

# Executive Master's Degree MBA in Strategy (CSO, Chief Strategy Officer)

M B A S C S O



## Executive Master's Degree MBA in Strategy (CSO, Chief Strategy Officer)

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Technological University
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Graduates and professionals with demonstrable experience in management.

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

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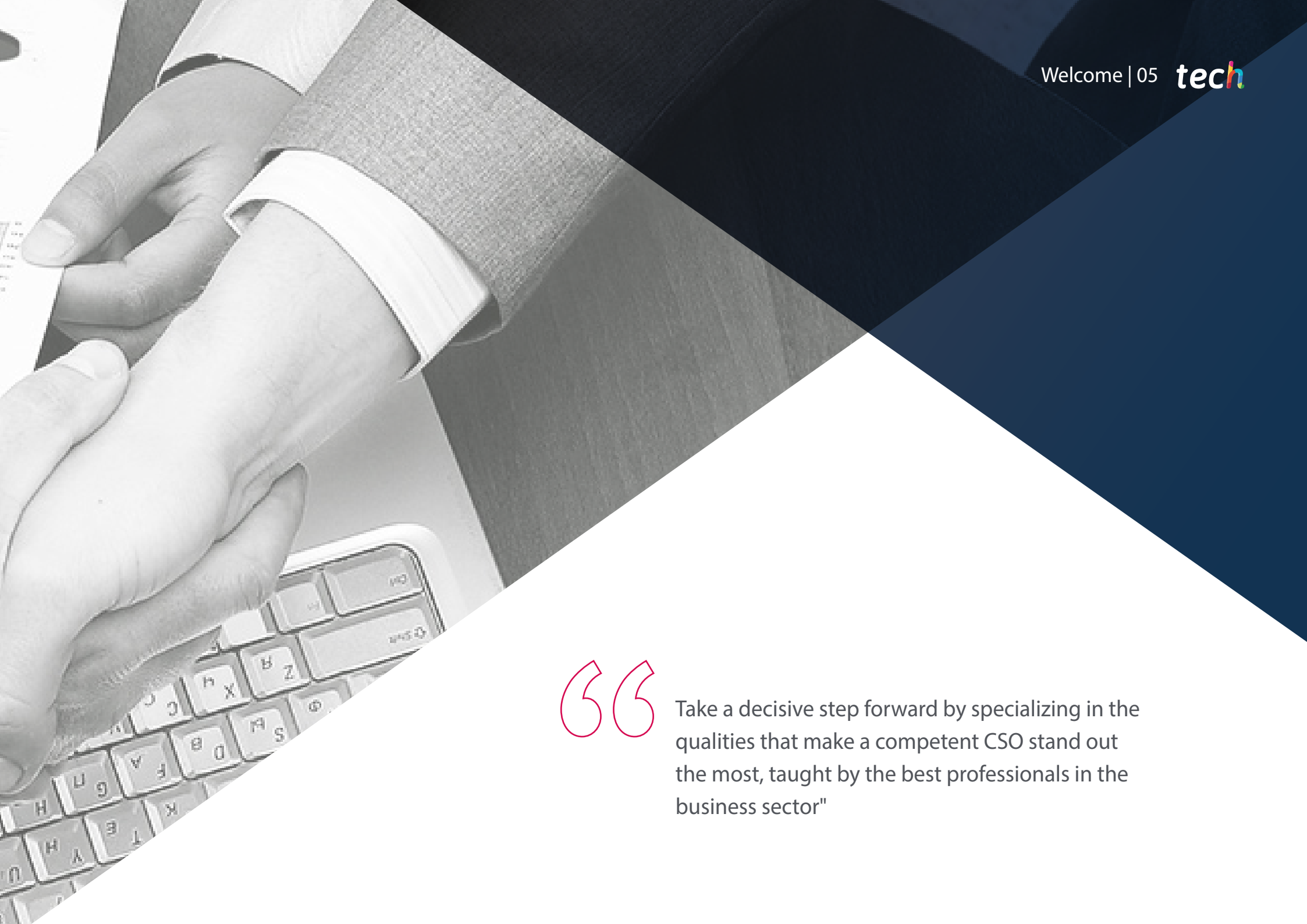
# 01 Welcome

Increasing competition, and the political and economic volatility of many markets mean that today's business strategies must be refined and adapted to uncertain situations. This is not an easy task, which is why the figure of the Chief Strategy Officer or CSO is becoming increasingly important. This high-level manager must possess extensive skills in strategic management, organizational behavior, business analytics and planning. All of this confers a high status, both in the workplace and economically. In this program, the manager will have access to the keys and skills necessary to position themselves as a prestigious CSO, accessing teaching material written by leaders versed in the field of strategic analysis. TECH's 100% online methodology guarantees access to an innovative program without having to sacrifice any aspect of the future CSO's professional or personal life.



MBA in Strategy (CSO, Chief Strategy Officer). TECH  
Technological University





“

Take a decisive step forward by specializing in the qualities that make a competent CSO stand out the most, taught by the best professionals in the business sector”

02

# Why Study at TECH?

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



“

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

## At TECH Technological University



### Innovation

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

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



### The Highest Standards

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

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



### Networking

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

**100,000+**

executives trained each year

**200+**

different nationalities



### Empowerment

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

**500+**

collaborative agreements with leading companies



### Talent

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

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



### Multicultural Context

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

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



### Analysis

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



### Academic Excellence

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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

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



### Learn with the best

---

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

Teachers representing 20 different nationalities.



