

S. Mark Young is an internationally renowned expert who has focused his research career on the Entertainment Industry. His results have received numerous awards, including the 2020 Lifetime Achievement Award in Accounting and Management from the American Accounting Association. He has also received three awards for his contributions to the academic literature in these fields.

One of the most outstanding milestones of his career was the publication of the study *Narcissism and Celebrities*, together with Dr. Drew Pinsky. This text compiled direct data of famous Film or Television personalities. Moreover, in the article, which would later become a best-selling book, the expert analyzed the narcissistic behaviors of celluloid stars and how they have become normalized in the modern media. At the same time, the impact of these on contemporary youth is addressed.

Throughout his professional life, Young has also delved into organization and concentration in the film industry. Specifically, he has delved into models for predicting the box office success of major motion pictures. He has also made contributions to activity-based accounting and control system design. In particular, his recognized influence on the implementation of effective management based on the Balanced Scorecard stands out.

Likewise, academic work has also marked his professional life, being elected to lead the George Bozanic and Holman G. Hurt Research Chair in Sports and Entertainment Business. He has also lectured and participated in study programs related to Accounting, Journalism and Communications. At the same time, his undergraduate and postgraduate studies have linked him to prestigious American universities such as the University of Pittsburgh and the University of Ohio.



Dr. Young, S. Mark

- Director of the George Bozanic and Holman G. Hurt Chair in Sports and Entertainment Business, at USC Marshall, Los Angeles, United States
- Official Historian of the University of Southern California Men's Tennis Team
- Academic researcher specialized in the development of predictive models for the film industry
- Co-author of the book "Narcissism and Celebrities"
- Doctor of Science in Accounting from the University of Pittsburgh
- M.S. in Accounting from The Ohio State University
- Bachelor of Science in Economics from Oberlin College
- Member of: Center for Teaching Excellence

“

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

International Guest Director

With over 20 years of experience in designing and leading global **talent acquisition teams**, Jennifer Dove is an expert in **technology recruitment and strategy**. Throughout her career, she has held senior positions in several technology organizations within Fortune 50 companies such as NBC Universal and Comcast. Her track record has allowed her to excel in competitive, high-growth environments.

As **Vice President of Talent Acquisition at Mastercard** she is responsible for overseeing talent onboarding strategy and execution, collaborating with business leaders and **HR Managers** to meet operational and strategic hiring objectives. In particular, she aims to **build diverse, inclusive and high-performing teams** that drive innovation and growth of the company's products and services. In addition, she is adept at using tools to attract and retain the best people from around the world. She is also responsible for **amplifying Mastercard's employer brand** and value proposition through publications, events and social media.

Jennifer Dove has demonstrated her commitment to continuous professional development by actively participating in networks of HR professionals and contributing to the onboarding of numerous employees at different companies. After earning her bachelor's degree in **Organizational Communication** from the University of Miami, she is now a graduate of the University of Miami.

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



Ms. Dove, Jennifer

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

“*TECH has a distinguished and specialized group of International Guest Directors, with important leadership roles in the most leading companies in the global market”*

International Guest Director

A technology leader with decades of experience in **major technology multinationals**, Rick Gauthier has developed prominently in the field of clouds services and end-to-end process improvement. He has been recognized as a leader and manager of highly efficient teams, showing a natural talent for ensuring a high level of engagement among his employees.

He possesses innate gifts in strategy and executive innovation, developing new ideas and backing his success with quality data. His background at **Amazon** has allowed him to manage and integrate the company's IT services in the United States. At **Microsoft** he has led a team of 104 people, responsible for providing corporate-wide IT infrastructure and supporting product engineering departments across the company.

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



Mr. Gauthier, Rick

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

“

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

International Guest Director

Romi Arman is a renowned international expert with more than two decades of experience in **Digital Transformation, Marketing, Strategy and Consulting**. Through that extended trajectory, he has taken different risks and is a permanent advocate for **innovation and change** in the business environment. With that expertise, he has collaborated with CEOs and corporate organizations from all over the world, pushing them to move away from traditional business models. In this way, he has helped companies such as Shell Energy become **true market leaders**, focused on their **customers** and the **digital world**.

