Executive Master's Degree
MBA in Corporate Technical Data Science Management

M B A C T D S M

tech *technological university*

Executive Master's Degree
MBA in Corporate Technical Data Science Management

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Technological University**
- » Schedule: **at your own pace**
- » Exams: **online**
- » Intended for: **Professionals wishing to update knowledge of advanced and cutting-edge IT technologies with the aim of broadening their skills**

Website: **www.techtitute.com/us/school-of-business/executive-master-degree/master-mba-corporate-technical-data-science-management**

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01
Welcome

Many of today's cutting-edge tools, platforms or technologies are becoming obsolete with reduced applicability in the business environment. Without any doubt, this is an unstoppable and constantly evolving process, the maximum exponent of the current technological revolution, which forces IT professionals to specialize on a permanent basis.

Its teaching programme is unique for its careful selection of technologies, including the most recently incorporated and in demand in the business world. In addition, the incorporation of specific modules for the improvement of business vision and the management of multidisciplinary teams, makes this program different and capable of covering a large part of the educational needs of any professional who wishes to position themselves as a reference in the theoretical and practical knowledge of the latest technologies.

MBA in Corporate Technical Data Science Management
TECH Technological University

Succeed with the best and acquire the knowledge and skills you need to embark on a career in the advanced IT 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 center for intensive managerial skills education.

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

At TECH Technological University

Innovation

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

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

The Highest Standards

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

95% | of TECH students successfully complete their studies

Networking

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

+100000 executives prepared each year

+200 different nationalities

Empowerment

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

+500 | collaborative agreements with leading companies

Talent

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

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

Multicultural Context

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

TECH students represent more than 200 different nationalities.

Learn with the best

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

Teachers representing 20 different nationalities.

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

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

Analysis

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

Academic Excellence

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

Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a 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 you with a multitude of professional and personal advantages, among which we highlight the following:

01

A Strong Boost to Your Career

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

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

02

Develop a strategic and global vision of the company

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

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

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

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

04

You will take on new responsibilities

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

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

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

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

06

Thoroughly develop business projects.

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

20% of our students develop their own business idea.

07

Improve *soft skills* and management skills

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

Improve your communication and leadership skills and enhance your career.

08

You will be part of an exclusive community

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

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

04
Objectives

This program is designed to strengthen students' skills in Corporate Technical Data Science Management as well as to develop new competencies and skills that will be essential in their professional development. After the program, you will be equipped to make global decisions with an innovative perspective and an international vision.

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

**TECH makes the goals of their students their own goals too
Working together to achieve them**
This **MBA in Corporate Technical Data Science Management** will enable students to:

01 Analyze ERP and CRM systems, their contribution and benefits

02 Design and select the right ERP or CRM tool for each company

03 Develop each stage of the data lifecycle

04 Examine the data mining process

05 Analyze a web platform and optimizing its operation

06 Evaluate sessions and traffic to better understand the audience

08 Analyze different data models and their impact on applications

09 Analyze classical system models and identify shortcomings for use in distributed applications

07 Develop specialized knowledge on maintainable, scalable and reliable systems

10 Examine the distributed computing paradigm and establish the microservice model

11 Generate IoT expertise

14 Examine and develop the elements of the KANBAN method for Project Management

12 Develop the IoT Reference Architecture and technology framework

13 Analyze the concept of Agile Methodology for Project Management and develop the elements and processes of the SCRUM framework

15 Base our company's differentiation on intangible resources

16 Identify opportunities for improvement through mindfulness

18 Dynamize the company by using emotion management as a way to success

FILE SECURITY

CONFIRM

click here for more informat

17 Present a business model based on flowing with change and uncertainty rather than "breaking" through resistance

Skills

After passing the evaluations of the MBA in Technical Management of Data Science in a Company, the professional will have acquired the necessary skills for a quality and updated praxis based on the most innovative teaching methodology.

This program will enable you to acquire the skills you need to succeed in tourism planning and management"

01 Specialize in the most common information systems

04 Make use of the main IoT technologies and their applicability in real environments

02 Use algorithms, tools and platforms to apply machine learning techniques

03 Manage specific architectures for high-volume information processing for business exploitation

05 Carry out web analytics processes to better understand the potential client, as a key tool for the management of strategic actions

06   Manage projects and people more effectively

08   Develop a commercial strategy

09   Generate specialized knowledge for commercial decision making

07   Respond to current needs in the area of Advanced Information Technologies

Structure and Content

The MBA in Corporate Technical Data Science Management is a tailor-made program that is taught in a 100% online format so that students can choose the time and place that best suits their availability, schedules and interests. A program that takes place over 12 months and is intended to be a unique and stimulating experience that lays the foundation for your success as a professional.

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

Syllabus

This MBA in Corporate Technical Data Science Management from TECH Technological University is an intensive program that prepares students to face challenges and business decisions in the field of Corporate Technical Data Science Management.

The content of the MBA in Corporate Technical Data Science Management is designed to promote the development of skills that enable more rigorous decision-making in uncertain environments.

The student will analyze a multitude of practical cases through individual and team work. It is, therefore, an authentic immersion in real business situations.

This MBA deals in depth with the world of computer science in the business world, and is designed to train professionals who understand Advanced Information Technology in Business from a strategic, international and innovative perspective.

A plan designed for students, focused on their professional improvement and 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 skills to solve critical situations in a creative and efficient way.

This MBA takes place over 12 months and is divided into 15 modules:

Module 1	Main Information Management Systems
Module 2	Data Types and Data Life Cycle
Module 3	Number Machine Learning
Module 4	Web Analytics
Module 5	Scalable and Reliable Massive Data Usage Systems
Module 6	System Administration for Distributed Deployments
Module 7	Internet of Things
Module 8	Project Management and Agile Methodologies
Module 9	Communication, Leadership and Team Management
Module 10	Leadership, Ethics and Corporate Social Responsibility
Module 11	People and Talent Management
Module 12	Economic and Financial Management
Module 13	Commercial Management and Strategic Marketing
Module 14	Executive Management

Where, When and How is it Taught?

TECH offers students the opportunity to take this MBA in Corporate Technical Data Science Management completely online. During the 12 months of the specialization, students will be able to access all the contents of this program at any time, which will allow them to self-manage their study time.