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



03

# Why Our Program?

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

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



“

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

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

01

### A significant career boost

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

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

02

### Develop a strategic and global vision of companies

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

Our global vision of companies will improve your strategic vision.

03

### Consolidate the student's senior management skills

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

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

04

### Take on new responsibilities

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

45% of graduates are promoted internally.

05

### Access to a powerful network of contacts

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

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

06

### Thoroughly develop business projects

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

20% of our students develop their own business idea.

07

### Improve soft skills and management skills

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

Improve your communication and leadership skills and enhance your career.

08

### Be part of an exclusive community

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

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

04

# Objectives

This program has been designed with the clear objective in mind of perfecting the manager's skills to strongly support their value proposition as a CSO. To this end, all the theoretical topics of relevance in the development and creation of business strategies will be addressed throughout the syllabus, adequately contextualized with real cases and examples that facilitate learning.





“

You will have full access to complementary readings specifically selected by the teaching team, being able to delve deeper into the strategic issues that interest you most"

Your goals are our goals.

We work together to help you achieve them.

The MBA in Strategy (CSO, Chief Strategy Officer) will enable the student to:

01

Define the elements of strategy as the main foundation of strategic management

04

Develop and implement the most appropriate strategy to meet the company's objectives

02

Acquire knowledge of the different types of strategy that can be implemented in a company



03

Analyze the strategic behavior of an organization at different levels

05

Describe the logic of the strategic management process and the meaning of each of its phases

06

Define the basic relationships of the company with its environment

08

Identify the different growth paths that companies can choose to pursue

09

Apply theoretical knowledge to real situations through case studies

07

Analyze the influence of Stakeholders on the company

10

Encourage an entrepreneurial and creative attitude

11

Develop strategies and methodologies to carry out decision-making processes in critical or decisive situations

12

Apply appropriate human resources management techniques

13

Develop leadership skills that lead to increased team motivation





14

Apply marketing techniques that boost company visibility

15

Properly manage purchasing and supply chain management

16

Understand the globalized environment in which the company operates and to develop strategies that favor company globalization



# 05 Skills

In order to guarantee an exhaustive and effective development of the essential competencies in the daily work of a Chief Strategy Officer, TECH has placed special emphasis throughout the program on the acquisition and improvement of the most in-demand soft skills. This leads to a greater emphasis on issues such as talent management, people management and time and effort management, all of which are highly valued competencies for 21st century managers.





“

You will steer your career into the higher realm of operational and business strategy, acquiring the role of CSO with solvency and effectiveness"

01

Explore new business opportunities and focus on innovation and entrepreneurship

02

Carry out the financial management of the company

03

Design and carry out strategic planning that meets the company's objectives and current sustainability criteria

04

Conduct internal and external strategic analysis



05

Develop strategies for risk prevention and control

06

Develop the managerial skills needed to manage all company departments

08

Implement an international strategy to increase the company's profits



09

Design a purchasing and procurement strategy to improve the company's profitability

07

Analyze the company's strategy data

10

Apply coaching and emotional intelligence techniques to manage and promote employee performance

06

# Structure and Content

The MBA in Strategy (CSO, Chief Strategy Officer) has been structured following TECH's pedagogical methodology, Relearning, which allows total flexibility when it comes to taking on the course load. Considerable savings are achieved in the number of study hours invested, as the most important strategy and management concepts are acquired in a natural way, with a reiteration of these concepts throughout the program.





“

We put all our resources at your disposal so that you can develop the necessary skills to achieve a successful professional future"

## Syllabus

The MBA in Strategy (CSO, Chief Strategy Officer) at TECH Technological University is an intensive program that will prepare you to face challenges and business decisions at a strategic and general management level. Its main objective is to foster your personal and professional growth, helping you to achieve success. The content of this program is designed to promote the development of managerial skills that enable more rigorous decision making in uncertain environments.

Throughout 1,500 hours of study, you will analyze a multitude of practical cases through individual work, achieving a deep learning that will allow you to apply the knowledge learned in your daily practice. It is, therefore, an authentic immersion in real business situations.

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

This Executive Master's Degree is developed over 12 months and is divided into three main blocks:

Module 1	Management and Strategy
Module 2	Strategic Development Methods
Module 3	Strategic Planning and Financial Management Control
Module 4	Organizational Behavior
Module 5	Strategic People Management
Module 6	Managerial Skills
Module 7	Strategy in Marketing Management
Module 8	Business Strategy and Operations Strategy
Module 9	Business and International Strategy
Module 10	Business Analytics and Big Data



### Where, when and how is it taught?

TECH offers the possibility of developing this MBA Strategy (CSO, Chief Strategy Officer) completely online. Over the course of 12 months, 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. Management and Strategy

### 1.1. Strategic Thinking

- 1.1.1. The Strategy and its Purpose
- 1.1.2. Strategic Thinking and Strategist Skills
- 1.1.3. Lateral Thinking and Blue Ocean Strategy
- 1.1.4. Neuroscience Applied to Strategy

