Executive Master's Degree
Visual Analytics and Big Data

MVABD

tech global university

Executive Master's Degree
Visual Analytics and Big Data

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Global University**
- » Credits: **60 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**
- » Target Group: **graduates or professionals of any specialty who want to be qualified in the application of data visualization technologies, Big Data and artificial intelligence for the development, boost or change of direction of their professional career**

Website: **www.techtitute.com/us/school-of-business/professional-master-degree/master-visual-analytics-big-data**

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01
Welcome

Although the collection and storage of data that is produced on a daily basis has improved considerably, there are still significant gaps in people's ability to analyze this information, and therefore automated tools and methods are needed to facilitate this task in the business environment. The use of Visual Analytics and Big Data tools and techniques facilitates the discovery of solutions to complex problems that humans are unable to solve by themselves, thanks to the enormous data processing and storage capacity of computers.

Due to the growing demand for professionals specialized in Visual Analytics and Big Data, this prestigious program was created to prepare students to enter the world of Big Data as professionals capable of handling rational analysis, supported by a visual and interactive interface. An intensive program where you will acquire the knowledge you need to intervene in the data capture and storage, the analysis of Data Mining or the visualization of information.

Executive Master's Degree in Visual Analytics and Big Data.
TECH Global University

One of our key objectives is to help you develop the essential skills for the use of Visual Analytics and Big Data in business"

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 Global 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 students represent more than 200 different nationalities.

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

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"

Analysis

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

Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.

Economy of Scale

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

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 Global University community.

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

04
Objectives

This program is designed to strengthen Visual Analytics and Big Data skills, as well as to develop new skills and abilities that will be essential in students' professional development. After the program, the professional will be able to make global decisions with an innovative perspective and an international vision.

You will have innovative educational materials and resources that will facilitate the learning process and the retention of the content learned for a longer period of time"

Working together to achieve them.
The students' objectives are TECH's too.

This **Executive Master's Degree in Visual Analytics and Big Data** will enable the student to:

01 Understand the value of the changing environment and facilitate students' connection to entrepreneurship and new knowmad ways of working

02 Analyze the data produced and draw conclusions using statistical tools to make the most appropriate decisions at all times

03 Learn the introductory concepts of statistics; statistical reasoning; representing relationships between different variables, among others

04 Know and use statistical tools to solve problems in the Big Data field

05 Learn the different techniques for data analysis and exploitation and visualization and interaction techniques, all closely linked to the role of Data Scientists and their contribution to the anticipation and vision for the execution of innovation processes that allow for efficient changes in organizations

06 Apply Data Mining tools to solve learning problems, interpreting the results obtained, as well as the ability to design an intelligent system capable of inferring new knowledge

08 Delve into the Hadoop framework and its file system HDFS (Hadoop Distributed File System), which provides tools and techniques for distributed storage and processing of large amounts of data

09 Know how to apply tools for parallel processing: MapReduce, devised by Google in 2004, or Spark, now under the auspice of the Apache Software Foundation

07 Learn about the importance of having cloud computing for processing large volumes of data and how all this Big Data can be ingested into tools that allow us to obtain and infer patterns in seemingly unrelated data

10 Acquire the skills for strategic project management through the contribution of best practices collected under the PMI, methodologies such as Kimball or a unique methodology in the world: SQuID, developed by a leading Spanish company in Big Data

11 Understand the need for security in data storage, management and access along with the pillars of information security: integrity, confidentiality, availability and traceability

14 Know how to differentiate the offer, thus providing the ability to think in the same way as the consumer, detecting the attributes they want

12 Learn to accurately define the consumer by learning specific skills and finding and analyzing the necessary information

13 Obtain information based on data from web searches, in order to define a strategy based on realities, i.e., existing data

15 Learn about a case study of application in the world of Big Data to Marketing with MasterLead, which provides a tool to assess the probability of a lead becoming a customer

16 Be able to practice storytelling with data to understand how to represent data and its visual representations

18 Learn how to use IBM's Many Eyes tool that allows you to create different types of data visualizations such as infographics, maps, word count visualization, bar charts, etc.

