Executive Master's Degree

MBA in IT Management (CTO, Chief Technical Officer)

MBA ITM

tech technological university

tech technological university

Executive Master's Degree
MBA in IT Management (CTO, Chief Technical Officer)

- Modality: **online**
- Duration: **12 months**
- Certificate: **TECH Technological University**
- Schedule: **at your own pace**
- Exams: **online**
- Target Group: **Graduates and professionals with experience in technological areas**

Website: **www.techtitute.com/us/school-of-business/professional-master-degree/master-mba-it-management-cto-chief-technical-officer**

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01

Welcome

It is impossible to understand today's business world without what is already considered the Fourth Industrial Revolution or "Industry 4.0". The high complexity of processes such as machine learning or the growing concern about cybersecurity vulnerabilities make the figure of the CTO, Chief Technical Officer, essential in the most important organizations. This top-level manager must be proficient in both technology management and IT project management at all levels. For this reason, this program combines the most effective team and talent management with the most ambitious and current digital governance. The manager will have access to specific materials on Data Hacking, Community Management, Business Process Management and other essential elements in the leadership of the 21st century. All of this with the advantage of a 100% online methodology that does not require any personal or professional sacrifice, since on-site classes and fixed schedules have been eliminated in search of the flexibility needed by managers with greater responsibilities.

MBA in IT Management (CTO, Chief Technical Officer).
TECH Technological University

The CTO or Chief Technical Officer is an essential figure at the forefront of business. This program will give you the knowledge to become a key figure within your company"

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 training.

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

At TECH Technological University

Innovation

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

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

The Highest Standards

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

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

Networking

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

100,000+
executives trained each year

200+
different nationalities

Empowerment

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

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

Talent

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

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

Multicultural Context

While studying at TECH, students will enjoy a unique experience, studying 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's students represent more than 200 different nationalities.

Learn with the Best

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

Teachers representing 20 different nationalities.

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

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 (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.

Economy of Scale

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

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 students with a multitude of professional and personal benefits, particularly the following:

01

A significant career boost

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

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

02

Develop a strategic and global vision of companies

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

Our global vision of companies will improve your strategic vision

03

Consolidate the student's senior management skills

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

You will work on more than 100 real senior management cases

04

Take on new responsibilities

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

45% of graduates are promoted internally

05

Access to a powerful network of contacts

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

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

06

Thoroughly develop business projects

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

20% of our students develop their own business idea

07

Improve soft skills and management skills

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

Improve your communication and leadership skills and enhance your career

08

Be part of an exclusive community

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

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

04

Objectives

The main objective of this program is to provide managers with the tools, knowledge and strategies necessary to lead successful technology projects. Therefore, thanks to the extensive and detailed technical material, you will be able to graduate from this degree with the ability to assume the position of CTO, Chief Technical Officer, in institutions of greater prestige and economic power.

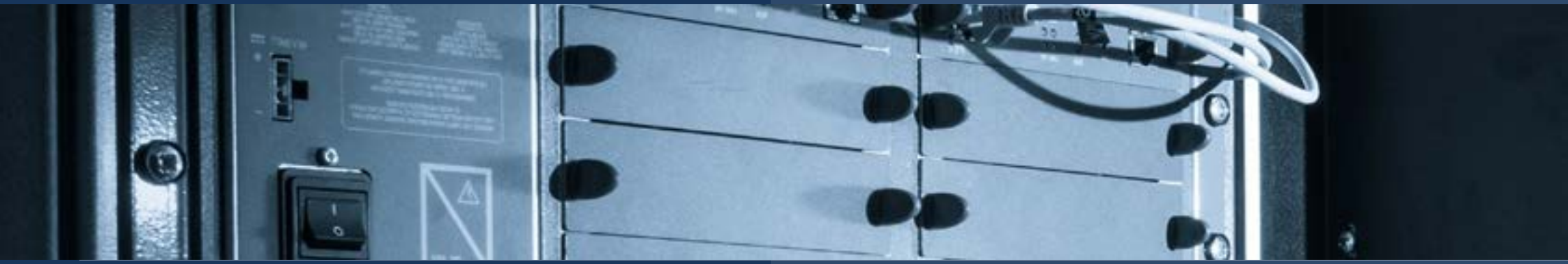
The student will be positioned as a cutting-edge manager, studying the most modern data, technology and people management models in depth"

Your goals are our goals.
We work together to help you achieve them.

The **MBA in IT Management (CTO, Chief Technical Officer)** will qualify you to:

01 Assess the status, positioning and maturity of information technologies in business environments

02 Develop management skills and knowledge necessary for technological leadership in the organization



03 Adopt strategic governance models for information technologies, which are integrated and harmonized with corporate strategy and management

04 Implement methods to systematize technological innovation processes, linked to the needs of the company

05 Develop management activities related to information and communication technologies (ICT) and R&D&I environments

07 Analyze the social and economic environment surrounding ICT management and innovation

06 Participate in projects related to ICT management, innovation and research development

08 Apply the ethical, legislative and deontological framework for ICT professionals and ICT management

09 Develop IT project management methodologies, controlling process and product quality

10 Proper team management that enables greater performance by the personnel and, therefore, greater benefits for the company

11 Recognize talent in the organization

12 Know, develop and evaluate all the planning processes of an IT project

13 Carry out R&D&I as an essential element for the development of new projects

14 Understand the importance of social media as an essential tool for marketing and advertising campaigns for companies

05

Skills

In order to develop the competencies required of the modern CTO, this qualification will provide an in-depth study of all the qualities that this high-level managerial figure must possess. Therefore, the entire syllabus covers not only the fundamental strategic and technological theory, but also practical cases and examples with which to develop and contextualize it in real situations. The manager will graduate with a complete mastery of the skills required to develop their professional career in the most ambitious technological spheres.

Acquire the necessary and complementary skills to be an exemplary leadership figure in the technological field"

01 Use new digital trends in the development of new products

02 Lead a company specialized in IT projects, focusing on team and project management

03 Apply the most appropriate information systems and technologies in the company

04 Carry out correct strategic planning to achieve the company's objectives

05 Apply the basic principles of Lean Management

06 Understand the importance of audits and certifications in R&D&I

07 Search for and develop an optimal user experience, through information technology

08 Apply social media in the development of the company

09 Have extensive knowledge of Big Data

10 Implement an appropriate strategy for the proper development of a digital business

06

Structure and Content

To ensure the highest quality of content, TECH has assembled a teaching team specialized in the subject, with special emphasis on those areas that the CTO, Chief Technical Officer, must develop in order to succeed in their field of work. For this reason, the 10 modules that make up this program are enriched with high quality multimedia material, including video summaries, detailed analysis and complementary readings to expand on each subject.

The entire syllabus is tailored to the most demanding business scenarios, giving you the assurance that you are acquiring the skills of the highest level Chief Technical Officer"

Syllabus

The MBA in IT Management (CTO, Chief Technical Officer), from TECH Technological University, is an intensive program that prepares managers to face challenges and business decisions at the technological level, both nationally and internationally. Its content is designed to promote the development of managerial skills, allowing for more rigorous decision making in uncertain environments.