### 1.2. Strategic Decisions and Decision Makers

- 1.2.1. Corporate governance
- 1.2.2. Management Teams
- 1.2.3. Creating Value

### 1.3. Competitive Strategy

- 1.3.1. Market Analysis
- 1.3.2. Sustainable Competitive Advantage
- 1.3.3. Return on Investment

### 1.4. Corporate Strategy

- 1.4.1. Driving Corporate Strategy
- 1.4.2. Pacing Corporate Strategy
- 1.4.3. Framing Corporate Strategy

### 1.5. Planning and Strategy

- 1.5.1. The Relevance of Strategic Direction in the Management Control Process
- 1.5.2. Analysis of the Environment and the Organization

### 1.6. Strategy Implementation

- 1.6.1. Indicator Systems and Process Approach
- 1.6.2. Strategic Map
- 1.6.3. Differentiation and Alignment

### 1.7. Strategic Analysis Models

- 1.7.1. Internal Analysis
- 1.7.2. External Analysis
- 1.7.3. Sources of Competitive Advantage in the Sector
- 1.7.4. Advantages, Disadvantages and Effectiveness of Strategic Analysis

### 1.8. Total Quality Management and Advanced Project Management

- 1.8.1. TQM (Total Quality Management)
- 1.8.2. Six Sigma as a Business Management System
- 1.8.3. EFQM Model

### 1.9. Lean Management

- 1.9.1. The Basic Principles of Lean Management
- 1.9.2. Improvement and Problem-Solving Groups
- 1.9.3. New Forms of Maintenance and Quality Management

### 1.10. Ethics and Strategic Management

- 1.10.1. Integration of Ethics and Strategy
- 1.10.2. Human Motivation and Ethics
- 1.10.3. Ethical Quality of Organizations

## Module 2. Strategic Development Methods

### 2.1. Strategic Partnerships

- 2.1.1. Joint Ventures
- 2.1.2. Export Consortiums
- 2.1.3. Purchasing Centers
- 2.1.4. Other Types of Cooperation

### 2.2. Corporate Enterprise

- 2.2.1. Exploration of New Business Opportunities
- 2.2.2. Prototyping and In-house Development
- 2.2.3. Agents of Internal Change
- 2.2.4. Emerging Projects and Disruption

### 2.3. Strategic Innovation

- 2.3.1. Open Innovation and Triple Helix
- 2.3.2. Innovation Success and Failure Factors
- 2.3.3. Impact of Innovation Management on Business Performance
- 2.3.4. Creative Thinking and Design Thinking

### 2.4. Internal Development

### 2.5. Mergers and Acquisitions

- 2.5.1. Financial and Organizational Implications of Mergers and Acquisitions
- 2.5.2. Analysis and Evaluation of Synergies.
- 2.5.3. Negotiation Techniques and Approaches.

### 2.6. Diversification Strategies

- 2.6.1. Specialization vs. Diversification
- 2.6.2. Choice of Diversification Entry Mode
- 2.6.3. Business Diversification and Results
- 2.6.4. Business Portfolio Restructuring Strategies

### 2.7. Directions for Strategy Development

- 2.8. Success Criteria
- 2.9. Challenges and Implications for Strategy Development

**Module 3. Strategic Planning and Financial Management Control**

<b>3.1. Management Control</b> 3.1.1. Information as a Management Control Tool 3.1.2. Management Control as a Planning and Management System 3.1.3. Functions of the Controller 3.1.4. Scope of Management Control	<b>3.2. Financial Information and Management Decisions</b> 3.2.1. Analytical or Cost Accounting 3.2.2. Control Accounting	<b>3.3. Treasury Management</b> 3.3.1. Accounting Working Capital and Required Working Capital 3.3.2. Calculation of Operating Cash Requirements 3.3.3. Credit Management 3.3.4. Fund, Wealth and Family Office Management	<b>3.4. Cash Management</b> 3.4.1. Bank Financing of Working Capital 3.4.2. Treasury Department Organization 3.4.3. Centralized Treasury Management
<b>3.5. Planning and Control of Responsibility Centers</b> 3.5.1. Design of a Management Control System 3.5.2. Management Control Deviations	<b>3.6. The Process of Strategic Formulation and Planning</b> 3.6.1. Formulation and Content of the Strategic Plan 3.6.2. Balanced Scorecard 3.6.3. Terminology and Basic Concepts	<b>3.7. Organizational Planning</b> 3.7.1. Business Units and Transfer Pricing 3.7.2. Manufacturing, Production, Support and Sales Centers 3.7.3. Roles and Responsibilities of Financial Management	<b>3.8. Indicators as a Control Tool</b> 3.8.1. Control Panel 3.8.2. Number and Format of Indicators 3.8.3. Strategic Planning
<b>3.9. Management to Create Value</b>	<b>3.10. Financing the Development of the Strategy</b>		