Direct Traffic
3,097.00 (40.49%)

Search Engines
2,910.00 (38.04%)

Referring Sites
1,642.00 (21.47%)

Map Overlay

itors Overview

19 Obtain capabilities in three popular libraries such as Google Charts, JQuery Plug ins for visualizations and Data-Driven Organizations, also known as D3, one of the most powerful libraries currently on the market

17 Understand Keim's visual analytics process, which shows how to apply Visual Analytics techniques to the business world

20 Gain in depth knowledge of another set of tools that are widely used in various industries such as Matlab, Tableau, SAS Visual Analytics or Microsoft Power BI, where you can explain the history of a Dataset through visualizations

Skills

After passing the evaluations of the Executive Master's Degree in Visual Analytics and Big Data, professionals will have acquired the necessary skills for a quality and up to date practice based on the most innovative teaching methodology.

"We offer you the resources you need to develop the skills that will enable you to work successfully in this sector"

01 Acquire the necessary skills for professional practice in the field of Visual Analytics in the social and technological context

02 Know how to analyze and interpret statistical data

03 Use data evaluation and analysis techniques

04 Know the tools to be used in data analysis

05 Perform management and parallelization of databases of different types

06 Put into practice advanced management skills in data organization
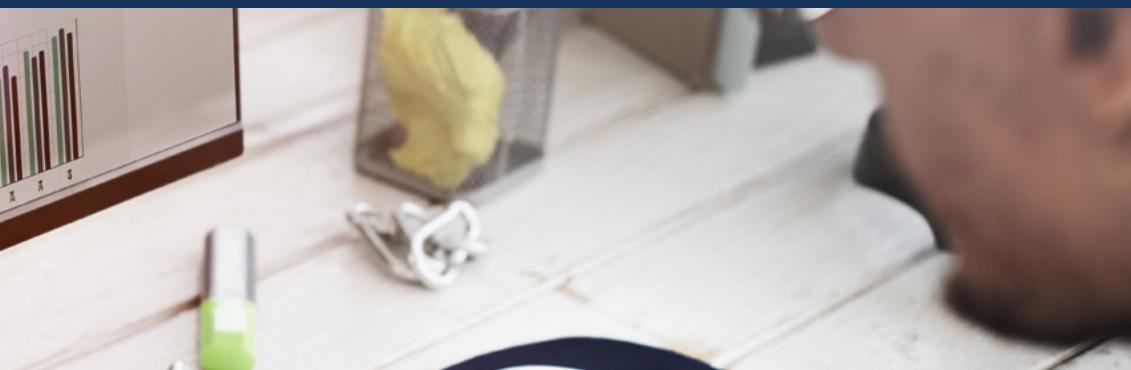
08 Applying data engineering to marketing

09 Make data visible

07 Lead Visual Analytics and Big Data projects

10 Using data visualization tools

Structure and Content

This Executive Master's Degree in Visual Analytics and Big Data is a tailor made programme that is taught in a 100% online format so 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.

"
A stimulating professional growth journey designed to keep you interested and motivated throughout the program"

Syllabus

TECH Global University's Executive Master's Degree in Visual Analytics and Big Data is an intensive program that prepares students to face challenges and business decisions in the field of Visual Analytics and Big Data.

The content of this Executive Master's Degree in Visual Analytics and Big Data is designed to promote the development of skills that enable more rigorous decision-making in uncertain environments.

Over the course of 1,500 hours, the student analyzes a plethora of practical cases through individual and teamwork. It is, therefore, an authentic immersion in real business situations.

This Executive Master's Degree deals, in depth, with the world of computer science in the business world, and is designed to prepare professionals who understand Visual Analytics and Big Data from a strategic, international and innovative perspective.