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

Module 1. Main Information Management Systems

1.1. ERP and CRM
1.1.1. ERP
1.1.2. CRM
1.1.3. Differences between ERP and CRM Selling Point
1.1.4. Business Success

1.2. ERP
1.2.1. ERP
1.2.2. Types of ERP
1.2.3. Development of an ERP Implementation Project.
1.2.4. ERP Resource Optimiser
1.2.5. Architecture of an ERP System

1.3. Information Provided by the ERP
1.3.1. Information Provided by the ERP
1.3.2. Advantages and Disadvantages
1.3.3. The Information

1.4. ERP Systems
1.4.1. Current ERP Systems and Tools
1.4.2. Decision Making
1.4.3. Day-to-Day with ERP

1.5. CRM: The Implementation Project
1.5.1. The CRM The Implementation Project
1.5.2. The CRM as a Commercial Tool
1.5.3. Strategies for the Information System

1.6. CRM: Customer Loyalty
1.6.1. Starting Point
1.6.2. Sales or Loyalty
1.6.3. Factors for Success in our Loyalty System
1.6.4. Multi-Channel Strategies
1.6.5. Design of Loyalty Actions
1.6.6. E-Loyalty

1.7. CRM: Communication Campaigns
1.7.1. Communication Actions and Plans
1.7.2. Importance of the Informed Customer
1.7.3. Listening to the Client

1.8. CRM: Dissatisfaction Prevention
1.8.1. Customer Cancellations
1.8.2. Detecting Errors in Time
1.8.3. Improvement Processes
1.8.4. Recovery of the Dissatisfied Customer

1.9. CRM: Special Communication Actions
1.9.1. Objectives and Planning of a Company Event
1.9.2. Design and Realisation of the Event
1.9.3. Actions from the Department
1.9.4. Analysis of Results

1.10. Relational Marketing
1.10.1. Implantation. Errors
1.10.2. Methodology, Segmentation and Processes
1.10.3. Performance, According to the Department
1.10.4. CRM Tools

Module 2. Data Types and Data Life Cycle

2.1. Statistics
2.1.1. Statistics: Descriptive Statistics, Statistical Inferences
2.1.2. Population, Sample, Individual
2.1.3. Variables: Definition, Measurement Scales

2.2. Types of Data Statistics
2.2.1. According to Type
2.2.1.1. Quantitative: Continuous Data and Discrete Data
2.2.1.2. Qualitative: Binomial Data, Nominal Data and Ordinal Data

2.2.2. According to their Shape
2.2.2.1. Numeric
2.2.2.2. Text:
2.2.2.3. Logical
2.2.3. According to its Source
2.2.3.1. Primary
2.2.3.2. Secondary

2.3. Life Cycle of Data
2.3.1. Stages of the Cycle
2.3.2. Milestones of the Cycle
2.3.3. FAIR Principles

2.4. Initial Stages of the Cycle
2.4.1. Definition of Goals
2.4.2. Determination of Resource Requirements
2.4.3. Gantt Chart
2.4.4. Data Structure

2.5. Data Collection
2.5.1. Methodology of Data Collection
2.5.2. Data Collection Tools
2.5.3. Data Collection Channels

2.6. Data Cleaning
2.6.1. Phases of Data Cleansing
2.6.2. Data Quality
2.6.3. Data Manipulation (with R)

2.7. Data Analysis, Interpretation and Evaluation of Results
2.7.1. Statistical Measures
2.7.2. Relationship Indexes
2.7.3. Data Mining

2.8. Data Warehouse
2.8.1. Elements that Comprise it
2.8.2. Design
2.8.3. Aspects to Consider

2.9. Data Availability
2.9.1. Access
2.9.2. Uses
2.9.3. Security/Safety

2.10. Data Protection Law
2.10.1. Good Practices
2.10.2. Other Normative Aspects

Module 3. Number Machine Learning

3.1. Knowledge in Databases
3.1.1. Data Pre-Processing
3.1.2. Analysis
3.1.3. Interpretation and Evaluation of the Results

3.2. Machine Learning
3.2.1. Supervised and Unsupervised Learning
3.2.2. Reinforcement Learning
3.2.3. Semi-Supervised Learning. Other Learning Models

3.3. Classification
3.3.1. Decision Trees and Rule-Based Learning
3.3.2. Support Vector Machines (SVM) and K-Nearest Neighbour (KNN) Algorithms
3.3.3. Metrics for Sorting Algorithms

3.4. Regression
3.4.1. Linear and Logistic Regression
3.4.2. Non-Linear Regression Models
3.4.3. Time Series Analysis
3.4.4. Metrics for Regression Algorithms

3.5. Clustering
3.5.1. Hierarchical Grouping
3.5.2. Partitional Grouping
3.5.3. Metrics for Clustering Algorithms

3.6. Association Rules
3.6.1. Measures of Interest
3.6.2. Rule Extraction Methods
3.6.3. Metrics for Association Rule Algorithms

3.7. Multiclassifiers
3.7.1. "Bootstrap Aggregation" or "Bagging"
3.7.2. "Random Forests" Algorithm
3.7.3. "Boosting" Algorithm

3.8. Probabilistic Reasoning Models
3.8.1. Probabilistic Reasoning
3.8.2. Bayesian Networks or Belief Networks
3.8.3. "Hidden Markov Models"

3.9. Multilayer Perceptron
3.9.1. Neural Network
3.9.2. Machine Learning with Neural Networks
3.9.3. Gradient Descent, Backpropagation and Activation Functions
3.9.4. Implementation of an Artificial Neural Network

3.10. Deep Learning
3.10.1. Deep Neural Networks. Introduction
3.10.2. Convolutional Networks
3.10.3. Sequence Modelling
3.10.4. Tensorflow and Pytorch

Module 4. Web Analytics

4.1. Web Analytics
4.1.1. Introduction
4.1.2. Evolution of Web Analytics
4.1.3. Process of Analysis

4.2. Google Analytics
4.2.1. Google Analytics
4.2.2. Use
4.2.3. Objectives

4.3. Hits. Interactions with the Website
4.3.1. Basic Metrics
4.3.2. KPI (Key Performance Indicators)
4.3.3. Adequate Conversion Rates

4.4. Frequent Dimensions
4.4.1. Source
4.4.2. Medium
4.4.3. Keyword
4.4.4. Campaign
4.4.5. Personalized Labelling

4.5. Setting up Google Analytics
4.5.1. Installation. Creating the Account
4.5.2. Versions of the Tool: UA/GA4
4.5.3. Tracking Label
4.5.4. Conversion Objectives

4.6. Organization of Google Analytics
4.6.1. Account
4.6.2. Property
4.6.3. View

4.7. Google Analytics Reports
4.7.1. In Real Time
4.7.2. Audience
4.7.3. Acquisition
4.7.4. Behavior
4.7.5. Conversions
4.7.6. E-Commerce