**Module 4. Organizational Behavior**

<b>4.1. Organizational Behavior</b> 4.1.1. Organizations 4.1.2. Organizational Theory 4.1.3. Organizations, People and Society 4.1.4. Historical Evolution of Organizational Behavior	<b>4.2. Organizational Culture</b> 4.2.1. Values and Organizational Culture 4.2.2. Key Components for Change in Organizations 4.2.3. The Evolution of Scientific Thought and the Organization as a System 4.2.4. Culture and Transformation	<b>4.3. Organization Management</b> 4.3.1. Levels and Managerial Qualities 4.3.2. The Function of Planning and Organization 4.3.3. The Function of Management and Control 4.3.4. The New Role of the HR Manager	<b>4.4. Knowledge Management</b> 4.4.1. Collective Intelligence vs. Knowledge Management 4.4.2. Perspectives and Tools for Knowledge Management 4.4.3. Collaborative Environments and Learning Communities
<b>4.5. People in Organizations</b> 4.5.1. Quality of Work Life and Psychological Well-Being 4.5.2. Work Teams and Meeting Management 4.5.3. Coaching and Team Management	<b>4.6. Organizational Structure</b> 4.6.1. Main Coordination Mechanisms 4.6.2. Departments and Organization Charts 4.6.3. Authority and Responsibility 4.6.4. Empowerment	<b>4.7. Types of Structures</b>	<b>4.8. Processes</b>
<b>4.9. Relationships</b>	<b>4.10. Settings</b>		

Module 5. Strategic People Management

5.1. Strategic Leadership for Intangible Asset Economy

- 5.1.1. Cultural Alignment Strategies
- 5.1.2. Corporate and Differentiating Leadership
- 5.1.3. Change and Transformation Agent

5.2. Strategic Thinking and Systems

- 5.2.1. The Company as a System
- 5.2.2. Strategic Thinking Derived from Corporate Culture
- 5.2.3. The Strategic Approach From a People Management Perspective
- 5.2.4. Design and Implementation of Personnel Policies and Practices

5.3. Strategic Organizational Design

- 5.3.1. Business Partners Model
- 5.3.2. Share Services
- 5.3.3. Outsourcing

5.4. HR Analytics

- 5.4.1. Big Data and Business Intelligence. (BI)
- 5.4.2. HR Data Analysis and Modeling
- 5.4.3. Designing and Development of a HR Plan

5.5. Strategic Leadership

- 5.5.1. Leadership Models
- 5.5.2. Coaching
- 5.5.3. Mentoring
- 5.5.4. Transformational Leadership

5.6. Audit and Strategic Control in People Management

- 5.6.1. Reasons for Auditing
- 5.6.2. Data Collection and Analysis Tools
- 5.6.3. Audit Report

5.7. Human Resources Management

5.8. Organization of Personnel

5.9. Personnel and Behavior

5.10. Personnel-Based Competitive Advantage

Module 6. Managerial Skills

6.1. Public Speaking and Spokesperson Training

- 6.1.1. Interpersonal Communication
- 6.1.2. Communication Skills and Influence
- 6.1.3. Communication Barriers

6.2. Communication and Leadership

- 6.2.1. Leadership and Leadership Styles
- 6.2.2. Motivation
- 6.2.3. Skills and Abilities of the Leader 2.0

6.3. Personal Branding

- 6.3.1. Strategies for Personal Brand Development
- 6.3.2. Personal Branding Laws
- 6.3.3. Tools for Creating Personal Brands

6.4. Team Management

- 6.4.1. Work Teams and Meeting Management
- 6.4.2. Managing Change Processes
- 6.4.3. Managing Multicultural Teams
- 6.4.4. Coaching

6.5. Negotiation and Conflict Resolution

- 6.5.1. Effective Negotiation Techniques
- 6.5.2. Interpersonal Conflicts
- 6.5.3. Intercultural Negotiation

6.6. Emotional Intelligence

- 6.6.1. Emotional Intelligence and Communication
- 6.6.2. Assertiveness, Empathy, and Active Listening
- 6.6.3. Self-Esteem and Emotional Language

6.7. Relational Capital: Coworking

- 6.7.1. Managing Human Capital
- 6.7.2. Performance Analysis
- 6.7.3. Managing Equality and Diversity
- 6.7.4. Innovation in People Management

6.8. Time Management

- 6.8.1. Planning, Organization and Control
- 6.8.2. The Methodology of Time Management
- 6.8.3. Action Plans
- 6.8.4. Tools for Efficient Time Management

6.9. Game Theory

6.10. Strategic Change Management

**Module 7. Strategy in Marketing Management**

<b>7.1. Marketing Management</b> 7.1.1. Positioning and Value Creation 7.1.2. Company's Marketing Orientation and Positioning. 7.1.3. Strategic Marketing Operational Marketing 7.1.4. Objectives in Marketing Management 7.1.5. Integrated Marketing Communications	<b>7.2. The Function of Strategic Marketing</b> 7.2.1. Main Marketing Strategies 7.2.2. Segmentation, Targeting and Positioning 7.2.3. Managing Strategic Marketing	<b>7.3. Marketing Strategy Dimensions</b> 7.3.1. Fundamentals of Competitive Advantage 7.3.2. The Company's Competitive Behavior 7.3.3. Focus Marketing.	<b>7.4. New Product Strategy Development</b> 7.4.1. Creativity and Innovation in Marketing 7.4.2. Generation and Filtering of Ideas 7.4.3. Commercial Viability Analysis 7.4.4. Development, Market Testing, and Commercialization
<b>7.5. Pricing Policies</b> 7.5.1. Short and Long-Term Aims 7.5.2. Types of Pricing 7.5.3. Factors that Affect Pricing	<b>7.6. Promotion and Merchandising Strategies</b> 7.6.1. Advertising Management 7.6.2. Communication and Media Plan 7.6.3. Merchandising as a Marketing Technique 7.6.4. Visual Merchandising	<b>7.7. Distribution, Expansion, and Intermediation Strategies</b> 7.7.1. Outsourcing of Sales Force and Customer Service 7.7.2. Commercial Logistics in Product and Service Sales Management 7.7.3. Sales Cycle Management	<b>7.8. Developing the Marketing Plan</b> 7.8.1. Analysis and Diagnosis 7.8.2. Strategic Decisions 7.8.3. Operational Decisions
<b>7.9. New Marketing Media</b>	<b>7.10. International Marketing</b>		