The strategies designed by Arman have a latent impact, as they have enabled several corporations **to improve the experiences of consumers, staff and shareholders alike**. The success of this expert is quantifiable through tangible metrics such as **CSAT, employee engagement** in the institutions where he has practiced and the growth of the **EBITDA financial indicator** in each of them.

Also, in his professional career, he has nurtured and **led high-performance teams** that have even received awards for their **transformational potential**. With Shell, specifically, the executive has always set out to overcome three challenges: meeting **customers' complex decarbonization demands supporting a "cost-effective decarbonization"** and **overhauling a fragmented data, digital and technology landscape**. Thus, his efforts have shown that in order to achieve sustainable success, it is essential to start from the needs of consumers and lay the foundations for the transformation of processes, data, technology and culture.

In addition, the executive stands out for his mastery of the **business applications of Artificial Intelligence**, a subject in which he holds a postgraduate degree from the London Business School. At the same time, he has accumulated experience in **IoT and Salesforce**.



Mr. Arman, Romi

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

“

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

International Guest Director

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Mr. Arens, Manuel

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

“

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

International Guest Director

Andrea La Sala is an experienced **Marketing executive** whose projects have had a **significant impact** on the **Fashion sector**. Throughout his successful career he has developed different tasks related to **Product, Merchandising and Communication**. All this linked to prestigious brands such as **Giorgio Armani, Dolce&Gabbana, Calvin Klein**, among others.

The results of this **high-profile international executive** have been linked to his proven ability to **synthesize information** in clear frameworks and **execute concrete actions** aligned to specific **business objectives**. In addition, he is recognized for his **proactivity and adaptation to fast-paced work rhythms**. To all this, this expert adds a **strong commercial awareness, market vision** and a **genuine passion** for products.

As **Global Brand and Merchandising Director** at **Giorgio Armani**, he has overseen a variety of **Marketing strategies** for **apparel and accessories**. His tactics have also focused on **retail and consumer needs** and **behavior**. In this role, La Sala has also been responsible for shaping the marketing of products in different markets, acting as **team leader** in the **Design, Communication and Sales departments**.

On the other hand, in companies such as **Calvin Klein** or **Gruppo Coin**, he has undertaken projects to boost the **structure, development and marketing** of different collections. In turn, he has been in charge of creating **effective calendars** for **buying and selling campaigns**.

He has also been in charge of the **terms, costs, processes and delivery times** of different operations.

These experiences have made Andrea La Sala one of the main and most qualified **corporate leaders** in **Fashion and Luxury**. A high managerial capacity with which he has managed to effectively implement the **positive positioning** of **different brands** and redefine their key performance indicators (KPI).



Mr. La Sala, Andrea

- Global Brand and Merchandising Director at Giorgio Armani, Milan, Italy
- Merchandising Director at Calvin Klein
- Brand Manager at Gruppo Coin
- Brand Manager at Dolce & Gabbana
- Brand Manager at Sergio Tacchini S.p.A
- Market Analyst at Fastweb
- Graduate of Business and Economics at the Università degli Studi del Piemonte Orientale

“

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

International Guest Director

Mick Gram is synonymous with innovation and excellence in the field of **Business Intelligence internationally**. His successful career is linked to leadership positions in multinationals such as **Walmart and Red Bull**. Likewise, this expert stands out for his vision to **identify emerging technologies** that, in the long term, achieve an everlasting impact in the corporate environment.

On the other hand, the executive is considered a **pioneer in the use of data visualization techniques** that simplified complex sets, making them accessible and facilitating decision making. This ability became the pillar of his professional profile, transforming him into a desired asset for many organizations that bet on **gathering information and generating concrete actions** from them.