4.8. Google Analytics Advanced Reports
4.8.1. Personalized Reports
4.8.2. Panels
4.8.3. APIs

4.9. Filters and Segments
4.9.1. Filter
4.9.2. Segment
4.9.3. Types of Segments: Predefined/Customized
4.9.4. Remarketing Lists

4.10. Digital Analytics Plan
4.10.1. Measurement
4.10.2. Implementation in the Technological Environment
4.10.3. Conclusions

Module 5. Scalable and Reliable Massive Data Usage Systems

5.1. Scalability, Reliability and Maintainability
5.1.1. Scales
5.1.2. Reliability
5.1.3. Maintainability

5.2. Data Models
5.2.1. Evolution of Data Models
5.2.2. Comparison of Relational Model with Document-Based NoSQL Model
5.2.3. Network Model

5.3. Data Storage and Retrieval Engines
5.3.1. Structured Log Storage
5.3.2. Storage in Segment Tables
5.3.3. Trees B

5.4. Services, Message Passing and Data Encoding Formats
5.4.1. Data Flow in REST Services
5.4.2. Data Flow in Message Passing
5.4.3. Message Sending Formats

5.5. Replication
5.5.1. CAP Theorem
5.5.2. Consistency Models
5.5.3. Models of Replication Based on Leader and Follower Concepts

5.6. Distributed Transactions
5.6.1. Atomic Operations
5.6.2. Distributed Transactions from Different Approaches Calvin, Spanner
5.6.3. Serializability

5.7. Partitions
5.7.1. Types of Partitions
5.7.2. Indexes in Partitions
5.7.3. Partition Rebalancing

5.8. Batch Processing
5.8.1. Batch Processing
5.8.2. MapReduce
5.8.3. Post-MapReduce Approaches

5.9. Data Stream Processing
5.9.1. Messaging Systems
5.9.2. Persistence of Data Flows
5.9.3. Uses and Operations with Data Flows

5.10. Case Uses. Twitter, Facebook, Uber
5.10.1. Twitter: The Use of Caches
5.10.2. Facebook: Non-Relational Models
5.10.3. Uber: Different Models for Different Purposes

Module 6. System Administration for Distributed Deployments

6.1. Classic Administration. The Monolithic Model
6.1.1. Classical Applications. The Monolithic Model
6.1.2. System Requirements for Monolithic Applications
6.1.3. The Administration of Monolithic Systems
6.1.4. Automation

6.2. Distributed Applications. The Microservice
6.2.1. Distributed Computing Paradigm
6.2.2. Microservices-Based Models
6.2.3. System Requirements for Distributed Models
6.2.4. Monolithic vs. Distributed Applications

6.3. Tools for Resource Exploitation
6.3.1. "Iron" Management
6.3.2. Virtualization
6.3.3. Emulation
6.3.4. Paravirtualization

6.4. IaaS, PaaS and SaaS Models
6.4.1. IaaS Model
6.4.2. PaaS Model
6.4.3. SaaS Model
6.4.4. Design Patterns

6.5. Containerization
6.5.1. Virtualization with Cogroups
6.5.2. Containers
6.5.3. From Application to Container
6.5.4. Container Orchestration

6.6. Clustering
6.6.1. High Performance and High Availability
6.6.2. High Availability Models
6.6.3. Cluster as SaaS Platform
6.6.4. Cluster Securitization

6.7. Cloud Computing
6.7.1. Clusters vs Clouds
6.7.2. Types of Clouds
6.7.3. Cloud Service Models
6.7.4. Oversubscription

6.8. Monitoring and Testing
6.8.1. Types of Monitoring
6.8.2. Visualization
6.8.3. Infrastructure Tests
6.8.4. Chaos Engineering

6.9. Study Case: Kubernetes
6.9.1. Structure
6.9.2. Administration.
6.9.3. Deployment of Services
6.9.4. Development of Services for K8S

6.10. Study Case: OpenStack
6.10.1. Structure
6.10.2. Administration
6.10.3. Deployment
6.10.4. Development of Services for OpenStack

Module 7. Internet of Things

7.1. Internet of Things (IoT)
7.1.1. The Internet of the Future
7.1.2. Internet of Things and Industrial Internet of Things
7.1.3. The Industrial Internet Consortium

7.2. Architecture of Reference
7.2.1. The Architecture of Reference
7.2.2. Layers and Components

7.3. IoT Devices
7.3.1. Classification
7.3.2. Components
7.3.3. Sensors and Actuators

7.4. Communication Protocols
7.4.1. Classification
7.4.2. OSI Model
7.4.3. Technologies

7.5. IoT and IIoT platforms
7.5.1. The IoT Platform
7.5.2. General Purpose Cloud Platforms
7.5.3. Industrial Platforms
7.5.4. Open Code Platforms

7.6. Data Management on IoT Platforms
7.6.1. Management Mechanisms
7.6.2. Open Data
7.6.3. Exchange of Data
7.6.4. Data Visualization

7.7. IoT Security
7.7.1. Security Requirements
7.7.2. Security Areas
7.7.3. Security Strategies
7.7.4. IIoT Security

7.8. IoT Systems Application Areas
7.8.1. Intelligent Cities
7.8.2. Health and Fitness
7.8.3. Smart Home
7.8.4. Other Applications

7.9. Application of IIoT to Different Industrial Sectors
7.9.1. Fabrication
7.9.2. Transport
7.9.3. Energy
7.9.4. Agriculture and Livestock
7.9.5. Other Sectors

7.10. Integration of IIoT in the Industry 4.0 Model
7.10.1. IoRT (Internet of Robotics Things)
7.10.2. 3D Additive Manufacturing
7.10.3. Big Data Analytics

Module 8. Project Management and Agile Methodologies

8.1. Project Management
8.1.1. The Project
8.1.2. Phases to a Project
8.1.3. Project Management

8.2. PMI Methodology for Project Management
8.2.1. PMI (Project Management Institute)
8.2.2. PMBOK
8.2.3. Difference between Project, Programme and Project Portfolio
8.2.4. Evolution of Organisations Working with Projects
8.2.5. Process Assets in Organisations

8.3. PMI Methodology for Project Management: Process
8.3.1. Groups of Processes
8.3.2. Knowledge Areas
8.3.3. Process Matrix

8.4. Agile Methodologies for Project Management
8.4.1. VUCA context (Volatility, Uncertainty, Complexity and Ambiguity)
8.4.2. Agile Values
8.4.3. Principles of the Agile Manifesto

8.5. Agile Methodologies for Project Management
8.5.1. SCRUM
8.5.2. The Pillars of the Scrum Methodology
8.5.3. The Values in Scrum