**Module 8. Business Strategy and Operations Strategy**

<b>8.1. New Scenarios in Supply Chain Management</b> 8.1.1. Management in Multicultural Environments 8.1.2. Innovation in SCM 8.1.3. Orientation to Demand through Flexible Operations 8.1.4. Philosophies and Techniques Used in Japan	<b>8.2. Global Vision of Supply Chain Management</b> 8.2.1. SCM Opportunities and Threats 8.2.2. Strategic Design for the Supply Chain 8.2.3. Tendencies	<b>8.3. Operations Strategy</b> 8.3.1. Introduction to Strategy and Strategic Levels 8.3.2. Process Management 8.3.3. Stocks Management	<b>8.4. Logistics Decision-Making</b> 8.4.1. Analysis of Decisions 8.4.2. Global Operations Management and Planning 8.4.3. Risk Management in SC 8.4.4. Hard and Soft Decision-Making
<b>8.5. Lean Operations Strategy</b> 8.5.1. Strategic Synergies with Functional Areas 8.5.2. Logistics Operators 8.5.3. Process-Product Matrix	<b>8.6. Strategic Purchasing Management</b> 8.6.1. New Challenges in Purchasing, Sourcing and Procurement Management. 8.6.2. Purchasing Function in Companies and in the Supply Chain 8.6.3. Purchasing Function as a Resource Provider	<b>8.7. Strategic Sourcing</b> 8.7.1. Supplier Selection and Development 8.7.2. Value Generation from Strategic Procurement 8.7.3. Logistic Operators in Procurement	<b>8.8. Purchasing Strategy Design</b> 8.8.1. Externalization 8.8.2. Process Outsourcing 8.8.3. Globalization 8.8.4. Relocation
<b>8.9. Manufacturing Operations Strategy</b>	<b>8.10. Service Operations Strategy</b>		



**Module 9. Business and International Strategy**

**9.1. Business and International Strategy**

- 9.1.1. Internationalisation.
- 9.1.2. Growth & Development in Emerging Markets
- 9.1.3. International Monetary System

**9.2. Strategic Management of International Business**

- 9.2.1. Internationalization in the New World Order
- 9.2.2. The Influence of Culture on International Business
- 9.2.3. Market and Country Selection
- 9.2.4. Offshoring

**9.3. Internationalization Strategies**

- 9.3.1. Reasons and Requirements for Foreign Market Expansion
- 9.3.2. Strategic Partnerships in the International Expansion Process
- 9.3.3. Ways to Enter New International Markets

**9.4. Internationalization Decisions**

- 9.4.1. Market Research and Decision-Making
- 9.4.2. Choice of Location and Mode of Operation
- 9.4.3. Choice of the Appropriate Legal Form

**9.5. Stages of the Internationalization Process**

- 9.5.1. International Demand Analysis
- 9.5.2. Export Potential Diagnosis
- 9.5.3. Internationalization Planning
- 9.5.4. Export Stages

**9.6. Internationalization by Type of Company**

- 9.6.1. Product Companies and Service Companies
- 9.6.2. Internationalized Companies and Multinational Corporations
- 9.6.3. SMEs and their Internationalization Model

**9.7. Obstacles to Internationalization**

- 9.7.1. Legal Restrictions
- 9.7.2. Logistical, Financial and Commercial Obstacles
- 9.7.3. Obstacles to Direct Investment

**9.8. Cross-Cultural Management**

- 9.8.1. Cultural Dimension of International Management
- 9.8.2. Globalization in Business Management
- 9.8.3. Intercultural Leadership

**9.9. International Diversity and Performance**

**9.10. Variety of Products and Markets**

**Module 10. Business Analytics and Big Data**

**10.1. Data-Driven Strategic Management**

**10.2. Customer Intelligence (CRM)**

**10.3. Data Sources and Information**

**10.4. Storage and Processing**

**10.5. Analysis of Massive Data for Strategy**

**10.6. Scientific Programming and Python**

**10.7. Statistical Analysis with R**

**10.8. Machine Learning for Business Analytics**

**10.9. Text and Natural Language Mining**

**10.10. Integration of Tools for Strategy**





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.