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

This Executive Master's Degree takes place over 12 months and is divided into 10 modules:

Module 1	Visual Analytics in the Social and Technological Context
Module 2	Data Analysis and Interpretation
Module 3	Data Analysis Techniques and AI
Module 4	Data Analysis Tools
Module 5	Database Management and Data Parallelization Systems
Module 6	Data-Driven Soft Skills in Strategic Management in Visual Analytics
Module 7	Strategic Management of Visual Analytics and Big Data Projects
Module 8	Client Analysis. Applying Data Intelligence to Marketing
Module 9	Interactive Visualization of Data
Module 10	Visualization Tools

Where, when and how is it taught?

TECH offers the possibility of developing this Executive Master's Degree in Visual Analytics and Big Data 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. Visual Analytics in the Social and Technological Context

1.1. Technological Waves in Different Societies. Towards a 'Data Society'	1.2. Globalization. Geopolitical and Social World Context	1.3. VUCA Environment. Always Living in the Past	1.4. Knowing New Technologies: 5G and IoT
1.5. Knowing New Technologies: Cloud and Edge Computing	1.6. Critical Thinking in Visual Analytics	1.7. Knowmads. Nomads Among Data	1.8. Learning to Be an Entrepreneur in Visual Analytics
1.9. Anticipation Theories Applied to Visual Analytics	1.10. The New Business Environment: Digital Transformation		

Module 2. Data Analysis and Interpretation

2.1. Introduction to Statistics	2.2. Measures Applicable to the Processing of Information	2.3. Statistical Correlation	2.4. Theory of Conditional Probability
2.5. Random Variable and Probability Distribution	2.6. Bayesian Inference	2.7. Sample Theory	2.8. Confidence Intervals
2.9. Hypothesis Testing	2.10. Regression Analysis		

Module 3. Data Analysis Techniques and AI

3.1. Predictive Analytics	3.2. Evaluation Techniques and Model Selection	3.3. Lineal Optimization Techniques	3.4. Monte Carlo Simulations
3.5. Scenario Analysis	3.6. Machine Learning Techniques	3.7. Web Analytics	3.8. Text Mining Techniques
3.9. Methods of Natural Language Processing (NLP)	3.10. Social Media Analytics		

Module 4. Data Analysis Tools

4.1. Data Science R Environment	4.2. Data Science Python Environment	4.3. Static and Statistical Graphs	4.4. Data Processing in Different Formats and Different Sources
4.5. Data Cleaning and Preparation	4.6. Exploratory Studies	4.7. Decision Trees	4.8. Classification and Association Rules
4.9. Neural Networks	4.10. Deep Learning		

Module 5. Database Management and Data Parallelization Systems

5.1. Conventional Databases	5.2. Non-Conventional Databases	5.3. Cloud Computing: Distributed Data Management	5.4. Tools for the Ingestion of Large Volumes of Data
5.5. Types of Parallels	5.6. Data Processing in Streaming and Real Time	5.7. Parallel Processing: Hadoop	5.8. Parallel Processing: Spark
5.9. Apache Kafka 5.9.1. Introduction to Apache Kafka 5.9.2. Architecture 5.9.3. Data Structure 5.9.4. Kafka APIs 5.9.5. Use Cases	5.10. Cloudera Impala		

Module 6. Data-Driven Soft Skills in Strategic Management in Visual Analytics

6.1. Drive Profile for Data-Driven Organizations	6.2. Advanced Management Skills in Data-Driven Organizations	6.3. Using Data to Improve Strategic Communication Performance	6.4. Emotional Intelligence Applied to Management in Visual Analytics
6.5. Effective Presentations	6.6. Improving Performance through Motivational Management	6.7. Leadership in Data-Driven Organizations	6.8. Digital Talent in Data-Driven Organizations
6.9. Data-Driven Agile Organization I	6.10. Data-Driven Agile Organization II		

Module 7. Strategic Management of Visual Analytics and Big Data Projects

7.1. Introduction to Strategic Project Management	7.2. Best practices in the Description of Big Data Processes (PMI)	7.3. Kimball Methodology	7.4. SQuID Methodology 7.4.1. Introduction to SQuID Methodology to Approach Big Data Projects 7.4.2. Phase I. Sources 7.4.3. Phase II. Data Quality 7.4.4. Phase III. Impossible Questions 7.4.5. Phase IV. Discovering 7.4.6. Best Practices in the Application of SQuID in Big Data Projects
7.5. Big DataPrivacy	7.6. Cyber Security in Big Data	7.7. Identification and De-Identification with Large Volumes of Data	7.8. Data Ethics I
7.9. Data Ethics II			