8.6. Agile SCRUM Framework for Project Management. Process
8.6.1. The SCRUM Process
8.6.2. Typified Roles in a Scrum Process
8.6.3. The Ceremonies of Scrum

8.7. Agile SCRUM Framework for Project Management. Artefacts
8.7.1. Artefacts in the Scrum Process
8.7.2. The Scrum Team
8.7.3. Metrics for Evaluating the Performance of a Scrum Team

8.8. Agile KANBAN Framework for Project Management. Kanban Method
8.8.1. Kanban
8.8.2. Benefits of Kanban
8.8.3. Kanban Method Components

8.9. Agile KANBAN Framework for Project Management. Kanban Method Practices
8.9.1. The Values of Kanban
8.9.2. Principles of the Kanban Method
8.9.3. General Practices of the Kanban Method
8.9.4. Metrics for Kanban Performance Evaluation

8.10. Comparison: PMI, SCRUM and KANBAN
8.10.1. PMI – SCRUM
8.10.2. PMI – KANBAN
8.10.3. SCRUM – KANBAN

Module 9. Communication, Leadership and Team Management

9.1. Organisational Development in Business
9.1.1. Climate, Culture and Organisational Development in the Company
9.1.2. Human Capital Management

9.2. Direction Models Decision Making
9.2.1. Paradigm Shift in Management Models
9.2.2. Management Process of the Technology Company
9.2.3. Decision-Making. Planning Instruments

9.3. Leadership. Delegation and Empowerment
9.3.1. Leadership
9.3.2. Delegation and Empowerment
9.3.3. Performance Evaluation

9.4. Leadership. Knowledge and Talent Management
9.4.1. Talent Management in the Company
9.4.2. Engagement Management in the Company
9.4.3. Improving Communication in the Company

9.5. Coaching Applied to Business
9.5.1. Executive Coaching.
9.5.2. Team Coaching

9.6. Mentoring Applied to Business
9.6.1. Mentor Profile
9.6.2. The 4 Processes of a Mentoring Program
9.6.3. Tools and Techniques in a Mentoring Process
9.6.4. Benefits of Mentoring in the Business Environment

9.7. Team Management I. Interpersonal Relations
9.7.1. Interpersonal Relationships
9.7.2. Relational Styles: Approach
9.7.3. Effective Meetings and Agreements in Difficult Situations

9.8. Team Management II. The Conflicts
9.8.1. The Conflicts
9.8.2. Preventing, Addressing and Resolving Conflict
  9.8.2.1. Strategies to Prevent Conflict
  9.8.2.2. Conflict Management. Basic Principles
9.8.3. Conflict Resolution Strategies
9.8.4. Stress and Work Motivation

9.9. Team Management III. The Negotiation
9.9.1. Negotiation at the Managerial Level in Technology Companies
9.9.2. Styles of Negotiation
9.9.3. Negotiation Phases
  9.9.3.1. Barriers to Overcome in Negotiations

9.10. Team Management IV. Negotiation Techniques
9.10.1. Negotiation Techniques and Strategies
  9.10.1.1. Strategies and Main Types of Negotiation
  9.10.1.2. Negotiation Tactics and Practical Issues
9.10.2. The Figure of the Negotiator

Module 10. Leadership, Ethics and Social Responsibility in Companies

10.1. Globalization and Governance
10.1.1. Governance and Corporate Governance
10.1.2. The Fundamentals of Corporate Governance in Companies
10.1.3. The Role of the Board of Directors in the Corporate Governance Framework

10.2. Cross-Cultural Management
10.2.1. Concept of Cross-Cultural Management
10.2.2. Contributions to the Knowledge of National Cultures
10.2.3. Diversity Management

10.3. Business Ethics
10.3.1. Ethics and Morality
10.3.2. Business Ethics
10.3.3. Leadership and Ethics in Companies

10.4. Sustainability
10.4.1. Sustainability and Sustainable Development
10.4.2. The 2030 Agenda
10.4.3. Sustainable Companies

10.5. Corporate Social Responsibility
10.5.1. International Dimensions of Corporate Social Responsibility
10.5.2. Implementing Corporate Social Responsibility
10.5.3. The Impact and Measurement of Corporate Social Responsibility

10.6. Responsible Management Systems and Tools
10.6.1. CSR: Corporate Social Responsibility
10.6.2. Essential Aspects for Implementing a Responsible Management Strategy
10.6.3. Steps for the Implementation of a Corporate Social Responsibility Management System
10.6.4. Tools and Standards of CSR

10.7. Multinationals and Human Rights
10.7.1. Globalization, Multinational Corporations and Human Rights
10.7.2. Multinational Corporations and International Law
10.7.3. Legal Instruments for Multinationals in the Field of Rights

10.8. Legal Environment and Corporate Governance
10.8.1. International Rules on Importation and Exportation
10.8.2. Intellectual and Industrial Property
10.8.3. International Labor Law

Module 11. People and Talent Management

11.1. Strategic People Management
11.1.1. Strategic Human Resources Management
11.1.2. Strategic People Management

11.2. Human Resources Management by Competencies
11.2.1. Analysis of the Potential
11.2.2. Remuneration Policy
11.2.3. Career/Succession Planning

11.3. Performance Evaluation and Performance Management
11.3.1. Performance Management
11.3.2. Performance Management: Objectives and Process

11.4. Innovation in Talent and People Management
11.4.1. Strategic Talent Management Models
11.4.2. Talent Identification, Training and Development
11.4.3. Loyalty and Retention
11.4.4. Proactivity and Innovation

11.5. Motivation
11.5.1. The Nature of Motivation
11.5.2. Expectations Theory
11.5.3. Needs Theory
11.5.4. Motivation and Financial Compensation

11.6. Developing High Performance Teams
11.6.1. High-Performance Teams: Self-Managing Teams
11.6.2. Methodologies for Managing High Performance Self-Managed Teams

11.7. Change Management
11.7.1. Change Management
11.7.2. Types of Change Management Processes
11.7.3. Stages or Phases in Change Management

11.8. Negotiation and Conflict Management
11.8.1. Negotiation
11.8.2. Conflict Management
11.8.3. Crisis Management

11.9. Executive Communication
11.9.1. Internal and External Communication in the Business Environment
11.9.2. Communication Departments
11.9.3. The Head of Communication of the Company. The Profile of the Dircom

11.10. Productivity, Attraction, Retention and Activation of Talent
11.10.1. Productivity
11.10.2. Talent Attraction and Retention Levers