Throughout 1,500 hours of study, a multitude of practical cases will be analyzed through individual work, in such a way that a comprehensive and useful learning process is achieved, allowing for professional development. It is, therefore, an authentic immersion in real business situations.

This program deals with different areas of the company in depth and is designed to specialize managers who understand technological development in the organization from a strategic, international and innovative perspective.

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

This program is carried out over 12 months and is divided into two main blocks:

Block 1 Management Core

- **Module 1** Talent Management and Management Skills
- **Module 2** Technological Management
- **Module 3** Strategic Planning and IT Project Management
- **Module 4** Innovation Management
- **Module 5** Information Security Systems

Block 2 Strategy and Digital Business

- **Module 6** New Digital Trends
- **Module 7** Strategy and Digital Business
- **Module 8** Social Media and Community Management
- **Module 9** Data Science and Big Data
- **Module 10** Web Design, Usability and User Experience
- **Module 11** Leadership, Ethics and Corporate Social Responsibility
- **Module 12** People and Talent Management
- **Module 13** Economic-Financial Management
- **Module 14** Sales Management and Strategic Marketing
- **Module 15** Executive Management

Where, When and How is it Taught?

TECH offers the possibility of developing this Executive Master's Degree MBA in IT Management (CTO, Chief Technical Officer) completely online. Throughout the 12 months of training, 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.

Block 1: Management Core

Module 1. Talent Management and Management Skills

1.1. Management Skills Development
1.1.1. Leadership
1.1.2. Emotional Intelligence
1.1.3. Organization: Areas, Processes and Projects

1.2. Managing Talent as a Competitive Advantage
1.2.1. Keys for Positive Management
1.2.2. Talent Map of the Organization
1.2.3. Cost and Added Value

1.3. Team Management
1.3.1. Developing High-Performance Teams
1.3.2. The Roles of People in Groups
1.3.3. Personal Factors and Motivation for Successful Work
1.3.4. Integrating a High-Performance Team

1.4. Systems and Organizational Changes
1.4.1. The Transformation Process
1.4.2. Anticipation and Action
1.4.3. Organizational Learning
1.4.4. Resistance to Change

1.5. Management and Motivation
1.5.1. The Nature of Motivation
1.5.2. Expectations Theory
1.5.3. Needs Theory
1.5.4. Motivation and Financial Compensation

1.6. Innovation in Talent and People Management
1.6.1. Strategic Talent Management Models
1.6.2. Identification, Training and Development of Talent
1.6.3. Loyalty and Retention
1.6.4. Proactivity and Innovation

Module 2. Technological Management

2.1. Information Systems in Companies
2.1.1. The Evolution of the IT Model
2.1.2. Organization and the IT Department
2.1.3. Information Technology and Economic Environment

2.2. IT Position of the Business
2.2.1. Perception of Value Added to the Business
2.2.2. Strategy Maturity Level
2.2.3. IT Governance and Corporate Governance

2.3. Development of Management Skills
2.3.1. Management Function and Management Roles
2.3.2. The Role of the CIO in the Company
2.3.3. Vision and Mission of the IT Director
2.3.4. e-leadership and Holistic Innovation Management

2.4. Relational and Political Capabilities
2.4.1. Steering Committees
2.4.2. Influence
2.4.3. Stakeholders
2.4.4. Conflict Management

2.5. Corporate Strategy and Technology Strategy
2.5.1. Creating Value for Customers and Shareholders
2.5.2. Strategic IS/IT Decisions
2.5.3. Corporate Strategy vs. Technology and Digital Strategy

2.6. Information Systems for Decision-Making
2.6.1. Business Intelligence
2.6.2. Data Warehouse
2.6.3. Balanced Scorecard (BSC)

Module 3. Strategic Planning and IT Project Management

3.1. Process of Strategic Planning
3.1.1. Phases of the Plan
3.1.2. Conceptual Vision
3.1.3. Organization of Work

3.2. Understanding the Business Strategy
3.2.1. Information Needs
3.2.2. Business Process Mapping
3.2.3. Business Aspirations or Priorities

3.3. Analysis of Current IS/IT
3.3.1. Resource Level and Expenditure/Investment Level Analysis
3.3.2. Analysis of Perceived Quality
3.3.3. Application and Infrastructure Analysis
3.3.4. Analysis of the Environment and Competitors

3.4. Strategy Formulation
3.4.1. Aspirations and Strategic Directions of the Plan
3.4.2. The Target IS/IT Model
3.4.3. Strategic Initiatives
3.4.4. Implications of the Plan

3.5. Implementation Plan
3.5.1. Implementation Approach
3.5.2. Project Plan

3.6. Information Systems Projects
3.6.1. IT Project Planning
3.6.2. Project Follow-up and Closure
3.6.3. Project Management Strategies

3.7. Management of Technological Resources
3.7.1. Technological Offer
3.7.2. Time and Cost Management
3.7.3. Agile Project Management and Productivity

3.8. Lean IT
3.8.1. Lean IT and Lean Thinking
3.8.2. The Basic Principles of Lean Management
3.8.3. Improvement and Problem-Solving Groups
3.8.4. Maintenance and Quality Management Forms

Module 4. Innovation Management

4.1. Creative Thinking: Innovation
4.1.1. Innovation in the Technology Business
4.1.2. Techniques to Promote Creativity
4.1.3. Process of Conception of Innovative Ideas

4.2. Process Engineering and Product Engineering
4.2.1. Innovation Strategies
4.2.2. Open innovation
4.2.3. Innovative Organization and Culture
4.2.4. Multifunctional Teams

4.3. Launch and Industrialization of New Products
4.3.1. Design of New Products
4.3.2. Lean Design
4.3.3. Industrialisation of New Products
4.3.4. Manufacture and Assembly

4.4. R&D&I Management Systems
4.4.1. Requirements of a R&D&I Management Systems
4.4.2. Line of Action, Activity, Process and Procedure
4.4.3. Recommended Framework for R&D&I Management

4.5. R&D&I Auditing and Certification
4.5.1. Basic Principles of (R&D&I) Audits
4.5.2. Phases of a (R&D&I) Audit
4.5.3. Certifications in the Field of Research, Development and Innovation R&D&I
4.5.4. Certification of R&D&I Management Systems

4.6. Tools for R&D&I Management
4.6.1. Cause-Effect Diagram for R&D&I
4.6.2. Weighted Selection for R&D&I
4.6.3. Pareto Diagram for R&D&I
4.6.4. Matrix of Priorities for R&D&I

4.7. Benchmarking Applied to R&D&I
4.7.1. Types of Benchmarking
4.7.2. The Benchmarking Process in R&D&I
4.7.3. Methodology of the Benchmarking Process applied to R&D&I
4.7.4. Advantages of Benchmarking

4.8. Re-Engineering for the Radical Innovation of the Business Processes in the Company
4.8.1. Origins and Evolution of Process Re-Engineering
4.8.2. Objectives of Re-Engineering
4.8.3. Correct Approach to Re-Engineering