Module 8. Client Analysis. Applying Data Intelligence to Marketing

8.1. Concepts of Marketing. Strategic Marketing	8.2. Relationship Marketing	8.3. CRM as an Organizational Hub for Customer Analysis	8.4. Web Technologies
8.5. Web Data Sources	8.6. Acquisition of Web Data	8.7. Tools for the Extraction of Data from the Web	8.8. Semantic Web
8.9. OSINT: Open-Source Intelligence	8.10. Master Lead or How to Improve Sales Conversion Using Big Data		

Module 9. Interactive Visualization of Data

9.1. Introduction to the Art of Making Data Visible	9.2. How to Perform Storytelling with Data	9.3. Data Representation	9.4. Scalability of Visual Representations
9.5. Visual Analytics vs. Information Visualization. Understanding That It's Not The Same Thing	9.6. Visual Analysis Process (Keim)	9.7. Strategic, Operative and Managerial Reports	9.8. Types of Graphs and Their Application
9.9. Interpretation of Reports and Graphs. Playing the Role of the Receiver	9.10. Evaluation of Visual Analytics Systems		

Module 10. Visualization Tools

10.1. Introduction to Data Visualization Tools	10.2. Many Eyes	10.3. Google Charts	10.4. jQuery
10.5. Data-Driven Documents I	10.6. Data-Driven Documents II	10.7. Matlab	10.8. Tableau
10.9. SAS Visual Analytics	10.10. Microsoft Power BI		

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%
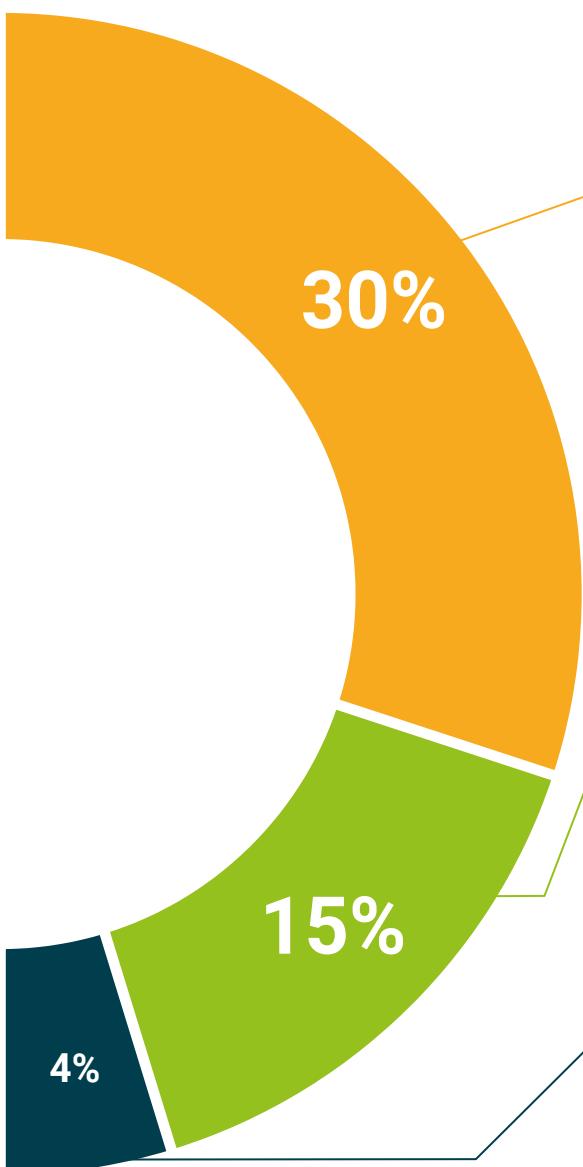
Case Studies

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 Executive Master's Degree is aimed at professionals who want to become qualified in the application of data visualization technologies, Big Data and artificial intelligence for the development, promotion or change of direction of their professional career.