Module 12. Economic and Financial Management

12.1. Economic Environment
12.1.1. Macroeconomic Environment and the National Financial System
12.1.2. Financial Institutions
12.1.3. Financial Markets
12.1.4. Financial Assets
12.1.5. Other Financial Sector Entities

12.2. Executive Accounting
12.2.1. Basic Concepts
12.2.2. The Company's Assets
12.2.3. The Company's Liabilities
12.2.4. The Company's Net Worth
12.2.5. The Income Statement

12.3. Information Systems and Business Intelligence
12.3.1. Fundamentals and Classification
12.3.2. Cost Allocation Phases and Methods
12.3.3. Choice of Cost Center and Impact

12.4. Budget and Management Control
12.4.1. The Budgetary Model
12.4.2. The Capital Budget
12.4.3. The Operating Budget
12.4.5. The Cash Budget
12.4.6. Budget Monitoring

12.5. Financial Management
12.5.1. The Company's Financial Decisions
12.5.2. The Financial Department
12.5.3. Cash Surpluses
12.5.4. Risks Associated with Financial Management
12.5.5. Risk Management of the Financial Management

12.6. Financial Planning
12.6.1. Definition of Financial Planning
12.6.2. Actions to Be Taken in Financial Planning
12.6.3. Creation and Establishment of the Business Strategy
12.6.4. The Cash Flow Chart
12.6.5. The Working Capital Chart

12.7. Corporate Financial Strategy
12.7.1. Corporate Strategy and Sources of Financing
12.7.2. Corporate Financing Financial Products

12.8. Strategic Financing
12.8.1. Self-financing
12.8.2. Increase in Shareholder's Equity
12.8.3. Hybrid Resources
12.8.4. Financing through Intermediaries

12.9. Financial Analysis and Planning
12.9.1. Analysis of the Balance Sheet
12.9.2. Analysis of the Income Statement
12.9.3. Profitability Analysis

12.10. Analyzing and Solving Cases/Problems
12.10.1. Financial Information on Industria de Diseño y Textil, S.A. (INDITEX)

Module 13. Commercial Management and Strategic Marketing

13.1. Commercial Management
13.1.1. Conceptual Framework of Commercial Management
13.1.2. Commercial Strategy and Planning
13.1.3. The Role of Sales Managers

13.2. Marketing
13.2.1. The Concept of Marketing
13.2.2. The Basic Elements of Marketing
13.2.3. Marketing Activities in Companies

13.3. Strategic Marketing Management
13.3.1. The Concept of Strategic Marketing
13.3.2. Concept of Strategic Marketing Planning
13.3.3. Stages in the Process of Strategic Marketing Planning

13.4. Digital Marketing and e-Commerce
13.4.1. Objectives of Digital Marketing and e-Commerce
13.4.2. Digital Marketing and the Media It Uses
13.4.3. E-Commerce. General Context
13.4.4. Categories of e-Commerce
13.4.5. Advantages and Disadvantages of e-Commerce Compared to Traditional Commerce

13.5. Digital Marketing to Reinforce a Brand
13.5.1. Online Strategies to Improve Brand Reputation
13.5.2. Branded Content and Storytelling

13.6. Digital Marketing to Attract and Retain Customers
13.6.1. Loyalty and Engagement Strategies Using the Internet
13.6.2. Visitor Relationship Management
13.6.3. Hypersegmentation

13.7. Digital Campaign Management
13.7.1. What Is a Digital Advertising Campaign?
13.7.2. Steps to Launch an Online Marketing Campaign
13.7.3. Mistakes in Digital Advertising Campaigns

13.8. Sales Strategy
13.8.1. Sales Strategy
13.8.2. Sales Methods

13.9. Corporate Communication
13.9.1. Concept
13.9.2. The Importance of Communication in the Organization
13.9.3. Type of Communication in the Organization
13.9.4. Functions of Communication in the Organization
13.9.5. Elements of Communication
13.9.6. Problems of Communication
13.9.7. Communication Scenarios

13.10. Digital Communication and Reputation
13.10.1. Online Reputation
13.10.2. How to Measure Digital Reputation?
13.10.3. Online Reputation Tools
13.10.4. Online Reputation Report
13.10.5. Online Branding

Module 14. Executive Management

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

14.2. Manager Functions: Organizational Culture and Approaches
14.2.1. Manager Functions: Organizational Culture and Approaches

14.3. Operations Management
14.3.1. The Importance of Management
14.3.2. Value Chain
14.3.3. Quality Management

14.4. Public Speaking and Spokesperson Education
14.4.1. Interpersonal Communication
14.4.2. Communication Skills and Influence
14.4.3. Communication Barriers

14.5. Personal and Organizational Communication Tools
14.5.1. Interpersonal Communication
14.5.2. Interpersonal Communication Tools
14.5.3. Communication in the Organization
14.5.4. Tools in the Organization

14.6. Communication in Crisis Situations
14.6.1. Crisis
14.6.2. Phases of the Crisis
14.6.3. Messages: Contents and Moments

14.7. Preparation of a Crisis Plan
14.7.1. Analysis of Possible Problems
14.7.2. Planning
14.7.3. Adequacy of Personnel

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

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

14.10. Leadership and Team Management
14.10.1. Leadership and Leadership Styles
14.10.2. Leadership Skills and Challenges
14.10.3. Managing Change Processes
14.10.4. Managing Multicultural Teams

A unique, key, and decisive experience to boost your professional development and take the definitive leap"

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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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.

30%

10%

8%

3%

30%

15%

4%

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.

Our Students' Profiles

This MBA is aimed at professionals who wish to update their knowledge of advanced and cutting-edge computer technologies, aiming to broaden their skillset.

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

The MBA is also open to professionals who, being university graduates in any area, have two years of work experience in the field of Corporate Technical Data Science Management.