4.9. Direction and Management of R&D&I Projects
4.9.1. Elements that make up an R&D&I Project
4.9.2. Most Significant Stages of an R&D&I Project
4.9.3. Processes for the Management of R&D&I Projects

4.10. Quality Management in R&D&I Projects
4.10.1. The Quality Management System in R&D&I Projects
4.10.2. Quality Plans for R&D&I Projects
4.10.3. Content of a Quality Plan for R&D&I Projects

Module 5. Information Security Systems

5.1. Introduction to Information Security
5.1.1. Types of Attacks on a Computer System
5.1.2. Measures to Ensure Computer System Security
5.1.3. Risk Plan, Safety Plan and Contingency Plan

5.2. Security in Computer Networks
5.2.1. Online Threats
5.2.2. Computer Viruses
5.2.3. Social Engineering
5.2.4. Hackers

5.3. Ethical Hacking
5.3.1. Legal Considerations
5.3.2. Vulnerability Scanning
5.3.3. Useful Tools

5.4. Design and Management of Secure Networks and Risk Management
5.4.1. Server Operating Systems
5.4.2. Network Deployment
5.4.3. IT Governance, Risk Management and Regulatory Compliance

5.5. Implementation of an ISMS According to ISO 27000 Standards
5.5.1. Information Security Management Systems and Benefits
5.5.2. Information Security Management Standards
5.5.3. Stages of Implementation of an SMSI

5.6. Industrial and Intellectual Property in the Technological Field
5.6.1. Industrial Property
5.6.2. Trademarks and Domain Names
5.6.3. Intellectual Property

5.7. Recruitment and the ICT Sector
5.7.1. Contracting Management and Legal Aspects
5.7.2. Main Contractual Figures Related to the IT Sector

5.8. Data Protection, Privacy and Confidentiality
5.8.1. The Data Protection Regime
5.8.2. Labor Relations, Privacy and the Right to Privacy
5.8.3. Main Fundamental Rights Related to the IT Environment

Block 2: Strategy and Digital Business

Module 6. New Digital Trends

6.1. The Internet of Things
6.1.1. Visions and Challenges
6.1.2. Key Technologies
6.1.3. Pioneering Projects

6.2. Gamification
6.2.1. Business Gamification Techniques
6.2.2. Gamification Design Framework
6.2.3. Operating Mechanisms and Motivation
6.2.4. Benefits and Return on Investment

6.3. Big Data
6.3.1. Sectoral Application
6.3.2. Business Models
6.3.3. New Professions

6.4. Artificial Intelligence
6.4.1. Methodological Aspects in Artificial Intelligence
6.4.2. Heuristic Search
6.4.3. Rule Inference Methods
6.4.4. Semantic Networks

6.5. Robotics
6.5.1. Robot Morphology
6.5.2. Mathematical Tools for Spacial Localization
6.5.3. Cinematic Control
6.5.4. Criteria for Implementing an Industrial Robot

6.6. Modelling and Simulation
6.6.1. Modelling using DEVS
6.6.2. Modelling of Random Inputs
6.6.3. Generation of Random Inputs
6.6.4. Design of Experiments and Optimization

6.7. Implementing Cryptography in Technology Projects
6.7.1. Electronic Signature
6.7.2. Digital Certificate
6.7.3. Data Encryption
6.7.4. Practical Applications of Cryptography

6.8. Other Trends
6.8.1. 3D Printing
6.8.2. Drones
6.8.3. Artificial Vision
6.8.4. Augmented Reality

Module 7. Strategy and Digital Business

7.1. Digital Strategy
7.1.1. Online Business Models
7.1.2. Technology Strategy and its Impact on Digital Innovation
7.1.3. Strategic Planning of Information Technologies
7.1.4. Strategy and the Internet

7.2. Sourcing Strategy
7.2.1. Tools to Develop Sourcing Strategy
7.2.2. Cloud Computing
7.2.3. IT Sourcing Management

7.3. Information Technology Governance
7.3.1. Analysis of Current Trends and Best Practices in the IT Function
7.3.2. Management Challenges and Key Decisions
7.3.3. Management Procedures, Requirements, Strategies and Outsourcing Models

7.4. Business in Social Networks
7.4.1. Strategic Vision of Web 2.0 and its Challenges
7.4.2. Convergence Opportunities and ICT Trends
7.4.3. How to Monetize Web 2.0 and Social Networks
7.4.4. Mobility and Digital Business

7.5. Business Process Management
7.5.1. Management of the Company by Processes
7.5.2. Processes Reengineering
7.5.3. Information Systems of Companies

7.6. Company Systems based on Internet Collaboration
7.6.1. Customer Management Systems: Customer Relationship Management (CRM)
7.6.2. Supply Chain Management Systems
7.6.3. E-commerce Systems

7.7. Systems for Knowledge Management and Collaboration in the Company
7.7.1. Content Management
7.7.2. Collaborative Work and Employee Portals
7.7.3. Knowledge Management Policies and Processes

7.8. Effective Organization of the Systems Unit
7.8.1. IT Governance
7.8.2. Implementation Risks
7.8.3. Operational Risks

7.9. B2B Internalization
7.9.1. Identification and Contact Tools
7.9.2. Digital Strategies for B2B Internationalization
7.9.3. Brand Management for B2B Markets

7.10. B2C Internalization
7.10.1. Tools for International BenchMarking
7.10.2. Digital Strategies for B2C Internationalization
7.10.3. B2C Monitoring

7.11. International Logistics
7.11.1. Modes of International Logistics
7.11.2. Logistics with Marketplaces
7.11.3. Dropshipping Logistics

Module 8. Social Media and Community Management

8.1. Web 2.0 or the Social Web
8.1.1. Organization in the Age of Conversation
8.1.2. Web 2.0 Is All About People
8.1.3. New Environments and New Content

8.2. Digital Communication and Reputation
8.2.1. Crisis Management and Online Corporate Reputation
8.2.2. Online Reputation Report
8.2.3. Netiquette and Good Practices on Social Media
8.2.4. Branding and Networking 2.0

8.3. General, Professional, and Microblogging Platforms
8.3.1. Facebook
8.3.2. LinkedIn
8.3.3. Twitter

8.4. Video, Image, and Mobility Platforms
8.4.1. YouTube
8.4.2. Instagram
8.4.3. Flickr
8.4.4. Vimeo
8.4.5. Pinterest

8.5. Corporate Blogging
8.5.1. How to Create a Blog
8.5.2. How to Create a Content Plan for Your Blog
8.5.3. Content Curation Strategy

8.6. Social Media Strategies
8.6.1. Corporate Communication Plan 2.0
8.6.2. Corporate PR and Social Media
8.6.3. Analysis and Evaluation of Results

8.7. Community Management
8.7.1. Functions, Duties, and Responsibilities of the Community Manager
8.7.2. Social Media Manager
8.7.3. Social Media Strategist