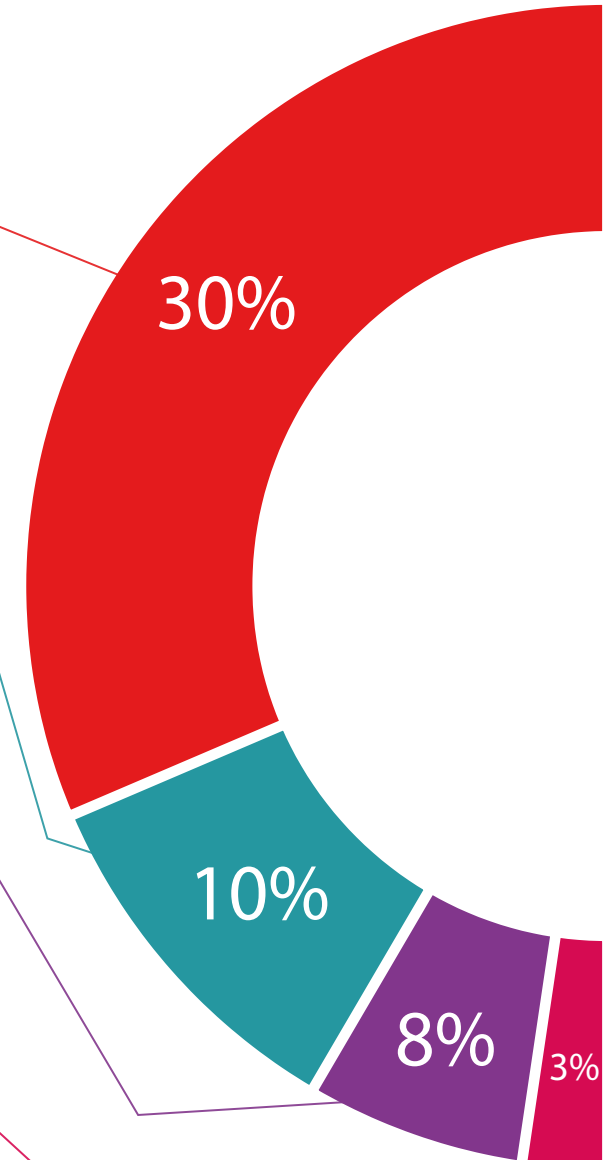
#### Management Skills Exercises

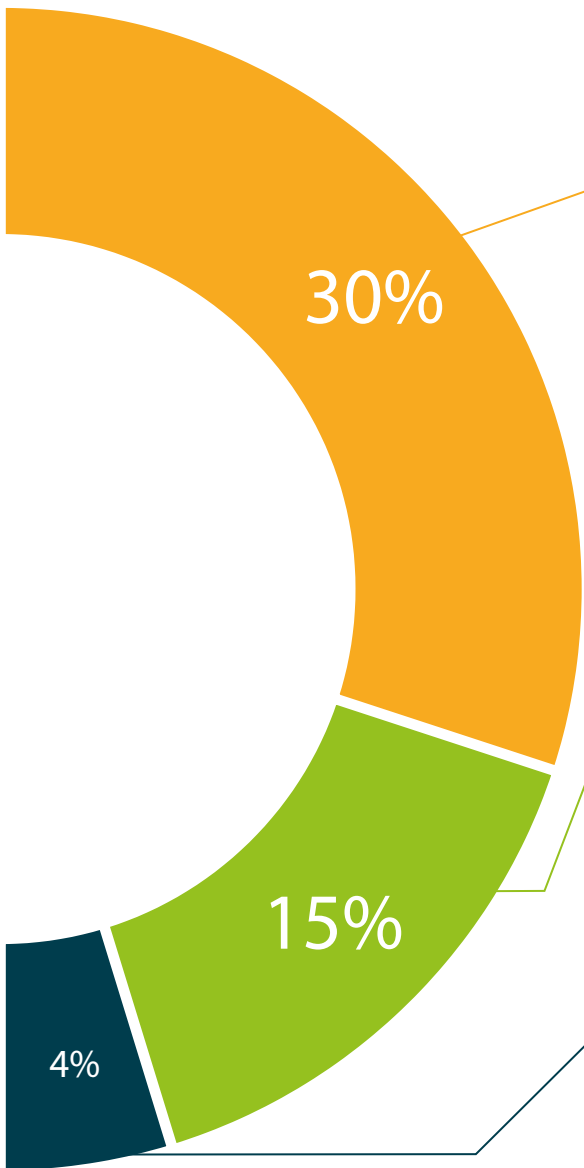
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



#### 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 MBA in Strategy (CSO, Chief Strategy Officer) is a program aimed at industry professionals who want to update their knowledge, discover new ways to successfully carry out their work and advance their careers. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.