Our students choose us in search of professional improvement, and most of them get it"

Average Age

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

Years of Experience

10 to 15 years **25%**

More than 15 years **18%**

5 to 10 years **27%**

Up to 5 years **30%**

Training

Business **22%**

Informatics **35%**

Other Engineering **18%**

Social Sciences **17%**

Others **8%**

Academic Profile

Informatics **32%**

Business **21%**

Entrepreneurs **20%**

Other **27%**
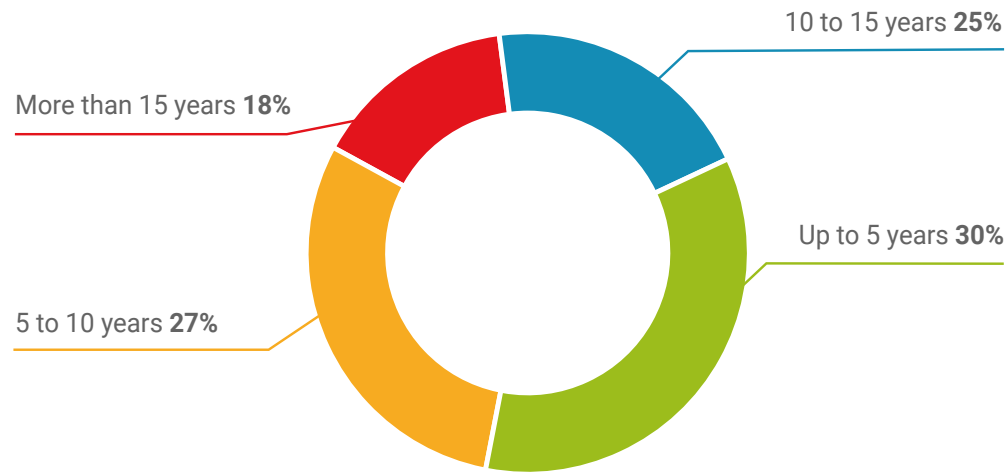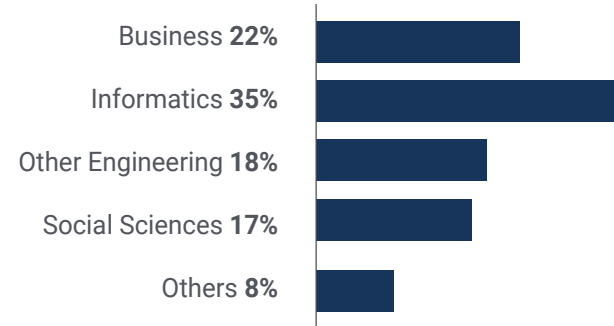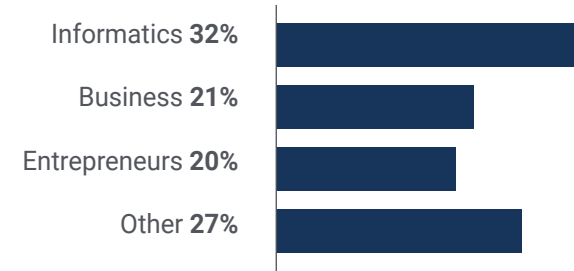
Geographical Distribution

USA **12%**

Spain **39%**

Mexico **21%**

Colombia **7%**

Chile **3%**

Argentina **10%**

Peru **2%**

Others **6%**
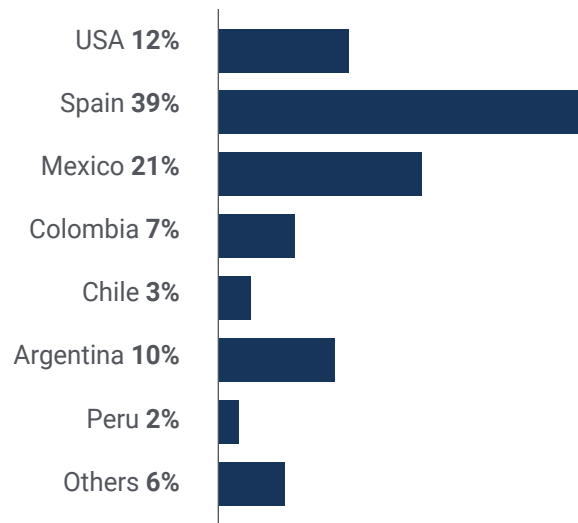
Marta Rodríguez Hernández

Data Entry Technician

"I have always been interested in the world of IT and data management in a company. With this high-level programme I have incorporated the latest developments in the sector into my daily professional practice. Thank the teachers for their ability to transmit and share knowledge in a simple, precise and orderly manner. It's definitely an investment with great short-term returns".

Course Management

In its maxim of offering an elite education for all, TECH counts on renowned professionals so that the student acquires a solid knowledge in Corporate Technical Data Science Management. This MBA has a highly qualified team with extensive experience in the sector, who will offer the best tools for students to develop their skills during the program. This way, students have the guarantees they need to specialize at an international level in a booming sector that will catapult them to professional success.

" *Succeed with the best and gain the knowledge and skills you need to embark on a career in the advanced IT sector"*

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 **NBC Universal** and **Comcast**. Her track record has allowed her to excel in competitive, high-growth environments.

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

Jennifer Dove has demonstrated her commitment to continuous professional development, 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.

Ms. Dove, Jennifer

- Vice President, Talent Acquisition, Mastercard, New York, USA
- Director of Talent Acquisition, NBCUniversal Media, 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

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.

Mr. Gauthier, Rick

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

"

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

International Guest Director

Romi Arman is a renowned international expert with more than two decades of experience in **Digital Transformation**, **Marketing**, **Strategy** and **Consulting**. Through that extended trajectory, he has taken different risks and is a permanent**ad vocate** 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** 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.**

Mr. Arman, Romi

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

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

International Guest Director

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 professional 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 improvements in vendor risk assessment, resulting in process improvements and workflow management 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 a number of accolades 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. He 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.

Mr. Arens, Manuel

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

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

International Guest Director

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

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

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

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

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

Mr. La Sala, Andrea

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

"

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

International Guest Director

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

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

One of his most outstanding projects in recent years has been the **Walmart Data Cafe platform**, the largest of its kind in the world that is anchored in the cloud aimed at *Big 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, this expert has achieved cutting-edge skills. Because of this, he has come to be considered a **born leader** of the **new global economy**, entered on the impulse of data and its infinite possibilities.