8.8. Social Media Plan
8.8.1. Designing a Social Media Plan
8.8.2. Defining the Strategy to Be Followed in Each Medium
8.8.3. Contingency Protocol in Case of Crisis

Module 9. Data Science and Big Data

9.1. Data Science and Big Data
9.1.1. Impact of Big Data and Data Science on Business Strategy
9.1.2. Introduction to Command Line
9.1.3. Data Science Problems and Solutions

9.2. Data Hacking Languages
9.2.1. SQL Databases
9.2.2. Introduction to Python
9.2.3. Programming in R

9.3. Statistics
9.3.1. Introduction to Statistics
9.3.2. Linear and Logistic Regression
9.3.3. PCA and Clustering

9.4. Machine Learning
9.4.1. Model Selection and Regularization
9.4.2. Random Trees and Forests
9.4.3. Processing Natural Language

9.5. Big Data
9.5.1. Hadoop
9.5.2. Spark
9.5.3. Collaborative Recommendation and Filtering Systems

9.6. Data Science Success Stories
9.6.1. Customer Segmentation Using the RFM Model
9.6.2. Experiment Design Application
9.6.3. Supply Chain Value: Forecasting
9.6.4. Business Intelligence

9.7. Hybrid Architectures in Big Data
9.7.1. Lambda Architecture
9.7.2. Kappa Architecture
9.7.3. Apache Flink and Practical Implementations
9.7.4. Amazon Web Services

9.8. Big Data in the Cloud
9.8.1. AWS: Kinesis
9.8.2. AWS: DynamoDB
9.8.3. Google Cloud Computing
9.8.4. Google BigQuery

Module 10. Web Design, Usability and User Experience

10.1. UX Design
10.1.1. Information Architecture
10.1.2. SEO and Analytics for UX
10.1.3. Landing Pages

10.2. Technical Terms in UX Design
10.2.1. Wireframe and Components
10.2.2. Interaction Pattern and Navigation Flow
10.2.3. User Profile
10.2.4. Process and Process Funnel

10.3. Research
10.3.1. Research in Interface Design Projects
10.3.2. Qualitative and Quantitative Approach
10.3.3. Announce the Results of the Research

10.4. Digital Design
10.4.1. Digital Prototype
10.4.2. Axure and Responsive
10.4.3. Interaction Design and Visual Design

10.5. User Experience
10.5.1. User Focused Design Methodology
10.5.2. User Research Techniques
10.5.3. Involve the Customer in the Process
10.5.4. Shopping Experience Management

10.6. Designing the User Experience Strategy
10.6.1. Content Trees
10.6.2. High-Fidelity Wireframes
10.6.3. Component Maps
10.6.4. Usability Guides

10.7. Usability Evaluation
10.7.1. Usability Evaluation Techniques
10.7.2. Viewing Data
10.7.3. Presentation of Data

10.8. Customer Value and Customer Experience Management
10.8.1. Use of Narratives and Storytelling
10.8.2. Co-Marketing as a Strategy
10.8.3. Content Marketing Management
10.8.4. The ROI of Customer Experience Management

Module 11. Leadership, Ethics and Corporate Social Responsibility

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

11.2. Cross-Cultural Management
11.2.1. Concept of Cross-Cultural Management
11.2.2. Contributions to the Knowledge of National Cultures
11.2.3. Diversity Management

11.3. Business Ethics
11.3.1. Ethics and Morals
11.3.2. Business Ethics
11.3.3. Leadership and Business Ethics

11.4. Sustainability
11.4.1. Sustainability and Sustainable Development
11.4.2. 2030 Agenda
11.4.3. Sustainable Companies

11.5. Corporate Social Responsibility
11.5.1. International Dimension of Corporate Social Responsibility
11.5.2. Implementation of Corporate Social Responsibility
11.5.3. Impact and Measurement of Corporate Social Responsibility

11.6. Responsible Management Systems and Tools
11.6.1. CSR: Corporate Social Responsibility
11.6.2. Essential Aspects for Implementing a Responsible Management Strategy
11.6.3. Steps for the Implementation of a Corporate Social Responsibility Management System
11.6.4. CSR Tools and Standards

11.7. Multinationals and Human Rights
11.7.1. Globalization, Multinational Companies and Human Rights
11.7.2. Multinational Companies and International Law
11.7.3. Legal Tools for Multinationals on Human Rights

11.8. Legal Environment and Corporate Governance
11.8.1. International Import and Export Regulations
11.8.2. Intellectual Property and Industrial Property
11.8.3. International Labor Law

Module 12. People and Talent Management

12.1. Strategic People Management
12.1.1. Strategic Management and Human Resources
12.1.2. Strategic People Management

12.2. Competency-based Human Resources Management
12.2.1. Potential Analysis
12.2.2. Remuneration Policy
12.2.3. Career/Succession Planning

12.3. Performance Evaluation and Compliance Management
12.3.1. Performance Management
12.3.2. Compliance Management: Objectives and Process

12.4. Development of High-Performance Teams
12.4.1. High-Performance Teams: Self-Managed Teams
12.4.2. Management Methodologies for High-Performance Self-Managed Teams

12.5. Negotiation and Conflict Management
12.5.1. Negotiation
12.5.2. Conflict Management
12.5.3. Crisis Management

12.6. Executive Communication
12.6.1. Internal and External Communication in the Business Environment
12.6.2. Communication Departments
12.6.3. The Person in Charge of Communication in the Company. The Profile of the Dircom

12.7. Productivity, Attraction, Retention and Activation of Talent
12.7.1. Productivity
12.7.2. Talent Attraction and Retention Levers

Module 13. Economic-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

3.2. Management Accounting
13.2.1. Basic Concepts
13.2.2. The Company's Assets
13.2.3. The company's Liabilities
13.2.4. The Net Worth of the Company
13.2.5. The Profit and Loss Statement

13.3. Information Systems and Business Intelligence
13.3.1. Fundamentals and Classification
13.3.2. Phases and Methods of Cost Distribution
13.3.3. Choice of Cost Center and Impact

13.4. Budget and Management Control
13.4.1. The Budget Model
13.4.2. Capital Budgeting
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
13.5.5.5. Financial Risk 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 Business Strategy
13.6.4. The Cash Flow Table
13.6.5. The Working Capital Table

13.7. Corporate Financial Strategy
13.7.1. Corporate Strategy and Sources of Financing
13.7.2. Financial Products for Corporate Financing

13.8. Strategic Financing
13.8.1. Self-Financing
13.8.2. Equity Capital Increase
13.8.3. Hybrid Resources
13.8.4. Financing through Intermediaries

13.9. Financial Analysis and Planning
13.9.1. Balance Sheet Analysis
13.9.2. Profit and Loss Statement Analysis
13.9.3. Profitability Analysis

13.10. Analysis and Resolution of Cases/ Problems
13.10.1. Financial Information of Industria de Diseño y Textil, S.A. (INDITEX)

Module 14. Sales Management and Strategic Marketing

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

14.2. Marketing
14.2.1. Concept of Marketing
14.2.2. Basic Elements of Marketing
14.2.3. Marketing Activities of the Company