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

This Executive Master's Degree can also be taken by professionals who, being university graduates in any field, have two years of work experience in the field of Visual Analytics and Big Data.

> " 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

10-15 years **25%**

More than 15 years **18%**

Up to 5 years **30%**

5-10 years **27%**

Training

Business **35%**
Informatics **25%**
Other Engineering **15%**
Social Sciences **17%**
Others **8%**

Academic Profile

Informatics **23%**
Business **30%**
Entrepreneurs **27%**
Other **20%**
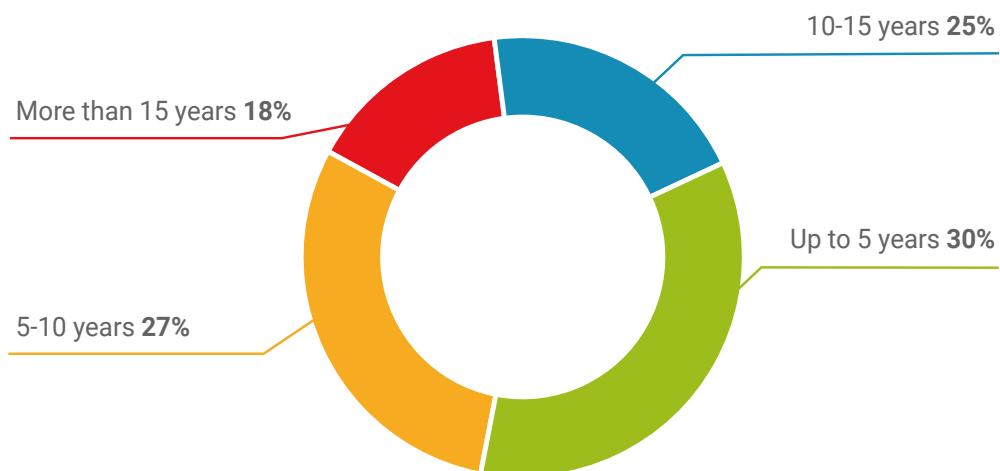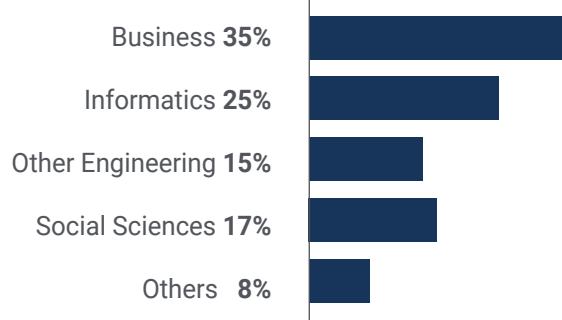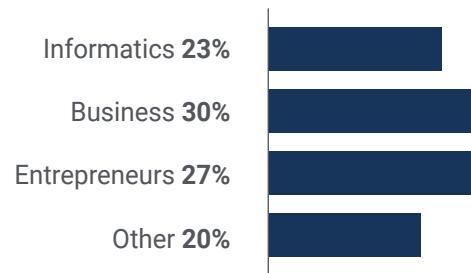
Geographical Distribution

Country	%
USA	**12%**
Spain	**40%**
Mexico	**20%**
Colombia	**7%**
Argentina	**10%**
Chile	**3%**
Peru	**2%**
Other	**6%**
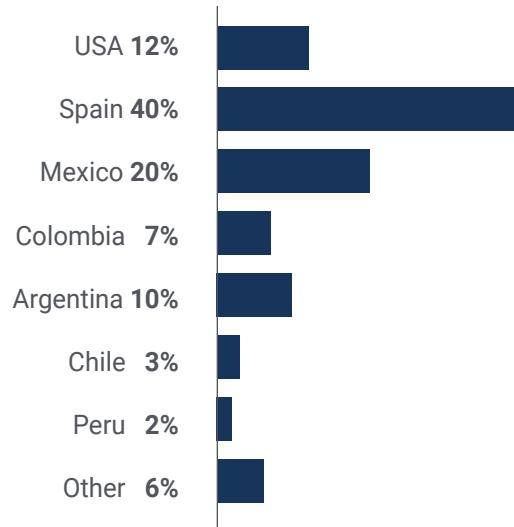
Julio Rodríguez Hernández