“

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

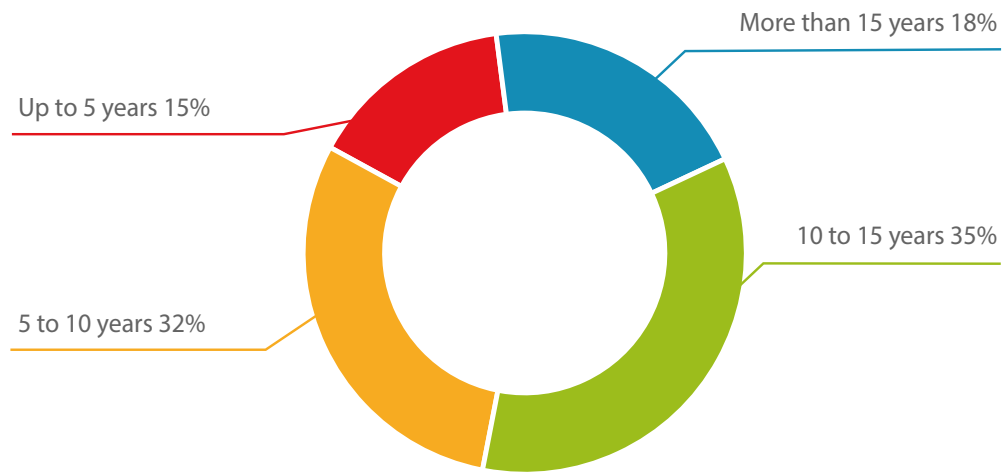
### Average Age

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

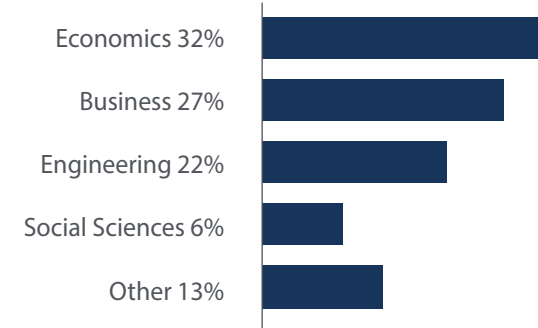
### Years of Experience

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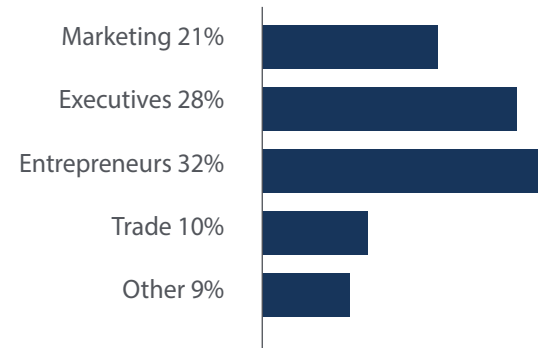
### Training

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### Academic Profile

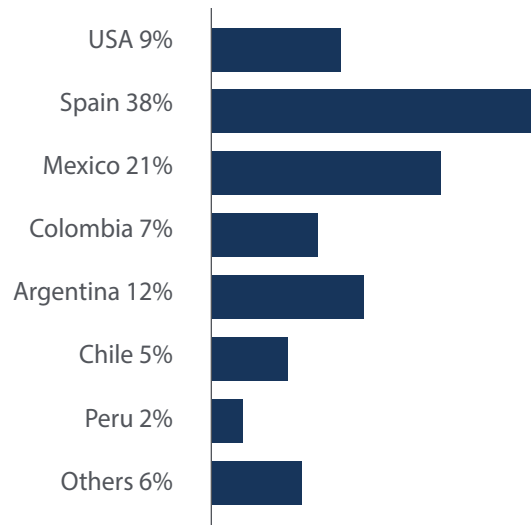
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## Geographical Distribution

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## Nacho Ruiz

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Chief Strategy Officer

"In my profession, it is essential to constantly continue to specialize, as new techniques and tools are constantly emerging that are indispensable for the proper development of the company. That's why I had been looking for a program that would allow me to keep up to date. Luckily, at TECH I found this MBA in Strategy (CSO, Chief Strategy Officer), a key qualification for professional and personal development".

09

# Course Management

The program's faculty includes leading experts in strategic business management, who bring to this program the experience of their years of work. Furthermore, other renowned specialists in related disciplines participate in designing and preparing the course, making it a unique and highly nourishing academic experience for the student.



“

You will be guided throughout the program by a teaching team highly trained in strategic business management, receiving completely personalized tutoring"

## International Guest Director

Ilias Jumadilov is a leading international professional with extensive experience in Europe, Asia and the Americas. In fact, his career has focused on Management, Strategy and Business Development, achieving notable successes in various regions.

As such, he has served as Director of Corporate Strategy at Schneider Electric, where he has led the global strategy process and platform. In this sense, his innovative approach has allowed him to identify more than 100 billion euros in new growth opportunities and has been instrumental in both the construction of forecasting models and the delivery of strategic knowledge, which has strengthened the company's competitive position.

He has also held the position of Director of International Sales Operations and Europe at the same institution, where he has led the commercial transformation in several countries, establishing sales excellence organizations that have significantly increased efficiency and productivity. Notably, more than 10,000 sales representatives worldwide have adopted his ability to implement key sales processes and his focus on customer portfolio segmentation, consolidating his reputation as a leader in sales and digital transformation.

In addition to his career at Schneider Electric, Ilias Jumadilov has advised startups on key topics such as Artificial Intelligence, metaverse and international business, bringing his deep knowledge in AI business applications and his ability to guide competitive strategies. Similarly, his Blockchain expertise has led him to co-found the Central Asian Blockchain Network and contribute significantly to digital currency legislation in Kyrgyzstan. This is in addition to his work for the United Nations Development Programme (UNDP) and other organizations, which has stood out for its impact and relevance in the technological and economic sphere.