Mr. Gram, Mick

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

"

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

International Guest Director

Scott Stevenson is a distinguished **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.**

Mr. Stevenson, Scott

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

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

International Guest Director

Eric Nyquist 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, USA.** With many years of experience behind him at NASCAR, 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 **sport's franchises**. As **Executive Vice President** of the **Chicago Bulls** and the **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 **senior strategic analyst** for **Roger Goodell** in the **National Football League (NFL)** and, prior to that, as a **Legal Intern** for the **United States Soccer Federation.**

Mr. Nyquist, Eric

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

"

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

Management

Dr. Peralta Martín-Palomino, Arturo

- CEO and CTO at Prometeus Global Solutions
- CTO at Korporate Technologies
- CTO in AI Shephers GmbH
- Doctorate in Psychology from the University of Castilla la Mancha
- PhD in Economics, Business and Finance from the Camilo José Cela University. Outstanding Award in her PhD
- PhD in Psychology, University of CastillaLa Mancha
- Master's Degree in Advanced Information Technologies from the University of Castilla la Mancha
- Master MBA+E (Master's Degree in Business Administration and Organisational Engineering) from the University of Castilla la Mancha
- Associate professor, teaching undergraduate and master's degrees in Computer Engineering at the University of Castilla la Mancha
- Professor of the Master in Big Data and Data Science at the International University of Valencia
- Professor of the Master's Degree in Industry 4.0 and the Master's Degree in Industrial Design and Product Development
- Member of the SMILe Research Group of the University of Castilla la Mancha

Professors

Mr. Montoro Montarroso, Andrés

- Researcher in the SMILe Group at the University of Castilla-La Mancha

- Data Scientist at Prometeus Global Solutions

- Graduate in Computer Engineering from the University of Castilla-La Mancha

- Master's Degree in Data Science and Computer Engineering from the University of Granada. (2021)

- Guest lecturer in the subject of Knowledge-Based Systems at the Escuela Superior de Informática de Ciudad Real, Giving the Lecture "Advanced Artificial Intelligence Techniques: Search and Analysis of Potential Social Media Radicals" (2021)

- Guest lecturer in the subject of Data Mining at the Escuela Superior de Informática de Ciudad Real giving the lecture: "Applications of Natural Language Processing: Fuzzy Logic to the analysis of messages in social networks"

- Speaker at the Seminar on Corruption Prevention in Public Administrations and Artificial Intelligence. Faculty of Law and Social Sciences of Toledo. Conference entitled "Artificial Intelligence Techniques". Speaker at the first International Seminar on Administrative Law and Artificial Intelligence (DAIA). Organised by Centro de Estudios Europeos Luis Ortega Álvarez and Institut de Recerca TransJus. Conference entitled "Sentiment Analysis for the prevention of hate speech on social media"

Ms. Palomino Dávila, Cristina

- Consultant and Senior GRC Auditor at Oesía Networks

- Audit Sub-Directorate - General Secretary at Compañía Logística de Hidrocarburos CLH

- Senior consultant and auditor in the field of Personal Data Protection and information society services at Helas Consultores

- Graduate in Law from the University of Castilla La Mancha

- Master's Degree in Legal Consultancy for Businesses from the Instituto de Empresa

- Advanced Course in Digital Security and Crisis Management, University of Alcalá and the Spanish Security and Crisis Alliance (AESYC)

Mr. Peris Morillo, Luis Javier

- Technical Lead in Capitole Consulting. He leads a team at Inditex in the logistics unit of its open platform

- Senior Technical Lead y Delivery Lead Support en HCL

- Agile Coach and Director of Operations at Mirai Advisory

- Member of the Steering Committee as Chief Operating Officer

- Developer, Team Leader, Scrum Master, Agile Coach, Product Manager in DocPath

- Higher Engineering in Computer Science by the ESI of Ciudad Real (UCLM)

- Postgraduate Degree in Project Management by CEOE - Confederación Española de Organizaciones Empresariales (Spanish Confederation of Business Organisations)

- 50+ MOOCs taken, taught by renowned universities such as Stanford University, Michigan University, Yonsei University, Polytechnic University of Madrid, etc.

- Several certifications, some of the most notable or recent ones are Azure Fundamentals

Ms. García La O, Marta

- Specialist in Digital Marketing and RRSS

- Management, administration and account management at Think Planning and Development

- Organisation, supervision and mentoring of senior management training courses in Think Planning and Development

- Accountant-administrative in Tabacos Santiago y Zaraiche-Stan Roller

- Marketing Specialist at Versas Consultores

- Diploma in Business Studies from the University of Murcia

- Master's Degree in Sales and Marketing Management from Fundesem Business School

Mr. Tato Sánchez, Rafael
- Project Management INDRA SISTEMAS S.A.
- Technical Director INDRA SISTEMAS S.A.
- Systems Engineer ENA TRÁFICO S.A.U.
- IFCD048PO. Software Project Management and Development Methodology with SCRUM
- Coursera: Machine Learning
- Udemy: Deep Learning A-Z. Hands-on Artificial Neural Networks
- Coursera: IBM: Fundamentals of Scalable Data Science
- Coursera: IBM: Applied AI with Deep Learning
- Coursera: IBM: Advance Machine Learning and Signal Processing
- Degree in Industrial Electronics and Automation Engineering from the European University of Madrid
- Master's Degree in Industrial Engineering from the European University of Madrid
- Master's Degree in Industry 4.0 by the International University of La Rioja (UNIR)
- Professional certification. SSCE0110. Teaching for vocational training for employment

Mr. Díaz Díaz-Chirón, Tobías
- Researcher at the ArCO laboratory of the University of Castilla-La Mancha, a group dedicated to projects related to computer architectures and networks
- Consultant at Blue Telecom, a company dedicated to the telecommunications sector
- Freelance mainly dedicated to the telecommunications sector, specialising in 4G/5G networks
- OpenStack: deploy and administration
- Degree in Computer Engineering from the University of Castilla-La Mancha, specialising in computer architecture and networks
- Associate Professor at the University of Castilla-La Mancha in the subjects of distributed systems, computer networks and concurrent programming
- Speaker at Sepecam course on network administration

Ms. Martínez Cerrato, Yésica
- Electronic Security Product Technician at Securitas Security Spain
- Business Intelligence Analyst at Ricopia Technologies (Alcalá de Henares) Degree in Electronic Communications Engineering at the Polytechnic School, University of Alcalá
- Responsible for training new recruits on commercial management software (CRM, ERP, INTRANET.), product and procedures in Ricopia Technologies (Alcalá de Henares)
- Responsible for training new scholarship holders incorporated to the Computer Classrooms at the University of Alcalá
- Project Manager in the area of Key Accounts Integration at Correos and Telégrafos (Madrid)
- Computer Technician-Responsible for computer classrooms OTEC, University of Alcalá (Alcalá de Henares)
- Computer classes teacher at ASALUMA Association (Alcalá de Henares)
- Scholarship for Training as a Computer Technician in OTEC, University of Alcala (Alcalá de Henares)

Mr. García Niño, Pedro
- Specialist in Web Positioning and SEO/Google Ads
- SEO On-Page / Off-Page Specialist
- Google Ads Specialist (SEM / PPC), Official Certification
- Specialist in Google Analytics/Digital Marketing Analytics and Performance Measurement
- Specialist in Digital Marketing and RRSS
- IT Services Sales Manager
- Computer Equipment Technician Hardware/Software Specialist