14.3. Strategic Marketing Management
14.3.1. Strategic Marketing Concept
14.3.2. Concept of Strategic Marketing Planning
14.3.3. Stages of the Strategic Marketing Planning Process

14.4. Digital Marketing and E-Commerce
14.4.1. Objectives of Digital Marketing and E-Commerce
14.4.2. Digital Marketing and the Media it Uses
14.4.3. E-Commerce. General Context
14.4.4. Categories of the Electronic Commerce
14.4.5. Advantages and Disadvantages of E-commerce versus Traditional Trade

14.5. Digital Marketing to Reinforce the Brand
14.5.1. Online Strategies to Improve the Reputation of Your Brand
14.5.2. Branded Content & Storytelling

14.6. Digital Marketing to Attract and Retain Customers
14.6.1. Loyalty and Bonding Strategies through the Internet
14.6.2. Visitor Relationship Management
14.6.3. Hypersegmentation

14.7. Digital Campaign Management
14.7.1. What is a Digital Advertising Campaign?
14.7.2. Steps to Launching an Online Marketing Campaign
14.7.3. Mistakes in Digital Advertising Campaigns

14.8. Sales Strategy
14.8.1. Sales Strategy
14.8.2. Sales Methods

14.9. Corporate Communication

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

14.10. Communication and Digital Reputation

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

Module 15. Executive Management

15.1. General Management

15.1.1. Concept of General Management
15.1.2. The General Manager's Action
15.1.3. The General Manager and its Functions
15.1.4. Transformation of the Work of Management

15.2. The Manager and its Functions. Organizational Culture and its Approaches

15.2.1. The Manager and its Functions. Organizational Culture and its Approaches

15.3. Operations Management

15.3.1. Importance of Management
15.3.2. The Value Chain
15.3.3. Quality Management

15.4. Public Speaking and Spokesperson Training

15.4.1. Interpersonal Communication
15.4.2. Communication Skills and Influence
15.4.3. Communication Barriers

15.5. Personal and Organizational Communication Tools

15.5.1. Interpersonal Communication
15.5.2. Interpersonal Communication Tools
15.5.3. Communication in the Organization
15.5.4. Tools in the Organization

15.6. Communication in Crisis Situations

15.6.1. Crisis
15.6.2. Stages of the Crisis
15.6.3. Messages: Contents and Timing

15.7. Preparation of a Crisis Plan

15.7.1. Analysis of Potential Problems
15.7.2. Planning
15.7.3. Personnel Adaptation

15.8. Personal Branding

15.8.1. Strategies for Developing Personal Branding
15.8.2. Laws of Personal Branding
15.8.3. Tools for Building Personal Brands

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

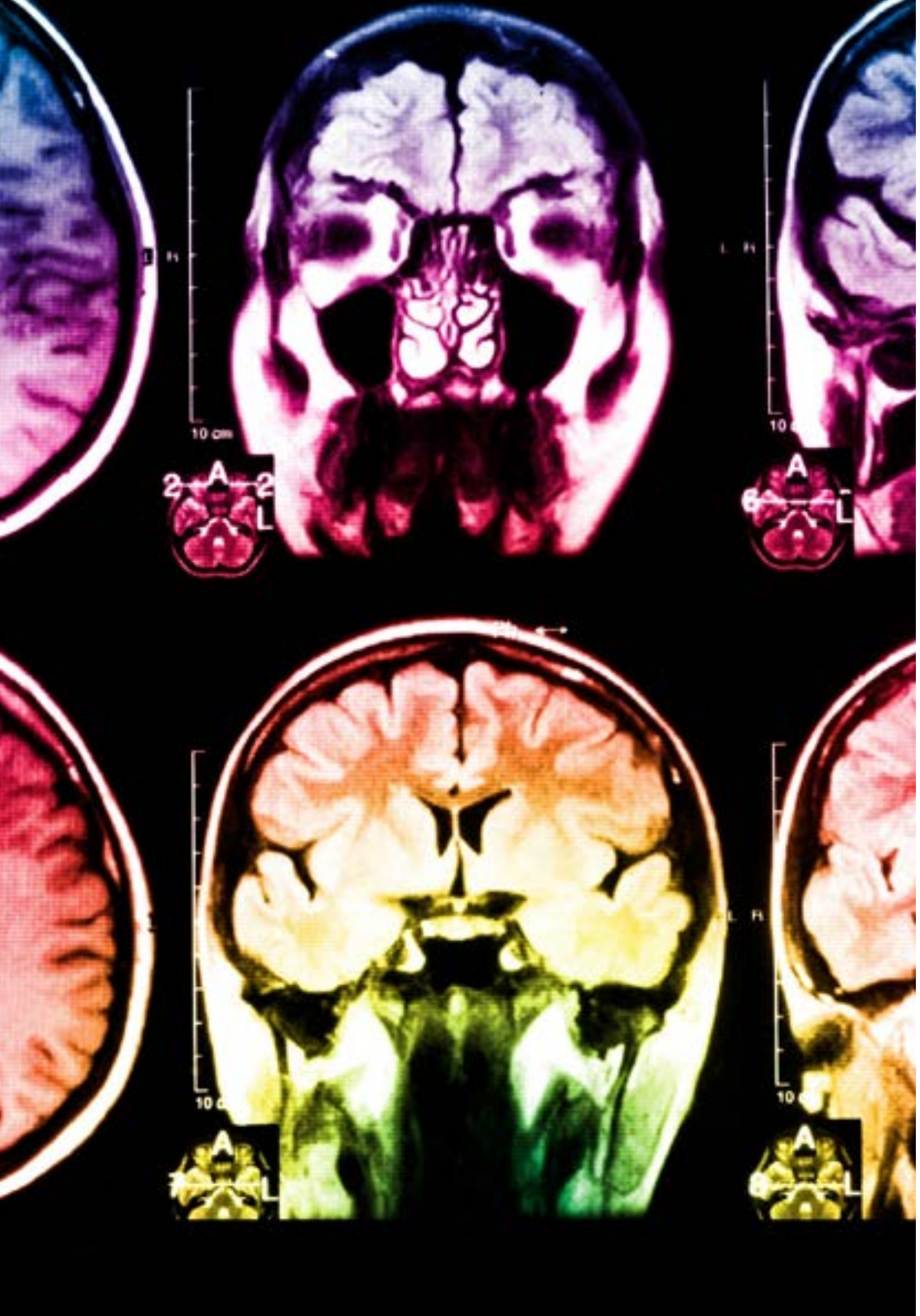
TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

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.