Big Data Expert

"I have always been interested in the world of Big Data applied to business. With this high level program, I have incorporated the latest developments in the sector into my daily professional practice. I would like to thank the teachers for their ability to convey and share knowledge in a simple, precise and orderly manner. It's definitely an investment with great short term returns"

09

Course Management

TECH works with renowned professionals so that students acquire a solid skillset in Visual Analytics and Big Data. This Executive Master's Degree includes a highly qualified and experienced team in the field, which will offer the best possible resources for students in developing their skills during the program. In 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 acquire the knowledge and skills you need to enter the Visual Analytics and Big Data sector"

International Guest Director

Recognized as one of the best experts in Data Science by Forbes magazine, Robert Morgan is a distinguished mathematician highly specialized in the field of Computational Statistics. His extensive knowledge in this field has allowed him to be part of international reference institutions, such as the multinational Unilever.

In this way, he has led the Data Science strategy at a global level. In this sense, he has supervised multiple projects that use advanced analysis to optimize the strategic operations of companies. Among his major achievements, he has improved the shopping experience of multiple customers by offering them personalized product recommendations based on their preferences. As a result, it has enabled users to establish loyal relationships with brands. It has also employed Digital Twins in the manufacturing network, managing to monitor soap production in real time and significantly improving its quality.

Moreover, his philosophy focuses on the use of data systems to solve complex problems in the business environment and drive innovation. In the same vein, in his spare time he develops software and participates in open source projects. As such, he stays at the forefront of the latest trends in subjects such as Bayesian Statistics, Big Data or Artificial Intelligence, among others.

In addition, his work has been rewarded on multiple occasions in the form of awards. For example, he recently received the "Business Achievement" award from Unilever for his contribution to the digital transformation of the company. In this regard, it is worth noting that the integration of technologies has enabled companies to improve their operational efficiency by automating repetitive tasks. This has considerably reduced human errors in the logistics chain, resulting in both time and cost savings.

Mr. Morgan, Robert

- Global Director of Data Science at Unilever in New York, United States
- Head of Analytics and Data Science at Dunnhumby, New York
- Statistician at Unilever, New York
- M.Sc. in Computational Statistics from Bacth University
- M.Sc. in Statistical Research from Bristol University
- B.Sc. in Mathematics, Cardiff University
- Certificate in Statistical Learning from Stanford University
- Certificate in Programming from Johns Hopkins University

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

Management

Mr. Galindo, Luis Ángel

- Senior High Performance Consultant with 16 years of experience
- Definition, development and implementation of a successful open innovation model, with +10% year-on-year revenue growth leveraged on innovative assets
- Definition, development and implementation of successful Digital Transformation Programs for more than 8 years and 700+ people leading a pioneering role in the industry
- Implementation of 20+ complex consulting projects worldwide for large companies in artificial intelligence, economic intelligence, cybersecurity, business development, digital transformation, risk assessment, process optimization and people management
- Expert in understanding customers and translating their needs into actual sales

Professors

Ms. Olmedo, Asunta
- Creative Publicist Consultant UX Writing and Graphic Design
- Communication Technician Advertising and PP. National Institute of Specialized Techniques
- Master's Degree in Graphic Design Tracor Training Center
- Community Manager Course (Community Manager Institute)
- UX and Usability Course (MiriadaX, Coursea, Factor Ideas)
- Freelancer for consulting firms, agencies and studios
- Courses and workshops for Telefónica and the CAM
- Collaboration with different marketing and design companies (Imaginamass, Mibizpartners, WinWin consultants, We are Bold, Muebles Toscana, TeveoOnline, Bip Informáticos, The Mars Society)
- Copywriter in national and multinational advertising agencies, among other accounts: Santander Bank, Buena Vista, Canon, Coca-Cola, Maphre, Asisa, Prosegur, Camel, Ayuda en Acción, Casino Gran Madrid, La Razón, Amex, Airis, Rainbow