## D. Jumadilov, Ilias

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- ♦ Director of Corporate Strategy at Schneider Electric, Boston and Hong Kong
- ♦ Advisor to startups in Artificial Intelligence, metaverse and international business
- ♦ Director of International Sales Operations & Europe at Schneider Electric, Barcelona and Almaty
- ♦ Product and Marketing Manager at Schneider Electric, Grenoble
- ♦ Co-founder of the Blockchain Network Association of Central Asia
- ♦ Master's Degree in Economics from Grenoble Alpes University, France
- ♦ University Course in Entrepreneurship Technology from Stanford University, USA
- ♦ B.A. in Economics and Management from Kyrgyz National State University, Kyrgyzstan



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

## Management



Dr. Fernández Curtiella, Francisco Javier

- ♦ Researcher at ICCI Observatory - International Center for Continuous Innovation
- ♦ Coordinator of the Social Sciences Department- St. Gabriel School. Alcalá de Henares, Madrid
- ♦ Philosophy teacher in a private subsidized educational center. St. Gabriel School. Alcalá de Henares, Madrid
- ♦ Professor of Problem-Based Learning course at the Technical University of Loja (UTPL)
- ♦ Doctorate in Philosophy from the Complutense University of Madrid





10

# Impact on Your Career

TECH is aware that taking a program of these characteristics is a great economic, professional and of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. For this reason, at TECH we put all our resources at your disposal so that you can acquire the specialization you are looking for in a short period of time, and in this way, achieve a positive professional change that fulfills your professional expectations.





“

We are fully committed to helping you achieve the professional change you want"



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

The MBA in Strategy (CSO, Chief Strategy Officer) at TECH is an intensive program that will prepare you to face challenges and business decisions at a strategic and general management level. Its main objective is to promote your personal and professional growth, to and help you achieve success.

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

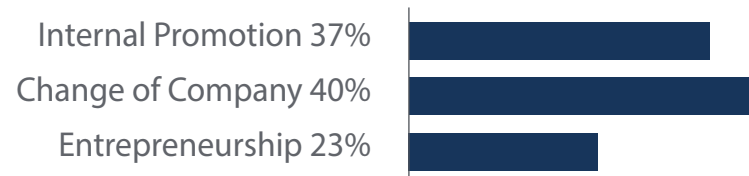
TECH puts all its resources at your disposal to train you for success.

A higher specialization will allow you to obtain an improvement at a professional level.

#### When the change occurs



#### Type of change



## Salary increase

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This program represents a salary increase of more than 25.22% for our students



11

# Benefits for Your Company

The MBA in Strategy (CSO, Chief Strategy Officer) contributes to raising the organization's talent to its maximum potential through the specialization of high-level leaders. Therefore, participating in this educational program will improve not only on a personal level, but above all, at a professional level, increasing their specialization and improving their management skills. Additionally, joining TECH's educational community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, clients, or suppliers.





“

After studying with us you will have a more global vision of the company that will allow you to mark a before and after in your business"



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

01

### Intellectual Capital and Talent Growth

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

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02

### Retaining high-potential executives to avoid talent drain

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

03

### Building agents of change

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

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04

### Increased international expansion possibilities

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



05

### Project Development

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.

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



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

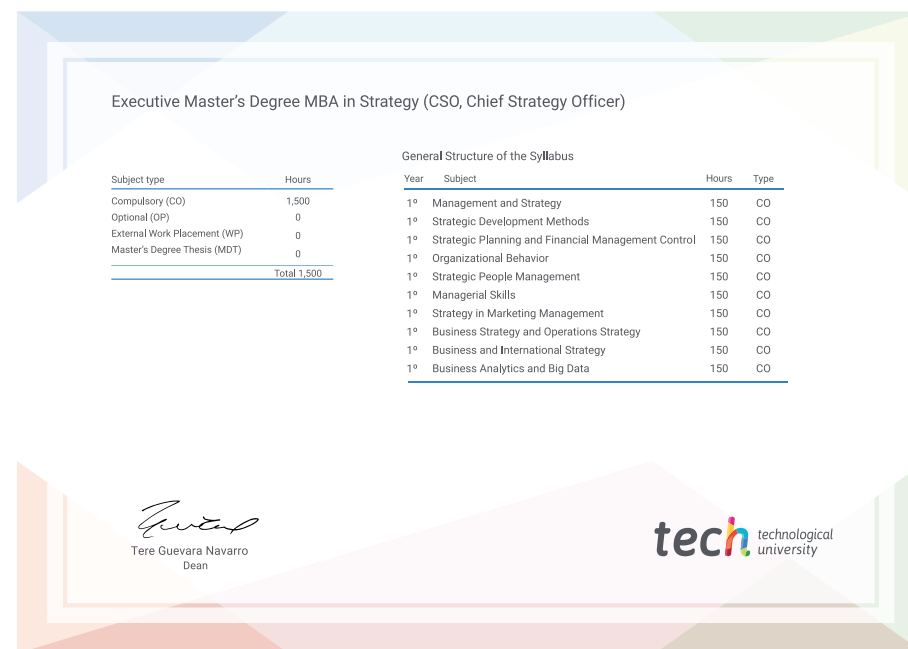
This MBA in Strategy (CSO, Chief Strategy Officer) contains the most complete and up-to-date program on the market.

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

The diploma issued by TECH Technological University will reflect the qualification obtained in the Executive Development Program, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Degree: Executive Master's Degree MBA in Strategy (CSO, Chief Strategy Officer)

Official N° of Hours: 1,500 h.



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



## Executive Master's Degree MBA in Strategy (CSO, Chief Strategy Officer)

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

# Executive Master's Degree MBA in Strategy (CSO, Chief Strategy Officer)