Ms. Fernández Meléndez, Galina

- Data Analyst. Aresi | Gestión de Fincas - Madrid-Spain
- Data Analyst. ADN Mobile Solution-Gijón-Spain
- ETL processes, data mining, data analysis and visualisation, establishment of KPI's, Dashboard design and implementation, management control
- ADN Mobile Solution-Gijón-Spain R development, SQL management, among others. Pattern determination, predictive modelling, machine learning
- Bachelor's degree in Business Administration. Bicentennial University of Aragua-Caracas
- Diploma in Planning and Public Finance Venezuelan School School of Planning-School of Finance
- Professional Master's Degree in Data Analysis and Business Intelligence. University of Oviedo
- MBA in Business Administration and Management (Escuela De Negocios Europea De Barcelona)
- Master in Big Data and Business Intelligence (Escuela de Negocios Europea de Barcelona)

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Impact on Your Career

TECH is are aware that studying a program like this entails great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. Here students will find great possibilities to get it. For this, we have the perfect equation for a quality specialization: a highly up-to-date syllabus and internationally renowned teachers. Undoubtedly, a unique opportunity that will help you give a boost to your career in a short time.

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

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

With this program you will be able to drastically advance in your profession, although there is no doubt that, in order to do so, you will have to make an investment in different areas, such as economic, professional and personal. However, the goal is to improve in your professional life and, to do so, it is necessary to fight.

Thanks to this programme you will receive a large number of job offers with which you will be able to start your professional growth.

The best way to achieve professional change is to increase your skills. So don't stop studying at TECH.

When the change occurs

During the program	During the first year	After 2 years
23%	**21%**	**56%**

Time of Change

Internal Promotion **41%**

Change of Company **35%**

Entrepreneurship **24%**
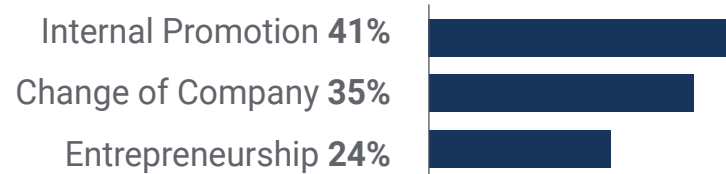
Salary increase

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

Salary before	A salary increase of	Salary after
$ 32,900	**25.22%**	**$ 41,200**

Benefits for Your Company

The MBA in Corporate Technical Data Science Management helps raise the organization's talent to its maximum potential by educating high-level leaders.

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

"
All the subjects and areas of knowledge have been compiled in a complete and absolutely up-to-date syllabus, in order to bring the student to the highest theoretical and practical level"

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

01

Growth of talent and intellectual capital
The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

02

Retaining high-potential executives to avoid talent drain
This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

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

04

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

05

Project Development
The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

06

Increased competitiveness
This program will equip students with the skills to take on new challenges and drive the organization forward.

Certificate

This MBA in Corporate Technical Data Science Management 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 qualification without having to travel or fill out laborious paperwork"*

This **MBA in Corporate Technical Data Science Management** contains the most complete and up-to-dated program on the market.

After the student has passed the assessments, they will receive their corresponding **Executive Master's Degree** issued by **TECH Technological University** via tracked delivery*.
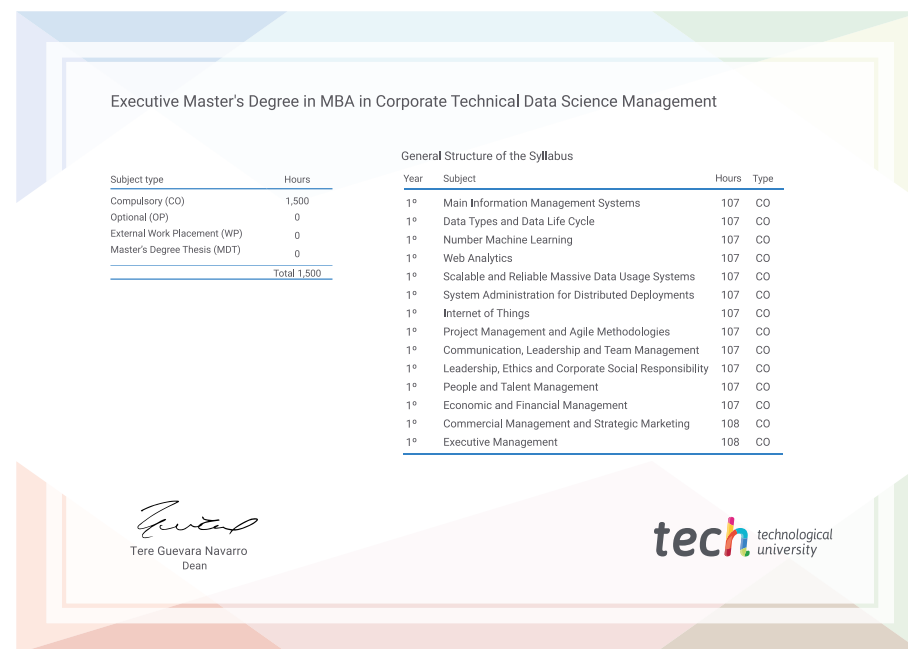
The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Executive Master's Degree, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Executive Master's Degree in MBA in Corporate Technical Data Science Management**

Official Nº of hours: **1,500 h.**

Modality: **online**

Duration: **12 months**

tech technological university

Awards the following
DIPLOMA
to

Mr./Ms. _____, with identification number _____.
For having successfully passed and accredited the following program

EXECUTIVE MASTER'S DEGREE
in

MBA in Corporate Technical Data Science Management

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 Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

Executive Master's Degree in MBA in Corporate Technical Data Science Management

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	Main Information Management Systems	107	CO
1º	Data Types and Data Life Cycle	107	CO
1º	Number Machine Learning	107	CO
1º	Web Analytics	107	CO
1º	Scalable and Reliable Massive Data Usage Systems	107	CO
1º	System Administration for Distributed Deployments	107	CO
1º	Internet of Things	107	CO
1º	Project Management and Agile Methodologies	107	CO
1º	Communication, Leadership and Team Management	107	CO
1º	Leadership, Ethics and Corporate Social Responsibility	107	CO
1º	People and Talent Management	107	CO
1º	Economic and Financial Management	107	CO
1º	Commercial Management and Strategic Marketing	108	CO
1º	Executive Management	108	CO

Tere Guevara Navarro
Dean

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*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

tech *technological university*

Executive Master's Degree
MBA in Corporate Technical Data Science Management

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

Executive Master's Degree
MBA in Corporate Technical Data Science Management