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

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



Mr. Gram, Mick

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

“

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

International Guest Director

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

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

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

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



Mr. Stevenson, Scott

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

“

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

International Guest Director

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

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

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

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



Mr. Nyquist, Eric

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

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

Management



Dr. Velar Lera, Margarita

- ♦ Communication Consultant and Fashion Expert
- ♦ CEO of Forefashion Lab
- ♦ Corporate Marketing Director at SGN Group
- ♦ Corporate Communications Consultant at LLYC
- ♦ Freelance Communication and Branding Consultant
- ♦ Head of Communication at Villanueva University
- ♦ Professor in university studies related to Marketing
- ♦ PhD in Communication from the Carlos III University of Madrid
- ♦ Degree in Audiovisual Communication from the Complutense University of Madrid
- ♦ MBA in Fashion Business Management by ISEM Fashion Business School

Professors

Mr. Sanjosé, Carlos

- ◆ Specialist in Digital Marketing
- ◆ Digital Marketing Manager at Designable
- ◆ Digital Marketing Manager at MURPH
- ◆ Digital Marketing Manager at 25 Gramos
- ◆ Content Manager at Unánime Creativos
- ◆ Degree in Advertising and Public Relations from CEU Cardenal Herrera University

Ms. Eyzaguirre Vilanova, Carolina

- ◆ Legal Advisor and Designer Expert in the Creative Industry
- ◆ Legal Advisor to the Association for the Self-Regulation of Commercial Communication
- ◆ Legal Advisor to the Management of the company Eley Hawk
- ◆ Designer for National Geographic and El Mueble
- ◆ Professor in postgraduate university studies.
- ◆ Degree in Law from Pompeu Fabra University
- ◆ Degree in Design from Pompeu Fabra University
- ◆ Master's Degree in Intellectual Property, Pontifical Comillas University
- ◆ Course in Advertising Law by the Association for the Self-Regulation of Commercial Communication

Dr. San Miguel Arregui, Patricia

- ◆ Expert Researcher in Digital Marketing
- ◆ Founder and Director of Digital Fashion Brands
- ◆ Researcher and collaborator in Marketing studies
- ◆ Author of the book Influencer Marketing
- ◆ Author of academic publications in prestigious journals
- ◆ Regular speaker at national and international congresses and conferences on Communication and Marketing
- ◆ Professor in undergraduate and postgraduate university studies
- ◆ PhD in Digital Marketing for Fashion Companies by the University of Navarra
- ◆ Degree in Advertising and Public Relations from the Complutense University of Madrid
- ◆ MBA in Executive Fashion by ISEM

Ms. Gallego Martínez, Ana Belén

- ◆ Business Strategy Consultant
- ◆ Independent Consultant in Belén Galmar Acompañamiento Empresarial
- ◆ Law Degree from the Complutense University of Madrid
- ◆ MBA Master Degree in Business Administration Cone specializing in Financial Management from the Camilo José Cela University.
- ◆ Digital Transformation Executive Program by the School of Industrial Organization (Escuela de Organización Industrial)

Dr. Bravo Durán, Sandra

- ♦ CEO of UX at Myme
- ♦ CEO and founder of Ch2 Abroad & Events
- ♦ Sociologist at the Salamanca Tourist Observatory
- ♦ Digital consultant at Everis
- ♦ Researcher at Runroom
- ♦ Professor of the Master's Degree in Fashion and Luxury Marketing Management and the Master's Degree in Luxury Business Brand Management at MSMK - Madrid School of Marketing
- ♦ PhD in Applied Creativity from the University of Navarra
- ♦ Degree in Sociology from the University of Salamanca
- ♦ Degree in Economy from the University of Salamanca
- ♦ Executive Master's Degree in Fashion Business Management from the University of Navarra

Mr. Justo Rey, Rumen

- ♦ Audiovisual Producer and Mentoring Expert for Startups
- ♦ Producer of documentaries and films
- ♦ Financial and Legal Advisor in Films
- ♦ Investor in Creative Startups
- ♦ Founder and Director of the International Independent and Auteur Film Festival of the Canary Islands
- ♦ Entrepreneurship Advisor at CEOE Tenerife
- ♦ Startup Mentor at Afedes Association
- ♦ Startup Mentor at Bridge for Billions
- ♦ Graduate in Business Administration and Management from the University of La Laguna
- ♦ Master's Degree in PRL by SGS
- ♦ Postgraduate in Technology Surveillance
- ♦ Expert in Human Resources Management by the University of Vigo