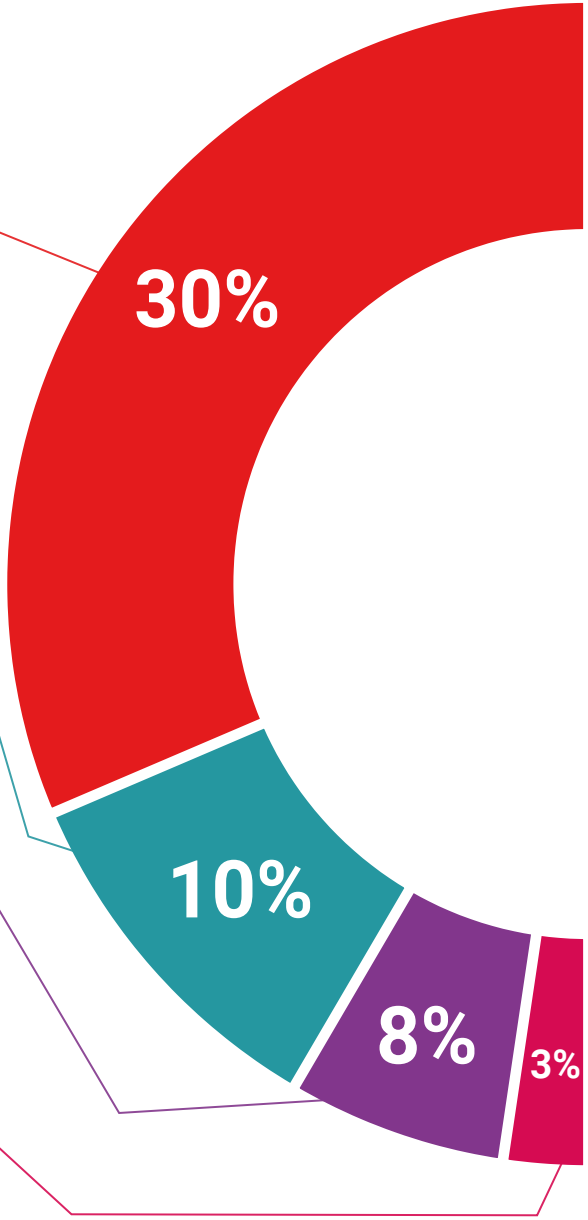
Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

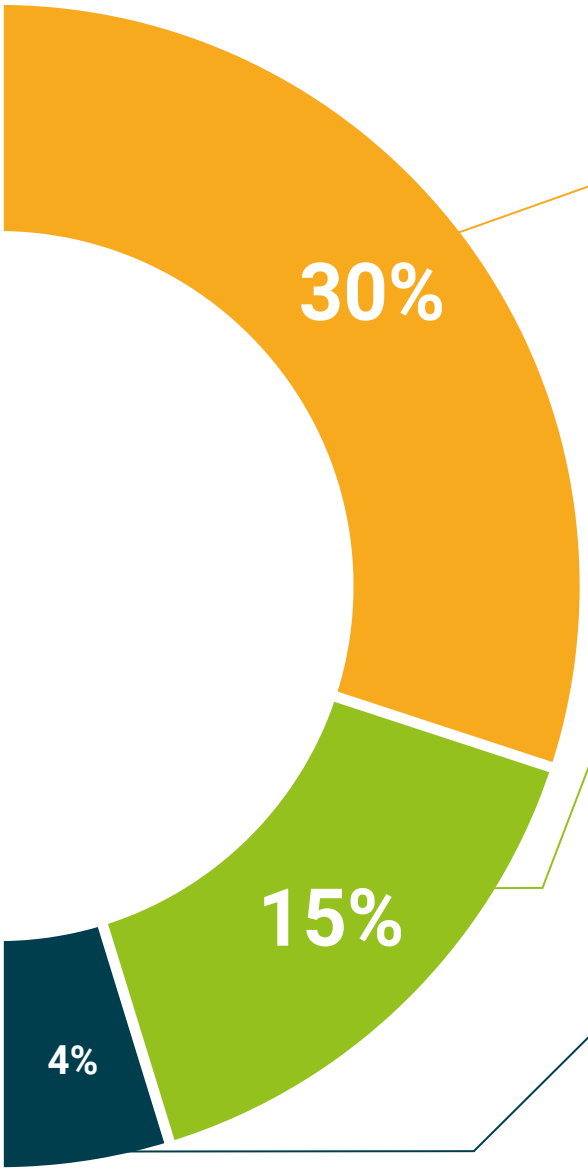
Management Skills Exercises

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

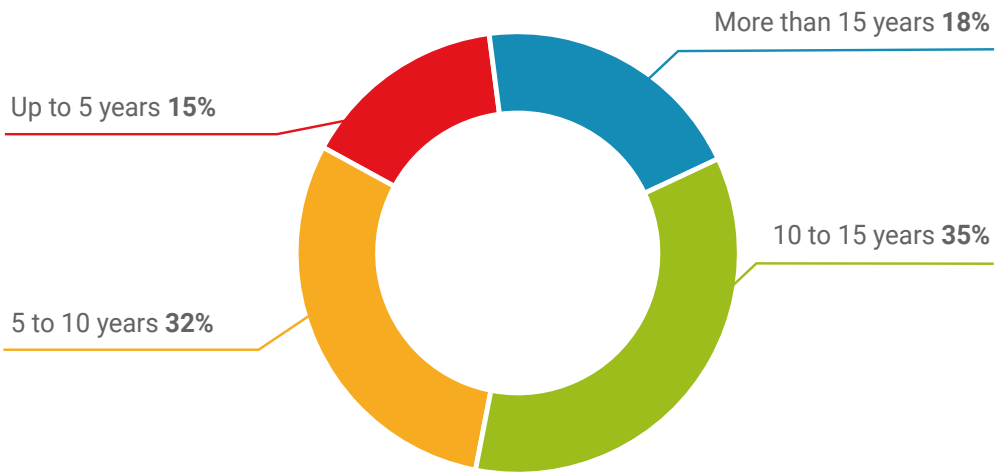
The Executive Master's Degree MBA in IT Management (CTO, Chief Technical Officer) is a program aimed at technology professionals who want to update their knowledge, discover new ways of managing technology and advance in their careers. Thanks to TECH's advanced teaching methodology, you will be able to access teaching contents specifically designed to turn you into a prestigious Chief Technical Officer.