Ms. Álvarez de las Cuevas, Mónica
- IT Engineer
- Project management with direct experience in the field of technical training and digital marketing solutions
- Coordination and management of both technical and business teams, for the analysis of the status and improvement of business procedures and implementation of new digital solutions

Mr. Lominchar, José
- PhD in Law (Labor Law Program) (UCJC)
- MBA: Master of Business Administration (MBA)
- Degree in Law (UCM) Spain
- Honorary PhD from the Legal Studies University Center in Mexico, 2018

Mr. Almansa, Antonio
- Senior Technician: operation, engineering and architecture of the Data Center (DC) networks , located in Independencia and Orduña, as well as the transport network at national level for tariffs and discharges
- Level 2 Expert: design and implementation of the networks (with technological change) of the DC of Fco. Sancha and later Manuel Tovar
- Design, implementation and integration of the Julian Camarillo DC contingency center

Ms. Cordero García, Marta
- University Professor, Polytechnic School of Madrid
- Aerospace Engineering Department: Mathematics Applied to Aerospace Engineering

Mr. García, Felipe
- Degree in IT from the Polytechnic University of Madrid
- Doctoral Thesis on "Wisdom Collective Intelligence"
- Founding Partner and President of KNOWDLE AI TECHNOLOGIES GROUP
- President promoter of the KNOWDLE CONSORTIUM GROUP ASSOCIATION
- Promoter and president of the KNOWDLE FOUNDATION & RESEARCH INSTITUTE with an ecosystem of startups in acceleration under the same technology of Collective Artificial Intelligence

10
Impact on Your Career

TECH is aware that studying a program like this entails great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. And, with us, professionals will find many possibilities to achieve it. For this, we have the perfect equation for a quality specialisation: a highly updated 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, professionals will be able to advance drastically in their profession, although there is no doubt that, in order to do so, they will have to make an investment in different aspects, such as economic, professional and personal areas.

However, the goal is to improve in your professional life and, to do so, it is necessary to fight.

Thanks to this program, 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%**

Type of change

Internal Promotion **41%**

Change of Company **35%**

Entrepreneurship **24%**
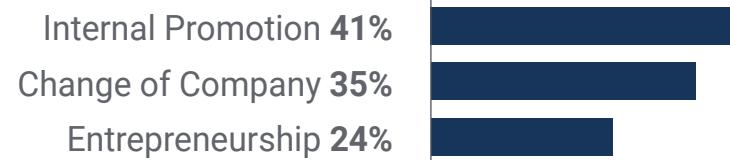
Salary increase

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**
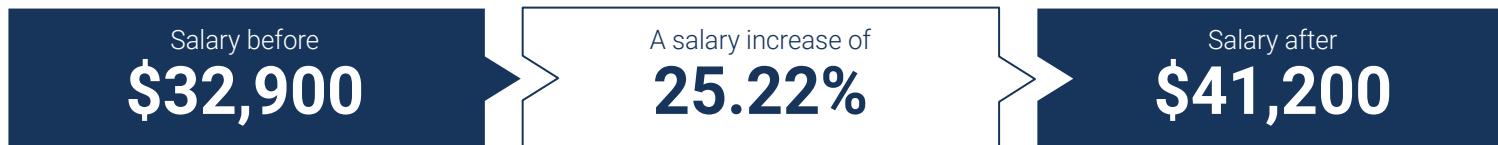
11
Benefits for Your Company

This Executive Master's Degree in Visual Analytics and Big Data contributes to raising the organization's talent to its maximum potential through their high level leaders' qualifications.

Participating in this Executive Master's Degree 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 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

Intellectual Capital and Talent Growth

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

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

Project Development

05

Students will be able to work on real projects or develop new projects in the field of R&D or Business Development of their company.

Increased competitiveness

06

This Executive Master's Degree will equip students with the skills to face new challenges and drive the organization forward.