Ms. Arroyo Villoria, Cristina

- ♦ Technical consultant and training project coordinator
- ♦ Partner and director of projects and entrepreneurship at the creative industries factory.
- ♦ Coordinator of Acerca Cultura Madrid
- ♦ Freelance e-learning content editor for LID Editorial
- ♦ Training Coordinator at Factoría Cultural Madrid
- ♦ Bachelor's Degree in Labor Sciences from the University of Valladolid.
- ♦ Master's Degree in Human Resources Management. from the San Pablo CEU Business School
- ♦ Master in e-Learning and Educational Technology, e-Learning Training
- ♦ Superior Technician in Risk Prevention, Specialization in Occupational Hygiene at the Institute for Integral Formation
- ♦ Higher Technician in Occupational Risk Prevention, Specialty in from Ergonomics and Occupational Psychosociology at the Institute for Integral Formation

Dr. Paule Vianez, Jessica

- ♦ Specialist in the Research Group in Business Management and Economics at the Rey Juan Carlos University
- ♦ Commercial Advisor at DKV Seguros y Reaseguros
- ♦ Administrative Assistant at the Foundation for Management Development of Cáceres
- ♦ PhD in Social and Legal Sciences from the Rey Juan Carlos University
- ♦ Master's Degree in Statistical Computational Information Processing from the Complutense University of Madrid.
- ♦ Degree in Finance and Accounting from the University of Extremadura
- ♦ Degree in Business Administration and Management from the University of Extremadura
- ♦ Member of the European Academy of Business Management and Economics

10

Impact on Your Career

TECH is fully aware that taking a program of this magnitude is a great economic, professional and, of course, personal investment.

Therefore, the student's ultimate goal in carrying out this great effort should be to achieve professional growth.



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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 MBA in Creative Business Management is an intensive program that prepares you to face challenges and business decisions in the field of managing ideas, projects and work. Its main objective is to promote the personal and professional growth of students, developing their creativity and helping them to be able to foster the creativity of others. In this way, TECH motivates the professional to be on the road to success.

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

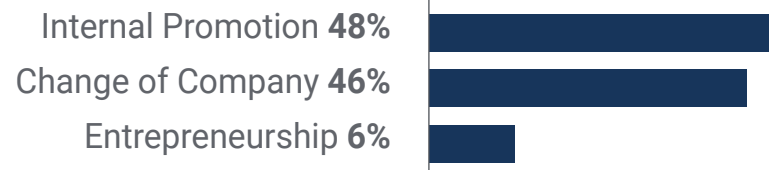
Get the salary improvements you deserve by taking this complete program with TECH.

In a competitive world of work, specialization is the professional's best asset when it comes to making their profile stand out from others.

When the change occurs



Type of change



Salary increase

This program represents a salary increase of more than **25%** for our students



11

Benefits for Your Company

The MBA in Creative Business Management contributes to elevating the organization's talent to its maximum potential through the education of high-level leaders.

Participating in this program is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.



“

At a time of continuous social and technological changes, knowing how to manage creativity correctly becomes a key element when it comes to making an organization stand out"

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 in MBA in Creative Business Management guarantees, in addition to the most rigorous and up-to-date education, access to a Professional Master's Degree issued by TECH Global University.



“

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

This private qualification will allow you to obtain an **MBA in Creative Business Management** endorsed by **TECH Global University**, the world's largest online university.

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

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

Title: **Executive Master's Degree in MBA in Creative Business Management**

Modality: **online**

Duration: **12 months**

Accreditation: **90 ECTS**



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



Executive Master's Degree MBA in Creative Business Management

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

Executive Master's Degree

MBA in Creative Business Management