If you have experience in the financial sector and are looking for an interesting career boost while continuing to work, then this is the program for you"

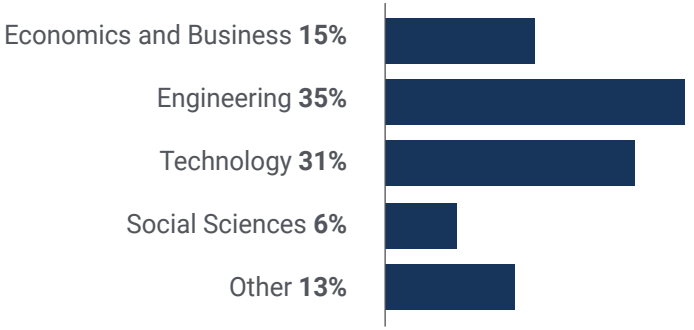
Average Age

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

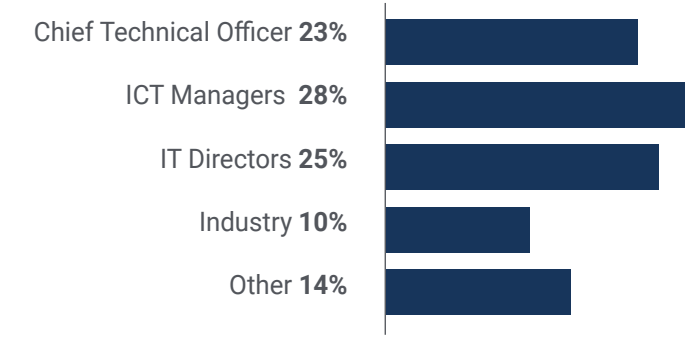
Years of Experience



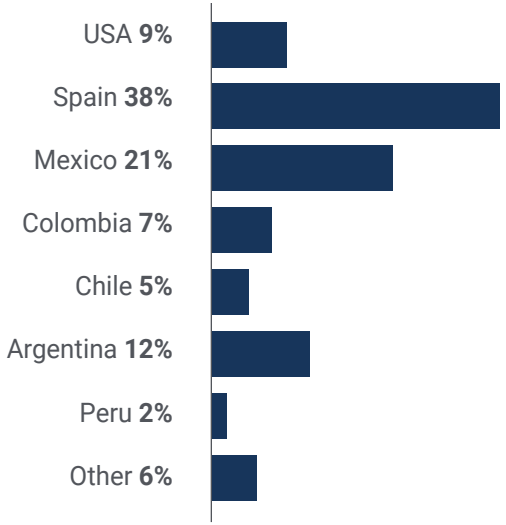
Training



Academic Profile



Geographical Distribution



Ana Rubio

Chief Technical Officer

"I am a computer engineer and after six years working as a programmer and project analyst, I found this program which provided the opportunity to turn my professional career around. My experience was very positive. This Executive Master's Degree lays the foundations of management in the business world, which are the fundamental pillars of the CTO's daily work"

09

Course Management

TECH has professionals specialized in each area of knowledge, who contribute their work experience to this program. A multidisciplinary team with recognized prestige has joined forces to offer students all its knowledge in this field.

Our teaching team on this Executive Master's Degree MBA in IT Management (CTO, Chief Technical Officer), will help you achieve success in your profession"

International Guest Director

A technology leader with decades of experience in **major technology multinationals**, Rick Gauthier has developed prominently in the field of **cloud 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.

D. Gauthier, Rick

- Regional IT Director - Amazon, Seattle
- 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

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 recruitment and technology strategy. Throughout her career, she has held senior positions in several technology organizations within Fortune 50 companies such as NBCUniversal 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, actively participating in networks of Human Resources professionals and contributing to the incorporation of numerous workers in different companies. After earning her bachelor's degree in Organizational Communication from the University of Miami, she has held senior recruiting positions at companies in a variety of fields.

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

Dña. 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

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

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 real 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.

He has also nurtured and led high-performing teams throughout his career that have received awards for their transformational potential. With Shell, specifically, the executive has always set out to overcome three challenges: meeting the complex decarbonization demands of customers, supporting "cost-effective decarbonization" and overhauling a fragmented data, digital and technology landscape. In this way, his efforts have evidenced 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.

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

D. 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

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

International Guest Director

Manuel Arens is an experienced data management professional and leader of a highly qualified team. In fact, Arens holds the position of global procurement manager in Google's Technical Infrastructure and Data Center division, where he has spent most of his career. Based in Mountain View, California, he has provided solutions for the tech giant's operational challenges, such as master data integrity, vendor data updates and vendor prioritization. He has led data center supply chain planning and vendor risk assessment, generating process and workflow management improvements that have resulted in significant cost savings.

With more than a decade of work providing digital solutions and leadership for companies in diverse industries, he has extensive experience in all aspects of strategic solution delivery, including marketing, media analytics, measurement and attribution. In fact, he has received several awards for his work, including the BIM Leadership Award, the Search Leadership Award, Export Lead Generation Program Award and the EMEA Best Sales Model Award.

Arens also served as Sales Manager in Dublin, Ireland. In this role, he built a team of 4 to 14 members over three years and led the sales team to achieve results and collaborate well with each other and cross-functional teams. He also served as Senior Industry Analyst, Hamburg, Germany, creating storylines for over 150 clients using internal and third party tools to support analysis. Developed and wrote in-depth reports to demonstrate his mastery of the subject matter, including understanding the macroeconomic and political/regulatory factors affecting technology adoption and diffusion.

He has also led teams at companies such as Eaton, Airbus and Siemens, where he gained valuable account and supply chain management experience. He is particularly noted for continually exceeding expectations by building valuable customer relationships and working seamlessly with people at all levels of an organization, including stakeholders, management, team members and customers. His data-driven approach and ability to develop innovative and scalable solutions to industry challenges have made him a prominent leader in his field.

D. Arens, Manuel

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

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

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).

D. La Sala, Andrea

- Global Brand and Merchandising Director at Giorgio Armani
- 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

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

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 Data analysis. 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 Luminate's new API for Shopper and Channel insights.

In terms of education, the executive has several Master's degrees 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 Postgraduate Diploma has achieved cutting-edge competencies. Thus, he has come to be considered a born leader of the new global economy, centered on the impulse of data and its infinite possibilities.

D. Gram, Mick

- 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 Professional Master's Degree in Mathematics and Statistics at the University of Copenhagen

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

International Guest Director

Scott Stevenson is a distinguished Digital Marketing industry expert who, for over 19 years, has been associated with one of the most powerful companies in the entertainment industry, Warner Bros. Discovery. In this role, he has played a crucial role in overseeing logistics and creative workflows across a variety of digital platforms, including social media, search, display and linear media.

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

On the other hand, the expert 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 skills in communication and storytelling. In addition, he has participated in Harvard University's School of Professional Development in cutting-edge programs on the use of Artificial Intelligence in business. As such, his professional profile stands as one of the most relevant in the current field of Marketing and Digital Media.

D. 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, USA
- Bachelor's Degree in Telecommunications from the University of Florida

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

International Guest Director

Doctor Eric Nyquist is an outstanding professional in the international sports field, who has built an impressive career, standing out for his strategic leadership and his ability to drive change and innovation in top-level sports organizations.

In fact, he has held senior roles such as Director of Communications and Impact at NASCAR, based in Florida, United States. 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 Soccer Federation.

D. Nyquist, Eric

- Director of Communications and Impact, NASCAR, Florida, United States
- Senior Vice President, Strategic Development, NASCAR, United States
- 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
- Juris Doctor from the University of Chicago
- Master of Business Administration-MBA from the University of Chicago Booth School of Business
- Bachelor's Degree in International Economics from Carleton College

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

Management

Mr. Santana, Gustavo

- Engineer General Manager of Multiconversión Roi Agency
- Consulting and implementation of digital strategies aimed at profitability

10

Impact on Your Career

TECH is aware that studying a program like this entails great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. For this reason, TECH places all its resources within the student's reach, so that they can specialize in a high-demand sector, achieving a benefit for their career without having to make a great effort.