Certificate

This Executive Master's Degree Visual Analytics and Big Data guarantees students, in addition to the most rigorous and up to date education, access to a Executive Master's Degree issued by TECH Global University.

"

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

This program will allow you to obtain your **Executive Master's Degree diploma in Visual Analytics and Big Data** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University is an official European University publicly recognized by the Government of Andorra (*official bulletin*). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.
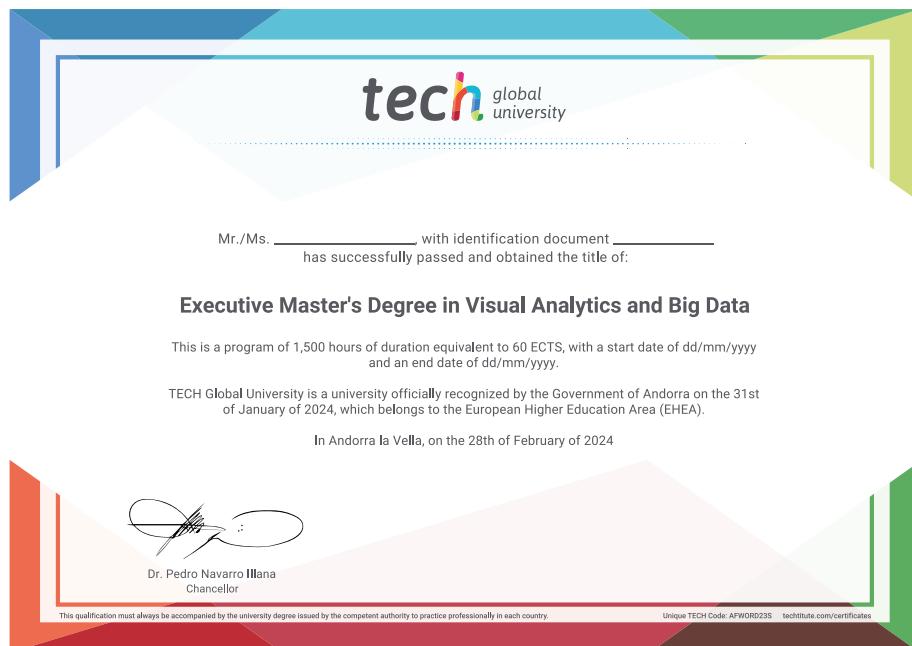
This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Executive Master's Degree in Visual Analytics and Big Data**

Modality: **online**

Duration: **12 months**

Accreditation: **60 ECTS**

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Mr./Ms. _____ with identification document _____ has successfully passed and obtained the title of:

Executive Master's Degree in Visual Analytics and Big Data

This is a program of 1,500 hours of duration equivalent to 60 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Chancellor

This qualification must always be accompanied by the university degree issued by the competent authority to practice professionally in each country.   Unique TECH Code: AFWORD23S   techtitute.com/certificates

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Executive Master's Degree in Visual Analytics and Big Data

Subject type	ECTS
Compulsory (CO)	60
Optional (OP)	0
External Work Placement (WP)	0
Master's Degree Thesis (MDT)	0
Total	60

General Structure of the Syllabus

Year	Subject	ECTS	Type
1º	Visual Analytics in the Social and Technological Context	6	CO
1º	Data Analysis and Interpretation	6	CO
1º	Data Analysis Techniques and AI	6	CO
1º	Data Analysis Tools	6	CO
1º	Database Management and Data Parallelization Systems	6	CO
1º	Data-Driven Soft Skills in Strategic Management in Visual Analytics	6	CO
1º	Strategic Management of Visual Analytics and Big Data Projects	6	CO
1º	Client Analysis. Applying Data Intelligence to Marketing	6	CO
1º	Interactive Visualization of Data	6	CO
1º	Visualization Tools	6	CO

Dr. Pedro Navarro Illana
Rector

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

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Executive Master's Degree
Visual Analytics and Big Data

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Global University**
- » Credits: **60 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Executive Master's Degree
Visual Analytics and Big Data

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