You will manage your organization's hybrid architectures in Big Data, R&D certifications and web design in such a way that you will become indispensable within your organization"

This program will give you the necessary tools to develop professionally in IT management and leadership

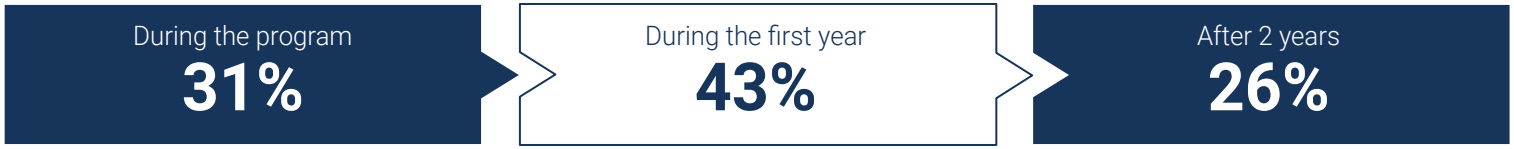
Are you ready to take the leap? Excellent professional development awaits you

The Executive Master's Degree MBA in IT Management (CTO, Chief Technical Officer) of TECH Technological University is an intensive program that prepares students to face the challenges and business decisions at the technological level, both nationally and internationally. Its main objective is to promote your personal and professional growth, helping you achieve success.

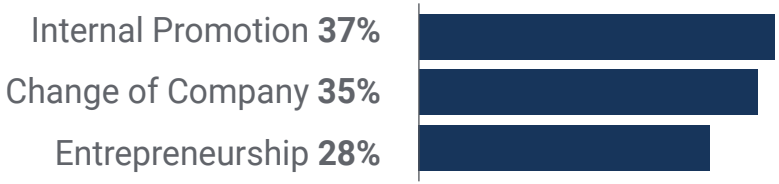
If you want to improve yourself, make a positive change at a professional level and interact with the best, this is the place for you.

At TECH we are committed to quality specialization, so that our students achieve professional success. This program is an example of this

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 IT Management (CTO, Chief Technical Officer) contributes to elevate the organization's talent to its maximum potential, through the specialization of high-level leaders. Therefore, participating in this academic program will lead to improvement not only on a personal level, but above all, on a professional level, improving the professional skills and management skills of the student. In addition, joining TECH's educational community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.

It offers your business a global vision of the sector, achieving both short- and long-term benefits"

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

01

Intellectual Capital and Talent Growth

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

02

Retaining High-Potential Executives to Avoid Talent Drain

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

03

Building Agents of Change

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

You will be able to work on a current project or develop new projects in the field of R&D or Business Development within the 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 MBA in IT Management (CTO, Chief Technical Officer) guarantees students, in addition to the most rigorous and up-to-date education, access to an Executive Master's Degree issued by TECH Technological University.

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

This **Executive Master's Degree MBA in IT Management (CTO, Chief Technical 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** certificate issued by **TECH Technological University** via tracked delivery*.

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

Title: **Executive Master's Degree MBA in IT Management (CTO, Chief Technical Officer)**

Official Nº of Hours: **1,500 h.**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Awards the followi ng

DIPLOMA

to

Mr./Ms. _____, with identification number _____ .

For having successfully passed and accredited the following program

EXECUTIVE MASTER'S DEGREE

in

MBA in IT Management (CTO, Chief Technical Officer)

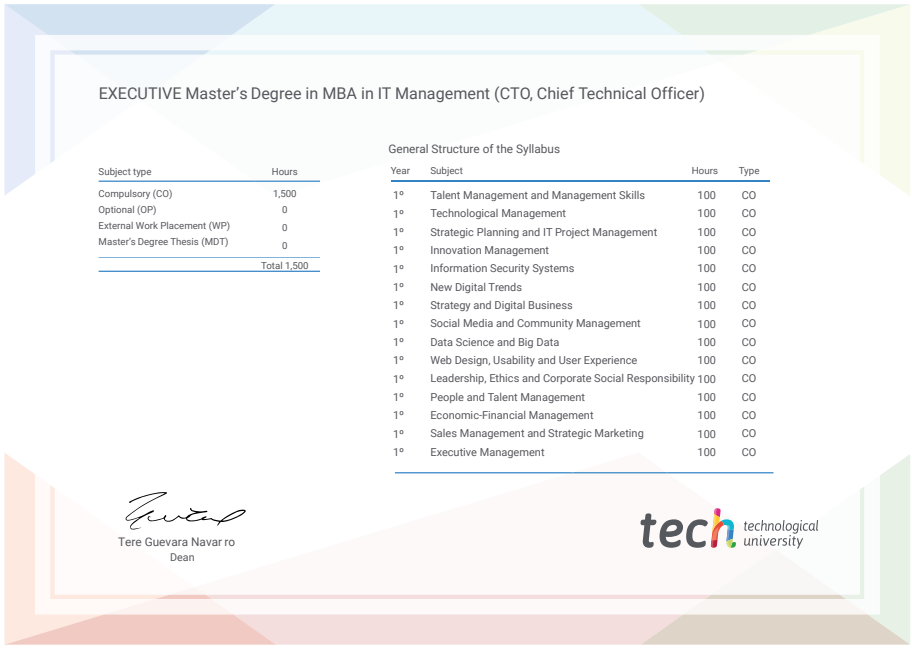
This is a qualification awarded by this University, equivalent to 1,500 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018 .

June 17, 2020

Tere Guevara Navar ro
Dean

Unique TECH Code: AFWORD23S techtitute.com/certificates


EXECUTIVE Master's Degree in MBA in IT Management (CTO, Chief Technical Officer)

Subject type	Hours
Compulsory (CO)	1,500
Optional (OP)	0
External Work Placement (WP)	0
Master's Degree Thesis (MDT)	0
	Total 1,500

General Structure of the Syllabus

Year	Subject	Hours	Type
1º	Talent Management and Management Skills	100	CO
1º	Technological Management	100	CO
1º	Strategic Planning and IT Project Management	100	CO
1º	Innovation Management	100	CO
1º	Information Security Systems	100	CO
1º	New Digital Trends	100	CO
1º	Strategy and Digital Business	100	CO
1º	Social Media and Community Management	100	CO
1º	Data Science and Big Data	100	CO
1º	Web Design, Usability and User Experience	100	CO
1º	Leadership, Ethics and Corporate Social Responsibility	100	CO
1º	People and Talent Management	100	CO
1º	Economic-Financial Management	100	CO
1º	Sales Management and Strategic Marketing	100	CO
1º	Executive Management	100	CO

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*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.

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Executive Master's Degree
MBA in IT Management (CTO, Chief Technical Officer)

- Modality: **online**
- Duration: **12 months**
- Certificate: **TECH Technological University**
- Schedule: **at your own pace**
- Exams: **online**

Executive Master's Degree

MBA in IT Management (CTO, Chief Technical Officer)

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